

Tobacco Prevention and Control in Utah

Seventh Annual Report - August 2007



WHAT WERE WE THINKING?



The TRUTH™

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

Smoking harms nearly every organ in the body, causing cancer, heart disease, and respiratory disease, among other conditions. Additionally, exposure to secondhand smoke adversely affects the health of non-smokers. Secondhand smoke is classified as a Class A carcinogen, the most dangerous category of cancer-causing agents. According to the U.S. Surgeon General, even brief exposure to secondhand smoke can be dangerous. The Surgeon General concludes that establishing smoke-free environments is the only proven way to reduce the harmful effects of secondhand smoke. In addition, through positive social norm change, smoke-free environments prompt smokers to quit and prevent youth from starting.

In response to the growing awareness of the dangers of secondhand smoke, a growing number of countries, states, and communities have adopted measures to restrict smoking in public places. Twenty countries and 26 U.S. states have passed comprehensive smoke-free indoor air laws that include bars and restaurants. Many U.S. communities have also passed laws restricting smoking in outdoor venues, particularly where children are present.

Utah has successfully followed suit. In 2006, the Utah State Legislature strengthened the Utah Indoor Clean Air Act (UICAA), which originally went into effect January 1, 1995, by removing exemptions for private clubs, taverns and other establishments. With full implementation of the amendments in 2009, even more Utahns will be protected from the dangers of secondhand smoke. In recent years, 13 cities and counties, including Salt Lake City and St. George, have passed ordinances or regulations restricting smoking in parks, outdoor sporting venues, and other outdoor areas. Since 2005, more than 2,500 housing units have been designated as smoke free.

Despite great progress, much remains to be done. Nearly 190,000 youth and adult Utahns continue to smoke cigarettes, and 24,000 children are exposed to secondhand smoke in their homes. Annually, 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 \$530 million each year to smoking-attributable medical and productivity costs.

As long as tobacco continues to cause preventable disease and death among Utahns and to cost our health care systems millions of dollars, we must maintain our commitment to preventing children from starting to use tobacco and helping smokers quit. I thank the Utah State Legislature for its long-standing support of 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

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"Our CEO, Craig Oberg (right), decided that establishing a tobacco-free workplace would give employees an opportunity to better their lives. We're already seeing a difference in the lives of those who have quit and are trying to quit," said Garrett Olson (left), Human Resource Director at CO Building Systems and Company in Ephraim, Utah. Olson says about 40% of the company's employees use tobacco. Olson shared the company's story as part of TPCP's latest advertising campaign aimed at rural Utahns.

2007 Highlights

The Utah Department of Health Tobacco Prevention and Control Program (TPCP) and its partners use comprehensive strategies to reduce tobacco use and subsequent tobacco-related disease and death. Extensive mass media education, stronger tobacco policies in homes, workplaces, and recreational areas, and state and local prevention and quit services helped bring about substantial declines in smoking.

Helping Tobacco Users Quit

At 9.5%, Utah's age-adjusted adult smoking prevalence is at its lowest level since the Utah Department of Health started to track smoking in 1989.¹ Still, more than 170,000 Utah adults continue to smoke and need help with quitting.^{1,2}

- The TRUTH campaign continued to reach adults with messages that encouraged quit attempts and informed about quit services. Ninety-three percent of Utah adults reported seeing any anti-tobacco ads in the past month.¹ Eighty-nine percent were aware of the Utah Tobacco Quit Line and 69% reported knowing about the online quit service, Utah QuitNet.³
- Fifty-five percent of adult smokers reported that they thought about quitting after seeing The TRUTH ads.³
- During FY2007, more than 12,000 Utahns registered with TPCP-funded quit services.^{4,5,6,7} These services greatly increased smokers' quit success.
- Since the Utah Tobacco Quit Line began in 2001, nearly 40,000 Utahns registered for services. The Quit Line served an average of 475 Utahns per month with free counseling and detailed quit information.⁴
- In FY2007, nearly 4,000 Quit Line callers received Nicotine Replacement Therapy such as nicotine patches and gum.⁴
- Since 2001, more than 6,000 youth participated in Utah's court-approved teen tobacco cessation program Ending Nicotine Dependence.

Preventing Youth From Starting to Use Tobacco

With a smoking rate of 7.4%, Utah's high school students (grades 9-12) are three times less likely to smoke than high school students nationwide.¹⁰

- Ninety-eight percent of Utah youth ages 13 to 17 reported that they saw or heard anti-tobacco advertisements in the past month.³
- The TRUTH campaign's new anti-tobacco Web site for youth "WarriorsAgainstTobacco.com" recorded 80,000 unique visitors since its launch in November 2006. There were nearly 30,000 repeat visitors.
- Since 2002, 20 Utah school districts serving more than 200,000 students in 350 schools participated in efforts to strengthen school tobacco policies, tobacco education, and policy enforcement.
- Since 2001, illegal tobacco sales to underage youth declined by 48%.¹¹ Compared to students nationwide, Utah students who smoke are six times less likely to buy cigarettes in stores.^{10,12}
- Phoenix Alliance coalition members from 22 counties engaged more than 3,000 peers in anti-tobacco education.

Protecting Utahns From Secondhand Smoke

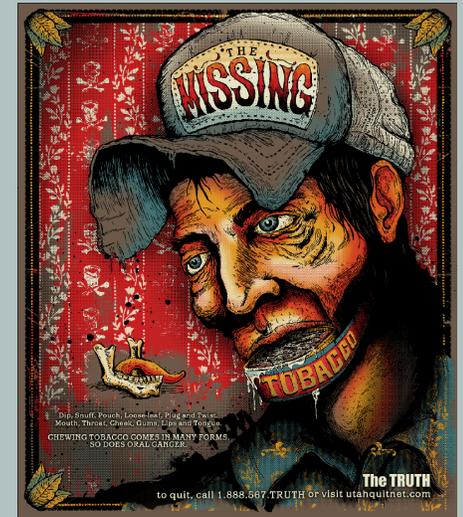
Since 2001, the percentage of children exposed to secondhand smoke in their homes declined by 50%.¹³

- Local health departments, community agencies, and the TPCP worked together to provide education for smoke-free workplaces, homes, and recreational venues. During FY2007, 33 multiple dwelling units, 20 worksites, 21 outdoor recreation venues or agencies, and three trade schools or colleges passed policies that increased protection of nonsmokers from secondhand smoke.
- Ninety-one percent of Utahns have established rules against smoking in their homes.¹
- Ninety-seven percent of Utah children live in smoke-free homes.¹³
- At 86%, Utah has the highest rate of indoor worksites with smoke-free policies.¹⁴

Eliminating Tobacco-related Disparities

The risk for smoking varies by education, income, race, and geographic location. New Utah small area data that show smoking rates ranging from 26 percent in South Salt Lake to one percent in the BYU/Provo area¹⁵ help the TPCP and its partners plan interventions in high-risk areas.

- The TPCP-funded Ethnic Tobacco and Health Networks launched efforts to address the specific needs of their communities in culturally appropriate ways, including youth-led advocacy, adult cessation classes, and faith-based initiatives.
- A new advertising campaign used personal stories about quitting tobacco to reach the rural health districts with the highest smoking rates. Publications went to nearly 80,000 households in targeted rural areas.
- Community groups working with high-risk populations helped more than 200 homes, two civic organizations, and two worksites develop tobacco-free policies.
- Nearly 1,000 low income, uninsured or Medicaid-insured Utahns received counseling and more than 650 prescriptions for medications to help them quit using tobacco.^{8,9}



“The Missing One”

This The TRUTH anti-tobacco ad for young adults illustrates the negative health effects of spit tobacco.

Declines in Utah smoking since Master Settlement Agreement (MSA) funds were allocated to the Tobacco Prevention and Control Program:

- 30% fewer adult smokers (1999-2006)¹
- 38% fewer youth smokers (1999-2005)¹⁰
- 28% fewer pregnant smokers (1999-2005)¹⁶
- 50% less smoking in homes with children (2001-2006)¹³

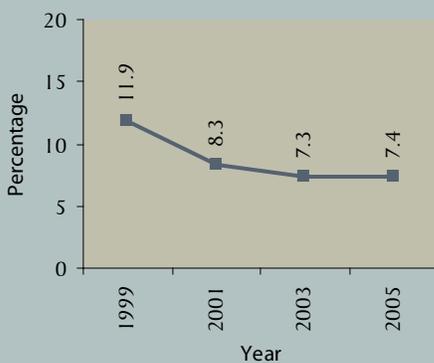
Tobacco Use in Utah

Figure 1.
Percent of Adults Who Report Current Cigarette Smoking, Utah 1999-2006 (Age-adjusted)



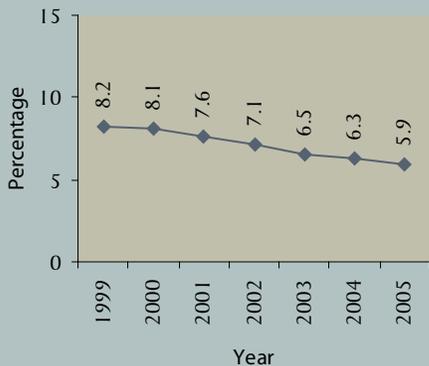
Source: Utah BRFSS¹

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



Source: Utah YRBS¹⁰

Figure 3.
Percent of Pregnant Women Who Report Cigarette Smoking, Utah 1999-2005



Source: Utah Vital Statistics¹⁶

Smoking Rates and Health Consequences

Adult Tobacco Use

- In 2006, Utah's adult smoking rate was below 10% for the first time since Utah began to assess adult smoking in 1989 (Figure 1).¹
- Smoking disproportionately impacts Utahns with fewer years of formal education. The 2006 smoking rate for Utahns with less than a high school education was 17.1% compared to 3.2% for college-educated Utahns.¹

Youth Tobacco Use

- The 2005 Utah high school smoking rate of 7.4% was 68% lower than the national rate of 23.0%.¹⁰ Since 1999, high school smoking decreased by 38% (Figure 2).¹⁰
- Since the early 1990s, experimentation with smoking in high school declined by nearly 50%.¹⁰

Cigarette Smoking Among Pregnant Women

- Since 1999, smoking among pregnant women decreased by 28%. (Figure 3).¹⁶ Currently, 6% of Utah women smoke cigarettes during pregnancy.¹⁶
- Pregnant teens and pregnant women with less than a high school education continue to report smoking rates of 10% or higher.¹⁶

Exposure to Secondhand Smoke

- Since 2001, child exposure to secondhand smoke at home declined by 50% (from 6.0% in 2001 to 3.0% in 2006).¹³ As a result, nearly 20,000 fewer Utah children are at risk for secondhand smoke-related health problems.^{2,13} Children from low-income families are at higher risk for secondhand smoke exposure.¹³

Tobacco-related Disease and Death

- Smoking remains the leading cause of preventable death in the United States.¹⁷ In Utah, more than 1,100 adults die each year as a result of smoking.¹⁴
- Smoking causes about 90% of lung cancer deaths in men and 80% of deaths in women.¹⁸ Lung cancer is the leading cause of cancer-related death in Utah and the U.S. Utah's lung and bronchus cancer incidence has declined significantly since the early 1990s (Figure 5).¹⁹ Continuing declines in adult smoking are expected to lead to further reductions in lung cancer incidence.

