# Oregon Tobacco Quit Line

## Utilization Dashboard by County Report

**Baker County**

From 10/1/2014 through 10/31/2014

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>17</td>
<td>3,202</td>
</tr>
</tbody>
</table>

### Unique Tobacco Users YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>11</td>
<td>2,105</td>
</tr>
</tbody>
</table>

### Target Reach

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

### Reach YTD

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.64 %</td>
<td>0.63 %</td>
</tr>
</tbody>
</table>

### Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.60 %</td>
<td>0.21 %</td>
</tr>
</tbody>
</table>

### Annualized Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1.93 %</td>
<td>1.90 %</td>
</tr>
</tbody>
</table>

### Annualized Reach - NAQC

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1.81 %</td>
<td>0.64 %</td>
</tr>
</tbody>
</table>

### Unique Individual Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users YTD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.42 %</td>
<td>0.42 %</td>
</tr>
</tbody>
</table>

## How Heard About

- Website
- Outbound Re-enrollment Offer
- Other
- Health Professional
- Family/Friend

### Report Execution Time: 11/6/2014 5:10:23 AM

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

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>69,035</td>
<td>10.8 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7,456</td>
</tr>
</tbody>
</table>

### How Heard About

- Health Professional
- Health Department
- Community Organization

### Fax Referral

![Fax Referral Graph]

### Tobacco User Enrollments By Program Type

![Tobacco User Enrollments By Program Type Graph]

### Tobacco Users Receiving NRT

![Tobacco Users Receiving NRT Graph]

### Female Tobacco Users By Pregnancy Status

![Female Tobacco Users By Pregnancy Status Graph]

### Tobacco Users By Tobacco Type

![Tobacco Users By Tobacco Type Graph]

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County

From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

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

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
Data Source:

Utilization Dashboard by County Report
Oregon Tobacco Quit Line
Clackamas County
From 10/1/2014 through 10/31/2014

Tobacco Users By Gender
- Female, 70.39%
- Male, 29.41%
Chart Total N: 17

Tobacco Users By Language
- English, 100.00%
Chart Total N: 17

Tobacco Users By Education
- No HS Degree/GED, 33.33%
- HS Degree/GED, 46.67%
- Some College, 13.33%
- College Degree, 6.67%
Chart Total N: 15

Tobacco Users By Race
- White, 92.31%
- Native Hawaiian/Pacific Islander, 7.69%
Chart Total N: 13

Tobacco Users By Age
- 18 - 24, 17.65%
- 25 - 34, 11.76%
- 35 - 44, 17.65%
- 45 - 54, 17.65%
- 55 - 64, 23.53%
- 65 and Older, 11.76%
Chart Total N: 17

Tobacco Users By Health Plan
- Medicare, 29.41%
- Commercially Insured, 23.53%
- Medicaid, 17.65%
- Uninsured, 17.65%
- Doesnt Know, 11.76%
Chart Total N: 17

Tobacco Users By Ethnicity
- Hispanic, 6.67%
- Non-Hispanic, 93.33%
Chart Total N: 15

Tobacco Users By Chronic Condition
- Asthma, 23.08%
- CAD, 7.69%
- COPD, 7.69%
- Diabetes, 7.69%
- None, 53.85%
Chart Total N: 13

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

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>36,948</td>
<td>17.1 %</td>
</tr>
<tr>
<td></td>
<td>6,318</td>
<td></td>
</tr>
</tbody>
</table>

County	State

Tobacco Users - Last Full Month	2	755
Tobacco Users YTD	21	3,202
Unique Tobacco Users YTD	3	14	2,105
Target Reach	2.0 %
Reach YTD	1.0 %
Reach - NAQC	0.21 %
Annualized Reach	1.90 %
Annualized Reach - NAQC	0.64 %
Unique Individual Reach	0.42 %

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
From 10/1/2014 through 10/31/2014

