State Tobacco Users Served Contract YTD (Adults)

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.
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</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>
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<tbody>
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<td>County</td>
<td>State</td>
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<td>18</td>
<td>1</td>
<td>2.0 %</td>
<td>2.0 %</td>
<td>0.24 %</td>
<td>0.72 %</td>
<td>0.72 %</td>
<td>0.23 %</td>
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<tr>
<td>County</td>
<td>State</td>
<td>354</td>
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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.
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**State Tobacco Users Served Contract YTD (Adults)**

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>Clackamas County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td>24</td>
<td>354</td>
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<tr>
<td>Health Professional</td>
<td>77</td>
<td>1,537</td>
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<tr>
<td>Family/Friend</td>
<td>75</td>
<td>1,488</td>
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<tr>
<td>Website</td>
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<table>
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<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>289,948</td>
<td>44,652</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>Clackamas County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td>24</td>
<td>354</td>
</tr>
<tr>
<td>Health Professional</td>
<td>77</td>
<td>1,537</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>75</td>
<td>1,488</td>
</tr>
<tr>
<td>Website</td>
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<td>1,488</td>
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<tbody>
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<tr>
<th>How Heard About</th>
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<td>354</td>
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<td>Health Professional</td>
<td>77</td>
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</tr>
<tr>
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<td>75</td>
<td>1,488</td>
</tr>
<tr>
<td>Website</td>
<td>75</td>
<td>1,488</td>
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<th>County Population</th>
<th>Prevalence</th>
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</thead>
<tbody>
<tr>
<td>Adult</td>
<td>289,948</td>
<td>44,652</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.

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

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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 - Last Full Month: 4
- Tobacco Users YTD: 11
- Unique Tobacco Users YTD: 1
- Target Reach: 2.0%
- Reach YTD: 0.17%
- Reach - NAQC: 0.16%
- Annualized Reach: 0.51%
- Annualized Reach - NAQC: 0.47%
- Unique Individual Reach: 0.17%

How Heard About

- TV/Commercial
- Health Professional
- Employer/Worksite

County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
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</thead>
<tbody>
<tr>
<td>Adult</td>
<td>21.5%</td>
<td>6,410</td>
</tr>
</tbody>
</table>

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 | County | State
---|---|---|---|---
Adult | 36,948 | 17.1% | 6,318

- Tobacco Users - Last Full Month: 5,354
- Tobacco Users YTD: 13,153
- Unique Tobacco Users YTD: 1,1488
- Target Reach: 2.0%
- Reach YTD: 0.21%
- Reach - NAQC: 0.32%
- Annualized Reach: 0.62%
- Annualized Reach - NAQC: 0.85%
- Unique Individual Reach: 0.21%

How Heard About

- TV/Commercial
- Health Professional
- Does Not Know

From 10/1/2018 through 10/31/2018

Prevalence Table:

- Adult: 36,948 (17.1%)
- Tobacco Users: 6,318

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
State County Utilization Dashboard Report
Coos County
From 10/1/2018 through 10/31/2018

County Population | Prevalence | Tobacco Users
---|---|---
Adult | 50,726 | 28.1 % | 14,254

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>6</td>
<td>354</td>
</tr>
<tr>
<td>Unique Tobacco Users</td>
<td>7</td>
<td>1,488</td>
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<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.20 %</td>
<td>0.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.18 %</td>
<td>0.28 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.59 %</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.53 %</td>
<td>0.85 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.19 %</td>
<td>0.31 %</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.

Prepared for the South Carolina Department of Health and Environmental Control.

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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  
State County Utilization Dashboard Report  
Crook County  
From 10/1/2018 through 10/31/2018

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Adult</th>
<th>23.3 %</th>
<th>4,808</th>
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<tbody>
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<td>County</td>
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<td>Tobacco Users YTD</td>
<td>2</td>
<td>354</td>
<td></td>
</tr>
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<td>Unique Tobacco Users YTD</td>
<td>15</td>
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<tr>
<td>Target Reach</td>
<td>1</td>
<td>2.0 %</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1</td>
<td>2.0 %</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1</td>
<td>0.31 %</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
<td>0.96 %</td>
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<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1</td>
<td>0.87 %</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.27 %</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.