Smoking-attributable Expenditures

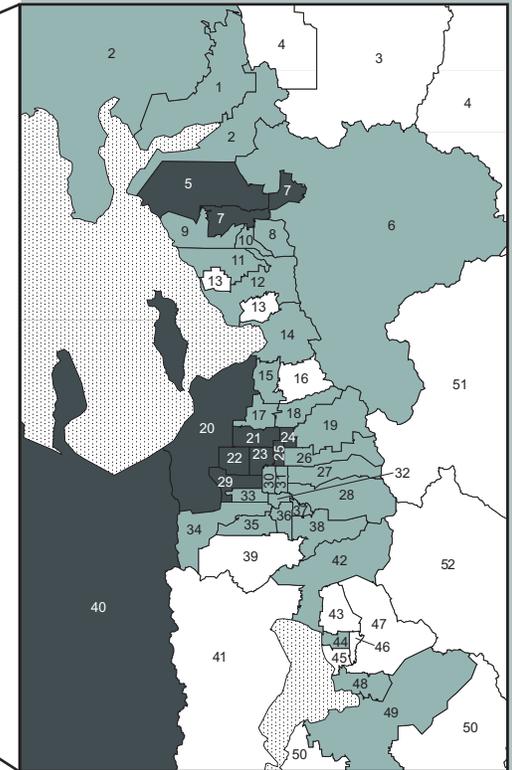
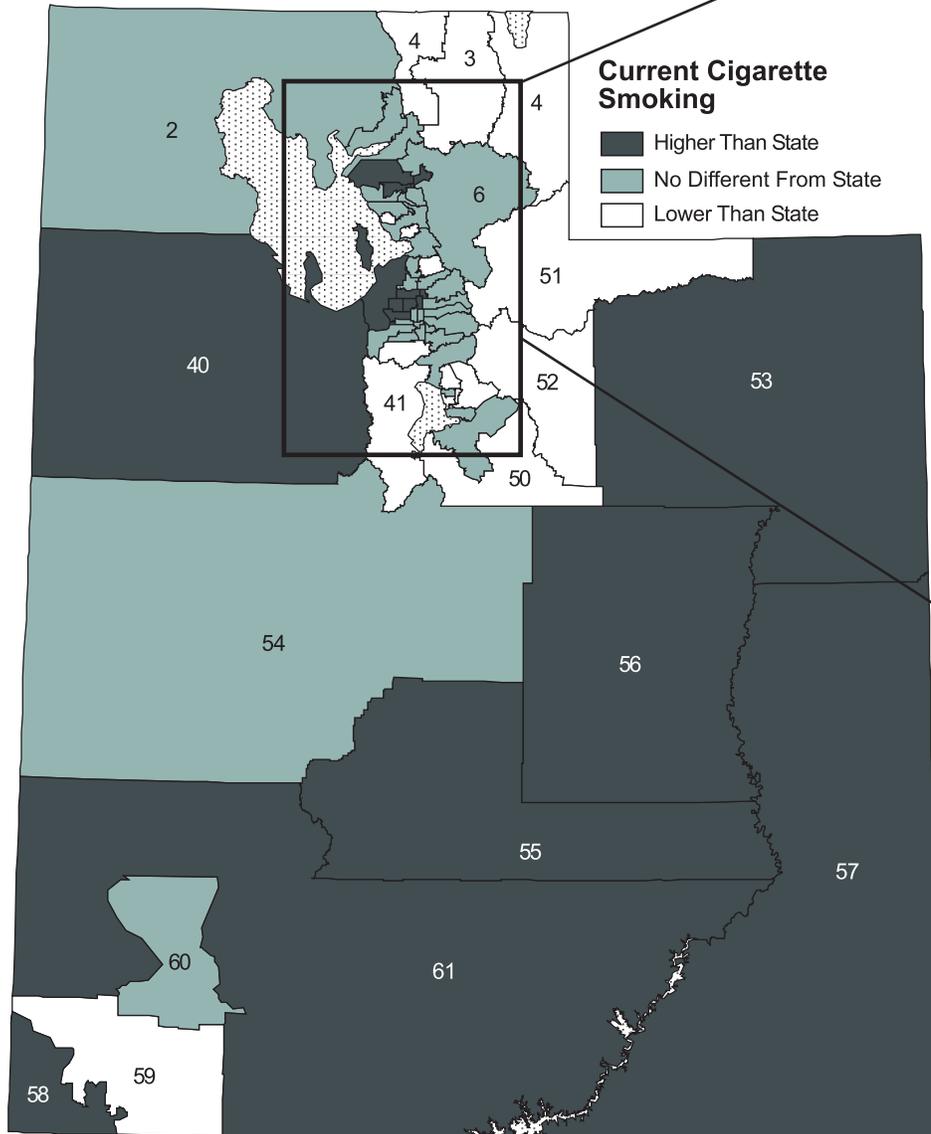
- As a result of smoking, Utah incurs approximately \$273 million in direct medical expenses and \$257 million in lost productivity each year.¹⁴

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 disease; and coronary heart and cardiovascular disease.¹⁸
- Smoking during pregnancy can result in pre-term delivery, low birth weight, other obstetric complications, infant respiratory diseases, other infant illnesses, and infant death.¹⁸
- Children exposed to secondhand smoke are at increased risk for sudden infant death syndrome, acute respiratory infections, ear problems, and more severe asthma.²⁰

Smoking Rates by Utah Small Areas

Figure 4.
Current Cigarette Smoking by Small Area, Utah Adults Aged 18+, 2001-2005, Age-adjusted

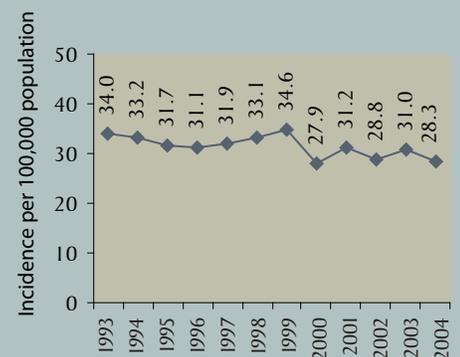


Utah smoking rates vary significantly by small area. Aggregated survey data from 2001-2005 show that the small area with the highest rate of cigarette smoking was South Salt Lake with a rate of 26.0%. The area with the lowest smoking rate was Provo/BYU with a rate of 0.7%. When local health districts were separated into small areas, some small areas had higher or lower age-adjusted smoking rates relative to the district's smoking rate. For example, in Utah

County health district (prevalence 5.8%) the small area prevalence ranged from a low of 0.7% in Provo/BYU to a high of 11.6% in Springville/Spanish Fork.

For a listing of the areas and more details, see the Utah BRFSS Small Area Report 2001-2005, Section 14, Current Cigarette Smoking at http://health.utah.gov/opha/publications/brfss/SA2001-2005/SA_Smoking.pdf.¹⁵

Figure 5.
Age-adjusted Cancer Incidence Rates for Lung and Bronchus Cancer, Incidence per 100,000 Population, Utah 1993-2004



Source: Utah Cancer Registry¹⁹

Program Overview

Tobacco Prevention and Control Program (TCP) Interventions

Anti-tobacco Marketing and Education

The TCP funds Utah's The TRUTH anti-tobacco TV, radio, and print advertisements to educate Utahns about tobacco, link to quit services, and promote smoke-free environments. The TRUTH campaign also uses innovative approaches such as Web sites and event sponsorships to reach youth and other populations targeted by tobacco marketing.

TCP Goals

- Preventing Youth From Using Tobacco
- Helping Tobacco Users Quit
- Eliminating Exposure to Secondhand Smoke
- Identifying and Eliminating Tobacco-related Disparities

Quit Programs

For smokers who want help quitting, the TCP offers local tobacco cessation programs, the Utah Tobacco Quit Line and Utah QuitNet, for youth, adults, and pregnant women. Partnerships with Medicaid and the Association for Utah Community Health ensure counseling and free quit medication for uninsured and Medicaid-insured tobacco users. The TCP also works with health care providers and health insurance companies on systems changes to increase access to tobacco cessation counseling and medications.

School Prevention Programs

Since 2002, the TCP has funded 10 high-risk school districts to develop comprehensive school tobacco policies. An additional 10 school districts worked with local health departments to strengthen and enforce tobacco-free policies, provide tobacco education to students, and ensure access to quit services. Utah's Gold Medal Schools program strengthened tobacco policies in participating elementary schools.

Community Education to Prevent Tobacco Use and Promote Quitting

Utah's 12 local health districts oversaw local anti-tobacco coalitions and partnerships, and conducted community-based anti-tobacco activities to prevent youth from becoming smokers and inform tobacco users about quit services.

Community Interventions to Reduce Secondhand Smoke

Utah's 12 local health districts and 12 community agencies that received mini-grant funding educated their communities about smoking bans and restrictions that protect non-smokers from secondhand smoke exposure in homes, workplaces, and outdoor recreational areas.

Reducing Youth Access to Tobacco

During FY2007, local health departments and local law enforcement conducted more than 5,000 compliance checks to ensure that tobacco outlets are following Utah laws that prohibit tobacco sales to underage youth. TCP, local health departments, and retailers worked together to ensure comprehensive retailer education and recognition of outlets that did not sell tobacco to minors in recent years.

Ethnic Networks

Four community-based organizations serving Utah's Hispanic, Native American, African American, and Pacific Islander communities developed and maintained coalitions that plan and support culturally appropriate tobacco prevention and control programs.

Assessment and Evaluation

To evaluate and improve tobacco programs, the TCP collected information on tobacco-use patterns in different population groups, conducted focus groups with "typical smokers" and youth at risk for smoking, and regularly reviewed program intervention data to determine the need for program improvement.

The TRUTH Campaign

The TRUTH Anti-tobacco Messages

Utahns Know The TRUTH Ads and TPCP-sponsored Quit Services

Utah's The TRUTH anti-tobacco marketing campaign counters tobacco advertising with information for youth, adults, pregnant women, and ethnic minorities. The TRUTH campaign reaches Utahns through TV, radio, Internet, and

print ads, as well as event sponsorship. More than 90% of Utahns remember seeing or hearing anti-tobacco ads in the past month (Figures 7 and 8).^{1,3} Most smokers are aware of Utah's telephone and Web-based quit services.³

Recall of anti-tobacco ads and TPCP quit services	Youth	Adult smokers	Adult nonsmokers
Remember seeing or hearing any anti-tobacco ads in the last month	98%	93%*	
Know about the Utah Tobacco Quit Line	79%	89%	71%
Know about Utah QuitNet	56%	69%	56%
Thought about quitting after seeing the ads	-	55%	-

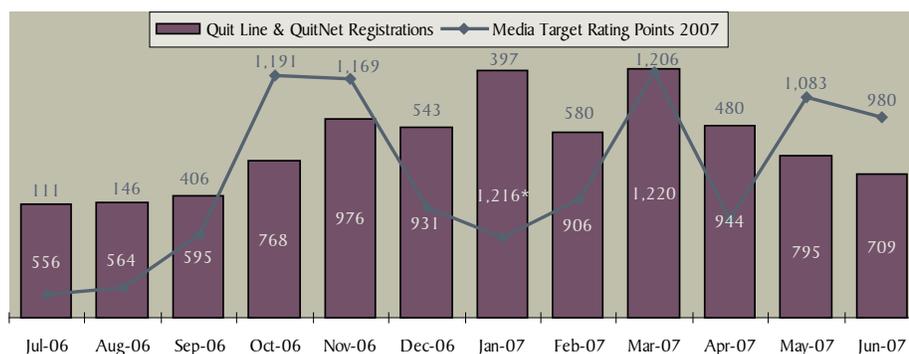
Source: TPCP Youth and Adult Media Surveys³ *Utah BRFS 2006

The TRUTH Campaign Drives Participation in Quit Services

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

Increased intensity of The TRUTH anti-tobacco ads is linked to increased quit service registrations.

Figure 6. Quit Service Registrations and Media Target Rating Points by Month, FY2007



Source: Utah Tobacco Quit Line, Utah QuitNet, and Crowell/Love contractor reports, 2006-2007^{4,5,21}

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

New Reality Campaign Features Latino Smokers And Quitters

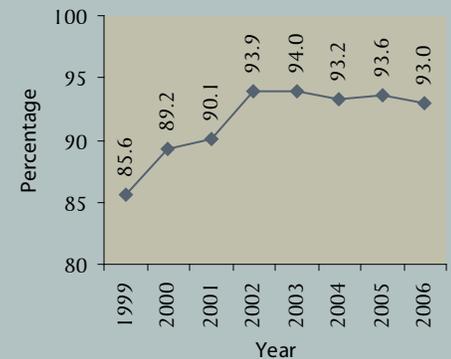
To increase awareness of Spanish language quit services, Utah's The TRUTH anti-tobacco marketing campaign partnered with Latino community agencies to develop and air

a Spanish "Reality Campaign" featuring four Latino smokers. Campaign participants shared their experiences with smoking, quitting, relapse, and success.

FACT: The tobacco industry spends an estimated \$57.9 million each year to market tobacco to Utahns.²² A highly visible public education campaign is necessary to counter tobacco glamorization, strengthen social norms opposed to tobacco use, and protect the public from deadly products.

Figure 7.

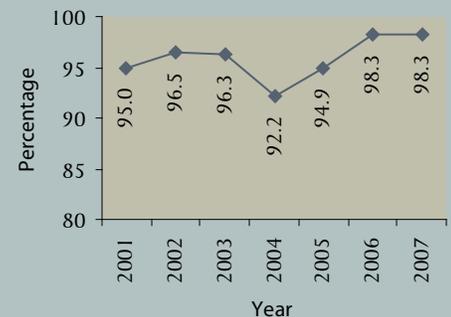
Percent of Adults Who Saw Anti-tobacco Ads in the Past Month, Utah



Source: Utah BRFS¹

Figure 8.

Percent of Youth (13-17) Who Saw Anti-tobacco Ads in the Past Month, Utah 2001-2007*



Source: TPCP Youth Media Survey³

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

"Por fin me siento libre.
 Ya llevo 2 meses sin fumar."
 - Carlos, American Fork.

