

Utah Tobacco Settlement Account

Second Annual Report
August 2002



"Ready to Quit" Reality Campaign Participants, 2001-2002

Real People
Real Savings
Real Results

Utah Department of Health
Tobacco Prevention and Control Program



Tobacco Settlement Account 2002 Annual Report

Contents

3	A Message from the Deputy Director
4	Program Highlights
6	Statewide Program Update
	Local Accomplishments:
10	Bear River Counties
11	Central Utah Counties
12	Davis County
13	Salt Lake County
14	Southeastern Counties
15	Southwest Counties
16	Summit County
17	Tooele County
18	Tri-County Area
19	Utah County
20	Wasatch County
21	Weber-Morgan Counties
22	References
23	Budget

Acknowledgements

The Utah Department of Health would like to thank the Tobacco Control Advisory Committee for their ongoing support, dedication, and expert advice.

Tamara Lewis, M.D., M.P.A., Intermountain Health Care
Craig Cutright, American Lung Association
Gary Edwards, M.S., Southwest Utah Public Health Department
Mary Lou Emerson, M.S., Division of Substance Abuse and Mental Health
Joy Erickson, American Heart Association
Sharon Hansen, M.S., Cornerstone Counseling Center
Beverly May, M.P.A., Campaign for Tobacco-Free Kids
JoAnn Neilson, Parent Teacher Association
Jesse Soriano, University of Utah
Teresa Theurer, Utah State Board of Education

The Social Research Institute at the University of Utah served as the Independent Evaluator of this Project.

A Message from the Executive Director's Office Utah Department of Health

I am pleased to present the second annual report of the Utah Department of Health's tobacco prevention and control activities funded through the State Tobacco Settlement Account.

The Department and its partners in tobacco prevention and control continually monitor the use of Settlement funding, focusing on the priorities of preventing 4,700 Utah youth who begin using tobacco each year from starting, helping more than 200,000 Utah tobacco users in quitting, and reducing exposure to secondhand smoke of more than 55,000 Utah children and other family members.

The Tobacco Prevention and Control Program staff, local health departments, and numerous community partners have continued a variety of anti-tobacco efforts to combat the leading preventable cause of death in Utah. This year, several program enhancements were realized:

- An Adult Tobacco Quit Line was established to help thousands of Utahns quit. Demand was so impressive that, at times, Utah's call volumes met or exceeded those of states with larger populations and higher tobacco use rates. More than 13,000 Utahns called the Quit Line for help.
- An innovative "Reality Campaign" was produced, chronicling the real-life quitting experiences of seven Utah smokers through television ads and news specials. Research shows the campaign's hopeful and encouraging messages made a strong impact on Utah smokers.
- Media campaign efforts were expanded to better reach Utahns in rural areas.
- A highly effective quitting medication, Zyban, was made available to Medicaid patients.
- Thousands of Utah youth received anti-tobacco messages through school and community prevention activities to counter the more than \$66 million spent in Utah by the tobacco companies to promote tobacco use.

Tobacco prevention and control is a top priority of the Utah Department of Health. Through this second year of expanded activities, Utah has made significant progress in fulfilling its commitment to becoming tobacco-free. We look forward to continuing the fight against the devastating effects of tobacco use.

Sincerely,



Scott D. Williams, M.D.
Deputy Director
Utah Department of Health

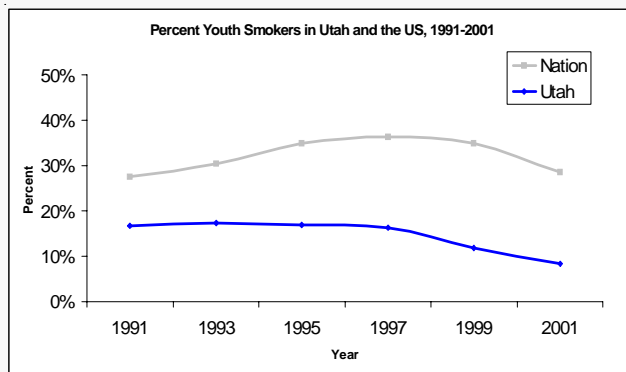
Tobacco Settlement Account Program Highlights

Utahns are Smoking Less

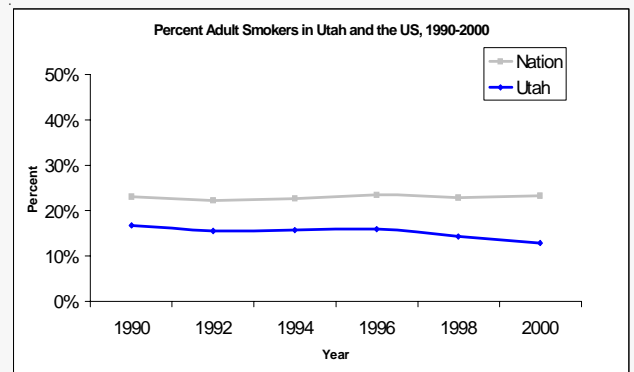
Each year, tobacco claims more lives than car crashes, murders, suicides, AIDS, alcohol, drug abuse, and fires combined.¹ To reduce the human and economic consequences of tobacco use in Utah, the Utah Legislature allocated \$4 million of the initial Master Settlement Agreement with major tobacco companies to the Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health (July 2000 - June 2001). The Legislature maintained this funding during the program's second year (July 2001 - June 2002).

Early Achievements

Our efforts to reduce tobacco use in Utah are beginning to pay off. Compared to 1999, fewer students and fewer adults smoke, and more smokers want to quit. In Utah, each 5% decline in adult smoking rates means 9,000 fewer smokers, 3,000 lives saved, and \$73 million dollars saved in medical care costs.²



Source: Youth Risk Behavior Survey - Utah, US.



Source: Behavioral Risk Factor Surveillance System - Utah, US.

