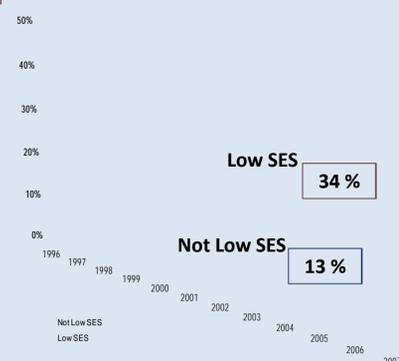


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BACKGROUND

Tobacco disparities in Oregon



People with lower incomes and less education levels smoke at high rates. Half of all cigarettes sold in Oregon are smoked by people with mental health diagnoses. Tobacco use is responsible for early death and disease in these populations.

State agencies serve many tobacco users. Therefore, interventions in agency settings can reduce tobacco disparities.

A COLLABORATIVE APPROACH

Oregon's Tobacco Prevention and Education Program (TPEP) partners with health and human service agencies to implement a range of tobacco control initiatives.

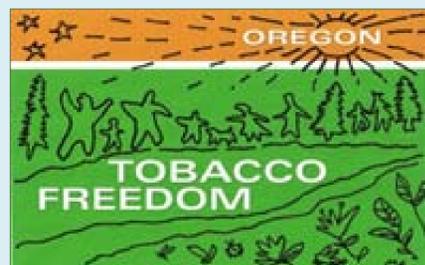


A steering committee made up of the leadership of Oregon's health and human service agencies chose interventions that fit with their programs and services. TPEP provided the staff and resources to implement these interventions.

TOBACCO CONTROL INTEGRATION SUCCESSES SO FAR

Tobacco-free environments protect clients, employees and visitors from exposure to secondhand smoke

All 166 Department of Human Services facilities are implementing tobacco-free campus policies.



All 270 addictions and mental health treatments facilities are implementing tobacco-free grounds policies.

Communications target low-income smokers

A \$1.3 million media campaign promotes cessation to low-income smokers.



New web site buttons link to the Oregon Tobacco Quit Line

11,000 Home Care Workers, those who provide in-home care to seniors and people with disabilities, now receive cessation promotion through quarterly newsletters.



Tobacco cessation resource cards are available in point-of-service field offices, reaching nearly 700,000 Oregonians each year.

Cessation resources

New standards for health plans serving Oregonians on Medicaid ensure 300,000 clients have access to evidence-based quit resources

Home Care Workers are receiving proactive calls from the Oregon Quit Line to enroll them for help quitting tobacco

Implementing a clinician-assisted tobacco cessation training for providers serving the addictions and mental health population



Raising the price of tobacco is one of the most effective ways to reduce tobacco use

Three bills to raise the tax on tobacco were introduced and received hearings in the 2011 Oregon legislature.

