State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 13,243 | 20.0 % | 2,649

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>2</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>22</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.

Reach – includes all tobacco users, regardless of service requested.

---

**How Heard About**

- Other
- Family/Friend

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users |
------------------|------------|---------------|
Adult             | 10.8 %     | 7,456         |

Tobacco Users - Last Full Month
- Benton County: 7,827
- State: 8,716

Unique Tobacco Users YTD
- Benton County: 61
- State: 5,533

Target Reach
- Benton County: 2.0 %
- State: 2.0 %

Reach YTD
- Benton County: 1.13 %
- State: 1.79 %

Reach - NAQC
- Benton County: 0.76 %
- State: 0.84 %

Annualized Reach
- Benton County: 2.0 %
- State: 2.14 %

Annualized Reach - NAQC
- Benton County: 0.76 %
- State: 1.00 %

Unique Individual Reach
- Benton County: 0.82 %
- State: 1.13 %

How Heard About

Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.

Reach – includes all tobacco users, regardless of service requested.

From 4/1/2016 through 4/30/2016

County Population

County | Population | Prevalence |
--------|------------|------------|
Benton   | 69,035     | 10.8 %     |

Prevalence

Tobacco Users
- Benton County: 7,456
- State: 8,716

County Population

County | State |
--------|-------|
Benton   | 69,035 |

Prevalence

Tobacco Users
- Benton County: 7,456
- State: 8,716

Target Reach
- Benton County: 2.0 %
- State: 2.0 %

Reach YTD
- Benton County: 1.13 %
- State: 1.79 %

Reach - NAQC
- Benton County: 0.76 %
- State: 0.84 %

Annualized Reach
- Benton County: 2.0 %
- State: 2.14 %

Annualized Reach - NAQC
- Benton County: 0.76 %
- State: 1.00 %

Unique Individual Reach
- Benton County: 0.82 %
- State: 1.13 %

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>TV/Commercial</th>
<th>Health Professional</th>
<th>Other</th>
<th>Family/Friend</th>
<th>Radio</th>
<th>Outdoor Ad</th>
<th>Employer/Worksite</th>
</tr>
</thead>
</table>

How Heard About Graph

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.


Tobacco Users By Gender
- Female, 71.43%
- Male, 28.57%
Chart Total N: 7

Tobacco Users By Language
- English, 100.00%
Chart Total N: 7

Tobacco Users By Education
- HS Degree/GED, 66.67%
- Some College, 33.33%
Chart Total N: 3

Tobacco Users By Race
- White, 100.00%
Chart Total N: 3

Tobacco Users By Age
- 35 - 44, 28.57%
- 45 - 54, 14.29%
- 55 - 64, 57.14%
Chart Total N: 7

Tobacco Users By Health Plan
- Medicaid, 71.43%
- Commercially Insured, 28.57%
Chart Total N: 7

Tobacco Users By Ethnicity
- Non-Hispanic, 100.00%
Chart Total N: 3

Tobacco Users By Chronic Condition
- COPD, 75.00%
- None, 25.00%
Chart Total N: 4

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

Tobacco Users - Last Full Month                      5  827
Tobacco Users YTD                                      76  8,716
Unique Tobacco Users YTD                                1  50  5,533
Target Reach                                            2.0 %  2.0 %
Reach YTD                                               2  1.20 %  1.79 %
Reach - NAQC                                           3  0.79 %  0.84 %
Annualized Reach                                       2  1.44 %  2.14 %
Annualized Reach - NAQC                                 3  0.95 %  1.00 %
Unique Individual Reach                                  1  0.79 %  1.13 %

County Population | Prevalence | Tobacco Users
Adult            | 36,948     | 17.1 % | 6,318

Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.


