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.
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>69,035</td>
<td>7,456</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>8</td>
<td>8</td>
<td>800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>8</td>
<td>800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4</td>
<td>516</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>2.0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.11</td>
<td>0.16</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.08</td>
<td>0.07</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.29</td>
<td>1.86</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.97</td>
<td>0.82</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.05</td>
<td>0.10</td>
<td></td>
</tr>
</tbody>
</table>

**How Heard About**

Health Professional
Outbound Re-enrollment Offer
Website
TV/Commercial
Community Organization

**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.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Population</td>
<td>Prevalence</td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>37</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>37</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>18</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>
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)

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>36,948</td>
<td>17.1 %</td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>10</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
</tbody>
</table>

Target Reach

Reach YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>1.06</td>
</tr>
<tr>
<td>NAQC Reach</td>
<td>0.84</td>
</tr>
</tbody>
</table>

Annualized Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>1.90</td>
</tr>
<tr>
<td>NAQC Reach</td>
<td>1.86</td>
</tr>
</tbody>
</table>

Unique Individual Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users</td>
<td>0.08</td>
</tr>
<tr>
<td>NAQC Reach</td>
<td>0.10</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.
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 Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>50,726</td>
<td>14,254</td>
</tr>
<tr>
<td>Prevalence</td>
<td>28.1 %</td>
<td></td>
</tr>
</tbody>
</table>

### Tobacco Users - Last Full Month

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coos</td>
<td>Oregon</td>
<td>800</td>
<td></td>
</tr>
</tbody>
</table>

### Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coos</td>
<td>Oregon</td>
<td>916</td>
<td></td>
</tr>
</tbody>
</table>

### Target Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coos</td>
<td>Oregon</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

### Reach YTD

- **1. Reach**: 0.08 %
- **2. Reach - NAQC**: 0.06 %

### Annualized Reach

- **1. Annualized Reach**: 0.93 %
- **2. Annualized Reach - NAQC**: 0.67 %

### Unique Individual Reach

- **3. Unique Individual Reach**: 0.06 %

---

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
Crook County

From 7/1/2012 through 7/31/2012

### 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.

#### How Heard About

- **TV/Commercial**
- **Health Professional**

#### Tobacco User Enrollments By Program Type

- **Tobacco Users - Last Full Month**
  - 3, 800
- **Tobacco Users YTD**
  - 3, 800
- **Unique Tobacco Users YTD**
  - 3, 516
- **Target Reach**
  - 2.0 %
- **Reach YTD**
  - 1, 0.06 %
- **Reach - NAQC**
  - 2, 0.04 %
- **Annualized Reach**
  - 1, 0.75 %
- **Annualized Reach - NAQC**
  - 2, 0.50 %
- **Unique Individual Reach**
  - 3, 0.06 %

#### County Population

- **County**
- **State**

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

#### Unique Tobacco Users YTD

- **3**
- **516**

#### Tobacco Users Receiving NRT

- **2011**
- **2012**
- **2013**

#### Female Tobacco Users By Pregnancy Status

- **2011**
- **2012**
- **2013**

#### Tobacco Users By Tobacco Type

- **2011**
- **2012**
- **2013**

---

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

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

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

Tobacco User Enrollments By Program Type

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>Adult</td>
<td>133,924</td>
<td>18,883</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>23</td>
<td>800</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>23</td>
<td>800</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.12 %</td>
<td>0.16 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.07 %</td>
<td>0.07 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.46 %</td>
<td>1.86 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
<td>0.89 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>0.10 %</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
- 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
<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>83,168</td>
<td>27.1 %</td>
<td>22,539</td>
</tr>
</tbody>
</table>

