State Tobacco Users Served Contract YTD (Adults)

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

County | State |
--- | --- |
Tobacco Users - Last Full Month | 783 |
Tobacco Users YTD | 22 | 9,498 |
Unique Tobacco Users YTD | 1 | 14 | 6,023 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 0.83 % | 1.98 % |
Reach - NAQC | 0.72 % | 0.94 % |
Annualized Reach | 0.91 % | 2.16 % |
Annualized Reach - NAQC | 0.78 % | 1.03 % |
Unique Individual Reach | 0.53 % | 1.26 % |

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County
From 5/1/2016 through 5/31/2016

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- TV/Commercial
- Other
- Health Professional

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>38 783</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>505 9,498</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1 293 6,023</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 % 2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2 1.13 % 1.98 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3 0.70 % 0.94 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2 1.23 % 2.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3 0.76 % 1.03 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1 0.66 % 1.26 %</td>
</tr>
</tbody>
</table>

From 5/1/2016 through 5/31/2016

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County
From 5/1/2016 through 5/31/2016

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- TV/Commercial
- Health Professional
- Family/Friend

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 21.5% | 6,410

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>7</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>65</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>38</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.01%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.75%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.11%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.82%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.59%</td>
</tr>
</tbody>
</table>

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type


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Tobacco Users By Gender

- Female, 66.67%
- Male, 33.33%

Chart Total N: 6

Tobacco Users By Language

- English, 100.00%

Chart Total N: 6

Tobacco Users By Education

- No HS Degree/GED, 100.00%

Chart Total N: 1

Tobacco Users By Race

- White, 100.00%

Chart Total N: 1

Tobacco Users By Age

- 35 - 44, 50.00%
- 45 - 54, 16.67%
- 55 - 64, 16.67%
- 65 and Older, 16.67%

Chart Total N: 6

Tobacco Users By Health Plan

- Commercially Insured, 33.33%
- Medicaid, 33.33%
- Medicare, 33.33%

Chart Total N: 6

Tobacco Users By Ethnicity

- Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition

- CAD, 18.67%
- COPD, 16.67%
- None, 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.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

TV/Commercial

Health Professional

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,726</td>
<td>28.1 %</td>
<td>14,254</td>
</tr>
</tbody>
</table>

### Tobacco Users - Last Full Month

- County: 24
- State: 783

### Unique Tobacco Users YTD

- County: 1
- State: 147

### Tobacco Users YTD

- County: 214
- State: 9,498

### Target Reach

- County: 2.0 %
- State: 2.0 %

### Reach YTD

- County: 1.50 %
- State: 1.98 %

### Reach - NAQC

- County: 1.11 %
- State: 0.94 %

### Annualized Reach

- County: 1.64 %
- State: 2.16 %

### Annualized Reach - NAQC

- County: 1.21 %
- State: 1.03 %

### Unique Individual Reach

- County: 1.03 %
- State: 1.26 %

---

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

---

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | County | State
--- | --- | --- | --- | ---
Adult | 20,635 | 23.3% | 4,808

- Tobacco Users - Last Full Month: 1 783
- Tobacco Users YTD: 49 9,498
- Unique Tobacco Users YTD: 1 24 6,023
- Target Reach: 2.0% 2.0%
- Reach YTD: 2 1.02% 1.98%
- Reach - NAQC: 3 0.64% 0.94%
- Annualized Reach: 2 1.11% 2.16%
- Annualized Reach - NAQC: 3 0.70% 1.03%
- Unique Individual Reach: 1 0.50% 1.26%

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 18.4% | 3,302

How Heard About

- TV/Commercial
- Health Professional
- Health Department

Prevalence: Tobacco Users
- Adult: 17,947, 18.4%
- 3,302

County Population by County

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>5</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>67</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.03%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.45%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.21%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.59%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

From 5/1/2016 through 5/31/2016

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

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

Table: State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>83,168</td>
<td>27.1 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22,539</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>18</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>355</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>241</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.58 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.11 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.72 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.21 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td>1</td>
</tr>
<tr>
<td>Health Professional</td>
<td>2</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td>5</td>
</tr>
</tbody>
</table>

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Gilliam County
From 5/1/2016 through 5/31/2016

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,529</td>
<td>29.6 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>-</td>
<td>783</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>11</td>
<td>9,498</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>6,023</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.43 %</td>
<td>1.98 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.99 %</td>
<td>0.94 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.65 %</td>
<td>2.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2.17 %</td>
<td>1.03 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.10 %</td>
<td>1.26 %</td>
</tr>
</tbody>
</table>

