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# Tobacco Prevention and Education Program

Presentation for Oregon Life Safety Team  
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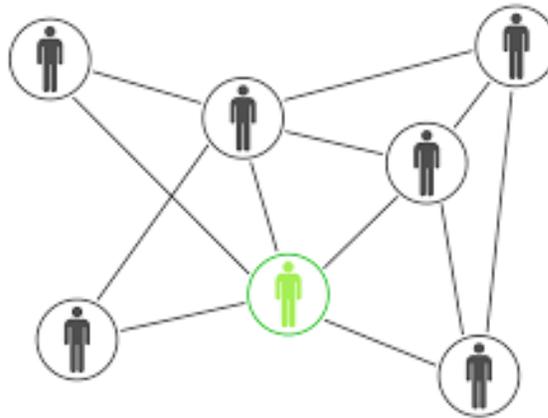
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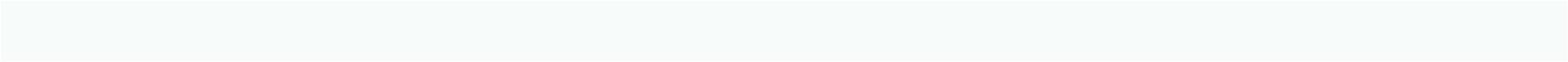
# Presentation Outline

- Background
- Tobacco Prevention and Education Overview
- Has it worked?
- Discussion



