

## Reduce Tobacco Use: Save Lives and Dollars

Tobacco remains the **No. 1 preventable cause of death and disease** in Oregon, and is responsible for over 7,000 deaths per year.

The most effective way to reduce tobacco use, especially among kids, is to **limit access**. And the best way to limit access is to **raise the price of tobacco**.

When tobacco products cost more, fewer people use tobacco, fewer kids start using and more people quit.

Oregon’s current tax on a pack of cigarettes is **\$1.32**. Nationally, the average state tax on a pack of cigarettes is **\$1.69**. Oregon’s cigarette tax ranks **31<sup>st</sup>** among all states.

An 85¢ increase in the price of a pack of cigarettes:

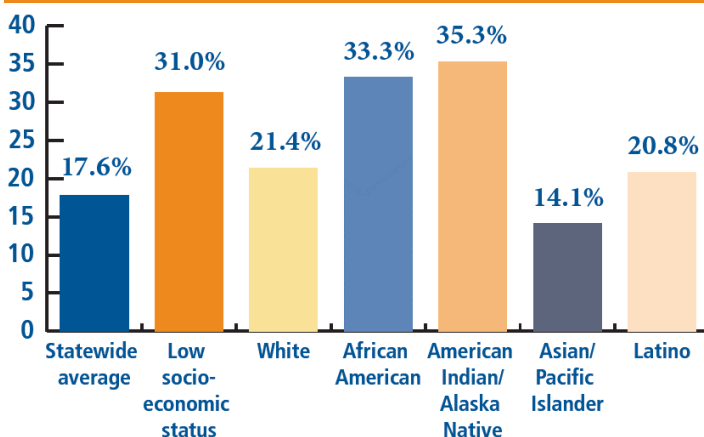
- Decreases youth smoking by **10%**
- Results in **500** fewer Oregon 8<sup>th</sup> and 11<sup>th</sup> grade smokers each year
- Decreases adult smoking by **7%**
- Results in **12,000** fewer Oregon Health Plan (OHP) members who smoke, saving **\$22,000,000** in direct medical costs each year

## Populations targeted by tobacco companies

Addiction to tobacco starts during childhood—90 percent of current adult smokers started smoking before they turned 18. Every year, **1,800 Oregon youth start smoking**, and one third of them will die from a tobacco-related illness.

In 2015, the **smoking rate** among **OHP adult members was 31%**, which is nearly twice that of the general population. The cost of tobacco-related illnesses among Oregon’s OHP population in 2010 was **\$374 million, or 9% of OHP expenditures**.

Cigarette smoking among Oregon adults by selected groups and race and ethnicity



Lower-income Oregonians, certain racial and ethnic groups, the LGBT population, and those with a mental illness use tobacco at higher rates and suffer the harshest consequences.

**Raising the price** of tobacco will help these **vulnerable populations** the most, especially when funds are dedicated to **prevention**.