
Tobacco County Fact Sheets

Presented by:
Will Worrall and Steven Fiala
Research Analysts
Health Promotion Chronic Disease Prevention Section



HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
Public Health Division

Overview

9:30	Check in and announcements
9:40	County Fact Sheet history, Web tables, “Front page”
9:50	Use by Umatilla County
10:00	“Back page” (historic and current data)
10:10	Use by Douglas County
10:25	Wrap up

Objectives

- 1) To inform TPEP coordinators of additional information associated with the published County Fact Sheets.
- 2) To brainstorm: how can you use the information contained in the County Fact Sheets to further your work?

Tobacco County Fact Sheet History

**1997
Release**

Tobacco Use by Youth (1996)			
(Data is for Willamette Valley and Central/North Coast Region*)			
<u>Cigarettes</u>		<u>Smokeless Tobacco</u>	
6th grade	7.4%	6th grade	3.9%
8th grade	21.2%	8th grade	7.6%
11th grade	25.9%	11th grade	14.4%

Percentage of Adults who Smoke Cigarettes (1989-1994): 22%

Number of Smokers (1996 est.):	1,720	Children under 18
	<u>12,090</u>	<u>Adults</u>
	13,810	Total Smokers

Tobacco-Related Deaths (1995)

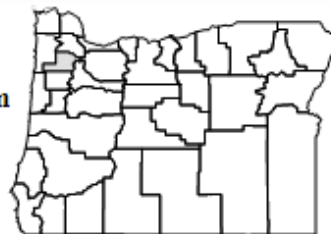
Number of tobacco-related deaths: 146
(23.5% of all deaths in the county)

Years of Potential Life Lost: 289 years

Percentage of Mothers who Used Tobacco During Pregnancy (1991-1995)

Overall: 19%

Oregon Tobacco Prevention and Education Program Yamhill County Fact Sheet - 2005



2005 Release

First use of
charts

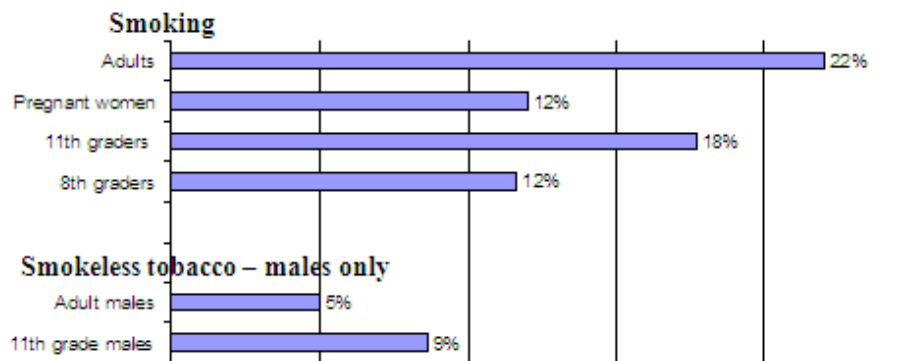
Every year in Yamhill County...

- 153 people die from tobacco use.
- 2,990 people suffer from a serious illness caused by tobacco use.
- \$22.0 million is spent on medical care for tobacco-related illnesses.
- \$22.6 million is lost from decreased productivity due to tobacco-related disability and death.

Tobacco Use in Oregon

- 21% of adults smoke cigarettes.
- 39% of adults on the Oregon Health Plan smoke cigarettes.

Tobacco Use in Yamhill County

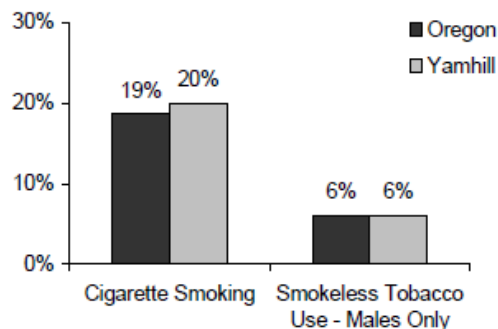


Among youth in the state, 9 percent of 8th graders and 17 percent of 11th graders smoke cigarettes.

