



## Tobacco Prevention Saves Lives and Money: Protect Tobacco Prevention and Education from Cuts

*The health of the whole community is protected when tobacco use is reduced.*

### Disproportionate Cuts

The proposed rebalance plan includes a disproportionate cut (9%) to Oregon's Tobacco Use Reduction Account (TURA) account, which funds our state's Tobacco Prevention & Education Program. The vast majority of other state programs are taking a standard 3.5% cut.

### Cuts to Local Governments

More than half of all TPEP funds go to local community partners, primarily our county and tribal governments. At a time when local governments are facing financial hardships of their own, these cuts may impact their ability to effectively administer tobacco control programs in our communities where they are needed.

### Comprehensive Programs Matter

Comprehensive statewide tobacco programs effectively reduce tobacco use. These efforts, including community programs and policies, counter-marketing campaigns and smoking cessation efforts collectively help Oregonians quit and live tobacco free. With cuts to any one of these efforts, we may see a loss in the overall effectiveness of TPEP.

### Systemic Cost of Tobacco in Oregon

Tobacco remains the leading cause of preventable death and is a drain on the state budget.

- Tobacco kills 7,000 Oregonians each year, including 800 deaths caused by secondhand smoke.
- Tobacco cost Oregonians nearly \$2.4 billion each year in direct medical expenditures and indirect costs due to lost productivity and premature death.

### Violation of Voter Trust

Voter-approved Ballot Measure 44 established TURA funding. Voters agreed that a portion of tobacco tax revenue should go to fund programs that prevent and decrease tobacco use in Oregon. Diverting funds out of TURA to offset the General Fund violates voter trust and sets a dangerous precedent. In 2011, more tobacco products were purchased than anticipated. Now is not the time to cut our cessation and prevention programs.

### Recent Tobacco Settlement Money Used to Balance Budget

73.5% of the \$56 million (\$41.2 million) recently awarded to Oregon in punitive damages from Philip Morris is being removed from the crime victim's fund to help balance the state budget.

### Tobacco Prevention Works in Oregon

Since the Oregon Tobacco Prevention and Education Program (TPEP) began in 1996, Oregon has enjoyed significant decreases in tobacco use and tobacco-related illness and death.

- Smoking has declined 54% among Oregon's 8<sup>th</sup> graders and 46% among 11<sup>th</sup>-graders.

Nearly 100% of Oregonians are protected from secondhand smoke in the workplace and most public places

# Oregon cigarette sales and changes in TPEP funding

## When TPEP Funding is Reduced, Cigarette Sales Increase

