

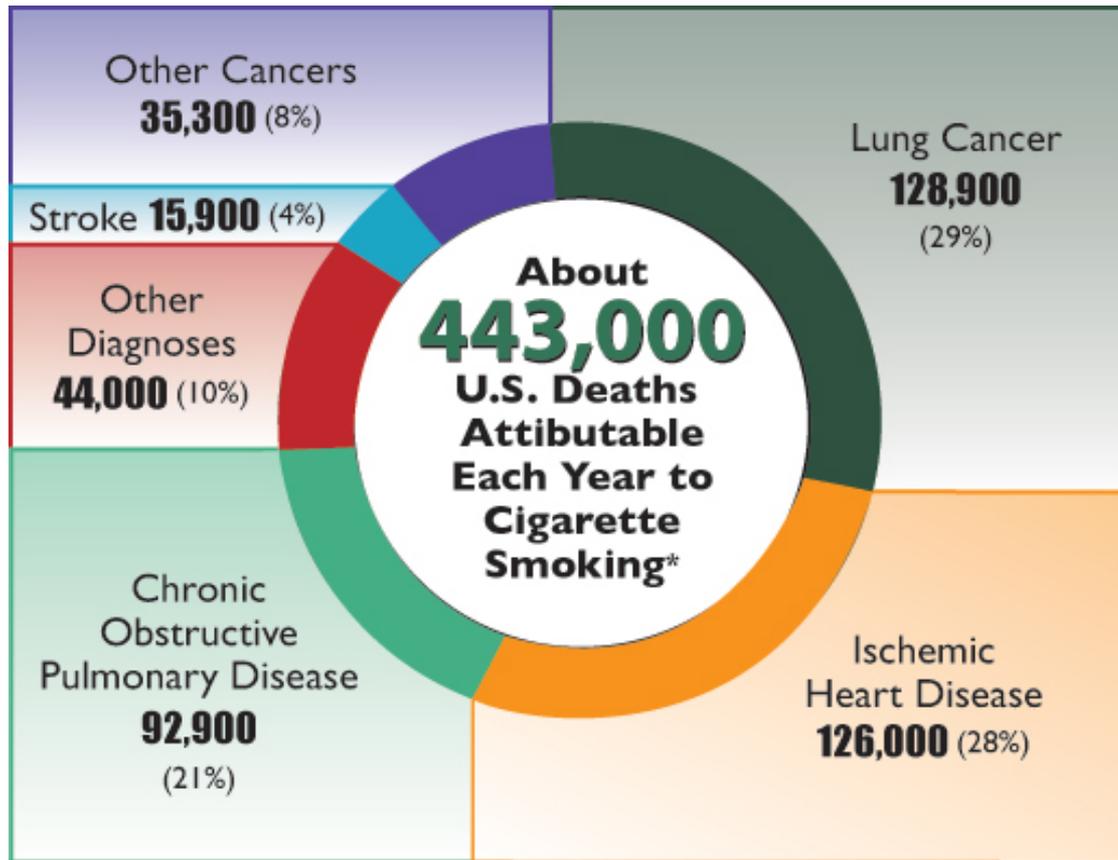


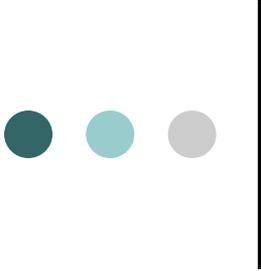
Multnomah County Health Department

Preventing Tobacco Use Among  
Youth and Young Adults

Sonia Manhas, Director of Policy and Planning  
Dr. Gary Oxman, Tri-County Health Officer  
Adelle Adams, Tobacco Prevention Policy Lead

