State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | State
---|---|---|---
Adult | 13,243 | 20.0 % | 2,649

Tobacco Users - Last Full Month | 9 | 619
Tobacco Users YTD | 70 | 9,433
Unique Tobacco Users YTD | 3 | 47 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 2.64 % | 1.87 %
Reach - NAQC | 2 | 2.00 % | 0.79 %
Annualized Reach | 1 | 2.64 % | 1.87 %
Annualized Reach - NAQC | 2 | 2.00 % | 0.79 %
Unique Individual Reach | 3 | 1.77 % | 1.16 %

County Population | Prevalence | Tobacco Users | State
---|---|---|---
Adult | 13,243 | 20.0 % | 2,649

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.
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

<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>
<tr>
<td>Prevalence (%)</td>
<td>15.4 %</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>34</td>
<td>619</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>473</td>
<td>9,433</td>
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<tr>
<td>Unique Tobacco Users YTD</td>
<td>242</td>
<td>5,872</td>
</tr>
<tr>
<td>Target Reach (%)</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD (%)</td>
<td>1.06 %</td>
<td>1.87 %</td>
</tr>
<tr>
<td>Reach – NAQC (%)</td>
<td>0.65 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Annualized Reach (%)</td>
<td>1.06 %</td>
<td>1.87 %</td>
</tr>
<tr>
<td>Annualized Reach – NAQC (%)</td>
<td>0.65 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Unique Individual Reach (%)</td>
<td>0.54 %</td>
<td>1.16 %</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>29,812</td>
<td>6,410</td>
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<tr>
<td>Prevalence (%)</td>
<td>21.5 %</td>
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</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clatsop County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prevalence (%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Target Reach

Reach YTD

Reach - NAQC

Annualized Reach

Annualized Reach - NAQC

Unique Individual 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.
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 6/1/2014 through 6/30/2014

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.

**County Population** | **Prevalence** | **Tobacco Users**
---|---|---
Adult | 50,726 | 14,254

**County** | **State**
---|---
Tobacco Users - Last Full Month | 7 | 619
Tobacco Users YTD | 127 | 9,433
Unique Tobacco Users YTD | 81 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.89 % | 1.87 %
Reach - NAQC | 0.75 % | 0.79 %
Annualized Reach | 0.89 % | 1.87 %
Annualized Reach - NAQC | 0.75 % | 0.79 %
Unique Individual Reach | 0.57 % | 1.16 %

**County Population** | **Prevalence** | **Tobacco Users**
---|---|---
Adult | 50,726 | 14,254

**County** | **State**
---|---
Tobacco Users - Last Full Month | 7 | 619
Tobacco Users YTD | 127 | 9,433
Unique Tobacco Users YTD | 81 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.89 % | 1.87 %
Reach - NAQC | 0.75 % | 0.79 %
Annualized Reach | 0.89 % | 1.87 %
Annualized Reach - NAQC | 0.75 % | 0.79 %
Unique Individual Reach | 0.57 % | 1.16 %

---
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 | 20,635 | 23.3 % | 4,808

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>3</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>42</td>
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<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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Curry County
From 6/1/2014 through 6/30/2014

State Tobacco Users Served Contract YTD (Adults)

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

Tobacco Users - Last Full Month | 2 | 619
Tobacco Users YTD | 51 | 9,433
Unique Tobacco Users YTD | 3 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 1.54 % | 1.87 %
Reach - NAQC | 2 | 1.24 % | 0.79 %
Annualized Reach | 1 | 1.54 % | 1.87 %
Annualized Reach - NAQC | 2 | 1.24 % | 0.79 %
Unique Individual Reach | 3 | 1.15 % | 1.16 %

County Population
Prevalence
Tobacco Users
Adult

0 - 19
19 - 46
46 - 85
85 - 250
250 - 1,200

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

Tobacco Users - Last Full Month | 2 | 619
Tobacco Users YTD | 51 | 9,433
Unique Tobacco Users YTD | 3 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 1.54 % | 1.87 %
Reach - NAQC | 2 | 1.24 % | 0.79 %
Annualized Reach | 1 | 1.54 % | 1.87 %
Annualized Reach - NAQC | 2 | 1.24 % | 0.79 %
Unique Individual Reach | 3 | 1.15 % | 1.16 %

