This report provides a snapshot of current TPEP accomplishments. It also looks ahead to show how state support will further reduce Oregon’s burden of tobacco-related diseases and make our communities healthier and safer.

**TPEP: 20 years of success**

2017 marks the 20th year of the Oregon Tobacco Prevention and Education Program (TPEP). The program was started by Oregonians for Oregonians with the passage of Measure 44, which raised the price of tobacco and dedicated a portion of the increase to tobacco prevention and education. Since TPEP started, cigarette consumption in Oregon has declined by more than 50 percent.

Despite this good news, tobacco use remains Oregon’s number-one preventable cause of death and disease. It is responsible for more than 7,000 deaths in our state each year. Secondhand smoke causes an additional 625 deaths.* As a result, TPEP’s work continues to be vital to Oregonians’ health.

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**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

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**Per capita cigarette pack sales in Oregon, 1997 and 2015**

Since TPEP started, Oregon’s per capita cigarette pack sales have declined by more than 50%.

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* This number is an estimate from the 7,270 Oregon deaths in 2014 from tobacco (see Oregon death certificates) and updated data on number of tobacco-related deaths and deaths from secondhand smoke from chapter 12 of the latest surgeon general report (http://www.surgeongeneral.gov/library/reports/50-years-of-progress/).
How TPEP works

The Tobacco Prevention and Education Program partners with local public health authorities, tribes and regional health equity coalitions to prevent and reduce tobacco-related deaths in every Oregon community. More than 85 percent of Oregon’s TPEP funding flows directly into communities working to reduce tobacco-related illness and death across the state.

TPEP supports proven strategies to reduce tobacco use, including:

• Increasing the price of tobacco
• Promoting smoke-free environments
• Improving access to affordable and effective cessation services
• Warning of tobacco’s dangers
• Reducing youth exposure to tobacco marketing

The cost of tobacco use

Tobacco use is a major risk factor for developing asthma, lung, liver, colorectal and other forms of cancer, arthritis, heart disease, stroke and diabetes. Tobacco use also worsens symptoms for people already living with chronic diseases.

This burden falls hardest on lower-income Oregonians and certain racial and ethnic communities that use tobacco at higher rates and experience the harshest consequences.

All people in Oregon pay the price of tobacco use. 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 Oregon household in our state.

Most TPEP funding comes from state taxes on tobacco products. However, in 2013, for the first time, the Legislature allocated funds from the Tobacco Master Settlement Agreement to support tobacco prevention efforts.

TPEP reduces tobacco’s harm to Oregonians

Percentage of adult Oregonians who smoke, among selected groups; and teen smoking rates

<table>
<thead>
<tr>
<th></th>
<th>Cigarette smoking</th>
<th>Any tobacco product use</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATEWIDE AVERAGE</td>
<td>17.6%</td>
<td>8.8%</td>
</tr>
<tr>
<td>LOW* SOCIO-ECONOMIC STATUS</td>
<td>31.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>WHITE**</td>
<td>21.4%</td>
<td></td>
</tr>
<tr>
<td>AFRICAN AMERICAN**</td>
<td>33.3%</td>
<td>12.3%</td>
</tr>
<tr>
<td>AMERICAN INDIAN/ ALASKA NATIVE**</td>
<td>35.3%</td>
<td></td>
</tr>
<tr>
<td>ASIAN/ PACIFIC ISLANDER**</td>
<td>14.1%</td>
<td></td>
</tr>
<tr>
<td>LATINO</td>
<td>20.8%</td>
<td></td>
</tr>
<tr>
<td>11TH GRADERS</td>
<td>8.8%</td>
<td>23.7%</td>
</tr>
<tr>
<td>8TH GRADERS</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>11TH GRADERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8TH GRADERS</td>
<td></td>
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</tr>
</tbody>
</table>


Note: Estimates are age-adjusted.

* Low socio-economic status includes having less than a high school education or being at 100% or less of the federal poverty level.

** Non-Latino
TPEP delivers comprehensive, evidence-based tobacco prevention and education programs to all people in Oregon.

More than two-thirds of TPEP’s $19.86 million biennial budget supports public and private organizations’ programs and services.

Funds support local public health authorities, tribes and community-based and not-for-profit organizations.

More than $10 million of TPEP’s budget goes to communities across the state.

**Community programs**

TPEP provides funding to:

- All 34 of Oregon’s local public health authorities;
- All nine federally recognized tribes; and
- Six 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, digital and social media 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 help and coaching to all people in Oregon who want to quit using tobacco. It is also available to their friends, family and health care providers.

**Data and accountability**

TPEP tracks, measures and analyzes tobacco-related data on Oregon adults and youth to ensure programs are appropriate and effective.

TPEP measures effectiveness by comparing national and Oregon data and trends during the same period.