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TESTIMONY PRESENTED TO THE HOUSE ECONOMIC MATTERS COMMITTEE

House Bill 844

BUSINESS REGULATION-CIGARETTE, OTHER TOBACCO PRODUCT, AND ELECTRIC
SMOKING DEVICE RETAILERS – NICOTINE REPLACEMENT PRODUCTS

(MAKE QUITTING CONVENIENT ACT)

CAMPAIGN FOR TOBACCO FREE KIDS

POSITION: FAVORABLE

February 20, 2024

Chair Wilson, Vice Chair Crosby, and Members of this Committee, thank you for the opportunity to submit testimony in support of Senate Bill 582.

The Campaign for Tobacco Free Kids (CTFK) supports HB 844. CTFK is an advocacy organization working to reduce tobacco use and its deadly consequences in the United States. We work to change public attitudes about tobacco and promote proven policies that are most effective at reducing tobacco use.

While nicotine and tobacco use is on the decline, the fight is far from over. Quitting smoking is one of the most important actions individuals can take to improve their health. This is true regardless of their age or how long they have been smoking.

HB 844 is legislation that aims to make quitting more convenient in Maryland by putting smoking cessation products, like Nicotine Replacement Therapy (NRT), in stores that sell tobacco products. Evidence shows that NRTs helps make quitting smoking easier by relieving acute nicotine cravings. Most decisions to quit are spontaneous, meaning that a smoker tries to quit as soon as they make the decision to do. Selling NRTs at convenience stores and other tobacco retailers along-side cigarettes could help support this spontaneous decision to quit, treat acute nicotine cravings, and prevent relapses.

This important legislation provides another tool in fight against smoking by increasing accessibility to products that are proven to help people quit smoking.

For these reasons, CTFK supports HB 844 and requests a favorable report from the committee.

Sincerely,

A handwritten signature in black ink that reads "Kristin Jimison". The signature is written in a cursive, flowing style.

Kristin Jimison

Director of Advocacy, Mid-Atlantic Region
Campaign for Tobacco Free Kids