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>50,726</td>
<td>14,254</td>
</tr>
<tr>
<td>Prevalence</td>
<td>28.1 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>4</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>29</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.20 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.18 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.61 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.53 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>20,635</td>
<td>4,808</td>
</tr>
<tr>
<td>Prevalence</td>
<td>23.3 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>3</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>11</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.23 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.17 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.69 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

How Heard About

- Health Professional
- Brochure/Newsletter/Flyer

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Curry County
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

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

County Population and State Tobacco Users - Last Full Month
- Tobacco Users - Last Full Month: 5, 755
- Tobacco Users YTD: 9, 3,202
- Unique Tobacco Users YTD: 3, 2,105

Target Reach
- 2.0% County
- 0.27% State

Reach YTD
- 0.27% County
- 0.63% State

Reach - NAQC
- 0.15% County
- 0.21% State

Annualized Reach
- 0.82% County
- 1.90% State

Annualized Reach - NAQC
- 0.45% County
- 0.64% State

Unique Individual Reach
- 0.18% County
- 0.42% State

Received from 10/1/2014 through 10/31/2014

County Population
- Adult Population: 17,947
- Adult Prevalence: 18.4%

Prevalence
- Tobacco Users: 3,302
- Adult Prevalence: 18.4%

How Heard About
- Newspaper/Magazine
- Health Department
- Brochure/Newsletter/Flyer

Fax Referral
- Multi Call
- 1 Call

Tobacco User Enrollments By Program Type
- Multi Call
- 1 Call

Tobacco Users Receiving NRT
- Multi Call
- 1 Call

Female Tobacco Users By Pregnancy Status
- Planning Pregnancy
- Currently Pregnant
- Not Pregnant
- Currently Breastfeeding

Tobacco Users By Tobacco Type
- SLT
- Pipe
- Cigar
- Cigarette

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>10</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>52</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.28%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.17%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.83%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.52%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.18%</td>
</tr>
</tbody>
</table>
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

- County Population
- Prevalence
- Tobacco Users

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>83,168</td>
</tr>
<tr>
<td>Prevalence</td>
<td>27.1%</td>
</tr>
</tbody>
</table>

| Tobacco Users - Last Full Month | 17 | 755 |
| Tobacco Users YTD | 83 | 3,202 |
| Unique Tobacco Users YTD | 3 | 2,105 |
| Target Reach | 2.0% | 2.0% |
| Reach YTD | 1 | 0.37% | 0.63% |
| Reach - NAQC | 2 | 0.30% | 0.21% |
| Annualized Reach | 1 | 1.10% | 1.90% |
| Annualized Reach - NAQC | 2 | 0.91% | 0.64% |
| Unique Individual Reach | 3 | 0.26% | 0.42% |

How Heard About

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

From 10/1/2014 through 10/31/2014

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Gilliam County
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>1,529</td>
<td>29.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>453</td>
</tr>
</tbody>
</table>

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

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>5,953</td>
<td>1,453</td>
</tr>
</tbody>
</table>

County Population  Prevalence  Tobacco Users
Adult  5,953  24.4 %  1,453

- Tobacco Users - Last Full Month: 755
- Tobacco Users YTD: 3,202
- Unique Tobacco Users YTD: 2,105
- Target Reach: 2.0 %
- Reach YTD: 0.07 %
- Reach - NAQC: 0.07 %
- Annualized Reach: 0.21 %
- Annualized Reach - NAQC: 0.21 %
- Unique Individual Reach: 0.42 %

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

State Tobacco Users Served Contract YTD (Adults)

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

Tobacco Users - Last Full Month | 755
Tobacco Users YTD | 3,202
Unique Tobacco Users YTD | 2,105
Target Reach | 2.0 %
Reach YTD | 0.34 %
Reach - NAQC | 0.23 %
Annualized Reach | 1.03 %
Annualized Reach - NAQC | 0.69 %
Unique Individual Reach | 0.23 %

Target Reach | 2.0 %
Reach YTD | 0.63 %
Reach - NAQC | 0.21 %
Annualized Reach | 1.90 %
Annualized Reach - NAQC | 0.64 %
Unique Individual Reach | 0.42 %

