

## Tobacco's toll in one year



**113,100** Adults who regularly smoke cigarettes

**22,936** People with a serious illness caused by tobacco



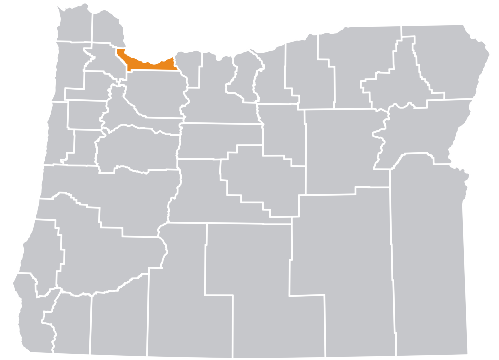
**1,174**

Tobacco-related deaths



**\$233.9 Million**

spent on tobacco-related medical care



## Population

Youths	151,482
Adults	605,048
Total residents	756,530

**\$187.5 Million**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Multnomah County



Nearly **7 in 10** advertised tobacco outside



**99%** sold flavored tobacco



Nearly **8 in 10** sold tobacco at discounted prices



**\$1.00** 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.

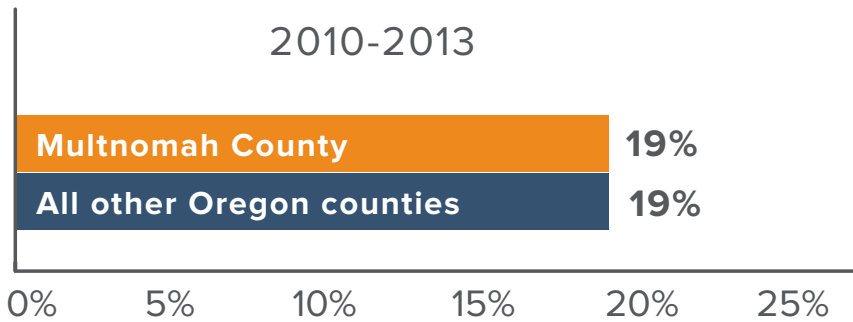
## Components of a comprehensive tobacco prevention program



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

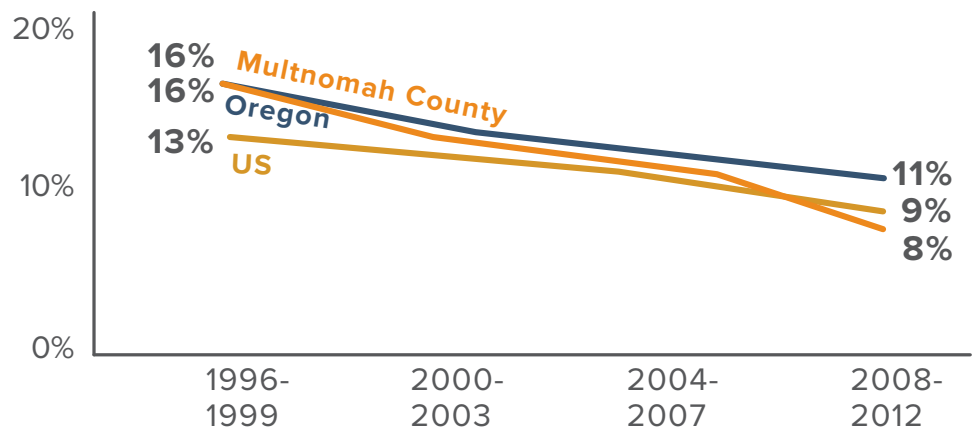
## Adult cigarette smoking



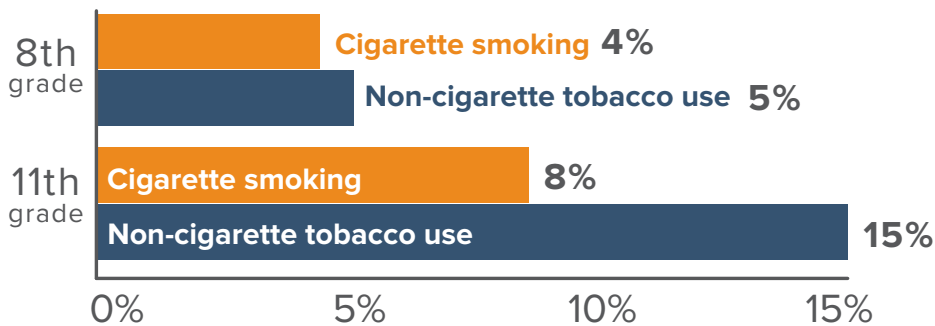
Cigarette smoking among adults in Multnomah County is similar to the rest of Oregon.

## Cigarette smoking during pregnancy

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



## Youth cigarette and non-cigarette tobacco use



Nearly **two times as many** 11th graders in Multnomah 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/>