State Tobacco Users Served Contract YTD (Adults)

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

How Heard About

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

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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>289,948</td>
<td>44,652</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>121</td>
<td>1,876</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD | 456 | 8,440 |
| Unique Tobacco Users YTD | 291 | 5,889 |

| Target Reach | 2.0 % | 2.0 % |
| Reach YTD    | 1.02 % | 1.64 % |
| Reach - NAQC | 0.68 % | 0.76 % |
| Annualized Reach | 1.75 % | 2.80 % |
| Annualized Reach - NAQC | 1.16 % | 1.30 % |
| Unique Individual Reach | 0.65 % | 1.14 % |

How Heard About

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

Tobacco User Enrollments By Program Type

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Reach – includes all tobacco users, regardless of service requested.
2. 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>29,812</td>
<td>6,410</td>
</tr>
</tbody>
</table>

#### Key:
- 1. Reach – includes all tobacco users, regardless of service requested.
- 2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### How Heard About

- **TV/Commercial**
- **Health Professional**
- **Radio**
- **Other**
- **Health Survey**
- **Health Insurance**
- **Health Department**
- **Brochure/Newsletter/Flyer**

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
CLATSOP County

From 1/1/2012 through 1/31/2012

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

State Tobacco Users Served Contract YTD (Adults)

Reach – includes all tobacco users, regardless of service requested.
NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

Reach – includes all tobacco users, regardless of service requested.
NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

County Population | Prevalence | Tobacco Users
Adult | 50,726 | 28.1 % | 14,254

County | State
Tobacco Users - Last Full Month | 20 | 1,876
Tobacco Users YTD | 98 | 8,440
Unique Tobacco Users YTD | 73 | 5,889
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.69 % | 1.64 %
Reach - NAQC | 0.55 % | 0.76 %
Annualized Reach | 1.18 % | 2.80 %
Annualized Reach - NAQC | 0.94 % | 1.30 %
Unique Individual Reach | 0.51 % | 1.14 %

Utilization Dashboard by County Report
From 1/1/2012 through 1/31/2012

Oregon Tobacco Quit Line

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

- **Reach** – includes all tobacco users, regardless of service requested.
- **NAQC Reach** – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>20,635</td>
<td>4,808</td>
</tr>
<tr>
<td>Target</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>YTD</td>
<td>0.87 %</td>
<td>1.64 %</td>
</tr>
<tr>
<td>NAQC</td>
<td>0.62 %</td>
<td>0.76 %</td>
</tr>
<tr>
<td>Annual</td>
<td>1.50 %</td>
<td>2.80 %</td>
</tr>
<tr>
<td>Reach</td>
<td>1.07 %</td>
<td>1.30 %</td>
</tr>
<tr>
<td>JT</td>
<td>0.69 %</td>
<td>1.14 %</td>
</tr>
</tbody>
</table>

### Tobacco Users - Last Full Month

- County: 7 1,876
- State: 42 8,440

### Unique Tobacco Users YTD

- County: 3 33
- State: 3 5,889

### Target Reach

- County: 2.0%
- State: 2.0%

### Reach YTD

- County: 0.87%
- State: 1.64%

### Reach - NAQC

- County: 0.62%
- State: 0.76%

### Annualized Reach

- County: 1.50%
- State: 2.80%

### Annualized Reach - NAQC

- County: 1.07%
- State: 1.30%

### Unique Individual Reach

- County: 0.69%
- State: 1.14%

---

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

From 1/1/2012 through 1/31/2012

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

**Reach - includes all tobacco users, regardless of service requested.**

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

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

### How Heard About

- TV/Commercial
- Health Professional
- Website
- Health Insurance
- Health Department
- Brochure/Newsletter/Flyer

### Tobacco User Enrollments By Program Type

- **Multi Call**
- **1 Call**

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>County</strong></td>
<td><strong>State</strong></td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>13</td>
<td>1,876</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>57</td>
<td>8,440</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>5,889</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.73 %</td>
<td>1.64 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.27 %</td>
<td>0.76 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.96 %</td>
<td>2.80 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
<td>1.30 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>1.14 %</td>
</tr>
</tbody>
</table>
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th></th>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>133,924</td>
<td>14.1 %</td>
<td>18,883 4</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>70</td>
<td>1,876</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>255</td>
<td>8,440</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>215</td>
<td>5,889</td>
</tr>
<tr>
<td>Target Reach</td>
<td></td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.35 %</td>
<td>1.64 %</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.93 %</td>
<td>0.76 %</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.32 %</td>
<td>2.80 %</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.60 %</td>
<td>1.30 %</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>1.14 %</td>
<td>1.14 %</td>
</tr>
</tbody>
</table>