Doing What Works

Utah's TPCP and its partners attack the problem of tobacco use with proven program components. Anti-tobacco programs and services include:

1. Statewide and Community-Based Services to Help Smokers Quit (24%)*

- The Utah Tobacco Quit Line (1-888-567-TRUTH)
- Medicaid coverage of tobacco cessation services for pregnant women
- School- and community-based teen cessation programs
- Community-based adult cessation programs
- Medicaid coverage for the cessation medication "Zyban"

Outcomes

Utahns utilized cessation services:

- **13,000** Utahns called the Quit Line.
- **3,580** smokers used Quit Line referral or quit services.
- **1,300** smokers participated in local cessation services.
- Quit rates were high and ranged from **25 to 30%**.³

*Percent of Tobacco Settlement Account Funding

2. A Highly Visible Public Awareness Campaign (28%)*

- “Ready to Quit” Reality TV campaign
- “Truth About Tobacco” youth ads
- Advertisements addressing pregnant women
- Advertisements addressing secondhand smoke
- Radio advertisements, billboards, posters, and contests
- Events promoting tobacco-free communities

Outcomes⁴

Utah’s anti-tobacco awareness campaign is highly recognizable:

- **90%** of adults and **94%** of youth recall seeing anti-tobacco ads on TV.

Anti-tobacco ads impact Utahns:

- **59%** of adult smokers reduced smoking during the “Ready to Quit” campaign.

Anti-tobacco ads reinforce non-smoking attitudes among youth:

- **90%** of youth report that they found the “Lab Rat” ads convincing.

“Utah is finally beating the tobacco companies at their own game. The “Truth About Tobacco” is winning against misleading and dangerous tobacco advertising practices that target teens and glamorize this deadly and disgusting habit.”

Mark Koelbel -
News Anchor, KUTV

3. Prevention Partnerships with Local Health Districts, Schools, and Communities (35%)*

- Evidence-based anti-tobacco curricula for students in grades 5 to 8.
- “Truth From Youth” anti-tobacco advertising contest.
- Anti-tobacco activities and presentations in schools and communities across Utah.

Outcomes

- **20,000** students in grades 5 to 8 participated in evidence-based curricula.
- **13,000** students (K-12) created anti-tobacco ads for the advertising contest.

4. Services that Prevent Exposure to Secondhand Smoke (2%)*

- Education on the Utah Indoor Clean Air Act through print, help lines, websites, and training presentations.

5. Independent Evaluation, Training, and Program Support (11%)*

*Percent of Tobacco Settlement Account Funding

⇒ More To Be Done

Although tobacco use rates have started to decline, much remains to be done to reach our goals of tobacco-free youth and easy access to quit services for all smokers.

Helping Smokers Quit

- More than 75% of Utah’s adult smokers (approximately 150,000 smokers) want to give up smoking.⁴
- The Quit Line realized quit rates of 26-30%. On average, only 6% of smokers are able to quit for more than one month.⁵
- Demand for Quit Line services was unexpectedly high and linked to the intensity of the anti-tobacco media campaign.
- Quit Line services and media messages need to be expanded to meet the needs of Utah smokers who are ready to quit.

Preventing Kids From Starting

- More than 95% of Utah middle school students report that they will not use tobacco in the future. However, nearly one out of ten Utah high school students currently smokes.
- One-third of the students who continue to smoke will eventually die from tobacco-related diseases.
- Evidence-based school anti-tobacco curricula reached less than 20% (20,000 out of 140,000) of all students in grades 5 to 8.
- School policies against tobacco use need to be expanded to ensure that all students receive tobacco prevention education.

In addition to improving the quality of life for many Utah residents, tobacco cessation and prevention programs have the potential to save substantial amounts of money for the state of Utah. A long-term commitment of effort is necessary to further reduce Utah’s already low initiation and use rates.

Statewide Program Update

Tobacco Use Remains a Social and Economic Burden for the People of Utah

Tobacco is addictive:

12.9% of Utah adults (more than 195,000 people) are current smokers. (BRFSS 2000)⁶

8.3% of Utah high school students smoked cigarettes in the last 30 days. (YRBS 2001)⁷

6.2% of Utah's pregnant women report smoking during the last 3 months of their pregnancy. (PRAMS 1999)⁸

Tobacco use affects children:

More than 55,000 Utah children are exposed to tobacco smoke in their homes. (Utah HSS 2001)⁹

Tobacco use is expensive for all Utahns:

Utah incurs more than \$273 million in annual smoking-related medical costs.

Smoking-attributable Medicaid expenditures amount to \$81 million per year. (CDC State Highlights 2002)¹⁰

Tobacco use is deadly:

On average, 1,218 Utahns die annually of smoking-related illnesses. (CDC State Highlights 2002)¹⁰

Tobacco prevention and control saves lives:

States with comprehensive tobacco prevention and control programs are expected to realize a four-year decline in adult smoking rates of 5%. Utah's adult smoking rate has been declining since 1998.

In Utah, each 5% decline in adult smoking rates means 9,000 fewer smokers and 3,000 lives saved. (CDC studies show that one-third of smokers die of tobacco-related causes.)²

Tobacco prevention and control saves money:

Each 5% decline in Utah adult smoking rates means \$73 million dollars saved in medical care costs. This represents an average of \$8,000 saved in health care costs for every smoker who quits.²

Utah Tobacco Settlement Account spending on tobacco prevention and control:

FY 2002 spending: \$4 million

Tobacco industry influence in Utah:

Annual tobacco industry marketing expenditures nationwide: \$9.57 billion.¹¹

Estimated portion spent for Utah marketing each year: \$66.0 million.¹²



"I think most people would quit if they had help."

Clinton Sharp, 20, Provo, UT

Clinton started smoking cigarettes when he was 14. He heard about the Utah Quit Line from friends and then saw a billboard advertising the Quit Line.

"The quit line counselors were a positive influence and made quitting sound really good," says Clinton. "They listened to everything I had to say about how I felt about quitting. It was good to have someone there to support me, since most of my friends smoke. I have quit smoking and don't plan on starting again."