ES TU TURNO
 PARA DEJAR DE FUMAR LLAMA AL
1.877.629.1585
 LÍNEA EN UTAH PARA DEJAR EL TABACO

DEPARTAMENTO DE SALUD DE UTAH **The TRUTH**

Carlos, American Fork, Participant in the Spanish Reality Campaign, Ex-Smoker

The TRUTH Campaign

Utahns' Response to The TRUTH Television Ads

An independent evaluation of The TRUTH anti-tobacco television ads found that most Utahns are aware of the ads and find them convincing. Below is a listing of telephone survey results for specific ads.³

"What Were We Thinking?" - Scenes from the 50s, 60s, and 70s show smoking in places where it used to be commonplace, but is no longer allowed (doctor's office, airplane, diner).		Youth	Adult Smokers	Adult Nonsmokers
	Recall:			
	Remembered seeing the ads	34.1%	76.2%	57.9%
	Opinions of Ad Viewers:			
	Found the ads convincing	83.5%	52.9%	73.3%
	Support smoke-free workplace policies, including bars and clubs	-	48.6%	83.8%
Support smoke-free outdoor venues	-	42.6%	89.0%	
Teflon - A man smokes a cigarette while paintballs are being thrown at a glass panel and a voice-over lists negative effects of smoking. The panel cracks and the man puts his cigarette out.		Youth	Adult Smokers	Adult Nonsmokers
	Recall:			
	Remembered seeing the ad	50.1%	21.6%	23.7%
	Opinions of Ad Viewers:			
	Found the ad convincing	81.6%	41.5%	66.0%
	Behavior Changes of Ad Viewers:			
Thought about quitting	-	29.4%	-	
Made a quit attempt	-	21.9%	-	
Encouraged someone to quit smoking	50.0%	-	50.3%	
"Make Your Life A Little Easier" - People whose lives are complicated by smoking (coughing, dental problems, smelly clothes) are encouraged to call the Utah Tobacco Quit Line.		Adult Smokers	Adult Nonsmokers	
	Recall:			
	Remembered seeing the ad	79.7%	74.4%	
	Opinions of Ad Viewers:			
	Found the ad convincing	60.2%	77.5%	
	Behavior Changes of Ad Viewers:			
Thought about quitting	51.9%	-		
Made a quit attempt	36.9%	-		
Encouraged someone to quit smoking	-	40.4%		
Teen Quit Line Promotion "That Is Not How It Works" - Gigantic orange quit boxes are used to embarrass callers to a spoof quit line. The scene changes as a voice-over explains the confidentiality of the real Utah Tobacco Quit Line.			Youth	
	Recall:			
	Remembered seeing the ad		28.5%	
	Opinions of Ad Viewers:			
	Found the ad effective at informing teen smokers of the Quit Line		79.3%	
	Found the ad convincing at encouraging teen smokers to call the Quit Line		73.4%	
Behavior Changes of Ad Viewers:				
Were motivated to ask someone to call the Quit Line		42.0%		

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

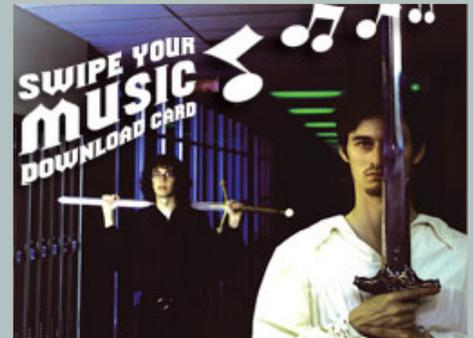
The TRUTH Campaign

Strengthening Anti-tobacco Norms Among Students

New Tobacco Prevention Web Site is Popular With Utah Youth

In response to teenagers' high level of Internet use, The TRUTH campaign developed an interactive anti-tobacco Web site ("WarriorsAgainstTobacco.com") with a mix of graphics and text, free games, community promotions, video and audio, downloads, uploads, tobacco information, and contests testing tobacco-related knowledge. After a nontraditional Web site launch that included sporadic placement of a dragon shield advertising the site around the

state, the site is now supported by radio, television, and Web-based advertising. In an independent youth media survey, more than 50% of respondents said they were aware of the TV ads promoting the Web site and 30% of those who had seen the ads intended to visit the site.³ Nearly 20% of youth had seen the dragon shield.³ Since its launch in November 2006, the site has had 81,443 unique visitors with 5.2 average page views per visitor. Nearly 30,000 visitors returned to the site.



"WarriorsAgainstTobacco.com"

Utah Teen Anti-tobacco Web site, 2007

Students From 21 Counties Created Over 3,000 Anti-tobacco Ads

The Truth from Youth Anti-tobacco Advertising Contest provides 4th and 5th grade students opportunities to learn about the dangers of tobacco and create anti-tobacco messages for their peers. More than 3,400 entries came from 82 participating schools with 1st, 2nd, and 3rd place winners chosen in billboard, television and radio categories. The contest's Best of Show, a TV ad entitled "Dark Side," began airing in the summer of 2007.

Twenty schools and other groups reached more than 35,000 students with anti-tobacco interventions designed for the "Real Noise" competition. "Real Noise" activities included video broadcasts on morning school announcements; a graffiti wall; an anti-tobacco week with guest speakers and a contest; and a Web site. More than 1,000 students attended the awards ceremony, a school concert with anti-tobacco marketing activities.



"Real Noise" contest winners from Provo High School educate students in elementary schools about the dangers of tobacco use.

Quit Programs



Quit Programs and Health Care Provider Quit Support

Most Smokers Want to Quit

Eighty percent of Utah adult smokers report that they want to quit, and 50% of every day smokers made a quit attempt of at least one day in the previous year.¹ Use of telephone, group, or individual counseling can double or triple a person's chances of quitting for good.²³ The TPCP worked with health care providers, local health departments, and The TRUTH campaign to provide access to free quit services for youth, adults, and pregnant women to increase quit successes of tobacco users.

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% lower than for those who continue to smoke.²³

In addition to improving health, quitting smoking also has economic benefits for both the individual who quits and for all Utahns. 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.²⁴

TPCP Partners With Health Care Providers

Brief interventions by health care providers can increase smokers' chances of quitting successfully.²⁵ In 2006, about 65% of Utah smokers reported that they received quitting advice from their health care provider.¹ This year TPCP and its partners updated and distributed The TRUTH Network Guide, a quitting resource for providers, originally developed in FY2005. TPCP and its partners worked with nine professional health organizations to promote the Guide through conference presentations and exhibits, e-mails to members, information in member newsletters and articles featured in professional publications.

The Guide promotes use of the Fax Referral System. Instead of just encouraging their patients to quit using tobacco, health care providers can use a fax referral system to send consenting smokers' contact information to the Utah Tobacco Quit Line. A Quit Line counselor follows up by calling the patient.

Since FY2005, more than 1,800 Guides have been distributed. This year, the Quit Line received more than 1,000 fax referrals from clinics across the state, a 130% increase since FY2005, when the system started, and a 60% increase since FY2006.

Lori's Story

Lori Wright smoked cigarettes for 20 years. She said she tried to quit a couple of times in the past, but finally got serious in 2007 and called the Utah Tobacco Quit Line. "I just started getting scared because I'm getting older. I have two children. I thought, 'This is nuts. I want to be around.'"

Lori was impressed by how supportive the Quit Line was in helping her make a plan for quitting, assisting her with cessation medications, and providing her with someone to talk with about the process. She said the "quit coaches," whom she could call day or night, impressed her the most. "They seemed really educated, like they actually understood. I feel like probably a lot of them are ex-smokers. They truly understand how you're feeling and what you're going through."

Lori set a quit date of April 9, cheated a little in the morning for about a week and then quit completely.

"I'm so done with cigarettes - it's not even funny. I haven't had a cigarette in a long time and I don't want one.... Life is way different. I feel good. I can breathe. I don't cough. I smell good. I can run around with my kids."

Lori decided to quit and the Utah Tobacco Quit Line helped her reach that goal. "You can tell them, thanks for saving my life," she said. "I feel like I couldn't have done it by myself."



Lori Wright, Logan, Utah, with one of her daughters, Bailey, 4.

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.²⁶

Quit Programs

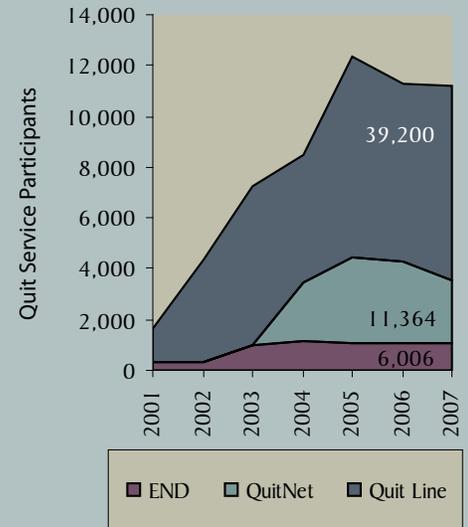
Quit Services on Phone, Online, and In Person

TPCP Funds Programs for Adults, Youth, and Pregnant Women

- Utah Tobacco Quit Line**
 The Quit Line offers free telephone counseling, nicotine replacement therapy (when appropriate), and sends quitting information by mail. Tobacco users 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, child care, and group-based scheduling conflicts.
- Utah QuitNet**
 Utah's free online tobacco cessation support program is part of a national quitting network. It offers quit guides, personalized cessation plans, peer support, and quitting assistance from trained counselors.
- Medicaid Program**
 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 \$185,000 in federal matching funds to Utah in FY2007.
- Ending Nicotine Dependence (END)**
 END is a court-approved multi-session tobacco education and quit program for youth who want to quit and youth who were cited for violating 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.

Figure 9.

Number of Quit Service Participants by Type of Service and Fiscal Year, Utah FY2001-2007



Sources: Utah Tobacco Quit Line, Utah QuitNet, and END reports, FY2001-2007^{4,5,6}

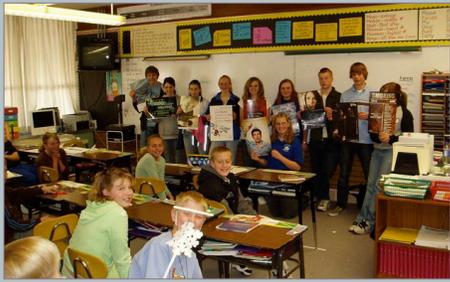
Note: The numbers in the graph indicate the total number of participants for all fiscal years for each service.

FY2007 Participation in Quit Services and Quit Success

Quit Service	Number of Participants	Quit Success	Satisfaction
Utah Adult Quit Line ⁴	English registrations: 6,838	30-day quit rate: 29.1% Reduction rate: 60.3%	77.4% were mostly or very satisfied; 11.7% were somewhat satisfied.
	Spanish registrations: 211	30-day quit rate: 46.2% Reduction rate: 65.0%	90.4% were mostly or very satisfied; 9.6% were somewhat satisfied.
Utah Teen Quit Line ⁴	Registrations: 679	30-day quit rate: 47.4% Reduction rate: 33.3%	90.7% were mostly or very satisfied; 7.6% were somewhat satisfied.
Utah QuitNet ⁵ Note: Quit and satisfaction rates based on in-depth study of Minnesota QuitNet users (UT and MN QuitNet provide the same quit services in both states).	New registrations: 2,452 QuitNet member visits: 58,510 Anonymous visits: 42,667	Utah data unavailable. MN-7-day quit rate: 20.3% ²⁷ MN-reduced from heavy/moderate to light smoker: 19.7% ²⁷	Utah data unavailable. MN-78.0% were very or somewhat satisfied.
Ending Nicotine Dependence (END) ⁶	Mandatory participants: 842 Voluntary participants: 89 Undefined: 132	End of class quit rate: 17.4% Reduction rate: 47.2%	75.6% of participants said they liked or really liked their class.
Not On Tobacco (NOT) ⁷	Participants: 148	End of class quit rate: 32.4% Reduction rate: 36.5%	67% of participants were moderately to extremely satisfied.
Medicaid Program for Pregnant Women ⁸	Participants: 827	Quit rate: 16.7% Reduction rate: 38.2% Want to quit: 50.2%	No satisfaction data available.

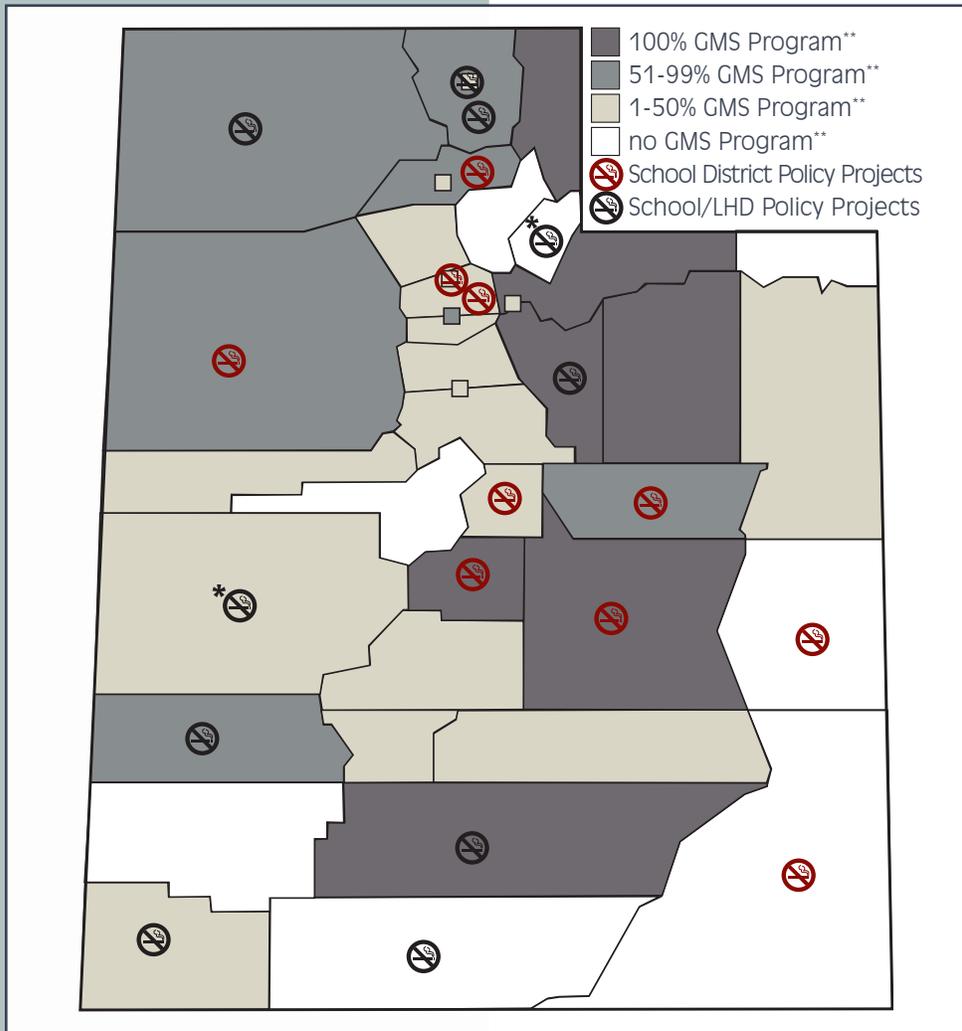
Note: Quit Line quit, reduction, and satisfaction rates are based on six-month follow-up surveys with the following completion rates (non-respondents were excluded from the analysis): English-speaking adults (40.3%); Spanish-speaking adults (34.4%); youth (34.4%).