# Tobacco Use: *Deadly Harm*



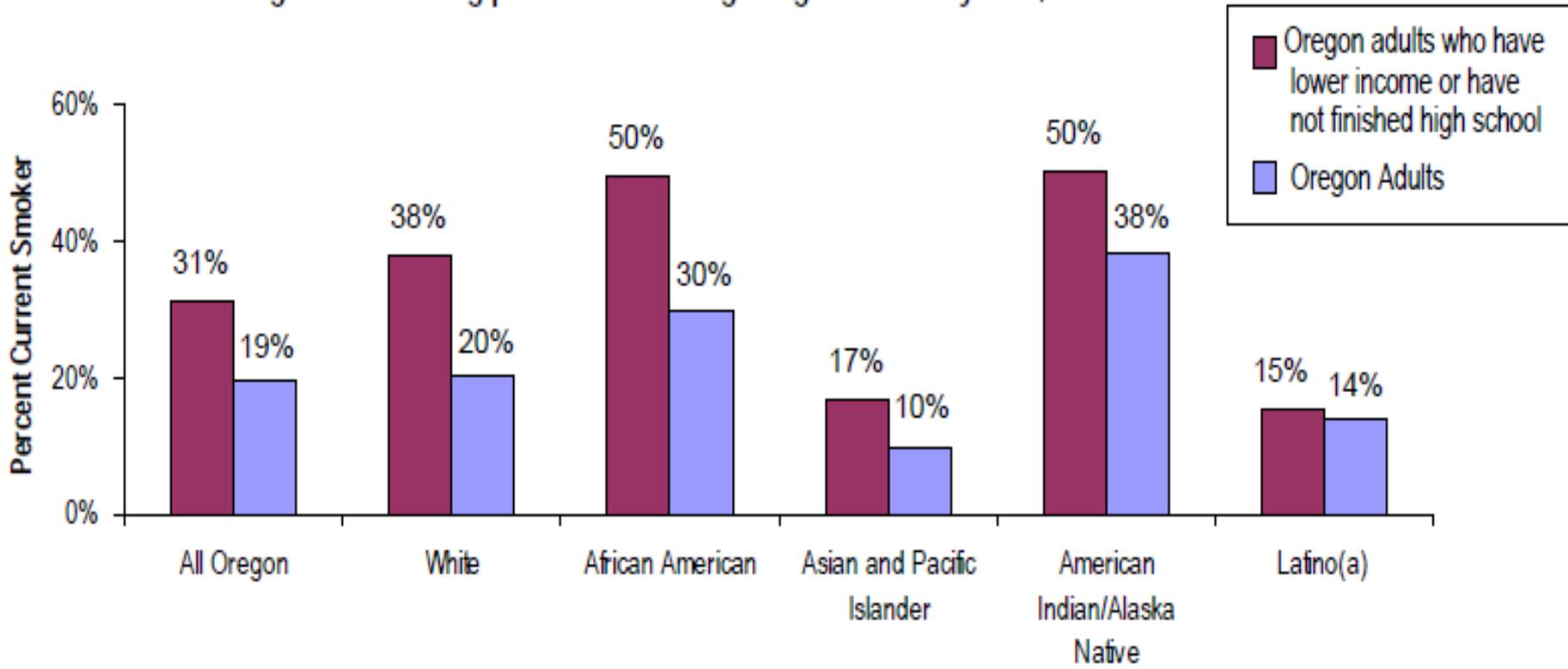


## Tobacco Use: *Multnomah County*

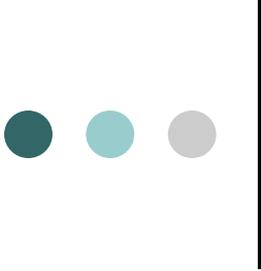
- Tobacco use is attributable to **21 percent** of all deaths in Multnomah County.
- 22,628 people suffer from a **serious illness** caused by tobacco use.
- Over **\$400 million** is spent on medical care for tobacco-related illnesses and lost productivity due to tobacco-related deaths.

# Persistent Disparities

Figure 2. Smoking prevalence among Oregon adults by race, 2004-2005



2004-2005 Behavioral Risk Factor Surveillance System (BRFSS)

