

Oregon Tobacco Facts

Oregon's Tobacco Prevention and Education Program (TPEP) uses a sustained, comprehensive approach at the state and community level to support prevention and cessation. TPEP has successfully helped diminish exposure to secondhand smoke; prevent youth from initiating tobacco use; identify and eliminate tobacco-related disparities; and support smokers quitting. A combination of multiple efforts working together have made a significant difference, reducing cigarette sales 52 percent since the program launched in 1997.

- Public health departments serving Oregon's 36 counties and nine federally recognized tribes are working with local partners to clear the air at worksites, public buildings, parks, county fairs, college campuses, concert venues and hospital grounds. Tobacco-free buildings, workplaces and public spaces encourage tobacco users to quit, protect people from secondhand smoke, and reduce youth initiation of tobacco through modeling healthy behaviors.
- The Oregon Tobacco Quit Line, which provides quit coaching and nicotine replacement therapy, continues to help thousands of Oregonians kick the habit—it helped 8,874 telephone callers and 2,048 online users in 2012.
- Tobacco prevention and education campaigns help smokers quit and effectively prevent youth and young adults from starting. Hard-hitting counter-advertising campaigns run in all of Oregon's media markets.

However, there is more to be done. Tobacco use remains the No. 1 preventable cause of death and disease in Oregon, killing 7000 people each year, and costing Oregonians \$2.5 billion a year in medical expenditures and lost productivity due to premature death.

- Significantly raising the price of tobacco has proven effective in reducing smoking, especially among youth and low-income adults. If the price of a pack of cigarettes in Oregon was roughly \$10 a pack, as it is in some parts of Washington, teen smoking in Oregon would decrease by as much as 50 percent. Right now, Oregon ranks 28th among states for its \$1.31 tax per pack of tobacco.

- 96 percent of money spent on cigarette marketing and advertising is done at point of sale where kids are more likely to see it. County and tribal health departments are investigating limiting tobacco retail marketing to prevent youth from starting tobacco use and help adult tobacco users quit. They are carefully assessing and forming policies custom-tailored to their communities.

The following charts and graphs describe in greater detail the cost of tobacco, tobacco-related diseases, adult cigarette smoking, youth cigarette smoking, other tobacco products, tobacco use during pregnancy, cessation, second-hand smoke, and tobacco marketing in Oregon.