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

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>16,229</td>
<td>1,396</td>
</tr>
<tr>
<td>8.6 %</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>16,594</td>
<td>2,638</td>
</tr>
</tbody>
</table>

- Tobacco Users - Last Full Month: 755
- Tobacco Users YTD: 3,202
- Unique Tobacco Users YTD: 3,202
- Target Reach: 2.0%
- Reach YTD: 0.15%
- Reach - NAQC: 0.08%
- Annualized Reach: 0.45%
- Annualized Reach - NAQC: 0.23%
- Unique Individual Reach: 0.11%

Reach – includes all tobacco users, regardless of service requested.
NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

From 10/1/2014 through 10/31/2014

Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jefferson County

Page 31 of 72
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | State
--- | --- | --- | ---
Adult | 66,678 | 25.0 % | 16,670

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>3</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>24</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>16</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.14 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.13 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.43 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.38 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.10 %</td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

2. From 10/1/2014 through 10/31/2014

Tobacco Users By Gender
- Male, 100.00%
- Chart Total N: 2

Tobacco Users By Language
- English, 100.00%
- Chart Total N: 2

Tobacco Users By Education
- Some College, 100.00%
- Chart Total N: 2

Tobacco Users By Race
- White, 100.00%
- Chart Total N: 2

Tobacco Users By Age
- 25 - 34, 50.00%
- 35 - 44, 50.00%
- Chart Total N: 2

Tobacco Users By Health Plan
- Medicaid, 100.00%
- Chart Total N: 2

Tobacco Users By Ethnicity
- Non-Hispanic, 100.00%
- Chart Total N: 2

Tobacco Users By Chronic Condition
- None, 100.00%
- Chart Total N: 2

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

## State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>50,494</td>
<td>11,109</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How Heard About</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure/Newsletter/Flyer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Health Professional</td>
<td>2</td>
<td>2</td>
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</tr>
<tr>
<td>Health Department</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Website</td>
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<tr>
<td>Other</td>
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<tr>
<td>Community Organization</td>
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### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
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</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>46</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
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</table>

### Target Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.41%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.33%</td>
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### Annualized Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
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<tbody>
<tr>
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<td>1.24%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.00%</td>
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</table>

### Unique Individual Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Individual Reach</td>
<td>0.27%</td>
</tr>
</tbody>
</table>

### Target Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Population</td>
<td>50,494</td>
</tr>
<tr>
<td>Prevalence</td>
<td>22.0%</td>
</tr>
<tr>
<td>Tobacco Users</td>
<td>11,109</td>
</tr>
</tbody>
</table>

### How Heard About

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### Fax Referral

<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>S</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>O</td>
<td>10</td>
<td>11</td>
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<tr>
<td>N</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>D</td>
<td>16</td>
<td>17</td>
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</tr>
<tr>
<td>J</td>
<td>19</td>
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<tr>
<td>F</td>
<td>22</td>
<td>23</td>
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</tr>
<tr>
<td>M</td>
<td>25</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>A</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>M</td>
<td>31</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>J</td>
<td>34</td>
<td>35</td>
<td>36</td>
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</table>

### Tobacco User Enrollments By Program Type

<table>
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<th>2015</th>
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<tr>
<td>D</td>
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<td>J</td>
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<tr>
<td>F</td>
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<tr>
<td>M</td>
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<td>27</td>
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<tr>
<td>A</td>
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<tr>
<td>M</td>
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<td>33</td>
</tr>
<tr>
<td>J</td>
<td>34</td>
<td>35</td>
<td>36</td>
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</tbody>
</table>

### Tobacco Users Receiving NRT

<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>S</td>
<td>7</td>
<td>8</td>
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</tr>
<tr>
<td>O</td>
<td>10</td>
<td>11</td>
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<tr>
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<td>D</td>
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<td>J</td>
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<tr>
<td>F</td>
<td>22</td>
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<tr>
<td>M</td>
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<td>A</td>
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<tr>
<td>M</td>
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<td>32</td>
<td>33</td>
</tr>
<tr>
<td>J</td>
<td>34</td>
<td>35</td>
<td>36</td>
</tr>
</tbody>
</table>

