

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

**2,200** Adults who regularly smoke cigarettes

**1,470** People with a serious illness caused by tobacco



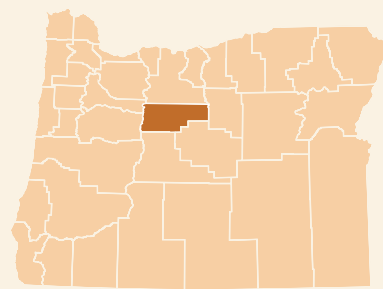
**49**

Tobacco-related deaths



**\$8.6 Million**

spent on tobacco-related medical care



## Population

Youths	5,080
Adults	18,480
Total residents	23,560

**\$7.6 Million**

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Jefferson County<sup>6</sup>

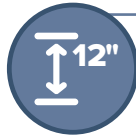
**5 in 9**

advertised tobacco or e-cigarettes outside the store



**100%**

sold flavored products (menthol, candy, etc.)



**6%**

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



**1 in 9**

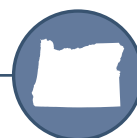
offered price promotions/discounts



**29%**

who sold cigarillos or small cigars advertised them for less than \$1

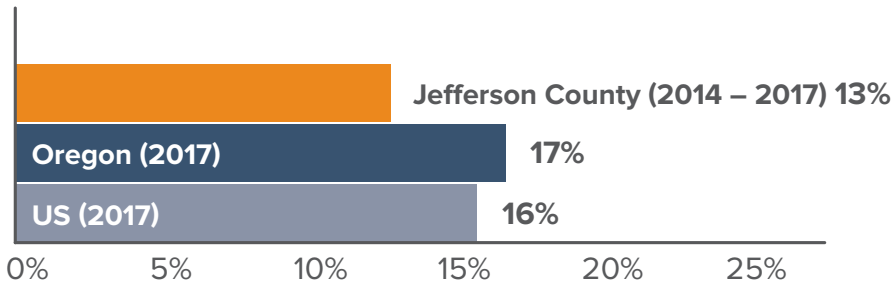
## Components of a comprehensive tobacco prevention program



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

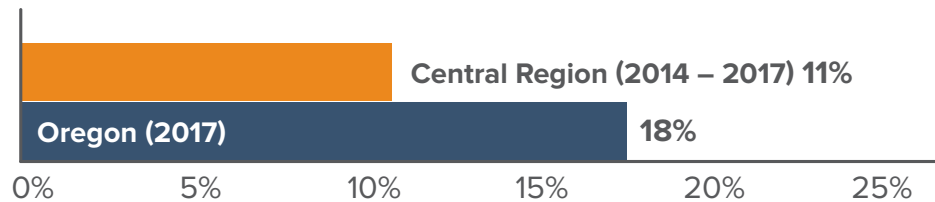
## Adult cigarette smoking<sup>1</sup>



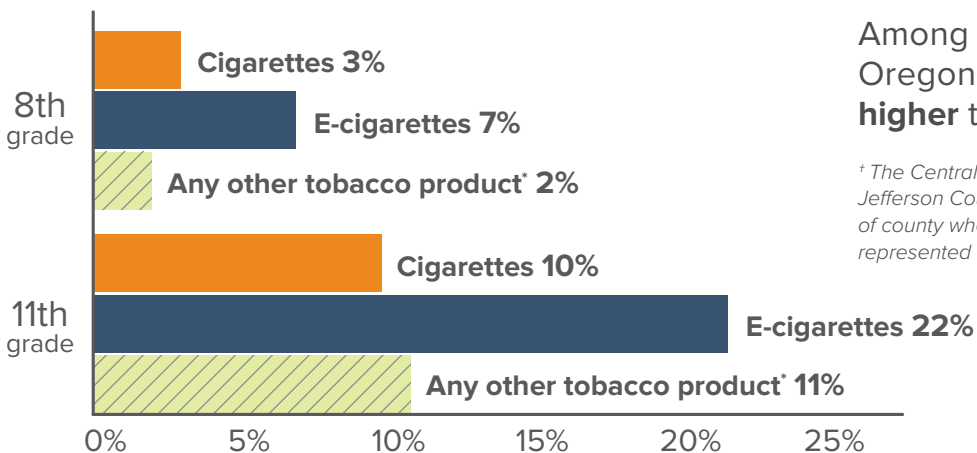
Cigarette smoking among adults in Jefferson County is **lower** than Oregon overall and the rest of the United States.

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

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



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



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

<sup>†</sup> The Central Oregon region includes Crook, Deschutes and Jefferson 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/>