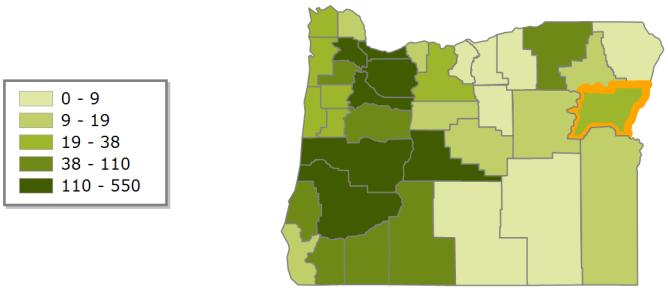
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Baker County

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

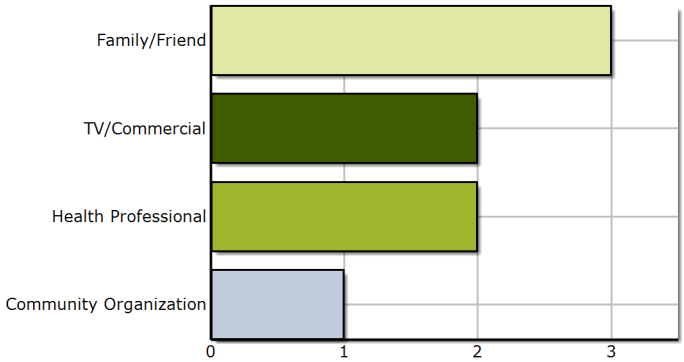
State Tobacco Users Served Contract YTD (Adults)



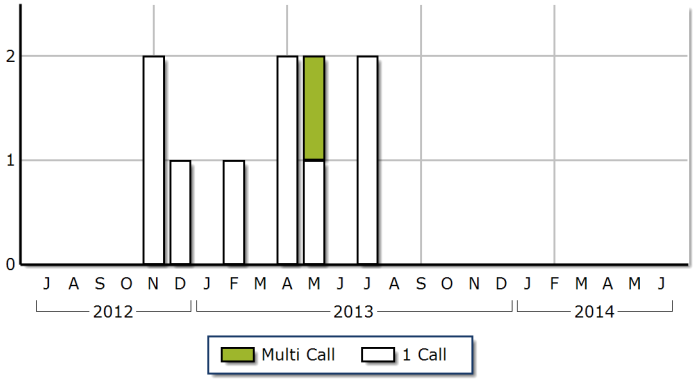
County Population		Prevalence	Tobacco Users
Adult	13,243	20.0 %	2,649 [4]

		County	State
Tobacco Users - Last Full Month		10	723
Tobacco Users YTD		32	4,032
Unique Tobacco Users YTD	[3]	21	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	1.21 %	0.80 %
Reach - NAQC	[2]	1.06 %	0.36 %
Annualized Reach	[1]	2.42 %	1.60 %
Annualized Reach - NAQC	[2]	2.11 %	0.71 %
Unique Individual Reach	[3]	0.79 %	0.50 %

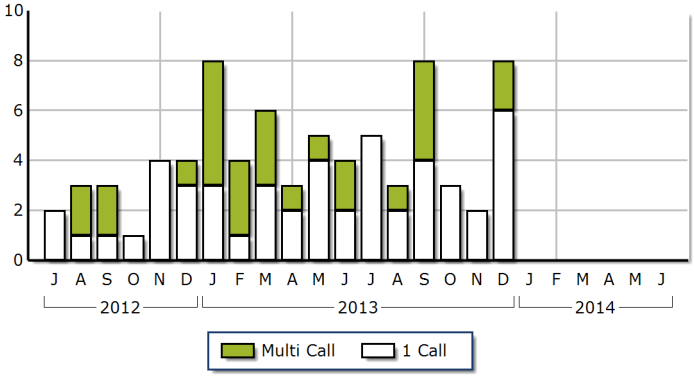
How Heard About



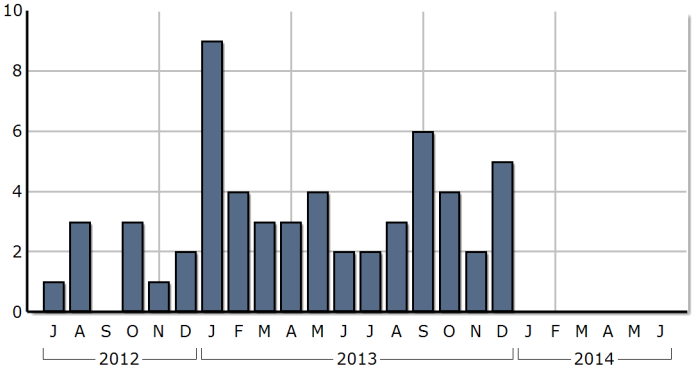
Fax Referral



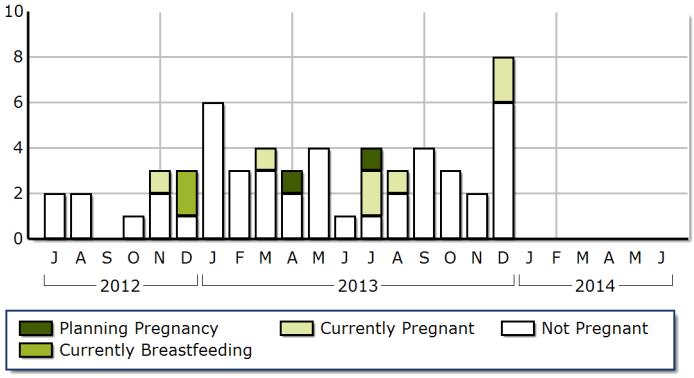
Tobacco User Enrollments By Program Type



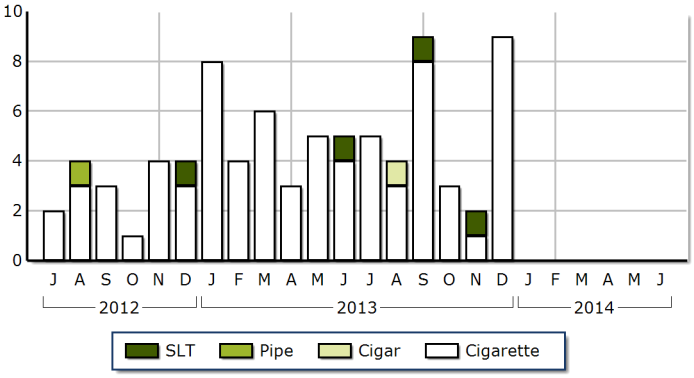
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

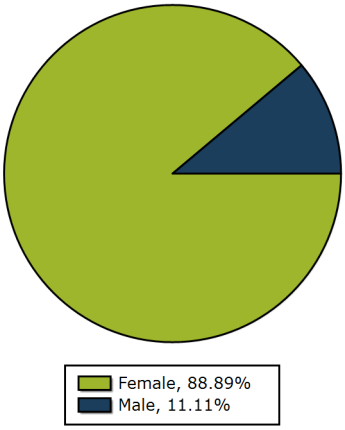

Chart Total N: 9

Tobacco Users By Language

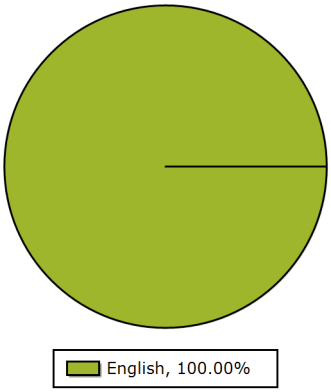

Chart Total N: 9

Tobacco Users By Education

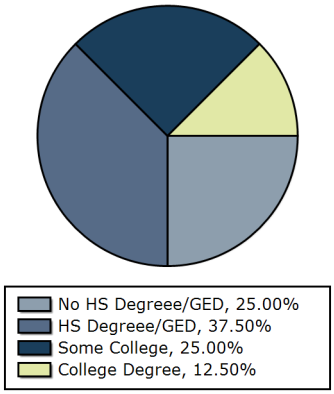

Chart Total N: 8

Tobacco Users By Race

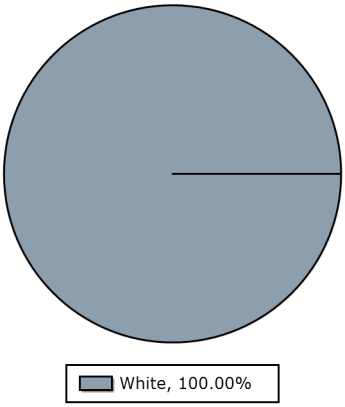

Chart Total N: 9

Tobacco Users By Age

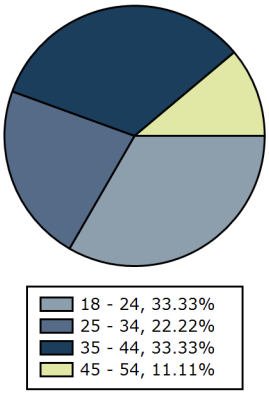

Chart Total N: 9

Tobacco Users By Health Plan

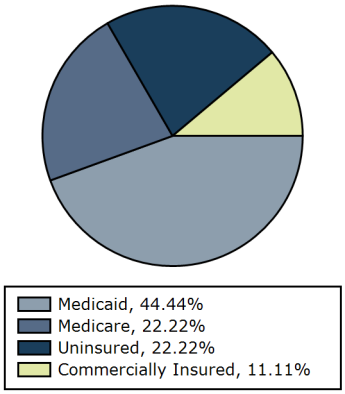

Chart Total N: 9

Tobacco Users By Ethnicity

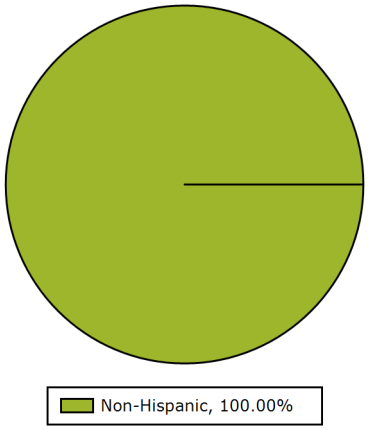

Chart Total N: 9

Tobacco Users By Chronic Condition

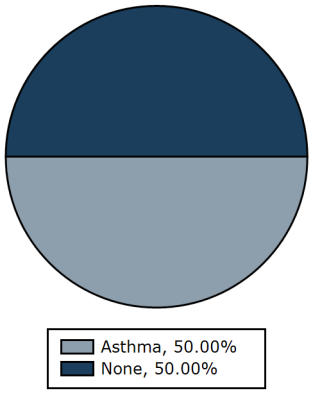

Chart Total N: 8

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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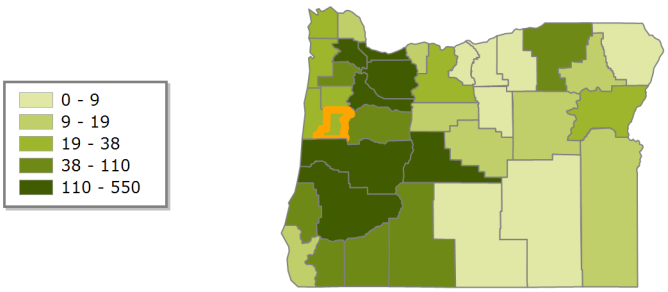
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Benton County

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

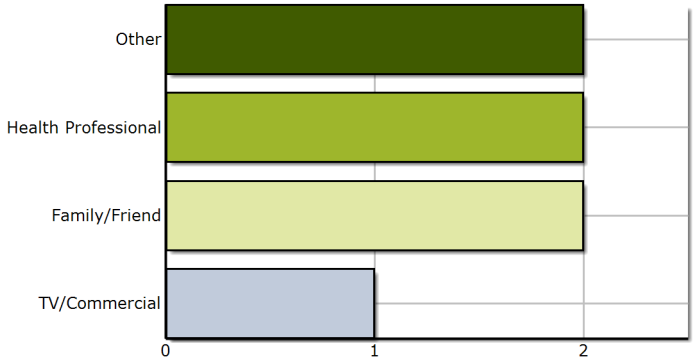
State Tobacco Users Served Contract YTD (Adults)



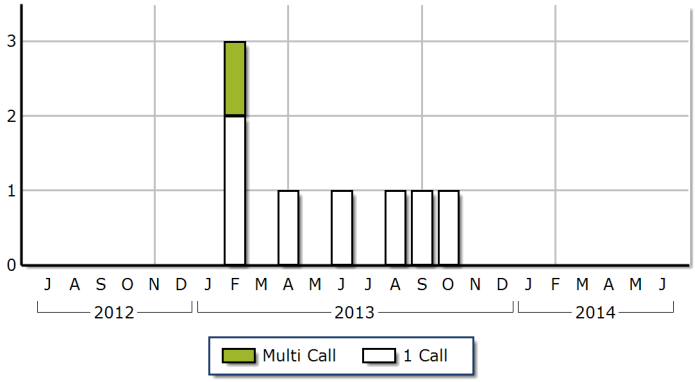
County Population		Prevalence	Tobacco Users
Adult	69,035	10.8 %	7,456 [4]

		County	State
Tobacco Users - Last Full Month		9	723
Tobacco Users YTD		27	4,032
Unique Tobacco Users YTD	3	18	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.36 %	0.80 %
Reach - NAQC	2	0.21 %	0.36 %
Annualized Reach	1	0.72 %	1.60 %
Annualized Reach - NAQC	2	0.43 %	0.71 %
Unique Individual Reach	3	0.24 %	0.50 %

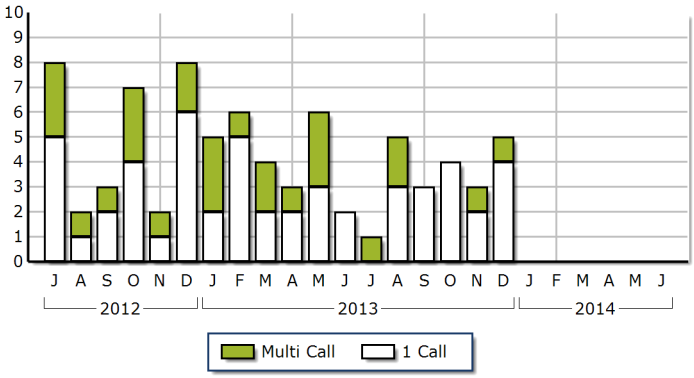
How Heard About



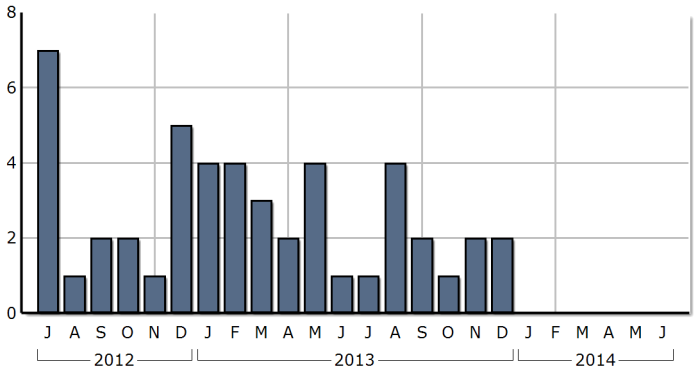
Fax Referral



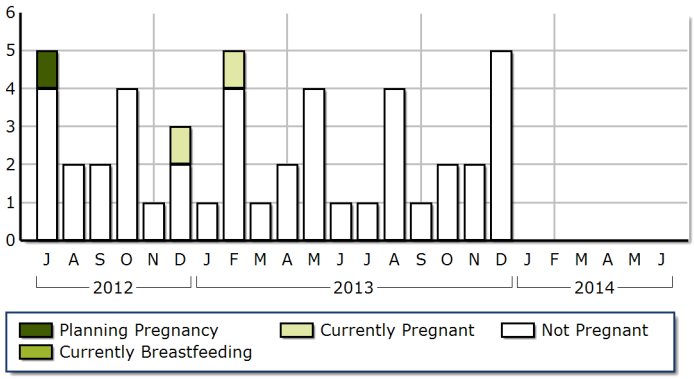
Tobacco User Enrollments By Program Type



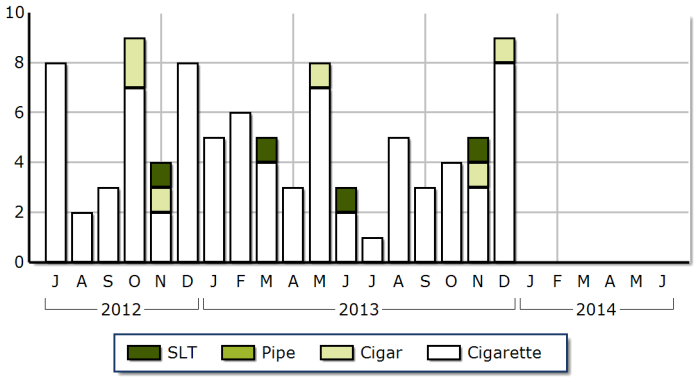
Tobacco Users Receiving NRT



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
Benton County

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

Tobacco Users By Gender

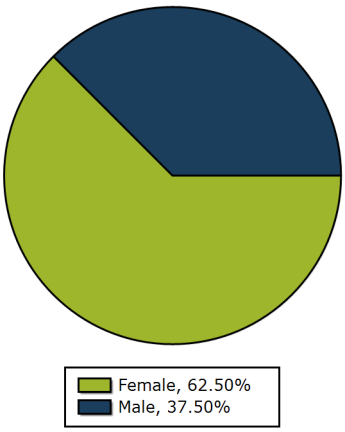

Chart Total N: 8

Tobacco Users By Language

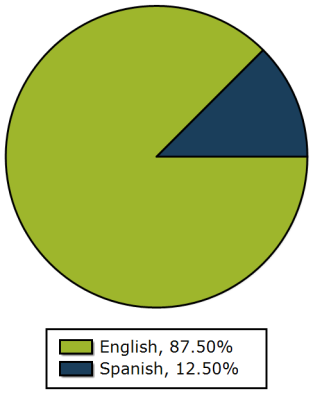

Chart Total N: 8

Tobacco Users By Education

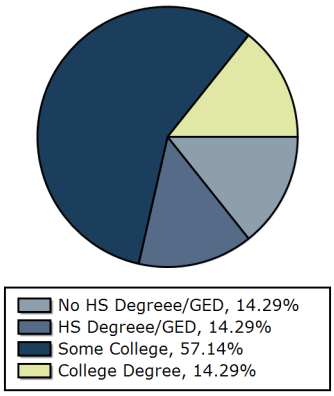

Chart Total N: 7

Tobacco Users By Race

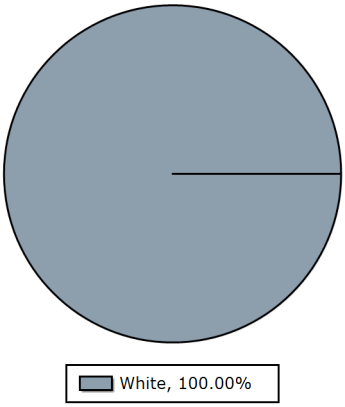

Chart Total N: 7

Tobacco Users By Age

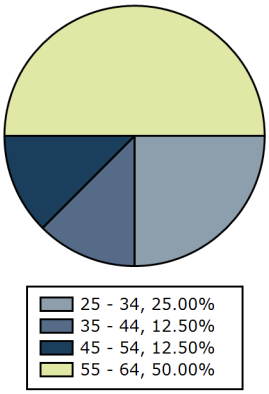

Chart Total N: 8

Tobacco Users By Health Plan

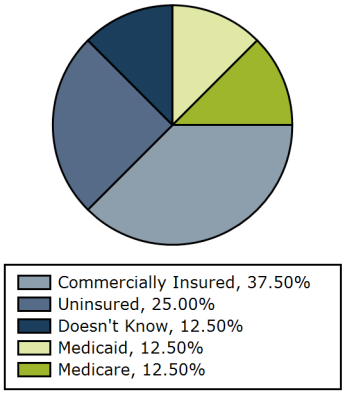

Chart Total N: 8

Tobacco Users By Ethnicity

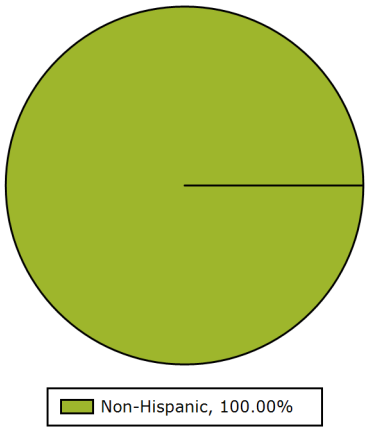

Chart Total N: 7

Tobacco Users By Chronic Condition

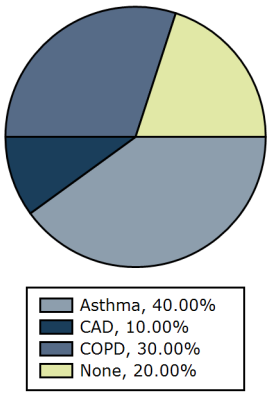

Chart Total N: 10

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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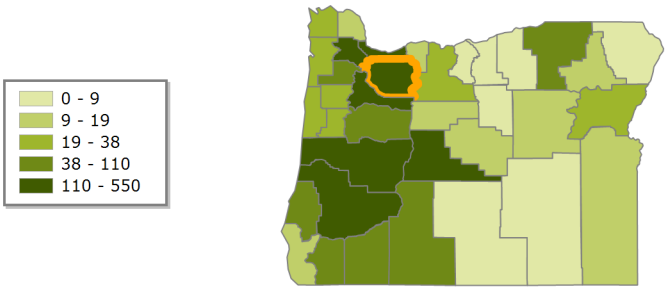
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County