---

**How Heard About**

- TV/Commercial
- Family/Friend

---

**Tobacco User Enrollments By Program Type**

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**Tobacco Users Receiving NRT**

---

**Female Tobacco Users By Pregnancy Status**

---

**Tobacco Users By Tobacco Type**

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Page 13 of 72
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              | 17,947     | 3,302        

Tobacco Users - Last Full Month | County | State |
2                                      | 354    |
Tobacco Users YTD               | 11     | 1,537       |
Unique Tobacco Users YTD         | 11     | 1,488       |
Target Reach                    | 2.0 %  | 2.0 %       |
Reach YTD                       | 0.33 % | 0.32 %      |
Reach - NAQC                    | 0.33 % | 0.28 %      |
Annualized Reach                | 1.00 % | 0.96 %      |
Annualized Reach - NAQC         | 1.00 % | 0.85 %      |
Unique Individual Reach          | 0.33 % | 0.31 %      |

How Heard About

TV/Commercial

Other

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.
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From 10/1/2018 through 10/31/2018

Oregon Tobacco Quit Line
State County Utilization Dashboard Report
Curry County
Prepared for the South Carolina Department of Health and Environmental Control.
### State Tobacco Users Served Contract YTD (Adults)

#### How Heard About

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

#### 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>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>133,924</td>
<td>18,883</td>
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</table>

#### County | 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 |
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>10</td>
<td>354</td>
<td>1</td>
<td>2.0 %</td>
<td>0.22 %</td>
<td>0.22 %</td>
<td>0.67 %</td>
<td>0.65 %</td>
<td>0.21 %</td>
</tr>
<tr>
<td>State</td>
<td>42</td>
<td>1,537</td>
<td>40</td>
<td>2.0 %</td>
<td>0.32 %</td>
<td>0.28 %</td>
<td>0.96 %</td>
<td>0.85 %</td>
<td>0.31 %</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.

From 10/1/2018 through 10/31/2018
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
Website
Health Professional
Other
Family/Friend
Brochure/Newsletter/Flyer

How Heard About

County Population Prevalence Tobacco Users
Adult 83,168 27.1 % 22,539

Target Reach
Reach YTD
Reach - NAQC
Annualized Reach
Annualized Reach - NAQC
Unique Individual Reach

Unique Tobacco Users YTD
Unique Individual Reach

Related to Tobacco Users: Last Full Month
Tobacco Users YTD
Unique Tobacco Users YTD
County State
Tobacco Users - Last Full Month 13 354
Tobacco Users YTD 52 1,537
Unique Tobacco Users YTD 1 52 1,488
Target Reach 2.0 % 2.0 %
Reach YTD 2 0.23 % 0.32 %
Reach - NAQC 3 0.20 % 0.28 %
Annualized Reach 2 0.69 % 0.96 %
Annualized Reach - NAQC 3 0.61 % 0.85 %

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.

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

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

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

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**Notes:**
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
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<tbody>
<tr>
<td>Adult</td>
<td>5,953</td>
<td>24.4 %</td>
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<tr>
<td>-</td>
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<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1,537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1,488</td>
</tr>
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</table>

- Target Reach
  - Reach YTD | 0.32 %
  - Reach - NAQC | 0.28 %
  - Annualized Reach | 0.96 %
  - Annualized Reach - NAQC | 0.85 %
  - Unique Individual Reach | 0.31 %

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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State Tobacco Users Served Contract YTD (Adults)

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<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
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<tbody>
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<td>Adult</td>
<td>6,087</td>
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<td>Unique Tobacco Users YTD</td>
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<tr>
<td>Target Reach</td>
<td>2.0 %</td>
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<td>Reach YTD</td>
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<tr>
<td>Reach - NAQC</td>
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<tr>
<td>Annualized Reach</td>
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<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
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</tbody>
</table>

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State Tobacco Users Served Contract YTD (Adults)

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<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>16,229</td>
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<th>County</th>
<th>State</th>
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<tr>
<td>1</td>
<td>354</td>
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</tr>
<tr>
<td>4</td>
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<table>
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<th>Unique Tobacco Users YTD</th>
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<tbody>
<tr>
<td>1</td>
<td>1,488</td>
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<table>
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<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
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<tr>
<td>0.29%</td>
<td>0.32%</td>
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<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
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<tbody>
<tr>
<td>0.29%</td>
<td>0.28%</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>Annualized Reach</th>
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</thead>
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<td>0.86%</td>
<td>0.96%</td>
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<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>0.86%</td>
<td>0.85%</td>
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<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
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</thead>
<tbody>
<tr>
<td>0.29%</td>
<td>0.31%</td>
<td></td>
</tr>
</tbody>
</table>