County Population
Prevalence
Tobacco Users
Adult

Report Execution Time: 7/7/2014 5:10:07 AM
Prepared for the South Carolina Department of Health and Environmental Control.
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

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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)

County Population | Prevalence | Tobacco Users | State Population | State Tobacco Users
--- | --- | --- | --- | ---
Adult | 27.1 % | 22,539 | 83,168 | 2,539

<table>
<thead>
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<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>19</td>
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<tr>
<td>Tobacco Users YTD</td>
<td>283</td>
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<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

- Health Professional
- TV/Commercial
- Family/Friend
- Brochure/Newsletter/Flyer
- Website
- Health Insurance

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

County Population | Prevalence | Tobacco Users |
--- | --- | ---
Adult | 24.4% | 1,453 |

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>619</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>9,433</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>5,872</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.87%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.79%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.79%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.79%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.16%</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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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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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
Harney County
From 6/1/2014 through 6/30/2014

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 6,087 | 14.3 % | 870

County | State
Tobacco Users - Last Full Month | - | 619
Tobacco Users YTD | 8 | 9,433
Unique Tobacco Users YTD | 4 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 0.92 % | 2.0 %
Reach - NAQC | 2 | 0.80 % | 0.79 %
Annualized Reach | 1 | 0.92 % | 1.87 %
Annualized Reach - NAQC | 2 | 0.80 % | 0.79 %
Unique Individual Reach | 3 | 0.46 % | 1.16 %

County Population

Prevalence
Adult
6,087
14.3 %
870

Unique Tobacco Users YTD

Target Reach
2.0 %
Reach YTD
0.92 %
Reach - NAQC
0.80 %
Annualized Reach
0.92 %
Annualized Reach - NAQC
0.80 %
Unique Individual Reach
0.46 %

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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3. 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

State Population

Prevalence

Tobacco Users

County

Tobacco Users - Last Full Month
Tobacco Users YTD
Unique Tobacco Users YTD
Target Reach
Reach YTD
Reach - NAQC
Annualized Reach
Annualized Reach - NAQC
Unique Individual Reach

County Population
Prevalence
Tobacco Users

0 - 19
19 - 46
46 - 85
85 - 250
250 - 1,200

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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>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>21.9%</td>
<td>35,197</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</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>9</td>
<td>296</td>
<td>3</td>
<td>2.0%</td>
<td>0.84%</td>
<td>0.62%</td>
<td>0.84%</td>
<td>0.62%</td>
<td>0.49%</td>
</tr>
</tbody>
</table>

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

Report Execution Time: 7/7/2014 5:10:07 AM
Prepared for the South Carolina Department of Health and Environmental Control.

From 6/1/2014 through 6/30/2014

Tobacco Users By Gender
- Female, 33.33%
- Male, 66.67%
Chart Total N: 9

Tobacco Users By Language
- English, 100.00%
Chart Total N: 9

Tobacco Users By Education
- No HS Degree/GED, 33.33%
- HS Degree/GED, 22.22%
- Technical Degree, 11.11%
- Some College, 33.33%
Chart Total N: 9

Tobacco Users By Race
- White, 100.00%
Chart Total N: 8

Tobacco Users By Age
- 18 - 24, 22.22%
- 25 - 34, 33.33%
- 35 - 44, 11.11%
- 45 - 54, 22.22%
- 65 and Older, 11.11%
Chart Total N: 9

Tobacco Users By Health Plan
- Medicaid, 44.44%
- Uninsured, 33.33%
- Commercially Insured, 22.22%
Chart Total N: 9

Tobacco Users By Ethnicity
- Hispanic, 11.11%
- Non-Hispanic, 88.89%
Chart Total N: 9

Tobacco Users By Chronic Condition
- Asthma, 9.09%
- CAD, 9.09%
- COPD, 18.18%
- Diabetes, 9.09%
- None, 54.55%
Chart Total N: 11
State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users |
--- | --- | --- |
Adult | 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>2</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>22</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>17</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.87 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.87 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1.16 %</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.

