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.

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>13,243</td>
<td>2,649</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>10</td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>53</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>44</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2.00 %</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.59 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.40 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
<td>1.90 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>1.66 %</td>
</tr>
</tbody>
</table>

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.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

Report Execution Time: 5/8/2012 7:25:30 AM
© 2012 Alere. All rights reserved
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

TV/Commercial
Website
Other
Health Professional

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.
# Oregon Tobacco Quit Line
## Utilization Dashboard by County Report
### Clackamas County
From 4/1/2012 through 4/30/2012

### 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>61</td>
<td>1,150</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD        | 627    | 11,980 |
| Unique Tobacco Users YTD | 3      | 405    | 8,233  |
| Target Reach              | 2.0%   | 2.0%   |
| Reach YTD                 | 1.40%  | 2.32%  |
| Reach - NAQC              | 0.95%  | 1.08%  |
| Annualized Reach          | 1.69%  | 2.79%  |
| Annualized Reach - NAQC   | 1.13%  | 1.29%  |
| Unique Individual Reach   | 0.91%  | 1.60%  |

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.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clatsop County

From 4/1/2012 through 4/30/2012

Report Execution Time: 5/8/2012 7:25:30 AM
© 2012 Alere. All rights reserved

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.

<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>

<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>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td></td>
<td>1,150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>93</td>
<td></td>
<td>11,980</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>67</td>
<td>8,233</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.45 %</td>
<td></td>
<td>2.32 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.97 %</td>
<td></td>
<td>1.08 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.74 %</td>
<td></td>
<td>2.79 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.16 %</td>
<td></td>
<td>1.29 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.05 %</td>
<td>1.60 %</td>
</tr>
</tbody>
</table>

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.
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
Columbia County

From 4/1/2012 through 4/30/2012

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>36,948</td>
<td>17.1 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6,318</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>17</td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>117</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>8,233</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1</td>
<td>1.85 %</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.25 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.22 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.50 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>1.25 %</td>
</tr>
<tr>
<td></td>
<td>1.60 %</td>
<td></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)

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

Reach YTD | 1.07% | 2.32%
Reach - NAQC | 0.84% | 1.08%
Annualized Reach | 1.29% | 2.79%
Annualized Reach - NAQC | 1.01% | 1.29%
Unique Individual Reach | 0.76% | 1.60%

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.
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. 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.

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.

1. Target Reach
2. Annualized Reach
3. Annualized Reach - NAQC
4. Unique Individual Reach

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 133,924 | 14.1 % | 18,883

Tobacco Users - Last Full Month | 32 | 1,150
Tobacco Users YTD | 357 | 11,980
Unique Tobacco Users YTD | 3 | 287 | 8,233
Reach YTD | 1 | 1.89 % | 2.32 %
Reach - NAQC | 2 | 1.32 % | 1.08 %
Annualized Reach | 1 | 2.27 % | 2.79 %
Annualized Reach - NAQC | 2 | 1.58 % | 1.29 %
Unique Individual Reach | 3 | 1.52 % | 1.60 %

County Population | State
--- | ---
Tobacco Users - Last Full Month | 32 | 1,150
Tobacco Users YTD | 357 | 11,980
Unique Tobacco Users YTD | 3 | 287 | 8,233

Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 1.89 % | 2.32 %
Reach - NAQC | 2 | 1.32 % | 1.08 %
Annualized Reach | 1 | 2.27 % | 2.79 %
Annualized Reach - NAQC | 2 | 1.58 % | 1.29 %
Unique Individual Reach | 3 | 1.52 % | 1.60 %
State Tobacco Users Served Contract YTD (Adults)

![State Tobacco Users Served](image)

**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>83,168</td>
<td>22,539</td>
</tr>
</tbody>
</table>

### Reach

<table>
<thead>
<tr>
<th>Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>31</td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>391</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>305</td>
<td>8,233</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>2.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.39 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.08 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.67 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.35 %</td>
<td>1.60 %</td>
</tr>
</tbody>
</table>

