

Tobacco Prevention and Control in Utah

Sixth Annual Report - August 2006

A black and white photograph of a man with dark, curly hair, wearing a heavy, dark coat. He is shown in profile, looking to the left, and is smoking a cigarette. The background is blurred, suggesting an outdoor setting with rain or mist.

Make Your Life A Little Easier.

The TRUTH™

2006 The TRUTH smoking cessation series "Make Your Life A Little Easier"

Utah Department of Health
Tobacco Prevention and Control Program

Letter From The Executive Director

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

I am pleased to present the sixth annual report of Utah Department of Health tobacco prevention and control activities funded through the Tobacco Settlement Restricted Account and Cigarette Tax Restricted Account. This report highlights the accomplishments of the Department's Tobacco Prevention and Control Program (TPCP) and its many partners in their effort to reduce tobacco use and save lives.

Utah's comprehensive approach to preventing and controlling tobacco use is making an impact. Since 1999:

- Adult smoking declined at twice the rate of the rest of the United States.
- Utah remains the only state with an adult smoking rate below 12%.
- Youth smoking decreased by 38%. Experimentation with smoking among high school students reached a historic low of 25%.
- Smoking during pregnancy decreased by 23%.
- The rate of children exposed to secondhand smoke in their homes decreased by more than 50%.

Despite great progress, much remains to be done. More than 200,000 Utahns continue to use tobacco. Smoking rates remain high among Utahns with low education and income levels and among some racial and ethnic communities. Each year, more than 1,100 Utah adults die as a result of their own smoking, and an estimated 140 to 250 adults, children, and babies die due to secondhand smoke exposure. The Utah economy loses a staggering \$530 million annually to smoking-attributable medical and productivity costs. To entice people to use tobacco, major tobacco companies spend more than \$60 million each year marketing tobacco products in Utah – several times more than what Utah spends on anti-tobacco programming.

The TPCP and its many partners, including local health departments, schools, and numerous community-based organizations, reach tens of thousands of Utahns through school and community-based prevention programs, quitting services, media messages, and policy development and enforcement efforts. As long as tobacco costs our healthcare system millions of dollars and continues to cause preventable disease and death among our citizens, we must maintain our commitment to help smokers quit and prevent children from starting to use tobacco. I thank the Utah State Legislature for its long-standing support for tobacco prevention and control. We look forward to making further strides in reducing the disease, disability, and death caused by tobacco use.

Sincerely,



David N. Sundwall, M.D.
Executive Director

Table of Contents

Key Accomplishments	4
Tobacco Use in Utah	6
Program Overview	8
The TRUTH Campaign	9
Quit Programs	12
Youth Tobacco Use Prevention	14
Reducing Exposure to Secondhand Smoke	16
Reducing Tobacco Use Among All Utahns	18
Bear River Counties	20
Central Utah Counties	21
Davis County	22
Salt Lake County	23
Southeastern Utah Counties	24
Southwest Utah Counties	25
Summit County	26
Tooele County	27
TriCounty	28
Utah County	29
Wasatch County	30
Weber-Morgan Counties	31
Acknowledgments	32
Funded Partners	33
Use of Funds	34
Notes and References	35

Key Accomplishments



Since 2000, when Master Settlement Agreement-funded programs were initiated, Utah has made considerable progress in the fight against tobacco addiction. Reductions in youth and adult tobacco use, along with increased protection from secondhand smoke exposure lead to health and economic benefits for Utahns. The Tobacco Prevention and Control Program (TPCP) maintains focus on its mission to:

Prevent Youth From Starting to Use Tobacco

- Recall of The TRUTH anti-tobacco advertisements was exceptionally high. Ninety-eight percent of Utah youth age 13 to 17 reported that they had seen or heard The TRUTH anti-tobacco advertisements in the past month. Eighty-six percent reported that they found The TRUTH campaign ads convincing.¹
- Since 2001, illegal tobacco sales to underage youth declined by 50%.² Compared to students nationwide, Utah students who smoke are six times less likely to use stores as their usual source of cigarettes.^{3,4}
- Since 2002, 189 schools in 10 Utah school districts have participated in a project to strengthen school tobacco policies, tobacco education, and policy enforcement. In 2006, local health departments helped with tobacco policy reviews and updates in 5 additional school districts.
- 1,200 active Phoenix Alliance coalition members from 25 counties engaged 2,000 peers in anti-tobacco education and street marketing.

Help Tobacco Users Quit

- The TRUTH campaign continued to reach smokers with messages that encouraged quit attempts and informed about quit services. Ninety-seven percent of adult smokers reported seeing The TRUTH ads in the past month. Eighty-nine percent were aware of the Utah Tobacco Quit Line and 69% reported knowing about Utah's online quit service, QuitNet.⁵
- More than 50% of adult smokers reported that they thought about quitting after seeing The TRUTH ads.⁵
- Nearly 80% of adult smokers reported that they wanted to quit and 60% made a quit attempt of at least one day.⁶
- During fiscal year 2006, more than 12,000 Utah tobacco users enrolled in TPCP-sponsored tobacco cessation services.
- Since its inception in 2001, the Utah Tobacco Quit Line provided assistance to more than 30,000 Utahns.⁷
- Smokers who enrolled in TPCP-sponsored quit services were at least twice as likely to quit as smokers who tried on their own.
- The majority of quit service users reduced their tobacco use or quit for an extended period of time.
- Quit Line and QuitNet users were very satisfied with quit services.^{7,8}
- The Ending Nicotine Dependence (END) program served 1,032 youth who were cited by Utah courts for tobacco possession. Most END participants liked the END class and would recommend the class to friends who use tobacco.⁹

Protect Utahns From Secondhand Smoke

- Local health departments, community programs, the TPCP website, and The TRUTH campaign worked together to inform Utahns about the devastating effects of secondhand smoke exposure and to encourage smoke-free homes, cars, workplaces, and recreational venues.
- Since 2001, child exposure to secondhand smoke in the home declined by 53%.¹⁰
- The percentage of Utahns with rules that prohibit smoking in the home continued to increase. In 2005, 91% of Utah adults reported that smoking is not allowed inside their homes.⁶
- Since 2005, more than 2,500 additional multi-housing units became smoke-free.
- Since 2003, fewer Utahns reported worksite exposure to secondhand smoke.⁵ A further decrease in workplace exposure is expected as a result of the 2006 Utah Indoor Clean Air Act (UICAA) amendments that will phase out smoking in taverns, private clubs, and other previously exempt venues.

Eliminate Tobacco-Related Disparities

- Utahns with lower education and income levels and Utah minority populations continued to report higher smoking rates.
- To provide quit assistance, the Medicaid program and the Association for Utah Community Health offered counseling and prescriptions for quit medications to 454 uninsured and Medicaid-insured tobacco users.
- The TPCP-funded ethnic networks continued to educate the Hispanic, Native American, African American, and Pacific Islander communities about tobacco use, recruit anti-tobacco advocates, and consult the TPCP about culturally appropriate messages, services, and data collection.
- Community groups serving low income populations surveyed 1,200 community members about secondhand smoke policies and received 255 smoke-free home pledges.

Utah's Tobacco Prevention and Control Program (TPCP)

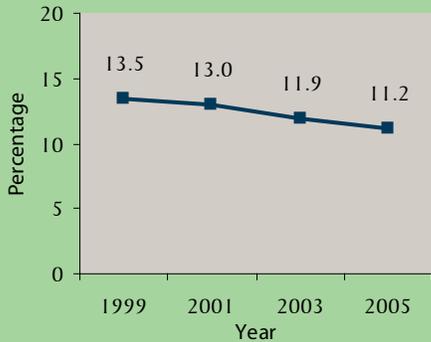
Mission

The Tobacco Prevention and Control Program (TPCP) leads the fight against tobacco-related death, disease and economic burdens in Utah by mobilizing the state to support tobacco-free lifestyles and environments. The TPCP and its partners provide programs and policies that are comprehensive, evidence-based, culturally-appropriate and cost-effective in order to:

- Prevent youth from starting to use tobacco
- Help tobacco users quit
- Protect Utahns from secondhand smoke
- Eliminate tobacco-related disparities

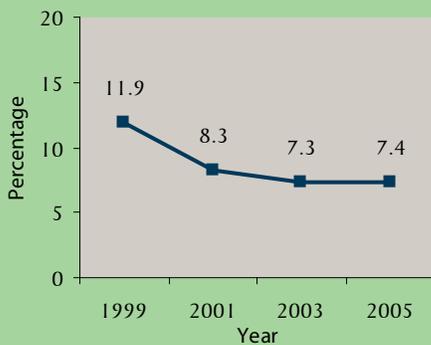
Tobacco Use in Utah

Figure 1.
Percent of Adults Who Report Current Cigarette Smoking, Utah 1999-2005 (Odd Years, Age-Adjusted Data)



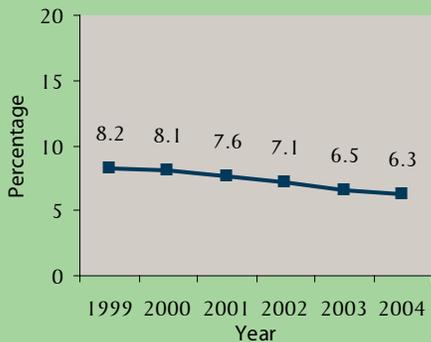
Source: Utah BRFSS⁶

Figure 2.
Percent of High School Students Who Report Current Cigarette Smoking, Utah 1999-2005 (Odd Years)



Source: Utah YRBS⁴

Figure 3.
Percent of Pregnant Women Who Report Cigarette Smoking, Utah 1999-2004



Source: Utah Vital Statistics¹¹

Utah's Smoking Rates Remain at Historic Lows

Adult Tobacco Use

- With a current smoking rate of 11.2%, Utah continues to be the only state that meets the Healthy People 2010 Objective of reducing cigarette smoking to 12% or less. Since 1999, adult smoking decreased by 17% (Figure 1).⁶
- Men continued to have higher smoking rates than women. In 2005, men reported a smoking rate of 13.1%; women reported a rate of 9.4%. However, both groups showed comparable rates of decline in smoking since 1999.⁶
- Smoking disproportionately impacts Utahns with less education and income. For example, the 2005 smoking rate among Utahns with less than high school education was 30.2% compared to 4.8% for college-educated Utahns.⁶

Youth Tobacco Use

- In 2005, the percentage of high school students who reported that they had ever tried cigarettes reached a historic low of 25.0%. In 1991, when smoking experimentation was first measured, 48.8% of students reported that they had tried cigarette smoking.⁴
- In 2005, 7.4% of high school students reported that they had smoked in the past 30 days, a 38% decrease since 1999 (Figure 2).⁴

The Utah high school smoking rate is 68% lower than the national average of 23.0%.⁴

- Since 2001, the rate of illegal sales to underage youth during tobacco retailer compliance checks decreased by 50%.²

Tobacco Use Among Pregnant Women

- Smoking among pregnant women decreased by 23%, from 8.2% in 1999 to 6.3% in 2004 (Figure 3).¹¹
- The risk of smoking during pregnancy varies by age and education. Pregnant teens and pregnant women with high school education or less continue to report smoking rates of 10% or higher.¹¹

Exposure to Secondhand Smoke (SHS)

- Since 2001, child and adolescent exposure to secondhand smoke at home declined by 53%, from 6.0% in 2001 to 2.8% in 2005 (for numbers of children exposed see Figure 4).¹⁰ As a result, more than 20,000 fewer Utah children are at risk for secondhand smoke-related health problems.^{10,12}
- Children who live in rented apartments or houses are more than twice as likely to be exposed to secondhand smoke in their homes than children who live in owned homes.¹⁰

FACT: Since 1999, Utah's adult smoking rate declined by 17%; Utah's youth smoking rate declined by 38%. Since 2001, the number of Utah children exposed to secondhand smoke in their homes has been cut in half.

Tobacco Control Saves Lives and Money

Tobacco-Related Disease and Death

- Smoking remains the leading preventable cause of death in the United States. Approximately 440,000 people die from tobacco use each year, and more than 8.6 million people have at least one serious illness caused by smoking.¹³
- In Utah, more than 1,100 adults die each year as a result of their own smoking. An estimated additional 140 to 250 deaths among adults, children and babies are caused by secondhand smoke exposure.¹⁴
- Smoking causes about 90% of lung cancer deaths in men and almost 80% in women.¹⁵ Lung cancer is the leading cause of cancer-related deaths in Utah and the U.S. Utah's lung and bronchus cancer incidence has declined since the early 1990s (Figure 5).¹⁶ Further reductions in adult cigarette smoking are expected to lead to fewer lung cancer cases and fewer deaths caused by lung cancer.

Health Effects

- Diseases caused by smoking include bladder, esophageal, laryngeal, lung, oral, and throat cancers; cervical, kidney, pancreatic, and stomach cancers; aortic aneurysm; acute myeloid leukemia; cataracts; pneumonia; periodontitis; chronic lung diseases; coronary heart and cardiovascular diseases.¹⁵

- Children and adolescents who smoke are less physically fit and have more respiratory illnesses than their nonsmoking peers. They are at risk for impaired lung growth, cancer, heart disease, and weakened immune systems.¹⁵
- Smoking during pregnancy can result in pre-term delivery, low birth weight, infant respiratory diseases, other infant illnesses, other obstetric complications, and infant death.¹⁵
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome, acute respiratory infections, ear problems, and more severe asthma. Smoking by parents causes respiratory symptoms and slows lung growth in their children.¹⁷
- Exposure of adults to secondhand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer.¹⁷

Smoking-Attributable Expenditures

- In Utah, smoking causes an estimated \$530 million in annual health-related economic costs and productivity losses (Figures 6 and 7).¹⁸
- National studies estimate that for every smoker who quits, \$8,000 in medical care costs are saved.¹⁹

Figure 4.

Number of Children Exposed to SHS at Home, Utah 2001, 2003, 2004, and 2005

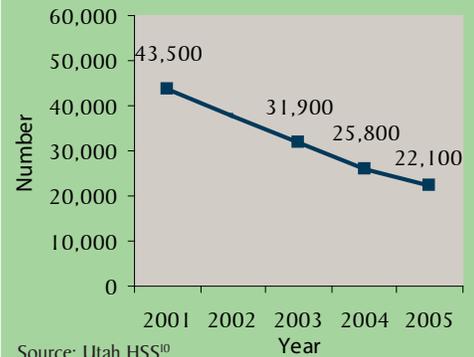


Figure 5.

