

Tobacco's toll in one year



519,079 Adults who regularly smoke cigarettes

139,268 People with a serious illness caused by tobacco



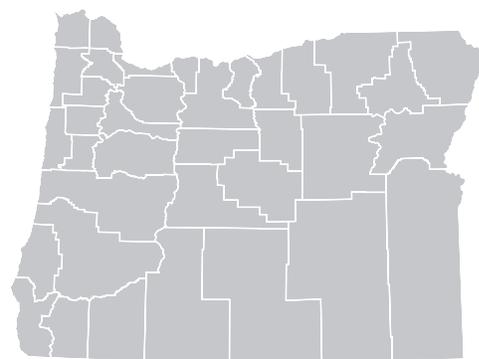
7,126

Tobacco-related deaths



\$1.4 Billion

spent on tobacco-related medical care



Population

Youths	865,612
Adults	3,053,408
Total residents	3,919,020

\$1.1 Billion

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Oregon



98% sold flavored tobacco



Nearly **1 in 4** displayed tobacco ads at the eye level of a child



3 in 4 sold tobacco at discounted prices



\$1.04 was the average price of a single, flavored little cigar



The Tobacco Industry spent **\$112 million a year promoting tobacco products in Oregon stores in 2012.**

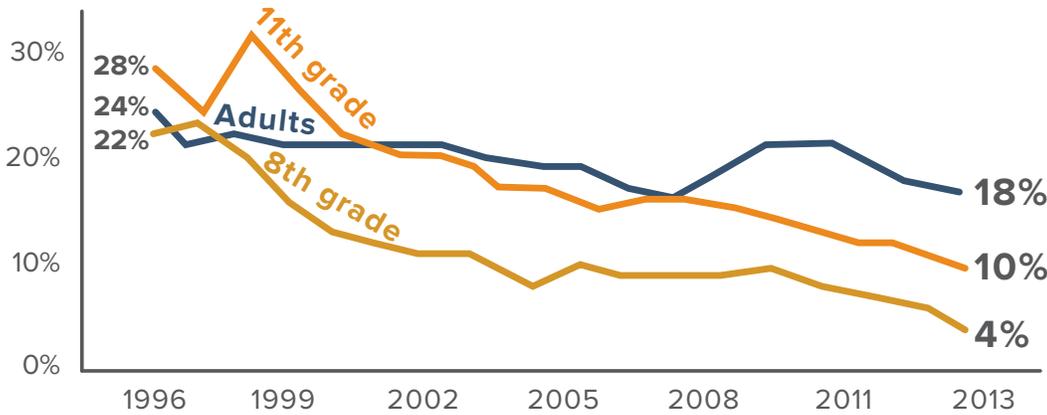
Components of a comprehensive tobacco prevention program



Oregon's Tobacco Prevention and Education Program (TPEP) supports local public health authorities to serve all 36 counties and nine federally-recognized tribes. TPEP works to:

- Engage communities in reducing the tobacco industry influence in retail stores
- Increase the price of tobacco
- Promote smokefree environments
- Provide support and resources to Oregon smokers who want to quit
- Engage diverse populations of Oregonians

Adult and youth cigarette smoking over time

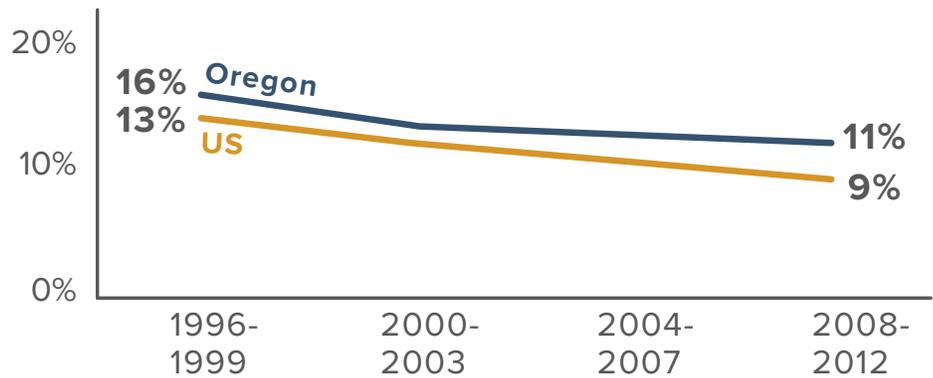


Since 1996, cigarette smoking in Oregon has decreased by 25% for adults, 65% for 11th graders, and 80% for 8th graders.

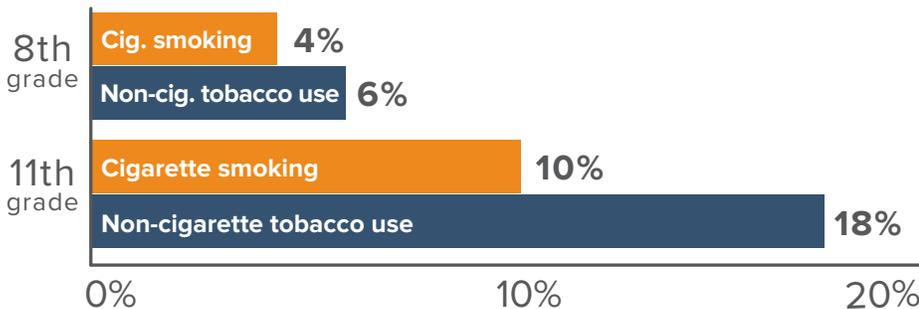
Note: new survey method for adult data began in 2010.

Cigarette smoking during pregnancy

Cigarette smoking among pregnant women has been **historically higher** in Oregon compared to the United States.



Youth cigarette and non-cigarette tobacco use



Among 11th graders in Oregon, non-cigarette tobacco product use is **80% higher** than cigarette smoking.

Note: non-cigarette tobacco products include: cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, and electronic cigarettes.



Want to know more or have questions about the burden of tobacco in your community?

Visit Smokefree Oregon to find out what you can do:

<http://smokefreeoregon.com/what-you-can-do/>