# How can you connect?

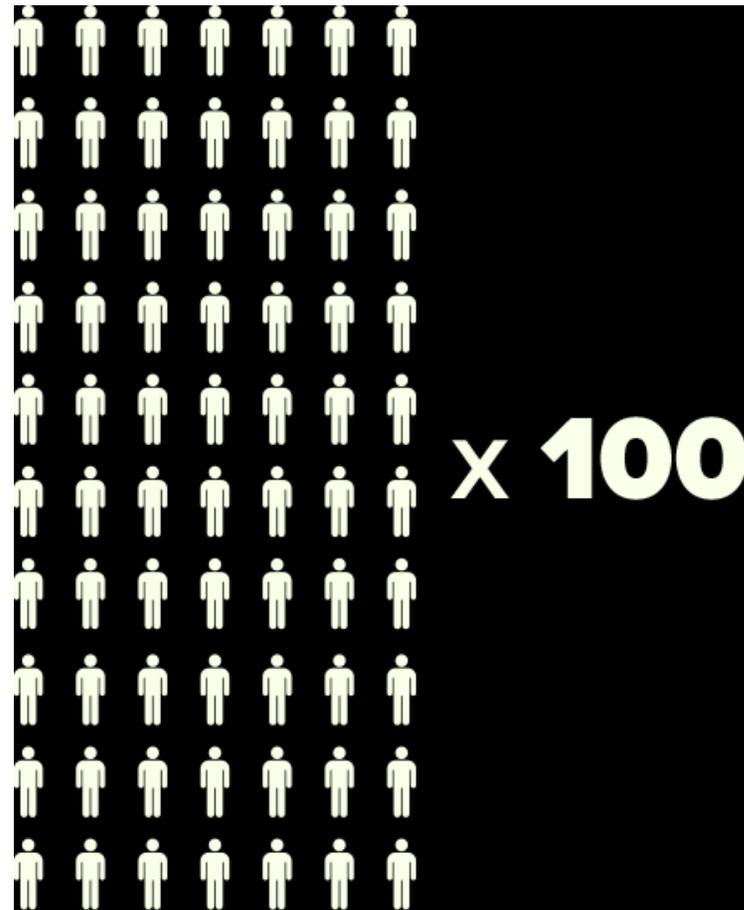




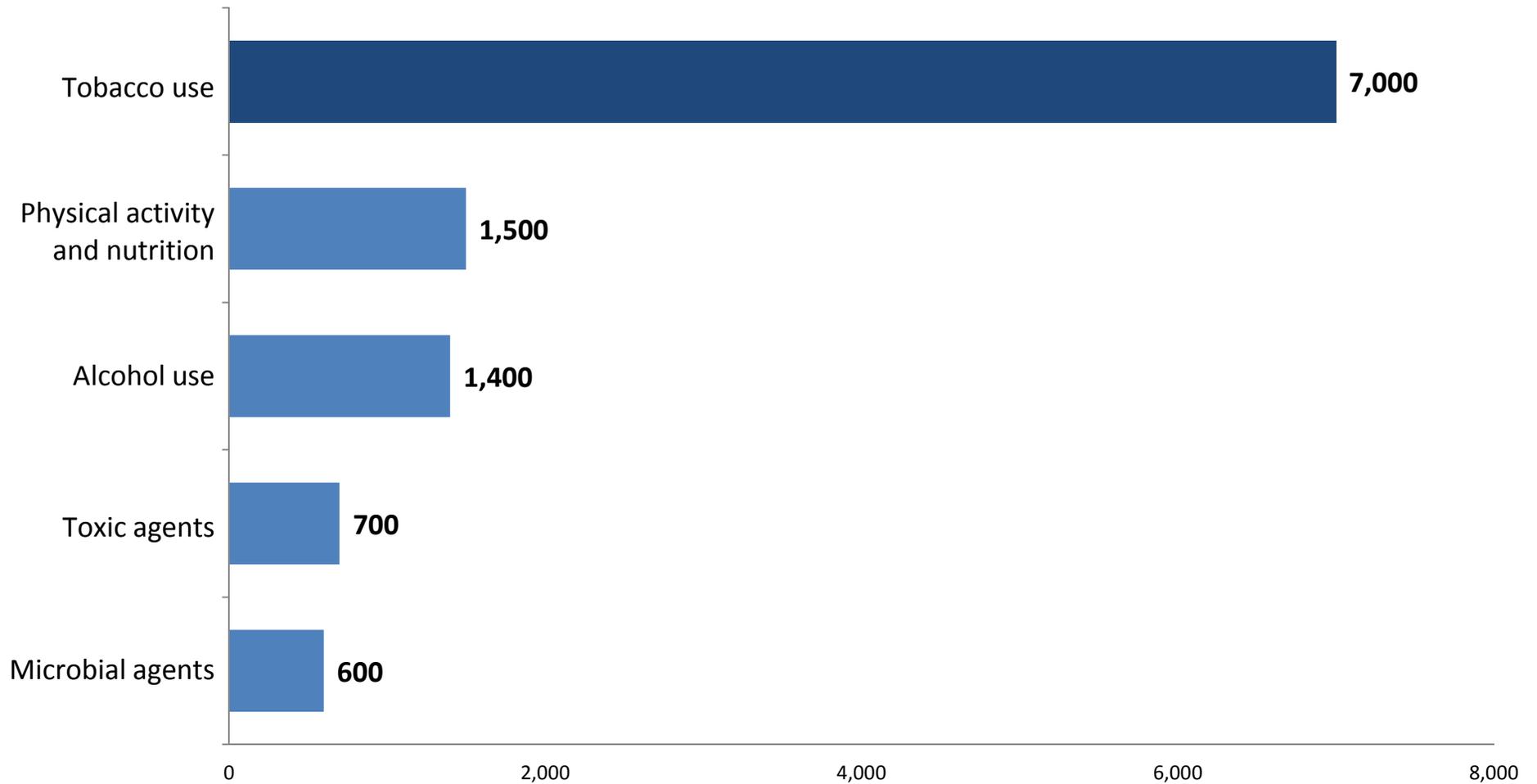
# BACKGROUND

## Tobacco Use

- Tobacco use is the No. 1 preventable cause of death and disease in Oregon.
- 7000 Oregonians die each year from tobacco-related illness.



# Tobacco use is the leading cause of preventable death in Oregon





**In 1997, the Oregon Tobacco Prevention and Education Program (TPEP) was created.**



# TPEP Goals

1. Eliminate Exposure to Secondhand Smoke;
2. Prevent Youth and Young Adults From Initiating Tobacco Use;
3. Identify and Eliminate Tobacco-Related Disparities in all Populations; and
4. Help Smokers Quit.

