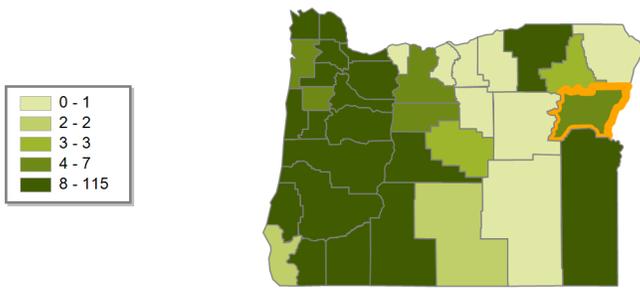
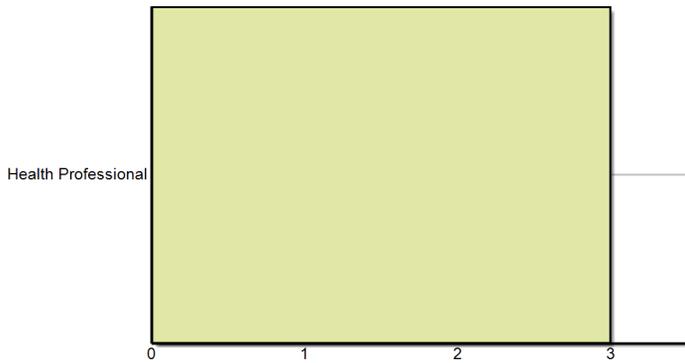


State Tobacco Users Served Contract YTD (Adults)

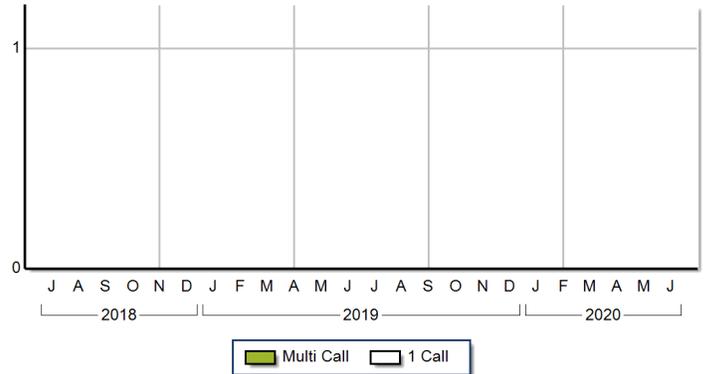


County Population		Prevalence	Tobacco Users	
Adult	13,243	20.0 %	2,649 ⁴	
			County	State
Tobacco Users - Last Full Month			3	383
Tobacco Users YTD			7	1,133
Unique Tobacco Users YTD			7	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.26 %	0.25 %
Reach - NAQC			0.26 %	0.20 %
Annualized Reach			1.06 %	1.00 %
Annualized Reach - NAQC			1.06 %	0.80 %
Unique Individual Reach			0.26 %	0.23 %

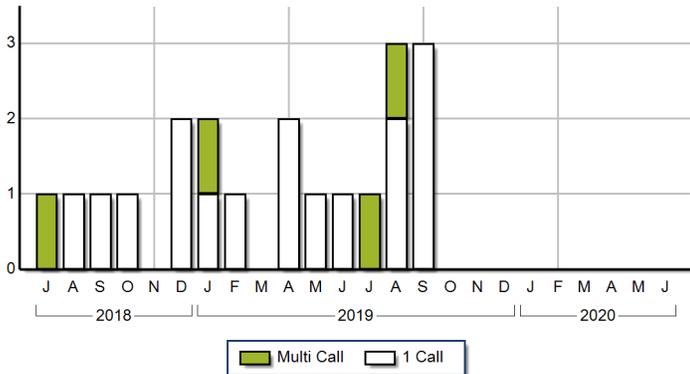
Tobacco Users By How Heard About



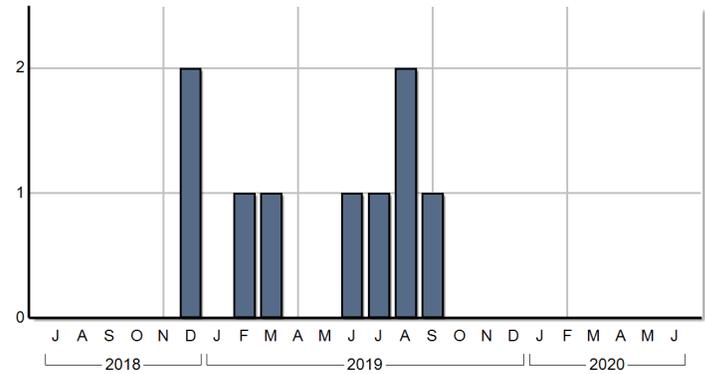
Tobacco Users By Fax Referral



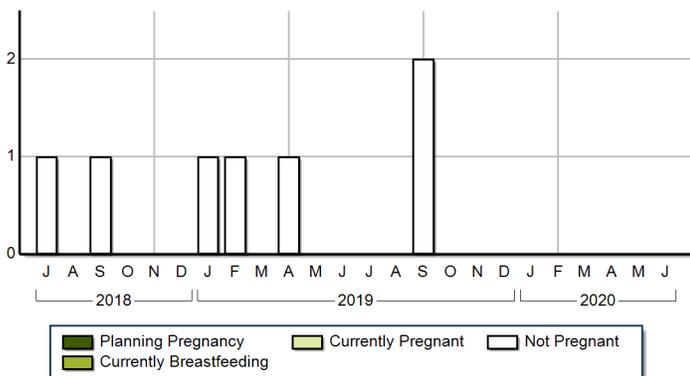
Tobacco User Enrollments By Program Type



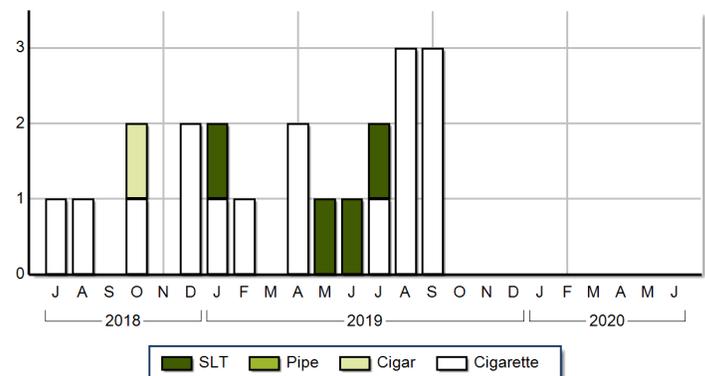
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

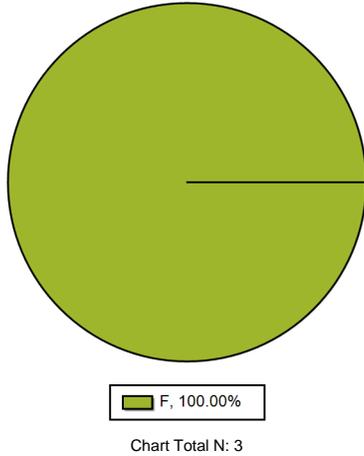


Tobacco Users By Tobacco Type

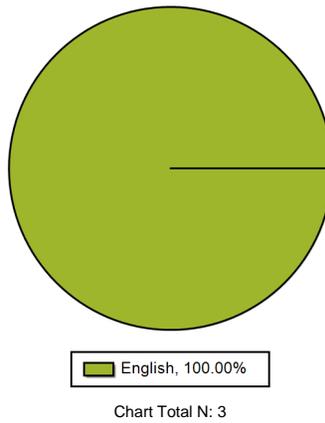


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

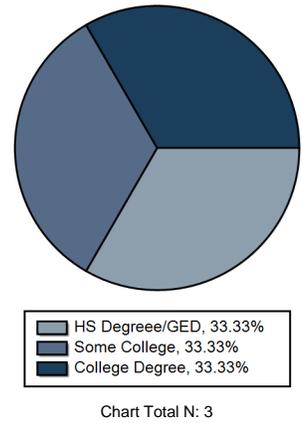
Tobacco Users By Gender



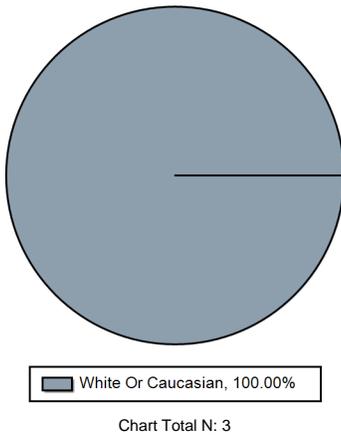
Tobacco Users By Language



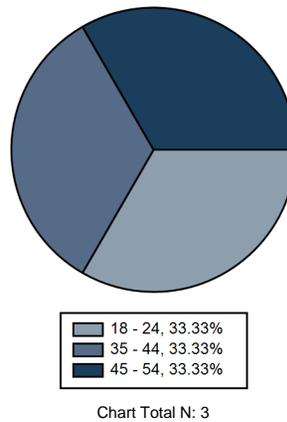
Tobacco Users By Education



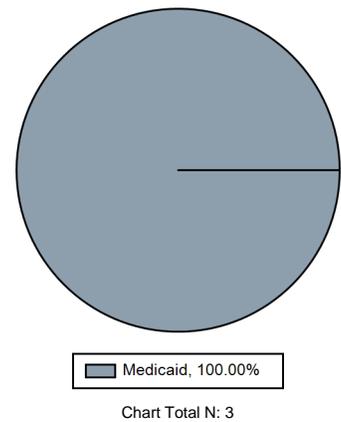
Tobacco Users By Race



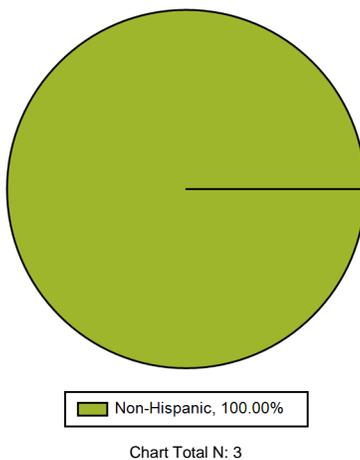
Tobacco Users By Age



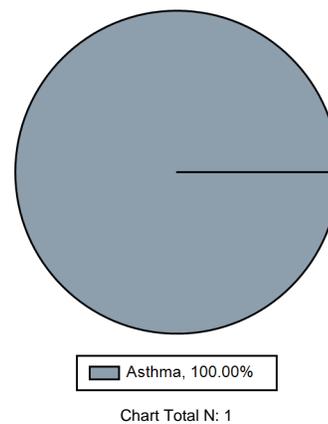
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



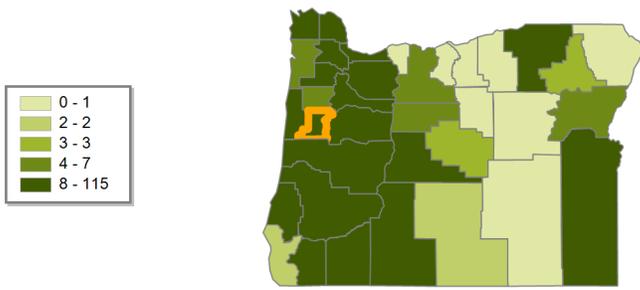
Tobacco Users By Chronic Condition



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

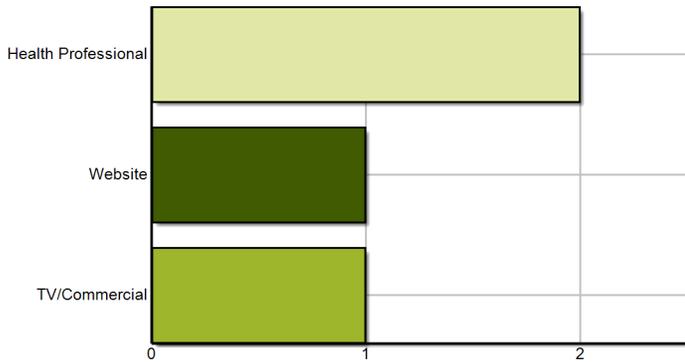
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

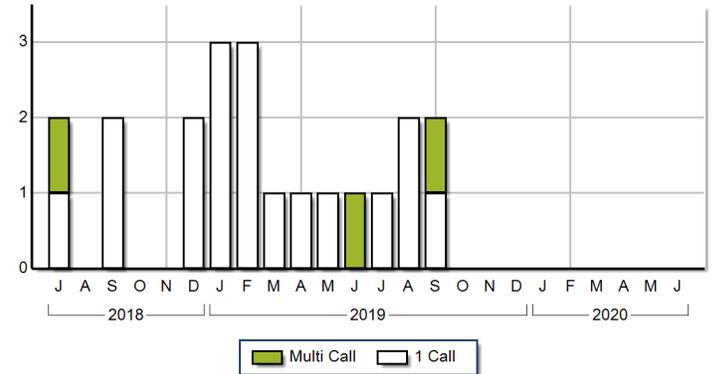


County Population		Prevalence	Tobacco Users	
Adult	69,035	10.8 %	7,456	
			County	State
Tobacco Users - Last Full Month			4	383
Tobacco Users YTD			17	1,133
Unique Tobacco Users YTD			17	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.23 %	0.25 %
Reach - NAQC			0.23 %	0.20 %
Annualized Reach			0.91 %	1.00 %
Annualized Reach - NAQC			0.91 %	0.80 %
Unique Individual Reach			0.23 %	0.23 %

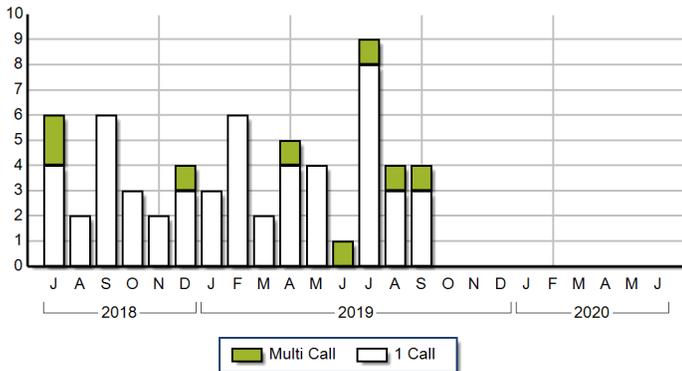
Tobacco Users By How Heard About



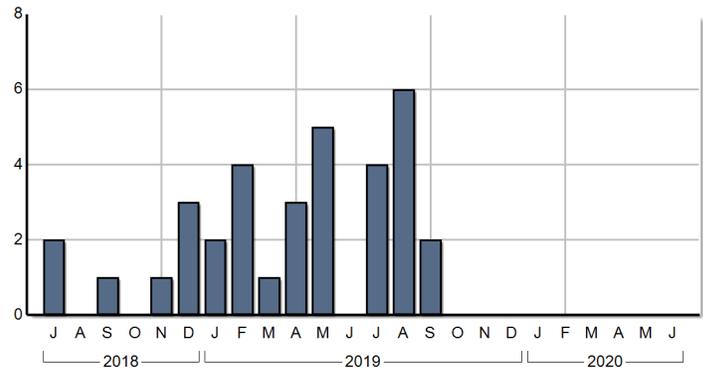
Tobacco Users By Fax Referral



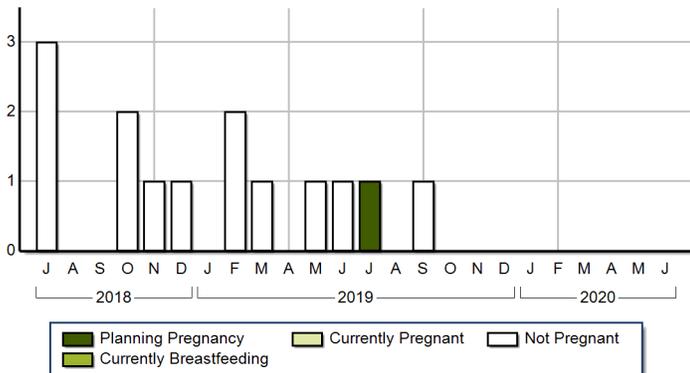
Tobacco User Enrollments By Program Type



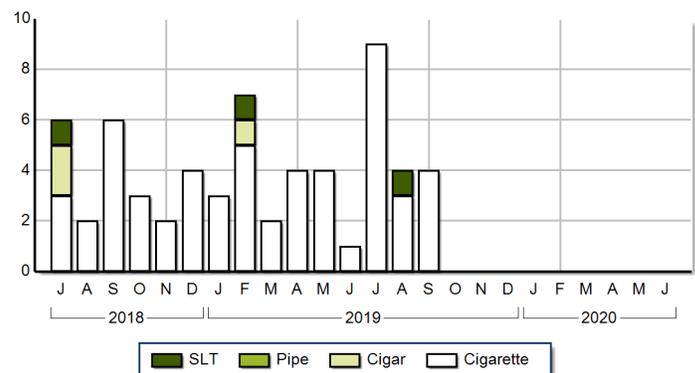
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

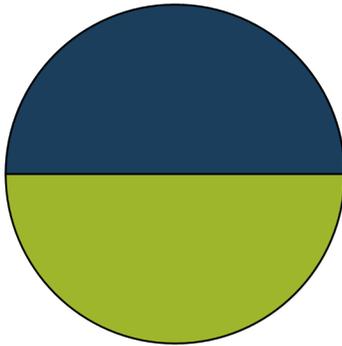


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

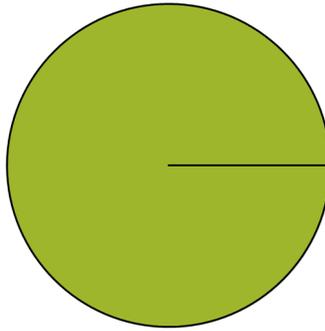
Tobacco Users By Gender



F, 50.00%
M, 50.00%

Chart Total N: 4

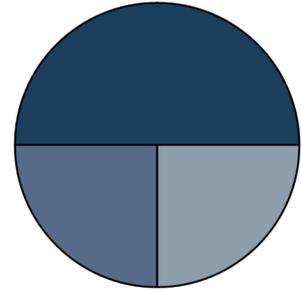
Tobacco Users By Language



English, 100.00%

Chart Total N: 4

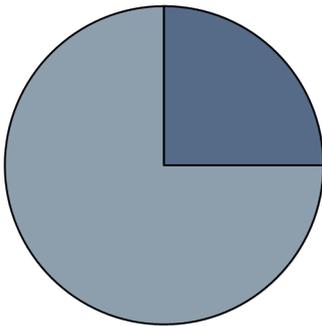
Tobacco Users By Education



HS Degreee/GED, 25.00%
Some Technical School, 25.00%
Some College, 50.00%

Chart Total N: 4

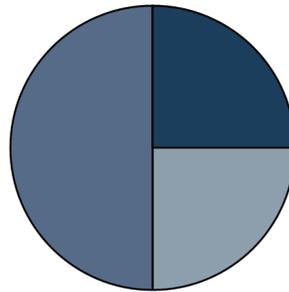
Tobacco Users By Race



White Or Caucasian, 75.00%
White, 25.00%

Chart Total N: 4

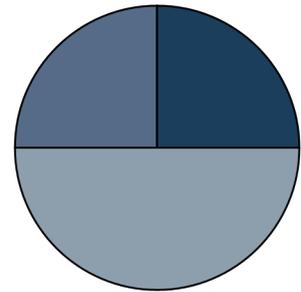
Tobacco Users By Age



25 - 34, 25.00%
45 - 54, 50.00%
55 - 64, 25.00%

Chart Total N: 4

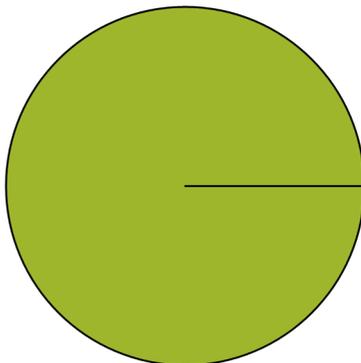
Tobacco Users By Health Plan



Other, 50.00%
Uninsured, 25.00%
Medicaid, 25.00%

Chart Total N: 4

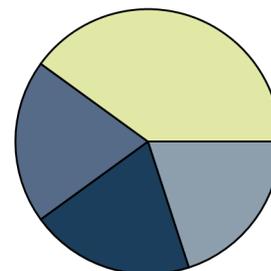
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 3

Tobacco Users By Chronic Condition



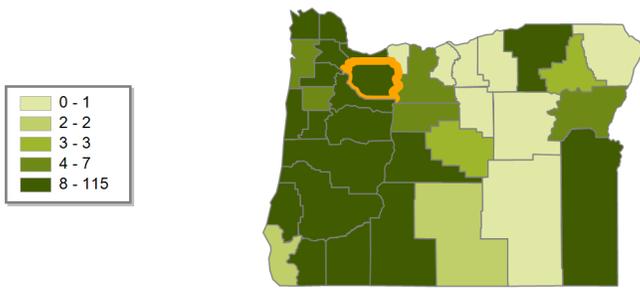
Asthma, 20.00%
COPD, 20.00%
Diabetes, 20.00%
None, 40.00%

Chart Total N: 5

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

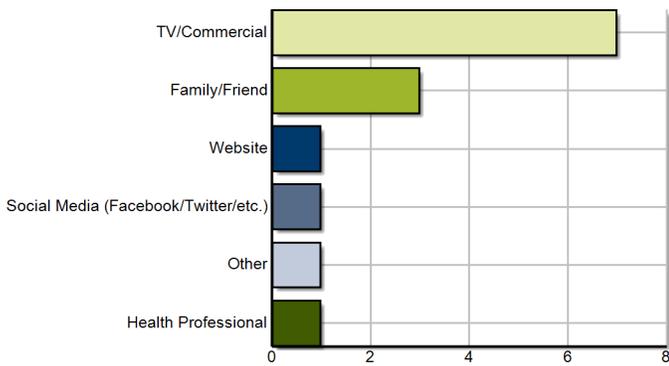
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

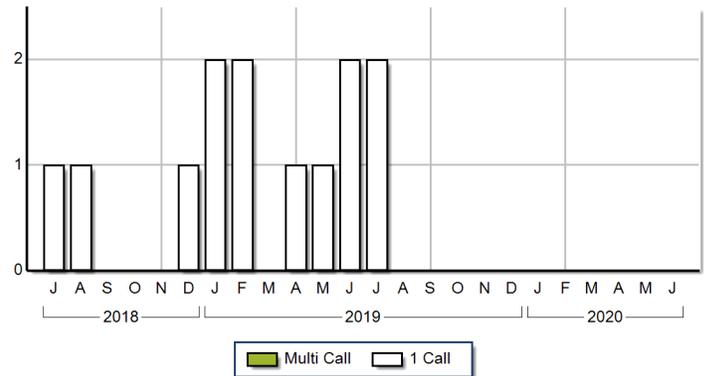


County Population		Prevalence	Tobacco Users	
Adult	289,948	15.4 %	44,652 ⁴	
			County	State
Tobacco Users - Last Full Month			15	383
Tobacco Users YTD			38	1,133
Unique Tobacco Users YTD			38	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.09 %	0.25 %
Reach - NAQC			0.08 %	0.20 %
Annualized Reach			0.34 %	1.00 %
Annualized Reach - NAQC			0.33 %	0.80 %
Unique Individual Reach			0.09 %	0.23 %

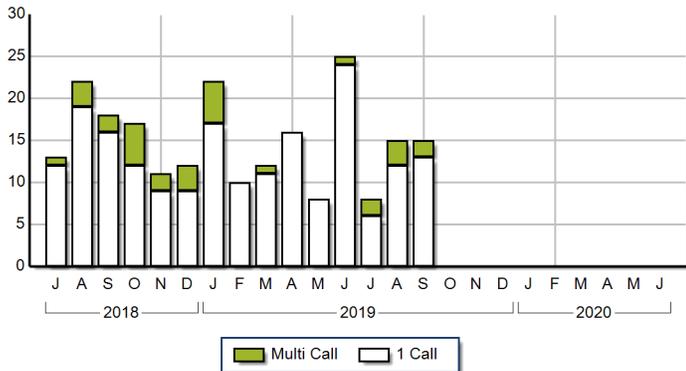
Tobacco Users By How Heard About



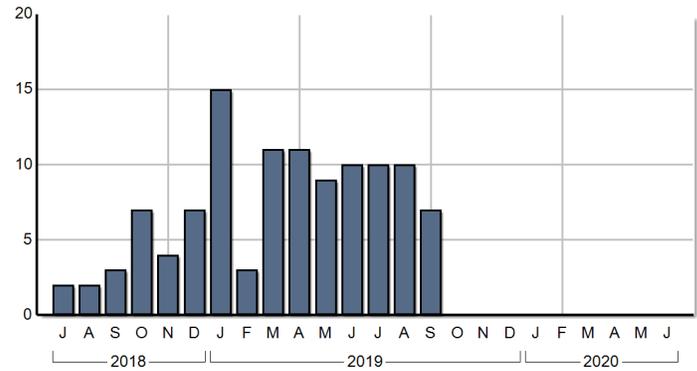
Tobacco Users By Fax Referral



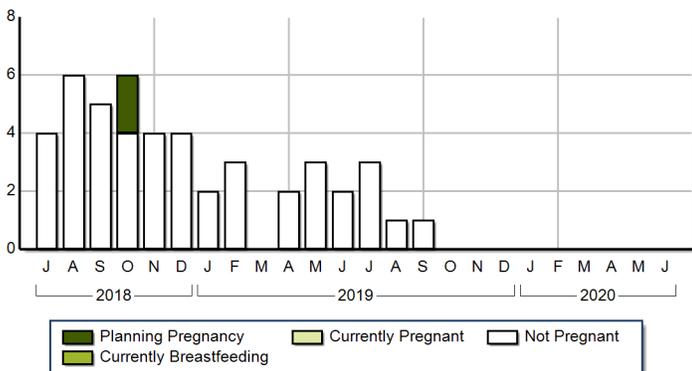
Tobacco User Enrollments By Program Type



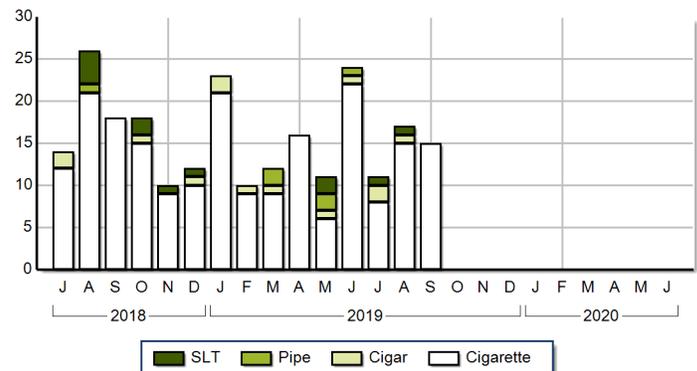
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

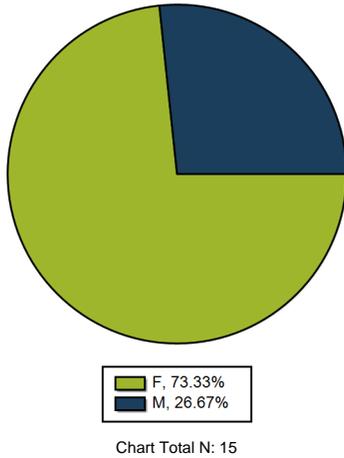


Tobacco Users By Tobacco Type

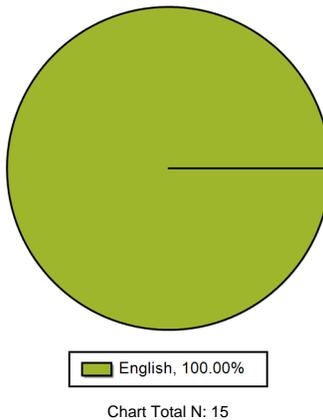


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

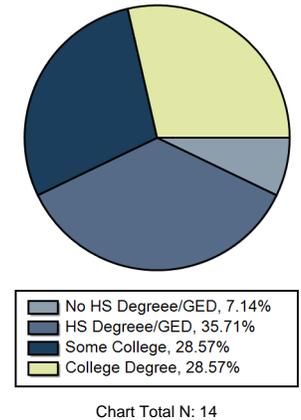
Tobacco Users By Gender



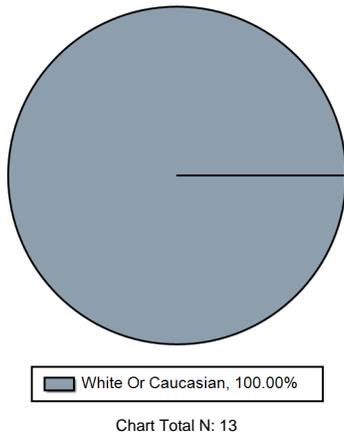
Tobacco Users By Language



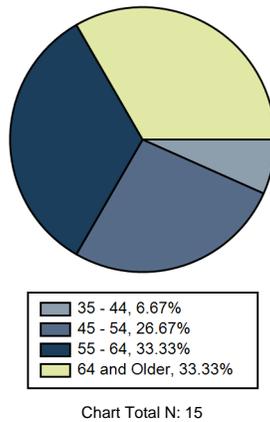
Tobacco Users By Education



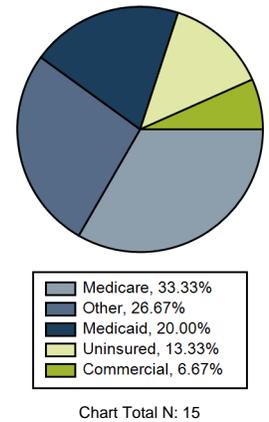
Tobacco Users By Race



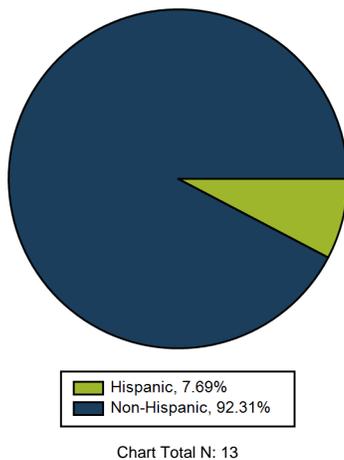
Tobacco Users By Age



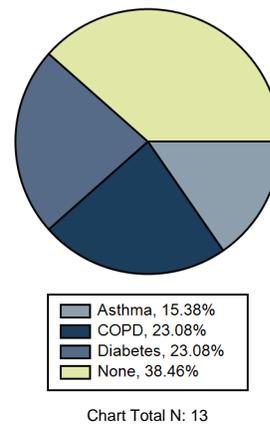
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



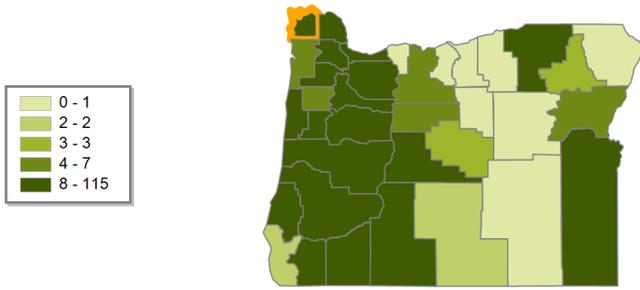
Tobacco Users By Chronic Condition



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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

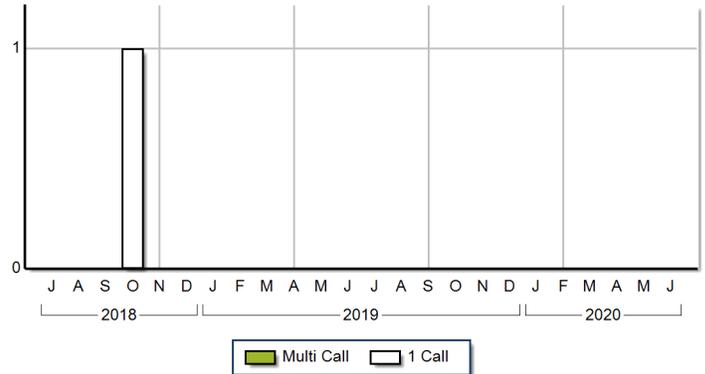


County Population		Prevalence	Tobacco Users	
Adult	29,812	21.5 %	6,410 ⁴	
			County	State
Tobacco Users - Last Full Month			3	383
Tobacco Users YTD			11	1,133
Unique Tobacco Users YTD			11	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.17 %	0.25 %
Reach - NAQC			0.17 %	0.20 %
Annualized Reach			0.69 %	1.00 %
Annualized Reach - NAQC			0.69 %	0.80 %
Unique Individual Reach			0.17 %	0.23 %

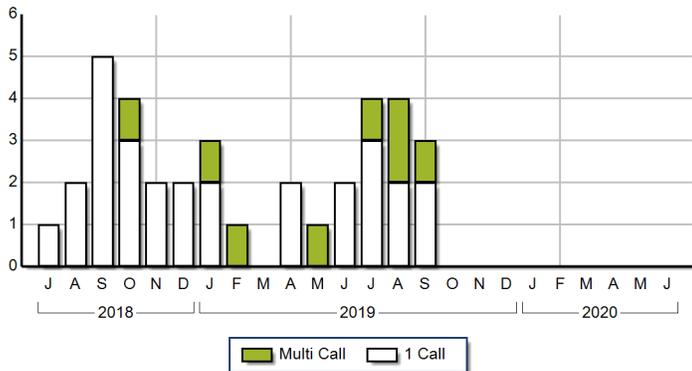
Tobacco Users By How Heard About



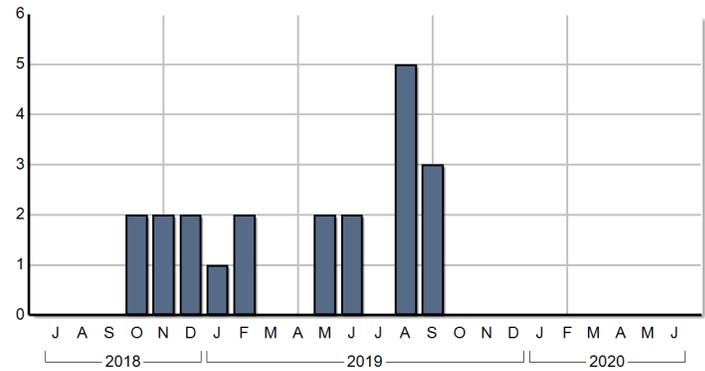
Tobacco Users By Fax Referral



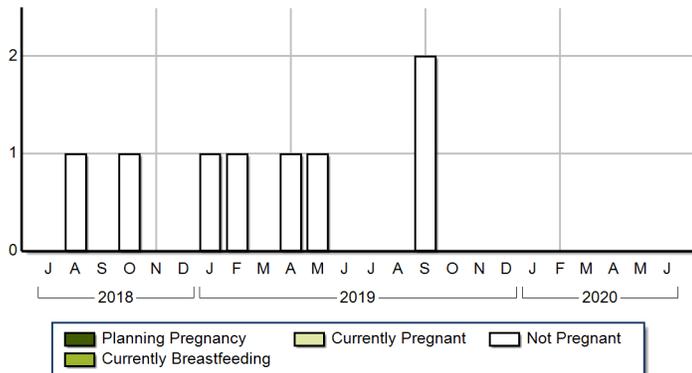
Tobacco User Enrollments By Program Type



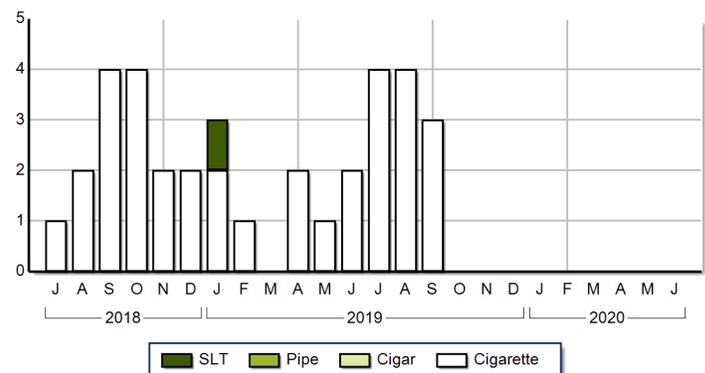
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

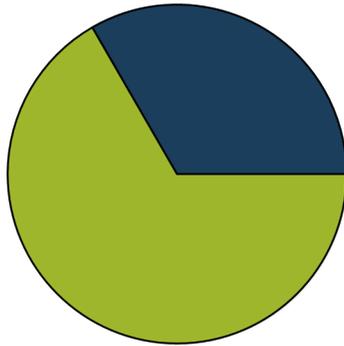


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

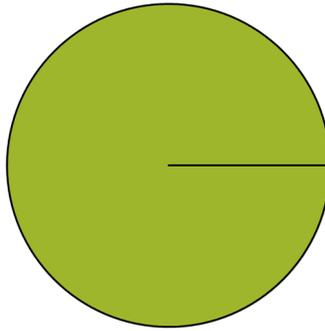
Tobacco Users By Gender



F, 66.67%
M, 33.33%

Chart Total N: 3

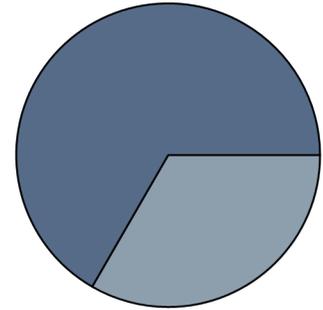
Tobacco Users By Language



English, 100.00%

Chart Total N: 3

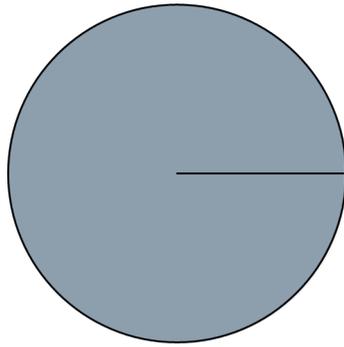
Tobacco Users By Education



HS Degreee/GED, 33.33%
Some College, 66.67%

Chart Total N: 3

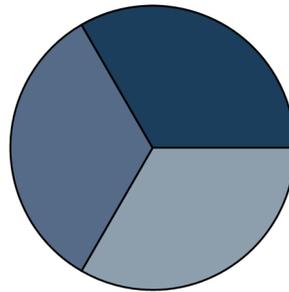
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 3

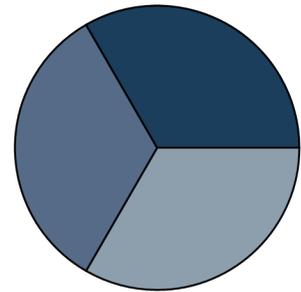
Tobacco Users By Age



25 - 34, 33.33%
35 - 44, 33.33%
64 and Older, 33.33%

Chart Total N: 3

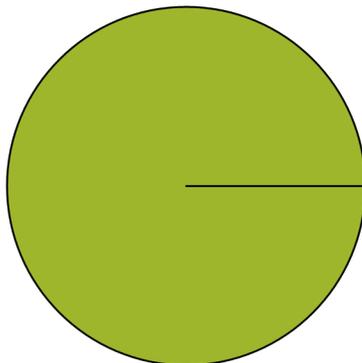
Tobacco Users By Health Plan



Medicaid, 33.33%
Medicare, 33.33%
Uninsured, 33.33%

Chart Total N: 3

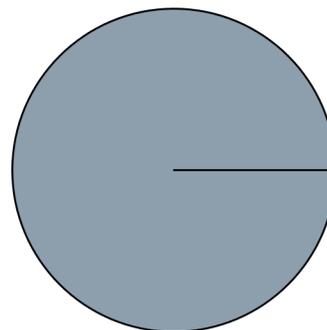
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition