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

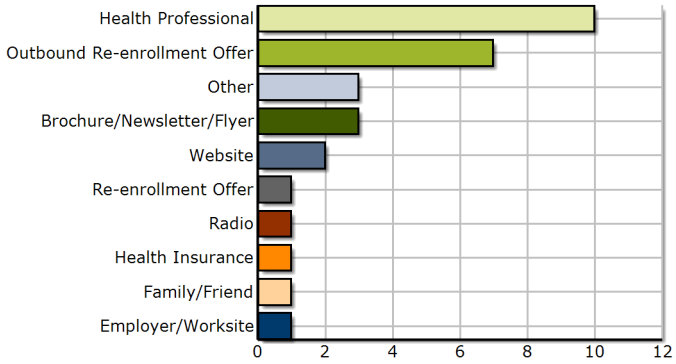
State Tobacco Users Served Contract YTD (Adults)



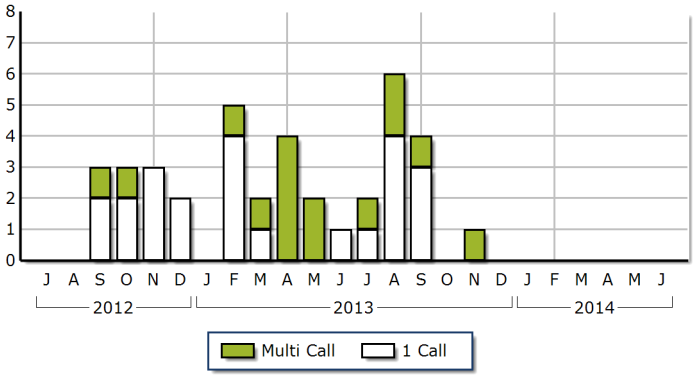
County Population		Prevalence	Tobacco Users
Adult	289,948	15.4 %	44,652 [4]

		County	State
Tobacco Users - Last Full Month		38	723
Tobacco Users YTD		194	4,032
Unique Tobacco Users YTD	[3]	109	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.43 %	0.80 %
Reach - NAQC	[2]	0.29 %	0.36 %
Annualized Reach	[1]	0.87 %	1.60 %
Annualized Reach - NAQC	[2]	0.59 %	0.71 %
Unique Individual Reach	[3]	0.24 %	0.50 %

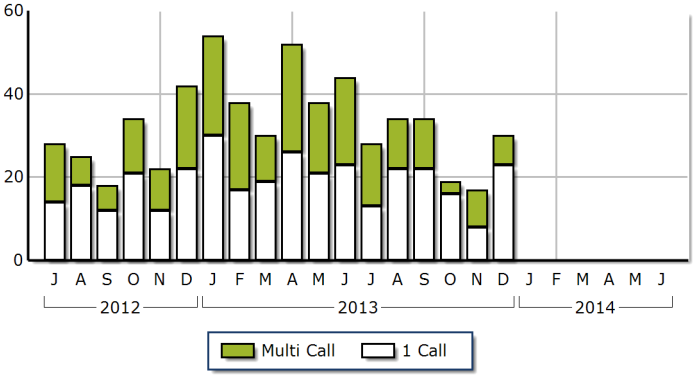
How Heard About



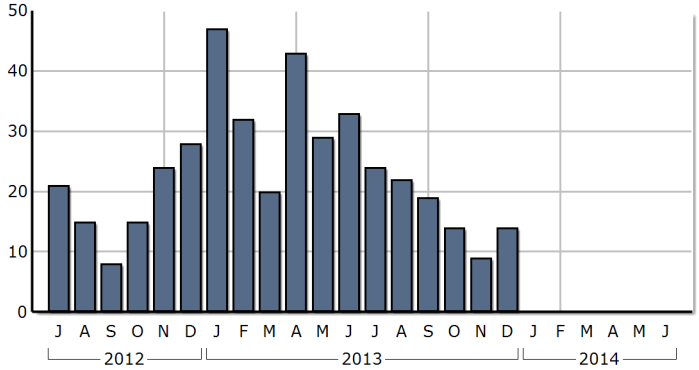
Fax Referral



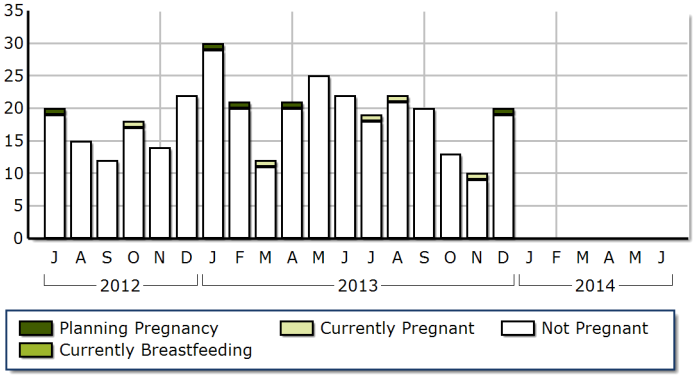
Tobacco User Enrollments By Program Type



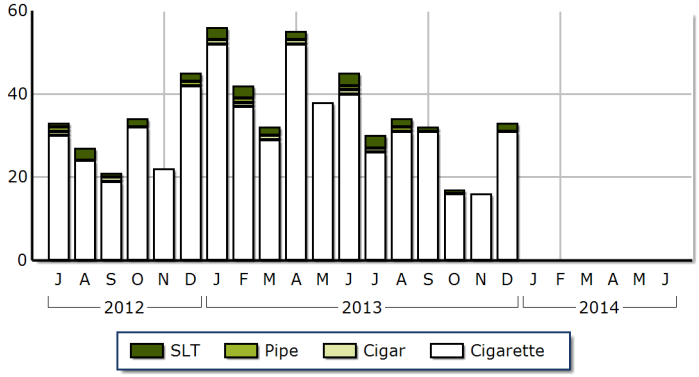
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



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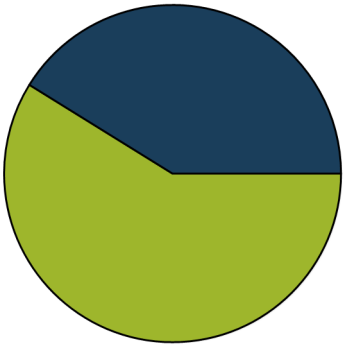
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clackamas County
From 1/1/2014 through 1/31/2014

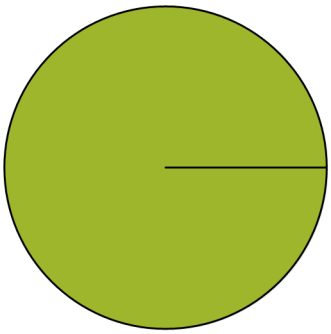
Tobacco Users By Gender



Female, 58.82%
Male, 41.18%

Chart Total N: 34

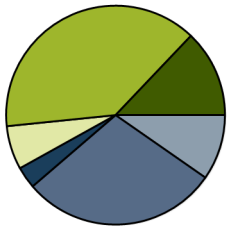
Tobacco Users By Language



English, 100.00%

Chart Total N: 34

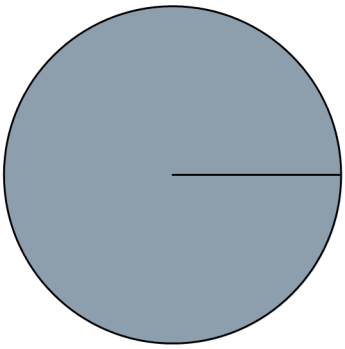
Tobacco Users By Education



No HS Degreee/GED, 9.68%
HS Degreee/GED, 29.03%
Some Technical School, 3.23%
Technical Degree, 6.45%
Some College, 38.71%
College Degree, 12.90%

Chart Total N: 31

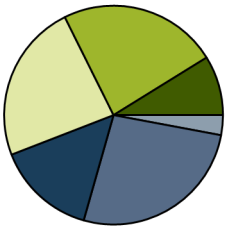
Tobacco Users By Race



White, 100.00%

Chart Total N: 30

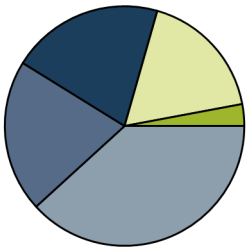
Tobacco Users By Age



18 - 24, 2.94%
25 - 34, 26.47%
35 - 44, 14.71%
45 - 54, 23.53%
55 - 64, 23.53%
65 and Older, 8.82%

Chart Total N: 34

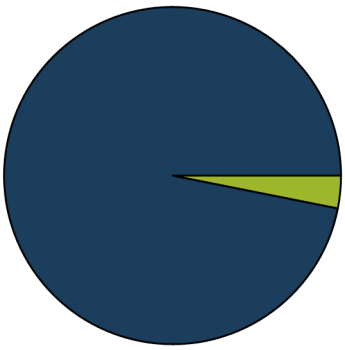
Tobacco Users By Health Plan



Commercially Insured, 38.24%
Medicare, 20.59%
Uninsured, 20.59%
Medicaid, 17.65%
Doesn't Know, 2.94%

Chart Total N: 34

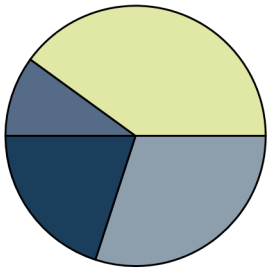
Tobacco Users By Ethnicity



Hispanic, 3.13%
Non-Hispanic, 96.88%

Chart Total N: 32

Tobacco Users By Chronic Condition



Asthma, 30.00%
COPD, 20.00%
Diabetes, 10.00%
None, 40.00%

Chart Total N: 30

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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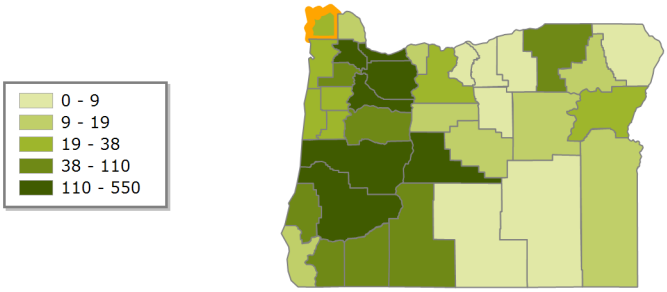
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Clatsop County

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

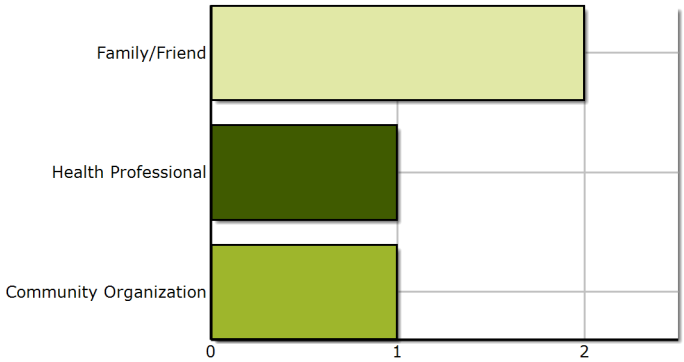
State Tobacco Users Served Contract YTD (Adults)



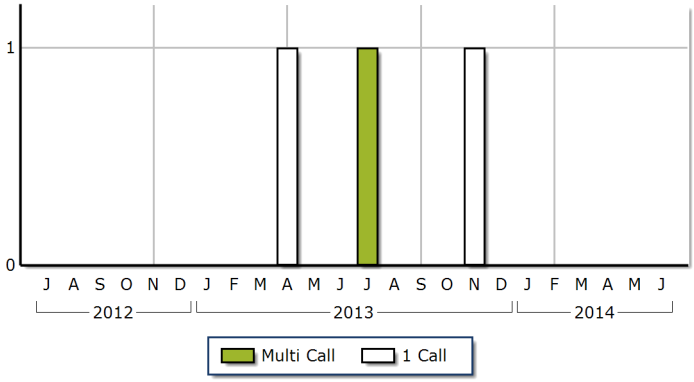
County Population		Prevalence	Tobacco Users
Adult	29,812	21.5 %	6,410 [4]

		County	State
Tobacco Users - Last Full Month		4	723
Tobacco Users YTD		25	4,032
Unique Tobacco Users YTD	[3]	15	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.39 %	0.80 %
Reach - NAQC	[2]	0.30 %	0.36 %
Annualized Reach	[1]	0.78 %	1.60 %
Annualized Reach - NAQC	[2]	0.59 %	0.71 %
Unique Individual Reach	[3]	0.23 %	0.50 %

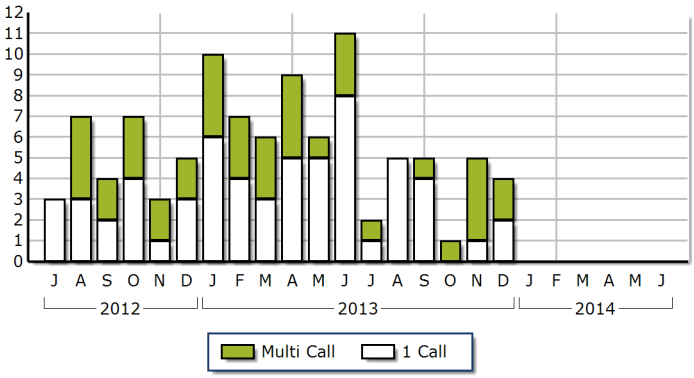
How Heard About



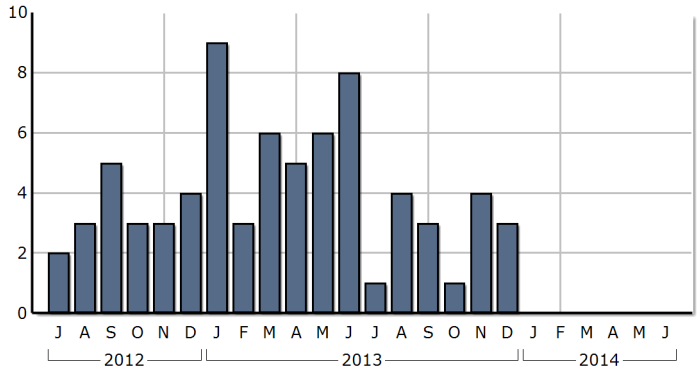
Fax Referral



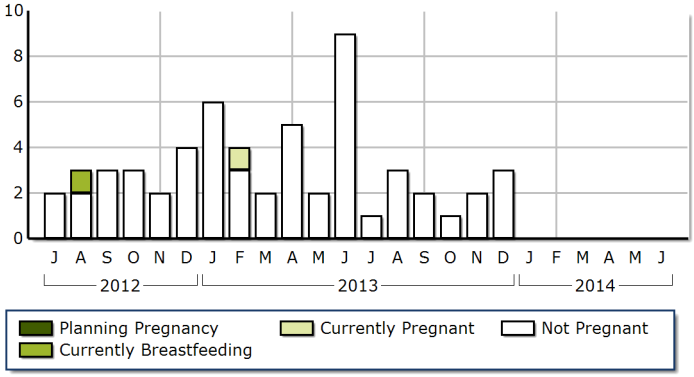
Tobacco User Enrollments By Program Type



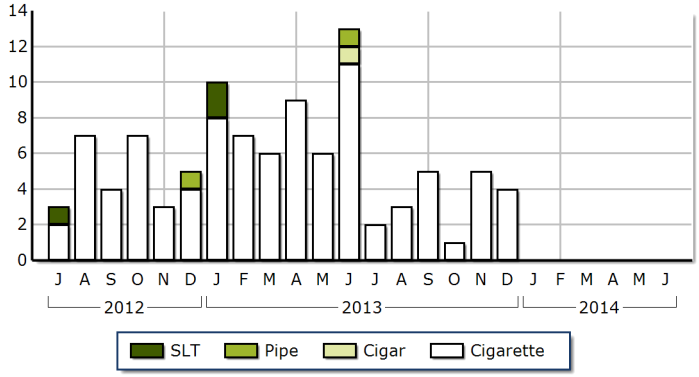
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

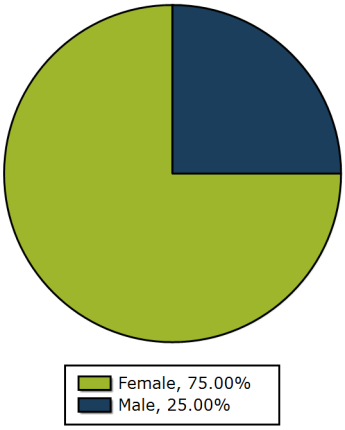


Chart Total N: 4

Tobacco Users By Language

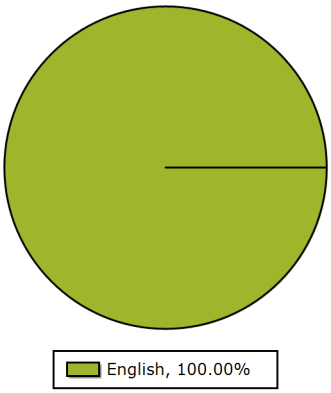
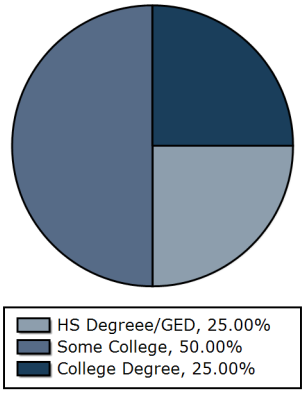