Utah Tobacco Prevention and Control Strategy

Comprehensive tobacco prevention and control programs have been proven effective in reducing tobacco use rates. Comprehensive programs include: (1) school- and community-based prevention and education, (2) media campaigns, (3) cessation programs, and (4) enforcement of tobacco laws.

The Utah Department of Health has continued to build and expand services that address all components of comprehensive tobacco prevention and control programs.

Utah Goals for Tobacco Prevention and Control

- Prevent youth from starting to use tobacco
- Motivate and help youth and adult smokers quit smoking
- Decrease tobacco-related medical costs
- Reduce premature death and disease related to tobacco use

Major Tobacco Prevention and Control Services

1. Services to Help Smokers Quit

Tobacco cessation counseling is one of the most effective interventions in preventive medicine. Quitting smoking at any age provides health benefits and increases life expectancy for former smokers. More than 75% of Utah's smokers are thinking about quitting.⁴ To help them quit successfully, Utah's Tobacco Prevention and Control Program offers the following quit services:

The Utah Tobacco Quit Line (1-888-567-TRUTH)

13,000 calls were received

3,580 smokers utilized quit or referral services

Quit rate for adult smokers: **26%**

Quit rate for teen smokers: **30%**

Medicaid coverage of quit services for pregnant women

4,587 women were screened

196 smokers enrolled in cessation services

Combined quit and reduction rate: **45%**

"Given the number of people living in Utah, and its lower tobacco use, the "Utah Tobacco Quit Line" is one of the top performers in the entire country."

Tim McAfee, M.D. – Medical Director,
Utah Tobacco Quit Line

School- and community-based teen tobacco cessation programs

Not On Tobacco (NOT) and Ending Nicotine Dependence (END)

900 teens enrolled

Average end-of-class quit rate: **25%**

Other services

Community-based and work-site cessation programs for adults

Community-based cessation programs for pregnant women

Coverage of the cessation medication "Zyban" for Medicaid patients

⇒ More to be done

The number of Utahns requesting services through the Quit Line has been so large that, at times, Utah's call volumes met or exceeded those of states with larger populations and higher tobacco use rates. To meet this demand and serve more Utah smokers who want to quit, Utah needs to expand its state and local tobacco cessation services.

Statewide Program Update

Major Tobacco Prevention and Control Services (Cont.)

2. Informing And Educating Utahns About Tobacco

Utah's anti-tobacco public awareness campaign aims to prevent teens from starting to smoke and to persuade youth and adult smokers to quit. The Utah Department of Health evaluates the reach and impact of the media campaign with annual surveys of 2,000 randomly selected Utah teens, and adult smokers and non-smokers.⁴

The "Ready to Quit" Reality TV campaign

84% of smokers saw "Ready to Quit" ads.

59% of smokers reduced the number of cigarettes they smoked per day.

43% of smokers quit for 1 day or longer during the campaign.

The "Truth About Tobacco" youth ads

97% of teens know the media campaign slogan "The Truth About Tobacco."

90% of teens found the "Lab Rat" ads convincing.

65% of teens know about the Utah Quit Line.

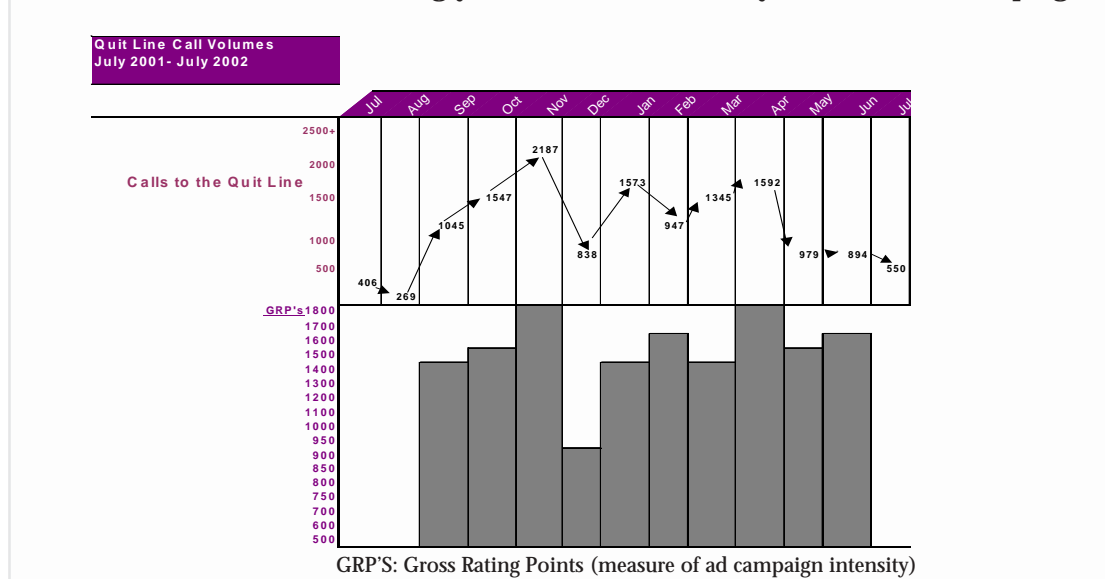
Other campaign elements

Billboards placed in rural Utah and locations frequented by smokers

TV and radio ads addressing secondhand smoke and pregnant women

Special events promoting tobacco-free communities

Calls to the Quit Line are strongly linked to the intensity of the media campaign:



⇒ More To Be Done

Utah's anti-tobacco media campaign is highly effective in reaching smokers and non-smokers. Utah's declining youth tobacco use rate and the overwhelming demand for quit services show that Utahns are responding to anti-tobacco messages. The anti-tobacco media campaign will only show continuous success with sustained funding.