2. **NAQC Reach** – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

- Health Professional
- Employer/Worksite

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>23.3 %</td>
<td>4,808</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>5</td>
<td>827</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>48</td>
<td>8,716</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.00 %</td>
<td>1.79 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.60 %</td>
<td>0.84 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.20 %</td>
<td>2.14 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.72 %</td>
<td>1.00 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.48 %</td>
<td>1.13 %</td>
</tr>
</tbody>
</table>

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Deschutes County
From 4/1/2016 through 4/30/2016

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 133,924 | 14.1 % | 18,883

County | State
--- | ---
Tobacco Users - Last Full Month | 24 | 827
Tobacco Users YTD | 252 | 8,716
Unique Tobacco Users YTD | 1 | 158 | 5,533
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2.0 % | 1.79 %
Reach - NAQC | 0.84 % | 0.84 %
Annualized Reach | 1.60 % | 2.14 %
Annualized Reach - NAQC | 1.01 % | 1.00 %
Unique Individual Reach | 0.84 % | 1.13 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

Counties
county population
County Population | Prevalence | Tobacco Users
Adult 83,168 | 27.1% | 22,539

County Statistics

Tobacco Users - Last Full Month
- Adult: 827
- Unique: 5,533

Target Reach
- Adult: 2.0%

Reach YTD
- Adult: 1.50%
- Unique: 1.79%

Reach - NAQC
- Adult: 1.05%
- Unique: 0.84%

Annualized Reach
- Adult: 1.79%
- Unique: 1.26%

Unique Individual Reach
- Adult: 1.01%

How Heard About

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach = includes all tobacco users, regardless of service requested.


Prepared for the South Carolina Department of Health and Environmental Control.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**State Tobacco Users Served Contract YTD (Adults)**

- **County Population**
  - **Prevalence**
  - **Tobacco Users**
    - **Adult**
      - 1,529
      - 29.6%
      - 453

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Reach - NAQC</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilliam</td>
<td>State</td>
<td>1</td>
<td>827</td>
<td>11</td>
<td>1</td>
<td>11</td>
<td>1</td>
<td>2.0%</td>
<td>2.91%</td>
<td>1.10%</td>
</tr>
</tbody>
</table>

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 24.4 % | 1,453

County | Adult | Tobacco Users - Last Full Month | Unique Tobacco Users YTD | Target Reach | Reach YTD | Reach - NAQC | Annualized Reach | Annualized Reach - NAQC | Unique Individual Reach |
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
State | 5,953 | 827 | 5,533 | 2.0 % | 0.69 % | 0.83 % | 0.41 % | 0.34 % |
County | 10 | 8,716 | 5 | 2.0 % | 1.79 % | 0.84 % | 2.14 % | 1.00 % | 1.13 % |

Unique Tobacco Users YTD | 1 | 5,533 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 2 | 0.69 % | 1.79 % |
Reach - NAQC | 3 | 0.34 % | 0.84 % |
Annualized Reach | 2 | 0.83 % | 2.14 % |
Annualized Reach - NAQC | 3 | 0.41 % | 1.00 % |
Unique Individual Reach | 1 | 0.34 % | 1.13 % |

How Heard About

From 4/1/2016 through 4/30/2016

County Population

Prevalence | Tobacco Users
--- | ---
Adult | 24.4 % | 1,453

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,087</td>
<td>14.3 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Reach - NAQC</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td>Tobacco Users - Last Full Month</td>
<td>Tobacco Users YTD</td>
<td>Unique Tobacco Users YTD</td>
<td>Target Reach</td>
<td>Reach YTD</td>
<td>Reach - NAQC</td>
<td>Annualized Reach</td>
<td>Annualized Reach - NAQC</td>
<td>Unique Individual Reach</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------</td>
<td>---------------------------------</td>
<td>-------------------</td>
<td>--------------------------</td>
<td>--------------</td>
<td>-----------</td>
<td>-------------</td>
<td>-------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
</tr>
</tbody>
</table>

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**County Population** | **Prevalence** | **Tobacco Users**
---|---|---
Adult | 8.6% | 16,229 | 1,396

### County | State | Tobacco Users - Last Full Month | Tobacco Users YTD | Unique Tobacco Users YTD | Target Reach | Reach YTD | Reach - NAQC | Annualized Reach | Annualized Reach - NAQC | Unique Individual Reach |
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| County | State | | | | | | | | | |
| 3 | 827 |
| 14 | 8,716 |
| 1 | 9 | 5,533 |
| 2.0% | 2.0% |
| 1.00% | 1.79% |
| 0.79% | 0.84% |
| 1.20% | 2.14% |
| 0.95% | 1.00% |
| 0.64% | 1.13% |

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach - includes all tobacco users, regardless of service requested.

