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# Current Landscape of Tobacco in Oregon – Issues and Opportunities

Ashley Thirstrup, Community Programs Lead

Sarah Hargand, Surveillance and Evaluation Systems Lead

Health Promotion and Chronic Disease Prevention Section

Public Health Division



**Tobacco use is the leading preventable cause of death in Oregon, killing nearly 8,000 people each year.**

Today,

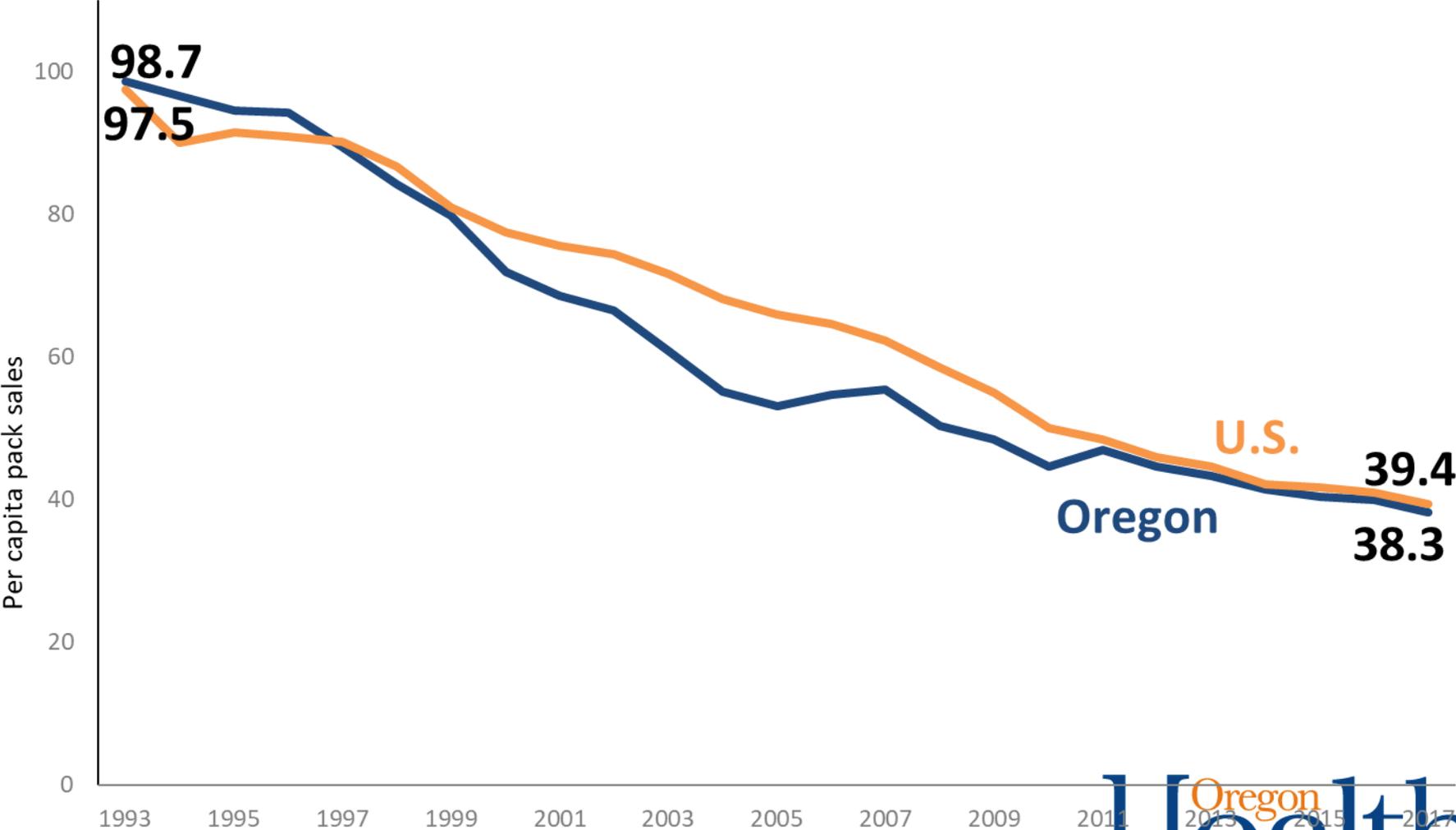
**17%** of Oregon adults  
**smoke cigarettes**