3. Stopping Kids From Starting

Evidence-based school programs promote strong “no tobacco use” attitudes among students, increase students’ knowledge of the dangers of tobacco, and teach students skills to resist peer influences. School programs are most effective when they are part of comprehensive school tobacco policies that include enforcement of rules against tobacco use, tobacco prevention education for students in all grades, access to cessation services, and involvement of families and communities in tobacco prevention.

School and Community Prevention Services

- **20,000 students** in grades 5 to 8 participated in proven anti-tobacco curricula.
- **13,000 students** in all grades created anti-tobacco ads for the “Truth From Youth” advertising contest.
- Local tobacco prevention activities were funded through local health departments and community agencies in all **29 Utah counties**.

⇒ More To Be Done

More than 70% of Utah’s adult smokers report having become regular smoker as teenagers.⁶ Thus, preventing teenage smoking is a primary goal of Utah’s comprehensive tobacco control efforts.

- Based on an established economic analysis, more than \$9,300 are saved in lifetime medical costs for each individual who is prevented from becoming a tobacco user.¹³
- This year, **20,000 students** in grades 5 to 8 participated in evidence-based tobacco prevention curricula.
- If 100 of these students were prevented from becoming smokers as a result of these services, approximately **\$930,000** in future health care-related costs will be saved.
- Currently, approximately **140,000 Utah students** attend grades 5 to 8.
- Tobacco prevention education in schools needs to be significantly expanded to ensure that all students benefit from proven tobacco prevention curricula.

4. Enforcing Utah’s Tobacco Laws

The Utah Indoor Clean Air Act (UICAA)

UICAA was passed in 1995 to protect non-smokers from secondhand smoke. State and local health departments continued to inform and educate Utah businesses about UICAA through print, help lines, websites, and training presentations.

- At **89.3%**, Utah has the highest rate of smoke-free workplaces in the country.¹⁴

Youth Access to Tobacco

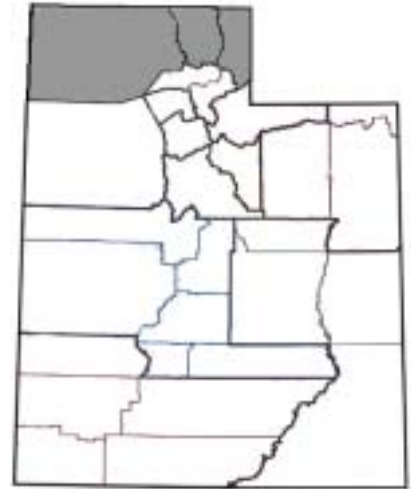
Utah law prohibits tobacco sales to minors under the age of 19. Local health departments ensure compliance with youth access laws through retailer education, retailer recognition, and compliance checks.

- Sales to youth during compliance checks have dropped from **16.0%** in State FY 2001 to **10.3%** in State FY 2002¹⁵

5. Local Accomplishments

Utah’s local health districts and community partners are instrumental in ensuring tobacco prevention and control at the community level. The following pages describe local activities and outcomes by local health district counties.

Bear River Counties



The Burden of Tobacco in Bear River

Residents: 136,097¹⁶

Estimated number of students in grades K-12: 30,300¹⁷

Estimated percentage of adults who smoke (1999-01): 8.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 19.4%¹⁹

Number of pregnant women who smoked during their pregnancy: 166²⁰

Number of children exposed to secondhand smoke at home: 1,700²¹

Per capita funding (Tobacco Settlement Account): \$1.13

Anti-Tobacco Activities

Helping Smokers Quit

- 88% of adults report having seen anti-tobacco advertising on television during the last month.
- 163 youth and adults received quit services through the Tobacco Quit Line.
- 137 teen smokers, 25 adult smokers, and 13 pregnant women participated in local tobacco cessation programs.

Stopping Kids from Starting

- 1,750 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- More than 17,000 Bear River residents were reached with school and community anti-tobacco activities and presentations.
- 47 retailers participated in a class on tobacco access laws.

Protecting Communities from Secondhand Smoke

- 40 quit kits with information on secondhand smoke were distributed during car seat checks.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 11.1% (State FY 2001) to 6.5% (State FY 2002).¹⁵
- The adult smoking rate in Bear River Counties decreased from 11.2% (1995-98) to 8.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to increase the number of students in grades 5 to 8 reached with proven tobacco prevention curricula from 1,750 to 9,000.
- Work with schools to assess and strengthen school policies to prevent tobacco use.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%



Central Utah Counties

The Burden of Tobacco in Central Utah

Residents: 66,192¹⁶

Estimated number of students in grades K-12: 15,800¹⁷

Estimated percentage of adults who smoke (1999-01): 12.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 14.5%¹⁹

Number of pregnant women who smoked during their pregnancy: 126²⁰

Number of children exposed to secondhand smoke at home: 2,000²¹

Per capita funding (Tobacco Settlement Account): \$0.79

Anti-Tobacco Activities

Helping Smokers Quit

- 88% of adults report having seen anti-tobacco advertising on television during the last month.
- 127 youth and adults received quit services through the Tobacco Quit Line.
- 77 teen smokers, 44 adult smokers, and 24 pregnant women participated in local cessation programs.

Stopping Kids from Starting

- 372 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 118 tobacco retailers received information and education on Utah tobacco access laws.
- Approximately 10,000 movie-goers were reached with local anti-tobacco advertisements in movie theaters.

Protecting Communities from Secondhand Smoke

- Approximately 500 people received information on the harmful effects of secondhand smoke at two local events.
- Representatives of 55 businesses attended presentations on the Utah Indoor Clean Air Act at the Delta and Richfield Chambers of Commerce.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 13.8% (State FY 2001) to 6.6% (State FY 2002).¹⁵
- The adult smoking rate in Central Utah counties decreased from 15.4% (1995-98) to 12.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to increase the number of students in grades 5 to 8 reached with proven tobacco prevention curricula from 372 to 4,500.
- Assess those at increased risk for tobacco use and expand tobacco prevention and cessation services for these population groups.

