State Tobacco Users Served Contract YTD (Adults)

- Tobacco Users - Last Full Month: 737
- Tobacco Users YTD: 10,231
- Unique Tobacco Users YTD: 6,506
- Target Reach: 2.0%
- Reach YTD: 0.83%
- Reach - NAQC: 0.72%
- Annualized Reach: 0.83%
- Annualized Reach - NAQC: 0.72%
- Unique Individual Reach: 0.53%

**County Population**

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>20.0 %</td>
<td>2,649</td>
</tr>
</tbody>
</table>

**County** | **State**
--- | ---
Tobacco Users - Last Full Month | 737
Tobacco Users YTD | 10,231
Unique Tobacco Users YTD | 6,506
Target Reach | 2.0%
Reach YTD | 0.83%
Reach - NAQC | 0.72%
Annualized Reach | 0.83%
Annualized Reach - NAQC | 0.72%
Unique Individual Reach | 0.53%

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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Page 1 of 72
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

County Population | Prevalence | Tobacco Users
---|---|---
Adult | 69,035 | 10.8 % | 7,456

County | State
---|---
Tobacco Users - Last Full Month | 3 | 737
Tobacco Users YTD | 92 | 10,231
Unique Tobacco Users YTD | 1 | 63 | 6,506
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.23 % | 2.14 %
Reach - NAQC | 3 | 0.80 % | 1.01 %
Annualized Reach | 2 | 1.23 % | 2.13 %
Annualized Reach - NAQC | 3 | 0.80 % | 1.00 %
Unique Individual Reach | 1 | 0.84 % | 1.36 %

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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult 289,948</td>
<td>15.4 %</td>
<td>44,652</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>32</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>537</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

#### How Heard About

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

#### 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 Pregnant
- Currently Pregnant
- Not Pregnant
- Currently Breastfeeding

#### 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.

From 6/1/2016 through 6/30/2016

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>737</td>
<td>42</td>
<td>2.0 %</td>
<td>1.09 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>70</td>
<td>10,231</td>
<td>6,506</td>
<td>2.0 %</td>
<td>2.14 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>42</td>
<td>6,506</td>
<td>2.0 %</td>
<td>2.14 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2.0 %</td>
<td>2.0 %</td>
<td>0.66 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.14 %</td>
<td>2.13 %</td>
<td>1.36 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.0 %</td>
<td>1.01 %</td>
<td>1.36 %</td>
</tr>
</tbody>
</table>

How Heard About
- Radio
- TV/Commercial
- Family/Friend

Fax Referral
- Multi Call
- 1 Call

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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>17.1 %</td>
<td>6,318</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>8</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>88</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

Note:
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

- Health Professional
- TV/Commercial
- Social Media (Facebook, Twitter, YouTube)

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

<table>
<thead>
<tr>
<th>County Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>737</td>
</tr>
</tbody>
</table>

| Tobacco Users YTD | 224 | 10,231 |
| Unique Tobacco Users YTD | 152 | 6,506 |
| Target Reach | 2.0 % | 2.0 % |
| Reach YTD | 1.57 % | 2.14 % |
| Reach - NAQC | 1.17 % | 1.01 % |
| Annualized Reach | 1.57 % | 2.13 % |
| Annualized Reach - NAQC | 1.17 % | 1.00 % |
| Unique Individual Reach | 1.07 % | 1.36 % |

Target Reach: 2.0%
Reach YTD: 1.57%
Reach - NAQC: 1.17%
Annualized Reach: 1.57%
Unique Individual Reach: 1.07%

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.

Report Execution Time: 7/7/2016 5:14:30 AM
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)

How Heard About

- TV/Commercial
- Health Professional
- Health Department

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

County Population | Prevalence | Tobacco Users | Adult | Prevalence |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td></td>
<td></td>
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<tr>
<td>Tobacco Users - Last Full Month</td>
<td>8</td>
<td>737</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>57</td>
<td>10,231</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>29</td>
<td>6,506</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.19 %</td>
<td>2.14 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.77 %</td>
<td>1.01 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.19 %</td>
<td>2.13 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.77 %</td>
<td>1.00 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.60 %</td>
<td>1.36 %</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Reach – includes all tobacco users, regardless of service requested.
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>17,947</td>
<td>3,302</td>
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</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>State 1</td>
<td>737</td>
</tr>
<tr>
<td>State 2</td>
<td>10,231</td>
</tr>
<tr>
<td>State 3</td>
<td>6,506</td>
</tr>
</tbody>
</table>

