

Oregon needs strong tobacco prevention efforts to protect the health of Oregonians, reduce the crushing impact that tobacco has on Oregon's health care system, and sustain the state's trailblazing tobacco prevention movement.

CHALLENGES WE FACE



TOBACCO STILL KILLS.

Tobacco remains the No. 1 preventable cause of death and disease in Oregon and is responsible for more than 7,000 deaths per year.¹ Many of us have lost a friend or family member too early to the ravages of tobacco.



TOBACCO TARGETS YOUNG OREGONIANS.

Research shows 90% of smokers begin smoking before the age of 18.² Tobacco is cheap and available in flavors and packaging that are attractive to kids, teenagers and young adults. It is heavily promoted and marketed in locations that are easily accessible to kids.



TOBACCO COSTS ALL OREGONIANS.

The cost of tobacco-related illness among Oregonians is \$2.5 billion a year in health care costs and lost productivity.³ All Oregonians pay for the harms of tobacco.



TOBACCO COSTS SOME MORE THAN OTHERS.

When it comes to the impact of tobacco use, Oregonians with low incomes continue to shoulder the greatest burden. In 2015, the smoking rate among Oregon Health Plan adult members was 30%, compared to 18% among all Oregon adults.^{4,5}

¹ Oregon Vital Statistics. Oregon Vital Statistics Annual Report: Volume 2. Chapter 6: Mortality. Oregon Vital Statistics Webpage. <https://public.health.oregon.gov/BirthDeathCertificates/VitalStatistics/annualreports/Volume2/Documents/2015/Table619.pdf>

² U.S. Department of Health and Human Services. Preventing tobacco use among youth and young adults: A report of the Surgeon General, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

³ Department of Health and Human Services (US) Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC). Adjusted for inflation for Oregon, 2013. Unpublished data.

⁴ Oregon Health Authority, Oregon Health Plan. Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey Banner Books. Available at <https://www.oregon.gov/oha/analytics/CAHPS%20documents/State%20Banner%20Book%202015.pdf>

⁵ Oregon Behavioral Risk Factor Surveillance System (2015). Oregon Health Authority, Unpublished data.

SOLUTIONS THAT WORK

Oregon's Priorities Beyond 2017



RAISE THE PRICE OF TOBACCO

Raising the price of tobacco is the most effective way to reduce smoking and the use of other tobacco products. **When the price goes up, fewer kids use tobacco and more people quit.**¹



PROTECT THE INDOOR CLEAN AIR ACT (ICAA)

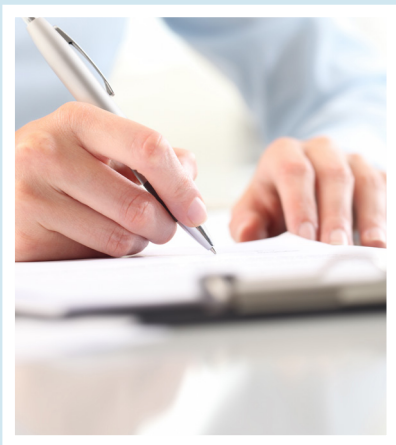
Oregon has one of the strongest indoor clean air laws in the country. Since 2001, Oregon has protected smokefree indoor air in nearly every public place and workplace. **Protecting access to clean indoor air for Oregonians means saying no to any new exemptions to the ICAA.**



PROTECT KIDS FROM TOBACCO

Tobacco marketing to kids doesn't happen on TV or billboards anymore. Most of it happens in stores, the next frontier in tobacco prevention. Effective prevention strategies will include: a system to track tobacco retailers and to enforce laws; retail restrictions; and not allowing the sale of tobacco products that come in kid-friendly candy and fruit flavors. **Oregon needs to protect the youngest Oregonians.**

¹ Chaloupka, FJ, "Macro-Social Influences: The Effects of Prices and Tobacco Control Policies on the Demand for Tobacco Products," Nicotine and Tobacco Research 1(Suppl 1):S105-9, 1999



OREGONIANS & MEASURE 44

A History of Success

In 1996, Oregon voters passed Measure 44, which increased the price of tobacco and solidified Oregonians' commitment to health. Measure 44 dedicated a portion of the tobacco tax sales revenue to the prevention movement: a range of proven, science-based efforts aimed at preventing kids and young people from starting to use tobacco and helping current tobacco users quit.

This year marks the 20th anniversary of Oregon's dedication to prevent and to treat the diseases caused by tobacco, to improve health and quality of life for everyone, and to protect future generations from the toll of tobacco. This is a time to claim the success of the tobacco prevention movement that belongs to every Oregonian, and to chart the path forward.

THANK YOU

The success of tobacco prevention in Oregon belongs to all of the community partners who worked tirelessly to support Measure 44 two decades ago and who continue their work today. Thanks to all of you.

LET'S CELEBRATE

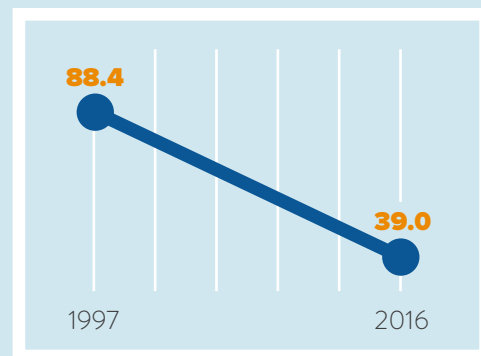
Because of Measure 44, Oregon's Tobacco Quit Line opened in 1998, making Oregon the **FIRST STATE IN THE COUNTRY TO OFFER HELP TO TOBACCO USERS WHO WANT TO QUIT.**



Since 1997, cigarette smoking among Oregon's 8th graders has **DECREASED BY 80%** (from 23% of 8th graders to 4%).



Since 1997, Oregon's investment in tobacco prevention has **REDUCED PER CAPITA CIGARETTE PACK SALES BY MORE THAN 55%.¹**



¹ Pack sales data from, Orzechowski W and Walker RC. The tax burden on tobacco. Historical compilation Volume 51, 2016. Fairfax and Richmond, Virginia; Oregon and US population data from, National Center for Health Statistics - National Vital Statistics Section. Available at http://www.cdc.gov/nchs/nvss/bridged_race/data_documentation.htm.

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