

Tobacco's toll in one year¹⁻⁵



2,200 Adults who regularly smoke cigarettes

1,470 People with a serious illness caused by tobacco



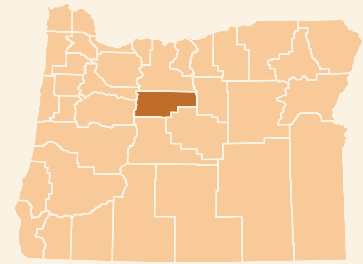
49

Tobacco-related deaths



\$8.6 Million

spent on tobacco-related medical care



Population

Youths	5,080
Adults	18,480
Total residents	23,560

\$7.6 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Jefferson County⁶



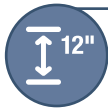
5 in 9

advertised tobacco or e-cigarettes outside the store



100%

sold flavored products (menthol, candy, etc.)



6%

sold products within 12" of toys, candy, gum, slushy/soda or ice cream



1 in 9

offered price promotions/discounts



29%

advertised cigarillos for less than \$1

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's influence in retail stores
- Increase the price of tobacco
- Promote smoke-free environments
- Provide support and resources to Oregon smokers who want to quit
- Engage diverse populations of people in Oregon

1. Oregon Health Authority. Behavioral Risk Factor Surveillance System, Annual, 2018.

2. Campaign for Tobacco-Free Kids. The Toll of Tobacco in Oregon. <https://www.tobaccofreekids.org/problem/toll-us/oregon>

3. Oregon Vital Statistics Annual Reports, Volume 2: Chapter 6. Mortality. Table 6-20.

Available at: <http://www.oregon.gov/oha/ph/BirthDeathCertificates/VitalStatistics/annualreports/Volume2/Pages/index.aspx>

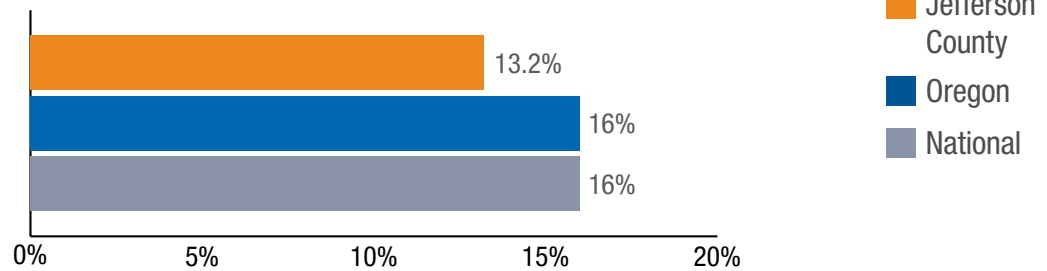
4. Oregon Health Authority. Estimates calculated using 2017 Oregon Vital Statistics Annual Reports and Center for Disease Control and Prevention smoking related illness estimation.

5. Portland State University. Oregon Population Estimates, 2018.

6. Oregon Health Authority. Oregon Tobacco and Alcohol Retail Assessment 2018.

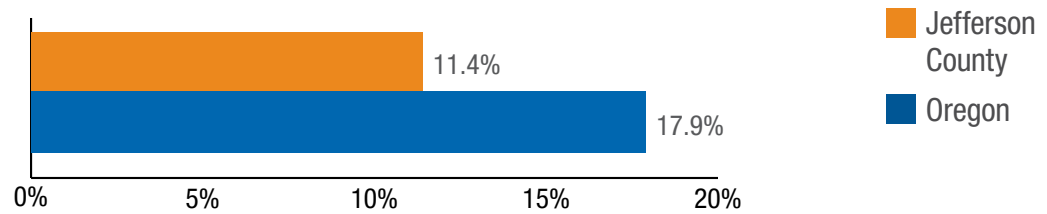
Adult cigarette smoking¹

Cigarette smoking among adults in Jefferson County is **lower than** Oregon overall and the rest of the United States.



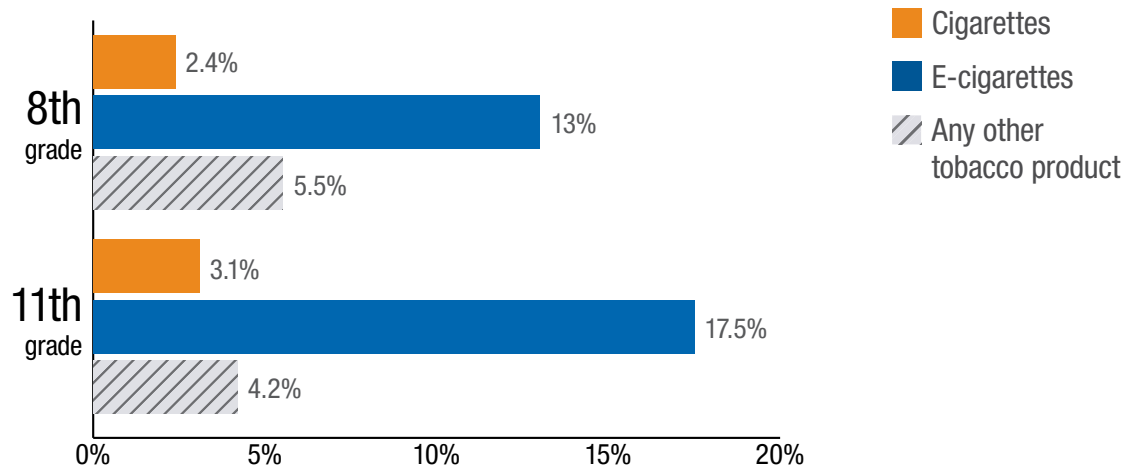
Adults exposed to secondhand smoke indoors¹

Secondhand smoke exposure for adults in Jefferson County is **lower than** Oregon overall.



Youth tobacco use⁷

Among 11th graders in Jefferson County, e-cigarette use was **higher than** cigarette smoking in 2019.



1. Oregon Health Authority. Behavioral Risk Factor Surveillance System, Annual, 2018.

7. Oregon Health Authority. Oregon Healthy Teens Survey, 2019.



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: <https://smokefreeoregon.com/take-action/>