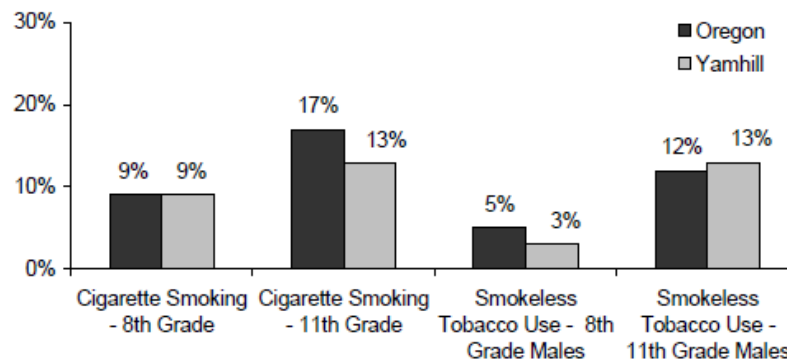
2009 Release

First comparison of county and statewide prevalence

Current Adult Tobacco Use



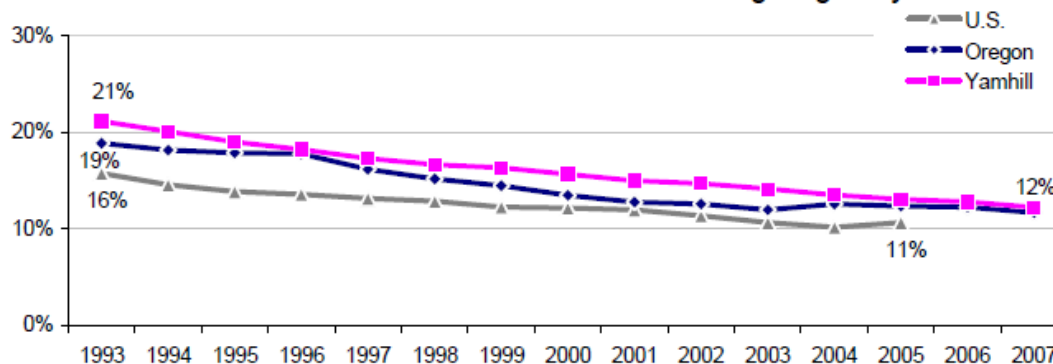
Current Youth Tobacco Use



Tobacco Use During Pregnancy

Since 1993, the percentage of infants born to mothers in Oregon who used tobacco while pregnant has decreased 37 percent.

Infants Born to Mothers Who Used Tobacco During Pregnancy



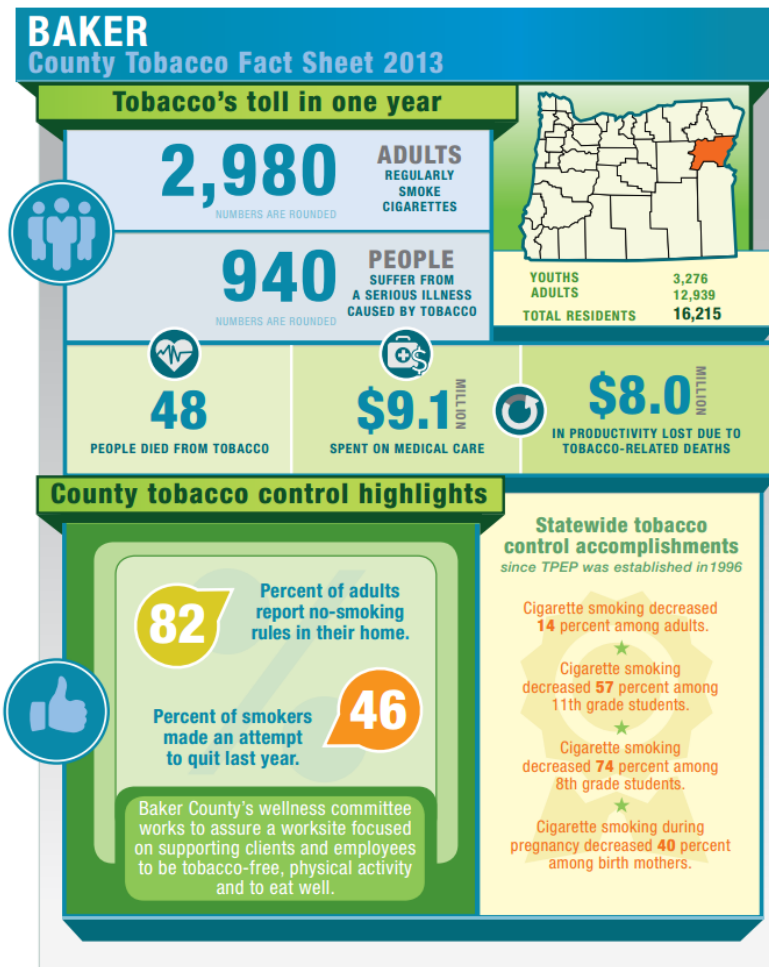
First birth certificate data over time that compares county, Oregon and U.S.

