State Tobacco Users Served Contract YTD ( Adults)

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

Tobacco Users - Last Full Month | 1 | 1,080
Tobacco Users YTD | 20 | 7,897
Unique Tobacco Users YTD | 1 | 13 | 4,942
Target Reach | 2.0% | 2.0%
Reach YTD | 2 | 0.76% | 1.62%
Reach - NAQC | 3 | 0.64% | 0.74%
Annualized Reach | 2 | 1.01% | 2.16%
Annualized Reach - NAQC | 3 | 0.86% | 0.99%
Unique Individual Reach | 1 | 0.49% | 1.01%

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.

From 3/1/2016 through 3/31/2016
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</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>10</td>
<td>77</td>
<td>1</td>
<td>2.0 %</td>
<td>1.03 %</td>
<td>0.70 %</td>
<td>1.38 %</td>
<td>0.93 %</td>
<td>0.74 %</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.


© 2016 Optum, Inc. All rights reserved. Optum is a registered trademark of Optum, Inc. All other trademarks are the property of their respective owners.
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  | 289,948  | 15.4 %  | 44,652

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,080</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>7,897</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>233</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.95 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.56 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.27 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.75 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.52 %</td>
</tr>
</tbody>
</table>

How Heard About

- Health Professional
- TV/Commercial
- Family/Friend
- Other
- Health Department
- CVS/pharmacy
- Radio
- Health Insurance
- Employer/Worksite
- Brochure/Newsletter/Flyer

County Population, Prevalence, Tobacco Users

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)

![State Map]

**County** | **State** | **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** |
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
Clatsop County | Oregon | 4 | 1,080 | 50 | 7,897 | 2.0% | 0.78% | 0.58% | 1.04% | 0.44% |

**How Heard About**

--- | --- | --- | --- |
TV/Commercial | 12 | 10 | 8 |
Other | 3 | 5 | 7 |
Family/Friend | 2 | 4 | 6 |

**County Population**

| Adult | Prevalence | Tobacco Users |
--- | --- | --- |
Clatsop County | 29,812 | 21.5% | 6,410 |

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, 50.00%
- Male, 50.00%

Chart Total N: 4

Tobacco Users By Language

- English, 100.00%

Chart Total N: 4

Tobacco Users By Education

- No HS Degree/GED, 100.00%

Chart Total N: 2

Tobacco Users By Race

- White, 100.00%

Chart Total N: 2

Tobacco Users By Age

- 45 - 54, 50.00%
- 55 - 64, 25.00%
- 65 and Older, 25.00%

Chart Total N: 4

Tobacco Users By Health Plan

- Medicare, 75.00%
- Commercially Insured, 25.00%

Chart Total N: 4

Tobacco Users By Ethnicity

- Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition

- CAD, 25.00%
- COPD, 75.00%

Chart Total N: 4

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             | 17.1 %     | 6,318         |

County                     | State |
---------------------------|-------|
Tobacco Users - Last Full Month |       |
11                         | 1,080 |
Tobacco Users YTD          |       |
71                         | 7,897 |
Unique Tobacco Users YTD    |       |
45                         | 4,942 |
Target Reach               |       |
2.0 %                      | 2.0   %|
Reach YTD                  |       |
1.12 %                     | 1.62  %|
Reach - NAQC               |       |
0.74 %                     | 0.74  %|
Annualized Reach           |       |
1.50 %                     | 2.16  %|
Annualized Reach - NAQC    |       |
0.99 %                     | 0.99  %|
Unique Individual Reach    |       |
0.71 %                     | 1.01  %|

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.

How Heard About

How Heard About

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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.