Youth Tobacco Use Prevention



Members of the South Sanpete Governing Youth Council present tobacco information to 4th and 5th graders.

Figure 10.
Tobacco Policy Interventions by School District, Utah FY2002-2007



* The School/LHD Policy Project resulted in a tobacco policy update in one district high school.

**Note: Percentage of GMS (Gold Medal Schools) Program shown in the map above indicates the percentage of elementary schools in a school district that participate in the GMS program.

Comprehensive Tobacco Policies in Schools and Colleges

Comprehensive Tobacco Policies in Schools Curb Youth Smoking

School programs to prevent tobacco use and addiction are most effective when they prohibit tobacco use at all school facilities and events; encourage and help students and staff to quit using tobacco; provide tobacco prevention education in grades K–12; and are reinforced by community-wide efforts to prevent tobacco use and addiction.²⁸

At-risk School Districts

Since 2002, the TPCP has funded 10 school districts (representing 230 schools) to establish comprehensive tobacco policies (Figure 10). The school districts were selected based on demographic data that indicated increased risk for tobacco use. In FY2007, these school districts strengthened the reach and enforcement of their tobacco policies and worked on making tobacco policy improvements sustainable.

School and LHD Policy Partnerships

Five local health departments partnered with 10 additional school districts and four trade or alternative schools to enhance tobacco policies. As a result of these partnerships, schools strengthened tobacco bans on school campuses and during school-related events, posted tobacco-free signs, taught tobacco prevention education classes, and improved systems for referring students and staff to quit services.

Gold Medal Schools (GMS)

The GMS program, which was initiated by the Utah Department of Health during the 2002 Olympics, assists elementary schools in improving health-related policies. During FY2007, 222 elementary schools in 32 school districts and 17 private or charter schools participated in the GMS program (Figure 10). 40 schools were awarded “Bronze Medal” status for adopting and enforcing comprehensive tobacco policies; 35 schools obtained “Silver Medal” status for establishing a tobacco cessation referral system; 44 schools received “Gold Medal” status for organizing a tobacco-free health event for students, parents, and teachers; and 103 schools were recognized for health policies that exceeded gold status.

FACT: Teen smokers are at risk for poor respiratory health, decreased physical fitness, poor performance in school, and health-compromising behaviors such as alcohol and drug use. Smoking initiation at a young age is associated with higher levels of addiction. Most people could be prevented from becoming tobacco users if they could be kept tobacco-free during adolescence.²⁹

Youth Tobacco Use Prevention

Community-based Tobacco Use Prevention

Local Health Departments Help Youth Stay Tobacco-free

Utah's 12 local health departments coordinated community- and school-based programs to prevent children from becoming tobacco users. These programs included:

- Supporting local youth groups and coordinating peer-to-peer education and youth involvement in efforts to strengthen tobacco policies.
- Promoting and overseeing The TRUTH Anti-tobacco Advertising Contest in elementary schools and the "Real Noise" contest in middle and high schools across the state.
- Educating community members about the dangers of tobacco use through community-based anti-tobacco events and information.
- Organizing tobacco prevention classes for more than 6,000 4th - 8th graders. Surveys of more than 4,000 participating students show that 95% plan to not smoke and 98% plan to not use chewing tobacco in the next year.³⁰ At post-test, students' knowledge of the addictive nature of tobacco and of tobacco-use norms among their peers had increased significantly.³⁰

The Phoenix Alliance Educates Peers About the Dangers of Tobacco

Anti-tobacco messages developed by local youth are a key component of tobacco prevention programs. In its seventh year, the Phoenix Alliance, Utah's youth-led anti-tobacco advocacy coalition, focused on raising awareness about the need for FDA oversight of tobacco products. The Phoenix Alliance

maintained an interactive Web site and conducted street marketing and peer-to-peer education events in Utah schools, at concerts, and at public venues. Throughout the year, Phoenix Alliance members from 22 Utah counties reached more than 3,000 peers with prevention messages.



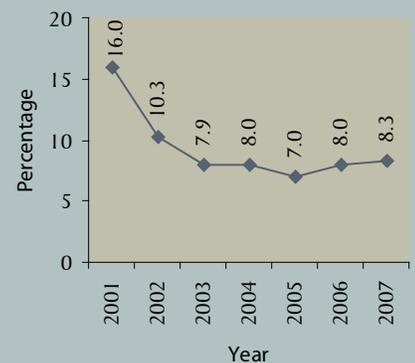
The Phoenix Alliance Leadership Board educates Utahns about toxic chemicals found in cigarettes and the need for FDA regulation of tobacco products, St. George, April 2007.

Compliance Checks Reduce Youth Access to Tobacco

Since 2001, illegal tobacco sales to underage youth decreased from 16.0% to 8.3% (Figure 11).¹¹ The rate of illegal sales has remained stable at 7%-8% since 2003. In 2005, only 2.5% of Utah high school smokers usually bought their cigarettes in stores.¹² Utah students were six times less likely to buy cigarettes in stores than students nationwide.^{12,10}

During FY2007, local health departments and local law enforcement conducted 5,639 compliance checks statewide. Local health departments worked with retailers and the TPCP to develop and update retailer education materials, coordinate retailer training, and ensure recognition of tobacco outlets that continuously do not sell tobacco to underage youth.

Figure 11. Percent of Retail Outlets That Sold Tobacco to Underage Youth During Compliance Checks, Utah, SFY2001-2007

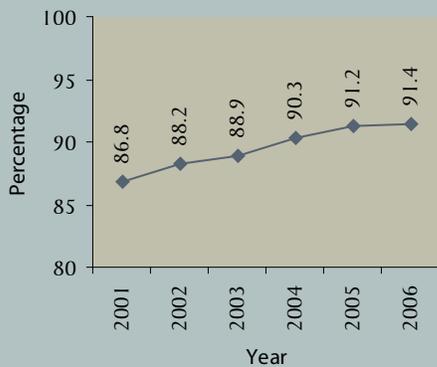


Source: TPCP Compliance Check Summary¹¹

Reducing Exposure to Secondhand Smoke (SHS)

Figure 12.

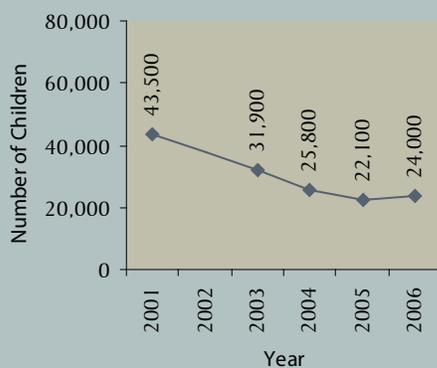
Percent of Adults Who Have Established Rules that Prohibit Smoking in Their Home, Utah 2001-2006



Source: Utah BRFSS¹

Figure 13.

Number of Children Exposed to SHS at Home, Utah 2001 and 2003-2006



Source: Utah HSS³

SHS Exposure in Recreation Areas, Homes, and Workplaces

Utah Municipalities Promote Smoke-free Outdoor Areas

In FY2007, 20 cities or recreation agencies and one county passed ordinances banning or limiting smoking in outdoor recreation areas such as parks, trails, or at gatherings (Figure 14). Coincident with growing scientific evidence of toxic chemicals in SHS and a national trend toward tobacco-free environments, 82% of Utahns support such smoking restrictions.³

SHS Exposure at Work is Declining

In 2007, less than 1% of Utah non-smokers reported SHS exposure in indoor work areas, 21% reported exposure in outdoor work areas, and 3.5% reported exposure in both areas.³ 2006 amendments to the Utah Indoor Clean Air Act (UICAA) that removed exemptions for bars, clubs, and other previously exempt venues, are expected to increase the number of smoke-free workplaces. Since 2004, TPCP identified 42 workplaces in 10 counties that have strengthened their tobacco policies (Figure 14). To better protect nonsmokers from SHS exposure, workplaces across the state updated SHS signage and ensured compliance with the UICAA.

College Tobacco Policies Restrict Smoking on Campus

To counter tobacco industry efforts to recruit new smokers among young adults, the TPCP and its partners assist Utah colleges and trade schools with improving their tobacco policies. Since 2003, six Utah colleges and three trade schools have passed policies that limit smoking on campus, regulate enforcement of smoking restrictions, and improve access to quit services (Figure 14).

Most Utahns Prohibit Smoking in Their Homes

Nine out of ten Utahns have established rules against smoking inside their homes (Figure 12).¹ In 2003, Utah had a higher rate of smoke-free homes than any other state.³¹ Local health departments and other TPCP community partners continue to educate Utahns about the importance of smoke-free homes. Partnerships with owners and tenants of multi-housing units ensured that in FY2007, more than 30 additional housing complexes went smoke free.

Utahns Smoke Less Around Their Children

Child exposure to secondhand smoke in the home decreased from 6% in 2001 to 3% in 2006.¹³ This still represents 24,000 Utah children who currently live in homes with indoor smoking (Figure 13).^{6,2} The 2006 Surgeon General's Report on the "Health Consequences of Involuntary Exposure to Tobacco Smoke" concludes that SHS causes acute lower respiratory infections and cough, phlegm, wheezing, and breathlessness in children.²⁰ Children from low-income families are at increased risk for SHS exposure in their homes. In 2006, 8.4% of children from households with annual incomes under \$20,000 were exposed.¹³

One Third of Utah Students are Exposed to SHS

In 2005, more than one third of Utah students reported exposure to tobacco smoke indoors and in cars in the past week.¹² Reported student exposure to SHS has not decreased since 2003. In FY2007, the TPCP added research questions to the Youth Tobacco Survey to better understand this problem and to develop interventions that reduce SHS exposure among students.