Age-Adjusted Cancer Incidence Rates for Lung and Bronchus Cancer, Incidence per 100,000 Population, Utah 1993-2003

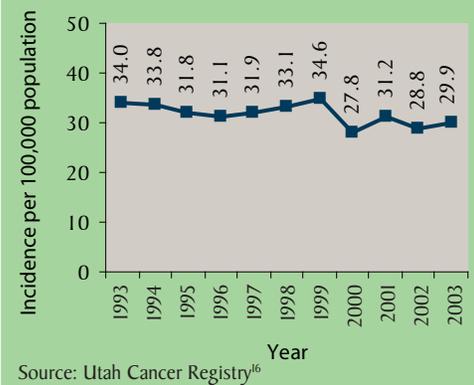


Figure 6.

Smoking Attributable Medical Expenditures, Utah 1998

Ambulatory	\$106 million
Hospital	\$71 million
Nursing Home	\$46 million
Prescription Drugs	\$28 million
Other	\$22 million
Total	\$273 million

Source: SAMMEC Program¹⁸

Figure 7.

Average Annual Smoking-Attributable Productivity Losses, Utah 1997-2001

Men	\$188.5 million
Women	\$68.7 million
Total	\$257.2 million

Source: SAMMEC Program¹⁸

FACT: More than 200,000 Utah smokers remain at risk for tobacco-related disease and death.^{4,6,12} A long-term commitment to tobacco control is necessary to continue to save lives and reduce smoking-related costs.

Program Overview

Fact: The Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health contains all components of a comprehensive program that has been shown to save lives.²⁰ All segments of the program complement each other and undergo ongoing evaluation and improvement.

The TRUTH Campaign

- TV and radio ads, billboards, posters, community events, and other media educate Utahns about the dangers of tobacco, link to quit services, and promote smoke-free environments.

TPCP Quit Services

- The Utah Tobacco Quit Line, Utah QuitNet, and local counseling programs for youth, adults, and pregnant women offer free or low-cost quit services.
- Partnerships with Medicaid and the Association for Utah Community Health provide counseling and free quit medication to uninsured and Medicaid-insured tobacco users.

Preventing Youth Tobacco Use

- School and community-based prevention programs and efforts to enhance tobacco policies help youth stay tobacco-free.

Reducing Youth Access to Tobacco

- Retailer education and compliance checks conducted by local health departments and law enforcement reduce youth access to tobacco.

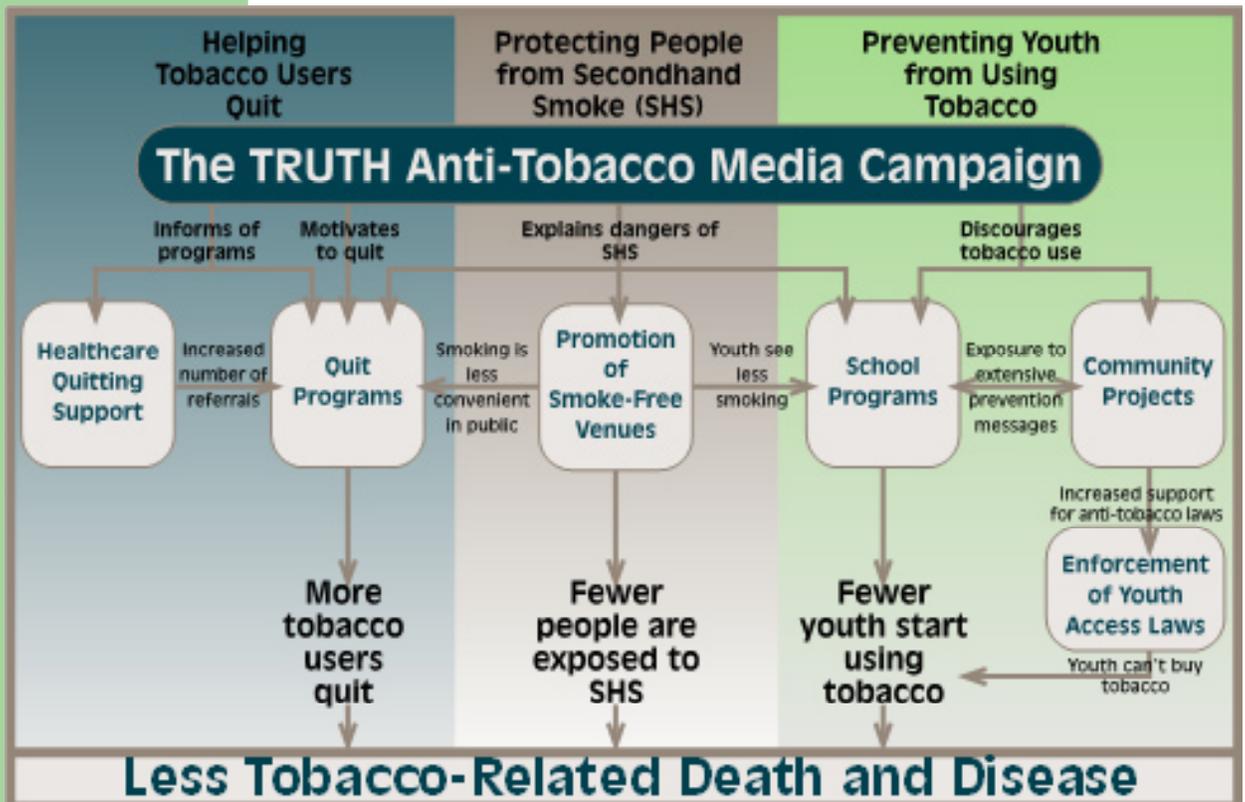
Protecting Utahns From Secondhand Smoke (SHS)

- Efforts to strengthen tobacco policies protect Utahns from SHS exposure in workplaces, homes, and recreational settings.
- Businesses receive help in complying with the Utah Indoor Clean Air Act.

Reducing Tobacco Use Among All Utahns

- Four community-based organizations serving Utah's Hispanic, Native American, African American, and Pacific Islander communities develop culturally appropriate plans to assure that tobacco prevention and control messages and services reach all Utahns.

Tobacco Prevention and Control Program Goals and Strategies



The TRUTH Campaign

The TRUTH Messages Reach Utahns

Tobacco Industry Marketing

The tobacco industry spends an estimated \$63.7 million each year to market and advertise its deadly products to Utahns.²¹ Aggressive tobacco industry marketing demands an equally aggressive public education campaign to prevent youth smoking and exposure to secondhand smoke and to inform tobacco users about quitting options.

Exposing Utahns to The TRUTH Ads

Utah's The TRUTH anti-tobacco marketing campaign counters tobacco advertising with messages for youth, adults, pregnant women, and ethnic minorities. More than 90% of Utahns remember seeing or hearing The TRUTH ads in the past month (Figures 8 and 9).^{1,5,6} The majority of tobacco users are aware of Utah's quit services.⁵

Recall of The TRUTH campaign and quit services	Youth	Adult Smokers	Adult Nonsmokers
Remember seeing or hearing anti-tobacco ads in the last month	98%	97%	91%
Know about the Utah Tobacco Quit Line	82%	89%	71%
Know about Utah QuitNet	60%	69%	56%
Thought about quitting after seeing the ads	-	51%	-

Source: TPCP Youth and Adult Media Surveys^{1,5}

Utah Leads in Youth Exposure to Anti-Tobacco Advertising

Media research shows that targeted audiences must be exposed to media messages at least three times per week on a long-term basis to be effective.^{22,23} A recent national study of state-funded anti-tobacco media campaigns found

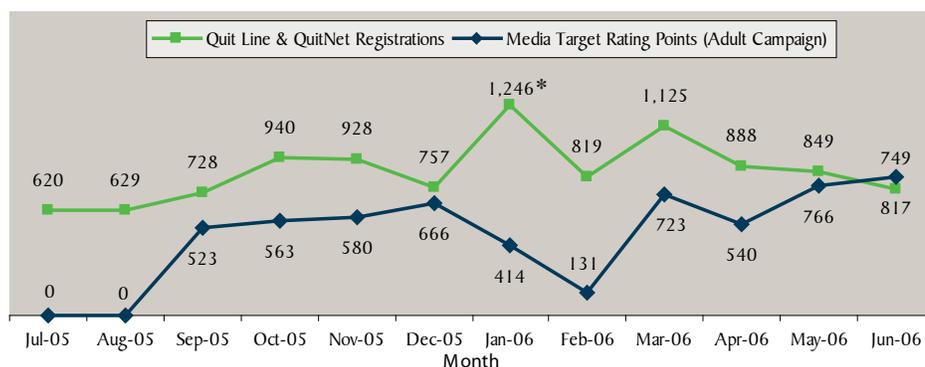
that Utah's The TRUTH campaign reached youth more frequently than any other campaign included in the study.²⁴ Ongoing exposure to The TRUTH messages is crucial for continuing declines in Utah's tobacco use rates.

The TRUTH Campaign Drives Participation in Quit Services

The TRUTH anti-tobacco advertisements inform Utah smokers about telephone and online quit services.

As shown in the graph below, increased intensity of The TRUTH ads leads to increased service registrations.

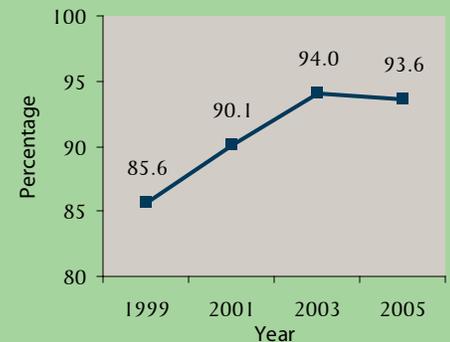
Figure 10. Quit Service Registrations and Media Target Rating Points by Month, FY2006



Source: Utah Tobacco Quit Line, Utah QuitNet, and Crowell/Love contractor reports, 2005-2006^{7,8,25}

* Note: Increased registrations in January are likely due to New Year's resolutions to quit smoking.

Figure 8. Percent of Adults Who Saw Anti-Tobacco Ads in the Past Month, Utah 1999, 2001, 2003, 2005



Source: Utah BRFSS⁶

Figure 9. Percent of Youth (13-17) Who Saw Anti-Tobacco Ads in the Past Month, Utah 2001-2006*



Source: TPCP Youth Media Survey¹

*Note: The survey methodology assessing youth ad recall was changed between 2003 and 2004 and between 2005 and 2006.

The TRUTH Campaign

Utahns Find The TRUTH TV Ads Motivational and Convincing

An independent evaluation of The TRUTH television ads found that the ads reach and influence their target audiences. Below is a listing of telephone survey results by audience.^{1,5}

I Did It - Phase IV "Make Your Life A Little Easier"

People whose lives are complicated by smoking (coughing, dental problems, smelly clothes) are encouraged to call the Quit Line.



	Youth	Adult Smokers	Adult Nonsmokers
Recall:			
Remembered seeing the ad	58%	75%	64%
Opinions of Ad Viewers:			
Found the ad convincing	92%	58%	64%
Behavior Changes of Ad Viewers:			
Thought about quitting	-	49%	-
Made a quit attempt	-	65%	-
Encouraged someone to quit smoking	67%		49%

Secondhand Smoke (SHS)

People are exposed to SHS in homes, cars, and workplaces, and the dangers of SHS are explained.



	Youth	Adult Smokers	Adult Nonsmokers
Recall:			
Remembered seeing the ad	50%	70%	62%
Opinions of Ad Viewers:			
Found the ad convincing	93%	59%	78%
Behavior Changes of Ad Viewers:			
Stopped smoking indoors	-	45%	-
Asked someone not to smoke around them	66%	-	52%

I Did It - Phase III

Smokers receive messages encouraging them to quit smoking and throw away their cigarettes.



	Youth	Adult Smokers	Adult Nonsmokers
Recall:			
Remembered seeing the ad		60%	59%
Opinions of Ad Viewers:			
Found the ad convincing		42%	59%
Behavior Changes of Ad Viewers:			
Thought about quitting		38%	-
Made a quit attempt		60%	-
Encouraged someone to quit smoking		-	43%

Svarnik and Byll

Two young men dressed as medieval knights talk about fighting tobacco.



	Youth
Recall:	
Remembered seeing the ad	79%
Opinions of Ad Viewers:	
Found the ad convincing at discouraging smoking	55%
Found the ad convincing at encouraging teens to quit	60%
Behavior Changes of Ad Viewers:	
Encouraged someone to quit smoking	54%

Note: Spaces were left blank if the question was not asked of the given population.

The TRUTH Campaign

Students, The TRUTH Were Recognized for Anti-Tobacco Ads

Youth Create Anti-Tobacco Messages

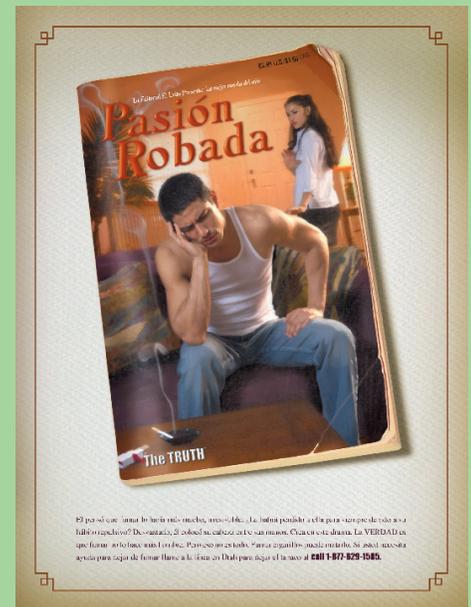
The Truth from Youth Anti-Tobacco Advertising Contest, open to 4th and 5th graders, is a creative forum for students to learn about the dangers of tobacco before junior high school when they are more likely to start experimenting with it. More than 3,000 entries came from 100 participating schools with 1st, 2nd, and 3rd place winners chosen in billboard, television and radio categories. The contest's Best of Show, a radio ad entitled "Semi", began airing in late June.