### Tobacco User Enrollments By Program Type

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

### 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. 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.

<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>
<tr>
<td></td>
<td>24.4 %</td>
<td></td>
</tr>
</tbody>
</table>

**Tobacco Users - Last Full Month**
- County: 4, Target Reach: 1.16 %, Actual: 2.32 %
- State: 2, Target Reach: 2.0 %, Actual: 2.0 %

**Tobacco Users YTD**
- County: 14, Target Reach: 2.0 %, Actual: 2.0 %
- State: 3, Target Reach: 2.0 %, Actual: 2.0 %

**Unique Tobacco Users YTD**
- County: 9, Target Reach: 2.0 %, Actual: 2.0 %
- State: 3, Target Reach: 2.0 %, Actual: 2.0 %

**Unique Individual Reach**
- County: 0.96 %, Target Reach: 2.0 %, Actual: 2.0 %
- State: 0.62 %, Target Reach: 2.0 %, Actual: 2.0 %

**Utilization Dashboard by County Report**

**How Heard About**
- Health Insurance
- TV/Commercial
- Family/Friend

**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.
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>6,087</td>
<td>14.3 % 870 4</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>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>9</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>1.03 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.69 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.24 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.83 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.03 %</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.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Hood River County

From 4/1/2012 through 4/30/2012

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

| Tobacco Users - Last Full Month | 1 | 1,150 |
| Tobacco Users YTD              | 30 | 11,980 |
| Unique Tobacco Users YTD       | 27 | 8,233 |
| Target Reach                   | 2.0 % | 2.0 % |
| Reach YTD                      | 1   | 2.15 % | 2.32 % |
| Reach - NAQC                   | 2   | 1.72 % | 1.08 % |
| Annualized Reach               | 1   | 2.58 % | 2.79 % |
| Annualized Reach - NAQC        | 2   | 2.06 % | 1.29 % |
| Unique Individual Reach        | 3   | 1.93 % | 1.60 % |

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

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 | 160,716 | 21.9% | 35,197

County | State
Tobacco Users - Last Full Month | 58 | 1,150
Tobacco Users YTD | 448 | 11,980
Unique Tobacco Users YTD | 322 | 8,233
Target Reach | 2.0% | 2.0%
Reach YTD | 1.27% | 2.32%
Reach - NAQC | 0.90% | 1.08%
Annualized Reach | 1.53% | 2.79%
Annualized Reach - NAQC | 1.08% | 1.29%
Unique Individual Reach | 0.91% | 1.60%

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
Jefferson County

From 4/1/2012 through 4/30/2012

<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>

Tobacco Users - Last Full Month: 1,150
Tobacco Users YTD: 11,980
Unique Tobacco Users YTD: 8,233
Target Reach: 2.0 %
Reach YTD: 1.55 %
Reach - NAQC: 1.33 %
Annualized Reach: 1.87 %
Annualized Reach - NAQC: 1.59 %
Unique Individual Reach: 1.29 %

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.

Report Execution Time: 5/8/2012 7:25:30 AM
© 2012 Alere. All rights reserved
Page 31 of 72

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 66,678</td>
<td>25.0 %</td>
<td>16,670</td>
</tr>
</tbody>
</table>

### County Population

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td></td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>254</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>185</td>
<td>8,233</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.52 %</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.10 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.83 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.32 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.11 %</td>
<td>1.60 %</td>
</tr>
</tbody>
</table>

### How Heard About

- TV/Commercial
- Family/Friend
- Website
- Other
- Community Organization
- Brochure/Newsletter/Flyer
- Medicaid Mailing
- Health Professional

### Tobacco User Enrollments By Program Type

- Multi Call
- 1 Call

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

- Planning_Pregnancy
- Currently Pregnant
- Not Pregnant
- Currently Breastfeeding