Best  
Practices

for Comprehensive  
Tobacco Control  
Programs

2014

Oregon  
Health  
Authority

# What Works

- Raising the price of tobacco
- Expanding smoke and tobacco-free areas
- Providing cessation services
- Educating on the harms of commercial tobacco
- Limiting the tobacco industry's influence



Altria



# Raising the Price of Tobacco

- Raising the price of tobacco by 10% decreases consumption by:
  - 3-5% overall
  - 6-7% among youth
- What local and state tobacco prevention can do:
  - Not allow coupons to be redeemed in tobacco retail stores





## Tobacco-free spaces so far:

- All mental health and addictions residential treatment facilities
- Over 7 fairgrounds
- Over 35 local parks
- 16 of 22 housing authorities
- All state government property
- Smokefree state parks
- Over half of hospitals
- Over half of universities and community colleges



# Providing Cessation Services

- Majority of tobacco users want to quit
- Supportive environments help people be successful
- What state and local tobacco prevention can do:
  - Cessation programs in place
  - Cessation benefits for employees
  - Promote services and benefits

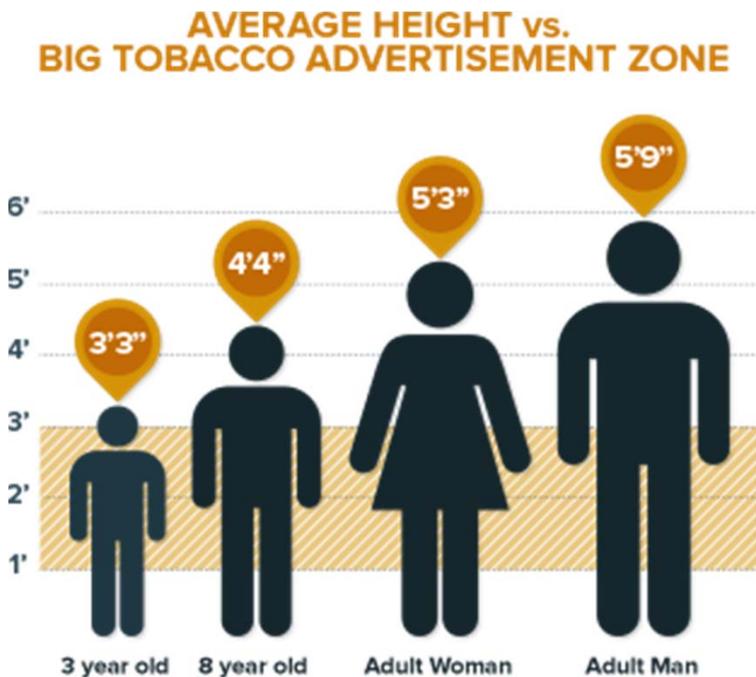


# Educating the public on the harms of tobacco

- Nicotine is highly addictive.
- What state and local tobacco prevention can do:
  - Customize messages to audiences, including employees and dependents
  - Use publications and communications methods already in place to share important information
  - Become familiar with the statewide media campaign
    - [Smokefreeoregon.com](http://Smokefreeoregon.com)

# Smokefree Oregon Brand

- Tobacco affects your children, your health, your pocketbook, your environment and your community. Tobacco affects you.



# How we tell the story

- Television
- Grassroots/earned media
- Social
- Print
- Radio
- Out-of-home



SMOKEFREE  
oregon

Oregon  
Health  
Authority



# 40 OREGON HEROES



## TAKING THE FIRST STEPS TOWARD A HEALTHIER COUNTY

**THE BAKER CITY LIBRARY**  
property is tobacco-free.



**ALL PARKS IN BAKER CITY**  
are tobacco-free.



**THE BAKER CITY WELLNESS COMMITTEE**

is working to assure a worksite focused on supporting clients and employees to be tobacco-free.