DHS
TOBACCO
PREVENTION
AND EDUCATION

HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
Public Health Division

Oregon
Health
Authority

2013 Release

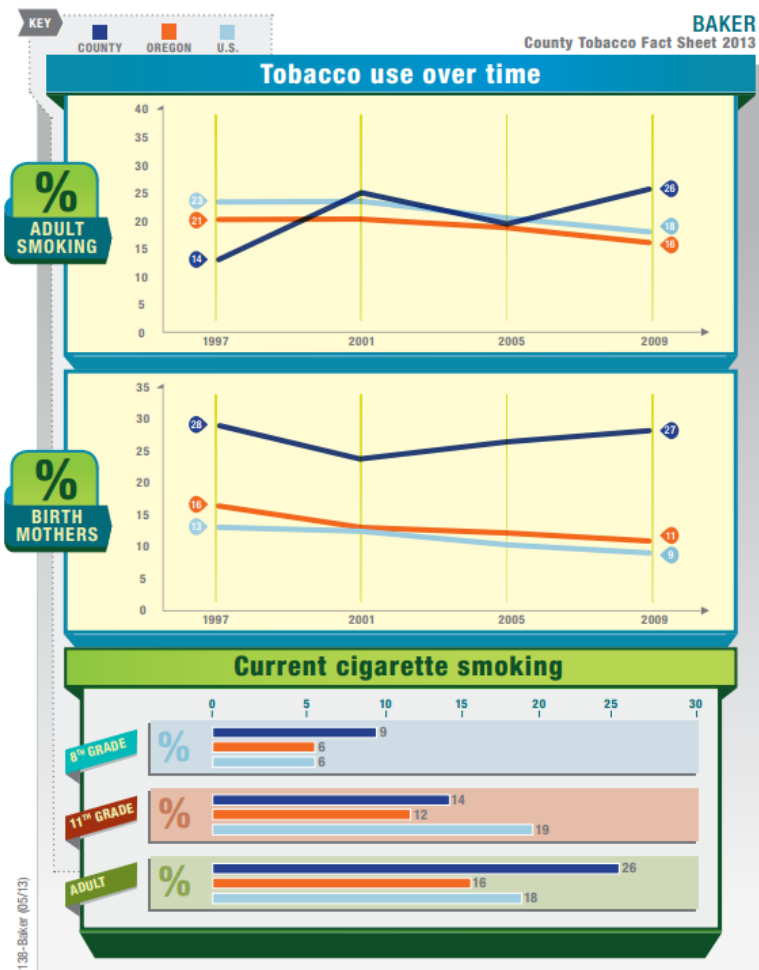


New goal: to make the fact sheets simple and striking

Front page includes:

- Tobacco's toll
- Tobacco control highlights
- Statewide accomplishments

2013 Release



Back page includes:

- Adult smoking prevalence over time (new)
- Birth mother smoking over time
- Current smoking by 8th graders, 11th graders, and adults
- All county data are compared to Oregon and US data

2013 Fact Sheets on the Web

URL:

<http://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/countyfacts.aspx>

The screenshot shows the Oregon Health Authority website. The header includes the logo, a search bar, and navigation links. The left sidebar contains links for Tobacco Prevention, including Data and Publications, Materials for Download, Get Help Quitting, Press Releases, Media and Advisories, and Smokefree Workplace Law & Other Laws. There is also a 'LEARN HOW TO PREVENT THE FLU' graphic. The main content area is titled 'Oregon Tobacco Fact Sheets by County 2013' and features two tables: 'Web Tables' and 'Documentation'. The 'Web Tables' table lists 'County Facts', 'Adults Smoking Over Time', 'Birth Mothers Smoking Over Time', and 'Current Smoking Among Adults and Youth'. The 'Documentation' table lists 'Technical Notes' and 'Statistical'. Below these is a table titled 'Tobacco Fact Sheets by County' listing 15 counties in a 5x3 grid. The right sidebar contains 'More Information' links (Tobacco Control Integration Project (TCIP), CDC Office on Smoking and Health, Smokefree.gov Website, HPCDP Connection (grantees only)) and 'Contact Us' information (Tobacco Prevention & Education Program, Health Promotion & Chronic Disease Prevention Program).

Public Health

Search this site...

About Us | Contact Us

Topics A-Z | Data & Statistics | Forms & Publications | News & Advisories | Licensing & Certification | Rules & Regulations | Public Health Directory

Tobacco Prevention

Public Health > Prevention and Wellness > Tobacco Prevention **SHARE**

Oregon Tobacco Fact Sheets by County 2013

Web Tables	Documentation
County Facts	Technical Notes
Adults Smoking Over Time	Statistical
Birth Mothers Smoking Over Time	
Current Smoking Among Adults and Youth	

Tobacco Fact Sheets by County		
Baker	Hood River	Morrow
Benton	Jackson	Multnomah
Clackamas	Jefferson	Polk
Clatsop	Josephine	Tillamook
Columbia	Klamath	Umatilla
Coos	Lake	Union
Crook	Lane	Wallowa

More Information

- [Tobacco Control Integration Project \(TCIP\)](#)
- [CDC Office on Smoking and Health](#)
- [Smokefree.gov Website](#)
- [HPCDP Connection \(grantees only\)](#)

Contact Us

- [Tobacco Prevention & Education Program](#)
- [Health Promotion & Chronic Disease Prevention Program](#)

HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
Public Health Division







Printing the new County Fact Sheets
























- We know that color printing is more expensive than black and white printing.
- The Fact Sheets were designed to print nearly as well in black and white.

