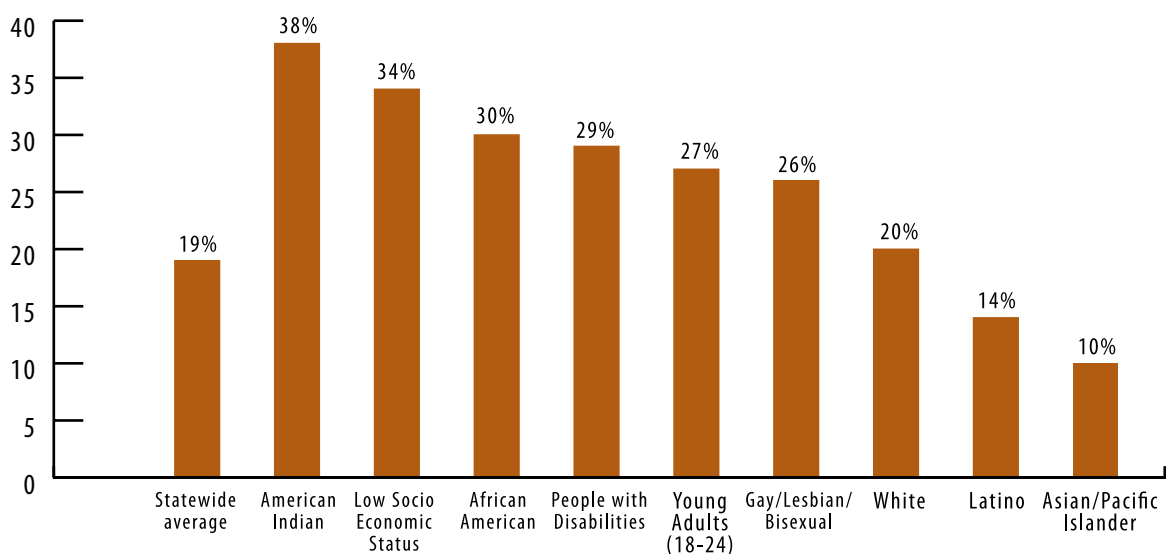


REDUCING TOBACCO USE IN DIVERSE COMMUNITIES

In Oregon, the burden of tobacco is not shared equally. Across all races and ethnicities, smoking is more common among people who have lower incomes or less education. Higher smoking rates lead to higher rates of disease and premature death.

Percentage of Adults Who Smoke* Among Selected Groups



* Oregon Behavioral Risk Factor Surveillance System (2005, except data by race/ethnicity 2004-05). Except for young adults, estimates are age-adjusted to the year 2000 standard population. Estimates by race are among non-Hispanics.



TPEP funds culturally appropriate programs targeted to specific populations. For example, TPEP provides funds to the Klamath Tribe for a program designed to decrease tobacco use by American Indians, while respecting the sacred use of tobacco in their culture.

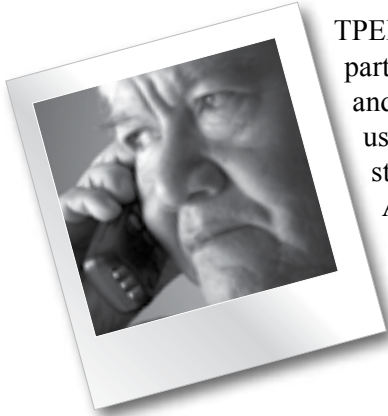
Certain Oregonians are over-represented in workplaces where secondhand smoke exposure still exists. For example, Latinos are 31% more likely to work at workplaces exempt from Oregon's smokefree workplace law than the general population.

An effective tobacco prevention program needs to reach, engage, and protect all Oregonians. Leadership from diverse communities is needed to help the Tobacco Prevention and Education Program plan and implement strategies to eliminate tobacco disparities.

With additional program funds, data collection and analysis can be expanded to better reflect the diversity of Oregonians and their different needs related to tobacco prevention and cessation. More funding will allow programs to expand their reach, intensity, and extent of cultural responsiveness – making sure the benefits of tobacco prevention reach all Oregonians.

Our Tobacco Disparities Advisory Council volunteers:

- International Center for Traditional Childbearing
- Multnomah County Healthy Birth Initiative
- Native People's Circle of Hope
- Northwest Health Foundation
- Northwest Portland Area Indian Health Board
- OHSU Cancer Institute
- OHSU Oregon Office on Disability and Health
- OHSU Smoking Cessation Center
- Oregon Tobacco-Free College Network
- Portland State University, School of Community Health
- Tobacco Free-Coalition of Oregon
- Umatilla County Public Health



TPEP collaborates with community partners to identify disparities and help eliminate high tobacco use in communities across the state. The Tobacco Disparities Advisory Council is a dynamic group of volunteers that provide leadership and consultation on how best to address disparities.



"It is imperative we stay committed to involving members of communities experiencing disparities in directing our tobacco prevention efforts. Such strategies will not only increase the effectiveness of programs and assure our efforts meet the unique needs of these communities, but will also support our communities in sustaining and leveraging these efforts."

*— David Rebanal, Northwest Health Foundation
- Member, Tobacco Disparities Advisory Council*