More than 3,500 middle to high school students in 12 schools crafted anti-tobacco messages as part of the School Jamz competition, reaching 27,000 students. The messages came in many

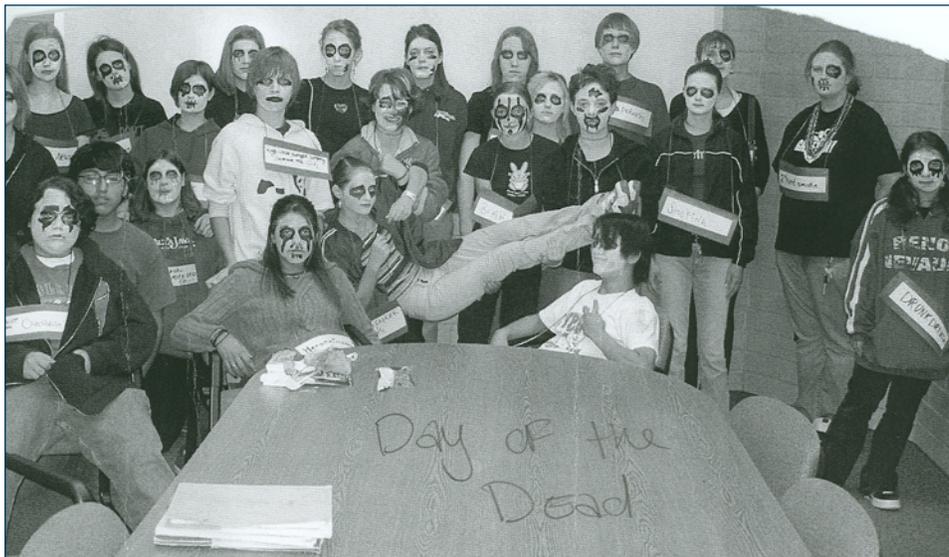
forms, including one school's Day of the Dead, where students represented how many people die each day from tobacco-related diseases. Six student groups won pizza parties for themselves and U92 radio station dance parties for their schools.

Latino Group Recognizes The TRUTH Campaign

The TRUTH campaign works closely with Hispanic community leaders to produce and distribute culturally and linguistically appropriate television ads, radio ads, posters, and billboards. The Latino Community Information and Education Center recognized The TRUTH campaign this year for contributions to the Center and the Latino community.



The TRUTH campaign geared toward Hispanics employs the style of Spanish soap operas and novellas to encourage tobacco users to quit.



School Jamz Contest winners educate students in their school about tobacco's devastating effect on the health of Utahns.

Prestigious Radio Mercury Awards Recognize The TRUTH Campaign Ad

The Radio Mercury Awards which recognize excellence in radio advertising selected a public service message created by Utah's The TRUTH campaign as a finalist in the

public service category. The TRUTH radio ad "Answering Machine", features a person's brain leaving reminders to quit smoking on its own answering machine. The ad also took the top honor as best public service message in the 2005 national Silver Microphone Awards.

Quit Programs

"I smoked for seven years, and oh, did I love it. I smoked everywhere and all the time. I smoked in my apartment, between classes, in my car, and constantly while I was with friends or at the bar. But eventually, I got that constant mild sore throat; I got head colds every couple months; I was paying out the wazoo for a pack of smokes. And I decided to quit, this time for good.

Don't get me wrong, I'd tried quitting at least 13 or 14 times before, but when I found QuitNet, I decided that I had had enough, and though part of me would always love smoking, I wanted to love not smoking more.

Today, I am only eight days away from being entirely smoke free for one year, and I am so proud of myself. Really, if I can quit, absolutely anyone can. It's the truth. Advice:

Write in the Q journal [QuitNet web diary], so you can read it later and remind yourself that the real you, who's not having the nicotine craving, really wants to be a non-smoker."

"Evacrednow," Utah QuitNet User



Demand for Utah Tobacco Cessation Services Remains High

Health and Economic Benefits of Quitting Tobacco Use

Smokers who quit greatly reduce their risk of dying prematurely. The excess risk of developing heart disease may be reduced by as much as half within one to two years after quitting. Ten years after quitting, the risk of lung cancer is 30% to 50% less than the risk of those who continue to smoke.²⁶

Each percentage point decline in Utah's adult smoking rate is expected to lead to a reduction in future health care costs of \$132 million. Each one percent reduction in youth smoking will lead to \$88 million in future health care savings.²⁷

FACT: Helping smokers quit is one of the three most valuable preventive health services in medical practice. It saves more money than it costs and provides enormous health benefits.²⁸

Demand for Utah Quit Services

In 2005, nearly 80% of Utah adult smokers reported that they wanted to quit and 60% made a quit attempt of at least one day.⁶ Use of telephone, group, or individual counseling can double or triple a person's chances of quitting for good.²⁶

Quit Services Increase Quit Rates

On average, former smokers make 8 to 11 quit attempts before succeeding.²⁹ Only 7% to 8% of smokers are able to quit without help.³⁰ The TPCP worked with health care providers, local health departments, health insurance companies, and The TRUTH campaign to provide access to free quit services for youth, adults, and pregnant women. TPCP-funded counseling services greatly increased smokers' quit success.

Quit Services Provided by TPCP

- **Utah Tobacco Quit Line**
The Quit Line offers free telephone counseling and sends quitting information by mail. Smokers who call the Quit Line benefit from specialized services for youth, adults, and pregnant women; anonymity; counseling at night and on weekends; multi-language capacity; options for scheduled sessions and spontaneous calls; and freedom from transportation, childcare, and group-based scheduling conflicts.
- **Utah QuitNet**
Utah's free online tobacco cessation support program is part of a worldwide quitting network. It offers quit guides, personalized cessation plans, peer support, and quitting assistance from trained counselors.
- **Medicaid Program for Pregnant Women**
The TPCP partners with Medicaid to identify pregnant women who use tobacco and provide counseling and quitting medications. In addition to increasing quit success among pregnant women, this partnership brought more than \$200,000 in federal matching funds to Utah in FY 06.
- **Ending Nicotine Dependence (END)**
END is a court-mandated multi-session tobacco education and quit program for youth who violate Utah laws that prohibit underage tobacco possession.
- **Not On Tobacco (NOT)**
NOT is a voluntary tobacco cessation class for youth who want to stop smoking.

Quit Success Increased due to TPCP-Funded Services

Utah Tobacco Quit Line - FY06 Participation in Quit Services and Quit Rates

Participation	Type of Service	Quit Success (Adults)
7,028 Utahns registered with the Quit Line (6,646 adults and 567 youth) ⁷	One-Time Counseling	33% reduced tobacco use 21% quit tobacco use
	Intensive Program (Multiple Counseling Sessions)	58% reduced tobacco use 33% quit tobacco use

Other Quit Services - FY 06 Participation in Quit Services and Quit Rates

Quit Service	Participation	Quit Success
Utah QuitNet ⁸	3,250 new registrations 6,775 QuitNet member visits 39,955 non-member visits	63% reduced tobacco use 53% quit tobacco use
Medicaid Program for Pregnant Women ³¹	614 tobacco users served	44% reduced tobacco use 34% quit tobacco use
Ending Nicotine Dependence (END) ⁹	1,036 tobacco users served	50% reduced tobacco use 18% quit tobacco use
Not On Tobacco (NOT) ³²	197 tobacco users served	45% reduced tobacco use 29% quit tobacco use

Satisfaction With Quit Services

- Eighty-one percent of adult Quit Line users and 91% of youth were satisfied with Quit Line services.⁷
- Seventy-nine percent of court-mandated END participants reported that they liked the END class.⁹

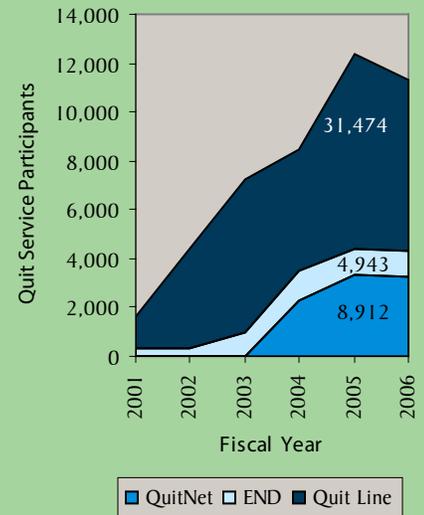
Healthcare Provider Partnership

Brief interventions by healthcare providers can increase smokers' chances of quitting successfully.³⁰ The percentage of Utah smokers who reported that they received quitting advice from their healthcare provider declined in the past few years.⁶ To reverse this trend, the TPCP and its partners expanded

collaboration with health insurance companies and developed and distributed The TRUTH Network Guide, a new quitting resource for providers.

- In FY06, three health insurance companies offered reimbursement and one planned to offer reimbursement for tobacco cessation services.
- Instead of just encouraging their patients to quit using tobacco, healthcare providers can use a fax referral system to send consenting smokers' contact information to the Quit Line. A Quit Line counselor follows-up by calling the patient. The Utah Quit Line received 739 fax referrals from clinics across the state, a 41% increase since FY2005.⁷

Figure 11.
Number of Quit Service Participants by Type of Service and Fiscal Year, Utah Fiscal Year 2001 to Fiscal Year 2006



Sources: Utah Tobacco Quit Line, Utah QuitNet, and END reports, Fiscal Year 2001-2006^{7,8,9}

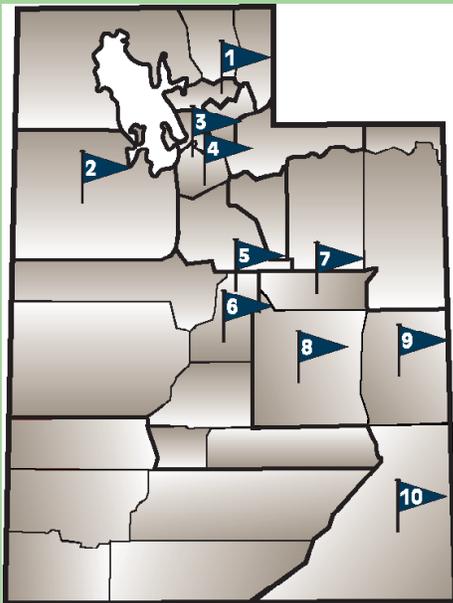
Note: The numbers in the graph indicate the total number of service participants for all fiscal years for each service.



Youth Tobacco Use Prevention

FACT: Kids who smoke are at risk for poor respiratory health, decreased physical fitness, poor performance in school, and other health-compromising behaviors such as alcohol and drug use.^{15,33}

Figure 12.
Utah School Districts With District-Wide Comprehensive School Tobacco Policy Interventions, Utah 2002-2006



- 1 Weber (policy passed in FY05)
- 2 Tooele (policy passed in FY05)
- 3 Salt Lake (in progress)
- 4 Granite (policy updated in FY04)
- 5 North Sanpete (policy passed in FY04)
- 6 South Sanpete (policy passed in FY05)
- 7 Carbon (policy updated in FY02)
- 8 Emery (in progress)
- 9 Grand (policy passed in FY02)
- 10 San Juan (policy passed in FY03)

Utah Students Received a Variety of Prevention Messages

School District Policy Projects

The Center for Disease Control and Prevention's (CDC) School Health Guidelines state that school programs to prevent tobacco use and addiction are most effective if they:

- Prohibit tobacco use at all school facilities and events.
- Encourage and help students and staff to quit using tobacco.
- Provide developmentally appropriate instruction in grades K–12 that addresses the social and psychological causes of tobacco use.
- Are part of a coordinated school health program.
- Are reinforced by community wide efforts to prevent tobacco use and addiction.³⁴

Since 2002, the TPCP has funded 10 school districts (189 schools) to establish comprehensive tobacco policies in accordance with the CDC's School Health Guidelines (Figure 12). In FY06, the school districts focused on enhancing tobacco policies and policy enforcement and ensuring that progress will be sustained.

Gold Medal Schools

The TPCP continued to collaborate with Utah's Gold Medal School (GMS) program. The GMS program, which was started in 2002 by the Utah Department of Health, provides assistance to elementary schools to improve health-related policies.

- During FY06, 168 schools participated in the GMS program.
- 21 schools reached "Bronze Medal" status for adopting and enforcing a comprehensive tobacco policy.
- 33 schools reached "Silver Medal" status for establishing a tobacco

cessation referral system.

- 39 schools reached "Gold Medal" status for organizing a tobacco-free health event for students, parents, and teachers.
- 75 schools were recognized for exceeding overall gold status criteria they had met in previous years and maintaining tobacco-related policy requirements.

Local Health Department Partnerships

Utah's twelve local health departments (LHDs) coordinated community and school programs to prevent children from becoming tobacco users. These programs included:

- Partnerships with 13 school districts and 4 trade and alternative schools to enhance tobacco policies.
- Marketing and overseeing the Anti-Tobacco Advertising Contest in elementary schools across the state.
- Providing support to local youth groups and coordinating peer-to-peer education and youth involvement in efforts to strengthen tobacco policies.
- Informing approximately 400,000 community members about the dangers of tobacco use during prevention, quitting, and secondhand smoke education activities.

School-Based Prevention Programs

During the 2005/2006 school year, 7,000 4th to 8th graders participated in LHD-sponsored tobacco prevention classes and more than 1,500 students completed pre- and post-test evaluations.

- 98% of the students reported that they would not smoke or use chewing tobacco in the next year.
- Students' knowledge of the addictive nature of tobacco increased significantly.³⁵

FACT: Almost all adult daily smokers tried smoking before the age of 18. Preventing youth tobacco use reduces future addiction in adults.

Youth Tobacco Use Prevention

Policies and Peer Education Strengthened Anti-Tobacco Norms

Youth Access to Tobacco

Since 2001, illegal tobacco sales to underage youth decreased from 16.0% to 8.0% (Figure 13).² The TPCP, local health departments, law enforcement, and tobacco retailers worked together to coordinate retailer education, compliance checks, and recognition of outlets that do not sell tobacco to youth. In a collaborative effort, the TPCP and local health departments developed and distributed a new comprehensive retailer education guide (“We ID Everyone”) with training materials for new employees, posters, window clings, and register stickers. In 2005, only 2.5% of Utah high school smokers listed stores as their usual source for obtaining cigarettes.³ Nationwide 15.2% of high school smokers said that they usually bought their cigarettes in stores (Figure 14).⁴ These buy rates decreased in Utah and the US.

FACT: Since 2001, illegal tobacco sales to underage youth in Utah declined by 50%.² Utah students who smoke are six times less likely to buy cigarettes in stores than students nationwide.^{3,4}

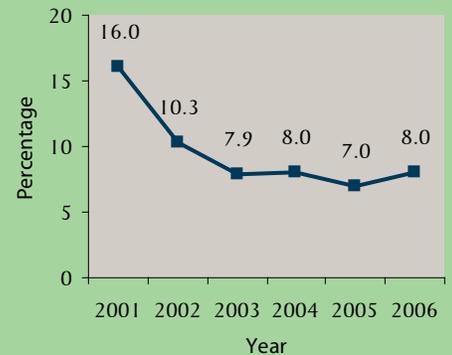
College Tobacco Policy Interventions

With growing youth advertising restrictions, the tobacco industry has increasingly focused on 18 to 24 year-olds to recruit new smokers. To counter these activities, the TPCP funded colleges to strengthen their tobacco policies. Since 2003, six Utah colleges have passed enhanced policies that limit smoking on campus, regulate enforcement of smoking restrictions, and improve access to quit services.