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

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

County
State
Tobacco Users - Last Full Month - 783
Tobacco Users YTD 11 9,498
Unique Tobacco Users YTD 1 5 6,023
Target Reach 2.0 % 2.0 %
Reach YTD 2.43 % 1.98 %
Reach - NAQC 1.99 % 0.94 %
Annualized Reach 2.65 % 2.16 %
Annualized Reach - NAQC 2.17 % 1.03 %
Unique Individual Reach 1.10 % 1.26 %

From 5/1/2016 through 5/31/2016

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

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

County | State
-----|-----
Tobacco Users - Last Full Month | 3 | 783
Tobacco Users YTD | 13 | 9,498
Unique Tobacco Users YTD | 8 | 6,023
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.89 % | 1.98 %
Reach - NAQC | 0.48 % | 0.94 %
Annualized Reach | 0.98 % | 2.16 %
Annualized Reach - NAQC | 0.53 % | 1.03 %
Unique Individual Reach | 0.55 % | 1.26 %

How Heard About

- Website
- TV/Commercial
- Health Professional

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Reach - NAQC</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td></td>
<td>783</td>
<td>13 9,498</td>
<td>1 10 6,023</td>
<td>2.0 %</td>
<td>1.49 %</td>
<td>1.15 %</td>
<td>1.63 %</td>
<td>1.25 %</td>
<td>1.15 %</td>
</tr>
</tbody>
</table>

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>8.6 %</td>
<td>16,229</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,396</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>783</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>15</td>
<td>9,498</td>
<td></td>
</tr>
</tbody>
</table>

| Unique Tobacco Users YTD | 1 | 6,023 |
| Target Reach | 2.0 % | 2.0 % |
| Reach YTD | 1.07 % | 1.98 % |
| Reach - NAQC | 0.79 % | 0.94 % |
| Annualized Reach | 1.17 % | 2.16 % |
| Annualized Reach - NAQC | 0.86 % | 1.03 % |
| Unique Individual Reach | 1 | 0.64 % | 1.26 % |

County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Adult Population</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hood River</td>
<td></td>
<td>16,229</td>
<td>8.6 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users</th>
<th>1,396</th>
</tr>
</thead>
</table>

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>37</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>409</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.16%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.89%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.27%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.98%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

How Heard About

Fax Referral

1. From 5/1/2016 through 5/31/2016

Prepared for the South Carolina Department of Health and Environmental Control.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | County | State |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>16,594</td>
<td>15.9 %</td>
<td>2,638</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month  
Tobacco Users YTD  
Unique Tobacco Users YTD  
Target Reach  
Reach YTD  
Reach - NAQC  
Annualized Reach  
Annualized Reach - NAQC  
Unique Individual Reach

County Population |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson County</td>
</tr>
</tbody>
</table>

Prevalence |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
</tr>
<tr>
<td>Adult</td>
</tr>
<tr>
<td>Prevalence</td>
</tr>
<tr>
<td>Tobacco Users</td>
</tr>
</tbody>
</table>

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

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

How Heard About

Health Professional

Family/Friend

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Page 35 of 72

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

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,068</td>
<td>1,208</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>2</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>14</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

### How Heard About

- Health Professional
- Brochure/Newsletter/Flyer

### Fax Referral

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

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

- Female, 50.00%
- Male, 50.00%

Chart Total N: 2

Tobacco Users By Language

- English, 100.00%

Chart Total N: 2

Tobacco Users By Age

- 25 - 34, 100.00%

Chart Total N: 2

Tobacco Users By Health Plan

- Medicaid, 50.00%
- Medicare, 50.00%

Chart Total N: 2

Tobacco Users By Chronic Condition

- Asthma, 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.

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>274,412</td>
<td>50,492</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 82 | 783 |
| Unique Tobacco Users YTD | 479 | 6,023 |
| Target Reach | 2.0 % | 2.0 % |
| Reach YTD | 1.61 % | 1.98 % |
| Reach - NAQC | 0.94 % | 0.94 % |
| Annualized Reach | 1.76 % | 2.16 % |
| Annualized Reach - NAQC | 1.03 % | 1.03 % |
| Unique Individual Reach | 0.95 % | 1.26 % |

**How Heard About**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
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<td></td>
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<tr>
<td>Health Insurance</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Organization</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County Population**