#### Tobacco Users - Last Full Month
- 21 800

#### Tobacco Users YTD
- 21 800

#### Unique Tobacco Users YTD
- 3 16 516

#### Target Reach
- 2.0 % 2.0 %

#### Reach YTD
- 1 0.09 % 0.16 %

#### Reach - NAQC
- 2 0.08 % 0.07 %

#### Annualized Reach
- 1 1.12 % 1.86 %

#### Annualized Reach - NAQC
- 2 0.91 % 0.82 %

#### Unique Individual Reach
- 3 0.07 % 0.10 %
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 | 5,953 | 24.4 % | 1,453

| Tobacco Users - Last Full Month | 1 | 800 |
| Tobacco Users YTD | 1 | 800 |
| Unique Tobacco Users YTD | 3 | 516 |
| Target Reach | 2.0 % | 2.0 % |
| Reach YTD | 1 | 0.07 % | 0.16 % |
| Reach - NAQC | 2 | 0.07 % | 0.07 % |
| Annualized Reach | 1 | 0.83 % | 1.86 % |
| Annualized Reach - NAQC | 2 | 0.83 % | 0.82 % |
| Unique Individual Reach | 3 | 0.07 % | 0.10 % |

**County Population**

| County | State |
--- | --- |
Tobacco Users - Last Full Month | 1 | 800 |
Tobacco Users YTD | 1 | 800 |
Unique Tobacco Users YTD | 3 | 516 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 1 | 0.07 % | 0.16 % |
Reach - NAQC | 2 | 0.07 % | 0.07 % |
Annualized Reach | 1 | 0.83 % | 1.86 % |
Annualized Reach - NAQC | 2 | 0.83 % | 0.82 % |
Unique Individual Reach | 3 | 0.07 % | 0.10 % |

**How Heard About**

- Community Organization
- Fax Referral
- Tobacco User Enrollments By Program Type
- Tobacco Users Receiving NRT
- Female Tobacco Users By Pregnancy Status
- Tobacco Users By Tobacco Type

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 | 6,087 | 14.3 % | 870

Tobacco Users - Last Full Month | County | State
2 | 2 | 800
Tobacco Users YTD | 2 | 800
Unique Tobacco Users YTD | 3 | 516
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 0.23 % | 0.16 %
Reach - NAQC | 2 | 0.23 % | 0.07 %
Annualized Reach | 1 | 2.76 % | 1.86 %
Annualized Reach - NAQC | 2 | 2.76 % | 0.82 %
Unique Individual Reach | 3 | 0.11 % | 0.10 %

How Heard About
TV/Commercial
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.
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></th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1</td>
<td>800</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>1</td>
<td>800</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>516</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.07 %</td>
<td>0.16 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.07 %</td>
<td>0.07 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.86 %</td>
<td>1.86 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.86 %</td>
<td>0.82 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>0.07 %</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.
**Oregon Tobacco Quit Line**

**Utilization Dashboard by County Report**

**Jackson County**

From 7/1/2012 through 7/31/2012

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>160,716</td>
<td>35,197</td>
</tr>
</tbody>
</table>

How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outbound Re-enrollment Offer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Insurance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. 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

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Reach - NAQC</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>2.0 %</td>
<td>0.04 %</td>
<td>0.04 %</td>
<td>0.50 %</td>
<td>0.50 %</td>
<td>0.03 %</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.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- TV/Commercial
- Health Professional
- Family/Friend
- Website
- Medicaid Mailing
- Community Organization

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 | 50,494 | 11,109

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

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.

<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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>57</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>57</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
</tbody>
</table>

Target Reach

Reach YTD
1. 0.11% 0.16%
2. 0.07% 0.07%

Annualized Reach
1. 1.35% 1.86%
2. 0.86% 0.82%

Unique Individual Reach
3. 0.08% 0.10%
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>36,512</td>
<td>9,822 4</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>11</td>
<td>800</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>11</td>
<td>800</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>4</td>
<td>516</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>0.11 % 0.16 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
<td>0.08 % 0.07 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
<td>1.34 % 1.86 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
<td>0.98 % 0.82 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>0.04 % 0.10 %</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.
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 - NAQC

Reach YTD

Annualized Reach

Unique Individual Reach

County Population | Prevalence | Tobacco Users
Adult | 23,866 | 16.8 % | 4,009

County | State
Tobacco Users - Last Full Month | 5 | 800
Tobacco Users YTD | 5 | 800
Unique Tobacco Users YTD | 3 | 516
Target Reach | 2.0 % | 2.0 %
Reach YTD 1 | 0.12 % | 0.16 %
Reach - NAQC 2 | 0.10 % | 0.07 %
Annualized Reach 1 | 1.50 % | 1.86 %
Annualized Reach - NAQC 2 | 1.20 % | 0.82 %
Unique Individual Reach 3 | 0.07 % | 0.10 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. 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

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.