### Female Tobacco Users By Pregnancy Status

<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
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<tr>
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<tr>
<td>S</td>
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<tr>
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<td>15</td>
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<tr>
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<td>J</td>
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</tr>
<tr>
<td>M</td>
<td>31</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>J</td>
<td>34</td>
<td>35</td>
<td>36</td>
</tr>
</tbody>
</table>

### Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>S</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>O</td>
<td>10</td>
<td>11</td>
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<td>J</td>
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<tr>
<td>F</td>
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<tr>
<td>M</td>
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<td>26</td>
<td>27</td>
</tr>
<tr>
<td>A</td>
<td>28</td>
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<td>30</td>
</tr>
<tr>
<td>M</td>
<td>31</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>J</td>
<td>34</td>
<td>35</td>
<td>36</td>
</tr>
</tbody>
</table>
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
From 10/1/2014 through 10/31/2014

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>6,068</td>
<td>1,208</td>
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</table>

Prevalence: 19.9%

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>755</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.25%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.08%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.75%</td>
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<tr>
<td>Annualized Reach - NAQC</td>
<td>0.25%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.17%</td>
</tr>
</tbody>
</table>

Reach – includes all tobacco users, regardless of service requested.
NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

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

State Tobacco Users Served Contract YTD (Adults)

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

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

From 10/1/2014 through 10/31/2014

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

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

<table>
<thead>
<tr>
<th>How Heard About</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
</tr>
<tr>
<td>Family/Friend</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fax Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi Call</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tobacco User Enrollments By Program Type</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users Receiving NRT</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Female Tobacco Users By Pregnancy Status</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tobacco Users By Tobacco Type</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>23,866</td>
<td>16.8 %</td>
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<td></td>
<td>4,009</td>
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<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>1</td>
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<tr>
<td>Tobacco Users YTD</td>
<td>12</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>11</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.30 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.30 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.90 %</td>
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<tr>
<td>Annualized Reach - NAQC</td>
<td>0.90 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.27 %</td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>235,431</td>
<td>36,492</td>
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<tr>
<td>15.5 %</td>
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</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>31</td>
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<tr>
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<td>118</td>
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<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
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<tr>
<td>Reach YTD</td>
<td>1</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

Prepared for the South Carolina Department of Health and Environmental Control.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
### State Tobacco Users Served Contract YTD (Adults)

![Map of Morrow County](image)

### County Population and Prevalence

<table>
<thead>
<tr>
<th>County</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Reach YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>9,037</td>
<td>1,645</td>
<td>0.43 %</td>
</tr>
<tr>
<td>Prevalence</td>
<td>18.2 %</td>
<td>1.0 %</td>
<td>0.12 %</td>
</tr>
</tbody>
</table>

### Unique Tobacco Users YTD

- **3**
- **5**
- **2,105**

### Target Reach

- **2.0 %**

### Reach YTD

- **0.43 %**
- **0.63 %**

### Reach - NAQC

- **0.12 %**
- **0.21 %**

### Annualized Reach

- **1.28 %**
- **1.90 %**

### Annualized Reach - NAQC

- **0.36 %**
- **0.64 %**

### Unique Individual Reach

- **0.30 %**
- **0.42 %**

---

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>15.3 %</td>
<td>86,308</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>107</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>387</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.45 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach - NAQC</td>
<td>0.24 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.35 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.71 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

County Population

Prevalence

Tobacco Users

Target Reach

Reach YTD

Reach - NAQC

Annualized Reach

Annualized Reach - NAQC

Unique Individual Reach

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type
### County Population

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>52,685</td>
</tr>
<tr>
<td>Prevalence</td>
<td>14.3 %</td>
</tr>
<tr>
<td>Tobacco Users</td>
<td>7,534</td>
</tr>
</tbody>
</table>

