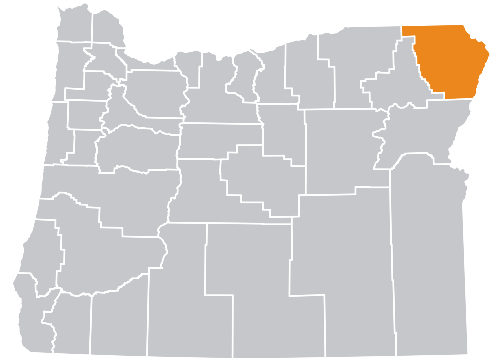


## Tobacco's toll in one year



**500** Adults who regularly smoke cigarettes

**371** People with a serious illness caused by tobacco



**19**

Tobacco-related deaths



**\$3.8 Million**

spent on tobacco-related medical care

## Population

Youths	1,366
Adults	5,679
Total residents	7,045

**\$3 Million**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Wallowa County



About **2 in 5** advertised tobacco outside



Nearly **1 in 4** displayed tobacco near toys or candy



**100%** sold flavored tobacco



**1 in 3** sold tobacco at discounted prices



The Tobacco Industry spent **\$112 million a year promoting tobacco products in Oregon stores in 2012.**

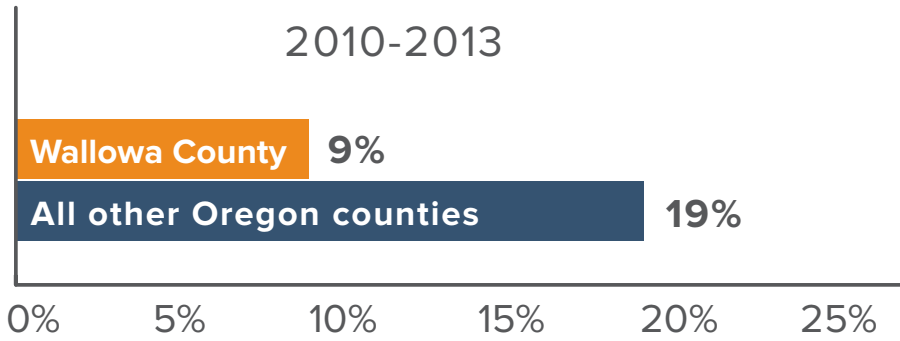
## Components of a comprehensive tobacco prevention program



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

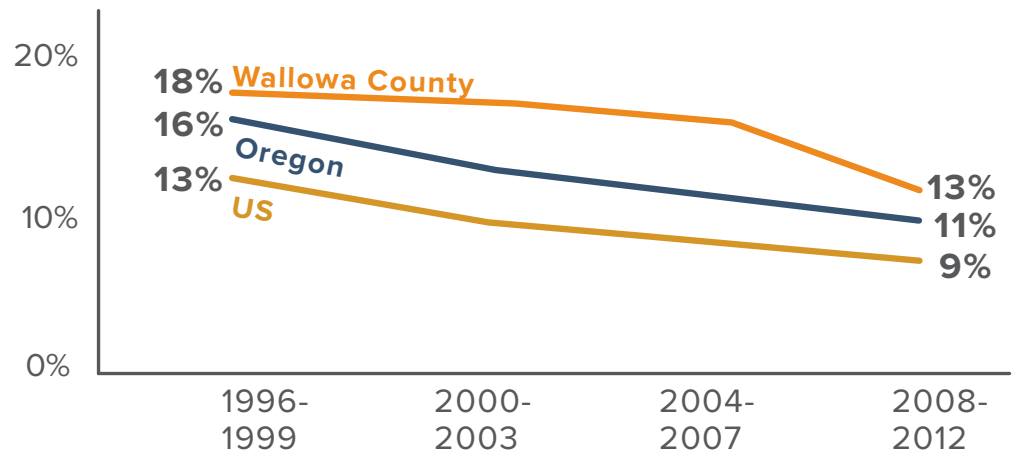
## Adult cigarette smoking



Cigarette smoking among adults in Wallowa County is **lower** than the rest of Oregon.

## Cigarette smoking during pregnancy

Cigarette smoking among pregnant women in Wallowa County is **higher** than Oregon overall and the rest of the United States.



**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/>