Phoenix Alliance

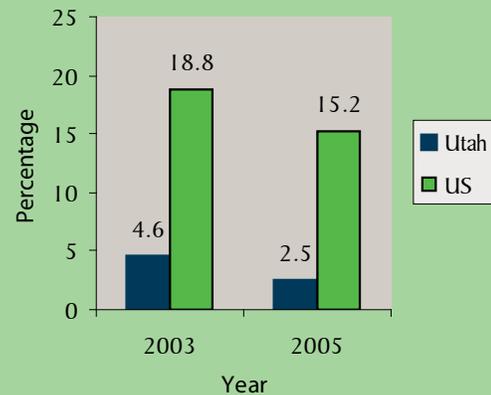
Allowing youth to develop and spread anti-tobacco messages is a key component of tobacco prevention programs. In its fifth year, the Phoenix Alliance, Utah’s youth-led anti-tobacco advocacy coalition focused on personalizing tobacco-related disease and death statistics. The Phoenix Alliance maintained an interactive website, and conducted street marketing and peer-to-peer education events in Utah schools, at concerts, and public venues. Throughout the year, 1,200 coalition members from 25 Utah counties reached nearly 2,000 peers with prevention messages.

Figure 13. Percent of Retail Outlets Who Sold Tobacco to Underage Youth During Compliance Checks, Utah SFY2001-2006



Source: TPCP Compliance Check Summary²

Figure 14. Percent of High School Smokers Under Age 18 Who Usually Got Their Cigarettes From a Store by Location, Utah and US, 2003 and 2005



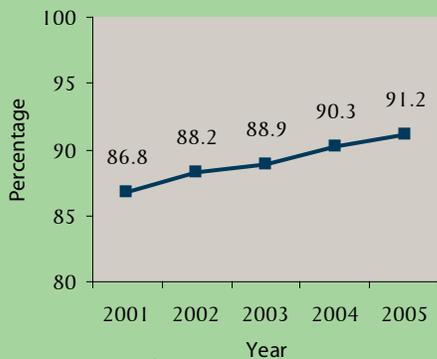
Sources: Utah YTS and US YRBS^{3,4}



Phoenix Alliance youth educate Utahns about the number of people who die from tobacco-related diseases.

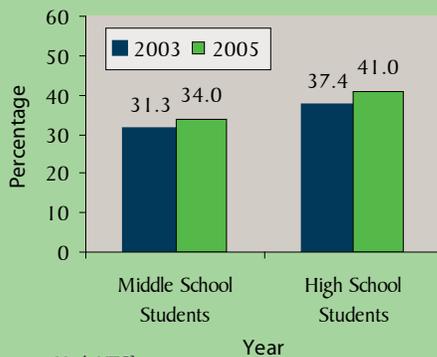
Reducing Exposure to Secondhand Smoke

Figure 15.
Percent of Adults Who Established No Smoking Rules in Their Homes, Utah 2001-2005



Source: Utah BRFSS⁶

Figure 16.
Percent of Students Who Were Exposed to Tobacco Smoke in a Room or Car in the Past Seven Days by School Type, Utah, 2003 and 2005



Source: Utah YTS³

Utahns Reduced SHS Exposure at Home And Work

Health Consequences of Secondhand Smoke (SHS) Exposure

The 2006 Surgeon General Report on the "Health Consequences of Involuntary Exposure to Tobacco Smoke" concludes that SHS causes premature death and disease in children and adults who do not smoke. In 2005, more than 49,000 adult nonsmokers died of SHS-related lung cancer or coronary heart disease, and 430 newborns died of SHS-related sudden infant death syndrome. In addition, SHS causes other respiratory problems such as coughing, production of phlegm, and reduced lung function.¹⁷

FACT: There is no risk-free level of exposure to secondhand smoke.¹⁷

TPCP Intervenes to Protect Nonsmokers

The TPCP and its partners:

- Inform the public about SHS issues through The TRUTH campaign, local health education initiatives, and the TPCP website.
- Encourage citizens to adopt voluntary smoke-free policies in homes and cars.
- Educate businesses and community decision makers about compliance with the Utah Indoor Clean Air Act (UICAA), posting of SHS signage, and interventions to better protect workers and the public.
- Educate local municipalities and multi-unit housing owners and tenants about policies that protect users of recreation venues and tenants from secondhand smoke.

Utahns Take Action to Protect Their Children

In 2001, 6% of Utah children were exposed to secondhand smoke in their homes.¹⁰ By 2005, this rate had declined by more than 50%. As a result, approximately 20,000 fewer children are at risk for SHS-related health problems. However, 22,000 children continue to be exposed to SHS in their homes.^{10,12} Children who live in rental housing remain at higher risk than those in owned homes.¹⁰

Fewer Utahns Allow Smoking in Their Homes

More than 90% of Utah adults do not allow smoking inside their homes. Since 2001, increasing numbers of Utahns decided to make their homes smoke-free (Figure 15).⁶

Most Utahns Are Protected at Work

The estimated percentage of Utah adults who reported exposure to SHS in their work area decreased from 14.4% in 2003 to 12.6% in 2005.^{5,36} A further decrease in workplace exposure is expected due to the 2006 UICAA amendments that will phase out smoking in taverns, private clubs, and other previously exempt venues.

Utah Students Report SHS Exposure Indoors and in Cars

More than one third of Utah high school and middle school students continue to report exposure to tobacco smoke indoors and in cars (Figure 16).³ Student exposure to SHS has not decreased since 2003.

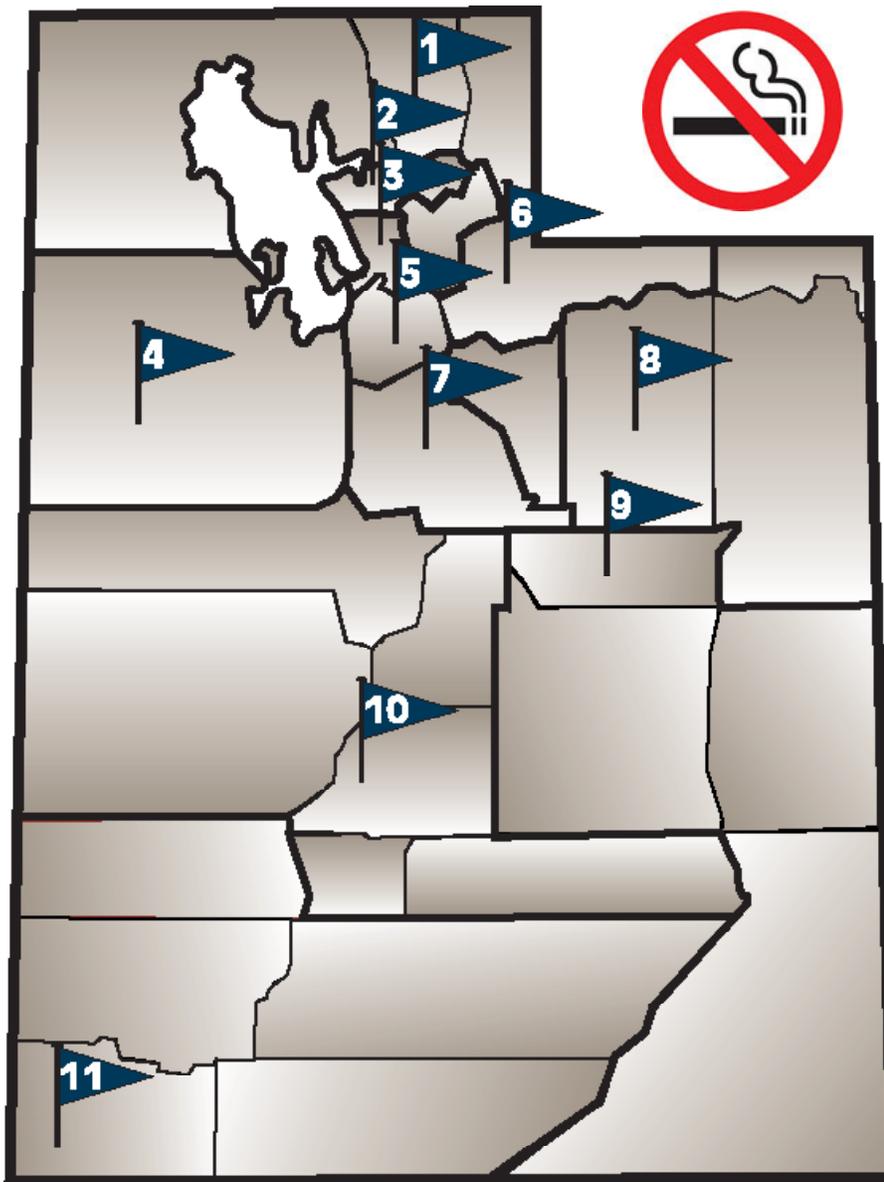


Reducing Exposure to Secondhand Smoke

Local Policies Protect Utahns From Secondhand Smoke

Fact: Policies creating completely smoke-free environments are the most economical and efficient approach to providing protection from involuntary exposure to tobacco smoke.¹⁷

In the past few years, increasing numbers of Utah communities, housing units, educational institutions, and businesses developed or expanded voluntary smoke-free policies. The map shows policies that were developed due to increased awareness about the risks of secondhand smoke and policies developed in partnership with tobacco prevention and control programs across the state.

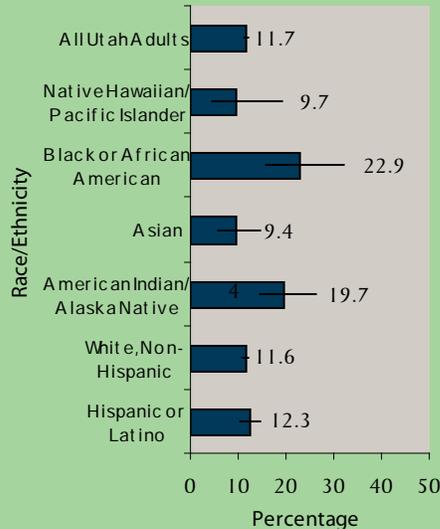


The list at right contains information about the numbered flags. Some of these items are smoking policies in apartments, townhouses and condominium units which vary in strength. They range from smoking bans in the unit itself to bans anywhere on the premises. Since 2005, more than 2,500 Utah housing units went smoke-free.

- 1 Cache County: First night of county fair smoke-free (2006); Logan and Hyde Park City pass smoke-free parks ordinances (2005); two worksites strengthen tobacco policies (2005-2006).
- 2 Ogden: 93 housing units smoke-free (2006); 1 business smoke-free (9/2006).
- 3 Davis County: 117 units smoke-free (2005); 240 units smoke-free (2006); Clinton City ordinance restricts smoking in public parks (2003); Head Start bans smoking in vehicles (2006).
- 4 Tooele County: Bans smoking in all county-owned vehicles (2005); restricts smoking in county-owned places (2006); softball team bans smoking (2006).
- 5 Salt Lake County: 1,607 units smoke-free (2006); Salt Lake Community College bans smoking inside, near buildings (2006); Utah State Fair Rodeo bans tobacco ads (2006); Sandy City parks, baseball fields smoke-free (2004); West Jordan restricts smoking in rodeo arena, parks (2004); Salt Lake Valley Board of Health calls for smoke-free outdoor venues (2005); Utah State Fair designates smoke-free zones (2004-2005); Midvale City prohibits smoking in parks, outdoor areas (2006); Riverton City bans smoking in playgrounds, sports fields (2006); five bars, clubs ban smoking ahead of statewide ordinance (2006); University of Utah Hospital restricts smoking (2006).
- 6 Summit County: Smoke-free areas in fairgrounds (2006).
- 7 Utah County: 306 units smoke-free (2006); assisted living facility restricts employee smoking (2005); Spanish Fork bans tobacco use in outdoor recreation facilities (2006); Utah Valley State College passes comprehensive policy that includes restrictions on tobacco use and bans sales on campus (2006).
- 8 Neola: Rodeo bans tobacco ads and sponsorship (2006).
- 9 Price: Smoke-free Greek festival (2006).
- 10 Richfield: 24 units smoke-free (2006); Snow College bans tobacco use in residence halls and tobacco ads on campus (2004).
- 11 St. George: 124 units smoke-free (2006); Dixie Regional Medical Center passes policy that restricts smoking (2006); Dixie State College passes policy that restricts tobacco use and bans sales on campus (2006).

Reducing Tobacco Use Among All Utahns

Figure 17.
Percent of Adults Who Reported Current Tobacco Smoking by Race and Ethnicity, Utah 2000-2005 (Aggregated Data, Age-Adjusted)



Source: Utah BRFS⁶

Eliminating Disparities Requires Equal Access to Services

Income, education level, race and ethnicity are indicators of tobacco use and its devastating health effects. Utahns with low incomes and fewer years of formal education, as well as some minority groups, have significantly higher rates of tobacco use compared to the general population.⁶

TPCP works to eliminate these disparities by helping tobacco prevention, education and cessation services reach all Utahns equally.

Networks Organize and Reach Out

In their second year of TPCP funding, the community-based Ethnic Tobacco and Health Networks coalesced around efforts to reduce tobacco use and associated health problems in their populations. This year each network expanded its geographic reach from the Wasatch region to southern and northern areas in Utah. Each Network also completed its 5-year strategic plan for reducing tobacco disparities and ensuring anti-tobacco programs reach their communities. The plans call for creating statewide coalitions of anti-tobacco advocates, educating community leaders about tobacco-related inequalities, improving data collection within these small population groups, ensuring the cultural and linguistic appropriateness of educational materials, and building capacity to conduct tobacco prevention and cessation activities.

The groups increased awareness about their Networks and their tobacco prevention messages by attending or organizing more than 50 community events this past year, reaching thousands of people. To make tobacco prevention and cessation a priority, the Networks stressed tobacco's contribution to health problems prevalent in their communities.



For example, hundreds of Latinos attended a health fair in Moab this spring in which the Utah Latino Network (ULN) participated. The ULN followed up by training 30 area Latinos in community advocacy and tobacco prevention.



Likewise, the African American network, Harambee, conducted tobacco-related outreach associated with other health issues, community advocacy, and civil rights events, such as Martin Luther King Day and Black History Month. The annual 4-day Juneteenth Festival draws thousands in attendance and the Network made a strong anti-tobacco presence. Harambee's youth members disseminated tobacco facts and broadcast teen-oriented public service announcements to the crowds.