County Population | Tobacco Users |
------------------|---------------|
Adult             | 36,948        |

County | State |
-------|-------|
Tobacco Users - Last Full Month |       |
11     | 1,080 |
Tobacco Users YTD               |       |
71     | 7,897 |
Unique Tobacco Users YTD        |       |
45     | 4,942 |
Target Reach                    |       |
2.0 %                           | 2.0   %|
Reach YTD                       |       |
1.12 %                          | 1.62  %|
Reach - NAQC                    |       |
0.74 %                          | 0.74  %|
Annualized Reach                |       |
1.50 %                          | 2.16  %|
Annualized Reach - NAQC         |       |
0.99 %                          | 0.99  %|
Unique Individual Reach         |       |
0.71 %                          | 1.01  %|
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

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>50,726</td>
<td>14,254</td>
</tr>
</tbody>
</table>

Prevalence

<table>
<thead>
<tr>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>28.1 %</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>33</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>173</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>1.62 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.74 %</td>
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<tr>
<td>Annualized Reach</td>
<td>2.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.01 %</td>
</tr>
</tbody>
</table>

Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>115</td>
</tr>
</tbody>
</table>

Unique Individual Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.81 %</td>
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</tbody>
</table>

Target Reach

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

Reach YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.21 %</td>
<td>1.62 %</td>
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</tbody>
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Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.87 %</td>
<td>0.74 %</td>
</tr>
</tbody>
</table>

Annualized Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.62 %</td>
<td>2.16 %</td>
</tr>
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</table>

Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.16 %</td>
<td>0.99 %</td>
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Unique Individual Reach

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<tr>
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<tbody>
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Tobacco Users - Last Full Month

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Unique Tobacco Users YTD

<table>
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Unique Individual Reach

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<th>State</th>
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<tbody>
<tr>
<td>1</td>
<td>0.81 %</td>
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</tbody>
</table>

Target Reach

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

Reach YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
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<tbody>
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<td>1.21 %</td>
<td>1.62 %</td>
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Reach - NAQC

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Annualized Reach

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</thead>
<tbody>
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<td>1.62 %</td>
<td>2.16 %</td>
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Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>1.16 %</td>
<td>0.99 %</td>
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Unique Individual Reach

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<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.81 %</td>
<td>1.01 %</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.

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- TV/Commercial
- Health Professional
- Website
- Other
- Health Department

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. 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>How Heard About</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td>1.21%</td>
</tr>
<tr>
<td>Health Professional</td>
<td>1.01%</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>1.24%</td>
</tr>
<tr>
<td>Employer/Worksites</td>
<td>0.99%</td>
</tr>
</tbody>
</table>

**County Population**

<table>
<thead>
<tr>
<th>County</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>17,947</td>
<td>18.4 %</td>
<td>3,302</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>7</td>
<td>1,080</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>56</td>
<td>7,897</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>40</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.70 %</td>
<td>1.62 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>1.24 %</td>
<td>0.74 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>2.26 %</td>
<td>2.16 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>1.66</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>1.21</td>
</tr>
</tbody>
</table>

**Fax Referral**

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

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

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

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
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
Counties | 29 | 1,080 | 228 | 7,897 | 1 | 135 | 4,942

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)

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

County Population  | Prevalence | Tobacco Users |
Adult  | 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>309</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>1.37 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.95 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.83 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.27 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.91 %</td>
</tr>
</tbody>
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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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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>24.4 %</td>
<td>1,080</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant County</td>
<td>Oregon</td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 1,080 |
| Tobacco Users YTD | 7,897 |
| Unique Tobacco Users YTD | 4,942 |
| Target Reach | 2.0 % |
| Reach YTD | 1.62 % |
| Reach - NAQC | 0.74 % |
| Annualized Reach | 2.16 % |
| Annualized Reach - NAQC | 0.99 % |
| Unique Individual Reach | 1.01 % |

**County Population**

- **Tobacco Users**
  - Adult: 5,953
  - Prevalence: 24.4 %
  - Tobacco Users YTD: 7,897
  - Unique Tobacco Users YTD: 4,942
  - Target Reach: 2.0 %
  - Reach YTD: 1.62 %
  - Reach - NAQC: 0.74 %
  - Annualized Reach: 2.16 %
  - Annualized Reach - NAQC: 0.99 %
  - Unique Individual Reach: 1.01 %

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**

**Report Execution Time:** 4/6/2016 5:10:09 AM

**Page 23 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)

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.

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

County | State
--- | ---
Tobacco Users - Last Full Month | 2 | 1,080
Tobacco Users YTD | 13 | 7,897
Unique Tobacco Users YTD | 1 | 10 | 4,942
Target Reach | 2.0 % | 2.0 %
Reach YTD | 2 | 1.49 % | 1.62 %
Reach - NAQC | 3 | 1.15 % | 0.74 %
Annualized Reach | 2 | 1.99 % | 2.16 %
Annualized Reach - NAQC | 3 | 1.53 % | 0.99 %
Unique Individual Reach | 1 | 1.15 % | 1.01 %

From 3/1/2016 through 3/31/2016

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)

<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>
<tr>
<td></td>
<td>8.6 %</td>
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</tr>
</tbody>
</table>

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

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.

