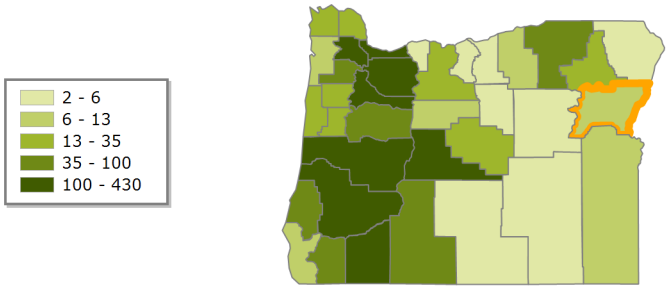
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County

From 11/1/2012 through 11/30/2012

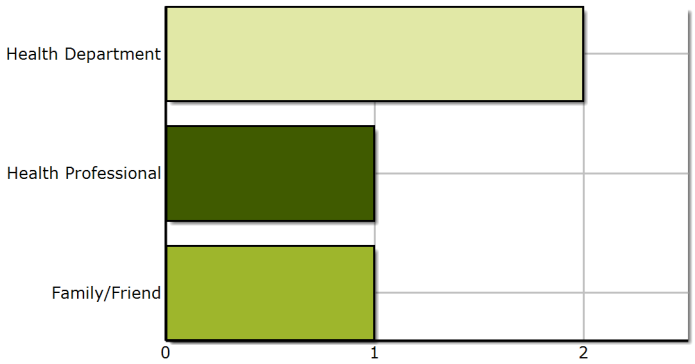
State Tobacco Users Served Contract YTD (Adults)



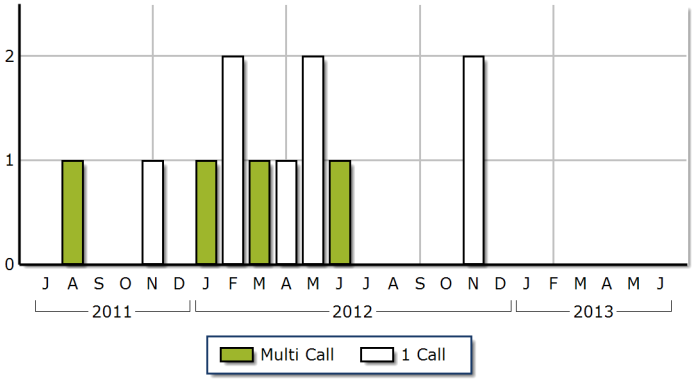
County Population		Prevalence	Tobacco Users
Adult	13,243	20.0 %	2,649 [4]

		County	State
Tobacco Users - Last Full Month		4	827
Tobacco Users YTD		16	3,957
Unique Tobacco Users YTD	[3]	13	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.60 %	0.77 %
Reach - NAQC	[2]	0.42 %	0.32 %
Annualized Reach	[1]	1.45 %	1.84 %
Annualized Reach - NAQC	[2]	1.00 %	0.78 %
Unique Individual Reach	[3]	0.49 %	0.53 %

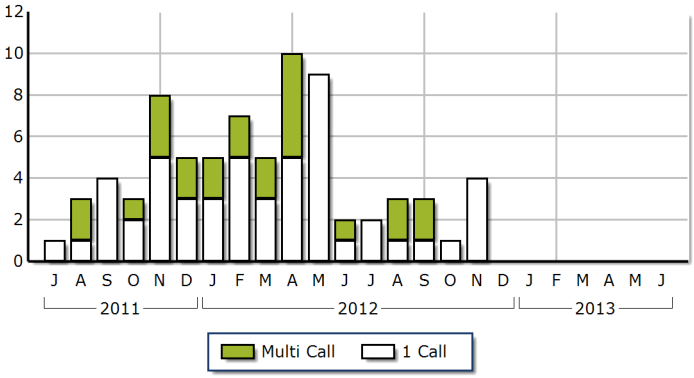
How Heard About



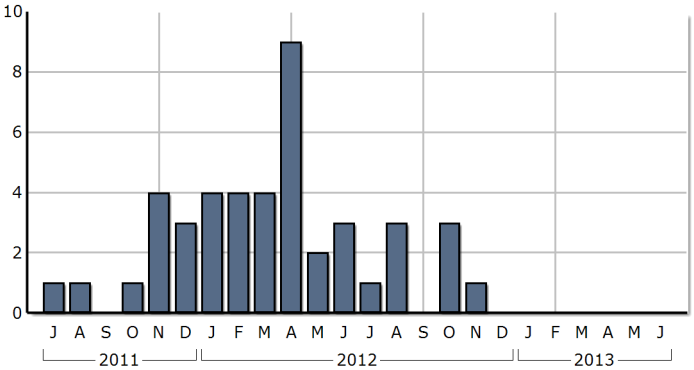
Fax Referral



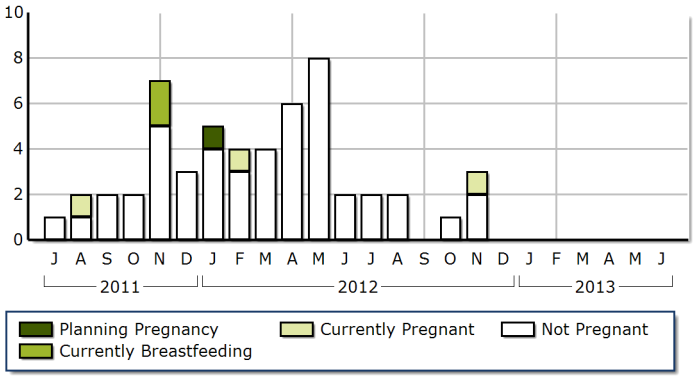
Tobacco User Enrollments By Program Type



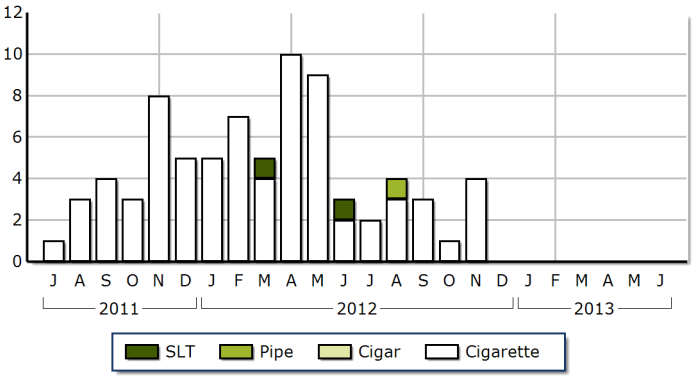
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

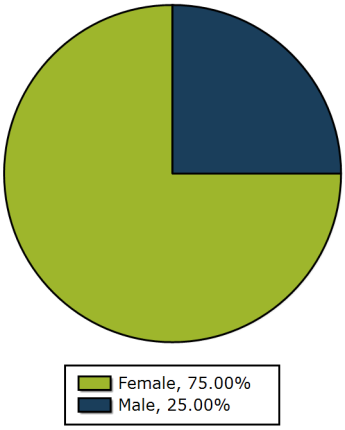

Chart Total N: 4

Tobacco Users By Language

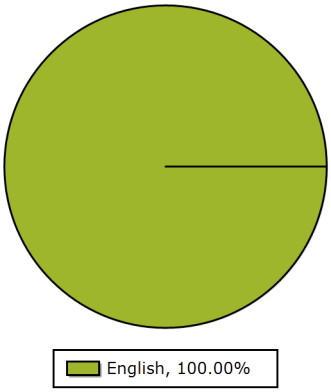

Chart Total N: 4

Tobacco Users By Education

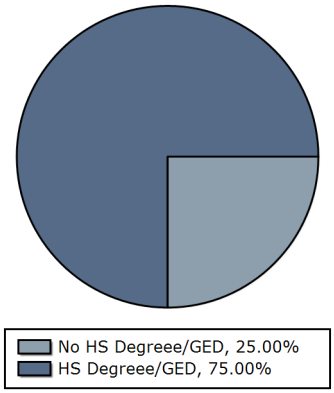

Chart Total N: 4

Tobacco Users By Race

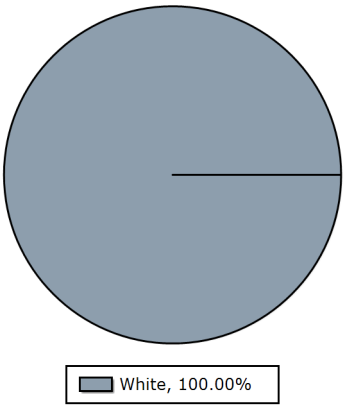

Chart Total N: 4

Tobacco Users By Age

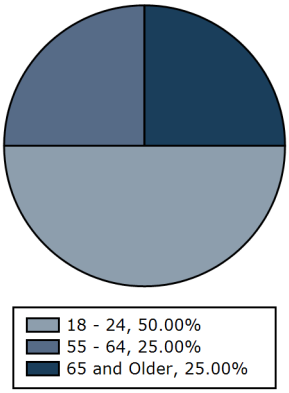

Chart Total N: 4

Tobacco Users By Health Plan

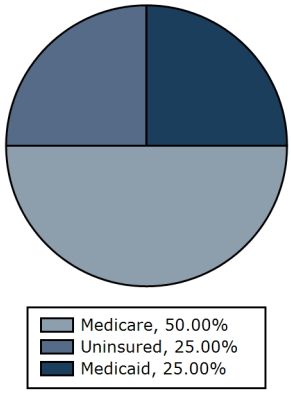

Chart Total N: 4

Tobacco Users By Ethnicity

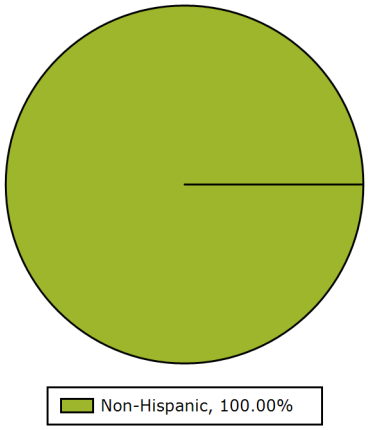

Chart Total N: 4

Tobacco Users By Chronic Condition

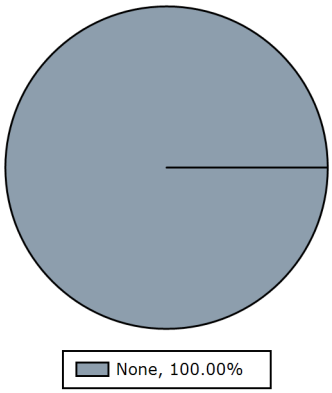

Chart Total N: 4

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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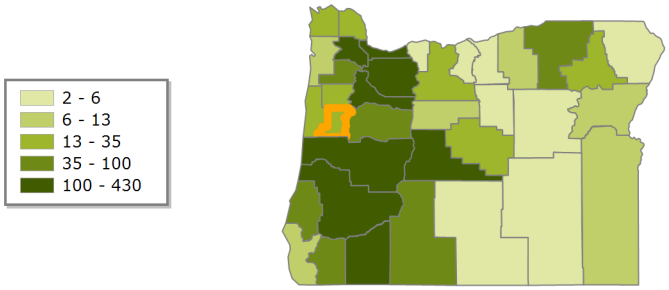
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Benton County

From 11/1/2012 through 11/30/2012

State Tobacco Users Served Contract YTD (Adults)

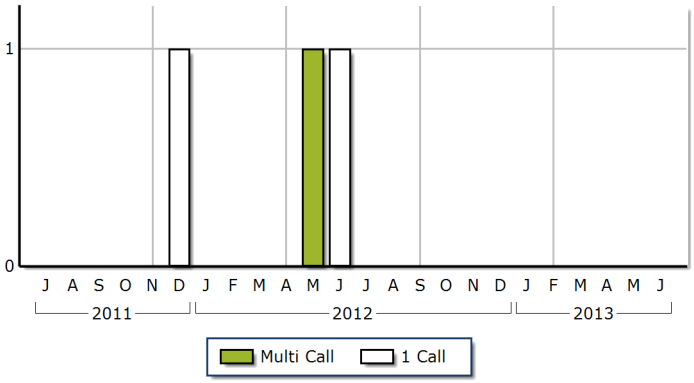


County Population		Prevalence	Tobacco Users
Adult	69,035	10.8 %	7,456 [4]

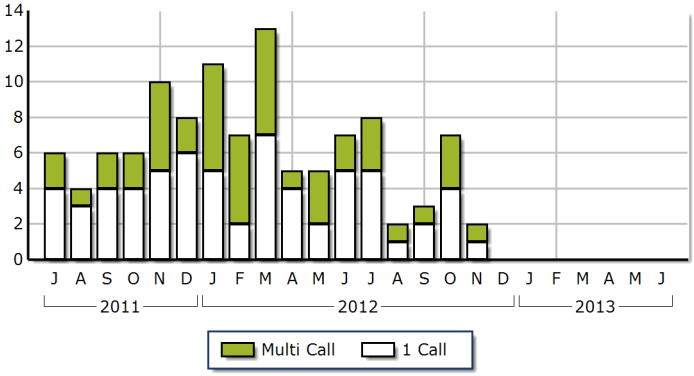
		County	State
Tobacco Users - Last Full Month		3	827
Tobacco Users YTD		25	3,957
Unique Tobacco Users YTD	3	11	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.34 %	0.77 %
Reach - NAQC	2	0.23 %	0.32 %
Annualized Reach	1	0.80 %	1.84 %
Annualized Reach - NAQC	2	0.55 %	0.78 %
Unique Individual Reach	3	0.15 %	0.53 %

How Heard About

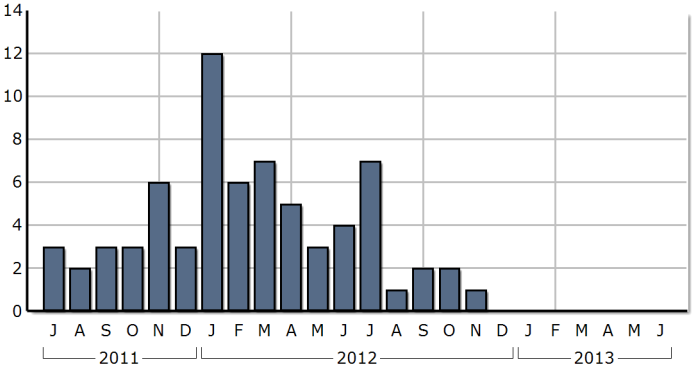
Fax Referral



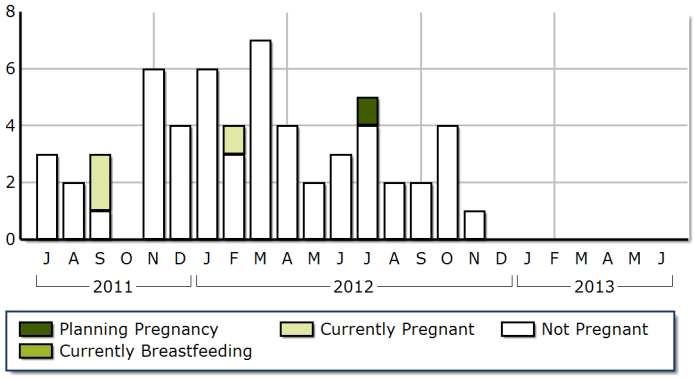
Tobacco User Enrollments By Program Type



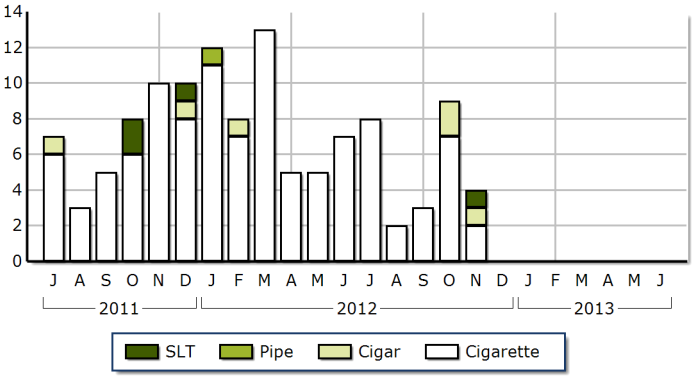
Tobacco Users Receiving NRT



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.

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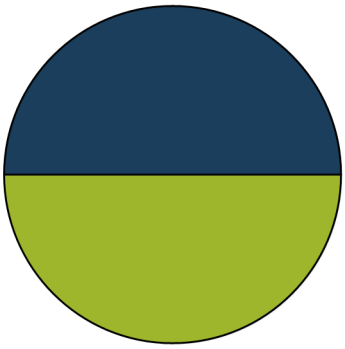
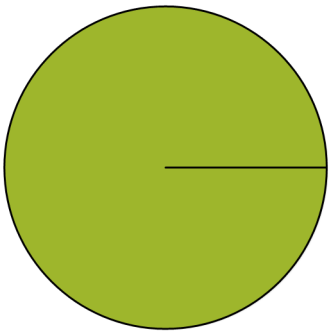
Tobacco Users By Gender



Female, 50.00%
Male, 50.00%

Chart Total N: 2

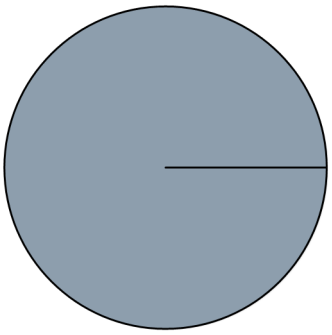
Tobacco Users By Language



English, 100.00%

Chart Total N: 2

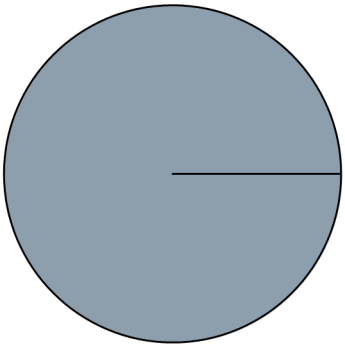
Tobacco Users By Education



HS Degreee/GED, 100.00%

Chart Total N: 1

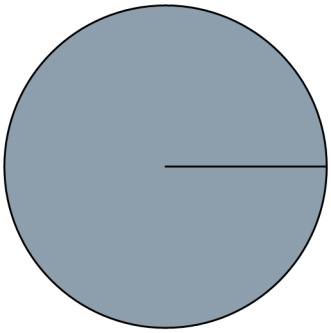
Tobacco Users By Race



White, 100.00%

Chart Total N: 2

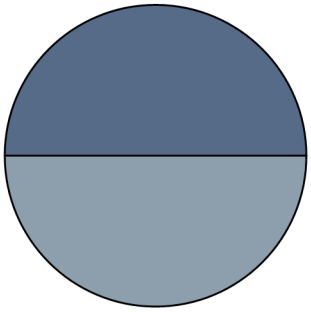
Tobacco Users By Age



25 - 34, 100.00%

Chart Total N: 2

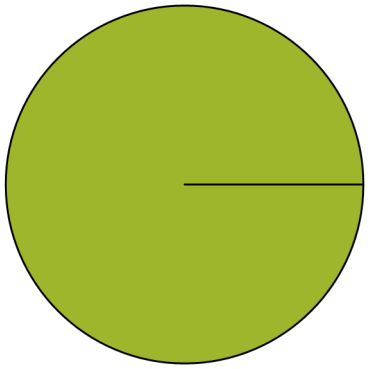
Tobacco Users By Health Plan



Commercially Insured, 50.00%
Uninsured, 50.00%

Chart Total N: 2

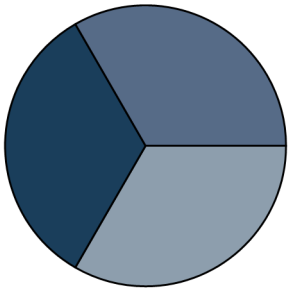
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition



Asthma, 33.33%
COPD, 33.33%
None, 33.33%

Chart Total N: 3

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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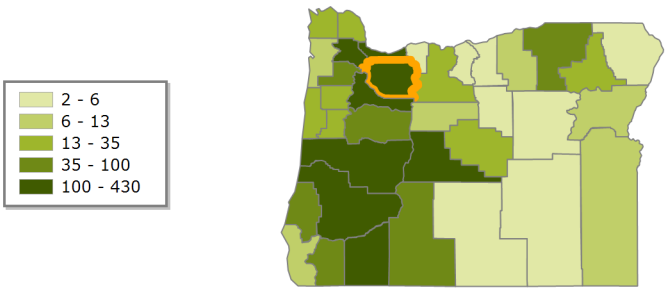
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County

From 11/1/2012 through 11/30/2012

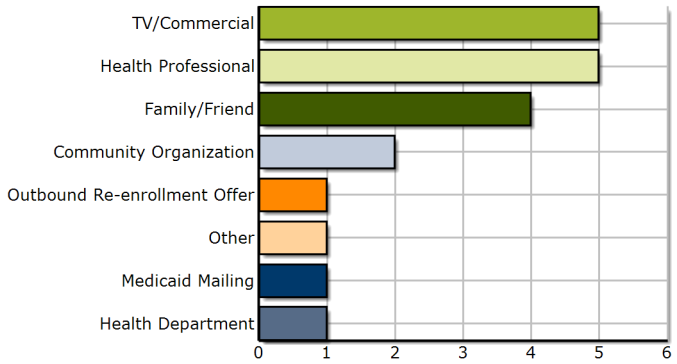
State Tobacco Users Served Contract YTD (Adults)



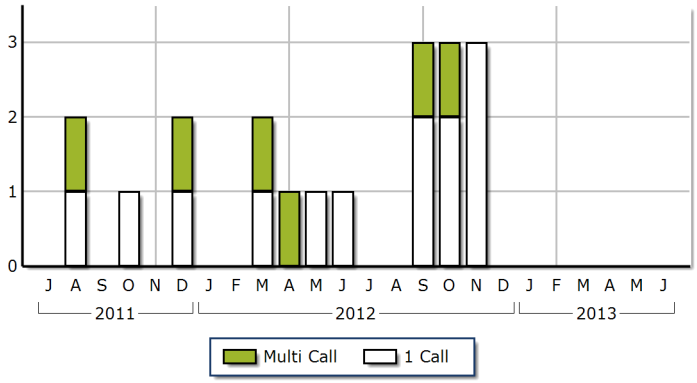
County Population		Prevalence	Tobacco Users
Adult	289,948	15.4 %	44,652 [4]

		County	State
Tobacco Users - Last Full Month		29	827
Tobacco Users YTD		158	3,957
Unique Tobacco Users YTD	3	95	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.35 %	0.77 %
Reach - NAQC	2	0.25 %	0.32 %
Annualized Reach	1	0.85 %	1.84 %
Annualized Reach - NAQC	2	0.59 %	0.78 %
Unique Individual Reach	3	0.21 %	0.53 %

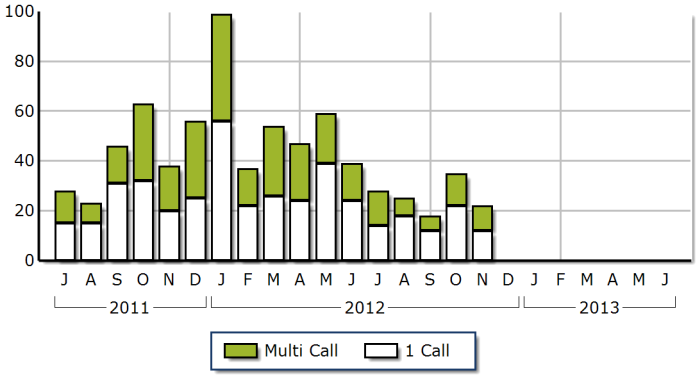
How Heard About



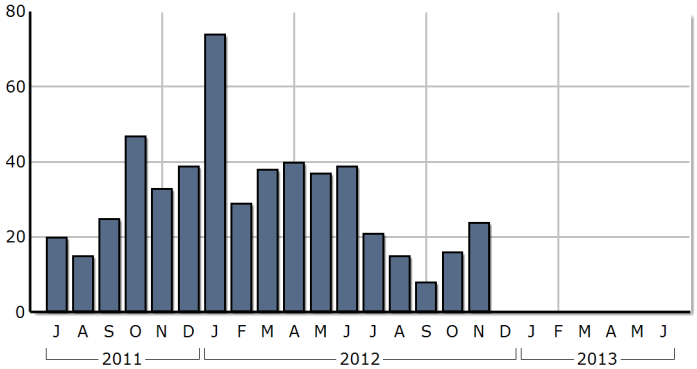
Fax Referral



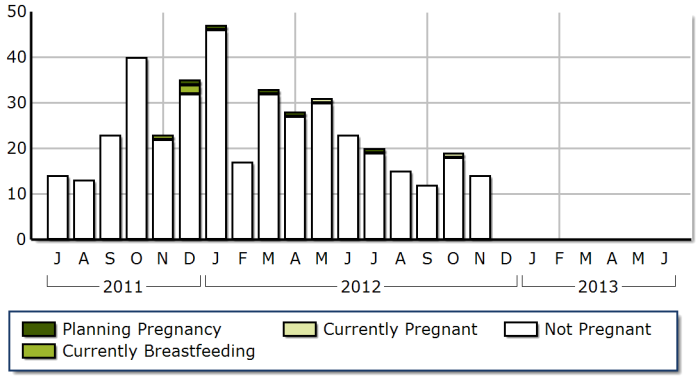
Tobacco User Enrollments By Program Type



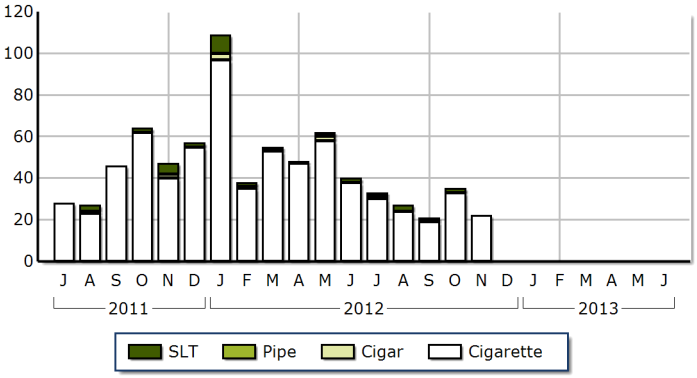
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



1. Reach – includes all tobacco users, regardless of service requested.
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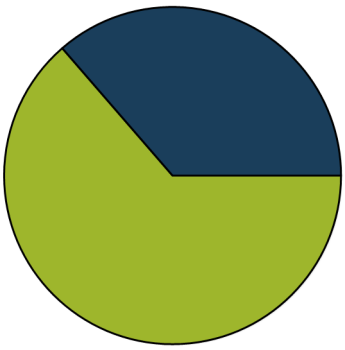
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County

From 11/1/2012 through 11/30/2012

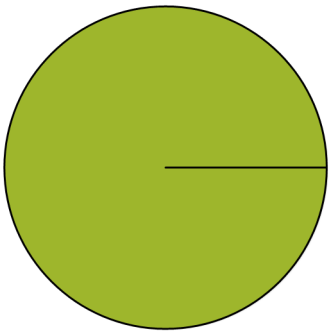
Tobacco Users By Gender



Female, 63.64%
Male, 36.36%

Chart Total N: 22

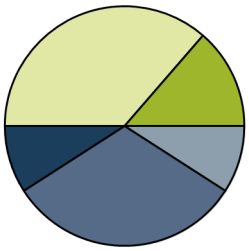
Tobacco Users By Language



English, 100.00%

Chart Total N: 22

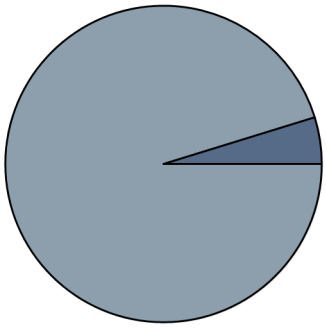
Tobacco Users By Education



No HS Degreee/GED, 9.09%
HS Degreee/GED, 31.82%
Technical Degree, 9.09%
Some College, 36.36%
College Degree, 13.64%

Chart Total N: 22

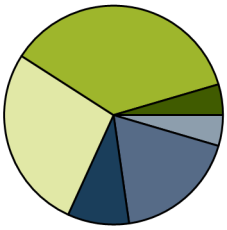
Tobacco Users By Race



White, 95.24%
American Indian/Alaskan Native, 4.76%

Chart Total N: 21

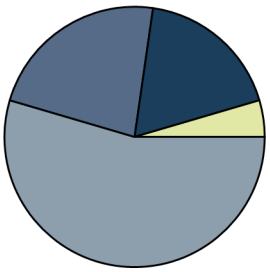
Tobacco Users By Age



18 - 24, 4.55%
25 - 34, 18.18%
35 - 44, 9.09%
45 - 54, 27.27%
55 - 64, 36.36%
65 and Older, 4.55%

Chart Total N: 22

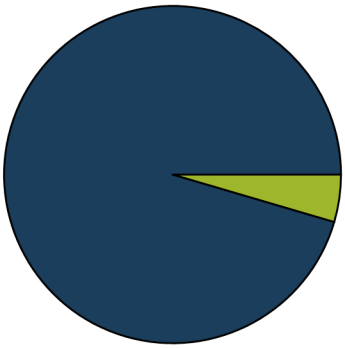
Tobacco Users By Health Plan



Uninsured, 54.55%
Commercially Insured, 22.73%
Medicaid, 18.18%
Medicare, 4.55%

Chart Total N: 22

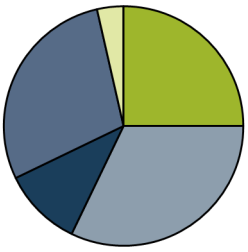
Tobacco Users By Ethnicity



Hispanic, 4.55%
Non-Hispanic, 95.45%

Chart Total N: 22

Tobacco Users By Chronic Condition



Asthma, 32.14%
CAD, 10.71%
COPD, 28.57%
Diabetes, 3.57%
None, 25.00%

Chart Total N: 28

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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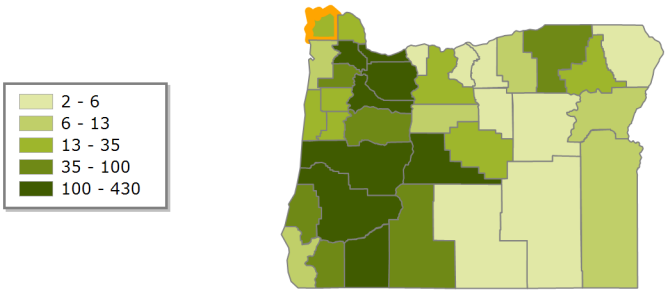
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clatsop County

From 11/1/2012 through 11/30/2012

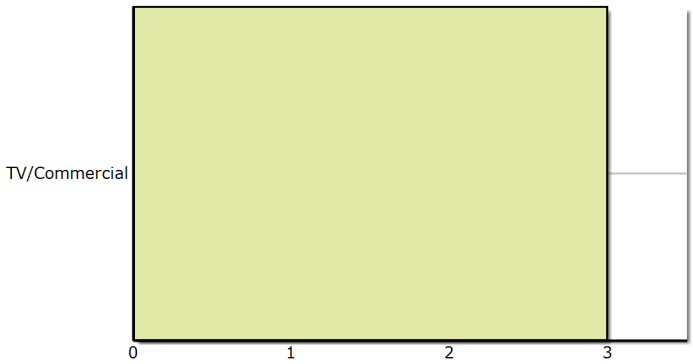
State Tobacco Users Served Contract YTD (Adults)



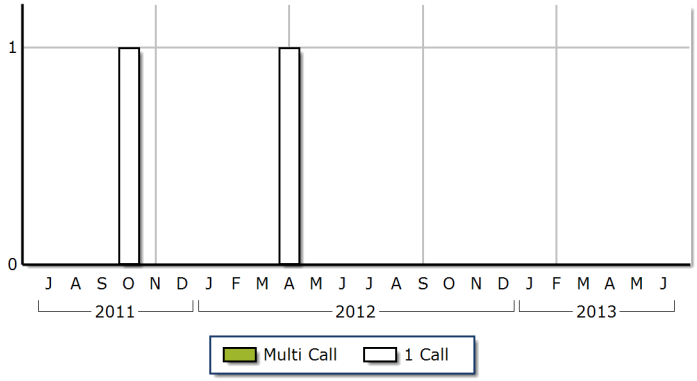
County Population		Prevalence	Tobacco Users
Adult	29,812	21.5 %	6,410 [4]

		County	State
Tobacco Users - Last Full Month		3	827
Tobacco Users YTD		30	3,957
Unique Tobacco Users YTD	[3]	17	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.47 %	0.77 %
Reach - NAQC	[2]	0.31 %	0.32 %
Annualized Reach	[1]	1.12 %	1.84 %
Annualized Reach - NAQC	[2]	0.75 %	0.78 %
Unique Individual Reach	[3]	0.27 %	0.53 %

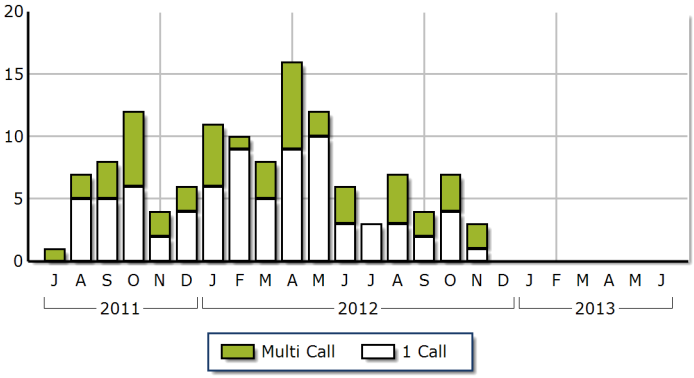
How Heard About



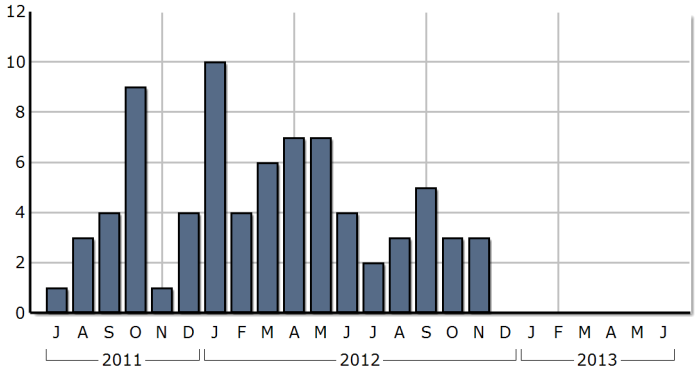
Fax Referral



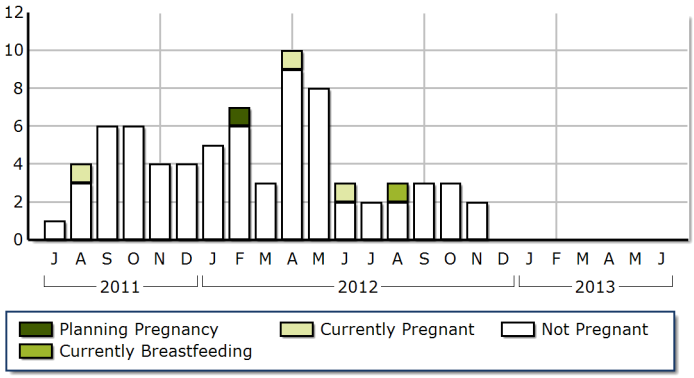
Tobacco User Enrollments By Program Type



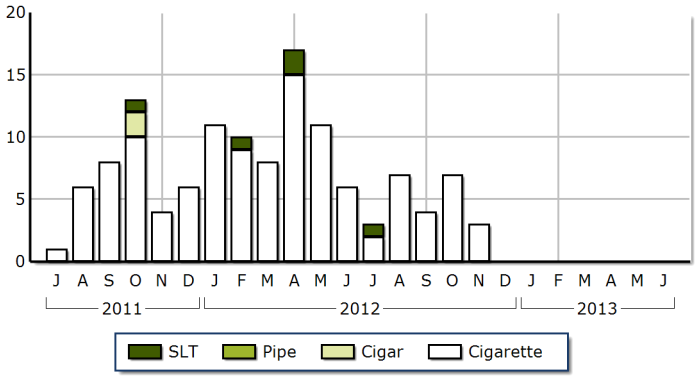
Tobacco Users Receiving NRT



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.

