**Oregon Tobacco Facts (OTF) Update**

*April 2, 2014*

**RELEASE INFORMATION**

**RELEASE DATE**

* Oregon Tobacco Facts will be published online in April 2014

**DIFFERENCES FROM PREVIOUS VERSIONS**

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* Oregon Tobacco Facts will exclusively be available online for download

(there will not be printed copies for distribution)

* Oregon Tobacco Facts and Oregon Tobacco Laws are published separately online

(previously these documents were in a combined report)

* Many tables in Oregon Tobacco Facts will be hyperlinked with associated charts or maps

**CONTENT AREAS**

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* Oregon Tobacco Facts will be divided into the following content areas:
  + Costs of tobacco
  + Tobacco-related diseases
  + Adult cigarette smoking
  + Youth cigarette smoking
  + Other Tobacco Products (OTP)
  + Smoking during pregnancy
  + Cessation
  + Secondhand smoke
  + Tobacco industry marketing

**NEW CONTENT**

* There are new content areas featured in Oregon Tobacco Facts 2013 including the following:
  + Calculation of non-cigarette tobacco product use
  + Chart of tobacco product use among youth and adults
  + Tobacco industry marketing expenditures (national estimates)
  + Electronic cigarette use among youth

**DATA AVAILABLE AT COUNTY LEVEL**

* Oregon Tobacco Facts will provide the following data at the county level:
  + Tobacco-related deaths
  + Tobacco-related economic costs
  + Adult cigarette smoking
  + Youth cigarette smoking
  + Male smokeless tobacco use
  + Smoking during pregnancy
  + Cigarette smoking quit attempts
  + No-smoking rules in the home
  + No-smoking rules in the family car