Therefore: if your black and white printouts are disappointing, a different printer may produce better results.

County Fact Sheets Web Tables

Web Tables	Documentation
 County Facts	 Technical Notes
 Adults Smoking Over Time	 Statistical
 Birth Mothers Smoking Over Time	
 Current Smoking Among Adults and Youth	

Tobacco Fact Sheets by County		
 Baker	 Hood River	 Morrow
 Benton	 Jackson	 Multnomah
 Clackamas	 Jefferson	 Polk
 Clatsop	 Josephine	 Tillamook
 Columbia	 Klamath	 Umatilla
 Coos	 Lake	 Union
 Crook	 Lane	 Wallowa

HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
Public Health Division

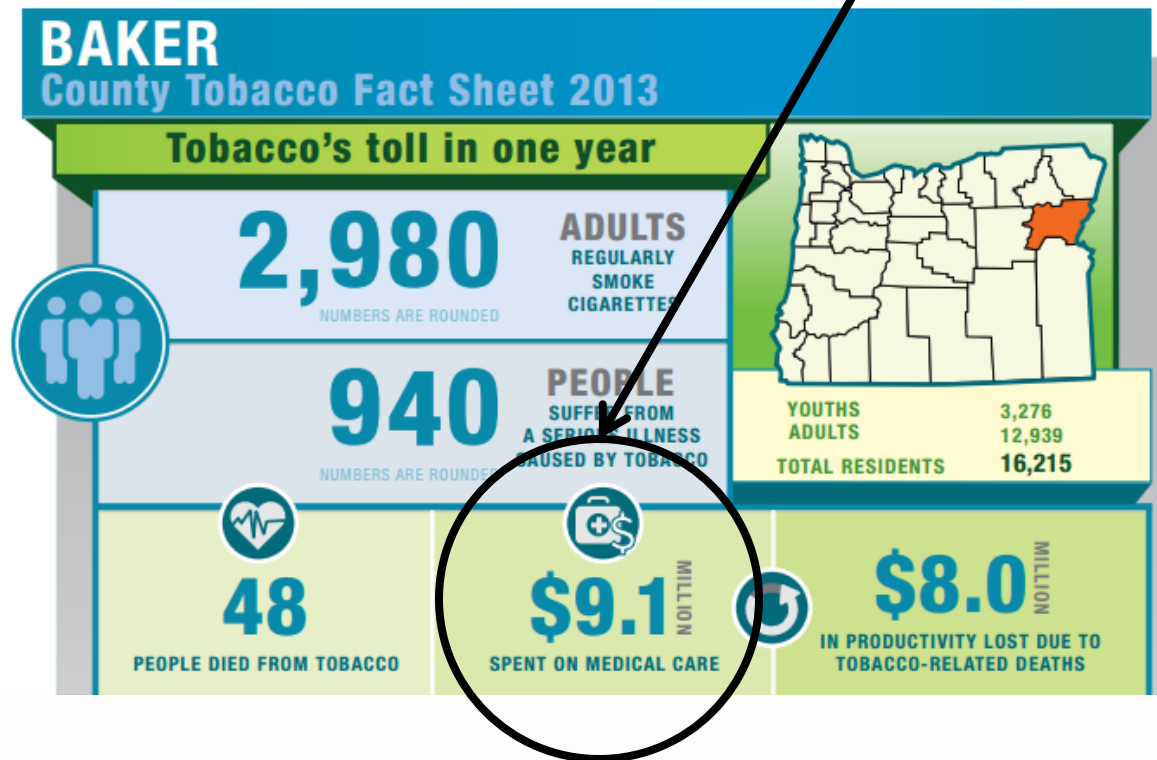
Tobacco facts by county

County	Youths	Adults	Adult Smokers	Tobacco Illness	Tobacco Deaths	Medical Costs (Millions)	Productivity Loss (Millions)	No-Smoking Rule In Home	Quit Attempt
Baker	3,276	12,939	2,980	940	48	9.1	8.0	82%	46%
Benton	15,335	70,660	7,270	1,750	90	16.9	14.8	94%	61%
Clackamas	88,624	289,856	40,400	11,400	582	109.8	96.3	91%	53%
Clatsop	7,617	29,528	5,790	1,680	86	16.2	14.2	87%	47%
Columbia	11,565	38,060	6,930	1,930	99	18.7	16.4	85%	41%
Coos	12,016	50,944	12,700	4,050	207	39.1	34.2	81%	57%
Crook	4,495	16,360	2,740	1,390	71	13.4	11.8	88%	49%*
Curry	3,472	18,863	4,620	1,620	83	15.6	13.7	87%	49%
Deschutes	36,315	122,560	16,000	4,510	231	43.5	38.1	93%	58%
Douglas	21,933	85,862	20,500	6,850	351	66.1	58.0	81%	51%
Grant	1,398	6,052	1,380	380	20	3.7	3.2	94%	59%