---

**How Heard About**

- **TV/Commercial**
- **Health Professional**

---

**Fax Referral**

---

**Tobacco User Enrollments By Program Type**

---

**Tobacco Users Receiving NRT**

---

**Female Tobacco Users By Pregnancy Status**

---

**Tobacco Users By Tobacco Type**

---
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 21.9 % | 35,197

County | State
--- | ---
Tobacco Users - Last Full Month | 38 | 827
Tobacco Users YTD | 372 | 8,716
Unique Tobacco Users YTD | 1 | 272
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1.06 % | 1.79 %
Reach - NAQC | 0.80 % | 0.84 %
Annualized Reach | 1.27 % | 2.14 %
Annualized Reach - NAQC | 0.96 % | 1.00 %
Unique Individual Reach | 0.77 % | 1.13 %

How Heard About
- TV/Commercial
- Health Professional
- Other
- Family/Friend
- Website
- Social Media (Facebook, Twitter, YouTube)
- Radio
- Health Insurance
- Brochure/Newsletter/Flyer

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jefferson County
From 4/1/2016 through 4/30/2016

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Family/Friend

Community Organization

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

TV/Commercial
Health Professional
Other
Family/Friend
Website
Health Department

County Population | Prevalence | Tobacco Users | County | State
--- | --- | --- | --- | ---
Adult | 25.0 % | 66,678 | 25 | 827
Tobacco Users YTD | 2 | 164 | 8,716
Unique Tobacco Users YTD | 1 | 113 | 5,533
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 0.98 % | 1.79 %
Reach - NAQC | 3 | 0.75 % | 0.84 %
Annualized Reach | 2 | 1.18 % | 2.14 %
Annualized Reach - NAQC | 3 | 0.90 % | 1.00 %
Unique Individual Reach | 1 | 0.68 % | 1.13 %

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population & Tobacco Users

<table>
<thead>
<tr>
<th>County</th>
<th>Adult Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,494</td>
<td>22.0 %</td>
<td>11,109</td>
</tr>
</tbody>
</table>

| County Population & Tobacco Users By Month

#### How Heard About

- **TV/Commercial**: 2
- **Health Professional**: 1
- **Website**: 3
- **Other**: 4
- **Community Organization**: 5
- **Brochure/Newsletter/Flyer**: 6
- **TV/News**: 7

#### County Population & Prevalence

- **Tobacco Users - Last Full Month**: 23
- **Tobacco Users YTD**: 231
- **Unique Tobacco Users YTD**: 1
- **Target Reach**: 2.0 %
- **Reach YTD**: 2.08 %
- **Reach - NAQC**: 2.50 %
- **Annualized Reach**: 2.0 %
- **Annualized Reach - NAQC**: 1.55 %

#### Unique Individual Reach

- 1

### Prevalence

- **Adult**: 50,494
- **Prevalence**: 22.0 %
- **Tobacco Users**: 11,109

### Tobacco User Enrollments By Program Type

- **Multi Call**: 20
- **1 Call**: 30

### Tobacco Users Receiving NRT

- **2014**: 20
- **2015**: 30
- **2016**: 40

### Female Tobacco Users By Pregnancy Status

- **Planning Pregnancy**: 20
- **Currently Pregnant**: 30
- **Not Pregnant**: 40

### Tobacco By Tobacco Type

- **SLT**: 50
- **Pipe**: 40
- **Cigar**: 30
- **Cigarette**: 20

---

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach: Includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population vs. Tobacco Users