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>9,037</td>
<td>1,645</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1 800</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>1 800</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3 516</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 0.06 %</td>
<td>0.16 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2 0.06 %</td>
<td>0.07 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1 0.73 %</td>
<td>1.86 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2 0.73 %</td>
<td>0.82 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3 0.06 %</td>
<td>0.10 %</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.

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

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>52,685</td>
<td>7,534</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.

Reach YTD 1 0.04 % 0.16 %
Reach - NAQC 2 0.04 % 0.07 %
Annualized Reach 1 0.48 % 1.86 %
Annualized Reach - NAQC 2 0.48 % 0.82 %
Unique Individual Reach 3 0.03 % 0.10 %

Tobacco Users - Last Full Month 3 800
Tobacco Users YTD 3 800
Unique Tobacco Users YTD 3 2 516

County Population:
- Adult: 52,685
- Tobacco Users YTD: 3 800
- Unique Tobacco Users YTD: 3 2 516

Reach:
- YTD: 0.04 % 0.16 %
- NAQC: 0.04 % 0.07 %
- Annualized: 0.48 % 1.86 %
- NAQC Annualized: 0.48 % 0.82 %
- Individual: 0.03 % 0.10 %

Target Reach: 2.0 % 2.0 %
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>21,446</td>
<td>21.6 %</td>
</tr>
</tbody>
</table>

### Target Reach

- Tobacco Users - Last Full Month: 3 / 800
- Tobacco Users YTD: 3 / 800
- Unique Tobacco Users YTD: 3 / 516

### Reach YTD

- Reach: 1 / 0.06 %
- Reach - NAQC: 2 / 0.04 %

### Annualized Reach

- Annualized Reach: 1 / 0.78 %
- Annualized Reach - NAQC: 2 / 0.52 %

### Unique Individual Reach

- Unique Individual Reach: 3 / 0.04 %

---

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

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

How Heard About

TV/Commercial
Radio
Outbound Re-enrollment Offer
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. 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>19,424</td>
<td>2,681</td>
</tr>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>6</td>
<td>800</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>6</td>
<td>800</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
<td>516</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>0.22 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
<td>0.19 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
<td>2.69 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
<td>2.24 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
<td>0.15 %</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 | 5,799 | 1,038

Tobacco Users - Last Full Month | County | State
--- | --- | ---
1 | 800 | 2 | 0.10 % | 0.07 %

Reach YTD | | 1.00 % | 0.16 %
Reach - NAQC | | 0.10 % | 0.07 %
Annualized Reach | | 1.16 % | 1.86 %
Annualized Reach - NAQC | | 1.16 % | 0.82 %
Unique Individual Reach | | 0.10 %

Outbound Re-enrollment Offer

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.

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

County | State
-- | --
Tobacco Users - Last Full Month | 44 | 800
Tobacco Users YTD | 44 | 800
Unique Tobacco Users YTD | 3 | 27 | 516
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 0.09 % | 0.16 %
Reach - NAQC | 2 | 0.06 % | 0.07 %
Annualized Reach | 1 | 1.06 % | 1.86 %
Annualized Reach - NAQC | 2 | 0.74 % | 0.82 %
Unique Individual Reach | 3 | 0.05 % | 0.10 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. 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.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>23</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>23</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>1.00</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.17</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.12</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.00</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.00</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.10</td>
</tr>
</tbody>
</table>

How Heard About

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

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.