FACT: Secondhand smoke causes lung cancer, coronary heart disease, sudden infant death syndrome, and respiratory problems such as coughing, production of phlegm, and reduced lung function.²⁰

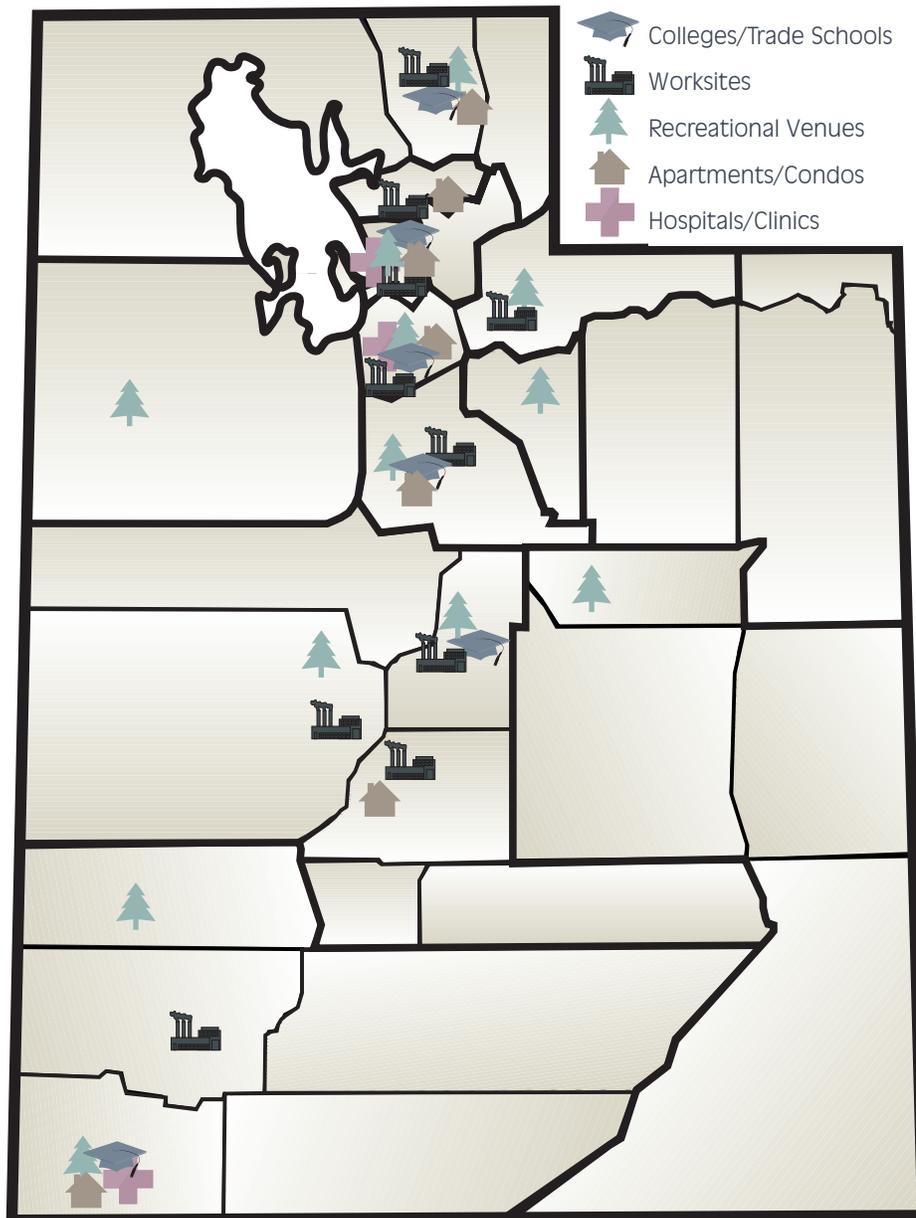
Reducing Exposure to Secondhand Smoke (SHS)

Local Tobacco Policies to Reduce SHS Exposure

The map below shows local tobacco policies that were developed throughout Utah and reported to the TPCP since 2003. New policies restricted or banned smoking at multiple dwelling units, worksites, bars and clubs, colleges, hospitals, and outdoor recreational areas such as parks, sports arenas, and

rodeos. These policies have provided Utah non-smokers with greater protection from secondhand smoke. The TPCP's newly revised Secondhand Smoke Policy Guide (<http://www.tobaccofreeutah.org/shsguide.html>) helps communities to develop tobacco policies in a variety of settings.

Figure 14. Policies to Reduce Secondhand Smoke Exposure, Utah FY2003-2007



Note: Symbols indicate a minimum of one policy in a given county. Smoking policies in apartments and condominiums range from smoking bans in the unit itself to bans anywhere on the premises.

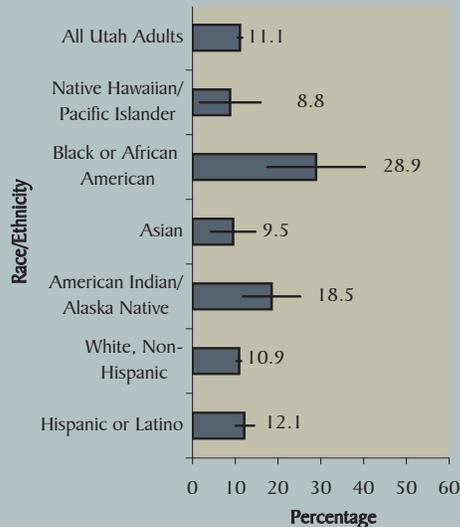
FACT: Policies creating completely smoke-free environments are the most economical and efficient approach to providing protection from involuntary exposure to tobacco smoke.²⁰

New Tobacco Policies by Local Health District, FY2003-2007

- 1 Bear River
 - 1 college
 - 4 recreational venues
 - 12 apartment/condominium complexes
 - 3 worksites
- 2 Central
 - 1 college
 - 2 recreational venues
 - 2 apartment/condominium complexes
 - 3 worksites
- 3 Davis
 - All outdoor public places
 - 1 trade school
 - 19 apartment/condominium complexes
 - 1 worksite
- 4 Salt Lake Valley
 - 1 college; 1 university
 - 12 recreational venues
 - 32 apartment/condominium complexes
 - 30 worksites (including bars/clubs)
 - 1 hospital
- 5 Southeastern
 - 1 recreational venue
- 6 Southwest
 - 1 college
 - 3 recreational venues
 - 1 apartment/condominium complex
 - 1 worksite
 - 1 hospital
- 7 Summit
 - 1 worksite (bar)
 - 2 recreational venues
- 8 Tooele
 - 2 recreational venues
- 9 Utah County
 - 2 trade schools; 1 college
 - 9 apartment/condominium complexes
 - 6 recreational venues/agencies
 - 2 worksites
- 10 Wasatch
 - 2 recreational venues
- 11 Weber-Morgan
 - 2 apartment/condominium complexes
 - 1 worksite

Reducing Tobacco Use Among All Utahns

Figure 15. Percent of Adults Who Reported Current Tobacco Smoking by Race and Ethnicity, Utah 2002-2006 (Aggregate Data, Age-adjusted)



Source: Utah BRFSS, 2002-2006¹

Note: Due to small numbers of survey respondents, rates for some race/ethnic groups have high variability and may be unreliable.

Helping High-risk Communities with Resources And Education

Ethnic Networks Reach Minority Populations

TPCP supports community-based coalitions that work to reduce tobacco use and associated health problems in four ethnic communities. These Ethnic Tobacco and Health Networks have established statewide coalitions of anti-tobacco advocates and developed population-tailored strategic plans that aim to: educate community leaders about tobacco-related inequalities; improve data collection within these small population groups; ensure the cultural and linguistic appropriateness of educational materials; and build capacity to conduct tobacco prevention and cessation activities. In their third year, the Networks focused on more specific needs within each of their communities. A few of their accomplishments are reported here.

The Utah Latino Network (ULN) began offering cessation classes and a weekly support group specifically for Spanish-speaking smokers. ULN also worked on limiting secondhand smoke by presenting information about the value of creating smoke-free zones in municipalities at an annual luncheon of 15 Salt Lake County mayors. The mayors voted to work on smoke-free zones in the coming fiscal year. To educate community members and the general population about tobacco issues specific to Utah's Latino population, ULN provided classes, presentations, television and radio interviews, and also regularly staffed a booth at the Mexican Consulate.



Harambee, the African American Tobacco & Health Network, organized a faith-based workshop for religious leaders in Utah's African American community. Representatives from six of Utah's predominately black churches attended, and nationally known advocates participated.



Harambee also continued its outreach projects and community education activities, including tobacco education at the annual Juneteenth festival, during Black Heritage month, on Martin Luther King Jr. Day and at its annual African American Youth Conference.

The American Indian network, Networking to Keep Tobacco Sacred in Utah (NKTSU), spent the year helping to build capacity in tribes and non-tribal organizations. NKTSU trained more than 400 community



members, educators, and others who serve American Indian adults and youth across Utah in tobacco education. NKTSU representatives presented their coalition-building experience at national conferences. The Network helped several Utah-based American Indian groups write grants and implement their projects. Also, connecting with a well-established health priority of the American Indian population, the Network developed a brochure that links tobacco cessation with diabetes care.

FACT: Utahns with lower incomes, fewer years of formal education, and members of some minority groups have higher smoking rates than the general population.¹

Reducing Tobacco Use Among All Utahns

Largely because of education about smoke-free environments by the Pacific



Islander Ethnic Network, Samoan Flag Day events in St. George October 2006 and Salt Lake City July 2007 went

smoke free. The Network also held a youth leadership conference and helped organize a youth-led coalition that held regular meetings and conducted advocacy activities in the community, including a youth dance with an anti-tobacco theme.

Networks met regularly with each other to learn from their struggles and successes. As the Networks were more than halfway through their five years of funding, in FY2007, they began evaluating the coalitions' abilities to represent their communities, community involvement, and sustainability of valued projects.

Community Groups Establish Smoke-free Environments

The TPCP funded 12 mini-grants for ten-month projects to reduce secondhand smoke (SHS) in communities at higher risk of SHS exposure. The funding allows community-based groups to approach their own populations with strategies they know will work and that are tailored to their communities. For example, the Vietnamese Volunteer Youth Association makes home visits to community members. "It's a very personal program to try and get people to have smoke-free homes," said TPCP contract monitor Amy Gooch. In a cluster of mini-grant projects, American Indian youth around the state researched and developed presentations about the distinction between traditional tobacco

used in many American Indian ceremonies and the harmful commercial tobacco that has crept into some sacred settings. The youth and their adult coordinators hosted or joined pow wows that were free of commercial tobacco. More than 1,800 people attended the four pow wows held across Utah and were exposed to tobacco messages developed by the youth.

In total, the community groups surveyed more than 1,000 community members to assess knowledge of and attitudes toward tobacco use and helped more than 200 homes, two organizations and two high-risk worksites go smoke free.

Low-income and Rural Tobacco Users Receive Help Quitting

The TPCP partnered with Medicaid and the Association for Utah Community Health to provide enhanced quit services to more than 350 uninsured and Medicaid-insured tobacco users. The program provided 657 prescriptions for quit medications to low-income Utahns.^{8,9} Utah Partners for Health's work with low-income health clinics since 2004 has resulted in nearly 600 fax referrals linking patients to the Utah Tobacco Quit Line. In addition, a new advertising campaign reached nearly 80,000 households in the rural health districts with the highest smoking rates (see sidebar).



"And it just hit me one day. If I'm working so hard toward my retirement, I should probably be around to enjoy it."

Wade Perkins, Tooele County, marked March 2007 as his first tobacco-free year after smoking for more than 25 years. He shared his story in a new TPCP advertising campaign via mail targeting the rural health districts with the highest smoking rates. The campaign drew on stories from real people who quit using tobacco or who helped their communities and family members go smoke free. Each mailer offered information on individual cessation, smoke-free communities, how families can help and worksite tobacco policies. The mailer directs interested people to more information at www.tobaccofreeutah.org/ourturn.html.



Through a TPCP mini-grant, the Association of Sierra Leoneans in Utah (ASLU) helped nearly all Sierra Leonean households in Utah become smoke free. Above: Members of the ASLU participate in a home-based tobacco workshop.

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

Bear River Counties

Tobacco Use in Bear River

Adult Cigarette Smoking (2004-06) ¹	6.7%
Youth Cigarette Smoking (2005) ²	9.2%
Pregnant Women Smoking (2005) ⁶	3.6%
Homes with No-smoking Rule (2004-06) ¹	93.4%
Quit Line Registrations (FY2007) ⁴	358
QuitNet Registrations (FY2007) ⁵	139
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	91.9%

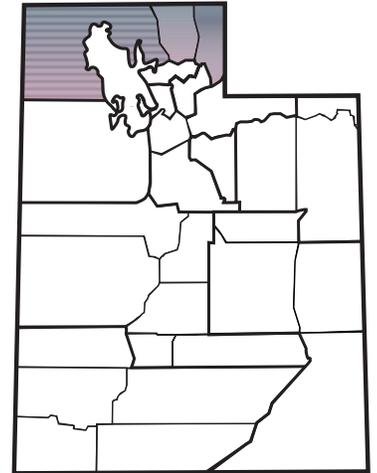


Bear River Governing Youth Council (GYC) members present an award to Flying J manager, Shauna Godfrey, for not selling tobacco during compliance checks for more than five years and for helping to prevent smoking among youth.

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%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 39%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes was 2.8% in 2001 and 2.3% in 2006.¹³
- During State Fiscal Year 2007, 5.5% of Bear River stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 50%.¹¹



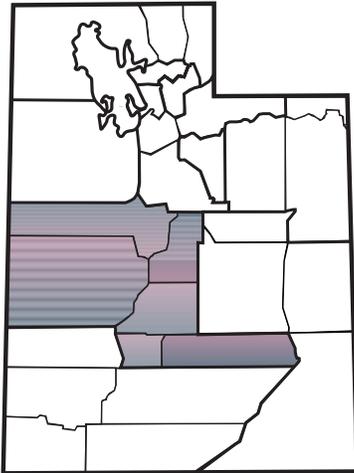
Bear River Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	219 youth	Quit rate: 20% reduction rate: 56%*
Great American Smokeout event at EA Miller Beef and Icon worksites	Hispanic Health Coalition members	159 quit kits were distributed; 121 (76%) were in Spanish.
First Step prenatal program	22 pregnant women	22 women received quit information, six completed orientation class, two completed the program.
Adult support groups	38 adults	Participants received quit information.
Promoting health care provider quit interventions through The TRUTH Network Guide	67 dentists, seven doctors, 15 substance abuse counselors	Health care providers received information on quit services and Utah Tobacco Quit Line fax referral system.
Prevention Programs		
TOT**	Assisted schools in teaching 1,374 students	Students increased tobacco-related knowledge.
Promoting the Truth from Youth Anti-tobacco Advertising and "Real Noise" contests	Students in prevention classes and PTA Health & Safety project	More than 450 Truth contest entries were submitted to local health district; nine schools and seven GYC groups participated in "Real Noise."
Involving youth coalitions in promoting tobacco policies in schools and communities	Cache, Logan and Box Elder school districts	116 schools, 12 city/school baseball parks, and 310 homes adopted smoke-free policies.
Conducting training for retailers who sell tobacco	Three newly certified tobacco outlets	Three retailers received training and certification. (Total: 69 of 83 stores are certified).
Smoke-free Policies		
Educating about tobacco policies for Logan City Parks and Recreation	GYC youth, community, city council	City Council passed a smoke-free park ordinance on May 1, 2007.
Smoke-free homes campaign (GYC and Hispanic Health Coalition)	Participants in community events	62 Spanish-speaking participants signed a smoke-free home pledge.
Assessing and updating worksite tobacco policies	13 businesses	10 businesses completed policy assessments.
Assessing drive-through tobacco policies and updating signage	25 businesses assessed	74 businesses with drive-through windows received no-smoking signs.
Smoke-free Cache Valley Transit District (CVTD) bus stops project	Community, CVTD Board of Trustees	CVTD passed a no-smoking policy for bus stops on June 27, 2007.

