

TOBACCO PREVENTION & EDUCATION

Expanding Our Reach
for a Healthier Oregon

PROGRAM REPORT 2013-2015



GOALS

TPEP'S FOUR GOALS FOR MAKING OREGON COMMUNITIES SAFER AND HEALTHIER

1. ELIMINATE EXPOSURE TO SECONDHAND SMOKE
2. PREVENT YOUTH FROM INITIATING TOBACCO USE
3. IDENTIFY AND ELIMINATE TOBACCO-RELATED DISPARITIES IN ALL POPULATIONS
4. HELP SMOKERS QUIT



OREGON'S TPEP

REVEALING AND REDUCING THE REAL COST OF TOBACCO IN OREGON

More than 85 percent of funding for Oregon's Tobacco Education and Prevention Program (TPEP) flows directly into communities working to reduce tobacco-related illness and death across the state. Since TPEP launched in 1997, these locally-driven efforts have helped reduce tobacco consumption and youth smoking in Oregon by more than 50 percent – saving lives and saving money.

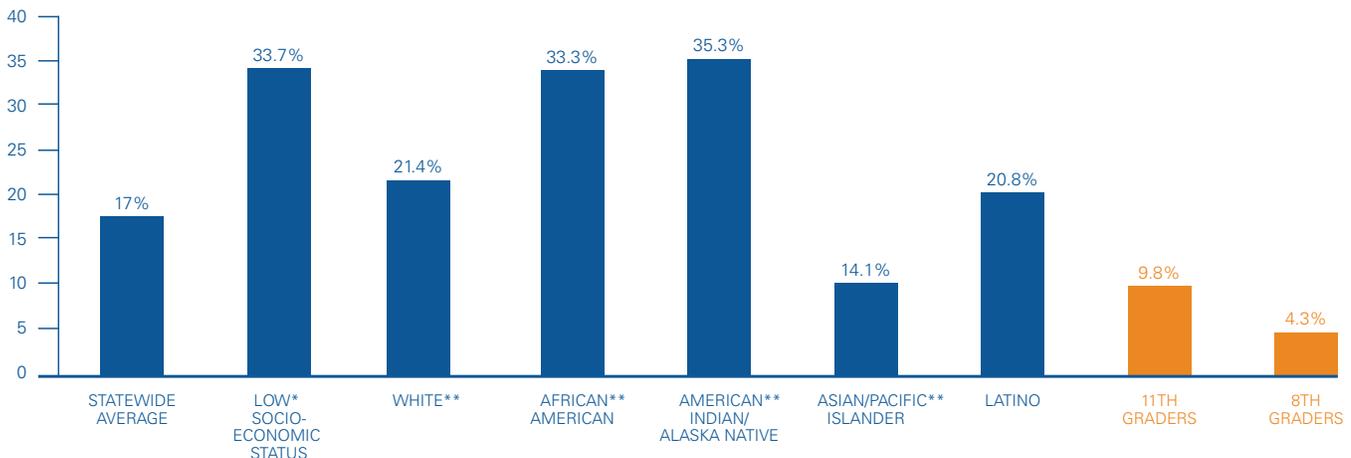
TPEP supports local public health authorities that serve all 36 counties and nine federally recognized tribes. TPEP works with public, private and non-profit partners to engage communities in promoting smokefree environments and reducing the influence of tobacco marketing, especially on kids and teens. TPEP also provides support and resources to the three-quarters of Oregon smokers who want to quit.

Despite declines in tobacco use, it remains the No. 1 preventable cause of death and disease in Oregon, killing 7,000 people each year. Tobacco use is a major risk factor for developing asthma, arthritis, diabetes, cardiovascular disease, stroke, tuberculosis, erectile dysfunction, and ectopic pregnancy—as well as lung, liver, colorectal and other forms of cancer. It also worsens symptoms for people already battling chronic diseases. This burden falls hardest on lower-income Oregonians and certain racial and ethnic communities, who use tobacco at higher rates and suffer the harshest consequences.

Yet whether or not we use tobacco, all Oregonians pay its price. Medical expenses and lost wages that result from tobacco-related disease and premature death cost Oregon \$2.5 billion each year, or \$1,600 for every household in our state.

