Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County
From 1/1/2017 through 1/31/2017

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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Count</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>4</td>
<td>545</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>15</td>
<td>4,058</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>2,245</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.57%</td>
<td>0.85%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.34%</td>
<td>0.38%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.97%</td>
<td>1.45%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.58%</td>
<td>0.65%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.30%</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

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

How Heard About

- Website
- TV/Commercial
- Health Professional

Fax Referral

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.

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.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>26</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>189</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>99</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.42 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.27 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.73 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.46 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.22 %</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.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Health Professional
TV/Commercial

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

Tobacco Users - Last Full Month: 4 545
Tobacco Users YTD: 23 4,058
Unique Tobacco Users YTD: 1 12 2,245
Target Reach: 2.0 % 2.0 %
Reach YTD: 2 0.36 % 0.85 %
Reach - NAQC: 3 0.27 % 0.38 %
Annualized Reach: 2 0.62 % 1.45 %
Annualized Reach - NAQC: 3 0.45 % 0.65 %
Unique Individual Reach: 1 0.19 % 0.47 %

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: 36,948, 17.1%

- **Tobacco Users**
  - 6,318

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>5</td>
<td>545</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>53</td>
<td>4,058</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.0%</td>
<td>0.85%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.62%</td>
<td>0.38%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.44%</td>
<td>1.45%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.06%</td>
<td>0.65%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.41%</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

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

---

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

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

- Fax Referral

**County Population Prevalence**

- Adult: 36,948, 17.1%

- Tobacco Users YTD: 6,318

**Unique Tobacco Users YTD**

- 1

**Target Reach**

- 2.0%

**Reach YTD**

- 2.0%

**Reach - NAQC**

- 0.62%

**Annualized Reach**

- 1.44%

**Annualized Reach - NAQC**

- 1.06%

**Unique Individual Reach**

- 0.41%
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 50,726 28.1% 14,254

County State
Tobacco Users - Last Full Month 10 545
Tobacco Users YTD 79 4,058
Unique Tobacco Users YTD 1 37 2,245
Target Reach 2.0% 2.0%
Reach YTD 2 0.55% 0.85%
Reach - NAQC 3 0.45% 0.38%
Annualized Reach 2 0.95% 1.45%
Annualized Reach - NAQC 3 0.77% 0.65%
Unique Individual Reach 1 0.26% 0.47%

How Heard About

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

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Crook County
From 1/1/2017 through 1/31/2017

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>6</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>

How Heard About

- TV/Commercial
- Health Professional

Prevalence

<table>
<thead>
<tr>
<th>Tobacco Users</th>
<th>Prevalence</th>
<th>County Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>20,635</td>
<td>23.3 %</td>
</tr>
<tr>
<td>4,808</td>
<td>1.0 %</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.

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>17,947</td>
<td>3,302</td>
</tr>
<tr>
<td></td>
<td>18.4 %</td>
<td></td>
</tr>
</tbody>
</table>

County | State
---|---
1 | 545
24 | 4,058
13 | 2,245
2 | 0.73 %
3 | 0.58 %
2 | 1.25 %
3 | 0.99 %
1 | 0.39 %

Unique Tobacco Users YTD: 13,245
Reach YTD: 2.0 %
Reach - NAQC: 0.58 %
Annualized Reach: 0.85 %
Annualized Reach - NAQC: 0.38 %
Unique Individual Reach: 0.47 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco By Tobacco Type

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

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County
From 1/1/2017 through 1/31/2017

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>83,168</td>
<td>22,539</td>
</tr>
<tr>
<td>Prevalence</td>
<td>27.1 %</td>
<td></td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>12</td>
<td>545</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>123</td>
<td>4,058</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>67</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.0 %</td>
<td>0.85 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.41 %</td>
<td>0.38 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.94 %</td>
<td>1.45 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.71 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.30 %</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.

County Population

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

Prevalence

Tobacco Users

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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 | State
Adult | 1,529 | 29.6 % | 453

Tobacco Users - Last Full Month | - | 545
Tobacco Users YTD | 2 | 4,058
Unique Tobacco Users YTD | 1 | - | 2,245
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 0.44 % | 0.85 %
Reach - NAQC | 3 | 0.22 % | 0.38 %
Annualized Reach | 2 | 0.76 % | 1.45 %
Annualized Reach - NAQC | 3 | 0.38 % | 0.65 %
Unique Individual Reach | 1 | - | 0.47 %

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.