### Tobacco Users - Last Full Month

- Tobacco Users: 6755
- Unique Tobacco Users: 3202
- Target Reach: 2.0%
- Reach YTD: 0.28%
- Reach - NAQC: 0.19%
- Annualized Reach: 0.84%
- Annualized Reach - NAQC: 0.56%
- Unique Individual Reach: 0.15%

### How Heard About

- Website
- TV/Commercial
- Other
- Health Professional
- Family/Friend
- Brochure/Newsletter/Flyer

### Fax Referral

#### Male

<table>
<thead>
<tr>
<th>Year</th>
<th>Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
</tbody>
</table>

#### Female

<table>
<thead>
<tr>
<th>Year</th>
<th>Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
</tbody>
</table>

### Tobacco User Enrollments By Program Type

#### Male

- Multi Call
- 1 Call

#### Female

- Multi Call
- 1 Call

### Tobacco Users Receiving NRT

- Multi Call
- 1 Call

### Female Tobacco Users By Pregnancy Status

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

### Tobacco Users By Tobacco Type

- SLT
- Pipe
- Cigar
- Cigarette

---

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Sherman County
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users | State
Adult 1,477 | 22.1 % | 326 | 4

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>755</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>3,202</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>2,105</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.61 %</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.61 %</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.84 %</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1.84 %</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.61 %</td>
</tr>
</tbody>
</table>

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

State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th>Tobacco Users - Last Full Month</th>
<th>Tobacco Users YTD</th>
<th>Unique Tobacco Users YTD</th>
<th>Target Reach</th>
<th>Reach YTD</th>
<th>Reach - NAQC</th>
<th>Annualized Reach</th>
<th>Annualized Reach - NAQC</th>
<th>Unique Individual Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>16</td>
<td>3</td>
<td>2.0 %</td>
<td>0.35 %</td>
<td>0.26 %</td>
<td>1.04 %</td>
<td>0.78 %</td>
<td>0.24 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21,446</td>
<td>21.6 %</td>
<td>4,632</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

- Health Professional
- Outbound Re-enrollment Offer
- Newspaper/Magazine
- Health Department
- Family/Friend

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

County Population | Prevalence | Tobacco Users
--- | --- | ---
Adult | 54,202 | 13,117

Tobacco Users - Last Full Month | 10 | 755
Tobacco Users YTD | 39 | 3,202
Unique Tobacco Users YTD | 3 | 2,105
Target Reach | 2.0% | 2.0%
Reach YTD | 0.30% | 0.63%
Reach - NAQC | 0.18% | 0.21%
Annualized Reach | 0.89% | 1.90%
Annualized Reach - NAQC | 0.55% | 0.64%
Unique Individual Reach | 3 | 0.18% | 0.42%

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

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
<th>Reach – includes all tobacco users, regardless of service requested.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>19,424</td>
<td>13.8 %</td>
<td>2,681</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>8</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>14</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>7</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>1</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

#### How Heard About

- Health Professional
- Health Insurance
- Website
- Family/Friend

#### Fax Referral

- Multi Call
- 1 Call

#### Tobacco User Enrollments By Program Type

- 2013
- 2014
- 2015

#### Tobacco Users Receiving NRT

- 2013
- 2014
- 2015

#### Female Tobacco Users By Pregnancy Status

- 2013
- 2014
- 2015

#### Tobacco Users By Tobacco Type

- SLT
- Pipe
- Cigar
- Cigarette

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

County Population | Prevalence | Tobacco Users
Adult | 5,799 | 17.9 % | 1,038

County | State
Tobacco Users - Last Full Month | 1 | 755
Tobacco Users YTD | 2 | 3,202
Unique Tobacco Users YTD | 3 | 2,105
Target Reach | 2.0 % | 2.0 %
Reach YTD | 1 | 0.19 % | 0.63 %
Reach - NAQC | 2 | 0.10 % | 0.21 %
Annualized Reach | 1 | 0.58 % | 1.90 %
Annualized Reach - NAQC | 2 | 0.29 % | 0.64 %
Unique Individual Reach | 3 | 0.10 % | 0.42 %