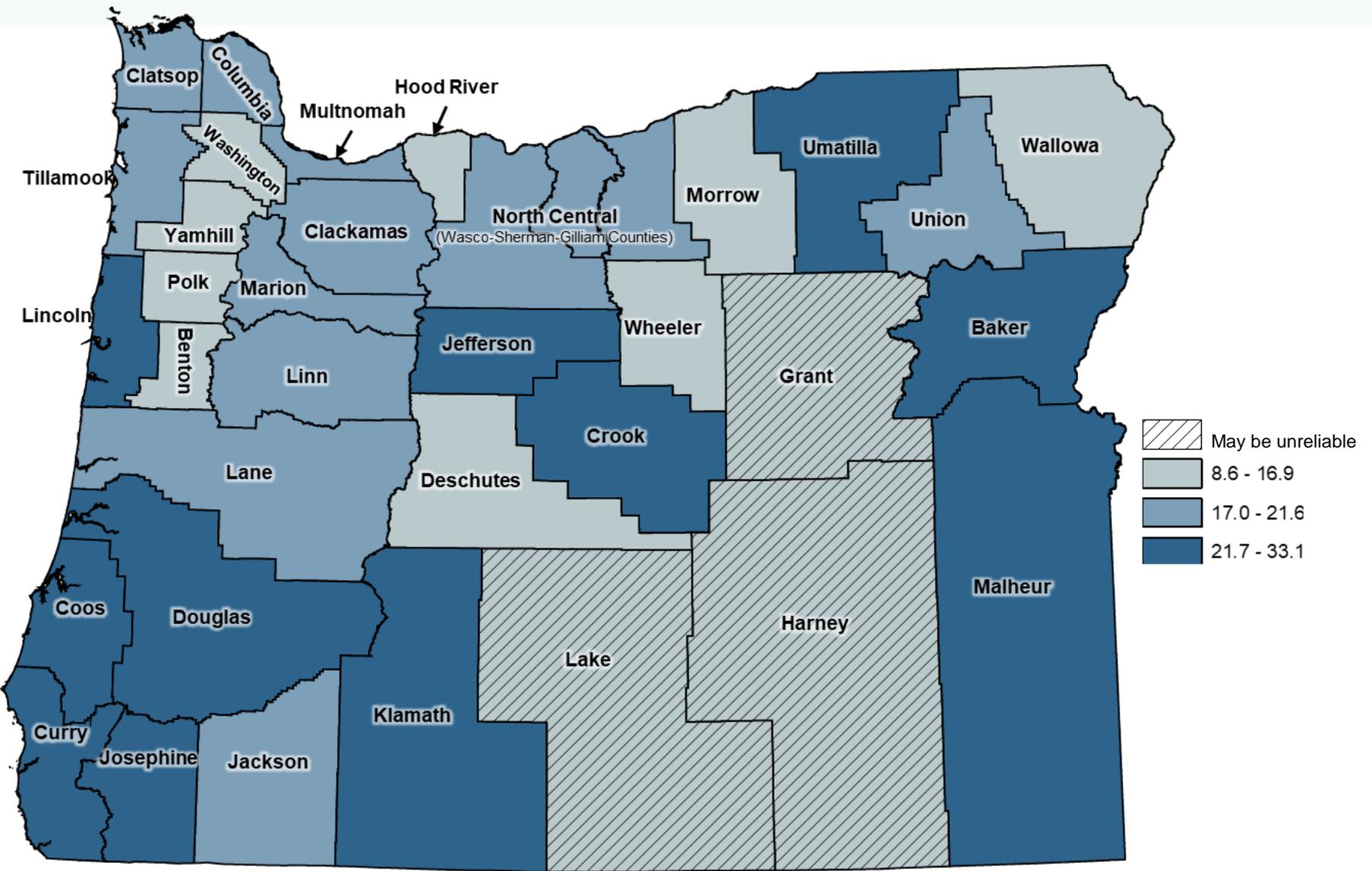
*This equates to*

**525,800**  
adults

**People of Oregon consumed  
2.5 billion fewer cigarettes in 2017  
compared to 1997.**

Per capita cigarette pack sales, Oregon and the United States, 1993–2017