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.
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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)

County Population

<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>
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</table>

County Tobacco Users YTD

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>619</td>
<td></td>
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</tbody>
</table>

Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>150</td>
<td>9,433</td>
</tr>
</tbody>
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Target Reach

<table>
<thead>
<tr>
<th>Target Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0%</td>
<td>979</td>
<td>5,872</td>
</tr>
</tbody>
</table>

Reach YTD

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.87%</td>
<td>1.87%</td>
<td></td>
</tr>
</tbody>
</table>

Reach - NAQC

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.79%</td>
<td>0.79%</td>
<td></td>
</tr>
</tbody>
</table>

Annualized Reach

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.90%</td>
<td>0.90%</td>
<td></td>
</tr>
</tbody>
</table>

Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.70%</td>
<td>0.70%</td>
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Unique Individual Reach

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.47%</td>
<td>1.16%</td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

Radio

Health Professional

Health Insurance

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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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)

#### County Population Prevalence Tobacco Users

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

#### How Heard About

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

#### How Heard About How Heard About

#### Fax Referral

#### Tobacco User Enrollments By Program Type

#### 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.
County Population | Prevalence | Tobacco Users
---|---|---
**Adult** | 19.9 % | 1,208

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1, 619</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>14, 9,433</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>7, 5,872</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1, 1.16 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.58 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.58 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.58 %</td>
</tr>
</tbody>
</table>

How Heard About

- Oregon Tobacco Quit Line

Fax Referral

**Tobacco User Enrollments By Program Type**

**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)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>274,412</td>
<td>50,492</td>
</tr>
<tr>
<td>Prevalence</td>
<td>18.4 %</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Full Month</td>
<td>600</td>
<td>9,433</td>
</tr>
<tr>
<td>Unique</td>
<td>344</td>
<td>5,872</td>
</tr>
</tbody>
</table>

- **Target Reach**: 2.0 %, 2.0%
- **Reach YTD**: 1.19 %, 1.87%
- **Reach - NAQC**: 0.83 %, 0.79%
- **Annualized Reach**: 1.19 %, 1.87%
- **Unique Individual Reach**: 0.68 %, 1.16%

**How Heard About**

- TV/Commercial
- Health Professional
- Family/Friend
- Other
- Website
- Outbound Re-enrollment Offer
- Health Insurance
- 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)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>26.9 %</td>
<td>9,822</td>
</tr>
</tbody>
</table>

County | State
---|---
Tobacco Users - Last Full Month | 5 619
Tobacco Users YTD | 50 9,433
Unique Tobacco Users YTD | 3 5,872
Target Reach | 2.0 % 2.0 %
Reach YTD | 1 0.99 % 1.87 %
Reach - NAQC | 2 0.67 % 0.79 %
Annualized Reach | 1 0.99 % 1.87 %
Annualized Reach - NAQC | 2 0.67 % 0.79 %
Unique Individual Reach | 3 0.51 % 1.16 %

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

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.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Linn County
From 6/1/2014 through 6/30/2014

State Tobacco Users Served Contract YTD (Adults)

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

County State
Tobacco Users - Last Full Month 7 619
Tobacco Users YTD 167 9,433
Unique Tobacco Users YTD 88 5,872
Target Reach 2.0 % 2.0 %
Reach YTD 1 0.95 % 1.87 %
Reach - NAQC 2 0.64 % 0.79 %
Annualized Reach 1 0.95 % 1.87 %
Annualized Reach - NAQC 2 0.64 % 0.79 %
Unique Individual Reach 3 0.50 % 1.16 %

Report Execution Time: 7/7/2014 5:10:07 AM
Page 43 of 72
Prepared for the South Carolina Department of Health and Environmental Control.

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
Malheur County
From 6/1/2014 through 6/30/2014

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>23,866</td>
<td>16.8%</td>
</tr>
<tr>
<td></td>
<td>4,009</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>5</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>48</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>30</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.20%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.00%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.20%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.00%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.75%</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)

County Population | Prevalence | Tobacco Users | State
--- | --- | --- | ---
Adult | 15.5% | 36,492

<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>24</td>
<td>619</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>422</td>
<td>9,433</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>255</td>
<td>5,872</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.16%</td>
<td>1.87%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.86%</td>
<td>0.79%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.16%</td>
<td>1.87%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.86%</td>
<td>0.79%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.70%</td>
<td>1.16%</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.
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
Morrow County
From 6/1/2014 through 6/30/2014

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  564,102  15.3 %  86,308

County  State
Tobacco Users - Last Full Month  110  619
Tobacco Users YTD  1,502  9,433
Unique Tobacco Users YTD  3  759  5,872
Target Reach  2.0 %  2.0 %
Reach YTD  1  1.74 %  1.87 %
Reach - NAQC  2  0.99 %  0.79 %
Annualized Reach  1  1.74 %  1.87 %
Annualized Reach - NAQC  2  0.99 %  0.79 %
Unique Individual Reach  3  0.88 %  1.16 %

County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>564,102</td>
<td>86,308</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)

**County Population** | **Prevalence** | **Tobacco Users**
--- | --- | ---
Adult | 52,685 | 14.3 % | 7,534

<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>73</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.