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>14.1 %</td>
<td>18,883</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>24</td>
<td>737</td>
<td>189</td>
<td>2.0 %</td>
<td>1.59 %</td>
<td>1.01 %</td>
<td>1.59 %</td>
<td>1.01 %</td>
<td>1.00 %</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 6/1/2016 through 6/30/2016

Tel/Commercial
Family/Friend
Radio
Website
Other
Health Professional
Brochure/Newsletter/Flyer

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Counties and State

<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>22,539</td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 17 | 737 |
| Tobacco Users YTD                | 372 | 10,231 |
| Unique Tobacco Users YTD         | 1 | 252 | 6,506 |
| Target Reach                     | 2.0 % | 2.0 % |
| Reach YTD                        | 2 | 1.65 % | 2.14 % |
| Reach - NAQC                     | 3 | 1.18 % | 1.01 % |
| Annualized Reach                 | 2 | 1.65 % | 2.13 % |
| Annualized Reach - NAQC          | 3 | 1.18 % | 1.00 % |
| Unique Individual Reach          | 1 | 1.12 % | 1.36 % |

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

- Health Professional
- TV/Commercial
- Other
- Health Insurance
- Brochure/Newsletter/Flyer

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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Tobacco Users By Gender

- Female, 43.75%
- Male, 56.25%

Chart Total N: 16

Tobacco Users By Language

- English, 100.00%

Chart Total N: 16

Tobacco Users By Education

- No HS Degree/GED, 40.00%
- HS Degree/GED, 40.00%
- College Degree, 20.00%

Chart Total N: 5

Tobacco Users By Race

- White, 100.00%

Chart Total N: 4

Tobacco Users By Age

- 25 - 34, 6.25%
- 35 - 44, 12.50%
- 45 - 54, 12.50%
- 55 - 64, 50.00%
- 65 and Older, 18.75%

Chart Total N: 16

Tobacco Users By Health Plan

- Medicare, 37.50%
- Medicaid, 0.00%
- Uninsured, 18.75%
- Commercially Insured, 12.50%
- Doesn't Know, 8.25%

Chart Total N: 16

Tobacco Users By Ethnicity

- Non-Hispanic, 100.00%

Chart Total N: 5

Tobacco Users By Chronic Condition

- Asthma, 23.53%
- COPD, 29.41%
- Diabetes, 23.53%
- None, 23.53%

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.

## State Tobacco Users Served Contract YTD (Adults)

![State Tobacco Users Served Contract YTD (Adults)](image)

### County Population and Prevalence of Tobacco Users

<table>
<thead>
<tr>
<th>Category</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Tobacco Users - Last Full Month</td>
<td>-</td>
<td>737</td>
</tr>
<tr>
<td>Adult Tobacco Users YTD</td>
<td>11</td>
<td>10,231</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>5</td>
<td>6,506</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>2.14 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.99 %</td>
<td>1.01 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.43 %</td>
<td>2.13 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.99 %</td>
<td>1.00 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.10 %</td>
<td>1.36 %</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

![Fax Referral Graph](image)

### Tobacco User Enrollments By Program Type

![Tobacco User Enrollments By Program Type Graph](image)

### Tobacco Users Receiving NRT

![Tobacco Users Receiving NRT Graph](image)

### Female Tobacco Users By Pregnancy Status

![Female Tobacco Users By Pregnancy Status Graph](image)

### Tobacco Users By Tobacco Type

![Tobacco Users By Tobacco Type Graph](image)

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

### County Population & Prevalence

<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>Adult</td>
<td>5,953</td>
<td>14</td>
<td>2.0 %</td>
<td>0.96 %</td>
<td>0.48 %</td>
<td>0.96 %</td>
<td>0.48 %</td>
<td>0.62 %</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)

How Heard About

- TV/Commercial

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
- Currently Breastfeeding

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.

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 6,087 | 14.3 % | 870

County | State
--- | ---
Tobacco Users - Last Full Month | 1 | 737 | 14 | 10,231
Unique Tobacco Users YTD | 1 | 11 | 6,506
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.61 % | 2.14 %
Reach - NAQC | 3 | 1.26 % | 1.01 %
Annualized Reach | 2 | 1.61 % | 2.13 %
Annualized Reach - NAQC | 3 | 1.26 % | 1.00 %
Unique Individual Reach | 1 | 1.26 % | 1.36 %

From 6/1/2016 through 6/30/2016
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)

<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>16</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>10</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.15 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.15 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.72 %</td>
</tr>
</tbody>
</table>

How Heard About

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

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 16,594 | 15.9 % | 2,638

<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>38</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

How Heard About

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Report Execution Time: 7/7/2016 5:14:30 AM

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.

