

# Lane County Public Health Prevention Program

## Tobacco Prevention

The **Tobacco Prevention & Education Program (TPEP)** aims to reduce tobacco-related illness and death. TPEP seeks to do this by working with community partners to achieve the following goals:

- Prevent youth from initiating tobacco use.
- Identify and eliminate tobacco-related disparities in all populations.
- Provide help to everyone who wants to quit smoking or using tobacco.
- Eliminate exposure to secondhand smoke.

### The Real Cost of Tobacco

**Children.** Every child deserves to live in a healthy, safe community where they have the best opportunity to make healthy choices. Due to the Tobacco Industry's aggressive marketing tactics to target and addict "replacement smokers," nearly everyone who smokes started as a child under age 18.

**Death and Disease.** Tobacco use is still the leading preventable cause of death, disease, and disability. In Lane County, 2 people die every day from tobacco, and about 1 in 4 of all deaths is due to tobacco use.

**Disparities.** This burden falls hardest on those with lower incomes, certain racial and ethnic communities, the LGBT community, rural residents, and those experiencing homelessness, mental illness, substance abuse, and disabilities, who are all more likely to be exposed to tobacco use and tobacco marketing and promotion. Tobacco is a social justice issue.

**Money.** Whether or not we use tobacco, all Lane County residents pay its price. Medical expenses and lost wages due to tobacco-related disease and early death cost Lane County over \$258 million a year, or \$1,784 per household.

### Quitting Tobacco

Nine in 10 people who smoke regret ever starting, and half of them make at least one quit attempt yearly. TPEP helps by creating environments that make it easier for people to quit and stay quit.

### What Works

TPEP is recognized and funded as an effective, comprehensive tobacco prevention program. This means TPEP works to:

- Increase the number of smoke- and tobacco-free environments
- Increase the price of tobacco
- Reduce the Tobacco Industry influence in retail stores
- Provide support to those addicted to nicotine/tobacco who want to quit

### Successes

Working with community partners, examples of success include:

- Tobacco-Free (TF) University of Oregon
- TF Lane County K-12 Schools
- TF PeaceHealth Hospitals & Clinics
- TF Willamalane Park & Recreation District
- Lane County Tobacco Retail License Law

### What We Do

- Analyze, develop, implement, promote, evaluate, and maintain policies
- Conduct assessments
- Perform outreach and education with community stakeholders and partners
- Conduct media advocacy
- Facilitate community involvement
- Provide technical assistance
- Enforce laws and policies

For more information, visit [www.preventionlane.org](http://www.preventionlane.org) or call 541-682-8770



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