**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