2002 Statewide Program Outcomes

Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the "Truth From Youth" anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, "The Truth About Tobacco:" 97%

Davis County



The Burden of Tobacco in Davis County

Davis residents: 238,994¹⁶

Estimated number of students in grades K-12: 58,900¹⁷

Estimated percentage of adults who smoke (1999-01): 13.1%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (2001): 6.0%²²

Number of pregnant women who smoked during their pregnancy: 337²⁰

Number of children exposed to secondhand smoke at home: 4,700²¹

Per capita funding (Tobacco Settlement Account): \$1.01

Anti-Tobacco Activities

Helping Smokers Quit

- 94% of adults report having seen anti-tobacco advertising on television during the last month.
- 396 youth and adults received quit services through the Tobacco Quit Line.
- 53 residents requested Tobacco Quit Kits in response to articles in 5 local publications.
- 83 teen smokers and 15 pregnant women participated in local tobacco cessation programs.

Stopping Kids from Starting

- 2,900 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 70 students participated in anti-tobacco youth coalitions.
- 3,000 anti-tobacco advertisements created for the statewide "Truth From Youth" advertising contest were submitted by Davis county students.

Protecting Communities from Secondhand Smoke

- Approximately 1,500 community members received information on the harmful effects of secondhand smoke at 4 local health fairs.
- More than 100 health care providers received tobacco cessation materials for their patients.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 16.5% (State FY 2001) to 10.2% (State FY 2002).¹⁵
- The adult smoking rate in Davis County decreased from 16.0% (1992-94) to 13.1% (1999-01).¹⁸
- The percentage of students in grades 7 to 12 who smoke decreased from 16.8% in 1997 to 6.0% in 2001.²²

⇒ More to Be Done

- Promote and offer local tobacco cessation programs for adults.
- Work with schools to assess and strengthen school policies to prevent tobacco use.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%



Salt Lake County

The Burden of Tobacco in Salt Lake County

Residents: 898,387¹⁶

Estimated number of students in grades K-12: 175,100¹⁷

Estimated percentage of adults who smoke (1999-01): 16.1%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 15.0%¹⁹

Number of pregnant women who smoked during their pregnancy: 1,771²⁰

Number of children exposed to secondhand smoke at home: 25,400²¹

Per capita funding (Tobacco Settlement Account): \$0.16

Anti-Tobacco Activities

Helping Smokers Quit

- 91% of adults report having seen anti-tobacco advertising on television during the last month.
- 1,982 youth and adults received quit services through the Tobacco Quit Line.
- 114 teen smokers, 173 adult smokers, and 15 pregnant women participated in local cessation programs.

Stopping Kids from Starting

- 5,500 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 2,300 students and 400 adults (teachers, counselors, prevention specialists) were reached with the anti-tobacco program "Extinguish the Lies."
- Students from all 4 Salt Lake County school districts were recruited for the Salt Lake county tobacco prevention youth group.
- 650 high risk youth received tobacco prevention education and life skills training.

Protecting Communities from Secondhand Smoke

- 62 members of the Chamber of Commerce received information and training on the Utah Indoor Clean Air Act.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 16.3% (State FY 2001) to 11.8% (State FY 2002).¹⁵
- The adult smoking rate in Salt Lake County decreased from 17.3% (1995-98) to 16.1% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Expand and promote community cessation programs to offer local tobacco cessation services to all adults, pregnant women, and teens who want to quit.
- Assess those at increased risk for tobacco use and expand tobacco prevention and cessation services for these population groups.

2002 Statewide Program Outcomes

Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the "Truth From Youth" anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, "The Truth About Tobacco:" 97%

Southeastern Counties



The Burden of Tobacco in Southeastern Utah

Residents: 54,180¹⁶

Estimated number of students in grades K-12: 10,950¹⁷

Estimated percentage of adults who smoke (1999-01): 18.7%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 22%¹⁹

Number of pregnant women who smoked during their pregnancy: 122²⁰

Number of children exposed to secondhand smoke at home: 3,000²¹

Per capita funding (Tobacco Settlement Account): \$0.82

Anti-Tobacco Activities

Helping Smokers Quit

- 88% of adults report having seen anti-tobacco advertising on TV during the last month.
- 115 youth and adults received quit services through the Tobacco Quit Line.
- 97 teens and 42 pregnant women participated in local tobacco cessation programs.
- 170 adult smokers received tobacco cessation assistance at their work-sites.

Stopping Kids from Starting

- 115 students in grades 7 and 8 in San Juan county participated in multi-session school tobacco prevention curricula.
- 2,150 students in all grades were reached with anti-tobacco activities and presentations.
- Approximately 2,000 movie-goers were reached weekly for 24 weeks with local anti-tobacco advertisements in movie theaters.

Protecting Communities from Secondhand Smoke

- 12 local businesses requested and received signage and information about the Utah Indoor Clean Air Act.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 12.3% (State FY 2001) to 5.7% (State FY 2002).¹⁵
- The adult smoking rate in southeastern counties decreased from 19.9% (1995-98) to 18.7% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to increase the number of students in grades 5 to 8 reached with proven tobacco prevention curricula from 115 to 2,500.
- Work with schools to assess and strengthen school policies to prevent tobacco use.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%

Southwest Counties



The Burden of Tobacco in Southwest Utah

Residents: 140,919¹⁶

Estimated number of students in grades K-12: 29,900¹⁷

Estimated percentage of adults who smoke (1999-01): 12.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 12.9%¹⁹

Number of pregnant women who smoked during their pregnancy: 200²⁰

Number of children exposed to secondhand smoke at home: 2,200²¹

Per capita funding (Tobacco Settlement Account): \$0.46

Anti-Tobacco Activities

Helping Smokers Quit

- 82% of adults report having seen anti-tobacco advertising on television during the last month.
- 220 youth and adults received quit services through the Tobacco Quit Line.
- 70 Quit Smoking Kits were distributed to 16 local medical clinics.
- 51 teen smokers and 35 pregnant teens participated in teen tobacco cessation classes.

