



tobacco's true cost on good health

Oregonians speak out – a series of conversations about creating a healthy environment for everyone in our community.



Paying the price

Tobacco use is perhaps the single most significant preventable health problem in the world. The costs to our communities are staggering. Hundreds of thousands of lives lost. Money spent to treat smoking-related diseases. Lost worker productivity. And damage from cigarette-induced fires every year in Oregon.

Taxing an addictive and harmful product to discourage its use is a worthwhile idea. With every increase in tobacco taxes, usage has declined. Tax revenue can be directed toward health care for lung disease and cancer. And, more importantly, the revenue can fund programs to stop young people from taking up the habit in the first place.

— **Mel Cheney**

*Executive Director, Community Cancer Foundation/
Community Cancer Center, Roseburg*



Breaking the cycle

Tobacco is often a person's first entry into a long-term life of addiction. And more often than not, it becomes an intergenerational problem. Mothers and fathers smoke – and their kids do, too. This unhealthy trend will continue, unless families understand all the risks of smoking.

"The effects of tobacco are felt throughout Oregon, particularly among the economically disadvantaged and our youth. That's why reducing tobacco use is an issue of social justice, as well as community health."

— **Reverend W.J. Mark Knutson, Pastor, Augustana Lutheran Church and Northwest Health Foundation Board Member**

Community leaders need to realize that the health costs of smoking – heart and lung disease, emphysema, cancer, and more – also take a toll financially. But by focusing on prevention and early intervention, we can stop the cycle of addiction and help people experience the joy of feeling healthy.

— **Sue Densmore**

Member, Oregon Environmental Council, Medford



Changing the future

Role models play a big part in the behavior of young people. When someone you look up to is using tobacco, chances are you will too.

In 2005, I helped pass an ordinance in Pendleton that prohibited free public tobacco sampling. For our community, it was an important step in curbing tobacco use, which can eventually reduce health care costs. It stopped sampling at our local rodeo, where kids had easy access to the same chewing tobacco being used by their role models – rodeo cowboys. The cowboys said they started chewing as kids. And I want to stop this from happening to our kids in Pendleton.

— **Phillip Houk**
Mayor, Pendleton



join the
conversation



Community Health Priorities
A NORTHWEST HEALTH FOUNDATION PROJECT

www.CommunityHealthPriorities.org

In Partnership with the
Oregon Department of Human Services

just out

Founded 1983 by
Jay Brown and Renée LaChance

PUBLISHER & MANAGING EDITOR
Marty Davis

EDITOR
Amanda Schurr

CREATIVE DIRECTOR
Laura Atkinson

ADVERTISING DIRECTOR
Larry Lewis

ADVERTISING REPRESENTATIVES
Justin Taylor, Lynda Wilkinson

CONTRIBUTORS
Meryl Cohn, Alley Hector,
Kira Lesley, LeAnn Locher,
Nick Mattos, Eric Olson,
Ryan J. Prado, Floyd Sklaver,
Tammy Stoner

**SUPERB DESIGN, TECH SUPPORT,
GOOD SPORTAGE AND DJ TALENT**
LiLi (Cliff)

DISTRIBUTION
Youme Inhofe, Chance
Schwartz, Dan White

Just Out is published on the first and third Friday of each month. Copyright © 2009 by Just Out. No part of Just Out may be reproduced without written permission from the publisher.

Editorial guidelines: Letters to the editor should be limited to 500 words. Announcements regarding life transitions (births, deaths, unions, etc.) should be limited to 200 words; photos are welcome. Deadline for submissions to the editorial department and for the Calendar is the Thursday 15 days before the next publication date. Just Out reserves the right to edit for grammar, punctuation, style, liability concerns and length. Views expressed in letters to the editor, columns and features are not necessarily those of the publisher.

Advertising policy: The display advertising deadline is the Monday 12 days before the next publication date. Classified ads must be received at the Just Out office by 5 p.m. on the Sunday five days before the next publication date, along with payment. Classifieds may be placed via www.justout.com, by mail or in person at our office. Just Out reserves the right to reject or edit any advertisement. Compensation for errors in, or cancellation of, advertising will be made with credit toward future advertising. Advertising rates available upon request.

Distribution policy: Just Out is available free of charge. Just Out is delivered only to authorized distributors. No person may, without prior written permission, take more than one copy. Any person who takes more than one copy may be held liable for theft, including but not limited to civil damages and/or criminal prosecution. Subscriptions are \$22.50 for 12 issues. First Class (in an envelope) is \$40 for 12 issues.

Printed on 100% recycled stock using soy-based inks. Please recycle.

Contact Just Out at:

P.O. Box 14400, Portland, OR 97293-0400;
503-236-1252, advertising 503-236-1253,
fax 503-236-1257; e-mail justout@justout.com.
Visit us on the web at www.justout.com.