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

** TOT: Tobacco On Trial

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 17%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 7.4% in 2001 to 5.0% in 2006.¹³
- During State Fiscal Year 2007, 6.8% of Central Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 51%.¹¹

Tobacco Use in Central Utah

Adult Cigarette Smoking (2004-06) ¹	13.6%
Youth Cigarette Smoking (2003) ¹²	17.4%
Pregnant Women Smoking (2005) ¹⁶	10.0%
Homes with No-smoking Rule (2004-06) ¹	89.6%
Quit Line Registrations (FY2007) ⁴	221
QuitNet Registrations (FY2007) ⁵	52
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	93.0%

Central Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END and TTRP teen classes*	28 youth	Participants received quit support and were educated about the dangers of tobacco use.
First Step prenatal program	12 pregnant women	Participants received quit support and referrals to the Utah Tobacco Quit Line.
Adult one-on-one quitting support	28 adults	Participants received quit support and referrals to the Utah Tobacco Quit Line.
Encouraging health care providers to offer quit counseling and referrals	83 health care providers	Health care providers received TRUTH Network Guide materials.
Prevention Programs		
Promoting the Truth from Youth Anti-tobacco Advertising Contest	Schools in six Central Utah counties	4th and 5th grade students created 1,499 anti-tobacco ads for the statewide contest.
Phoenix Alliance partnership	856 youth	Community youth received tobacco education through presentations given by six active local Phoenix Alliance members.
Informing Central Utah residents about tobacco issues and services	3,864 participants in health fairs/public events	Community received tobacco information and education at public events.
Smoke-free Policies		
Strengthening secondhand smoke policies in apartment buildings	Two apartment complexes	Owners and tenants were educated about secondhand smoke and the benefits of smoke-free policies.
Supporting college tobacco policy initiatives	Snow College, Richfield and Ephraim campuses	Local health department supported campus policy initiative and community education about the benefits of smoke-free parks.
Targeted Case Management (TCM) partnership	70 families	Nurses distributed secondhand smoke brochures and quit service information during TCM visits to 70 Medicaid-insured families.
Providing education for smoke-free worksites	16 worksites	Worksites received support to reduce exposure to secondhand smoke and encourage tobacco quitting; one worksite adopted a tobacco-free policy.
Providing education about smoke-free parks	Two parks	Ephraim City Parks and Delta City Parks passed smoke-free policies.
*END: Ending Nicotine Dependence program. TTRP: Teen Tobacco Reduction Program.		



Ashley Whimpey from Nephi received a local award for her 2007 Truth From Youth Advertising Contest entry at Nebo View Elementary school.

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

Davis County

Tobacco Use in Davis County

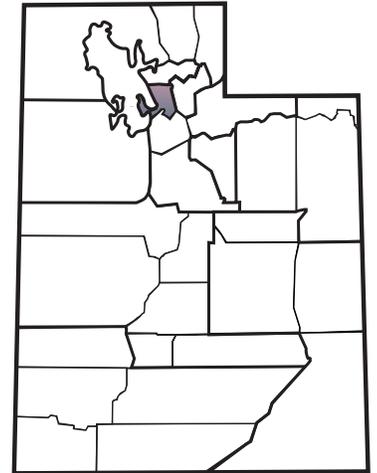
Adult Cigarette Smoking (2004-06) ¹	7.4%
Youth Cigarette Smoking (2005) ²	6.2%
Pregnant Women Smoking (2005) ¹⁶	5.0%
Homes with No-smoking Rule (2004-06) ¹	92.7%
Quit Line Registrations (FY2007) ⁴	554
QuitNet Registrations (FY2007) ⁵	252
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	94.5%



Kick Butts 5V5 soccer tournament participants visit tobacco booth and sign tobacco-free pledges, March 26-29, 2007 at Ultimate Indoor in Woods Cross.

Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Davis County decreased by 33%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 32%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 4.2% in 2001 to 3.6% in 2006.¹³
- During State Fiscal Year 2007, 14.3% of Davis County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 13%.¹¹

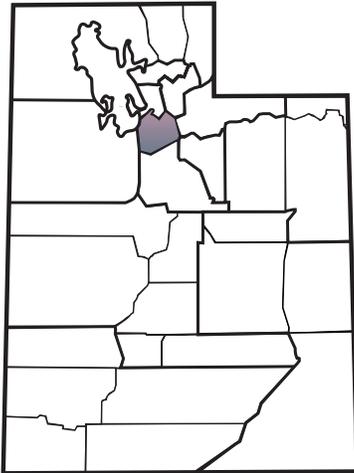


Davis County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	116 youth	Quit rate: 13% Reduction rate: 69%*
Teen Tobacco Reduction Program	63 youth	Quit rate: 54% Reduction rate: 29%
Encouraging health care providers to offer quit program referrals and treatment	80 health care providers	Health care providers received education in quit counseling and information about referral and quit services.
Distributing Quit Kits and resources that promote the Utah Tobacco Quit Line and Utah QuitNet	1,820 community members at worksites and educational settings	Knowledge of quit resources and referrals to quit services were increased.
Prevention Programs		
Training teachers in Project TNT curriculum**	20 teachers; three Gold Medal School mentors	Teachers ensured that 870 students received tobacco prevention education.
Promoting the Truth from Youth Anti-tobacco Advertising Contest	Eight classes in four elementary schools	4th and 5th graders created 151 local anti-tobacco ads for the statewide contest.
Conducting tobacco prevention activities in high-risk secondary schools	3,415 youth	Three junior high schools, two high schools, and two alternative high schools received tobacco prevention education.
Supporting Gold Medal Schools (GMS) school health policy initiative	21 elementary schools	Comprehensive school tobacco policies have been adopted, enforced, and/or maintained by all 21 GMS in Davis County.
Promotion of Smoke-free Policies		
Enhancing tobacco policy on military base	One base	The dorms at Hill Air Force Base went smoke free. A strategic plan for a tobacco policy for the base is being discussed.
Enhancing campus tobacco policy	203 students at Davis Applied Technology Center (DATC)	DATC students participated in four anti-tobacco events to prepare for a campus tobacco policy.
Strengthening tobacco policies of local trade schools	One trade school	Clearfield Job Corps created designated non-smoking areas on campus to reduce secondhand smoke exposure.
Providing education about smoke-free outdoor venues	Davis County	The Davis County Board of Health adopted a comprehensive secondhand smoke regulation.

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

**Project 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 32%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 30%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 7.6% in 2001 to 2.6% in 2006.¹³
- During State Fiscal Year 2007, 9.4% of Salt Lake stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 42%.¹¹

Tobacco Use in Salt Lake County

Adult Cigarette Smoking (2004-06) ¹	11.4%
Youth Cigarette Smoking (2005) ¹²	15.2%
Pregnant Women Smoking (2005) ¹⁶	6.6%
Homes with No-smoking Rule (2004-06) ¹	88.7%
Quit Line Registrations (FY2007) ⁴	2,864
QuitNet Registrations (FY2007) ⁵	1,118
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	93.9%

Salt Lake Valley Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	286 youth	Quit rate: 14% Reduction rate: 38%*
First Step prenatal program	37 referrals	Participants received Quit Kits and one-on-one quit support.
Promoting health care provider quit interventions through The TRUTH Network Guide	119 clinicians in 32 clinics	Health care providers received education in quit counseling and information about referral and quit services.
Promoting quit services and providing SHS education to community members	Participants of health fairs and community/school events; worksites	601,818 community members were exposed to tobacco prevention and quit education.
Prevention Programs		
Training teachers in TOT and Project TNT curricula**	40 schools participated in promotion	12 schools taught TOT, two schools taught TNT. 1,440 students participated in these tobacco prevention programs.
Promoting the Truth from Youth Anti-tobacco Advertising and "Real Noise" contests	4,655 students participated in the promotions	Students created 347 local anti-tobacco ads for the statewide contest.
Maintaining the TAAT coalition (Teen Advocates Against Tobacco)	28 active members	TAAT members assisted with contest promotions and community education and were instrumental in passing three ordinances that established smoke-free outdoor venues.
Promotion of Smoke-free Policies		
Educating the community about smoke-free outdoor venues	565,735 members of the community, park directors, city employees	Salt Lake City, South Jordan, South Salt Lake, Murray, and the Hogle Zoo passed ordinances/resolutions to limit or prohibit smoking.
Supporting campus policy initiatives	University of Utah, Salt Lake Community College, Westminster College	Students were exposed to tobacco education through four campus events. The University of Utah hospital and upper campus enhanced tobacco policies by limiting smoking to four designated areas.
Promoting smoke-free apartments and homes	83 apartment managers/representatives	Participants received education on SHS and smoke-free homes; 574 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; Project TNT: Towards No Tobacco



"We enjoy the ease of referral to the quit line to help our patients quit using tobacco."

Brad Johnson, D.M.D. (right), Magna Dental Clinic (photographed with his partner Lynn S. Johnson, D.D.S.)

Southeastern Utah Counties

Tobacco Use in Southeastern Utah

Adult Cigarette Smoking (2004-06) ¹	18.0%
Youth Cigarette Smoking (2005) ²	20.0%
Pregnant Women Smoking (2005) ¹⁶	11.8%
Homes with No-smoking Rule (2004-06) ¹	82.0%
Quit Line Registrations (FY2007) ⁴	199
QuitNet Registrations (FY2007) ⁵	59
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	89.2%



Price City wellness program task force. Front: Wilma Barnett, Terry Jones, Debra Lister, Bill Wardle. Back: John Procarione, Travis Byrge, John Daniels

Price City initiated a wellness program for city employees and their spouses with a strong quitting tobacco component. Seven of the eight people who helped design the program are current or former tobacco users.

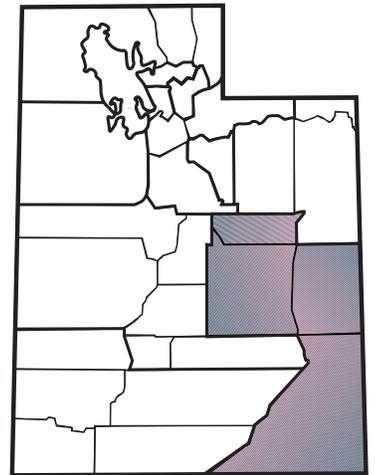
"I just hung up the phone with one of our employees. The last cigarette he smoked was last Thursday.... He's really excited about it and thinks he's going to be able to do it this time. While it's not a heavy-handed approach, it's really caused a lot of dialogue in the city about tobacco use, the negative impacts of tobacco use and the positive impacts of tobacco cessation."