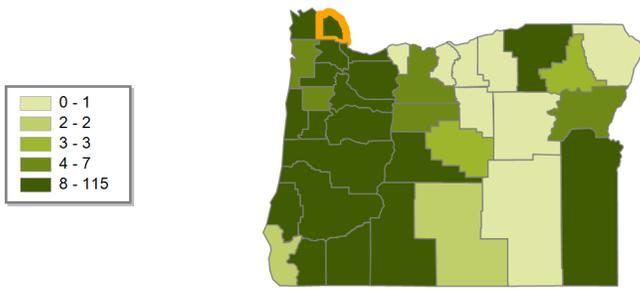
None, 100.00%

Chart Total N: 2

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

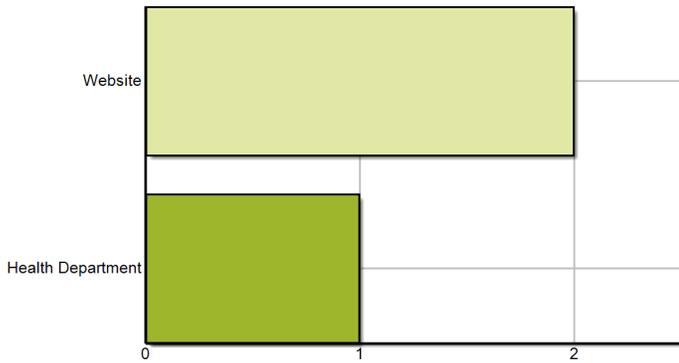
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

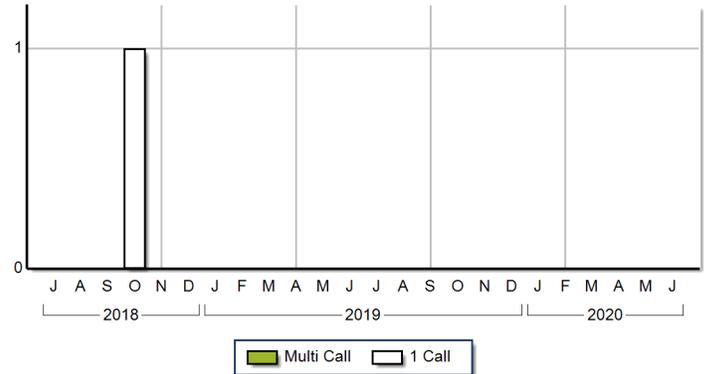


County Population		Prevalence	Tobacco Users	
Adult	36,948	17.1 %	6,318 ⁴	
			County	State
Tobacco Users - Last Full Month			3	383
Tobacco Users YTD			13	1,133
Unique Tobacco Users YTD			13	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.21 %	0.25 %
Reach - NAQC			0.19 %	0.20 %
Annualized Reach			0.82 %	1.00 %
Annualized Reach - NAQC			0.76 %	0.80 %
Unique Individual Reach			0.21 %	0.23 %

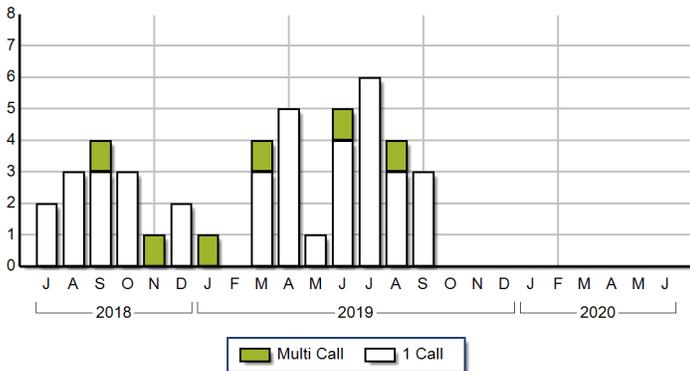
Tobacco Users By How Heard About



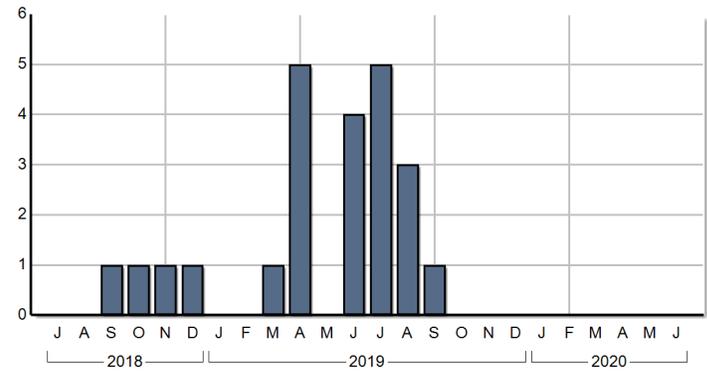
Tobacco Users By Fax Referral



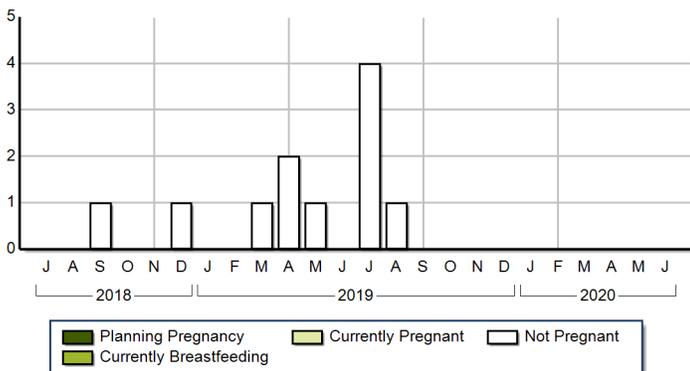
Tobacco User Enrollments By Program Type



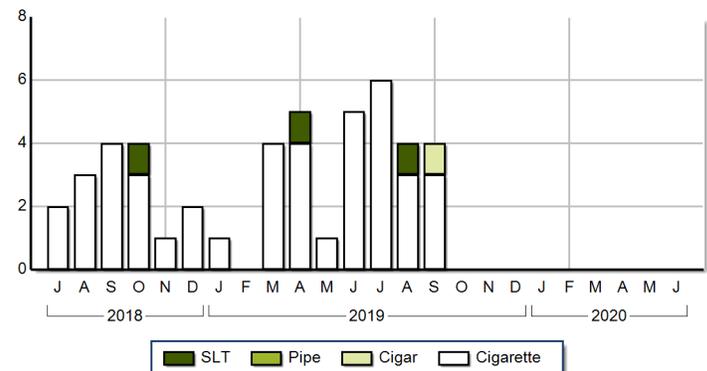
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

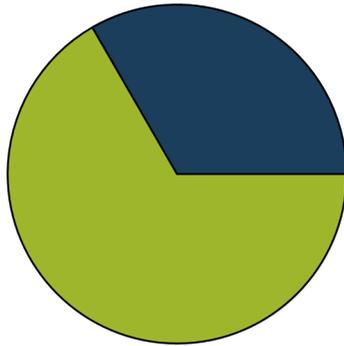


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

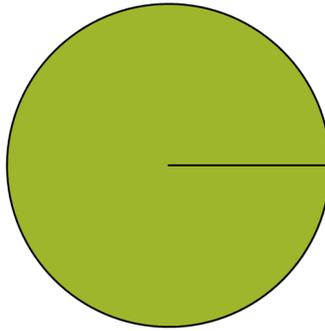
Tobacco Users By Gender



F, 66.67%
M, 33.33%

Chart Total N: 3

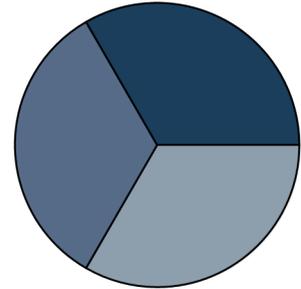
Tobacco Users By Language



English, 100.00%

Chart Total N: 3

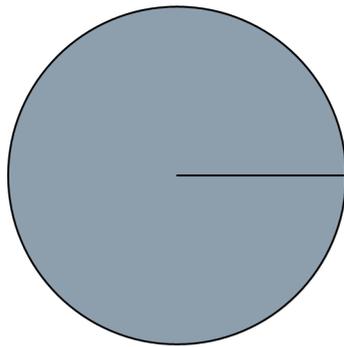
Tobacco Users By Education



No HS Degreee/GED, 33.33%
 HS Degreee/GED, 33.33%
 College Degree, 33.33%

Chart Total N: 3

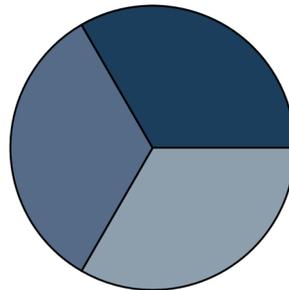
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 3

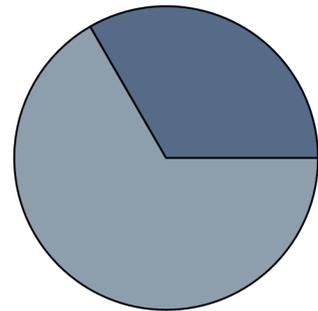
Tobacco Users By Age



25 - 34, 33.33%
 45 - 54, 33.33%
 64 and Older, 33.33%

Chart Total N: 3

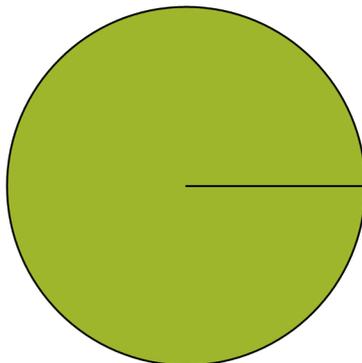
Tobacco Users By Health Plan



Medicaid, 66.67%
 Other, 33.33%

Chart Total N: 3

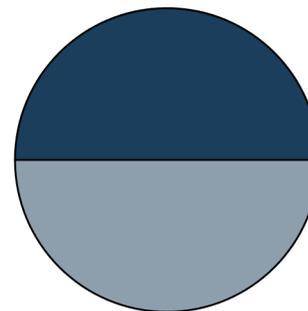
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 3

Tobacco Users By Chronic Condition



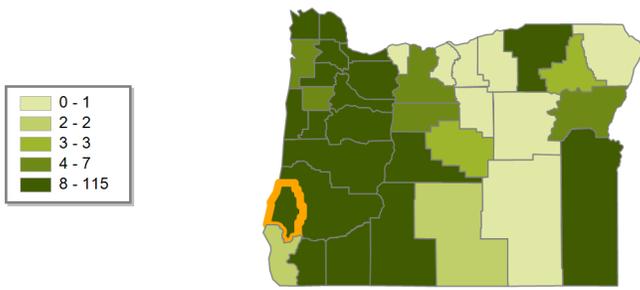
Diabetes, 50.00%
 None, 50.00%

Chart Total N: 2

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

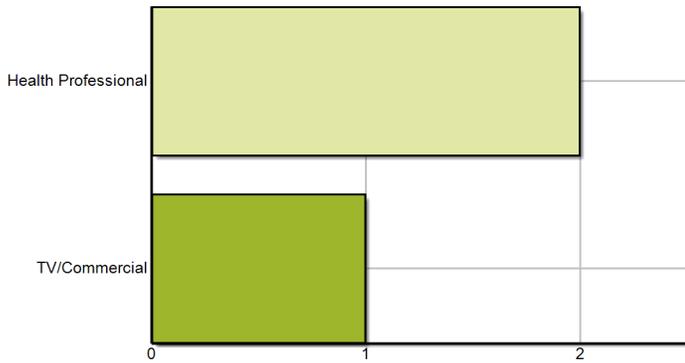
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

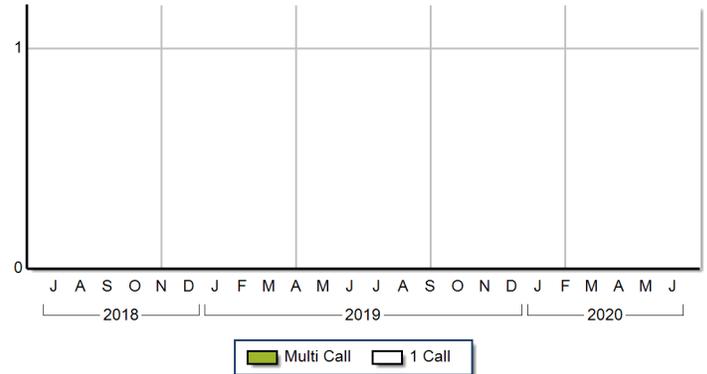


County Population		Prevalence	Tobacco Users	
Adult	50,726	28.1 %	14,254	
			County	State
Tobacco Users - Last Full Month			3	383
Tobacco Users YTD			19	1,133
Unique Tobacco Users YTD			18	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.13 %	0.25 %
Reach - NAQC			0.13 %	0.20 %
Annualized Reach			0.53 %	1.00 %
Annualized Reach - NAQC			0.53 %	0.80 %
Unique Individual Reach			0.13 %	0.23 %

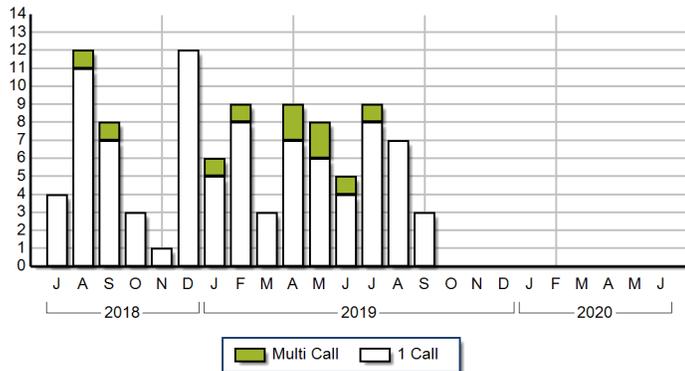
Tobacco Users By How Heard About



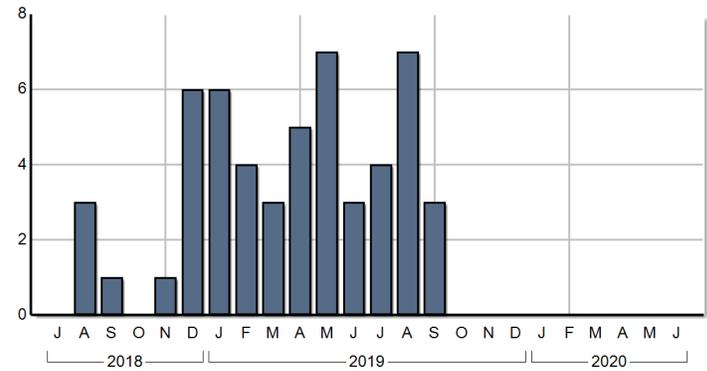
Tobacco Users By Fax Referral



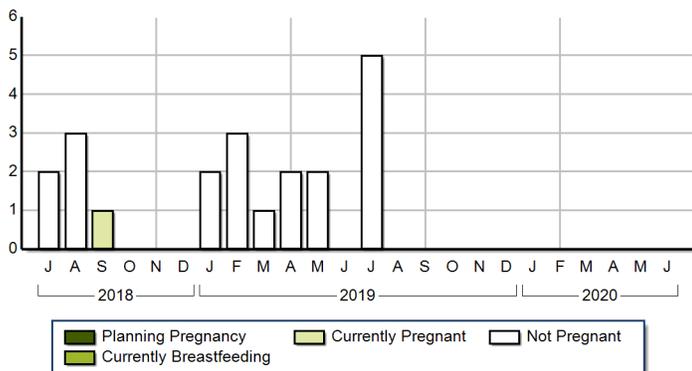
Tobacco User Enrollments By Program Type



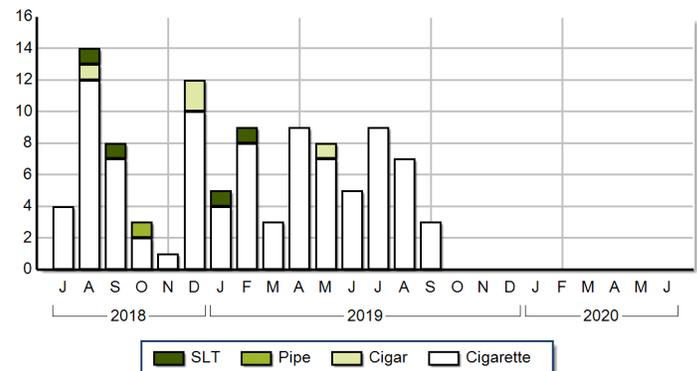
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

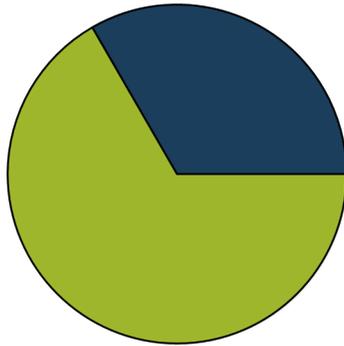


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

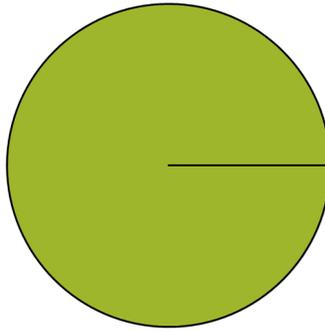
Tobacco Users By Gender



F, 66.67%
M, 33.33%

Chart Total N: 3

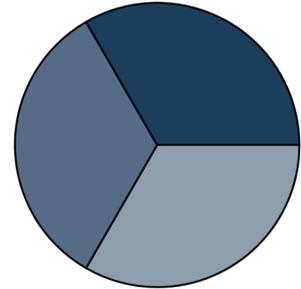
Tobacco Users By Language



English, 100.00%

Chart Total N: 3

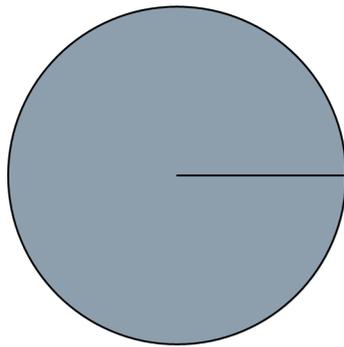
Tobacco Users By Education



No HS Degreee/GED, 33.33%
 HS Degreee/GED, 33.33%
 Some College, 33.33%

Chart Total N: 3

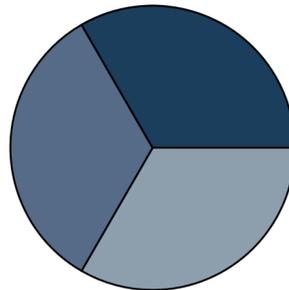
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 2

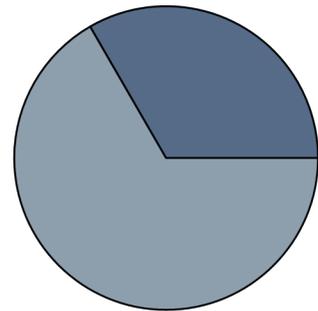
Tobacco Users By Age



35 - 44, 33.33%
 55 - 64, 33.33%
 64 and Older, 33.33%

Chart Total N: 3

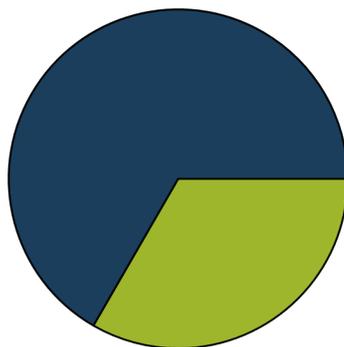
Tobacco Users By Health Plan



Medicare, 66.67%
 Medicaid, 33.33%

Chart Total N: 3

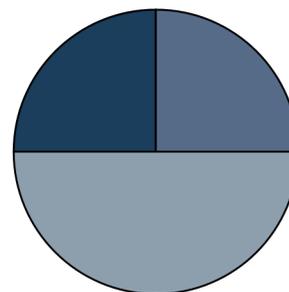
Tobacco Users By Ethnicity



Hispanic, 33.33%
 Non-Hispanic, 66.67%

Chart Total N: 3

Tobacco Users By Chronic Condition



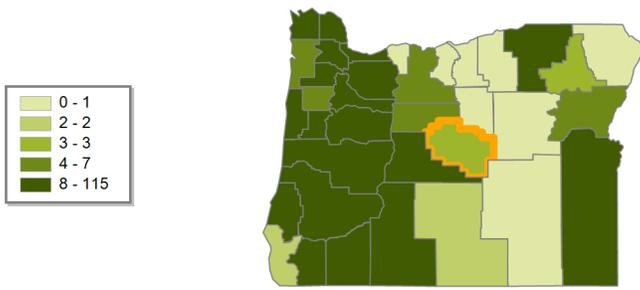
Asthma, 50.00%
 COPD, 25.00%
 Diabetes, 25.00%

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.

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

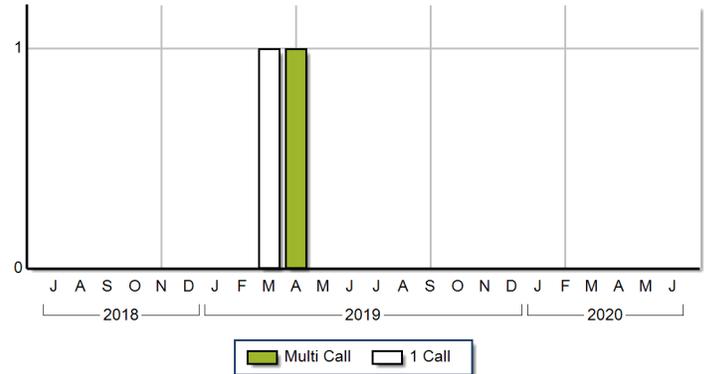


County Population		Prevalence	Tobacco Users	
Adult	20,635	23.3 %	4,808 ⁴	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			3	1,133
Unique Tobacco Users YTD			3	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.06 %	0.25 %
Reach - NAQC			0.04 %	0.20 %
Annualized Reach			0.25 %	1.00 %
Annualized Reach - NAQC			0.17 %	0.80 %
Unique Individual Reach			0.06 %	0.23 %

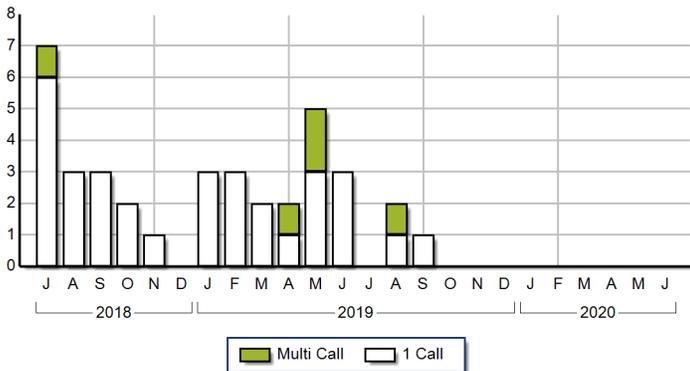
Tobacco Users By How Heard About



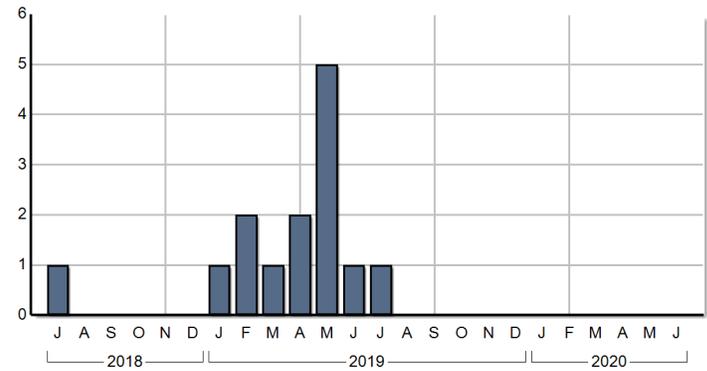
Tobacco Users By Fax Referral



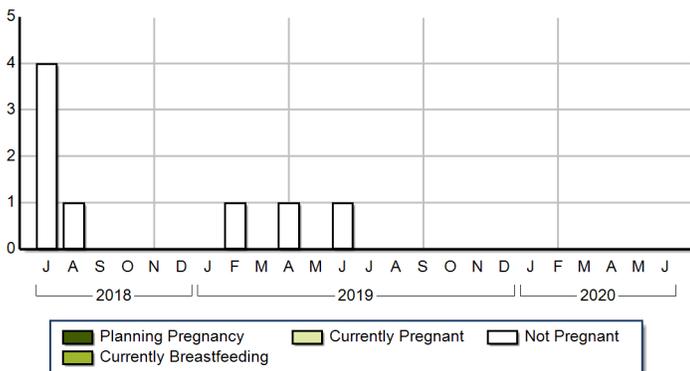
Tobacco User Enrollments By Program Type



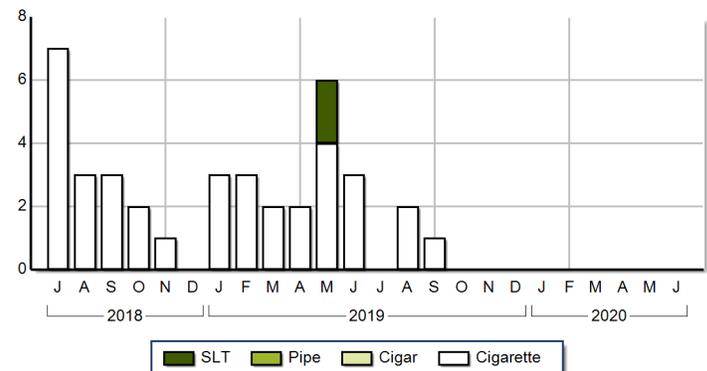
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

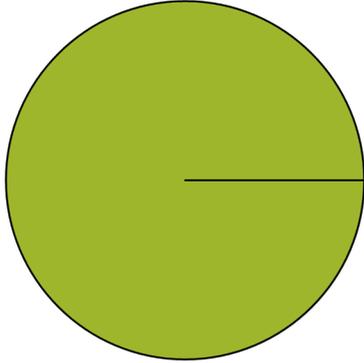


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

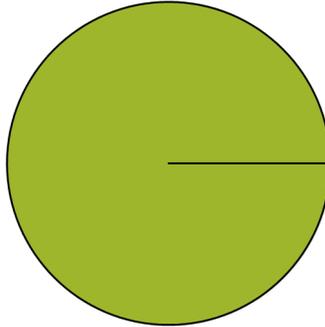
Tobacco Users By Gender



M, 100.00%

Chart Total N: 1

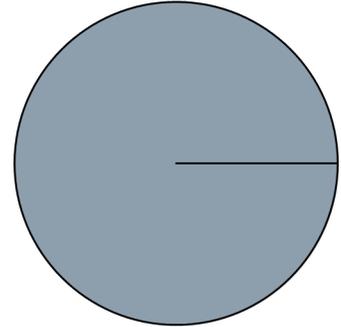
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

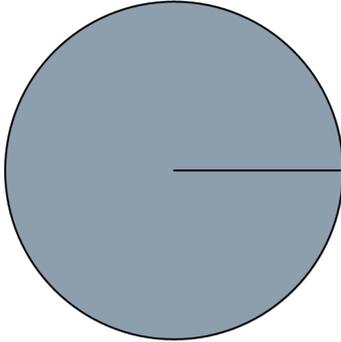
Tobacco Users By Education



No HS Degreee/GED, 100.00%

Chart Total N: 1

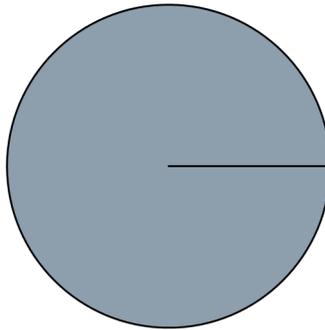
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 1

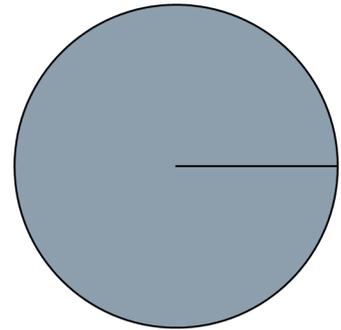
Tobacco Users By Age



64 and Older, 100.00%

Chart Total N: 1

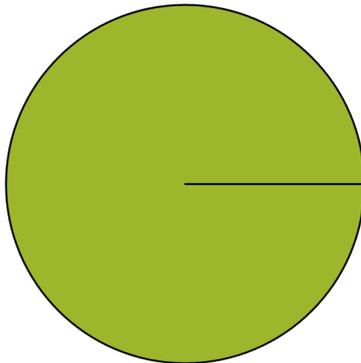
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

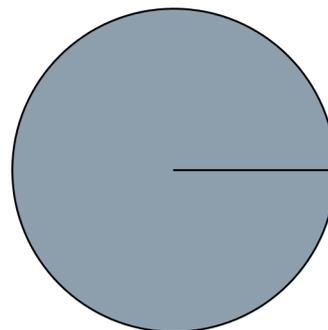
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



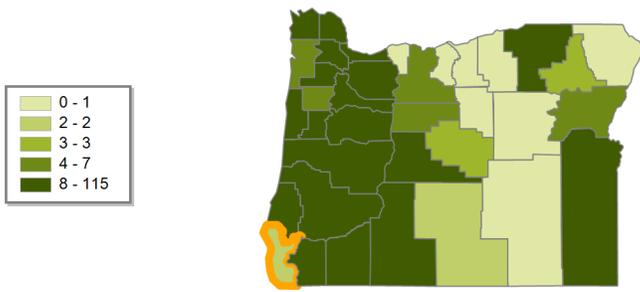
Diabetes, 100.00%

Chart Total N: 1

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

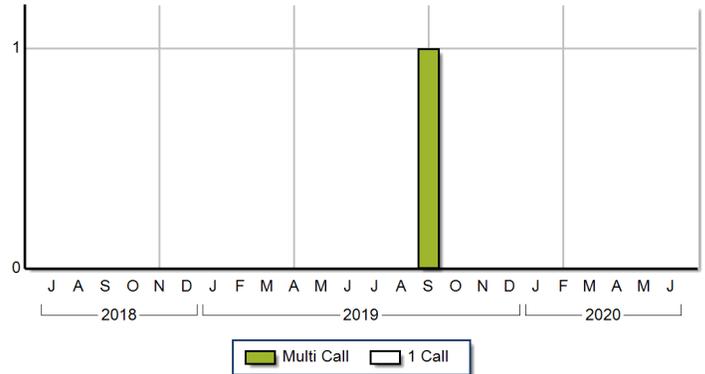


County Population		Prevalence	Tobacco Users	
Adult	17,947	18.4 %	3,302	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			2	1,133
Unique Tobacco Users YTD			2	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.06 %	0.25 %
Reach - NAQC			0.06 %	0.20 %
Annualized Reach			0.24 %	1.00 %
Annualized Reach - NAQC			0.24 %	0.80 %
Unique Individual Reach			0.06 %	0.23 %

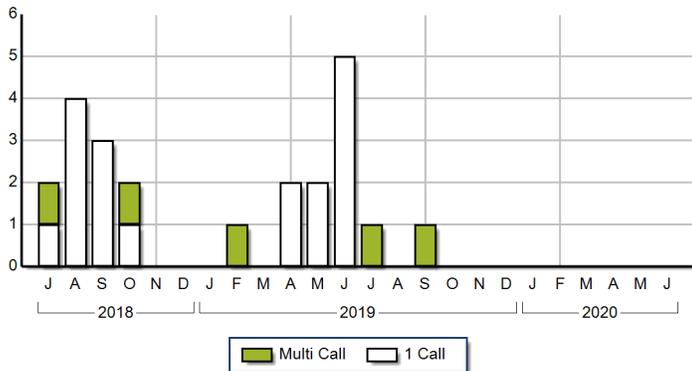
Tobacco Users By How Heard About



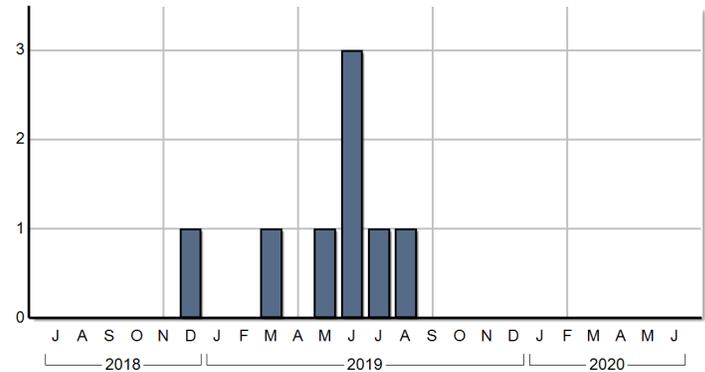
Tobacco Users By Fax Referral



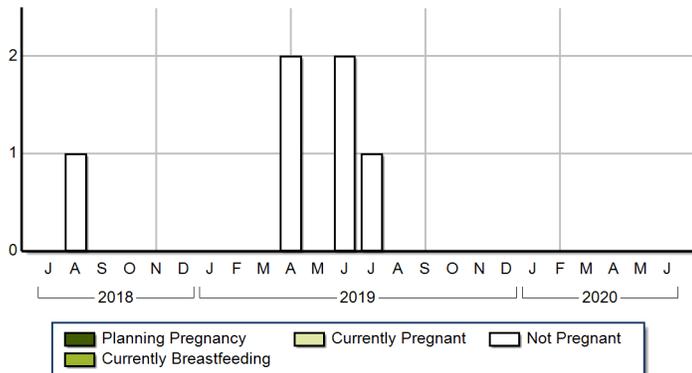
Tobacco User Enrollments By Program Type



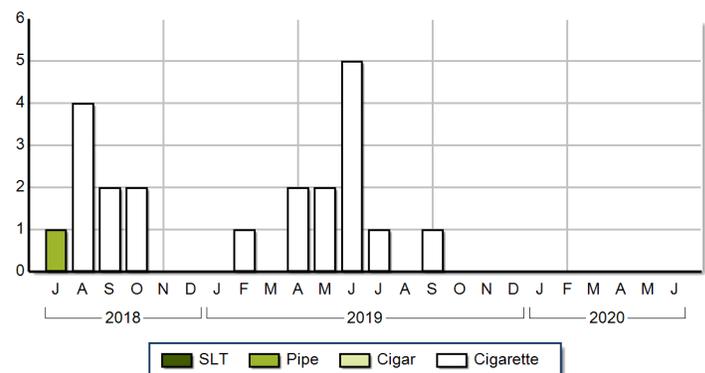
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

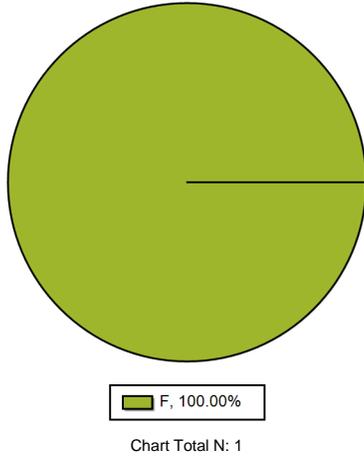


Tobacco Users By Tobacco Type

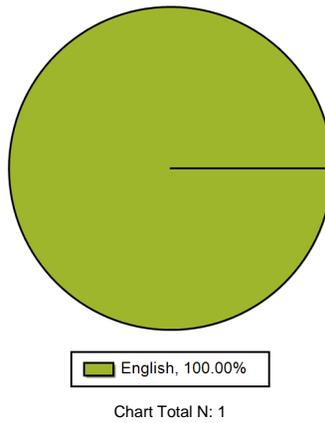


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

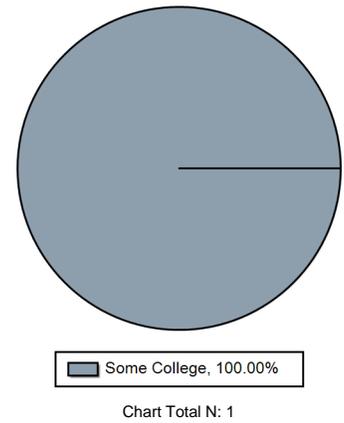
Tobacco Users By Gender



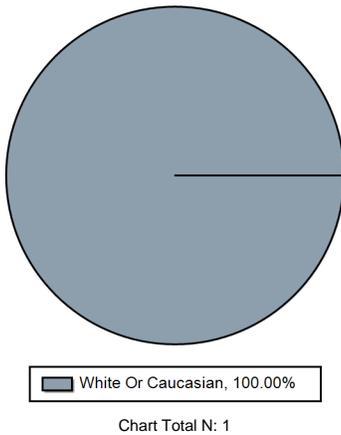
Tobacco Users By Language



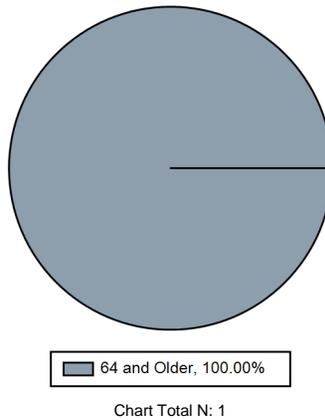
Tobacco Users By Education



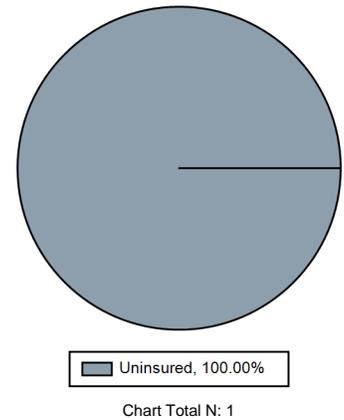
Tobacco Users By Race



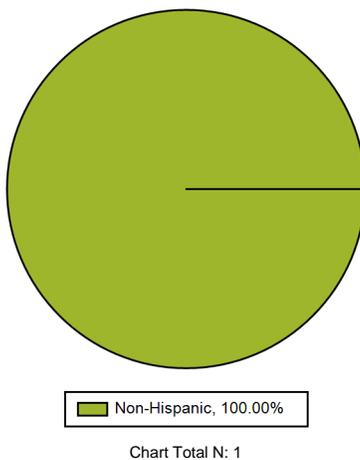
Tobacco Users By Age



Tobacco Users By Health Plan



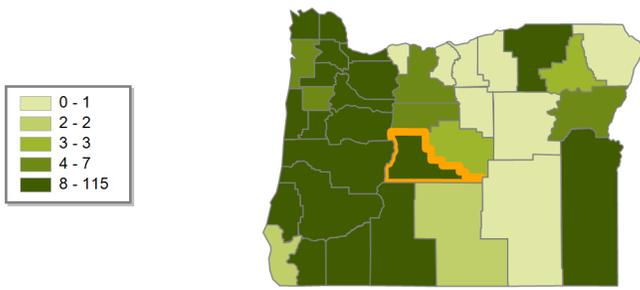
Tobacco Users By Ethnicity



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

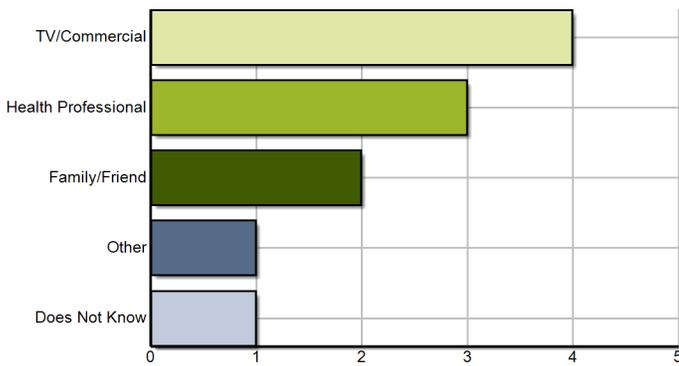
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