In addition to a strong presence at community events, the Pacific Islander Ethnic

Network (PIEN) sponsored an essay contest for high school students titled "Why I Should Be Smoke-Free." More than a dozen Pacific Islander students participated. The PIEN also reached Pacific Islanders through its website www.pitobaccoutah.org.

Reducing Tobacco Use Among All Utahns

The American Indian network, Networking to Keep Tobacco Sacred in Utah (NKTSU), hosted a 3-day conference in March where the nationally recognized California Rural Indian Health Board's Tobacco Education Prevention Technical Support Center conducted community tobacco education and cessation training for representatives from all Utah tribes.



Networks Promote, Assess Quit Line

Following a visit by NKTSU's coordinator to the Quit Line phone bank and later Network approval, the Quit Line phone number was added to The TRUTH posters directed toward Native Americans, and NKTSU began distributing the number via other materials. Quit Line statistics show a sizeable increase in use by American Indian adults.

The ULN helped evaluate the Quit Line by recruiting 10 members of the Latino community to call and pose as people looking for cessation help. The callers rated the service by certain criteria, such as cultural competency. The TPCP shared the results with the Quit Line.

Networks Improve Tobacco Data

The percentages of adult smokers in most minority groups are higher than those of the general population.⁶ While standard health surveys gather data on tobacco use among Utah's minority populations, small population numbers limit the applicability of the data. To obtain detailed data that can inform policy and program development for

minority groups, the Networks consult the TPCP in ways to improve survey and other research methods. Improving knowledge about tobacco use is a high priority for the Networks.

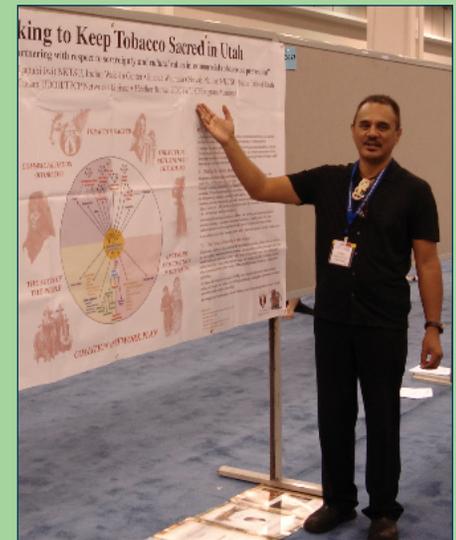
Last year, the Networks conducted informal surveys to assess community needs as they developed their strategic plans. The PIEN, for example, surveyed 245 Pacific Islander high school students in Salt Lake County. Results from this non-random survey suggest that tobacco use among Pacific Islanders differs from majority youth. Though these are not generalizable data, the results can help shape future research and inform program development. Limited funding has been a barrier to collecting statistically significant data at the community level.

Low-Income and Rural Populations Get Help Kicking the Habit

The TPCP partnered with Medicaid and the Association for Utah Community Health to provide enhanced quit services for more than 454 uninsured and Medicaid-insured tobacco users. The program provided 892 prescriptions for quit medications.^{31,37} Also, The TRUTH campaign brought its message to rural areas by running ads in movie theaters in locations with high tobacco use.

Community Groups Establish Smoke-Free Environments

The TPCP funded community-based organizations that focus on low-income populations and minority groups. With 10-month grants, 8 organizations focused on establishing secondhand smoke policies (SHS) and gathering data on SHS among their populations. In total, the groups surveyed nearly 1,200 individuals and took steps toward establishing smoke-free environments in many venues. Also from their efforts, 255 homes pledged to become smoke-free.



NKTSU coordinator, Eru (Ed) Napia presents his poster at the World Conference on Tobacco and Health held in Washington, D.C., July 2006. The poster highlights the steps to coalition building among Utah's tribal population and the distinction between sacred tobacco use and commercial tobacco misuse.

Bear River Counties

Tobacco Use in Bear River

Adult Cigarette Smoking (2003-05) ⁶	6.6%
Youth Cigarette Smoking (2005) ³	9.2%
Pregnant Women Smoking (2004) ¹¹	4.1%
Homes With No-Smoking Rule (2003-05) ⁶	92.7%
Quit Line Registrations (FY'2006) ⁷	336
QuitNet Registrations (FY'2006) ⁸	178
Anti-Tobacco Ad Recall (2003-05) ⁶	92.3%

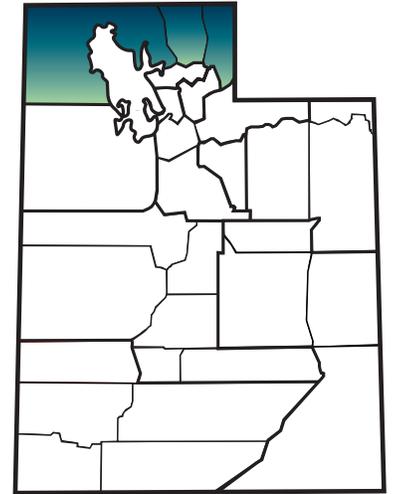


Bear River Governing Youth Council members Jonathan El-Bakri, Mallory Poole, Amy Nielsen, Marissa Nielsen, and Patrick Risk (left to right) promote a smoke-free Cache County Fair. As a result of youth advocacy and education, the 2006 Cache County Fair began with a smoke-free family night.

Bear River Health District Counties:
Box Elder, Cache, Rich

Changes in Tobacco-Related Risk

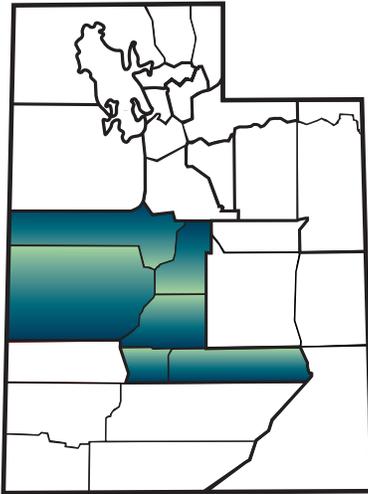
- Since the late 1990s, the estimated age-adjusted adult smoking rate in Bear River Health District decreased by 30%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 31%.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 2.8% in 2001 to 1.2% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 8.7% of Bear River stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 22%.²



Bear River Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	276 youth	Quit Rate: 17% Reduction Rate: 48%*
Marketing the Quit Line in Spanish language magazines	4,000 readers twice a year	Latinos received information about quit programs.
First Step prenatal program	11 pregnant women	Two pregnant women completed the program.
Adult support group	8 adults	Participants received quit information.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	12 clinics, 2 hospitals	Healthcare providers received information on quit services and Quit Line fax referral system.
Prevention Programs		
TOT/GRAT curricula**	679 students	Students increased tobacco-related knowledge.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	Students in prevention classes and PTA Health & Safety project	Students created 330 anti-tobacco ads. Local winners' ads were distributed through schools.
Involving youth coalitions in promoting comprehensive tobacco policies in schools	Cache, Logan and Box Elder school districts	13 elementary schools completed school policy assessments.
Conducting certification program for retailers who sell tobacco	15 tobacco outlets	15 retailers received training and certification (Total: 70 of 82 stores are certified).
Promotion of Smoke-free Policies		
Assessment and education about smoke-free policy at Cache County Fair (Governing Youth Council)	GYC youth, community, city council	City Council adopted resolution for the first night of the Cache County Fair to be smoke-free family night.
Smoke-free homes campaign (Governing Youth Council and Hispanic Health Coalition)	Participants in community events sponsored by the Hispanic coalition	44 Spanish-speaking participants signed a smoke-free home pledge.
Assessing and updating worksite tobacco policies	4 businesses	2 businesses enhanced their policies. 2 businesses completed policy assessments.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		
** TOT: Tobacco On Trial /GRAT: Get Real About Tobacco		

Central Utah Counties



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Central Utah Public Health District decreased by 18%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 7.4% in 2001 to 4.8% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 12.1% of Central Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 8%.²

Tobacco Use in Central Utah

Adult Cigarette Smoking (2003-05) ⁶	13.4%
Youth Cigarette Smoking (2003) ³	17.4%
Pregnant Women Smoking (2004) ¹¹	10.1%
Homes With No-Smoking Rule (2003-05) ⁶	89.8%
Quit Line Registrations (FY'2006) ⁷	216
QuitNet Registrations (FY'2006) ⁸	71
Anti-Tobacco Ad Recall (2003-05) ⁶	93.1%

Central Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	7 youth	1 teen reduced tobacco use.
First Step prenatal program	9 pregnant women	Participants received quit support and referrals to the Quit Line.
Adult one-on-one quitting support	23 adults	Quit Rate: 22% Reduction Rate: 17%
Encouraging healthcare providers to offer quit counseling and referrals	62 healthcare providers	Healthcare providers received information on quitting services.
Prevention Programs		
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	Schools in 6 Central Utah counties	4th and 5th grade students created 1,300 anti-tobacco ads for the statewide contest.
Supporting comprehensive school tobacco policies	North and South Sanpete school districts	Health department provided community support for policy enforcement.
Phoenix Alliance partnership	324 youth	Community youth received education on tobacco. 1 local youth was elected to the Phoenix Alliance Speakers' Bureau and 4 were involved in the Youth Advisory Board.
Informing Central Utah residents about tobacco issues and services	2,992 participants in health fairs/other public events	Community received tobacco information and education at public events.
Promotion of Smoke-free Policies		
Strengthening secondhand smoke policies in apartment buildings	4 apartment complexes	Owners and tenants were educated about SHS and the benefits of smoke-free policies.
Supporting college policy initiatives	Snow College, Richfield and Ephraim campuses	Supported campus policy work and community education about the benefits of smoke-free parks.
TCM (Targeted Case Management) partnership	13 nurses	Nurses distributed secondhand smoke brochures and quit service information during TCM visits.
Encouraging smoke-free worksites	15 worksites	Worksites received support to actively reduce employee and customer exposure to secondhand smoke and encourage quitting.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

"Central Utah Public Health Department's tobacco education and quit program is a great resource for our company. It helps create a good work atmosphere and is a positive influence at Twelve Timbers. We hope that it better the lives of our employees not only at work, but all around."

Jim Holt, Owner of Twelve Timbers, Richfield, Utah

Central Utah Public Health District
Counties: Juab, Millard, Piute, San Pete, Sevier, Wayne

Davis County

Tobacco Use in Davis County

Adult Cigarette Smoking (2003-05) ⁶	8.3%
Youth Cigarette Smoking (2005) ³	6.2%
Pregnant Women Smoking (2004) ¹¹	5.2%
Homes With No-Smoking Rule (2003-05) ⁶	92.9%
Quit Line Registrations (FY'2006) ⁷	488
QuitNet Registrations (FY'2006) ⁸	310
Anti-Tobacco Ad Recall (2003-05) ⁶	95.7%

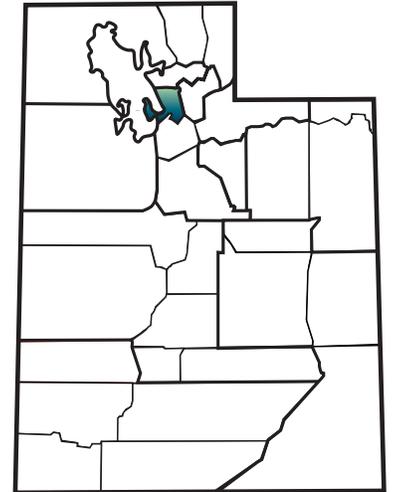


“Clearfield Job Corps is partnering with the Davis County Health Department to reduce the 60% smoking rate among our students. To help the students quit, we offer youth smoking cessation classes, strengthen center tobacco policies, and educate students and staff about the dangers of tobacco.”

Keith Wilder, Clearfield Job Corps Mini-Grant Coordinator

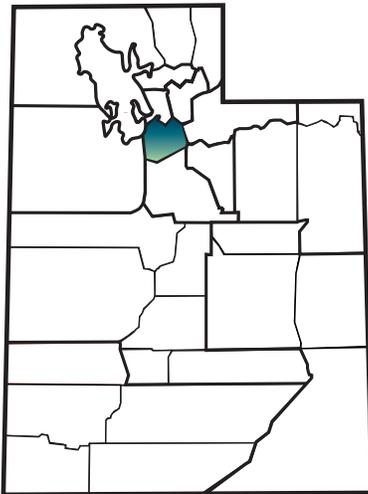
Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Davis County decreased by 24%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 30%.¹¹
- During State Fiscal Year 2006, 9.3% of Davis County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 44%.²



Davis County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	98 youth	Quit Rate: 16.5% Reduction Rate: 71%*
Teen Tobacco Reduction Program	58 youth	Quit Rate: 47% Reduction Rate: 24%
Encouraging healthcare providers to offer quit program referrals & treatment	98 healthcare providers	Healthcare providers received education in quit counseling and information about referral and quit services.
Distributing Quit Kits, First Step workbooks, and materials that promote the Quit Line and QuitNet.	1,747 community members at worksites and educational settings	Knowledge of quit resources and referrals to quit services were increased.
Prevention Programs		
Training teachers in TNT curriculum**	16 teachers; 2 GMS mentors	Teachers ensured that 645 students received tobacco prevention education.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	19 classes in 12 elementary schools	4th and 5th graders created 262 local anti-tobacco ads for the statewide contest.
Promoting comprehensive tobacco policies in schools	Middle school coordinators, selected elementary schools	Draft policy and implementation plan have been developed.
Supporting Gold Medal School (GMS) school health policy initiative	16 elementary schools	Comprehensive school tobacco policies have been adopted and enforced by all 16 GMS in Davis County.
Promotion of Smoke-free Policies		
Promoting smoke-free homes	4,670 health fair attendants and CHEC program participants	Participants received smoke-free home kits and SHS brochures.
Enhance campus tobacco policy	450 students at Davis Applied Technology Center (DATC)	DATC created a tobacco policy coalition, conducted tobacco-free activities, and began to strengthen its tobacco policy.
Strengthening tobacco policies of local trade schools	1 trade school	Assessments and tobacco policy education were completed at Clearfield Job Corps.
Promoting enhanced workplace tobacco policies	6 Head Start programs	Improved tobacco policy was adopted.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		
**TNT: Towards No Tobacco		



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Salt Lake County decreased by 25%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 27%.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 7.6% in 2001 to 3.9% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 6.4% of Salt Lake stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 61%.²