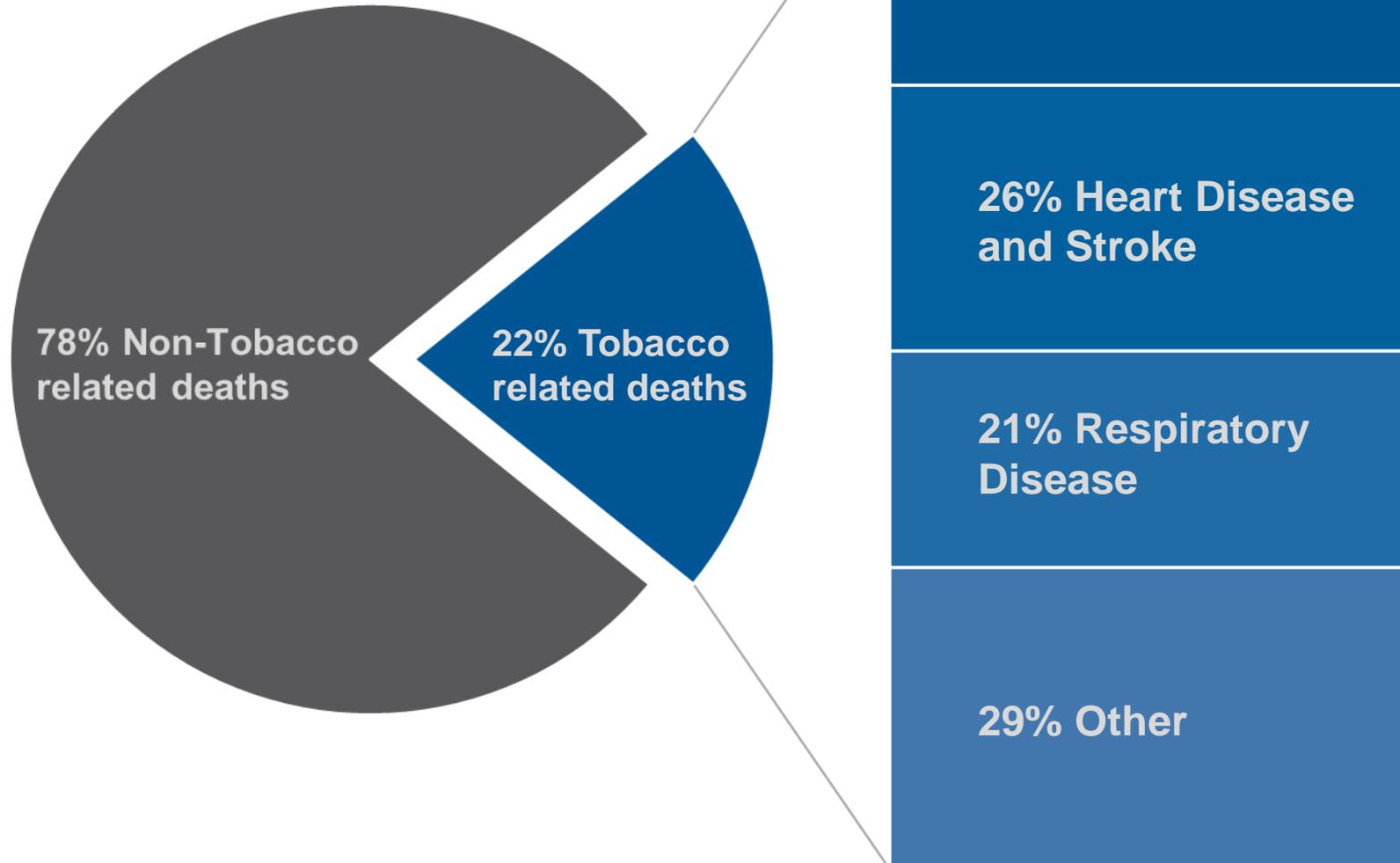


# Current cigarette smoking 2012-2015



**Tobacco use and exposure is expensive for all of us and leads to more than \$2.5 billion each year in health care costs, lost productivity, and premature death**

