Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County
From 7/1/2016 through 7/31/2016

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | County | State
--- | --- | --- | --- | ---
Adult | 13,243 | 20.0% | 2.649

Unique Tobacco Users YTD
1 | 1 | 500

Target Reach | 2.0% | 2.0%
Reach YTD | 0.15% | 0.22%
Reach - NAQC | 0.08% | 0.10%
Annualized Reach | 1.81% | 2.70%
Annualized Reach - NAQC | 0.91% | 1.18%
Unique Individual Reach | 1 | 0.04% | 0.10%

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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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)

![Map of Oregon with Benton County highlighted](image)

### County Population and Tobacco Users

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>10.8%</td>
<td>7,456</td>
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</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
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<tbody>
<tr>
<td>Adult 69,035</td>
<td>10.8%</td>
<td>7,456</td>
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</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

- **Outbound Re-enrollment Offer**
- **Health Professional**
- **Community Organization**
- **Website**
- **Radio**

### Fax Referral

<table>
<thead>
<tr>
<th>Month</th>
<th>Multi Call</th>
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### Tobacco User Enrollments By Program Type

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### Tobacco Users Receiving NRT

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### Female Tobacco Users By Pregnancy Status

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### Tobacco Users By Tobacco Type

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<th>Cigarette</th>
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</tr>
</tbody>
</table>
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 | 289,948 | 15.4 % | 44,652

County | State
---|---
Tobacco Users - Last Full Month | 46 | 1,076
Tobacco Users YTD | 46 | 1,076
Unique Tobacco Users YTD | 1 | 16 | 500
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 0.10 % | 0.22 %
Reach - NAQC | 3 | 0.06 % | 0.10 %
Annualized Reach | 2 | 1.24 % | 2.70 %
Annualized Reach - NAQC | 3 | 0.73 % | 1.18 %
Unique Individual Reach | 1 | 0.04 % | 0.10 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

How Heard About

County Population | Prevalence | Tobacco Users
--- | --- | ---
**State** | **Prevalence** | **Tobacco Users** |
**County** | **Population** | **Prevalence** | **Tobacco Users**
--- | --- | --- | ---
Adult | 29,812 | 21.5% | 6,410

<table>
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<td>Tobacco Users YTD</td>
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<tr>
<td>Unique Tobacco Users YTD</td>
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<tr>
<td>Target Reach</td>
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<tr>
<td>Reach YTD</td>
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<tr>
<td>Reach - NAQC</td>
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<td>Annualized Reach</td>
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<tr>
<td>Annualized Reach - NAQC</td>
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<tr>
<td>Unique Individual Reach</td>
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</tbody>
</table>

How Heard About

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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

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

Outbound Re-enrollment Offer
Family/Friend
TV/Commercial
Radio
Health Professional
Other

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 | 50,726 | 14,254

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<th>County</th>
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<tbody>
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<td>Unique Tobacco Users YTD</td>
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<tr>
<td>Target Reach</td>
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<tr>
<td>Reach YTD</td>
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<tr>
<td>Reach - NAQC</td>
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<tr>
<td>Annualized Reach</td>
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County Population

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<tbody>
<tr>
<td>Adult</td>
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</table>
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)

Country | County | State | Tobacco Users - Last Full Month | 2 | 1,076
| Unique Tobacco Users YTD | 1 | - | 500
| Target Reach | 2.0 % | 2.0 %
| Reach YTD | 2 | 0.04 % | 0.22 %
| Reach - NAQC | 3 | 0.04 % | 0.10 %
| Annualized Reach | 2 | 0.50 % | 2.70 %
| Annualized Reach - NAQC | 3 | 0.50 % | 1.18 %
| Unique Individual Reach | 1 | - | 0.10 %

How Heard About

Outbound Re-enrollment Offer

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
Curry County
From 7/1/2016 through 7/31/2016

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Outbound Re-enrollment Offer
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