## BRIGHT SPOTS TO BUILD ON



**82 PERCENT**  
of adult smokers  
report no-smoking  
rules in their home.

The percent of 11th graders who smoke is  
**5 PERCENTAGE POINTS LOWER THAN  
THE NATIONAL AVERAGE.**



## HERE'S HOW YOU CAN HELP

**CONTACT YOUR BAKER COUNTY REPRESENTATIVE**



**TORIE ANDREWS**  
Tobacco Program Coordinator

Phone:  
(541) 523-8211  
Email:  
tdandrews@bakercounty.org

### SEND A MESSAGE

Your Name

Your Email

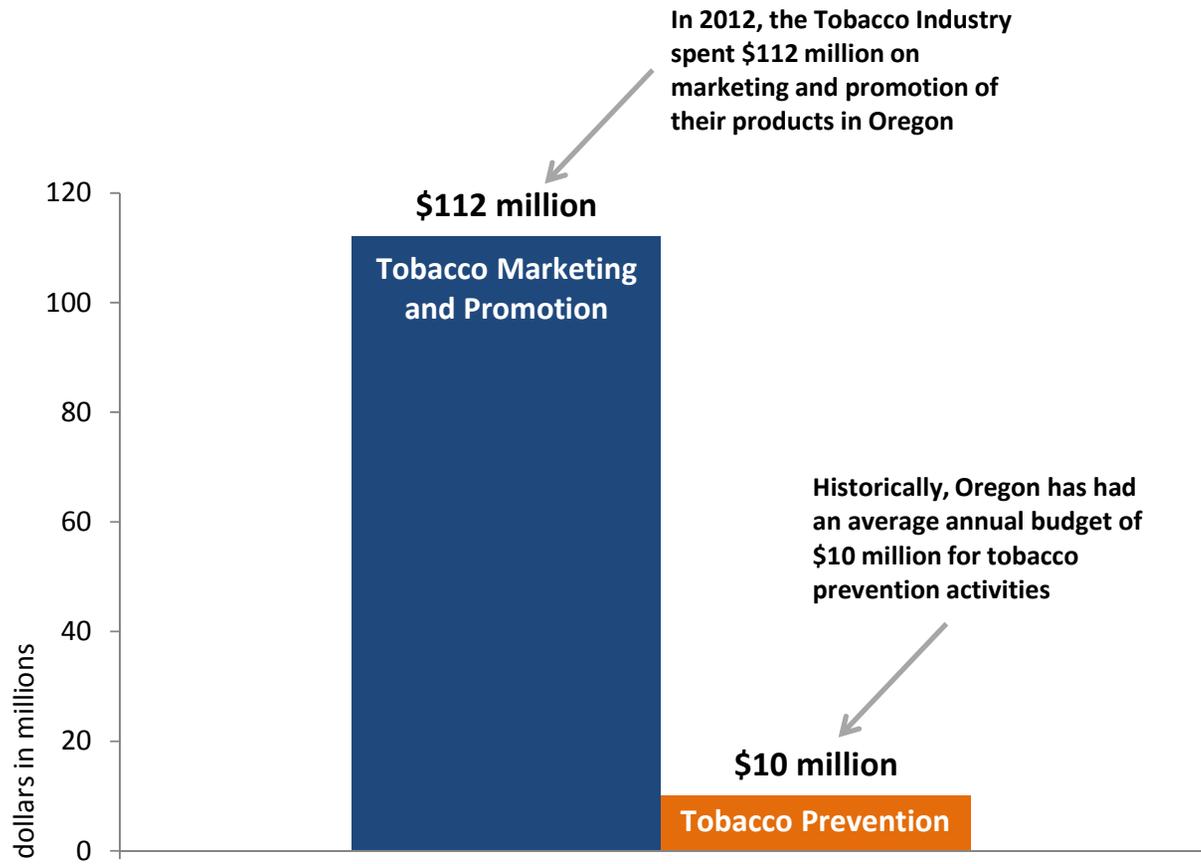
Message

SEND >

# Limiting Tobacco Industry Influence

- 9 out of 10 adults who smoke started before 18
- Promotion and advertising by tobacco industry causes tobacco use including youth initiation
- What state and local tobacco prevention can do:
  - Tax all tobacco products
  - Ban advertising
  - Raise the age for purchasing products to 21