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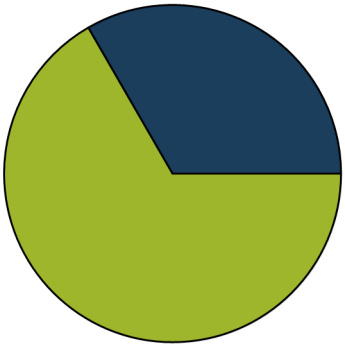
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clatsop County

From 11/1/2012 through 11/30/2012

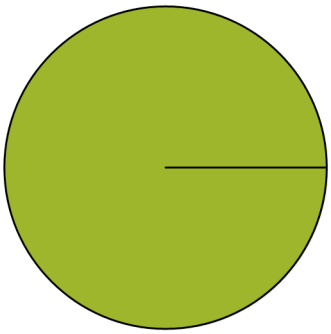
Tobacco Users By Gender



Female, 66.67%
Male, 33.33%

Chart Total N: 3

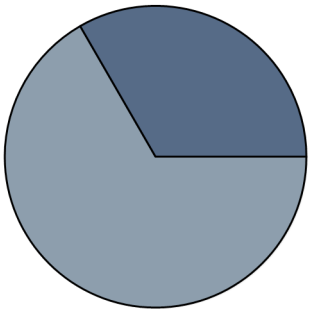
Tobacco Users By Language



English, 100.00%

Chart Total N: 3

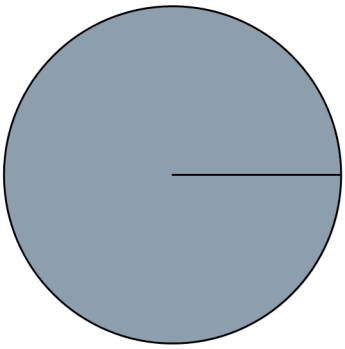
Tobacco Users By Education



HS Degreee/GED, 66.67%
College Degree, 33.33%

Chart Total N: 3

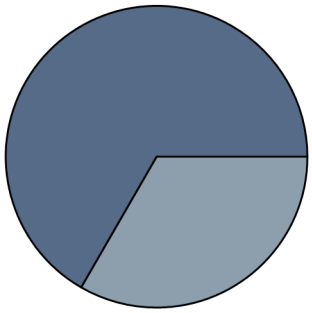
Tobacco Users By Race



White, 100.00%

Chart Total N: 3

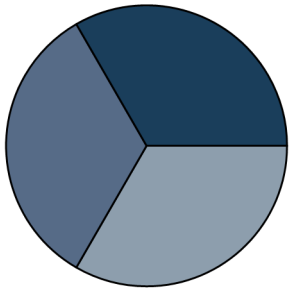
Tobacco Users By Age



35 - 44, 33.33%
45 - 54, 66.67%

Chart Total N: 3

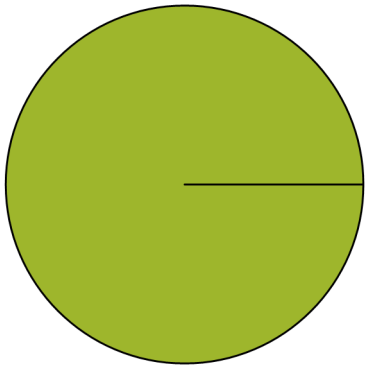
Tobacco Users By Health Plan



Medicaid, 33.33%
Medicare, 33.33%
Uninsured, 33.33%

Chart Total N: 3

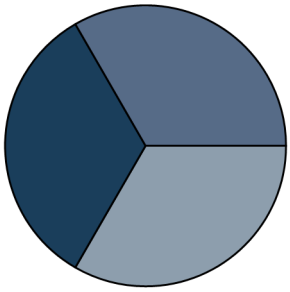
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 3

Tobacco Users By Chronic Condition



Asthma, 33.33%
CAD, 33.33%
COPD, 33.33%

Chart Total N: 3

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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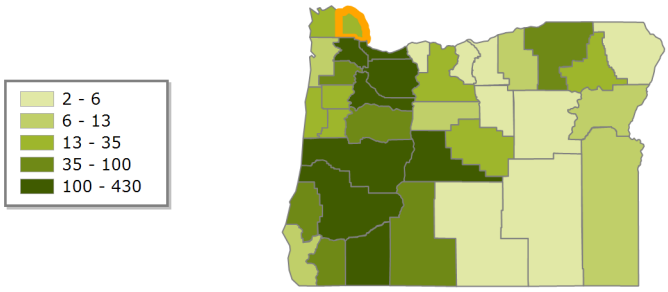
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Columbia County

From 11/1/2012 through 11/30/2012

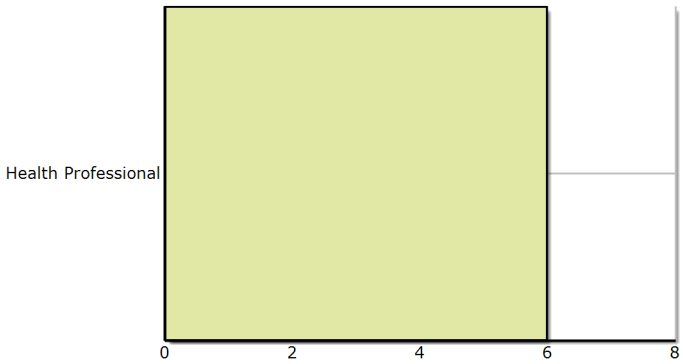
State Tobacco Users Served Contract YTD (Adults)



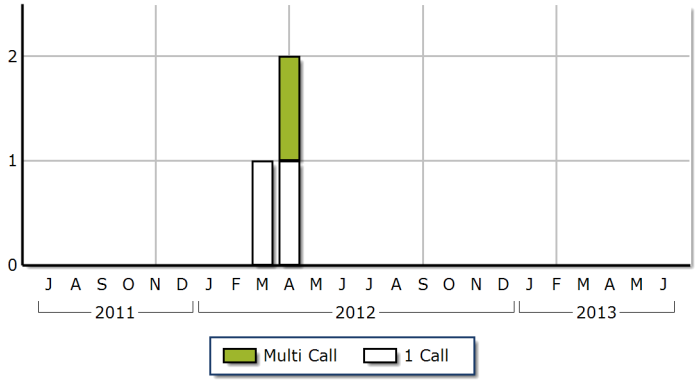
County Population		Prevalence	Tobacco Users
Adult	36,948	17.1 %	6,318 [4]

		County	State
Tobacco Users - Last Full Month		8	827
Tobacco Users YTD		34	3,957
Unique Tobacco Users YTD	3	23	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.54 %	0.77 %
Reach - NAQC	2	0.35 %	0.32 %
Annualized Reach	1	1.29 %	1.84 %
Annualized Reach - NAQC	2	0.84 %	0.78 %
Unique Individual Reach	3	0.36 %	0.53 %

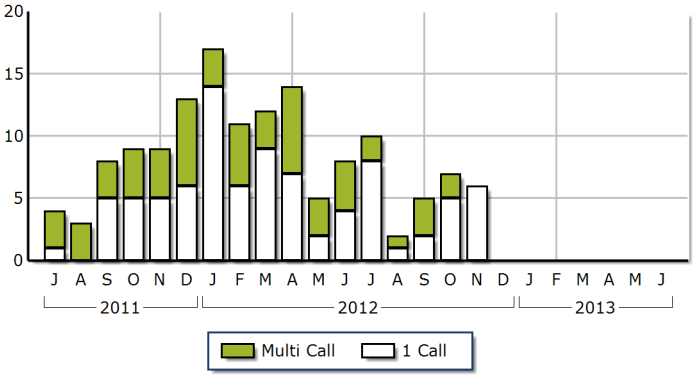
How Heard About



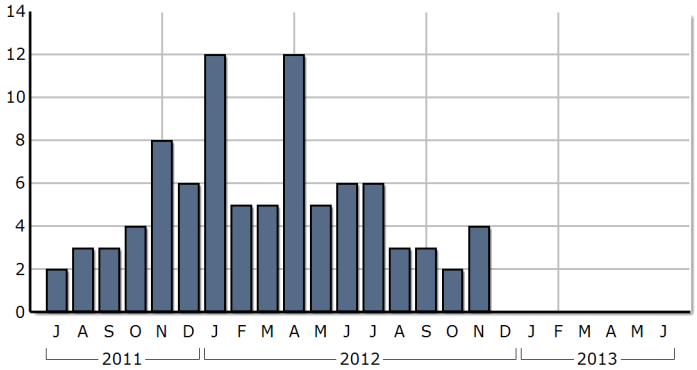
Fax Referral



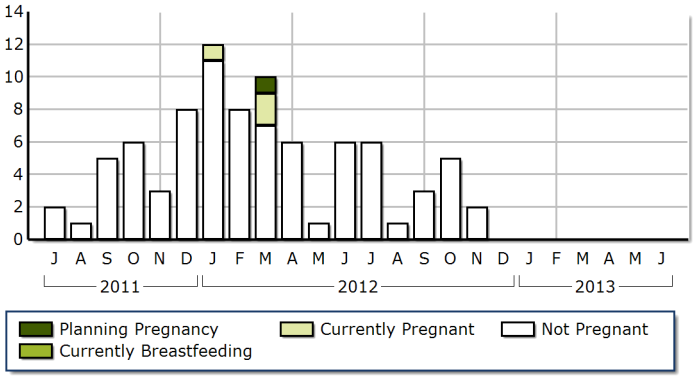
Tobacco User Enrollments By Program Type



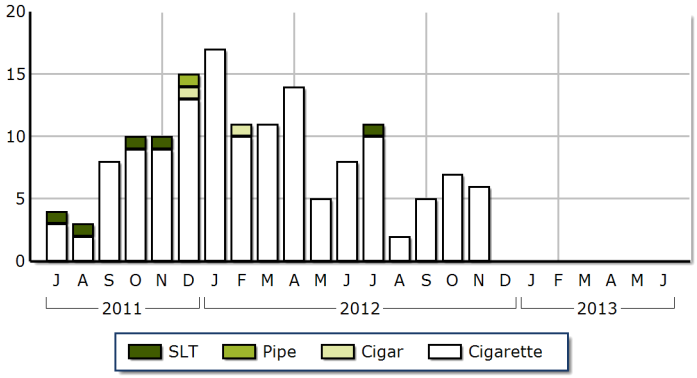
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

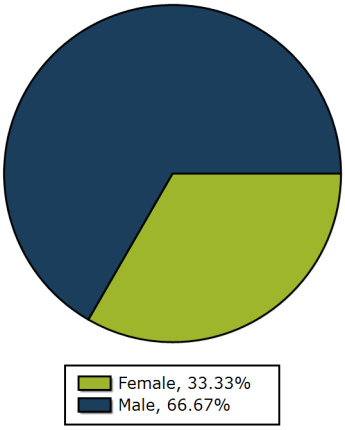
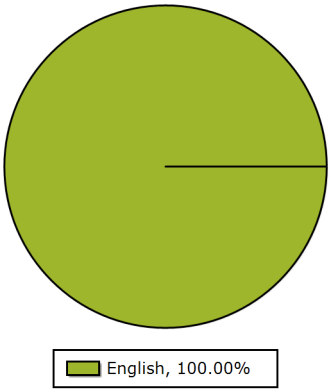


Chart Total N: 6

Tobacco Users By Language



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Tobacco Users By Education

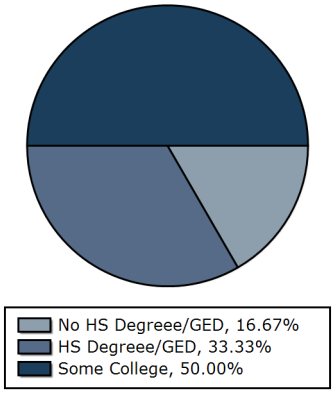

Chart Total N: 6

Tobacco Users By Race

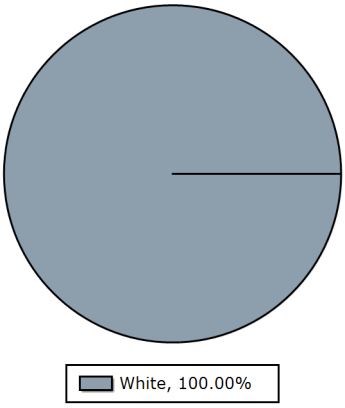

Chart Total N: 6

Tobacco Users By Age

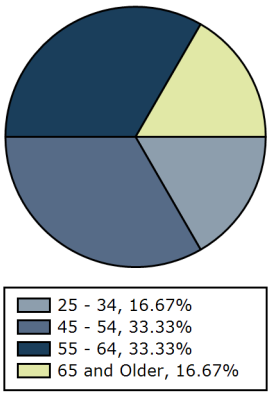

Chart Total N: 6

Tobacco Users By Health Plan

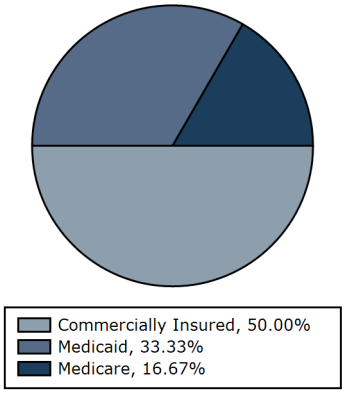

Chart Total N: 6

Tobacco Users By Ethnicity

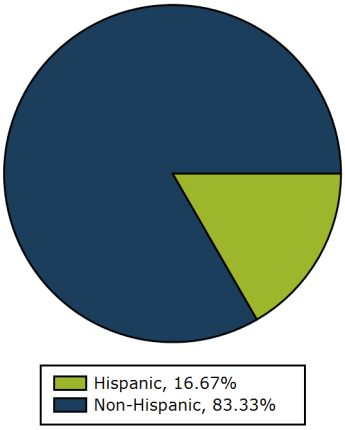

Chart Total N: 6

Tobacco Users By Chronic Condition

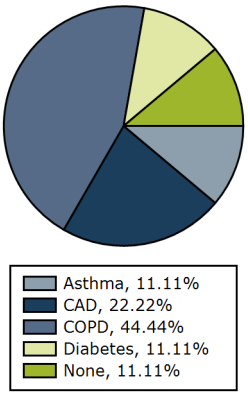

Chart Total N: 9

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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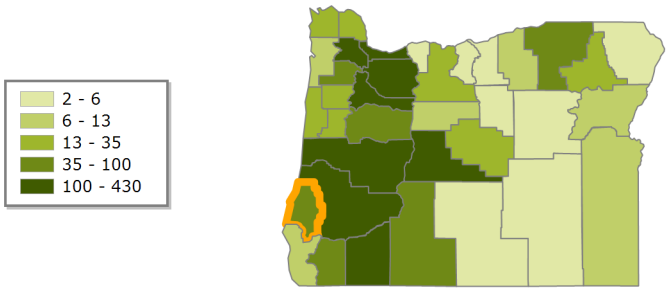
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Coos County

From 11/1/2012 through 11/30/2012

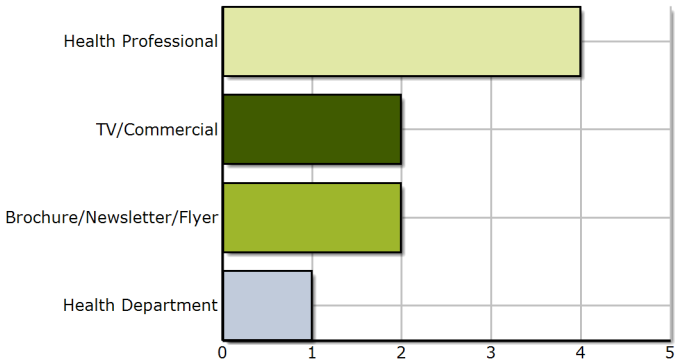
State Tobacco Users Served Contract YTD (Adults)



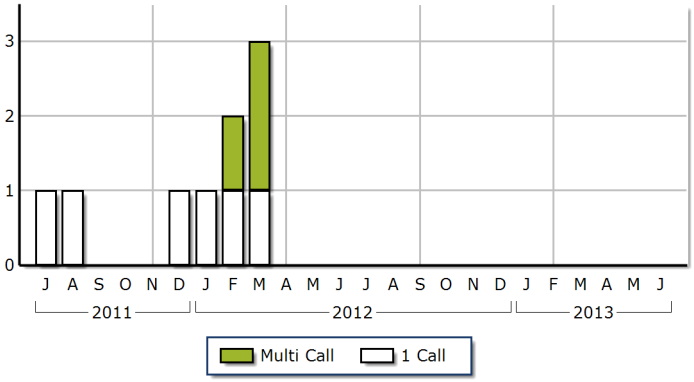
County Population		Prevalence	Tobacco Users
Adult	50,726	28.1 %	14,254 [4]

		County	State
Tobacco Users - Last Full Month		9	827
Tobacco Users YTD		46	3,957
Unique Tobacco Users YTD	[3]	39	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.32 %	0.77 %
Reach - NAQC	[2]	0.25 %	0.32 %
Annualized Reach	[1]	0.77 %	1.84 %
Annualized Reach - NAQC	[2]	0.59 %	0.78 %
Unique Individual Reach	[3]	0.27 %	0.53 %

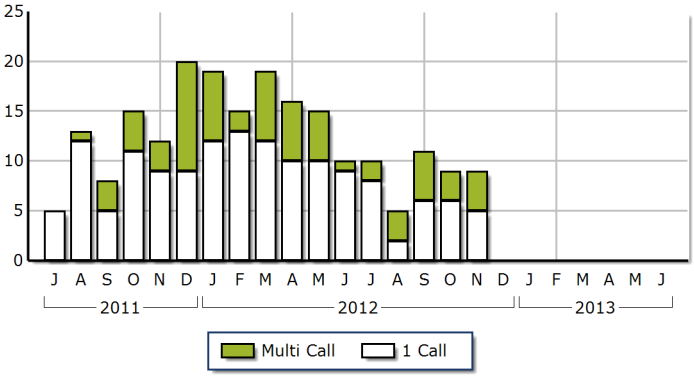
How Heard About



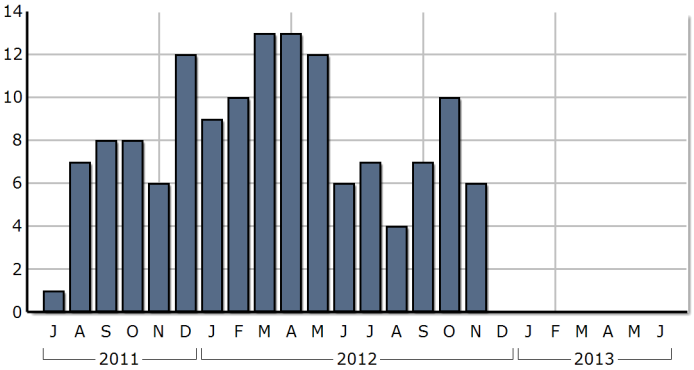
Fax Referral



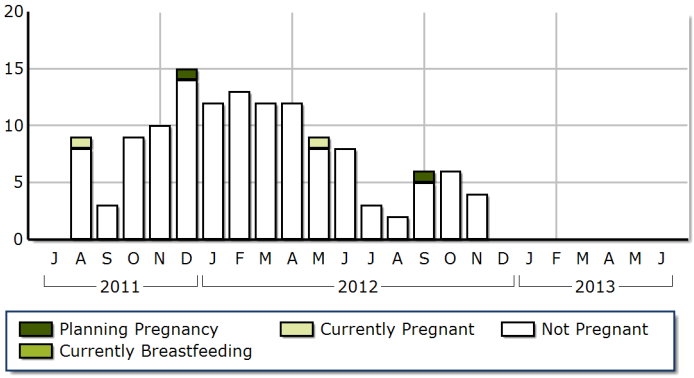
Tobacco User Enrollments By Program Type



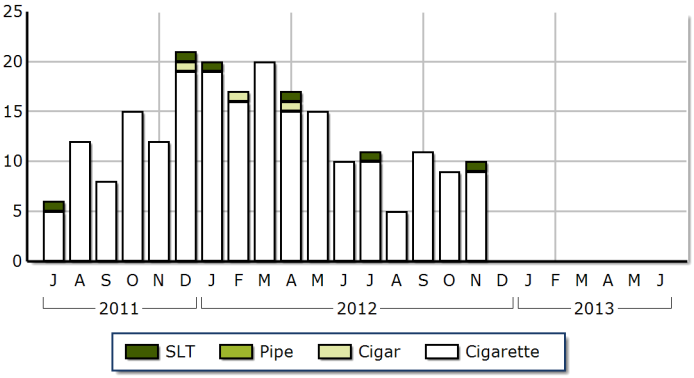
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Coos County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

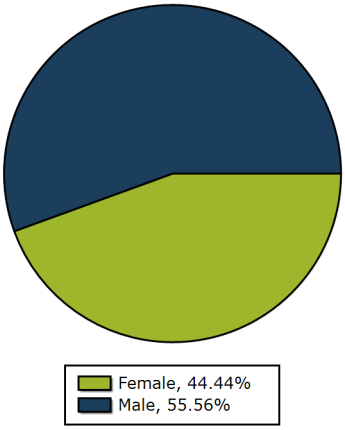

Chart Total N: 9

Tobacco Users By Language

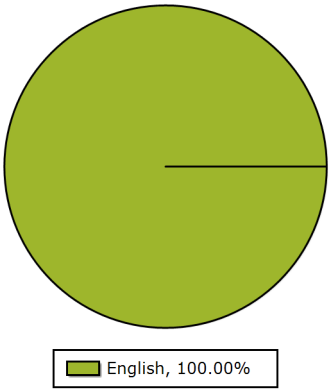

Chart Total N: 9

Tobacco Users By Education

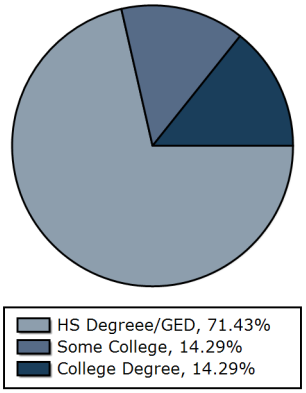

Chart Total N: 7

Tobacco Users By Race

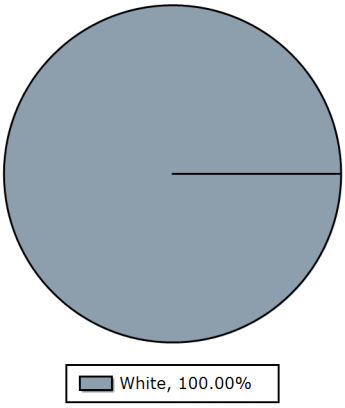

Chart Total N: 9

Tobacco Users By Age

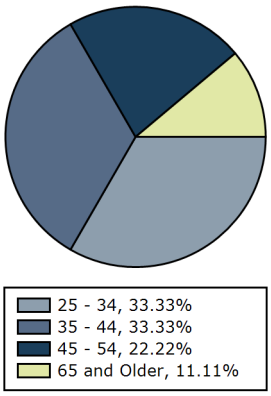

Chart Total N: 9

Tobacco Users By Health Plan

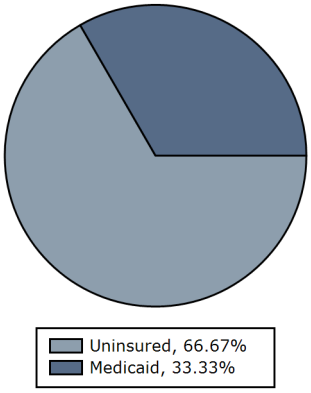

Chart Total N: 9

Tobacco Users By Ethnicity

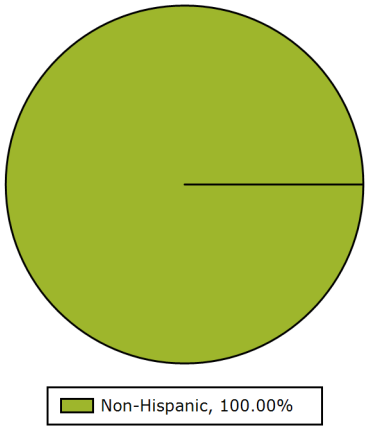

Chart Total N: 9

Tobacco Users By Chronic Condition

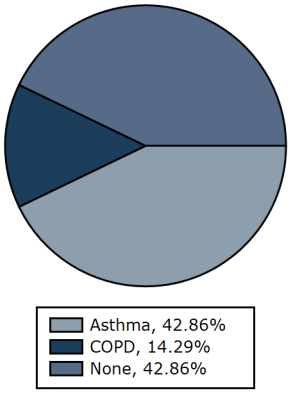

Chart Total N: 7

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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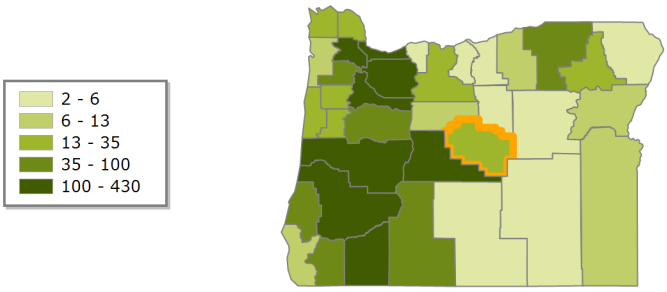
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Crook County

From 11/1/2012 through 11/30/2012

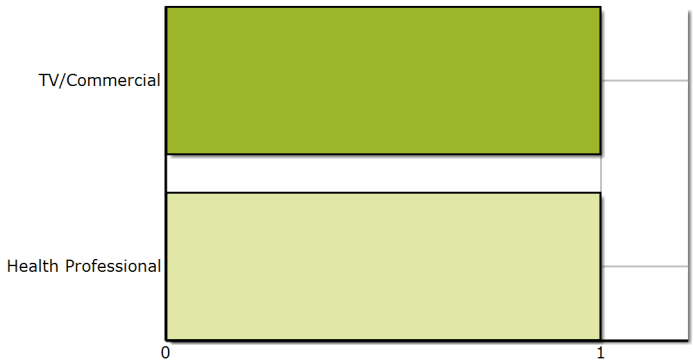
State Tobacco Users Served Contract YTD (Adults)



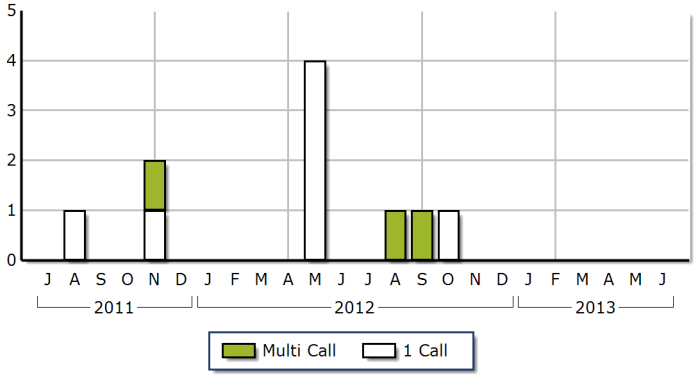
County Population		Prevalence	Tobacco Users
Adult	20,635	23.3 %	4,808 [4]

		County	State
Tobacco Users - Last Full Month		2	827
Tobacco Users YTD		19	3,957
Unique Tobacco Users YTD	[3]	15	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.40 %	0.77 %
Reach - NAQC	[2]	0.29 %	0.32 %
Annualized Reach	[1]	0.95 %	1.84 %
Annualized Reach - NAQC	[2]	0.70 %	0.78 %
Unique Individual Reach	[3]	0.31 %	0.53 %

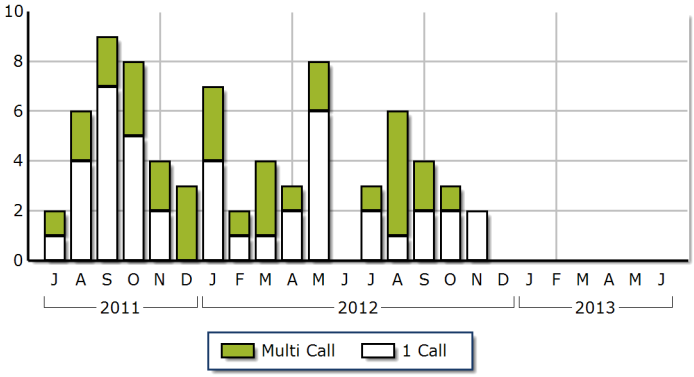
How Heard About



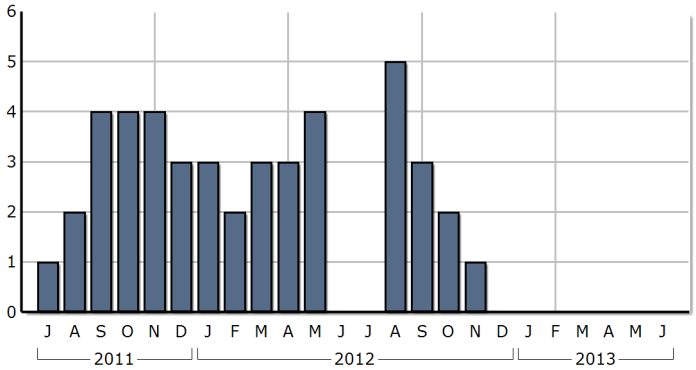
Fax Referral



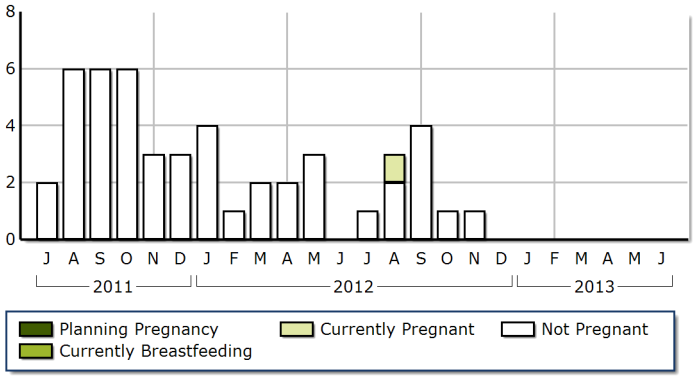
Tobacco User Enrollments By Program Type



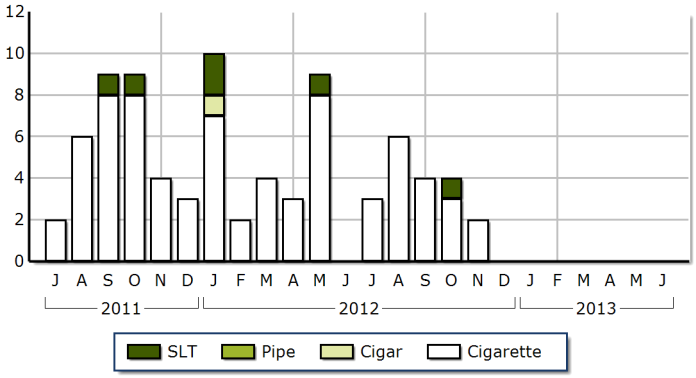
Tobacco Users Receiving NRT



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.

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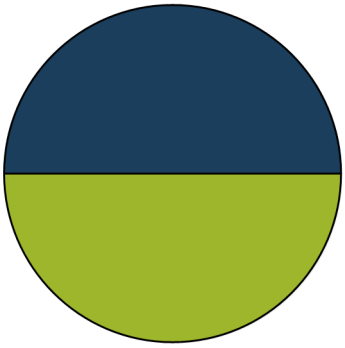
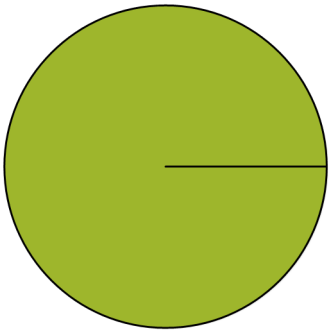
Tobacco Users By Gender



Female, 50.00%
Male, 50.00%

Chart Total N: 2

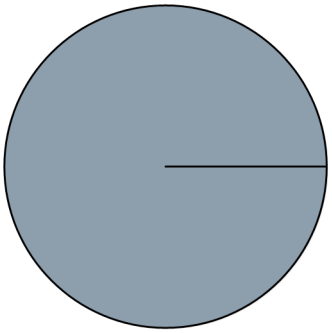
Tobacco Users By Language



English, 100.00%

Chart Total N: 2

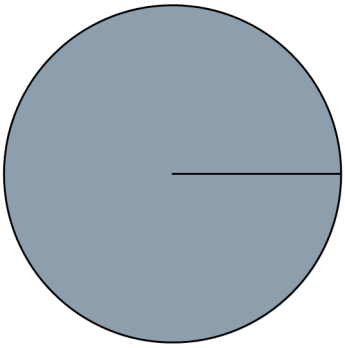
Tobacco Users By Education



HS Degreee/GED, 100.00%

Chart Total N: 2

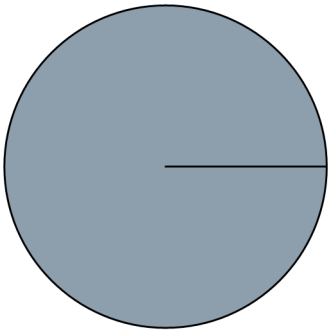
Tobacco Users By Race



White, 100.00%

Chart Total N: 1

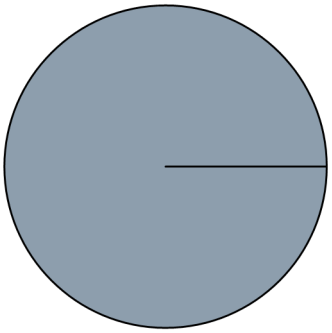
Tobacco Users By Age



65 and Older, 100.00%

Chart Total N: 2

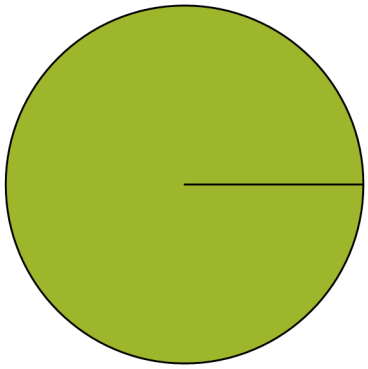
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 2

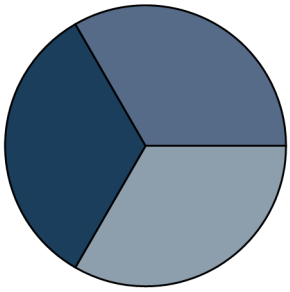
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition



Asthma, 33.33%
COPD, 33.33%
None, 33.33%

Chart Total N: 3

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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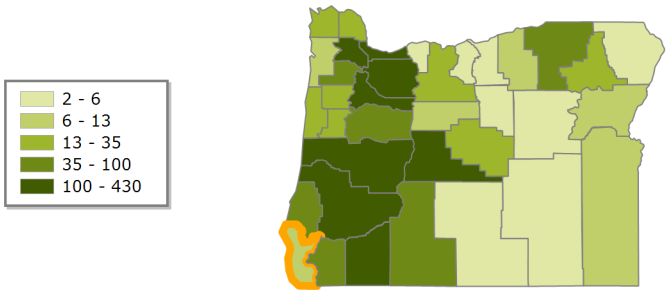
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Curry County

From 11/1/2012 through 11/30/2012

State Tobacco Users Served Contract YTD (Adults)

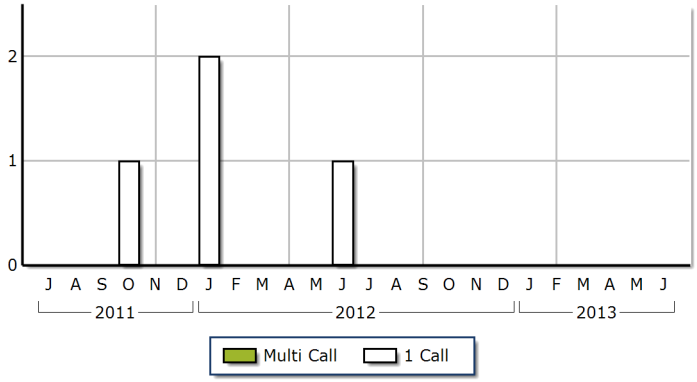


County Population		Prevalence	Tobacco Users
Adult	17,947	18.4 %	3,302 [4]

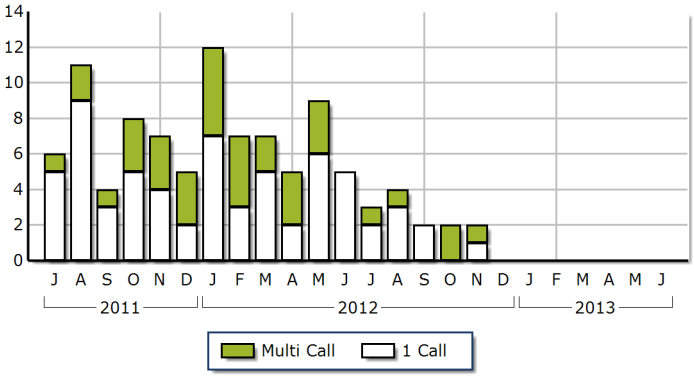
		County	State
Tobacco Users - Last Full Month		2	827
Tobacco Users YTD		13	3,957
Unique Tobacco Users YTD	3	11	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.39 %	0.77 %
Reach - NAQC	2	0.33 %	0.32 %
Annualized Reach	1	0.94 %	1.84 %
Annualized Reach - NAQC	2	0.80 %	0.78 %
Unique Individual Reach	3	0.33 %	0.53 %

How Heard About

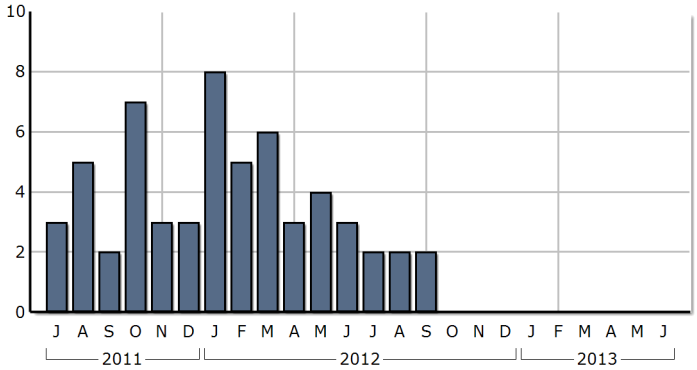
Fax Referral



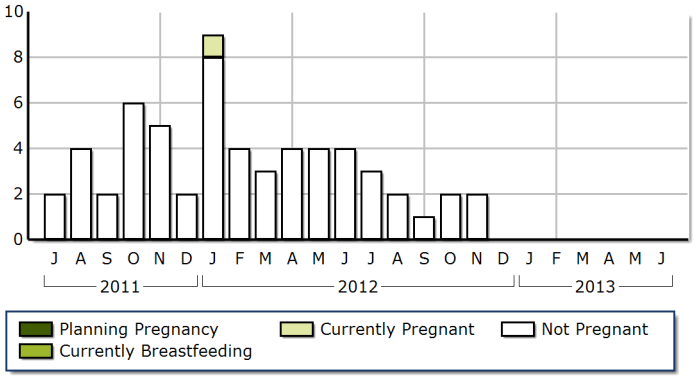
Tobacco User Enrollments By Program Type



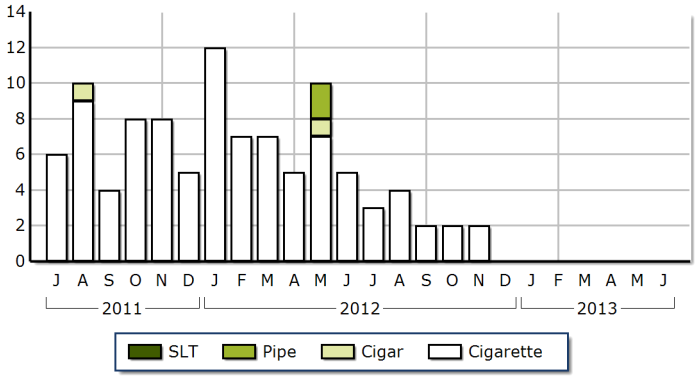
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