County Population Prevalence Tobacco Users
Adult 17,947 18.4 % 3,302

<table>
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<th>County</th>
<th>State</th>
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<td>Tobacco Users - Last Full Month</td>
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<tr>
<td>Unique Individual Reach</td>
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1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
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.
Tobacco Users By Gender

- Female, 45.45%
- Male, 54.55%

Chart Total N: 22

Tobacco Users By Language

- English, 100.00%

Chart Total N: 22

Tobacco Users By Education

- No HS Degree/GED, 15.79%
- HS Degree/GED, 26.32%
- Some Technical School, 5.26%
- Some College, 42.11%
- College Degree, 10.53%

Chart Total N: 19

Tobacco Users By Race

- White, 84.21%
- American Indian/Alaskan Native, 10.53%
- Black or African American, 5.26%

Chart Total N: 19

Tobacco Users By Age

- 25 - 34, 4.55%
- 35 - 44, 9.09%
- 45 - 54, 31.82%
- 55 - 64, 36.36%
- 65 and Older, 18.18%

Chart Total N: 22

Tobacco Users By Health Plan

- Medicaid, 36.36%
- Medicare, 36.36%
- Commercially Insured, 18.18%
- Uninsured, 4.55%
- Doesn’t Know, 4.55%

Chart Total N: 22

Tobacco Users By Ethnicity

- Hispanic, 5.26%
- Non-Hispanic, 94.74%

Chart Total N: 19

Tobacco Users By Chronic Condition

- Asthma, 23.53%
- CAD, 11.76%
- COPD, 23.53%
- Diabetes, 5.88%
- None, 35.29%

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)

How Heard About

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County Population

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<td>83,168</td>
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- County Population: 83,168
- Prevalence: 27.1%
- Tobacco Users: 22,539

Tobacco Users YTD

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Unique Tobacco Users YTD

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Target Reach

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

Reach YTD

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.20 %</td>
<td>0.22 %</td>
</tr>
</tbody>
</table>

Reach - NAQC

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.16 %</td>
<td>0.10 %</td>
</tr>
</tbody>
</table>

Annualized Reach

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.45 %</td>
<td>2.70 %</td>
</tr>
</tbody>
</table>

Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.86 %</td>
<td>1.18 %</td>
</tr>
</tbody>
</table>

Unique Individual Reach

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.10 %</td>
<td>0.10 %</td>
</tr>
</tbody>
</table>

From 7/1/2016 through 7/31/2016

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

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>1,529</td>
<td>29.6 %</td>
</tr>
<tr>
<td></td>
<td>453</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilliam</td>
<td></td>
</tr>
</tbody>
</table>

Unique Tobacco Users YTD: Includes first time registered tobacco users, regardless of service requested.
Reach YTD: Includes all tobacco users, regardless of service requested.
Annualized Reach - NAQC: Includes all tobacco users, regardless of service requested.

How Heard About

- Oregon Tobacco Quit Line
- Fax Referral
- 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>
<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>1,076</td>
<td>500</td>
<td>2.0 %</td>
<td>0.14 %</td>
<td>0.10 %</td>
<td>2.0 %</td>
<td>1.65 %</td>
<td>0.10 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,076</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

Outbound Re-enrollment Offer

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- Safeway/Pharmacy
- Outbound Re-enrollment Offer
- Other

Prevalence of Tobacco Users
- Adult: 14.3% (6,087)
- County Population: 6,087
- Tobacco Users YTD: 1,076
- Unique Tobacco Users YTD: 1

Reach
- Target Reach: 2.0% (2.0%)
- Reach YTD: 0.46% (0.22%)
- Reach - NAQC: 0.34% (0.10%)
- Annualized Reach: 5.52% (2.70%)
- Annualized Reach - NAQC: 4.14% (1.18%)
- Unique Individual Reach: 0.11% (0.10%)

