

Tobacco's toll in one year



5,000 Adults who regularly smoke cigarettes

1,388 People with a serious illness caused by tobacco



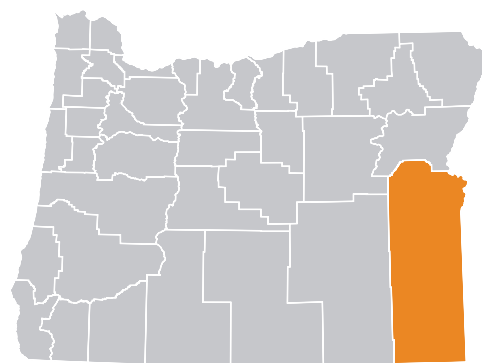
71

Tobacco-related deaths



\$14.2 Million

spent on tobacco-related medical care



Population

Youths	7,874
Adults	23,566
Total residents	31,440

\$11.3 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Malheur County



1 in 3 displayed tobacco near toys or candy



96% sold flavored tobacco



2 for 1

3 in 4 sold tobacco at discounted prices



87¢ 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.

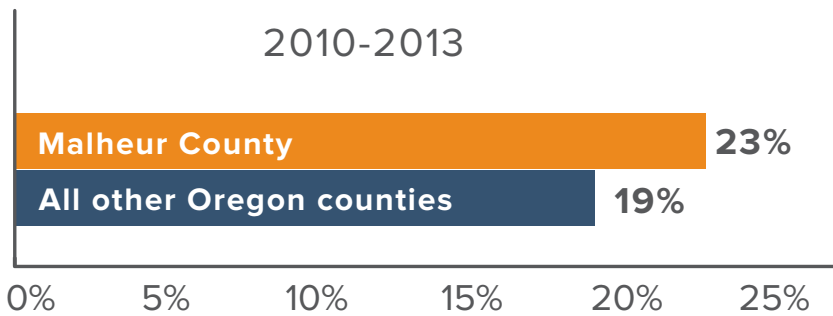
Components of a comprehensive tobacco prevention program



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

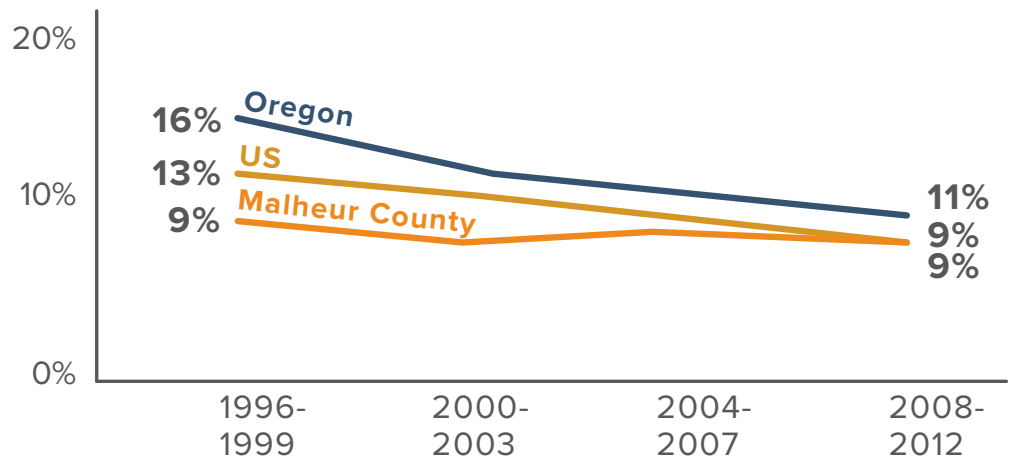
Adult cigarette smoking



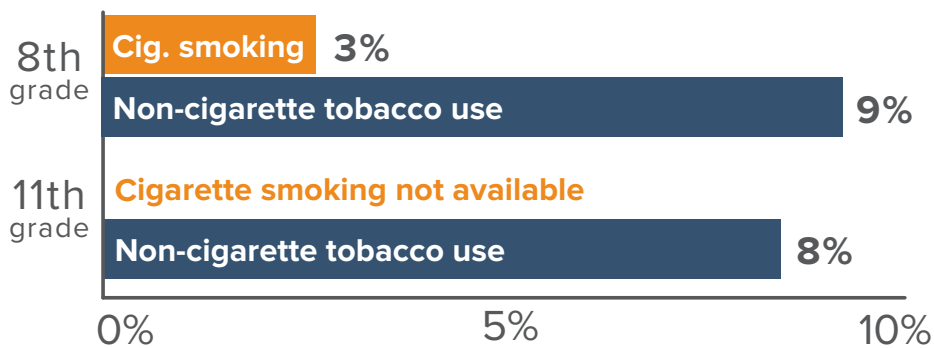
Cigarette smoking among adults in Malheur County is **higher** than the rest of Oregon.

Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in Malheur County is about the same as Oregon overall and the rest of the United States.



Youth cigarette and non-cigarette tobacco use



Three times as many 8th graders in Malheur County are using non-cigarette tobacco products compared to cigarettes.

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/>