



House Committee on Public Health
Senate Bill 2024 by Sen. Charles Perry
Oral Testimony of Valerie Smith, MD, Submitted on Behalf of
the Texas Medical Association, Texas Pediatric Society,
and Texas Public Health Coalition
May 12, 2025

- Hello, I am Dr. Valerie Smith, a pediatrician in Tyler, representing the Texas Medical Association, Texas Pediatric Society, and Texas Public Health Coalition. We support Senate Bill 2024, prohibiting e-cigarette advertising designed to appeal to youth.
- Harmful e-cigarette and tobacco company marketing practices – such as promoting appealing flavors and deceptive product designs – are attractive to young people and are creating a new generation of youth who are addicted. Data from the 2024 National Youth Tobacco Survey shows millions of students are addicted to these products. This requires immediate action to protect our children.
- The health risks posed by these devices are undeniable. Most e-cigarettes contain nicotine, a highly addictive substance. Nicotine disrupts neural development and negatively affects attention, learning, and impulse control in adolescent brains. This can lead to lasting changes in brain function, which increases the risk of lifelong addiction and exacerbates mental health issues.
- E-cigarette companies design products to look like everyday items, including school supplies, which allow them to be hidden in plain sight. SB 2024 protects youth by extending current e-cigarette advertising restrictions to include product designs that appeal to youth – such as smart phones and objects that frequently appear in schools, like pens and highlighters.
- Our organizations support SB 2024 as a proactive approach to reduce e-cigarette use in youth. We support regulations that send a clear message: The health of our children is not negotiable. Thank you for your time.