Harney	1,632	5,743	520	360	18	3.4	3.0	89%*	49%*
Hood River	5,816	16,809	1,540	620	32	6.0	5.3	82%	49%*

Web Tables and County Fact Sheets

Tobacco Facts, by County

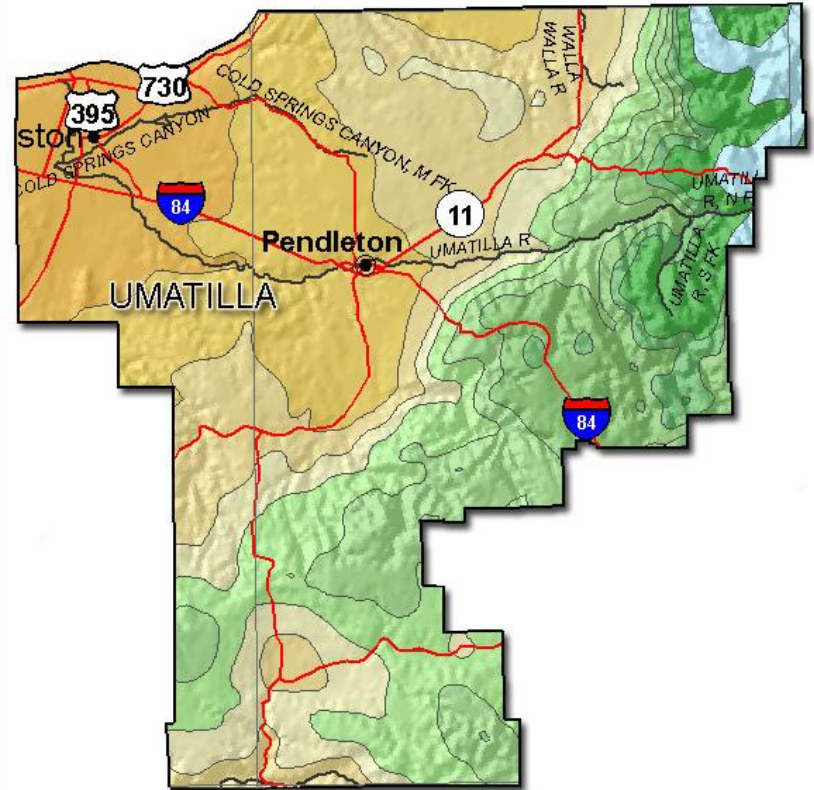
County	Youths	Adults	Adult Smokers	Tobacco Illness	Tobacco Deaths	Medical Costs (Millions)	Productivity Loss (Millions)	No-Smoking Rule In Home	Quit Attempt
Baker	3,276	12,939	2,980	940	48	9.1	8.0	82%	46%



Using the County Fact Sheets

Umatilla County

- Individual and public meetings with community leaders, new businesses or organizations.
- Helped set the stage to demonstrate the full impact of tobacco in the community.
- Fact sheets are presented at meetings and the updated statistics are shared with community partners.
- Used for grants and funding requests.
- Encourages a call to action!



Adult smoking over time

	1990-1994	1997	2000-2001	2004-2007	2008-2011	2008-2011 County Comparisons [‡]
U.S.	24%	23%	23%	20%	18%	
Oregon	22%	21%	21%	19%	16%	
Baker	23%	14%	25%	20%	26%	Higher
Benton	11%	15%	14%	11%	10%	Lower
Clackamas	21%	23%	19%	17%	14%	Lower
Clatsop	30%	25%	26%	23%	20%	
Columbia	20%	22%	26%	20%	19%	
Coos	25%	23%	29%	27%	28%	Higher
Crook	31%	30%	24%	27%	17%	
Curry	21%	27%	22%	24%	32%	Higher
Deschutes	20%	22%	15%	14%	14%	
Douglas	24%	22%	30%	27%	27%	Higher
Grant	20%	21%	21%	20%	26%	
Harney	30%†	16%	16%	30%	8%†	
Hood River	18%	18%	12%	9%	10%†	
Jackson	21%	20%	20%	21%	21%	Higher
Jefferson	23%†	27%	22%	19%	15%	

