

## Tobacco's toll in one year



**29,500** Adults who regularly smoke cigarettes

**8,634** People with a serious illness caused by tobacco



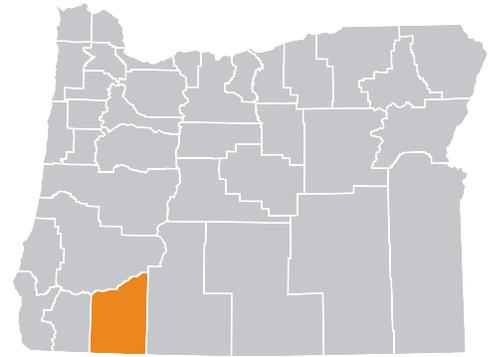
**442**

Tobacco-related deaths



**\$88.1 Million**

spent on tobacco-related medical care



## Population

Youths	44,000
Adults	162,310
Total residents	206,310

**\$70.6 Million**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Jackson County



**1 in 2** displayed tobacco ads at the eye level of a child



**94%** sold flavored tobacco



**85%** sold tobacco at discounted prices



**97¢** 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

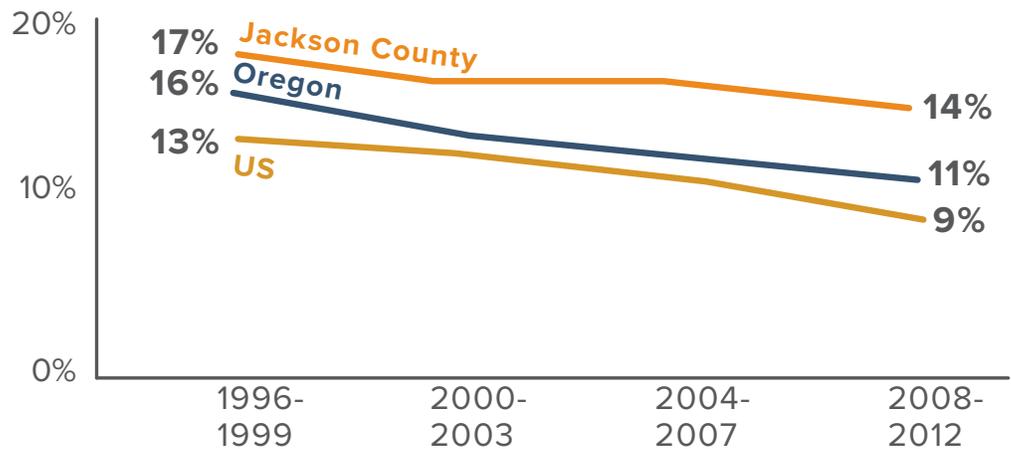
## Adult cigarette smoking



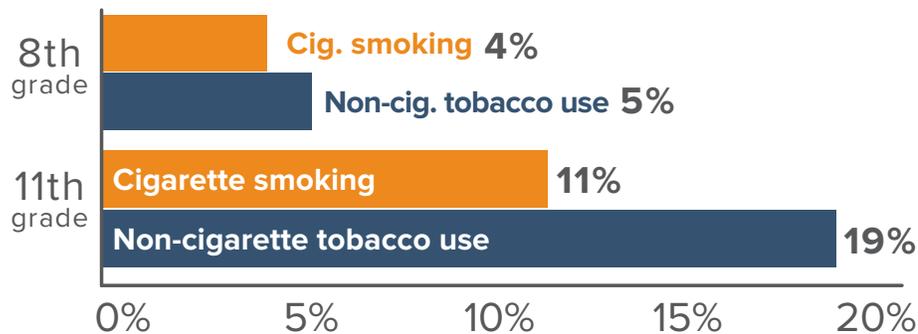
Cigarette smoking among adults in Jackson County is similar to the rest of Oregon.

## Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in Jackson County is **higher** than Oregon overall and the rest of the US.



## Youth cigarette and non-cigarette tobacco use



Among 11th graders in Jackson County non-cigarette tobacco use is **70% 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/>