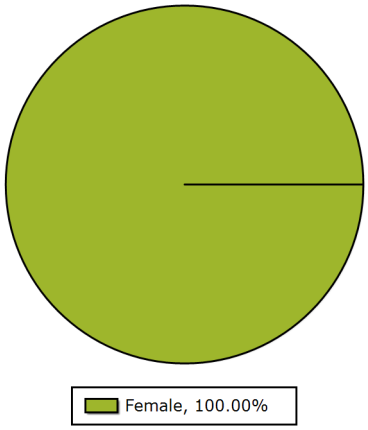

Chart Total N: 2

Tobacco Users By Language

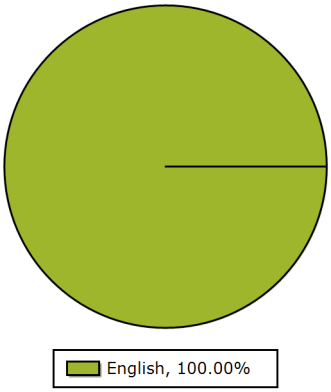

Chart Total N: 2

Tobacco Users By Education

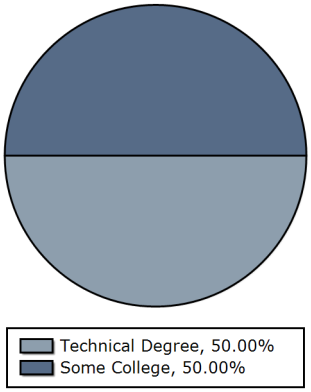

Chart Total N: 2

Tobacco Users By Race

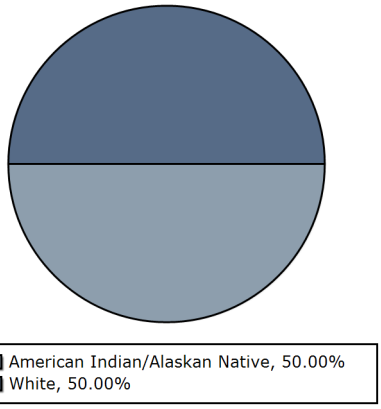

Chart Total N: 2

Tobacco Users By Age

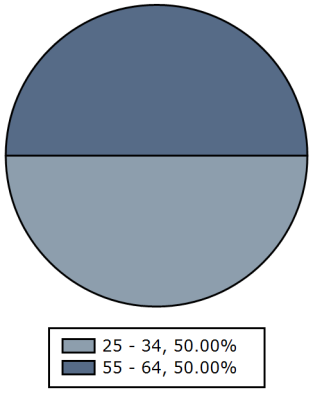

Chart Total N: 2

Tobacco Users By Health Plan

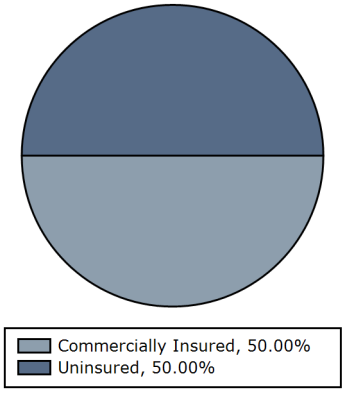

Chart Total N: 2

Tobacco Users By Ethnicity

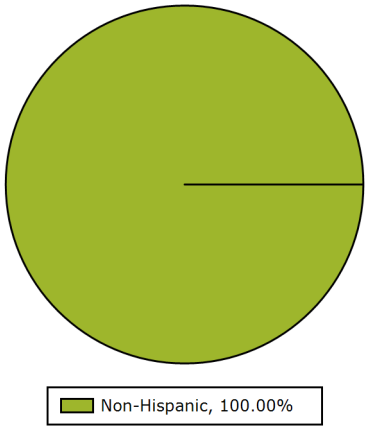

Chart Total N: 2

Tobacco Users By Chronic Condition

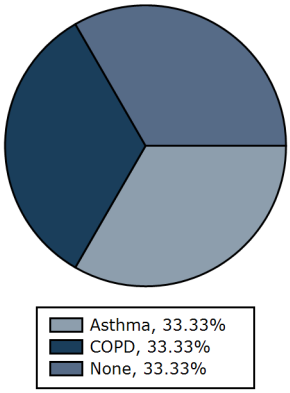

Chart Total N: 3

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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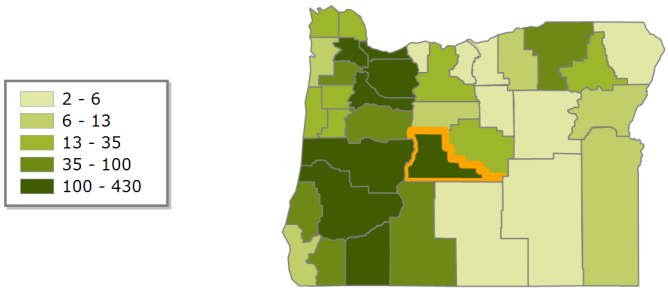
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Deschutes County

From 11/1/2012 through 11/30/2012

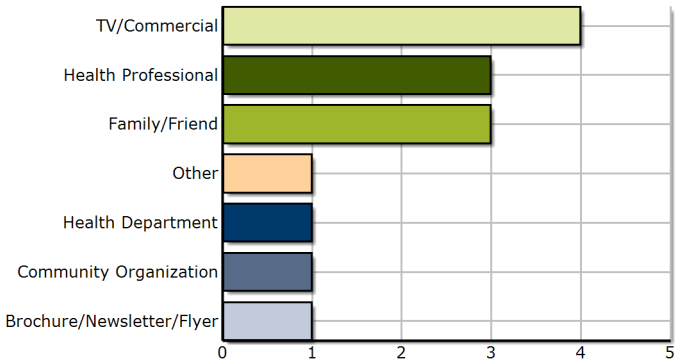
State Tobacco Users Served Contract YTD (Adults)



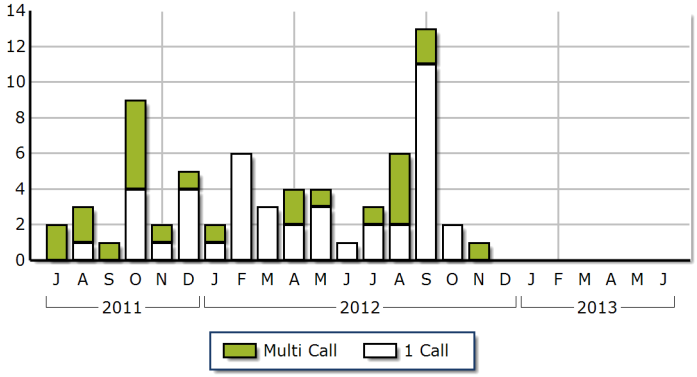
County Population		Prevalence	Tobacco Users
Adult	133,924	14.1 %	18,883 [4]

		County	State
Tobacco Users - Last Full Month		23	827
Tobacco Users YTD		117	3,957
Unique Tobacco Users YTD	[3]	86	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.62 %	0.77 %
Reach - NAQC	[2]	0.41 %	0.32 %
Annualized Reach	[1]	1.49 %	1.84 %
Annualized Reach - NAQC	[2]	0.99 %	0.78 %
Unique Individual Reach	[3]	0.46 %	0.53 %

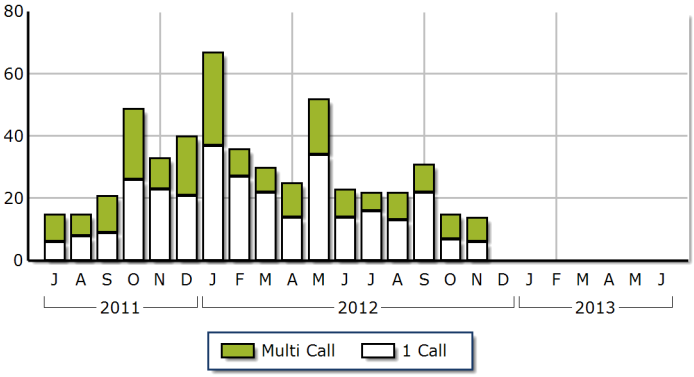
How Heard About



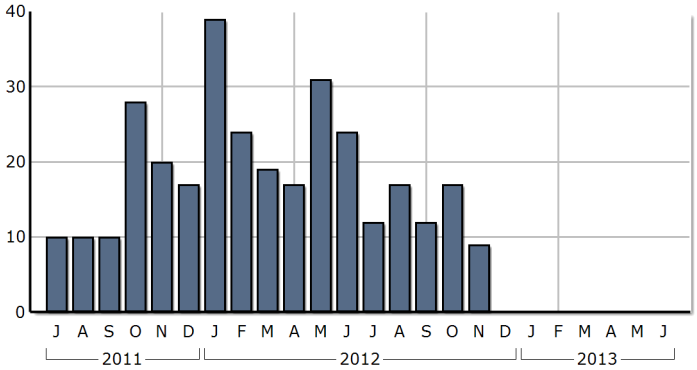
Fax Referral



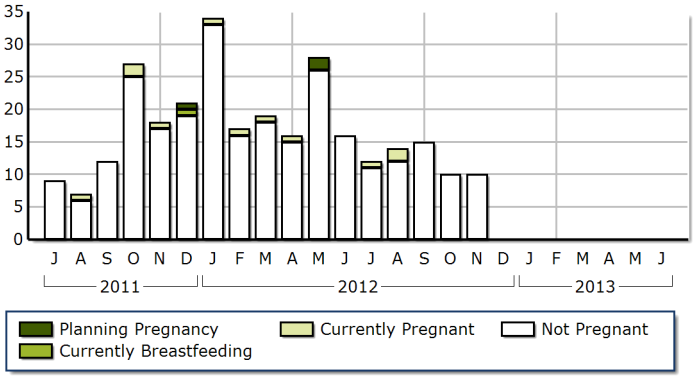
Tobacco User Enrollments By Program Type



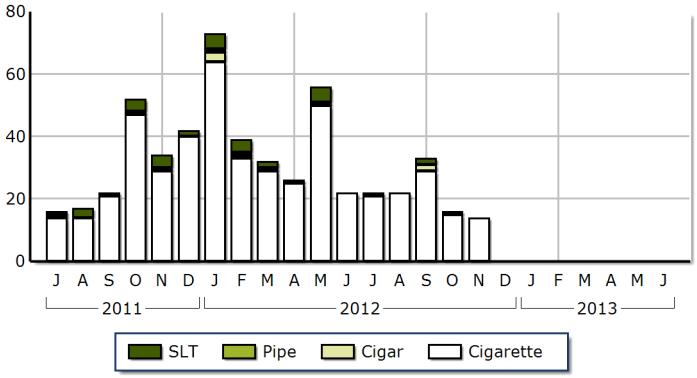
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Deschutes County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

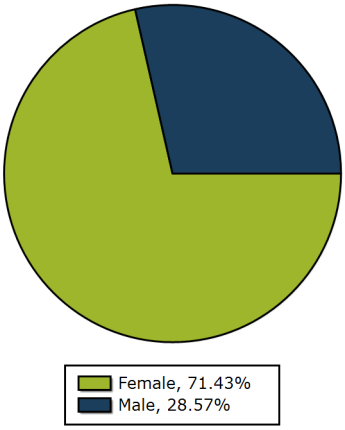

Chart Total N: 14

Tobacco Users By Language

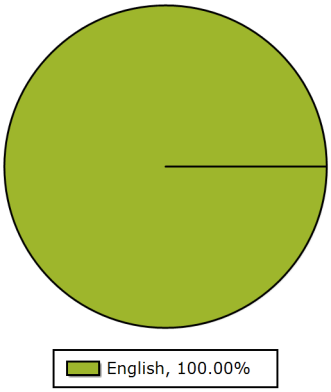

Chart Total N: 14

Tobacco Users By Education

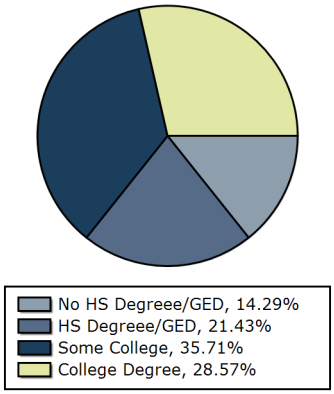

Chart Total N: 14

Tobacco Users By Race

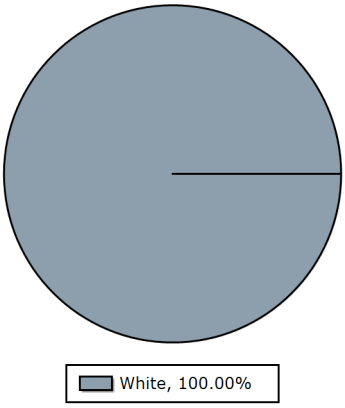

Chart Total N: 13

Tobacco Users By Age

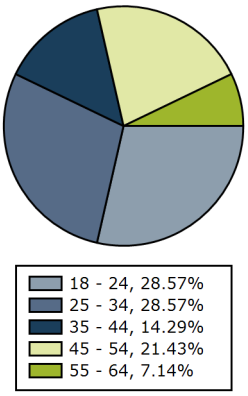

Chart Total N: 14

Tobacco Users By Health Plan

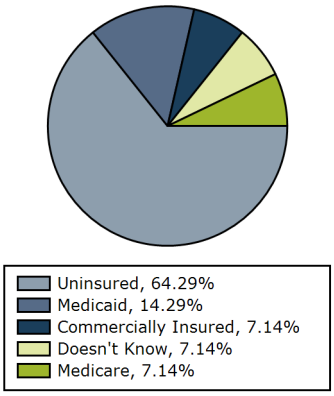

Chart Total N: 14

Tobacco Users By Ethnicity

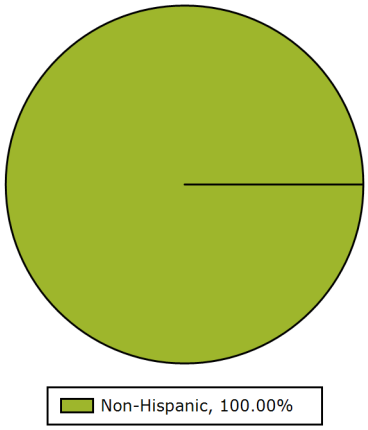

Chart Total N: 14

Tobacco Users By Chronic Condition

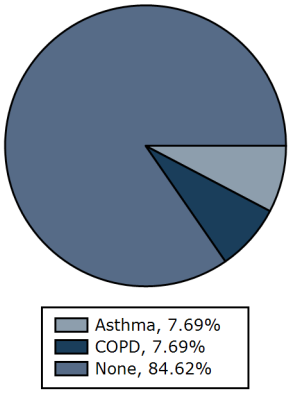

Chart Total N: 13

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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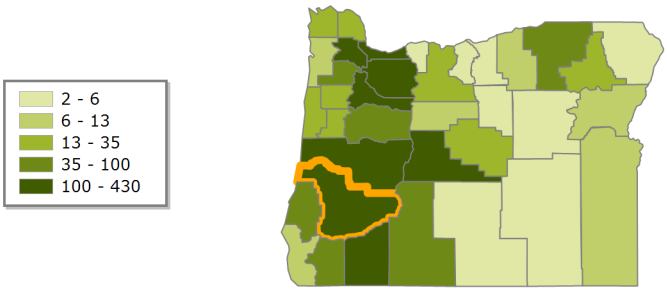
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County

From 11/1/2012 through 11/30/2012

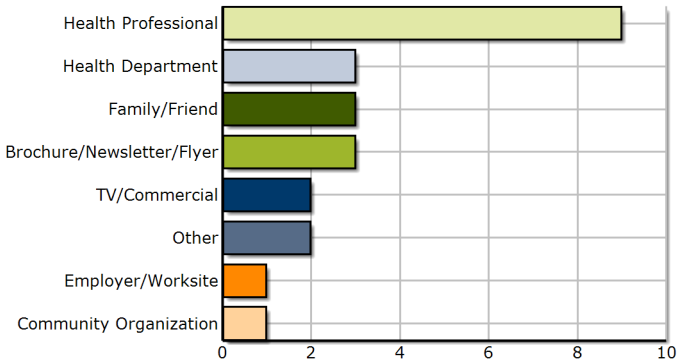
State Tobacco Users Served Contract YTD (Adults)



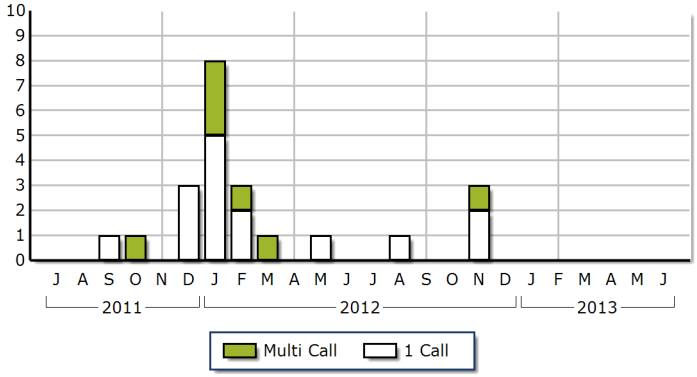
County Population		Prevalence	Tobacco Users
Adult	83,168	27.1 %	22,539 [4]

		County	State
Tobacco Users - Last Full Month		25	827
Tobacco Users YTD		109	3,957
Unique Tobacco Users YTD	[3]	83	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.48 %	0.77 %
Reach - NAQC	[2]	0.39 %	0.32 %
Annualized Reach	[1]	1.16 %	1.84 %
Annualized Reach - NAQC	[2]	0.94 %	0.78 %
Unique Individual Reach	[3]	0.37 %	0.53 %

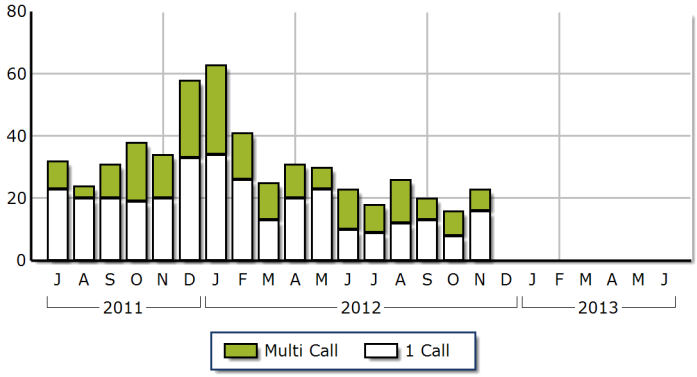
How Heard About



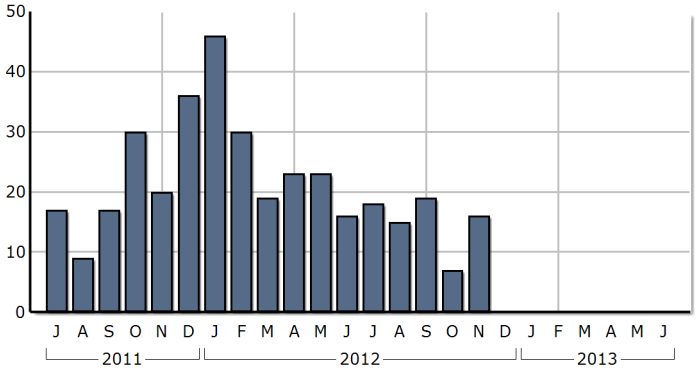
Fax Referral



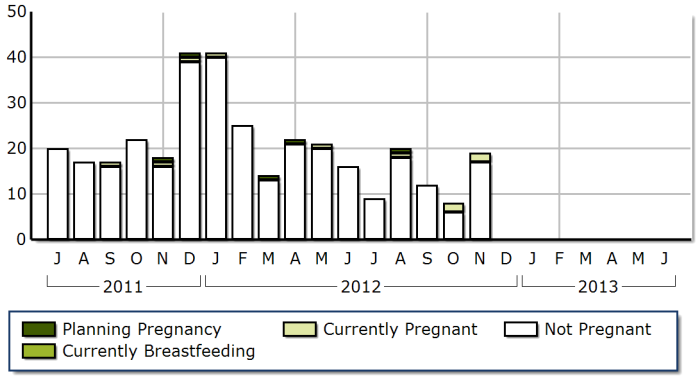
Tobacco User Enrollments By Program Type



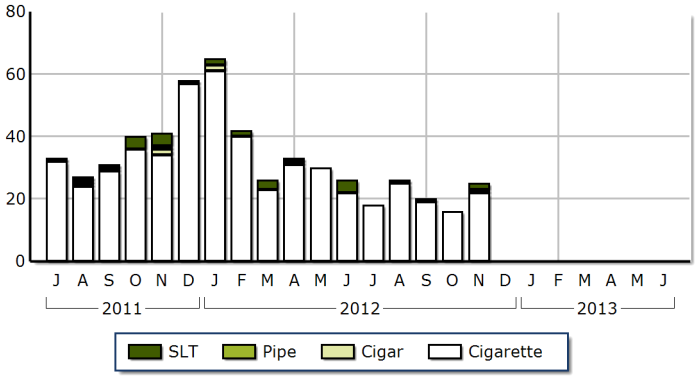
Tobacco Users Receiving NRT



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.

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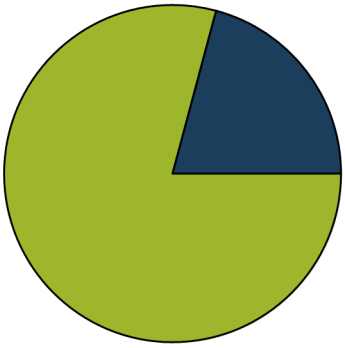
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County

From 11/1/2012 through 11/30/2012

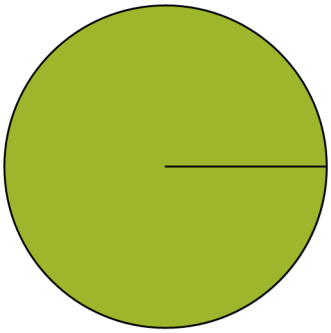
Tobacco Users By Gender



Female, 79.17%
Male, 20.83%

Chart Total N: 24

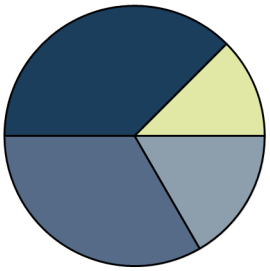
Tobacco Users By Language



English, 100.00%

Chart Total N: 24

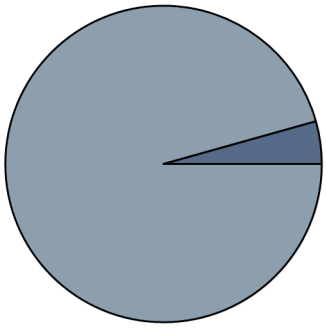
Tobacco Users By Education



No HS Degreee/GED, 16.67%
HS Degreee/GED, 33.33%
Some College, 37.50%
College Degree, 12.50%

Chart Total N: 24

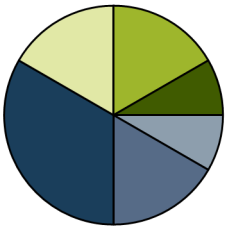
Tobacco Users By Race



White, 95.65%
American Indian/Alaskan Native, 4.35%

Chart Total N: 23

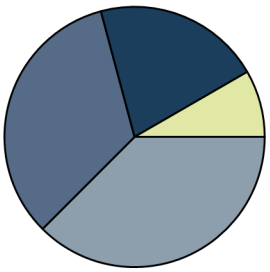
Tobacco Users By Age



18 - 24, 8.33%
25 - 34, 16.67%
35 - 44, 33.33%
45 - 54, 16.67%
55 - 64, 16.67%
65 and Older, 8.33%

Chart Total N: 24

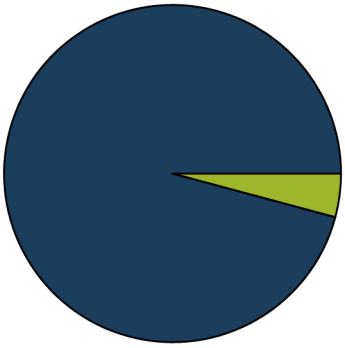
Tobacco Users By Health Plan



Medicaid, 37.50%
Uninsured, 33.33%
Commercially Insured, 20.83%
Medicare, 8.33%

Chart Total N: 24

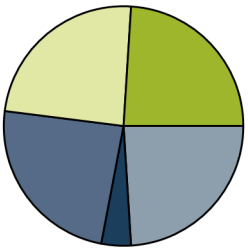
Tobacco Users By Ethnicity



Hispanic, 4.17%
Non-Hispanic, 95.83%

Chart Total N: 24

Tobacco Users By Chronic Condition



Asthma, 24.00%
CAD, 4.00%
COPD, 24.00%
Diabetes, 24.00%
None, 24.00%

Chart Total N: 25

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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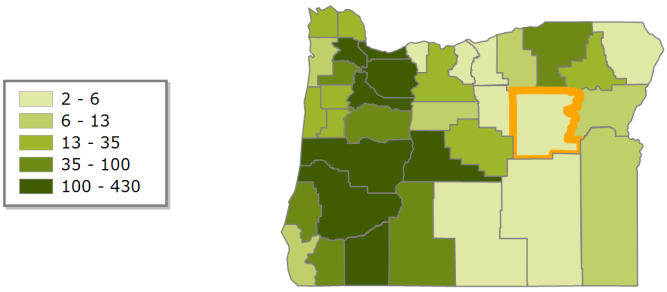
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Grant County

From 11/1/2012 through 11/30/2012

State Tobacco Users Served Contract YTD (Adults)

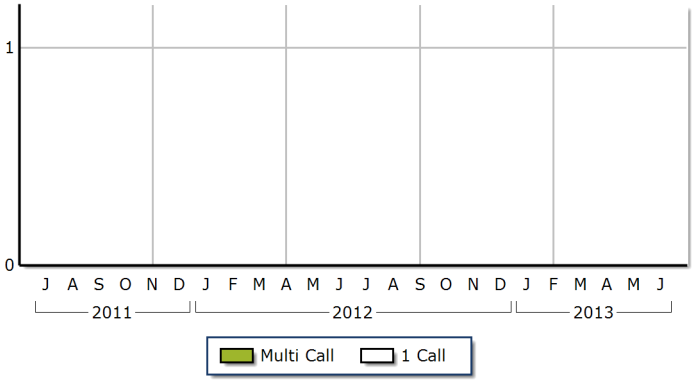


County Population		Prevalence	Tobacco Users
Adult	5,953	24.4 %	1,453 [4]

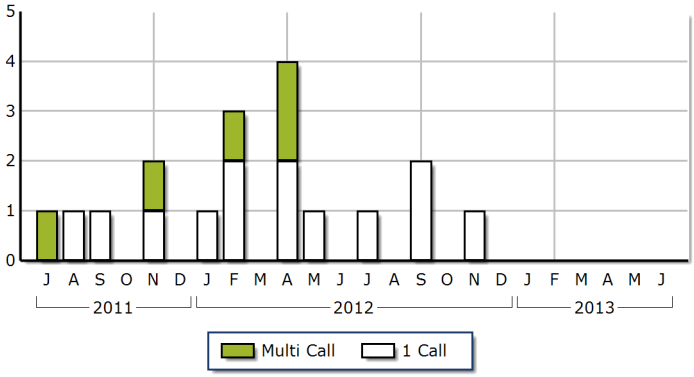
		County	State
Tobacco Users - Last Full Month		1	827
Tobacco Users YTD		4	3,957
Unique Tobacco Users YTD	[3]	4	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.28 %	0.77 %
Reach - NAQC	[2]	0.21 %	0.32 %
Annualized Reach	[1]	0.66 %	1.84 %
Annualized Reach - NAQC	[2]	0.50 %	0.78 %
Unique Individual Reach	[3]	0.28 %	0.53 %

How Heard About

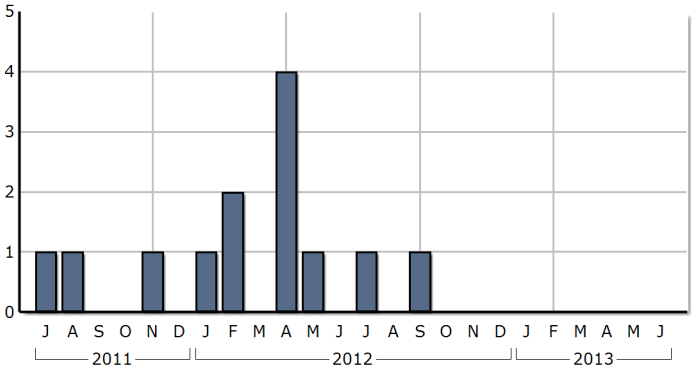
Fax Referral



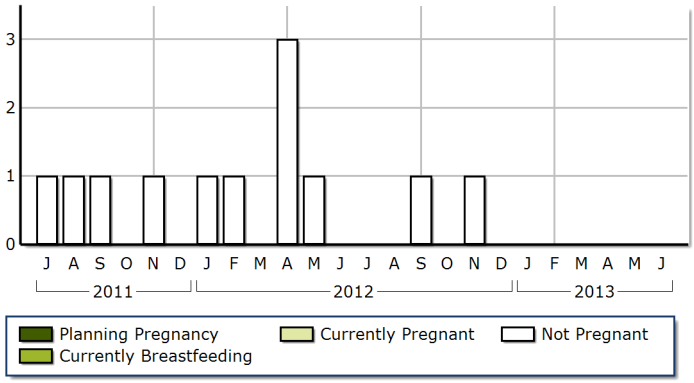
Tobacco User Enrollments By Program Type



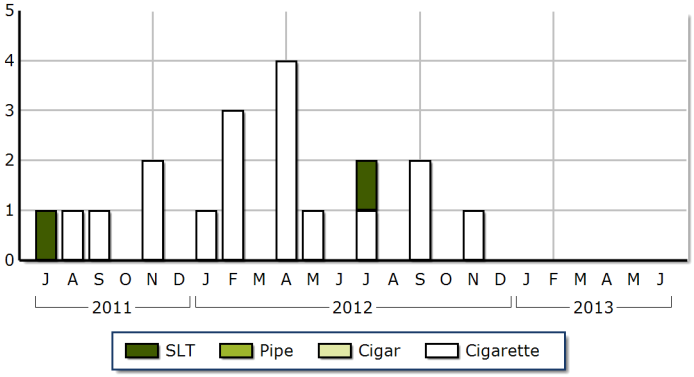
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

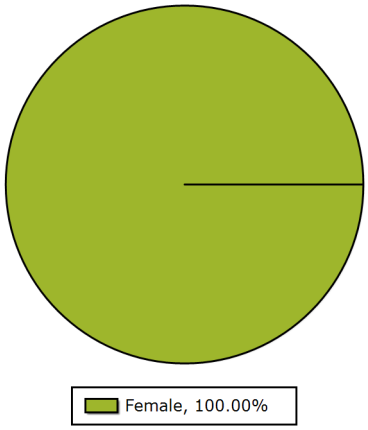

Chart Total N: 1

Tobacco Users By Language

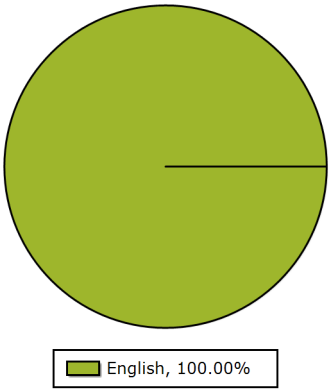

Chart Total N: 1

Tobacco Users By Education

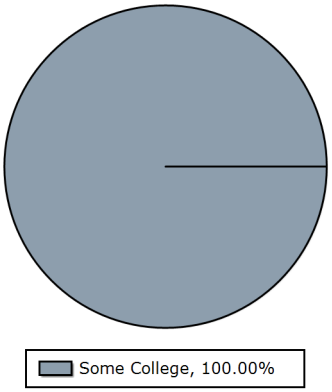

Chart Total N: 1

Tobacco Users By Race

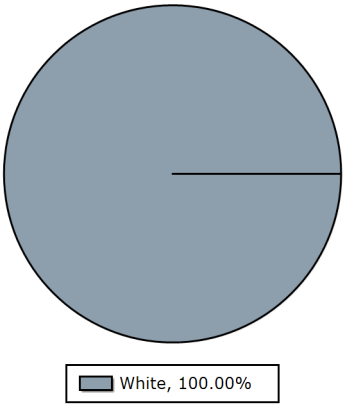

Chart Total N: 1

Tobacco Users By Age

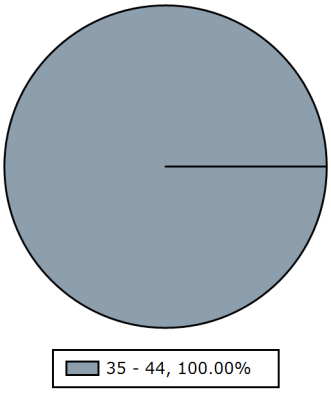

Chart Total N: 1

Tobacco Users By Health Plan

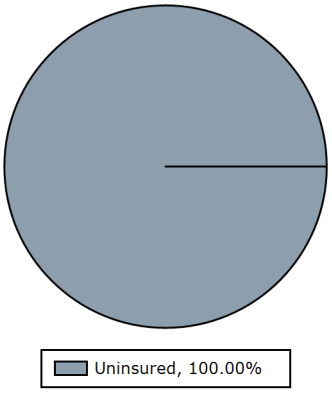

Chart Total N: 1

Tobacco Users By Ethnicity

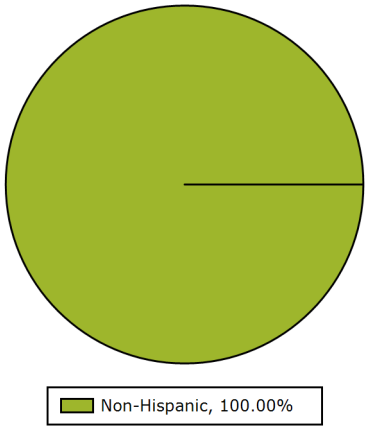

Chart Total N: 1

Tobacco Users By Chronic Condition

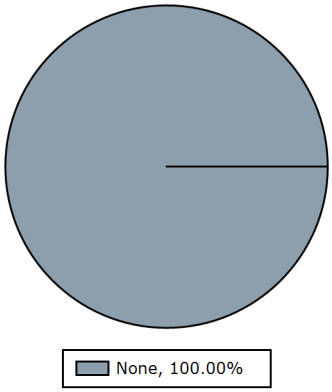

Chart Total N: 1

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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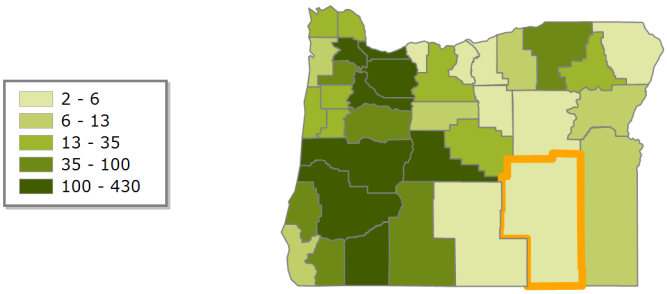
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Harney County

From 11/1/2012 through 11/30/2012

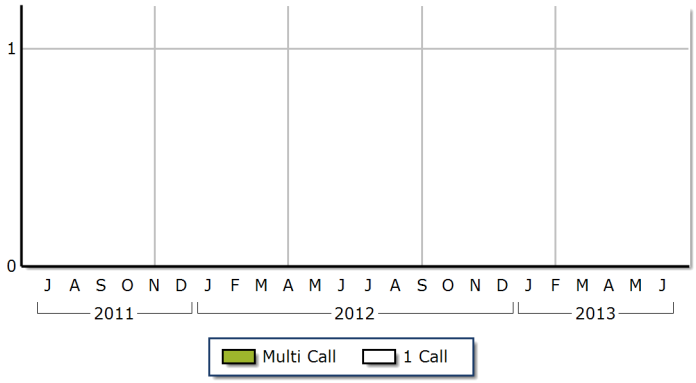
State Tobacco Users Served Contract YTD (Adults)



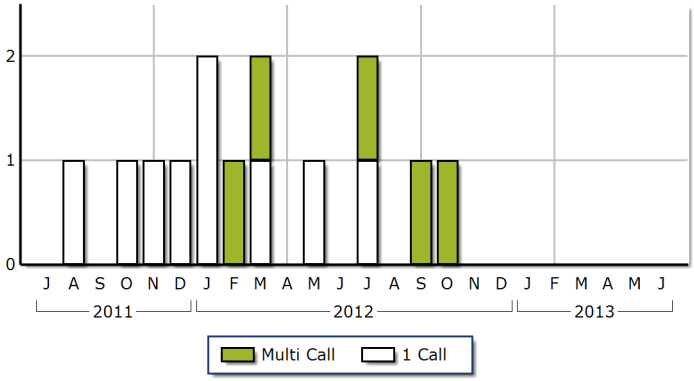
County Population		Prevalence	Tobacco Users
Adult	6,087	14.3 %	870 [4]

		County	State
Tobacco Users - Last Full Month		-	827
Tobacco Users YTD		4	3,957
Unique Tobacco Users YTD	3	3	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.46 %	0.77 %
Reach - NAQC	2	0.46 %	0.32 %
Annualized Reach	1	1.10 %	1.84 %
Annualized Reach - NAQC	2	1.10 %	0.78 %
Unique Individual Reach	3	0.34 %	0.53 %

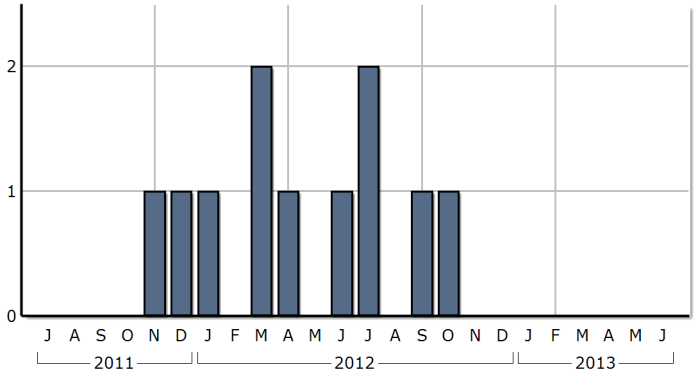
Fax Referral



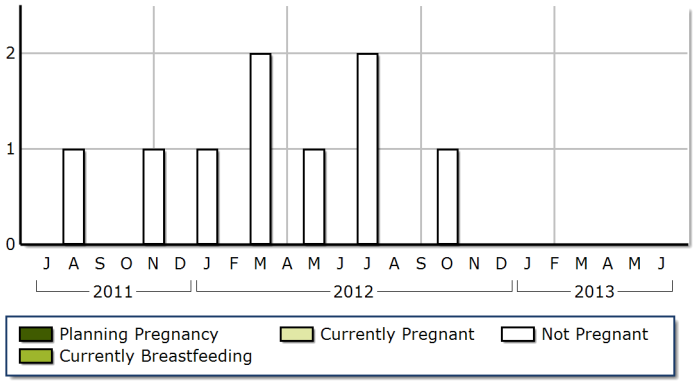
Tobacco User Enrollments By Program Type



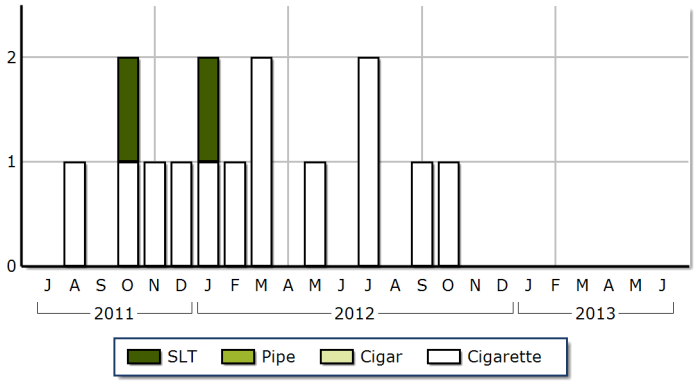
Tobacco Users Receiving NRT



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.