Chart Total N: 4

Tobacco Users By Education



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Tobacco Users By Race

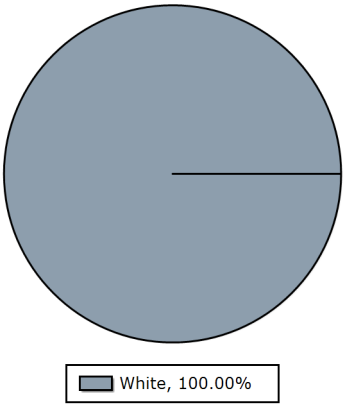

Chart Total N: 3

Tobacco Users By Age

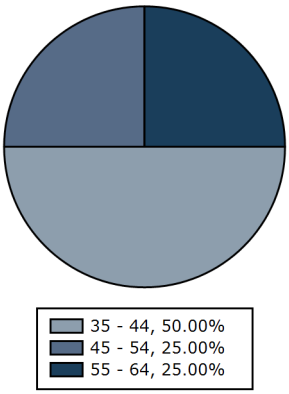

Chart Total N: 4

Tobacco Users By Health Plan

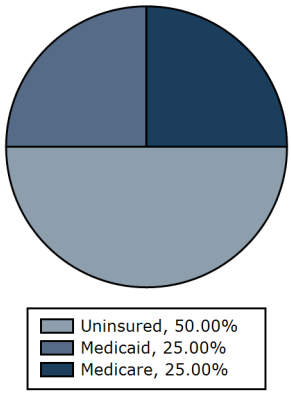

Chart Total N: 4

Tobacco Users By Ethnicity

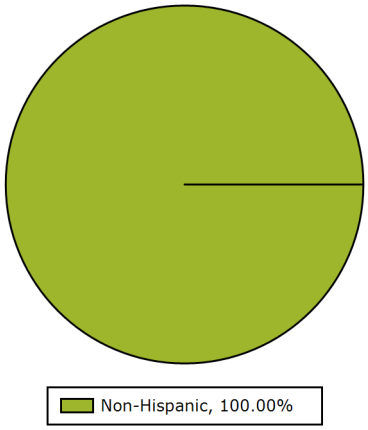

Chart Total N: 4

Tobacco Users By Chronic Condition

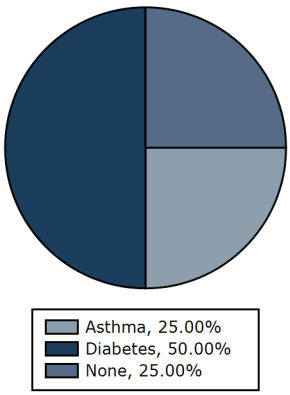

Chart Total N: 4

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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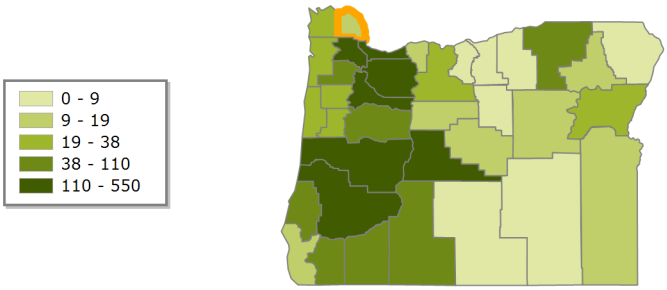
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Columbia County

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

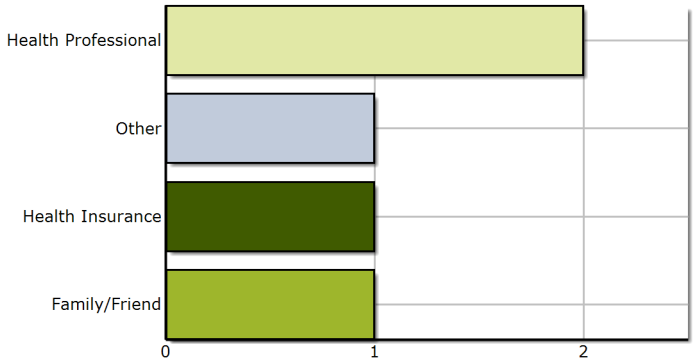
State Tobacco Users Served Contract YTD (Adults)



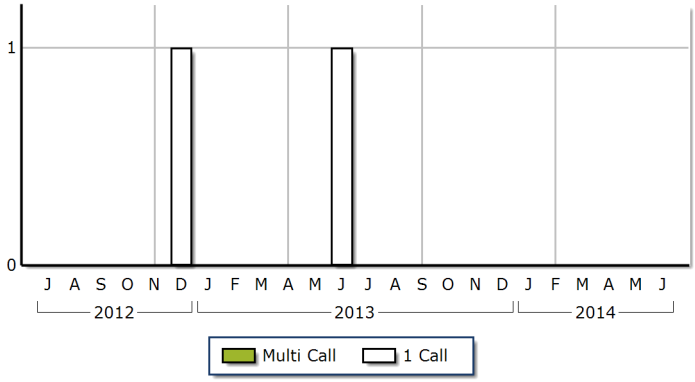
County Population		Prevalence	Tobacco Users
Adult	36,948	17.1 %	6,318 [4]

		County	State
Tobacco Users - Last Full Month		9	723
Tobacco Users YTD		23	4,032
Unique Tobacco Users YTD	[3]	12	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.36 %	0.80 %
Reach - NAQC	[2]	0.28 %	0.36 %
Annualized Reach	[1]	0.73 %	1.60 %
Annualized Reach - NAQC	[2]	0.57 %	0.71 %
Unique Individual Reach	[3]	0.19 %	0.50 %

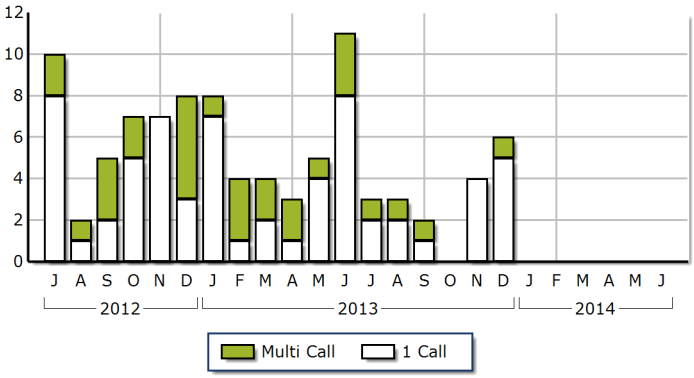
How Heard About



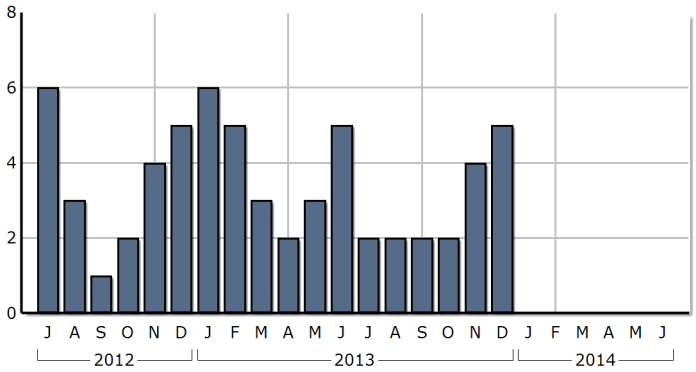
Fax Referral



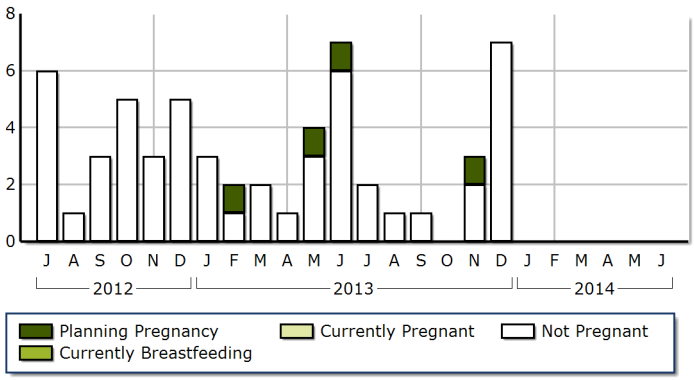
Tobacco User Enrollments By Program Type



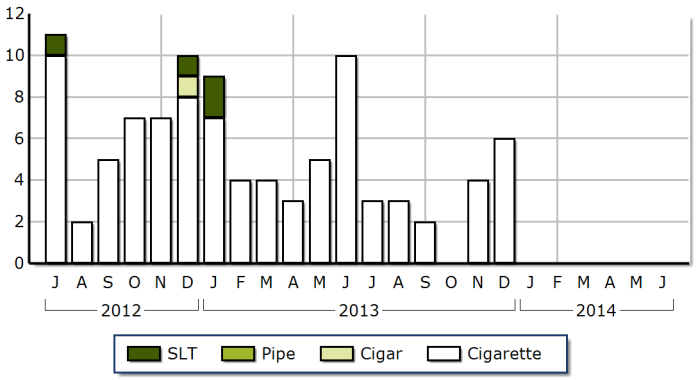
Tobacco Users Receiving NRT



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
Columbia County

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

Tobacco Users By Gender

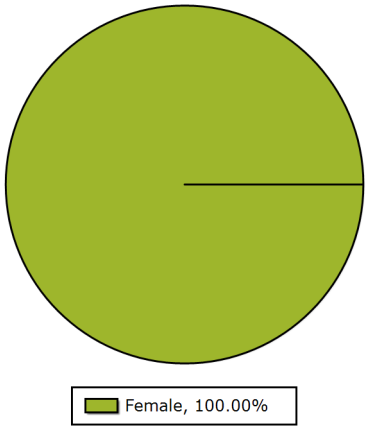

Chart Total N: 7

Tobacco Users By Language

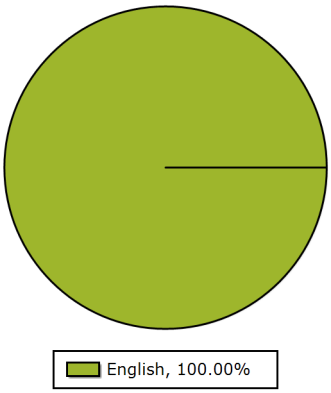

Chart Total N: 7

Tobacco Users By Education

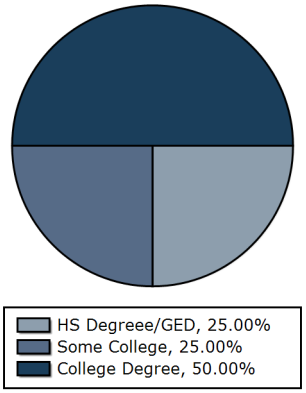

Chart Total N: 4

Tobacco Users By Race

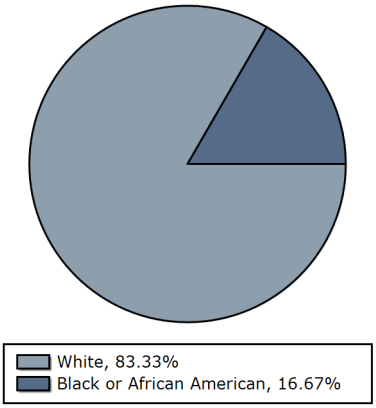

Chart Total N: 6

Tobacco Users By Age

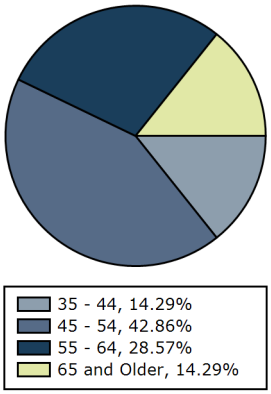

Chart Total N: 7

Tobacco Users By Health Plan

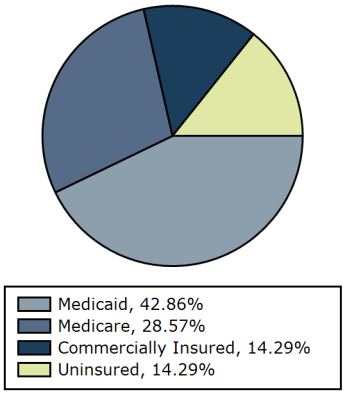

Chart Total N: 7

Tobacco Users By Ethnicity

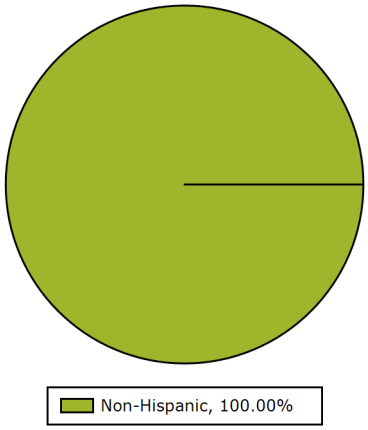

Chart Total N: 6

Tobacco Users By Chronic Condition

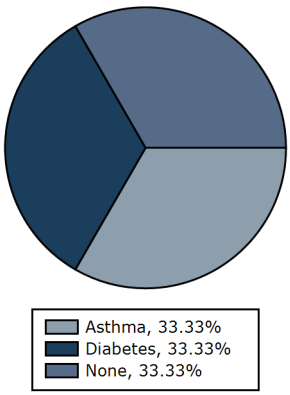

Chart Total N: 3

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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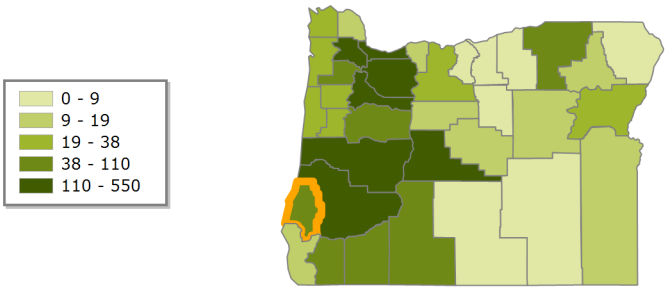
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Coos County

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

State Tobacco Users Served Contract YTD (Adults)

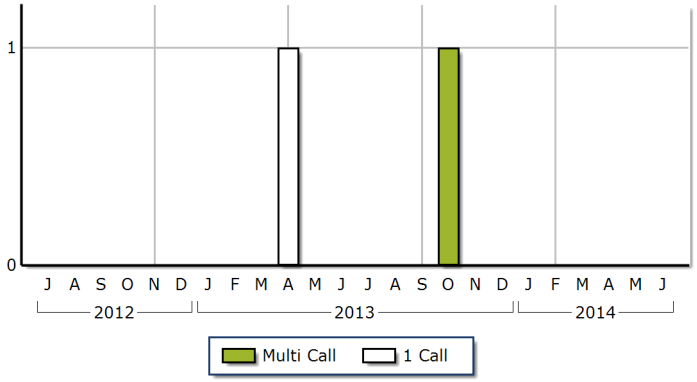


County Population		Prevalence	Tobacco Users
Adult	50,726	28.1 %	14,254 [4]

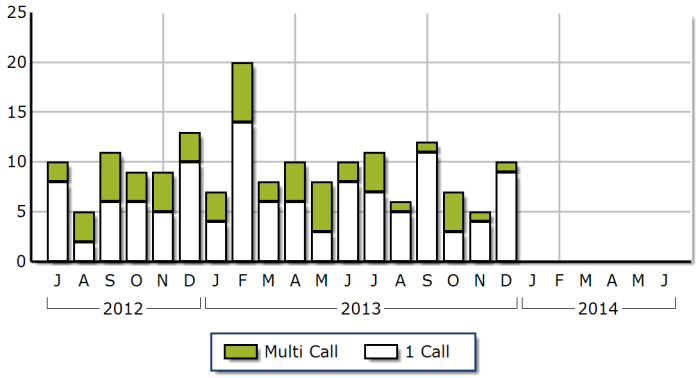
		County	State
Tobacco Users - Last Full Month		11	723
Tobacco Users YTD		52	4,032
Unique Tobacco Users YTD	[3]	33	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.36 %	0.80 %
Reach - NAQC	[2]	0.31 %	0.36 %
Annualized Reach	[1]	0.73 %	1.60 %
Annualized Reach - NAQC	[2]	0.62 %	0.71 %
Unique Individual Reach	[3]	0.23 %	0.50 %

How Heard About

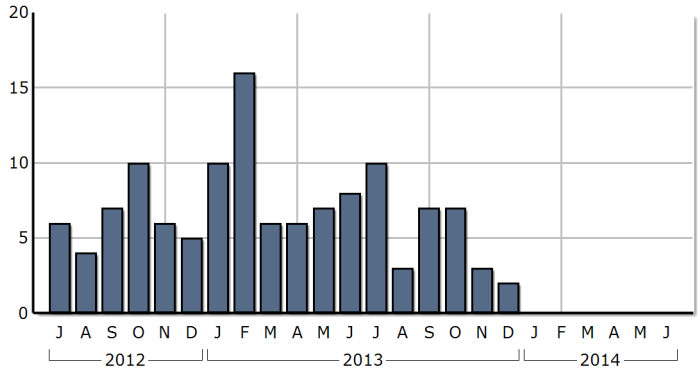
Fax Referral



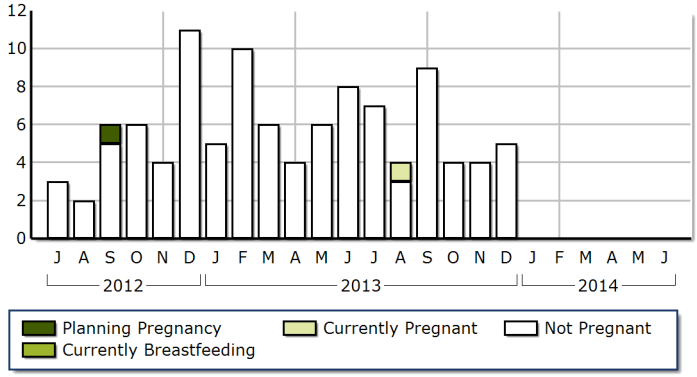
Tobacco User Enrollments By Program Type



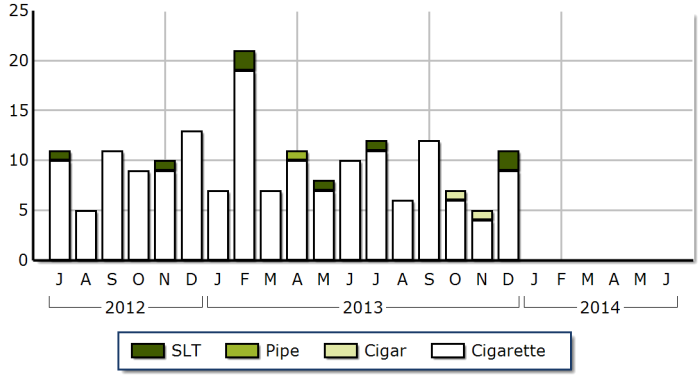
Tobacco Users Receiving NRT



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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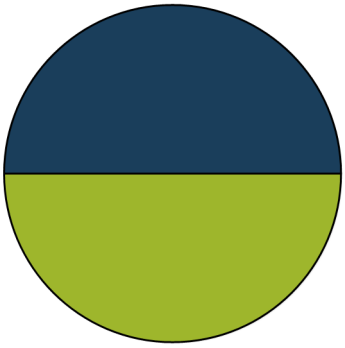
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Coos County

