

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



**106,900** Adults who regularly smoke cigarettes

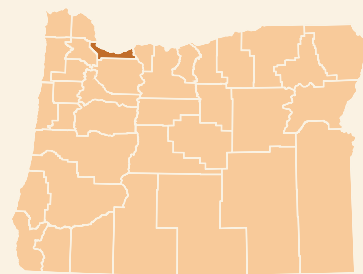
**36,090** People with a serious illness caused by tobacco



**1,203**  
Tobacco-related deaths



**\$305.6 Million**  
spent on tobacco-related medical care



## Population

|                 |                |
|-----------------|----------------|
| Youths          | <b>152,813</b> |
| Adults          | <b>660,487</b> |
| Total residents | <b>813,300</b> |

**\$271.9 Million**  
in productivity losses due to premature tobacco-related deaths

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



**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

## 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

1. Oregon Health Authority. Behavioral Risk Factor Surveillance System, Annual, 2018.

2. Campaign for Tobacco-Free Kids. The Toll of Tobacco in Oregon. <https://www.tobaccofreekids.org/problem/toll-us/oregon>

3. Oregon Vital Statistics Annual Reports, Volume 2: Chapter 6. Mortality. Table 6-20.

Available at: <http://www.oregon.gov/oha/ph/BirthDeathCertificates/VitalStatistics/annualreports/Volume2/Pages/index.aspx>

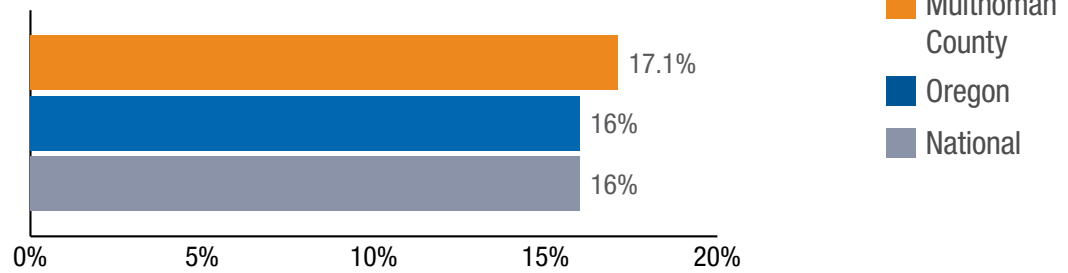
4. Oregon Health Authority. Estimates calculated using 2017 Oregon Vital Statistics Annual Reports and Center for Disease Control and Prevention smoking related illness estimation.

5. Portland State University. Oregon Population Estimates, 2018.

6. Oregon Health Authority. Oregon Tobacco and Alcohol Retail Assessment 2018.

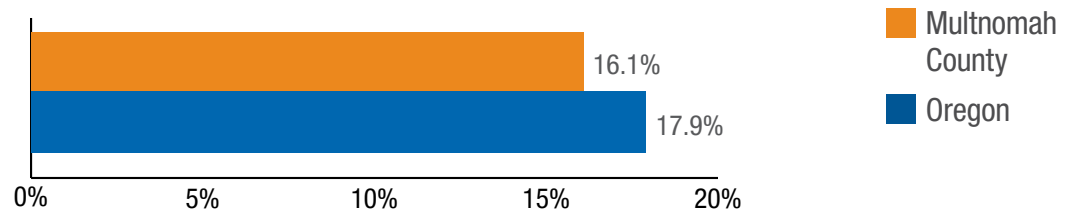
## Adult cigarette smoking<sup>1</sup>

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



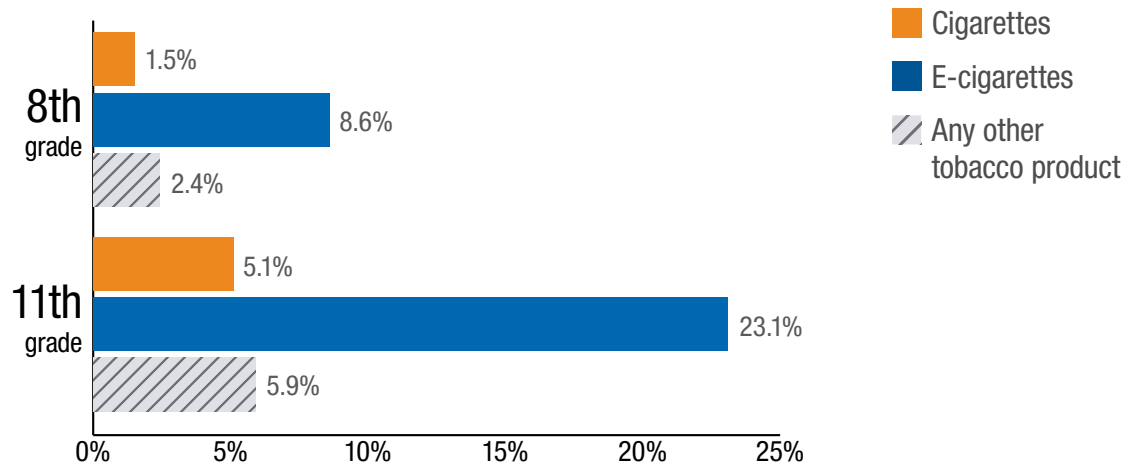
## Adults exposed to secondhand smoke indoors<sup>1</sup>

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



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

Among 11th graders in Multnomah County, e-cigarette use was **higher than** cigarette smoking in 2019.



1. Oregon Health Authority. Behavioral Risk Factor Surveillance System, Annual, 2018.

7. Oregon Health Authority. Oregon Healthy Teens Survey, 2019.



**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: <https://smokefreeoregon.com/take-action/>