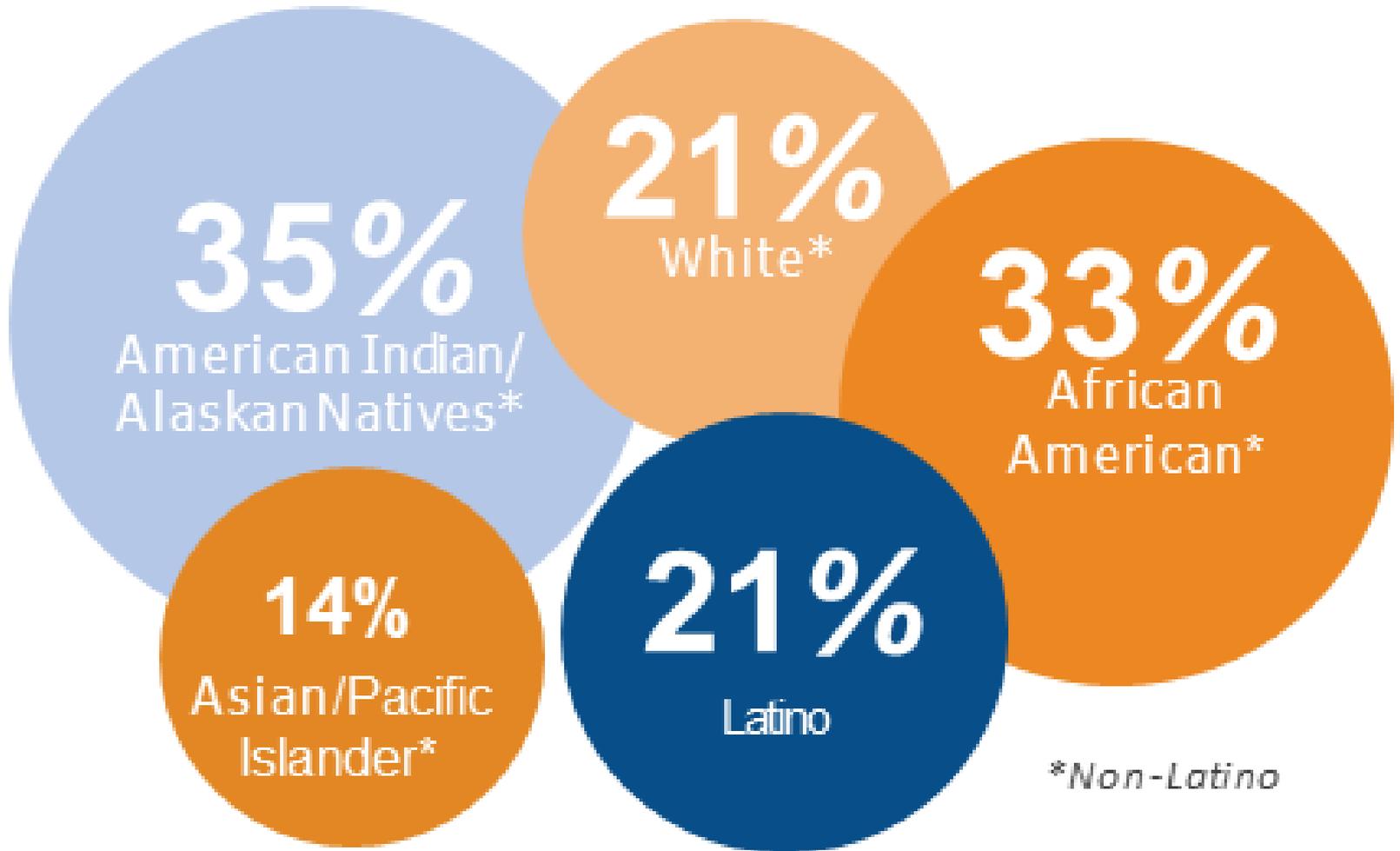
# Tobacco-related deaths and chronic diseases, Oregon 2016



