



EXECUTIVE ORDER NO. 25-21

TOBACCO PREVENTION AND EDUCATION PROGRAM COUNCIL

WHEREAS, Despite progress, tobacco use is still the leading cause of preventable death in Oregon, accounting for more than four times the number of deaths from motor vehicle accidents, suicide, AIDS, and homicide combined. Tobacco kills approximately 8,000 people each year and costs people in Oregon an estimated \$5.7 billion a year in medical expenses and lost productivity.

WHEREAS, The burden of tobacco use is not distributed equally. The tobacco industry has channeled higher levels of advertising, discounts and displays of their dangerous products toward people facing systemic racism and discrimination, people who are stressed or struggling, people with lower incomes, people living with mental illness or addiction, and youth. Consequently, there are disproportionate rates of tobacco-related illness and death.

WHEREAS, The Oregon Tobacco Prevention and Education Program (TPEP) is a comprehensive program that works to decrease tobacco use across the state. Together with partners, TPEP works to improve policies and environments that prevent youth use, help adults quit, and counter targeted marketing by the tobacco industry.

WHEREAS, TPEP has two governance bodies that provide external perspectives on how tobacco tax revenues should be allocated for tobacco prevention and cessation. These include the Tobacco Reduction Advisory Committee (TRAC) established by Executive Order 97-10 (EO 97-10) and the Ballot Measure 108 Tobacco Tax Allocation Advisory Group.

WHEREAS, EO 97-10 directed the TRAC to provide TPEP with recommendations and guidance on program goals, strategies, and desired outcomes. The TRAC is comprised of state agencies, health associations, the Coalition of Local Health Officials, and national advocacy organizations.

WHEREAS, Oregon voters passed Ballot Measure 108 in 2020, which increased the cigarette tax resulting in an increase in state tobacco tax revenues. Ten percent of the tobacco tax was dedicated to funding for Tribes, community partners, Regional Health Equity Coalitions, and community-based organizations. In 2021, the Oregon Health Authority (OHA) convened an advisory group to provide recommendations on how to most equitably allocate a portion of the new tobacco tax revenues generated through Ballot Measure 108.



EXECUTIVE ORDER NO. 25-21
PAGE TWO

WHEREAS, In order to improve efficiency and operate more effectively, the TRAC created by executive order and the Ballot Measure Advisory Committee convened by OHA should be integrated and expanded into a single body that represents all partners in Oregon's tobacco prevention system. Formation of a single advisory body will assist OHA in its commitment to end health inequities and effectively and equitably decrease statewide tobacco use across all Oregon communities.

NOW THEREFORE, IT IS HEREBY ORDERED AND DIRECTED:

1. Executive Order 97-10 is rescinded, and therefore the Tobacco Reduction Advisory Committee is dissolved.
2. The Ballot Measure 108 Advisory Committee is dissolved.
3. Following the effective date of this Executive Order, OHA is directed to convene a Tobacco Prevention and Education Program Council (Council) to advise it on all tobacco-related programs. The OHA Director shall appoint members based on recommendations from OHA programs and partners involved in decreasing tobacco use.
4. The members of the Council must include at least two representatives from the following:
 - a. Local Public Health Authorities;
 - b. Regional Health Equity Coalitions;
 - c. Community-based organizations;
 - d. Advocacy organizations, such as but not limited to, the American Heart Association, American Cancer Society Cancer Action Network, American Lung Association, Oregon Medical Association, Oregon Public Health Association, and the Tobacco-Free Coalition of Oregon; and
 - e. State agency partners.
5. The Council shall advise and provide recommendations to the OHA Director on the following:
 - a. The goals, strategies, and desired outcomes of TPEP, including budget allocations, community engagement efforts, evaluation, training and technical assistance and communications;



EXECUTIVE ORDER NO. 25-21
PAGE THREE

- b. Policy, systems, and environmental change priorities related to commercial tobacco prevention and cessation; and
 - c. The overall effectiveness of tobacco use reduction programs.
6. Council members serve two-year terms. Council members may be appointed to multiple two-year terms. The OHA Director shall appoint members so that there are staggered terms.
 7. The OHA Director may remove or replace representatives who fail to attend meetings or otherwise fail to meaningfully participate in the Council's work.
 8. The Council shall convene a minimum of two times per year, with additional meetings held as deemed necessary by the OHA Director.
 9. Members may be eligible for compensation and expenses in accordance with ORS 292.495.
 10. OHA will provide staff to the Council.

Done at Salem, Oregon, this 26th day of August, 2025.

Handwritten signature of Tina Kotek in black ink.

Tina Kotek
GOVERNOR

ATTEST:

Handwritten signature of Tobias Read in black ink.

Tobias Read
SECRETARY OF STATE

