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

Report Execution Time: 8/6/2015 5:27:10 AM

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

State Tobacco Users Served Contract YTD (Adults)

Tobacco Users - Last Full Month: 922
Tobacco Users YTD: 922
Unique Tobacco Users YTD: 547
Target Reach: 2.0%
Reach YTD: 0.12%
Reach - NAQC: 0.09%
Annualized Reach: 1.45%
Annualized Reach - NAQC: 1.13%
Unique Individual Reach: 0.08%

County Population

Prevalence

Tobacco Users

County | State
--- | ---
Benton | 69,035 | 10.8% | 7,456

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

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County
From 7/1/2015 through 7/31/2015

State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>State</th>
<th>County Population</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>60</td>
<td>922</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>60</td>
<td>922</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>23</td>
<td>547</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.13 %</td>
<td>0.18 %</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.07 %</td>
<td>0.08 %</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.61 %</td>
<td>2.19 %</td>
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<tr>
<td>Annualized Reach - NAQC</td>
<td>0.89 %</td>
<td>1.02 %</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.05 %</td>
<td>0.11 %</td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clatsop County
From 7/1/2015 through 7/31/2015

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population Prevalence</th>
<th>Tobacco Users</th>
</tr>
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<tbody>
<tr>
<td>Adult</td>
<td>29,812</td>
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How Heard About

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</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>Community Organization</td>
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</table>

Fax Referral

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Multi Call</td>
<td>1 Call</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco User Enrollments By Program Type

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Multi Call</td>
<td>1 Call</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco Users Receiving NRT

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Female Tobacco Users By Pregnancy Status

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Planning Pregnancy</td>
<td>Currently Pregnant</td>
<td>Not Pregnant</td>
</tr>
</tbody>
</table>

Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Month</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SLT</td>
<td>Pipe</td>
<td>Cigar</td>
</tr>
</tbody>
</table>

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

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

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>36,948</td>
<td>6,318</td>
</tr>
<tr>
<td>Prevalence</td>
<td>17.1 %</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>10</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>10</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

How Heard About

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

State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>21</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>21</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

How Heard About

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 11 of 72

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

State Tobacco Users Served Contract YTD (Adults)

County Population  | Prevalence  | Tobacco Users  
Adult: 20,635 | 23.3 % | 4,808

Tobacco Users - Last Full Month: 5 | 922
Tobacco Users YTD: 5 | 922
Unique Tobacco Users YTD: 1 | 3 | 547
Target Reach: 2 % | 2 %
Reach YTD: 0.1 % | 0.2 %
Reach - NAQC: 0.04 % | 0.08 %
Annualized Reach: 1.25 % | 2.19 %
Annualized Reach - NAQC: 0.5 % | 1.02 %
Unique Individual Reach: 0.06 % | 0.11 %

How Heard About

Health Professional

Family/Friend

Fax Referral

Tobacco User Enrollments by Program Type

Tobacco Users Receiving NRT

Female Tobacco Users by Pregnancy Status

Tobacco Users by Tobacco Type

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

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>14.1%</td>
<td>133,924</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18,883</td>
</tr>
</tbody>
</table>

### County Totals

<table>
<thead>
<tr>
<th>Category</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>16</td>
<td>922</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>16</td>
<td>922</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.08%</td>
<td>0.18%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.05%</td>
<td>0.08%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.02%</td>
<td>2.19%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.64%</td>
<td>1.02%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.07%</td>
<td>0.11%</td>
</tr>
</tbody>
</table>

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

---

**Deschutes County**

Report Execution Time: 8/6/2015 5:27:10 AM

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County
From 7/1/2015 through 7/31/2015

State Tobacco Users Served Contract YTD (Adults)

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>36</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>36</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 19 of 72
Prepared for the South Carolina Department of Health and Environmental Control.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 5,953 | 1,453

County | State
--- | ---
Tobacco Users - Last Full Month | 3 | 922
Tobacco Users YTD | 3 | 922
Unique Tobacco Users YTD | 1 | 547
Target Reach | 2.0% | 2.0%
Reach YTD | 0.21% | 0.18%
Reach - NAQC | 0.14% | 0.08%
Annualized Reach | 2.48% | 2.19%
Annualized Reach - NAQC | 1.65% | 1.02%
Unique Individual Reach | 0.07% | 0.11%

