

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



**52,400** Adults who regularly smoke cigarettes

**22,050** People with a serious illness caused by tobacco



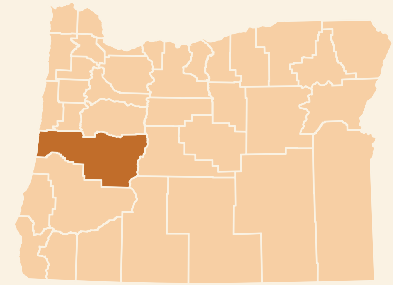
**735**

Tobacco-related deaths



**\$142.7 Million**

spent on tobacco-related medical care



### Population

Youths	<b>66,784</b>
Adults	<b>308,336</b>
Total residents	<b>375,120</b>

**\$126.9 Million**

in productivity losses due to premature tobacco-related deaths

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



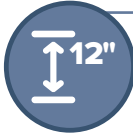
**3 in 8**

advertised tobacco or e-cigarettes outside the store



**99%**

sold flavored products (menthol, candy, etc.)



**19%**

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



**3 in 4**

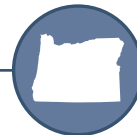
offered price promotions/discounts



**30%**

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

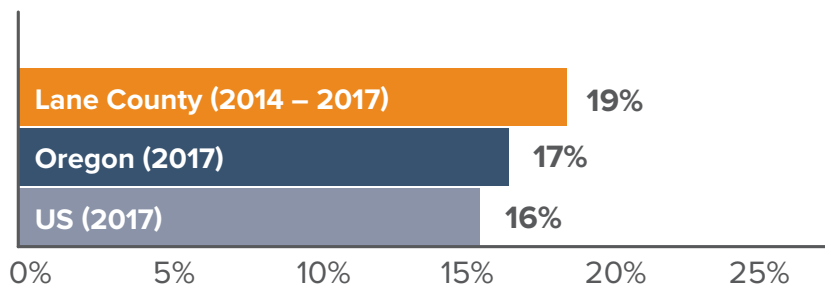
### Components of a comprehensive tobacco prevention program



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

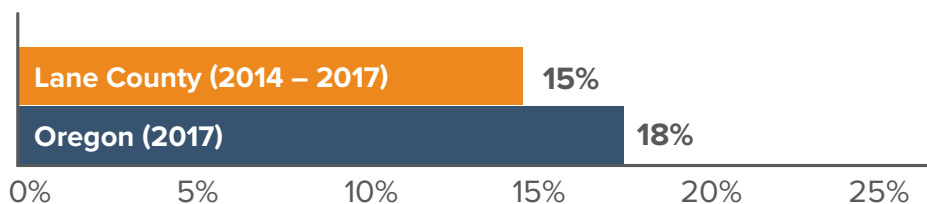
## Adult cigarette smoking<sup>1</sup>



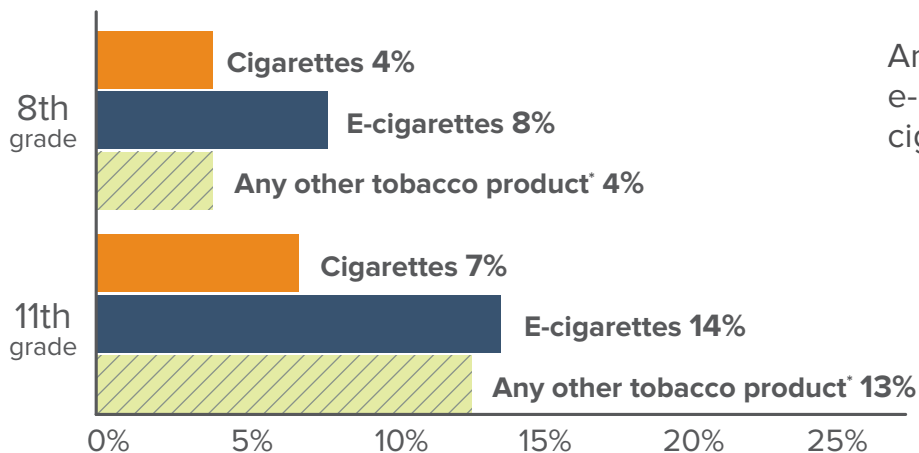
Cigarette smoking among adults in Lane County is **higher** than Oregon overall and the rest of the United States.

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

Secondhand smoke exposure for adults in Lane County is **lower** than Oregon overall.



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



Among 11th graders in Lane County, e-cigarette use was **higher** than cigarette smoking in 2017.

\* '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/>