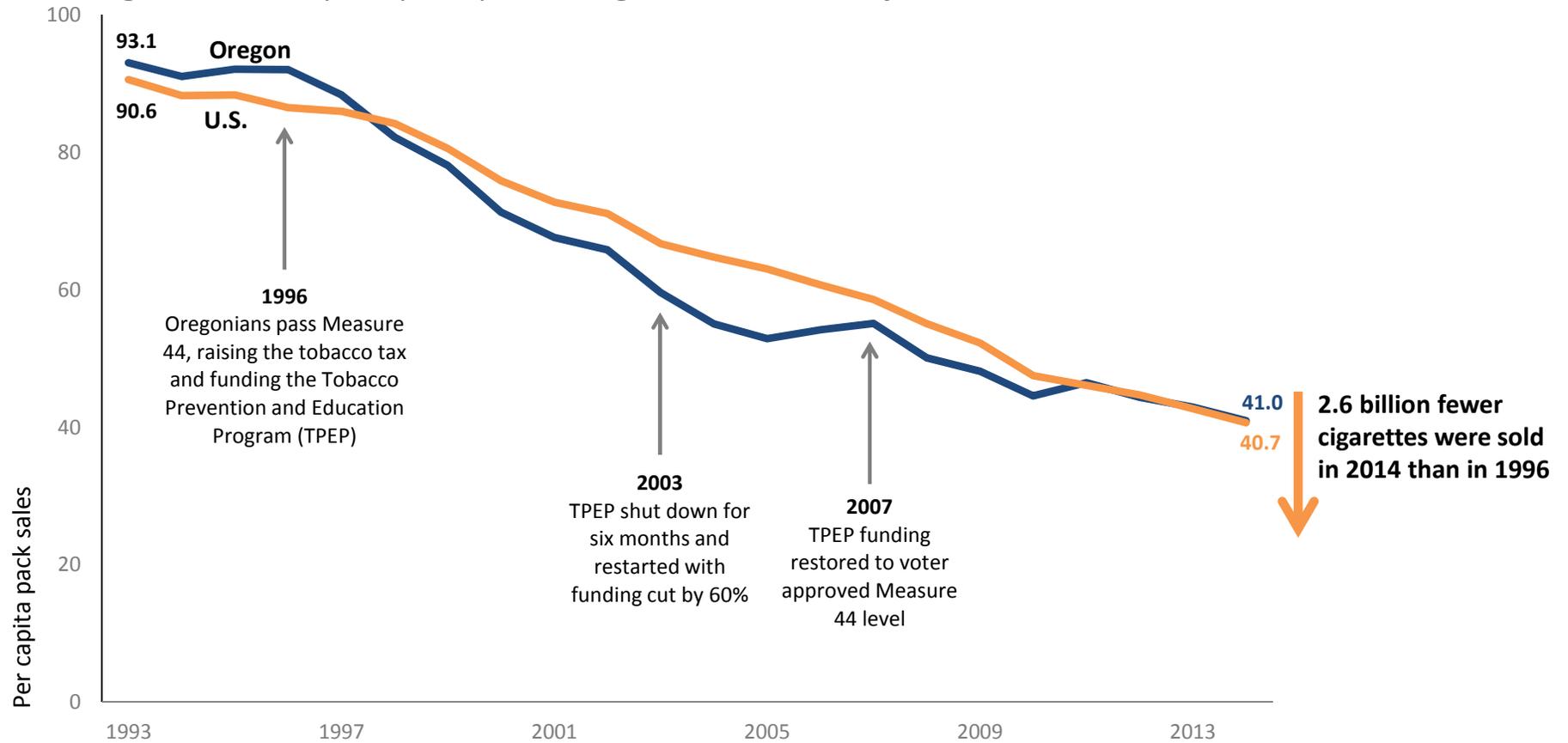


Sources: Federal Trade Commission Reports of Cigarettes and Smokeless Tobacco 2012 & Oregon Measure 44 tax revenue