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.
State Tobacco Users Served Contract YTD (Adults)

- **County Population**: 18,454
- **Prevalence**: 22.1%
- **Tobacco Users**: 4,078

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>6</td>
<td>755</td>
<td></td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>20</td>
<td>3,202</td>
<td></td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>11</td>
<td>2,105</td>
<td></td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
<td>2.0%</td>
<td></td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.49%</td>
<td>0.63%</td>
<td></td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.32%</td>
<td>0.21%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1.47%</td>
<td>1.90%</td>
<td></td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.96%</td>
<td>0.64%</td>
<td></td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.27%</td>
<td>0.42%</td>
<td></td>
</tr>
</tbody>
</table>

1. Reach – includes all tobacco users, regardless of service requested.
2. NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**How Heard About**

- Health Professional
- Other
- Family/Friend

**Fax Referral**

**Tobacco User Enrollments By Program Type**

**Tobacco Users Receiving NRT**

**Female Tobacco Users By Pregnancy Status**

**Tobacco Users By Tobacco Type**

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

State Tobacco Users Served Contract YTD (Adults)

County Population | Prevalence | Tobacco Users
Adult | 387,946 | 12.9 % | 50,045

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>41</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>177</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>3</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>1</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>1</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>2</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>3</td>
</tr>
</tbody>
</table>

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

State Tobacco Users Served Contract YTD (Adults)

How Heard About

Fax Referral

Tobacco User Enrollments By Program Type

Tobacco Users Receiving NRT

Female Tobacco Users By Pregnancy Status

Tobacco Users By Tobacco Type

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

## State Tobacco Users Served Contract YTD (Adults)

<table>
<thead>
<tr>
<th>County Population</th>
<th>Prevalence</th>
<th>Tobacco Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>72,300</td>
<td>13,376</td>
</tr>
</tbody>
</table>

### Target Reach

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Users - Last Full Month</td>
<td>7</td>
</tr>
<tr>
<td>Tobacco Users YTD</td>
<td>36</td>
</tr>
<tr>
<td>Unique Tobacco Users YTD</td>
<td>22</td>
</tr>
<tr>
<td>Target Reach</td>
<td>2.0%</td>
</tr>
<tr>
<td>Reach YTD</td>
<td>0.27%</td>
</tr>
<tr>
<td>Reach - NAQC</td>
<td>0.21%</td>
</tr>
<tr>
<td>Annualized Reach</td>
<td>0.81%</td>
</tr>
<tr>
<td>Annualized Reach - NAQC</td>
<td>0.63%</td>
</tr>
<tr>
<td>Unique Individual Reach</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

### How Heard About

<table>
<thead>
<tr>
<th>How Heard About</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professional</td>
<td>1,500</td>
</tr>
<tr>
<td>Health Department</td>
<td>1,000</td>
</tr>
<tr>
<td>TV/Commercial</td>
<td>500</td>
</tr>
</tbody>
</table>

### Tobacco User Enrollments By Program Type

<table>
<thead>
<tr>
<th>Month</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
</table>

### Tobacco Users Receiving NRT

<table>
<thead>
<tr>
<th>Month</th>
<th>Multi Call</th>
<th>1 Call</th>
</tr>
</thead>
</table>

### Female Tobacco Users By Pregnancy Status

<table>
<thead>
<tr>
<th>Month</th>
<th>Planning Pregnancy</th>
<th>Currently Pregnant</th>
<th>Not Pregnant</th>
</tr>
</thead>
</table>

### Tobacco Users By Tobacco Type

<table>
<thead>
<tr>
<th>Month</th>
<th>SLT</th>
<th>Pipe</th>
<th>Cigar</th>
<th>Cigarette</th>
</tr>
</thead>
</table>

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