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GOALS

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 tobacco prevention funding will further reduce the burden of tobacco-related disease in Oregon and make our communities healthier and safer.

TPEP REDUCES TOBACCO'S EFFECT ON OREGONIANS

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.

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.”

TPEP FUNDING WAS CUT IN 2003

PROGRAM FUNDING WAS RESTORED IN 2007

OREGON’S PROGRAM BEGAN IN 1997

OREGON VS. U.S., FISCAL YEARS 1993-2013

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

REAL COST OF TOBACCO IN OREGON

REVEALING AND REDUCING THE
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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

OREGON’S TPEP

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

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BUDGET | 2013–2015

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