

## Adult Tobacco Use

Overall rates of adult tobacco use continue to gradually decline. This decline corresponds with decades of health education and policy work to counter Big Tobacco. **However, tobacco continues to be the leading cause of preventable death at the county, state, and national levels.** Additionally, Marion County's rate of adult cigarette users (14%) is higher than both the State (12.6%) and Marion County's 2025 Community Health Improvement Plan (CHIP) goal (13%).<sup>1</sup> There is still work to be done.

## In Marion County last year:



**36,900**

Adults regularly smoked cigarettes.<sup>2</sup>



**17,730**

People had a serious illness caused by tobacco.<sup>2</sup>



**528**

People died from tobacco related causes.<sup>2</sup>

## Youth Tobacco Use

### The rise of vaping

Even as cigarette use rates have dropped, a new generation of youth are becoming addicted to nicotine through vaping. Inhalant delivery systems (IDS), commonly known as vapes, contain increasingly higher concentrations of nicotine. This has made them even more addictive than cigarettes.

### Flavors

Flavored products have been the primary marketing tool used by Big Tobacco to hook youth. 64% of Marion County 8th graders and 63.4% of 11th graders who used tobacco in the past 30 days reported using flavored products.<sup>3</sup>

### Where youth get tobacco & nicotine products

In the 2022 Student Health Survey a combined 26.8% of students reported they got their tobacco or vaping products from sources under 21 years of age, either directly from stores or gas stations themselves (7.4%) or from friends and family members under 21 (19.4%).<sup>3</sup>

# 56%

**of students self-reported that the first tobacco product they ever used was an e-cigarette or vape.<sup>3</sup>**



E-liquid



Food product

<sup>4</sup>

**More than 1-in-4** students self-reported obtaining tobacco and vaping products from sources under 21 years of age.



# 2023 Tobacco Fact Update

## Tobacco Retailers

Marketing from Big Tobacco has been dramatically restricted over the past sixty years starting with legislation in the '60s and 70's banning tobacco advertising on radio and television. One of the few environments still available to the industry is the point of sale at tobacco retailers.

In 2022, marketing in the retail environment made up 97% of the tobacco industry's total marketing expenditures. Most of this budget was spent on price discounts and promotional allowances to make tobacco products cheap and visible.

There are currently 276 licensed tobacco retailers in Marion County. As of 2023, minimum legal sales age inspections were conducted at all retailers and 43 sold tobacco products to persons under the age of 21.<sup>5</sup>

**7-in-10 retailers**  
advertised tobacco or e-cigarettes outside the store<sup>2</sup>

**43%**  
sold tobacco products within 12" of toys, candy, gum, slushy/soda, or ice cream.<sup>2</sup>

**15.58%**  
of retailers in Marion County sold tobacco products to persons under 21.<sup>5</sup>

## Prevention Strategies

### Health Education

Increasing knowledge and the perception of harm from using tobacco products is a critical prevention tool.

We work with schools and community groups to provide evidence-based curricula and other educational resources.




### Policy

Tobacco control policies have had the biggest effect on decreasing tobacco use and improving community health. With the rise of vaping, many of these policies need to be revisited and improved. We offer resources and technical assistance for identifying and developing effective policies.

### Sources

1. [Oregon Tobacco Facts 2022.](#)
2. [Oregon Health Authority. Marion County Fact Sheet 2022.](#)
3. [2022 Oregon Student Health Survey.](#)
4. [Truth Initiative.](#)
5. 2023 Minimum Legal Sales Age Inspections.

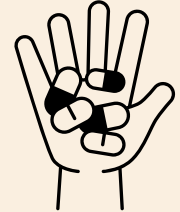
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## Trends

### Opioids

Since 2019, hospital visits for opioid overdoses, including fentanyl have continued to increase, while hospital visits for heroin overdoses continue to decrease. The age group with the most opioid overdose visits is 18-44.<sup>6</sup>



### Alcohol

Since 2019, there has been a decreasing trend in the rate of patient visits to urgent care and emergency departments for alcohol use. The number of alcohol visits remains consistently higher than opioids (471.9 per 100,000 vs. 62.5 per 100,000), however, outcomes from opioids are often more significant.<sup>6</sup>



### Marijuana (Cannabis)

The number of adults 18+ that currently use marijuana is 18.1%. This number has steadily risen since 2014, when comparable data was first collected.<sup>7</sup>



## Youth Substance Use - Overview

U.S. Census data shows that 23% of the Marion County population is under 18 years of age. There are ten independent school districts serving more than 60,000 K-12 students.<sup>8</sup> These youth are growing up in an environment where adult cannabis use is legal, vaping is increasingly accessible to young people, and opioid overdoses and deaths, especially where fentanyl is involved, have increased dramatically over the past few years.

Protecting youth from the harms of drug and alcohol use requires community effort and collaboration with community-based organizations, health care systems, local governments, neighborhood groups, schools, businesses and other organizations and individuals.

### Sources

6. Oregon Health Authority. ESSENCE Marion County. 2019-2023. (available upon request)

7. [Oregon Behavioral Risk Factors Surveillance System Adult Prevalence \(BRFSS\). 2018-2021.](#)

8. [U.S. Census Bureau. Marion County. 2022.](#)

9. [2020 Oregon Student Health Survey.](#)

## Youth Substance Use

### Marijuana (Cannabis)

1 out of 3 11th graders and 1 out of 12 8th graders in Marion County have tried marijuana at least once. Smoking and vaping marijuana continue to be the most common way youth are consuming marijuana.<sup>9</sup>

**1-in-3 11th graders**

have tried Marijuana at least once.



### Alcohol

Alcohol continues to be a persistent issue of concern with youth. 30% of 8th graders and 50% of 11th graders report alcohol as being “easy to get”. In 2020, a majority of 8th and 11th graders that consumed alcohol reported they got it from parents, with permission. Oregon Liquor and Cannabis Commission reports the retail alcohol sales to minors in Marion County is 18.33%.<sup>3,9</sup>

**50%**

of 11th graders report alcohol as being “easy to get”



### Prescription Drugs

3% of all 6th, 8th, and 11th grade students report using a prescription medicine not prescribed to them, or differently than how a doctor told them to use it. Nearly 1-in-3 8th and 11th graders say it would be easy or sort of easy to get prescription drugs not prescribed to them.<sup>9</sup>



**1-in-3**

8th and 11th graders say it would be easy to get prescription drugs

## Prevention Strategies

### Information Sharing

Share information to increase knowledge and perceptions through communications such as media campaigns and presentations to classrooms, youth-serving organizations and others.

### Prevention Education

Offer prevention education to teach important social skills to resist the pressure to use drugs. This can also include educating parents, teachers and other adults how to communicate with youth about drug use.

### Provide Positive Alternatives

Provide positive alternatives for youth to have healthy ways to enjoy fun activities that do not encourage the use of drugs or alcohol. Examples include extra-curricular activities, volunteering, and alcohol and drug free prom and graduation parties.

### Environmental/Community wide strategies

Environmental/community wide strategies call for a change in policies that reduce youth risk factors for drug and alcohol use. Examples of these types of policies range from strengthening social host ordinances (stronger enforcement for adults who provide alcohol to minors) to alcohol or vaping-free areas in parks or outdoor dining areas, to tighter zoning restrictions for new alcohol retailers.

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