The majority of TPEP funding comes from state taxes on tobacco products. However, in 2013, the Legislature for the first time set aside a portion of funds from the Tobacco Master Settlement Agreement to support tobacco prevention efforts. This report provides a current snapshot of TPEP accomplishments, and also looks ahead to show how this additional state support will further reduce the burden of tobacco-related disease in Oregon and make our communities healthier and safer.

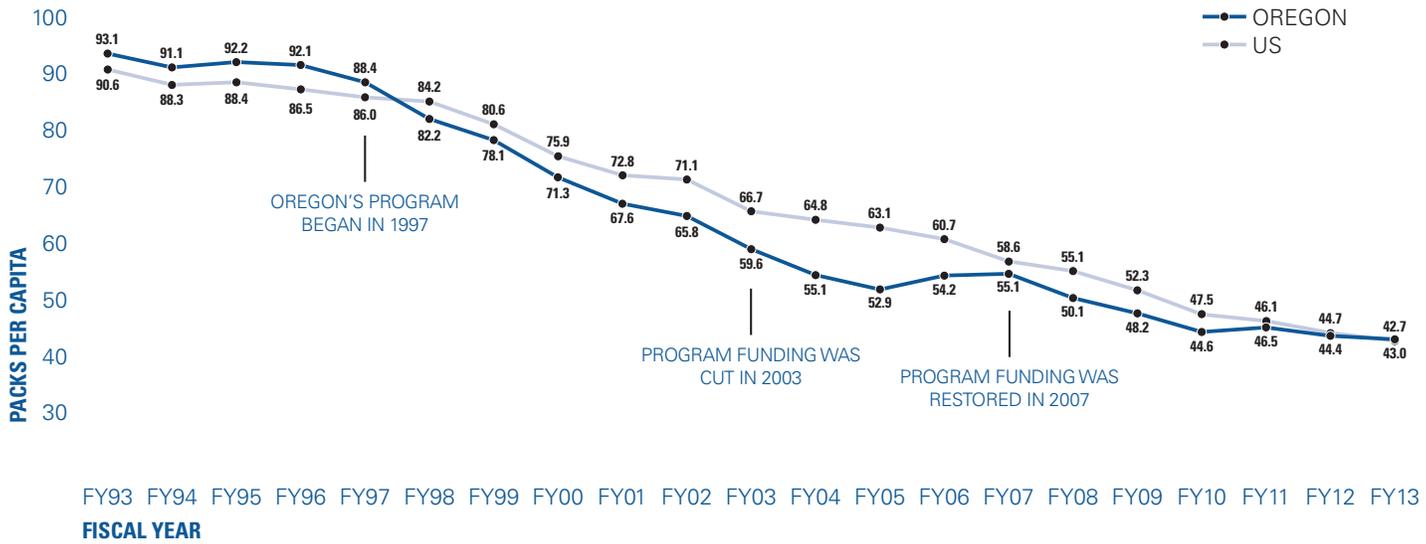
PERCENTAGE OF ADULT OREGONIANS WHO SMOKE, AMONG SELECTED GROUPS; AND TEEN SMOKING RATES



*Household income less than \$15,000/year. **Non-Latino Oregon Behavioral Risk Factor Surveillance System (BRFSS) Oregon Healthy Teens Survey

TPEP REDUCES TOBACCO'S EFFECT ON OREGONIAN

ANNUAL PER CAPITA CIGARETTE CONSUMPTION, OREGON VS. U.S., FISCAL YEARS 1993-2013



A COMMUNITY CREATES SMOKEFREE CHANGE

BAKER CITY

Baker City, a historic community on the Oregon Trail, rightly promotes itself as a beautiful “base camp” for exploring Eastern Oregon’s pristine mountains, rivers and hiking trails. Unfortunately, tobacco has undermined this healthy image.

The county health department’s TPEP has worked for years to reduce tobacco use by increasing community awareness of the dangers of tobacco. Yet Baker County has one of the state’s highest rates of tobacco use: About 1 in 4 adults and 1 in 10 young people report currently using tobacco.

Wanting to create a more vital future for their town, several Baker City residents asked their leaders to make all city parks smokefree. Local TPEP staff supported and amplified their efforts, and in January 2014 the City Council passed a smokefree parks ordinance that already is making an impact.