**HAS TPEP WORKED?**

## Per capita cigarette pack sales in Oregon and the United States, Fiscal Year 1993–2014

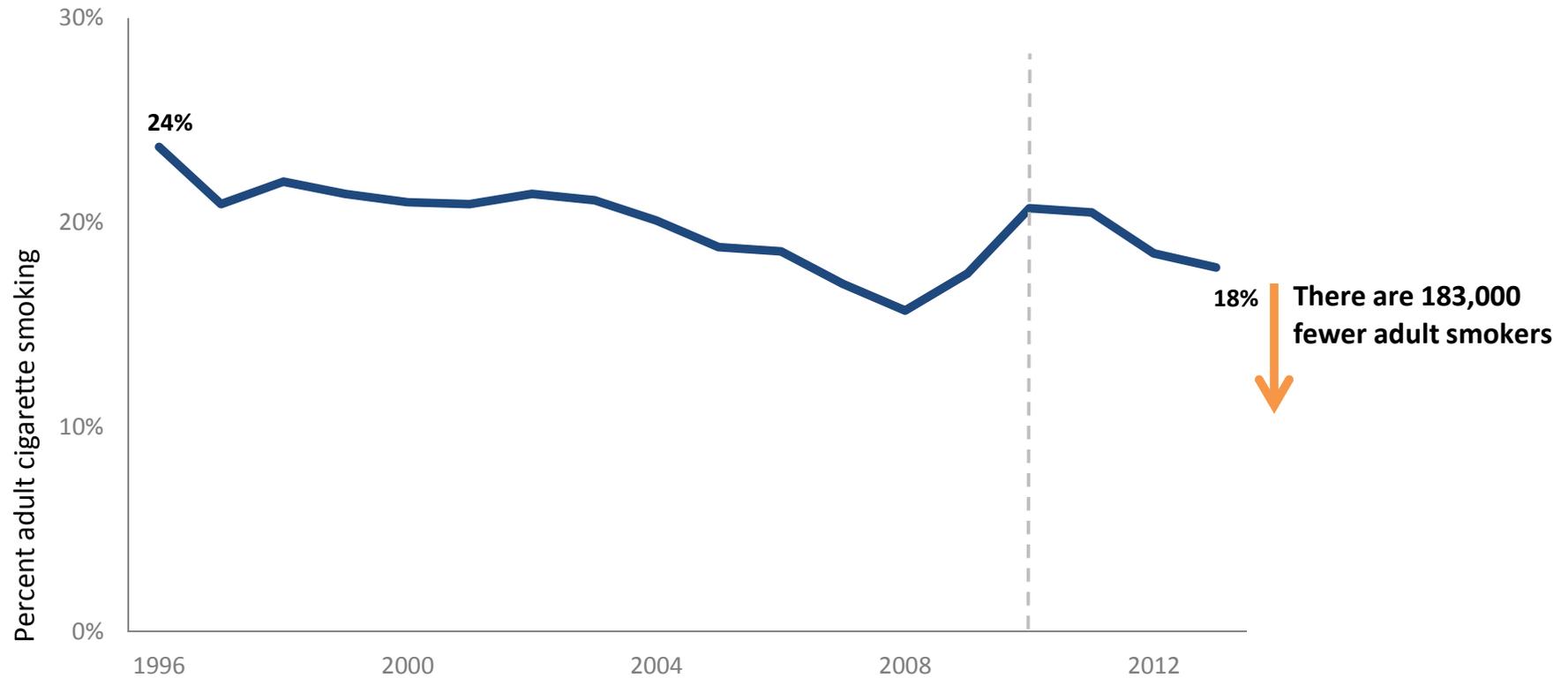
Cigarette consumption per capita in Oregon has **decreased by 55%** since the start of TPEP in 1996



Source: Orzechowski and Walker (2014). The Tax Burden on Tobacco.

