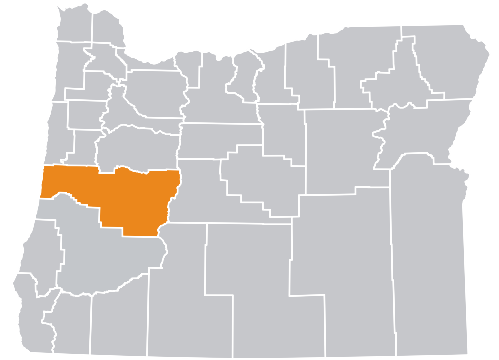


## Tobacco's toll in one year



**59,200** Adults who regularly smoke cigarettes

**14,068** People with a serious illness caused by tobacco



**720**

Tobacco-related deaths



**\$143.5 Million**

spent on tobacco-related medical care

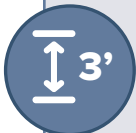
## Population

Youths	68,479
Adults	287,646
Total residents	356,125

**\$115 Million**

in productivity losses due to premature tobacco-related deaths

## Among tobacco retailers assessed in Lane County



**1 in 3** displayed tobacco ads at the eye level of a child



**1 in 4** displayed tobacco near toys or candy



**99%** sold flavored tobacco

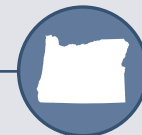


**\$1.05** was the average price of a single, flavored little cigar



The Tobacco Industry spent **\$112 million** a year promoting tobacco products in Oregon stores in 2012.

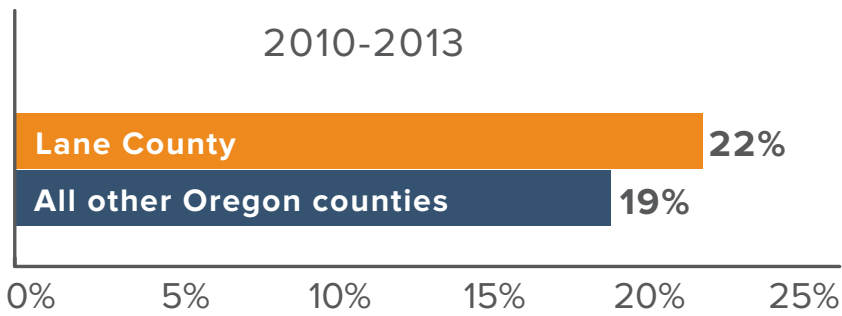
## Components of a comprehensive tobacco prevention program



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 influence in retail stores
- Increase the price of tobacco
- Promote smokefree environments
- Provide support and resources to Oregon smokers who want to quit
- Engage diverse populations of Oregonians

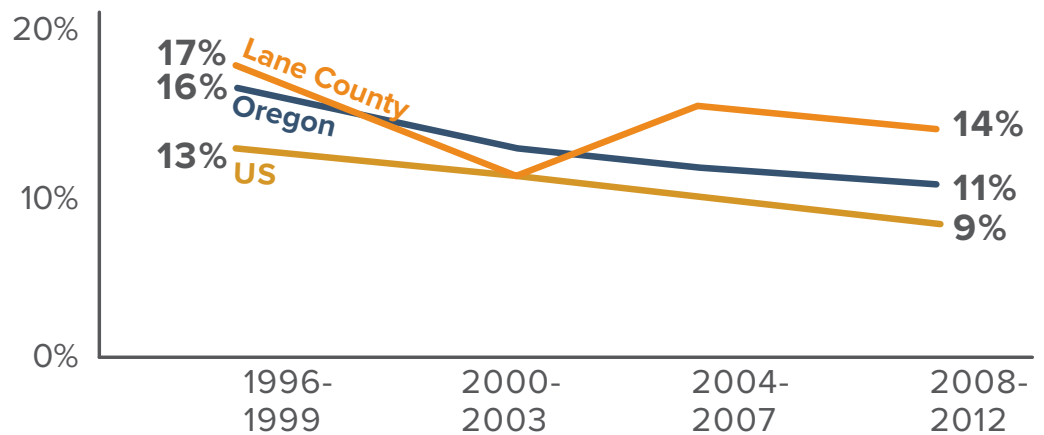
## Adult cigarette smoking



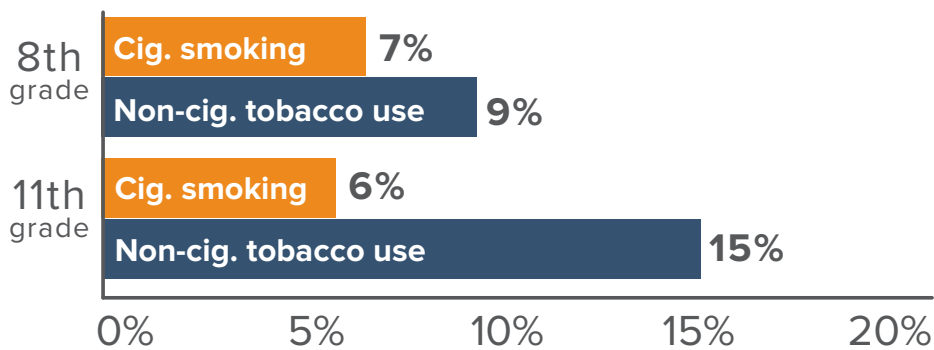
Cigarette smoking among adults in Lane County is **higher** than the rest of Oregon.

## Cigarette smoking during pregnancy

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



## Youth cigarette and non-cigarette tobacco use



More than **two times as many** 11th graders in Lane County are using non-cigarette tobacco products compared to cigarettes.

*Note: non-cigarette tobacco products include: cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, and electronic cigarettes.*



**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/>