### Tobacco Users By Tobacco Type

- SLT
- Pipe
- Cigar
- Cigarette

---

1. 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

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

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. 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
- Health Insurance
- Family/Friend

**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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lane County

From 4/1/2012 through 4/30/2012

<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>State Population</td>
<td>792</td>
<td>119,820</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 - Last Full Month</td>
<td>68</td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>792</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>529</td>
<td>8,233</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.57 %</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Reach – NAQC</td>
<td>1.05 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.88 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach – NAQC</td>
<td>1.26 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.05 %</td>
<td>1.60 %</td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Health Professional
- Family/Friend
- Website
- Other
- Community Organization
- Outdoor Ad
- Health Insurance

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.

Utilization Dashboard by County Report
Lane County

From 4/1/2012 through 4/30/2012

<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>State Population</td>
<td>792</td>
<td>119,820</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 - Last Full Month</td>
<td>68</td>
<td>1,150</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>792</td>
<td>11,980</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>529</td>
<td>8,233</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.57 %</td>
<td>2.32 %</td>
</tr>
<tr>
<td>Reach – NAQC</td>
<td>1.05 %</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.88 %</td>
<td>2.79 %</td>
</tr>
<tr>
<td>Annualized Reach – NAQC</td>
<td>1.26 %</td>
<td>1.29 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.05 %</td>
<td>1.60 %</td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Health Professional
- Family/Friend
- Website
- Other
- Community Organization
- Outdoor Ad
- Health Insurance

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 | 36,512 | 26.9 % | 9,822

<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>128</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 1</td>
<td>1.30 %</td>
</tr>
<tr>
<td>Reach - NAQC 2</td>
<td>0.90 %</td>
</tr>
<tr>
<td>Annualized Reach 1</td>
<td>1.56 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC 2</td>
<td>1.08 %</td>
</tr>
<tr>
<td>Unique Individual Reach 3</td>
<td>0.93 %</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

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.

Tobacco Users - Last Full Month
- County: 31, State: 1,150

Tobacco Users YTD
- County: 260, State: 11,980

Unique Tobacco Users YTD
- County: 3, State: 188

Target Reach
- County: 2.0 %, State: 2.0 %

Reach YTD
- County: 1.48 %, State: 2.32 %

Reach - NAQC
- County: 1.02 %, State: 1.08 %

Annualized Reach
- County: 1.77 %, State: 2.79 %

Annualized Reach - NAQC
- County: 1.22 %, State: 1.29 %

Unique Individual Reach
- County: 1.07 %, State: 1.60 %

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

County Population | Tobacco Users YTD | Unique Tobacco Users YTD | Target Reach | Reach YTD | Reach - NAQC | Annualized Reach | Annualized Reach - NAQC | Unique Individual Reach
---|---|---|---|---|---|---|---|---
County | 260 | 188 | 2.0 % | 1.48 % | 1.02 % | 1.77 % | 1.22 % | 1.07 %
State | 11,980 | 8,233 | 2.0 % | 2.32 % | 1.08 % | 2.79 % | 1.29 % | 1.60 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

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.

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.

From 4/1/2012 through 4/30/2012

**County Population** | **Prevalence** | **Tobacco Users**
--- | --- | ---
Adult | 235,431 | 15.5% | 36,492

**County** | **State**
--- | ---
Tobacco Users - Last Full Month | 61 | 1,150
Tobacco Users YTD | 550 | 11,980
Unique Tobacco Users YTD | 394 | 8,233
Target Reach | 2.0% | 2.0%
Reach YTD | 1.51% | 2.32%
Reach - NAQC | 1.15% | 1.08%
Annualized Reach | 1.81% | 2.79%
Annualized Reach - NAQC | 1.38% | 1.29%
Unique Individual Reach | 1.08% | 1.60%

---

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)

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

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.
From 4/1/2012 through 4/30/2012