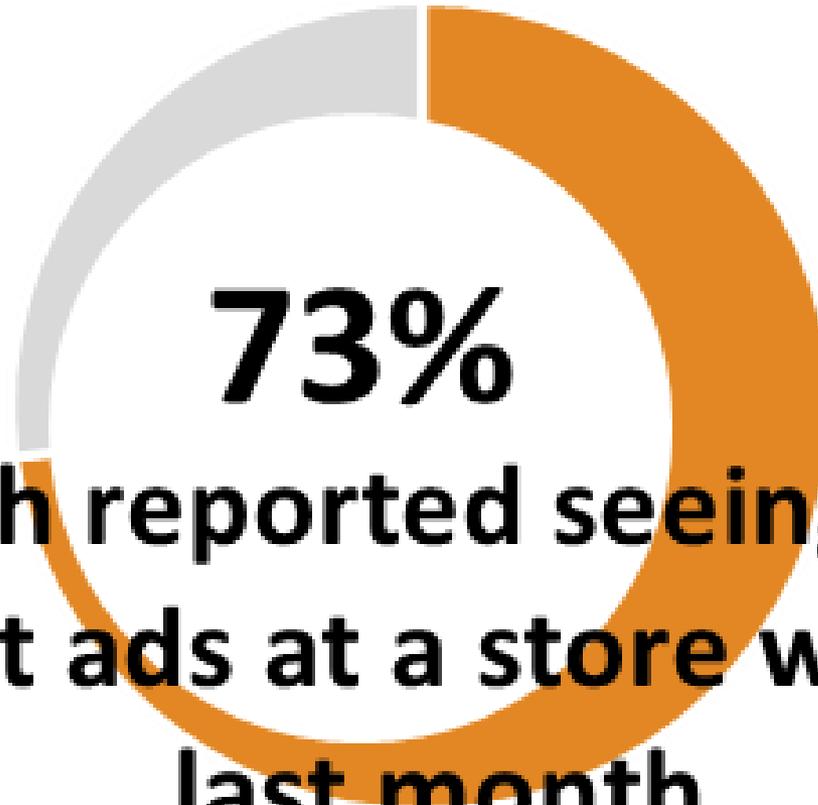
**Almost 75 percent of the tobacco industry's total marketing expenditures for tobacco is in the retail environment.**