- Adult: 274,412
- Prevalence: 18.4%
- Tobacco Users: 50,492

**Reach YTD**

- 1.61%
- 1.98%

**Reach - NAQC**

- 0.94%
- 0.94%

**Annualized Reach**

- 1.76%
- 2.16%

**Annualized Reach - NAQC**

- 1.03%
- 1.03%

**Unique Individual Reach**

- 0.95%
- 1.26%

**How Heard About**

- TV/Commercial
- Health Professional
- Family/Friend
- Website
- Brochure/Newsletter/Flyer
- Other
- Health Insurance
- Radio
- Community Organization

**Fax Referral**

- Multi Call
- 1 Call

**Tobacco User Enrollments By Program Type**

- Multi Call
- 1 Call

**Tobacco Users Receiving NRT**

- Multi Call
- 1 Call

**Female Tobacco Users By Pregnancy Status**

- Planning Pregnancy
- Currently Pregnant
- Not Pregnant

**Tobacco Users By Tobacco Type**

- SLT
- Pipe
- Cigar
- Cigarette

---

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>36,512</td>
<td>9,822</td>
</tr>
<tr>
<td>Prevalence</td>
<td>26.9 %</td>
<td></td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>9</td>
<td>783</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>126</td>
<td>9,498</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>75</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.28 %</td>
<td>1.98 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.79 %</td>
<td>0.94 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.40 %</td>
<td>2.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.87 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.76 %</td>
</tr>
</tbody>
</table>

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

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

How Heard About

Health Professional
TV/Commercial
Family/Friend
Website

How Heard About

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

County State
Tobacco Users - Last Full Month 13 783
Tobacco Users YTD 219 9,498
Unique Tobacco Users YTD 1 152 6,023
Target Reach 2.0 % 2.0 %
Reach YTD 1.24 % 1.98 %
Reach - NAQC 0.87 % 0.94 %
Annualized Reach 1.36 % 2.16 %
Annualized Reach - NAQC 0.95 % 1.03 %
Unique Individual Reach 1 0.86 % 1.26 %

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

County State
Tobacco Users - Last Full Month 13 783
Tobacco Users YTD 219 9,498
Unique Tobacco Users YTD 1 152 6,023
Target Reach 2.0 % 2.0 %
Reach YTD 1.24 % 1.98 %
Reach - NAQC 0.87 % 0.94 %
Annualized Reach 1.36 % 2.16 %
Annualized Reach - NAQC 0.95 % 1.03 %
Unique Individual Reach 1 0.86 % 1.26 %

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>23,866</td>
<td>4,009</td>
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<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tr>
<td>Tobacco Users - Last Full Month</td>
<td>5</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>67</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>54</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.67 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.40 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.82 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.52 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.35 %</td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Health Insurance
- Family/Friend

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>235,431</td>
<td>36,492</td>
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<tr>
<td>Prevalence</td>
<td>15.5 %</td>
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<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>38</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>449</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>310</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
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<tr>
<td>Reach YTD</td>
<td>1.23%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.93%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.34%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.02%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.85%</td>
</tr>
</tbody>
</table>

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>35</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.13 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.70 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.86 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

From 5/1/2016 through 5/31/2016

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

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

Utilization Dashboard by County Report
Morrow County
From 5/1/2016 through 5/31/2016

Tobacco Users By Gender
- Female, 100.00%
  Chart Total N: 1

Tobacco Users By Language
- English, 100.00%
  Chart Total N: 1

Tobacco Users By Age
- 45 - 54, 100.00%
  Chart Total N: 1

Tobacco Users By Health Plan
- Commercially Insured, 100.00%
  Chart Total N: 1
State Tobacco Users Served Contract YTD (Adults)

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

| County | State |
--- | --- |
Tobacco Users - Last Full Month | 120 | 783 |
Tobacco Users YTD | 1,326 | 9,498 |
Unique Tobacco Users YTD | 709 | 6,023 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 1.54 % | 1.98 % |
Reach - NAQC | 0.92 % | 0.94 % |
Annualized Reach | 1.68 % | 2.16 % |
Annualized Reach - NAQC | 1.00 % | 1.03 % |
Unique Individual Reach | 0.82 % | 1.26 % |

How Heard About

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

## State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>3</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>99</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.13 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

### County Population & Prevalence

<table>
<thead>
<tr>
<th>Tobacco Users</th>
<th>Adult</th>
<th>52,685</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevalence</td>
<td>14.3 %</td>
<td>7,534</td>
</tr>
</tbody>
</table>

### How Heard About

- TV/Commercial
- Radio

### Fax Referral

<table>
<thead>
<tr>
<th>Year</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2015</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

