

Tobacco's toll in one year



**4,200** Adults who regularly smoke cigarettes

**1,485** People with a serious illness caused by tobacco



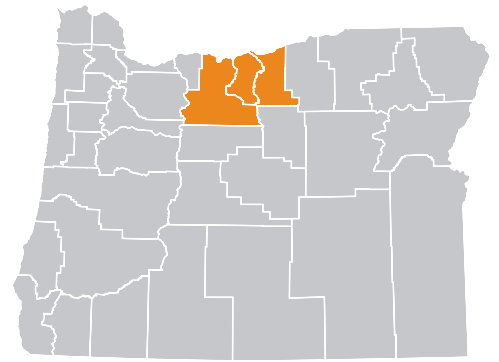
**76**

Tobacco-related deaths



**\$15.2 Million**

spent on tobacco-related medical care



Population

Youths	6,648
Adults	22,887
Total residents	29,535

**\$12.1 Million**

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in North Central Health District



Nearly **1 in 2** advertised tobacco outside



**100%** sold flavored tobacco



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



**\$1.05** 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.

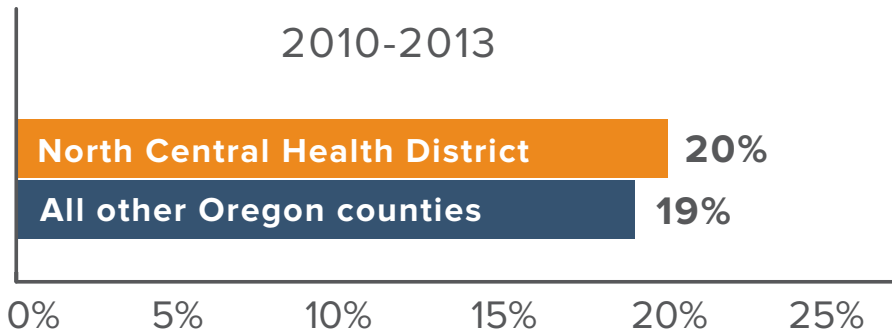
Components of a comprehensive tobacco prevention program



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

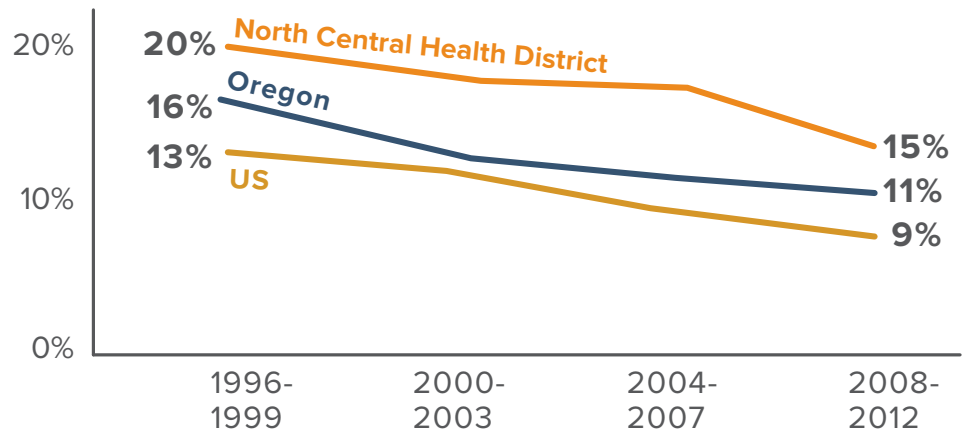
## Adult cigarette smoking



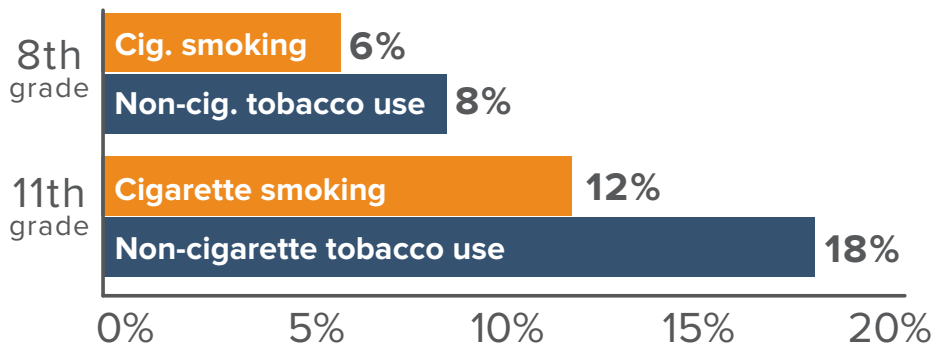
Cigarette smoking among adults in North Central Health District is similar to the rest of Oregon.

## Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in North Central Health District is **higher** than Oregon overall and the rest of the United States.



## Youth cigarette and non-cigarette tobacco use



Among 11th graders in North Central Health District, non-cigarette tobacco product use is **about 50% higher** than cigarette smoking.

*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/>