County Population & Tobacco Users

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

Fax Referral

Tobacco User Enrollments by Program Type

Tobacco Users Receiving NRT

Female Tobacco Users by Pregnancy Status

Tobacco Users by Tobacco Type

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

<table>
<thead>
<tr>
<th>State Tobacco Users Served Contract YTD (Adults)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>County Population</strong></td>
</tr>
<tr>
<td>Adult</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>2</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Hood River County
From 7/1/2016 through 7/31/2016

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)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>21.9 %</td>
<td>160,716</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td>35,197</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>51</td>
<td>1,076</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>51</td>
<td>1,076</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.14 %</td>
<td>0.22 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.11 %</td>
<td>0.10 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.74 %</td>
<td>2.70 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>1.36 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.05 %</td>
</tr>
</tbody>
</table>

How Heard About

- Outbound Re-enrollment Offer
- TV/Commercial
- Health Professional
- Radio
- Other
- Brochure/Newsletter/Flyer
- Website
- Family/Friend
- Employer/Worksite

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jefferson County
From 7/1/2016 through 7/31/2016

State Tobacco Users Served Contract YTD (Adults)

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

County State
Tobacco Users - Last Full Month 2 1,076
Tobacco Users YTD 2 1,076
Unique Tobacco Users YTD 1 1 500
Target Reach 2.0 % 2.0 %
Reach YTD 2 0.08 % 0.22 %
Reach - NAQC 3 - 0.10 %
Annualized Reach 2 0.91 % 2.70 %
Annualized Reach - NAQC 3 - 1.18 %
Unique Individual Reach 1 0.04 % 0.10 %

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.

Unique Individual Reach

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Planning Pregnancy</th>
<th>Currently Pregnant</th>
<th>Not Pregnant</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLT</td>
<td>Pipe</td>
<td>Cigar</td>
</tr>
<tr>
<td>Cigarette</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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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 | 66,678 | 25.0 % | 16,670

County | State
---|---
Tobacco Users - Last Full Month | 19 | 1,076
Tobacco Users YTD | 19 | 1,076
Unique Tobacco Users YTD | 1 | 4 | 500
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 0.11 % | 0.22 %
Reach - NAQC | 3 | 0.09 % | 0.10 %
Annualized Reach | 2 | 1.37 % | 2.70 %
Annualized Reach - NAQC | 3 | 1.08 % | 1.18 %
Unique Individual Reach | 1 | 0.02 % | 0.10 %

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.

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

- Outbound Re-enrollment Offer
- Family/Friend
- TV/Commercial
- Health Professional

County Population

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

County

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>1,076</td>
</tr>
</tbody>
</table>

Tobacco Users YTD

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

Target Reach

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>Target Reach</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.22 %</td>
<td>0.22 %</td>
<td>0.22 %</td>
</tr>
</tbody>
</table>

Reach - NAQC

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.16 %</td>
<td>0.10 %</td>
<td>0.10 %</td>
</tr>
</tbody>
</table>

Annualized Reach

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>0.10 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.10 %</td>
<td></td>
</tr>
</tbody>
</table>

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

County State
Tobacco Users - Last Full Month - 1,076
Tobacco Users YTD 1,076
Unique Tobacco Users YTD 1 500
Target Reach
Reach YTD 2 0.22 %
Reach - NAQC 3 0.10 %
Annualized Reach 2 2.70 %
Annualized Reach - NAQC 3 1.18 %
Unique Individual Reach 1 0.10 %

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 Overview

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>274,412</td>
<td>50,492</td>
</tr>
<tr>
<td>Prevalence</td>
<td>18.4 %</td>
<td>4</td>
</tr>
</tbody>
</table>

### County Population Details

- **Country**
  - Adult: 274,412
  - Tobacco Users: 50,492

### Unique Tobacco Users YTD

- Total Unique Tobacco Users YTD: 24
  - County: 1
  - State: 24

### Target Reach

- 2.0 %

### Reach YTD

- 0.14 %
  - County: 2
  - State: 0.22 %

### Unique Individual Reach

- 0.05 %
  - County: 1
  - State: 0.10 %

## Tobacco Users by Program Type

### How Heard About

- **Outbound Re-enrollment Offer**
- **TV/Commercial**
- **Health Professional**
- **Family/Friend**
- **Website**
- **Radio**
- **Other**

### Tobacco User Enrollments by Program Type

- Comparison of multi and single call enrollments across different months.