John Daniels, Price City Director of Human Resources and Risk Management

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

Changes in Tobacco-related Risk

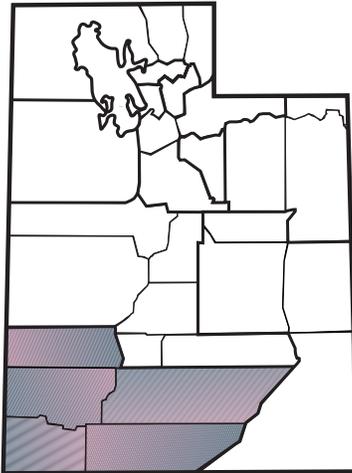
- Since the late 1990s, the estimated age-adjusted adult smoking rate in Southeastern Utah Health District decreased by 17%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 30%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 17.6% in 2001 to 6.4% in 2006.¹³
- During State Fiscal Year 2007, 7.9% of Southeastern Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 36%.¹¹



Southeastern Utah District Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	74 youth	Quit rate: 29% Reduction rate: 60%*
Prenatal program (partnership with WIC, Medicaid, and Baby Your Baby)	247 pregnant women	Participants received quit support.
Marketing the Utah Tobacco Quit Line through newspaper and movie ads	11,098 newspaper readers; 25,039 moviegoers	25,000 movie patrons and nearly 12,000 newspaper readers were exposed to anti-tobacco advertising.
Promoting health care provider quit interventions through The TRUTH Network Guide	Nine health care providers	Health care providers received information on quitting services.
Providing quit support and referral to quit programs	357 community members	Participants received quit support and referrals to statewide quit programs.
Prevention Programs		
Supporting school districts in establishing comprehensive school tobacco policies	Carbon, Grand, Emery, and San Juan school districts	Southeastern Utah District Health Department provided technical assistance for enhancing and enforcing comprehensive school tobacco policies.
Partnership with Carbon and Emery High School Rodeo Clubs	7,350 students and community members	Community members were exposed to anti-tobacco messages through banners at community and school events, posters and announcements at schools, and a newspaper article.
Conducting retailer and worksite education to inform about Utah tobacco laws	1,397 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	Coalition worked 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	Local health department formed partnerships and completed initial assessments of tobacco policy options.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		

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 decreased by 11%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹⁶
- During State Fiscal Year 2007, 5.2% of Southwest Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 77%.¹¹

Tobacco Use in Southwest Utah

Adult Cigarette Smoking (2004-06) ¹	10.2%
Youth Cigarette Smoking (2005) ¹²	9.1%
Pregnant Women Smoking (2005) ¹⁶	6.3%
Homes with No-smoking Rule ((2004-06) ¹	93.6%
Quit Line Registrations (FY2007) ⁴	406
QuitNet Registrations (FY2007) ⁵	149
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	90.0%

Southwest Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	125 youth	Quit rate: 12% Reduction rate: 40%*
First Step prenatal program	188 pregnant women	Of 59 women who completed follow-up surveys, 27 quit and 32 reduced smoking.
Adult one-on-one quit support	51 adults	Of 26 adults who completed follow-up surveys, 11 quit and 15 reduced smoking.
Promoting health care provider interventions through the TRUTH Network Guide materials.	18 clinics	Health care providers received education in quit counseling and information about referral and quit services.
Prevention Programs		
Supporting Gold Medal Schools (GMS) programs in elementary schools	16 elementary schools	All 16 schools worked on improving their GMS status by enhancing health policies and programs.
Promoting the Truth from Youth Anti-tobacco Advertising and the "Real Noise" contests	4th and 5th graders; high school students	Students created 37 local anti-tobacco ads for the statewide contest. Cedar High School received a Real Noise Award.
Retailer education program to prevent tobacco sales to youth	425 class participants in 51 classes	The rate of illegal sales declined from more than 20% in 2001 to 5.2%. ¹²
Establishing Southwest Chapter of Phoenix Alliance	67 new members	Community was exposed to youth-led tobacco prevention education.
Assisting school districts in establishing comprehensive school tobacco policies	Five school districts	One school district updated its tobacco policy. Three others are working toward finalizing new policies.
Youth tobacco education in high school rodeo clubs	Tobacco prevention staff and VISTA volunteers**	Developed framework for peer education program for high school rodeo clubs.
Promotion of Smoke-free Policies		
Annual Community Tobacco Prevention and Awareness Week	335 people	Participants gained greater knowledge of dangers of secondhand smoke and the importance of smoke-free policies.
Assisting worksites in developing smoke-free policies	One worksite	Cinnamon Hills Youth Crisis Center developed worksite tobacco cessation program.
Promoting smoke-free policies at outdoor venues	Six cities	St. George, Santa Clara, and Beaver passed smoke-free policies.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		
**VISTA: Volunteers in Service to America		



Americorp VISTA** volunteers Raenee Bugarske (left) and Cathy Johnson (right) as well as Janice Foster (not pictured) played vital roles in helping develop tobacco policies and ordinances in Southwest Utah Public Health District.

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

Summit County

Tobacco Use in Summit County

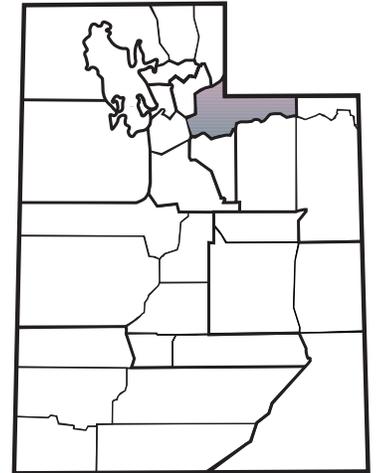
Adult Cigarette Smoking (2004-06) ¹	8.0%
Youth Cigarette Smoking (2005) ²	10.4%
Pregnant Women Smoking (2005) ¹⁶	3.1%
Homes with No-smoking Rule (2004-06) ¹	88.3%
Quit Line Registrations (FY2007) ⁴	37
QuitNet Registrations (FY2007) ⁵	20
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	91.5%



Blake Frasier, Mayor of Oakley, Utah, and Lyndsi Marshall, Health Educator at Summit County Health Department, finalize plans for the Smoke-free Oakley Rodeo.

Changes in Tobacco-related Risk

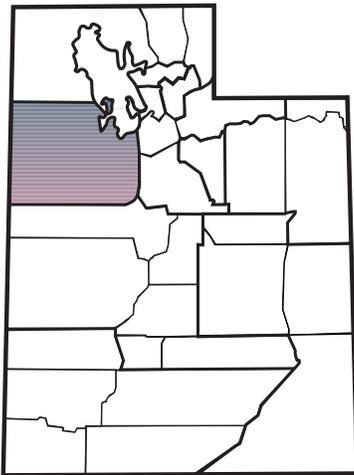
- Since the late 1990s, the estimated age-adjusted adult smoking rate in Summit County decreased by 9%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy declined by 16%.¹⁶
- During State Fiscal Year 2007, 3.2% of Summit County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 87%.¹¹



Summit County Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
Promoting health care provider quit interventions through The TRUTH Network Guide	34 health care providers	Ten 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	13,500 residents	13,500 Summit County residents were reached with Buck the Snuff bandannas, Utah Tobacco Quit Line information, and a newspaper article about the dangers of spit tobacco published in the Park Record.
Prevention Programs		
TOT/Project TNT curricula*	330 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 80 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. All 320 students and 35 faculty and staff were educated on the policy. No violations of the policy were recorded.
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	Meetings with the Fair Board resulted in designation of smoke-free areas throughout the fairgrounds to promote a "family-friendly" environment. Anti-tobacco messages were distributed through the Summit County Fair Web site and announcements prior to events.
Providing smoke-free policy education for Oakley City Rodeo Grounds	10 members of T.A.S.C.	Presentation to Oakley Rodeo Committee and Oakley City Council resulted in a smoke-free policy for the rodeo grounds.

* TOT: Tobacco On Trial /Project 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 14%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy declined by 34%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 9.2% in 2001 to 4.7% in 2006.¹³
- During State Fiscal Year 2007, 10.0% of Tooele County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 57%.¹¹

Tobacco Use in Tooele County

Adult Cigarette Smoking (2004-06) ¹	17.1%
Youth Cigarette Smoking (2005) ¹²	10.0%
Pregnant Women Smoking (2004) ¹⁶	7.0%
Homes with No-smoking Rule (2004-06) ¹	86.9%
Quit Line Registrations (FY2007) ⁴	174
QuitNet Registrations (FY2007) ⁵	82
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	93.8%

Tooele County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	44 youth	Quit rate: 28% Reduction rate: 33% *
Prenatal program (partnered with WIC, Medicaid, and Baby Your Baby)	51 pregnant women	Participants received quit support.
Promoting health care provider quit interventions through The TRUTH Network Guide	35 physicians (Mountain West Medical Center; Tooele Hospital)	Health care providers were trained in tobacco cessation interventions and use of referrals to quit services.
Providing quit support and referrals to statewide quit programs	675 adults (community and worksites)	Participants received one-on-one counseling and/or referrals to the Utah Tobacco Quit Line.
Prevention Programs		
Supporting the school district in maintaining comprehensive tobacco policies in schools	5,169 parents and students	School district received tobacco education help from local health department through newsletters, training, and assemblies.
Educating the public about chewing tobacco	6,268 Tooele county residents	Residents were exposed to information about chewing tobacco at rodeos, community events (Family Week, Halloween Carnival), health fairs, and through newsletters.
Conducting retailer education to prevent underage tobacco sales	87 tobacco retailers	Retailers received "We ID Everyone" tobacco sales education kits.
Promotion of Smoke-free Policies		
Promoting enhanced work place tobacco policies	Cargil Salt, Detroit Diesel, New Reflections Treatment Center, Elks Club	Local health department established partnerships with four businesses to strengthen tobacco policies and provided quit support to employees.
Educating county residents about secondhand smoke and quit programs	17,800 Tooele county residents	Residents were exposed to information about secondhand smoke and quit services at health fairs, youth summit, Kick Butts Day and through newspaper ads.
Educating about smoke-free park policies	County Commissioners and Attorney, Tooele County/City Park Directors	Tooele County and Tooele City recreational facilities passed an ordinance that limits smoking in county-owned public places to designated areas.

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



Tooele High School students Zac Clausing and Matt Gochis educate their peers on the lack of FDA regulation for tobacco products during a Kick Butts Day event on March 28, 2007.

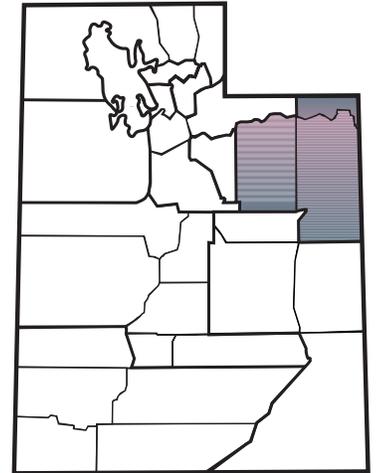
TriCounty

Tobacco Use in TriCounty

Adult Cigarette Smoking (2004-06) ¹	20.4%
Youth Cigarette Smoking (2005) ²	13.9%
Pregnant Women Smoking (2005) ⁶	17.1%
Homes with No-smoking Rule (2004-06) ¹	79.4%
Quit Line Registrations (FY2007) ⁴	93
QuitNet Registrations (FY2007) ⁵	49
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	91.6%

Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in TriCounty showed no decline.¹
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 16.8% in 2001 to 9.9% in 2006.¹³
- During State Fiscal Year 2007, 14.7% of TriCounty stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 21%.¹¹

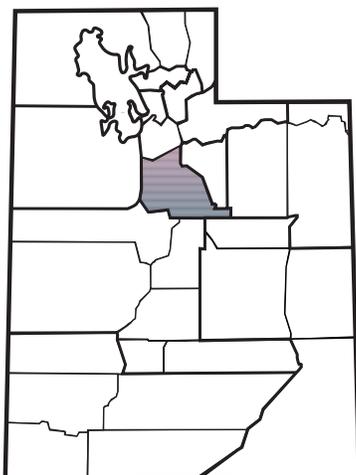


TriCounty Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	58 youth	Quit rate: 15% Reduction rate: 54%*
Marketing the Utah Tobacco Quit Line and Utah QuitNet	200 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)	30 pregnant women contacted	Pregnant women received information about quit services.
Promoting health care provider quit interventions through The TRUTH Network Guide	Five health care providers	Providers received training in tobacco cessation interventions and use of referrals to quit services.
Prevention Programs		
Tobacco 101	578 students	Students received tobacco prevention education.
Promoting the Truth from Youth Anti-tobacco Advertising Contest	700 students reached with the promotion	4th and 5th grade students created 55 local anti-tobacco ads; junior high school students created 330 additional ads.
Conducting retailer education to prevent underage tobacco sales	52 retailers	Retailers received "We ID Everyone" tobacco sales education kits.
Promotion of Smoke-free Policies		
Distributing news releases, public service announcements (local radio), and brochures educating about smoke-free environments	TriCounty residents	Participants were informed about the health risks of secondhand smoke. Reach of local radio stations: 40,000 residents; reach of newspapers: 20,000 residents.
Assessing worksite tobacco policies	52 retailers Two worksites with 180 employees	Local health department established workgroup to develop worksite wellness policies.
Educating county residents at local rodeo events about secondhand smoke and quitting services	1,607 TriCounty residents	Community received secondhand smoke and quit information at rodeo events (Lane Frost Challenge, CRC Battle of the Bulls, local rodeos, Kids Stampede)

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

TriCounty Health District Counties:
Daggett, Duchesne, Uintah



Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Utah County showed no decline. Utah County's smoking rate remains the lowest rate in the state.¹
- Birth certificates indicate that since 1999, smoking during pregnancy declined by 21%.¹⁶
- During State Fiscal Year 2007, 6.5% of Utah County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 39%.¹¹

Tobacco Use in Utah County

Adult Cigarette Smoking (2004-06) ¹	5.8%
Youth Cigarette Smoking (2005) ¹²	4.2%
Pregnant Women Smoking (2005) ¹⁶	3.0%
Homes with No-smoking Rule (2004-06) ¹	94.4%
Quit Line Registrations (FY2007) ⁴	822
QuitNet Registrations (FY2007) ⁵	241
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	90.8%

Utah County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	139 youth	Quit rate: 19% Reduction rate: 41%*
First Step prenatal program	216 pregnant women	Quit rate: 32% Reduction rate: 19%
Promoting health care provider quit interventions through The TRUTH Network Guide	253 health care professionals and students	Health care providers/students received education/training in tobacco cessation interventions and referrals to quit services.
Informing high-risk worksites about quit services and secondhand smoke (SHS)	625 employees	Six worksites completed tobacco policy assessments; 41 worksites received education on the dangers of SHS and quit services.
Informing Utah County residents about tobacco issues and quit services	6,226 participants in health fairs/other public events	Local health department staff provided tobacco information and education at 45 community events.
Prevention Programs		
Promoting the Truth from Youth Anti-tobacco Advertising and "Real Noise" Contests	1,960 students and administrators reached with promotions	Utah County 4th and 5th grade students created 117 local anti-tobacco ads.
Developing Youth Tobacco Task Force	Junior high school students	OUTRAGE formed with 25 youth and conducted seven peer education events.
Conducting retailer training to prevent underage tobacco sales	194 participants	The rate of illegal sales declined from 10.7% in 2001 to 6.5%.
Conducting tobacco education at alternative high schools and residential treatment centers	1,024 participants	Participants benefitted from nine secondhand smoke presentations, two focus groups, and one support education group.
Promotion of Smoke-free Policies		
Tobacco policy education at residential treatment centers	Five treatment centers	Four treatment centers adopted a tobacco-free policy.
Tobacco policy education at Multiple Dwelling Units (MDUs)	108 MDUs	Four MDUs developed tobacco-free policies; others received SHS education.
Community education about the dangers of secondhand smoke	95,312 community members	Community received comprehensive SHS information during 10 events.
Providing education about tobacco policies for outdoor recreation venues	10 recreation venues and agencies	Five venues developed tobacco-free policies.
Promoting tobacco-free policies at trade and technical schools	Six schools	One school adopted new tobacco policy; five schools improved existing policies.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		



The Utah County youth group OUTRAGE organized an anti-tobacco demonstration in Provo on national Kicks Butts Day in March.