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

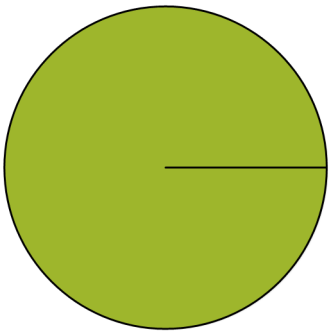
Tobacco Users By Gender



Female, 50.00%
Male, 50.00%

Chart Total N: 10

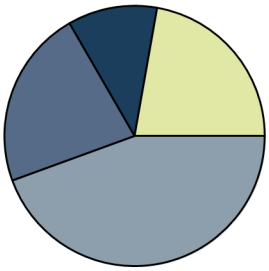
Tobacco Users By Language



English, 100.00%

Chart Total N: 11

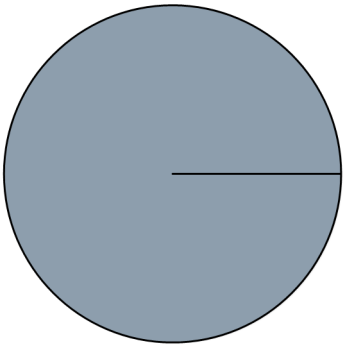
Tobacco Users By Education



No HS Degreee/GED, 44.44%
HS Degreee/GED, 22.22%
Some College, 11.11%
College Degree, 22.22%

Chart Total N: 9

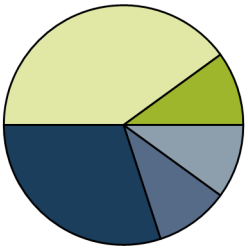
Tobacco Users By Race



White, 100.00%

Chart Total N: 9

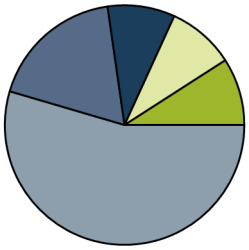
Tobacco Users By Age



25 - 34, 10.00%
35 - 44, 10.00%
45 - 54, 30.00%
55 - 64, 40.00%
65 and Older, 10.00%

Chart Total N: 10

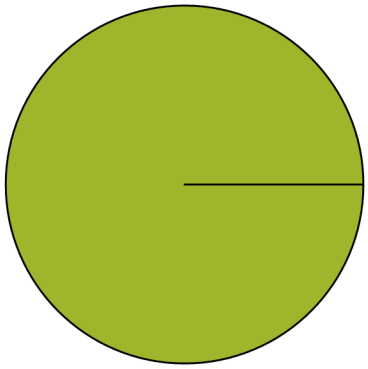
Tobacco Users By Health Plan



Commercially Insured, 54.55%
Medicare, 18.18%
Uninsured, 9.09%
Doesn't Know, 9.09%
Medicaid, 9.09%

Chart Total N: 11

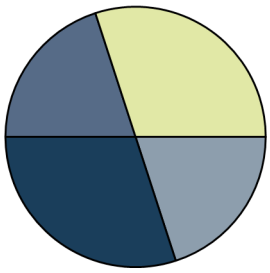
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 9

Tobacco Users By Chronic Condition



Asthma, 20.00%
COPD, 30.00%
Diabetes, 20.00%
None, 30.00%

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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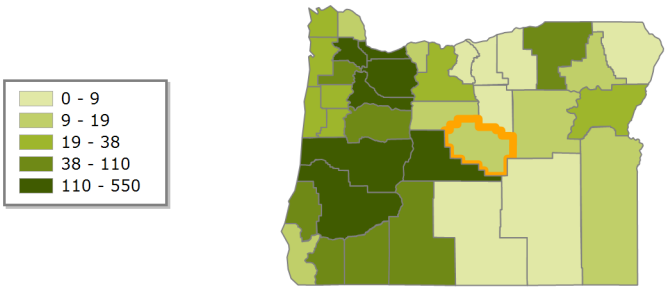
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Crook County

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

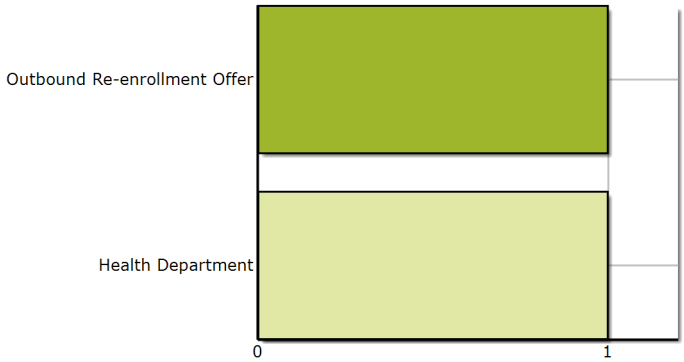
State Tobacco Users Served Contract YTD (Adults)



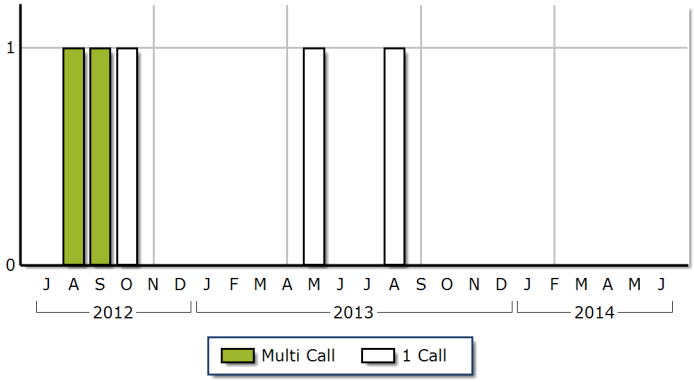
County Population		Prevalence	Tobacco Users
Adult	20,635	23.3 %	4,808 [4]

		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		14	4,032
Unique Tobacco Users YTD	3	10	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.29 %	0.80 %
Reach - NAQC	2	0.21 %	0.36 %
Annualized Reach	1	0.58 %	1.60 %
Annualized Reach - NAQC	2	0.42 %	0.71 %
Unique Individual Reach	3	0.21 %	0.50 %

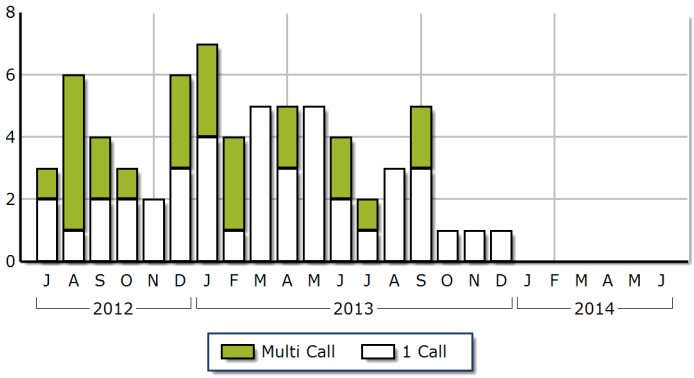
How Heard About



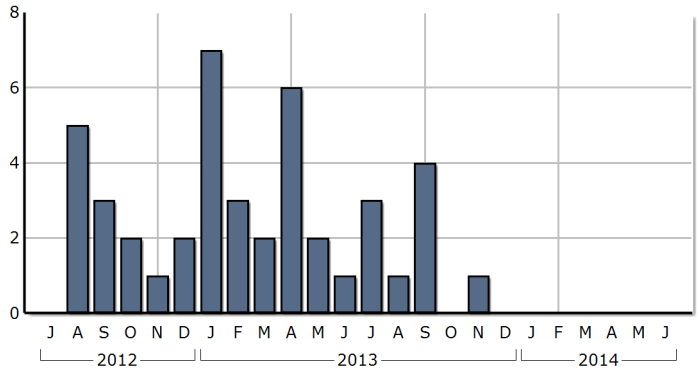
Fax Referral



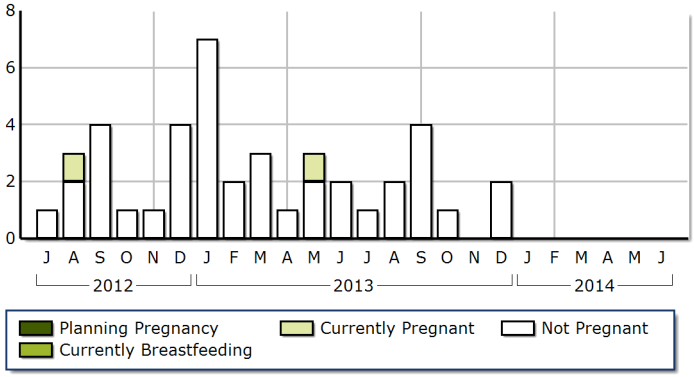
Tobacco User Enrollments By Program Type



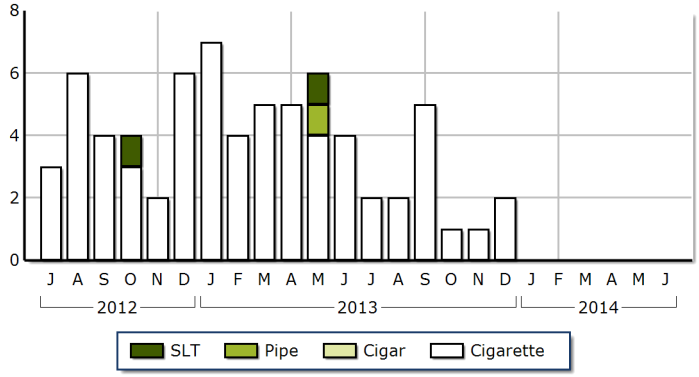
Tobacco Users Receiving NRT



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
Crook County

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

Tobacco Users By Gender

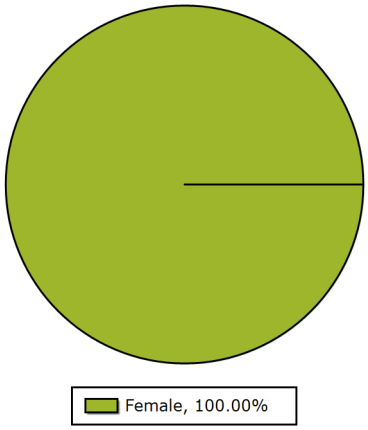

Chart Total N: 2

Tobacco Users By Language

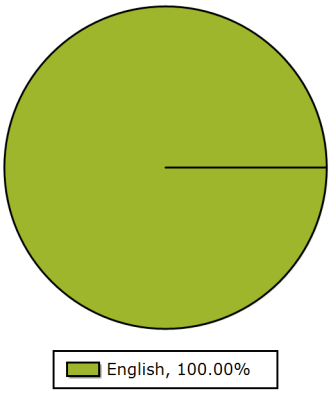

Chart Total N: 2

Tobacco Users By Education

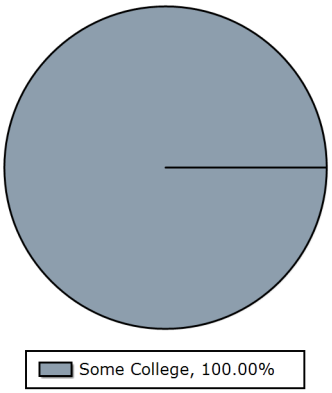

Chart Total N: 2

Tobacco Users By Race

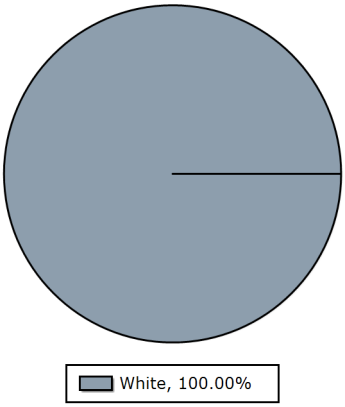

Chart Total N: 2

Tobacco Users By Age

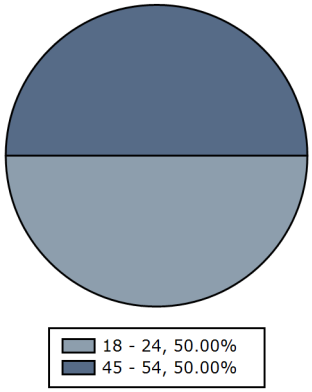

Chart Total N: 2

Tobacco Users By Health Plan

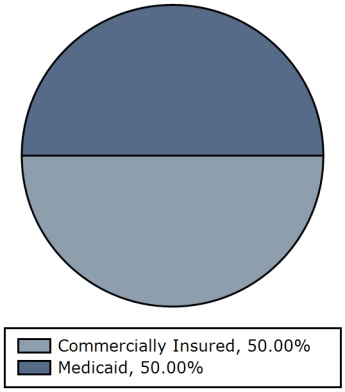

Chart Total N: 2

Tobacco Users By Ethnicity

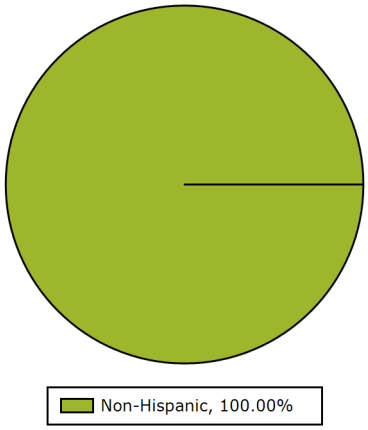

Chart Total N: 2

Tobacco Users By Chronic Condition

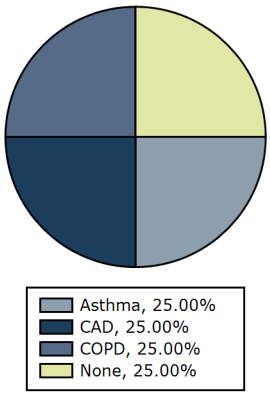

Chart Total N: 4

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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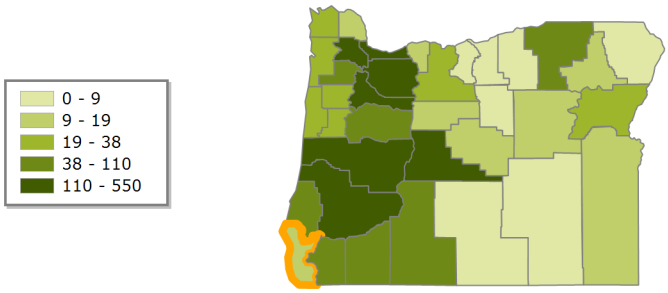
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Curry County

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

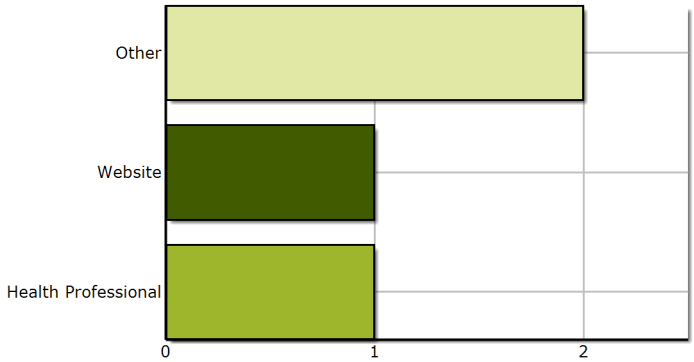
State Tobacco Users Served Contract YTD (Adults)



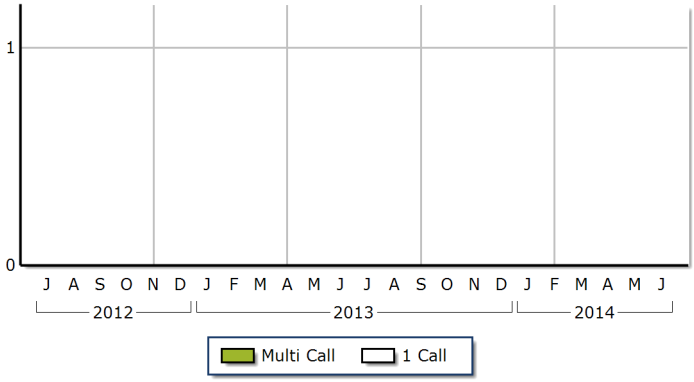
County Population		Prevalence	Tobacco Users
Adult	17,947	18.4 %	3,302 [4]

		County	State
Tobacco Users - Last Full Month		4	723
Tobacco Users YTD		19	4,032
Unique Tobacco Users YTD	[3]	13	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.58 %	0.80 %
Reach - NAQC	[2]	0.48 %	0.36 %
Annualized Reach	[1]	1.15 %	1.60 %
Annualized Reach - NAQC	[2]	0.97 %	0.71 %
Unique Individual Reach	[3]	0.39 %	0.50 %

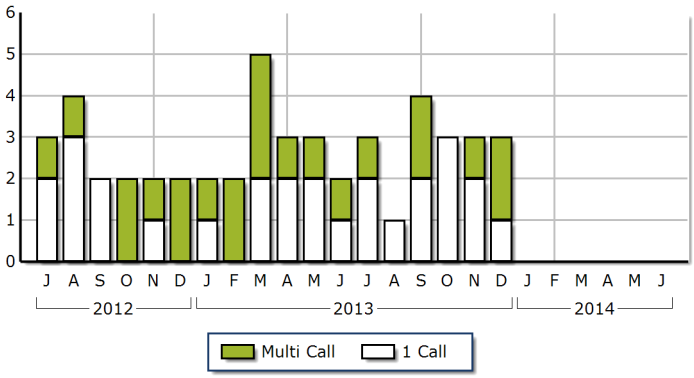
How Heard About



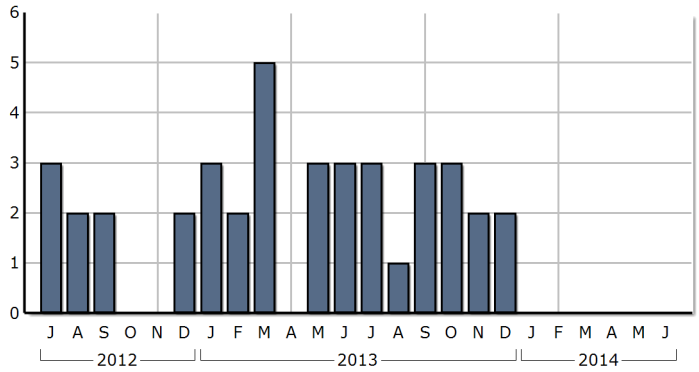
Fax Referral



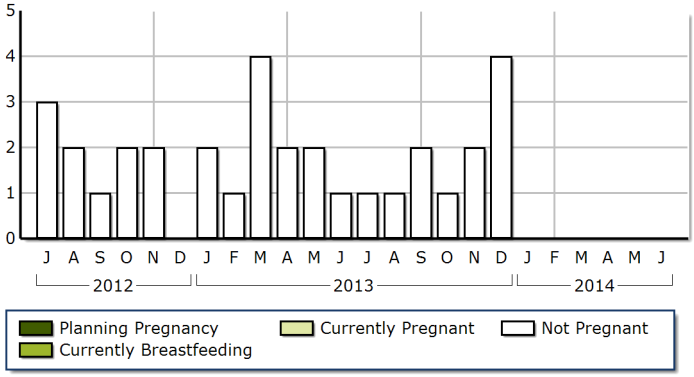
Tobacco User Enrollments By Program Type



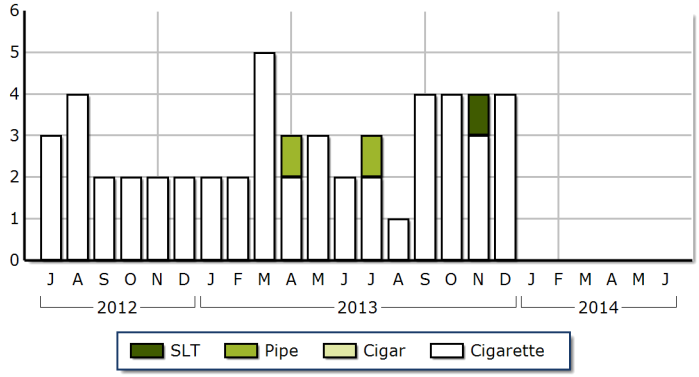
Tobacco Users Receiving NRT



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
Curry County
From 1/1/2014 through 1/31/2014

