

# Oregonians For a Smokefree Tomorrow

YES ON HB 2270

**TOBACCO CAUSES  
NEARLY 8,000 DEATHS  
PER YEAR IN OREGON<sup>1</sup>**

- The cost of tobacco equates to \$1,700 per Oregon household per year<sup>2</sup>
- Oregon Health Plan recipients have higher smoking rates than those who are privately insured
- Tobacco use has disproportionate impact on low income, communities of color and tribal communities
- The tobacco industry has historically targeted low-income communities

## Stop Preventable Deaths

Tobacco is the number one cause of preventable death in Oregon. It causes more deaths than obesity, alcohol, motor and firearms accidents, and illicit drug use combined.

- Approximately two-thirds of Oregonians who smoke have one or more chronic disease<sup>3</sup>
- Nearly one in four Oregonians with a chronic disease still smoke cigarettes<sup>3</sup>

## Reduce Health Care Costs

A \$2 per pack increase would result in the decline of adult and youth smoking, which would provide long-term health care costs savings of \$1.02 billion per year.<sup>4</sup>

- Raising the tax on tobacco and e-cigarettes will prevent 19,000 kids from smoking and help 4,000 youth and 31,300 adult Oregonians to quit smoking<sup>5</sup>
- 9% of pregnant women use tobacco; In the first five years of the tax increase, cost savings from fewer smoking-affected pregnancies is estimated at \$14.2 million<sup>6</sup>

## Stop a Lifetime of Addiction

Nine out of ten adults who smoke report that they started smoking before turning 18.<sup>7</sup>

- New CDC and FDA data show that nationwide one in five high school kids used e-cigarettes in 2018, a 78% increase from 2017<sup>8</sup>
- From 2013 to 2015, e-cigarette use in 11th graders increased from 5% to 17%. Additionally, nearly 20% of those who simply try an e-cigarette go on to become regular users<sup>4</sup>
- E-cigarettes, the fastest growing tobacco product, are not currently taxed in Oregon<sup>9</sup>



**\$2 TOBACCO TAX INCREASE AND WHOLESALE TAX ON E-CIGARETTES**



**FOR MORE INFORMATION, CONTACT MARY WILLIAMS: [WILLIAMS@PACWESTCOM.COM](mailto:WILLIAMS@PACWESTCOM.COM)**

**Citations:**

<sup>1</sup> Oregon Vital Statistics Annual Reports, Volume 2: Chapter 6. Mortality. Table 6-20

<sup>2</sup> Campaign for Tobacco-Free Kids. The Toll of Tobacco in Oregon

<sup>3</sup> Oregon Health Authority "Tobacco Facts 2018"

<sup>4</sup> American Cancer Society Cancer Action Network, Campaign for Tobacco-Free Kids, and Tobaccconomics

<sup>5</sup> Projection based on economic modeling by researchers Frank Chaloupka, Ph.D. and John Tauras, Ph.D. at the Institute for Health Research and Policy at the University of Illinois at Chicago, and Jidong Huang, Ph.D. and Michael Pesko, Ph.D. at Georgia State University, working jointly with Tobaccconomics, Campaign for Tobacco-Free Kids and the American Cancer Society Cancer Action Network, 2019

<sup>6</sup> Oregon Vital Statistics Annual Reports, Volume 1: Section 2. Reported use of tobacco by mother's age and county of residence, Oregon births, 2017. Table 2-15

<sup>7</sup> Centers for Disease Control and Prevention, Youth and Tobacco Use

<sup>8</sup> Centers for Disease Control and Prevention, E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General

<sup>9</sup> Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2017