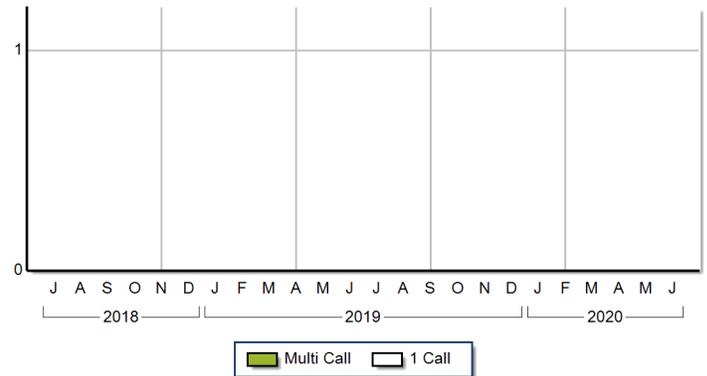


County Population		Prevalence	Tobacco Users	
Adult	133,924	14.1 %	18,883 ⁴	
			County	State
Tobacco Users - Last Full Month			12	383
Tobacco Users YTD			27	1,133
Unique Tobacco Users YTD			27	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.14 %	0.25 %
Reach - NAQC			0.12 %	0.20 %
Annualized Reach			0.57 %	1.00 %
Annualized Reach - NAQC			0.49 %	0.80 %
Unique Individual Reach			0.14 %	0.23 %

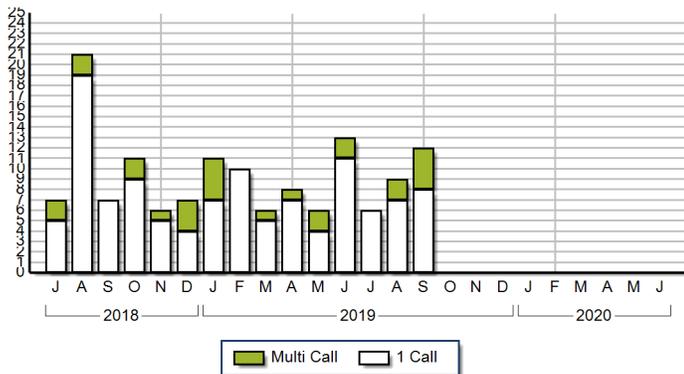
Tobacco Users By How Heard About



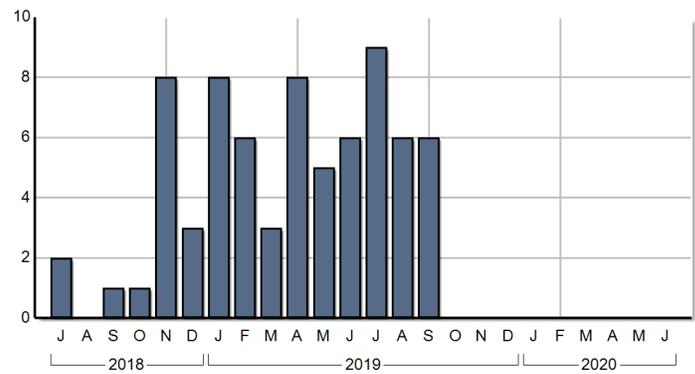
Tobacco Users By Fax Referral



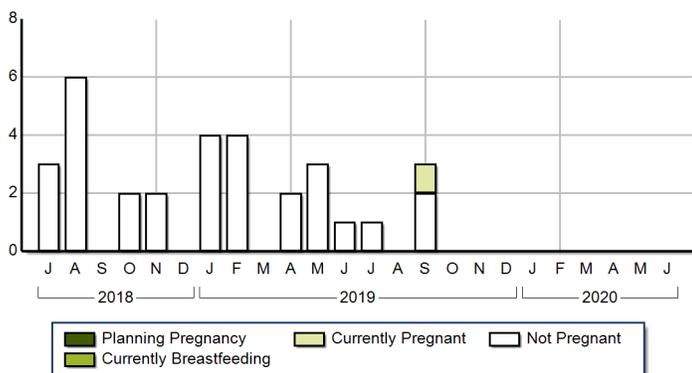
Tobacco User Enrollments By Program Type



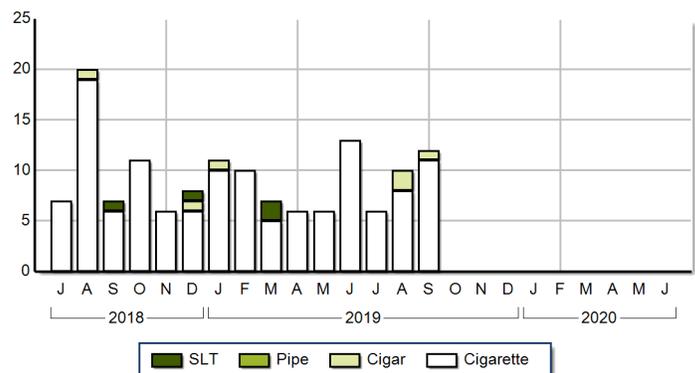
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

Tobacco Users By Gender

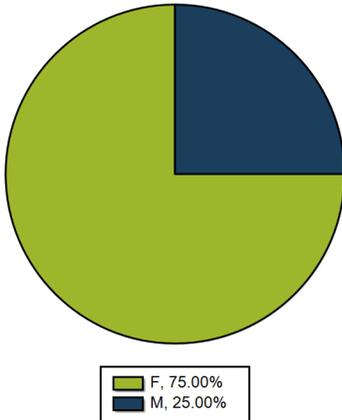


Chart Total N: 12

Tobacco Users By Language

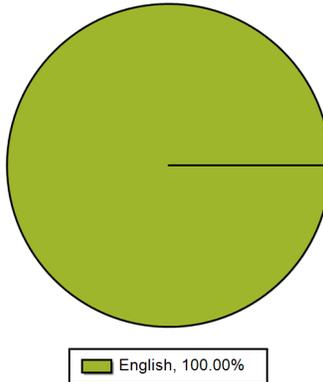


Chart Total N: 12

Tobacco Users By Education

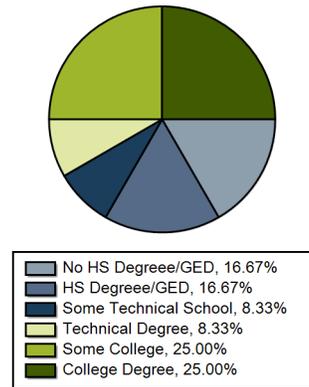


Chart Total N: 12

Tobacco Users By Race

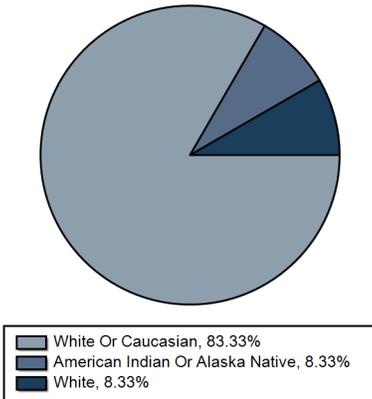


Chart Total N: 12

Tobacco Users By Age

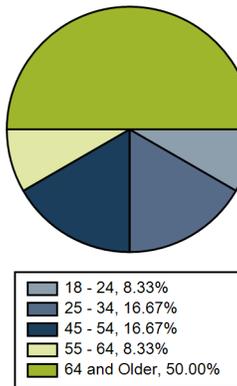


Chart Total N: 12

Tobacco Users By Health Plan

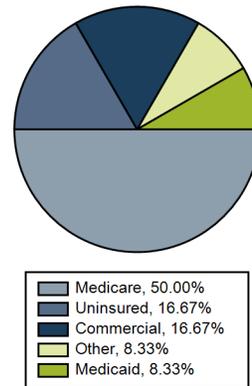


Chart Total N: 12

Tobacco Users By Ethnicity

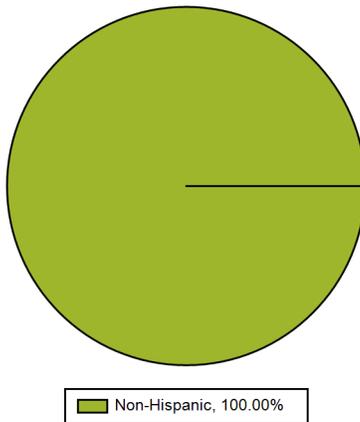


Chart Total N: 12

Tobacco Users By Chronic Condition

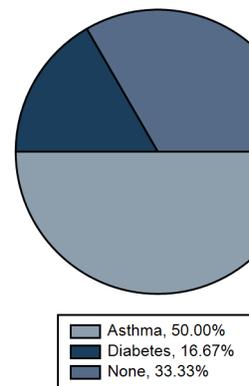
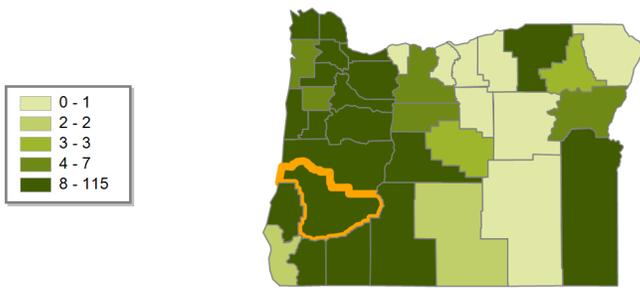


Chart Total N: 6

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

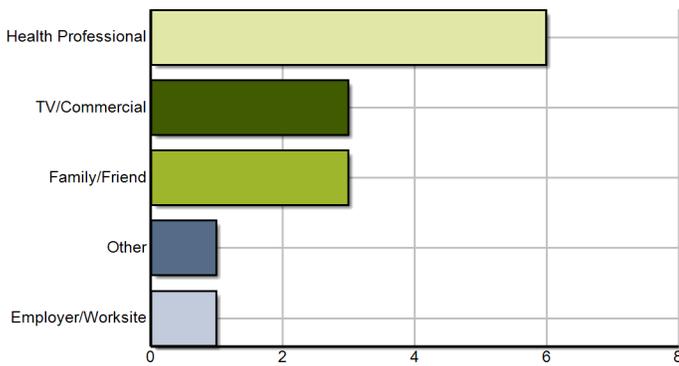
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

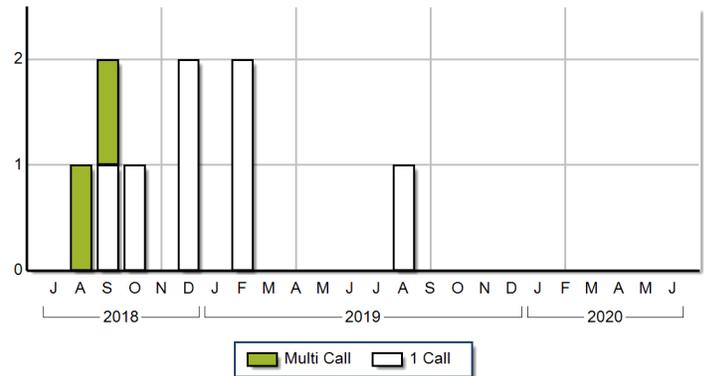


County Population		Prevalence	Tobacco Users	
Adult	83,168	27.1 %	22,539 ⁴	
			County	State
Tobacco Users - Last Full Month			14	383
Tobacco Users YTD			32	1,133
Unique Tobacco Users YTD			32	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.14 %	0.25 %
Reach - NAQC			0.13 %	0.20 %
Annualized Reach			0.57 %	1.00 %
Annualized Reach - NAQC			0.51 %	0.80 %
Unique Individual Reach			0.14 %	0.23 %

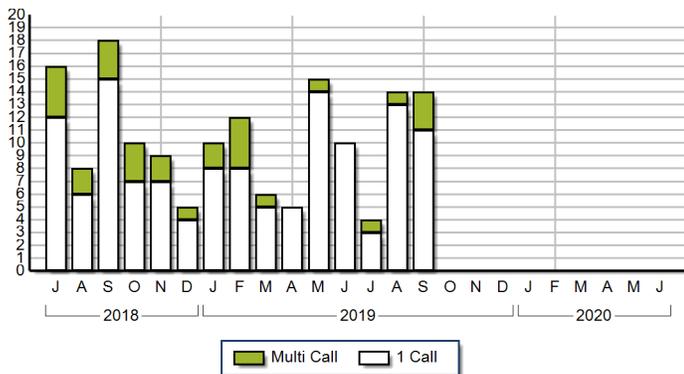
Tobacco Users By How Heard About



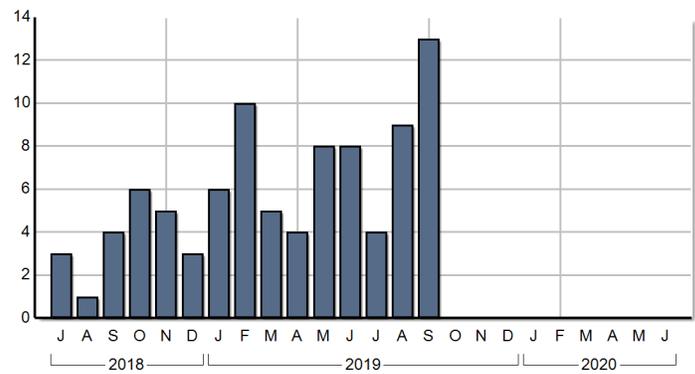
Tobacco Users By Fax Referral



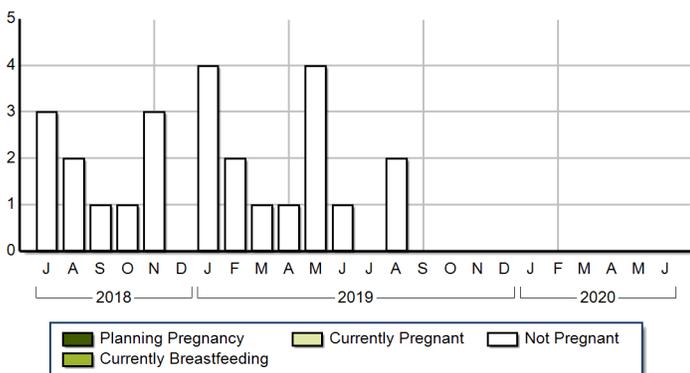
Tobacco User Enrollments By Program Type



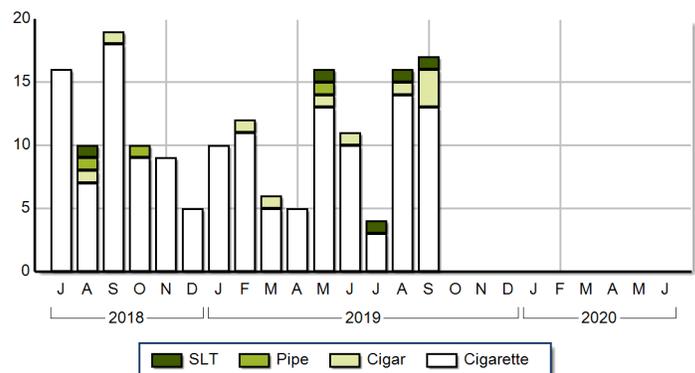
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

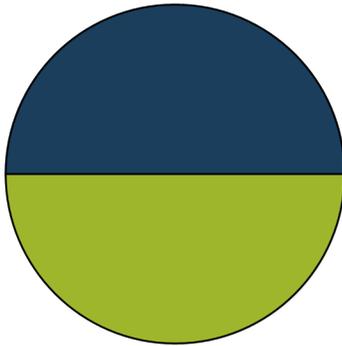


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

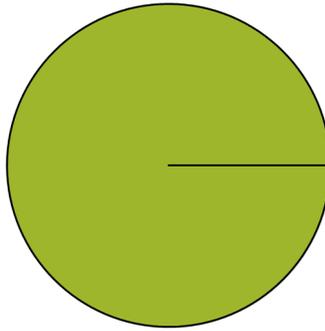
Tobacco Users By Gender



F, 50.00%
M, 50.00%

Chart Total N: 14

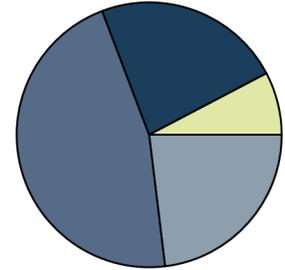
Tobacco Users By Language



English, 100.00%

Chart Total N: 14

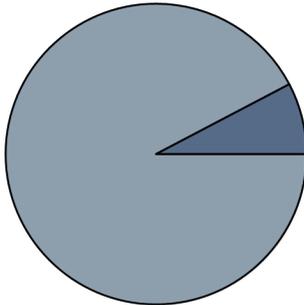
Tobacco Users By Education



No HS Degreee/GED, 23.08%
 HS Degreee/GED, 46.15%
 Some College, 23.08%
 College Degree, 7.69%

Chart Total N: 13

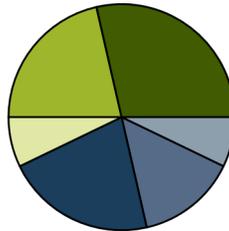
Tobacco Users By Race



White Or Caucasian, 92.31%
 American Indian Or Alaska Native; White Or Caucasian,...

Chart Total N: 13

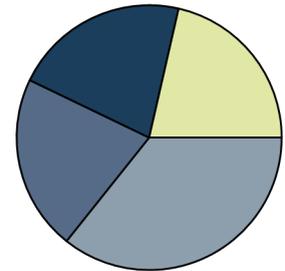
Tobacco Users By Age



18 - 24, 7.14%
 25 - 34, 14.29%
 35 - 44, 21.43%
 45 - 54, 7.14%
 55 - 64, 21.43%
 64 and Older, 28.57%

Chart Total N: 14

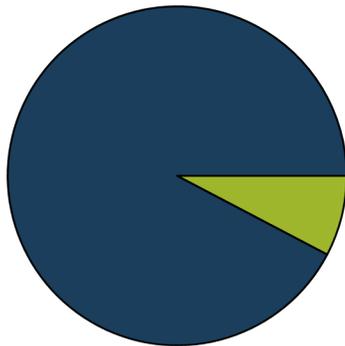
Tobacco Users By Health Plan



Other, 35.71%
 Uninsured, 21.43%
 Medicaid, 21.43%
 Medicare, 21.43%

Chart Total N: 14

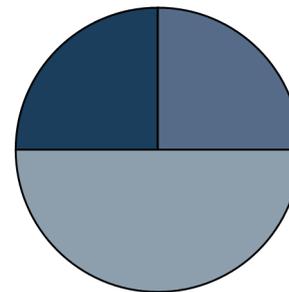
Tobacco Users By Ethnicity



Hispanic, 7.69%
 Non-Hispanic, 92.31%

Chart Total N: 13

Tobacco Users By Chronic Condition



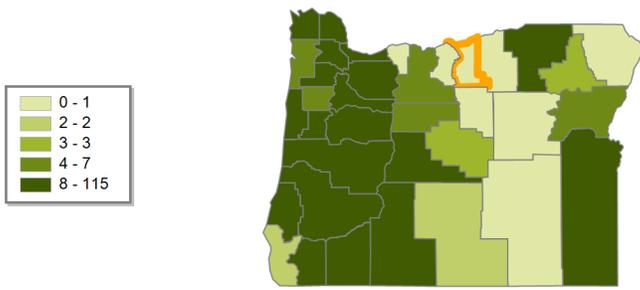
Asthma, 50.00%
 COPD, 25.00%
 None, 25.00%

Chart Total N: 8

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

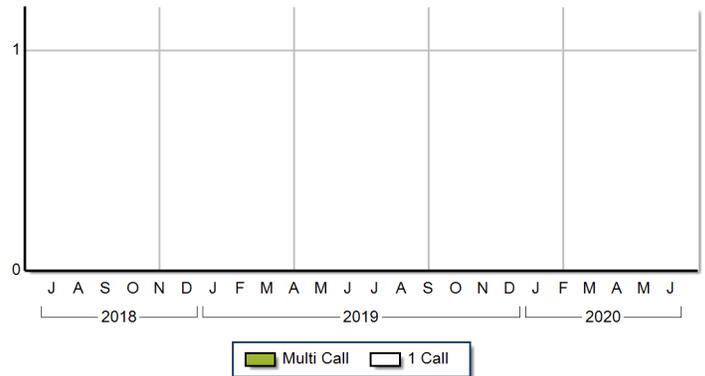
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

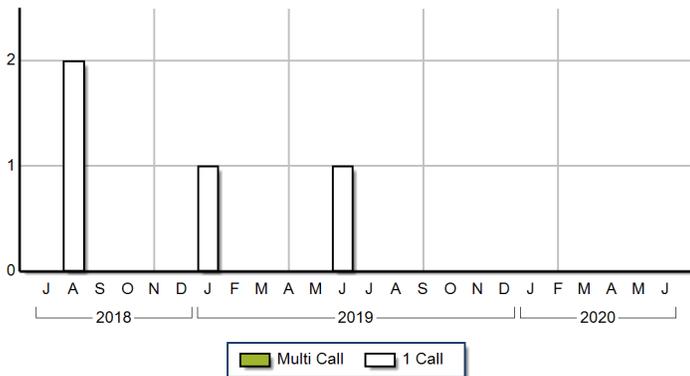


County Population		Prevalence	Tobacco Users
Adult	1,529	29.6 %	453
			County
Tobacco Users - Last Full Month			-
Tobacco Users YTD			1,133
Unique Tobacco Users YTD			1,041
Target Reach			
Reach YTD			2
Reach - NAQC			0.25 %
Annualized Reach			3
Annualized Reach - NAQC			0.20 %
Unique Individual Reach			2
			1.00 %
			3
			0.80 %
			1
			0.23 %

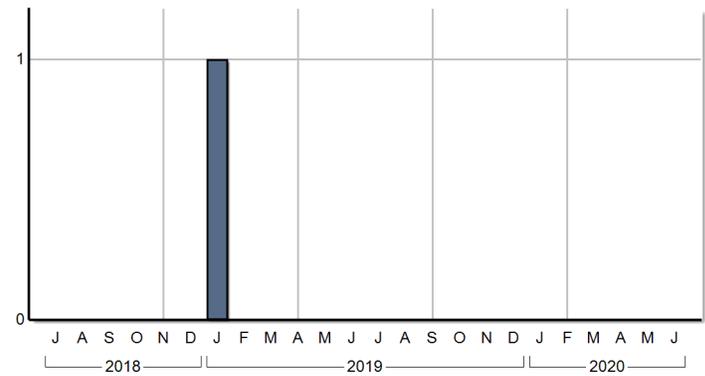
Tobacco Users By Fax Referral



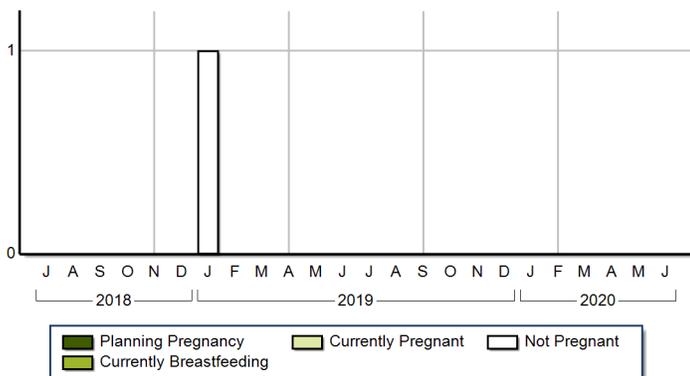
Tobacco User Enrollments By Program Type



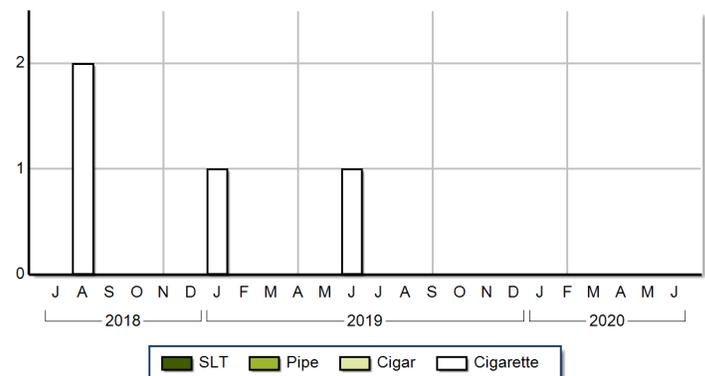
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



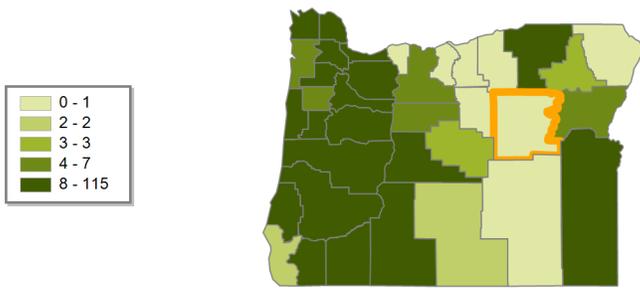
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

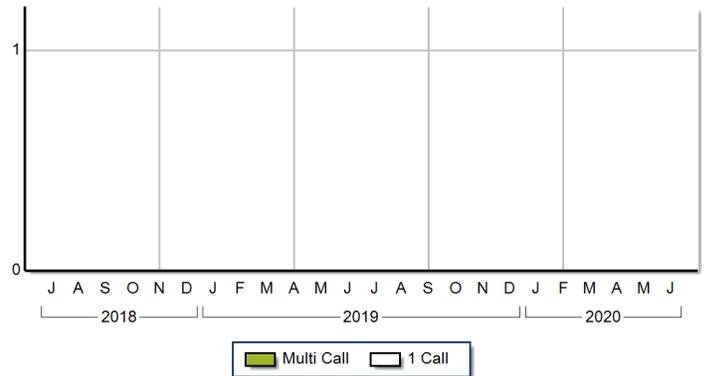
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

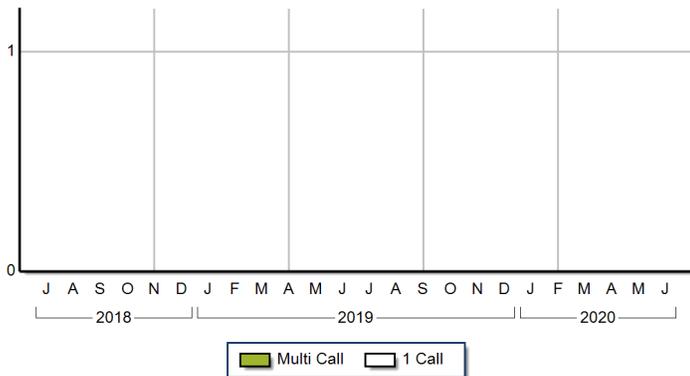


County Population		Prevalence	Tobacco Users	
Adult	5,953	24.4 %	1,453	4
			County	State
Tobacco Users - Last Full Month			-	383
Tobacco Users YTD				1,133
Unique Tobacco Users YTD			1	1,041
Target Reach				
Reach YTD			2	0.25 %
Reach - NAQC			3	0.20 %
Annualized Reach			2	1.00 %
Annualized Reach - NAQC			3	0.80 %
Unique Individual Reach			1	0.23 %

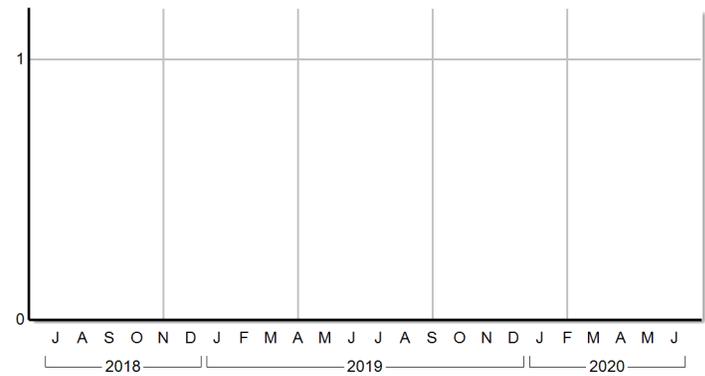
Tobacco Users By Fax Referral



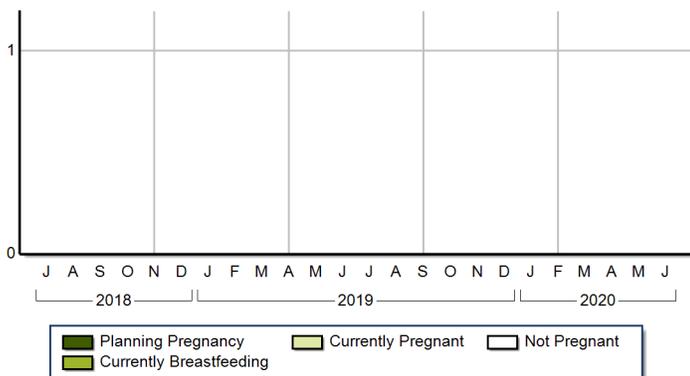
Tobacco User Enrollments By Program Type



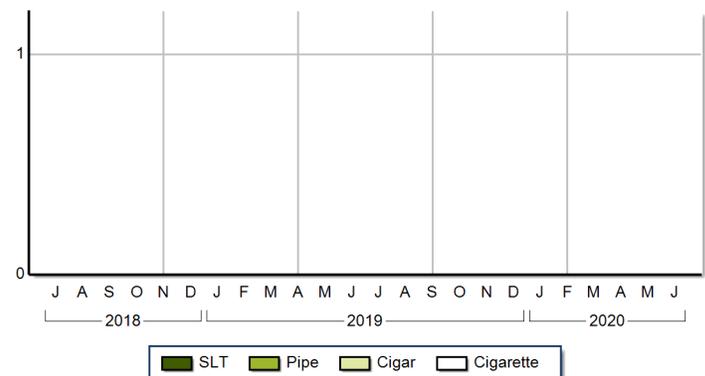
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



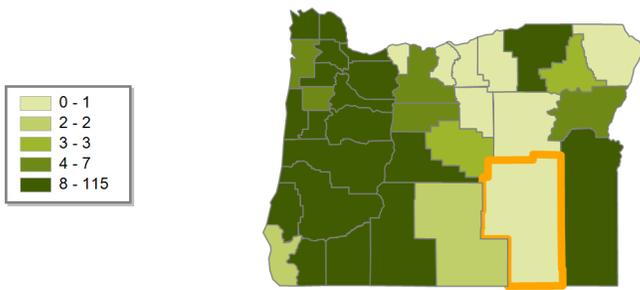
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

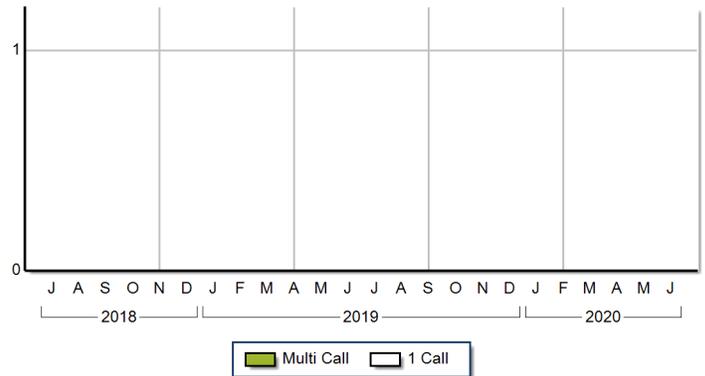
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

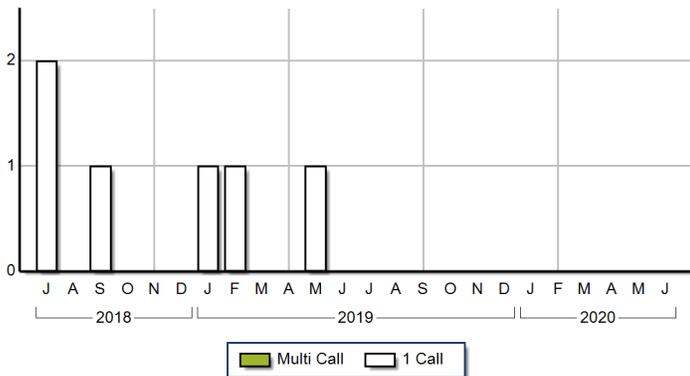


County Population		Prevalence	Tobacco Users	
Adult	6,087	14.3 %	870 ⁴	
			County	State
Tobacco Users - Last Full Month			-	383
Tobacco Users YTD				1,133
Unique Tobacco Users YTD			1	1,041
Target Reach				
Reach YTD			2	0.25 %
Reach - NAQC			3	0.20 %
Annualized Reach			2	1.00 %
Annualized Reach - NAQC			3	0.80 %
Unique Individual Reach			1	0.23 %

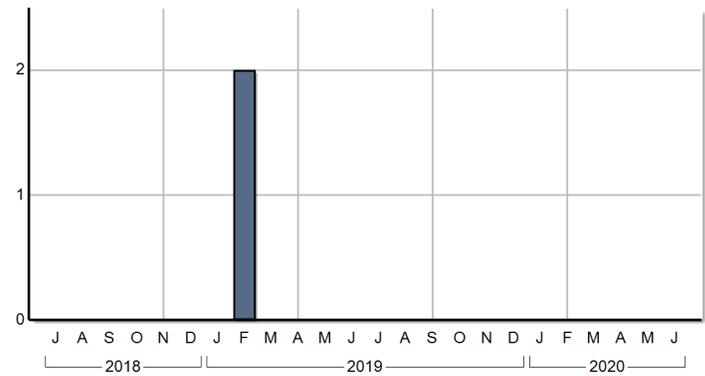
Tobacco Users By Fax Referral



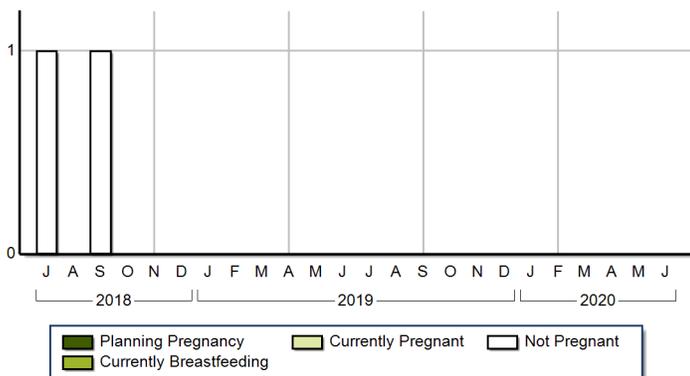
Tobacco User Enrollments By Program Type



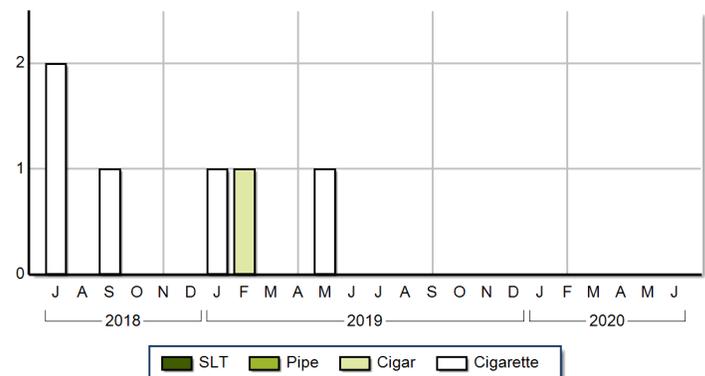
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



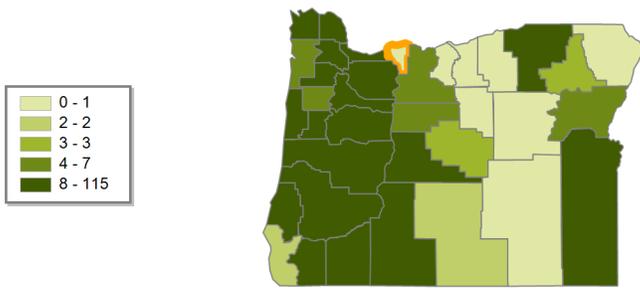
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

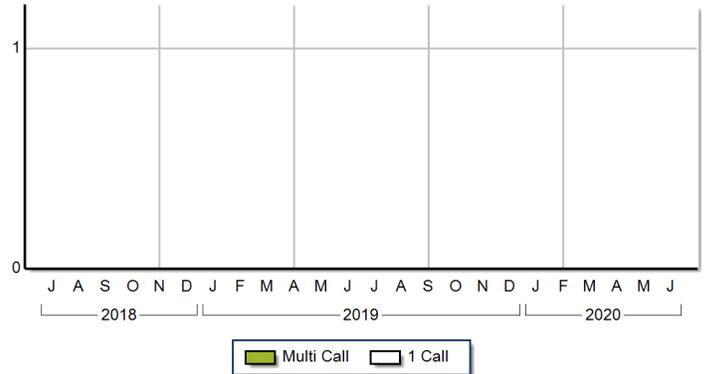


County Population		Prevalence	Tobacco Users	
Adult	16,229	8.6 %		1,396
			County	State
			1	383
			1	1,133
			1	1,041
		1	1	1,041
			2.0 %	2.0 %
			0.07 %	0.25 %
			0.07 %	0.20 %
			0.29 %	1.00 %
			0.29 %	0.80 %
			0.07 %	0.23 %

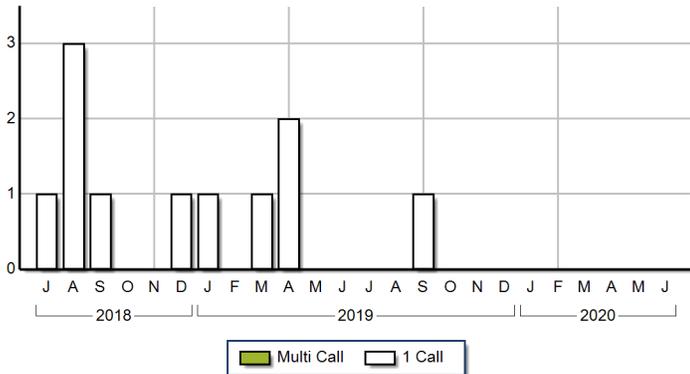
Tobacco Users By How Heard About



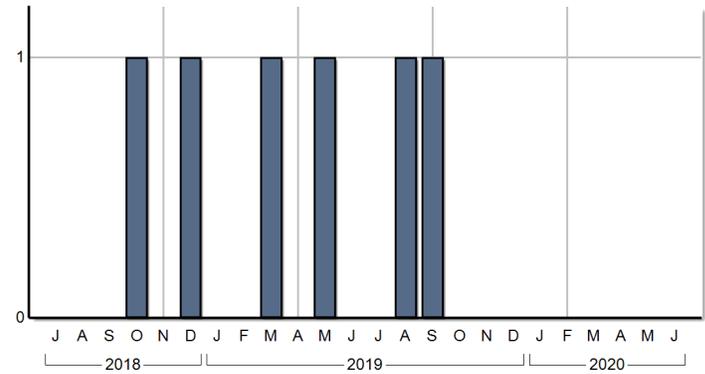
Tobacco Users By Fax Referral



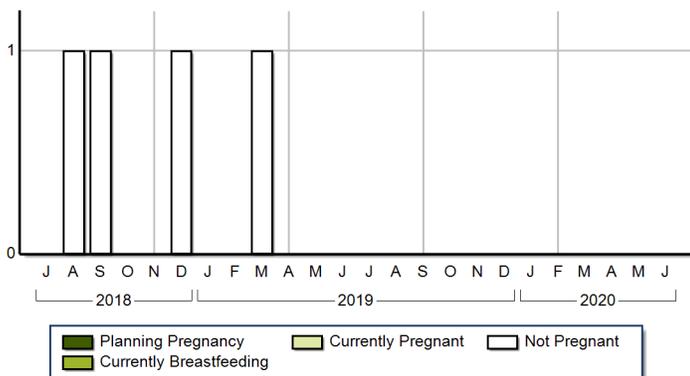
Tobacco User Enrollments By Program Type