From 10/1/2018 through 10/31/2018

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**
  - Adult: 160,716
  - Prevalence: 21.9%
  - Tobacco Users: 35,197

- **Prevalence & Tobacco Users**
  - County
  - State
  - Tobacco Users - Last Full Month:
    - 26
    - 354
  - Tobacco Users YTD:
    - 68
    - 1,537
  - Unique Tobacco Users YTD:
    - 1
    - 66
    - 1,488
  - Target Reach:
    - 2.0%
    - 2.0%
  - Reach YTD:
    - 2
    - 0.19%
    - 0.32%
  - Reach - NAQC:
    - 3
    - 0.18%
    - 0.28%
  - Annualized Reach:
    - 2
    - 0.58%
    - 0.96%
  - Annualized Reach - NAQC:
    - 3
    - 0.53%
    - 0.85%
  - Unique Individual Reach:
    - 1
    - 0.19%
    - 0.31%

How Heard About

- TV/Commercial
- Family/Friend
- Health Professional
- Website
- Other
- 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.

### County Population  

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>16,594</td>
<td>2,638</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>5</td>
<td>5</td>
<td>354</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>13</td>
<td>1,537</td>
</tr>
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<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12</td>
<td>1,488</td>
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</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>0.49%</td>
<td>0.49%</td>
<td>0.32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.49%</td>
<td>0.49%</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.48%</td>
<td>1.48%</td>
<td>0.96%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.48%</td>
<td>1.48%</td>
<td>0.85%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.45%</td>
<td>0.45%</td>
<td>0.31%</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>How Heard About</th>
<th>Fax Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Social Media (Facebook/Twitter)</td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
</tr>
<tr>
<td>Community Organization</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

County Population | Prevalence | Tobacco Users |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>66,678</td>
<td>16,670</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>8</td>
<td>22</td>
<td>1</td>
<td>2.0 %</td>
<td>0.13 %</td>
<td>0.12 %</td>
<td>0.40 %</td>
<td>0.36 %</td>
<td>0.13 %</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td>1</td>
<td>1,537</td>
<td>1,488</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.

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>50,494</td>
<td>11,109</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>8</td>
<td>354</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>25</td>
<td>1,537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.23 %</td>
<td>0.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.20 %</td>
<td>0.28 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.68 %</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.59 %</td>
<td>0.85 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.22 %</td>
</tr>
</tbody>
</table>

How Heard About

TV/Commercial
Other
Health Professional
Health Insurance

County Population
Prevalence
Tobacco Users
Adult 50,494 22.0 % 11,109

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>County Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td>50,494</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
</tr>
<tr>
<td>Health Insurance</td>
<td></td>
</tr>
</tbody>
</table>

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.
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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>6,068</td>
<td>1,208</td>
</tr>
<tr>
<td></td>
<td>19.9 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>354</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>1,537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1,488</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.33 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.32 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.85 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.31 %</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.
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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>274,412</td>
<td>50,492</td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month
39 354

Tobacco Users YTD
106 1,537

Unique Tobacco Users YTD
1 104 1,488

Target Reach
2.0 % 2.0 %

Reach YTD
2 0.21 % 0.32 %

Reach - NAQC
3 0.19 % 0.28 %

Annualized Reach
2 0.63 % 0.96 %

Annualized Reach - NAQC
3 0.58 % 0.85 %

Unique Individual Reach
1 0.21 % 0.31 %

County Population Prevalence Tobacco Users
Adult 274,412 18.4 % 50,492

State Tobacco Users - Last Full Month
39 354

Tobacco Users YTD
106 1,537

Unique Tobacco Users YTD
1 104 1,488

Target Reach
2.0 % 2.0 %

Reach YTD
2 0.21 % 0.32 %

Reach - NAQC
3 0.19 % 0.28 %

Annualized Reach
2 0.63 % 0.96 %

Annualized Reach - NAQC
3 0.58 % 0.85 %

Unique Individual Reach
1 0.21 % 0.31 %

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

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How Heard About

- Health Professional
- Family/Friend
- TV/Commercial
- Other

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.
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**Oregon Tobacco Quit Line**