From 6/1/2016 through 6/30/2016

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>66,678</td>
<td>25.0 %</td>
<td>16,670</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>How Heard About</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
</tr>
<tr>
<td>Family/Friend</td>
</tr>
<tr>
<td>Health Professional</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Health Insurance</td>
</tr>
<tr>
<td>Health Department</td>
</tr>
</tbody>
</table>

#### How Heard About

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

#### Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Tobacco Users By Tobacco Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLT</td>
</tr>
</tbody>
</table>

#### County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td>Adult</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>21</td>
<td>737</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>209</td>
<td>10,231</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>148</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>1.25 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.95 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
<td>1.25 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.95 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>4</td>
<td>0.89 %</td>
</tr>
</tbody>
</table>

---

Report Execution Time: 7/7/2016 5:14:30 AM

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.

Tobacco Users and Population Report

State Tobacco Users Served Contract YTD (Adults)

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

- County: [County Name]
- State: [State Name]

How Heard About

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

Reach YTD

- 20737
- 268
- 1

Target Reach

- 1

Reach - NAQC

- 1

Annualized Reach

- 1

Unique Individual Reach

- 1

Unique Tobacco Users YTD

- 198

Tobacco Users YTD

- 10,231

Target Reach

- 2.0 %

Reach YTD

- 2.41 %

Reach - NAQC

- 1.85 %

Annualized Reach

- 2.41 %

Annualized Reach - NAQC

- 1.85 %

Unique Individual Reach

- 1.78 %

From 6/1/2016 through 6/30/2016

How Heard About Graphs

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

Reach Graphs

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

Prevalence Graphs

- Tobacco Users
- Adult
- 50,494
- 22.0 %
- 11,109

Population Graphs

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

Other Notes:

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

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 6,068 | 19.9 % | 1,208

<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>15</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

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>
<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>Lincoln County</td>
<td></td>
<td>132</td>
<td>76</td>
<td>2.0 %</td>
<td>1.34 %</td>
<td>0.86 %</td>
<td>1.34 %</td>
<td>0.86 %</td>
<td>0.77 %</td>
</tr>
<tr>
<td>County Population</td>
<td></td>
<td>36,512</td>
<td>14,737</td>
<td>26.9 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### How Heard About

- Website
- TV/Commercial
- Health Professional
- Community Organization

### How Heard About

- Oregon Tobacco Quit Line
- Utilization Dashboard by County Report

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

---

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

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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
--- | --- | ---
Adult | 83,814 | 21.0 % | 17,601

County | State | Tobacco Users - Last Full Month | Tobacco Users YTD | Unique Tobacco Users YTD | Target Reach | Reach YTD | Reach - NAQC | Annualized Reach | Annualized Reach - NAQC | Unique Individual Reach |
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
Linn | | 23 | 737 | 242 | 10,231 | 167 | 6,506 | 2.0 % | 2.0 % | 2.14 % |

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

How Heard About

- Other
- Family/Friend
- Employer/Worksite

County Population

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

Reach

- YTD
- NAQC

Unique Tobacco Users YTD: 72
Unique Individual Reach: 4,009

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

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

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>15.5 %</td>
<td>36,492</td>
</tr>
</tbody>
</table>

County | State | Tobacco Users - Last Full Month | Tobacco Users YTD | Unique Tobacco Users YTD | Target Reach | Reach YTD |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>22</td>
<td>471</td>
<td>1</td>
<td>2.0 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- How Heard About
  - TV/Commercial
  - Health Professional
  - Family/Friend
  - Website
  - Other
  - Health Department

- How Heard About
  - Oregon Tobacco Quit Line

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**
    - Adult: 18.2%
  - **Tobacco Users**
    - Adult: 1,645

How Heard About

- Radio
- Family/Friend

County Population

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Morrow</td>
<td>737</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>37</td>
<td>10,231</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>29</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.25%</td>
<td>2.14%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.82%</td>
<td>1.01%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.25%</td>
<td>2.13%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.82%</td>
<td>1.00%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.76%</td>
<td>1.36%</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.