Tobacco Users By Gender

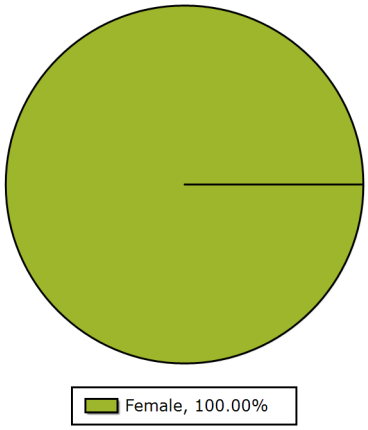

Chart Total N: 4

Tobacco Users By Language

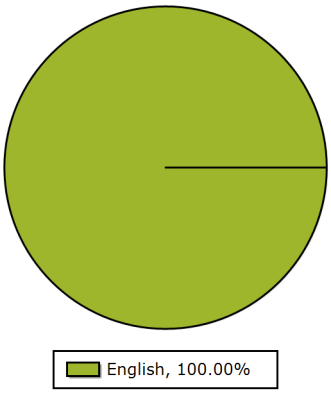

Chart Total N: 4

Tobacco Users By Education

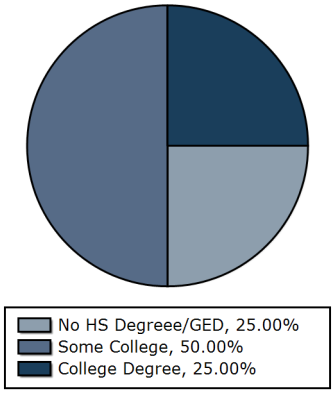

Chart Total N: 4

Tobacco Users By Race

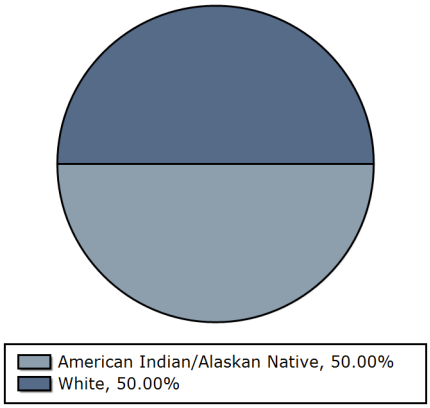

Chart Total N: 4

Tobacco Users By Age

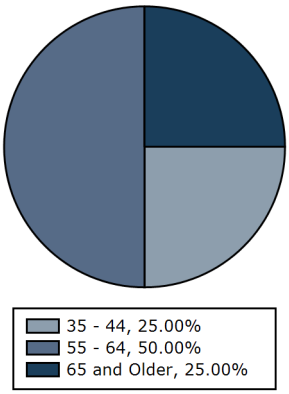

Chart Total N: 4

Tobacco Users By Health Plan

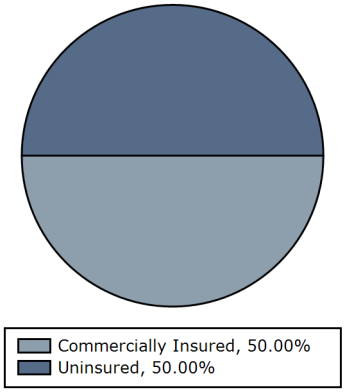

Chart Total N: 4

Tobacco Users By Ethnicity

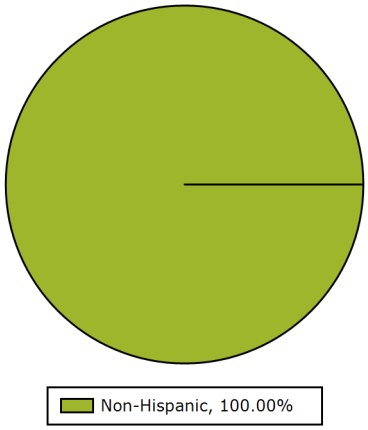

Chart Total N: 4

Tobacco Users By Chronic Condition

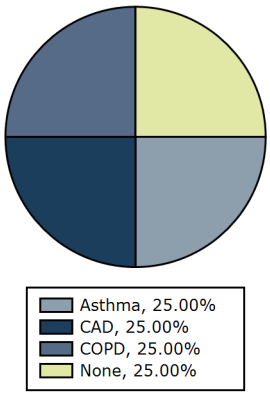

Chart Total N: 4

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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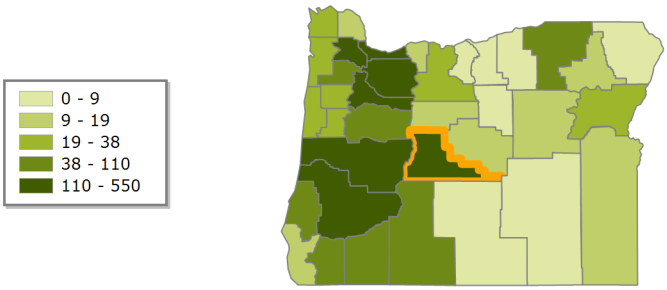
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Deschutes County

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

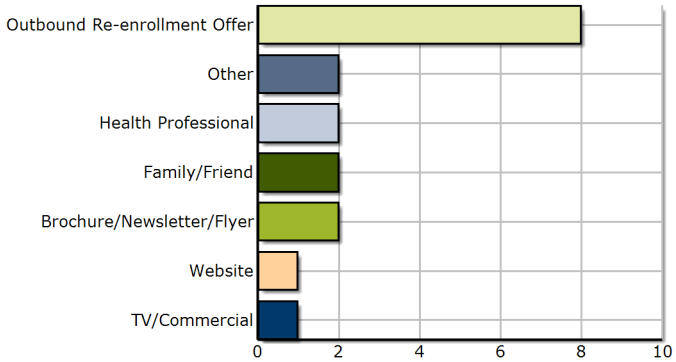
State Tobacco Users Served Contract YTD (Adults)



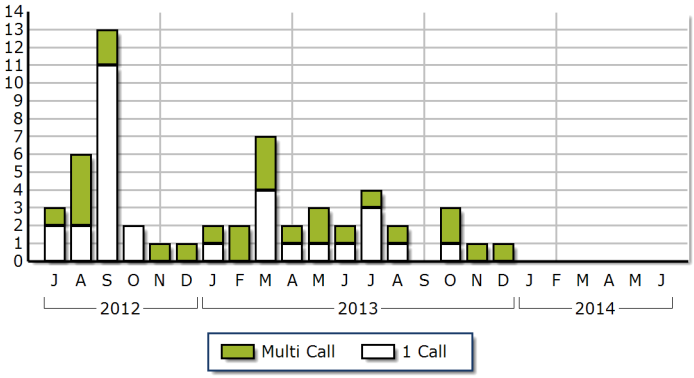
County Population		Prevalence	Tobacco Users
Adult	133,924	14.1 %	18,883 [4]

		County	State
Tobacco Users - Last Full Month		25	723
Tobacco Users YTD		129	4,032
Unique Tobacco Users YTD	[3]	83	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.68 %	0.80 %
Reach - NAQC	[2]	0.47 %	0.36 %
Annualized Reach	[1]	1.37 %	1.60 %
Annualized Reach - NAQC	[2]	0.94 %	0.71 %
Unique Individual Reach	[3]	0.44 %	0.50 %

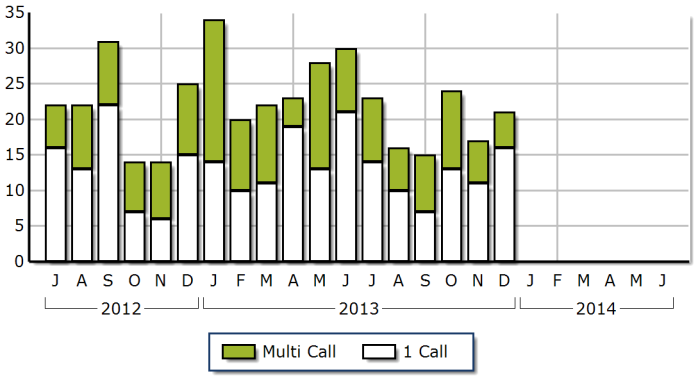
How Heard About



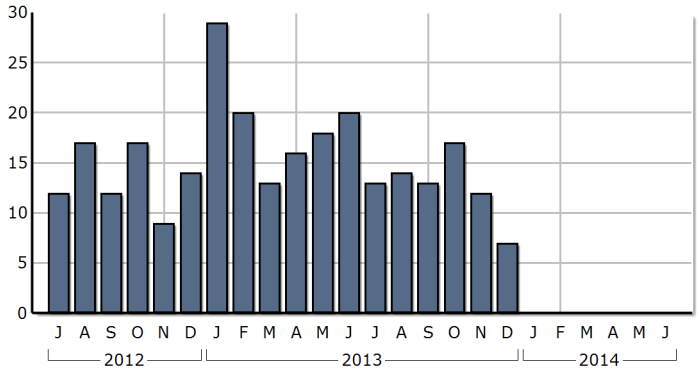
Fax Referral



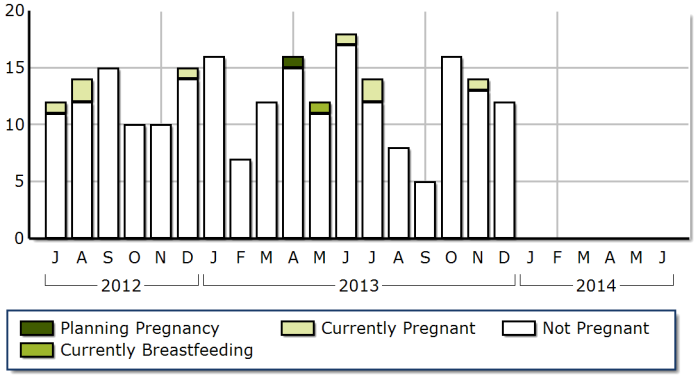
Tobacco User Enrollments By Program Type



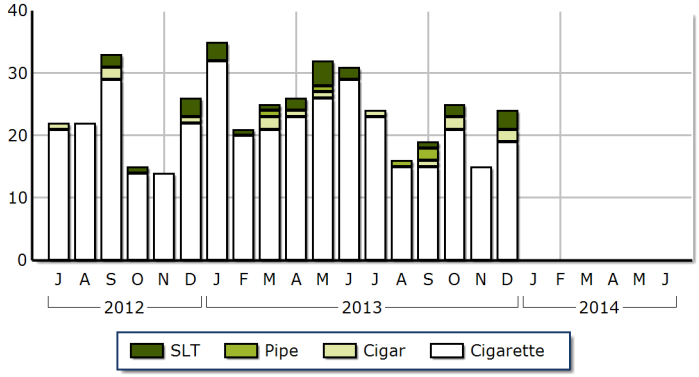
Tobacco Users Receiving NRT



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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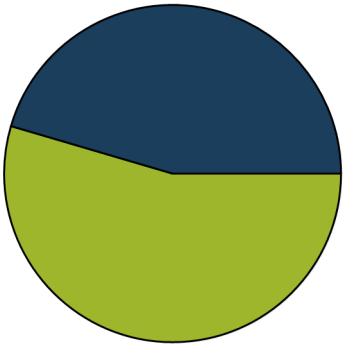
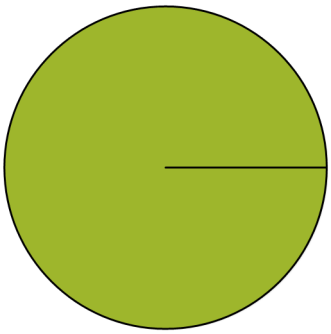
Tobacco Users By Gender



Female, 54.55%
Male, 45.45%

Chart Total N: 22

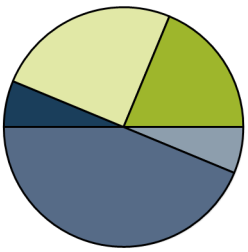
Tobacco Users By Language



English, 100.00%

Chart Total N: 22

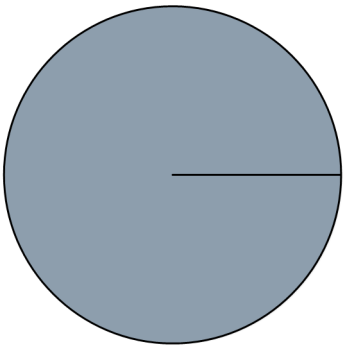
Tobacco Users By Education



No HS Degree/GED, 6.25%
HS Degree/GED, 43.75%
Technical Degree, 6.25%
Some College, 25.00%
College Degree, 18.75%

Chart Total N: 16

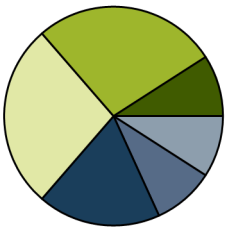
Tobacco Users By Race



White, 100.00%

Chart Total N: 19

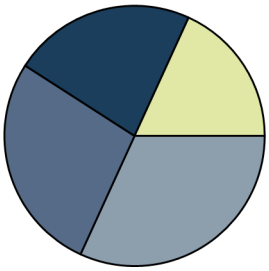
Tobacco Users By Age



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

Chart Total N: 22

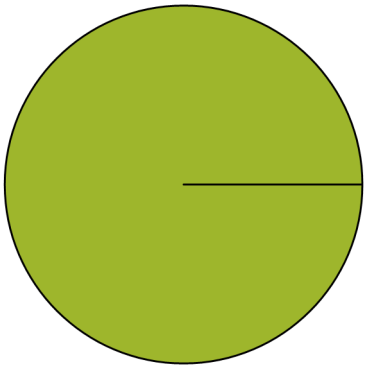
Tobacco Users By Health Plan



Uninsured, 31.82%
Medicare, 27.27%
Medicaid, 22.73%
Commercially Insured, 18.18%

Chart Total N: 22

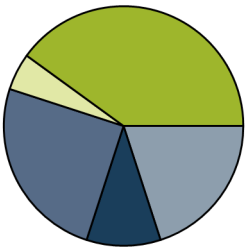
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 19

Tobacco Users By Chronic Condition



Asthma, 20.00%
CAD, 10.00%
COPD, 25.00%
Diabetes, 5.00%
None, 40.00%

Chart Total N: 20

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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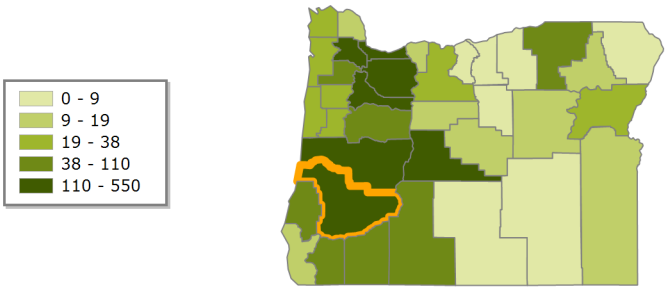
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County

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

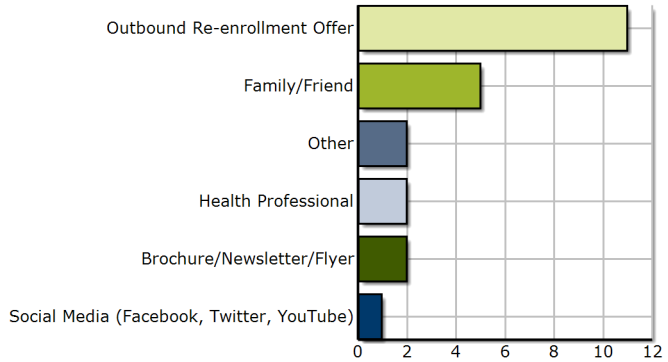
State Tobacco Users Served Contract YTD (Adults)



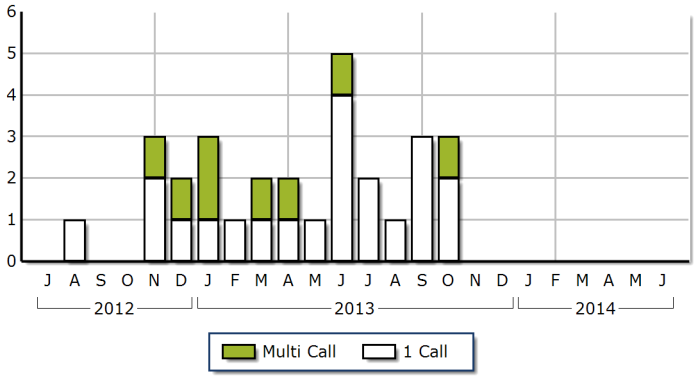
County Population		Prevalence	Tobacco Users
Adult	83,168	27.1 %	22,539 [4]

		County	State
Tobacco Users - Last Full Month		25	723
Tobacco Users YTD		121	4,032
Unique Tobacco Users YTD	[3]	79	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.54 %	0.80 %
Reach - NAQC	[2]	0.38 %	0.36 %
Annualized Reach	[1]	1.07 %	1.60 %
Annualized Reach - NAQC	[2]	0.76 %	0.71 %
Unique Individual Reach	[3]	0.35 %	0.50 %

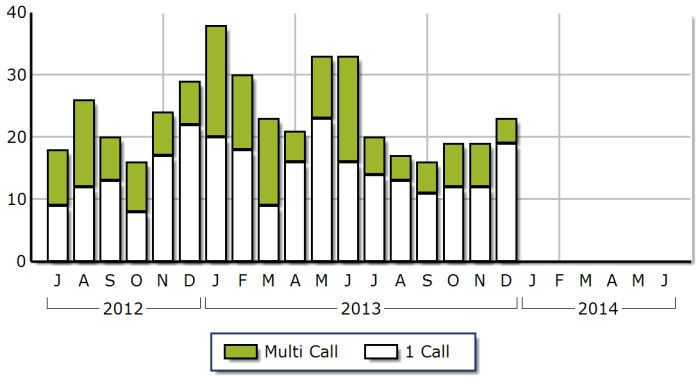
How Heard About



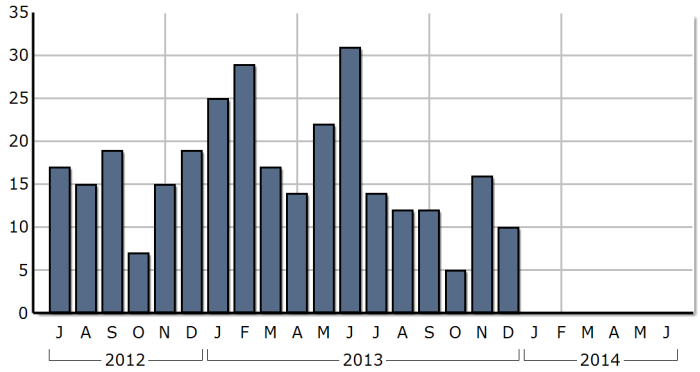
Fax Referral



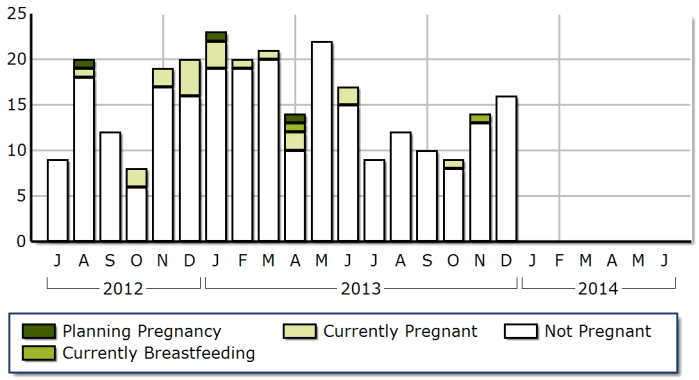
Tobacco User Enrollments By Program Type