**State County Utilization Dashboard Report**

**Linn County**

From 10/1/2018 through 10/31/2018

---

**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>83,814</td>
<td>17,601</td>
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</table>

**Prevalence**

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>354</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>1,537</td>
<td></td>
</tr>
</tbody>
</table>

**Unique Tobacco Users YTD**

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>49</td>
<td>1,488</td>
</tr>
</tbody>
</table>

**Target Reach**

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

**Reach YTD**

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.28%</td>
<td>0.32%</td>
<td></td>
</tr>
</tbody>
</table>

**Reach - NAQC**

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.27%</td>
<td>0.28%</td>
<td></td>
</tr>
</tbody>
</table>

**Annualized Reach**

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.85%</td>
<td>0.96%</td>
<td></td>
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</tbody>
</table>

**Annualized Reach - NAQC**

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>0.80%</td>
<td>0.85%</td>
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</table>

**Unique Individual Reach**

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.28%</td>
<td>0.31%</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
- Other
- Family/Friend
- Health Insurance

**How Heard About**

- Oregon Tobacco Quit Line
- State County Utilization Dashboard Report

**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.

### County Population, Prevalence, Tobacco Users

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>3</td>
<td>354</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>13</td>
<td>1,537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>1,488</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.32%</td>
<td>0.32%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.25%</td>
<td>0.28%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.97%</td>
<td>0.96%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.75%</td>
<td>0.85%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.32%</td>
<td>0.31%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Adult</th>
<th>23,866</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevalence</td>
<td>16.8%</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users</td>
<td>4,009</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
- Website

**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)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>235,431</td>
<td>15.5 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>36,492</td>
</tr>
</tbody>
</table>

County | State
-------|-------
Tobacco Users - Last Full Month | 30 | 354
Tobacco Users YTD | 78 | 1,537
Unique Tobacco Users YTD | 1 | 72 | 1,488
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.21 % | 0.32 %
Reach - NAQC | 0.19 % | 0.28 %
Annualized Reach | 0.64 % | 0.96 %
Annualized Reach - NAQC | 0.58 % | 0.85 %
Unique Individual Reach | 0.20 % | 0.31 %

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.

10/1/2018 through 10/31/2018
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>9,037</td>
<td>1,645</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>354</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>1,537</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1,488</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.06 %</td>
<td>0.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.06 %</td>
<td>0.28 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.18 %</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.18 %</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.06 %</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.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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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 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>564,102</td>
<td>15.3 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>86,308</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.

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.

Page 53 of 72

Oregon Tobacco Quit Line
State County Utilization Dashboard Report
Polk County
From 10/1/2018 through 10/31/2018

How Heard About

Health Professional

Family/Friend

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.
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State Tobacco Users Served Contract YTD (Adults)

Counties

County Population | Prevalence | Tobacco Users |
------------------|------------|---------------|
Adult             | 1,477      | 326           |

Tobacco Users - Last Full Month
- 354

Tobacco Users YTD
- 1,537

Unique Tobacco Users YTD
1,488

Target Reach
Reach YTD
2
0.32%

Reach - NAQC
3
0.28%

Annualized Reach
2
0.96%

Annualized Reach - NAQC
3
0.85%

Unique Individual Reach
1
0.31%

County Population | Prevalence | Tobacco Users |
------------------|------------|---------------|
Tobacco Users     | 31,537     | 1,537         |

Tobacco Users YTD
- 1,537

Unique Tobacco Users YTD
1,488

Target Reach
Reach YTD
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0.32%

Reach - NAQC
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------------------|------------|---------------|
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Tobacco Users YTD
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Unique Tobacco Users YTD
1,488

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Annualized Reach - NAQC
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- 1,537

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Reach YTD
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Unique Tobacco Users YTD
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Reach YTD
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0.32%

Reach - NAQC
3
0.28%

Annualized Reach
2
0.96%

Annualized Reach - NAQC
3
0.85%

Unique Individual Reach
1
0.31%
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  | 21,446  | 21.6%  | 4,632  

| County | State | Tobacco Users - Last Full Month | 1 | 354  
| Tobacco Users YTD | 8 | 1,537  
| Unique Tobacco Users YTD | 1 | 1,488  
| Target Reach | 2.0% | 2.0%  
| Reach YTD | 2 | 0.17% | 0.32%  
| Reach - NAQC | 3 | 0.15% | 0.28%  
| Annualized Reach | 2 | 0.52% | 0.96%  
| Annualized Reach - NAQC | 3 | 0.45% | 0.85%  
| Unique Individual Reach | 1 | 0.17% | 0.31%  