### Tobacco Users Receiving NRT

- Comparison of multi and single call enrollments across different months.

### Female Tobacco Users by Pregnancy Status

- Comparison of female users by pregnancy status across different months.

### Tobacco Users by Tobacco Type

- Comparison of tobacco use by type across different months.

---

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.

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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)

<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>16.8 %</td>
</tr>
</tbody>
</table>

- **County** |
- **State** |
- **Tobacco Users - Last Full Month** |
- **10** |
- **1,076** |
- **Unique Tobacco Users YTD** |
- **1** |
- **4** |
- **500** |
- **Target Reach** |
- **2.0 %** |
- **2.0 %** |
- **Reach YTD** |
- **2** |
- **0.25 %** |
- **0.22 %** |
- **Reach - NAQC** |
- **3** |
- **0.12 %** |
- **0.10 %** |
- **Annualized Reach** |
- **2** |
- **2.99 %** |
- **2.70 %** |
- **Annualized Reach - NAQC** |
- **3** |
- **1.50 %** |
- **1.18 %** |
- **Unique Individual Reach** |
- **1** |
- **0.10 %** |
- **0.10 %** |

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

- Outbound Re-enrollment Offer
- TV/Commercial
- Radio
- Health Professional
- Family/Friend

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

### Oregon Tobacco Quit Line
#### Utilization Dashboard by County Report
#### Marion County
From 7/1/2016 through 7/31/2016

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

- **County**
- **State**
- **Tobacco Users - Last Full Month**
  - Adult: 63, 1,076
- **Tobacco Users YTD**
  - Adult: 63, 1,076
- **Unique Tobacco Users YTD**
  - 1, 9, 500
- **Target Reach**
  - 2.0 %, 2.0 %
- **Reach YTD**
  - 0.17 %, 0.22 %
- **Reach - NAQC**
  - 0.12 %, 0.10 %
- **Annualized Reach**
  - 2.07 %, 2.70 %
- **Annualized Reach - NAQC**
  - 1.38 %, 1.18 %
- **Unique Individual Reach**
  - 0.02 %, 0.10 %

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: 235,431, 15.5 %, 36,492

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

**How Heard About**

- Outbound Re-enrollment Offer
- TV/Commercial
- Health Professional
- Other
- Family/Friend
- TV/News
- Employer/Worksite

**Fax Referral**

- 2015: Multi Call, 1 Call
- 2016: Multi Call, 1 Call
- 2017: Multi Call, 1 Call

**Tobacco User Enrollments By Program Type**

- 2015: Multi Call, 1 Call
- 2016: Multi Call, 1 Call
- 2017: Multi Call, 1 Call

**Tobacco Users Receiving NRT**

- 2015: Multi Call, 1 Call
- 2016: Multi Call, 1 Call
- 2017: Multi Call, 1 Call

**Female Tobacco Users By Pregnancy Status**

- 2015: Planning Pregnancy, Currently Pregnant, Not Pregnant, Currently Breastfeeding
- 2016: Planning Pregnancy, Currently Pregnant, Not Pregnant, Currently Breastfeeding
- 2017: Planning Pregnancy, Currently Pregnant, Not Pregnant, Currently Breastfeeding

**Tobacco Users By Tobacco Type**

- 2015: SLT, Pipe, Cigar, Cigarette
- 2016: SLT, Pipe, Cigar, Cigarette
- 2017: SLT, Pipe, Cigar, Cigarette
1. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | State |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>9,037</td>
<td>18.2 %</td>
<td>1,645</td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month 4 1,076
Tobacco Users YTD 4 1,076
Unique Tobacco Users YTD 1 2 500
Target Reach 2.0 % 2.0 %
Reach YTD 2 0.24 % 0.22 %
Reach - NAQC 3 0.12 % 0.10 %
Annualized Reach 2 2.92 % 2.70 %
Annualized Reach - NAQC 3 1.46 % 1.18 %
Unique Individual Reach 1 0.12 % 0.10 %

How Heard About

Health Professional
Outbound Re-enrollment Offer

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>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>15.3 %</td>
<td>86,308</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>127</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>127</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.

