

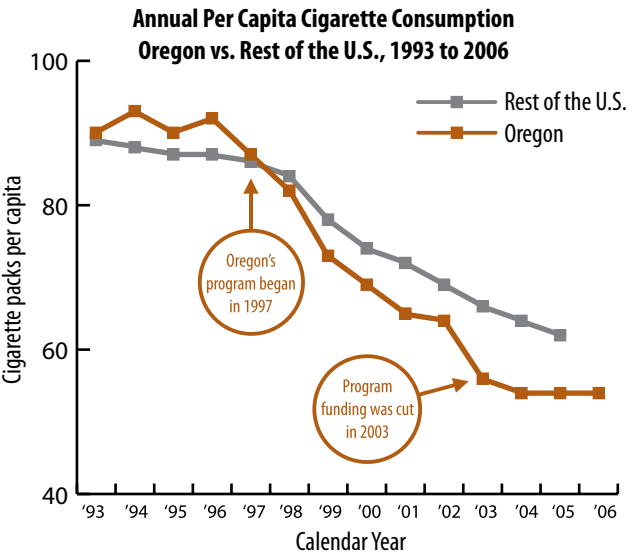
DECLINES IN PER CAPITA CIGARETTE CONSUMPTION

Oregon voters decided to invest in tobacco prevention in 1996, and until 2003 they experienced sizable returns on their investment: per capita cigarette consumption declined 41%. This is nearly 60% greater than the national decline. However, consumption has plateaued since 2003, the year Oregon's tobacco prevention funding was reduced.

Oregon's Tobacco Prevention and Education Program (TPEP) started in 1997 after voters passed Ballot Measure 44. Under Ballot Measure 44, three cents of the tax on each pack of cigarettes was to be dedicated to funding tobacco prevention.¹



In 2003, the Oregon Legislature reduced funding for tobacco prevention. TPEP currently receives 58% of the funding mandated by Ballot Measure 44, and only 1/6th of the minimum funding recommended by the Centers for Disease Control and Prevention for state tobacco programs.²



Sources: Oregon, Oregon Department of Revenue; US (Without Oregon), Orzechowski and Walker (1999-2005) and Research Triangle Institute (1993-1998); Population, US Census Bureau



From 2003 to 2006, decreases in cigarette consumption stagnated. When California's funding was cut in 1993-1995, their decreases in tobacco use also stalled.³ This trend may be a sign that TPEP's past success in decreasing cigarette consumption is not sustainable at the current reduced funding level. If funding for TPEP increases in future biennia, we would expect consumption to decrease faster than the national average once again. Also, consumption will decline faster still if additional funding is achieved by raising cigarette taxes.



The Bottom Line? The Tobacco Prevention and Education Program is a sound investment in reducing the burden of tobacco on Oregonians.

References:

¹ Oregon General Election, November 5, 1996 - State Measure Number 44: Increases, Adds Cigarette and Tobacco Taxes; Changes Tax Revenue Distribution.

² Centers for Disease Control and Prevention (1999). Best Practices for Comprehensive Tobacco Control Programs. Atlanta GA: U.S. Department of Health and Human Services.

³ Pierce JP, Gilpin EA, Emery SL, White MM, Rosbrook B, Berry CC, Farkas AJ (1998). Has the California Tobacco Control Program Reduced Smoking? *Journal of the American Medical Association*, 280(10), 893-9.