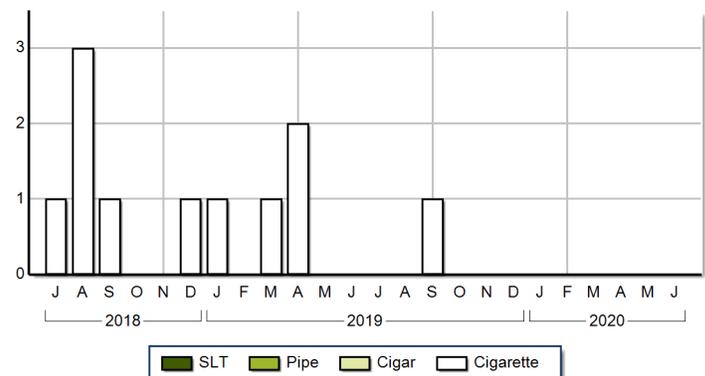
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

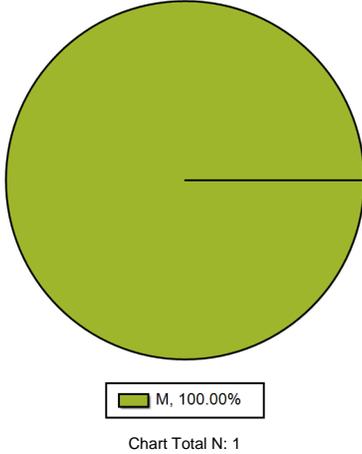


Tobacco Users By Tobacco Type

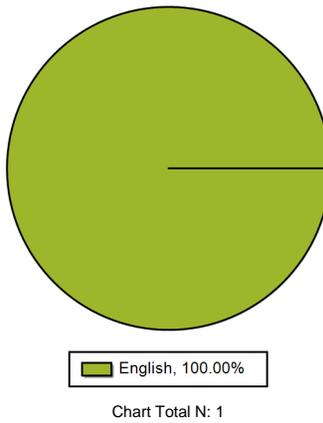


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

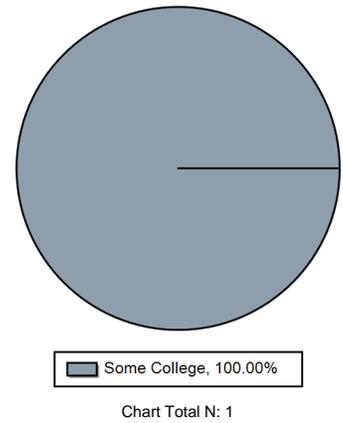
Tobacco Users By Gender



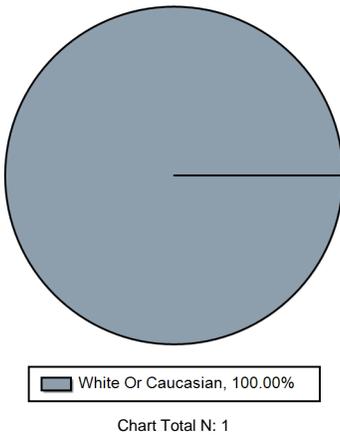
Tobacco Users By Language



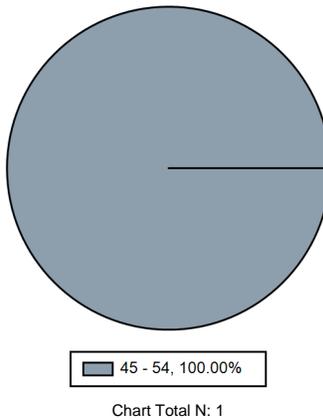
Tobacco Users By Education



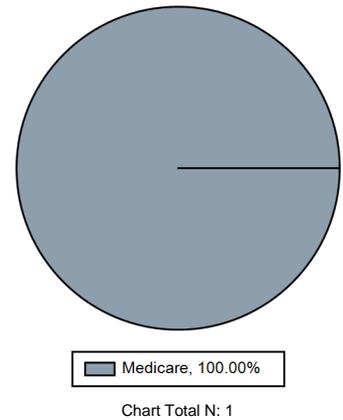
Tobacco Users By Race



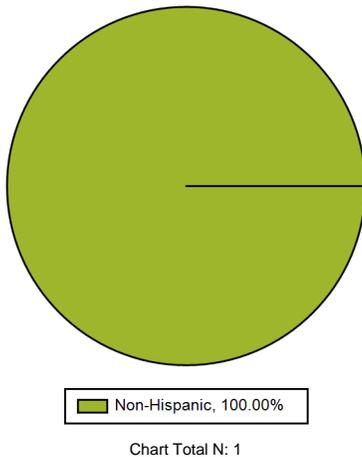
Tobacco Users By Age



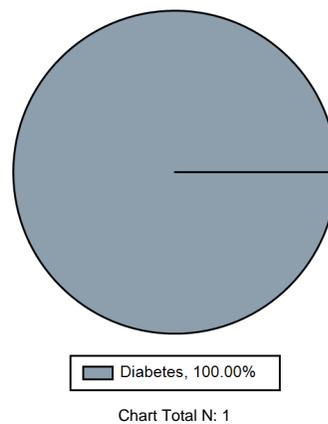
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



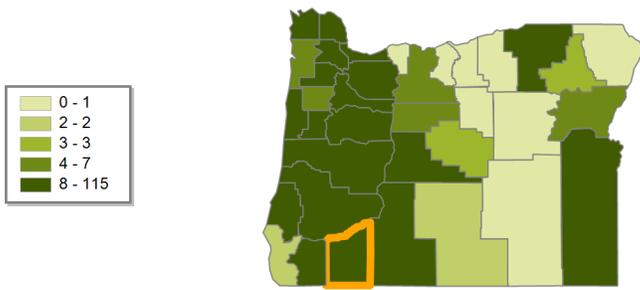
Tobacco Users By Chronic Condition



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

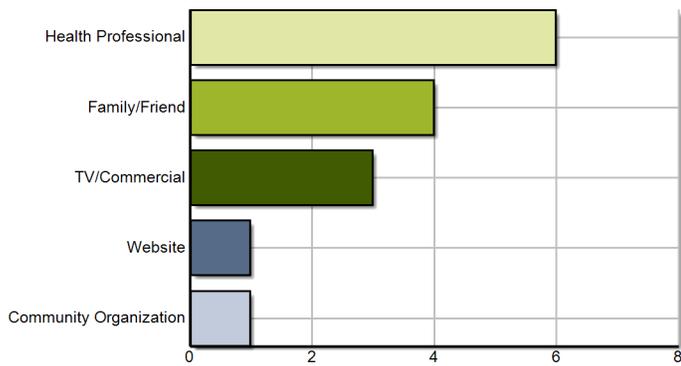
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

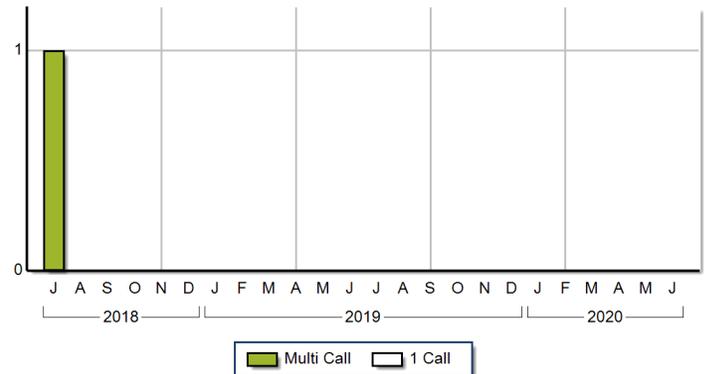


County Population		Prevalence	Tobacco Users	
Adult	160,716	21.9 %	35,197 ⁴	
			County	State
Tobacco Users - Last Full Month			16	383
Tobacco Users YTD			44	1,133
Unique Tobacco Users YTD			43	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.13 %	0.25 %
Reach - NAQC			0.12 %	0.20 %
Annualized Reach			0.50 %	1.00 %
Annualized Reach - NAQC			0.48 %	0.80 %
Unique Individual Reach			0.12 %	0.23 %

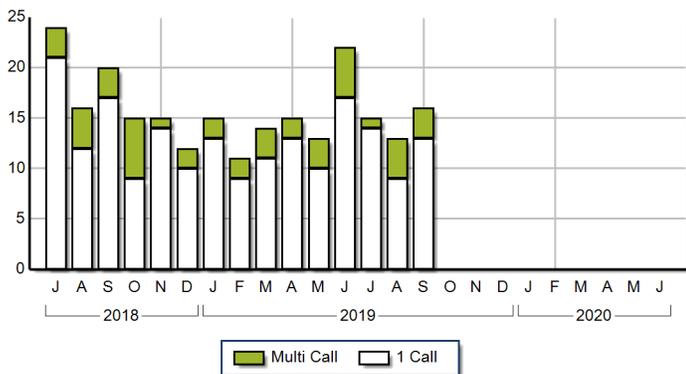
Tobacco Users By How Heard About



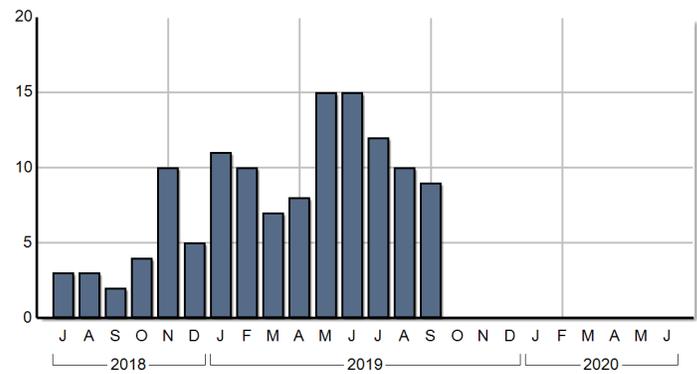
Tobacco Users By Fax Referral



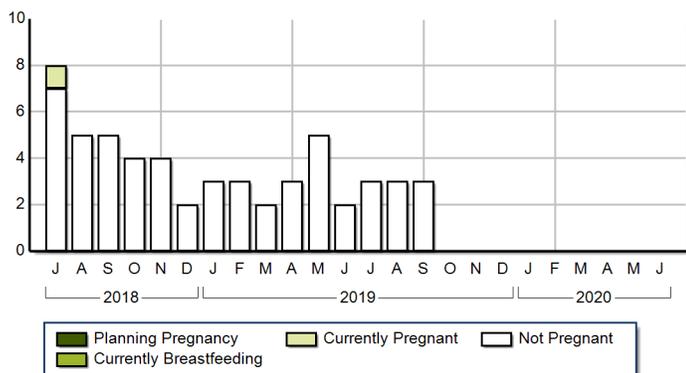
Tobacco User Enrollments By Program Type



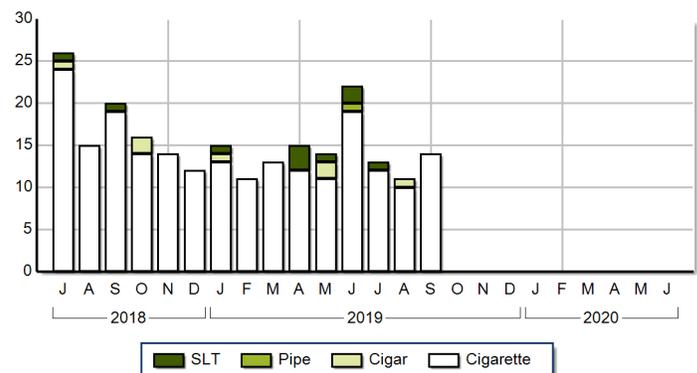
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

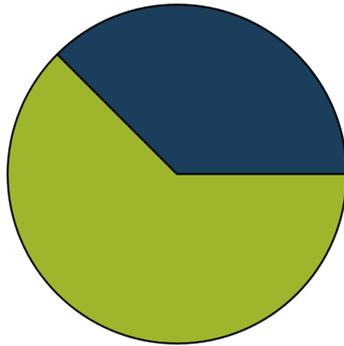


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

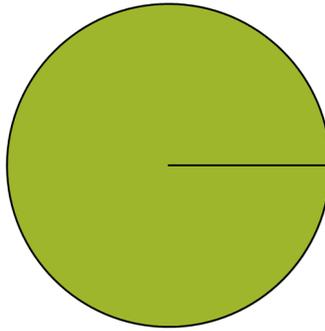
Tobacco Users By Gender



F, 62.50%
M, 37.50%

Chart Total N: 16

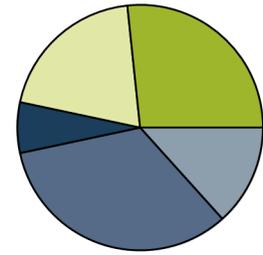
Tobacco Users By Language



English, 100.00%

Chart Total N: 16

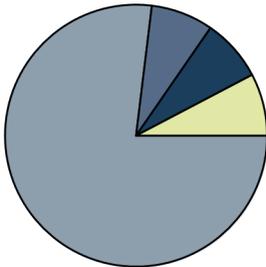
Tobacco Users By Education



No HS Degree/GED, 13.33%
 HS Degree/GED, 33.33%
 Technical Degree, 6.67%
 Some College, 20.00%
 College Degree, 26.67%

Chart Total N: 15

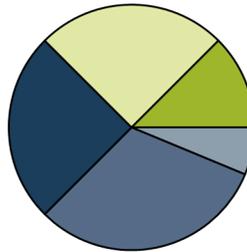
Tobacco Users By Race



White Or Caucasian, 76.92%
 American Indian Or Alaska Native; White Or Caucasian, ... 7.69%
 Black Or African American, 7.69%
 Native Hawaiian Or Pacific Islander, 7.69%

Chart Total N: 13

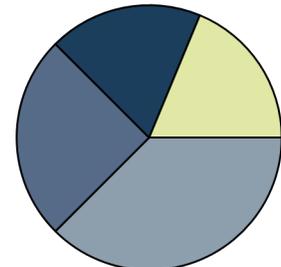
Tobacco Users By Age



25 - 34, 6.25%
 35 - 44, 31.25%
 45 - 54, 25.00%
 55 - 64, 25.00%
 64 and Older, 12.50%

Chart Total N: 16

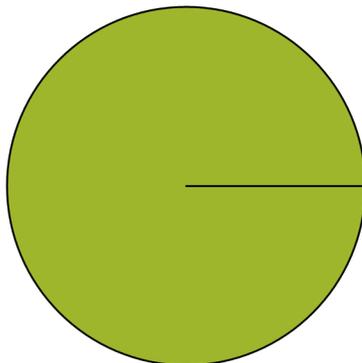
Tobacco Users By Health Plan



Other, 37.50%
 Medicaid, 25.00%
 Medicare, 18.75%
 Uninsured, 18.75%

Chart Total N: 16

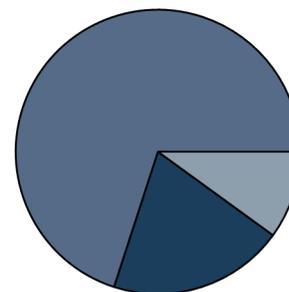
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 15

Tobacco Users By Chronic Condition



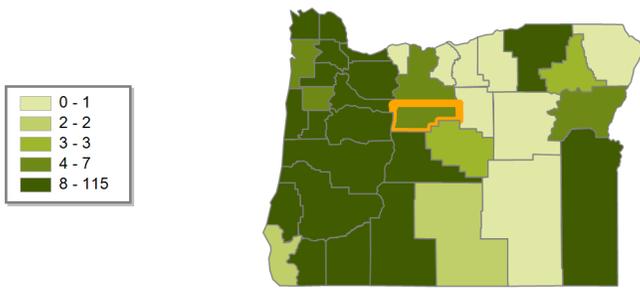
Asthma, 10.00%
 Diabetes, 20.00%
 None, 70.00%

Chart Total N: 10

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

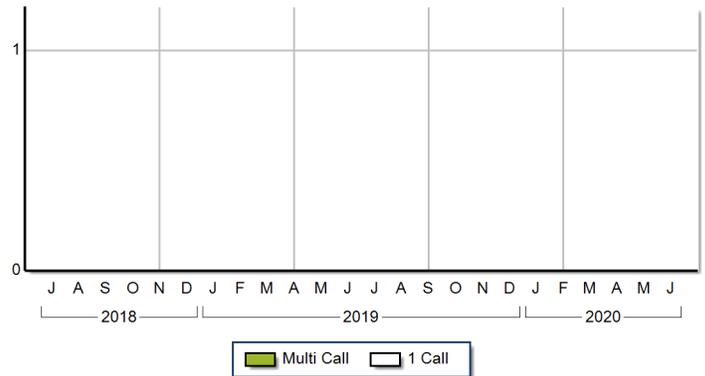
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

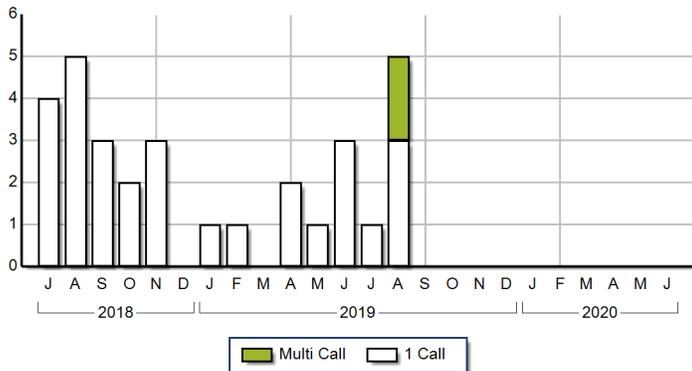


County Population		Prevalence	Tobacco Users	
Adult	16,594	15.9 %	2,638	4
			County	State
Tobacco Users - Last Full Month			-	383
Tobacco Users YTD			6	1,133
Unique Tobacco Users YTD			6	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.23 %	0.25 %
Reach - NAQC			0.23 %	0.20 %
Annualized Reach			0.91 %	1.00 %
Annualized Reach - NAQC			0.91 %	0.80 %
Unique Individual Reach			0.23 %	0.23 %

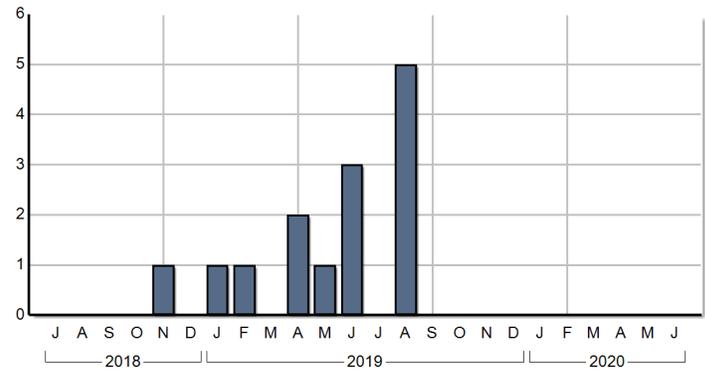
Tobacco Users By Fax Referral



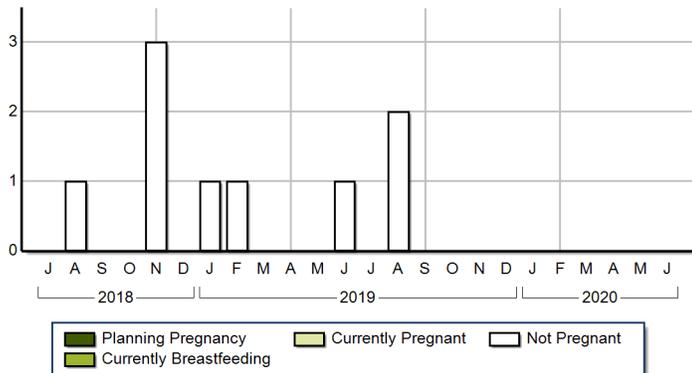
Tobacco User Enrollments By Program Type



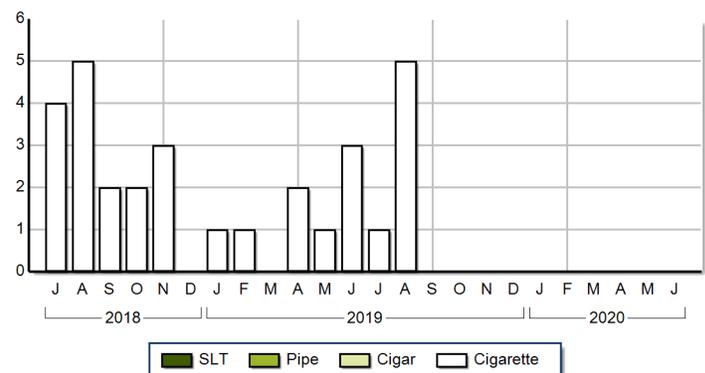
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



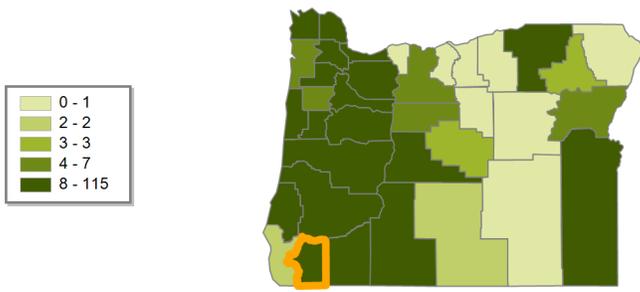
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

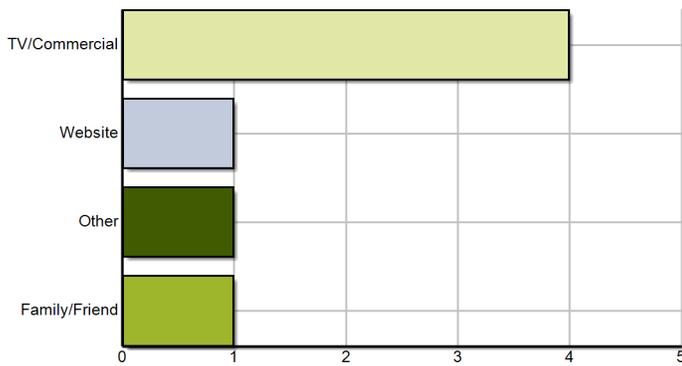
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

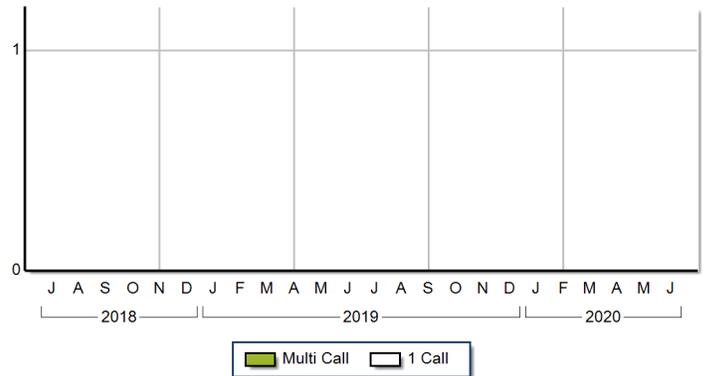


County Population		Prevalence	Tobacco Users	
Adult	66,678	25.0 %	16,670 ⁴	
			County	State
Tobacco Users - Last Full Month			7	383
Tobacco Users YTD			17	1,133
Unique Tobacco Users YTD			1	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			2	0.10 %
Reach - NAQC			3	0.10 %
Annualized Reach			2	0.41 %
Annualized Reach - NAQC			3	0.38 %
Unique Individual Reach			1	0.23 %

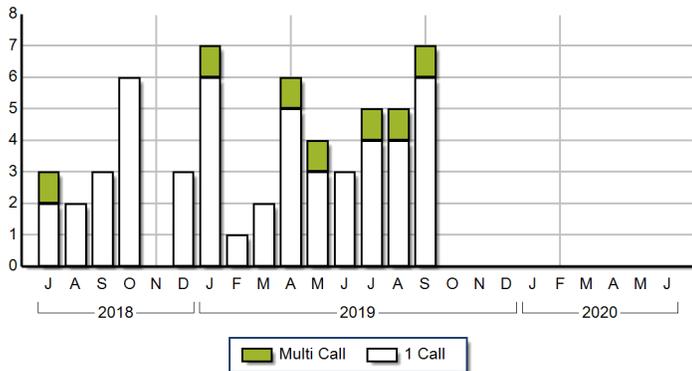
Tobacco Users By How Heard About



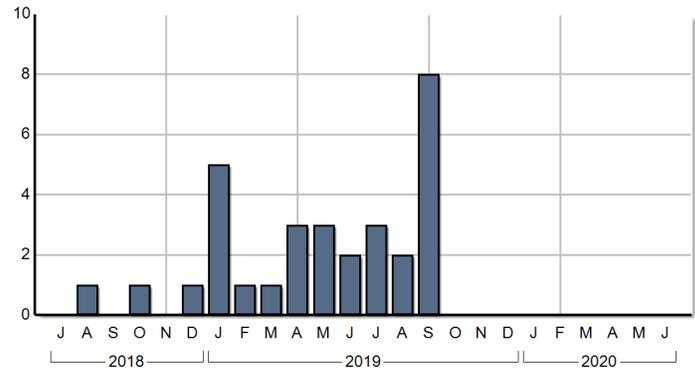
Tobacco Users By Fax Referral



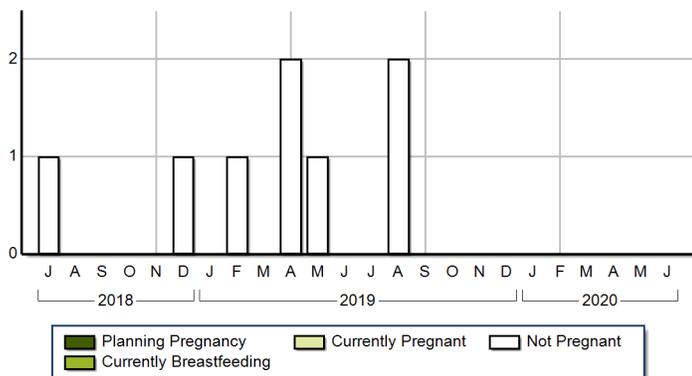
Tobacco User Enrollments By Program Type



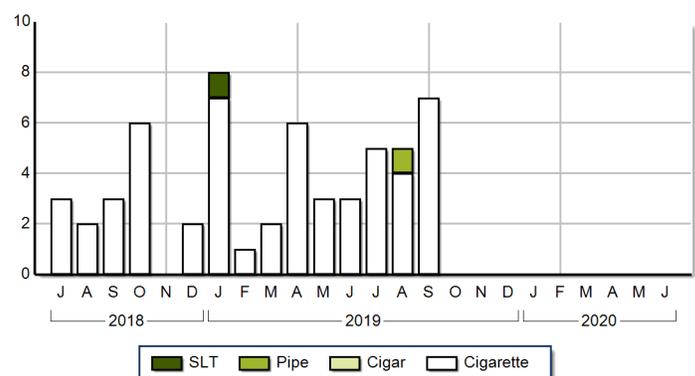
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

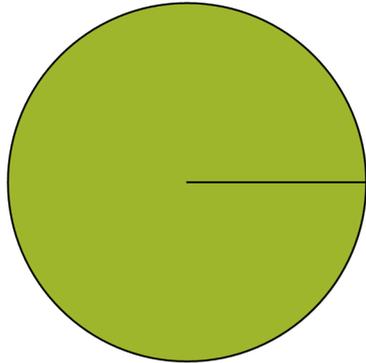


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

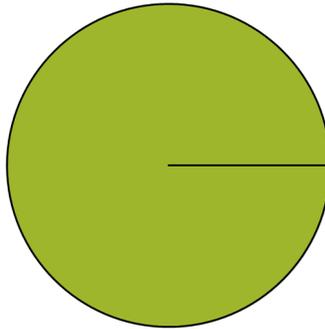
Tobacco Users By Gender



F, 100.00%

Chart Total N: 7

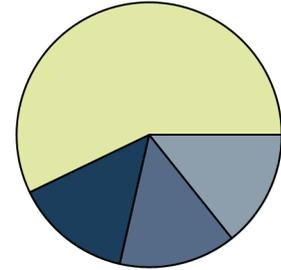
Tobacco Users By Language



English, 100.00%

Chart Total N: 7

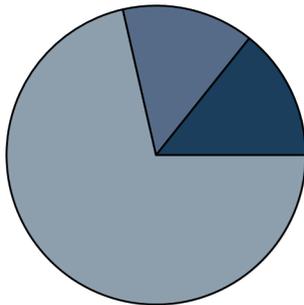
Tobacco Users By Education



No HS Degreee/GED, 14.29%
 Some Technical School, 14.29%
 Some College, 14.29%
 College Degree, 57.14%

Chart Total N: 7

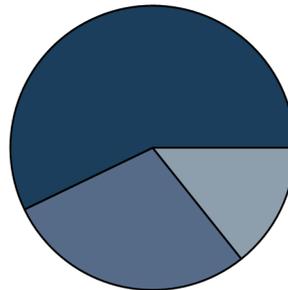
Tobacco Users By Race



White Or Caucasian, 71.43%
 American Indian Or Alaska Native, 14.29%
 White, 14.29%

Chart Total N: 7

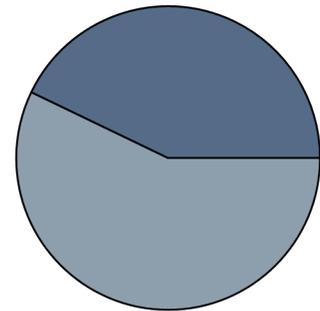
Tobacco Users By Age



45 - 54, 14.29%
 55 - 64, 28.57%
 64 and Older, 57.14%

Chart Total N: 7

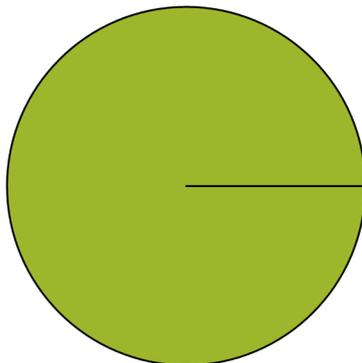
Tobacco Users By Health Plan



Medicare, 57.14%
 Medicaid, 42.86%

Chart Total N: 7

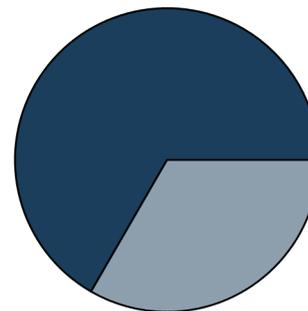
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 7

Tobacco Users By Chronic Condition



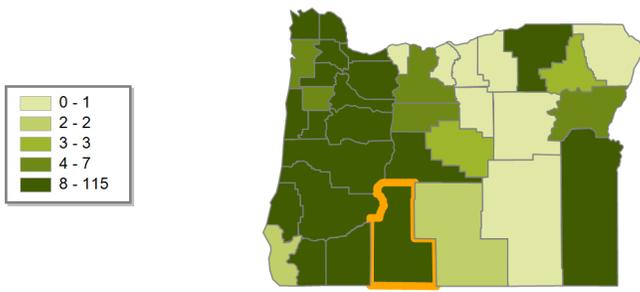
Asthma, 33.33%
 COPD, 66.67%

Chart Total N: 6

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

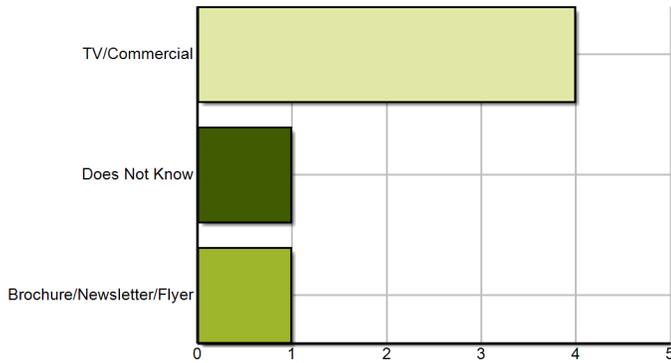
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

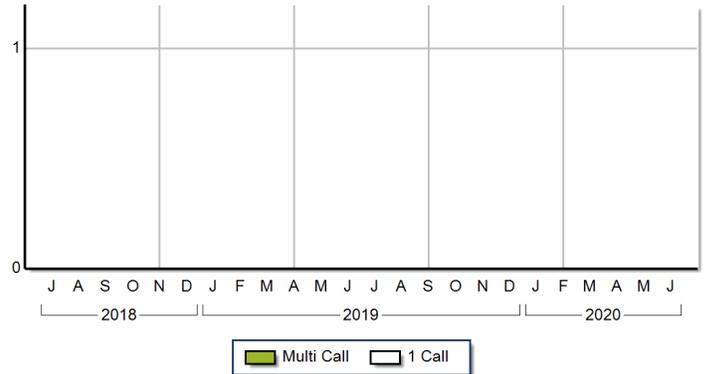


County Population		Prevalence	Tobacco Users	
Adult	50,494	22.0 %	11,109 ⁴	
			County	State
Tobacco Users - Last Full Month			6	383
Tobacco Users YTD			17	1,133
Unique Tobacco Users YTD			17	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.15 %	0.25 %
Reach - NAQC			0.15 %	0.20 %
Annualized Reach			0.61 %	1.00 %
Annualized Reach - NAQC			0.61 %	0.80 %
Unique Individual Reach			0.15 %	0.23 %

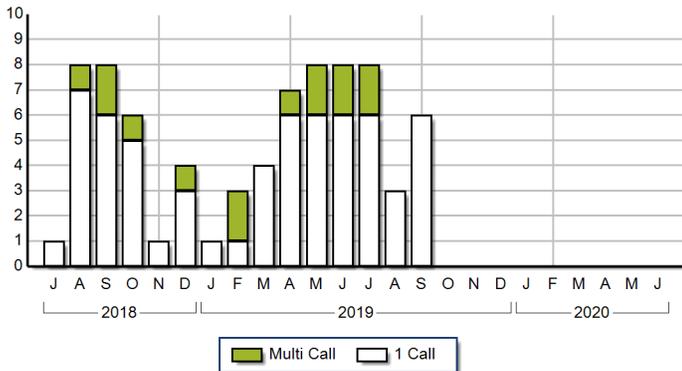
Tobacco Users By How Heard About



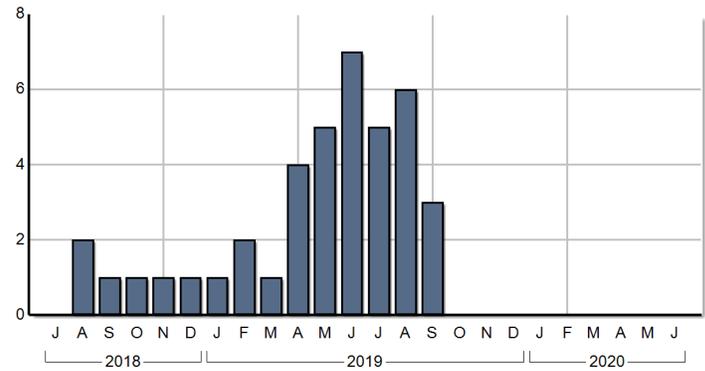
Tobacco Users By Fax Referral



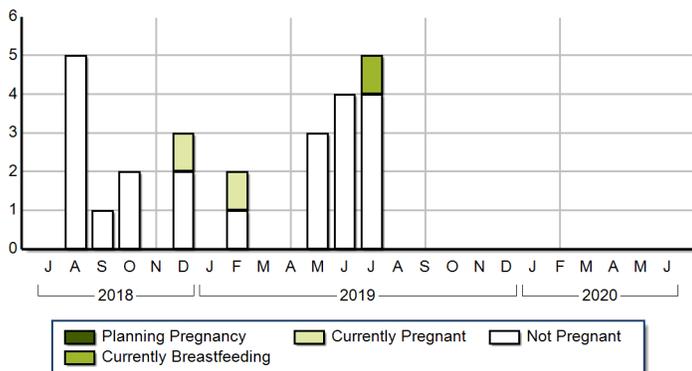
Tobacco User Enrollments By Program Type



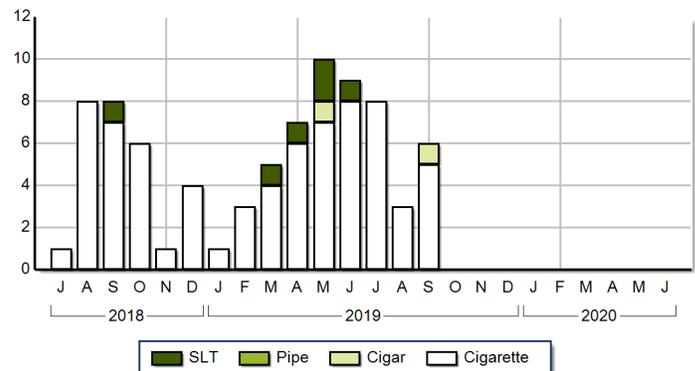
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

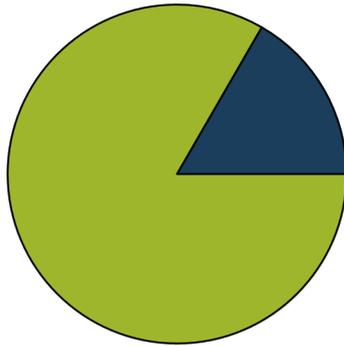


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

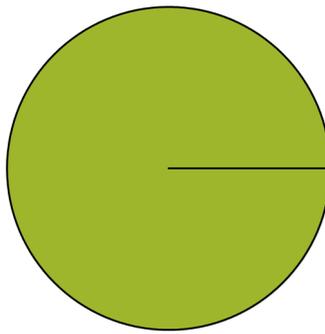
Tobacco Users By Gender



F, 83.33%
M, 16.67%

Chart Total N: 6

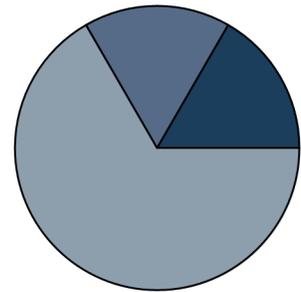
Tobacco Users By Language



English, 100.00%

Chart Total N: 6

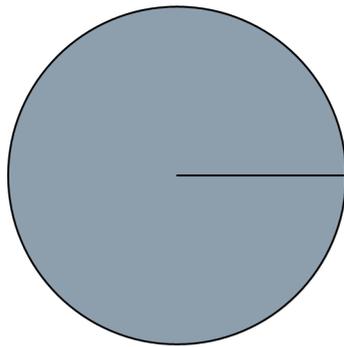
Tobacco Users By Education



No HS Degreee/GED, 66.67%
Some College, 16.67%
College Degree, 16.67%

Chart Total N: 6

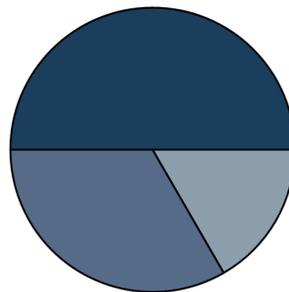
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 6

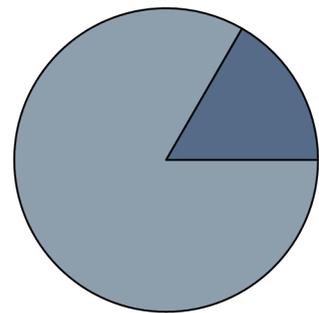
Tobacco Users By Age



45 - 54, 16.67%
55 - 64, 33.33%
64 and Older, 50.00%

Chart Total N: 6

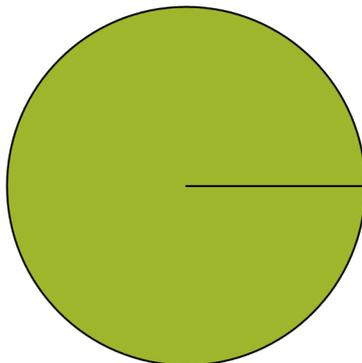
Tobacco Users By Health Plan



Medicare, 83.33%
Medicaid, 16.67%

Chart Total N: 6

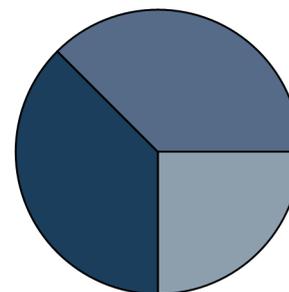
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 6