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. From 7/1/2016 through 7/31/2016

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)

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

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

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.
State Tobacco Users Served Contract YTD (Adults)

### Oregon Tobacco Quit Line

**Utilization Dashboard by County Report**

**Sherman County**

From 7/1/2016 through 7/31/2016

#### County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,477</td>
<td>22.1 %</td>
</tr>
</tbody>
</table>

#### State Tobacco Users - Last Full Month

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,076</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Tobacco Users YTD

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>1</th>
</tr>
</thead>
</table>

#### Target Reach

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.22 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.10 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.70 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.18 %</td>
<td></td>
</tr>
</tbody>
</table>

#### Unique Individual Reach | 1 |

<table>
<thead>
<tr>
<th>0.10 %</th>
</tr>
</thead>
</table>

### Fax Referral

- 2015
- 2016
- 2017

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

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

#### County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>21,446</td>
<td>21.6 %</td>
</tr>
</tbody>
</table>

#### County

| Tobacco Users - Last Full Month | 3 | 1,076 |
| Tobacco Users YTD               | 3 | 1,076 |
| Unique Tobacco Users YTD        | 1 | -    |
| Target Reach                    | 2.0 % | 2.0 % |
| Reach YTD                       | 2 | 0.06 % | 0.22 % |
| Reach - NAQC                    | 3 | 0.02 % | 0.10 % |
| Annualized Reach                | 2 | 0.78 % | 2.70 % |
| Annualized Reach - NAQC         | 3 | 0.26 % | 1.18 % |
| Unique Individual Reach         | 1 | -    | 0.10 % |

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

- **Outbound Re-enrollment Offer**
- **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. **Oregon Tobacco Quit Line Utilization Dashboard by County Report**
2. **Tillamook County**
3. **From 7/1/2016 through 7/31/2016**

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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 | 54,202 | 24.2 % | 13,117

County | State
---|---
Tobacco Users - Last Full Month | 16 | 1,076
Tobacco Users YTD | 16 | 1,076
Unique Tobacco Users YTD | 1 | 3 | 500
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 0.12 % | 0.22 %
Reach - NAQC | 3 | 0.05 % | 0.10 %
Annualized Reach | 2 | 1.46 % | 2.70 %
Annualized Reach - NAQC | 3 | 0.64 % | 1.18 %
Unique Individual Reach | 1 | 0.02 % | 0.10 %

How Heard About

Outbound Re-enrollment Offer
Health Professional
Other
Family/Friend
Brochure/Newsletter/Flyer

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

Counties:

- 0 - 2
- 2 - 8
- 6 - 15
- 15 - 30
- 30 - 110

How Heard About

- Outbound Re-enrollment Offer
- Health Professional
- TV/Commercial

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

County	State
Tobacco Users - Last Full Month	9	1,076
Tobacco Users YTD	9	1,076
Unique Tobacco Users YTD	1	3	500
Target Reach	2.0 %	2.0 %
Reach YTD	2	0.34 %	0.22 %
Reach - NAQC	3	0.26 %	0.10 %
Annualized Reach	2	4.03 %	2.70 %
Annualized Reach - NAQC	3	3.13 %	1.18 %
Unique Individual Reach	1	0.11 %	0.10 %

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>5,799</td>
<td>1,076</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult</td>
</tr>
<tr>
<td></td>
<td>17.9 %</td>
<td>1,038</td>
</tr>
</tbody>
</table>

Unique Tobacco Users YTD: 1,500

Target Reach
Reach YTD: 2
Reach - NAQC: 2
Annualized Reach: 2
Annualized Reach - NAQC: 2
Unique Individual Reach: 1