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

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>24.4 %</td>
<td>1,453</td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month
- Grant County: 1,545

Tobacco Users YTD
- Grant County: 4,058

Unique Tobacco Users YTD
- Grant County: 2,245

Target Reach
- Grant County: 2.0%

Reach YTD
- Grant County: 0.41%

Reach - NAQC
- Grant County: 0.28%

Annualized Reach
- Grant County: 0.71%

Annualized Reach - NAQC
- Grant County: 0.47%

Unique Individual Reach
- Grant County: 0.21%

---

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

#### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,087</td>
</tr>
<tr>
<td>Prevalence</td>
<td>14.3%</td>
</tr>
<tr>
<td>Tobacco Users</td>
<td>870</td>
</tr>
</tbody>
</table>

#### Tobacco Users

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>545</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>4,058</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.57%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.46%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.99%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.79%</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.

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**Oregon Tobacco Quit Line Utilization Dashboard by County Report**

**Harney County**

From 1/1/2017 through 1/31/2017

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**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

---

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</th>
<th>State</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td></td>
<td>8.6 %</td>
<td>16,229</td>
</tr>
</tbody>
</table>

### Tobacco Users - Last Full Month

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>545</td>
<td></td>
</tr>
</tbody>
</table>

### Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>4,058</td>
<td></td>
</tr>
</tbody>
</table>

### Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>2,245</td>
</tr>
</tbody>
</table>

### Target Reach

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

### Reach YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.79 %</td>
<td>0.85 %</td>
<td></td>
</tr>
</tbody>
</table>

### Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.43 %</td>
<td>0.38 %</td>
<td></td>
</tr>
</tbody>
</table>

### Annualized Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.35 %</td>
<td>1.45 %</td>
<td></td>
</tr>
</tbody>
</table>

### Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.74 %</td>
<td>0.65 %</td>
<td></td>
</tr>
</tbody>
</table>

### Unique Individual Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.29 %</td>
<td>0.47 %</td>
<td></td>
</tr>
</tbody>
</table>

---

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Hood River County
From 1/1/2017 through 1/31/2017
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

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

County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>160,716</td>
<td>21.9 %</td>
</tr>
<tr>
<td>State</td>
<td>35,197</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco Users

- Tobacco Users - Last Full Month: 32, 545
- Tobacco Users YTD: 169, 4,058
- Unique Tobacco Users YTD: 1, 99, 2,245
- Target Reach: 2.0 %, 2.0 %
- Reach YTD: 0.48 %, 0.85 %
- Reach - NAQC: 0.37 %, 0.38 %
- Annualized Reach: 0.82 %, 1.45 %
- Annualized Reach - NAQC: 0.63 %, 0.65 %
- Unique Individual Reach: 0.28 %, 0.47 %

County Population & Prevalence

- Tobacco Users
- Adult
- State

Prevalence

- Adult
- State

Unique Tobacco Users YTD

- 1
- 99
- 2,245

Target Reach

- 2.0 %
- 2.0 %

Reach YTD

- 0.48 %
- 0.85 %

Reach - NAQC

- 0.37 %
- 0.38 %

Annualized Reach

- 0.82 %
- 1.45 %

Annualized Reach - NAQC

- 0.63 %
- 0.65 %

Unique Individual Reach

- 0.28 %
- 0.47 %


Page 29 of 72

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


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## State Tobacco Users Served Contract YTD (Adults)

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

### County Population

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

### County Breakdown

<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>5</td>
<td>4,058</td>
<td>11</td>
<td>2.0%</td>
<td>0.72%</td>
<td>0.45%</td>
<td>1.23%</td>
<td>0.78%</td>
<td>0.42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.85%</td>
<td>0.38%</td>
<td>1.45%</td>
<td>0.65%</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

### How Heard About

- **TV/Commercial**

### Fax Referral

- **Utilization Dashboard by County Report**

### Tobacco User Enrollments By Program Type

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

### Tobacco Users Receiving NRT

![Tobacco Users Receiving NRT](image)

### Female Tobacco Users By Pregnancy Status

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

### Tobacco Users By Tobacco Type

![Tobacco Users By Tobacco Type](image)

---

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 | 66,678 | 25.0 % | 16,670

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>17</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>68</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

- TV/Commercial
- Other
- Family/Friend
- Health Professional
- Health Department
- Community Organization
- Website

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)**

- **TV/Commercial**: [Diagram showing data]
- **Other**: [Diagram showing data]
- **Family/Friend**: [Diagram showing data]
- **Brochure/Newsletter/Flyer**: [Diagram showing data]