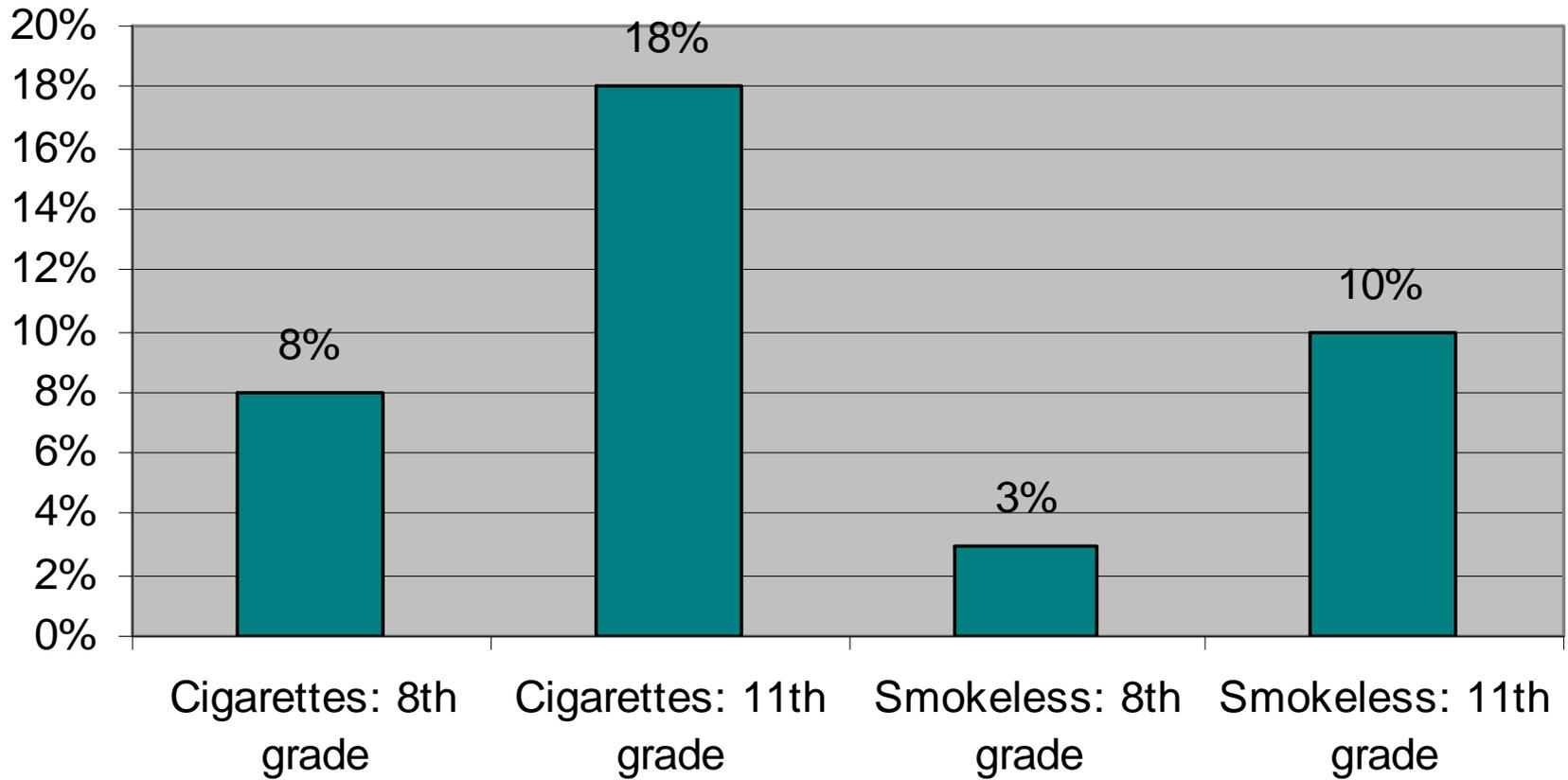


## **Real Stories, *Real Impact***

Thirty-one-year-old **Brandon** started smoking in his **mid-teens**, and **by 18**, he was diagnosed with Buerger's disease, a disorder linked to tobacco use.

**Brandon** describes losing his foot, fingers, and other body parts to Buerger's disease, and testifies to the strength of addiction in this CDC video.

# Tobacco use by youth



# Why kids are so *susceptible* to tobacco use & addiction



Physical influences

Social & peer influences

Tobacco industry marketing

Ease of access

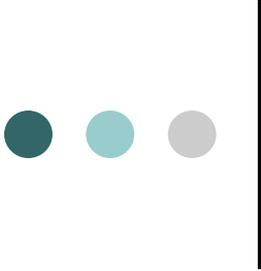


# The Need for a “Replacement Generation” of Tobacco Users

“It’s a well-known fact that **teenagers like sweet products.** Honey might be considered.”

-“Youth Cigarette- New Concepts”,  
*Memo to Brown & Williamson*  
*September, 1972*





# Tobacco industry innovation & marketing strategy

- Marketing: **\$10 billion a year**
- Product placement
  - Media
  - Events
  - Retail environments
- Product packaging & design
- Product flavoring

# Product packaging & design

“Make a cigarette which is obviously youth oriented. This could involve cigarette name, blend, flavor and marketing technique.... For example, a flavor which would be candy-like but give the satisfaction of a cigarette.”

– R.J. Reynolds Tobacco Company, Inter-office Memorandum  
May 9, 1974



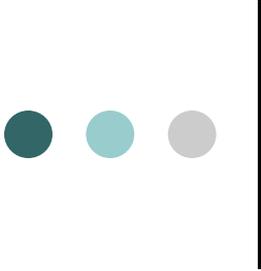
- R.J. Reynolds Tobacco Company, Tobacco Candy Test Product, 2008

# Product flavoring

“...for younger people,  
beginner cigarette  
smokers, teenagers...  
when you feel like a light  
smoke, want to be  
reminded of bubblegum.”

*Report from R.M.  
Manko Assoc. to  
Lorillard Tobacco Co.,  
August, 1978*





# **Tobacco marketing to youth *works***

- **Tobacco use rates remain high among youth and young people.**
- **Multiple product use is increasing.**
  - Over 50% of White and Hispanic male tobacco users report that they use more than one tobacco product
  - Nearly one-third of high school females report using more than one tobacco product in the last 30 days.

● ● ●

Multnomah County is among the *easiest places in the country* for kids to buy tobacco



**1 in 4** attempts to illegally buy tobacco by kids is successful



**WE CAN  
MAKE THE NEXT GENERATION TOBACCO-FREE**