Wasatch County

Tobacco Use in Wasatch County

Adult Cigarette Smoking (2004-06) ¹	10.4%
Youth Cigarette Smoking (2005) ²	12.6%
Pregnant Women Smoking (2005) ¹⁶	5.8%
Homes with No-smoking Rule (2004-06) ¹	92.0%
Quit Line Registrations (FY'2007) ⁴	18
QuitNet Registrations (FY'2007) ⁵	13
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	91.2%

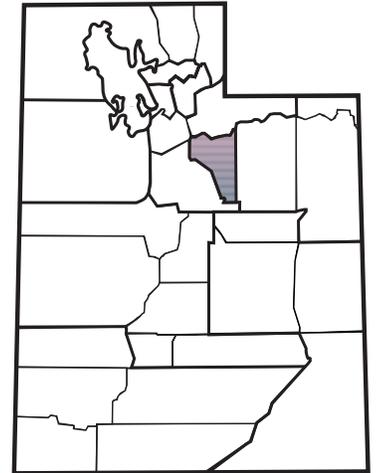


"We have all worked extremely hard to become rodeo champions. Using tobacco will only get in the way and make it harder to reach our goals. I would like to wish you all the best of luck and to encourage all rodeo athletes to be tobacco free."

Michelle Johnson, National High School Rodeo Queen 2006-2007, and anti-tobacco advocate for Wasatch County Health District

Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Wasatch County decreased by 19%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹⁶
- During State Fiscal Year 2007, 7.8% of Wasatch County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 44%.¹¹

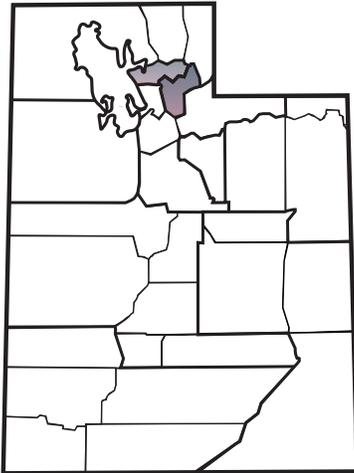


Wasatch County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
First Step prenatal tobacco cessation program	Seven pregnant women	All participants reduced tobacco use.
Freedom From Smoking adult cessation class	Three adults	All participants quit smoking.
Health care provider training on TRUTH Network materials	Two physicians	Physicians were trained in quit counseling and services available for their patients.
Prevention Programs		
TOT/TOT Booster/TF4 curriculum**	891 students	Students increased their knowledge of tobacco-related issues.
Rodeo sponsorships	2,800 rodeo patrons and contestants; 970 high school students	Community was exposed to anti-tobacco brochures, incentives, public service announcements, banners, and local newspaper articles.
Supporting the Gold Medal Schools program in elementary schools	One school	School received help with adopting a comprehensive tobacco policy.
Promoting the Truth from Youth Anti-tobacco Advertising Contest	12 4th and 5th grade students	547 students were exposed to peer-created anti-tobacco ads.
Educating parents to raise tobacco-free children	1,466 parents and students reached through newsletters	Parents were informed about ways to help children avoid using tobacco, about secondhand smoke policies, and about quit services.
Community Partner Projects	4,621 K-12 students	Students were informed of harmful effects of tobacco during Red Ribbon Week activities.
Community Issues Conference	700 Wasatch County residents	Community members received information about quit services and communication techniques to prevent youth tobacco use.
Promotion of Smoke-free Policies		
Providing education about smoke-free outdoor venues	One city; one event	Midway adopted a tobacco-free parks and trails policy. Wasatch County Fair workers will be prohibited from smoking.
Educating the community about secondhand smoke through local radio ads	KTMP radio listeners	Listeners received information on secondhand smoke.

** 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 15%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 29%.¹⁶
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 9.0% in 2001 to 6.4% in 2006.¹³
- During State Fiscal Year 2007, 7.0% of Weber-Morgan stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 58%.¹¹

Tobacco Use in Weber-Morgan Counties

Adult Cigarette Smoking (2004-06) ¹	13.1%
Youth Cigarette Smoking (2005) ¹²	9.6%
Pregnant Women Smoking (2005) ¹⁶	9.3%
Homes with No-smoking Rule (2004-06) ¹	89.6%
Quit Line Registrations (FY2007) ⁴	729
QuitNet Registrations (FY2007) ⁵	230
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	94.6%

Weber-Morgan Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	12 youth	Youth learned about quitting.
Teen Tobacco Reduction Program	140 youth	Participants were educated about the dangers of tobacco use.
First Step prenatal program	13 pregnant women	Ten participants reduced tobacco use; two participants quit.
Promoting health care provider interventions through The TRUTH Network Guide materials.	134 participants (physicians, nurses, dental hygienists)	Health care providers received education in quit counseling and information on referral and quit services.
Adult tobacco cessation program (Freedom From Smoking)	17 adults	Ten participants reduced tobacco use; five participants quit.
Prevention Programs		
TOT curriculum**	941 students	Students increased their knowledge of tobacco-related issues.
Promoting the Truth From Youth Anti-tobacco Advertising Contest	4th and 5th grade students	Students from Weber-Morgan counties created 380 local anti-tobacco ads for the statewide contest.
Training students in teaching and health education at Weber State University in tobacco education	55 students	Students' awareness of tobacco-related issues and prevention education increased.
Promoting anti-tobacco messages and healthy lifestyles with Governing Youth Council (GYC)	2,836 community members and students	Participants received information on the dangers of tobacco use and quit services during school and community events.
Tobacco prevention activities in schools	2,843 students	Students received tobacco prevention education through games and other school activities.
Supporting the Gold Medal Schools program	Three elementary schools	Three schools adopted comprehensive tobacco policies.
Promotion of Smoke-free Policies		
Assisting worksites in revising tobacco policies	One worksite	Fresenius Medical Care adopted a tobacco-free policy.
Promoting smoke-free homes	515 kits distributed	Families at increased risk for tobacco-use received information, incentives, and pledge cards to establish smoke-free homes.

*END: Ending Nicotine Dependence program.

** TOT: Tobacco On Trial



At a Kick Butts Day event in the spring, the Weber-Morgan Governing Youth Council collected and displayed 1,200 shoes in front of the Ogden Municipal Building to represent the number of people who die every day from tobacco use in the U.S.

Weber-Morgan Health District Counties:
Morgan, Weber

Acknowledgments

The Utah Department of Health would like to thank its many partners who helped to reduce the tobacco-related health and social burden in Utah over the past years.

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 - Teresa Theurer, Utah State Board of Education
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- 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
- Tobacco Prevention and Control Program staff at the Utah Department of Health

Funded Partners

American Lung Association of Utah
Association for Utah Community Health
Association of Sierra Leoneans in Utah
Bear River Health Department
Boys and Girls Clubs of Greater Salt Lake
Central Utah Public Health Department
Clearfield Job Corps
College of Eastern Utah
Comunidades Unidas
Crowell/Love Partnership
Davis Applied Technology Center
Davis County Health Department
Delta Manor Apartments
Emery School District
Free & Clear, Inc.
Grand County School District
Granite School District
Green River Community Center
Georgia Pacific Gypsum Plant
Davis Head Start
UDOH Heart Disease and Stroke Prevention Program
Heritage Club
Housing Opportunities, Inc.
Intermountain Springville Clinic
Indian Walk-In Center
Logan Parks and Recreation
Logan Regional Hospital
Logan Transit/Cache Valley Transit
Utah Medicaid Program
Millard High School
Mount Logan School
Mountainview Mushrooms, LLC, Fillmore
North Sanpete School District
Northwestern Band of the Shoshone Nation
UDOH Office of Epidemiology
Paiute Indian Tribe of Utah
Project Success Coalition, Inc.
The Queen Center, Inc.
Healthways QuitNet, Inc.
DPR Communications
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 Sanpete School District
Southeastern Utah Health Department
Southwest Utah Public Health Department
Summit County Health Department
Together with Youth
Tooele Community Tobacco Coalition
Tooele County Health Department
Tooele County Youth Court
Tooele Esteem Team
Tooele School District
Tooele Valley Mental Health
TriCounty Health Civic Committee
TriCounty Health Department
University of Colorado Health Sciences Center
Utah County Health Department
Utah Navajo Health System, Inc.
Utah Partners for Health
Utah State University Wellness Center
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: \$4,110,200

Cigarette Tax Restricted Account*: \$3,131,700

One-time carryover: \$447,453

*All FY2007 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY2007.

Federal and Private TPCP Revenue

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

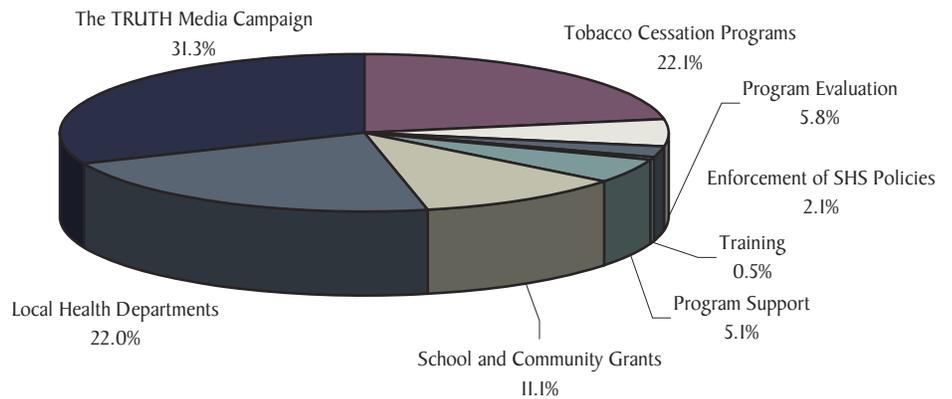
Medicaid match for The TRUTH media campaign and Utah Quit Line: \$1,420,216

Centers for Disease Control and Prevention (CDC): \$1,349,246

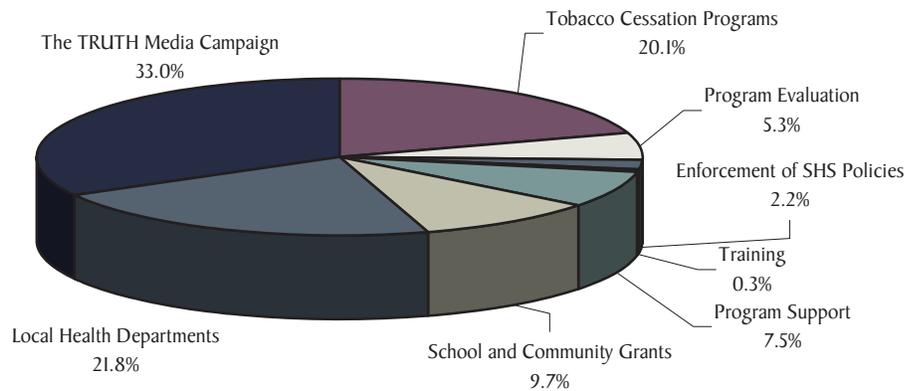
In-kind Revenue: Marketing Campaign Added-value
Media vendors donate approximately \$2 for every \$1 spent on media.

Increased airing of ads, news specials, and other media events: \$7,858,863

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



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



Notes and References

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To view the FY07 Tobacco Prevention and Control report online, please go to www.tobaccofreeutah.org and click on the "FY2007 Annual Report" link or go directly to www.tobaccofreeutah.org/tpcfy07report.pdf.

