Among tobacco retailers assessed in Multnomah County:
- 5 in 9 advertised tobacco or e-cigarettes outside the store
- 100% sold flavored products (menthol, candy, etc.)
- 20% sold products within 12" of toys, candy, gum, slushy/soda or ice cream
- 5 in 7 offered price promotions/discounts
- 67% advertised cigarillos for less than $1

Tobacco’s toll in one year:
- 106,900 Adults who regularly smoke cigarettes
- 36,090 People with a serious illness caused by tobacco
- 1,203 Tobacco-related deaths
- $305.6 Million spent on tobacco-related medical care
- $271.9 Million in productivity losses due to premature tobacco-related deaths

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
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/

1-7 For more information on data sources, please visit: https://smokefreeoregon.com/sources/