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

#### How Heard About

- **Community Organization**
- **TV/Commercial**
- **Other**
- **Outdoor Ad**
- **Health Professional**
- **Brochure/Newsletter/Flyer**

#### County Population

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

#### Tobacco Users - Last Full Month

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>1,150</td>
</tr>
</tbody>
</table>

#### Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>11,980</td>
</tr>
</tbody>
</table>

#### Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>8,233</td>
</tr>
</tbody>
</table>

#### Target Reach

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

#### Reach YTD

1. **1.47 %** | 2.32 % |

#### Reach - NAQC

2. **1.13 %** | 1.08 % |

#### Annualized Reach

1. **1.77 %** | 2.79 % |

#### Annualized Reach - NAQC

2. **1.35 %** | 1.29 % |

#### Unique Individual Reach

3. **1.05 %** | 1.60 % |

---

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 - NAQC
0.58 %
1.08 %

Reach YTD
0.89 %
2.32 %

Annualized Reach
1.06 %
2.79 %

Unique Individual Reach
0.60 %
1.60 %

Target Reach
2.0 %
2.0 %

County Population | Prevalence | Tobacco Users
---|---|---
Adult | 21,446 | 21.6 % | 4,632

County | State
---|---
Tobacco Users - Last Full Month | 4 | 1,150
Tobacco Users YTD | 41 | 11,980
Unique Tobacco Users YTD | 28 | 8,233
Reach YTD | 1 | 0.89 % | 2.32 %
Reach - NAQC | 2 | 0.58 % | 1.08 %
Annualized Reach | 1 | 1.06 % | 2.79 %
Annualized Reach - NAQC | 2 | 0.70 % | 1.29 %
Unique Individual Reach | 3 | 0.60 % | 1.60 %

How Heard About

Health Professional
TV/Commercial
Family/Friend

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)

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 | 54,202 | 13,117

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>22</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>158</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>

How Heard About

TV/Commercial
Health Professional
Family/Friend
Health Insurance
Website
Employer/Worksite

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.
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.

<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>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>1,150</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD              | 41     | 11,980 |
| Unique Tobacco Users YTD       | 25     | 8,233  |
| Target Reach                   | 2.0 %  | 2.0 %  |
| Reach YTD                      | 1.53 % | 2.32 % |
| Reach - NAQC                   | 0.93 % | 1.08 % |
| Annualized Reach               | 1.84 % | 2.79 % |
| Annualized Reach - NAQC        | 1.12 % | 1.29 % |
| Unique Individual Reach        | 0.93 % | 1.60 % |

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.
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.

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 |
--- | --- | --- |
Adult | 387,946 | 50,045 | 4 |

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>72,300</td>
<td>13,376</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How Heard About</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
</tr>
<tr>
<td>Family/Friend</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Health Professional</td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
</tr>
<tr>
<td>Medicaid Mailing</td>
</tr>
</tbody>
</table>

**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**

- **County**
  - Yamhill County

**Prevalence**

- Adult: 18.5%

**Tobacco Users**

- Adult: 13,376

**Target Reach**

- 2.0%

**Reach YTD**

- 1.69%

**Reach - NAQC**

- 1.20%

**Annualized Reach**

- 2.03%

**Annualized Reach - NAQC**

- 1.44%

**Unique Individual Reach**

- 1.30%

**Tobacco Users - Last Full Month**

- 22

**Tobacco Users YTD**

- 226

**Unique Tobacco Users YTD**

- 3

**Unique Tobacco Users YTD**

- 174

**Tobacco Users - Last Full Month**

- 1,150

**Tobacco Users YTD**

- 11,980

**Target Reach**

- 2.0%

**Reach YTD**

- 2.32%

**Reach - NAQC**

- 1.08%

**Annualized Reach**

- 2.79%

**Annualized Reach - NAQC**

- 1.29%

**Unique Individual Reach**

- 1.60%
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.