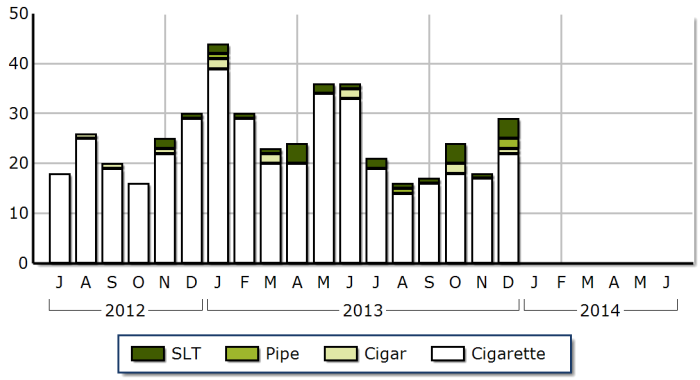
Tobacco Users Receiving NRT



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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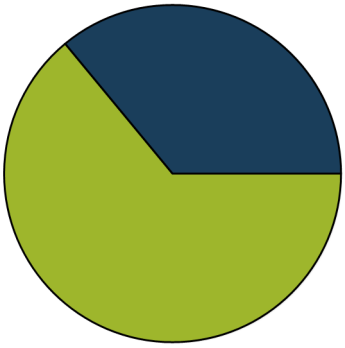
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Douglas County

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

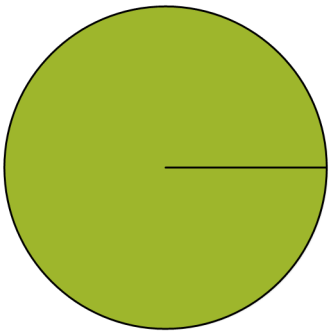
Tobacco Users By Gender



Female, 64.00%
Male, 36.00%

Chart Total N: 25

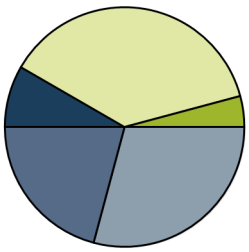
Tobacco Users By Language



English, 100.00%

Chart Total N: 25

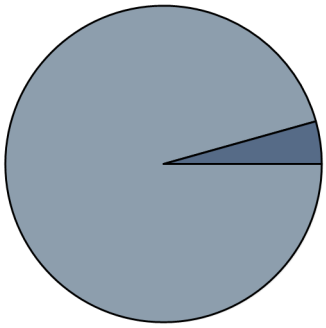
Tobacco Users By Education



No HS Degreee/GED, 29.17%
HS Degreee/GED, 20.83%
Technical Degree, 8.33%
Some College, 37.50%
College Degree, 4.17%

Chart Total N: 24

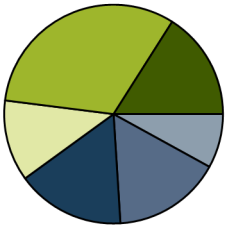
Tobacco Users By Race



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

Chart Total N: 23

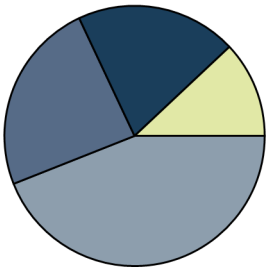
Tobacco Users By Age



18 - 24, 8.00%
25 - 34, 16.00%
35 - 44, 16.00%
45 - 54, 12.00%
55 - 64, 32.00%
65 and Older, 16.00%

Chart Total N: 25

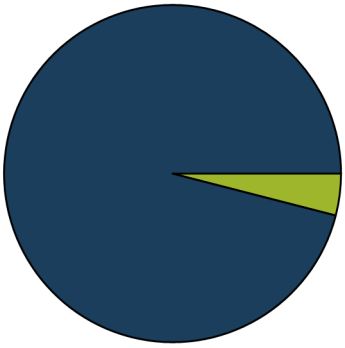
Tobacco Users By Health Plan



Medicare, 44.00%
Medicaid, 24.00%
Uninsured, 20.00%
Commercially Insured, 12.00%

Chart Total N: 25

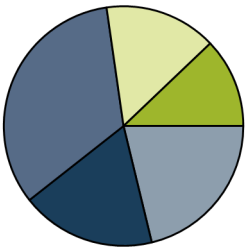
Tobacco Users By Ethnicity



Hispanic, 4.00%
Non-Hispanic, 96.00%

Chart Total N: 25

Tobacco Users By Chronic Condition



Asthma, 21.21%
CAD, 18.18%
COPD, 33.33%
Diabetes, 15.15%
None, 12.12%

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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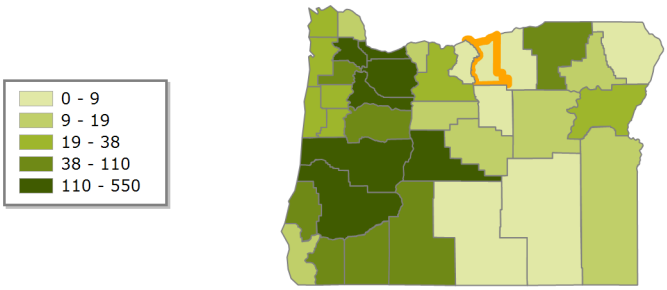
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Gilliam County

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

State Tobacco Users Served Contract YTD (Adults)

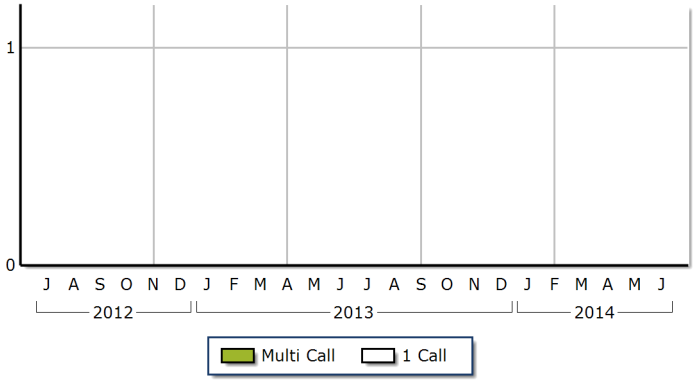


County Population		Prevalence	Tobacco Users
Adult	1,529	29.6 %	453 [4]

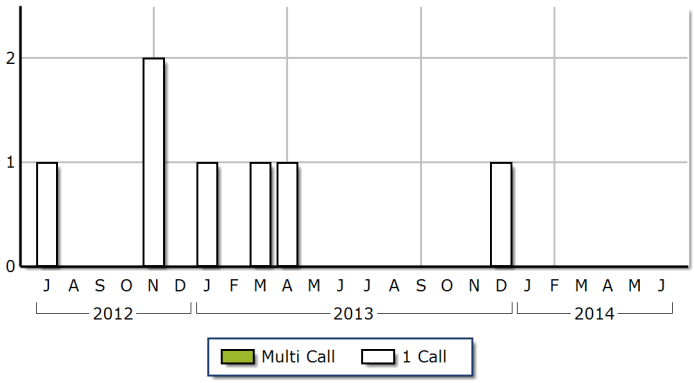
		County	State
Tobacco Users - Last Full Month		1	723
Tobacco Users YTD		1	4,032
Unique Tobacco Users YTD	3	-	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.22 %	0.80 %
Reach - NAQC	2	0.22 %	0.36 %
Annualized Reach	1	0.44 %	1.60 %
Annualized Reach - NAQC	2	0.44 %	0.71 %
Unique Individual Reach	3	-	0.50 %

How Heard About

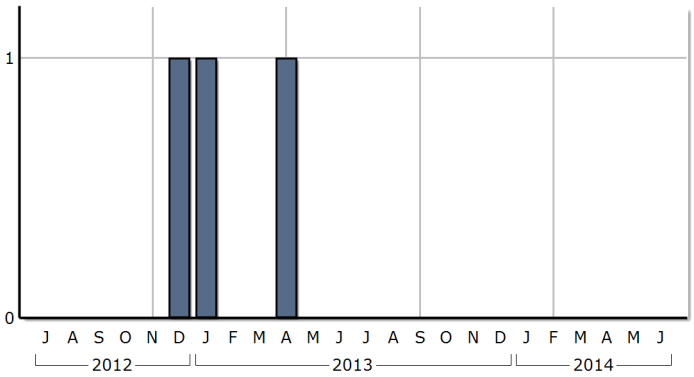
Fax Referral



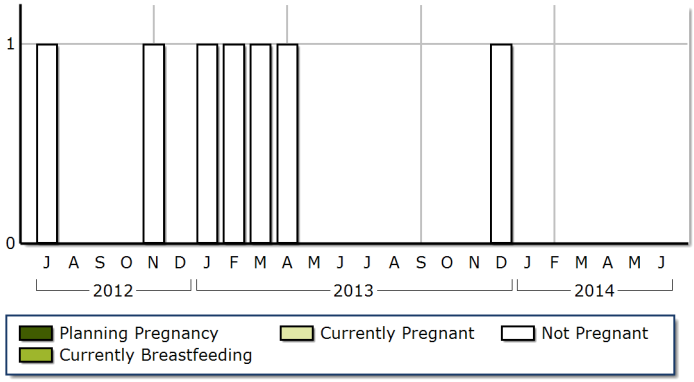
Tobacco User Enrollments By Program Type



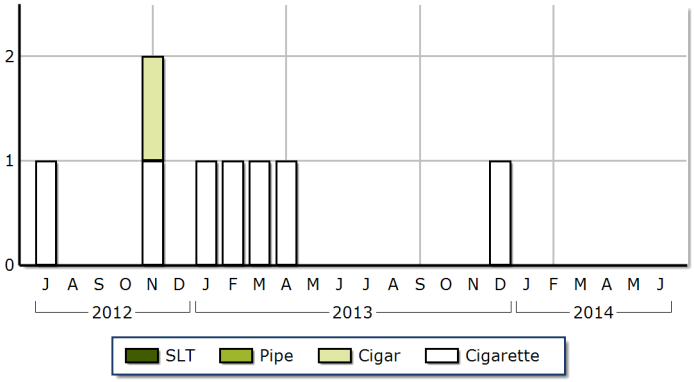
Tobacco Users Receiving NRT



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

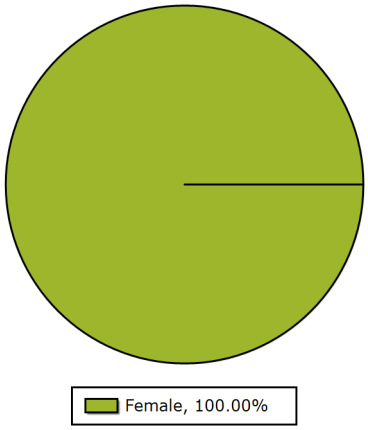

Chart Total N: 1

Tobacco Users By Language

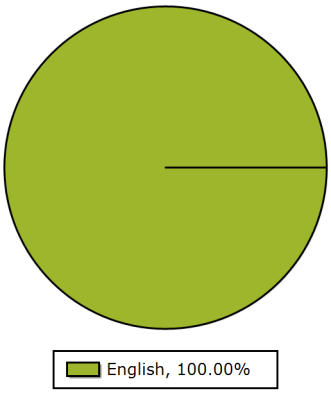

Chart Total N: 1

Tobacco Users By Education

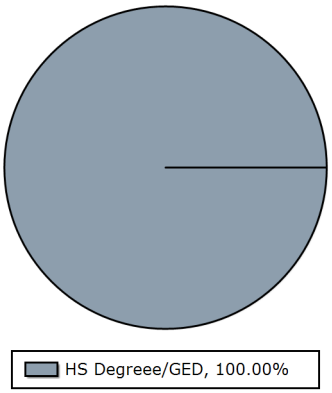

Chart Total N: 1

Tobacco Users By Race

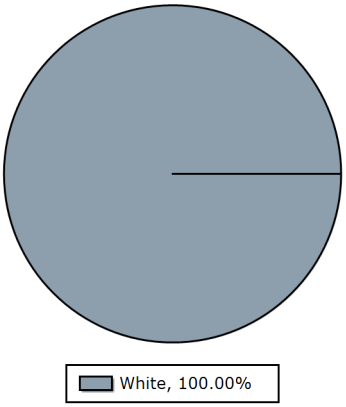

Chart Total N: 1

Tobacco Users By Age

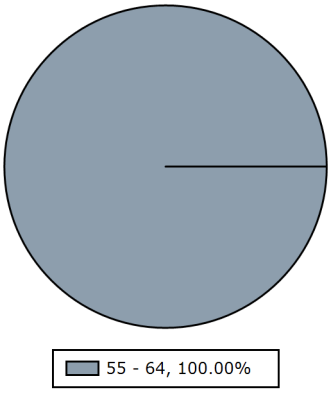

Chart Total N: 1

Tobacco Users By Health Plan

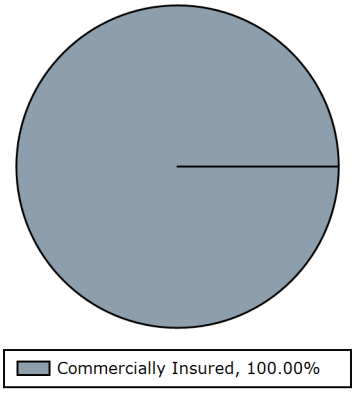

Chart Total N: 1

Tobacco Users By Ethnicity

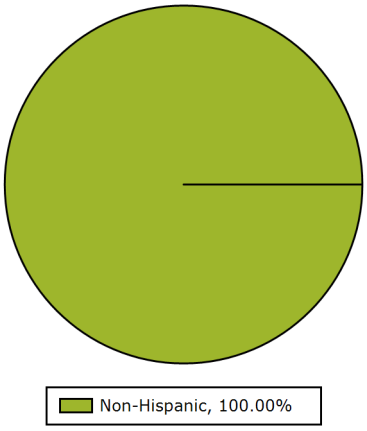

Chart Total N: 1

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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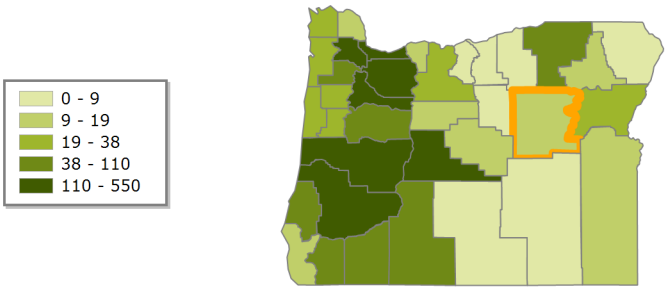
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Grant County

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

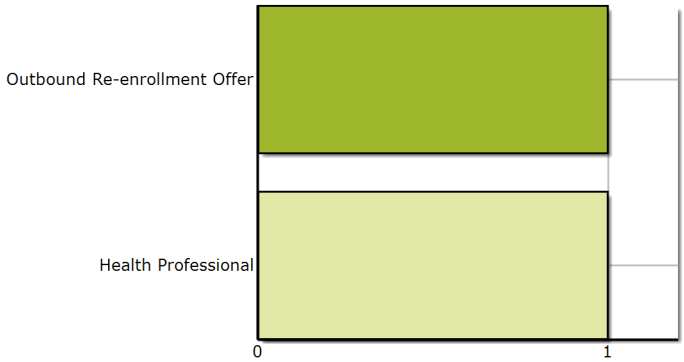
State Tobacco Users Served Contract YTD (Adults)



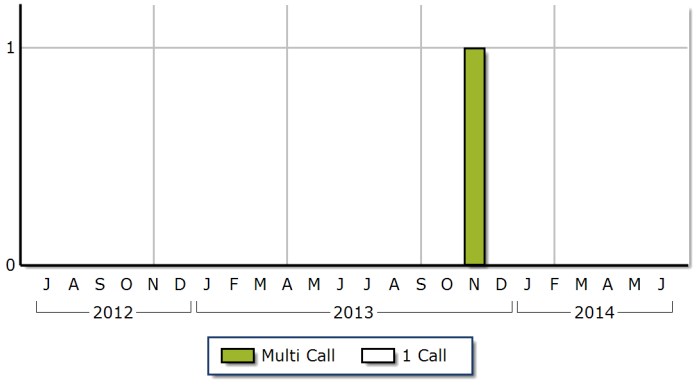
County Population		Prevalence	Tobacco Users
Adult	5,953	24.4 %	1,453 [4]

		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		12	4,032
Unique Tobacco Users YTD	3	5	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.83 %	0.80 %
Reach - NAQC	2	0.62 %	0.36 %
Annualized Reach	1	1.65 %	1.60 %
Annualized Reach - NAQC	2	1.24 %	0.71 %
Unique Individual Reach	3	0.34 %	0.50 %

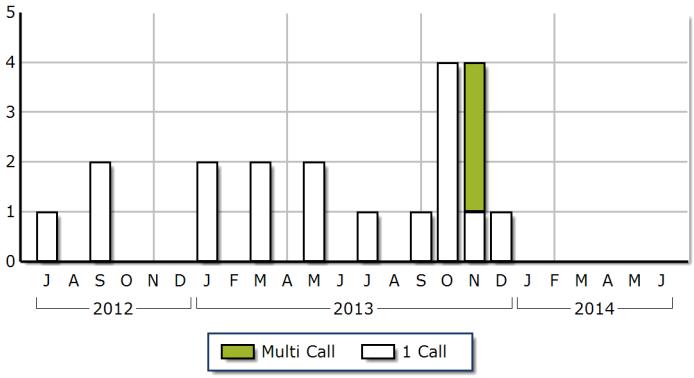
How Heard About



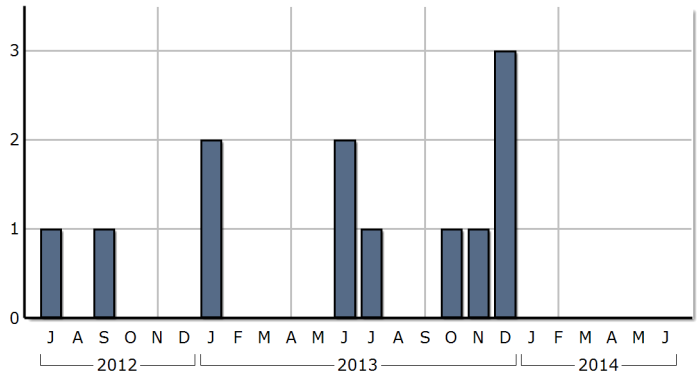
Fax Referral



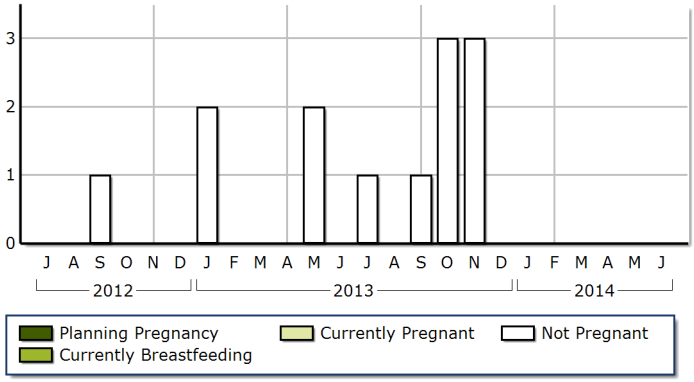
Tobacco User Enrollments By Program Type