Birth mother smoking over time

	1992-1995	1996-1999	2000-2003	2004-2007	2008-2011
U.S.	15%	13%	12%	10%	9%
Oregon	19%	16%	13%	12%	11%
Baker	24%	28%	24%	26%	27%
Benton	11%	10%	8%	7%	8%
Clackamas	16%	15%	12%	10%	9%
Clatsop	26%	25%	21%	20%	18%
Columbia	24%	22%	19%	20%	18%
Coos	29%	29%	23%	24%	23%
Crook	23%	22%	19%	21%	20%
Curry	29%	30%	23%	25%	20%
Deschutes	20%	16%	14%	12%	10%

Birth mother smoking over time

	1992-1995	1996-1999	2000-2003	2004-2007	2008-2011
U.S.	15%	13%	12%	10%	9%
Oregon	19%	16%	13%	12%	11%
Baker	24%	28%	24%	26%	27%
Benton	11%	10%	8%	7%	8%
Clackamas	16%	15%	12%	10%	9%
Clatsop	26%	25%	21%	20%	18%
Columbia	24%	22%	19%	20%	18%
Coos	29%	29%	23%	24%	23%
Crook	23%	22%	19%	21%	20%
Curry	29%	30%	23%	25%	20%
Deschutes	20%	16%	14%	12%	10%

Note: Data from 1992-1995 data not in chart for technical reasons

Current smoking among youth and adults

Current smoking among 8th grade students, 11th grade students, and adults by county

	8th Grade (2012)	2012 County Comparisons¥	11th Grade (2012)	2012 County Comparisons¥	Adult (2008-2011)	2008-2011 County Comparisons¥
U.S.	6%		19%		18%	
Oregon	6%		12%		16%	
Baker	9%		14%		26%	Higher
Benton	3%	Lower	8%	Lower	10%	Lower
Clackamas	5%		12%		14%	Lower
Josephine	6%		13%		21%	Higher
Klamath	Not administered		Not administered		21%	
Lake	13%†		17%		19%†	
Lane	6%		14%		18%	
Lincoln	8%		11%		27%	Higher
Linn	8%	Higher	17%	Higher	19%	
Malheur	8%		11%		23%	
Marion	5%		11%		14%	
Morrow	*		9%†		15%	
Multnomah	3%	Lower	9%	Lower	15%	Lower
North Central HD	9%		5%†		14%	
Polk	12%	Higher	*		14%	
Tillamook	10%		13%		23%	

The News-Review

Roseburg, Oregon Vol. 147 No. 62 WEDNESDAY, JULY 10, 2013 www.nrtoday.com 75 cents

County's high smoking rates hold tight

Though fewer teens are smoking, pregnant mothers are twice as likely to light up compared with the state average

CARISA OBASKE
 The News-Review

Douglas County women are twice as likely to smoke while pregnant as are expectant mothers statewide, according to a recent report by the Oregon Health Authority.

compared to 11 percent statewide. Douglas County Health Department's maternal program manager, Natalie Jones, said mothers want the best for their babies, but nicotine addiction is hard to break, especially for pregnant women facing financial and personal hardships.

Healthy Wednesday

"Tobacco use is a way they've found to cope with life stressors," Jones said. Since the early 1990s, smoking among pregnant women has declined from 19 percent to 11 percent in Oregon, a trend mirrored in Douglas County, where smoking rates among expectant mothers have remained steady. Smoking during pregnancy causes premature births, birth defects and infant deaths, according to the Centers for Disease Control and Prevention. Health department officials who see expectant mothers say they encourage pregnant women to at least

Turn to SMOKING, page A1

Man sentenced for threats on Facebook

Wesley Miller's posts caused lockdown at Myrtle Creek schools

DESY SWANBACK
 The News-Review

A Myrtle Creek man who threatened on his Facebook page to commit a school shooting has been sentenced to a year in jail, but he will be eligible to serve half the time at a drug and mental health treatment center.

Wesley William Miller, 22, was sentenced Monday by Douglas County Circuit Judge Ronald Poole on seven counts, including two felony drug charges.

Miller threatened to bring "school shootings to Douglas County" on a Facebook post in February. The South Umpqua School District responded to the threats by closing its campuses the morning of Feb. 20. School officials lifted the lockdown after police arrested Miller.

The two drug charges were the only felonies with which Miller was charged, but misdemeanors related to the Facebook post were the most egregious crimes, Deputy District Attorney James Stevenson said.

"This is every parent and teacher's worst nightmare," she said. Miller pleaded no contest April 2 to manufacturing marijuana, possession of marijuana, missing arrest, two counts of second-degree disorderly conduct, obstructing governmental administration and making a false report. Miller posted threats, including "I'm the one who's going to bring school shootings to Douglas

Turn to FACEBOOK, page A5

Opinion

Editorial: Pregnant smokers

Healthy babies lose match against nicotine addiction

The general wisdom for writing editorials holds that it's fruitless to rant against an elected official, group policy or societal trend. It's all right, though, if the writer suggests alternatives to the subject of the rant.