County Population
Prevalence
Tobacco Users
Adult
5,799
17.9%
1,076

Unique Tobacco Users YTD
1
500

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

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Outbound Re-enrollment Offer
Health Professional
Other
CVS/pharmacy

County Population
Prevalence
Tobacco Users

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Prevalence</th>
<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
<th>Unique Tobacco Users YTD</th>
<th>Prevalence</th>
<th>Unique Tobacco Users YTD</th>
<th>Prevalence</th>
<th>Reach YTD</th>
<th>Prevalence</th>
<th>Reach - NAQC</th>
<th>Prevalence</th>
<th>Annualized Reach</th>
<th>Prevalence</th>
<th>Annualized Reach - NAQC</th>
<th>Prevalence</th>
<th>Unique Individual Reach</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td>Tobacco Users YTD</td>
<td>11</td>
<td>1,076</td>
<td>County</td>
<td>State</td>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>500</td>
<td>Reach YTD</td>
<td>2</td>
<td>0.27</td>
<td>0.22</td>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.15</td>
<td>0.10</td>
<td>Annualized Reach</td>
<td>2</td>
<td>3.24</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0</td>
<td>2.0</td>
<td>Reach YTD</td>
<td>2</td>
<td>0.27</td>
<td>0.22</td>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.15</td>
<td>0.10</td>
<td>Annualized Reach</td>
<td>2</td>
<td>3.24</td>
<td>2.70</td>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>1.77</td>
<td>1.18</td>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.70</td>
<td>2.70</td>
<td>Annualized Reach</td>
<td>2.70</td>
<td>2.70</td>
<td>Annualized Reach - NAQC</td>
<td>1.18</td>
<td>1.18</td>
<td>Unique Individual Reach</td>
<td>0.10</td>
<td>0.10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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.
State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>Category</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>40</td>
<td>1,076</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>40</td>
<td>1,076</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>14</td>
<td>500</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.08 %</td>
<td>0.22 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.05 %</td>
<td>0.10 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.96 %</td>
<td>2.70 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.58 %</td>
<td>1.18 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.03 %</td>
<td>0.10 %</td>
</tr>
</tbody>
</table>

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

---

How Heard About

Outbound Re-enrollment Offer
Health Professional
Other
TV/Commercial
Family/Friend
Employer/Worksite
Community Organization

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

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

County | State
------ | ------
Tobacco Users - Last Full Month | - | 1,076
Tobacco Users YTD | | 1,076
Unique Tobacco Users YTD | 1 | 500
Target Reach
Reach YTD | 2 | 0.22 %
Reach - NAQC | 3 | 0.10 %
Annualized Reach | 2 | 2.70 %
Annualized Reach - NAQC | 3 | 1.18 %
Unique Individual Reach | 1 | 0.10 %

County Population & Prevalence of Tobacco Users
- Adult Population: 1,309
- Prevalence: 29.6%
- Tobacco Users: 387

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)

County Population | Prevalence | Tobacco Users |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>72,300</td>
<td>13,376</td>
</tr>
<tr>
<td></td>
<td>18.5 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>72,300</td>
<td>13,376</td>
</tr>
<tr>
<td></td>
<td>18.5 %</td>
<td></td>
</tr>
</tbody>
</table>

Table:

- County: Yamhill County
- State: [State]

- Tobacco Users - Last Full Month: 27
- Tobacco Users YTD: 27
- Unique Tobacco Users YTD: 1
- Target Reach: 2.0%
- Reach YTD: 0.20%
- Reach - NAQC: 0.16%
- Annualized Reach: 2.42%
- Annualized Reach - NAQC: 1.97%
- Unique Individual Reach: 0.08%

How Heard About:

- Outbound Re-enrollment Offer
- Health Professional
- Brochure/Newsletter/Flyer
- Family/Friend
- Website
- TV/Commercial
- Health Insurance
- Health Department

Fax Referral:

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

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