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>18.4 %</td>
<td>50,492</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>115</th>
<th>827</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>437</td>
<td>5,533</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.45 %</td>
<td>1.79 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.84 %</td>
<td>0.84 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.74 %</td>
<td>2.14 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1</td>
<td>1.01 %</td>
<td>1.00 %</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.87 %</td>
<td>1.13 %</td>
<td></td>
</tr>
</tbody>
</table>

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

### How Heard About

- TV/Commercial
- Health Professional
- Family/Friend
- Other
- Employer/Worksites
- Radio
- Brochure/Newsletter/Flyer
- TV/News
- Outdoor Ad
- Health Insurance

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

© 2016 Optum, Inc. All rights reserved. Optum is a registered trademark of Optum, Inc. All other trademarks are the property of their respective owners.

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
State Tobacco Users Served Contract YTD (Adults)

County Population Prevalence Tobacco Users
Adult 36,512 26.9% 9,822

County State
Tobacco Users - Last Full Month 6 827
Tobacco Users YTD 117 8,716
Unique Tobacco Users YTD 1 69 5,533
Target Reach 2.0% 2.0%
Reach YTD 2 1.19% 1.79%
Reach - NAQC 3 0.72% 0.84%
Annualized Reach 2 1.43% 2.14%
Annualized Reach - NAQC 3 0.87% 1.00%
Unique Individual Reach 1 0.70% 1.13%

How Heard About

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult 83,814 | 21.0 % | 17,601

County | State
--- | ---
Tobacco Users - Last Full Month 21 | 827
Tobacco Users YTD 206 | 8,716
Unique Tobacco Users YTD 1 | 141 | 5,533
Target Reach 2.0 % | 2.0 %
Reach YTD 2 | 1.17 % | 1.79 %
Reach - NAQC 3 | 0.82 % | 0.84 %
Annualized Reach 3 | 1.40 % | 2.14 %
Annualized Reach - NAQC 3 | 0.98 % | 1.00 %
Unique Individual Reach 1 | 0.80 % | 1.13 %

How Heard About

TV/Commercial
Other
Health Professional
Website
Radio
Health Department
Family/Friend

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

TV/Commercial
Other
Health Professional
Family/Friend
Outdoor Ad

County Population Prevalence Tobacco Users
Adult 23,866 16.8 % 4,009

County State
Tobacco Users - Last Full Month 9 827
Tobacco Users YTD 62 8,716
Unique Tobacco Users YTD 49 5,533
Target Reach 2.0 % 2.0 %
Reach YTD 1.55 % 1.79 %
Reach - NAQC 1.27 % 0.84 %
Annualized Reach 1.86 % 2.14 %
Annualized Reach - NAQC 1.53 % 1.00 %
Unique Individual Reach 1.22 % 1.13 %

Prepared for the South Carolina Department of Health and Environmental Control.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | State Population | State Prevalence | State Tobacco Users
Adult | 235,431 | 15.5% | 36,492 | 827 |

How Heard About

- TV/Commercial
- Health Professional
- Website
- Outdoor Ad
- Family/Friend
- TV/News
- Health Insurance

Tobacco User Enrollments By Program Type

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

Counties served: 38

Tobacco Users - Last Full Month: 827
Tobacco Users YTD: 8,716
Unique Tobacco Users YTD: 5,533
Target Reach: 2.0%
Reach YTD: 2.07%
Reach - NAQC: 1.64%
Annualized Reach: 2.48%
Annualized Reach - NAQC: 1.97%
Unique Individual Reach: 1.70%

County Population | Prevalence | Tobacco Users
Adult | 9,037 | 18.2% | 1,645

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morrow County</td>
<td>Oregon</td>
</tr>
</tbody>
</table>

Prevalence: 18.2%
Tobacco Users: 1,645

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

How Heard About

- TV/News
- Health Professional

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Planning Pregnancy | Currently Pregnant | Not Pregnant | Currently Breastfeeding