**How Heard About**

- Other
- Community Organization
- Brochure/Newsletter/Flyer

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

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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)

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>2</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>51</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>35</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.10 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.71 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.10 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.71 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.76 %</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
#### Umatilla County

From 6/1/2014 through 6/30/2014

---

**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</td>
</tr>
</tbody>
</table>

**County**

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>619</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>102</td>
<td>9,433</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>71</td>
<td>5,872</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target Reach</th>
<th>Ontario</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>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.78 %</td>
<td>1.87 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.56 %</td>
<td>0.79 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.78 %</td>
<td>1.87 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.56 %</td>
<td>0.79 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.54 %</td>
<td>1.16 %</td>
<td></td>
</tr>
</tbody>
</table>

---

**County Population**

<table>
<thead>
<tr>
<th>County</th>
<th>Adult Population</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
<td>54,202</td>
<td>24.2 %</td>
</tr>
</tbody>
</table>

**Tobacco Users**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Ontario</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>13,117</td>
<td></td>
</tr>
</tbody>
</table>

---

The data above represents the number of tobacco users served in Umatilla County from June 1, 2014, to June 30, 2014.

---

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.
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
Wallowa County
From 6/1/2014 through 6/30/2014

State Tobacco Users Served Contract YTD (Adults)

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

Tobacco Users - Last Full Month | State
- | 619
Tobacco Users YTD | 9 | 9,433
Unique Tobacco Users YTD | 3 | 7 | 5,872
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 0.87 % | 1.87 %
Reach - NAQC | 2 | 0.67 % | 0.79 %
Annualized Reach | 1 | 0.87 % | 1.87 %
Annualized Reach - NAQC | 2 | 0.67 % | 0.79 %
Unique Individual Reach | 3 | 0.67 % | 1.16 %

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.

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

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>12.9 %</td>
<td>50,045</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>27</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>425</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>223</td>
</tr>
</tbody>
</table>

**Target Reach**
- 2.0 % 2.0 %

**Reach YTD**
- 0.85 % 1.87 %

**Reach - NAQC**
- 0.51 % 0.79 %

**Annualized Reach**
- 0.85 % 1.87 %

**Annualized Reach - NAQC**
- 0.51 % 0.79 %

**Unique Individual Reach**
- 0.45 % 1.16 %

### How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
<td>0.45 %</td>
<td>1.16 %</td>
</tr>
<tr>
<td>Website</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>TV/Commercial</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Outreach Re-enrollment Offer</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Other</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Health Insurance</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Health Department</td>
<td>0.51 %</td>
<td>0.79 %</td>
</tr>
<tr>
<td>Community Organization</td>
<td>0.51 %</td>
<td>0.79 %</td>
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</tbody>
</table>

### Tobacco User Enrollments by Program Type

<table>
<thead>
<tr>
<th>Program Type</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
</table>

### Tobacco Users Receiving NRT

<table>
<thead>
<tr>
<th>Month</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
</table>

### Female Tobacco Users by Pregnancy Status

<table>
<thead>
<tr>
<th>Pregnancy Status</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
</table>

### Tobacco Users by Tobacco Type

<table>
<thead>
<tr>
<th>Tobacco Type</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
</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>72,300</td>
<td>18.5 %</td>
</tr>
<tr>
<td>State</td>
<td>13,376</td>
<td></td>
</tr>
</tbody>
</table>

- Tobacco Users - Last Full Month: 4,619
- Tobacco Users YTD: 124, 9,433
- Unique Tobacco Users YTD: 3, 78, 9,433
- Target Reach: 2.0 %, 2.0 %
- Reach YTD: 1, 0.93 %, 1.87 %
- Reach - NAQC: 2, 0.70 %, 0.79 %
- Annualized Reach: 1, 0.93 %, 1.87 %
- Annualized Reach - NAQC: 2, 0.70 %, 0.79 %
- Unique Individual Reach: 3, 0.58 %, 1.16 %

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.
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