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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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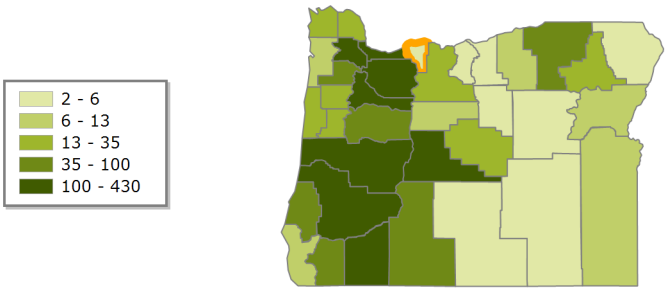
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Hood River County

From 11/1/2012 through 11/30/2012

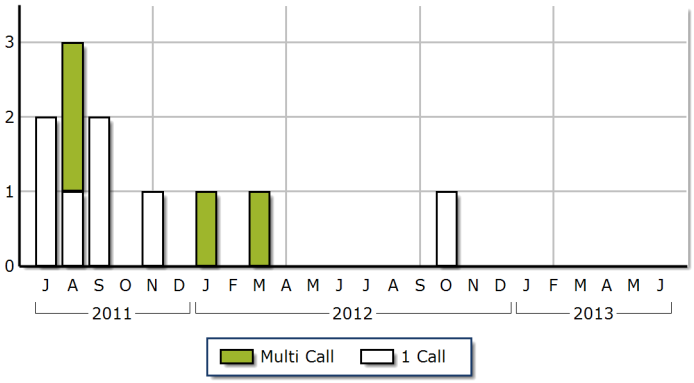
State Tobacco Users Served Contract YTD (Adults)



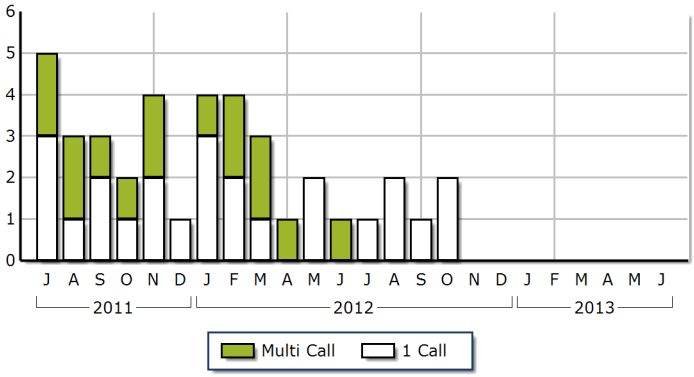
County Population		Prevalence	Tobacco Users
Adult	16,229	8.6 %	1,396 [4]

		County	State
Tobacco Users - Last Full Month		-	827
Tobacco Users YTD		6	3,957
Unique Tobacco Users YTD	[3]	6	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.43 %	0.77 %
Reach - NAQC	[2]	0.36 %	0.32 %
Annualized Reach	[1]	1.03 %	1.84 %
Annualized Reach - NAQC	[2]	0.86 %	0.78 %
Unique Individual Reach	[3]	0.43 %	0.53 %

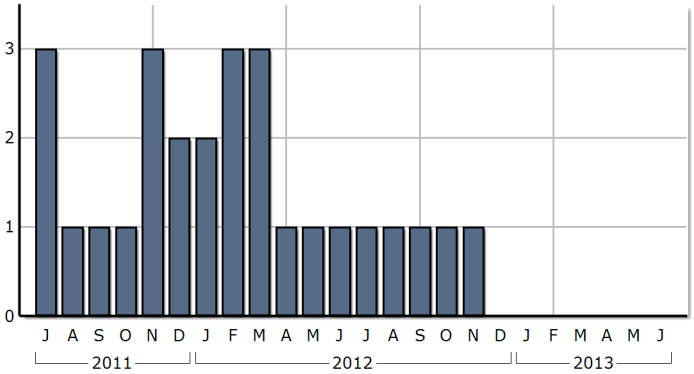
Fax Referral



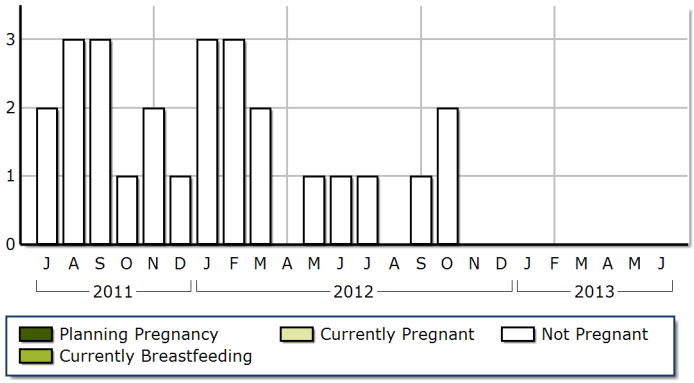
Tobacco User Enrollments By Program Type



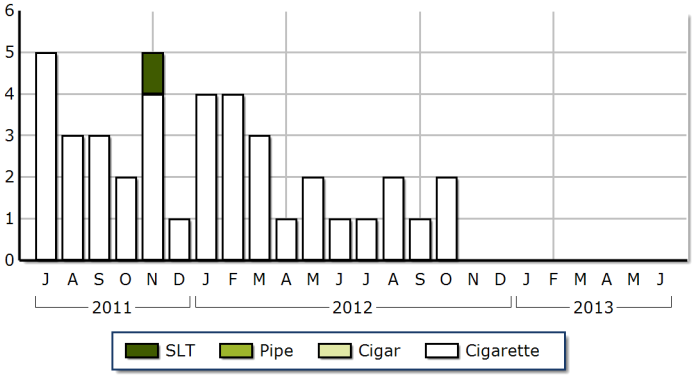
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



1. Reach – includes all tobacco users, regardless of service requested.
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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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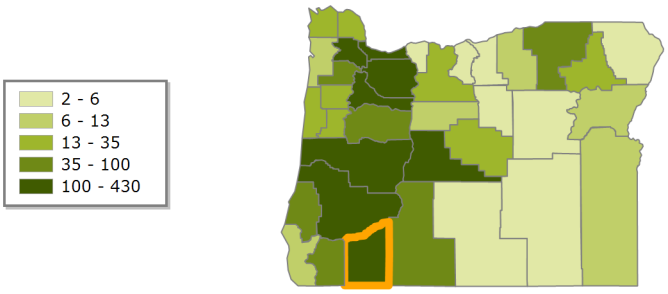
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jackson County

From 11/1/2012 through 11/30/2012

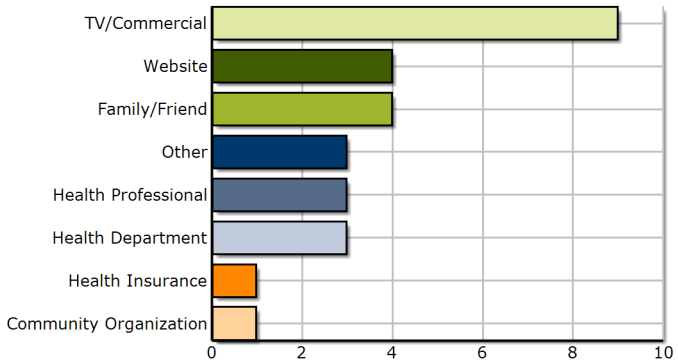
State Tobacco Users Served Contract YTD (Adults)



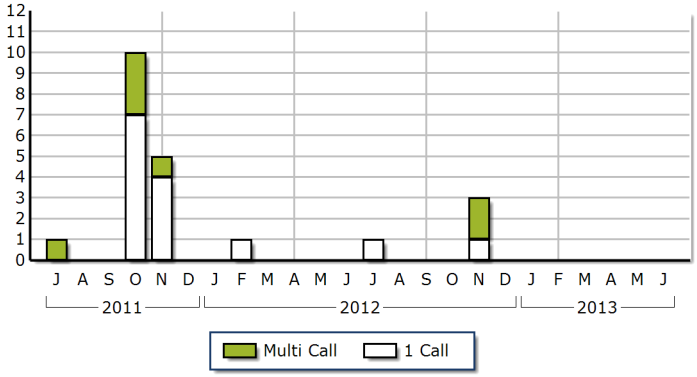
County Population		Prevalence	Tobacco Users
Adult	160,716	21.9 %	35,197 [4]

		County	State
Tobacco Users - Last Full Month		36	827
Tobacco Users YTD		134	3,957
Unique Tobacco Users YTD	[3]	94	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.38 %	0.77 %
Reach - NAQC	[2]	0.30 %	0.32 %
Annualized Reach	[1]	0.91 %	1.84 %
Annualized Reach - NAQC	[2]	0.71 %	0.78 %
Unique Individual Reach	[3]	0.27 %	0.53 %

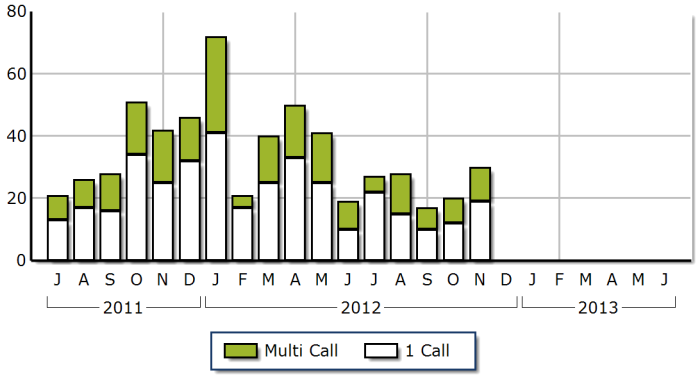
How Heard About



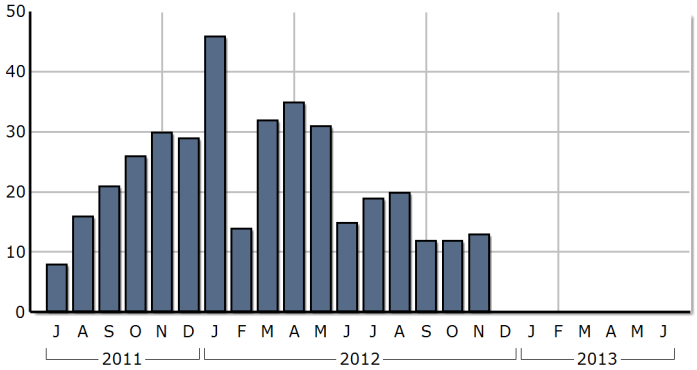
Fax Referral



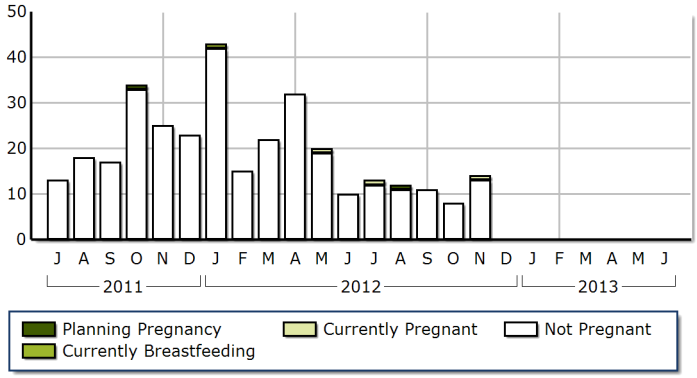
Tobacco User Enrollments By Program Type



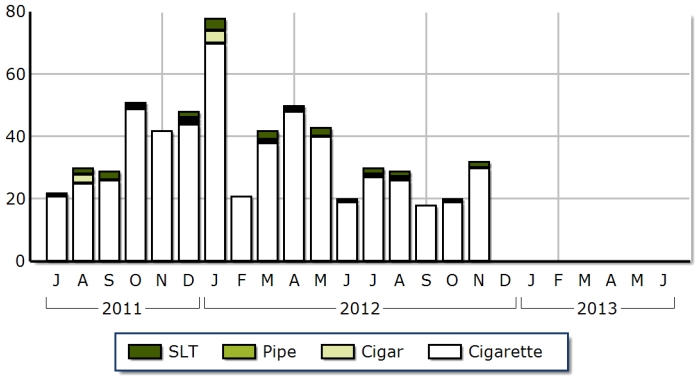
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

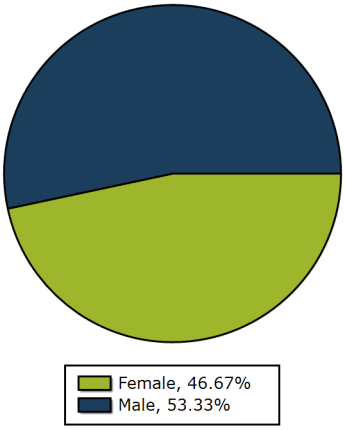

Chart Total N: 30

Tobacco Users By Language

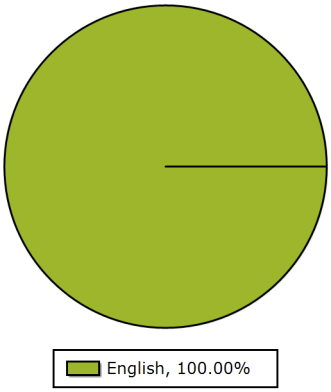

Chart Total N: 30

Tobacco Users By Education

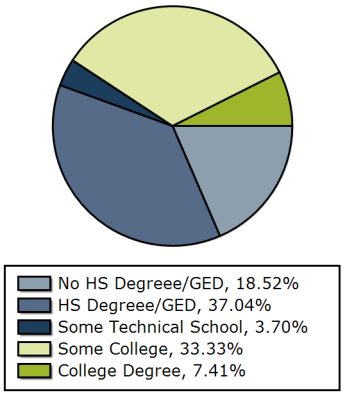

Chart Total N: 27

Tobacco Users By Race

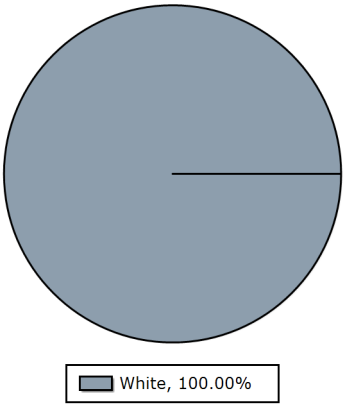

Chart Total N: 25

Tobacco Users By Age

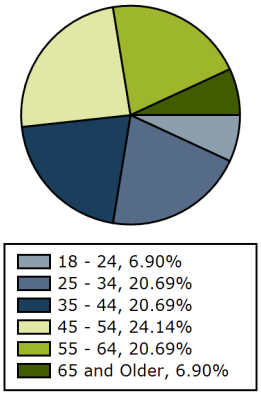

Chart Total N: 29

Tobacco Users By Health Plan

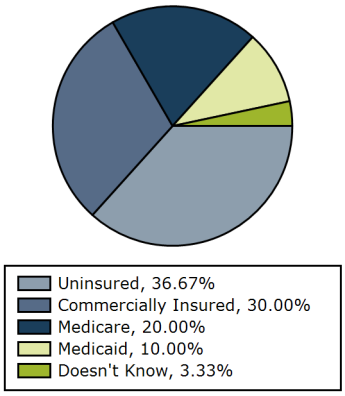

Chart Total N: 30

Tobacco Users By Ethnicity

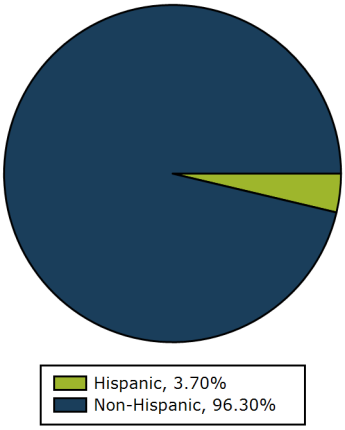

Chart Total N: 27

Tobacco Users By Chronic Condition

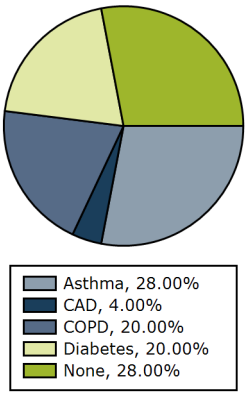

Chart Total N: 25

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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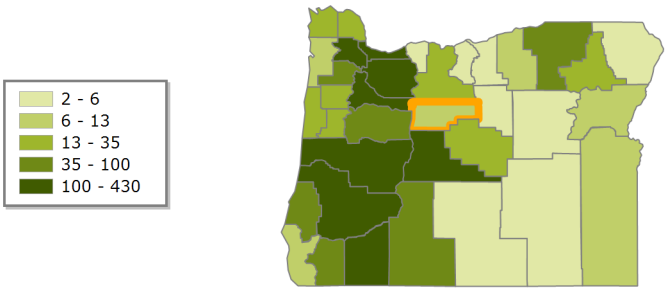
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jefferson County

From 11/1/2012 through 11/30/2012

State Tobacco Users Served Contract YTD (Adults)

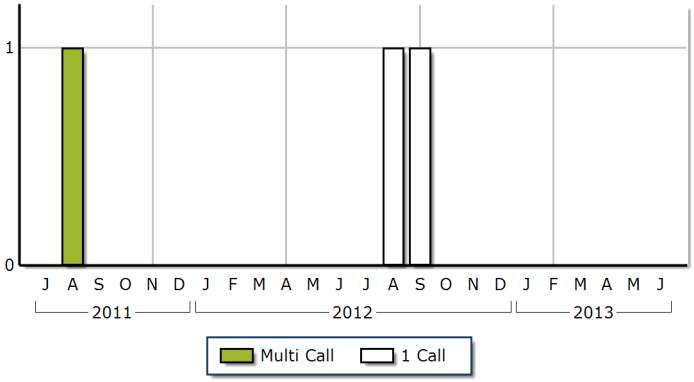


County Population		Prevalence	Tobacco Users
Adult	16,594	15.9 %	2,638 [4]

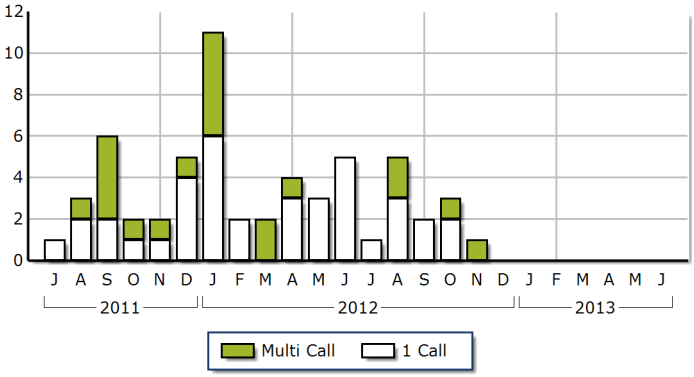
		County	State
Tobacco Users - Last Full Month		1	827
Tobacco Users YTD		14	3,957
Unique Tobacco Users YTD	[3]	11	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.53 %	0.77 %
Reach - NAQC	[2]	0.38 %	0.32 %
Annualized Reach	[1]	1.27 %	1.84 %
Annualized Reach - NAQC	[2]	0.91 %	0.78 %
Unique Individual Reach	[3]	0.42 %	0.53 %

How Heard About

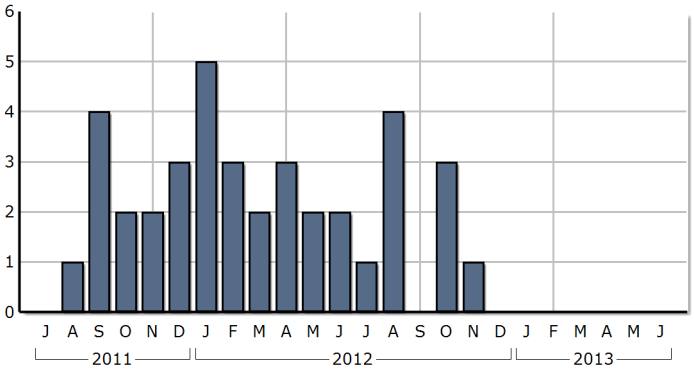
Fax Referral



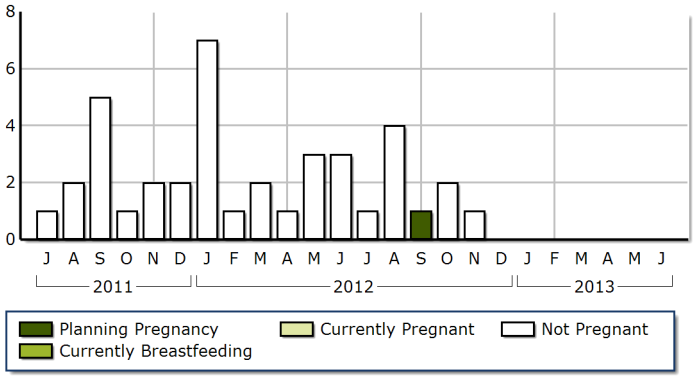
Tobacco User Enrollments By Program Type



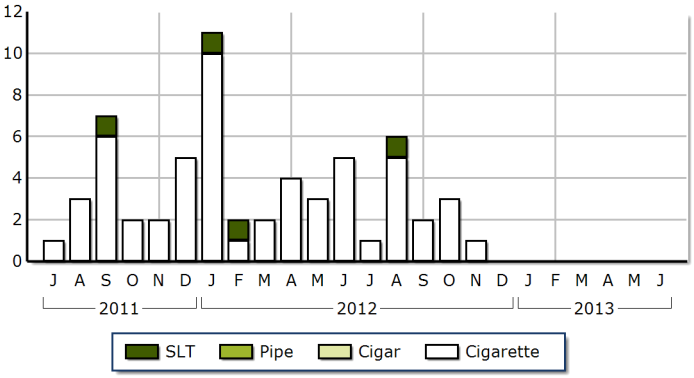
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

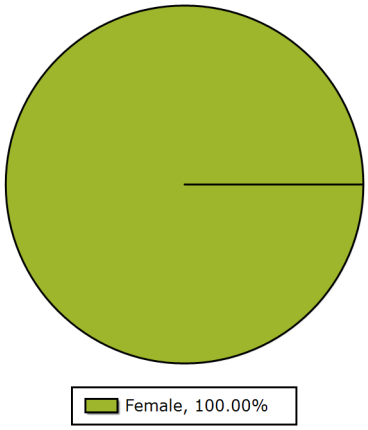

Chart Total N: 1

Tobacco Users By Language

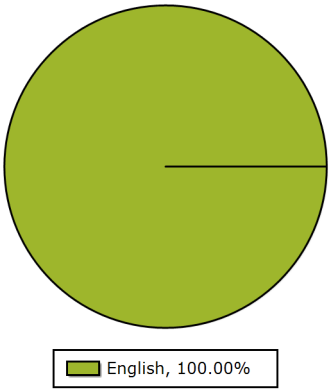

Chart Total N: 1

Tobacco Users By Education

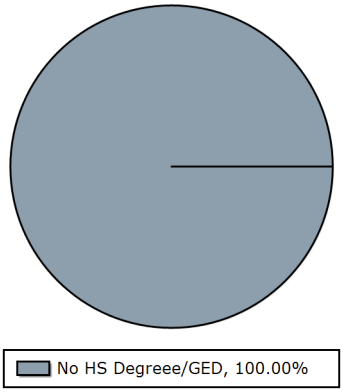

Chart Total N: 1

Tobacco Users By Race

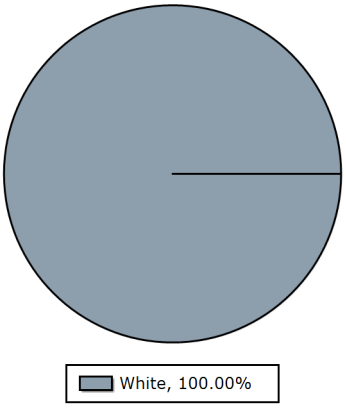

Chart Total N: 1

Tobacco Users By Age

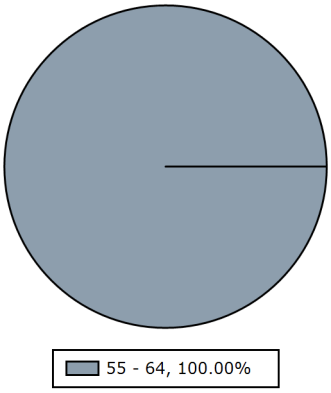

Chart Total N: 1

Tobacco Users By Health Plan

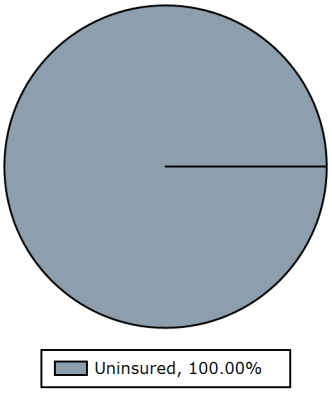

Chart Total N: 1

Tobacco Users By Ethnicity

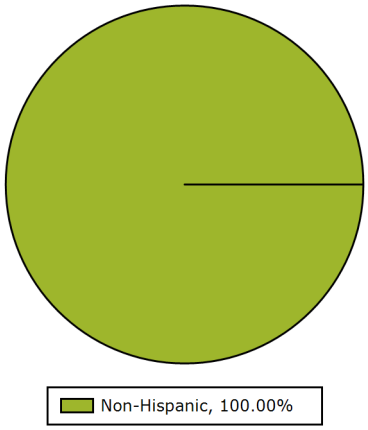

Chart Total N: 1

Tobacco Users By Chronic Condition

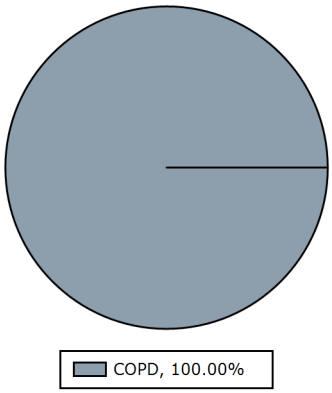

Chart Total N: 1

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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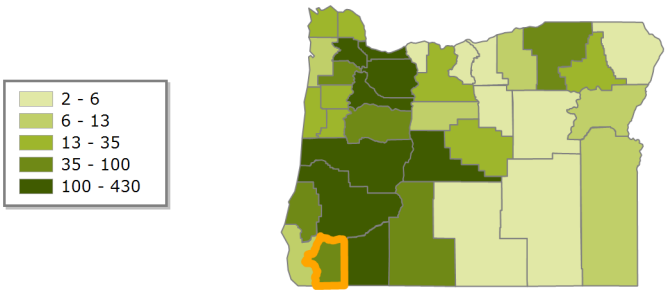
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Josephine County

From 11/1/2012 through 11/30/2012

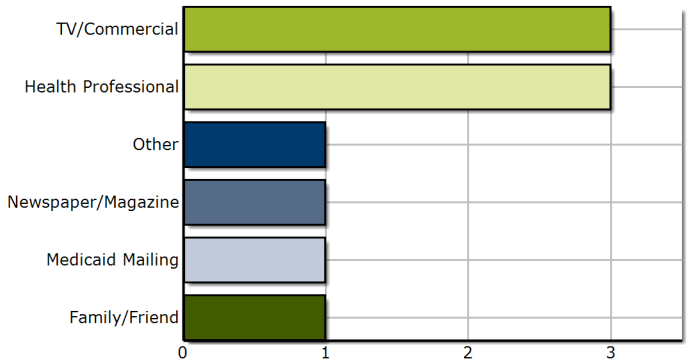
State Tobacco Users Served Contract YTD (Adults)



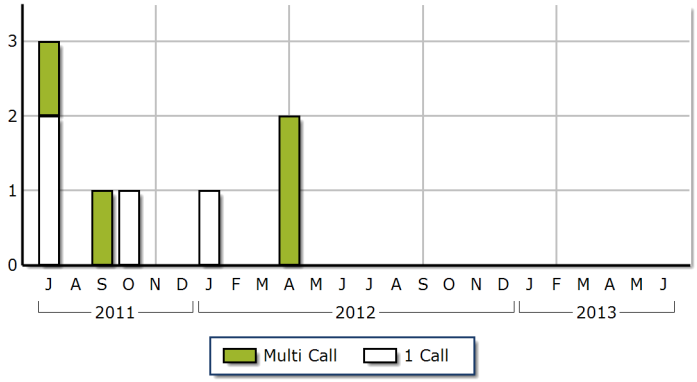
County Population		Prevalence	Tobacco Users
Adult	66,678	25.0 %	16,670 [4]

		County	State
Tobacco Users - Last Full Month		10	827
Tobacco Users YTD		52	3,957
Unique Tobacco Users YTD	[3]	33	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.31 %	0.77 %
Reach - NAQC	[2]	0.26 %	0.32 %
Annualized Reach	[1]	0.75 %	1.84 %
Annualized Reach - NAQC	[2]	0.63 %	0.78 %
Unique Individual Reach	[3]	0.20 %	0.53 %

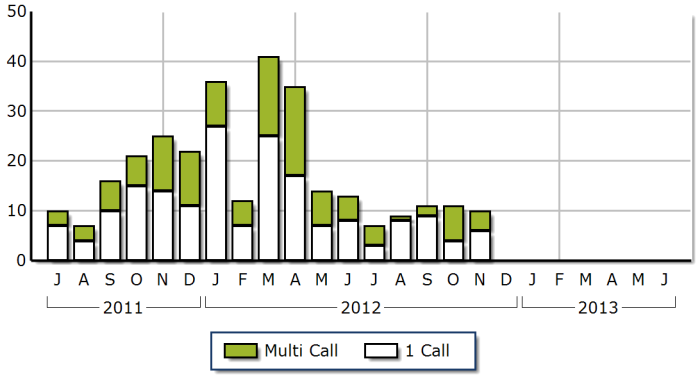
How Heard About



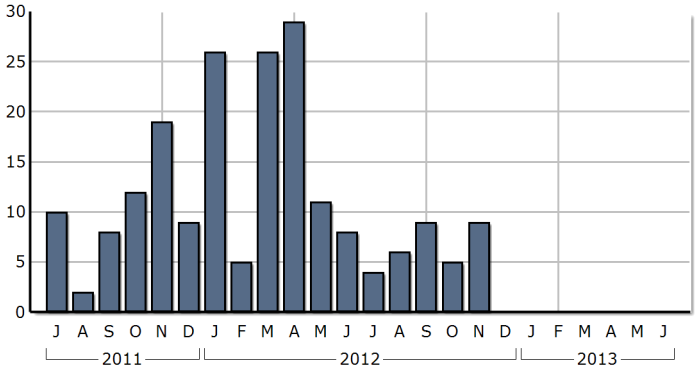
Fax Referral



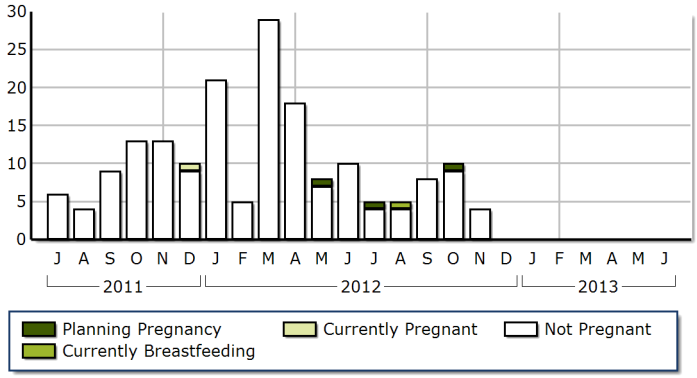
Tobacco User Enrollments By Program Type



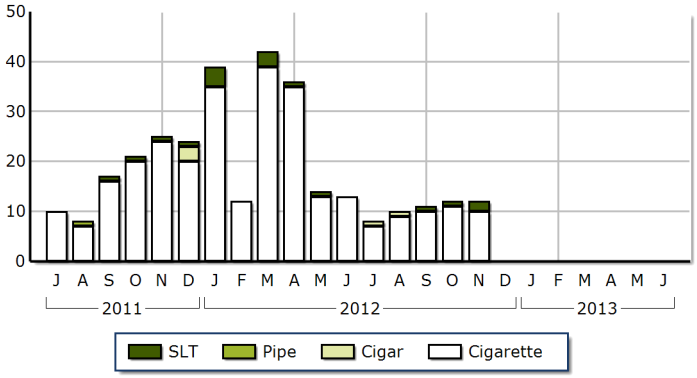
Tobacco Users Receiving NRT



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.