In this case, we're stumped. We aren't even close to a helpful suggestion. Yet the findings from the 2013 Oregon Tobacco Fact Sheet are too disturbing to overlook.

Here they are: One-quarter of pregnant women in Douglas County are smokers, compared with 11 percent statewide. And while the number of smok-

ing, expectant mothers in Oregon has declined by 8 percent since the 1990s, mothers-to-be in our county are lighting up at the same rate as ever.

County health officials are well aware of the gap between the ideal and the reality when dealing with clients in a population pummeled by a poor economy. Natalie Jones, the health department's maternal program manager, said that while mothers want the best for their babies, it's hard to kick a nicotine addiction.

Nobody disputes that most people find it tough to quit cigarettes. Sadly, though, we're not convinced

that she's justified in the first part of her statement.

As Jones also pointed out, tobacco use is a coping method for pregnant women beset by financial and personal hardships. Many women fitting that category didn't plan to become pregnant. They may not have a clear idea about how they will care for their newborns. Prenatal care isn't at the top of their priority lists.

This doesn't apply to all expectant mothers who smoke. Some may be sincere in their desire to stop. But many are young enough that the dangers of using tobacco are not very real to them. Lung cancer,

emphysema and strokes seem distant threats. These women haven't developed hacking coughs. They don't gasp for breath after climbing stairs. The short-term pleasures of inhaling are more immediate for them than the risk of low birth weights or premature deliveries.

Health officials faced with such clients may urge them to at least cut back on cigarettes. That seems to be as effective as asking a pregnant woman to keep it to one glass of wine per night. Smoking and pregnancy, like alcohol consumption and pregnancy, just don't belong together.

We can look on the bright side and say that the county's teen smoking rates are dropping, which is in fact encouraging. We can urge pregnant women as well as all other smokers to get help by calling 1-800-QUIT-NOW (1-800-784-8669), a free counseling service. We can applaud those who have put aside their ashrays for their babies, their families and themselves. It's truly worth the sacrifice.

But for that 25 percent of the U.S. Surgeon General, there isn't a lot we can do. We wish we could think of something.

Marilyn Carter
 LiveWell
 Douglas County

Smokers can get help on the Quit Line

The News-Review's recent coverage of the 2013 Tobacco Facts Report highlights one of Douglas County's most costly public health concerns — tobacco use. Tobacco use remains the number one cause of preventable death and disease in Oregon. We have come a long way since the days of smoking in offices, airplanes, and classrooms, but we have a long way to go. The good news is that we know what works to prevent tobacco-related death and disease. In the words of the U.S. Surgeon General, "If our nation has the will to implement these methods in every state and community."

In Douglas County, more than 350 people die each year as a result of tobacco use and thousands more suffer from serious illness caused by tobacco. Behind these numbers are real people — our kids, parents, grandparents, friends, neighbors, and coworkers. And, as emphasized in The News-Review's report, the problem of tobacco use is even more acute during pregnancy when the health of mother and baby are most at risk.

Given what we know about the costs and consequences of tobacco use, why don't people just quit? This question is often based on a belief that tobacco use is solely a matter of personal choice. In fact, quitting is far from a matter of personal choice or will-power — cigarettes and other tobacco products are designed to sustain addiction. Research shows that seven out of 10 tobacco users in Oregon want to quit, but the nicotine in cigarettes and smokeless tobacco products changes the chemistry of a person's brain, creating a powerful dependence. Combined with the social and behavioral routine of tobacco use, it can be nearly impossible to quit.

While there are no simple solutions to the problem of tobacco use, we do know what works to prevent young people from starting, to eliminate exposure to secondhand smoke and to help people quit. For starters, preventing tobacco use in the first place is the best way to ensure that our young people grow up tobacco-free.

Tobacco-free places and outdoor spaces eliminate exposure to secondhand smoke and create community environments that reinforce tobacco-free lifestyles for children and adults. Raising the price of tobacco products reduces tobacco use. When prices go up, fewer children initiate use and more adults try to quit or cut back. Likewise, limiting the location and density of tobacco sales — for ex-