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Grant County
From 7/1/2015 through 7/31/2015

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
Tobacco Users By Gender
- Female, 100.00%

Tobacco Users By Language
- English, 100.00%

Tobacco Users By Education
- No HS Degree/GED, 50.00%
- Some College, 50.00%

Tobacco Users By Race
- White, 66.67%
- American Indian/Alaskan Native, 33.33%

Tobacco Users By Age
- 55 - 64, 100.00%

Tobacco Users By Health Plan
- Medicare, 66.67%
- Commercially Insured, 33.33%

Tobacco Users By Ethnicity
- Non-Hispanic, 100.00%

Tobacco Users By Chronic Condition
- Asthma, 25.00%
- COPD, 75.00%

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
State Tobacco Users Served Contract YTD (Adults)

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

### How Heard About

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

**County** | **Prevalence** | **Tobacco Users**
---|---|---
**State**
Tobacco Users - Last Full Month | 2 | 922
Tobacco Users YTD | 2 | 922
Unique Tobacco Users YTD | 1 | 547
Target Reach | 0.08 % | 922
Reach YTD | 0.23 % | 547
Reach - NAQC | 0.11 % | 1.00 %
Annualized Reach | 2.76 % | 2.19 %
Annualized Reach - NAQC | 1.38 % | 1.02 %
Unique Individual Reach | 0.23 % | 0.11 %

---

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

State Tobacco Users Served Contract YTD (Adults)

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

| Tobacco Users - Last Full Month | 922 |
| Tobacco Users YTD              | 922 |
| Unique Tobacco Users YTD       | 547 |

Target Reach

| Reach YTD | 0.18 % |
| Reach - NAQC | 0.08 % |
| Annualized Reach | 2.19 % |
| Annualized Reach - NAQC | 1.02 % |

Unique Individual Reach

| Unique Individual Reach | 0.11 % |

County Population

Prevalence

Tobacco Users

Adult

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

State Tobacco Users Served Contract YTD (Adults)

**County Population | Prevalence | Tobacco Users**
--- | --- | ---
Adult | 160,716 | 35,197

**County** | **State**
--- | ---
Tobacco Users - Last Full Month | 33 | 922
Tobacco Users YTD | 33 | 922
Unique Tobacco Users YTD | 1 | 23
Target Reach | 2.0 % | 2.0 %
Reach YTD | 0.09 % | 0.18 %
Reach - NAQC | 0.07 % | 0.08 %
Annualized Reach | 1.13 % | 2.19 %
Annualized Reach - NAQC | 0.82 % | 1.02 %
Unique Individual Reach | 0.07 % | 0.11 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

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

# Oregon Tobacco Quit Line
## Utilization Dashboard by County Report
### Jefferson County

**From 7/1/2015 through 7/31/2015**

### 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>16,594</td>
<td>2,638</td>
</tr>
<tr>
<td></td>
<td>15.9 %</td>
<td></td>
</tr>
</tbody>
</table>

### County Population & Tobacco Users

<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>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2.0 %</td>
<td>0.08 %</td>
<td>0.04 %</td>
<td>0.91 %</td>
<td>0.45 %</td>
<td>0.08 %</td>
</tr>
</tbody>
</table>

### How Heard About

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

### Fax Referral

### Tobacco User Enrollments By Program Type

### Tobacco Users Receiving NRT

### Female Tobacco Users By Pregnancy Status

### Tobacco Users By Tobacco Type

---

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>66,678</td>
<td>16,670</td>
</tr>
<tr>
<td>25.0 %</td>
<td>13</td>
<td>922</td>
</tr>
<tr>
<td>922</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Target Reach