Oregon Tobacco Quit Line Utilization Dashboard by County Report
Hood River County
From 3/1/2016 through 3/31/2016

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)

How Heard About

County Population | Prevalence | Tobacco Users
---|---|---
Adult | 21.9% | 160,716 | 35,197

Prevalence

Tobacco Users - Last Full Month | 63 | 1,080
Unique Tobacco Users YTD | 238 | 4,942
Target Reach | 2.0% | 2.0%
Reach YTD | 0.95% | 1.62%
Reach - NAQC | 0.71% | 0.74%
Annualized Reach | 2.17% | 2.16%
Annualized Reach - NAQC | 0.94% | 0.99%
Unique Individual Reach | 0.68% | 1.01%

From 3/1/2016 through 3/31/2016

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
- Adult: 1,080
- Unique Tobacco Users YTD: 4,942
- Target Reach: 2.0%
- Reach YTD: 1.21%
- Reach - NAQC: 0.83%
- Annualized Reach: 1.62%
- Annualized Reach - NAQC: 0.74%
- Unique Individual Reach: 0.76%

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 16,594 | 2,638

Prevalence
- Adult: 15.9%
- County Population: Jefferson County: 16,594

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.

How Heard About
- TV/Commercial
- Employer/Worksite

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)

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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Josephine County
From 3/1/2016 through 3/31/2016

Page 33 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)

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. 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 | 6,068 | 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</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>12</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>

County Population: 6,068
Prevalence: 19.9%
Tobacco Users YTD: 7,897

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

Lake County

Page 37 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)

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. 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>How Heard About</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

County Population | Prevalence | Tobacco Users | County | State |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>36,512</td>
<td>26.9 %</td>
<td>9,822</td>
<td></td>
</tr>
</tbody>
</table>

Tobacco Users - Last Full Month | 14 | 1,080 |
Tobacco Users YTD | 111 | 7,897 |
Unique Tobacco Users YTD | 1 | 65 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 2 | 1.13 % | 1.62 % |
Reach - NAQC | 3 | 0.69 % | 0.74 % |
Annualized Reach | 2 | 1.51 % | 2.16 % |
Annualized Reach - NAQC | 3 | 0.92 % | 0.99 % |
Unique Individual Reach | 1 | 0.66 % | 1.01 % |

County Population Prevalence Tobacco Users Count 2016
<table>
<thead>
<tr>
<th>County</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincoln</td>
<td>36,512</td>
<td>26.9 %</td>
<td>9,822</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</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. 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>How Heard About</th>
<th>0</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
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<tbody>
<tr>
<td>TV/Commercial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Professional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-enrollment Offer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employer/Worksite</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### County Population

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>83,814</td>
<td>17,601</td>
</tr>
<tr>
<td>Prevalence</td>
<td>21.0%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>36</td>
<td>1,080</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>185</td>
<td>7,897</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>126</td>
<td>4,942</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1.05%</td>
<td>1.62%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.71%</td>
<td>0.74%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.40%</td>
<td>2.16%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.95%</td>
<td>0.99%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.72%</td>
<td>1.01%</td>
</tr>
</tbody>
</table>

**How Heard About**

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

**Fax Referral**

- 2014
- 2015
- 2016

**Tobacco User Enrollments By Program Type**

- Multi Call
- 1 Call

**Tobacco Users Receiving NRT**

- Multi Call
- 1 Call

**Female Tobacco Users By Pregnancy Status**

- Planning Pregnancy
- Currently Pregnant
- Not Pregnant
- Currently Breastfeeding

**Tobacco Users By Tobacco Type**

- SLT
- Pipe
- Cigar
- Cigarette

---

1. 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)

**How Heard About**

- Health Professional
- TV/Commercial

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>23,866</td>
<td>16.8 %</td>
<td>4,009</td>
</tr>
</tbody>
</table>

**County**

- Tobacco Users - Last Full Month: 3,108
- Tobacco Users YTD: 53,789
- Unique Tobacco Users YTD: 1,41
- Target Reach: 2.0 %, 2.0 %
- Reach YTD: 1.32 %, 1.62 %
- Reach - NAQC: 1.02 %, 0.74 %
- Annualized Reach: 1.76 %, 2.16 %
- Annualized Reach - NAQC: 1.36 %, 0.99 %
- Unique Individual Reach: 1.02 %, 1.01 %

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.