# Tobacco burden is unevenly distributed in oregon

# Smoking affects some communities more than others.



**Tobacco products are often marketed to appeal to kids.**



**Of youth reported seeing tobacco product ads at a store within the last month.**

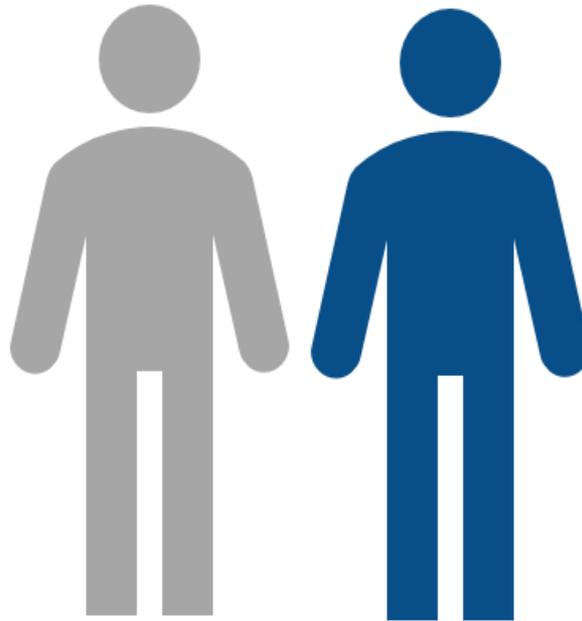


**Increasingly, flavored non-cigarette tobacco products are the tobacco product of choice for Oregon high schoolers.**

Today,

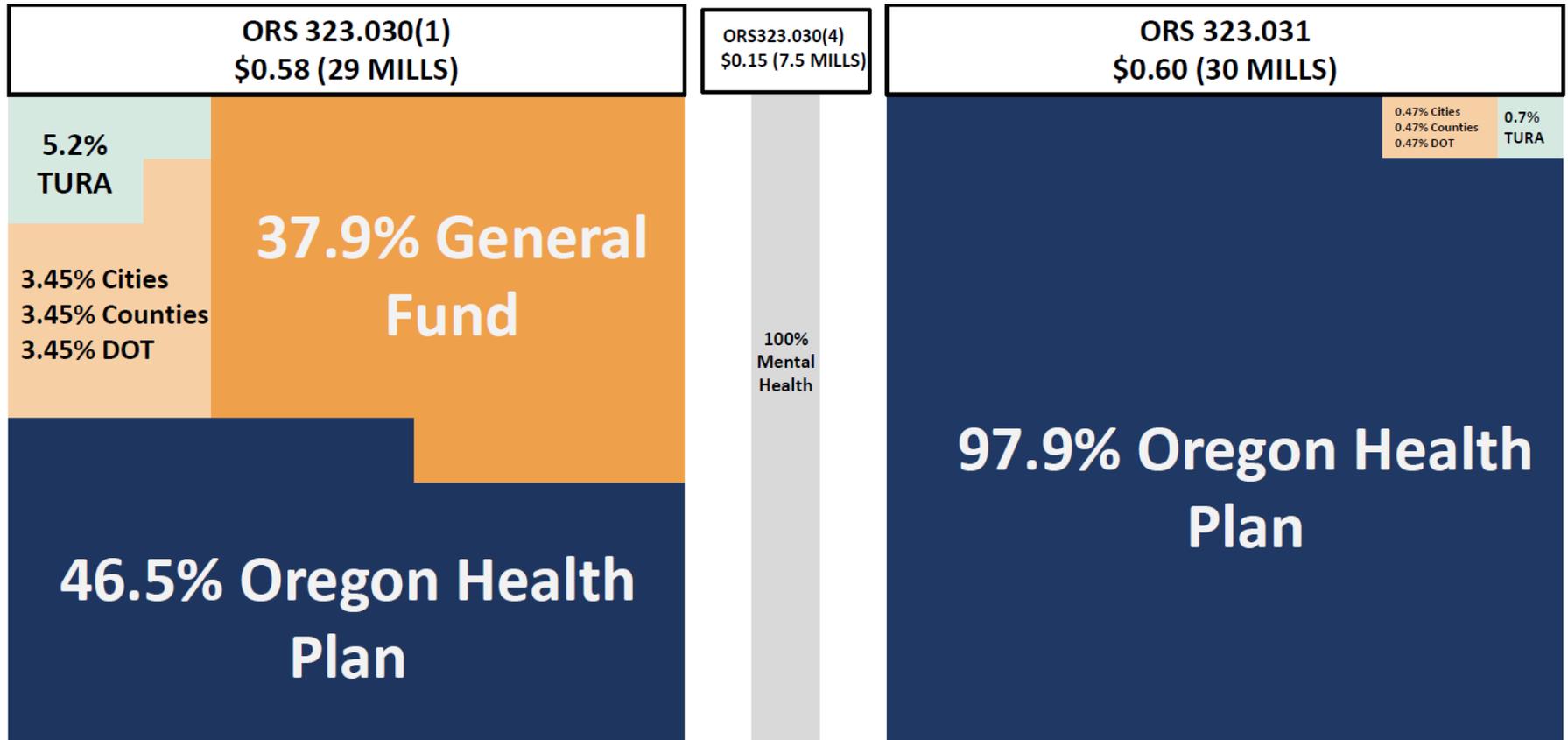
**93%** of Oregon tobacco retailers  
sell flavored tobacco products

Nearly **1** in **2** high schoolers in Oregon who have ever used tobacco started with e-cigarettes.



**90% of adult smokers started smoking before they turned 18.**

# Oregon currently taxes cigarettes at \$1.33 per pack.





**At \$1.33 per pack, Oregon currently ranks 38th for cigarette taxes nationally, well behind Washington (8th) and California (9th).**

**The most effective way to reduce tobacco use, especially among kids, is to raise the price of tobacco. Raising the price of tobacco also helps tobacco users quit.**

# We know what works to prevent tobacco use

- State and Community Interventions
- Mass-Reach Health Communication Interventions
- Cessation interventions
- Surveillance and Evaluation
- Infrastructure, Administration and Management

