

## Tobacco's toll in one year



**519,079** Adults who regularly smoke cigarettes

**139,268** People with a serious illness caused by tobacco



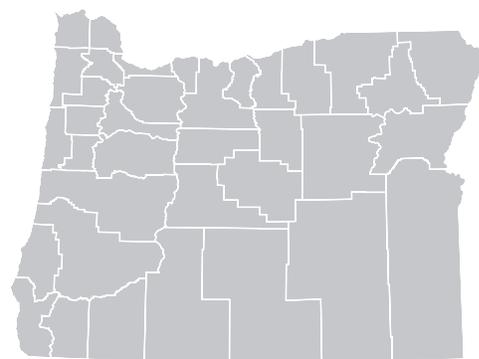
**7,126**

Tobacco-related deaths



**\$1.4 Billion**

spent on tobacco-related medical care



## Population

Youths	865,612
Adults	3,053,408
Total residents	3,919,020

**\$1.1 Billion**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Oregon



**98%** sold flavored tobacco



Nearly **1 in 4** displayed tobacco ads at the eye level of a child



**3 in 4** sold tobacco at discounted prices



**\$1.04** 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.**

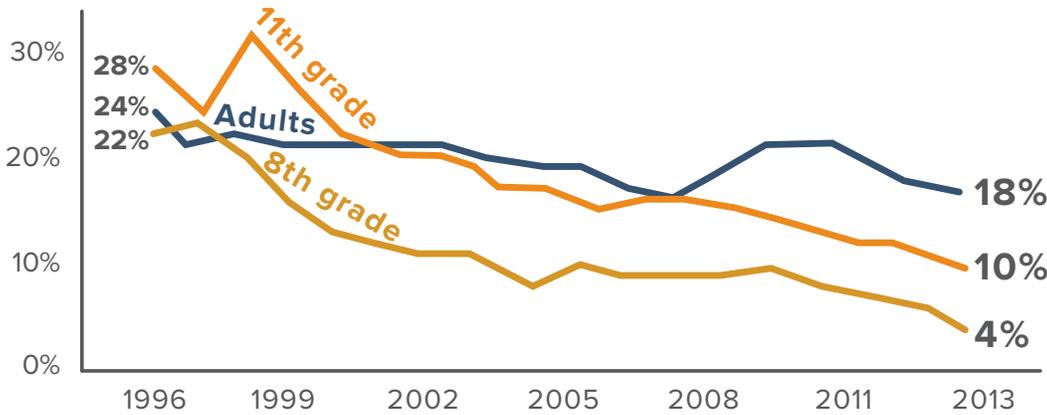
## Components of a comprehensive tobacco prevention program



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 and youth cigarette smoking over time

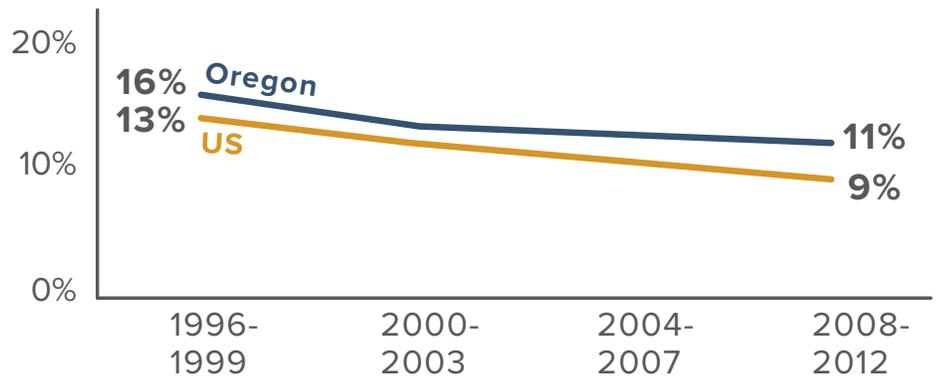


Since 1996, cigarette smoking in Oregon has decreased by 25% for adults, 65% for 11th graders, and 80% for 8th graders.

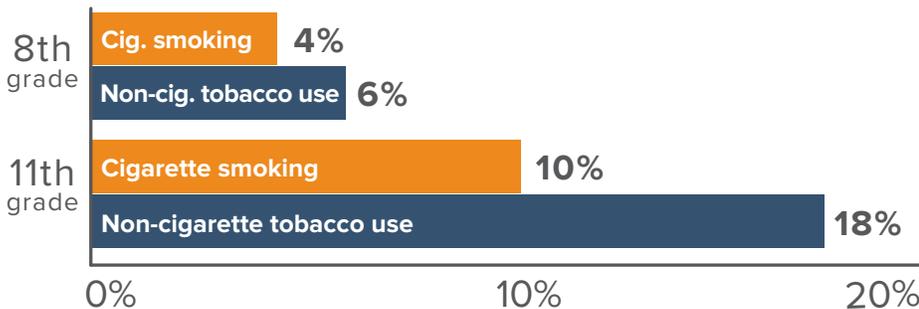
*Note: new survey method for adult data began in 2010.*

## Cigarette smoking during pregnancy

Cigarette smoking among pregnant women has been **historically higher** in Oregon compared to the United States.



## Youth cigarette and non-cigarette tobacco use



Among 11th graders in Oregon, non-cigarette tobacco product use is **80% 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/>