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)

<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>Marion County</td>
<td>State</td>
<td>36</td>
<td>1,080</td>
<td>258</td>
<td>2.0 %</td>
<td>1.02 %</td>
<td>0.76 %</td>
<td>1.36 %</td>
<td>1.01 %</td>
<td>0.71 %</td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Health Professional
- Other
- Outdoor Ad
- Family/Friend
- Cigarette Pack

Tobacco User Enrollments By Program 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.

From 3/1/2016 through 3/31/2016

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>9,037</td>
<td>18.2 %</td>
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</table>

County Population & Tobacco Users

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1,080</td>
<td></td>
</tr>
</tbody>
</table>

| Tobacco Users YTD              | 31     | 7,897 |

| Unique Tobacco Users YTD       | 1      | 25    |

| Target Reach                   | 2.0 %  | 2.0 % |

| Reach YTD                      | 1.88 % | 1.62 % |

| Reach - NAQC                   | 1.46 % | 0.74 % |

| Annualized Reach               | 2.51 % | 2.16 % |

| Annualized Reach - NAQC        | 1.95 % | 0.99 % |

| Unique Individual Reach        | 1.52 % | 1.01 % |

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)

![Map of Oregon with county information](image)

<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>15.3 %</td>
</tr>
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<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>128</th>
<th>1,080</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users YTD</td>
<td>1,107</td>
<td>7,897</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>1</td>
<td>584</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>2</td>
<td>1.28 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>3</td>
<td>0.75 %</td>
</tr>
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<td>Annualized Reach</td>
<td>2</td>
<td>1.71 %</td>
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<tr>
<td>Annualized Reach - NAQC</td>
<td>3</td>
<td>1.00 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>1</td>
<td>0.68 %</td>
</tr>
</tbody>
</table>

### How Heard About

- Health Professional
- TV/Commercial
- Family/Friend
- Brochure/Newsletter/Flyer
- Outdoor Ad
- Other
- Health Insurance
- Radio
- QUITNOW Mobile App
- Health Department

### Tobacco User Enrollments By Program Type

![Bar chart showing tobacco user enrollments by program type](image)

### Tobacco Users Receiving NRT

![Bar chart showing tobacco users receiving NRT](image)

### Female Tobacco Users By Pregnancy Status

![Bar chart showing female tobacco users by pregnancy status](image)

### Tobacco Users By Tobacco Type

![Bar chart showing tobacco users by tobacco type](image)

---

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</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>14.3%</td>
<td>7,534</td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 11 | 1,080 |
| Tobacco Users YTD              | 90 | 7,897 |
| Unique Tobacco Users YTD       | 1  | 60    |
| Target Reach                   | 2.0%| 2.0%  |
| Reach YTD                      | 1.19%| 1.62% |
| Reach - NAQC                   | 0.96%| 0.74% |
| Annualized Reach               | 1.59%| 2.16% |
| Annualized Reach - NAQC        | 1.27%| 0.99% |
| Unique Individual Reach        | 0.80%| 1.01% |

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>22.1 %</td>
<td>1,477</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>1,080</td>
</tr>
<tr>
<td>3</td>
<td>7,897</td>
</tr>
<tr>
<td>1</td>
<td>4,942</td>
</tr>
</tbody>
</table>

Target Reach: 2.0 %
Reach YTD: 2.0 %
Reach - NAQC: 0.92 %
Annualized Reach: 1.23 %
Annualized Reach - NAQC: 0.92 %
Unique Individual Reach: 0.92 %

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.