Tobacco Users By Chronic Condition



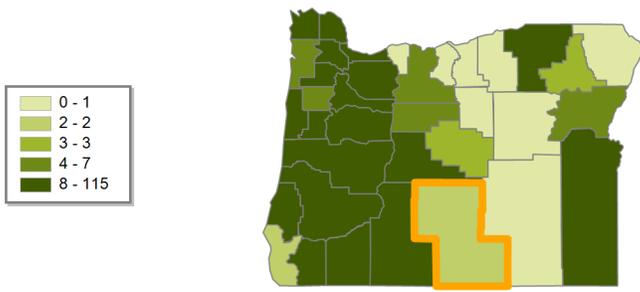
Asthma, 25.00%
COPD, 37.50%
Diabetes, 37.50%

Chart Total N: 8

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

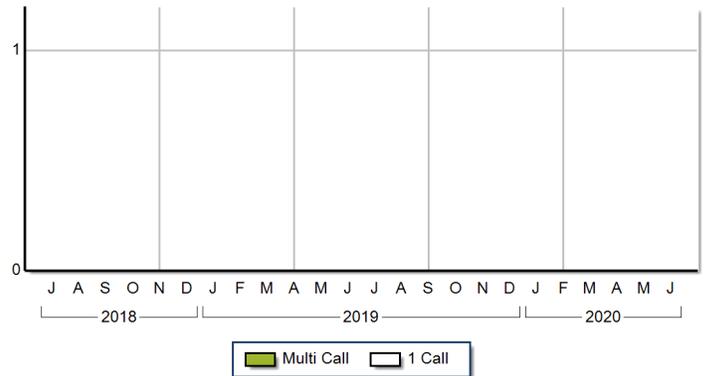
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

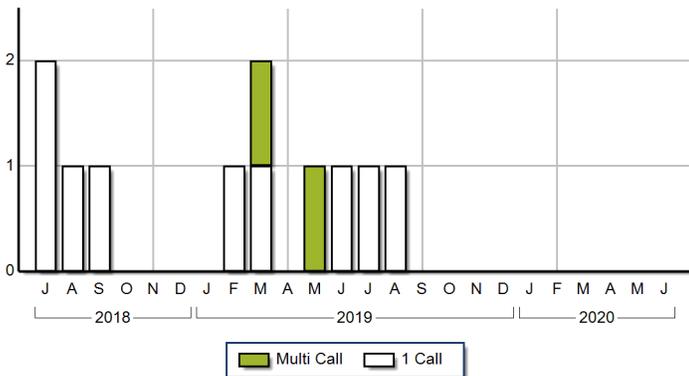


County Population		Prevalence	Tobacco Users	
Adult	6,068	19.9 %		1,208
			County	State
Tobacco Users - Last Full Month			-	383
Tobacco Users YTD			2	1,133
Unique Tobacco Users YTD			2	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.17 %	0.25 %
Reach - NAQC			0.17 %	0.20 %
Annualized Reach			0.66 %	1.00 %
Annualized Reach - NAQC			0.66 %	0.80 %
Unique Individual Reach			0.17 %	0.23 %

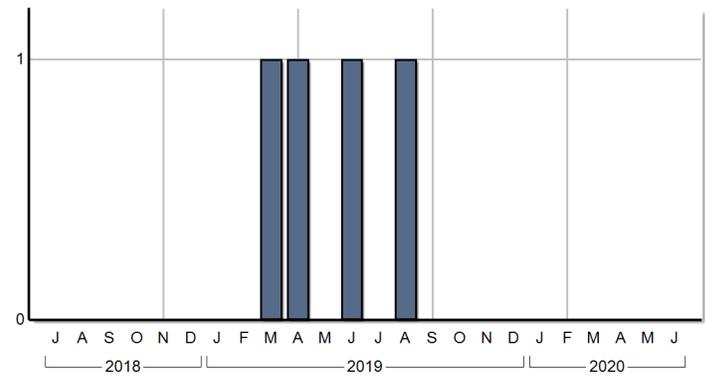
Tobacco Users By Fax Referral



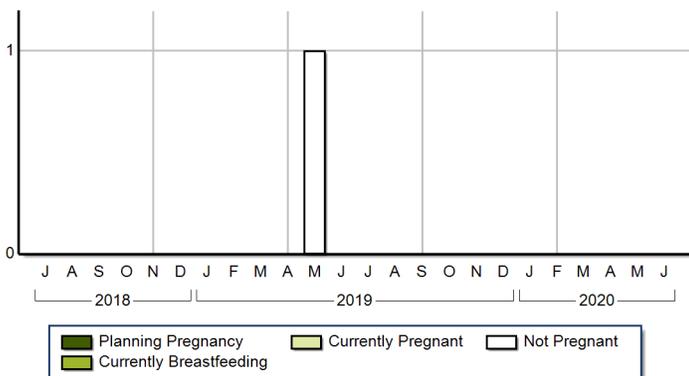
Tobacco User Enrollments By Program Type



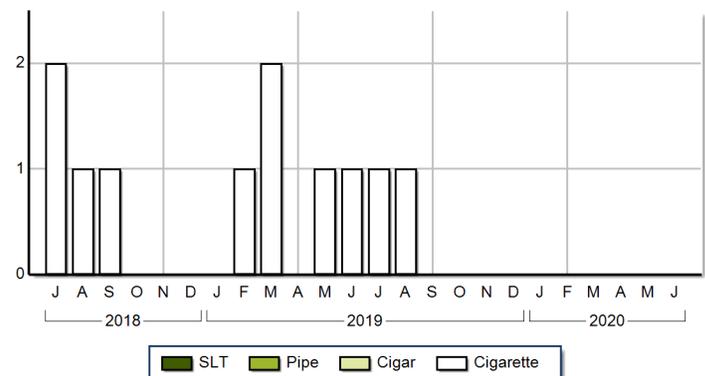
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



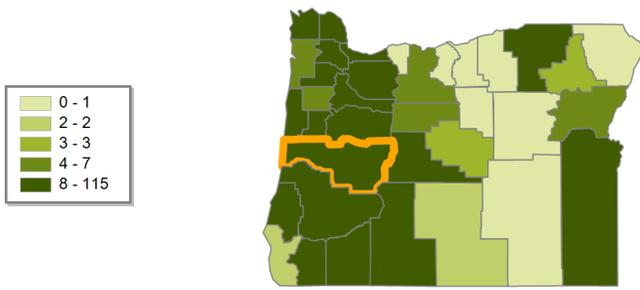
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

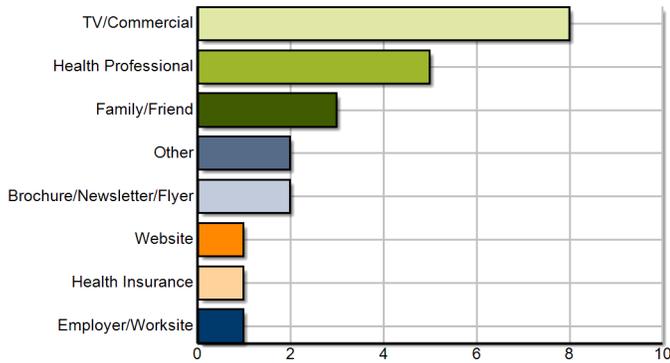
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

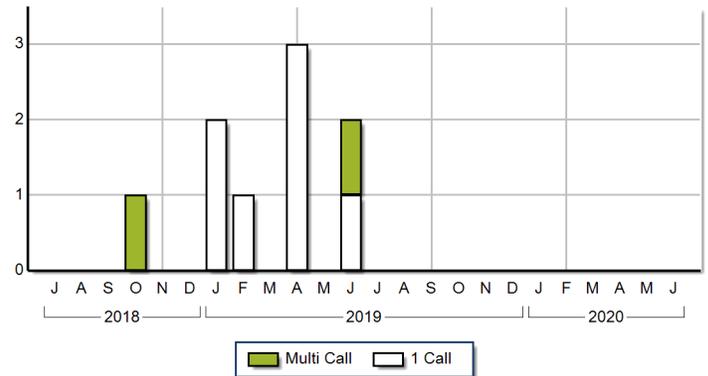


County Population		Prevalence	Tobacco Users	
Adult	274,412	18.4 %	50,492	
			County	State
Tobacco Users - Last Full Month			23	383
Tobacco Users YTD			75	1,133
Unique Tobacco Users YTD			72	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.15 %	0.25 %
Reach - NAQC			0.14 %	0.20 %
Annualized Reach			0.59 %	1.00 %
Annualized Reach - NAQC			0.56 %	0.80 %
Unique Individual Reach			0.14 %	0.23 %

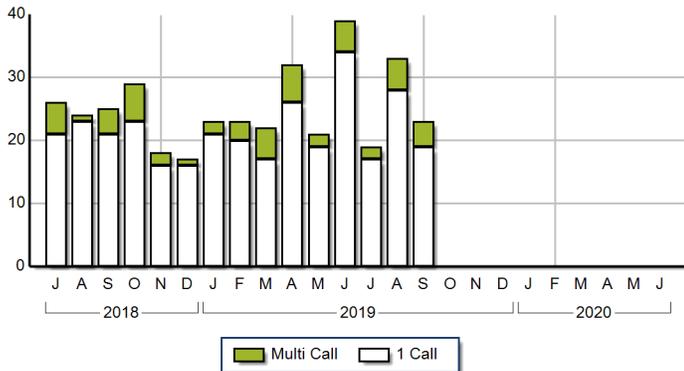
Tobacco Users By How Heard About



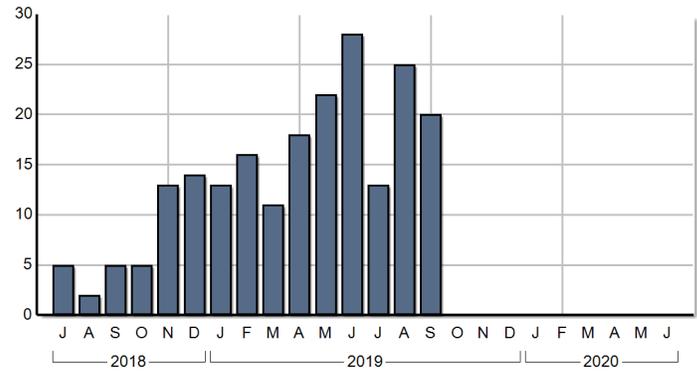
Tobacco Users By Fax Referral



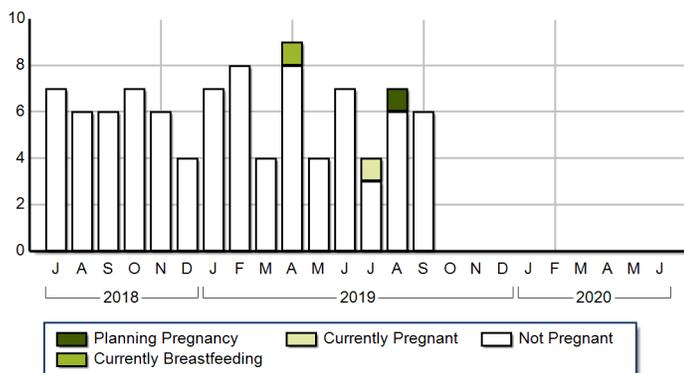
Tobacco User Enrollments By Program Type



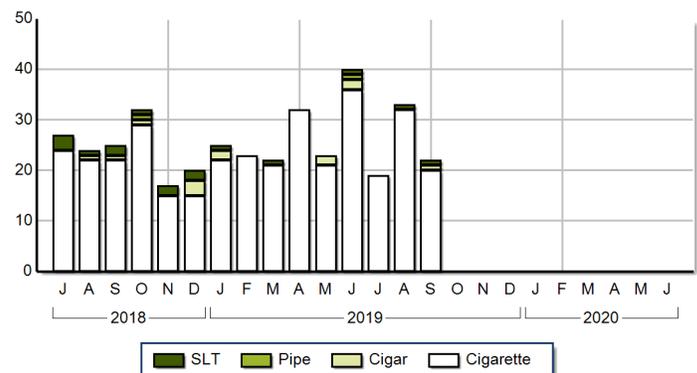
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

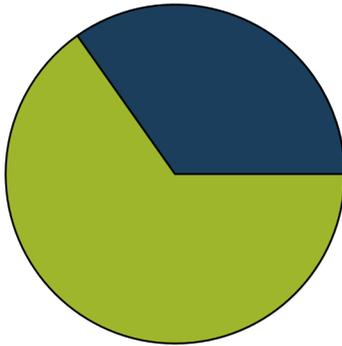


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

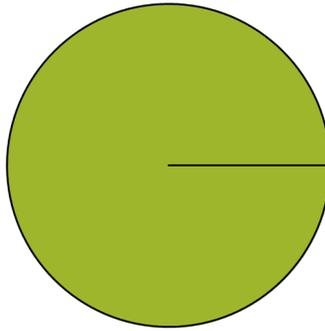
Tobacco Users By Gender



F, 65.22%
 M, 34.78%

Chart Total N: 23

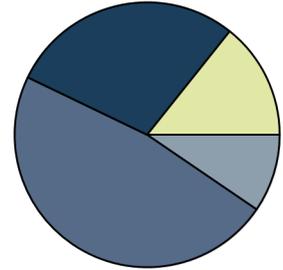
Tobacco Users By Language



English, 100.00%

Chart Total N: 23

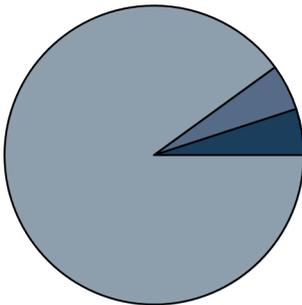
Tobacco Users By Education



No HS Degreee/GED, 9.52%
 HS Degreee/GED, 47.62%
 Some College, 28.57%
 College Degree, 14.29%

Chart Total N: 21

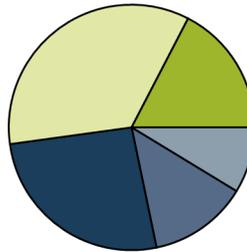
Tobacco Users By Race



White Or Caucasian, 90.00%
 Black Or African American; White Or Caucasian, 5.00%
 White, 5.00%

Chart Total N: 20

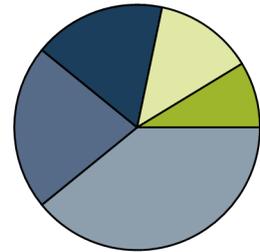
Tobacco Users By Age



25 - 34, 8.70%
 35 - 44, 13.04%
 45 - 54, 26.09%
 55 - 64, 34.78%
 64 and Older, 17.39%

Chart Total N: 23

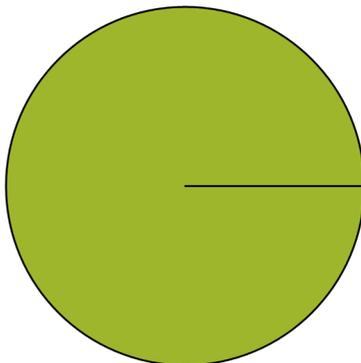
Tobacco Users By Health Plan



Medicaid, 39.13%
 Commercial, 21.74%
 Uninsured, 17.39%
 Medicare, 13.04%
 Other, 8.70%

Chart Total N: 23

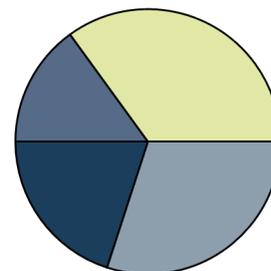
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 21

Tobacco Users By Chronic Condition



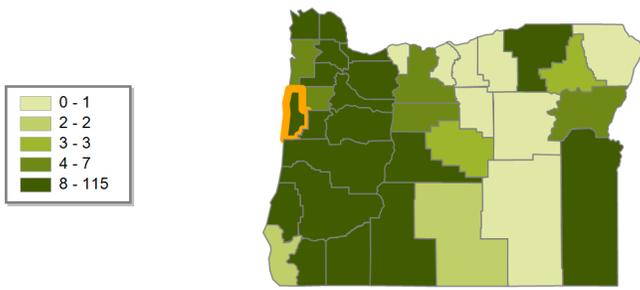
Asthma, 30.00%
 COPD, 20.00%
 Diabetes, 15.00%
 None, 35.00%

Chart Total N: 20

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

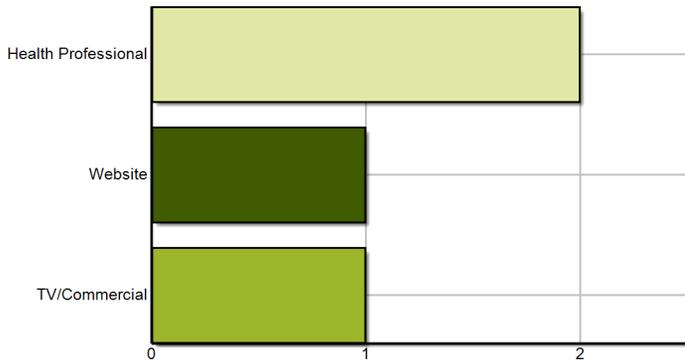
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

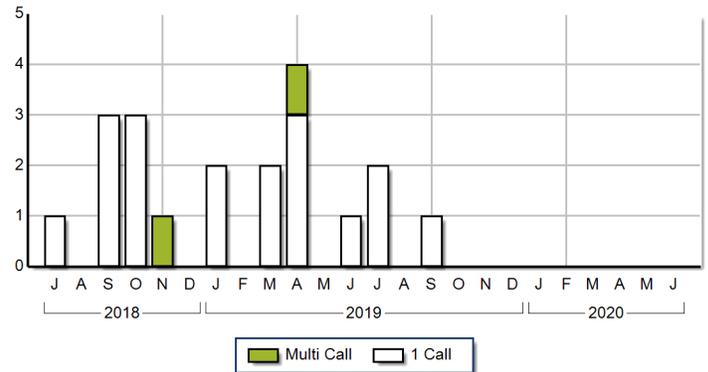


County Population		Prevalence	Tobacco Users	
Adult	36,512	26.9 %	9,822	
			County	State
Tobacco Users - Last Full Month			4	383
Tobacco Users YTD			16	1,133
Unique Tobacco Users YTD			16	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			2	0.16 %
Reach - NAQC			3	0.15 %
Annualized Reach			2	0.65 %
Annualized Reach - NAQC			3	0.61 %
Unique Individual Reach			1	0.16 %

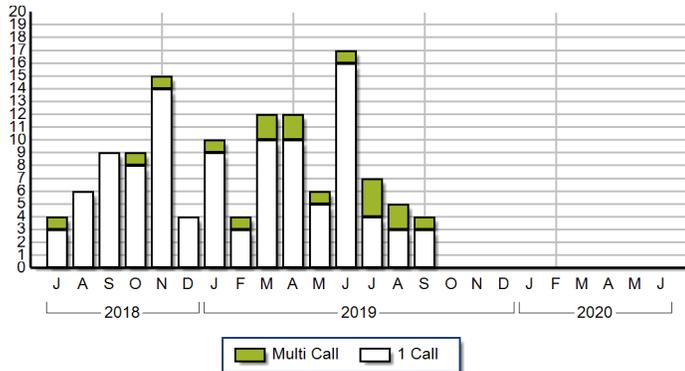
Tobacco Users By How Heard About



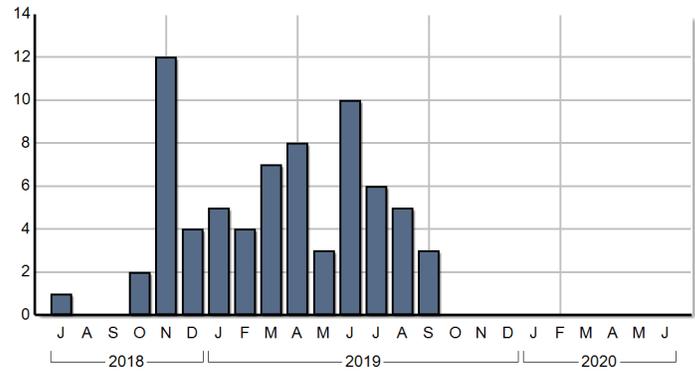
Tobacco Users By Fax Referral



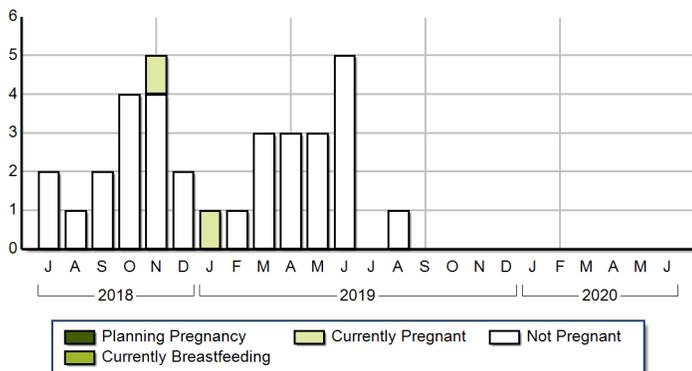
Tobacco User Enrollments By Program Type



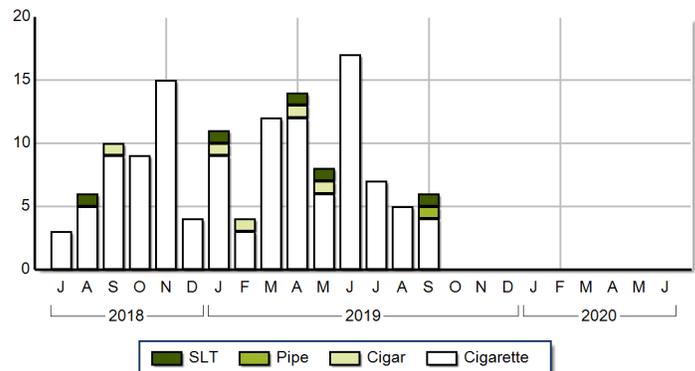
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

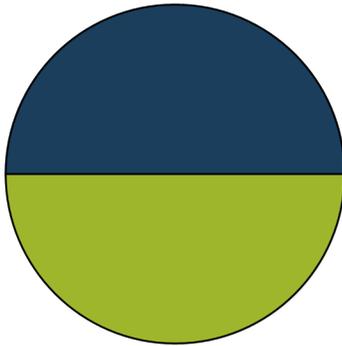


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

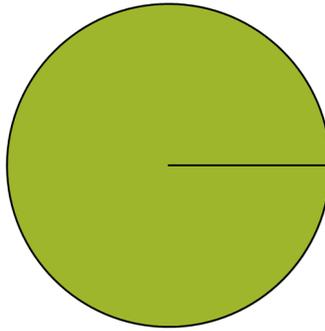
Tobacco Users By Gender



F, 50.00%
 M, 50.00%

Chart Total N: 4

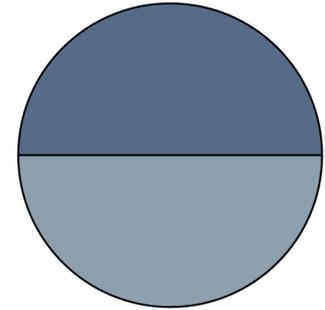
Tobacco Users By Language



English, 100.00%

Chart Total N: 4

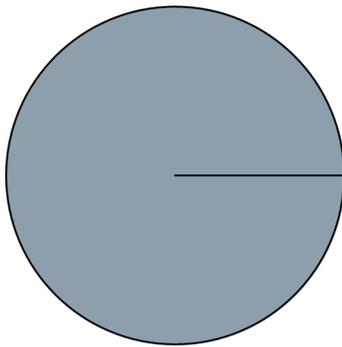
Tobacco Users By Education



HS Degreee/GED, 50.00%
 College Degree, 50.00%

Chart Total N: 4

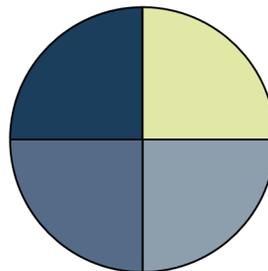
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 4

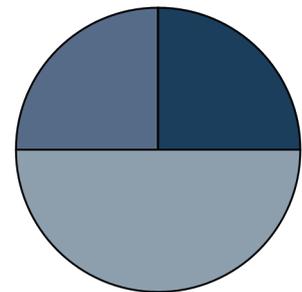
Tobacco Users By Age



25 - 34, 25.00%
 45 - 54, 25.00%
 55 - 64, 25.00%
 64 and Older, 25.00%

Chart Total N: 4

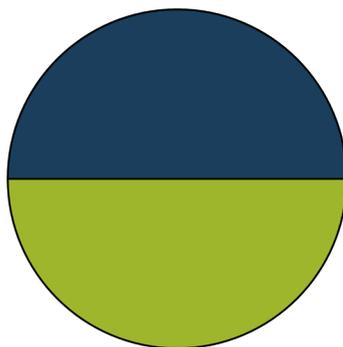
Tobacco Users By Health Plan



Medicare, 50.00%
 Uninsured, 25.00%
 Medicaid, 25.00%

Chart Total N: 4

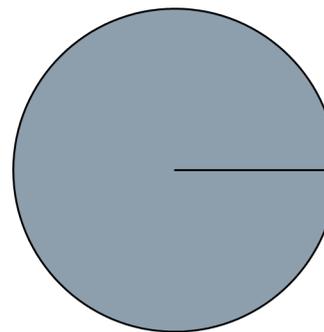
Tobacco Users By Ethnicity



Hispanic, 50.00%
 Non-Hispanic, 50.00%

Chart Total N: 4

Tobacco Users By Chronic Condition



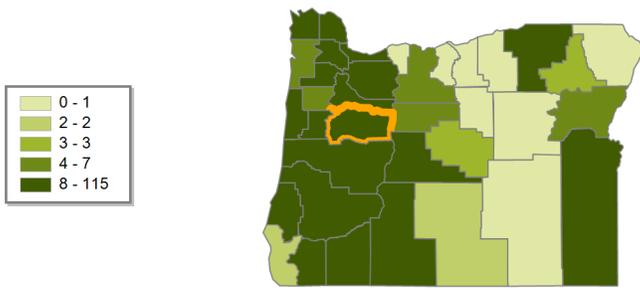
None, 100.00%

Chart Total N: 2

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

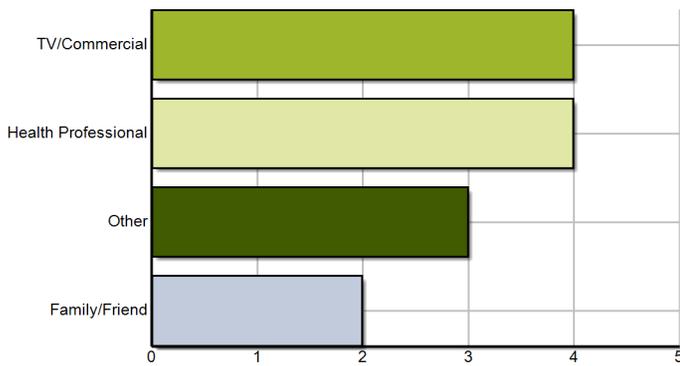
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

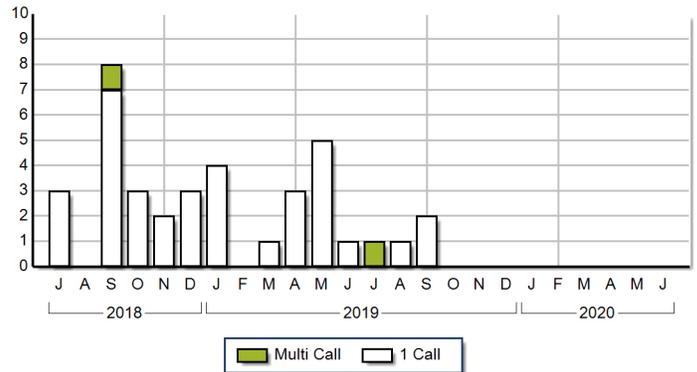


County Population		Prevalence	Tobacco Users	
Adult	83,814	21.0 %	17,601 ⁴	
			County	State
Tobacco Users - Last Full Month			14	383
Tobacco Users YTD			34	1,133
Unique Tobacco Users YTD			34	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.19 %	0.25 %
Reach - NAQC			0.18 %	0.20 %
Annualized Reach			0.77 %	1.00 %
Annualized Reach - NAQC			0.70 %	0.80 %
Unique Individual Reach			0.19 %	0.23 %

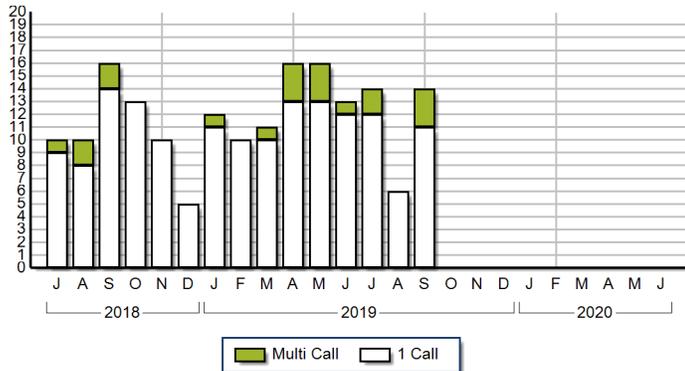
Tobacco Users By How Heard About



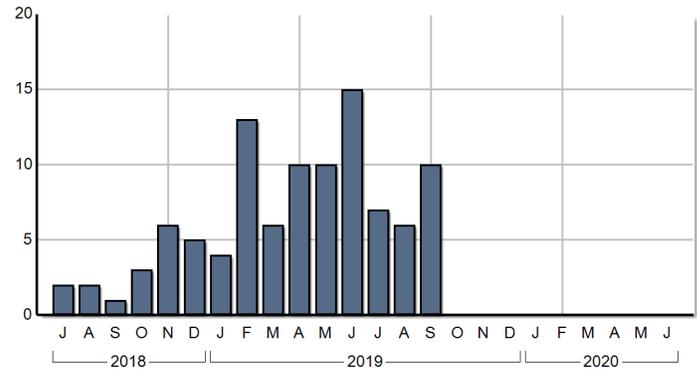
Tobacco Users By Fax Referral



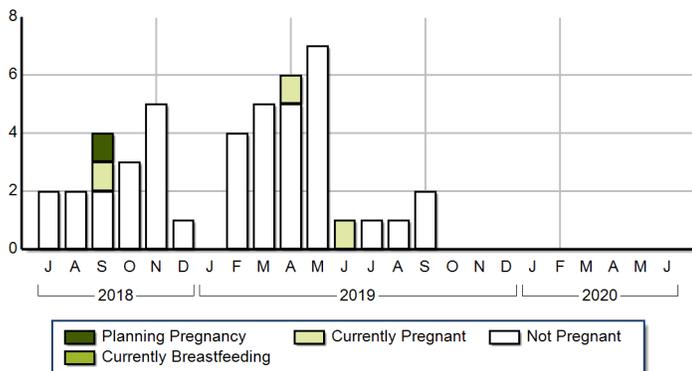
Tobacco User Enrollments By Program Type



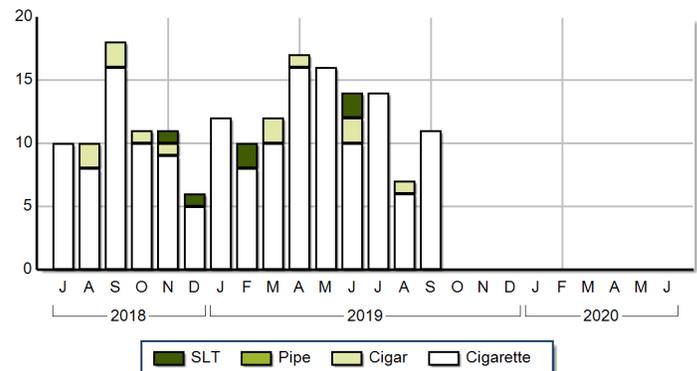
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

Tobacco Users By Gender

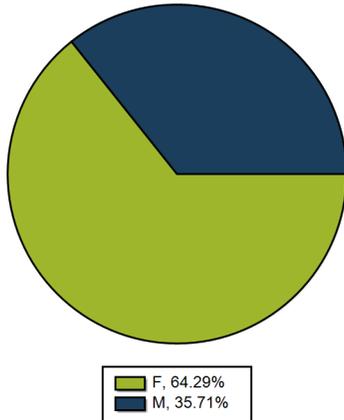


Chart Total N: 14

Tobacco Users By Language

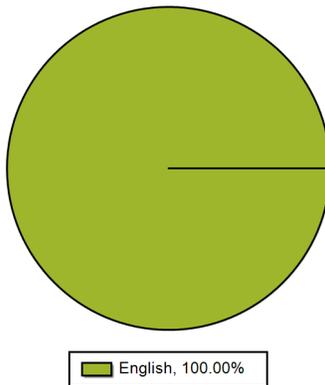


Chart Total N: 14

Tobacco Users By Education

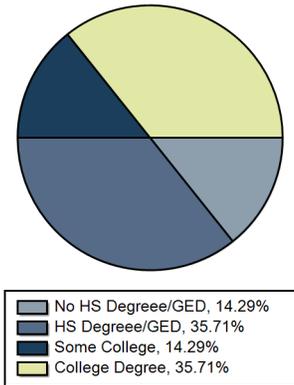


Chart Total N: 14

Tobacco Users By Race

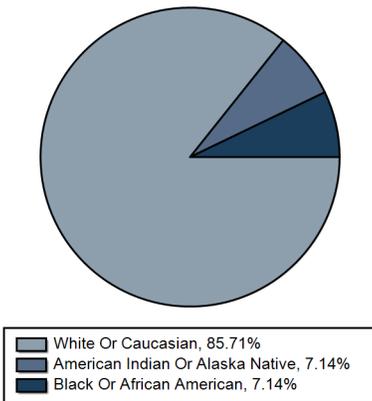


Chart Total N: 14

Tobacco Users By Age

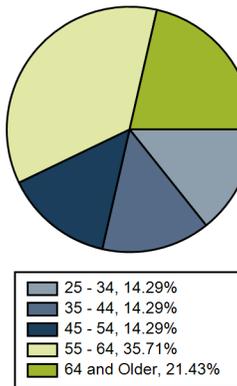


Chart Total N: 14

Tobacco Users By Health Plan

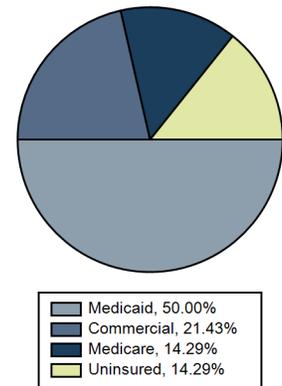


Chart Total N: 14

Tobacco Users By Ethnicity

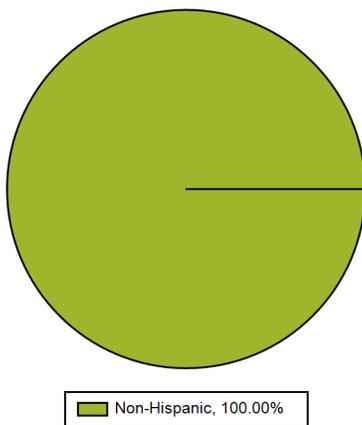


Chart Total N: 12

Tobacco Users By Chronic Condition

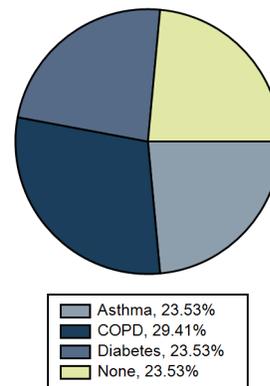
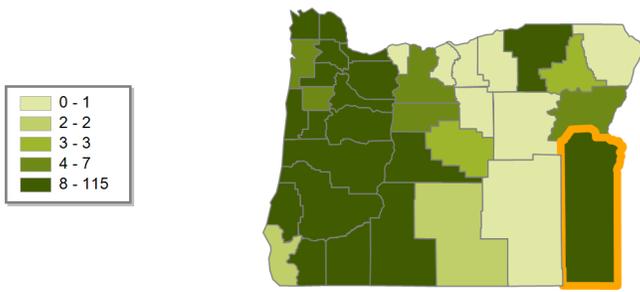


Chart Total N: 17

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

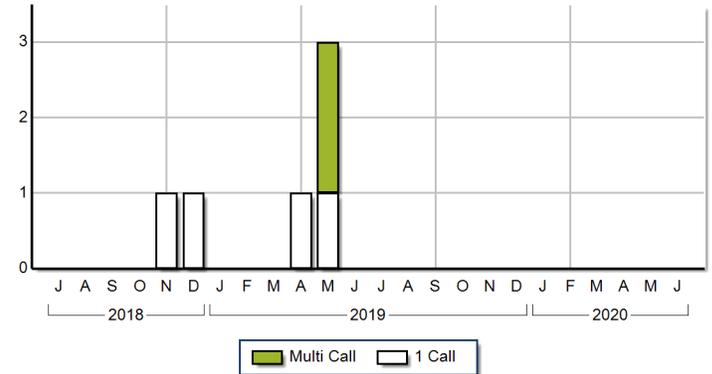


County Population		Prevalence	Tobacco Users	
Adult	23,866	16.8 %	4,009 ⁴	
			County	State
Tobacco Users - Last Full Month			3	383
Tobacco Users YTD			10	1,133
Unique Tobacco Users YTD			10	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			2	0.25 %
Reach - NAQC			3	0.22 %
Annualized Reach			2	1.00 %
Annualized Reach - NAQC			3	0.90 %
Unique Individual Reach			1	0.25 %

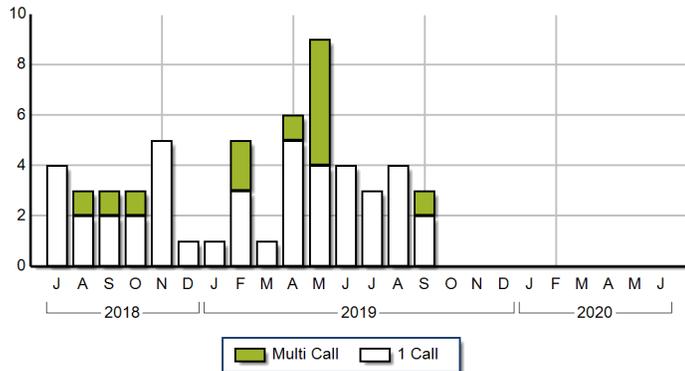
Tobacco Users By How Heard About



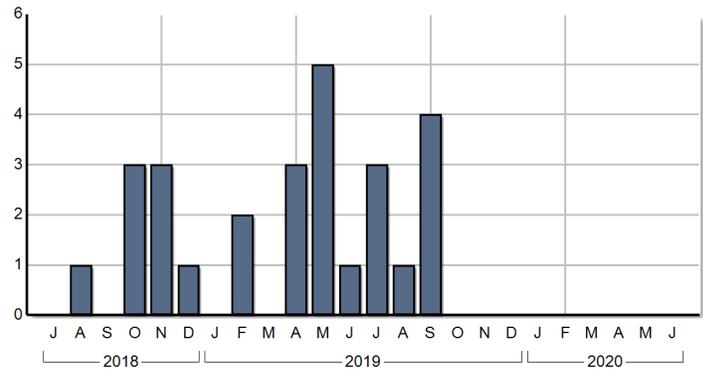
Tobacco Users By Fax Referral



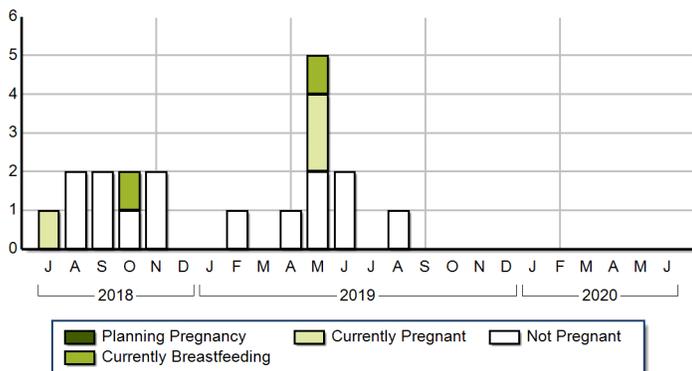
Tobacco User Enrollments By Program Type