Tobacco Use in Salt Lake County

Adult Cigarette Smoking (2003-05) ⁶	12.5%
Youth Cigarette Smoking (2005) ³	15.2%
Pregnant Women Smoking (2004) ¹¹	6.9%
Homes With No-Smoking Rule (2003-05) ⁶	88.1%
Quit Line Registrations (FY'2006) ⁷	2,581
QuitNet Registrations (FY'2006) ⁸	1,563
Anti-Tobacco Ad Recall (2003-05) ⁶	94.6%

Salt Lake Valley Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	236 youth	Quit Rate: 21% Reduction Rate: 39%*
First Step prenatal program	26 referrals; 10 participants	Participants received Quit Kits and one-on-one quit support.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	109 clinicians and 4 staff	Healthcare providers received education in quit counseling and information about referral and quit services.
Promoting quit services to community members	Participants of health fairs and community/school events; workers	237,069 adults and 335 youth were exposed to tobacco prevention and quit education.
Prevention Programs		
Training teachers in TOT/TNT curricula**	30 schools participated in promotion	20 schools taught TOT, 2 schools taught TNT. 2,238 students participated in programs.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest and School Jamz Contest	8,560 students participated in the promotion	Students created 328 local anti-tobacco ads for the statewide contest.
Supporting school districts in developing comprehensive tobacco policies	Granite and Salt Lake school districts	SLVHD provided support and technical assistance in policy development and promotion, curricula, instruction, quit services, and community involvement.
Maintaining the TAAT coalition (Teen Advocates Against Tobacco)	37 active members	TAAT assisted with contest promotions and community education and played key-role in smoke-free parks initiatives.
Promotion of Smoke-free Policies		
Educating the community about smoke-free parks	Community, park directors, city employees	Riverton, Sandy, and Midvale City passed resolutions/ordinances to limit or prohibit smoking in parks.
Supporting campus policy initiatives	University of Utah, Salt Lake Community College, Westminster	Up to 30,000 students were exposed to tobacco education. U of U passed policy banning smoking in hospital atrium.
Promoting smoke-free apartments and homes	17 apartment managers/ reps and 47 tenants	Participants received education on SHS and smoke-free homes; 11 smoke-free home pledges were collected.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

** TOT: Tobacco On Trial /TNT: Towards No Tobacco



"The goal of the council is to make public gatherings safe for everyone."

Mayor JoAnn B. Seghini, Midvale City

Southeastern Utah Counties

Tobacco Use in Southeastern Utah

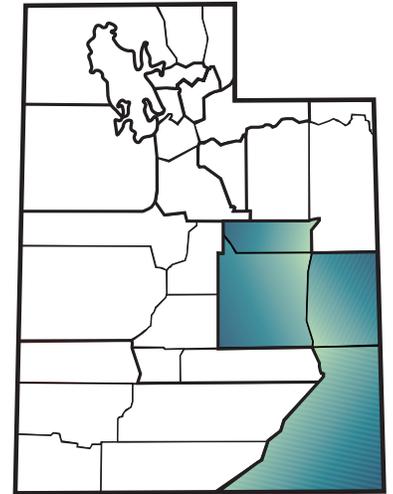
Adult Cigarette Smoking (2003-05) ⁶	19.3%
Youth Cigarette Smoking (2005) ³	20.0%
Pregnant Women Smoking (2004) ¹¹	12.6%
Homes With No-Smoking Rule (2003-05) ⁶	80.0%
Quit Line Registrations (FY'2006) ⁷	279
QuitNet Registrations (FY'2006) ⁸	76
Anti-Tobacco Ad Recall (2003-05) ⁶	88.7%

“The quit line referral system is a good start and has helped us link patients to quit services. I would suggest expanding and improving the system to better assist people who don't have telephones or low income patients who need help with quit medications.”

Russell Hunt, Physician Assistant,
Helper Clinic, Price, Utah

Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Southeastern Utah Health District decreased by 11%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 25%.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 17.6% in 2001 to 7.3% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 8.4% of Southeastern Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 32%.²



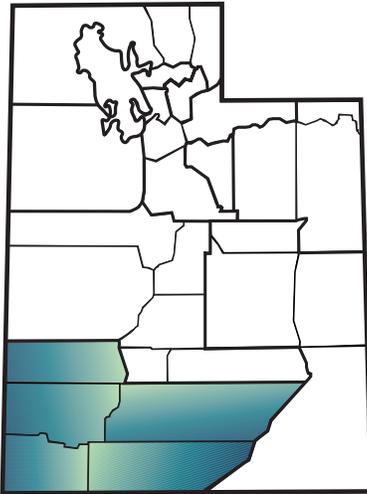
Southeastern Utah District Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	107 youth	Quit Rate: 21% Reduction Rate: 57%*
Prenatal program (partnership with WIC, Medicaid, and Baby Your Baby)	274 pregnant women	Participants received quit support.
Marketing the Quit Line through newspaper and movie ads	7,000 newspaper readers; 10,000 moviegoers	Newspaper readers received quit line information through 244,478 ad placements in Carbon County and 52,728 ad placements in Emery County.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	47 healthcare providers	Healthcare providers received information on quitting services.
Providing quit support and referral to quit programs	390 community members	Participants received quit support and referrals to statewide quit programs.
Prevention Programs		
Supporting school districts in promoting comprehensive school tobacco policies	Carbon, Grand, and San Juan school districts	Southeastern Utah District Health Department provided technical assistance for enhancing and enforcing comprehensive school tobacco policies.
Supporting Gold Medal Schools programs in elementary schools	9 elementary schools	2 schools obtained Bronze status, 2 obtained Silver, and 5 obtained Gold for exemplary school health policies.
Conducting retailer and worksite education to inform about Utah tobacco laws	1,144 participants	Management and workers of local businesses received tobacco education and referrals to quit services.
Promotion of Smoke-free Policies		
Partnership with the College of Eastern Utah (CEU)	CEU coalition	No-smoking signage was updated. Coalition was working toward updating the student and employee tobacco policy.
Partnership with local coalitions to develop smoke-free policies for recreational venues and multiple-dwelling units	City councils, local coalitions	Partnerships were formed and initial assessments of tobacco policy options completed.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

Southeastern Utah Health District
Counties: Carbon, Emery, Grand, San Juan

Southwest Utah Counties



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Southwest Utah Public Health District showed no decline.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy has not declined.¹¹
- Since 2001, the estimated rate of children exposed to SHS in their homes remained unchanged.¹⁰
- During State Fiscal Year 2006, 7.1% of Southwest Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 69%.²

Tobacco Use in Southwest Utah

Adult Cigarette Smoking (2003-05) ⁶	12.9%
Youth Cigarette Smoking (2005) ³	9.1%
Pregnant Women Smoking (2004) ¹¹	7.9%
Homes With No-Smoking Rule (2003-05) ⁶	91.2%
Quit Line Registrations (FY'2006) ⁷	296
QuitNet Registrations (FY'2006) ⁸	187
Anti-Tobacco Ad Recall (2003-05) ⁶	91.3%

Southwest Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	125 youth	Quit Rate: 13% Reduction Rate: 41%*
First Step prenatal program	20 pregnant women	Quit Rate: 53% Reduction Rate: 29%
Adult one-on-one quit support	62 adults	Quit Rate: 44% Reduction Rate: 44%
Encouraging healthcare providers to offer quit program referrals & treatment	18 clinics	Healthcare providers received education in quit counseling and information about referral and quit services. Efforts led to 40 referrals to adult quit programs.
Prevention Programs		
Supporting Gold Medal Schools (GMS) programs in elementary schools	13 elementary schools	All 13 schools maintained or improved their GMS status by enhancing health policies and programs.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	Prevention coordinators in Washington County schools	4th and 5th grade students created 44 local anti-tobacco ads for the statewide contest.
Conducting comprehensive retailer education program to prevent tobacco sales to underage youth	249 class participants in 55 classes	The rate of illegal sales declined from more than 20% (2001) to 7.1%. ¹²
Promotion of Smoke-free Policies		
Educating the Hispanic Community about the risks of SHS exposure	Hispanic community leaders/organizations	200 recipients of SHS information kits were educated on the dangers of SHS.
Promoting smoke-free policies at rodeos	Rodeo attendees in Kane County	Audience received information on secondhand smoke, quit programs, and tobacco-free events.
Assessing support for smoke-free policies at Washington County Parks and Recreation	75 survey respondents	Surveys to assess attitudes were completed and analyzed.
Assisting the Paiute Indian Tribe in establishing smoke-free housing policies	Tribal representative	Steps were taken toward developing a smoke-free housing policy.
Working with Dixie State College to enhance campus policy	Dixie State College students, staff and faculty	Dixie State College enhanced enforcement of the new campus smoking policy
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		



“Southwest Utah Public Health Department’s Health Care Provider Tobacco Dependence Training was most beneficial to the nursing students at Southern Utah University. The program gave nurses the tools and confidence to make immediate interventions with their clients. I will continue to have each of my nursing students receive this most critical health promotion training. Thank you for improving health care practice.”

Susanne F. Wilke, RN, MS
Southern Utah University, Nursing Program

Southwest Utah Public Health District
Counties: Beaver, Garfield, Iron, Kane, Washington

Summit County

Tobacco Use in Summit County

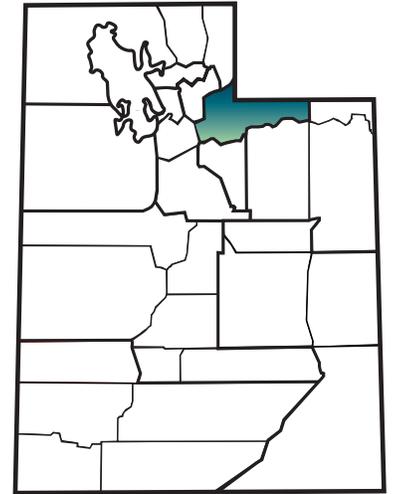
Adult Cigarette Smoking (2003-05) ⁶	9.0%
Youth Cigarette Smoking (2005) ³	10.4%
Pregnant Women Smoking (2004) ¹¹	2.6%
Homes With No-Smoking Rule (2003-05) ⁶	88.6%
Quit Line Registrations (FY'2006) ⁷	47
QuitNet Registrations (FY'2006) ⁸	46
Anti-Tobacco Ad Recall (2003-05) ⁶	91.6%



Teen Advocates of Summit County (T.A.S.C.) youth group members advocate for a smoke-free Summit County Fair. Their presentation to Fair Board resulted in the designation of smoke-free areas throughout the fair grounds to promote a “family-friendly” environment.

Changes in Tobacco-Related Risk

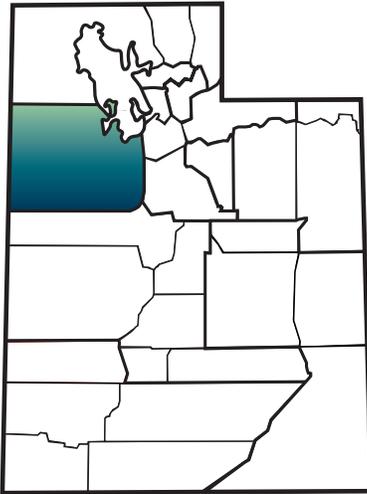
- Since the late 1990s, the estimated age-adjusted adult smoking rate in Summit County remained unchanged.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- During State Fiscal Year 2006, 12.5% of Summit County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 48%.²



Summit County Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
Partnership with Community Home Nursing to educate pregnant women and new mothers about the effects of tobacco use and secondhand smoke and distribute cessation resources (First Step program) and referral information	60 pregnant women	60 women received quit information; 5 women enrolled in the First Step tobacco cessation program for pregnant women.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	6 healthcare providers	6 clinics received training in tobacco cessation interventions and use of referrals to quit services
Using local media to inform the community about tobacco cessation resources and the dangers of spit tobacco use	1,800 residents	2 advertisements about the Quit Line and the dangers of spit tobacco use reached 1,800 residents through local cable station.
Prevention Programs		
TOT/TNT curricula*	367 students	Students increased their tobacco-related knowledge.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	Students in tobacco prevention classes	Summit County students created 396 local anti-tobacco ads for the statewide contest.
Promoting comprehensive tobacco policies in schools	North Summit High School	North Summit High School revised and strengthened its school tobacco policy.
Promotion of Smoke-free Policies		
Summit County Smoke-Free Fair Project	10 members of the Teen Advocates of Summit County (T.A.S.C.) youth group	Presentation to Fair Board resulted in designation of smoke-free areas throughout the fair grounds to promote “family-friendly” environment.
Informing the community about the dangers of secondhand smoke exposure	631 community members	Head Start programs, community groups, and school groups throughout Summit County received education and literature about the risks of secondhand smoke exposure.

* TOT: Tobacco On Trial /TNT: Towards No Tobacco



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Tooele County decreased by 15%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 9.2% in 2001 to 4.7% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 12.1% of Tooele County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 48%.²

Tobacco Use in Tooele County

Adult Cigarette Smoking (2003-05) ⁶	16.9%
Youth Cigarette Smoking (2005) ³	10.0%
Pregnant Women Smoking (2004) ¹¹	9.1%
Homes With No-Smoking Rule (2003-05) ⁶	89.1%
Quit Line Registrations (FY'2006) ⁷	141
QuitNet Registrations (FY'2006) ⁸	101
Anti-Tobacco Ad Recall (2003-05) ⁶	96.6%

Tooele County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	22 youth	Quit Rate: 19% Reduction Rate: 46% *
Prenatal program (partnership with WIC, Medicaid, and BYB)	27 pregnant women	Participants received quit support.
Women, Infant, and Children (WIC) prenatal program	359 pregnant women	Participants received quit support and referrals to quit services.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	84 physicians and dentists	Healthcare providers received training in tobacco cessation interventions and use of referrals to quit services
Providing quit support and referral to statewide quit programs	437 adults (community and worksites)	Participants received one-on-one counseling and referrals to the Quit Line.
Prevention Programs		
Supporting the school district in maintaining comprehensive tobacco policies in schools	4,500 parents and students	Health department provided tobacco education support to school district through newsletters, training, and assemblies.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	26,000 Tooele residents exposed to newspaper ad	Tooele students created more than 200 local anti-tobacco ads. 17 ads were submitted to the statewide competition.
Conducting retailer education to prevent underage tobacco sales	137 tobacco retailers	Retailers received the new "We ID Everyone" tobacco education kits.
Promotion of Smoke-free Policies		
Promoting enhanced work-place tobacco policies	Cargil Salt, Tooele Federal Credit Union, Detroit Diesel, County Employees	Employers provide incentives to employees who attempt to quit smoking.
Educating county residents about secondhand smoke and quit programs	26,000 readers	9 articles about the dangers of secondhand smoke and quit resources were published in the Tooele Transcript.
Educating about smoke-free park policies	County Commissioners, County Attorney, Tooele County/City Park Directors	Tooele County passed an ordinance that limits smoking in county-owned public places to designated areas.
Educating about smoke-free sports	Tooele County Girls' softball team	Girls' softball team revised by-laws to include a no-smoking policy.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.