Baker County’s TPEP increased the knowledge and engagement of the community, providing residents with the tools to create healthier, cleaner public spaces for themselves and their children.

New funding from the Tobacco Master Settlement Agreement is helping TPEP empower more communities and create similar success stories across Oregon, from Forest Grove in Washington County to the Warm Springs reservation in north central Oregon. Counties receiving new funds include Benton, Linn, Lincoln, Douglas, Coos, Klamath, Yamhill, Multnomah and Lane.

Six months after Baker City’s policy took effect, TPEP staff documented only four people smoking out of hundreds who attended the annual Miner’s Festival at the city’s busiest park.

“It’s very powerful when citizens come up with their own initiatives,” said Kim Moiser, a Baker City Councilor. “This is our community. If we can get a majority to agree, then we get to decide what our public spaces look like.”



FUNDING

TPEP delivers comprehensive, evidence-based tobacco prevention and education programs to all Oregonians. More than two-thirds of TPEP's \$15 million biennial budget supports public and private organizations' programs and services. Funds support local public health authorities, tribes, community-based and not-for-profit organizations. More than \$8 million goes to communities across the state through TPEP.

COMMUNITY PROGRAMS

TPEP provides funding to all 34 of Oregon's local public health authorities; all nine federally

recognized tribes; and five coalitions of community-based organizations that represent people who are traditionally underserved and experience health disparities. Communities use these funds to reduce tobacco use where people live, work, play and learn.

PUBLIC AWARENESS AND EDUCATION

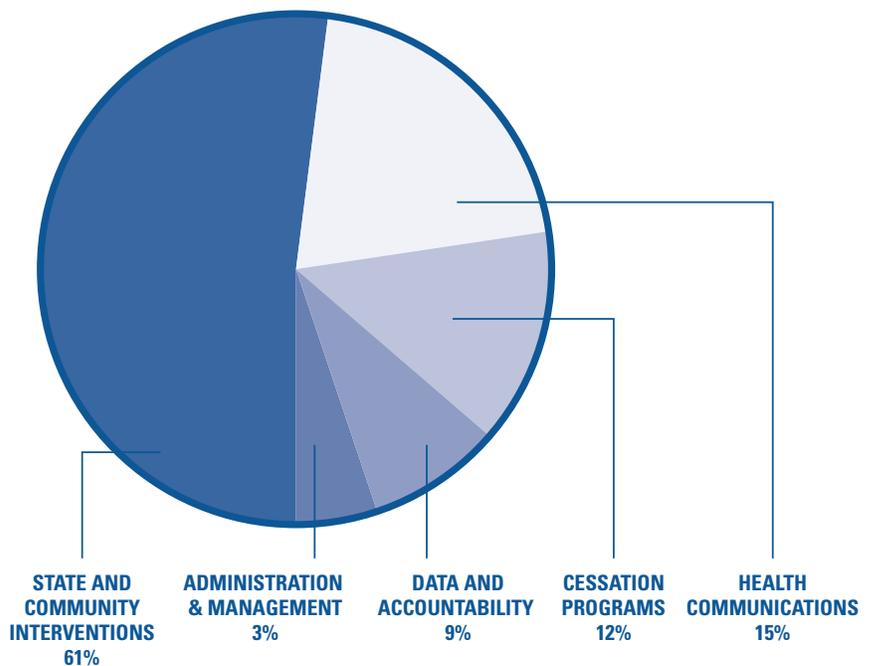
TPEP's statewide education campaigns include advertising on television, radio and in newspapers across Oregon. TPEP also promotes news stories and editorials to raise Oregonians' awareness of the dangers of secondhand smoke and the benefits of quitting tobacco.

OREGON TOBACCO QUIT LINE

The Oregon Tobacco Quit Line gives free assistance and coaching to all Oregonians who want to quit using tobacco, and is available to their friends, family and health care providers.

DATA AND ACCOUNTABILITY

TPEP tracks, measures and analyzes tobacco-related data on adults, youth and traditionally underserved populations in Oregon to ensure programs are appropriate and effective. Effectiveness is measured by comparing national data and trends to Oregon data and trends during the same period.



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