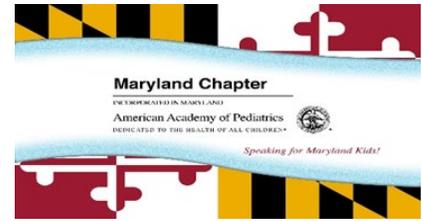




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House Economic Matters Committee  
March 4, 2026

House Bill 1282 – *Tobacco Products, Other Tobacco Products, and Electronic Smoking Devices – Advertising to Minors – Prohibition*  
**POSITION: SUPPORT**

On behalf of MedChi, The Maryland State Medical Society, and the Maryland Chapter of the American Academy of Pediatrics, we submit this letter of **support** for House Bill 1282.

House Bill 1282 prohibits a licensed seller from advertising or marketing tobacco products, other tobacco products, or electronic smoking devices in a manner that targets or is designed to appeal to individuals under the age of 21. The bill restricts the use of imagery, symbols, or other promotional strategies that are particularly attractive to youth and limits advertising in locations or formats where a substantial portion of the audience is under 21.

Tobacco use remains a leading cause of preventable disease and death in Maryland and around the nation. The consequences of tobacco use and nicotine addiction are well documented, including life-threatening conditions such as cancer, heart disease, stroke, and chronic lung disease. The rise of electronic smoking devices and other flavored nicotine products has created a new pathway to addiction for adolescents and young adults.

Marketing plays a powerful role in shaping youth behavior, and exposure to tobacco advertising increases the likelihood that young people will start using nicotine products and become long term users. Adolescents are particularly vulnerable to nicotine addiction because their brains and decision-making processes are still developing. Nicotine exposure during this critical period can alter and impair attention and learning and increase susceptibility to future substance use disorders. By limiting advertising that appeals to individuals under 21, this bill aims to limit the allure and use of nicotine products to young people.

Taking steps to prevent youth exposure to tobacco and nicotine products is an important investment in the future health of our state. For these reasons, we urge a favorable report on House Bill 1282.

**For more information call:**

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