SLT | Pipe | Cigar | Cigarette

© 2016 Optum Inc. All rights reserved. Optum is a registered trademark of Optum Inc. All other trademarks are the property of their respective owners.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
---|---|---
Adult | 564,102 | 15.3 % | 86,308

County | State
---|---
Tobacco Users - Last Full Month | 103 | 827
Tobacco Users YTD | 1,206 | 8,716
Unique Tobacco Users YTD | 1 | 641 | 5,533
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.40 % | 1.79 %
Reach - NAQC | 3 | 0.82 % | 0.84 %
Annualized Reach | 2 | 1.68 % | 2.14 %
Annualized Reach - NAQC | 3 | 0.98 % | 1.00 %
Unique Individual Reach | 1 | 0.74 % | 1.13 %

How Heard About

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>100</td>
<td>150</td>
<td>200</td>
<td>50</td>
<td>10</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>200</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>2015</td>
<td>150</td>
<td>200</td>
<td>250</td>
<td>75</td>
<td>15</td>
<td>75</td>
<td>75</td>
<td>150</td>
<td>250</td>
<td>75</td>
<td>150</td>
</tr>
<tr>
<td>2016</td>
<td>200</td>
<td>250</td>
<td>300</td>
<td>100</td>
<td>25</td>
<td>100</td>
<td>100</td>
<td>250</td>
<td>300</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>20</td>
<td>40</td>
<td>60</td>
<td>10</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>20</td>
<td>40</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>30</td>
<td>60</td>
<td>90</td>
<td>15</td>
<td>5</td>
<td>15</td>
<td>15</td>
<td>30</td>
<td>60</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>2016</td>
<td>40</td>
<td>80</td>
<td>120</td>
<td>30</td>
<td>10</td>
<td>30</td>
<td>30</td>
<td>60</td>
<td>120</td>
<td>40</td>
<td>80</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>2015</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>2016</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>50</td>
<td>100</td>
<td>150</td>
<td>50</td>
<td>10</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>150</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>2015</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>20</td>
<td>100</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>2016</td>
<td>150</td>
<td>300</td>
<td>450</td>
<td>150</td>
<td>30</td>
<td>150</td>
<td>150</td>
<td>300</td>
<td>450</td>
<td>150</td>
<td>300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>2015</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>2016</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>J</th>
<th>A</th>
<th>S</th>
<th>O</th>
<th>N</th>
<th>D</th>
<th>F</th>
<th>M</th>
<th>A</th>
<th>M</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>50</td>
<td>100</td>
<td>150</td>
<td>50</td>
<td>10</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>150</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>2015</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>20</td>
<td>100</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>2016</td>
<td>150</td>
<td>300</td>
<td>450</td>
<td>150</td>
<td>30</td>
<td>150</td>
<td>150</td>
<td>300</td>
<td>450</td>
<td>150</td>
<td>300</td>
</tr>
</tbody>
</table>

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>14.3 %</td>
<td>7,534</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>827</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>8,716</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>64</td>
<td>5,533</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.27 %</td>
<td>1.79 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.01 %</td>
<td>0.84 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.53 %</td>
<td>2.14 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.21 %</td>
<td>1.00 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.85 %</td>
<td>1.13 %</td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Family/Friend

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County population and prevalence of tobacco users from 4/1/2016 through 4/30/2016.

- Adult: 1,477, Prevalence: 22.1% Tobacco Users: 326

County	| State	| Tobacco Users - Last Full Month	| 827
| Tobacco Users YTD	| 8,716
| Unique Tobacco Users YTD	| 3,533
| Target Reach	| 2.0%
| Reach YTD	| 0.92%
| Reach - NAQC	| 0.92%
| Annualized Reach	| 0.84%
| Annualized Reach - NAQC	| 1.00%
| Unique Individual Reach	| 1.13%

County Population	| Prevalence	| Tobacco Users

- County	| State	| County Population: 1,477, Prevalence: 22.1%
| Tobacco Users: 326

Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 54,202 | 13,117

Tobacco Users - Last Full Month
- 10 | 827
Tobacco Users YTD
- 110 | 8,716
Unique Tobacco Users YTD
- 1 | 76
Target Reach
- 2.0% | 2.0%
Reach YTD
- 2 | 0.84%
Reach - NAQC
- 3 | 0.63%
Annualized Reach
- 2 | 1.01%
Annualized Reach - NAQC
- 3 | 0.75%
Unique Individual Reach
- 1 | 0.58%

From 4/1/2016 through 4/30/2016

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### State Tobacco Users Served Contract YTD (Adults)

#### How Heard About

- **Health Professional**
- **TV/Commercial**
- **Other**

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19,424</td>
<td>13.8 %</td>
<td>2,681</td>
</tr>
</tbody>
</table>

### County Summary

- **Tobacco Users - Last Full Month**: 9,827
- **Tobacco Users YTD**: 48,876
- **Unique Tobacco Users YTD**: 1,355
- **Target Reach**: 2.0 %
- **Reach YTD**: 1.79 %
- **Reach - NAQC**: 0.84 %
- **Annualized Reach**: 2.15 %
- **Annualized Reach - NAQC**: 0.84 %
- **Unique Individual Reach**: 1.31 %

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

### Fax Referral

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**State Tobacco Users Served Contract YTD (Adults)**

**County** | **State** | **Tobacco Users** | **Prevalence** | **Tobacco Users YTD** | **Unique Tobacco Users YTD** | **Target Reach** | **Reach YTD** | **Reach - NAQC** | **Annualized Reach** | **Annualized Reach - NAQC** | **Unique Individual Reach** | **Unique Individual Reach**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
Adult | 5,799 | 17.9% | 8,716 | 5,533 | 2.0% | 0.67% | 0.39% | 0.81% | 0.46% | 0.39% | 1,038 | 4

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

**County Population**

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>Oregon</td>
<td>5,799</td>
<td>17.9%</td>
<td>8,716</td>
</tr>
</tbody>
</table>

**How Heard About**

1. TV/Commercial
2. Employer/Worksite

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**
State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 22.1% | 4,078

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>5</th>
<th>827</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>45</td>
<td>8,716</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>29</td>
<td>5,533</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>1.10%</td>
<td>1.79%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.76%</td>
<td>0.84%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
<td>1.32%</td>
<td>2.14%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.91%</td>
<td>1.00%</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.71%</td>
<td>1.13%</td>
<td></td>
</tr>
</tbody>
</table>

Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.

Reach – includes all tobacco users, regardless of service requested.

How Heard About

Website

Family/Friend

Asthma flyer

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unique Tobacco Users YTD: 1,265
5,533

Target Reach: 2.0%
1.79%

Reach YTD: 2,087%
1,79%

Reach - NAQC: 3,053%
0.84%

Annualized Reach: 2,14%
1.0%

Annualized Reach - NAQC: 3,64%
1.00%

Unique Individual Reach: 1,053%
1.13%

County Population Prevalence Tobacco Users

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>387,946</td>
<td>12.9%</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>435</td>
<td>8,716</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1,265</td>
<td>5,533</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2,087%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3,053%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2,14%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3,64%</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1,053%</td>
<td></td>
</tr>
</tbody>
</table>

County Population: 50,045


Page 67 of 72

Prepared for the South Carolina Department of Health and Environmental Control.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### State Tobacco Users Served Contract YTD (Adults)

#### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,309</td>
</tr>
</tbody>
</table>

#### Prevalence

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0 %</td>
<td>827</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>2</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.52 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.62 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.13 %</td>
</tr>
</tbody>
</table>

#### County Population & Prevalence

<table>
<thead>
<tr>
<th>Adult</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,309</td>
<td>29.6%</td>
</tr>
</tbody>
</table>

#### Tobacco Users

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County
From 4/1/2016 through 4/30/2016

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 72,300 | 18.5 % | 13,376

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>15</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>149</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

How Heard About

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

© 2016 Optum, Inc. All rights reserved. Optum is a registered trademark of Optum, Inc. All other trademarks are the property of their respective owners.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.