**County Population**

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

**County**

- **County Population**: [Data table]
- **Tobacco Users - Last Full Month**: 11, 545
- **Tobacco Users YTD**: 71, 4,058
- **Unique Tobacco Users YTD**: 1, 42, 2,245
- **Target Reach**: 2.0 %, 2.0 %
- **Reach YTD**: 2, 0.64 %, 0.85 %
- **Reach - NAQC**: 3, 0.49 %, 0.38 %
- **Annualized Reach**: 2, 1.10 %, 1.45 %
- **Annualized Reach - NAQC**: 3, 0.83 %, 0.65 %
- **Unique Individual Reach**: 1, 0.38 %, 0.47 %

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 1/1/2017 through 1/31/2017**

**County Population**

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

**County**

- **County Population**: [Data table]
- **Tobacco Users - Last Full Month**: 11, 545
- **Tobacco Users YTD**: 71, 4,058
- **Unique Tobacco Users YTD**: 1, 42, 2,245
- **Target Reach**: 2.0 %, 2.0 %
- **Reach YTD**: 2, 0.64 %, 0.85 %
- **Reach - NAQC**: 3, 0.49 %, 0.38 %
- **Annualized Reach**: 2, 1.10 %, 1.45 %
- **Annualized Reach - NAQC**: 3, 0.83 %, 0.65 %
- **Unique Individual Reach**: 1, 0.38 %, 0.47 %

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.


**Page 35 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)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,068</td>
<td>19.9 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,208</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>County Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>545</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.25 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.25 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.43 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.43 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.25 %</td>
</tr>
</tbody>
</table>

County Population: 6,068 Tobacco Users - Last Full Month, 3,058 Tobacco Users YTD, 1,245 Unique Tobacco Users YTD, 2.0% Target Reach, 0.25% Reach YTD, 0.25% Reach - NAQC, 0.43% Annualized Reach, 0.43% Annualized Reach - NAQC, 0.25% Unique Individual Reach.

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 | 274,412 | 18.4 % | 50,492

Tobacco Users - Last Full Month 42 545
Tobacco Users YTD 295 4,058
Unique Tobacco Users YTD 121 2,245
Target Reach 2.0 % 2.0 %
Reach YTD 0.58 % 0.85 %
Reach - NAQC 0.32 % 0.38 %
Annualized Reach 1.00 % 1.45 %
Annualized Reach - NAQC 0.54 % 0.65 %
Unique Individual Reach 0.24 % 0.47 %

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.

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 17 545
Tobacco Users YTD 105 4,058
Unique Tobacco Users YTD 1 54 2,245
Target Reach 2.0 % 2.0 %
Reach YTD 2 0.60 % 0.85 %
Reach - NAQC 3 0.39 % 0.38 %
Annualized Reach 2 1.02 % 1.45 %
Annualized Reach - NAQC 3 0.66 % 0.65 %
Unique Individual Reach 1 0.31 % 0.47 %

How Heard About

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

TV/Commercial
Health Professional

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
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<tbody>
<tr>
<td>Adult</td>
<td>9,037</td>
<td>18.2 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.645</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>-</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>10</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>

County Population
Prevalence
Tobacco Users
Adult 9,037 18.2 % 1.645

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.

Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
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<tbody>
<tr>
<td>Adult</td>
<td>15.3 %</td>
<td>564,102</td>
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<thead>
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<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
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<td>65</td>
<td>545</td>
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<table>
<thead>
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<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
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<tr>
<td>539</td>
<td>4,058</td>
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<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>1</td>
<td>258</td>
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<table>
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<th>Target Reach</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>2.0 %</td>
<td>2.0 %</td>
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</table>

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0.62 %</td>
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</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>3</td>
<td>0.39 %</td>
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<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0.67 %</td>
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<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>1</td>
<td>0.30 %</td>
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</tbody>
</table>

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

### Tobacco Users Served Contract YTD (Adults)

#### County Population & Prevalence
<table>
<thead>
<tr>
<th>Tobacco Users</th>
<th>Prevalence</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>52,685</td>
<td>8</td>
<td>545</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>37</td>
<td>4,058</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>25</td>
<td>2,245</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.49%</td>
<td>0.85%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.42%</td>
<td>0.38%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.84</td>
<td>1.45%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.73</td>
<td>0.65%</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.33%</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

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

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

### How Heard About

- **TV/Commercial**
- **Other**
- **Website**
- **Family/Friend**

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 1,477 | 22.1 % | 326
County | State
Tobacco Users - Last Full Month | 545
Tobacco Users YTD | 4,058
Unique Tobacco Users YTD | 1 | 22,245
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.23 % | 0.85 %
Reach - NAQC | 3 | 0.92 % | 0.38 %
Annualized Reach | 2 | 2.10 % | 1.45 %
Annualized Reach - NAQC | 3 | 1.58 % | 0.65 %
Unique Individual Reach | 1 | 0.61 % | 0.47 %

