

## Tobacco's toll in one year<sup>1-5</sup>



**300** Adults who regularly smoke cigarettes

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



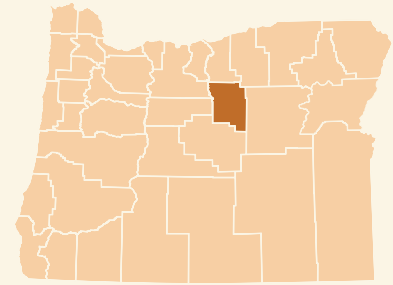
**2**

Tobacco-related deaths



**\$0.6 Million**

spent on tobacco-related medical care



### Population

Youths	242
Adults	1,208
Total residents	1,450

**\$0.5 Million**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Wheeler County<sup>6</sup>



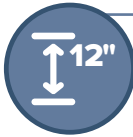
**NONE**

advertised tobacco or e-cigarettes outside the store



**50%**

sold flavored products (menthol, candy, etc.)



**0%**

sold products within 12" of toys, candy, gum, slushy/soda or ice cream



**ALL**

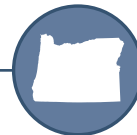
offered price promotions/discounts



**0%**

advertised cigarillos for less than \$1

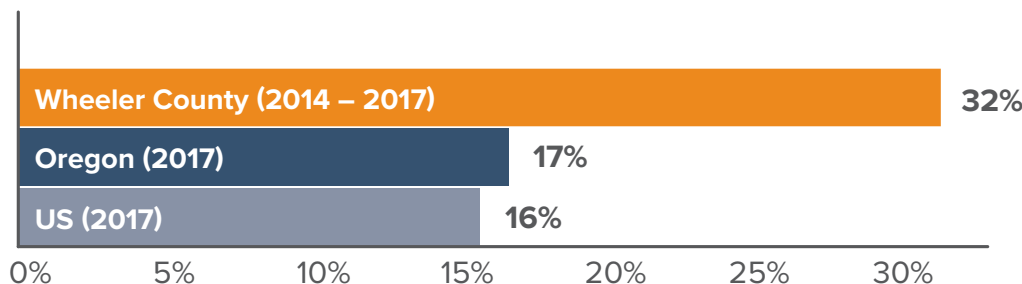
## Components of a comprehensive tobacco prevention program



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

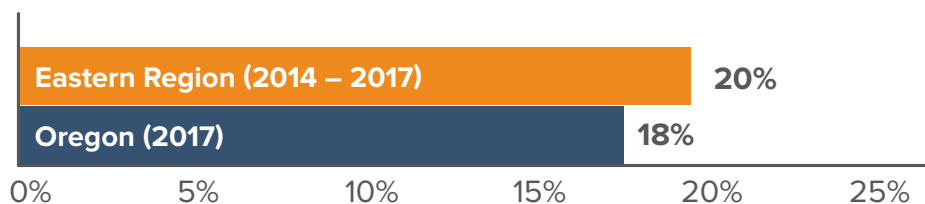
# Adult cigarette smoking<sup>1</sup>



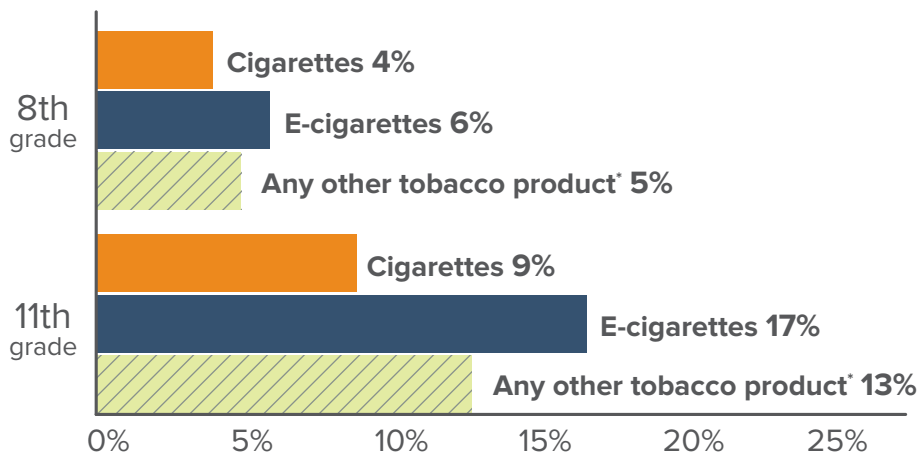
Cigarette smoking among adults in Wheeler County is **higher** than Oregon overall and the rest of the United States.

# Adults exposed to secondhand smoke indoors<sup>1</sup>

Secondhand smoke exposure for adults in the Eastern Oregon region<sup>†</sup> is **higher** than Oregon overall.



# Youth tobacco use<sup>7</sup>



Among 11th graders in the Eastern Oregon region,<sup>†</sup> e-cigarette use was **higher** than cigarette smoking in 2017.

<sup>†</sup> The Eastern Oregon region includes Baker, Grant, Harney, Lake, Malheur, Morrow, Umatilla, Union, Wallowa and Wheeler Counties. Estimates are reported by region instead of county when one or more estimates from the county level represented too small a population to be reliable.

\* 'Any other tobacco product' includes any smokeless tobacco, small or large cigars, or hookah use.



**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/>

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