

Tobacco Prevention and Education Program

Illustrating the Strength of a Modern Public Health System

Program Report 2017–2019



Oregon
Health
Authority

Oregon's Tobacco Prevention and Education Program (TPEP) is comprehensive and science-based. TPEP's 20 years of progress demonstrate how the key capabilities of a modern public health system can improve health outcomes.

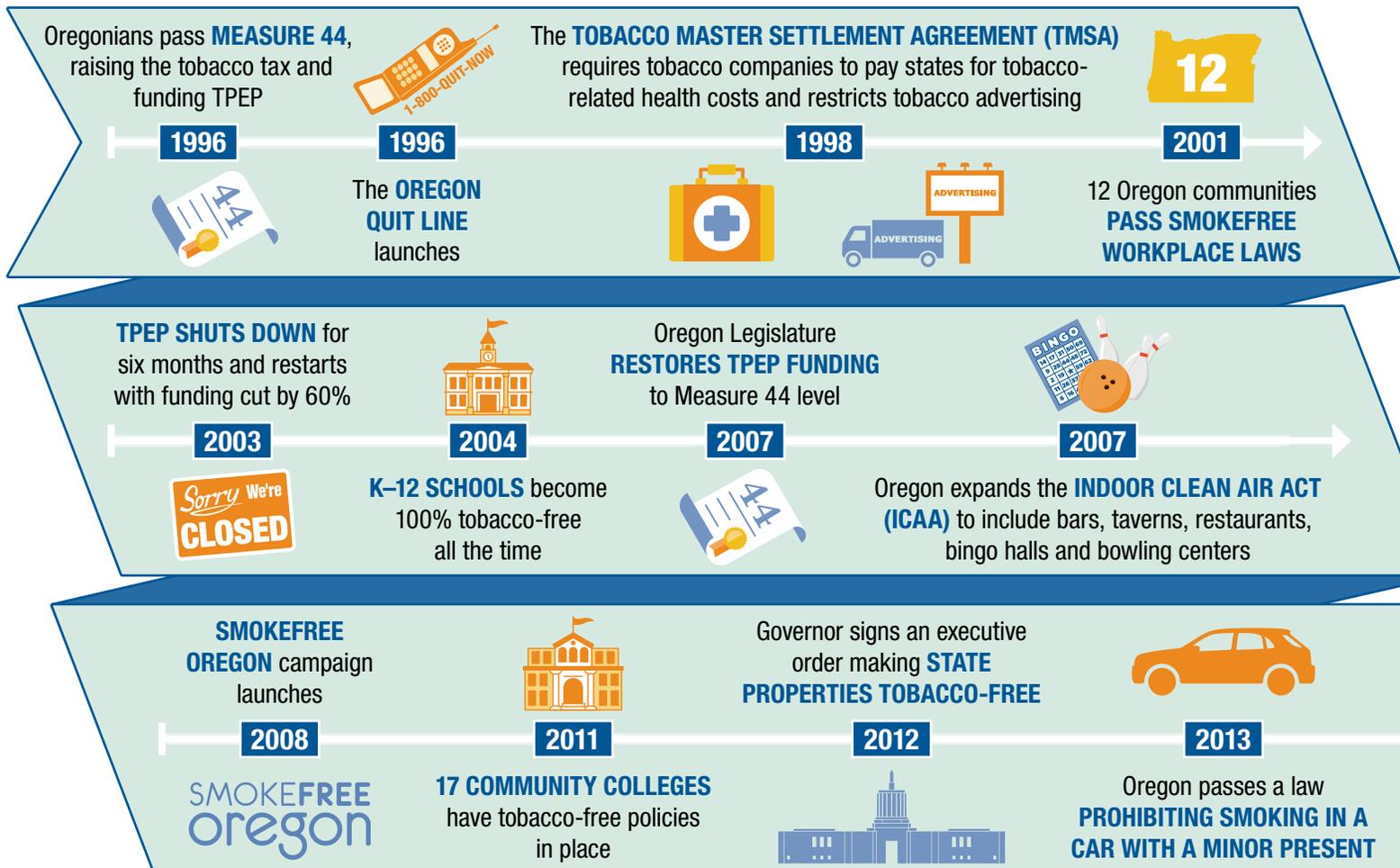
Tobacco use in Oregon

The **Oregon Tobacco Prevention and Education Program (TPEP)** is a comprehensive program that supports tobacco prevention and helps people quit statewide. The program has been in place for more than 20 years, ever since Oregon voters passed Measure 44, which raised the price of tobacco and dedicated funding to tobacco prevention and education.

Cigarette consumption in Oregon has declined by more than 55 percent since TPEP started — from 90 cigarette packs per capita in 1997 to 38 packs per capita in 2017. TPEP has helped create smoke-free workplaces and outdoor spaces, transformed how health systems address tobacco use and supported local solutions to tobacco prevention.

However, tobacco remains Oregon's No. 1 preventable cause of death and disease. Tobacco causes nearly 8,000 deaths in Oregon every year and contributes to chronic diseases such as asthma, multiple cancers, heart disease, stroke and diabetes. Tobacco costs Oregon \$2.9 billion per year in medical expenses, lost productivity and early death.