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

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

County Population | Prevalence | Tobacco Users
Adult | 83,168 | 27.1 % | 22,539

Tobacco Users - Last Full Month | 68 | 1,876
Tobacco Users YTD | 290 | 8,440
Unique Tobacco Users YTD | 234 | 5,889
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 1.29 % | 1.64 %
Reach - NAQC | 2 | 1.02 % | 0.76 %
Annualized Reach | 1 | 2.21 % | 2.80 %
Annualized Reach - NAQC | 2 | 1.76 % | 1.30 %
Unique Individual Reach | 3 | 1.04 % | 1.14 %

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Utilization Dashboard by County Report
From 1/1/2012 through 1/31/2012

Oregon Tobacco Quit Line
DOUGLAS County
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
GILLIAM County

From 1/1/2012 through 1/31/2012

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

#### How Heard About

- Website

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

**GRANT County**

From 1/1/2012 through 1/31/2012

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>5,953</td>
<td>1,453</td>
</tr>
</tbody>
</table>

- **County Population**
  - **Prevalence**
    - Adult: 5,953 (24.4%)
    - Tobacco Users: 1,453

- **State Tobacco Users Served Contract YTD (Adults)**
  - Reach: 0.34%
  - NAQC Reach: 0.76%
  - Reach YTD: 0.41%
  - NAQC Reach YTD: 1.64%
  - Annualized Reach: 0.71%
  - NAQC Annualized Reach: 2.80%
  - Unique Individual Reach: 0.41%
  - NAQC Unique Individual Reach: 1.14%

- **Tobacco Users - Last Full Month**
  - 1,876

- **Tobacco Users YTD**
  - 8,440

- **Unique Tobacco Users YTD**
  - 5,889

- **Target Reach**
  - 2.0%

- **Reach**
  - YTD: 0.41%
  - NAQC: 1.64%

- **Annualized Reach**
  - YTD: 0.71%
  - NAQC: 2.80%

- **Unique Individual Reach**
  - YTD: 0.41%
  - NAQC: 1.14%

---

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

<table>
<thead>
<tr>
<th>Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,087</td>
<td>870</td>
</tr>
</tbody>
</table>

County Population | Prevalence | Tobacco Users
---|-------------|---------------|
Tobacco Users - Last Full Month | 2 | 1,876 |
Tobacco Users YTD | 6 | 8,440 |
Unique Tobacco Users YTD | 3 | 6 | 5,889 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 1 | 0.69 % | 1.64 % |
Reach - NAQC | 2 | 0.34 % | 0.76 % |
Annualized Reach | 1 | 1.18 % | 2.80 % |
Annualized Reach - NAQC | 2 | 0.59 % | 1.30 % |
Unique Individual Reach | 3 | 0.69 % | 1.14 % |

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

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

State Tobacco Users Served Contract YTD (Adults)

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

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

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
JEFFERSON County

From 1/1/2012 through 1/31/2012

State Tobacco Users Served Contract YTD (Adults)

Reach - includes all tobacco users, regardless of service requested.
NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>11</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>32</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>27</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.21 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.02 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.08 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.75 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.02 %</td>
</tr>
</tbody>
</table>

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)

Reach – includes all tobacco users, regardless of service requested.
NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type
State Tobacco Users Served Contract YTD (Adults)

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

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

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

### County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 274,412 | 18.4 % | 50,492

### Key Metrics
- **Reach - includes all tobacco users, regardless of service requested.**
- **NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.**

![Utilization Dashboard by County Report](image-url)

- **Oregon Tobacco Quit Line**
- **From 1/1/2012 through 1/31/2012**

---

1. Reach - includes all tobacco users, regardless of service requested.
2. 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>Category</th>
<th>Reach</th>
<th>NAQC Reach</th>
<th>Annualized Reach</th>
<th>NAQC Annualized Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>0.60%</td>
<td>0.76%</td>
<td>1.41%</td>
<td>1.30%</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>0.82%</td>
<td>1.64%</td>
<td>1.64%</td>
<td>2.80%</td>
</tr>
<tr>
<td>Annualized Tobacco Users YTD</td>
<td>1.41%</td>
<td>2.80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.64%</td>
<td>1.14%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

County Population | Prevalence | Tobacco Users |
------------------|------------|---------------|
Adult             | 26.9%      | 9,822         |

<table>
<thead>
<tr>
<th>County</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Annualized Reach</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.0%</td>
<td>0.82%</td>
<td>1.41%</td>
<td>0.64%</td>
</tr>
</tbody>
</table>