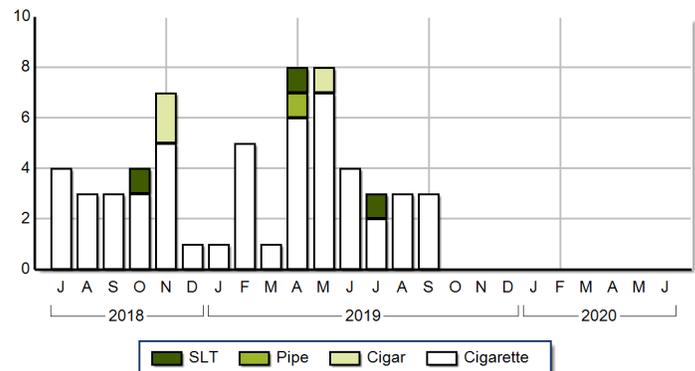
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

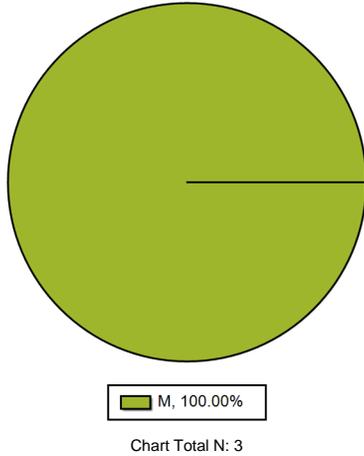


Tobacco Users By Tobacco Type

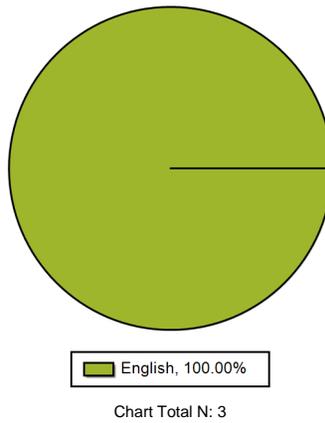


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

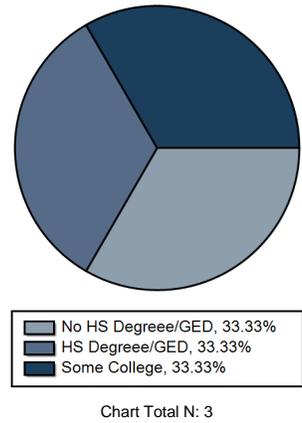
Tobacco Users By Gender



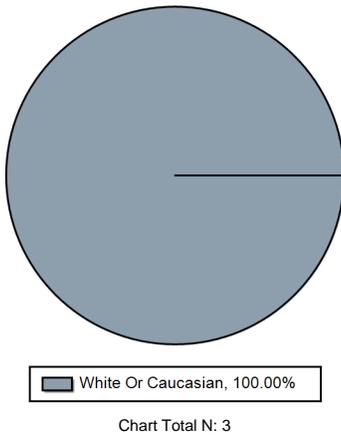
Tobacco Users By Language



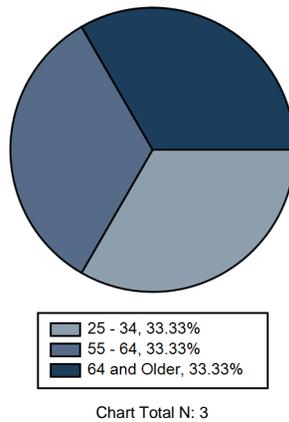
Tobacco Users By Education



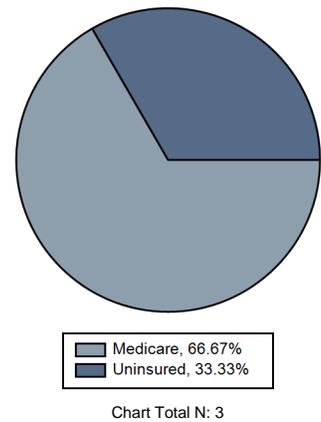
Tobacco Users By Race



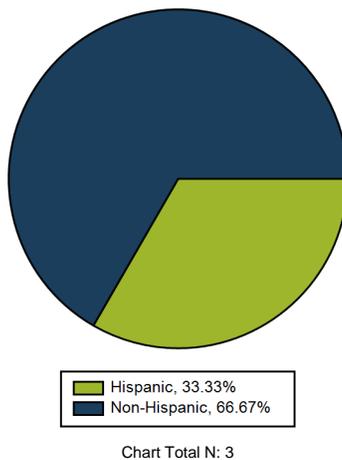
Tobacco Users By Age



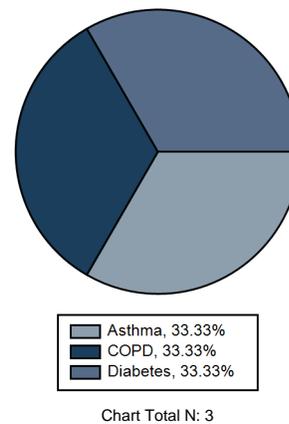
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



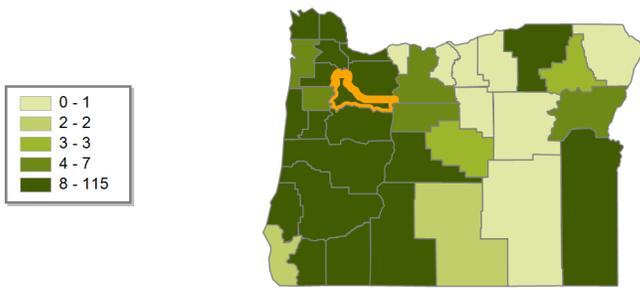
Tobacco Users By Chronic Condition



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

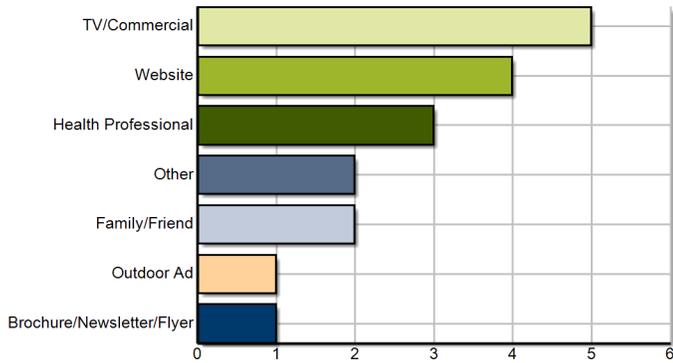
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

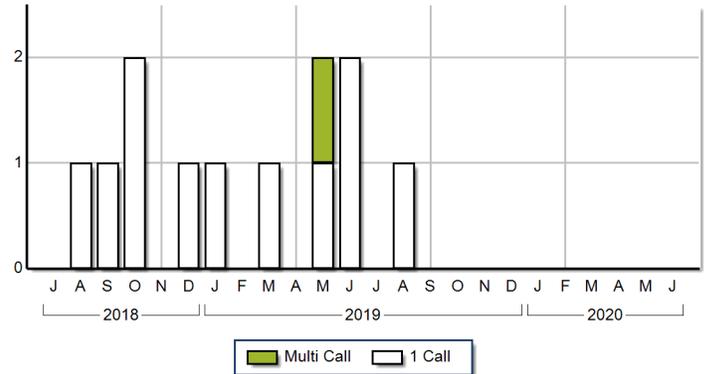


County Population		Prevalence	Tobacco Users	
Adult	235,431	15.5 %	36,492	
			County	State
Tobacco Users - Last Full Month			19	383
Tobacco Users YTD			49	1,133
Unique Tobacco Users YTD			49	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.13 %	0.25 %
Reach - NAQC			0.13 %	0.20 %
Annualized Reach			0.54 %	1.00 %
Annualized Reach - NAQC			0.52 %	0.80 %
Unique Individual Reach			0.13 %	0.23 %

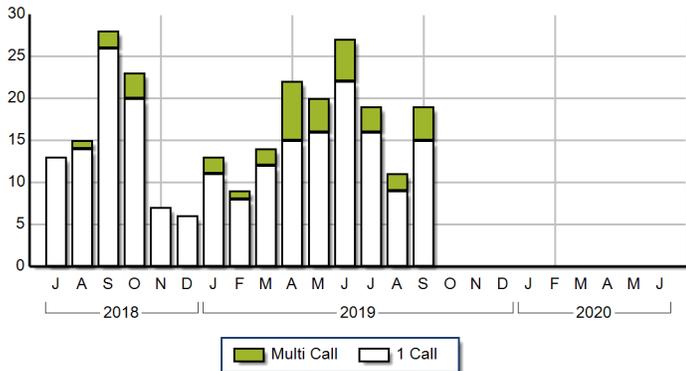
Tobacco Users By How Heard About



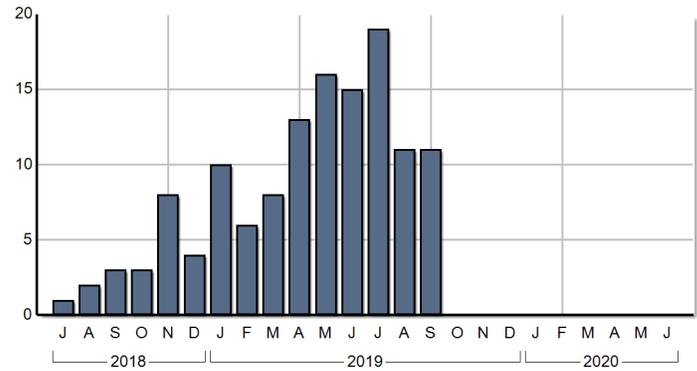
Tobacco Users By Fax Referral



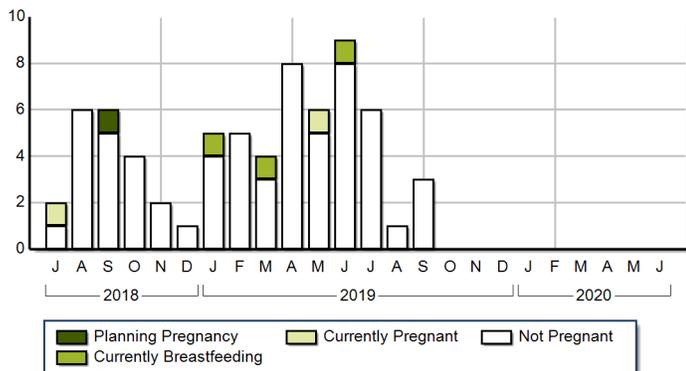
Tobacco User Enrollments By Program Type



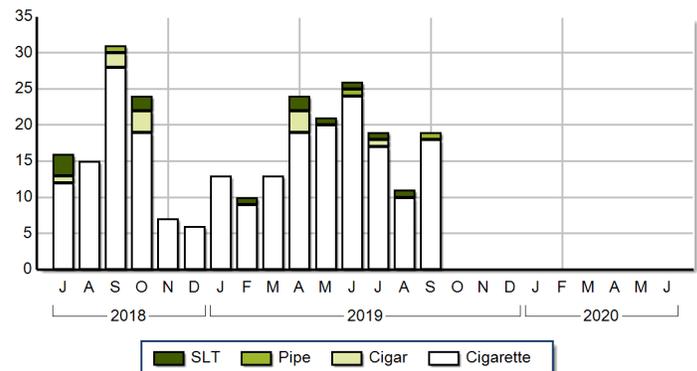
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

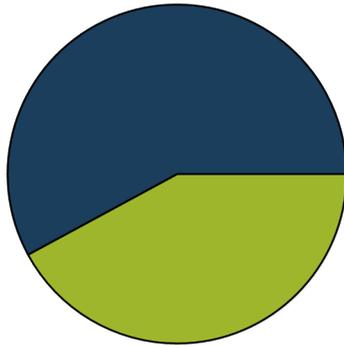


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
2. Reach – includes all tobacco users.

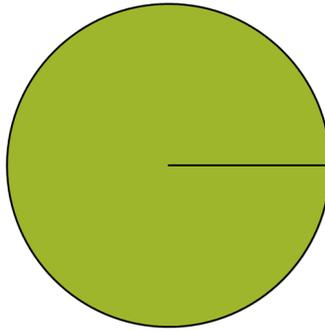
Tobacco Users By Gender



F, 42.11%
M, 57.89%

Chart Total N: 19

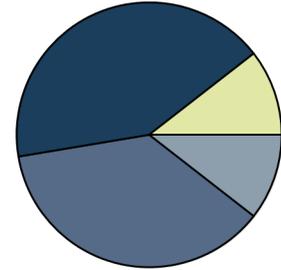
Tobacco Users By Language



English, 100.00%

Chart Total N: 19

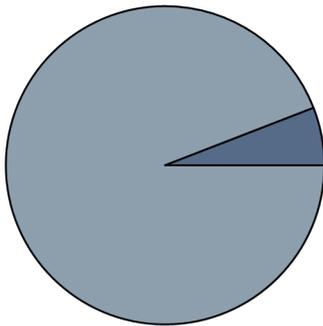
Tobacco Users By Education



No HS Degree/GED, 10.53%
 HS Degree/GED, 36.84%
 Some College, 42.11%
 College Degree, 10.53%

Chart Total N: 19

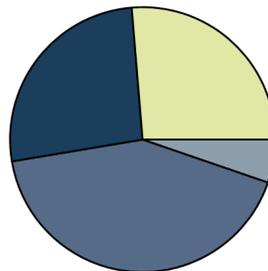
Tobacco Users By Race



White Or Caucasian, 94.12%
 Native Hawaiian Or Pacific Islander, 5.88%

Chart Total N: 17

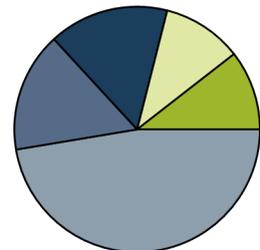
Tobacco Users By Age



25 - 34, 5.26%
 35 - 44, 42.11%
 45 - 54, 26.32%
 55 - 64, 26.32%

Chart Total N: 19

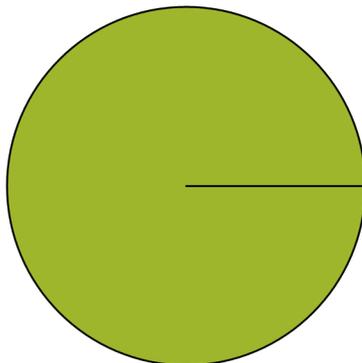
Tobacco Users By Health Plan



Medicaid, 47.37%
 Other, 15.79%
 Uninsured, 15.79%
 Commercial, 10.53%
 Medicare, 10.53%

Chart Total N: 19

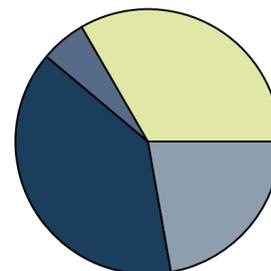
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 17

Tobacco Users By Chronic Condition



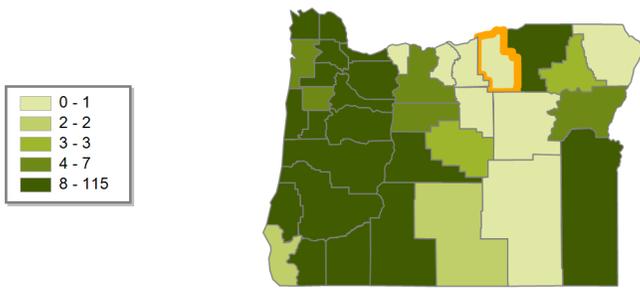
Asthma, 22.22%
 COPD, 38.89%
 Diabetes, 5.56%
 None, 33.33%

Chart Total N: 18

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

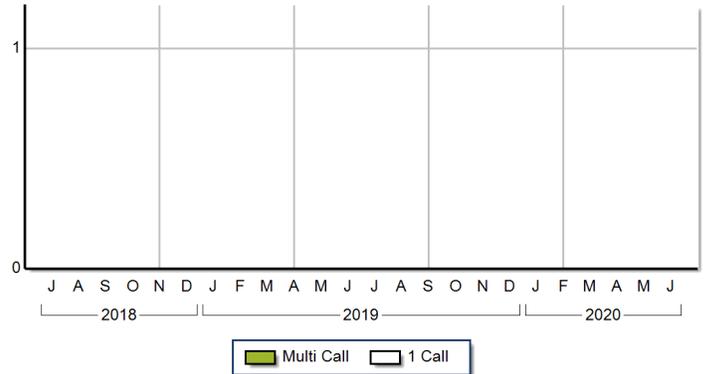


County Population		Prevalence	Tobacco Users	
Adult	9,037	18.2 %	1,645	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			1	1,133
Unique Tobacco Users YTD			1	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.06 %	0.25 %
Reach - NAQC			0.06 %	0.20 %
Annualized Reach			0.24 %	1.00 %
Annualized Reach - NAQC			0.24 %	0.80 %
Unique Individual Reach			0.06 %	0.23 %

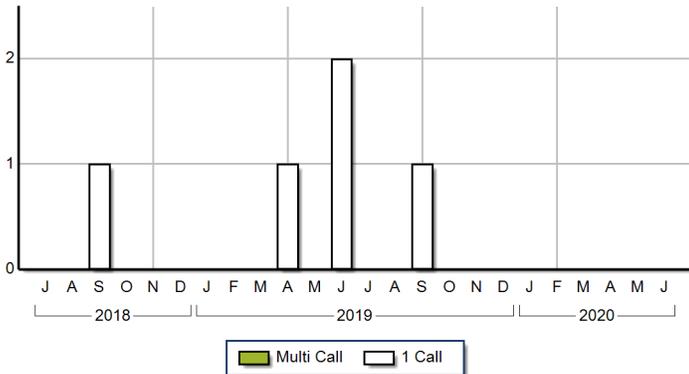
Tobacco Users By How Heard About



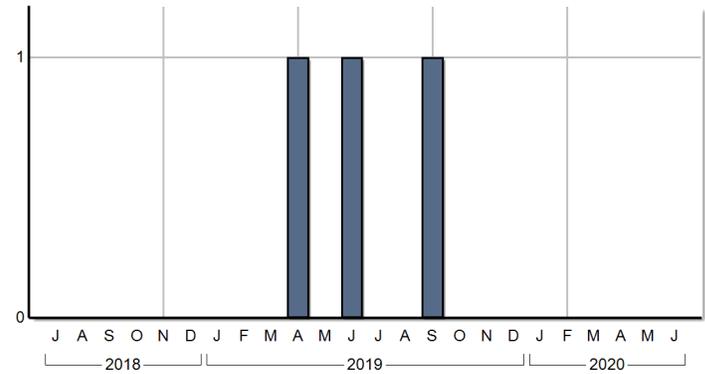
Tobacco Users By Fax Referral



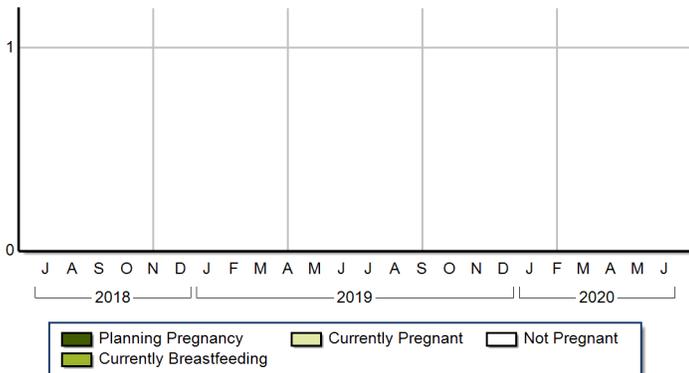
Tobacco User Enrollments By Program Type



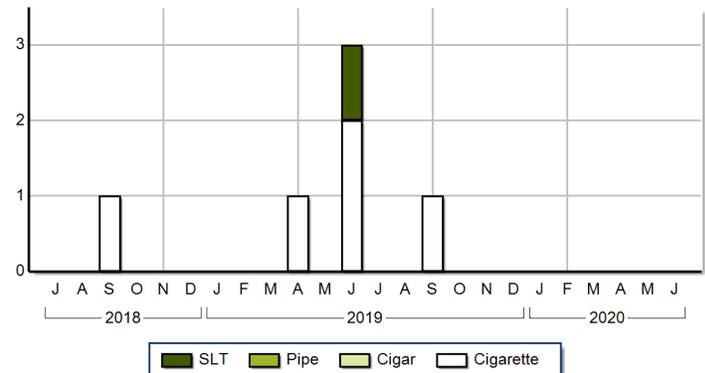
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

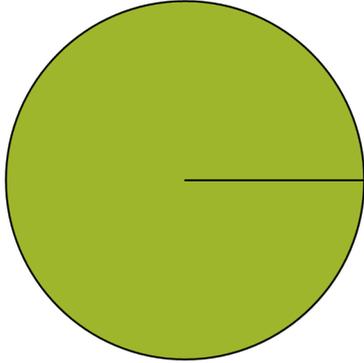


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

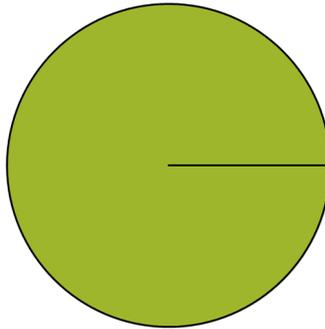
Tobacco Users By Gender



M, 100.00%

Chart Total N: 1

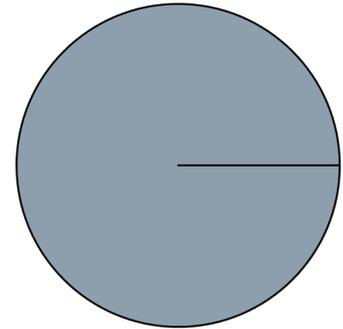
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

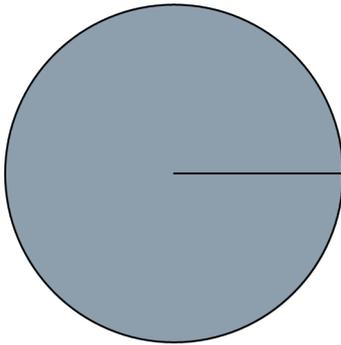
Tobacco Users By Education



HS Degree/GED, 100.00%

Chart Total N: 1

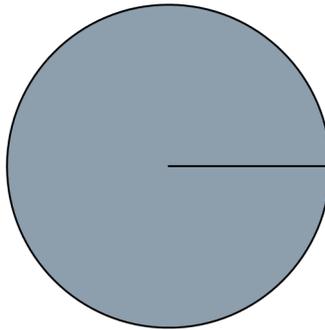
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 1

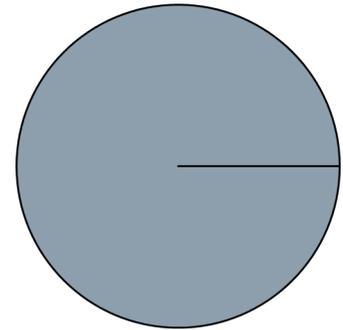
Tobacco Users By Age



64 and Older, 100.00%

Chart Total N: 1

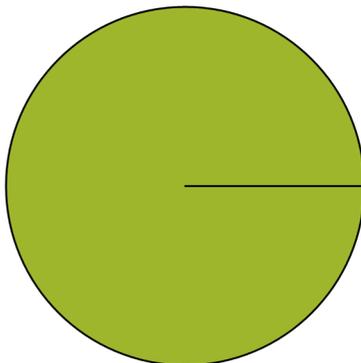
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

Tobacco Users By Ethnicity



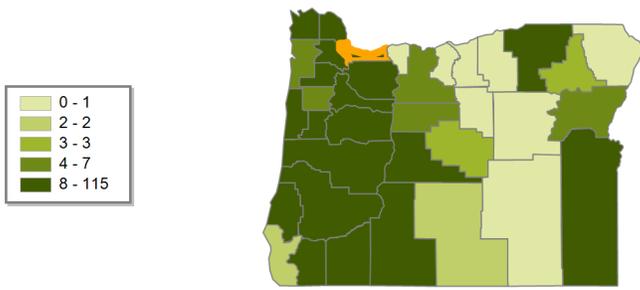
Non-Hispanic, 100.00%

Chart Total N: 1

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

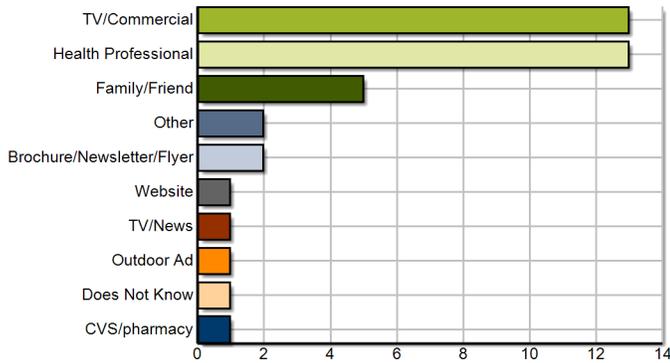
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

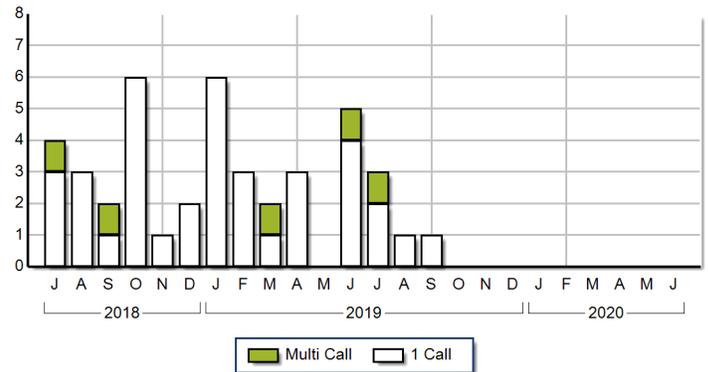


County Population		Prevalence	Tobacco Users	
Adult	564,102	15.3 %	86,308 ⁴	
			County	State
Tobacco Users - Last Full Month			41	383
Tobacco Users YTD			115	1,133
Unique Tobacco Users YTD			1	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.13 %	0.25 %
Reach - NAQC			0.13 %	0.20 %
Annualized Reach			0.53 %	1.00 %
Annualized Reach - NAQC			0.50 %	0.80 %
Unique Individual Reach			0.13 %	0.23 %

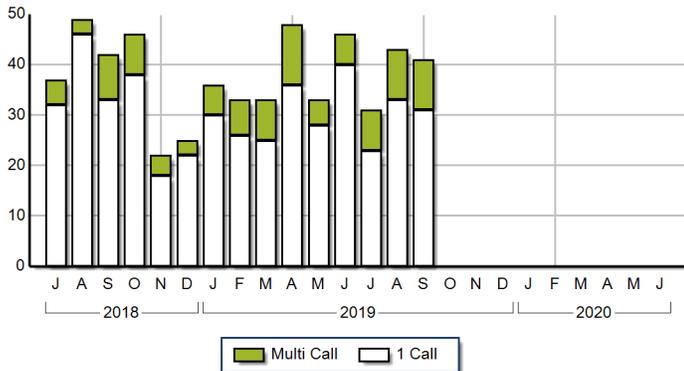
Tobacco Users By How Heard About



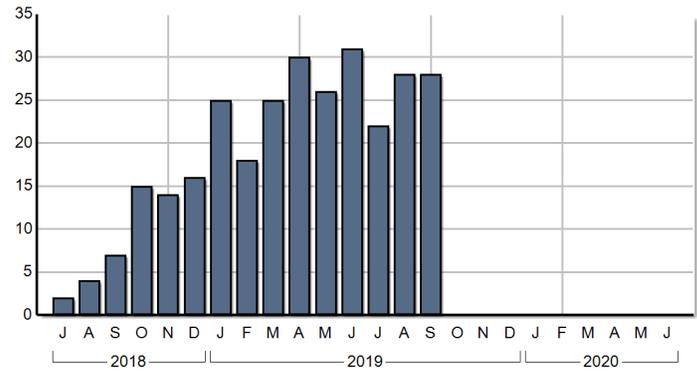
Tobacco Users By Fax Referral



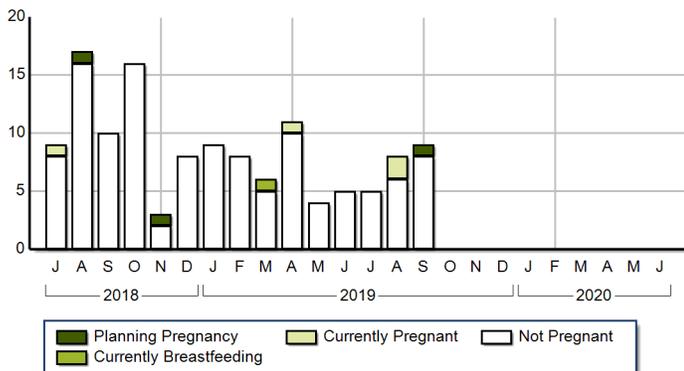
Tobacco User Enrollments By Program Type



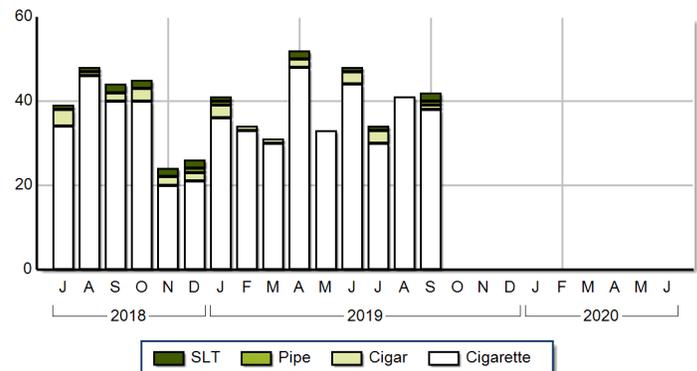
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

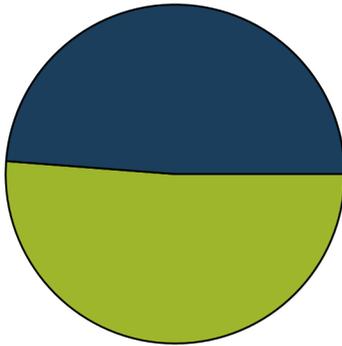


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

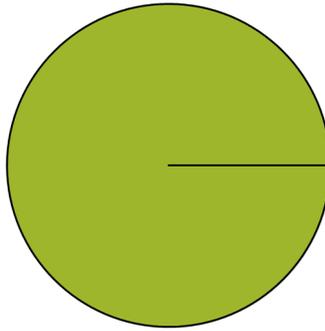
Tobacco Users By Gender



F, 51.22%
M, 48.78%

Chart Total N: 41

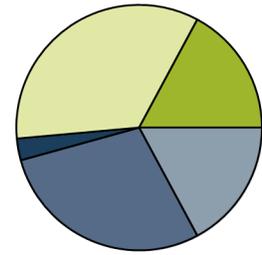
Tobacco Users By Language



English, 100.00%

Chart Total N: 41

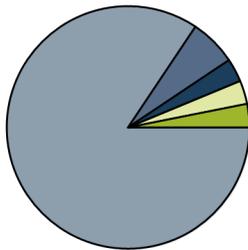
Tobacco Users By Education



No HS Degreee/GED, 17.14%
 HS Degreee/GED, 28.57%
 Technical Degree, 2.86%
 Some College, 34.29%
 College Degree, 17.14%

Chart Total N: 35

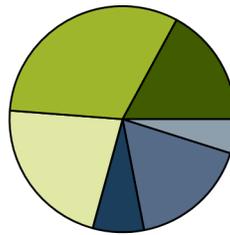
Tobacco Users By Race



White Or Caucasian, 84.38%
 Black Or African American, 6.25%
 American Indian Or Alaska Native, 3.13%
 White, 3.13%
 White Or Caucasian; American Indian Or Alaska Native, etc.

Chart Total N: 32

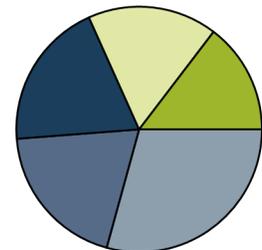
Tobacco Users By Age



18 - 24, 4.88%
 25 - 34, 17.07%
 35 - 44, 7.32%
 45 - 54, 21.95%
 55 - 64, 31.71%
 64 and Older, 17.07%

Chart Total N: 41

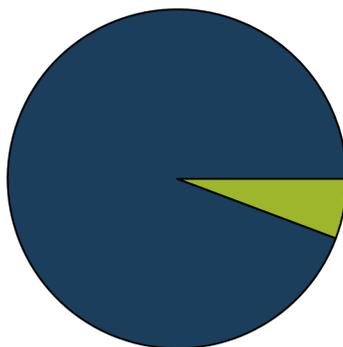
Tobacco Users By Health Plan



Medicare, 29.27%
 Other, 19.51%
 Uninsured, 19.51%
 Commercial, 17.07%
 Medicaid, 14.63%

Chart Total N: 41

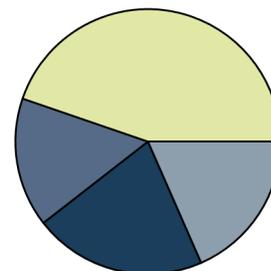
Tobacco Users By Ethnicity



Hispanic, 5.71%
 Non-Hispanic, 94.29%

Chart Total N: 35

Tobacco Users By Chronic Condition



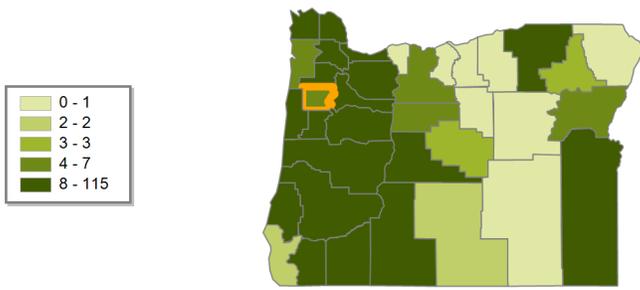
Asthma, 18.42%
 COPD, 21.05%
 Diabetes, 15.79%
 None, 44.74%

Chart Total N: 38

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

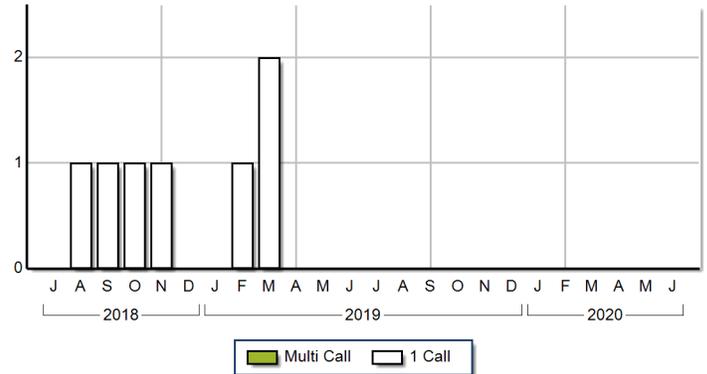


County Population		Prevalence	Tobacco Users	
Adult	52,685	14.3 %	7,534 ⁴	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			5	1,133
Unique Tobacco Users YTD			5	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.07 %	0.25 %
Reach - NAQC			0.07 %	0.20 %
Annualized Reach			0.27 %	1.00 %
Annualized Reach - NAQC			0.27 %	0.80 %
Unique Individual Reach			0.07 %	0.23 %

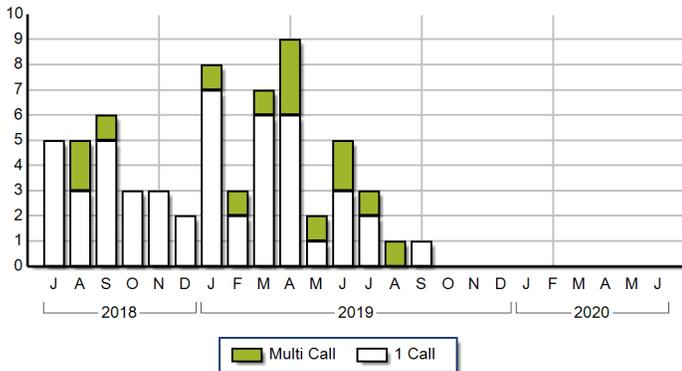
Tobacco Users By How Heard About



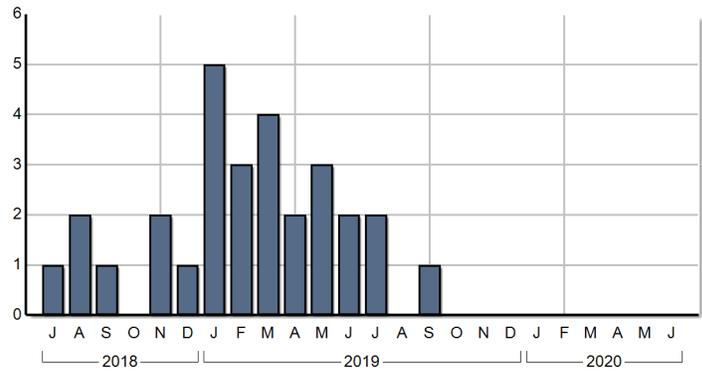
Tobacco Users By Fax Referral



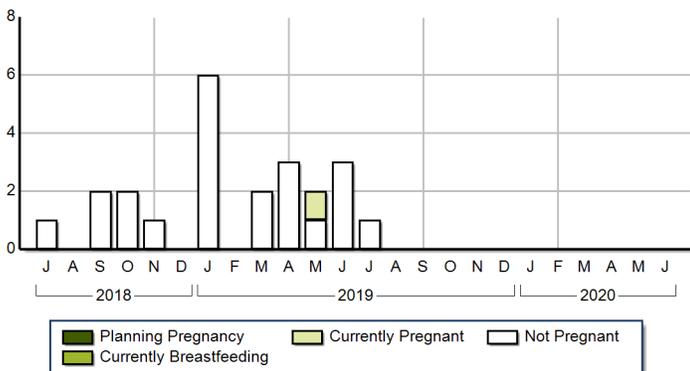
Tobacco User Enrollments By Program Type



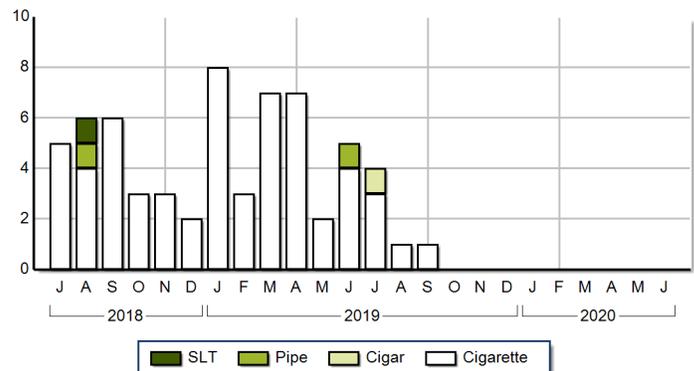
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

