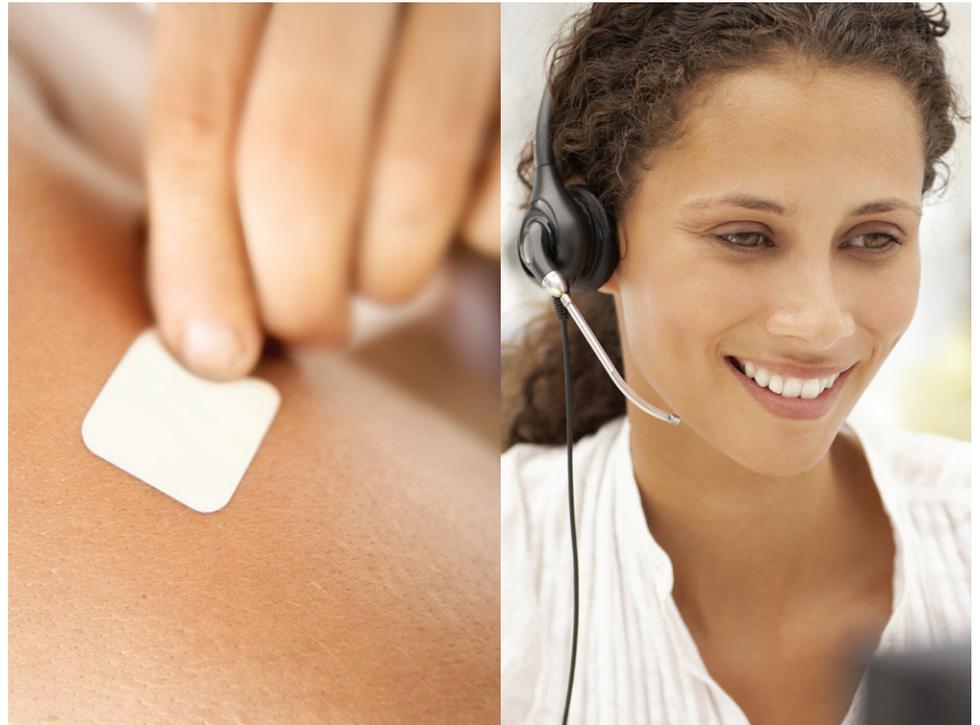


PUTTING TOBACCO MASTER SETTLEMENT AGREEMENT (TMSA) DOLLARS TO WORK HELPING PEOPLE QUIT

OREGON'S INVESTMENT IN TOBACCO PREVENTION & EDUCATION

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 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.

**ALL OREGONIANS
PAY THE PRICE OF
TOBACCO USE. 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.**



NEW TMSA FUNDING

The majority of Tobacco Prevention and Education Program (TPEP) funding comes from state taxes on tobacco products. However, in 2013, the Legislature for the first time directed a portion of funds from the Tobacco Master Settlement Agreement (TMSA) to support tobacco prevention efforts. This \$4 million commitment funded:

- Community interventions to reduce tobacco use and encourage adults to quit
- Health education and communications
- Data collection and program evaluation
- Training for public health, health care and community partners
- Technical assistance to support community health
- The Oregon Tobacco Quit Line, available 24/7 by phone and online

QUIT LINE SUCCESS

This investment has increased callers to the Oregon Tobacco Quit Line by 136% from January 2015 compared to January 2014. In January 2015, a total of 1,156 people called for help—the highest number of callers Oregon has ever seen in one month. Web traffic to the Quit website increased from 510 views for the first week of December 2014 to 9,361 views for the last week in December 2014.

HELPING PEOPLE WIN AGAINST TOBACCO

In collaboration with the Conference of Local Health Officials (CLHO), the Tobacco Reduction Advisory Committee, representatives from Coordinated Care Organizations (CCOs), and the Governor's Office, the TPEP funded six local health departments with TMSA money.

COMMUNITY INTERVENTION—SOUTHWEST OREGON:

Southwest Oregon has some of the highest adult smoking rates in the state, particularly among low-income community members and people with substance use disorders. A strong partnership between public health, primary care and substance abuse prevention and treatment forms the backbone of TMSA efforts in Douglas and Coos counties. TMSA funding helped integrate comprehensive tobacco prevention and cessation interventions into medical and dental care campuses in Douglas and Coos counties, and engaged CCO-affiliated clinics in an intensive assessment and planning process to strengthen the delivery of nicotine dependence treatment.



COMMUNITY INTERVENTION—LANE COUNTY:

Eugene and Springfield comprise the second-largest urban area in the state, but outside of this metropolitan area, Lane County is primarily rural, and its large size and geographic diversity creates differences in health outcomes. TMSA funds allowed Lane County to focus on public health policies in the urban Eugene area as well as in rural areas of Lane County. In December 2014, the Lane County Board of Commissioners passed a tobacco ordinance that protects youth from new and emerging tobacco products, prohibits free sampling and coupon redemption for tobacco products, reduces the number of retailers near kid-friendly places over time, and offers health information at the point of sale.

“ There is no simple solution to the problem of tobacco use, but we know what works to prevent young people from starting and to help people quit. This TMSA investment has allowed us to mobilize local action to apply what works to address the enormous health burden of tobacco use in Douglas and Coos counties. ”

—Marilyn Carter, SPARc
(Strategies for Policy And
enviRonmental Change)
Coordinator



SUPPORT

TRAINING AND TECHNICAL ASSISTANCE: In partnership with the Coordinated Care Organization 2014 Summit, TPEP sponsored a half-day training for health care providers. Participants learned techniques to make sure that every patient is asked if they use tobacco, advised to quit if they do, and referred to support such as the Quit Line if they are interested in quitting. OHA is working with the Oregon Primary Care Association to provide cessation training to health workers at federally qualified health centers.

HEALTH EDUCATION AND COMMUNICATIONS: Oregon Health Authority kicked off its English and Spanish cessation campaign using multiple media channels across the state to reach audiences with the highest tobacco use rates. In areas where local health authorities received TMSA dollars for community interventions, OHA targeted additional cessation ads to pregnant women who continue to smoke. Counties include Benton, Coos, Douglas, Klamath, Lincoln, Linn and Yamhill. The campaign began in December 2014 and runs through June 2015, achieving more than 12 million views.