

Tobacco's toll in one year



8,800 Adults who regularly smoke cigarettes

2,643 People with a serious illness caused by tobacco



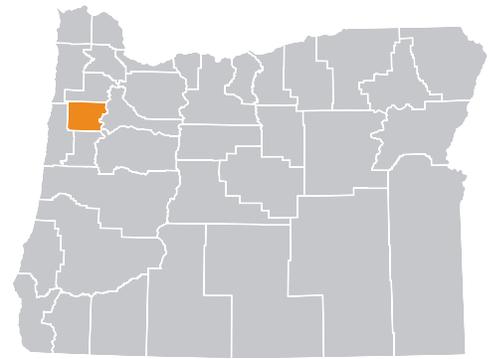
135

Tobacco-related deaths



\$27 Million

spent on tobacco-related medical care



Population

Youths	18,688
Adults	58,377
Total residents	77,065

\$21.6 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Polk County



Nearly **7 in 10** advertised tobacco outside



97% sold flavored tobacco



90% sold tobacco at discounted prices



96¢ 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.

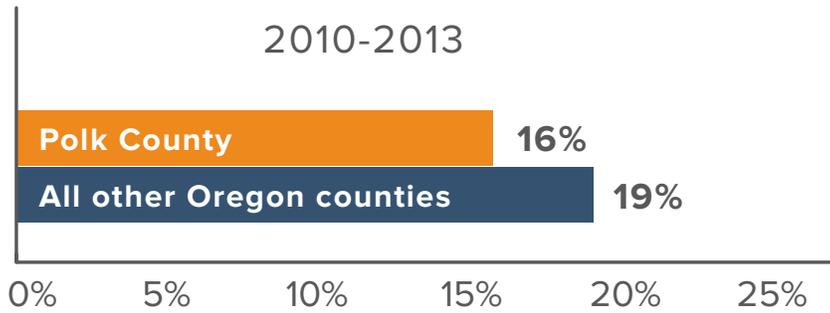
Components of a comprehensive tobacco prevention program



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

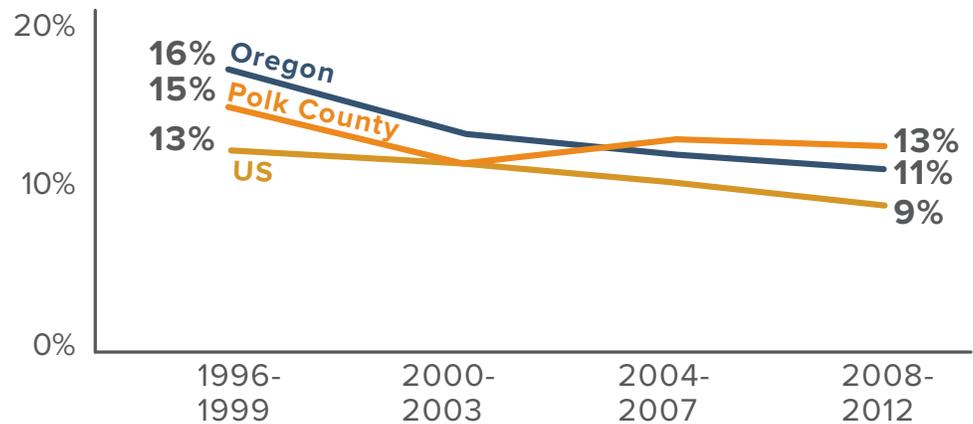
Adult cigarette smoking



Cigarette smoking among adults in Polk County is **lower** than the rest of Oregon.

Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in Polk County is **higher** than Oregon overall and the rest of the United States.



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/>