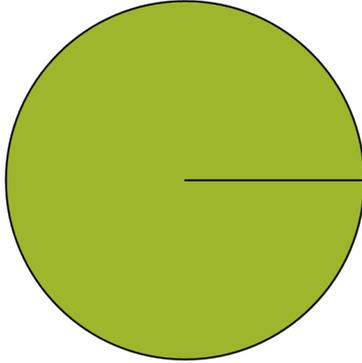


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

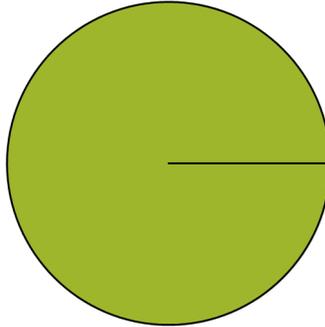
Tobacco Users By Gender



M, 100.00%

Chart Total N: 1

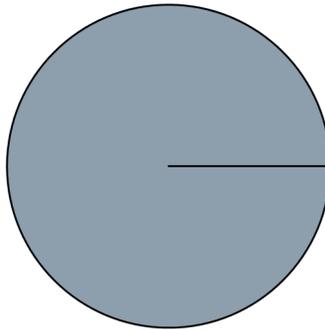
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

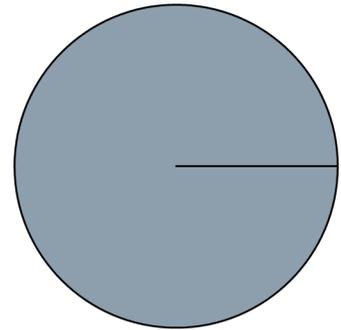
Tobacco Users By Age



64 and Older, 100.00%

Chart Total N: 1

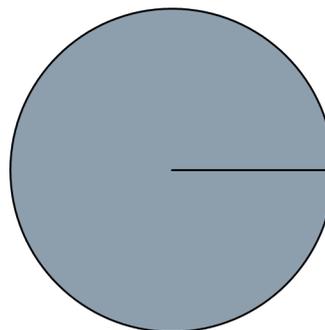
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



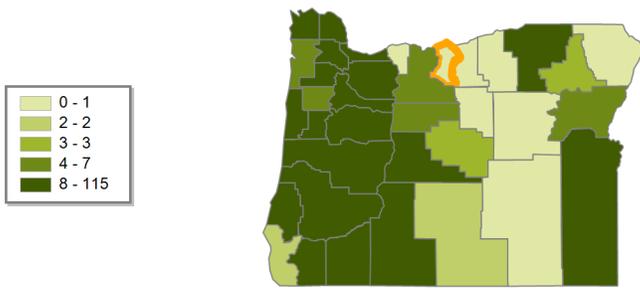
COPD, 100.00%

Chart Total N: 1

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

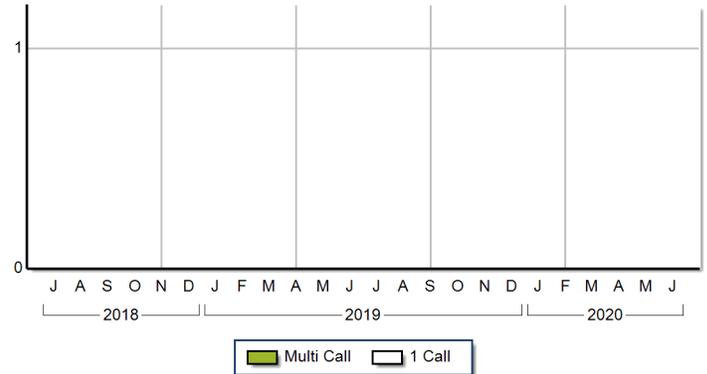


County Population		Prevalence	Tobacco Users	
Adult	1,477	22.1 %		326
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			1	1,133
Unique Tobacco Users YTD			1	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.31 %	0.25 %
Reach - NAQC			0.31 %	0.20 %
Annualized Reach			1.23 %	1.00 %
Annualized Reach - NAQC			1.23 %	0.80 %
Unique Individual Reach			0.31 %	0.23 %

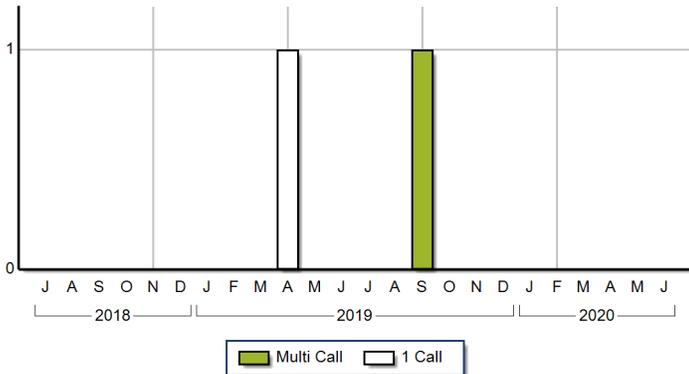
Tobacco Users By How Heard About



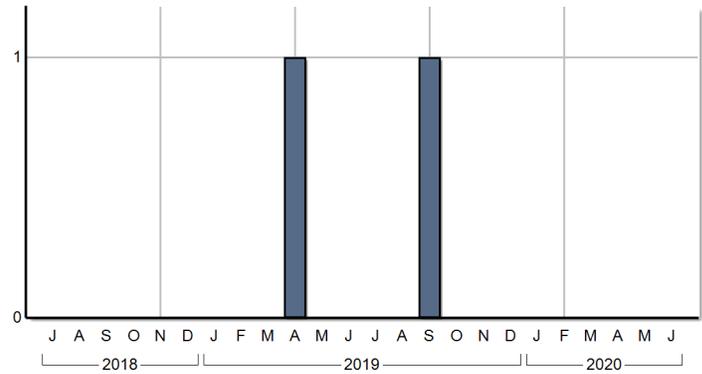
Tobacco Users By Fax Referral



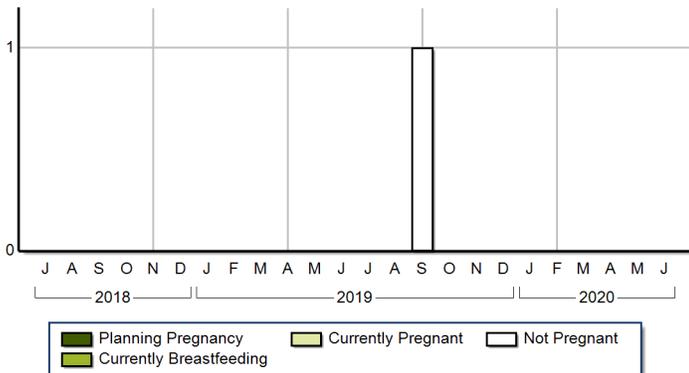
Tobacco User Enrollments By Program Type



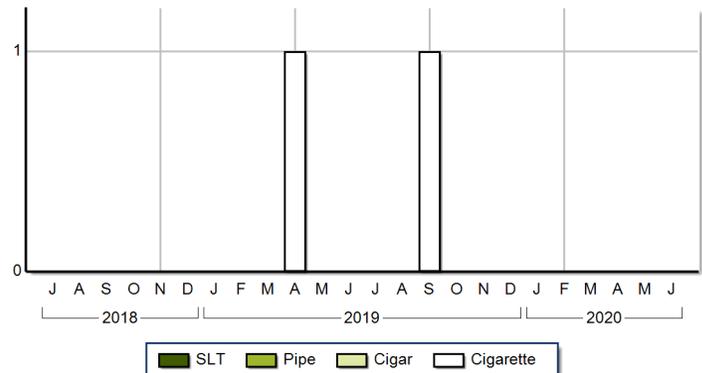
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

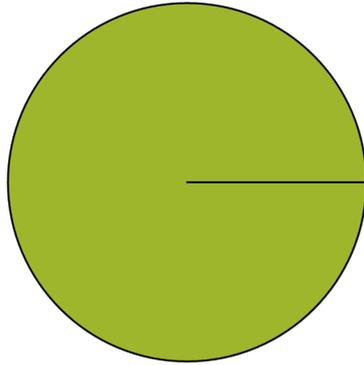


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

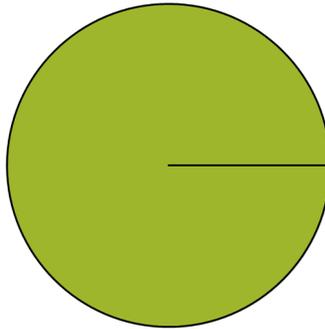
Tobacco Users By Gender



F, 100.00%

Chart Total N: 1

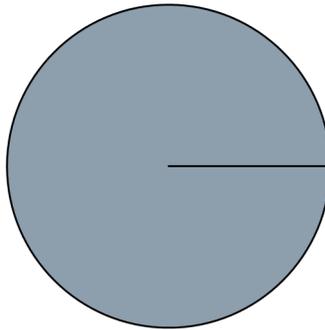
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

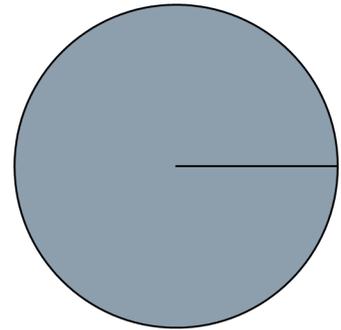
Tobacco Users By Age



25 - 34, 100.00%

Chart Total N: 1

Tobacco Users By Health Plan



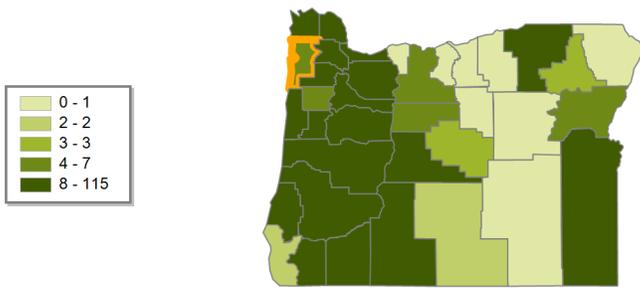
Uninsured, 100.00%

Chart Total N: 1

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

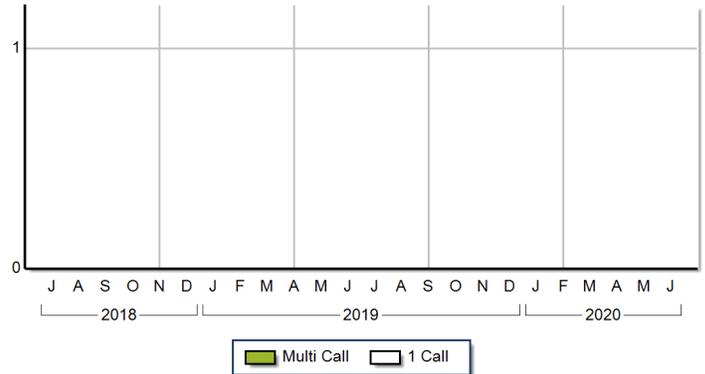


County Population		Prevalence	Tobacco Users	
Adult	21,446	21.6 %	4,632	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			6	1,133
Unique Tobacco Users YTD			6	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.13 %	0.25 %
Reach - NAQC			0.13 %	0.20 %
Annualized Reach			0.52 %	1.00 %
Annualized Reach - NAQC			0.52 %	0.80 %
Unique Individual Reach			0.13 %	0.23 %

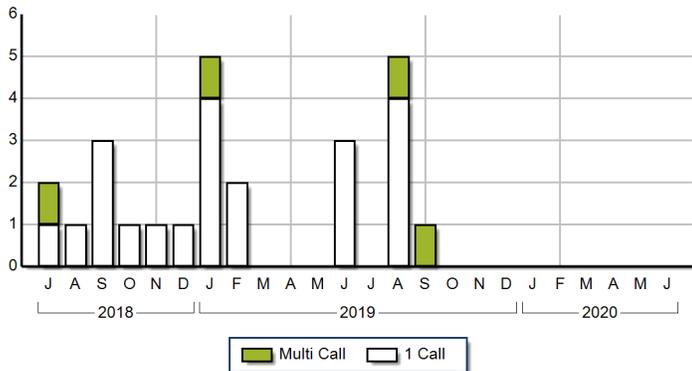
Tobacco Users By How Heard About



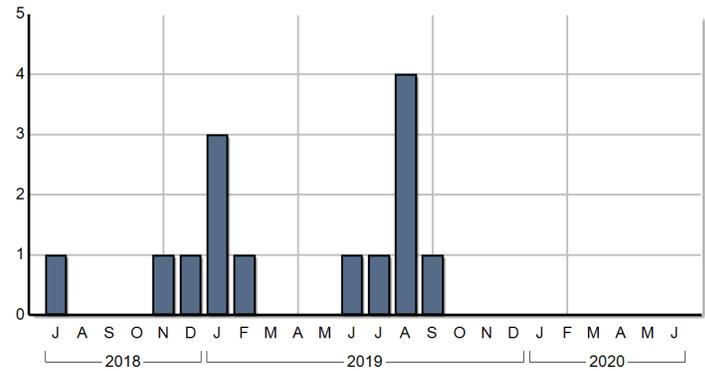
Tobacco Users By Fax Referral



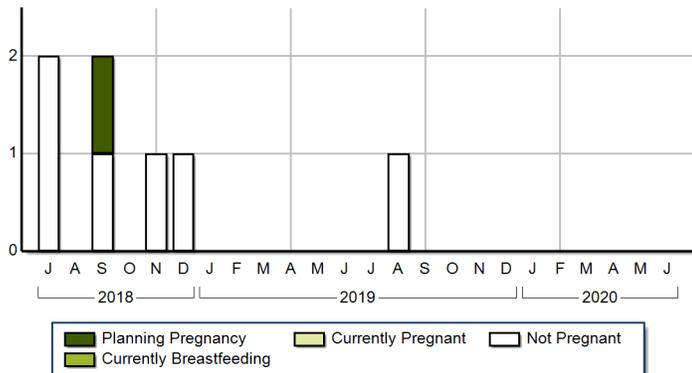
Tobacco User Enrollments By Program Type



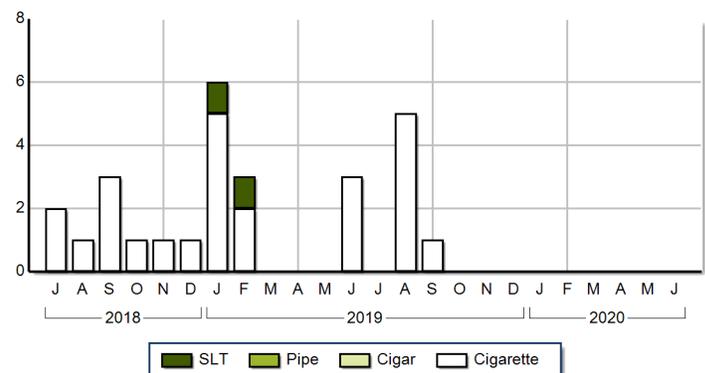
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

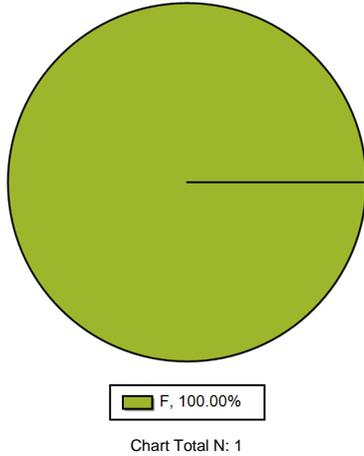


Tobacco Users By Tobacco Type

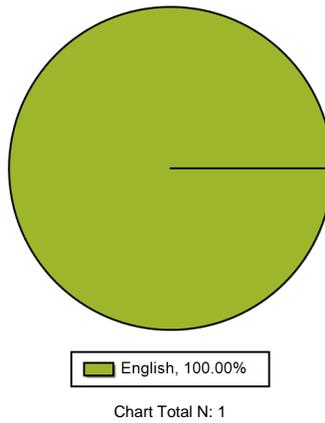


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

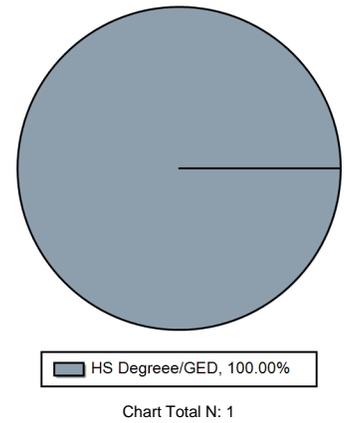
Tobacco Users By Gender



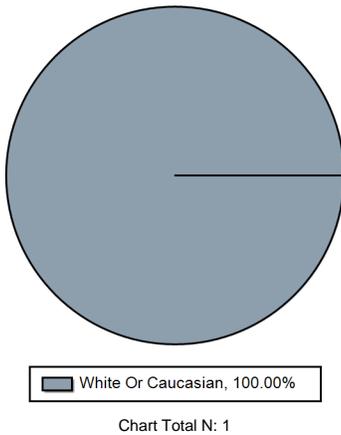
Tobacco Users By Language



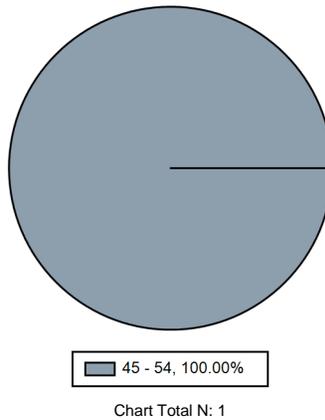
Tobacco Users By Education



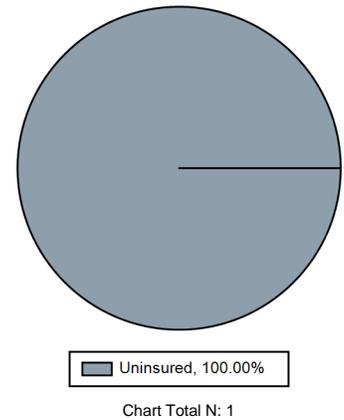
Tobacco Users By Race



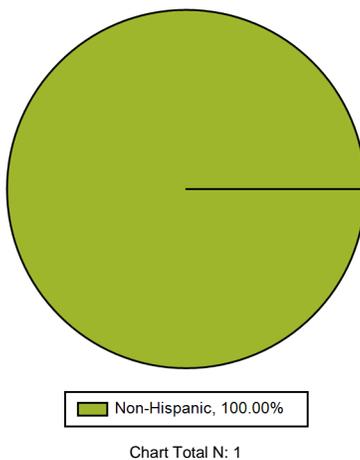
Tobacco Users By Age



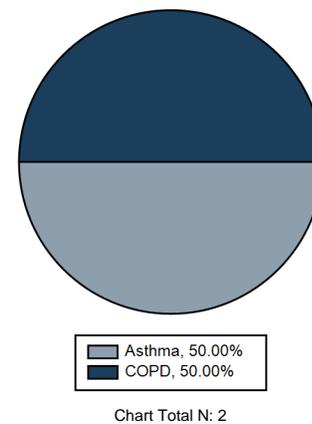
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



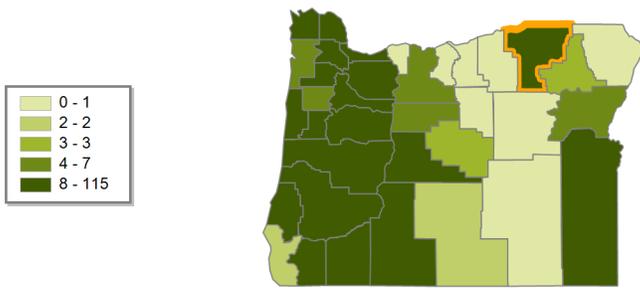
Tobacco Users By Chronic Condition



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

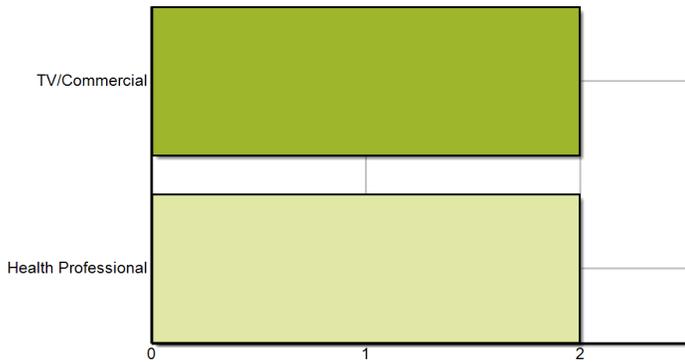
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

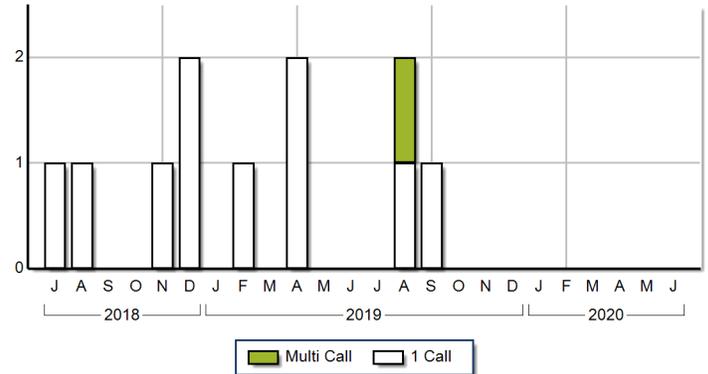


County Population		Prevalence	Tobacco Users	
Adult	54,202	24.2 %	13,117 ⁴	
			County	State
Tobacco Users - Last Full Month			4	383
Tobacco Users YTD			12	1,133
Unique Tobacco Users YTD			12	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.09 %	0.25 %
Reach - NAQC			0.09 %	0.20 %
Annualized Reach			0.37 %	1.00 %
Annualized Reach - NAQC			0.37 %	0.80 %
Unique Individual Reach			0.09 %	0.23 %

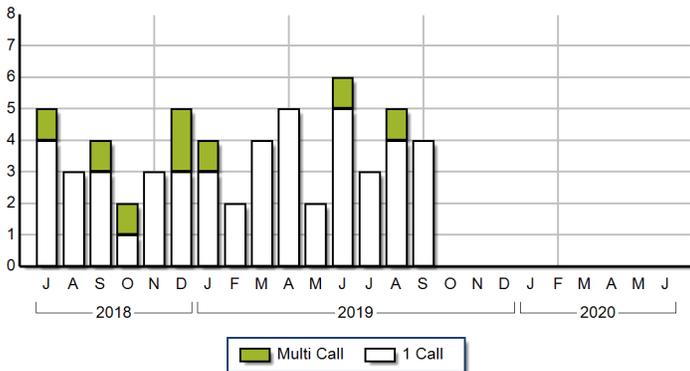
Tobacco Users By How Heard About



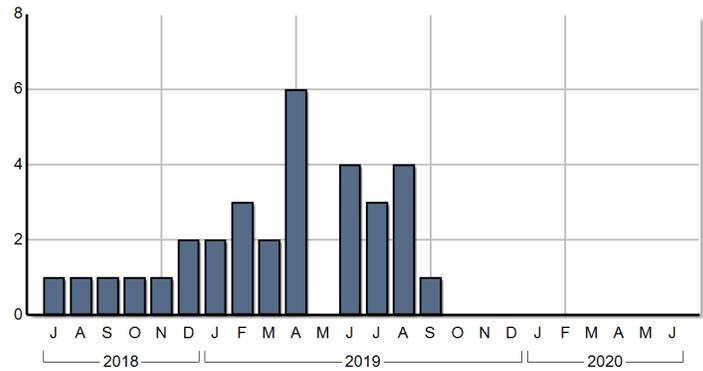
Tobacco Users By Fax Referral



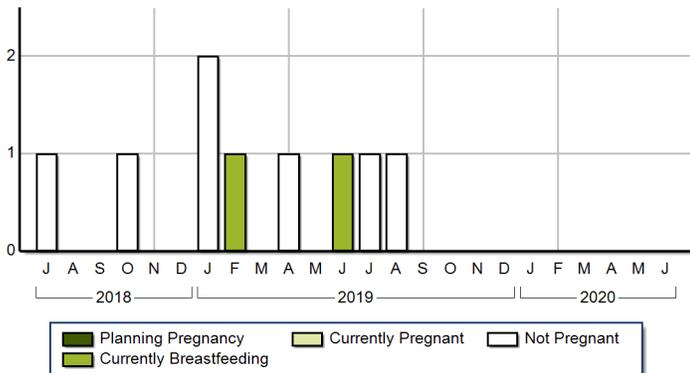
Tobacco User Enrollments By Program Type



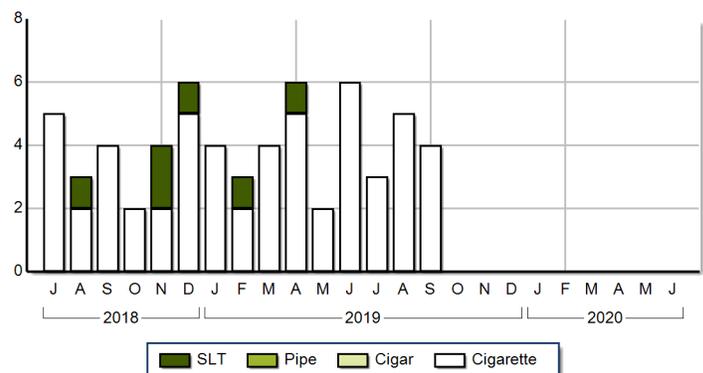
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

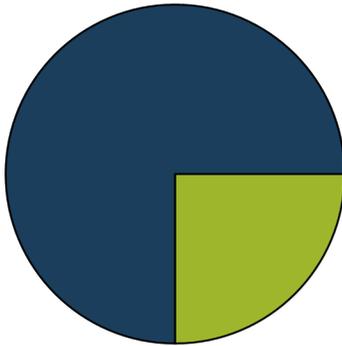


Tobacco Users By Tobacco Type



1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

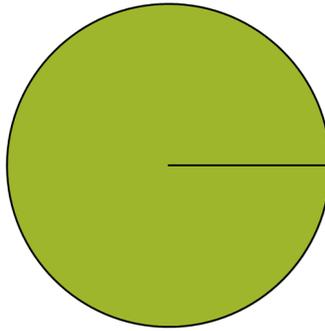
Tobacco Users By Gender



F, 25.00%
 M, 75.00%

Chart Total N: 4

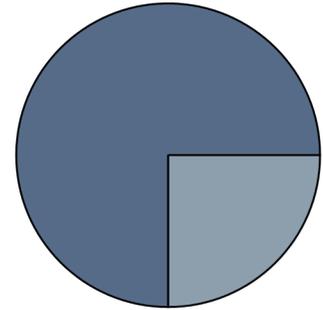
Tobacco Users By Language



English, 100.00%

Chart Total N: 4

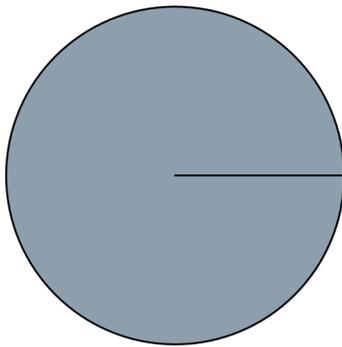
Tobacco Users By Education



No HS Degree/GED, 25.00%
 College Degree, 75.00%

Chart Total N: 4

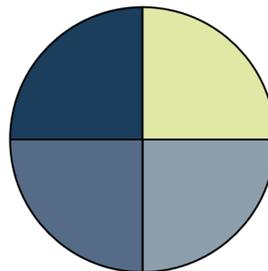
Tobacco Users By Race



White Or Caucasian, 100.00%

Chart Total N: 4

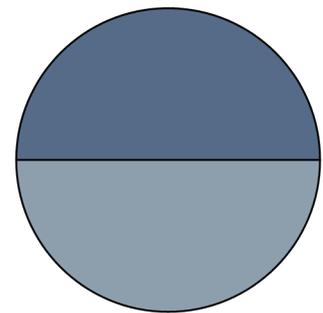
Tobacco Users By Age



25 - 34, 25.00%
 45 - 54, 25.00%
 55 - 64, 25.00%
 64 and Older, 25.00%

Chart Total N: 4

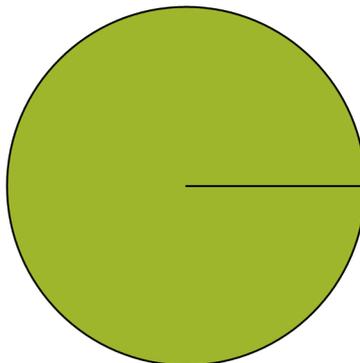
Tobacco Users By Health Plan



Medicaid, 50.00%
 Medicare, 50.00%

Chart Total N: 4

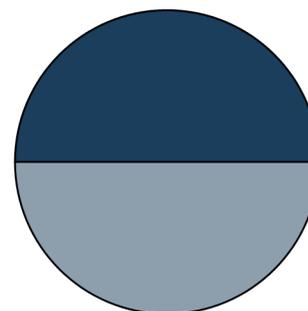
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 4

Tobacco Users By Chronic Condition



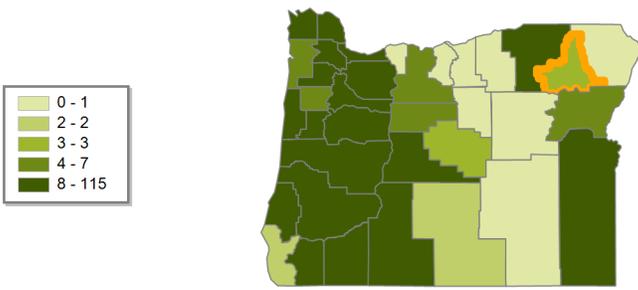
Diabetes, 50.00%
 None, 50.00%

Chart Total N: 2

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

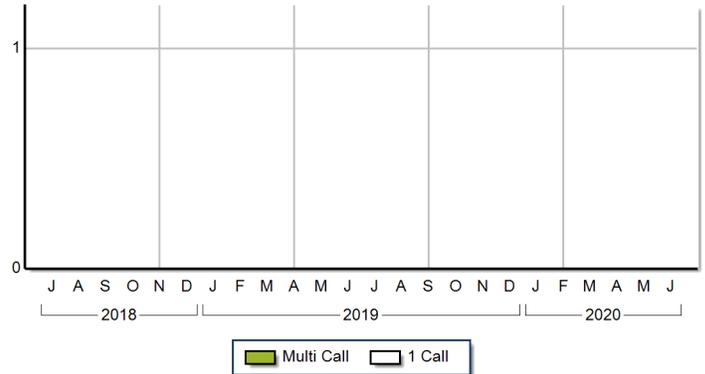


County Population		Prevalence	Tobacco Users	
Adult	19,424	13.8 %	2,681 ⁴	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			3	1,133
Unique Tobacco Users YTD			3	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.11 %	0.25 %
Reach - NAQC			0.07 %	0.20 %
Annualized Reach			0.45 %	1.00 %
Annualized Reach - NAQC			0.30 %	0.80 %
Unique Individual Reach			0.11 %	0.23 %

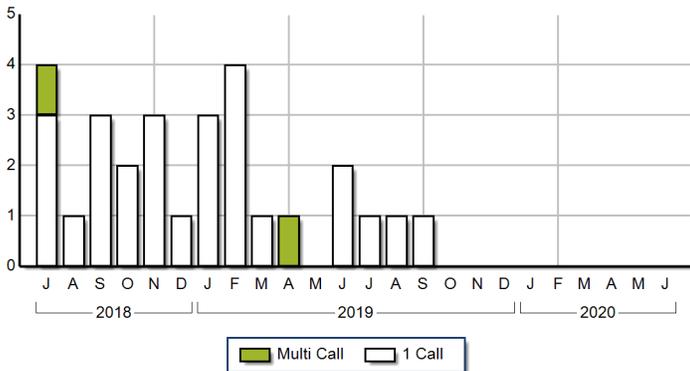
Tobacco Users By How Heard About



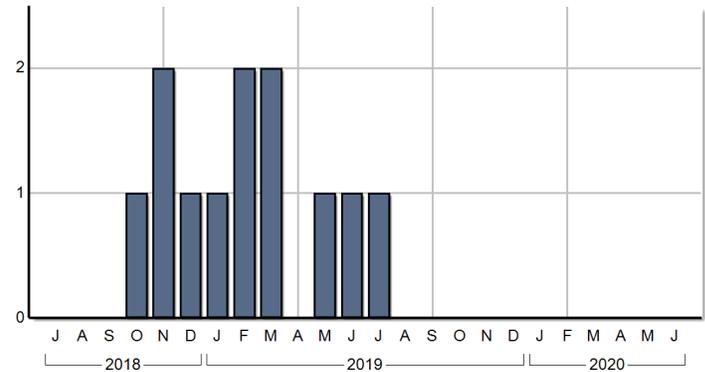
Tobacco Users By Fax Referral



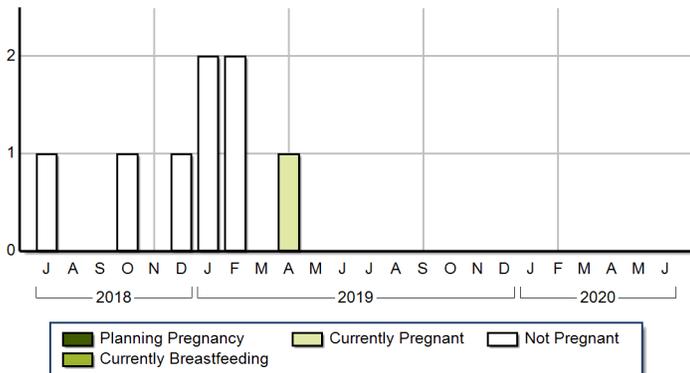
Tobacco User Enrollments By Program Type



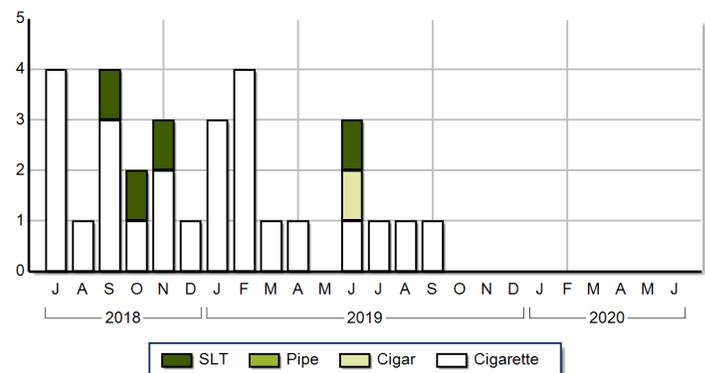
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

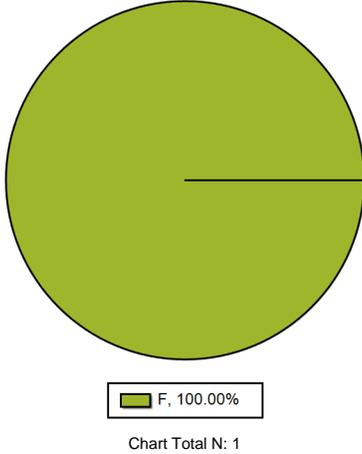


Tobacco Users By Tobacco Type

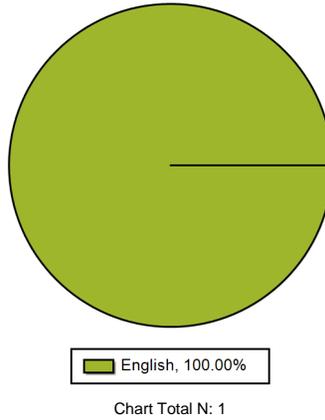


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

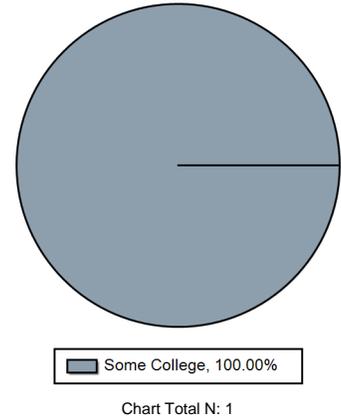
Tobacco Users By Gender



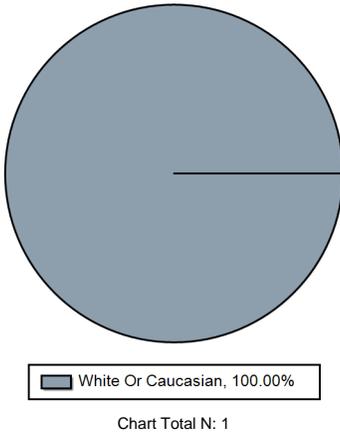
Tobacco Users By Language



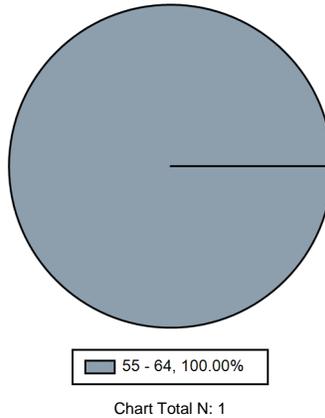
Tobacco Users By Education



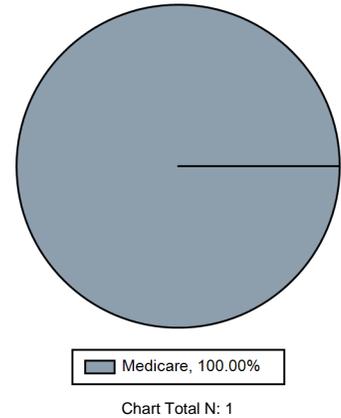
Tobacco Users By Race



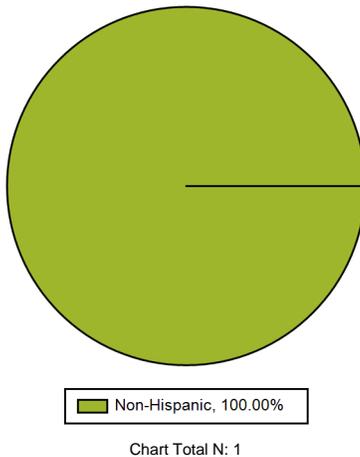
Tobacco Users By Age



Tobacco Users By Health Plan



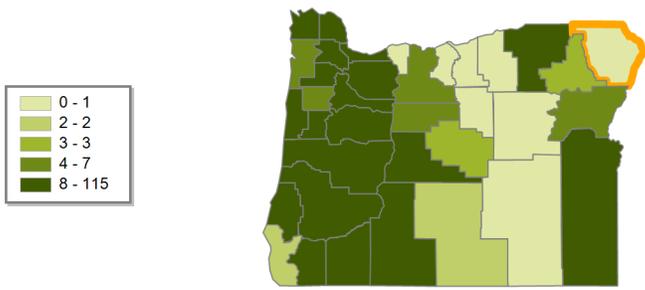
Tobacco Users By Ethnicity



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

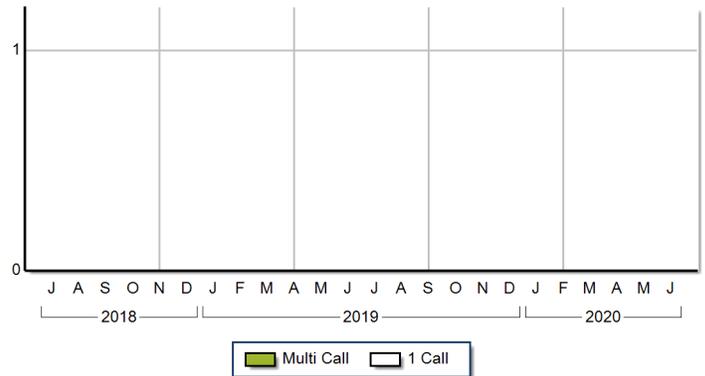
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