Stopping Kids from Starting

- 220 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- The “Panguitch Healthy Community Initiative” committee engaged all Panguitch students in grades 5 to 8 in tobacco prevention activities and presentations.
- 15 Paiute and Navajo youth from Washington County were trained as tobacco peer educators.
- Youth peer tobacco educators conducted 12 tobacco prevention activities in local 6th grade center.

Protecting Communities from Secondhand Smoke

- Representatives of 55 businesses attended presentations on the Utah Indoor Clean Air Act at the Hurricane Chambers of Commerce.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 23.1% (State FY 2001) to 15.6% (State FY 2002).¹⁵
- The adult smoking rate in southwest counties decreased from 13.7% (1995-98) to 12.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to ensure that schools have comprehensive tobacco prevention and control policies and that students in grades 5 to 8 participate in proven tobacco prevention curricula.
- Promote and offer tobacco cessation services for adults.

2002 Statewide Program Outcomes

Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the “Truth From Youth” anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, “The Truth About Tobacco:” 97%

Summit County



The Burden of Tobacco in Summit County

Residents: 29,736¹⁶

Estimated number of students in grades K-12: 6,150¹⁷

Estimated percentage of adults who smoke (1999-01): 8.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 16.5%¹⁹

Number of pregnant women who smoked during their pregnancy: 23²⁰

Number of children exposed to secondhand smoke at home: 900²¹

Per capita funding (Tobacco Settlement Account): \$1.34

Anti-Tobacco Activities

Helping Smokers Quit

- 92% of adults report seeing anti-tobacco advertising on television during the last month.
- 36 youth and adults received quit services through the Tobacco Quit Line.
- 6 teen smokers participated in teen tobacco cessation classes.

Stopping Kids from Starting

- 500 students in grades 5 to 8 participated in multi-session school tobacco prevention curricula.
- 2,440 students in all grades were reached with school-based anti-tobacco activities and presentations.
- 50 students were actively involved in local anti-tobacco coalitions and planned and conducted 12 anti-tobacco activities to educate their peers.

Protecting Communities from Secondhand Smoke

- Local WIC counselors were trained in educating WIC patients about the dangers of secondhand smoke.

Results

- The percentage of stores selling tobacco to minors during compliance checks increased from 24.1% (State FY 2001) to 26.3% (State FY 2002).¹⁵
- The adult smoking rate in Summit County decreased from 13.2% (1995-98) to 8.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Expand and promote community cessation programs to offer local tobacco cessation services to all adult smokers, teen smokers, and pregnant women who want to quit.
- Work with schools to assess and strengthen school policies to prevent tobacco use.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%



Tooele County

The Burden of Tobacco in Tooele

Residents: 40,735¹⁶

Estimated number of students in grades K-12: 9,500¹⁷

Estimated percentage of adults who smoke (1999-01): 18.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 20.3%¹⁹

Number of pregnant women who smoked during their pregnancy: 121²⁰

Number of children exposed to secondhand smoke at home: 1,600²¹

Per capita funding (Tobacco Settlement Account): \$1.12

Anti-Tobacco Activities

Helping Smokers Quit

- 89% of adults report having seen anti-tobacco advertising on television during the last month.
- 106 youth and adults received quit services through the Tobacco Quit Line.
- 64 adults received tobacco cessation assistance at their work-sites.
- 58 teens and 22 pregnant women participated in local tobacco cessation programs.

Stopping Kids from Starting

- 1,370 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 289 retailers participated in retailer training on Utah tobacco access laws.

Protecting Communities from Secondhand Smoke

- 1,100 high school students received information on secondhand smoke through their school newspapers.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 23.4% (State FY 2001) to 5.4% (State FY 2002).¹⁵
- The adult smoking rate in Tooele County decreased from 19.7% (1995-98) to 18.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to assess and strengthen school policies to prevent tobacco use.
- Assess those at increased risk for tobacco use and expand tobacco prevention and cessation services for these population groups.

2002 Statewide Program Outcomes

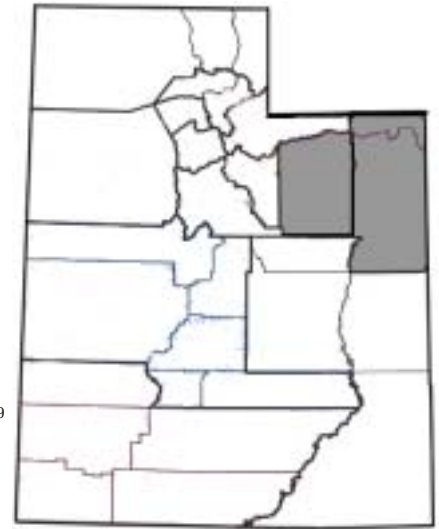
Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the "Truth From Youth" anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, "The Truth About Tobacco:" 97%

Tri-County Area



The Burden of Tobacco in the Tri-County Area

Residents: 40,516¹⁶

Estimated number of students in grades K-12: 10,150¹⁷

Estimated percentage of adults who smoke (1999-01): 19.4%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 16.3%¹⁹

Number of pregnant women who smoked during their pregnancy: 134²⁰

Number of children exposed to secondhand smoke at home: 2,600²¹

Per capita funding (Tobacco Settlement Account): \$0.85

Anti-Tobacco Activities

Helping Smokers Quit

- 94% of adults report having seen anti-tobacco advertising on TV during the last month.
- 123 youth and adults received quit services through the Tobacco Quit Line.
- 50 teen smokers and 34 pregnant women participated in local tobacco cessation programs.

Stopping Kids from Starting

- 2,400 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- More than 3,500 Tri-County residents were reached with school and community anti-tobacco activities and presentations.
- Prevention of commercial tobacco use in the Native American community was strengthened through collaboration with local Native American community leaders.