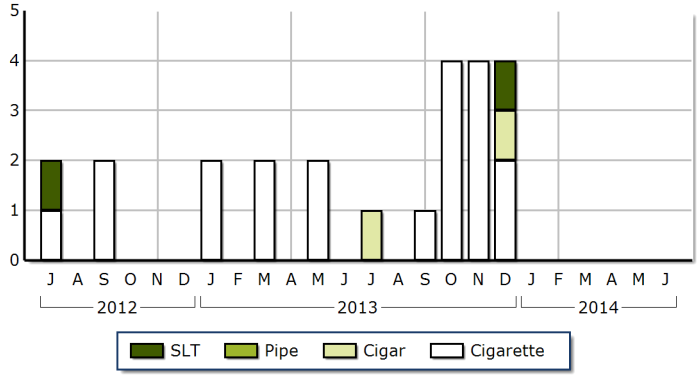
Tobacco Users Receiving NRT



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
Grant County

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

Tobacco Users By Gender

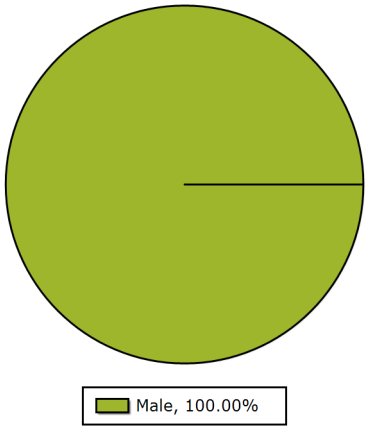

Chart Total N: 2

Tobacco Users By Language

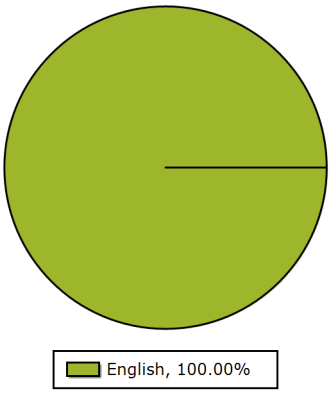

Chart Total N: 2

Tobacco Users By Education

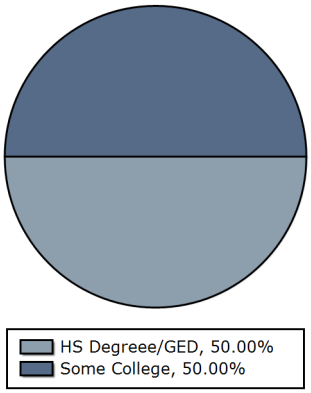

Chart Total N: 2

Tobacco Users By Race

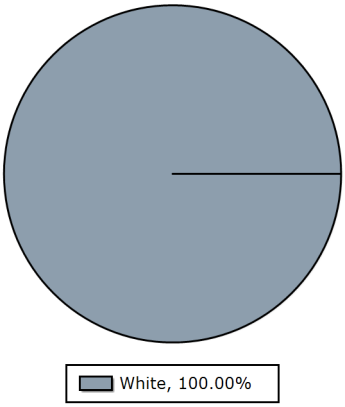

Chart Total N: 2

Tobacco Users By Age

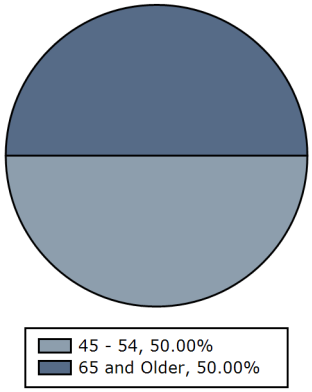

Chart Total N: 2

Tobacco Users By Health Plan

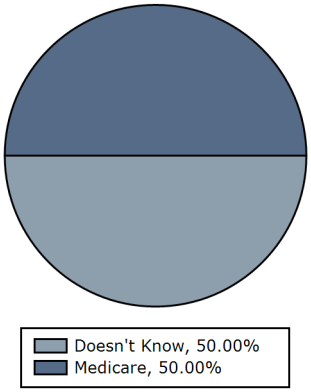

Chart Total N: 2

Tobacco Users By Ethnicity

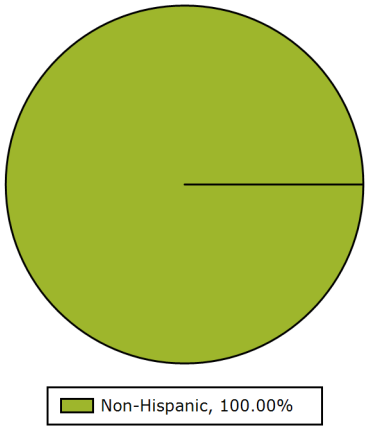

Chart Total N: 2

Tobacco Users By Chronic Condition

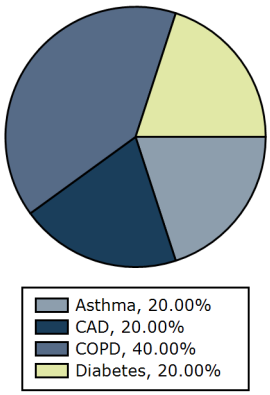

Chart Total N: 5

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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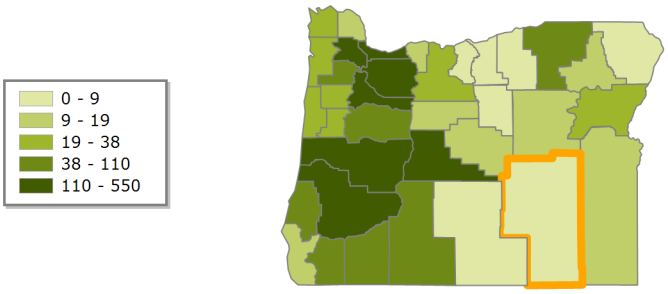
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Harney County

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

State Tobacco Users Served Contract YTD (Adults)

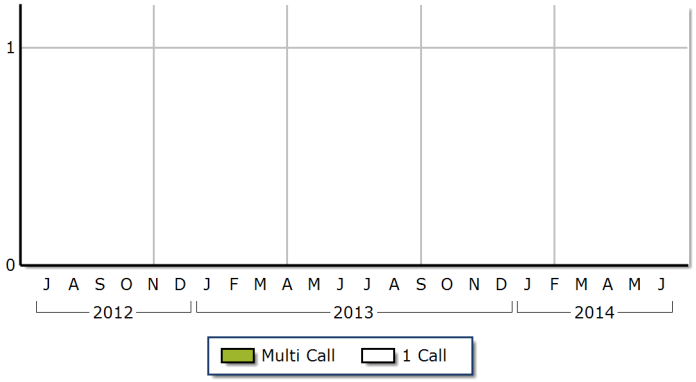


County Population		Prevalence	Tobacco Users
Adult	6,087	14.3 %	870 [4]

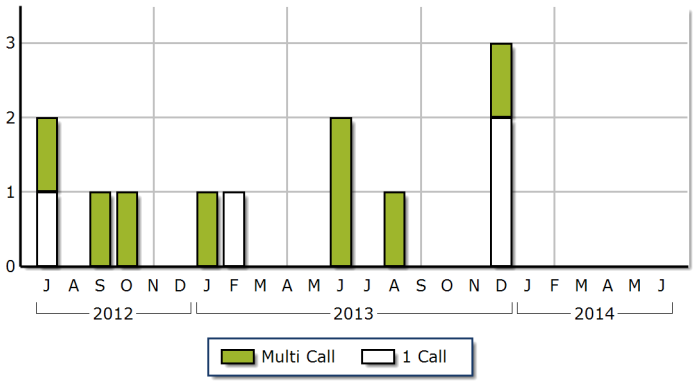
		County	State
Tobacco Users - Last Full Month		4	723
Tobacco Users YTD		5	4,032
Unique Tobacco Users YTD	3	2	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.57 %	0.80 %
Reach - NAQC	2	0.46 %	0.36 %
Annualized Reach	1	1.15 %	1.60 %
Annualized Reach - NAQC	2	0.92 %	0.71 %
Unique Individual Reach	3	0.23 %	0.50 %

How Heard About

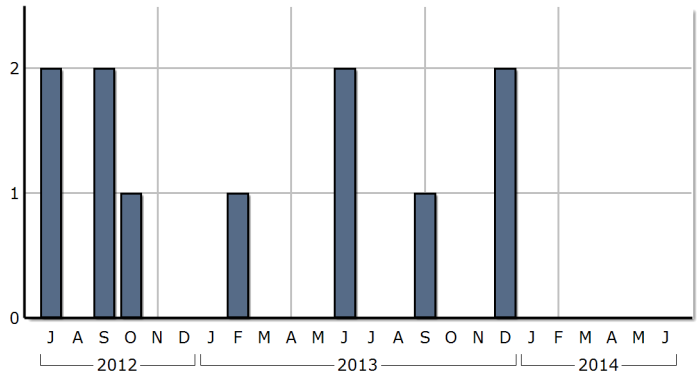
Fax Referral



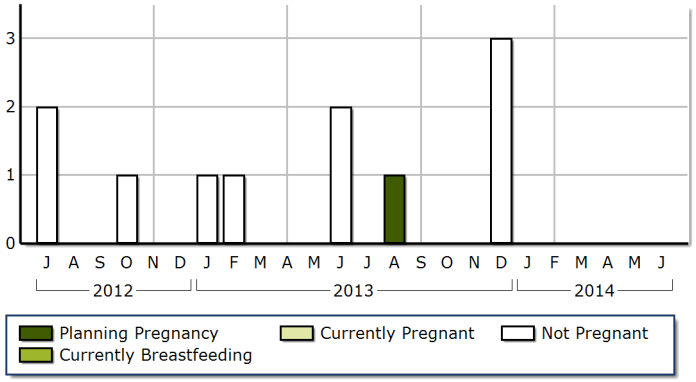
Tobacco User Enrollments By Program Type



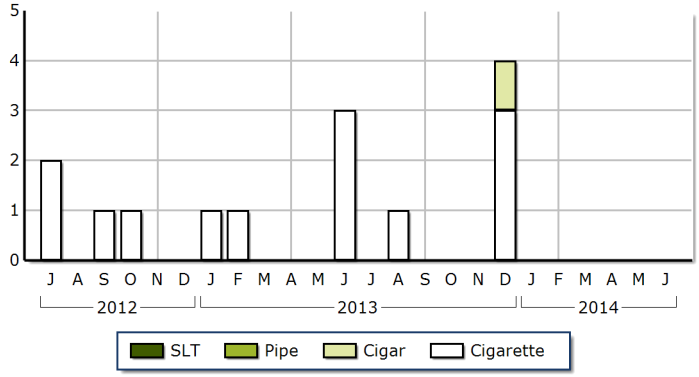
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Harney County

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

Tobacco Users By Gender

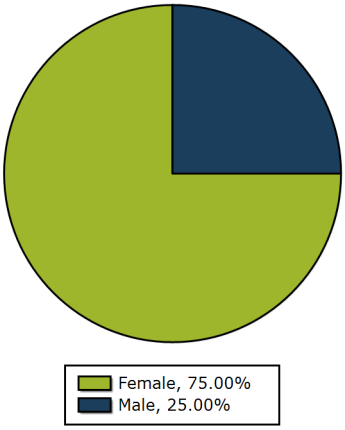

Chart Total N: 4

Tobacco Users By Language

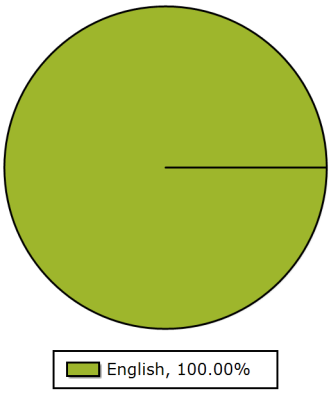

Chart Total N: 4

Tobacco Users By Education

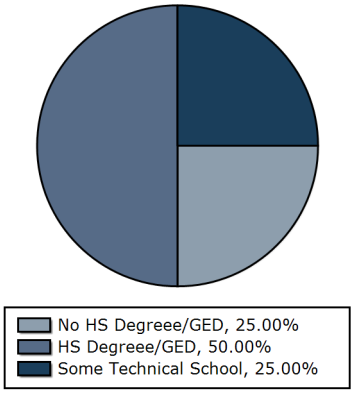

Chart Total N: 4

Tobacco Users By Race

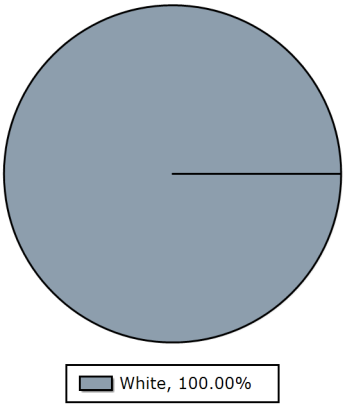

Chart Total N: 4

Tobacco Users By Age

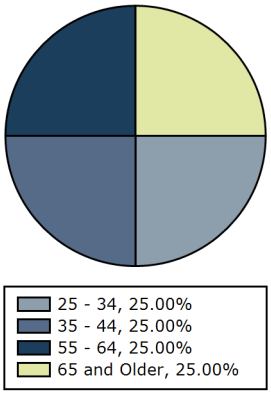

Chart Total N: 4

Tobacco Users By Health Plan

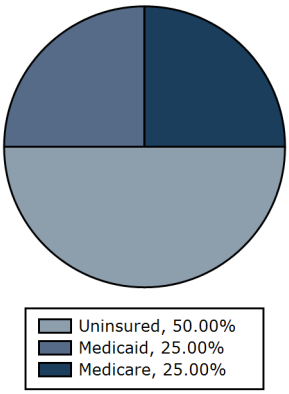

Chart Total N: 4

Tobacco Users By Ethnicity

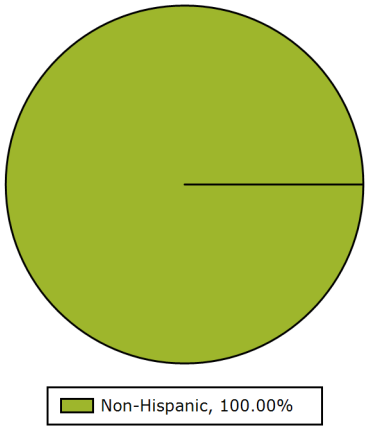

Chart Total N: 4

Tobacco Users By Chronic Condition

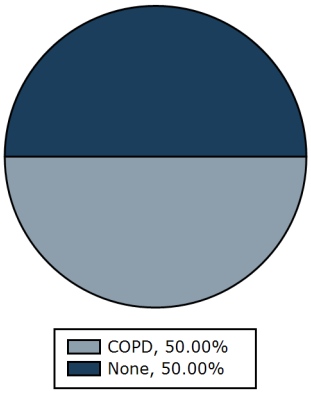

Chart Total N: 4

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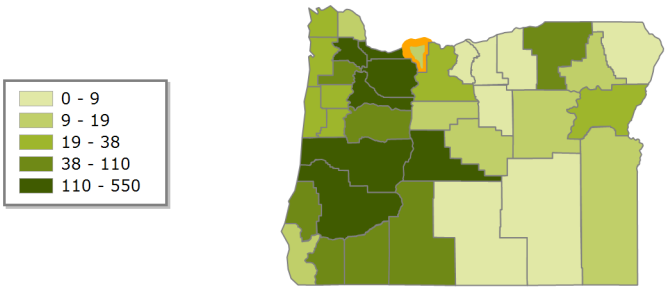
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Hood River County

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

State Tobacco Users Served Contract YTD (Adults)

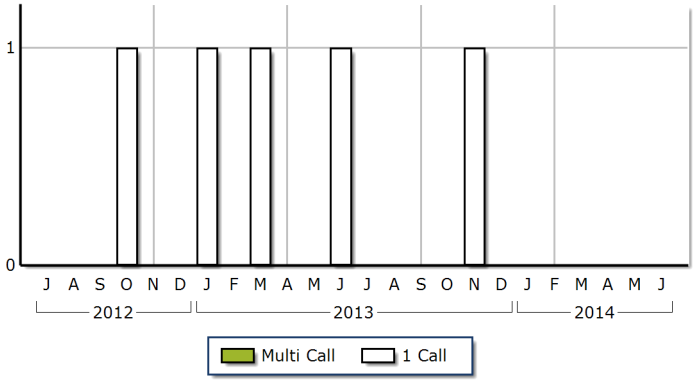


County Population		Prevalence	Tobacco Users
Adult	16,229	8.6 %	1,396 [4]

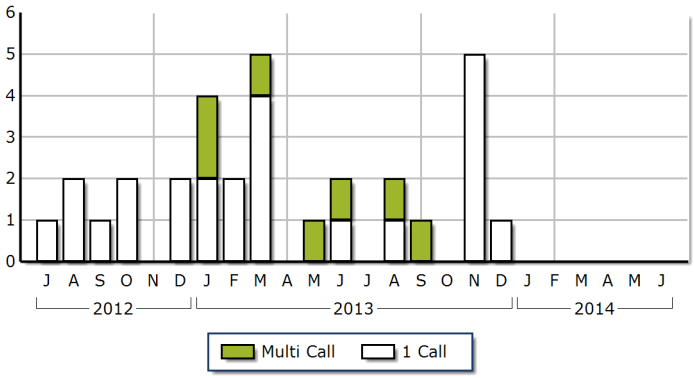
		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		10	4,032
Unique Tobacco Users YTD	[3]	7	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.72 %	0.80 %
Reach - NAQC	[2]	0.36 %	0.36 %
Annualized Reach	[1]	1.43 %	1.60 %
Annualized Reach - NAQC	[2]	0.72 %	0.71 %
Unique Individual Reach	[3]	0.50 %	0.50 %

How Heard About

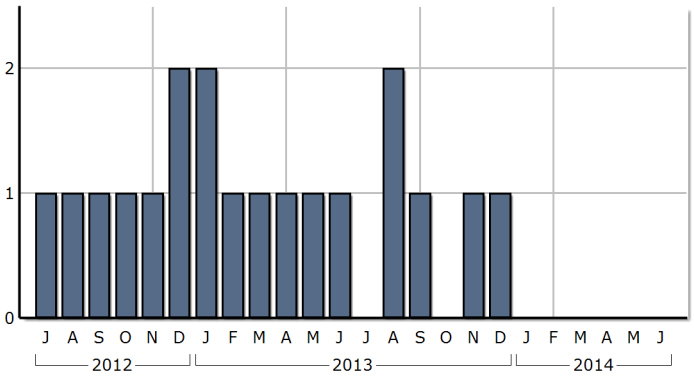
Fax Referral



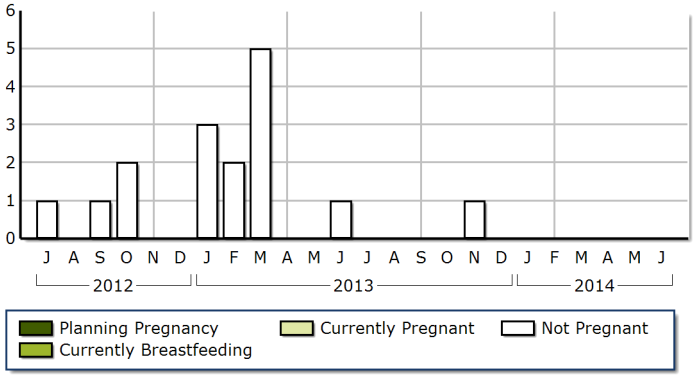
Tobacco User Enrollments By Program Type