The burden of tobacco-related disease is not evenly distributed across the state. For example, Oregonians with low incomes; Native Americans and Alaska Natives; African Americans; and people identifying as lesbian, gay, bisexual or transgender still use tobacco at significantly higher rates than the state average. Progress to decrease the burden of tobacco and reduce health disparities will require both proven practices and innovative approaches. TPEP will continue to lead on both fronts.



TPEP in a modern public health system

In 2015, the Oregon Legislature passed House Bill 3100 to modernize Oregon's public health infrastructure. The 2017 Legislature gave additional guidance for modernization in House Bill 2310.

For more than 20 years, TPEP funding has sustained local public health leadership, assessment and epidemiology, policy and planning, and communications infrastructure. County and tribal TPEP grantees that

focus on community mobilization, engagement and policy to reduce the health burden of tobacco are well-positioned to expand this structure to other programs.

In an era of rapid health care system and public health transformation, TPEP can support a public health system ready to meet today's and future public health challenges.

How TPEP works

TPEP 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 60 percent of Oregon's TPEP funding flows directly into communities.

TPEP's strategic goals are to:

- Increase the price of tobacco products
- Promote smoke-free environments
- Protect youth from exposure to tobacco industry marketing
- Reduce access to tobacco products, and
- Decrease tobacco-related disparities.

TPEP drives science-based interventions in each of the following areas to achieve its goals:

- State and community interventions: *Creating environments where a tobacco-free life is the easy option, and youth are less likely to start using tobacco.*
- Mass-reach health communications: *Developing media campaigns and education that support tobacco prevention initiatives and help people quit.*
- Supports to help people quit: *Ensuring counseling and FDA-approved medication are available through quit lines and health care systems.*
- Data and evaluation: *Continuous monitoring of tobacco use trends and program effects to identify population needs and inform future areas of focus.*
- Infrastructure, administration and management: *Ensuring leadership, accountability and oversight for all program strategy and expenditures.*

Smokefree Oregon is a TPEP program that uses communications to prevent tobacco use and help people quit. This hard-hitting TV spot shows how the tobacco industry markets to kids.



Legislature allocates
\$4 MILLION from
TMSA to TPEP

2013



2013

Oregon includes e-cigarettes
in the ICAA and **PROHIBITS
E-CIGARETTE SALES TO MINORS**

Oregon State Parks and Recreation
Commission adopts rules making
OREGON STATE PARKS SMOKEFREE

2014



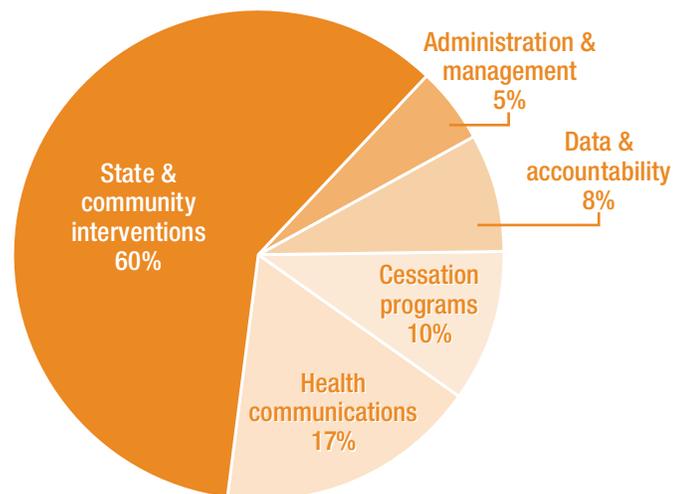
2017

Oregon **BANS TOBACCO AND
E-CIGARETTE SALES TO
ANYONE UNDER AGE 21**

TPEP budget | 2017–2019

TPEP funding supports local public health authorities, tribes and community-based not-for-profit organizations.

To ensure that all activities maximize TPEP's \$16.8 million biennial budget, TPEP connects performance and outcomes to continued funding.



Community programs

TPEP provides funding to:

- All 34 of Oregon's local public health authorities
- All nine federally recognized tribes
- Four coalitions of community-based organizations (Regional Health Equity Coalitions) that represent people who are traditionally underserved and experience health disparities, and
- Organizations that provide technical assistance to all locally funded partners.

Public awareness and education

TPEP conducts statewide campaigns to promote tobacco quit support services and support tobacco prevention activities. These campaigns use television advertising, digital and social media ads and radio. They encourage media coverage of tobacco-related issues.



Public health staff in Crook County celebrate their local quit smoking campaign.

TPEP is also exploring how local funding can expand media efforts. In fall 2018, the PacificSource Community Solutions Coordinated Care Organization Central Oregon Region funded a tobacco prevention campaign in Crook, Deschutes and Jefferson counties in collaboration with local public health authorities in the region and the Oregon Health Authority.

Quit services and health systems

The Oregon Tobacco Quit Line provides free help to people in Oregon who want to quit tobacco. In addition to phone and online services, TPEP staff work with Oregon health care systems and insurers to consistently help people quit. This includes supporting tobacco treatment and tobacco-free policies for behavioral health care facilities. TPEP also works closely with coordinated care organizations on available quit smoking benefits and provider resources. Increasing access to quit services throughout public programs and health systems is a key mechanism to address tobacco-related disparities.

Data and accountability

TPEP's surveillance and evaluation activities ensure programs are timely and well-informed. Management and administrative functions are responsible for programs being well-managed, accountable and good stewards of public funds.



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