Tobacco Prevention and Education Program

Presentation for Oregon Life Safety Team
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Presentation Outline

• Background
• Tobacco Prevention and Education Overview
• Has it worked?
• Discussion
How can you connect?
BACKGROUND
Tobacco Use

• Tobacco use is the No. 1 preventable cause of death and disease in Oregon.

• 7000 Oregonians die each year from tobacco-related illness.
Tobacco use is the leading cause of preventable death in Oregon

- Tobacco use: 7,000
- Physical activity and nutrition: 1,500
- Alcohol use: 1,400
- Toxic agents: 700
- Microbial agents: 600
In 1997, the Oregon Tobacco Prevention and Education Program (TPEP) was created.
TPEP Goals

1. Eliminate Exposure to Secondhand Smoke;
2. Prevent Youth and Young Adults From Initiating Tobacco Use;
3. Identify and Eliminate Tobacco-Related Disparities in all Populations; and
What Works

- Raising the price of tobacco
- Expanding smoke and tobacco-free areas
- Providing cessation services
- Educating on the harms of commercial tobacco
- Limiting the tobacco industry’s influence
Raising the Price of Tobacco

- Raising the price of tobacco by 10% decreases consumption by:
  - 3-5% overall
  - 6-7% among youth

- What local and state tobacco prevention can do:
  - Not allow coupons to be redeemed in tobacco retail stores
Expanding smoke and tobacco-free areas

- Creates healthy environments
- Promotes social norms that support wellness
Tobacco-free spaces so far:

- All mental health and addictions residential treatment facilities
- Over 7 fairgrounds
- Over 35 local parks
- 16 of 22 housing authorities
- All state government property
- Smokefree state parks
- Over half of hospitals
- Over half of universities and community colleges
Providing Cessation Services

• Majority of tobacco users want to quit
• Supportive environments help people be successful

• What state and local tobacco prevention can do:
  – Cessation programs in place
  – Cessation benefits for employees
  – Promote services and benefits
Educating the public on the harms of tobacco

• Nicotine is highly addictive.

• What state and local tobacco prevention can do:
  – Customize messages to audiences, including employees and dependents
  – Use publications and communications methods already in place to share important information
  – Become familiar with the statewide media campaign
    • Smokefreeoregon.com
Smokefree Oregon Brand

- Tobacco affects your children, your health, your pocketbook, your environment and your community. Tobacco affects you.
How we tell the story

• Television
• Grassroots/earned media
• Social
• Print
• Radio
• Out-of-home
TAKING THE FIRST STEPS TOWARD A HEALTHIER COUNTY

THE BAKER CITY LIBRARY property is tobacco-free.

ALL PARKS IN BAKER CITY are tobacco-free.

THE BAKER CITY WELLNESS COMMITTEE is working to assure a worksite focused on supporting clients and employees to be tobacco-free.

BRIGHT SPOTS TO BUILD ON

The percent of 11th graders who smoke is 5 PERCENTAGE POINTS LOWER THAN THE NATIONAL AVERAGE.

82 PERCENT of adult smokers report no-smoking rules in their home.

<table>
<thead>
<tr>
<th>BAKER COUNTY</th>
<th>14%</th>
</tr>
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<tbody>
<tr>
<td>NATIONAL AVERAGE</td>
<td>19%</td>
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HERE’S HOW YOU CAN HELP

CONTACT YOUR BAKER COUNTY REPRESENTATIVE

TORIE ANDREWS
Tobacco Program Coordinator

Phone: (541) 523-8211
Email: tdandrews@bakercounty.org

SEND A MESSAGE

Your Name

Your Email

Message

SEND >
Limiting Tobacco Industry Influence

• 9 out of 10 adults who smoke started before 18
• Promotion and advertising by tobacco industry causes tobacco use including youth initiation
• What state and local tobacco prevention can do:
  – Tax all tobacco products
  – Ban advertising
  – Raise the age for purchasing products to 21
In 2012, the Tobacco Industry spent $112 million on marketing and promotion of their products in Oregon.

Historically, Oregon has had an average annual budget of $10 million for tobacco prevention activities.

Sources: Federal Trade Commission Reports of Cigarettes and Smokeless Tobacco 2012 & Oregon Measure 44 tax revenue.
HAS TPEP WORKED?
Oregonians pass Measure 44, raising the tobacco tax and funding the Tobacco Prevention and Education Program (TPEP).

- 1996: Oregon's per capita cigarette pack sales were 93.1
- U.S. per capita cigarette pack sales were 90.6

Cigarette consumption per capita in Oregon has decreased by 55% since the start of TPEP in 1996.

- 2003: TPEP shut down for six months and restarted with funding cut by 60%
- 2007: TPEP funding restored to voter approved Measure 44 level

Per capita cigarette pack sales in Oregon and the United States, Fiscal Year 1993–2014

2.6 billion fewer cigarettes were sold in 2014 than in 1996

Adult cigarette smoking in Oregon, 1996-2013

Adult cigarette smoking in Oregon has decreased by 25% since the start of TPEP in 1996.

There are 183,000 fewer adult smokers.

Source: Oregon Behavioral Risk Factor Surveillance System (BRFSS)
Note: vertical dashed (---) line indicates survey methods changed in 2010.
Oregon's 11th grade smoking prevalence is 52% lower than the U.S.

11th grade cigarette smoking in Oregon has decreased by 65% since the start of TPEP in 1996.

Sources: Oregon Healthy Teens (OHT) Survey; Student Wellness Survey; Student Drug Use Survey; Youth Risk Behavior Survey
Since 1996...

- 55% decrease in per capita cigarette consumption
- 2.6 billion fewer cigarettes sold
- 25% decrease in adult cigarette smoking
- 183,000 fewer adult cigarette smokers
- 65% decrease in 11th grade cigarette smoking
- 80% decrease in 8th grade cigarette smoking
DISCUSSION
Discuss in small groups

• How can you connect to this work?
• Who is the audience you are trying to reach?
• How can you reach your target group(s)?

Share back to group.
QUESTIONS?
Thank you!

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Smokefreeoregon.com