## Adult cigarette smoking in Oregon, 1996-2013

Adult cigarette smoking in Oregon has **decreased by 25%** since the start of TPEP in 1996

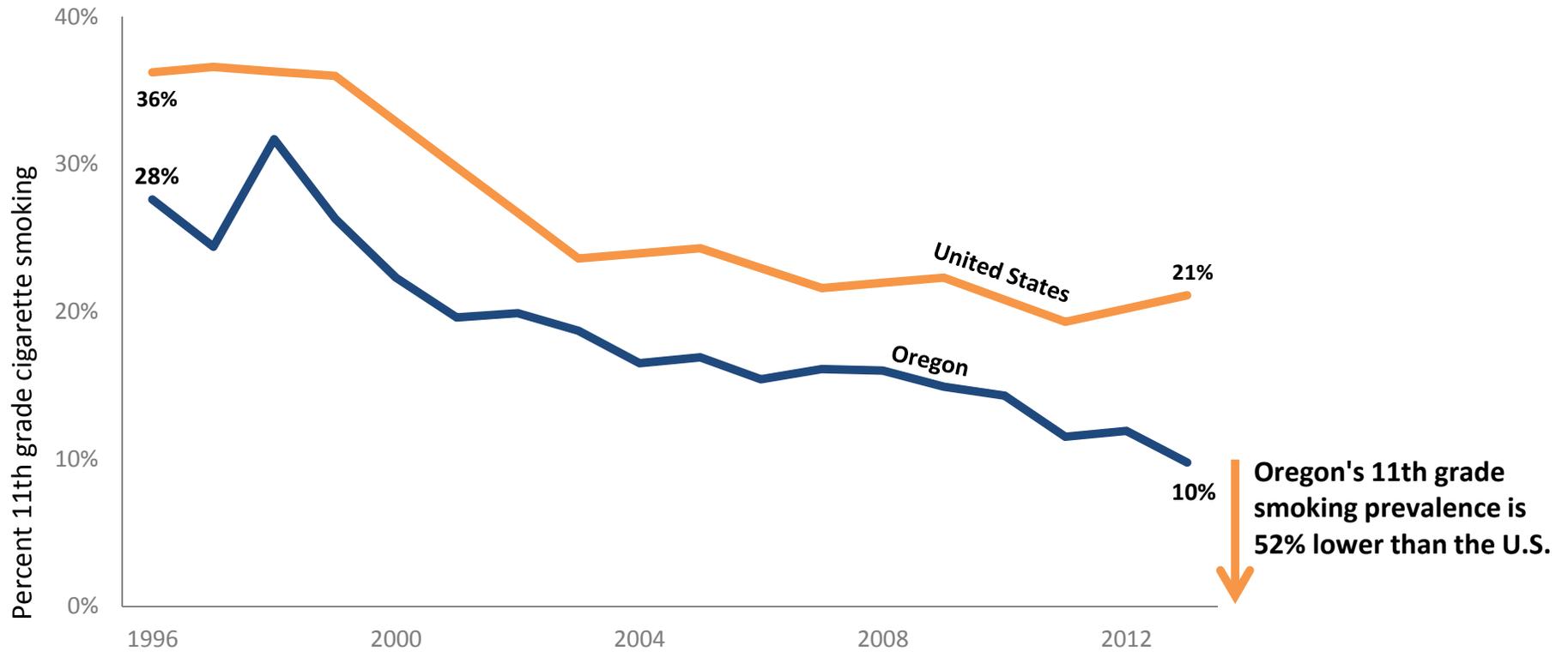


Source: Oregon Behavioral Risk Factor Surveillance System (BRFSS)

Note: vertical dashed (---) line indicates survey methods changed in 2010

## 11th grade cigarette smoking in Oregon, 1996-2013

11th grade cigarette smoking in Oregon has **decreased by 65%** since the start of TPEP in 1996



Sources: Oregon Healthy Teens (OHT) Survey; Student Wellness Survey; Student Drug Use Survey; Youth Risk Behavior Survey

# Since 1996...



**55%** decrease in per capita cigarette consumption

**2.6 billion** fewer cigarettes sold

**25%** decrease in adult cigarette smoking

**183,000** fewer adult cigarette smokers

**65%** decrease in 11<sup>th</sup> grade cigarette smoking

**80%** decrease in 8<sup>th</sup> grade cigarette smoking

# DISCUSSION

# Discuss in small groups

- How can you connect to this work?
- Who is the audience you are trying to reach?
- How can you reach your target group(s)?

Share back to group.



# QUESTIONS?



# Thank you!

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971-673-1047

[Smokefreeoregon.com](http://Smokefreeoregon.com)

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