

Executive Summary: Health Impact Review of HB 1203

Prohibiting the sale of certain tobacco and nicotine products
(2025 Legislative Session)

Evidence indicates that HB 1203 would likely decrease access to and initiation and use of flavored tobacco and nicotine products, entertainment vapor products, and other tobacco and nicotine products, thereby improving health outcomes and improving equity for some youth and young adults and communities disproportionately targeted for sale, marketing, and advertising of flavored tobacco or nicotine products or entertainment vapor products. There is unclear evidence how HB 1203 may impact equity for people who access flavored tobacco and nicotine products on Tribal lands and federal lands.

BILL INFORMATION

Sponsors: Reeves, Entenman, Nance, Peterson, Pollet, Ryu, Stonier, Reed, Leavitt, Berry, Ramel, Macri, Callan, Obras, Doglio, Gregerson, Street, Kloba, Berg, Davis, Ormsby, Bergquist, Hill

Summary of Bill

- Prohibits any retailer from selling, offering for sale, displaying, marketing, or advertising for sale any flavored tobacco or nicotine product or entertainment vapor product beginning January 1, 2026.
- Requires the Washington State Department of Health (DOH) to develop, implement, and maintain a statewide prevention and awareness campaign for both youth and adults to address the use of flavored tobacco and nicotine products and entertainment vapor products, and report to the Legislature on the status of the education program by January 1, 2026.
- Requires the Washington State Liquor and Cannabis Board (LCB) to adopt rules to implement HB 1203 and for compliance education for licensed retailers, distributors, and manufacturers and their employees.
- Establishes requirements for retailers to display and post a sign concerning the prohibition of the sale of any flavored tobacco or nicotine product or any entertainment vapor product.
- Allows LCB to impose monetary penalties as authorized under [RCW 70.345.180](#) or suspend or revoke a retailer's license as authorized under [RCW 70.155.100](#) for violation of HB 1203 Section (3).
- Establishes under the Consumer Protection Act ([Chapter 19.86 RCW](#)) that it is an unfair or deceptive practice for any retailer to sell, offer for sale, display, market, or advertise for sale any flavored tobacco or nicotine product or any entertainment vapor product.
- Allows the Governor to seek government-to-government consultations with federally-recognized Tribes regarding prohibiting the sale or offer for sale of any flavored tobacco or nicotine product or any entertainment vapor product.

For more information:

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WASHINGTON STATE 
BOARD OF HEALTH

 **HEALTH EQUITY**
Governor's Interagency Council
on Health Disparities

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HEALTH IMPACT REVIEW

Summary of Findings:

This Health Impact Review found the following evidence for provisions in HB 1203:

- **A fair amount of evidence** that prohibiting the sale of flavored tobacco and nicotine products and entertainment vapor products^a would likely result in retailers complying and no longer selling, offering for sale, displaying, marketing, or advertising for sale any flavored tobacco or nicotine product or entertainment vapor product.
- **Very strong evidence** that retailers complying and no longer selling, offering for sale, displaying, marketing, or advertising for sale any flavored tobacco or nicotine product or entertainment vapor product would likely decrease access to and initiation and use of flavored tobacco and nicotine products.
- **Very strong evidence** that decreasing access to and initiation and use of flavored tobacco and nicotine products would likely decrease initiation and use of other tobacco and nicotine products.
- **Very strong evidence** that decreasing use of other tobacco and nicotine products would likely improve health outcomes.
- **Very strong evidence** that decreasing use of flavored tobacco and nicotine products would likely improve health outcomes.
- **Very strong evidence** that improving health outcomes would likely improve equity for some youth and young adults and communities disproportionately targeted^b for sale, marketing, and advertising of flavored tobacco or nicotine products or smart vapor products.
- **Unclear evidence** how HB 1203 may impact equity for people who access flavored tobacco and nicotine products on Tribal lands and federal lands.

Additional Considerations includes discussion of cessation.

FULL REVIEW

For review methods, logic model, strength-of-evidence analyses, and citations of empirical evidence refer to the full Health Impact Review at

https://sboh.wa.gov/sites/default/files/2025-02/HIR-2025-03-HB1203_1.pdf

^a Key informants and researchers refer to entertainment vapor products as smart vapor products or “smart vapes” because some devices have features found in smart devices (e.g., “find my device”, Bluetooth). This Health Impact Review uses “entertainment vapor products” when discussing bill provisions and “smart vapor products” more generally.

^b It is well documented that the tobacco industry has target-marketed specific flavors and flavored products to certain groups, including to youth, women, Black people, and LGBTQIA+ communities.⁴³ Therefore, this Health Impact Review uses the term “targeted” to indicate this intentional marketing practice.

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