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Tobacco: Measure 44 funds plan

Continued from Page 1

son's thoughts and said eight K-12 school districts, including two in Lane County, have already received funding from the new program.

Moore said as kids move through high school, they tend to use more tobacco products because of peer pressure and heavy promotion by the tobacco industry.

She said that in addition to the money granted to counties and school districts, some funds are subsidizing an extensive anti-smoking media campaign.

According to statistics, however, the money is sorely needed throughout the state.

"Tobacco use is the leading cause of death and disability [in the state]," she said. "It's a pretty huge sum."

Although the number of tobacco deaths is high in Oregon, Moore stressed that the state's rates rank in the middle nationally.

But fatalities and problems as a result of tobacco use hit Oregon hardest right here at home — Lane County.

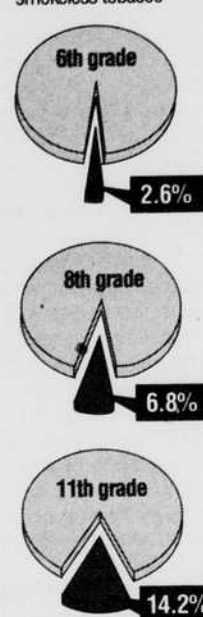
In 1995, tobacco use contributed to 607 out of more than 2,000 deaths in Lane County, said Stephanie Young-Peterson, Lane County tobacco prevention coordinator. She described the high number of deaths as typical for the county.

"Right now, Lane County is doing the worst out of any county in the state," she said.

The Lane County Health and Human Services Department was recently awarded a grant of \$259,265 as part of the governor's

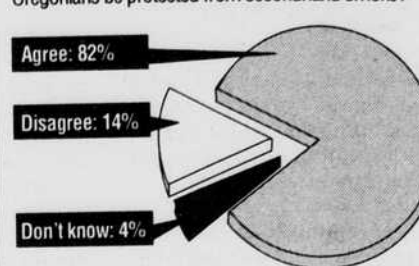
Oregon smoking statistics

SMOKELESS TOBACCO USE
Percent of students using smokeless tobacco



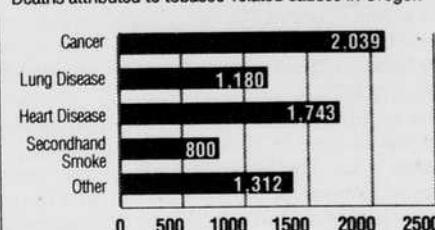
SECONDHAND SMOKE REGULATION

A 1997 Oregon Health Division survey asked: Should Oregonians be protected from secondhand smoke?



TOBACCO-RELATED DEATHS

Deaths attributed to tobacco-related causes in Oregon



SOURCE: Oregon Health Division

MATT GARTON/Emerald

new initiative. Young-Peterson said the money offers the county a chance to hone in on tobacco prevention not only in children, but throughout the entire community.

But as Measure 44 revenue showers communities with media, education and prevention campaigns, higher-education institutions must fund prevention and smoking cessation programs on their own.

Severson said he would like to see higher education institutions

apply for state dollars to fund anti-smoking initiatives on the university level.

"In the next round of funding, the universities might get money," he said. "We ought to be applying for grants."

According to Joanne Frank, director of health education at the University Health Center, students currently have the option of attending smoking cessation workshops as well as group and individual meetings with peer health educators.

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