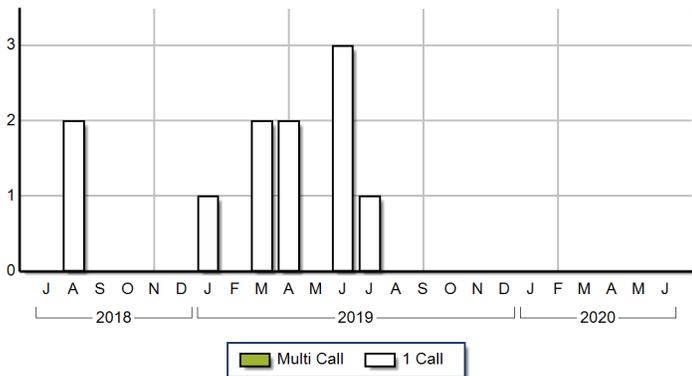


County Population		Prevalence	Tobacco Users	
Adult	5,799	17.9 %	1,038 ⁴	
			County	State
Tobacco Users - Last Full Month			-	383
Tobacco Users YTD			1	1,133
Unique Tobacco Users YTD			1	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.10 %	0.25 %
Reach - NAQC			0.10 %	0.20 %
Annualized Reach			0.39 %	1.00 %
Annualized Reach - NAQC			0.39 %	0.80 %
Unique Individual Reach			0.10 %	0.23 %

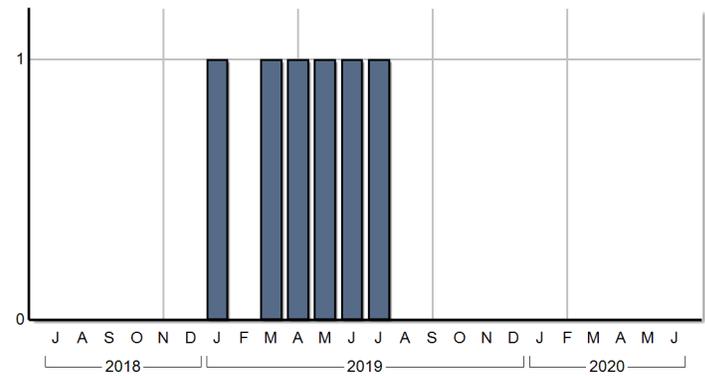
Tobacco Users By Fax Referral



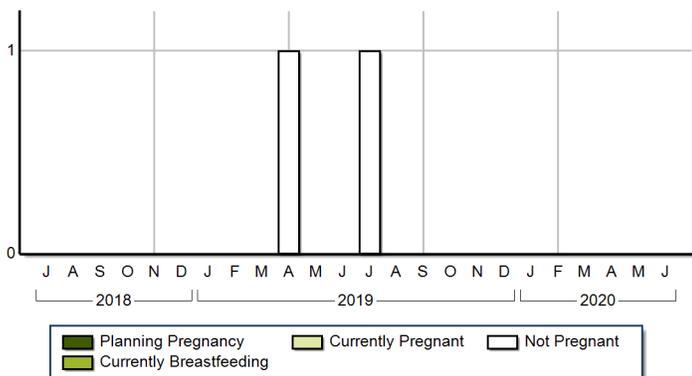
Tobacco User Enrollments By Program Type



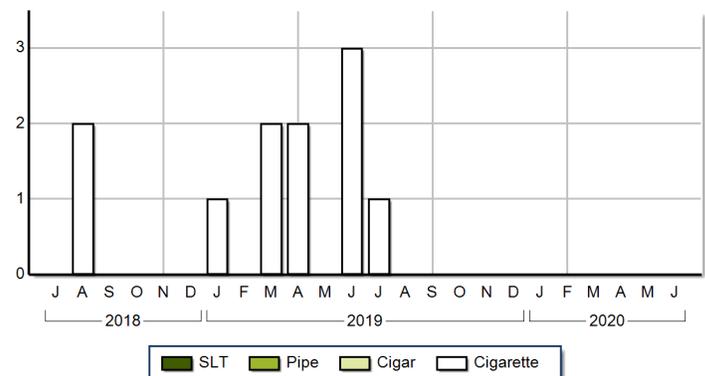
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



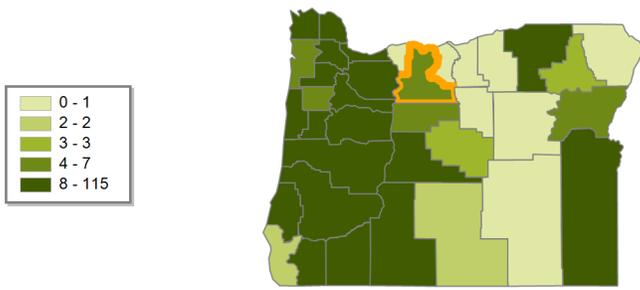
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

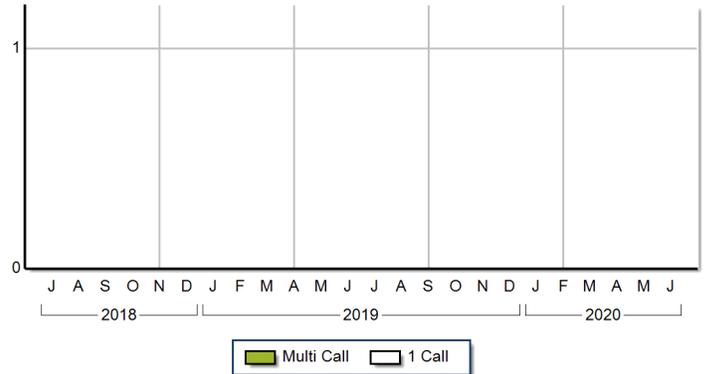


County Population		Prevalence	Tobacco Users	
Adult	18,454	22.1 %	4,078 ⁴	
			County	State
Tobacco Users - Last Full Month			1	383
Tobacco Users YTD			4	1,133
Unique Tobacco Users YTD			4	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.10 %	0.25 %
Reach - NAQC			0.10 %	0.20 %
Annualized Reach			0.39 %	1.00 %
Annualized Reach - NAQC			0.39 %	0.80 %
Unique Individual Reach			0.10 %	0.23 %

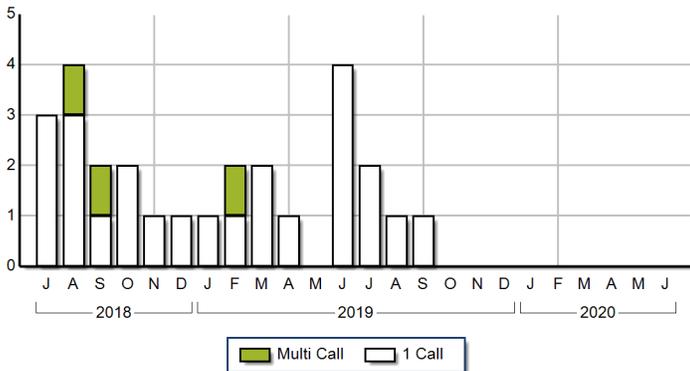
Tobacco Users By How Heard About



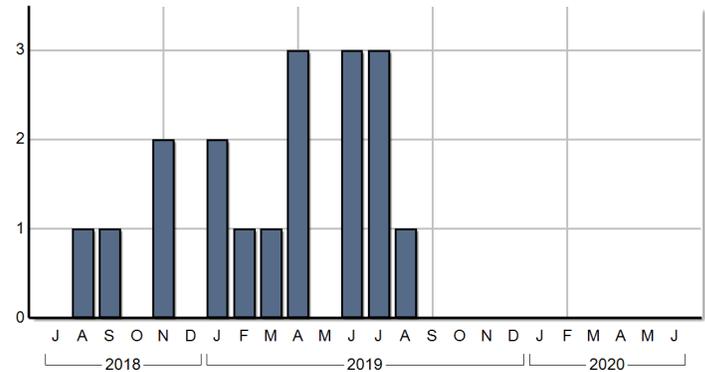
Tobacco Users By Fax Referral



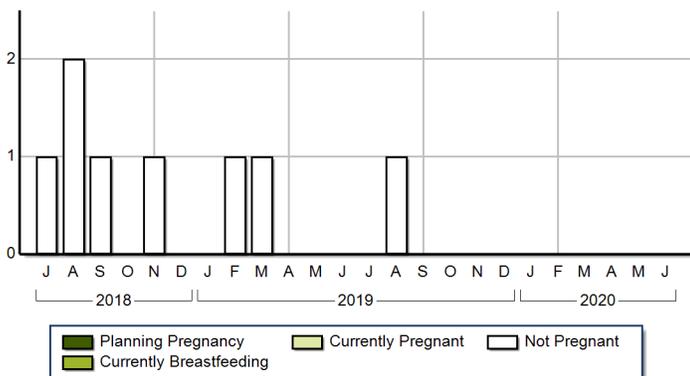
Tobacco User Enrollments By Program Type



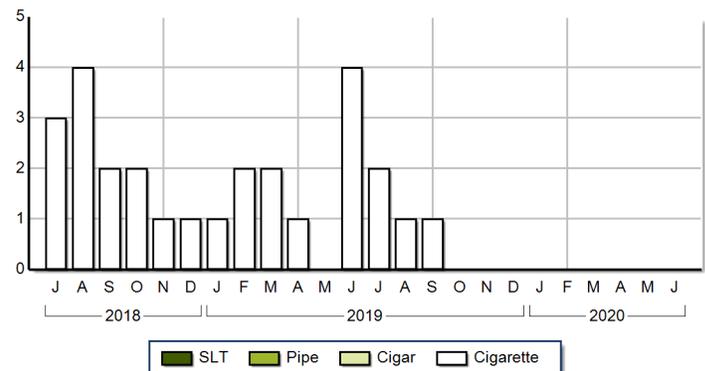
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

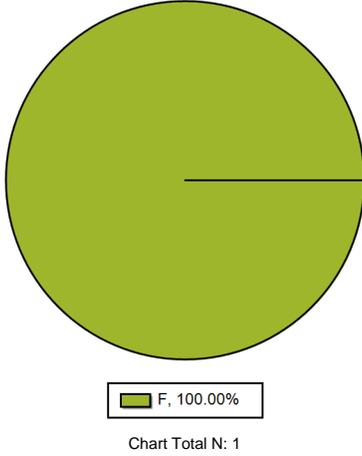


Tobacco Users By Tobacco Type

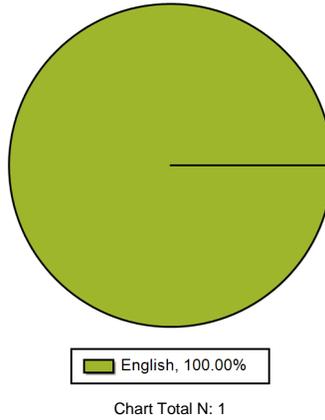


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

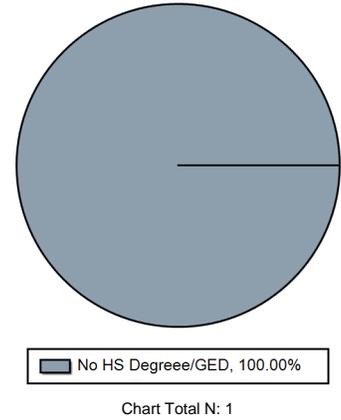
Tobacco Users By Gender



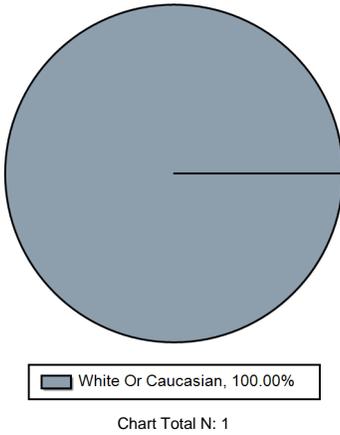
Tobacco Users By Language



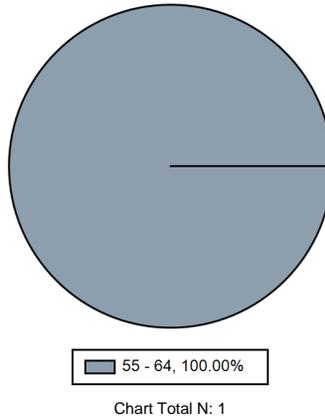
Tobacco Users By Education



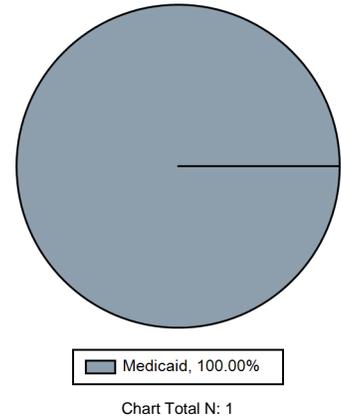
Tobacco Users By Race



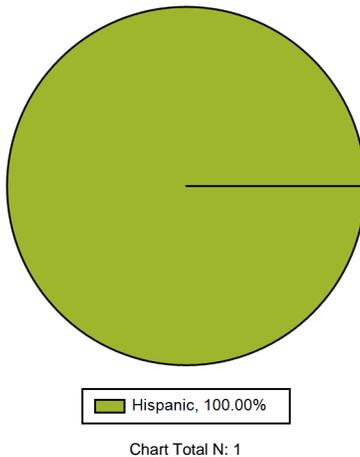
Tobacco Users By Age



Tobacco Users By Health Plan



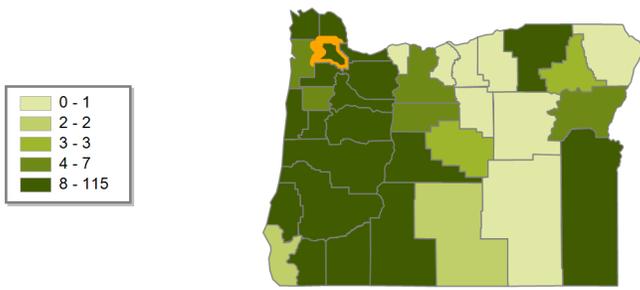
Tobacco Users By Ethnicity



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

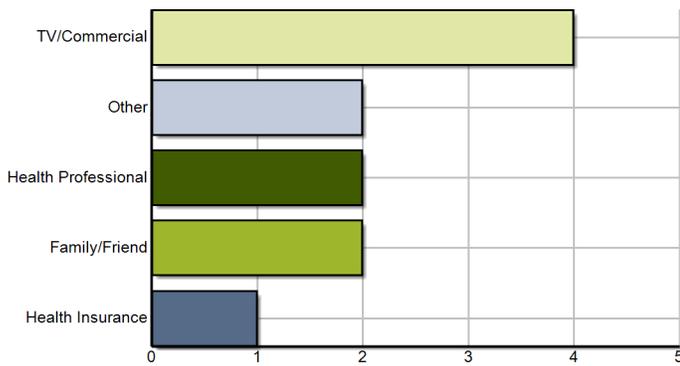
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

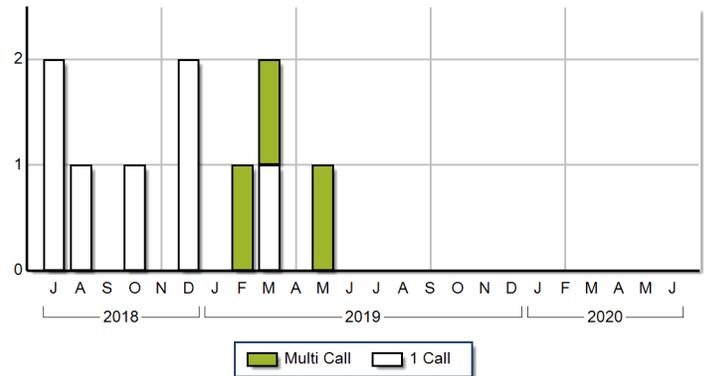


County Population		Prevalence	Tobacco Users	
Adult	387,946	12.9 %	50,045	
			County	State
Tobacco Users - Last Full Month			11	383
Tobacco Users YTD			49	1,133
Unique Tobacco Users YTD			49	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.10 %	0.25 %
Reach - NAQC			0.10 %	0.20 %
Annualized Reach			0.39 %	1.00 %
Annualized Reach - NAQC			0.38 %	0.80 %
Unique Individual Reach			0.10 %	0.23 %

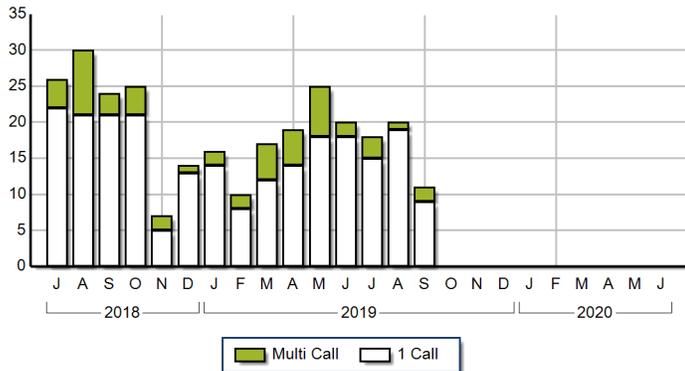
Tobacco Users By How Heard About



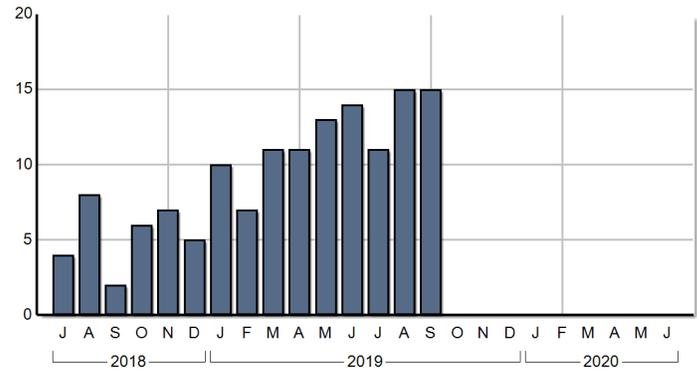
Tobacco Users By Fax Referral



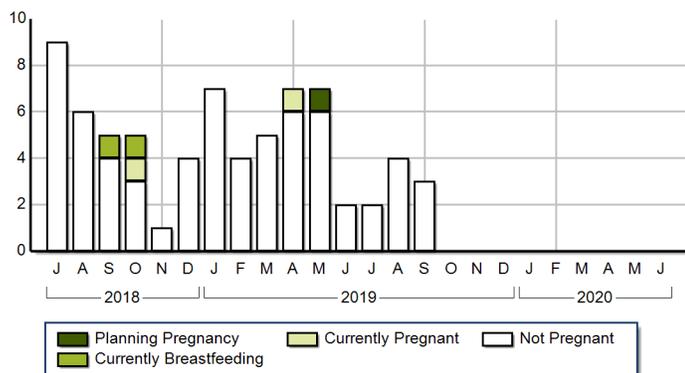
Tobacco User Enrollments By Program Type



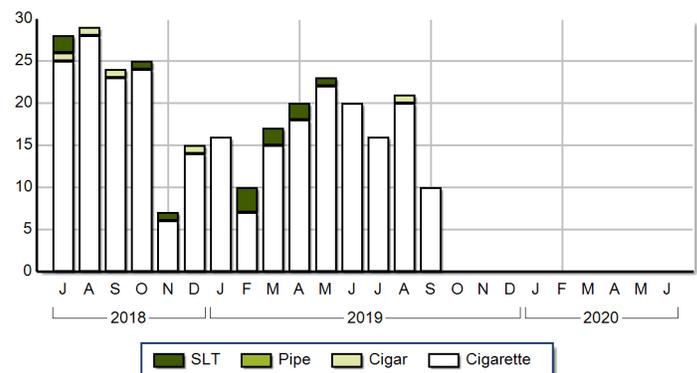
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

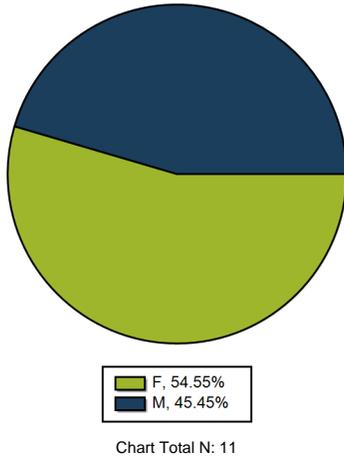


Tobacco Users By Tobacco Type

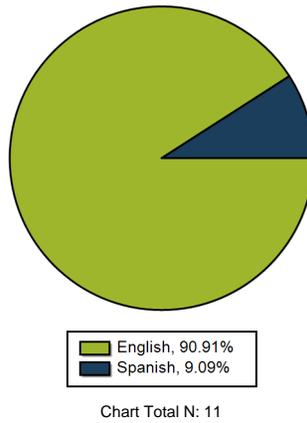


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.

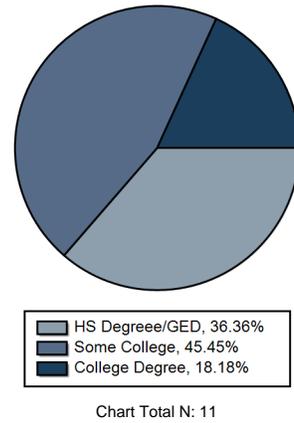
Tobacco Users By Gender



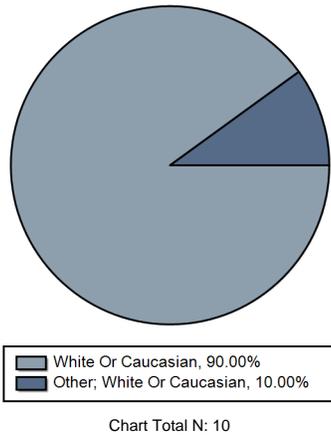
Tobacco Users By Language



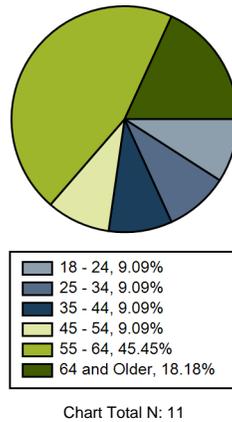
Tobacco Users By Education



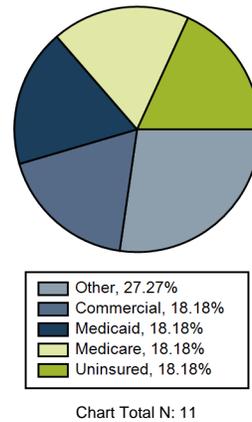
Tobacco Users By Race



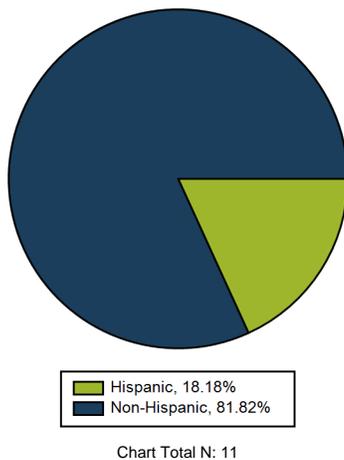
Tobacco Users By Age



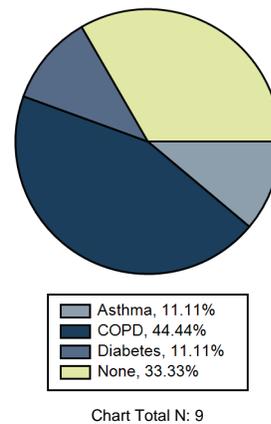
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



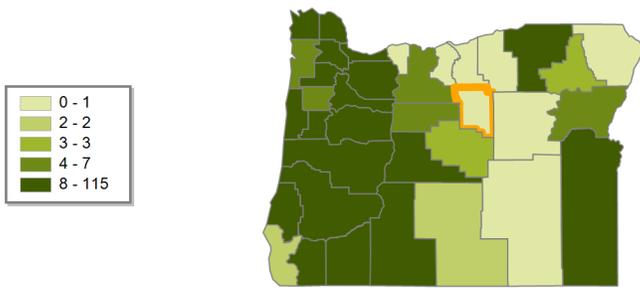
Tobacco Users By Chronic Condition



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

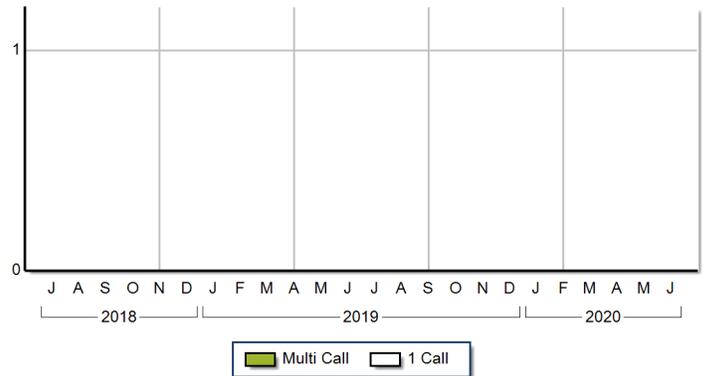
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

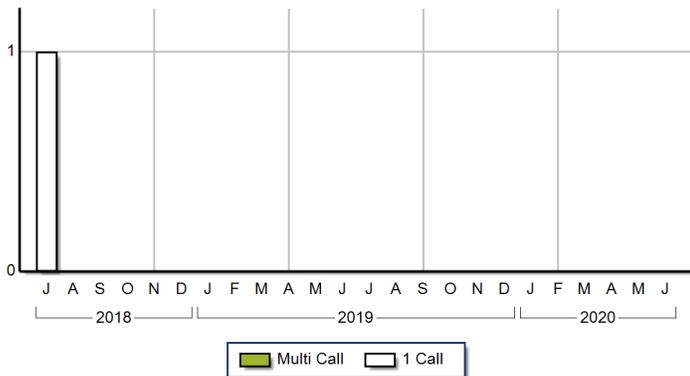


County Population		Prevalence	Tobacco Users
Adult	1,309	29.6 %	387 ⁴
			County
			State
Tobacco Users - Last Full Month			-
Tobacco Users YTD			1,133
Unique Tobacco Users YTD			1,041
Target Reach			
Reach YTD			2
Reach - NAQC			0.25 %
Annualized Reach			3
Annualized Reach - NAQC			1.00 %
Unique Individual Reach			3
			0.80 %
			1
			0.23 %

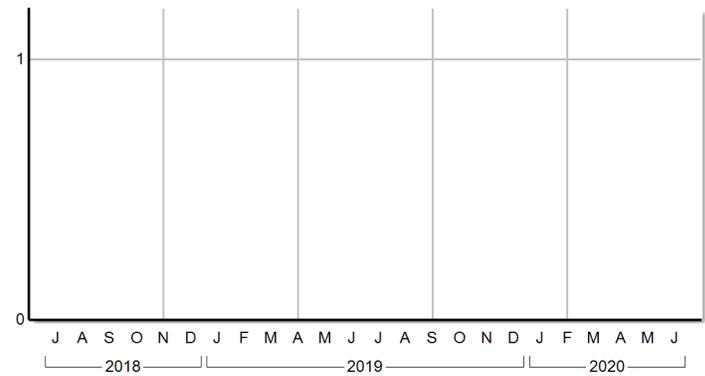
Tobacco Users By Fax Referral



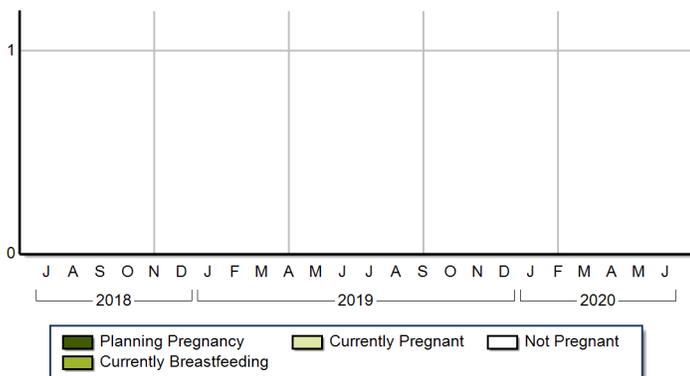
Tobacco User Enrollments By Program Type



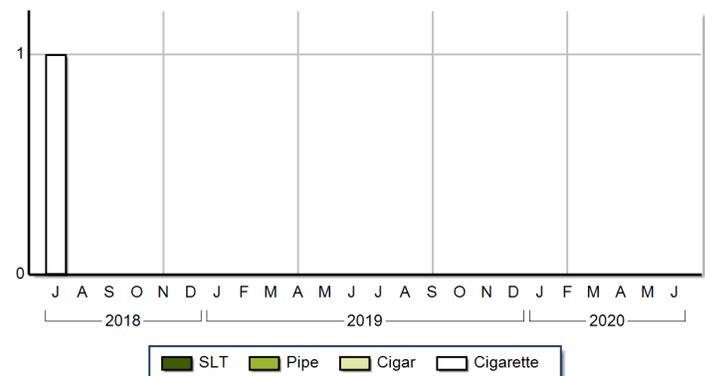
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



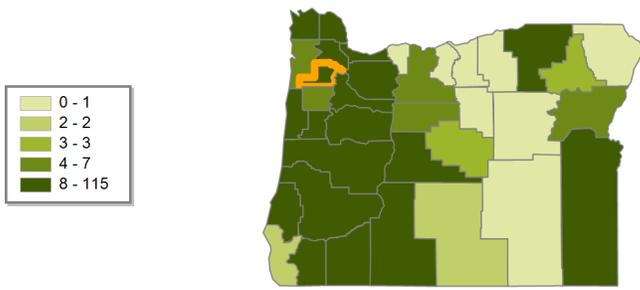
1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach – includes all tobacco users.



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

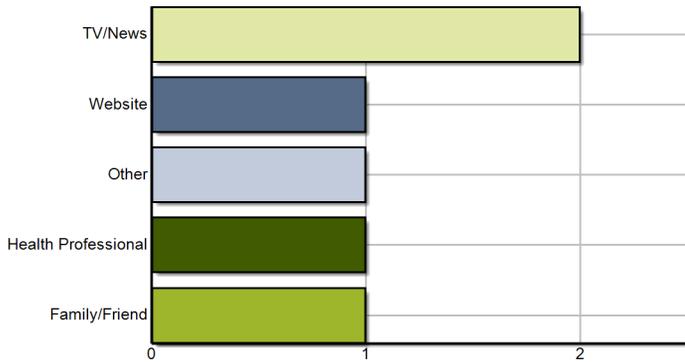
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

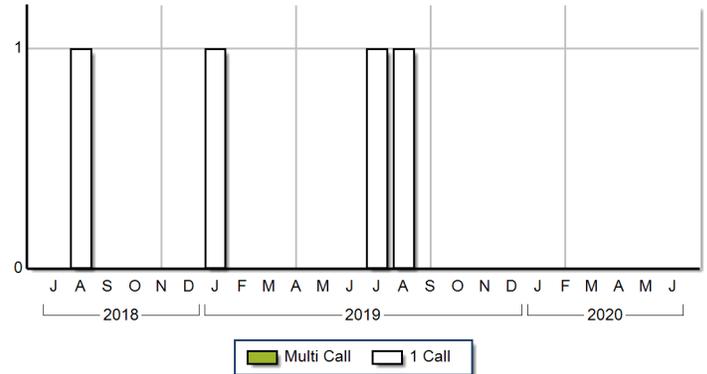


County Population		Prevalence	Tobacco Users	
Adult	72,300	18.5 %	13,376 ⁴	
			County	State
Tobacco Users - Last Full Month			6	383
Tobacco Users YTD			21	1,133
Unique Tobacco Users YTD			21	1,041
Target Reach			2.0 %	2.0 %
Reach YTD			0.16 %	0.25 %
Reach - NAQC			0.12 %	0.20 %
Annualized Reach			0.63 %	1.00 %
Annualized Reach - NAQC			0.48 %	0.80 %
Unique Individual Reach			0.16 %	0.23 %

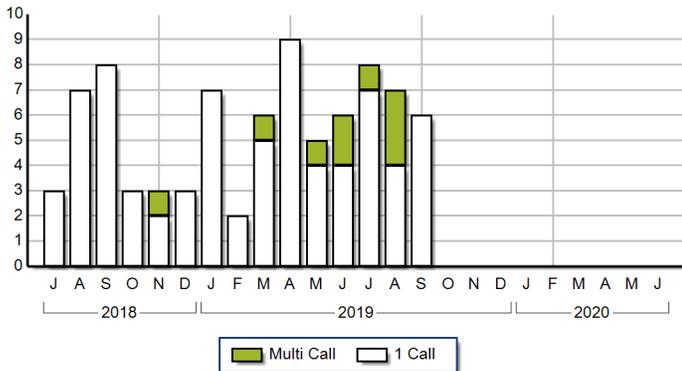
Tobacco Users By How Heard About



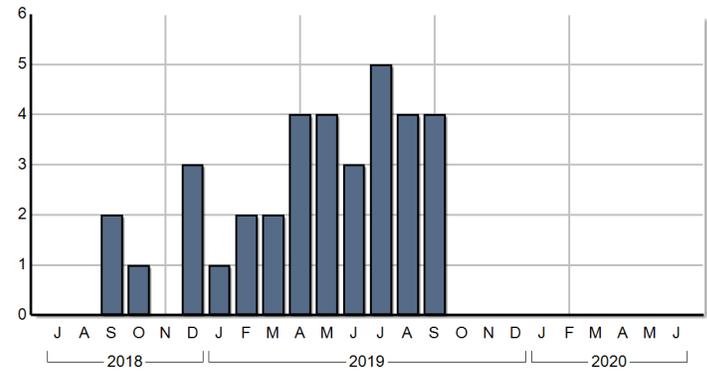
Tobacco Users By Fax Referral



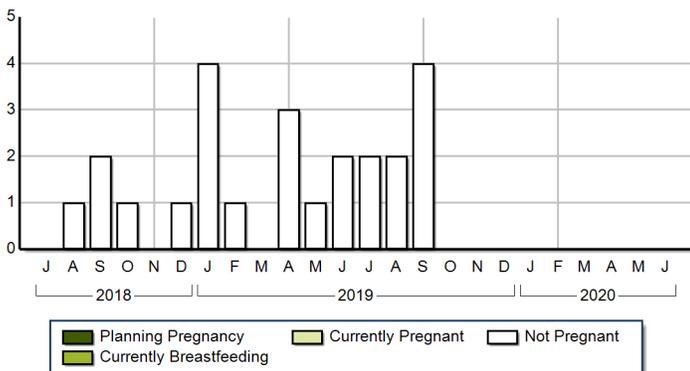
Tobacco User Enrollments By Program Type



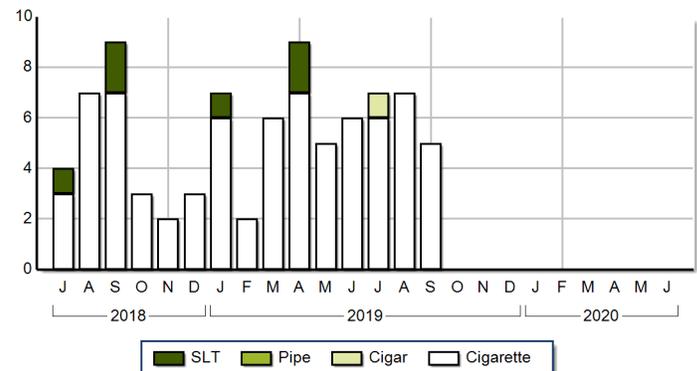
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

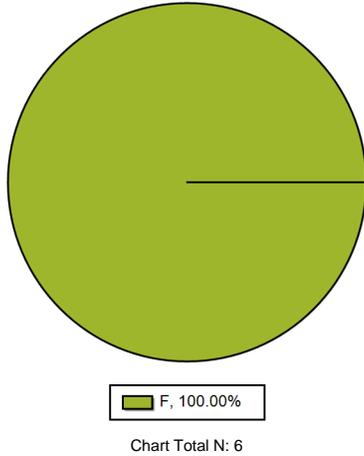


Tobacco Users By Tobacco Type

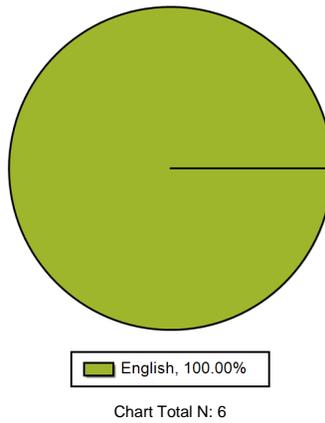


1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users.
 2. Reach - includes all tobacco users.

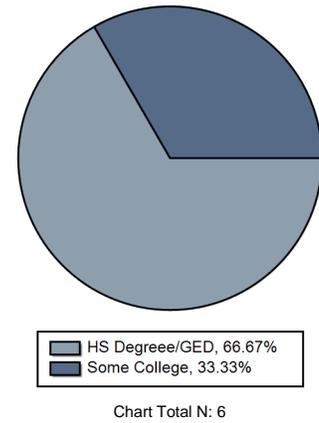
Tobacco Users By Gender



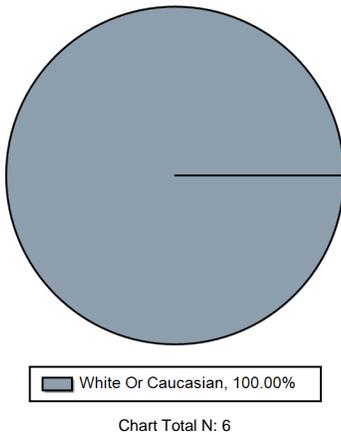
Tobacco Users By Language



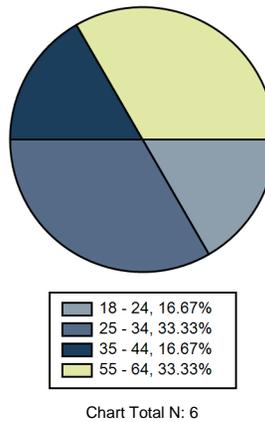
Tobacco Users By Education



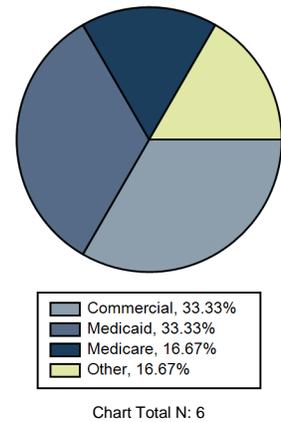
Tobacco Users By Race



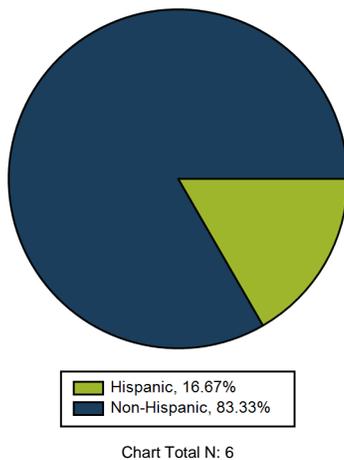
Tobacco Users By Age



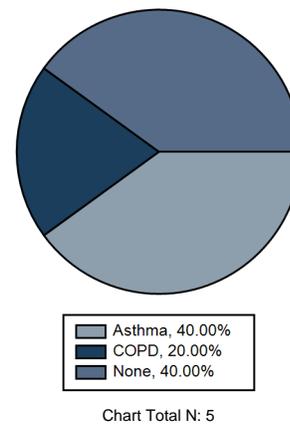
Tobacco Users By Health Plan



Tobacco Users By Ethnicity



Tobacco Users By Chronic Condition



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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center 2009.