Protecting Communities from Secondhand Smoke

- Approximately 5,000 people received information on the harmful effects of secondhand smoke at three local events.
- 60 businesses received information on secondhand smoke through a presentation at the Chamber of Commerce.

Results

- The percentage of stores selling tobacco to minors during compliance checks increased from 18.5% (State FY 2001) to 25.4% (State FY 2002).¹⁵
- The adult smoking rate in the Tri-County area increased from 18.4% (1995-98) to 19.4% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Assess those at increased risk for tobacco use and expand tobacco prevention and cessation services for these population groups.
- Work with schools to ensure that schools have comprehensive tobacco prevention and control policies and that students in grades 5 to 8 participate in proven tobacco prevention curricula.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%



The Burden of Tobacco in Utah County

Residents: 368,538¹⁶

Estimated number of students in grades K-12: 83,600¹⁷

Estimated percentage of adults who smoke (1999-01): 5.8%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 8.3%¹⁹

Number of pregnant women who smoked during their pregnancy: 397²⁰

Number of children exposed to secondhand smoke at home: 2,400²¹

Per capita funding (Tobacco Settlement Account): \$0.24

Anti-Tobacco Activities

Helping Smokers Quit

- 90% of adults report having seen anti-tobacco advertising on television during the last month.
- 441 youth and adults received quit services through the Tobacco Quit Line.
- 120 physicians were trained and received information on helping pregnant women quit smoking.
- 159 teens and 90 pregnant women participated in local tobacco cessation programs.

Stopping Kids from Starting

- 740 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 3,800 Utah county residents were reached with school and community anti-tobacco presentations.
- 171 retailers participated in retailer training on Utah tobacco access laws.
- 145 Provo City athletic coaches were trained in preventing their players from using tobacco.

Protecting Communities from Secondhand Smoke

- 2,517 Food Handlers' Class participants received secondhand smoke brochures.
- 184 secondhand smoke signs were hung at local businesses throughout the county.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 10.7% (State FY 2001) to 7.9% (State FY 2002).¹⁵
- The adult smoking rate in Utah County decreased from 6.9% (1995-98) to 5.8% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to assess and strengthen school policies to prevent tobacco use.
- Assess those at increased risk for tobacco use and expand tobacco prevention and cessation services for these population groups.

2002 Statewide Program Outcomes

Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the "Truth From Youth" anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, "The Truth About Tobacco:" 97%

Wasatch County



The Burden of Tobacco in Wasatch County

Residents: 14,549¹⁶

Estimated number of students in grades K-12: 3,800¹⁷

Estimated percentage of adults who smoke (1999-01): 9.7%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 8.5%¹⁹

Number of pregnant women who smoked during their pregnancy: 26²⁰

Number of children exposed to secondhand smoke at home: 400²¹

Per capita funding (Tobacco Settlement Account): \$4.81

Anti-Tobacco Activities

Helping Smokers Quit

- 88% of adults report having seen anti-tobacco advertising on television during the last month.
- 11 youth and adults received quit services through the Tobacco Quit Line.
- 22 teen smokers participated in teen tobacco cessation classes.

Stopping Kids from Starting

- 690 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- K-12 students in all 7 Wasatch schools were reached with school and community anti-tobacco activities and presentations.
- 45 high school athletes were trained in educating younger students about the dangers of tobacco use.
- Approximately 4,000 people were reached with tobacco-free messages at 8 local rodeos.

Protecting Communities from Secondhand Smoke

- More than 100 parents were reached with presentations on the dangers of secondhand smoke.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 14.0% (State FY 2001) to 5.8% (State FY 2002).¹⁵
- The adult smoking rate in Wasatch County decreased from 13.2% (1995-98) to 9.7% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).⁷

⇒ More to Be Done

- Work with schools to assess and strengthen school policies to prevent tobacco use.
- Expand collaboration with local health care providers to ensure that smokers receive cessation counseling and referrals to cessation services.

2002 Statewide Program Outcomes

Smoking Cessation

Adults who know about the Quit Line: 83%

Teens who know about the Quit Line: 65%

Utah Quit Line quit rates: 26% (adults); 30% (youth)

Average end-of-class quit rate for local teen cessation programs: 25%



Weber-Morgan Counties

The Burden of Tobacco in Weber-Morgan

Residents: 203,662¹⁶

Estimated number of students in grades K-12: 43,000¹⁷

Estimated percentage of adults who smoke (1999-01): 16.1%¹⁸

Estimated percentage of youth in grades 7-12 who smoke (1997): 17.4%¹⁹

Number of pregnant women who smoked during their pregnancy: 405²⁰

Number of children exposed to secondhand smoke at home: 7,500²¹

Per capita funding (Tobacco Settlement Account): \$1.81

Anti-Tobacco Activities

Helping Smokers Quit

- 91% of adults report having seen anti-tobacco advertising on TV during the last month.
- 514 youth and adults received quit services through the Tobacco Quit Line.
- 57 teen smokers participated in teen tobacco cessation classes.

Stopping Kids from Starting

- 3,300 students in grades 5 to 7 participated in multi-session school tobacco prevention curricula.
- 50 summer migrant youth received comprehensive anti-tobacco education.
- More than 12,000 residents were reached with school and community anti-tobacco activities and presentations.
- 55 retailers participated in retailer training on Utah tobacco access laws.
- Movie-goers were reached with local anti-tobacco advertisements in movie theaters for 23 weeks.

Protecting Communities from Secondhand Smoke

- 705 7th grade students were reached with presentations on secondhand smoke.
- 52 students from 4 junior high schools designed secondhand smoke posters for a poster contest.

Results

- The percentage of stores selling tobacco to minors during compliance checks declined from 16.5% (State FY 2001) to 8.9% (State FY 2002).¹⁵
- The adult smoking rate in Weber Morgan counties decreased from 16.4% (1995-98) to 16.1% (1999-01).¹⁸
- No comprehensive local level school surveys have been completed since 1997. The statewide youth smoking rate decreased from 11.9% (1999) to 8.3% (2001).¹⁹

⇒ More to Be Done

- Expand and promote community cessation programs to offer local services to all adult smokers, teen smokers, and pregnant women who want to quit.
- Work with schools to assess and strengthen school policies to prevent tobacco use.