- 2.0 %
- 0.08 %
- 0.06 %
- 0.94 %
- 0.72 %
- 0.94 %

Reach YTD

- 0.08 %
- 0.18 %
- 0.08 %
- 0.18 %
- 1.02 %
- 1.02 %

Reach - NAQC

- 0.08 %
- 0.18 %
- 0.08 %
- 0.18 %
- 1.02 %
- 1.02 %

Annualized Reach

- 2.0 %
- 0.18 %
- 0.08 %
- 0.18 %
- 1.02 %
- 1.02 %

Annualized Reach - NAQC

- 2.0 %
- 0.18 %
- 0.08 %
- 0.18 %
- 1.02 %
- 1.02 %

Unique Tobacco Users YTD

- 4
- 547

Unique Individual Reach

- 0.02 %
- 0.11 %

From 7/1/2015 through 7/31/2015

Report Execution Time: 8/6/2015 5:27:10 AM

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

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

- County Population & Prevalence:
  - Adult: 50,494, 22.0% Tobacco Users

- Tobacco Users:
  - Last Full Month: 23, 922
  - YTD: 23, 922
  - Unique YTD: 1, 17, 547

- Target Reach:
  - 2.0%
  - 2.0%

- Reach YTD:
  - 20.21%
  - 0.18%

- Reach - NAQC:
  - 0.18%
  - 0.08%

- Annualized Reach:
  - 2.48%
  - 2.19%

- Annualized Reach - NAQC:
  - 2.16%
  - 1.02%

- Unique Individual Reach:
  - 0.15%
  - 0.11%

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 35 of 72

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,068</td>
<td>1,208</td>
</tr>
<tr>
<td>19.9 %</td>
<td>922</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>547</td>
</tr>
<tr>
<td>Target Reach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>0.18 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.08 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
<td>2.19 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>1.02 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.11 %</td>
</tr>
</tbody>
</table>

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 37 of 72
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population, Prevalence, and Tobacco Users

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>State</th>
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</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>
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<tr>
<td>Tobacco Users</td>
<td>52</td>
<td>922</td>
</tr>
<tr>
<td>Unique Tobacco Users</td>
<td>1</td>
<td>18</td>
</tr>
</tbody>
</table>

#### Target Reach and Annualized Reach

- **Target Reach**
  - 2.0 %
  - 2.0 %

- **Annualized Reach**
  - 2.0 %
  - 2.0 %

#### How Heard About

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

---

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 36,512 | 26.9 % | 9,822

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>11</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>11</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 41 of 72
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3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

State Tobacco Users Served Contract YTD (Adults)

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

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

State Tobacco Users Served Contract YTD (Adults)

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

<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>5</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>3</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County
From 7/1/2015 through 7/31/2015

State Tobacco Users Served Contract YTD (Adults)

County Tobacco Users - Last Full Month | State Tobacco Users YTD
--- | ---
52 | 922
52 | 922

Unique Tobacco Users YTD

County Target Reach | State Target Reach
--- | ---
2.0% | 2.0%
0.14% | 0.18%
0.11% | 0.08%
1.71% | 2.19%
1.32% | 1.02%

County Annualized Reach | State Annualized Reach - NAQC
--- | ---
1.71% | 1.02%
1.32% | 1.02%

How Heard About

How Heard About: Includes first time registered tobacco users, regardless of service requested.

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Report Execution Time: 8/6/2015 5:27:10 AM
Page 47 of 72

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

2. Utilization Dashboard by County Report

1. Oregon Tobacco Quit Line

Marion County

From 7/1/2015 through 7/31/2015

Report Execution Time: 8/6/2015 5:27:10 AM

Prepared for the South Carolina Department of Health and Environmental Control.
State Tobacco Users Served Contract YTD (Adults)

How Heard About

Website

Other

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 9,037 18.2 % 1,645

County State
Tobacco Users - Last Full Month 2 922
Tobacco Users YTD 2 922
Unique Tobacco Users YTD 1 547
Target Reach 2.0 % 2.0 %
Reach YTD 2 0.12 % 0.18 %
Reach - NAQC 3 0.12 % 0.08 %
Annualized Reach 2 1.46 % 2.19 %
Annualized Reach - NAQC 3 1.46 % 1.02 %
Unique Individual Reach 1 0.06 % 0.11 %

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

How Heard About

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

3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County
From 7/1/2015 through 7/31/2015

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>8</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>8</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.11 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.11 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.27 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.27 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.05 %</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. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population, Prevalence, Tobacco Users

<table>
<thead>
<tr>
<th>County</th>
<th>Adult Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>21.6%</td>
<td>4,632</td>
</tr>
</tbody>
</table>

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

#### How Heard About

- TV/Commercial
- Family/Friend
- Re-enrollment Offer

#### Fax Referral

Graph showing fax referral rates from 2014 to 2016.