## Best Practices

for Comprehensive  
Tobacco Control  
Programs

2014

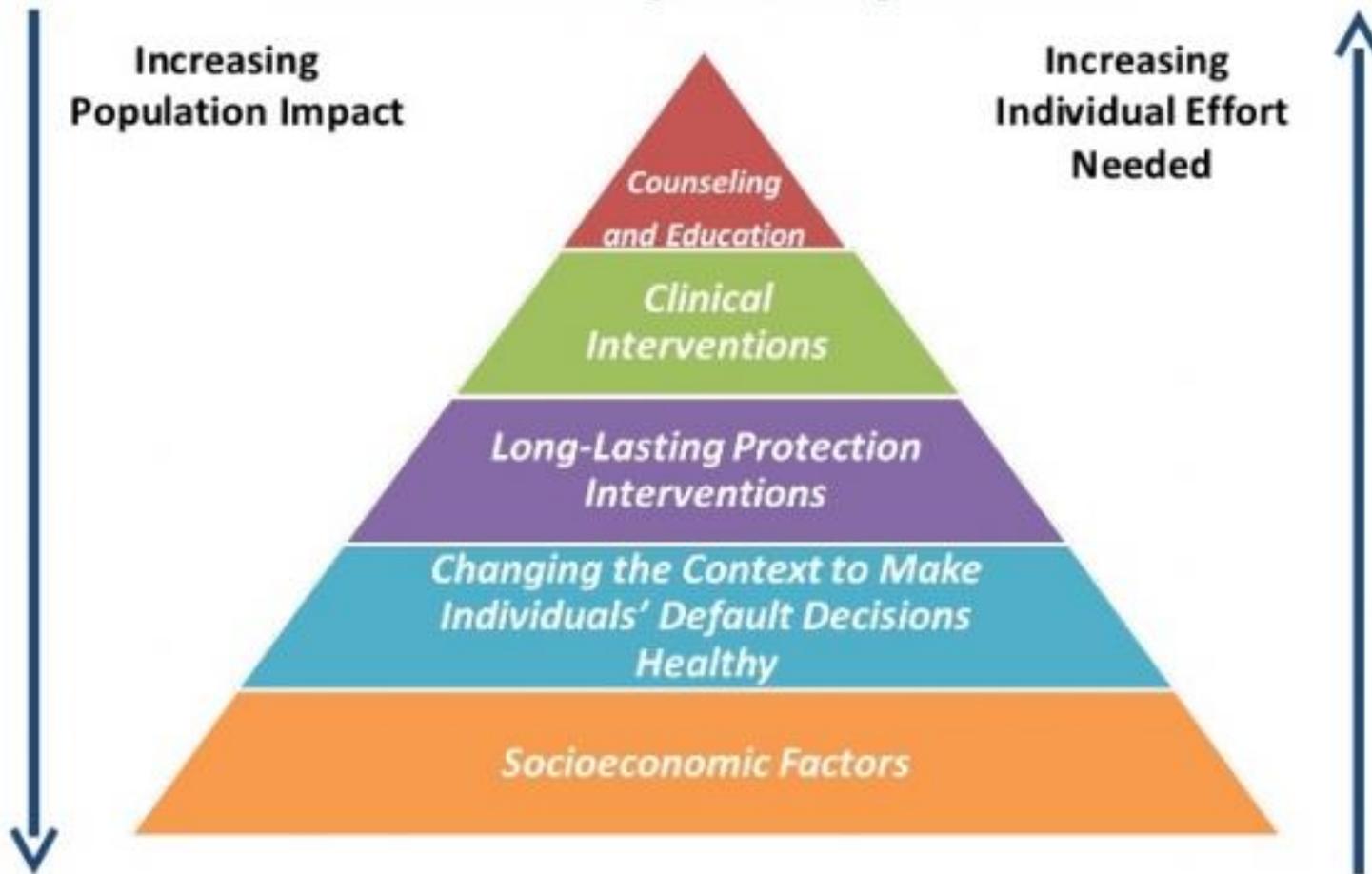
# We are all in this together!

## CCOs, OHA and local health departments can work together to:

- Sustain, comprehensive tobacco control programs
- Reduce smoking rates and tobacco-related diseases and deaths
- Protect people from secondhand smoke exposure
- Encourage smokers to quit - Implement evidence-based cessation programs
- Promote supportive Medicaid policies
- Prevent youth from starting to smoke

## Multicomponent interventions tackle the tobacco problem at its core: through social norm change

# Health Impact Pyramid



Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4

# Thank You!

## Contact Information:

Ashley Thirstrup, [ashley.thirstrup@state.or.us](mailto:ashley.thirstrup@state.or.us)

Sarah Hargand, [sarah.hargand@state.or.us](mailto:sarah.hargand@state.or.us)