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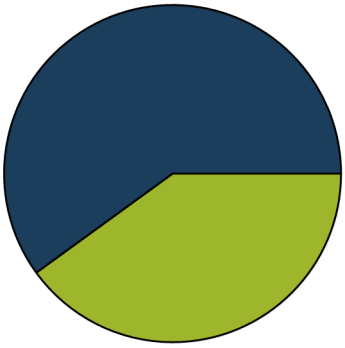
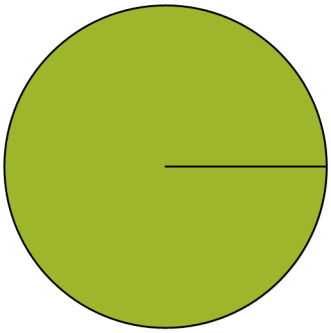
Tobacco Users By Gender



Female, 40.00%
Male, 60.00%

Chart Total N: 10

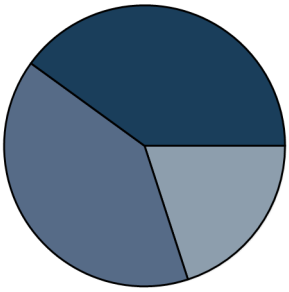
Tobacco Users By Language



English, 100.00%

Chart Total N: 10

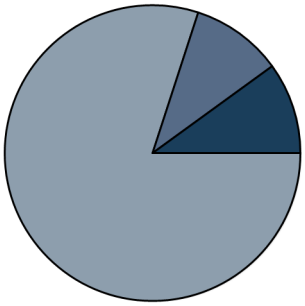
Tobacco Users By Education



No HS Degreee/GED, 20.00%
HS Degreee/GED, 40.00%
Some College, 40.00%

Chart Total N: 10

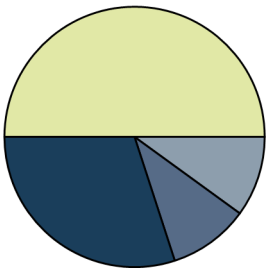
Tobacco Users By Race



White, 80.00%
American Indian/Alaskan Native, 10.00%
Native Hawaiian/Pacific Islander, 10.00%

Chart Total N: 10

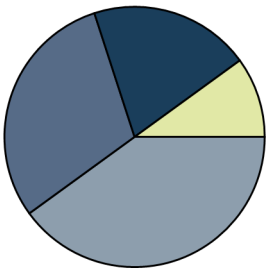
Tobacco Users By Age



18 - 24, 10.00%
25 - 34, 10.00%
35 - 44, 30.00%
45 - 54, 50.00%

Chart Total N: 10

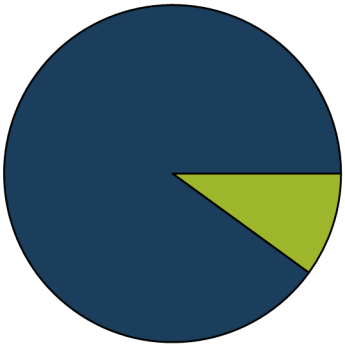
Tobacco Users By Health Plan



Uninsured, 40.00%
Commercially Insured, 30.00%
Medicare, 20.00%
Medicaid, 10.00%

Chart Total N: 10

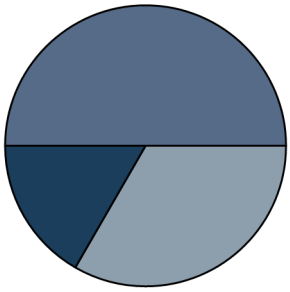
Tobacco Users By Ethnicity



Hispanic, 10.00%
Non-Hispanic, 90.00%

Chart Total N: 10

Tobacco Users By Chronic Condition



Asthma, 33.33%
COPD, 16.67%
None, 50.00%

Chart Total N: 6

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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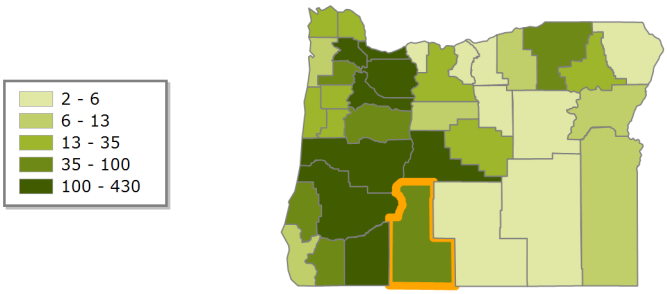
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Klamath County

From 11/1/2012 through 11/30/2012

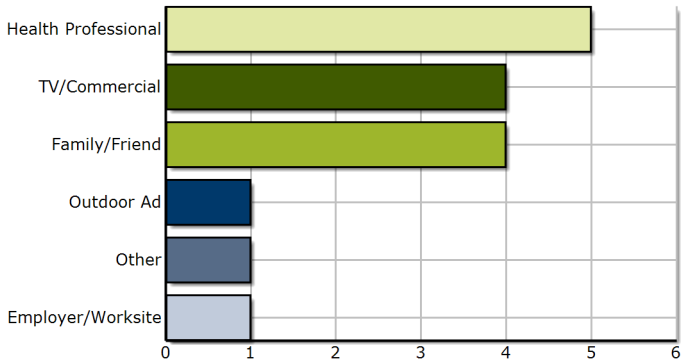
State Tobacco Users Served Contract YTD (Adults)



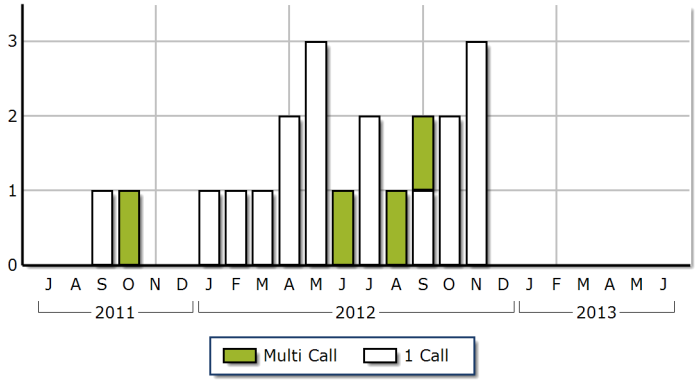
County Population		Prevalence	Tobacco Users
Adult	50,494	22.0 %	11,109 [4]

		County	State
Tobacco Users - Last Full Month		16	827
Tobacco Users YTD		58	3,957
Unique Tobacco Users YTD	[3]	49	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.52 %	0.77 %
Reach - NAQC	[2]	0.41 %	0.32 %
Annualized Reach	[1]	1.25 %	1.84 %
Annualized Reach - NAQC	[2]	0.97 %	0.78 %
Unique Individual Reach	[3]	0.44 %	0.53 %

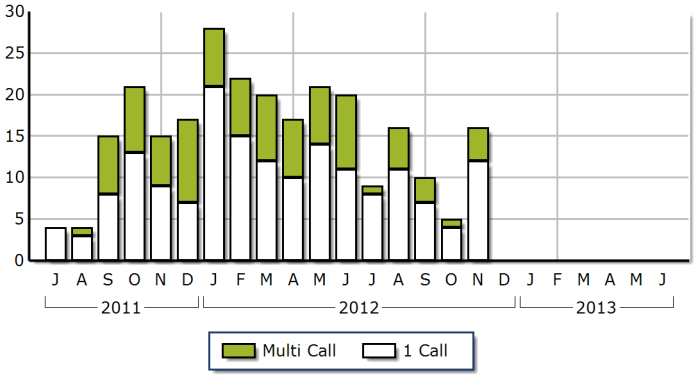
How Heard About



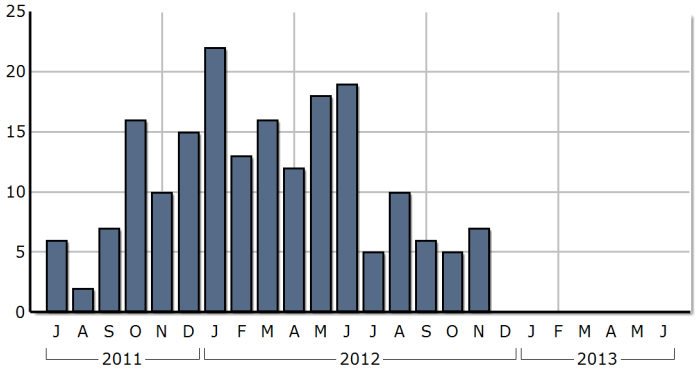
Fax Referral



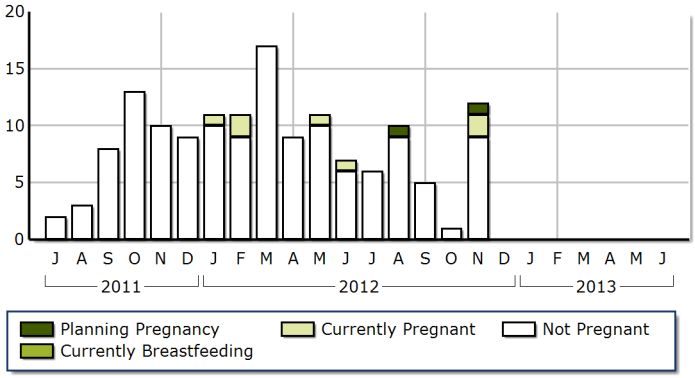
Tobacco User Enrollments By Program Type



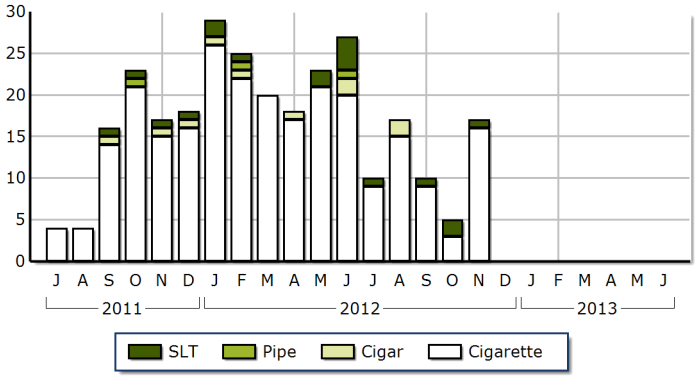
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



1. Reach – includes all tobacco users, regardless of service requested.
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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Klamath County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

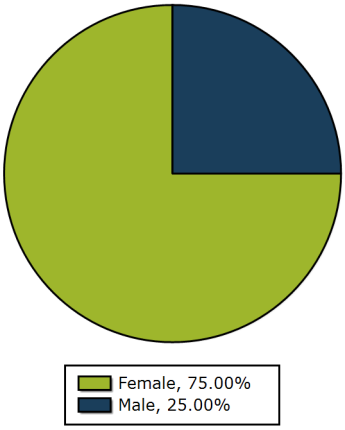

Chart Total N: 16

Tobacco Users By Language

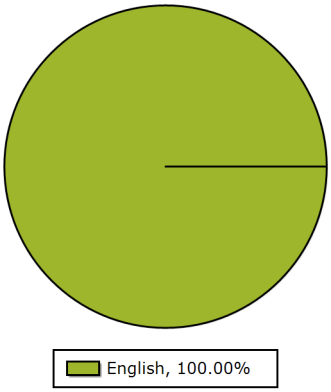

Chart Total N: 16

Tobacco Users By Education

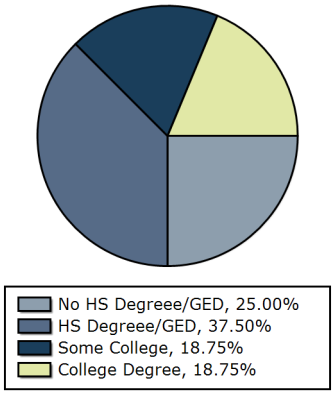

Chart Total N: 16

Tobacco Users By Race

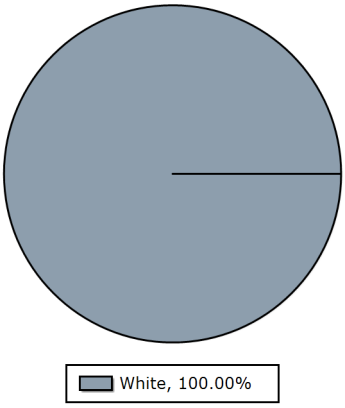

Chart Total N: 15

Tobacco Users By Age

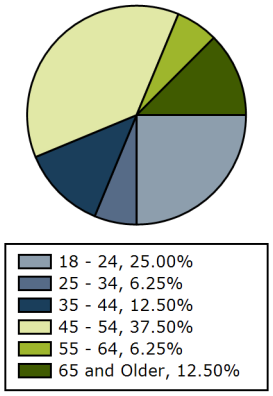

Chart Total N: 16

Tobacco Users By Health Plan

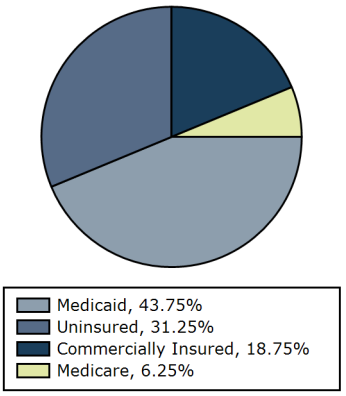

Chart Total N: 16

Tobacco Users By Ethnicity

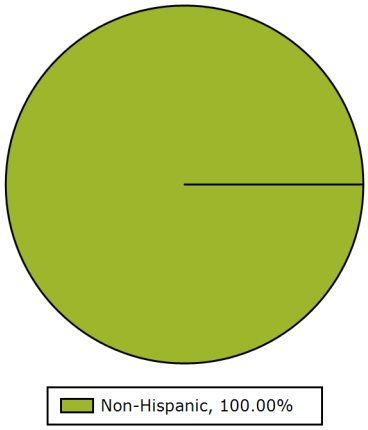

Chart Total N: 16

Tobacco Users By Chronic Condition

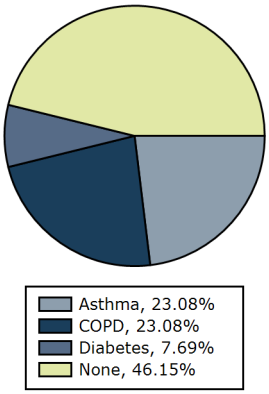

Chart Total N: 13

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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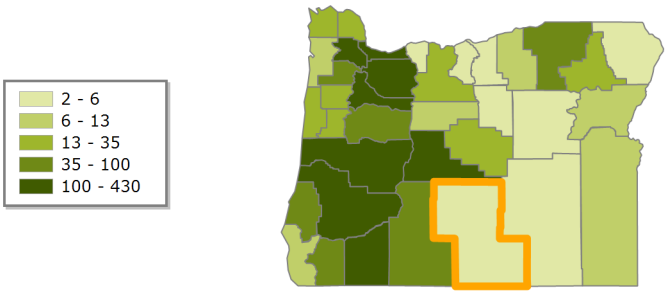
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lake County

From 11/1/2012 through 11/30/2012

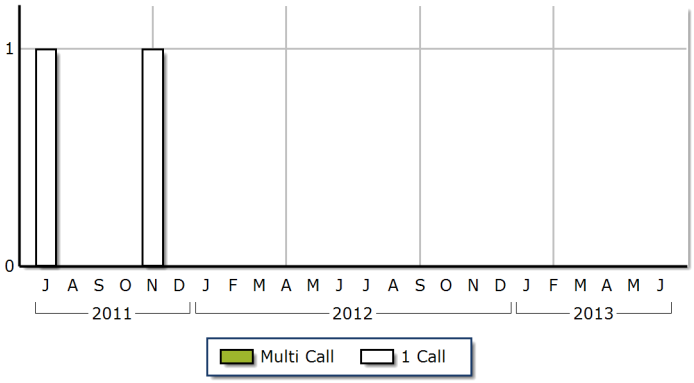
State Tobacco Users Served Contract YTD (Adults)



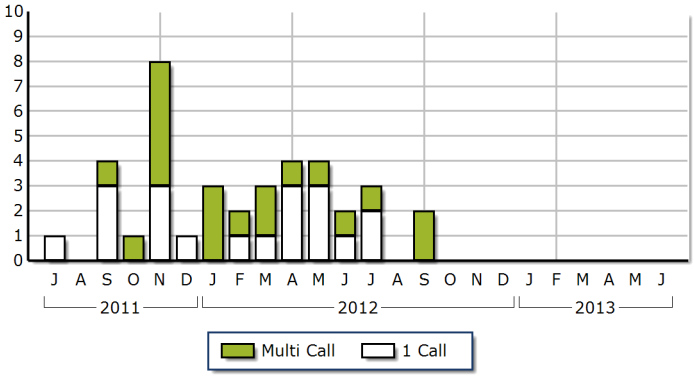
County Population		Prevalence	Tobacco Users
Adult	6,068	19.9 %	1,208 [4]

		County	State
Tobacco Users - Last Full Month		-	827
Tobacco Users YTD		5	3,957
Unique Tobacco Users YTD	3	3	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.41 %	0.77 %
Reach - NAQC	2	0.33 %	0.32 %
Annualized Reach	1	0.99 %	1.84 %
Annualized Reach - NAQC	2	0.79 %	0.78 %
Unique Individual Reach	3	0.25 %	0.53 %

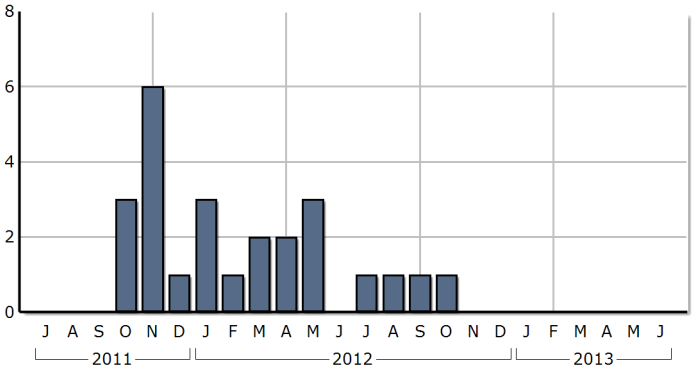
Fax Referral



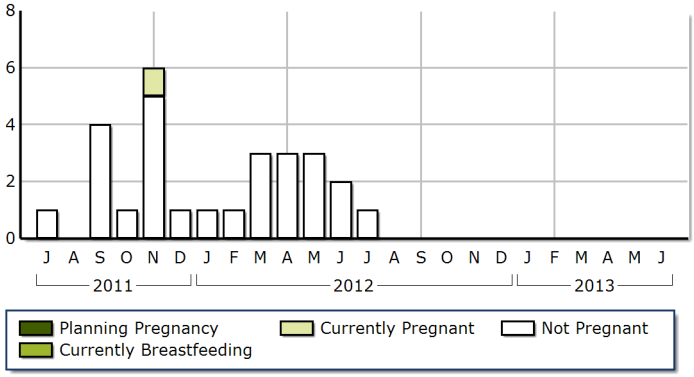
Tobacco User Enrollments By Program Type



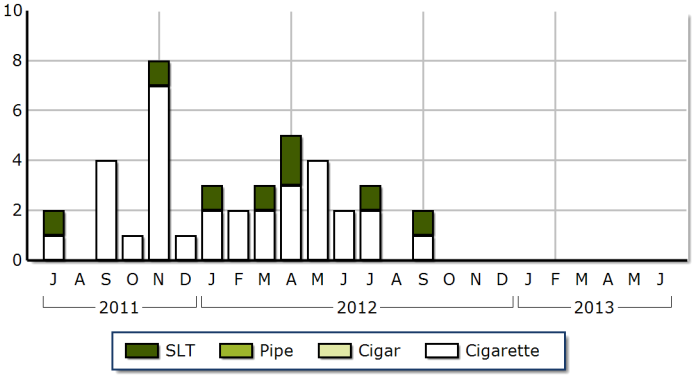
Tobacco Users Receiving NRT



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.

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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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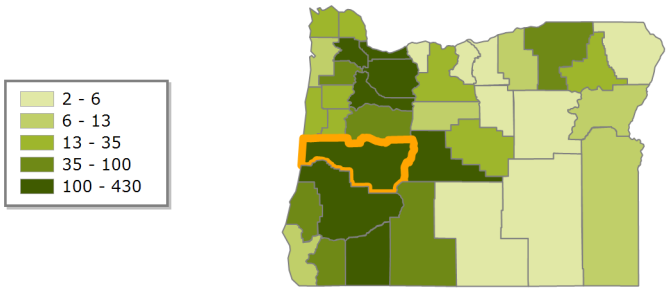
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lane County

From 11/1/2012 through 11/30/2012

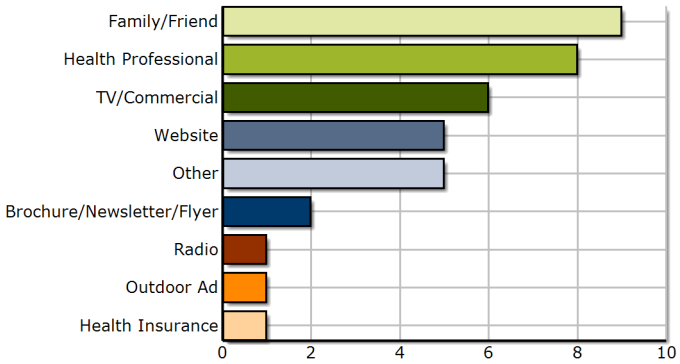
State Tobacco Users Served Contract YTD (Adults)



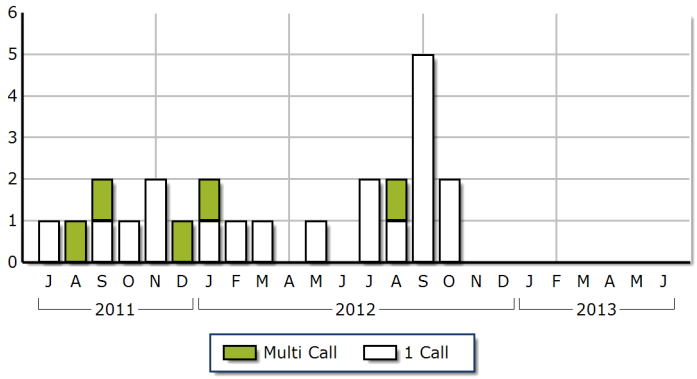
County Population		Prevalence	Tobacco Users
Adult	274,412	18.4 %	50,492 [4]

		County	State
Tobacco Users - Last Full Month		45	827
Tobacco Users YTD		274	3,957
Unique Tobacco Users YTD	[3]	191	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.54 %	0.77 %
Reach - NAQC	[2]	0.41 %	0.32 %
Annualized Reach	[1]	1.30 %	1.84 %
Annualized Reach - NAQC	[2]	0.99 %	0.78 %
Unique Individual Reach	[3]	0.38 %	0.53 %

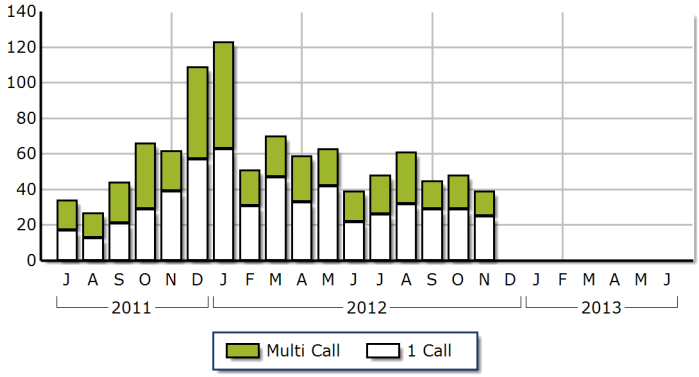
How Heard About



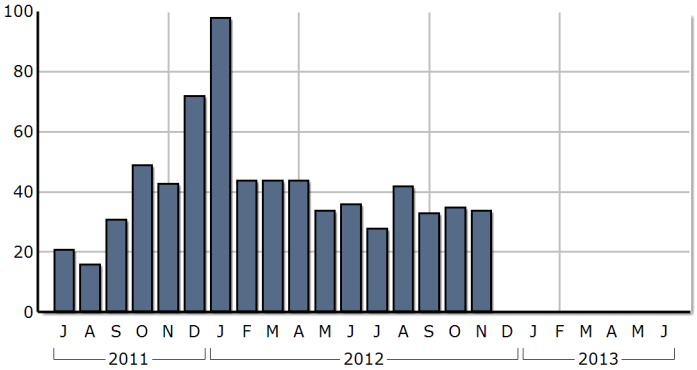
Fax Referral



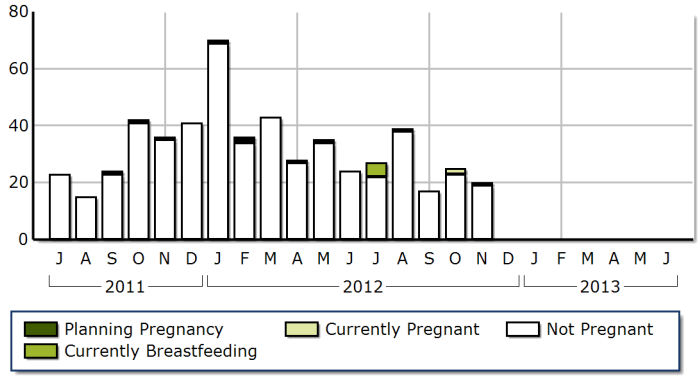
Tobacco User Enrollments By Program Type



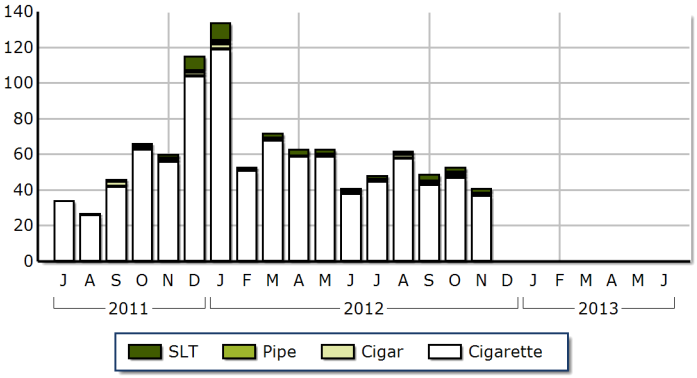
Tobacco Users Receiving NRT



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.

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Tobacco Users By Gender

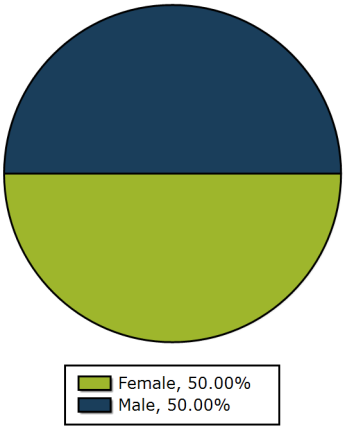

Chart Total N: 40

Tobacco Users By Language

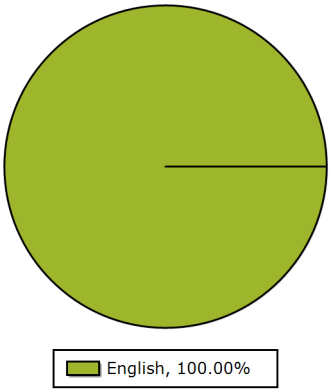

Chart Total N: 40

Tobacco Users By Education

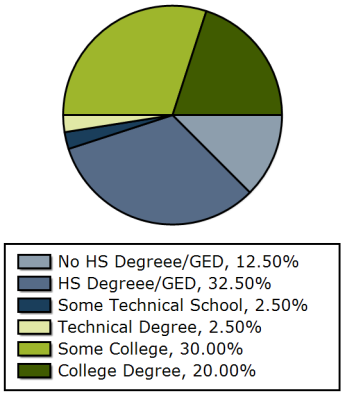

Chart Total N: 40

Tobacco Users By Race

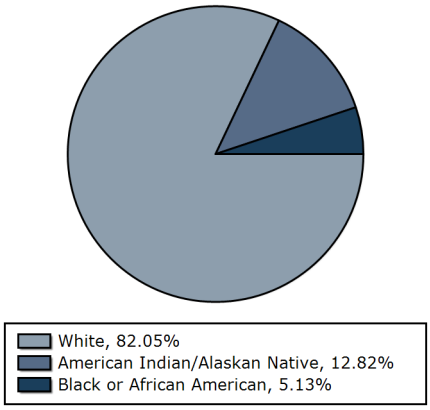

Chart Total N: 39

Tobacco Users By Age

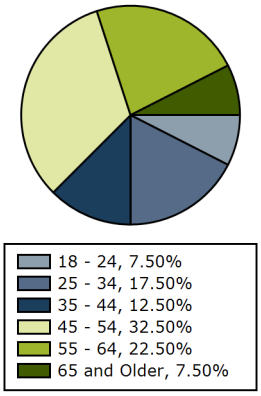

Chart Total N: 40

Tobacco Users By Health Plan

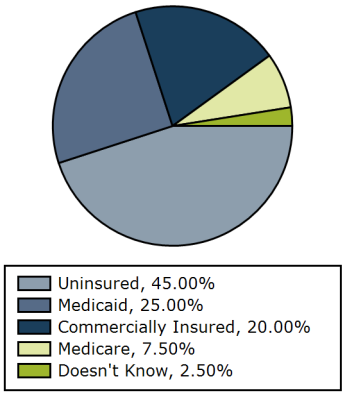

Chart Total N: 40

Tobacco Users By Ethnicity

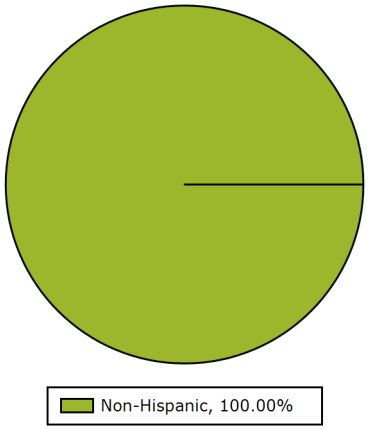

Chart Total N: 40

Tobacco Users By Chronic Condition

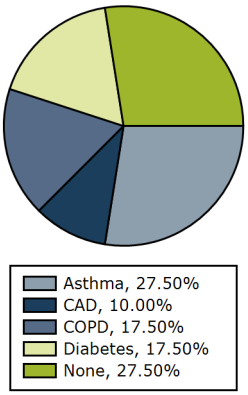

Chart Total N: 40

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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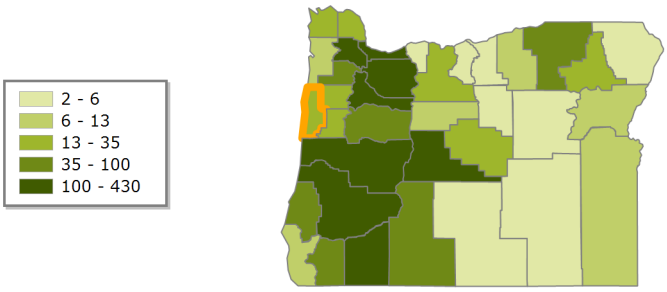
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lincoln County

From 11/1/2012 through 11/30/2012

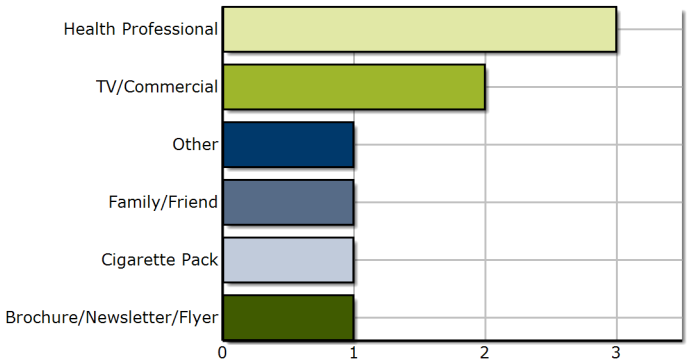
State Tobacco Users Served Contract YTD (Adults)



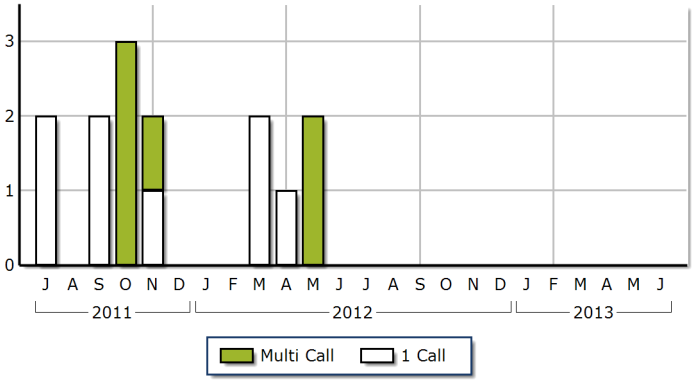
County Population		Prevalence	Tobacco Users
Adult	36,512	26.9 %	9,822 [4]

		County	State
Tobacco Users - Last Full Month		14	827
Tobacco Users YTD		41	3,957
Unique Tobacco Users YTD	[3]	24	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.42 %	0.77 %
Reach - NAQC	[2]	0.29 %	0.32 %
Annualized Reach	[1]	1.00 %	1.84 %
Annualized Reach - NAQC	[2]	0.68 %	0.78 %
Unique Individual Reach	[3]	0.24 %	0.53 %

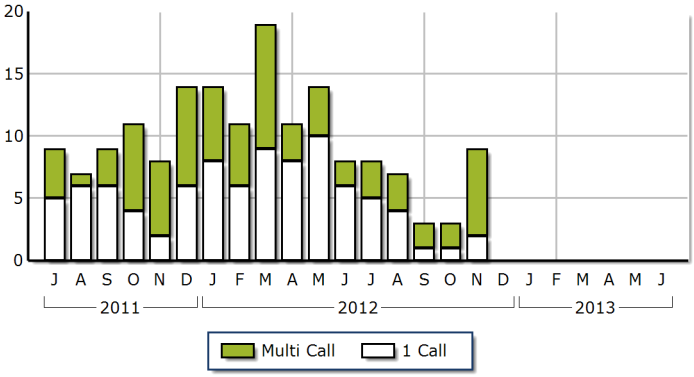
How Heard About



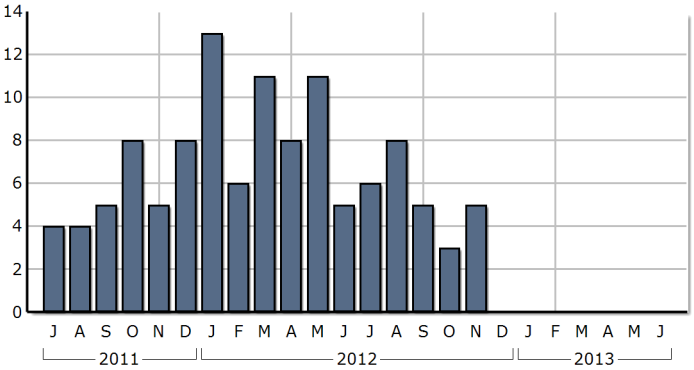
Fax Referral



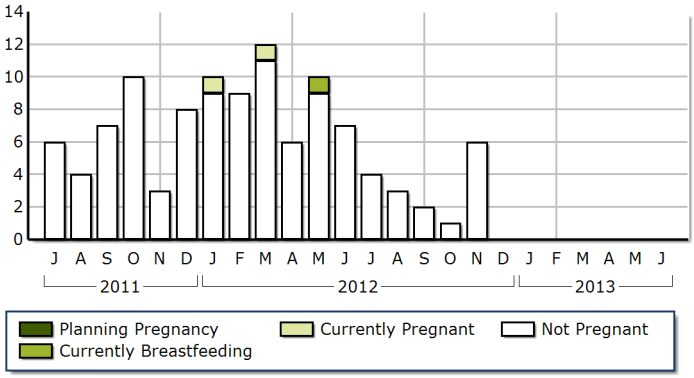
Tobacco User Enrollments By Program Type



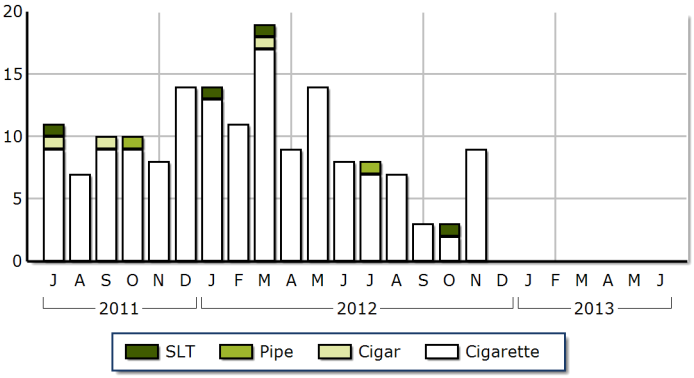
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lincoln County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

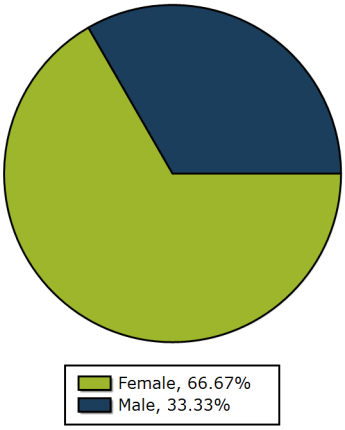

Chart Total N: 9

Tobacco Users By Language

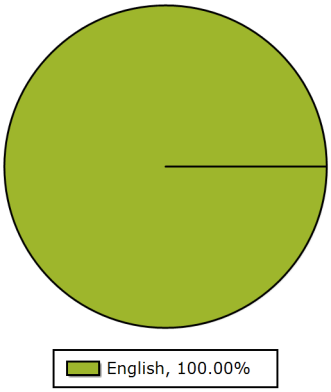

Chart Total N: 9

Tobacco Users By Education

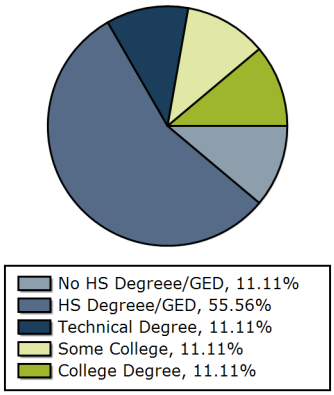

Chart Total N: 9

Tobacco Users By Race

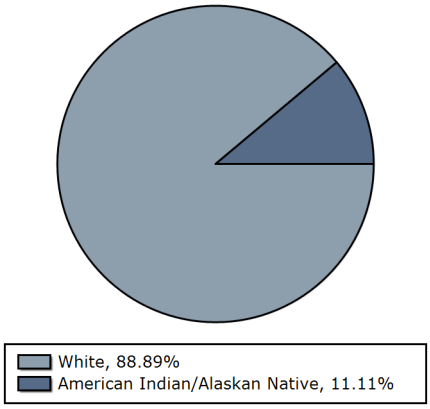

Chart Total N: 9

Tobacco Users By Age

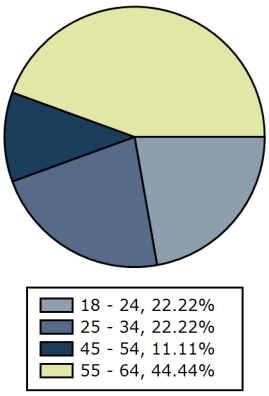

Chart Total N: 9

Tobacco Users By Health Plan

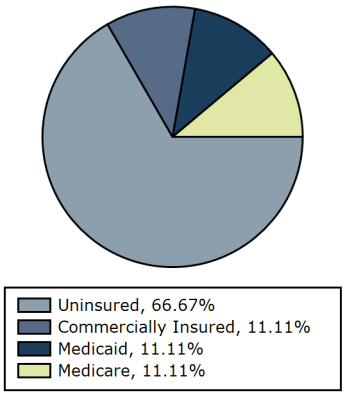

Chart Total N: 9

Tobacco Users By Ethnicity

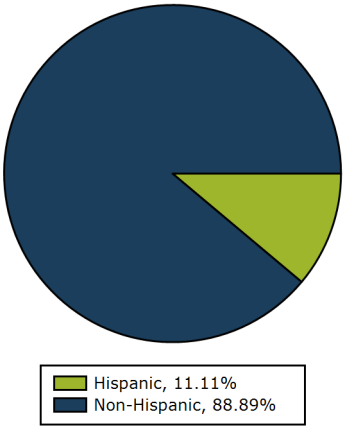

Chart Total N: 9

Tobacco Users By Chronic Condition

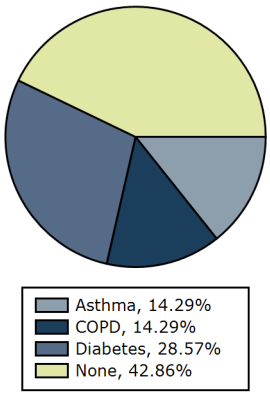

Chart Total N: 7

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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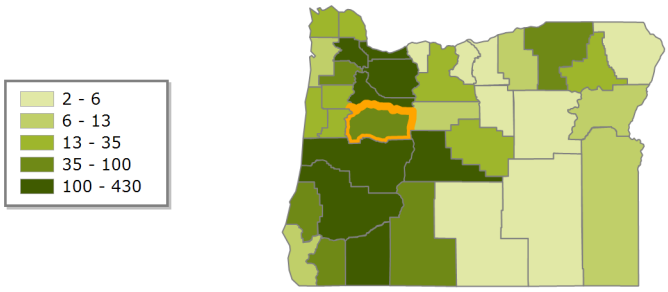
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Linn County