Kim Clausing, Tobacco Prevention Coordinator at the Tooele County Health Department shows newly enacted smoking restrictions at the Desert Peak Recreation Area. Tooele County Commissioners passed an ordinance that limits smoking to designated areas in public places owned by Tooele County.

Tobacco Use in TriCounty

Adult Cigarette Smoking (2003-05) ⁶	20.4%
Youth Cigarette Smoking (2005) ³	13.9%
Pregnant Women Smoking (2004) ¹¹	15.8%
Homes With No-Smoking Rule (2003-05) ⁶	79.1%
Quit Line Registrations (FY'2006) ⁷	106
QuitNet Registrations (FY'2006) ⁸	68
Anti-Tobacco Ad Recall (2003-05) ⁶	91.9%



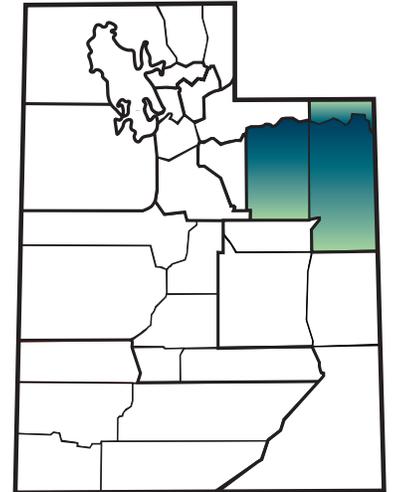
5/2

Through TriCounty Health Department's second annual Scholarship Program, one student from each TriCounty area high school was given a \$500 scholarship mini-grant. Recipients assisted TriCounty Health Department with educating elementary school students and the community on the ill effects of tobacco use. Scholarship students helped with the annual SafeKids Fair by educating citizens on the effects of tobacco use and second hand smoke.

TriCounty Health District Counties:
Daggett, Duchesne, Uintah

Changes in Tobacco-Related Risk

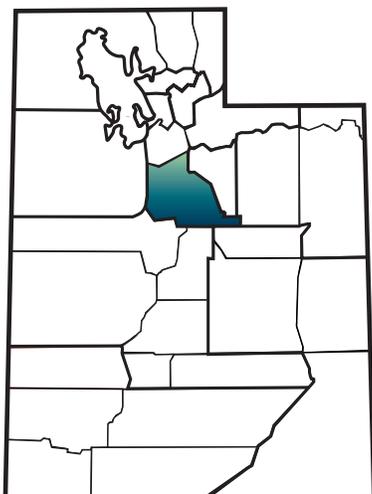
- Since the late 1990s, the estimated age-adjusted adult smoking rate in TriCounty showed no decline.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 16.7% in 2001 to 12.3% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 10.4% of TriCounty stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 44%.²



TriCounty Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	50 youth	Quit Rate: 16% Reduction Rate: 69%*
Marketing the Quit Line and QuitNet	6,000 TriCounty residents	Community received Quit Line information at health fairs, worksite education projects, and through prenatal programs.
Prenatal program (partnership with WIC, Medicaid, and Baby Your Baby)	75 pregnant women contacted	5 women quit; 20 reduced tobacco use.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	45 healthcare providers	Providers received training in tobacco cessation interventions and use of referrals to quit services.
Prevention Programs		
Tobacco 101	700 students	Students received tobacco prevention education.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	9,500 students reached with the promotion	TriCounty students created 200 local anti-tobacco ads.
Involving youth groups in tobacco education	5 peer educators	Peer educators assisted with tobacco education and promotion of smoke-free policies. As a result, Constitution Park is developing a smoke-free policy.
Promotion of Smoke-free Policies		
Distributing news releases, public service announcements (local radio), and brochures educating about smoke-free environments	42,650 TriCounty residents	Participants were informed about the health risks of secondhand smoke.
Partnership with Head Start	1,000 parents and children	Parents and children received information about quit services, voluntary smoke-free home and car policies, and smoke-free policy on Head Start property.
Assessing worksite tobacco policies	60 retailers 1 worksite (150 employees)	Workgroup was established to develop worksite wellness policy.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Utah County showed no decline.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- During State Fiscal Year 2006, 8.6% of Utah County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 20%.²

Tobacco Use in Utah County

Adult Cigarette Smoking (2003-05) ⁶	6.7%
Youth Cigarette Smoking (2005) ³	4.2%
Pregnant Women Smoking (2004) ¹¹	3.1%
Homes With No-Smoking Rule (2003-05) ⁶	95.7%
Quit Line Registrations (FY'2006) ⁷	639
QuitNet Registrations (FY'2006) ⁸	297
Anti-Tobacco Ad Recall (2003-05) ⁶	91.5%

Utah County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	139 youth	Quit Rate: 19% Reduction Rate: 51%*
First Step prenatal program	189 pregnant women	Quit Rate: 20% Reduction Rate: 11%
Marketing the Quit Line/QuitNet at residential treatment centers	267 participants (19 workshops at 7 locations)	Participants received a 3-lesson class including quit information and referrals to the Quit Line and QuitNet.
Promoting healthcare provider quit interventions through The TRUTH Network Guide	309 healthcare providers in 31 clinics	Healthcare providers received education/training in tobacco cessation interventions and use of referrals to quit services.
Informing Utah County residents about tobacco issues and quit services	2,298 participants in health fairs/other public events	Utah County Health Department staff provided information and education at 30 community events.
Prevention Programs		
Promoting the Truth From Youth Anti-Tobacco Advertising and School Jamz Contests	1,975 students and administrators reached with promotions	Utah County 4th and 5th grade students created 221 local anti-tobacco ads. One high school received a School Jamz award.
Promoting comprehensive tobacco policies in schools	Landmark, East Shore, and Independence staff	Current policies were assessed at three alternative high schools.
Conducting retailer training to prevent underage tobacco sales	260 participants	The rate of illegal sales declined from 10.7% in 2001 to 8.6%.
Promotion of Smoke-free Policies		
Promoting smoke-free policies at parks and recreation facilities	Spanish Fork Recreation (192 participants)	Spanish Fork Recreation a "no tobacco use" policy for its facilities.
Working with the Utah Valley State College (UVSC) coalition to enforce campus policy	UVSC students, staff, and faculty	UVSC enhanced enforcement of the new campus smoking policy.
SHS campaigns in American Fork, North Orem, Springville/Spanish Fork	40,180 participants	Participants received comprehensive SHS information during 7 SHS campaign events.
Assisting businesses, government agencies, and apartment complexes in UICAA compliance	16 sites	Sites were evaluated and UICAA compliance ensured through education and policy enhancements.
Strengthening SHS policies	11 MDU managers	Completed tobacco policy assessments.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		



BYU baseball players kick off the "Rip It Don't Dip It" Campaign, which eliminated all tobacco use at Spanish Fork Parks.

Wasatch County

Tobacco Use in Wasatch County

Adult Cigarette Smoking (2003-05) ⁶	9.4%
Youth Cigarette Smoking (2005) ³	12.6%
Pregnant Women Smoking (2004) ¹¹	5.7%
Homes With No-Smoking Rule (2003-05) ⁶	90.6%
Quit Line Registrations (FY'2006) ⁷	30
QuitNet Registrations (FY'2006) ⁸	20
Anti-Tobacco Ad Recall (2003-05) ⁶	91.5%

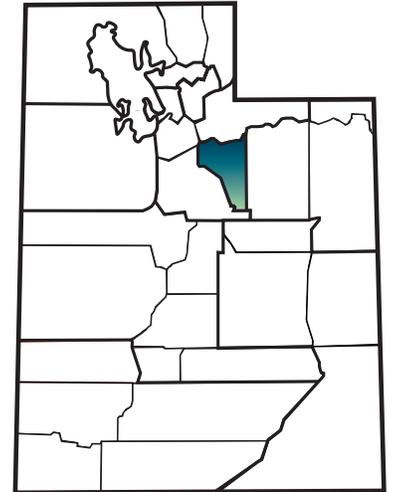


“Thank you for the opportunity to represent the Tobacco Free Champion Program with High School Rodeo. Keeping tobacco out of High School Arenas will help our young rodeo athletes be champions, tobacco free.”

Joani Schena - 2005/2006 Utah High School Rodeo Queen

Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Wasatch County decreased by 27%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 4.2% in 2001 to 2.2% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 9.1% of Wasatch County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 35%.²



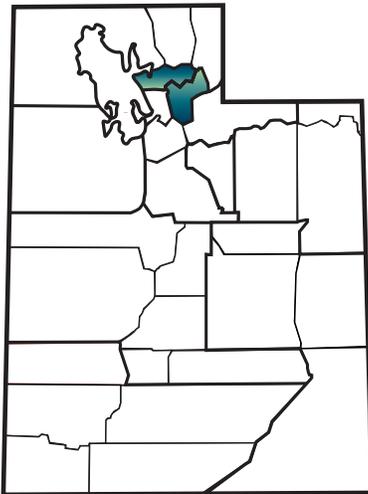
Wasatch County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	12 youth	5 youth reduced tobacco use.
First Step prenatal tobacco cessation program	3 pregnant women	1 participant quit. 1 participant was referred to Quit Line services.
Prevention Programs		
TOT/TF4 curricula**	936 students	Students increased their knowledge of tobacco-related issues.
Preparing tobacco prevention teacher kits and training teachers in prevention curriculum, local tobacco data and school guidelines to prevent tobacco use.	30 teachers	Teachers of 8th and 9th grade advisory classes increased their knowledge in tobacco prevention education.
Supporting Gold Medal Schools programs in elementary schools	1,900 students	3 elementary schools are working on obtaining platinum level for exemplary school health policies.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	179 4th and 5th grade students reached with the promotion	Wasatch County 4th and 5th grade students created local anti-tobacco ads.
Educating parents to raise tobacco-free children	1,634 parents and students reached through newsletters	Parents learned techniques to help children avoid using tobacco. Families received information on secondhand smoke policies and quit services.
Promotion of Smoke-free Policies		
Community conference to educate about secondhand smoke and smoke-free policies	1,000 Wasatch County residents	Community members received information on secondhand smoke policies, techniques to prevent youth tobacco use, and quit services.
Working with Utah high school rodeo clubs to enforce tobacco-free rodeos	3,500 participants at 12 rodeos across the state	Tobacco policies were publicized and judges were engaged in improving enforcement of rodeo tobacco policies.
Educating the community about secondhand smoke through local radio ads.	8,000 radio listeners	Listeners received information on secondhand smoke.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

** TOT: Tobacco On Trial/TF4: Tobacco Free 4th Grade Prevention Curriculum

Weber-Morgan Counties



Changes in Tobacco-Related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Weber-Morgan Health District decreased by 20%.⁶
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 25%.¹¹
- The estimated rate of children exposed to SHS in their homes decreased from 9.0% in 2001 to 6.4% in 2004/2005 (combined data).¹⁰
- During State Fiscal Year 2006, 6.9% of Weber-Morgan stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 58%.²

Tobacco Use in Weber-Morgan Counties

Adult Cigarette Smoking (2003-05) ⁶	12.2%
Youth Cigarette Smoking (2005) ³	9.6%
Pregnant Women Smoking (2004) ¹¹	9.7%
Homes With No-Smoking Rule (2003-05) ⁶	88.8%
Quit Line Registrations (FY'2006) ⁷	564
QuitNet Registrations (FY'2006) ⁸	330
Anti-Tobacco Ad Recall (2003-05) ⁶	94.4%

Weber-Morgan Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	28 youth	Youth learned about quitting.
Teen Tobacco Reduction Program	124 youth	Awareness of the dangers of tobacco use was promoted.
First Step prenatal program	12 pregnant women	Participants received counseling and quit support.
Encouraging healthcare providers to offer quit program referrals & treatment	37 physicians; 49 staff members; 35 dental hygienists	Healthcare providers received education in quit counseling and information on referral and quit services.
Prevention Programs		
TOT curriculum**	1,387 students	Students increased their knowledge of tobacco-related issues.
Promoting the Truth From Youth Anti-Tobacco Advertising Contest	5,600 students reached with the promotion	Students from Weber-Morgan counties created 413 local anti-tobacco ads for the statewide contest.
Training students in teaching and nursing programs at Weber State University in tobacco education	8 presentations	Students' awareness of tobacco-related issues and prevention education increased.
Promoting anti-tobacco message and healthy life-styles with Governing Youth Counsel (GYC) and policy makers	14 GYC youth	Weber-Morgan's initiative led to statewide resolution recognizing the GYC mission to fight tobacco and promote healthy life-styles. The Resolution was signed by the Governor on March 10, 2006.
Peer leadership program	138 youth	Students assisted community with tobacco policy advocacy and prevention activities.
Promotion of Smoke-free Policies		
Assisting worksites in revising tobacco policies	1 worksite	FMC Jetways revised tobacco policy and will be smoke-free after September 1, 2006.
Promoting smoke-free homes	825 community members	Families with increased risk for tobacco use received literature, incentives, and pledge cards to establish and maintain smoke-free homes.

*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

** TOT: Tobacco On Trial



Andrea Hancock, elementary school student from Riverdale, Utah, received the 2006 Truth From Youth Advertising Contest "Best of Show" award for her radio advertisement entitled "Semi." Andrea's advertisement was produced by The TRUTH campaign and aired on Utah radio stations.

Weber-Morgan Health District Counties:
Morgan, Weber

Acknowledgments

The Utah Department of Health would like to thank its many partners who led the fight against tobacco in Utah over the past year. Their commitment to preventing children from starting and helping smokers quit has led to great progress in reducing tobacco-related disease and death.