Fax Referral

Tobacco User Enrollments By Program Type

- Multi Call
- 1 Call

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

- Planning Pregnancy
- Currently Pregnant
- Not Pregnant
- Currently Breastfeeding

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)

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

County | State  
Tobacco Users - Last Full Month | 86 | 737  
Tobacco Users YTD | 1,411 | 10,231  
Unique Tobacco Users YTD | 756 | 6,506  
Target Reach | 2.0 % | 2.0 %  
Reach YTD | 1.63 % | 2.14 %  
Reach - NAQC | 0.98 % | 1.01 %  
Annualized Reach | 1.63 % | 2.13 %  
Annualized Reach - NAQC | 0.98 % | 1.00 %  
Unique Individual Reach | 0.88 % | 1.36 %  

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

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County
From 6/1/2016 through 6/30/2016

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 14.3 % | 7,534

County | State
Tobacco Users - Last Full Month | 3 | 737
Tobacco Users YTD | 102 | 10,231
Unique Tobacco Users YTD | 1 | 68 | 6,506
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.35 % | 2.14 %
Reach - NAQC | 3 | 1.05 % | 1.01 %
Annualized Reach | 2 | 1.35 % | 2.13 %
Annualized Reach - NAQC | 3 | 1.05 % | 1.00 %
Unique Individual Reach | 1 | 0.90 % | 1.36 %

How Heard About

TV/Commercial

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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>22.1 %</td>
<td>326</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>737</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD | 10,231 |
| Unique Tobacco Users YTD | 6,506 |

<table>
<thead>
<tr>
<th>Target Reach</th>
<th>2.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach YTD</td>
<td>1.23 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.23 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.23 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.23 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.23 %</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**

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

**Tobacco Users**

- Last Full Month: 737
- YTD: 10,231
- Unique YTD: 6,506
- Target Reach: 2.0%
- Reach YTD: 1.23%
- Reach - NAQC: 1.23%
- Annualized Reach: 1.23%
- Annualized Reach - NAQC: 1.23%
- Unique Individual Reach: 1.23%

**Report Execution Time:** 7/7/2016 5:14:30 AM

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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 |
--- | --- | --- |
Adult | 21.6% | 4,632 |

Tobacco Users - Last Full Month
County | State
--- | --- |
Tobacco Users | 6 | 737
Tobacco Users YTD | 51 | 10,231
Unique Tobacco Users YTD | 1 | 6,506
Target Reach | 2.0% | 2.0%
Reach YTD | 2 | 1.10% | 2.14%
Reach - NAQC | 3 | 0.91% | 1.01%
Annualized Reach | 2 | 1.10% | 2.13%
Annualized Reach - NAQC | 3 | 0.91% | 1.00%
Unique Individual Reach | 1 | 0.71% | 1.36%

How Heard About
- TV/Commercial
- 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.
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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Umatilla County
From 6/1/2016 through 6/30/2016

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 54,202 | 24.2% | 13,117

County | State | Tobacco Users - Last Full Month | Tobacco Users YTD | Unique Tobacco Users YTD | Target Reach | Reach YTD | Reach - NAQC | Annualized Reach | Annualized Reach - NAQC | Unique Individual Reach |
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
8 | 737 | 134 | 10,231 | 1 | 95 | 6,506 | 2.0% | 2.0% | 2.14% | 1.36% |

How Heard About

Health Professional
TV/Commercial
Website
Other

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Report Execution Time: 7/7/2016 5:14:30 AM
Page 59 of 72
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

- **Tobacco Users - Last Full Month**: 2,737
- **Tobacco Users YTD**: 10,231
- **Unique Tobacco Users YTD**: 6,506
- **Target Reach**: 2.0%
- **Reach YTD**: 1.98%
- **Reach - NAQC**: 1.45%
- **Annualized Reach**: 1.98%
- **Annualized Reach - NAQC**: 1.45%
- **Unique Individual Reach**: 1.42%

**County Population**

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>19,424</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>2</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>53</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

**Other**

**How Heard About**

- Oregon Tobacco Quit Line

**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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>5,799</td>
<td>1,038</td>
</tr>
</tbody>
</table>

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

- Health Professional
- TV/Commercial
- Family/Friend

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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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>387,946</td>
<td>50,045</td>
</tr>
<tr>
<td></td>
<td>12.9 %</td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

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

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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County 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>737</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>10,231</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>6,506</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.52 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.52 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.52 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.52 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.36 %</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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wheeler County
From 6/1/2016 through 6/30/2016

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

County Population | Adult
1,309

Prevalence | Tobacco Users
29.6 % | 387

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

- **County Population**
  - **Prevalence**
  - **Tobacco Users**

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<th>State</th>
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<tr>
<td>Adult</td>
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- **County Population**
  - **Prevalence**
  - **Tobacco Users**

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<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>7</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>172</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
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<tr>
<td>Reach YTD</td>
<td>2</td>
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<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
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**How Heard About**

- Health Professional
- TV/Commercial
- Website

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