From 11/1/2012 through 11/30/2012

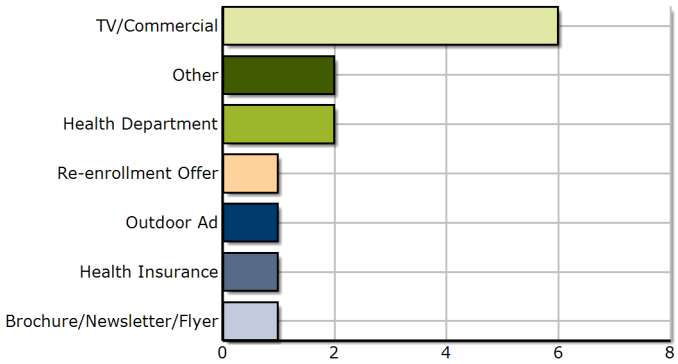
State Tobacco Users Served Contract YTD (Adults)



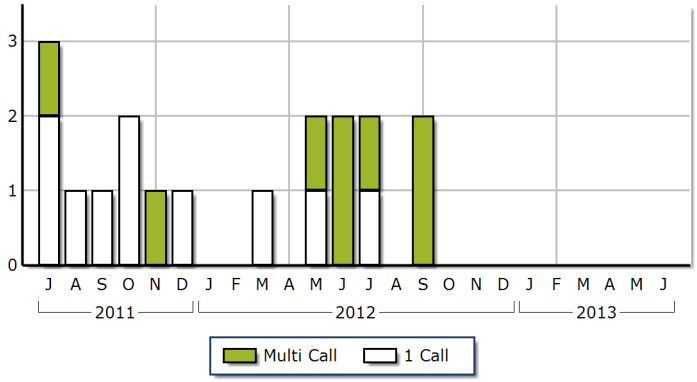
County Population		Prevalence	Tobacco Users
Adult	83,814	21.0 %	17,601 [4]

		County	State
Tobacco Users - Last Full Month		18	827
Tobacco Users YTD		84	3,957
Unique Tobacco Users YTD	[3]	57	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.48 %	0.77 %
Reach - NAQC	[2]	0.35 %	0.32 %
Annualized Reach	[1]	1.15 %	1.84 %
Annualized Reach - NAQC	[2]	0.85 %	0.78 %
Unique Individual Reach	[3]	0.32 %	0.53 %

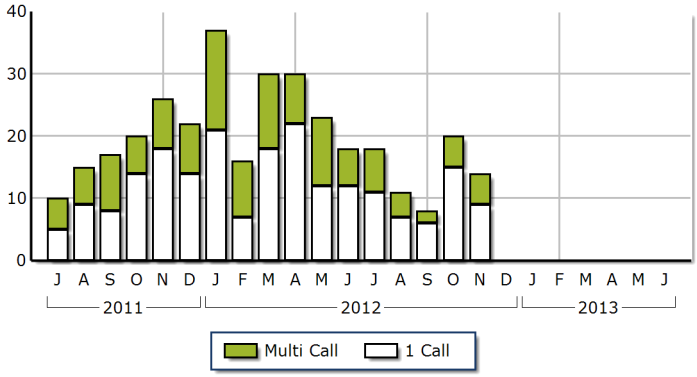
How Heard About



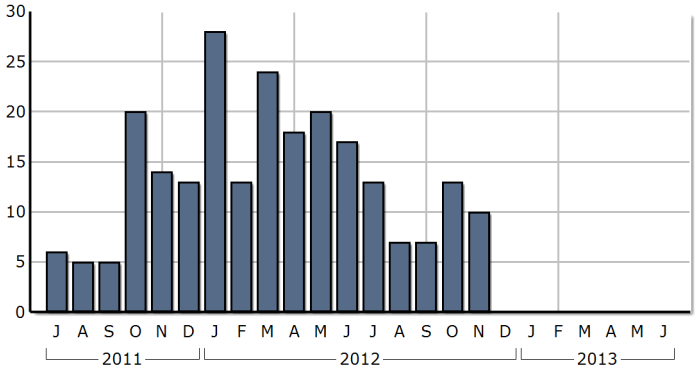
Fax Referral



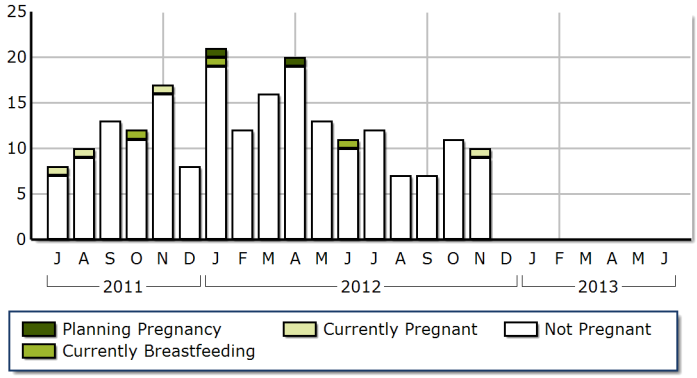
Tobacco User Enrollments By Program Type



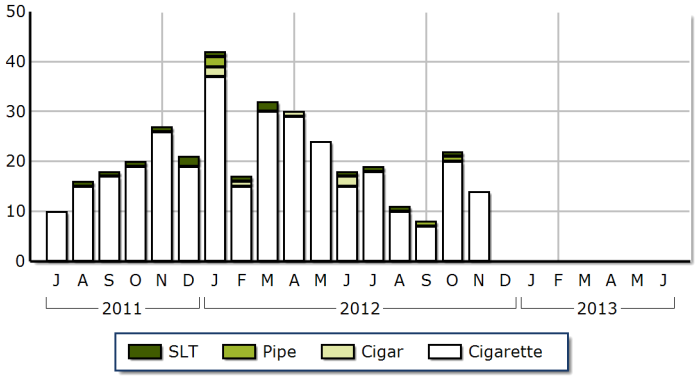
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Linn County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

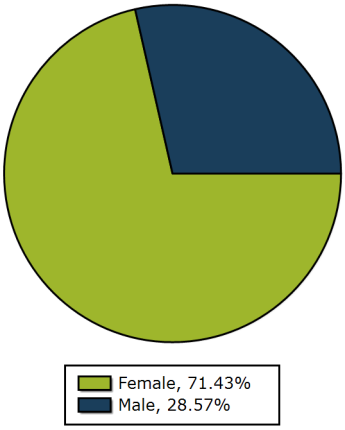


Chart Total N: 14

Tobacco Users By Language

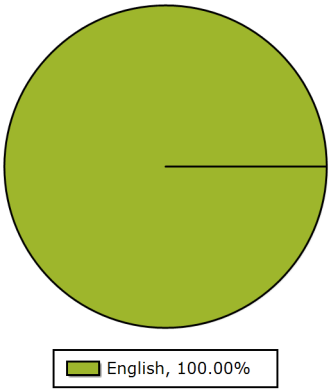


Chart Total N: 14

Tobacco Users By Education

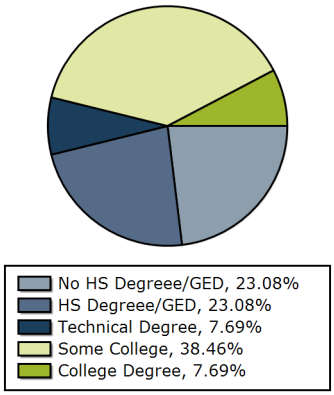
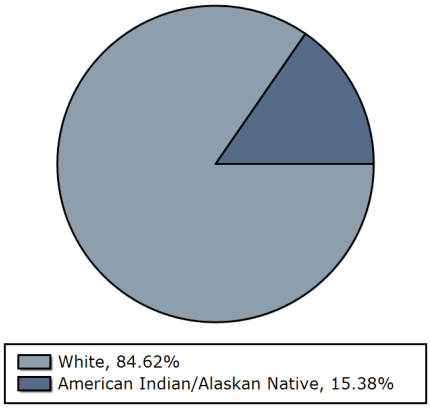


Chart Total N: 13

Tobacco Users By Race



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Tobacco Users By Age

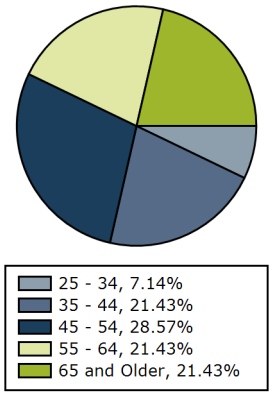
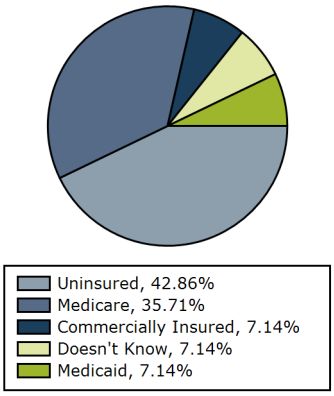


Chart Total N: 14

Tobacco Users By Health Plan



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Tobacco Users By Ethnicity

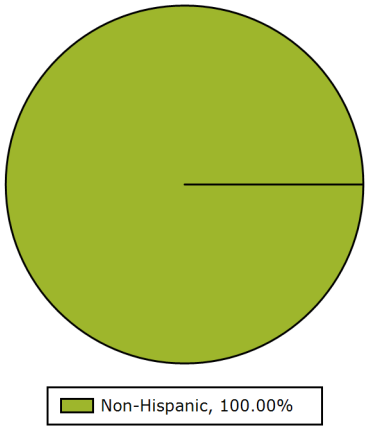

Chart Total N: 14

Tobacco Users By Chronic Condition

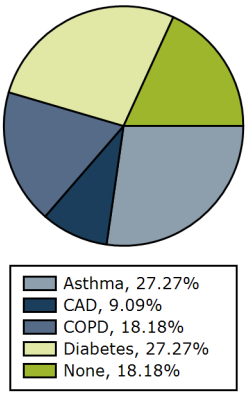

Chart Total N: 11

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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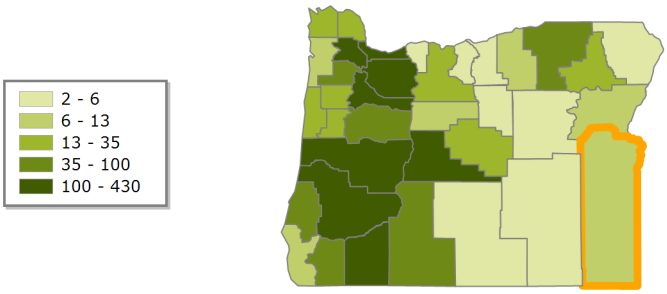
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Malheur County

From 11/1/2012 through 11/30/2012

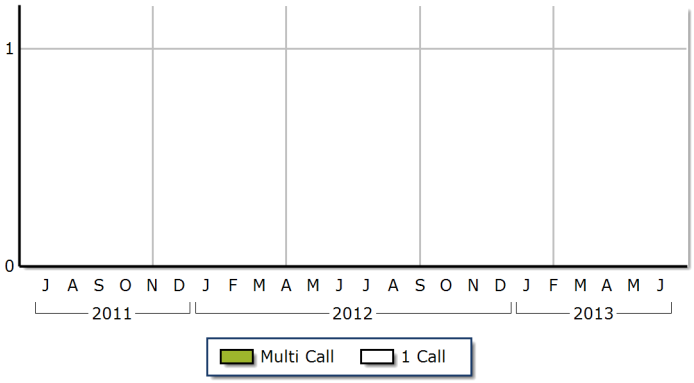
State Tobacco Users Served Contract YTD (Adults)



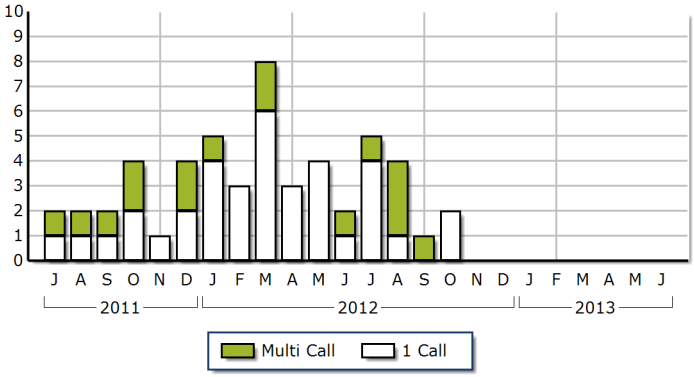
County Population		Prevalence	Tobacco Users
Adult	23,866	16.8 %	4,009 [4]

		County	State
Tobacco Users - Last Full Month		-	827
Tobacco Users YTD		13	3,957
Unique Tobacco Users YTD	3	9	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.32 %	0.77 %
Reach - NAQC	2	0.25 %	0.32 %
Annualized Reach	1	0.78 %	1.84 %
Annualized Reach - NAQC	2	0.60 %	0.78 %
Unique Individual Reach	3	0.22 %	0.53 %

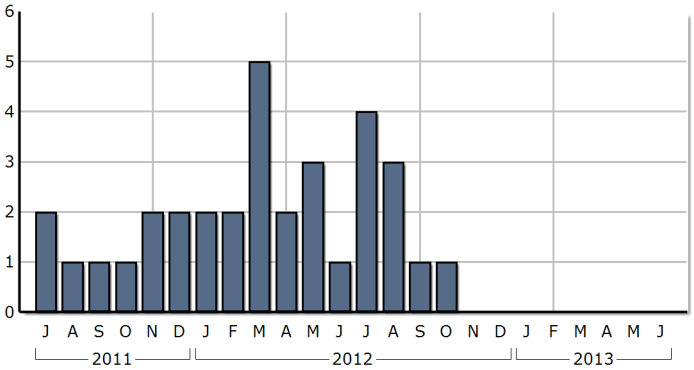
Fax Referral



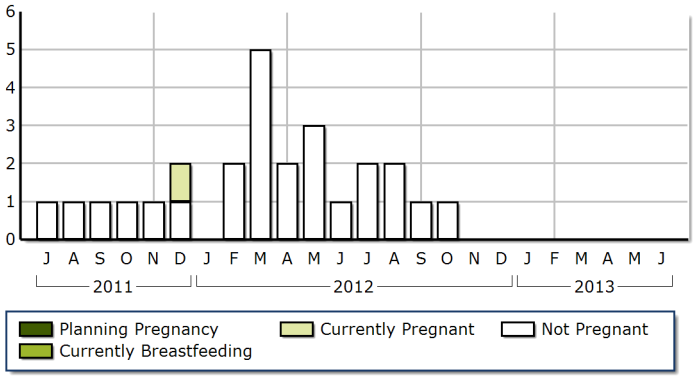
Tobacco User Enrollments By Program Type



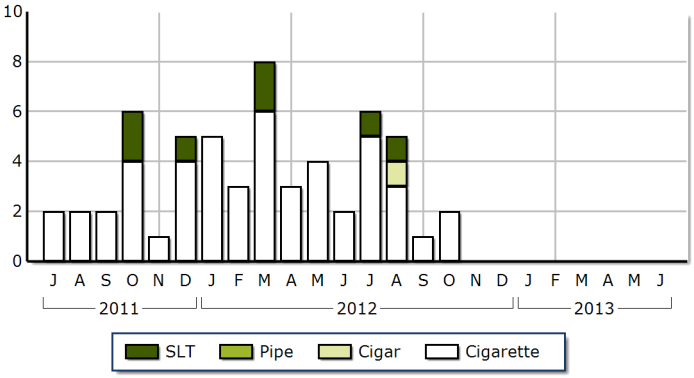
Tobacco Users Receiving NRT



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.

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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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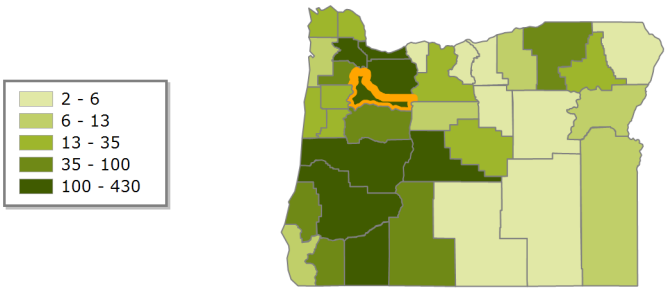
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County

From 11/1/2012 through 11/30/2012

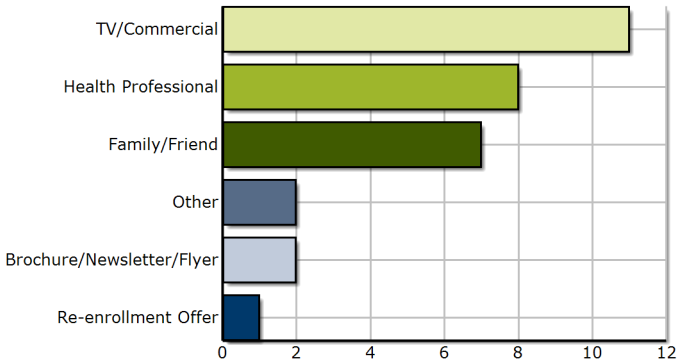
State Tobacco Users Served Contract YTD (Adults)



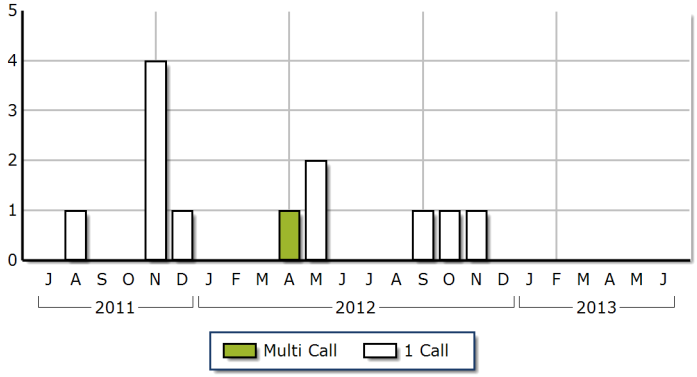
County Population		Prevalence	Tobacco Users
Adult	235,431	15.5 %	36,492 [4]

		County	State
Tobacco Users - Last Full Month		35	827
Tobacco Users YTD		156	3,957
Unique Tobacco Users YTD	[3]	116	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.43 %	0.77 %
Reach - NAQC	[2]	0.33 %	0.32 %
Annualized Reach	[1]	1.03 %	1.84 %
Annualized Reach - NAQC	[2]	0.79 %	0.78 %
Unique Individual Reach	[3]	0.32 %	0.53 %

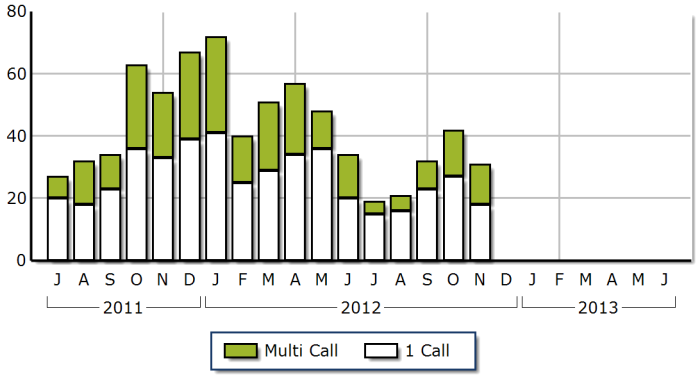
How Heard About



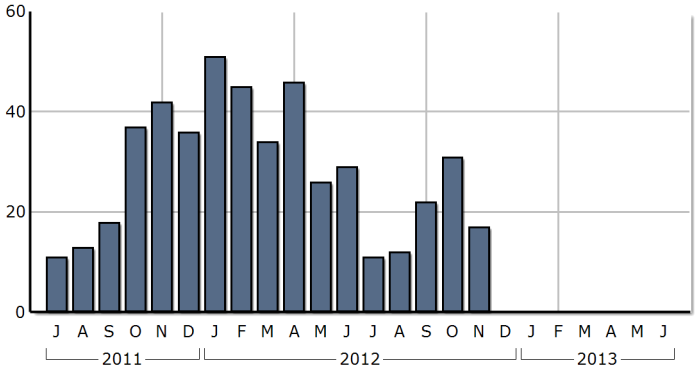
Fax Referral



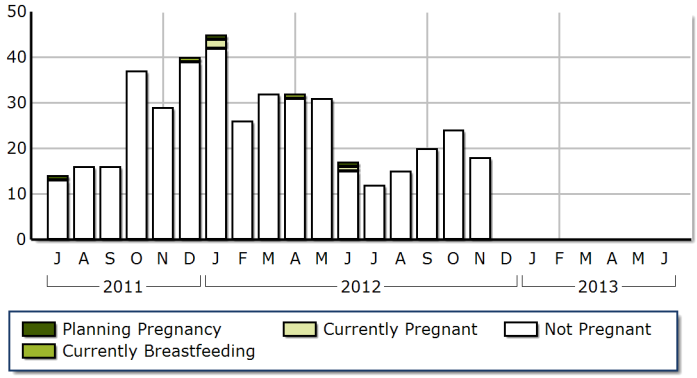
Tobacco User Enrollments By Program Type



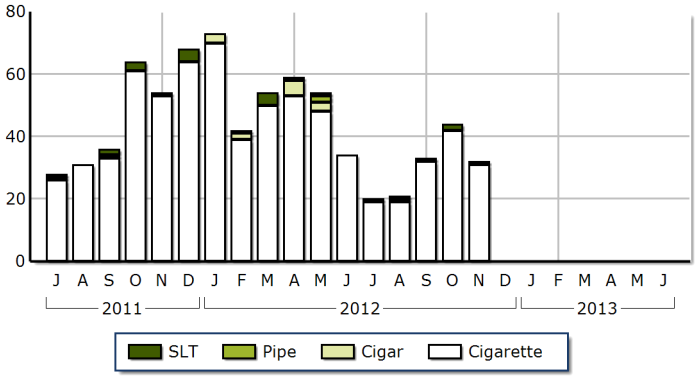
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

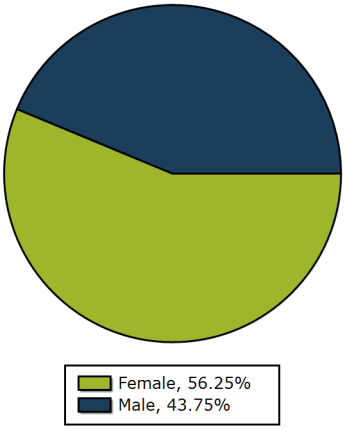

Chart Total N: 32

Tobacco Users By Language

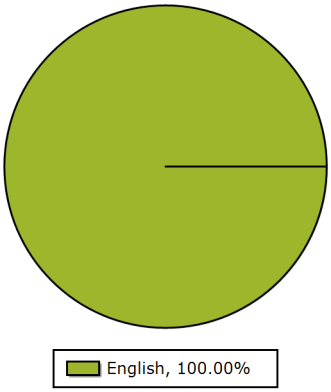

Chart Total N: 32

Tobacco Users By Education

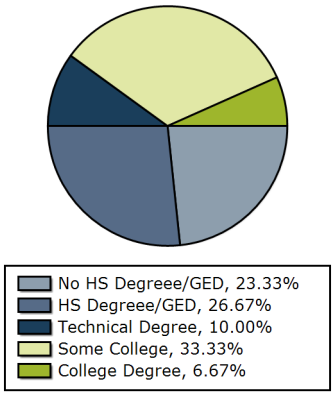

Chart Total N: 30

Tobacco Users By Race

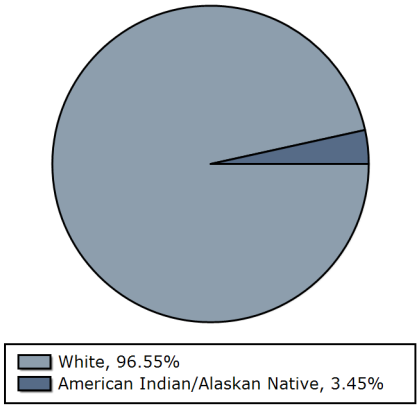

Chart Total N: 29

Tobacco Users By Age

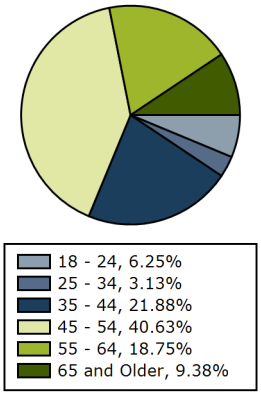

Chart Total N: 32

Tobacco Users By Health Plan

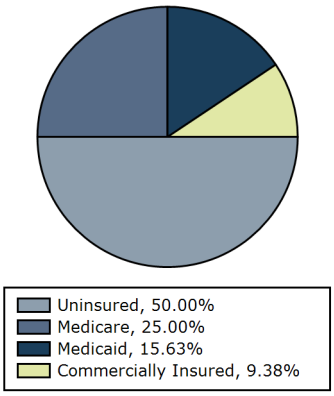

Chart Total N: 32

Tobacco Users By Ethnicity

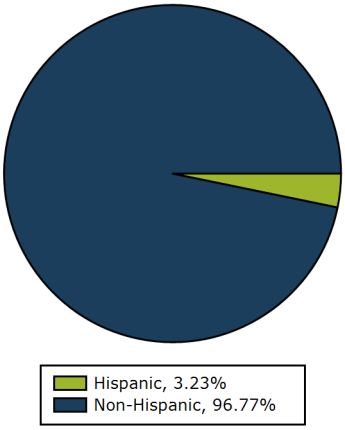

Chart Total N: 31

Tobacco Users By Chronic Condition

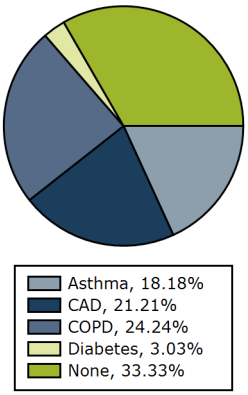

Chart Total N: 33

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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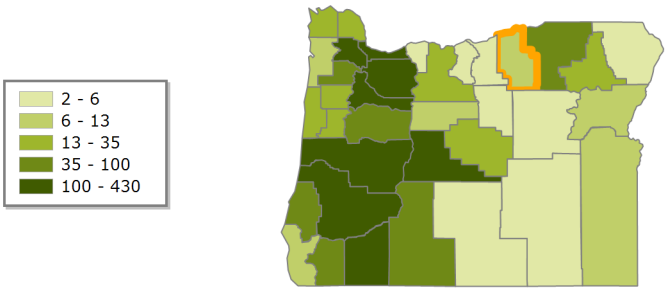
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Morrow County

From 11/1/2012 through 11/30/2012

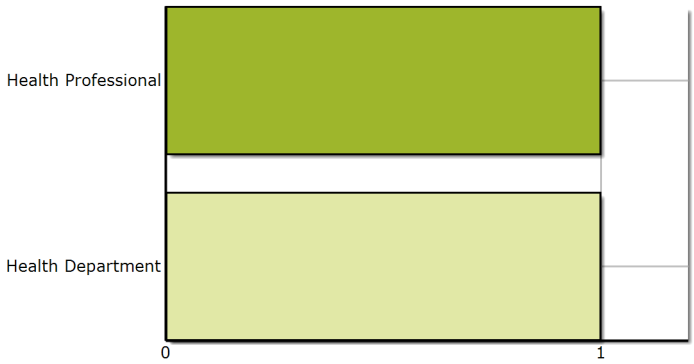
State Tobacco Users Served Contract YTD (Adults)



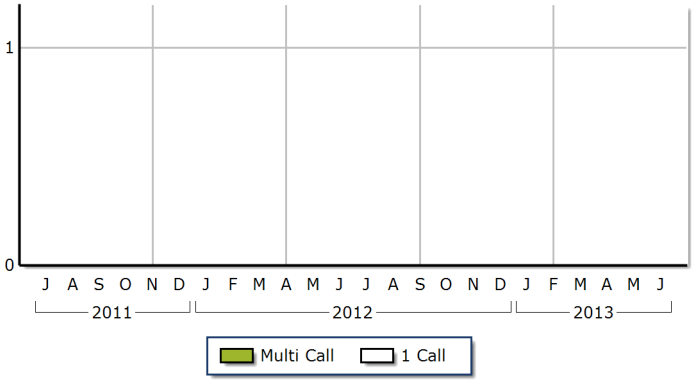
County Population		Prevalence	Tobacco Users
Adult	9,037	18.2 %	1,645 [4]

		County	State
Tobacco Users - Last Full Month		2	827
Tobacco Users YTD		9	3,957
Unique Tobacco Users YTD	[3]	5	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.55 %	0.77 %
Reach - NAQC	[2]	0.43 %	0.32 %
Annualized Reach	[1]	1.31 %	1.84 %
Annualized Reach - NAQC	[2]	1.02 %	0.78 %
Unique Individual Reach	[3]	0.30 %	0.53 %

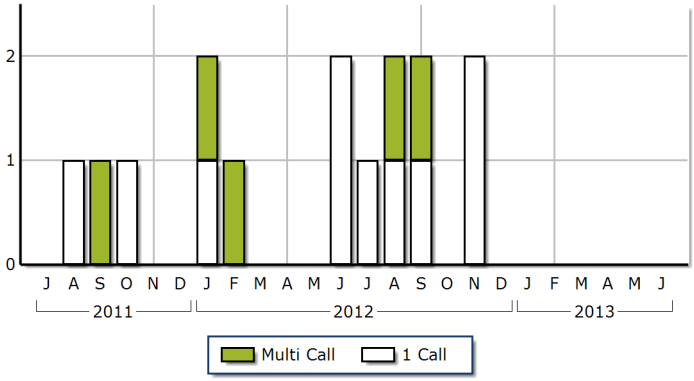
How Heard About



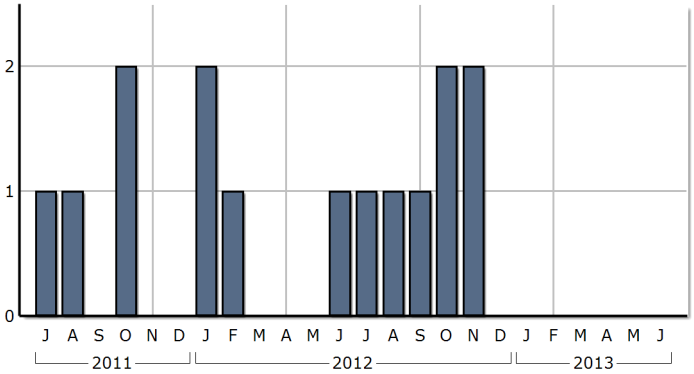
Fax Referral



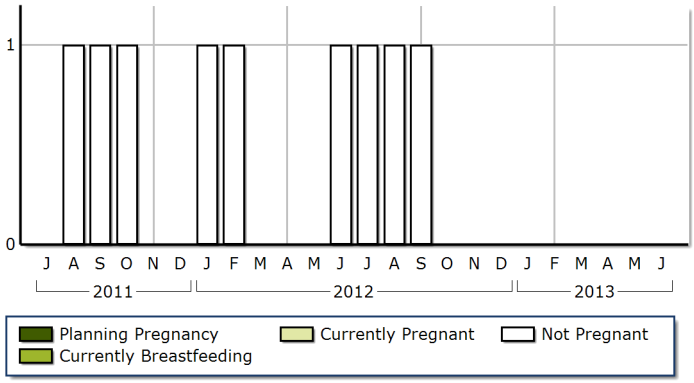
Tobacco User Enrollments By Program Type



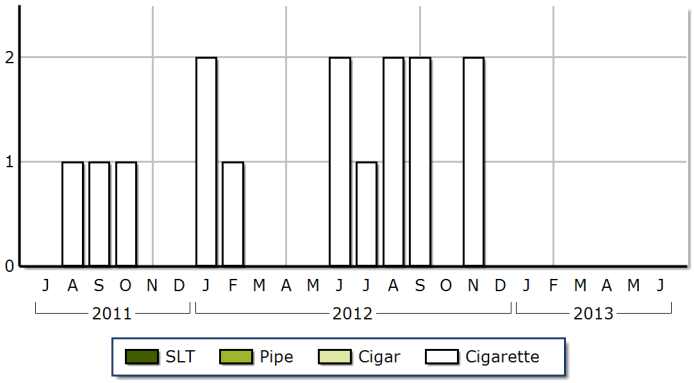
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Morrow County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

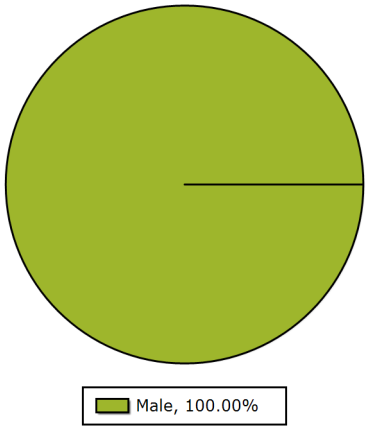

Chart Total N: 2

Tobacco Users By Language

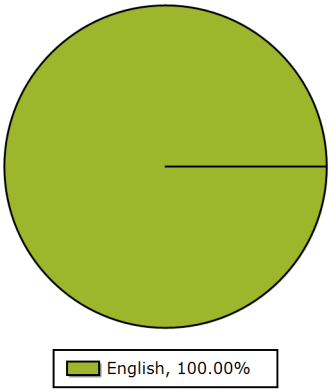

Chart Total N: 2

Tobacco Users By Education

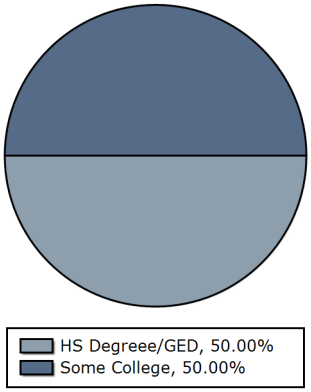

Chart Total N: 2

Tobacco Users By Race

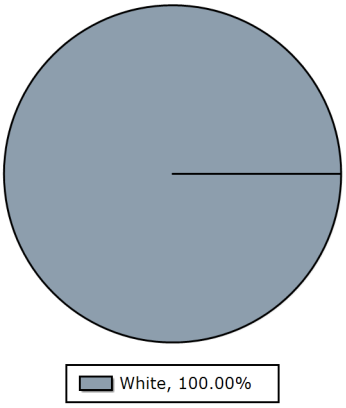

Chart Total N: 2

Tobacco Users By Age

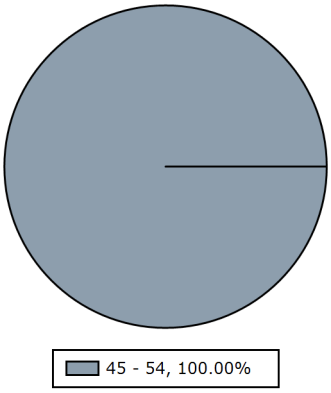

Chart Total N: 2

Tobacco Users By Health Plan

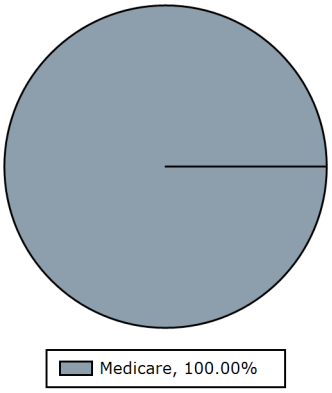

Chart Total N: 2

Tobacco Users By Ethnicity

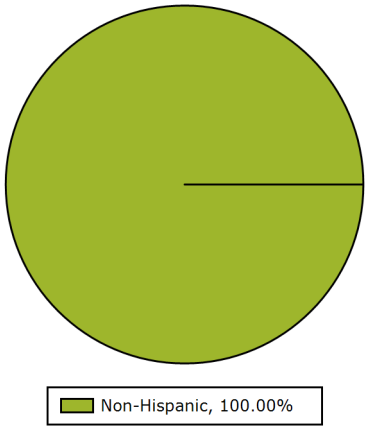

Chart Total N: 2

Tobacco Users By Chronic Condition

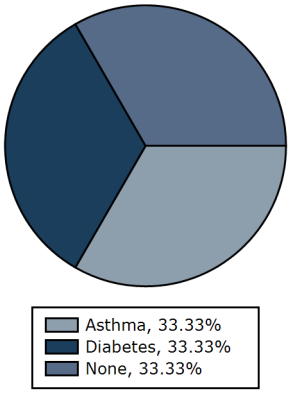

Chart Total N: 3

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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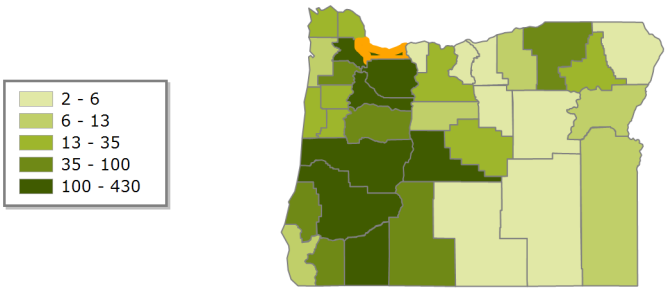
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Multnomah County

From 11/1/2012 through 11/30/2012

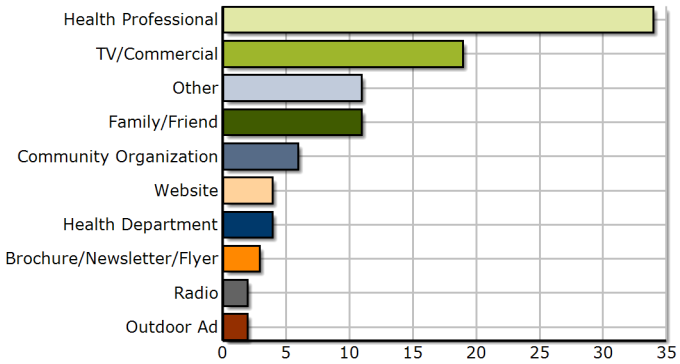
State Tobacco Users Served Contract YTD (Adults)