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

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

- **Tobacco Users - Last Full Month**: 4,783
- **Tobacco Users YTD**: 45,498
- **Unique Tobacco Users YTD**: 6,023
- **Target Reach**: 2.0 %
- **Reach YTD**: 0.97 %
- **Reach - NAQC**: 0.84 %
- **Annualized Reach**: 1.06 %
- **Annualized Reach - NAQC**: 0.92 %
- **Unique Individual Reach**: 0.63 %

**County Population & Prevalence**

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Adult Population</th>
<th>Prevalence (%)</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tillamook</td>
<td></td>
<td>21,446</td>
<td>21.6 %</td>
<td>4,632</td>
</tr>
</tbody>
</table>

**How Heard About**

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

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

---

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>54,202</td>
<td>13,117</td>
</tr>
</tbody>
</table>

Prevalence

Tobacco Users - Last Full Month
- Adult: 16, 783
- Tobacco Users YTD: 126, 9,498
- Unique Tobacco Users YTD: 1, 87, 6,023

Target Reach
- 2.0 %, 2.0 %

Reach YTD
- 0.96 %, 1.98 %

Reach - NAQC
- 0.72 %, 0.94 %

Annualized Reach
- 1.05 %, 2.16 %

Annualized Reach - NAQC
- 0.78 %, 1.03 %

Unique Individual Reach
- 0.66 %, 1.26 %

How Heard About

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

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

How Heard About

Health Professional

TV/Commercial

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

County Population Prevalence Tobacco Users
Adult 19,424 13.8% 2,681

County State
Tobacco Users - Last Full Month 3 783
Tobacco Users YTD 51 9,498
Unique Tobacco Users YTD 1 38 6,023
Target Reach 2.0% 2.0%
Reach YTD 2 1.90% 1.98%
Reach - NAQC 3 1.42% 0.94%
Annualized Reach 2 2.08% 2.16%
Annualized Reach - NAQC 3 1.55% 1.03%
Unique Individual Reach 1 1.42% 1.26%
### State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>State</th>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>5,799</td>
<td>17.9%</td>
<td>1,038</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>783</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td></td>
<td>9,498</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>6,023</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.67%</td>
<td>1.98%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.39%</td>
<td>0.94%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.74%</td>
<td>2.16%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.42%</td>
<td>1.03%</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.39%</td>
<td>1.26%</td>
<td></td>
</tr>
</tbody>
</table>

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

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### Fax Referral

- [Graph](#)

### Tobacco User Enrollments By Program Type

- [Graph](#)

### Tobacco Users Receiving NRT

- [Graph](#)

### Female Tobacco Users By Pregnancy Status

- [Graph](#)

### Tobacco Users By Tobacco Type

- [Graph](#)
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Page 1

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employer/Worksite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

### Unique Tobacco Users YTD
- 1 - 6,023

### Target Reach
- 20.0 %

### Reach YTD
- 0.52 %

### Reach - NAQC
- 0.52 %

### Annualized Reach
- 20.6 %

### Annualized Reach - NAQC
- 0.56 %

### Unique Individual Reach
- 1.26 %

---

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State Tobacco Users Served Contract YTD (Adults)

### Tobacco Users - Last Full Month
- County: 16, State: 783
- Unique Tobacco Users YTD: 1, 102
- Target Reach: 2.0 %, State: 2.0 %
- Reach YTD: 1.23 %, State: 1.98 %
- Reach - NAQC: 0.82 %, State: 0.94 %
- Annualized Reach: 1.35 %, State: 2.16 %
- Annualized Reach - NAQC: 0.90 %, State: 1.03 %
- Unique Individual Reach: 1, 0.76 %, State: 1.26 %

### County Population
- Adult: 72,300, Prevalence: 18.5 %, Tobacco Users: 13,376

#### How Heard About
- TV/Commercial
- Health Professional
- Health Insurance
- Family/Friend

#### Fax Referral
- Chart showing data from 2014 to 2016
- Multi Call vs 1 Call

#### Tobacco User Enrollments By Program Type
- Chart showing data from 2014 to 2016
- Multi Call vs 1 Call

#### Female Tobacco Users By Pregnancy Status
- Chart showing data from 2014 to 2016
- Planning Pregnancy, Currently Pregnant, Not Pregnant

#### Tobacco Users By Tobacco Type
- Chart showing data from 2014 to 2016
- SLT, Pipe, Cigar, Cigarette

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

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