County Population

Prevalence

Tobacco Users

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

<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>3</td>
<td>14</td>
<td>1</td>
<td>2.0 %</td>
<td>0.11 %</td>
<td>0.09 %</td>
<td>0.32 %</td>
<td>0.27 %</td>
<td>0.11 %</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td>14</td>
<td>1,537</td>
<td>14</td>
<td>2.0 %</td>
<td>0.32 %</td>
<td>0.28 %</td>
<td>0.96 %</td>
<td>0.85 %</td>
<td>0.31 %</td>
</tr>
</tbody>
</table>

**Prevalence**

- **Tobacco Users**
  - Adult: 54,202
  - 24.2%
  - 13,117

**County Population**

- **Adult**: 54,202

**From 10/1/2018 through 10/31/2018**

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
- Family/Friend

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

---

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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
State County Utilization Dashboard Report
Union County
From 10/1/2018 through 10/31/2018

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>354</td>
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<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>10</td>
<td>1,537</td>
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<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1,488</td>
<td></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>0.37 %</td>
<td>0.32 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.34 %</td>
<td>0.28 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.12 %</td>
<td>0.96 %</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>1.01 %</td>
<td>0.85 %</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>0.37 %</td>
<td>0.31 %</td>
<td></td>
</tr>
</tbody>
</table>

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

How Heard About

From 10/1/2018 through 10/31/2018

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

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## State Tobacco Users Served Contract YTD (Adults)

- **Tobacco Users - Last Full Month**: 354
- **Tobacco Users YTD**: 1,537
- **Unique Tobacco Users YTD**: 1,488
- **Target Reach**: 2.0%
- **Reach YTD**: 0.19%
- **Reach - NAQC**: 0.19%
- **Annualized Reach**: 0.58%
- **Annualized Reach - NAQC**: 0.58%
- **Unique Individual Reach**: 0.19%

### County Population Prevalence Tobacco Users
<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>17.9 %</td>
<td>1,038</td>
</tr>
</tbody>
</table>

### County Utilization Dashboard Report

- **Oregon Tobacco Quit Line**
- **State County Utilization Dashboard Report**
- **Wallowa County**
- **Page 63 of 72**

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | Adult 18,454 | 22.1 % | 4,078 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
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<td>Tobacco Users - Last Full Month</td>
<td>2</td>
<td>354</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>9</td>
<td>1,537</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>9</td>
<td>1,488</td>
<td></td>
<td></td>
</tr>
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<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>0.22 %</td>
<td>0.32 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.20 %</td>
<td>0.28 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
<td>0.66 %</td>
<td>0.96 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.59 %</td>
<td>0.85 %</td>
<td></td>
<td></td>
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<tr>
<td>Unique Individual Reach</td>
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State Tobacco Users Served Contract YTD (Adults)

County Population  | Prevalence | Tobacco Users |
-------------------|------------|---------------|
Adult              | 387,946    | 12.9 %        |
                  | 50,045     |               |

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<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>29</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>104</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
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<tr>
<td>Unique Individual Reach</td>
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How Heard About

Health Professional
TV/Commercial
Website
Radio
Other
Health Department
Does Not Know
Community Organization

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

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State Tobacco Users Served Contract YTD (Adults)

**County Population** | **Prevalence** | **Tobacco Users**
---|---|---
Adult | 1,309 | 29.6 % | 387

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</tr>
<tr>
<td>Reach YTD</td>
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</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.26 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.78 %</td>
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<tr>
<td>Annualized Reach - NAQC</td>
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<td>Unique Individual Reach</td>
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**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

---


Page 69 of 72
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 | 72,300 | 18.5 % | 13,376

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>3</td>
<td>354</td>
</tr>
<tr>
<td>- Last Full Month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>20</td>
<td>1,537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.15 %</td>
<td>0.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.13 %</td>
<td>0.28 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.45 %</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.38 %</td>
<td>0.85 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.15 %</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.

County Population

How Heard About

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.