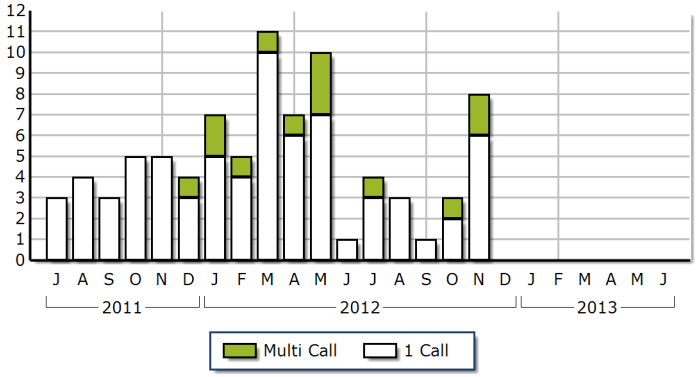
County Population		Prevalence	Tobacco Users
Adult	564,102	15.3 %	86,308 [4]

		County	State
Tobacco Users - Last Full Month		125	827
Tobacco Users YTD		553	3,957
Unique Tobacco Users YTD	3	320	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.64 %	0.77 %
Reach - NAQC	2	0.38 %	0.32 %
Annualized Reach	1	1.54 %	1.84 %
Annualized Reach - NAQC	2	0.92 %	0.78 %
Unique Individual Reach	3	0.37 %	0.53 %

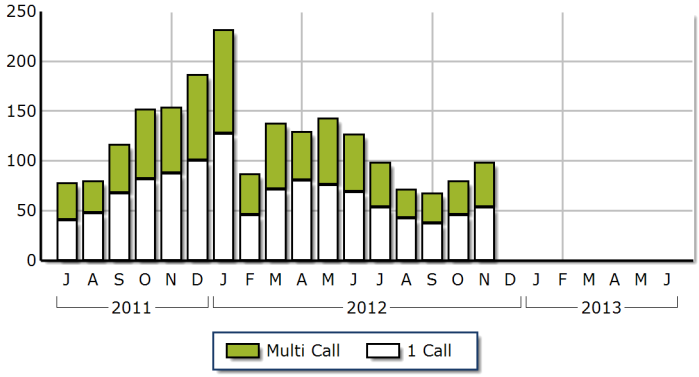
How Heard About



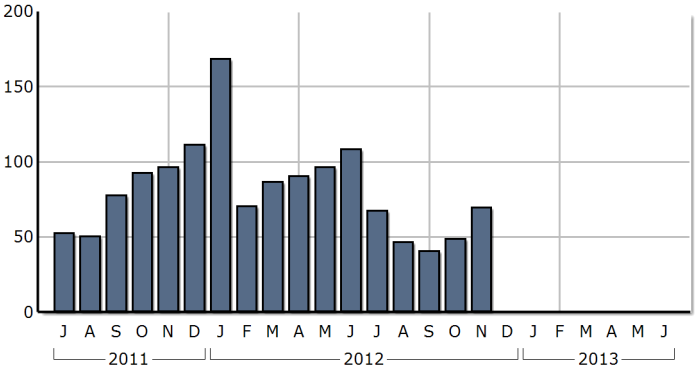
Fax Referral



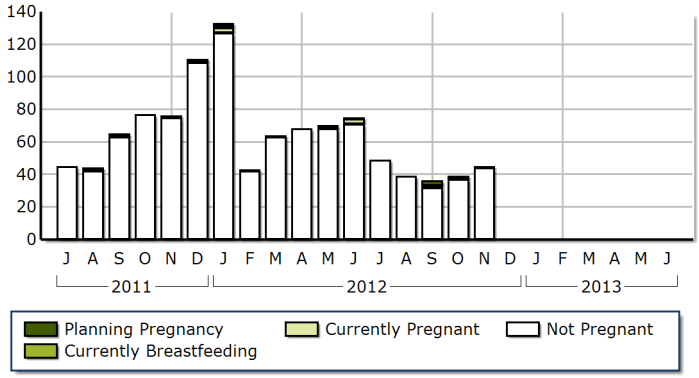
Tobacco User Enrollments By Program Type



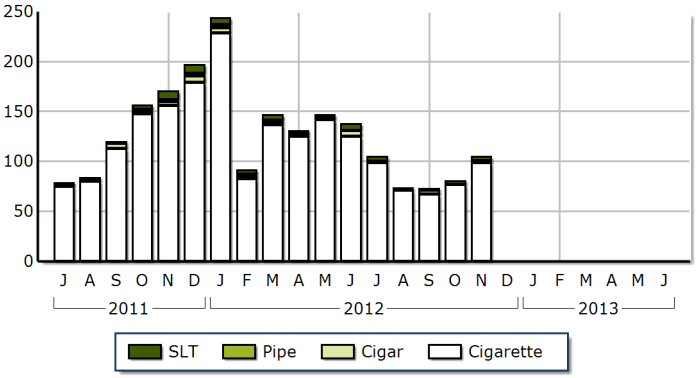
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Multnomah County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

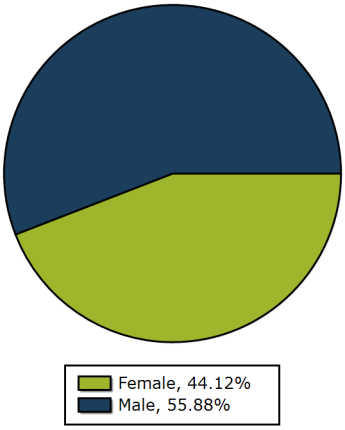

Chart Total N: 102

Tobacco Users By Language

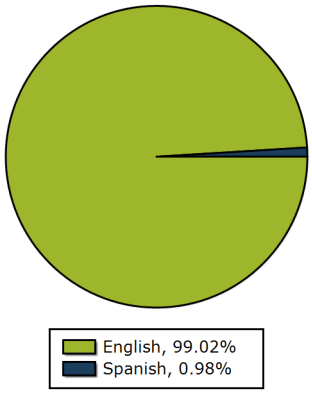

Chart Total N: 102

Tobacco Users By Education

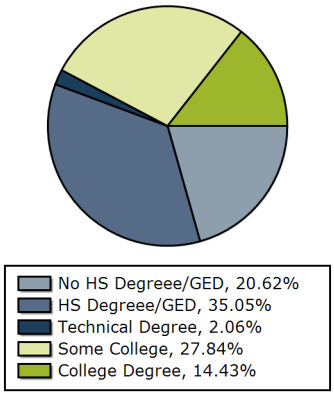

Chart Total N: 97

Tobacco Users By Race

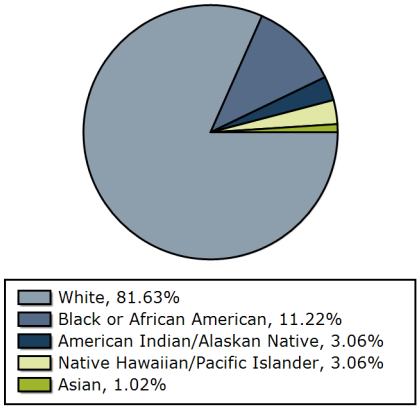

Chart Total N: 98

Tobacco Users By Age

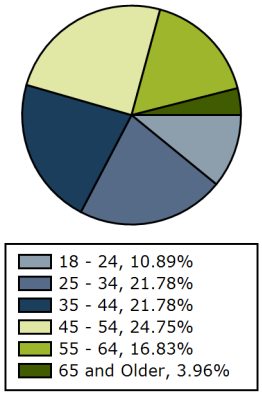

Chart Total N: 101

Tobacco Users By Health Plan

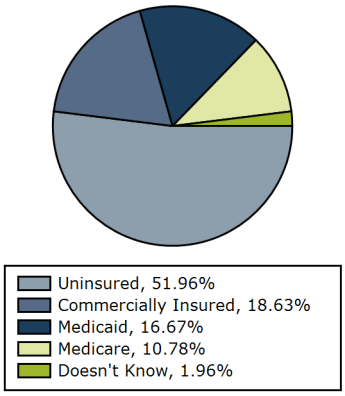

Chart Total N: 102

Tobacco Users By Ethnicity

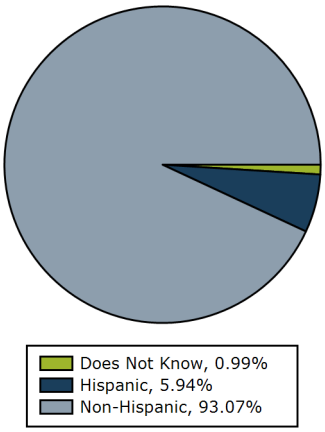

Chart Total N: 101

Tobacco Users By Chronic Condition

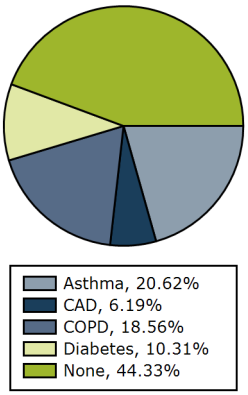

Chart Total N: 97

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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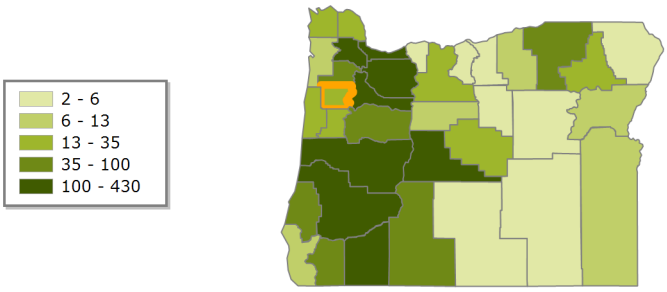
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County

From 11/1/2012 through 11/30/2012

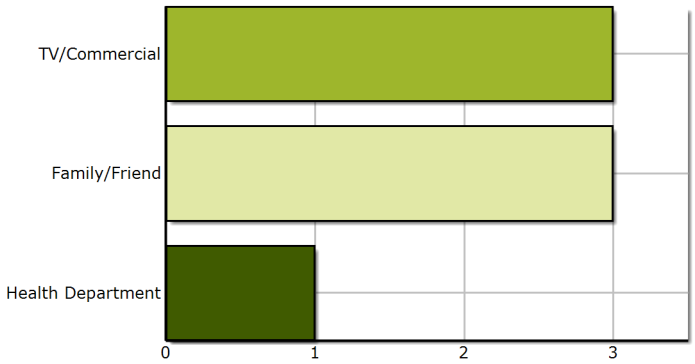
State Tobacco Users Served Contract YTD (Adults)



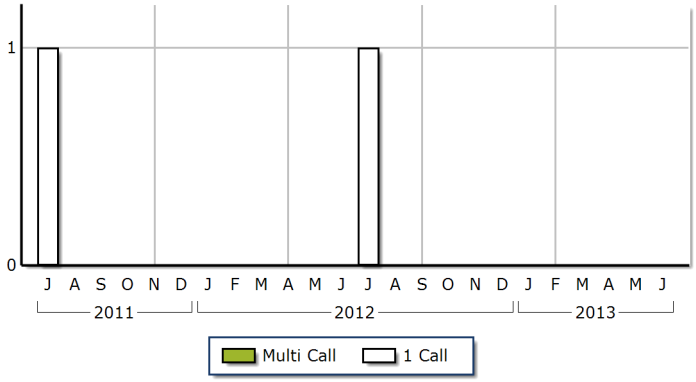
County Population		Prevalence	Tobacco Users
Adult	52,685	14.3 %	7,534 [4]

		County	State
Tobacco Users - Last Full Month		8	827
Tobacco Users YTD		27	3,957
Unique Tobacco Users YTD	[3]	16	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.36 %	0.77 %
Reach - NAQC	[2]	0.25 %	0.32 %
Annualized Reach	[1]	0.86 %	1.84 %
Annualized Reach - NAQC	[2]	0.61 %	0.78 %
Unique Individual Reach	[3]	0.21 %	0.53 %

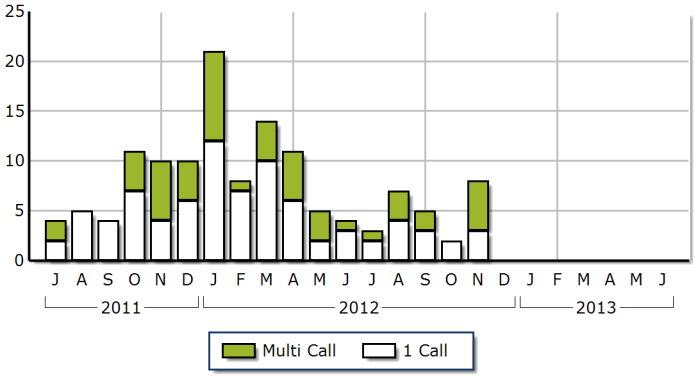
How Heard About



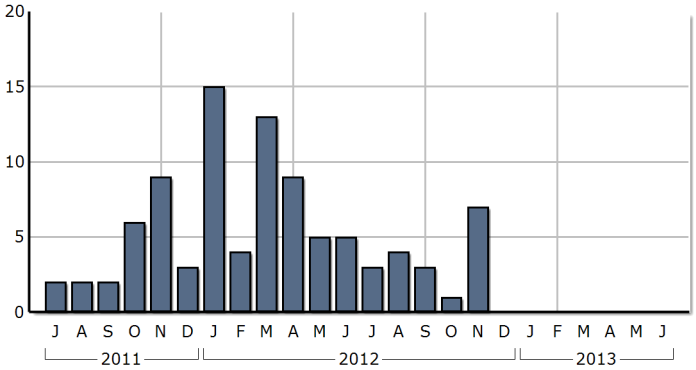
Fax Referral



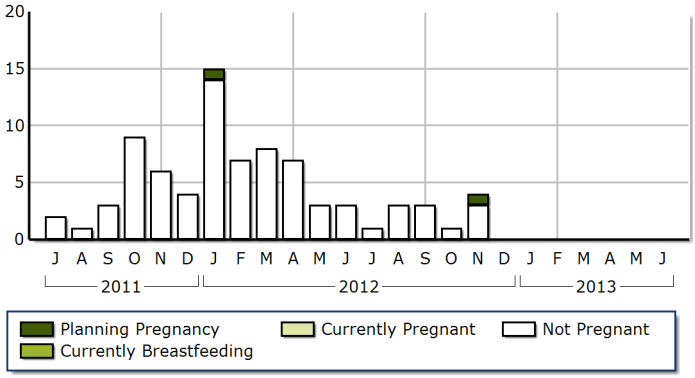
Tobacco User Enrollments By Program Type



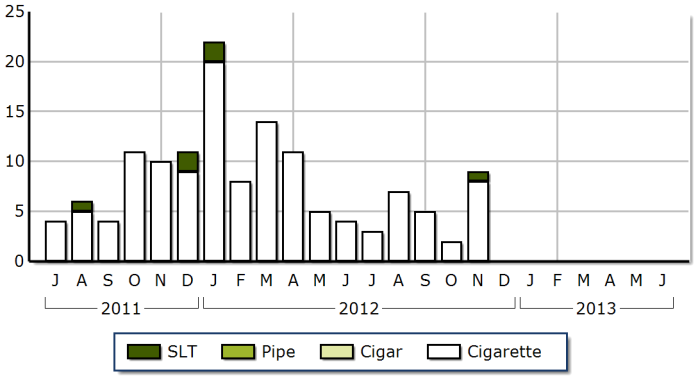
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

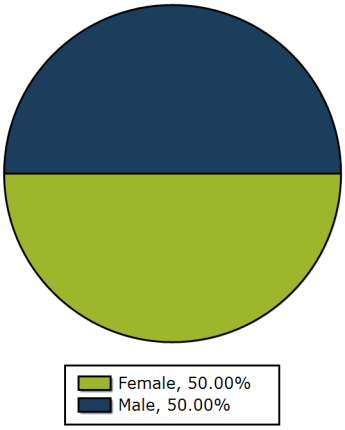

Chart Total N: 8

Tobacco Users By Language

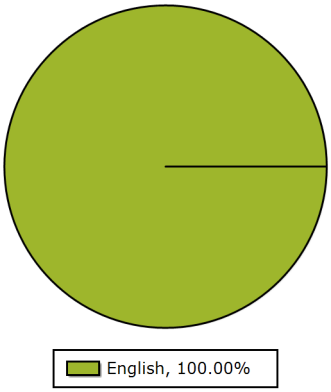

Chart Total N: 8

Tobacco Users By Education

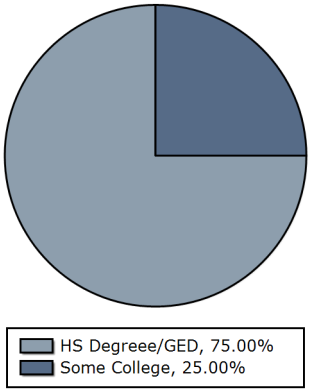

Chart Total N: 8

Tobacco Users By Race

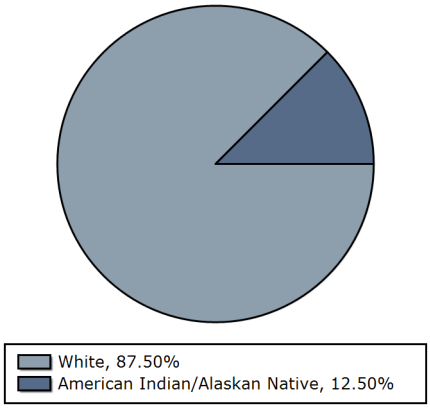

Chart Total N: 8

Tobacco Users By Age

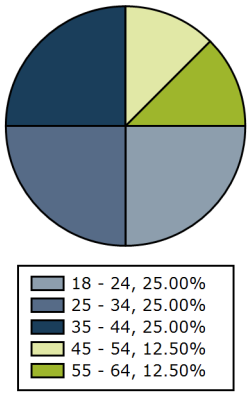

Chart Total N: 8

Tobacco Users By Health Plan

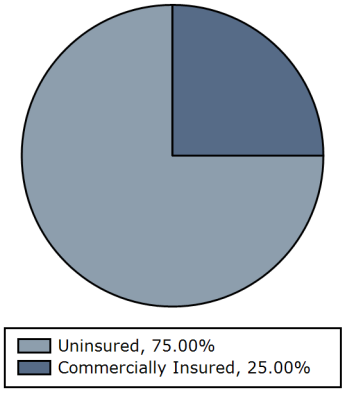

Chart Total N: 8

Tobacco Users By Ethnicity

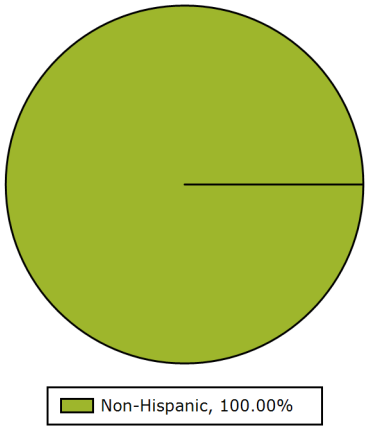

Chart Total N: 7

Tobacco Users By Chronic Condition

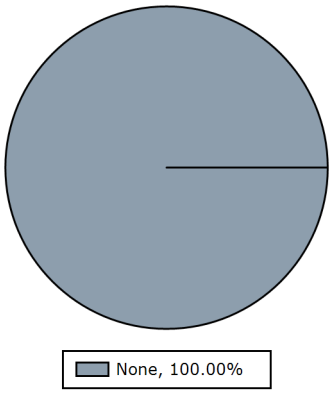

Chart Total N: 6

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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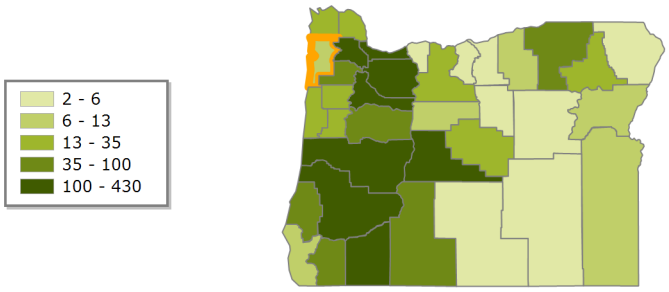
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Tillamook County

From 11/1/2012 through 11/30/2012

State Tobacco Users Served Contract YTD (Adults)

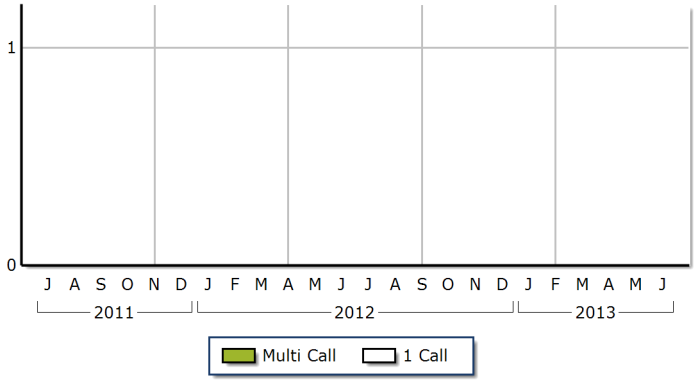


County Population		Prevalence	Tobacco Users
Adult	21,446	21.6 %	4,632 [4]

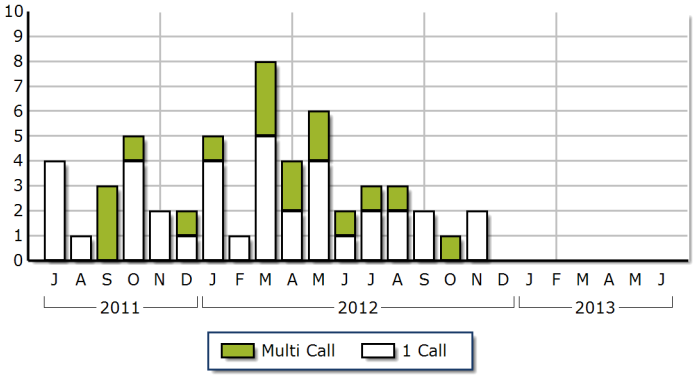
		County	State
Tobacco Users - Last Full Month		3	827
Tobacco Users YTD		13	3,957
Unique Tobacco Users YTD	3	8	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.28 %	0.77 %
Reach - NAQC	2	0.17 %	0.32 %
Annualized Reach	1	0.67 %	1.84 %
Annualized Reach - NAQC	2	0.41 %	0.78 %
Unique Individual Reach	3	0.17 %	0.53 %

How Heard About

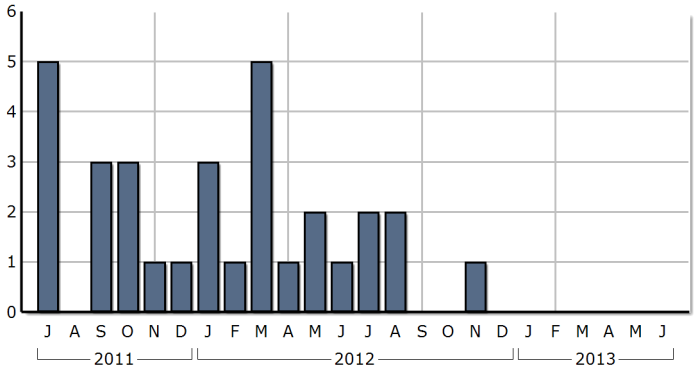
Fax Referral



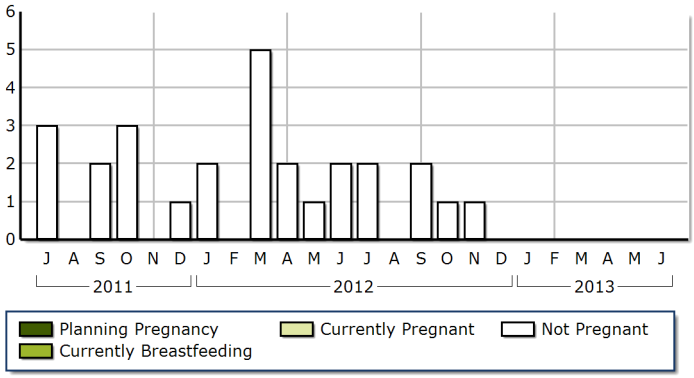
Tobacco User Enrollments By Program Type



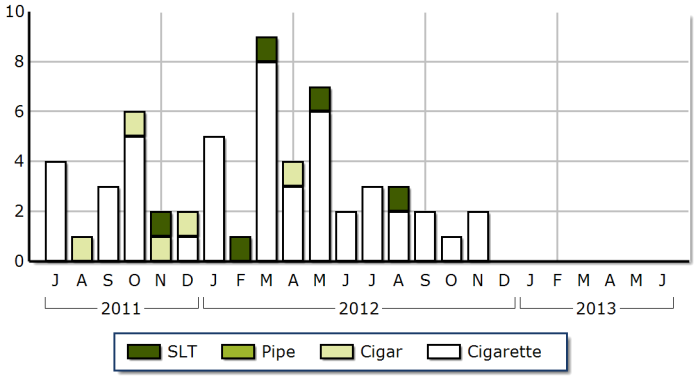
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Tillamook County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

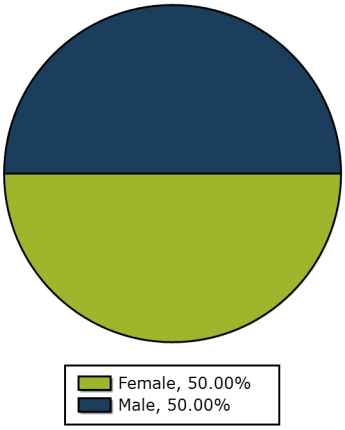

Chart Total N: 2

Tobacco Users By Language

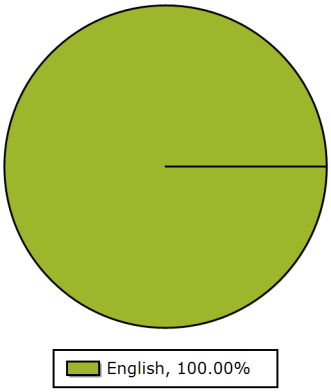

Chart Total N: 2

Tobacco Users By Education

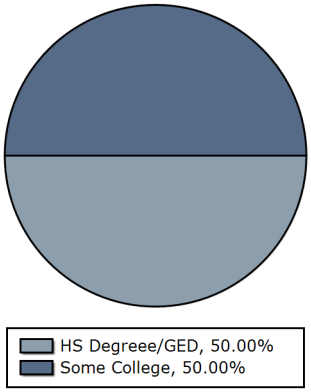

Chart Total N: 2

Tobacco Users By Race

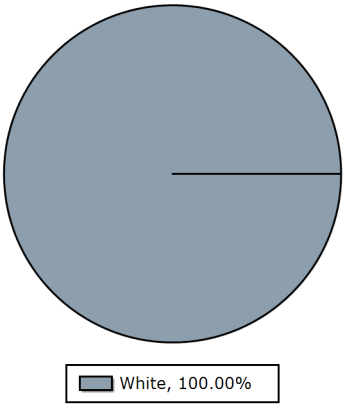

Chart Total N: 1

Tobacco Users By Age

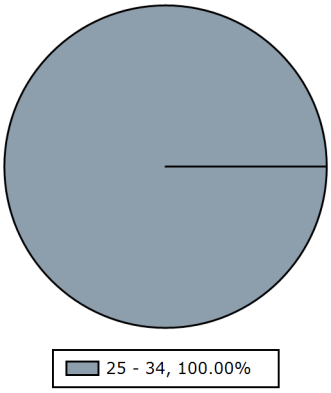

Chart Total N: 2

Tobacco Users By Health Plan

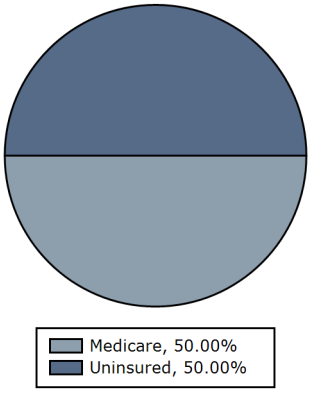

Chart Total N: 2

Tobacco Users By Ethnicity

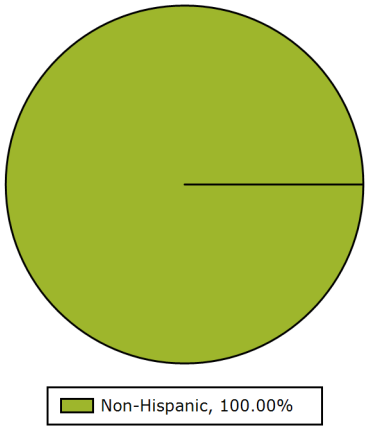

Chart Total N: 2

Tobacco Users By Chronic Condition

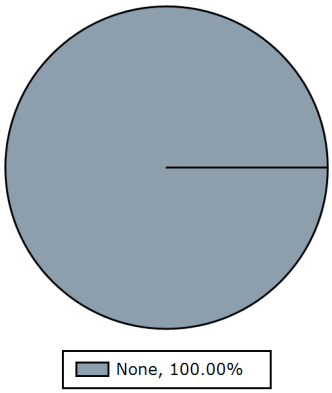

Chart Total N: 1

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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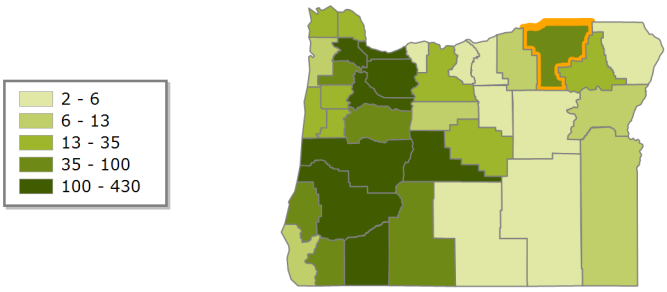
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Umatilla County

From 11/1/2012 through 11/30/2012

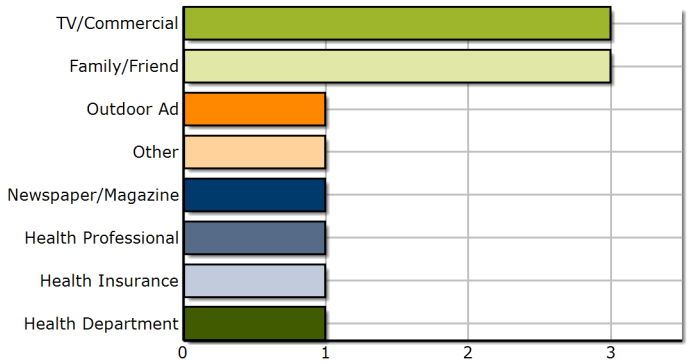
State Tobacco Users Served Contract YTD (Adults)



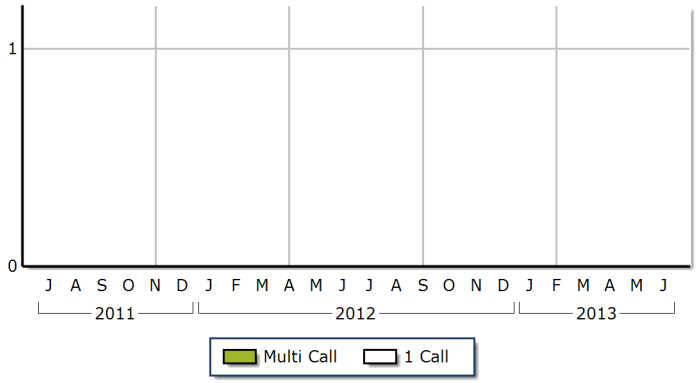
County Population		Prevalence	Tobacco Users
Adult	54,202	24.2 %	13,117 [4]

		County	State
Tobacco Users - Last Full Month		12	827
Tobacco Users YTD		48	3,957
Unique Tobacco Users YTD	[3]	33	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.37 %	0.77 %
Reach - NAQC	[2]	0.21 %	0.32 %
Annualized Reach	[1]	0.88 %	1.84 %
Annualized Reach - NAQC	[2]	0.51 %	0.78 %
Unique Individual Reach	[3]	0.25 %	0.53 %

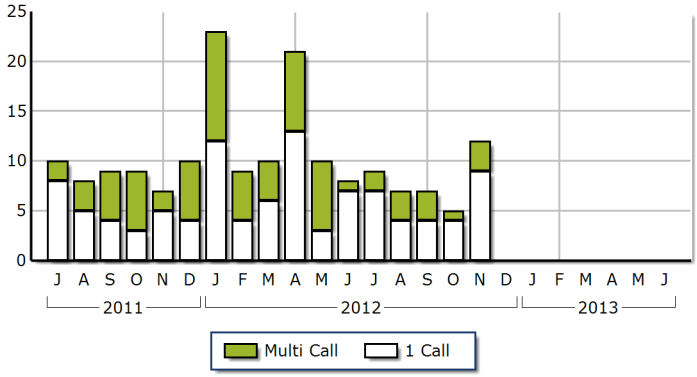
How Heard About



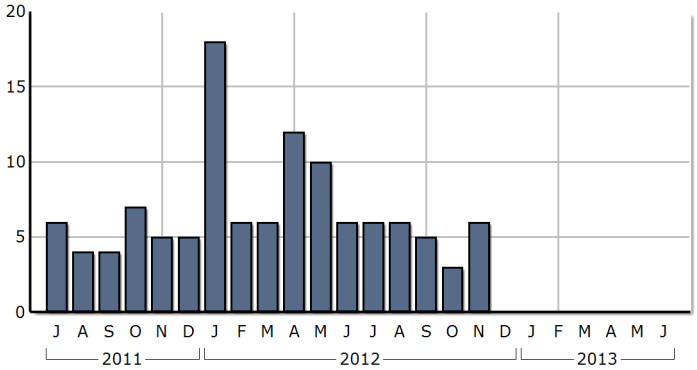
Fax Referral



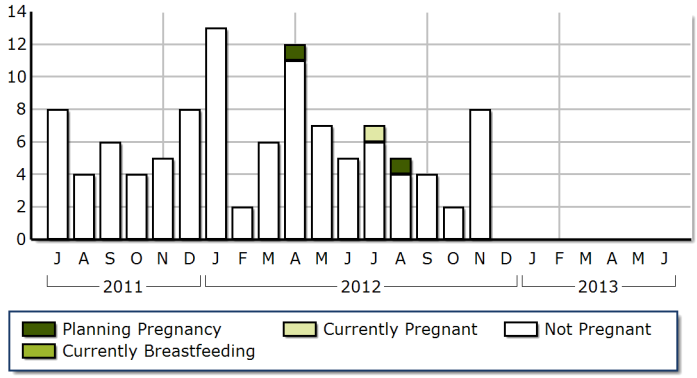
Tobacco User Enrollments By Program Type



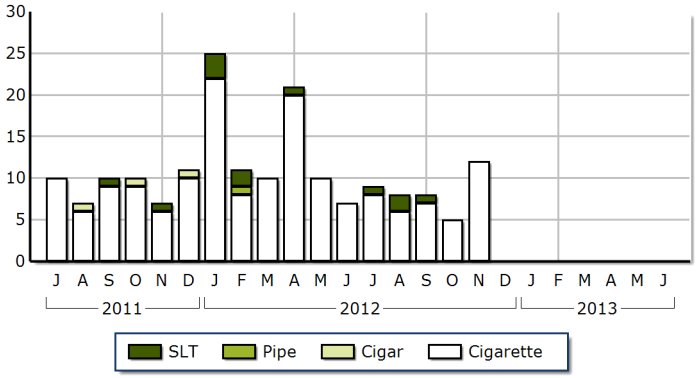
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Umatilla County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

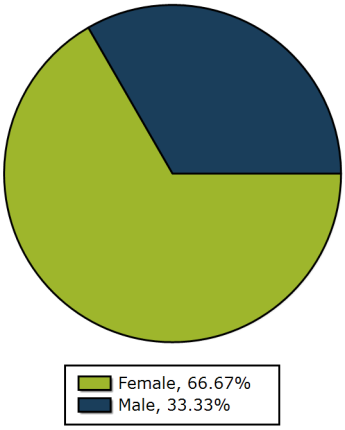

Chart Total N: 12

Tobacco Users By Language

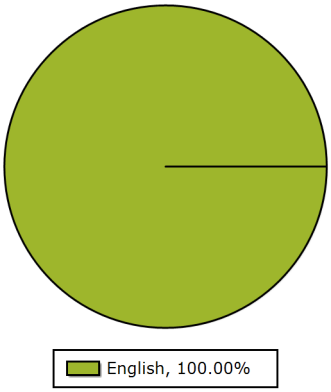

Chart Total N: 12

Tobacco Users By Education

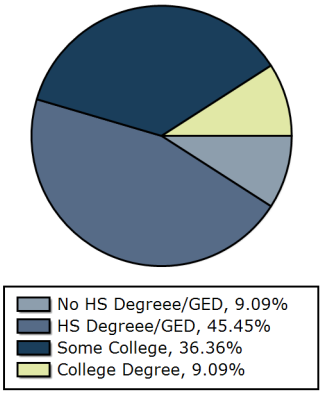

Chart Total N: 11

Tobacco Users By Race

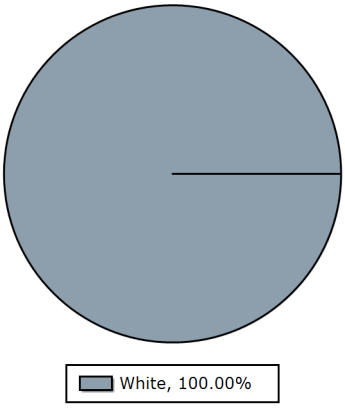

Chart Total N: 11

Tobacco Users By Age

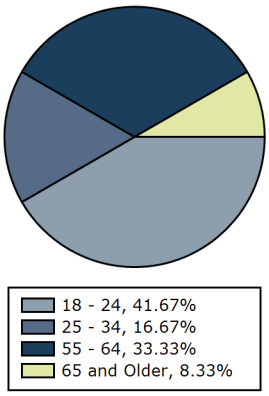

Chart Total N: 12

Tobacco Users By Health Plan

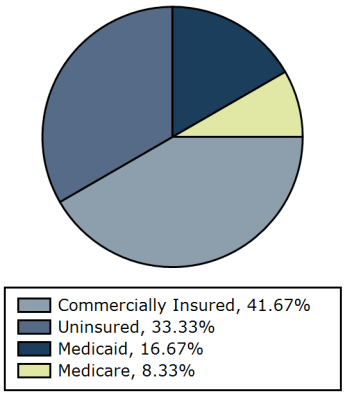

Chart Total N: 12

Tobacco Users By Ethnicity

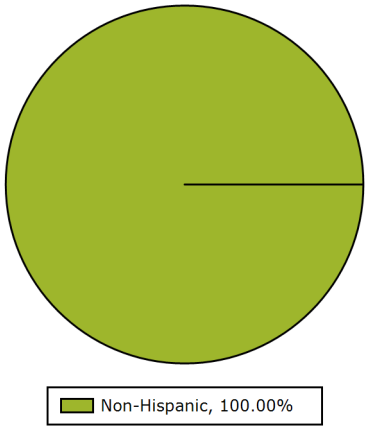

Chart Total N: 11

Tobacco Users By Chronic Condition

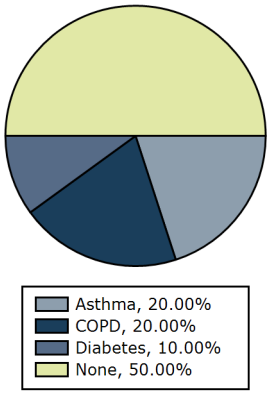

Chart Total N: 10

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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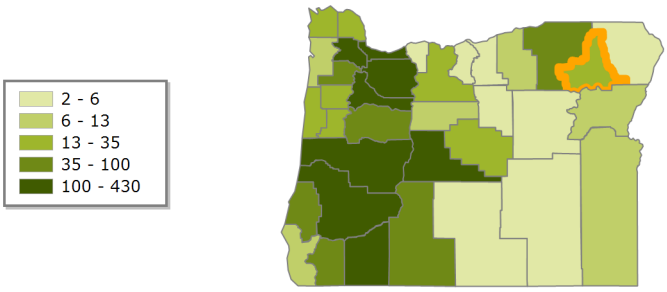
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Union County