2002 Statewide Program Outcomes

Tobacco Use Prevention

Students who participated in evidence-based multi-session tobacco prevention curricula: 20,000

Teens who know about the "Truth From Youth" anti-tobacco advertising contest: 71%

Teens who know the media campaign slogan, "The Truth About Tobacco:" 97%

References

- 1 Centers for Disease Control and Prevention. *Comparative Causes of Annual Deaths in the United States*. 2000. http://www.cdc.gov/tobacco/research_data/health_consequences/andths.htm.
- 2 Estimates are calculated following the Campaign for Tobacco-Free Kids' *Rough Formula for Estimating Future State Tobacco Control Savings*. 2001. <http://www.tobaccofreekids.org>.
- 3 Note: Quit rates for the Utah Quit Line are based on six-month follow-up survey responses from quit line participants and refer to 30-day abstinence rates. The survey completion rate was 44%. It is possible that the group lost to follow-up did not experience the same quit rate as the group who responded; therefore the data reported may be an over- or underestimation of the quit rates realized by this service.
Quit rates reported for local teen cessation classes refer to abstinence from smoking measured through end of class post-tests.
- 4 Tobacco Prevention and Control Program. *Annual TPCP media surveys (provisional data)*. 2001 - 2002. Utah Department of Health: Salt Lake City.
- 5 Centers for Disease Control and Prevention. *Reducing Tobacco Use: A Report of the Surgeon General*. 2000. U.S. Department of Health and Human Services. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- 6 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS) 1990-2000*. Center for Health Data. Utah Department of Health: Salt Lake City.
- 7 Utah State Office of Education. *Utah Youth Risk Behavior Survey (YRBS). 1991-2001*: Salt Lake City.
- 8 Utah Department of Health. *Utah Pregnancy Risk Assessment Monitoring System (PRAMS)*. 1999. Center for Health Data. Utah Department of Health: Salt Lake City.
- 9 Utah Department of Health. *Utah Health Status Survey, 2001*. Center for Health Data. Utah Department of Health: Salt Lake City.
- 10 Centers for Disease Control and Prevention. *Tobacco Control State Highlights 2002: Impact and Opportunity*. 2002. U.S. Department of Health and Human Services. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health, Office on Smoking and Health: Atlanta, Georgia.
- 11 Federal Trade Commission. *Federal Trade Commission Cigarette Report for 2000*. 2002. <http://www.ftc.gov/os/2002/05/2002cigrpt.pdf>
- 12 Campaign for Tobacco-Free Kids. *The Toll of Tobacco in Utah*. 2002. <http://www.tobaccofreekids.org>.
- 13 Wang L.Y. et al. "Cost Effectiveness of School-Based Tobacco-Use Prevention Program." *Archives of Pediatric and Adolescent Medicine*, Vol. 155, Sept. 2001, 1043-1050.
- 14 Shopland, D. et al. "State-specific trends in smoke-free workplace policy coverage. The Current Population Survey Tobacco Use Supplement, 1993 to 1999." *Journal of Occupational and Environmental Medicine*, Vol. 43 (8), August 2001, 680-686.
- 15 Tobacco Prevention and Control Program. *Compliance check summaries, 2001/2002 (provisional data)*. Utah Department of Health: Salt Lake City.
- 16 United States Census Bureau. *Census 2000*. <http://www.census.gov>.
- 17 Utah State Office of Education. *Utah Fall Enrollment Report School Year 2001/2002*. 2001: Salt Lake City.
- 18 Utah Department of Health. *Utah Behavioral Risk Factor Surveillance System (BRFSS)*. Aggregated data: Salt Lake City.
- 19 Bahr S. *Drug Use Among Utah Students*. 1997. Division of Substance Abuse. Utah Department of Health and Human Services: Salt Lake City.
- 20 Utah Department of Health. *IBIS Birth Query System*. 2000. <http://health.utah.gov/ibisq/birth/entry.html>
- 21 Utah Department of Health. *Utah Health Status Survey, 2001*. Center for Health Data. Utah Department of Health: Salt Lake City.
- 22 Davis School District. *Prevention Needs Assessment Survey*. 2001.

The UDOH Tobacco Prevention and Control Program gratefully acknowledges the New Jersey Comprehensive Tobacco Control Program for permission to use their 2001 Annual Program Report title.

FY 2002 Budget

Utah Tobacco Settlement Account

	Base	One Time	Total	% of Total
Media Campaign	\$1,250,000	\$150,000	\$1,400,000	28.3%
Local Health Departments	\$1,120,500	\$232,837	\$1,353,337	27.4%
Statewide Tobacco Cessation Initiatives	\$794,969	\$358,857	\$1,153,826	23.4%
School and Community Prevention	\$360,708	\$31,000	\$391,708	7.9%
Independent Evaluation	\$250,000		\$250,000	5.1%
Program Support	\$190,000		\$190,000	3.8%
Training Consortium		\$115,000	\$115,000	2.3%
Secondhand Smoke Prevention	\$86,988		\$86,988	1.8%
Total	\$4,053,165	\$887,694	\$4,940,859	100%

This budget includes one-time funding from FY 2001

Total FY02 Tobacco Prevention and Control Program Funding by Source

State Funds:

Tobacco Settlement Account: \$4,053,165

General fund: \$34,900

Dedicated state funds (media campaign): \$250,000

Federal Funds:

Medicaid match for media campaign: \$423,000

Centers for Disease Control and Prevention (CDC): \$1,268,944

Prevention Block Grant: \$149,200

Private Grants:

American Legacy Foundation: \$467,635

**Utah Department of Health
Tobacco Prevention and Control Program
(801) 538-6120
www.health.utah.gov**