Special thanks for providing data and feedback for this report go to the following:

- Utah's Tobacco Control Advisory Committee:
 - Tamara Lewis, M.D., M.P.A., M.P.H., Intermountain Health-care, Committee Chair
 - Lloyd Berentzen, M.B.A., Bear River Health Department
 - Craig Cutright, American Lung Association
 - Gary Edwards, M.S., Salt Lake Valley Health Department
 - Mary Lou Emerson, M.S., Utah Substance Abuse and Anti-Violence Coordinating Council
 - Sharon Hansen, M.S., Cornerstone Counseling Center
 - Brent Kelsey, Utah Division of Substance Abuse and Mental Health
 - Beverly May, M.P.A., Campaign for Tobacco-Free Kids
 - Jesse Soriano, M.A., M.S., University of Utah
 - Shauna Johnson, Utah Parent Teacher Association
 - Teresa Theurer, Utah State Board of Education
 - Kara Thompson, American Heart Association
- The Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health
- Tobacco prevention and control program staff and health promotion directors at Utah's twelve local health departments
- The TPCP's independent evaluation team at the University of Colorado Health Sciences Center
- The Crowell/Love Partnership which serves as the contractor for the TPCP's The TRUTH marketing campaign
- Utah's school districts, the TPCP's ethnic networks, and other local programs in communities and schools throughout Utah
- The report writing and epidemiology staff at the Utah Department of Health, Bureau of Health Promotion

Funded Partners

American Lung Association of Utah
Asian Association of Utah
Association for Utah Community Health
Bear River Health Department
Bear River Middle School
Bear River Elementary and Secondary
School Policy Partnership
Boys and Girls Clubs of Greater Salt
Lake
Brigham Young University Department
of Health Sciences
Cache High Alternative School
Central Utah Public Health Department
Clearfield Job Corps
Cliffhanger Recreation
Comunidades Unidas
Crowell/Love Partnership
Davis Applied Technology Center
Davis County Health Department
Davis County Youth Council
Dixie State College Wellness Center
Free & Clear, Inc.
Global Accessories
Grand County School District
Granite School District
Green River Community Center
Head Start
Heart Disease and Stroke Prevention
Program
Heritage Club
Indian Walk-In Center
Logan Parks and Recreation
Logan Regional Hospital
Medicaid
Midvale City's Community Building
Community Initiative
Millard High School
Mount Logan School
Mountainview Mushrooms, LLC, Fillmore
National Tongan American Society
New Zion Community Advocates, Inc.
North Sanpete School District
Office of Epidemiology
Paiute Indian Tribe of Utah
Project Success Coalition, Inc.
The Queen Center Inc.
QuitNet.com, Inc.
Rocky Mountain Center for Health
Promotion & Education
Salt Lake American Muslim
Salt Lake City School District
Salt Lake Valley Health Department
Salt Lake Valley Health Department
Public Health Nursing Bureau
San Juan School District
Snow College, Ephraim campus
Snow College, Richfield campus
South Cache School
South Sanpete School District
Southeastern Utah Health Department
Southwest Utah Public Health
Department
Summit County Health Department
Tooele Community Tobacco Coalition
Tooele County Health Department
Tooele County Women, Infants, and
Children Program
Tooele County Youth Court
Tooele School District
TriCounty Health Civic Committee
TriCounty Health Department
University of Colorado Health Sciences
Center
Utah County Health Department
Utah Partners for Health
Utah Peace Institute
Utah State University Wellness Center
Utah Valley State College Wellness
Education
Vietnamese Volunteer Youth Association
Volunteer Center of Washington County
Wasatch County Health Department
Weber-Morgan Health Department

Use of Funds

State TPCP Revenue

Utah Tobacco Settlement Account: \$4,090,700
 Cigarette Tax Restricted Account*: \$3,131,500
 One-time carry over: \$372,055

*All FY 2006 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY 2006.

Federal and Private TPCP Revenue

Federal and private revenue are dependent on ability to match with state funds.

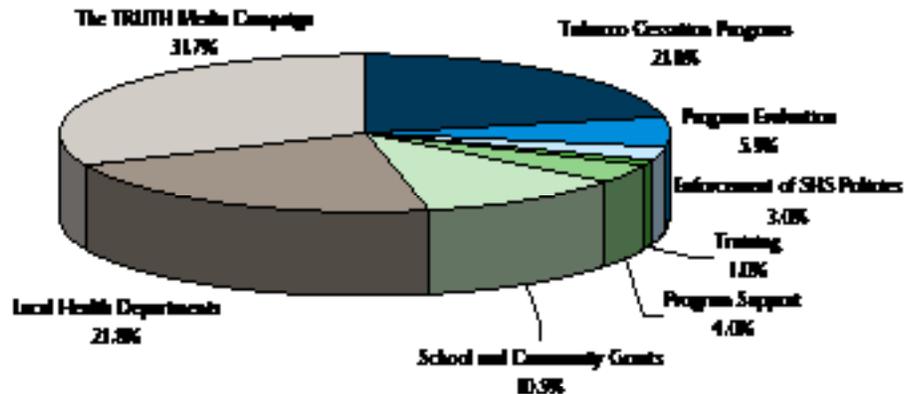
Medicaid match for The TRUTH campaign and Utah Quit Line: \$748,229
 Centers for Disease Control and Prevention (CDC): \$1,385,650

In-Kind Revenue: Marketing Campaign Added-Value

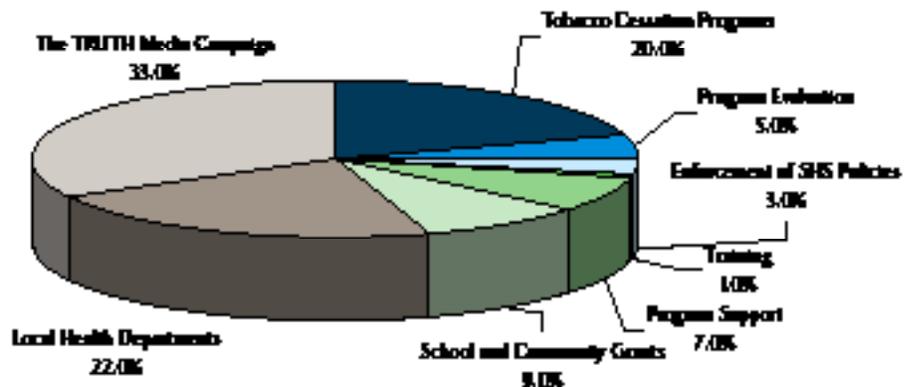
Media vendors donate approximately \$2 for every dollar spent on media.

Increased airing of ads, news specials, and other media events: \$7,013,169

Revenue Appropriation: Utah Tobacco Settlement Account and Cigarette Tax Restricted Account



Revenue Appropriation: All Cash Revenue (Not In-Kind)



Notes and References

- 1 West DR. (2006). *2006 Utah Tobacco Prevention and Control Media Campaign Evaluation – Youth Report*. Salt Lake City: Utah Department of Health, Tobacco Prevention and Control Program. Note: Changes in survey methodology included a change in the questions assessing ad recall between 2003 and 2004 and a change from reporting unweighted data to reporting weighted data between 2005 and 2006.
- 2 Tobacco Prevention and Control Program. (2006). Compliance Check Summary data, SFY2001-2006, (provisional data). Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. (2005). *Utah Youth Tobacco Survey – Summary Report*. Salt Lake City: Utah Department of Health.
- 4 YRBSS: Youth Risk Behavior Surveillance System. Youth Online: Comprehensive Results. Retrieved August 15, 2006, from <http://apps.nccd.cdc.gov/yrbss/>.
- 5 West DR. (2006). *2006 Utah Tobacco Prevention and Control Media Campaign Evaluation – Adult Report*. Salt Lake City: Utah Department of Health, Tobacco Prevention and Control Program.
- 6 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 1984–2005*. Salt Lake City: Utah Department of Health, Center for Health Data.
- 7 Tobacco Prevention and Control Program. Utah Tobacco Quit Line progress reports and annual evaluation reports, 2001-2006. Salt Lake City: Utah Department of Health. Note: Quit rates, reduction rates and satisfaction rates for the Utah Tobacco Quit Line are based on six-month follow-up survey responses from adult Quit Line participants. Quit rates refer to 30-day abstinence rates. Reduction rates exclude quitters. Nonrespondents were not included in rate calculation. The survey was based on a random sample for English-speaking adults. The survey completion rate was 27%.
- 8 Tobacco Prevention and Control Program. *Utah QuitNet contract reports, 2004–2006*. Salt Lake City: Utah Department of Health. Note: Quit rates, reduction rates and satisfaction rates for Utah QuitNet are based on 3-month follow-up survey responses from participants and refer to 30-day abstinence rates. The survey completion rate was 10%. Nonrespondents were not included in rate calculations. Reduction rates exclude quitters.
- 9 Tobacco Prevention and Control Program. Ending Nicotine Dependence program data, 2001-2006. Salt Lake City: Utah Department of Health. Note: Quit, reduction, and satisfaction rates for END are based on post-tests given on the last day of the class and refer to 7-day abstinence rates. A limited number of classes were taught in school settings and included voluntary students in addition to court-mandated students. Nonrespondents were not included in rate calculation. Reduction rates exclude quitters.
- 10 Utah Department of Health. *Utah Health Status Survey, 2001–2005*. Salt Lake City: Utah Department of Health, Center for Health Data.
- 11 Utah Birth Certificate Database. Retrieved on April 20, 2006 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/>.
- 12 Population Estimates from the Governor's Office of Planning and Budget. Retrieved on August 11, 2006 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/>.
- 13 National Center for Chronic Disease Prevention and Health Promotion. (2006). *Targeting Tobacco Use: The Nation's Leading Cause of Death*. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved on August 11, 2006 from <http://www.cdc.gov/nccdcphp/publications/aag/osh.htm>.
- 14 National Center for Chronic Disease Prevention and Health Promotion. (2005). *CDC Tobacco Control Highlights 2005 – Utah*. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved on August 11, 2006 from <http://apps.nccd.cdc.gov/statesystem/>.
- 15 U.S. Department of Health and Human Services. (2004) *The Health Consequences of Smoking: A Report of the Surgeon General*. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 16 Cancer Registry. Retrieved on August 11, 2006 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/>.
- 17 U.S. Department of Health and Human Services. (2006) *The Health Consequences of Involuntary Exposure to Tobacco Smoke. A Report of the Surgeon General*. Rockville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 18 National Center for Chronic Disease Prevention and Health Promotion. (2006). *Adult Smoking-Attributable Mortality, Morbidity, and Economic Cost*. Retrieved on August 14, 2006 from <http://apps.nccd.cdc.gov/sammec/reports.asp>.
- 19 Campaign for Tobacco-Free Kids. (2001). *Rough Formula for Estimating Future State Tobacco Control Savings*. Retrieved on August 14, 2006 from <http://tobaccofreekids.org/research/factsheets/pdf/0119.pdf>.
- 20 U.S. Department of Health and Human Services. (2000). *Reducing Tobacco Use: A Report of the Surgeon General*. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 21 Campaign for Tobacco-Free Kids. (2005). *State-Specific Tobacco Company Marketing Expenditures 1998 to 2003*. Retrieved on August 14, 2006 from <http://tobaccofreekids.org/research/factsheets/pdf/0271.pdf>. Note: Due to a change from prorating estimates based on state population numbers to cigarette packs sold per state, the current Utah estimate is lower than data published before 2005.
- 22 Naples, M. (1979). *Effective frequency: the relationship between frequency and advertising effectiveness*. New York, NY: Association of National Advertisers.
- 23 Jones, J.P. (1995). *When Ads Work: New Proof that Advertising Triggers Sales*. New York, NY: Lexington Books.
- 24 Centers for Disease Control and Prevention. (2005). *Estimated Exposure of Adolescents to State-Funded Anti-Tobacco Television Advertisements – 37 States and the District of Columbia, 1999–2003*. Morbidity and Mortality Weekly Report (MMWR). October 28, 2005, 54(42):1077-1080.
- 25 Tobacco Prevention and Control Program. (2006). *The TRUTH Marketing Campaign contract report, FY2006*. Salt Lake City: Utah Department of Health.
- 26 U.S. Department of Health and Human Services. (1990). *The Health Benefits of Smoking Cessation: A Report of the Surgeon General*. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 27 Campaign for Tobacco-Free Kids. (2005). *Benefits and Savings From Each One Percentage Point Decline in Utah Smoking Rates*. Washington, DC: Campaign for Tobacco-Free Kids.
- 28 Partnership for Prevention. (2006). *Priorities for America's Health: Capitalizing on Life-Saving, Cost-Effective Preventive Services*. Retrieved on August 15, 2006 from <http://www.prevent.org/content/view/46/96/>.
- 29 U.S. Department of Health and Human Services. (2001). *Women and Smoking: A Report of the Surgeon General*. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 30 Fiore, M.C., Bailey, W.C., Cohen, S.J., et al. (2000). *Treating Tobacco Use and Dependence. Clinical Practice Guideline*. Washington, DC: U.S. Department of Human Services, Public Health Service.
- 31 Tobacco Prevention and Control Program. (2006) *Utah Medicaid Tobacco Cessation Program contract report, FY2006*. Salt Lake City: Utah Department of Health. Note: Medicaid pregnant women program quit and reduction rates are based on a census of all closed cases. Reduction rates exclude quitters.
- 32 Tobacco Prevention and Control Program. (2006). *"Not On Tobacco" contract report, FY2006*. Salt Lake City: Utah Department of Health. Note: Quit rates and reduction rates for NOT are based on post-tests given on the last day of the class and refer to 7-day abstinence rates. Nonrespondents were not included in rate calculations. Reduction rates exclude quitters.
- 33 U.S. Department of Health and Human Services. (1994) *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. Washington, DC: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health.
- 34 Division of Adolescent and School Health. (2006). *Tobacco School Health Guidelines*. Retrieved on August 15, 2006 from <http://www.cdc.gov/HealthyYouth/tobacco/guidelines/summary.htm>.
- 35 Tobacco Prevention and Control Program. (2006). *Tobacco Prevention Survey database FY2006*. Salt Lake City: Utah Department of Health. Note: Prevention pre- and post-tests were collected from a convenience sample of 1,600 students out of approximately 7,000 students served.
- 36 Social Research Institute. University of Utah. (2003). *Anti-Tobacco Media Campaign Evaluation. Report 5: Summer 2003* Salt Lake City: Utah Department of Health, Tobacco Prevention and Control Program.
- 37 Tobacco Prevention and Control Program. (2006). *Association for Utah Community Health tobacco cessation program contract report, FY2006*. Salt Lake City: Utah Department of Health.

**Utah Department of Health
Tobacco Prevention and Control Program
1 (877) 220-3466
www.tobaccofreeutah.org
www.health.utah.gov**

To view the FY06 Tobacco Prevention and Control report online, please go to www.tobaccofreeutah.org and click on the "FY 2006 Annual Report" link or go directly to www.tobaccofreeutah.org/tpcfy06report.pdf.