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
Sherman County
From 1/1/2017 through 1/31/2017

County Population
Prevalence
Tobacco Users
Adult | 1,477 | 22.1 % | 326
County | State
Tobacco Users - Last Full Month | 545
Tobacco Users YTD | 4,058
Unique Tobacco Users YTD | 1 | 22,245
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.23 % | 0.85 %
Reach - NAQC | 3 | 0.92 % | 0.38 %
Annualized Reach | 2 | 2.10 % | 1.45 %
Annualized Reach - NAQC | 3 | 1.58 % | 0.65 %
Unique Individual Reach | 1 | 0.61 % | 0.47 %

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.

Page 55 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)

Counties
- State Tobacco Users - Last Full Month: 7,545
- Tobacco Users YTD: 17,405
- Unique Tobacco Users YTD: 1,224

Unique Tobacco Users YTD
- Target Reach: 2.0%
- Reach YTD: 0.37%
- Reach - NAQC: 0.30%
- Annualized Reach: 0.63%
- Annualized Reach - NAQC: 0.52%
- Unique Individual Reach: 0.11%

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

How Heard About
- Health Professional
- TV/Commercial
- Family/Friend
- Brochure/Newsletter/Flyer

County Population
- Prevalence
- Tobacco Users

County State
- Adult: 21,446; 21.6%; 4,632

How Heard About
- Oregon Tobacco Quit Line
- Utilization Dashboard by County Report

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

Tobacco User Enrollments By Program Type
- Multi Call: 2015, 2016, 2017
- 1 Call: 2015, 2016, 2017

Tobacco Users Receiving NRT
- Multi Call: 2015, 2016, 2017
- 1 Call: 2015, 2016, 2017

Female Tobacco Users By Pregnancy Status
- Planning Pregnancy
- Currently Pregnant
- Not Pregnant

Tobacco Users By Tobacco Type
- SLT
- Pipe
- Cigar
- Cigarette

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

State Tobacco Users Served Contract YTD (Adults)

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

How Heard About

<table>
<thead>
<tr>
<th>Community Organization</th>
<th>Other</th>
<th>Health Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0%</td>
<td>1.1%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

County Population | Prevalence | Tobacco Users |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>54,202</td>
<td>13,117</td>
</tr>
<tr>
<td></td>
<td>24.2%</td>
<td></td>
</tr>
</tbody>
</table>

Prevalence

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>4</th>
<th>545</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>54</td>
<td>4,058</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>0.41%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.28%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
<td>0.71%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>0.48%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.18%</td>
</tr>
</tbody>
</table>

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

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

How Heard About

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.

How Heard About

Health Professional

Other

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, 75.00%
Male, 25.00%
Chart Total N: 4

Tobacco Users By Language

English, 100.00%
Chart Total N: 4

Tobacco Users By Education

No HS Degree/GED, 33.33%
HS Degree/GED, 66.67%
Chart Total N: 3

Tobacco Users By Race

White, 100.00%
Chart Total N: 3

Tobacco Users By Age

16 - 24, 25.00%
25 - 34, 25.00%
45 - 54, 25.00%
85 and Older, 25.00%
Chart Total N: 4

Tobacco Users By Health Plan

Medicaid, 75.00%
Doesn't Know, 25.00%
Chart Total N: 4

Tobacco Users By Ethnicity

Non-Hispanic, 100.00%
Chart Total N: 4

Tobacco Users By Chronic Condition

COPD, 100.00%
Chart Total N: 1

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 5,799 | 17.9% | 1,038

County | State
Tobacco Users - Last Full Month | 545
Tobacco Users YTD | 4,058
Unique Tobacco Users YTD | 2,245
Target Reach | 2.0% | 2.0%
Reach YTD | 0.29% | 0.85%
Reach - NAQC | 0.10% | 0.38%
Annualized Reach | 0.50% | 1.45%
Annualized Reach - NAQC | 0.17% | 0.65%
Unique Individual Reach | 0.10% | 0.47%

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Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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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>18,454</td>
<td>4,078</td>
</tr>
<tr>
<td>Prevalence</td>
<td>22.1 %</td>
<td></td>
</tr>
</tbody>
</table>

Wasco County


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

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>28</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>190</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

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>-</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>
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<tr>
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</tr>
</tbody>
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**Oregon Tobacco Quit Line**  
Utilization Dashboard by County Report  
**Yamhill County**  
From 1/1/2017 through 1/31/2017

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

#### How Heard About

- TV/Commercial
- Health Professional

#### 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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