Roseburg newspaper (Douglas County), July 2013



HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
 Public Health Division

Oregon
 Health
 Authority

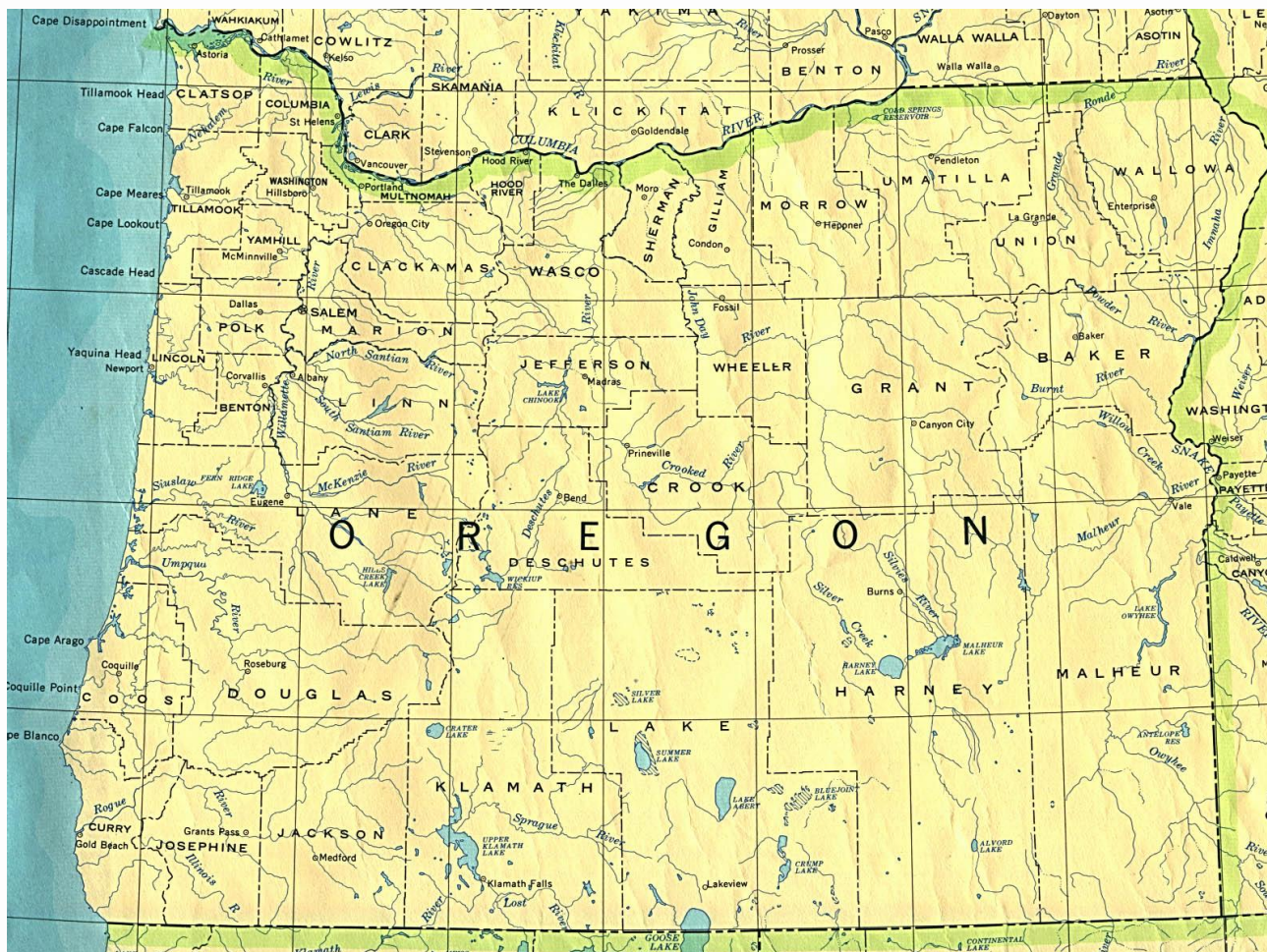
Data sources

- **For full information, see “Technical Notes” document which can be reached from the main Web page**
- Birth certificates
 - Smoking by birth mothers over time (county, Oregon, US)
- Death certificates
 - Tobacco-related death
 - People with tobacco-related illness (by multiplication)
- BRFSS
 - Adult smoking over time (county, Oregon, US)
 - Current adult smoking (county, Oregon, US)
 - Number of adults who smoke (=smoking prevalence x adult population)
 - No-smoking rules in the home
 - Quit attempts last year

Data sources, continued

- Student Wellness Survey
 - 8th grade smoking prevalence (county, Oregon, US)
 - 11th grade smoking prevalence (county, Oregon, US)
 - Because Oregon Healthy Teens data was six years old, we used SWS data instead.
- CDC SAMMEC (Smoking-Attributable Morality, Morbidity, and Economic Costs)
 - Medical Costs
 - Productivity Loss
- Text highlight: submitted by county coordinators (you!)
- For more information, see “Technical Notes” document.
- Statistical information is available in a separate document.

Thank you!



HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION
Public Health Division

Questions?