#### Tobacco User Enrollments By Program Type

Graph showing tobacco user enrollments divided by program type from 2014 to 2016.

#### Tobacco Users Receiving NRT

Graph showing tobacco users receiving nicotine replacement therapy from 2014 to 2016.

#### Female Tobacco Users By Pregnancy Status

Graph showing female tobacco users by pregnancy status.

#### Tobacco Users By Tobacco Type

Graph showing tobacco users by tobacco type.

---

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

State Tobacco Users Served Contract YTD (Adults)

- County Population & Prevalence
  - Adult: 54,202, 24.2%
  - Tobacco Users: 13,117

- County vs. State Comparison
  - Tobacco Users - Last Full Month: County 18, State 922
  - Tobacco Users YTD: County 18, State 922
  - Unique Tobacco Users YTD: County 1, State 547
  - Target Reach: 2.0% for County, 2.0% for State
  - Reach YTD: 0.14% for County, 0.18% for State
  - Reach - NAQC: 0.11% for County, 0.08% for State
  - Annualized Reach: 1.65% for County, 2.19% for State
  - Annualized Reach - NAQC: 1.37% for County, 1.02% for State
  - Unique Individual Reach: 0.11% for County

- How Heard About
- TV/Commercial
- Health Professional
- Other
- Family/Friend
- Brochure/Newsletter/Flyer
- 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. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
2. Reach – includes all tobacco users, regardless of service requested.
3. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### County Population, Prevalence, Tobacco Users

<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>13.8%</td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 4    | 922             |
| Tobacco Users YTD              | 4    | 922             |
| Unique Tobacco Users YTD       | 1    | 547             |

| Target Reach                  | 2.0% | 2.0%             |
| Reach YTD                     | 2    | 0.15%           | 0.18%           |
| Reach - NAQC                  | 3    | 0.11%           | 0.08%           |
| Annualized Reach              | 2    | 1.79%           | 2.19%           |
| Annualized Reach - NAQC       | 3    | 1.34%           | 1.02%           |
| Unique Individual Reach       | 1    | 0.15%           | 0.11%           |

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

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**How Heard About**

- TV/Commercial
- Health Professional

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**Fax Referral**

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**Tobacco User Enrollments By Program Type**

---

**Tobacco Users Receiving NRT**

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**Female Tobacco Users By Pregnancy Status**

---

**Tobacco Users By Tobacco Type**

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

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>5,799</td>
<td>1,038</td>
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<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>
</tr>
</thead>
<tbody>
<tr>
<td>Wallowa County</td>
<td>Oregon</td>
<td>922</td>
<td>922</td>
<td>1</td>
<td>547</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<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>2</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

0.18 %
0.08 %
2.19 %
1.02 %
0.11 %

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

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County
From 7/1/2015 through 7/31/2015

State Tobacco Users Served Contract YTD (Adults)

How Heard About

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

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>72,300</td>
<td>13,376</td>
</tr>
<tr>
<td>15</td>
<td>922</td>
<td></td>
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<tr>
<td>15</td>
<td>922</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>8</td>
<td>547</td>
</tr>
<tr>
<td>2.0 %</td>
<td>2.0 %</td>
<td></td>
</tr>
<tr>
<td>0.11 %</td>
<td>0.18 %</td>
<td></td>
</tr>
<tr>
<td>0.07 %</td>
<td>0.08 %</td>
<td></td>
</tr>
<tr>
<td>1.35 %</td>
<td>2.19 %</td>
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<tr>
<td>0.81 %</td>
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<tr>
<td>0.06 %</td>
<td>0.11 %</td>
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</table>

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