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Sherman County
From 3/1/2016 through 3/31/2016

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. 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 | 7 | 1,080 |
| Tobacco Users YTD               | 36 | 7,897 |
| Unique Tobacco Users YTD        | 23 | 4,942 |
| Target Reach                    | 2.0% | 2.0% |
| Reach YTD                       | 0.78% | 1.62% |
| Reach - NAQC                    | 0.67% | 0.74% |
| Annualized Reach                | 1.04% | 2.16% |
| Annualized Reach - NAQC         | 0.89% | 0.99% |
| Unique Individual Reach         | 0.50% | 1.01% |

County Population and Prevalence

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Adult</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tillamook County</td>
<td></td>
<td>21,446</td>
<td>21.6%</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.

From 3/1/2016 through 3/31/2016
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 |
--- | --- | --- |
County | State |
--- | --- |
Tobacco Users - Last Full Month | 12 | 1,080 |
Tobacco Users YTD | 100 | 7,897 |
Unique Tobacco Users YTD | 1 | 67 | 4,942 |
Target Reach | 2.0 % | 2.0 % |
Reach YTD | 2 | 0.76 % | 1.62 % |
Reach - NAQC | 3 | 0.56 % | 0.74 % |
Annualized Reach | 2 | 1.02 % | 2.16 % |
Annualized Reach - NAQC | 3 | 0.75 % | 0.99 % |
Unique Individual Reach | 1 | 0.51 % | 1.01 % |

How Heard About

Health Professional

TV/Commercial

Tobacco User Enrollments By Program Type

How Heard About

Fax Referral

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**
--- | --- | ---
Adult | 19,424 | 13.8% | 2,681

**County** | **State**
--- | ---
Tobacco Users - Last Full Month | 4 | 1,080
Tobacco Users YTD | 39 | 7,897
Unique Tobacco Users YTD | 1 | 28 | 4,942
Target Reach | 2.0% | 2.0%
Reach YTD | 1.45% | 1.62%
Reach - NAQC | 1.04% | 0.74%
Annualized Reach | 1.94% | 2.16%
Annualized Reach - NAQC | 1.39% | 0.99%
Unique Individual Reach | 1 | 1.04% | 1.01%

---

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>State</th>
<th>Adult</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5,799</td>
<td>17.9 %</td>
<td>1,080</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users - Last Full Month</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>1,080</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users YTD</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>7,897</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reach YTD</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.48 %</td>
<td>1.62 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.19 %</td>
<td>0.74 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.64 %</td>
<td>2.16 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.26 %</td>
<td>0.99 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Individual Reach</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.19 %</td>
<td>1.01 %</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.

---

### Graphs

- **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.

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>22.1 %</td>
<td>4,078</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>10</td>
<td>1,080</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>7,897</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Tobacco Users YTD</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>4,942</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target Reach</th>
<th>Count</th>
<th>Percentage</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>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.98 %</td>
<td>1.62 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach - NAQC</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.74 %</td>
<td>0.74 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.31 %</td>
<td>2.16 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annualized Reach - NAQC</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.98 %</td>
<td>0.99 %</td>
<td></td>
</tr>
</tbody>
</table>

Unique Individual Reach | Count | Percentage |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0.64 %</td>
<td>1.01 %</td>
<td></td>
</tr>
</tbody>
</table>

How Heard About

- TV/Commercial
- Website
- Other
- 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)

- **County Population**: 387,946
  - **Prevalence**: 12.9%
  - **Tobacco Users**: 50,045

### How Heard About

- TV/Commercial
- Health Professional
- Employer/Worksite
- Family/Friend
- Other
- Outdoor Ad
- Radio
- Health Insurance
- Health Department
- Brochure/Newsletter/Flyer

### Fax Referral

- **2014**: Multi Call, 1 Call
- **2015**: Multi Call, 1 Call
- **2016**: Multi Call, 1 Call

### Tobacco User Enrollments By Program Type

- **2014**: Multi Call, 1 Call
- **2015**: Multi Call, 1 Call
- **2016**: Multi Call, 1 Call

### Tobacco Users Receiving NRT

- **2014**: Multi Call, 1 Call
- **2015**: Multi Call, 1 Call
- **2016**: Multi Call, 1 Call

### Female Tobacco Users By Pregnancy Status

- **2014**: Planning Pregnancy, Currently Pregnant, Not Pregnant
- **2015**: Planning Pregnancy, Currently Pregnant, Not Pregnant
- **2016**: Planning Pregnancy, Currently Pregnant, Not Pregnant