From 11/1/2012 through 11/30/2012

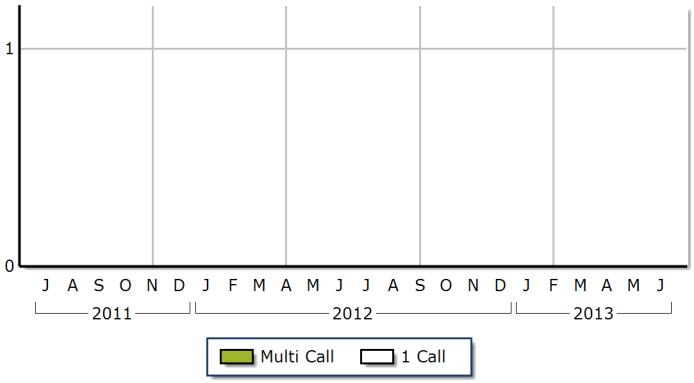
State Tobacco Users Served Contract YTD (Adults)



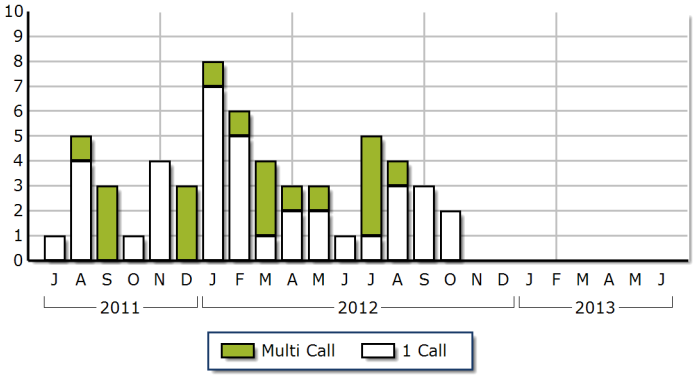
County Population		Prevalence	Tobacco Users
Adult	19,424	13.8 %	2,681 [4]

		County	State
Tobacco Users - Last Full Month		-	827
Tobacco Users YTD		15	3,957
Unique Tobacco Users YTD	[3]	10	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.56 %	0.77 %
Reach - NAQC	[2]	0.45 %	0.32 %
Annualized Reach	[1]	1.34 %	1.84 %
Annualized Reach - NAQC	[2]	1.07 %	0.78 %
Unique Individual Reach	[3]	0.37 %	0.53 %

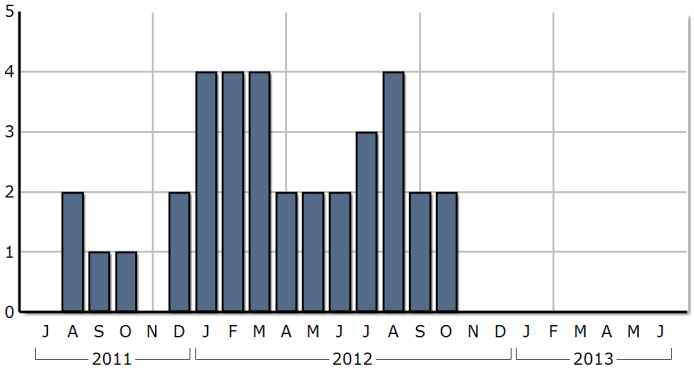
Fax Referral



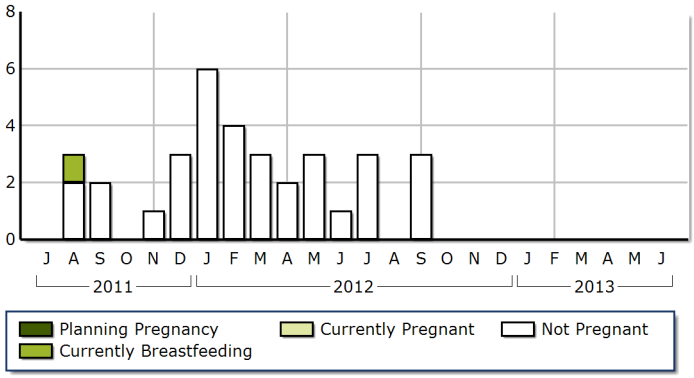
Tobacco User Enrollments By Program Type



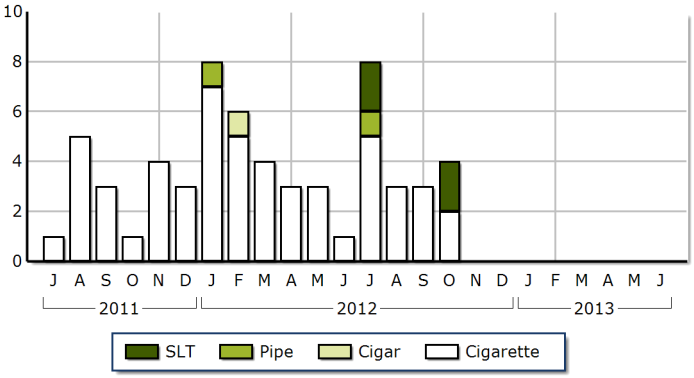
Tobacco Users Receiving NRT



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.

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3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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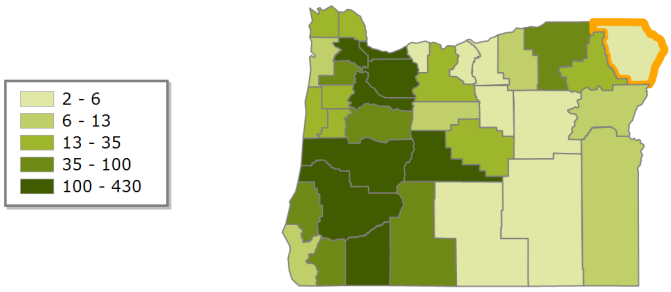
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wallowa County

From 11/1/2012 through 11/30/2012

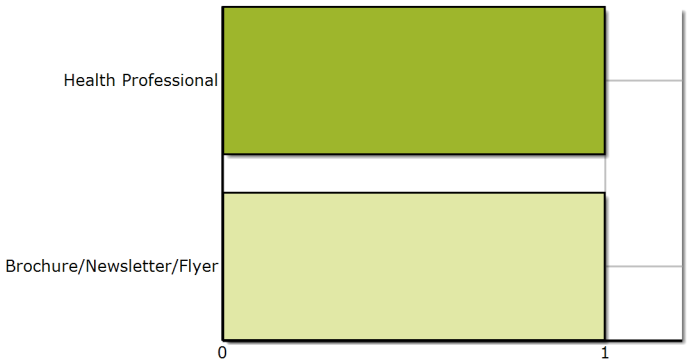
State Tobacco Users Served Contract YTD (Adults)



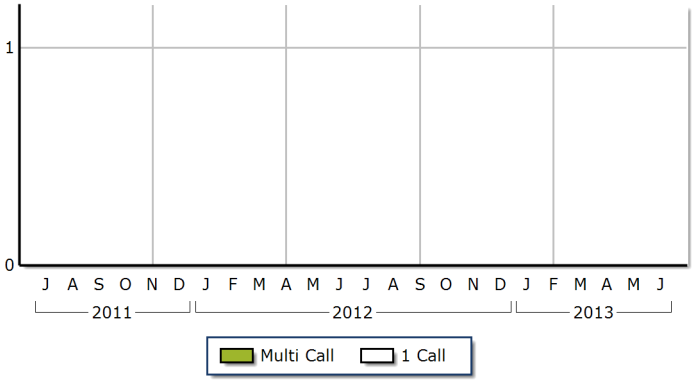
County Population		Prevalence	Tobacco Users
Adult	5,799	17.9 %	1,038 [4]

		County	State
Tobacco Users - Last Full Month		2	827
Tobacco Users YTD		6	3,957
Unique Tobacco Users YTD	[3]	4	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.58 %	0.77 %
Reach - NAQC	[2]	0.58 %	0.32 %
Annualized Reach	[1]	1.39 %	1.84 %
Annualized Reach - NAQC	[2]	1.39 %	0.78 %
Unique Individual Reach	[3]	0.39 %	0.53 %

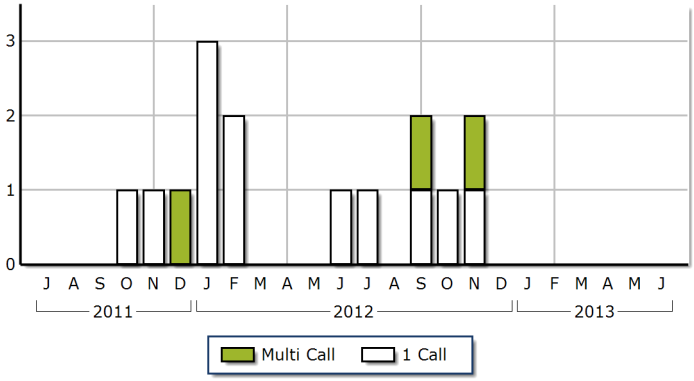
How Heard About



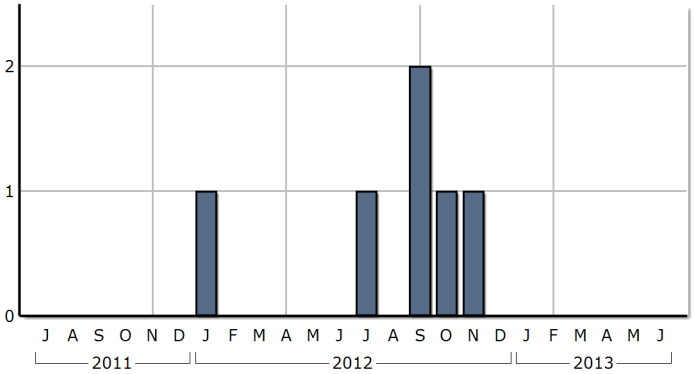
Fax Referral



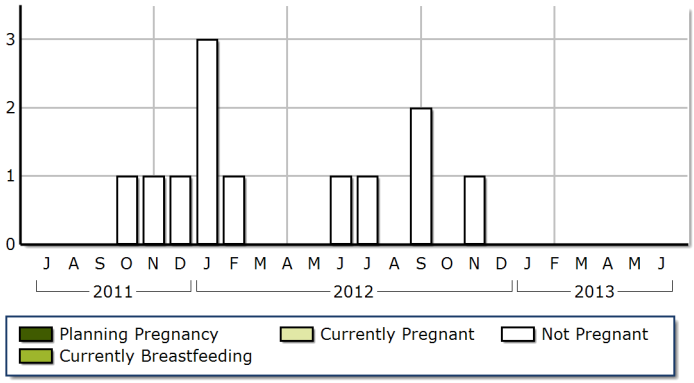
Tobacco User Enrollments By Program Type



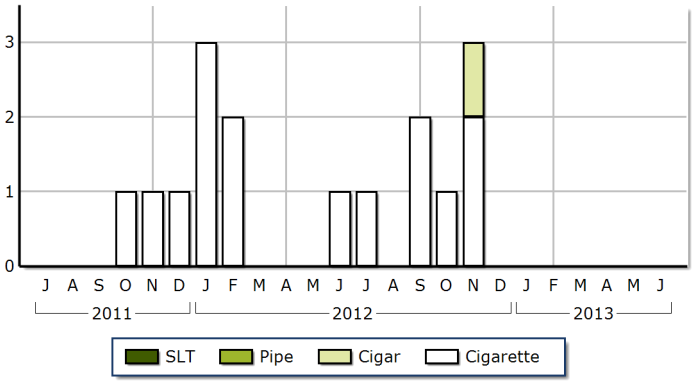
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wallowa County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

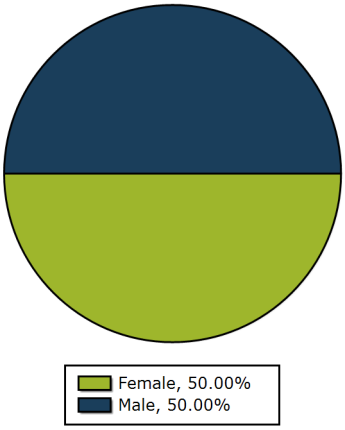

Chart Total N: 2

Tobacco Users By Language

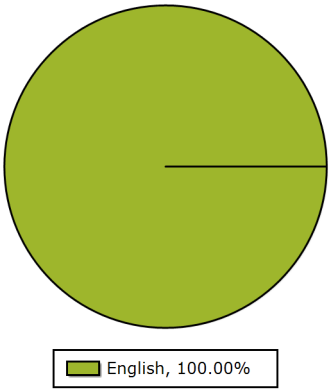

Chart Total N: 2

Tobacco Users By Education

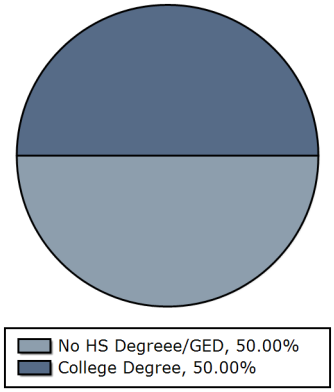

Chart Total N: 2

Tobacco Users By Race

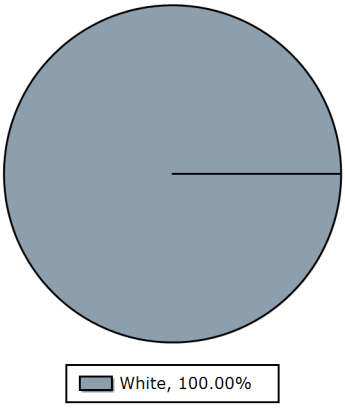

Chart Total N: 2

Tobacco Users By Age

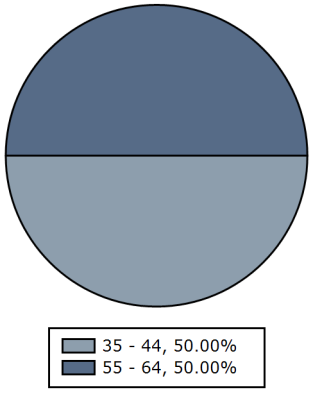

Chart Total N: 2

Tobacco Users By Health Plan

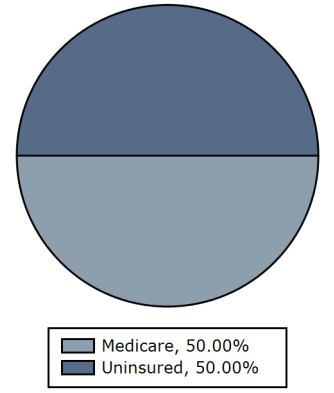

Chart Total N: 2

Tobacco Users By Ethnicity

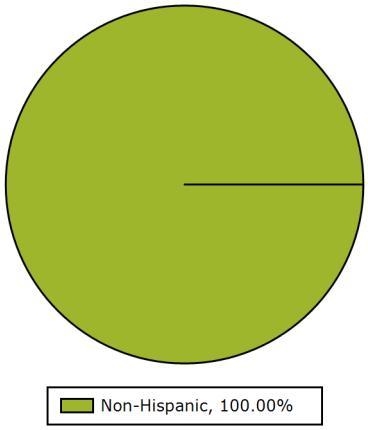

Chart Total N: 2

Tobacco Users By Chronic Condition

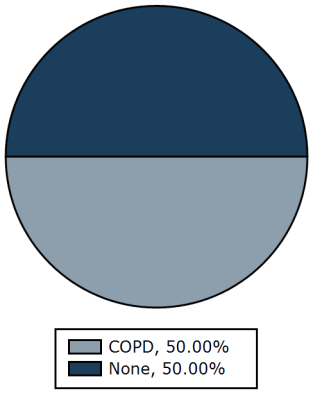

Chart Total N: 2

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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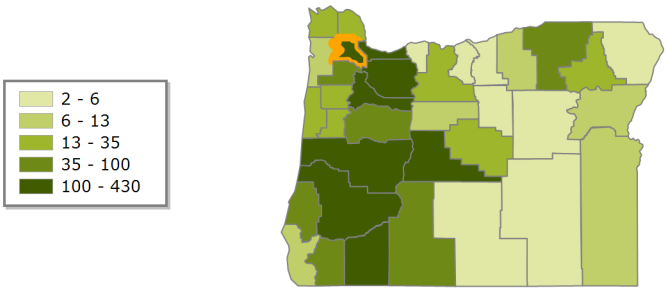
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Washington County

From 11/1/2012 through 11/30/2012

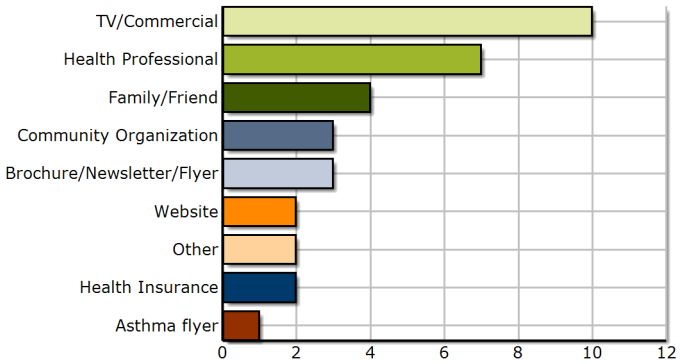
State Tobacco Users Served Contract YTD (Adults)



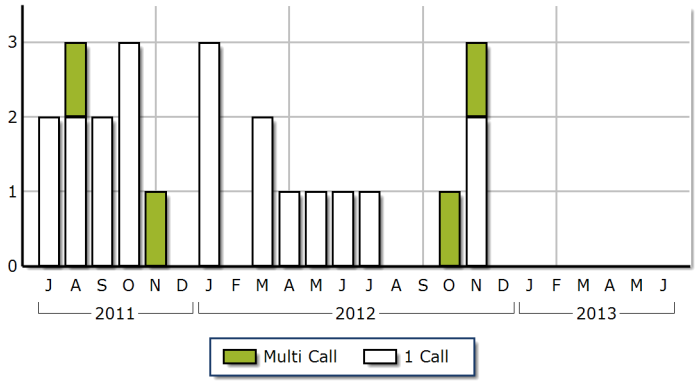
County Population		Prevalence	Tobacco Users
Adult	387,946	12.9 %	50,045 [4]

		County	State
Tobacco Users - Last Full Month		36	827
Tobacco Users YTD		186	3,957
Unique Tobacco Users YTD	[3]	124	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.37 %	0.77 %
Reach - NAQC	[2]	0.26 %	0.32 %
Annualized Reach	[1]	0.89 %	1.84 %
Annualized Reach - NAQC	[2]	0.62 %	0.78 %
Unique Individual Reach	[3]	0.25 %	0.53 %

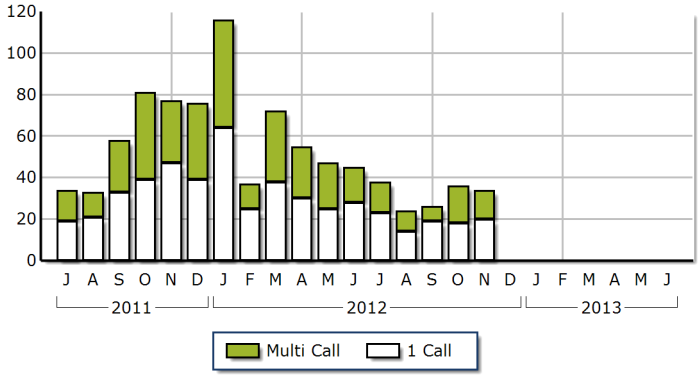
How Heard About



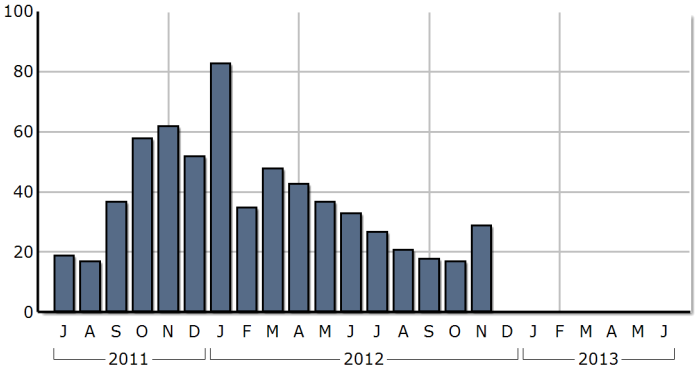
Fax Referral



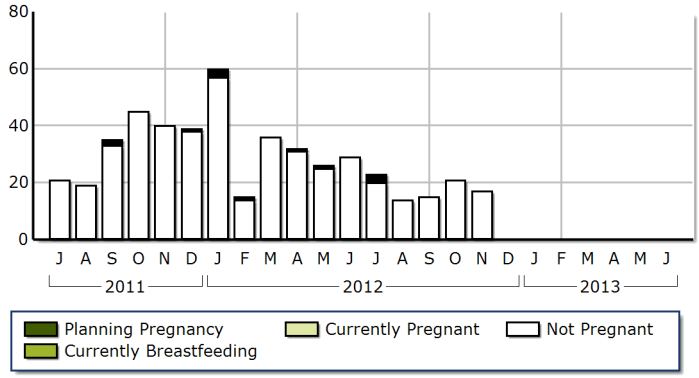
Tobacco User Enrollments By Program Type



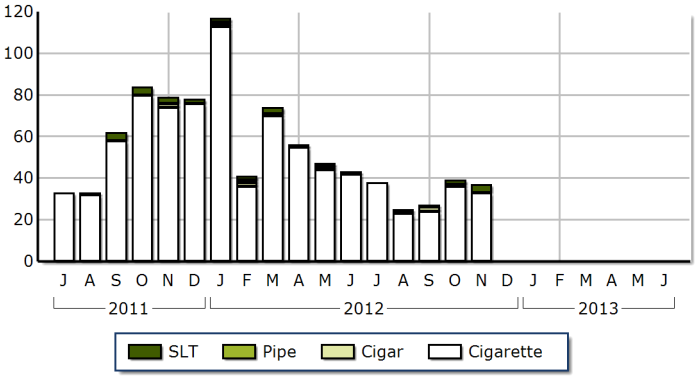
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Washington County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

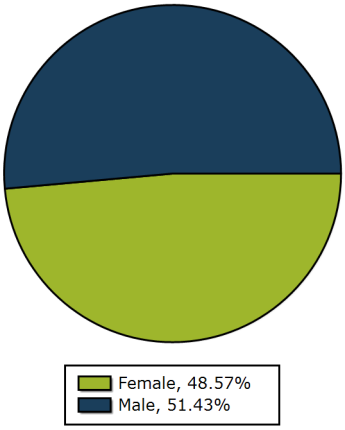

Chart Total N: 35

Tobacco Users By Language

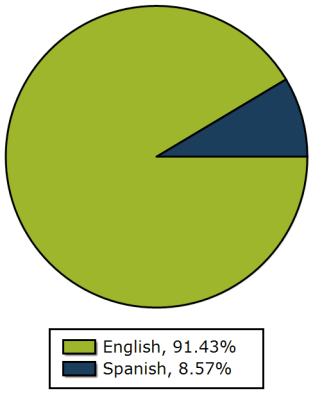

Chart Total N: 35

Tobacco Users By Education

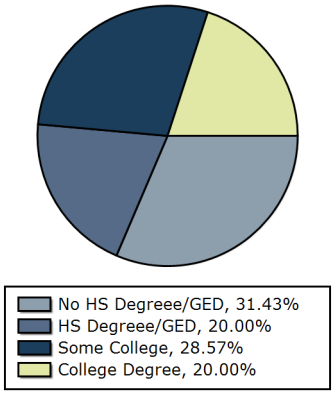

Chart Total N: 35

Tobacco Users By Race

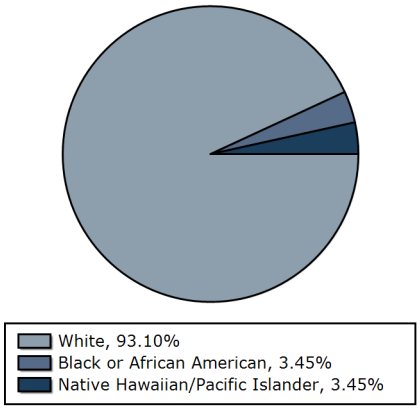

Chart Total N: 29

Tobacco Users By Age

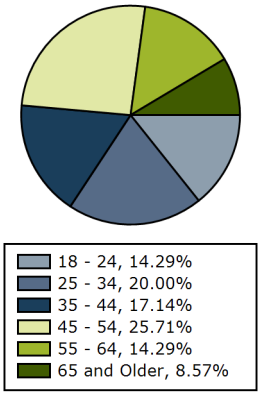

Chart Total N: 35

Tobacco Users By Health Plan

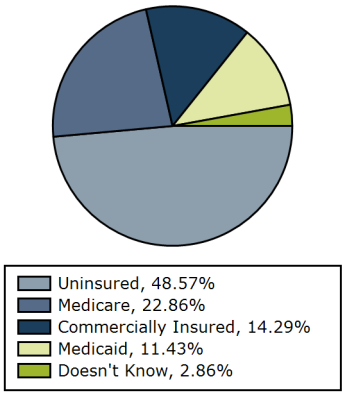

Chart Total N: 35

Tobacco Users By Ethnicity

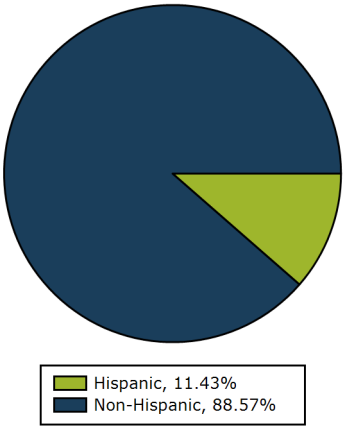

Chart Total N: 35

Tobacco Users By Chronic Condition

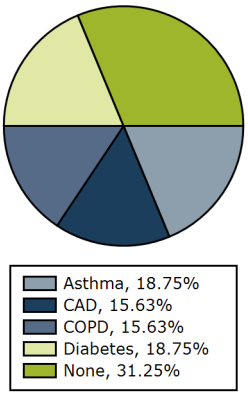

Chart Total N: 32

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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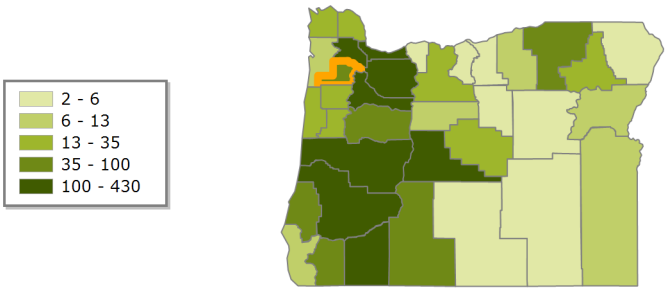
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County

From 11/1/2012 through 11/30/2012

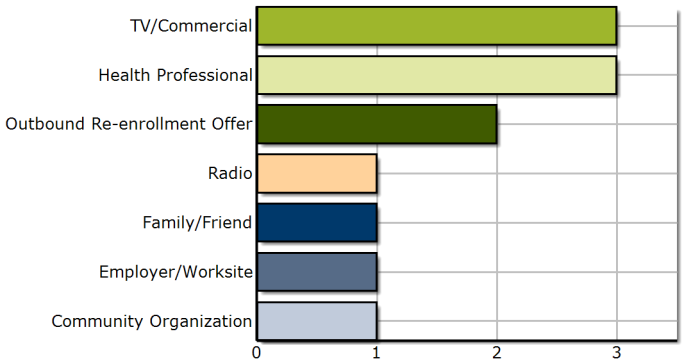
State Tobacco Users Served Contract YTD (Adults)



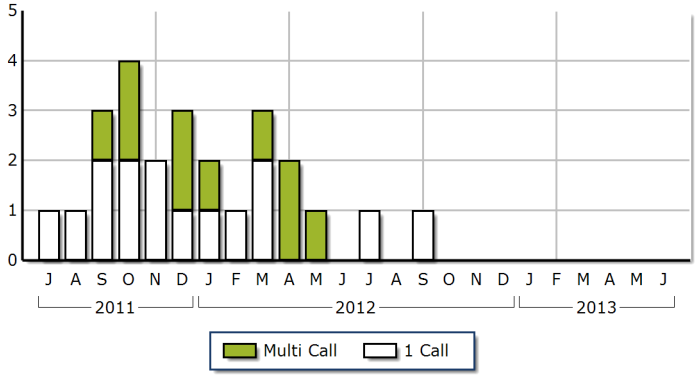
County Population		Prevalence	Tobacco Users
Adult	72,300	18.5 %	13,376 [4]

		County	State
Tobacco Users - Last Full Month		12	827
Tobacco Users YTD		84	3,957
Unique Tobacco Users YTD	[3]	52	2,711
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.63 %	0.77 %
Reach - NAQC	[2]	0.45 %	0.32 %
Annualized Reach	[1]	1.51 %	1.84 %
Annualized Reach - NAQC	[2]	1.08 %	0.78 %
Unique Individual Reach	[3]	0.39 %	0.53 %

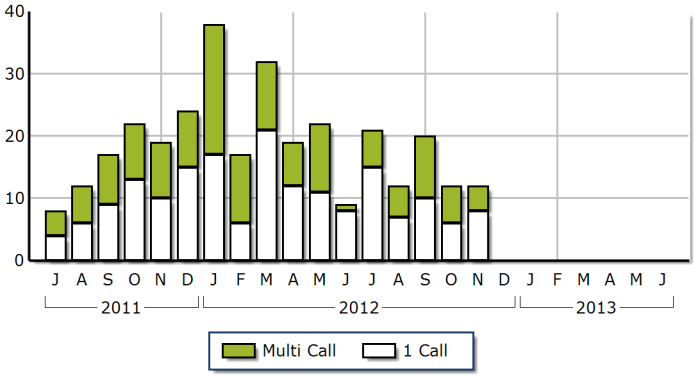
How Heard About



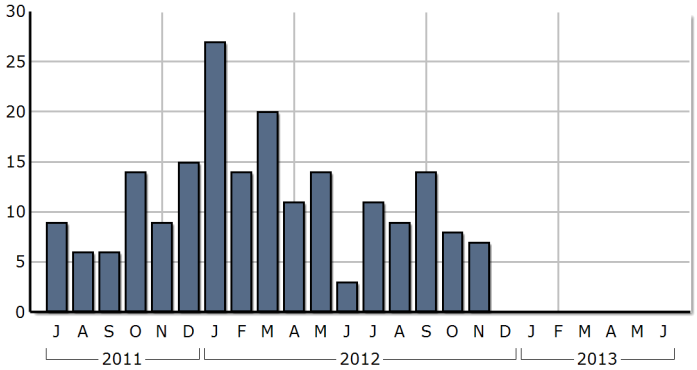
Fax Referral



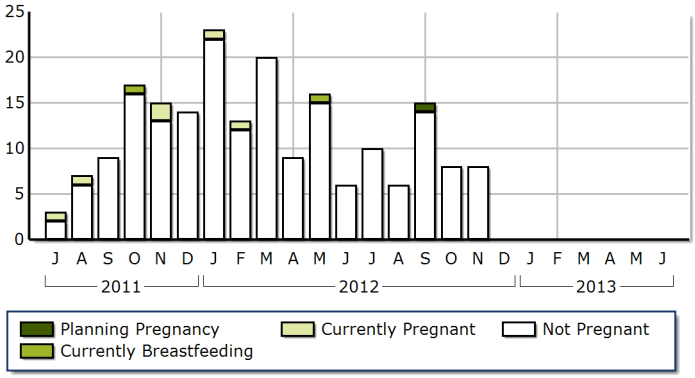
Tobacco User Enrollments By Program Type



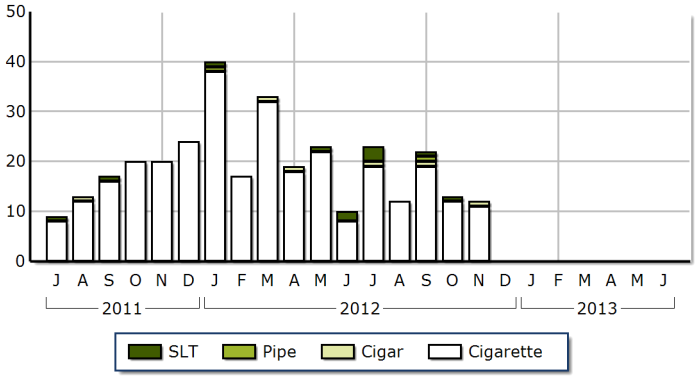
Tobacco Users Receiving NRT



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.

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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County

From 11/1/2012 through 11/30/2012

Tobacco Users By Gender

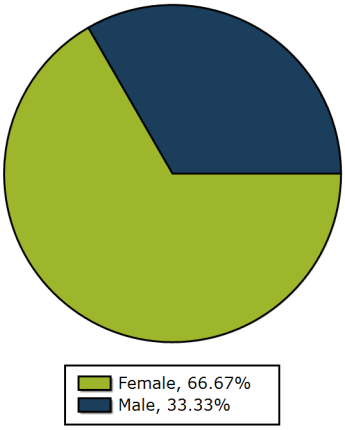

Chart Total N: 12

Tobacco Users By Language

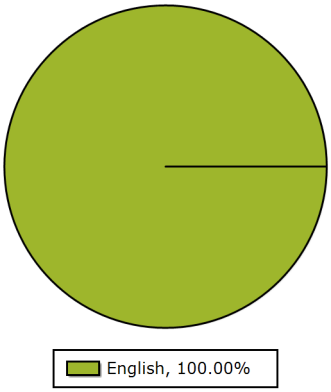

Chart Total N: 12

Tobacco Users By Education

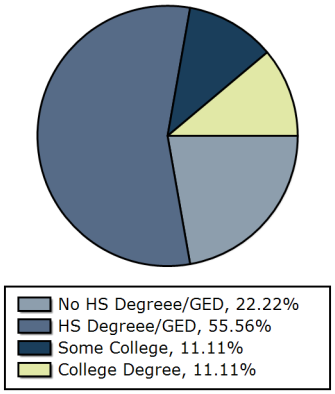

Chart Total N: 9

Tobacco Users By Race

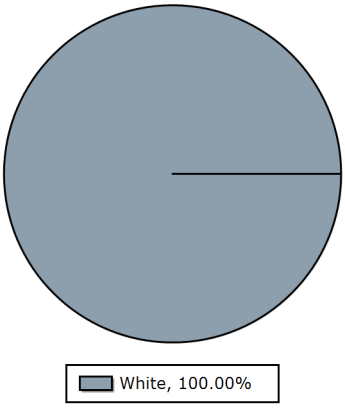

Chart Total N: 12

Tobacco Users By Age

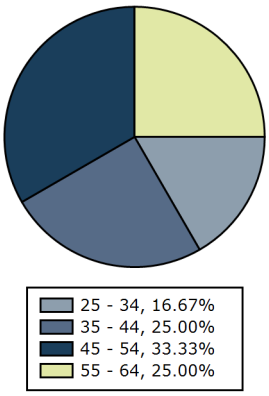

Chart Total N: 12

Tobacco Users By Health Plan

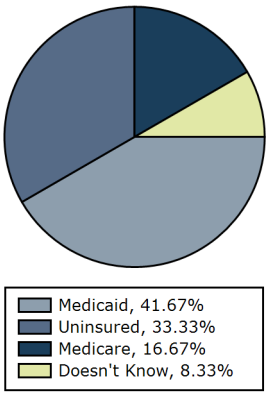

Chart Total N: 12

Tobacco Users By Ethnicity

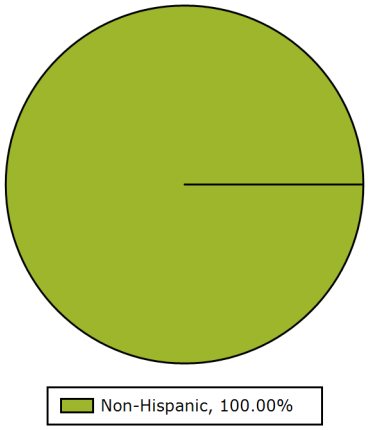

Chart Total N: 12

Tobacco Users By Chronic Condition

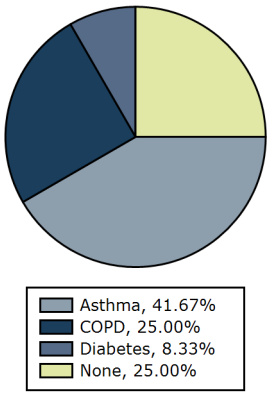

Chart Total N: 12

3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

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