

Tobacco's toll in one year¹⁻⁵



5,500 Adults who regularly smoke cigarettes

2,130 People with a serious illness caused by tobacco



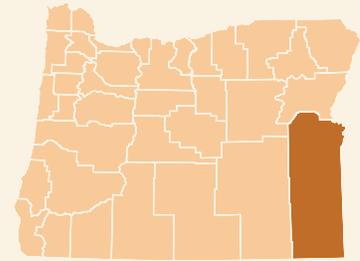
71

Tobacco-related deaths



\$11.3 Million

spent on tobacco-related medical care



Population

Youths	7,577
Adults	24,348
Total residents	31,925

\$10 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Malheur County⁶



1 in 10

advertised tobacco or e-cigarettes outside the store



92%

sold flavored products (menthol, candy, etc.)



8%

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



1 in 4

offered price promotions/discounts



10%

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>

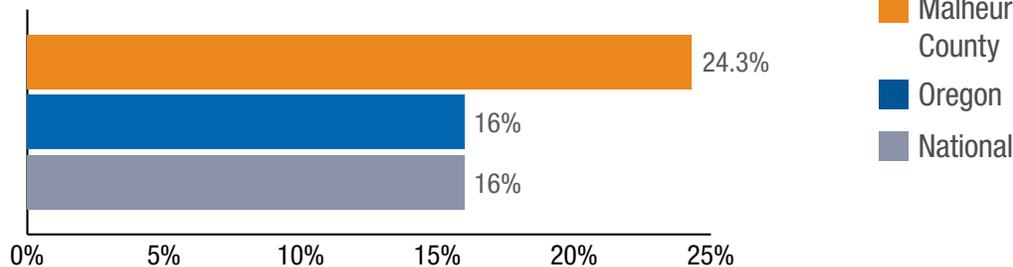
4. Oregon Health Authority. Estimates calculated using 2017 Oregon Vital Statistics Annual Reports and Center for Disease Control and Prevention smoking related illness estimation.

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

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

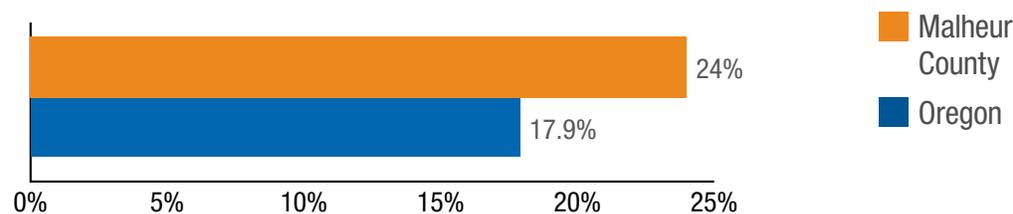
Adult cigarette smoking¹

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



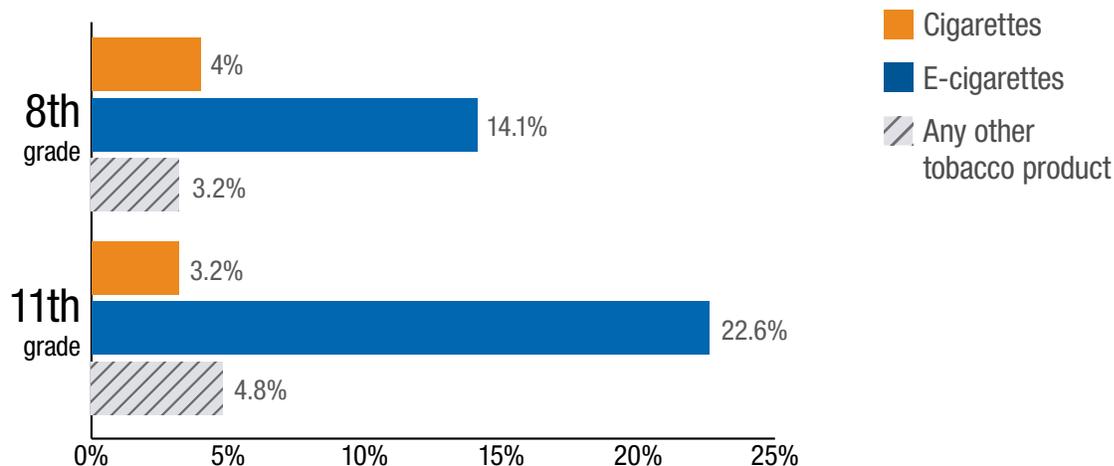
Adults exposed to secondhand smoke indoors¹

Secondhand smoke exposure for adults in Malheur County is **higher than** Oregon overall.



Youth tobacco use⁷

Among 11th graders in the Eastern Oregon region, 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.

Note: The Eastern Oregon region includes Baker, Grant, Harney, Lake, Malheur, Morrow, Umatilla, Union, Wallowa and Wheeler Counties. Estimates are reported by region instead of county when one or more estimates from the county level represented too small a population to be reliable.



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/>