How Heard About

TV/Commercial
Health Professional
Family/Friend
Health Survey
Health Department

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

From 1/1/2012 through 1/31/2012

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>83,814</td>
<td>17,601</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>1,876</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD               | 178    | 8,440 |

| Unique Tobacco Users YTD        | 3      | 129   |

| Target Reach                    | 2.0 %  | 2.0 % |

| Reach YTD                       | 1      | 1.01 %|

| Reach - NAQC                    | 2      | 0.66 %|

| Annualized Reach                | 1      | 1.73 %|

| Annualized Reach - NAQC         | 2      | 1.14 %|

| Unique Individual Reach         | 3      | 0.73 %|

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

State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>22</td>
<td>8,440</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>5,889</td>
</tr>
</tbody>
</table>

Target Reach
- 2.0 %
- 2.0%

Reach YTD
- 0.55 %
- 1.64 %

Reach - NAQC
- 0.40 %
- 0.76 %

Annualized Reach
- 0.94 %
- 2.80 %

Annualized Reach - NAQC
- 0.68 %
- 1.30 %

Unique Individual Reach
- 0.30 %
- 1.14 %

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

- Reach – includes all tobacco users, regardless of service requested.
- NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**County Population | Prevalence | Tobacco Users**

<table>
<thead>
<tr>
<th>Adult</th>
<th>235,431</th>
<th>15.5 %</th>
<th>36,492</th>
</tr>
</thead>
</table>

**County | State**

| Tobacco Users - Last Full Month | 77 | 1,876 |
| Tobacco Users YTD | 388 | 8,440 |
| Unique Tobacco Users YTD | 3 | 277 | 5,889 |
| Target Reach | 2.0 % | 2.0 % |
| Reach YTD | 1.06 % | 1.64 % |
| Reach - NAQC | 0.79 % | 0.76 % |
| Annualized Reach | 1 | 1.82 % | 2.80 % |
| Annualized Reach - NAQC | 2 | 1.36 % | 1.30 % |
| Unique Individual Reach | 3 | 0.76 % | 1.14 % |

**How Heard About**

- TV/Commercial
- Family/Friend
- Health Professional
- Other
- Community Organization
- Brochure/Newsletter/Flyer
- Outdoor Ad
- Re-enrollment Offer
- 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**

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

TV/News

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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State Tobacco Users Served Contract YTD (Adults)

Reach - includes all tobacco users, regardless of service requested.
NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>284</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>1,263</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>780</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.46 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.96 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.51 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.64 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.90 %</td>
</tr>
</tbody>
</table>

How Heard About

Fax Referral

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Reach – includes all tobacco users, regardless of service requested.
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State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,477</td>
<td>326.4</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>-</td>
<td>1,876</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>4</td>
<td>8,440</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>5,889</td>
</tr>
</tbody>
</table>

Target Reach
2.0 % 2.0 %
Reach YTD
1.23 % 1.64 %
Reach - NAQC
1.23 % 0.76 %
Annualized Reach
2.10 % 2.00 %
Annualized Reach - NAQC
2.10 % 1.30 %
Unique Individual Reach
0.92 % 1.14 %

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

How Heard About

How Heard About

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
TILLAMOOK County

From 1/1/2012 through 1/31/2012

<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>
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</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>27</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>1</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
### 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>54,202</td>
<td>13,117 4</td>
</tr>
</tbody>
</table>

#### How Heard About

<table>
<thead>
<tr>
<th>Method</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employer/Worksite</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>54,202</td>
<td>13,117 4</td>
</tr>
</tbody>
</table>

#### Target Reach

<table>
<thead>
<tr>
<th>Reach Type</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>26</td>
<td>1,876</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>110</td>
<td>8,440</td>
</tr>
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</table>

#### Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>Unique Individuals</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>67</td>
<td>5,889</td>
</tr>
</tbody>
</table>

#### Target Reach

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

#### Annualized Reach

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>1.44%</td>
<td>2.80%</td>
</tr>
</tbody>
</table>

#### Unique Individual Reach

<table>
<thead>
<tr>
<th>Unique Individuals</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>0.51%</td>
<td>1.14%</td>
</tr>
</tbody>
</table>

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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>19,424</td>
<td>2,681</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>9</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>28</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>16</td>
</tr>
<tr>
<td>Target Reach</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.04 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.48 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.79 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.83 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.60 %</td>
</tr>
</tbody>
</table>

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

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

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State Tobacco Users Served Contract YTD (Adults)

How Heard About

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