### Tobacco Users By Tobacco Type

- **2014**: SLT, Pipe, Cigar, Cigarette
- **2015**: SLT, Pipe, Cigar, Cigarette
- **2016**: SLT, Pipe, Cigar, Cigarette

---

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.
From 3/1/2016 through 3/31/2016

Tobacco Users By Gender
- Female, 60.42%
- Male, 39.58%
Chart Total N: 48

Tobacco Users By Language
- English, 100.00%
Chart Total N: 48

Tobacco Users By Education
- No HS Degree/GED, 14.29%
- HS Degree/GED, 28.57%
- Some Technical School, 14.29%
- Some College, 35.71%
- College Degree, 7.14%
Chart Total N: 14

Tobacco Users By Race
- White, 92.31%
- American Indian/Alaskan Native, 7.69%
Chart Total N: 13

Tobacco Users By Age
- 18 - 24, 6.25%
- 25 - 34, 10.71%
- 35 - 44, 14.59%
- 45 - 54, 29.17%
- 55 - 64, 20.83%
- 65 and Older, 12.50%
Chart Total N: 48

Tobacco Users By Health Plan
- Commercially Insured, 29.17%
- Uninsured, 22.92%
- Medicare, 20.83%
- Medicaid, 18.75%
- Doesn't Know, 8.33%
Chart Total N: 48

Tobacco Users By Ethnicity
- Non-Hispanic, 100.00%
Chart Total N: 13

Tobacco Users By Chronic Condition
- Asthma, 14.29%
- CAD, 5.71%
- COPD, 22.66%
- Diabetes, 11.45%
- None, 45.71%
Chart Total N: 35

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 | State
--- | --- | --- | ---
Adult | 1,309 | 29.6% | 387

- Tobacco Users - Last Full Month: - 1,080
- Tobacco Users YTD: 2 7,897
- Unique Tobacco Users YTD: 1 4,942
- Target Reach: 2.0% 2.0%
- Reach YTD: 2 0.52% 1.62%
- Reach - NAQC: 3 0.52% 0.74%
- Annualized Reach: 2 0.69% 2.16%
- Annualized Reach - NAQC: 3 0.69% 0.99%
- Unique Individual Reach: 1 - 1.01%

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**: 72,300
- **Prevalence**: 18.5%
- **Tobacco Users YTD**: 13,376

### Tobacco Users - Last Full Month
- 21
- 1,080

### Unique Tobacco Users YTD
- 83
- 4,942

### Target Reach
- 2.0%
- 2.0%

### Reach YTD
- 1.00%
- 1.62%

### Reach - NAQC
- 0.67%
- 0.74%

### Annualized Reach
- 1.34%
- 2.16%

### Annualized Reach - NAQC
- 0.89%
- 0.99%

### Unique Individual Reach
- 0.62%
- 1.01%

#### How Heard About
- **Health Professional**: 2
- **TV/Commercial**: 3
- **Family/Friend**: 5
- **Other**: 2
- **Website**: 1
- **Employer/Worksite**: 1

#### 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, 50.00%
- Male, 50.00%
Chart Total N: 18

Tobacco Users By Language
- English, 94.44%
- Spanish, 5.56%
Chart Total N: 18

Tobacco Users By Education
- HS Degree/GED, 16.67%
- Technical Degree, 16.67%
- Some College, 50.00%
- College Degree, 16.67%
Chart Total N: 6

Tobacco Users By Race
- White, 100.00%
Chart Total N: 6

Tobacco Users By Age
- 18 - 24, 11.11%
- 25 - 34, 11.11%
- 35 - 44, 38.89%
- 45 - 54, 27.78%
- 55 - 64, 11.11%
Chart Total N: 18

Tobacco Users By Health Plan
- Commercially Insured, 44.44%
- Medicaid, 27.78%
- Medicare, 16.67%
- Uninsured, 11.11%
Chart Total N: 18

Tobacco Users By Ethnicity
- Non-Hispanic, 100.00%
Chart Total N: 6

Tobacco Users By Chronic Condition
- Asthma, 23.61%
- CAD, 4.76%
- COPD, 14.29%
- Diabetes, 23.61%
- None, 33.33%
Chart Total N: 21

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