

Tobacco's toll in one year¹⁻⁵

106,900 Adults who regularly smoke cigarettes

36,090 People with a serious illness caused by tobacco

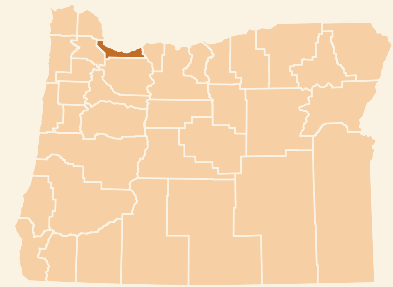


1,203

Tobacco-related deaths



\$305.6 Million
spent on tobacco-related medical care



Population

Youths	152,813
Adults	660,487
Total residents	813,300

\$271.9 Million

in productivity losses due to premature tobacco-related deaths

Among tobacco retailers assessed in Multnomah County⁶

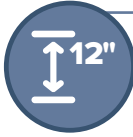
5 in 9

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

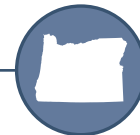
offered price promotions/discounts



67%

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

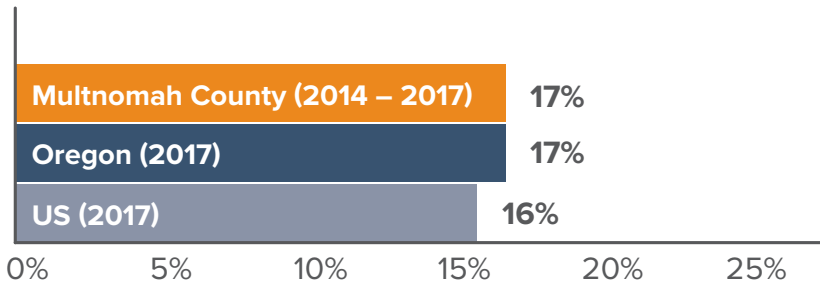
Components of a comprehensive tobacco prevention program



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

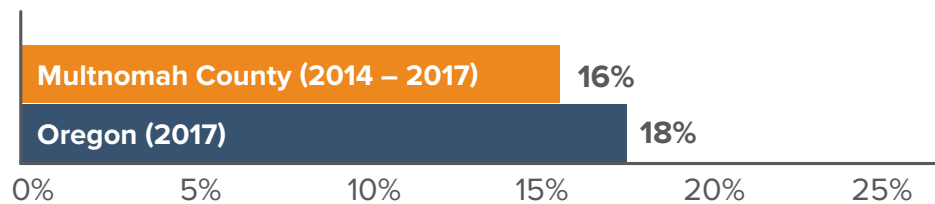
Adult cigarette smoking¹



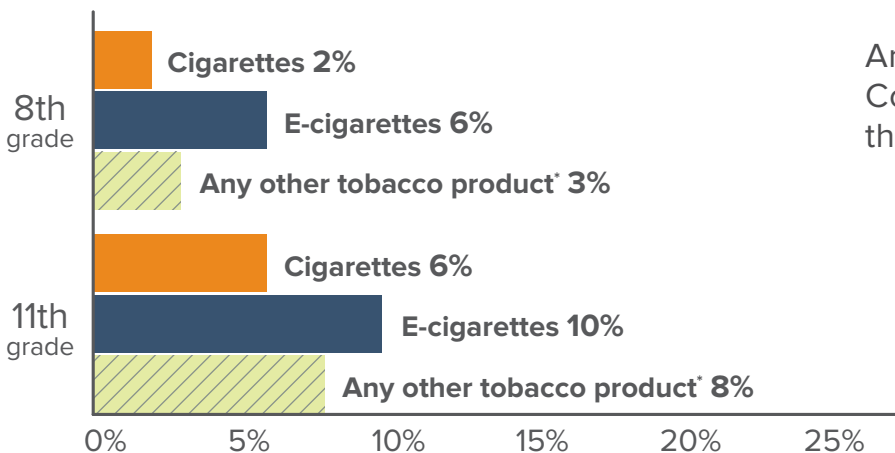
Cigarette smoking among adults in Multnomah County is **similar** to Oregon overall and the rest of the United States.

Adults exposed to secondhand smoke indoors¹

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



Youth tobacco use⁷



Among 11th graders in Multnomah 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/>

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