

Tobacco's toll in one year



6,500 Adults who regularly smoke cigarettes

1,891 People with a serious illness caused by tobacco



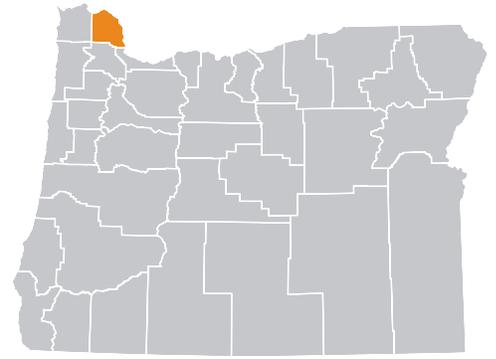
97

Tobacco-related deaths



\$19.3 Million

spent on tobacco-related medical care



Population

Youths	11,287
Adults	38,563
Total residents	49,850

\$15.5 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Columbia County



Nearly **1 in 2** advertised tobacco outside



1 in 3 displayed tobacco near toys or candy



85% sold tobacco at discounted prices



\$1.21 was the average price of a single, flavored little cigar



The Tobacco Industry spent **\$112 million** a year promoting tobacco products in Oregon stores in 2012.

Components of a comprehensive tobacco prevention program



Oregon's Tobacco Prevention and Education Program (TPEP) supports local public health authorities to serve all 36 counties and nine federally-recognized tribes. TPEP works to:

- Engage communities in reducing the tobacco industry influence in retail stores
- Increase the price of tobacco
- Promote smokefree environments
- Provide support and resources to Oregon smokers who want to quit
- Engage diverse populations of Oregonians

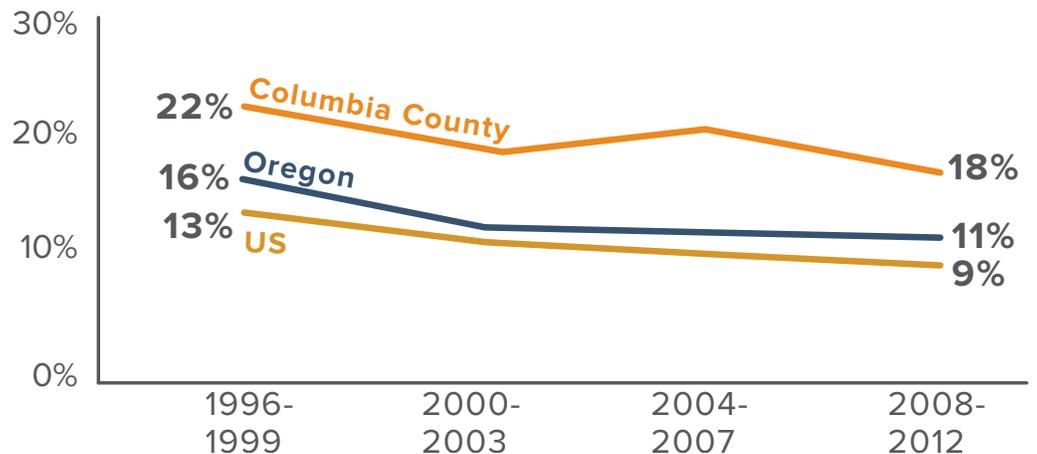
Adult cigarette smoking



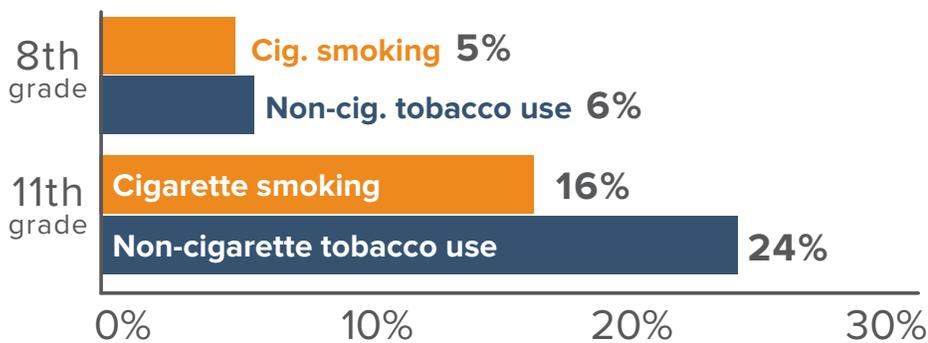
Cigarette smoking among adults in Columbia County is similar to the rest of Oregon.

Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in Columbia County is **60% higher** than Oregon overall, and **twice as high** as the rest of the US.



Youth cigarette and non-cigarette tobacco use



Among 11th graders in Columbia County, non-cigarette tobacco product use is **50% higher** than cigarette smoking.

Note: non-cigarette tobacco products include: cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, and electronic cigarettes.



Want to know more or have questions about the burden of tobacco in your community?

Visit Smokefree Oregon to find out what you can do:
<http://smokefreeoregon.com/what-you-can-do/>