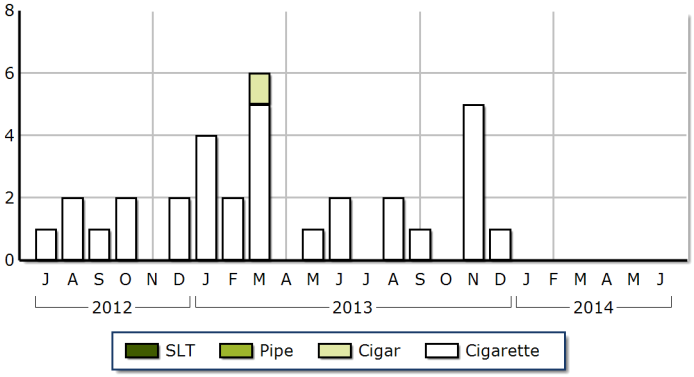
Tobacco Users Receiving NRT



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

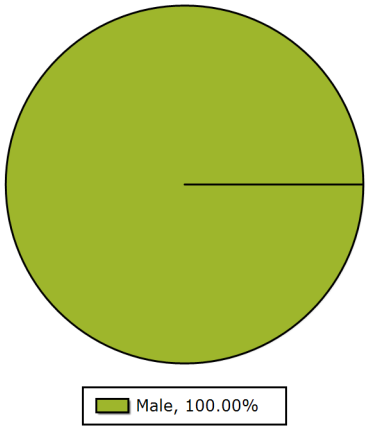

Chart Total N: 1

Tobacco Users By Language

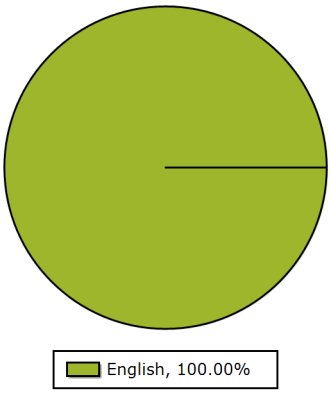

Chart Total N: 1

Tobacco Users By Education

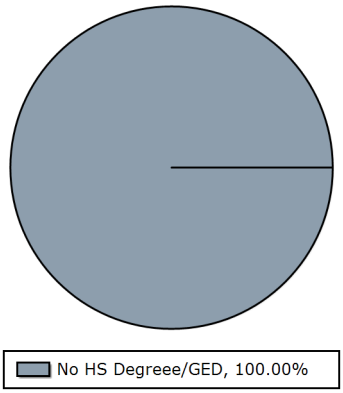

Chart Total N: 1

Tobacco Users By Race

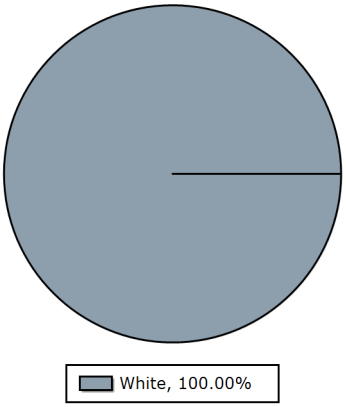

Chart Total N: 1

Tobacco Users By Age

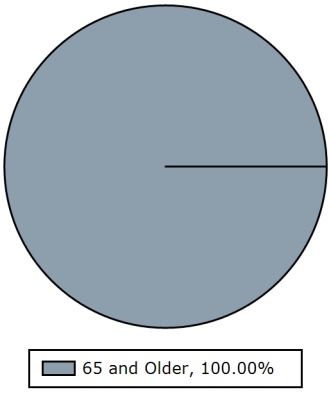

Chart Total N: 1

Tobacco Users By Health Plan

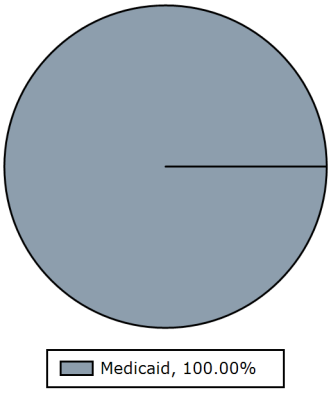

Chart Total N: 1

Tobacco Users By Ethnicity

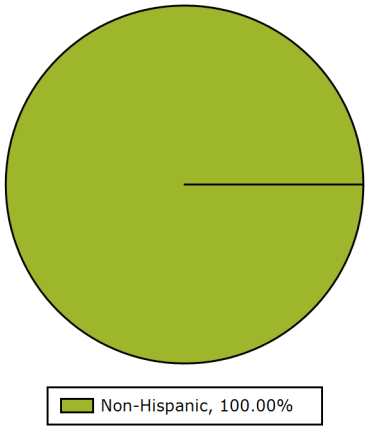

Chart Total N: 1

Tobacco Users By Chronic Condition

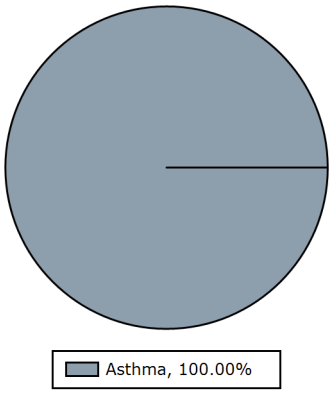

Chart Total N: 1

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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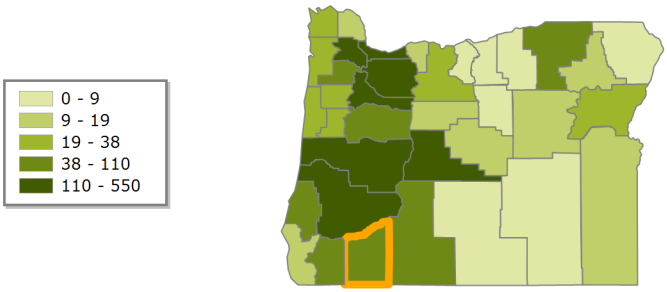
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jackson County

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

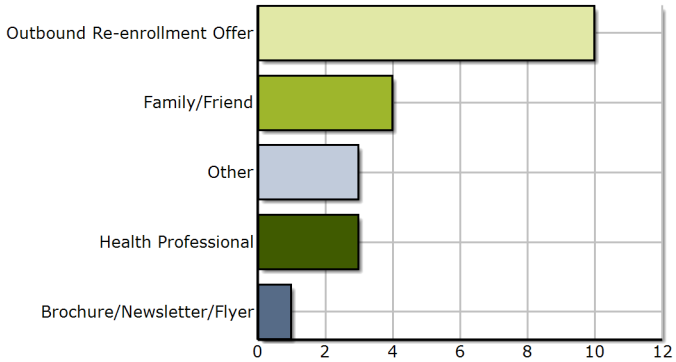
State Tobacco Users Served Contract YTD (Adults)



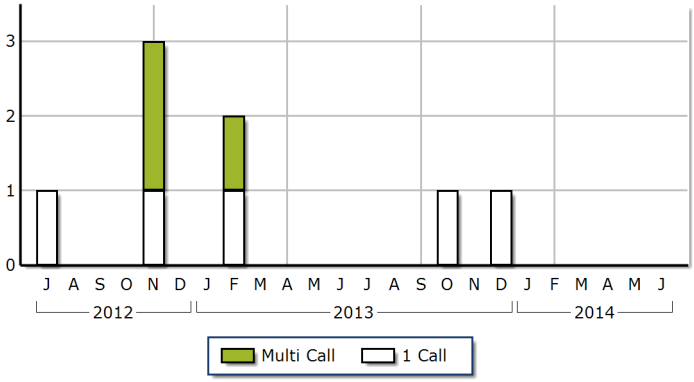
County Population		Prevalence	Tobacco Users
Adult	160,716	21.9 %	35,197 [4]

		County	State
Tobacco Users - Last Full Month		24	723
Tobacco Users YTD		121	4,032
Unique Tobacco Users YTD	[3]	66	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.34 %	0.80 %
Reach - NAQC	[2]	0.23 %	0.36 %
Annualized Reach	[1]	0.69 %	1.60 %
Annualized Reach - NAQC	[2]	0.45 %	0.71 %
Unique Individual Reach	[3]	0.19 %	0.50 %

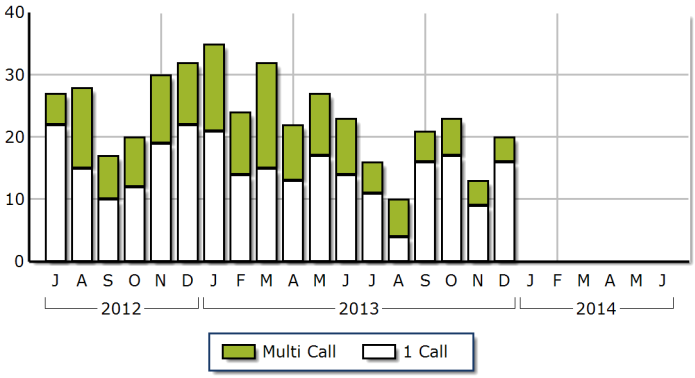
How Heard About



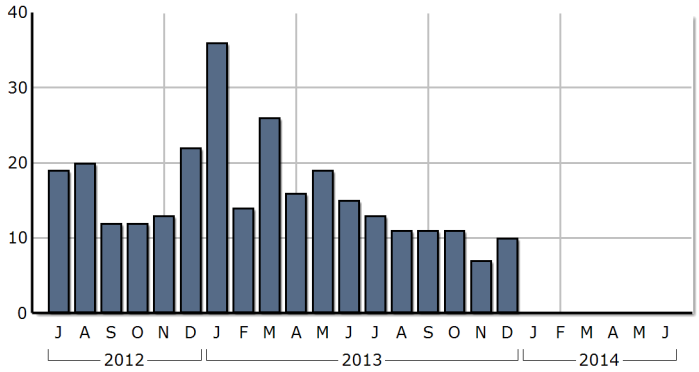
Fax Referral



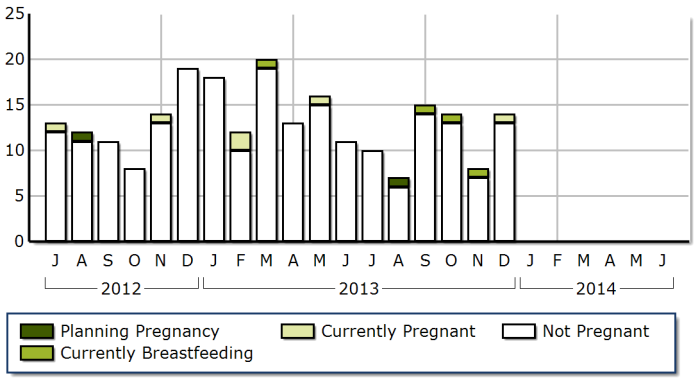
Tobacco User Enrollments By Program Type



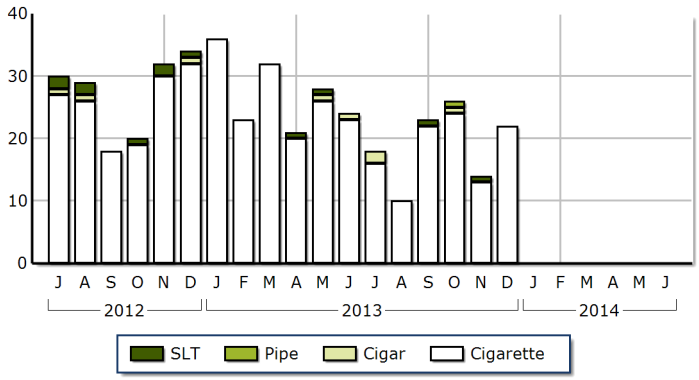
Tobacco Users Receiving NRT



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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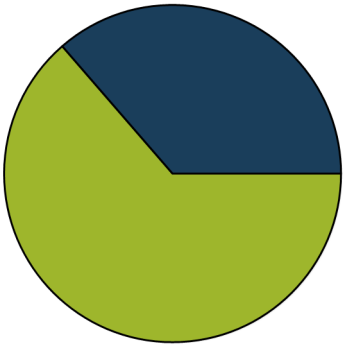
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jackson County

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

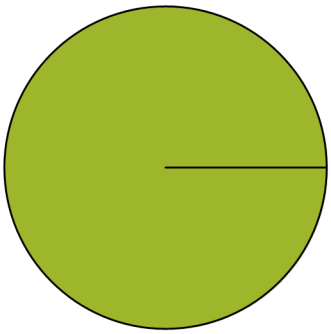
Tobacco Users By Gender



Female, 63.64%
Male, 36.36%

Chart Total N: 22

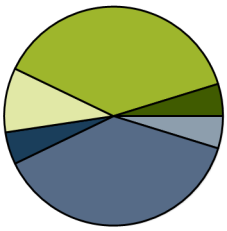
Tobacco Users By Language



English, 100.00%

Chart Total N: 22

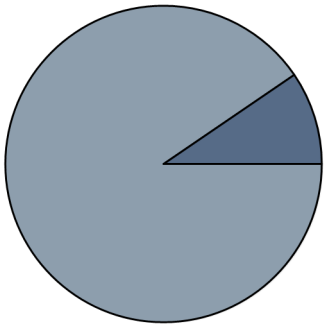
Tobacco Users By Education



No HS Degreee/GED, 4.76%
HS Degreee/GED, 38.10%
Some Technical School, 4.76%
Technical Degree, 9.52%
Some College, 38.10%
College Degree, 4.76%

Chart Total N: 21

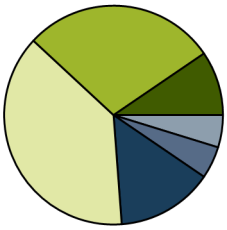
Tobacco Users By Race



White, 90.48%
American Indian/Alaskan Native, 9.52%

Chart Total N: 21

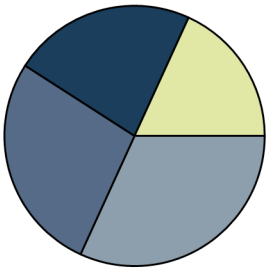
Tobacco Users By Age



18 - 24, 4.76%
25 - 34, 4.76%
35 - 44, 14.29%
45 - 54, 38.10%
55 - 64, 28.57%
65 and Older, 9.52%

Chart Total N: 21

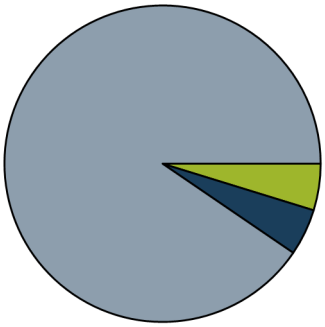
Tobacco Users By Health Plan



Medicare, 31.82%
Medicaid, 27.27%
Uninsured, 22.73%
Commercially Insured, 18.18%

Chart Total N: 22

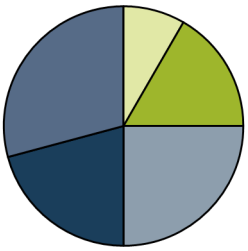
Tobacco Users By Ethnicity



Does Not Know, 4.76%
Hispanic, 4.76%
Non-Hispanic, 90.48%

Chart Total N: 21

Tobacco Users By Chronic Condition



Asthma, 25.00%
CAD, 20.83%
COPD, 29.17%
Diabetes, 8.33%
None, 16.67%

Chart Total N: 24

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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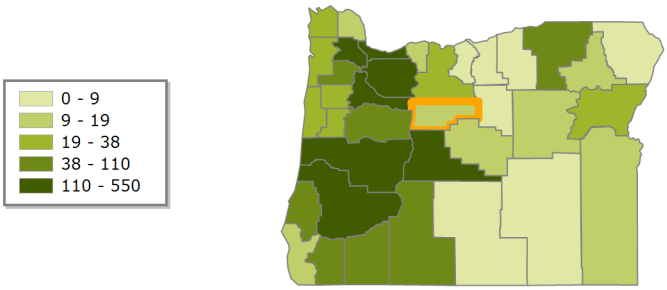
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Jefferson County

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

State Tobacco Users Served Contract YTD (Adults)

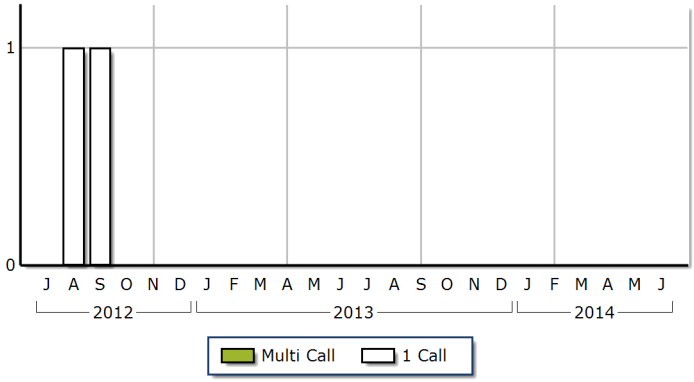


County Population		Prevalence	Tobacco Users
Adult	16,594	15.9 %	2,638 [4]

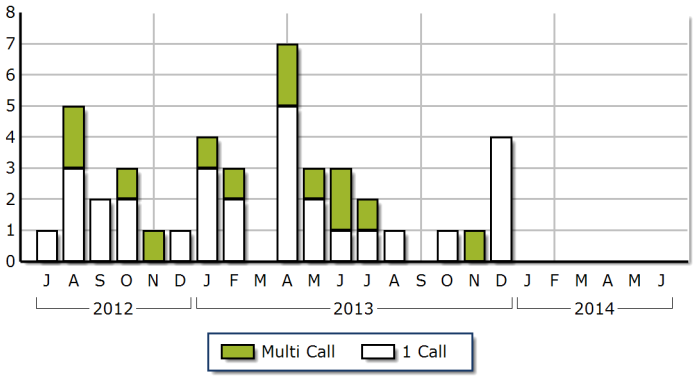
		County	State
Tobacco Users - Last Full Month		4	723
Tobacco Users YTD		9	4,032
Unique Tobacco Users YTD	[3]	6	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.34 %	0.80 %
Reach - NAQC	[2]	0.19 %	0.36 %
Annualized Reach	[1]	0.68 %	1.60 %
Annualized Reach - NAQC	[2]	0.38 %	0.71 %
Unique Individual Reach	[3]	0.23 %	0.50 %

How Heard About

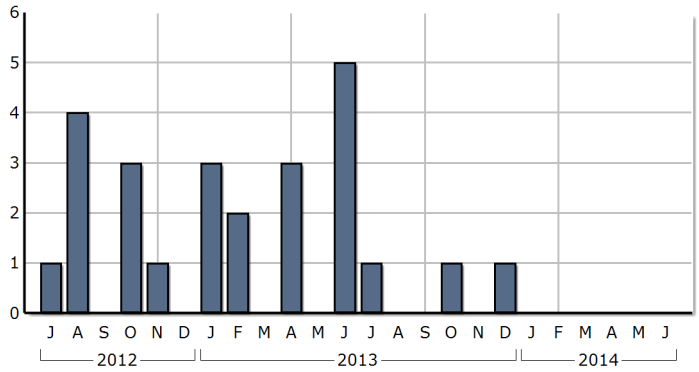
Fax Referral



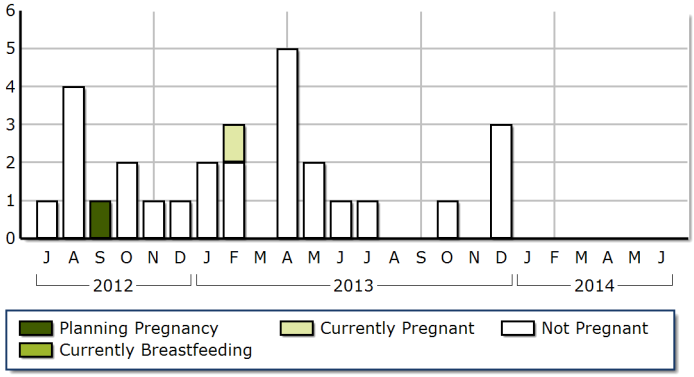
Tobacco User Enrollments By Program Type



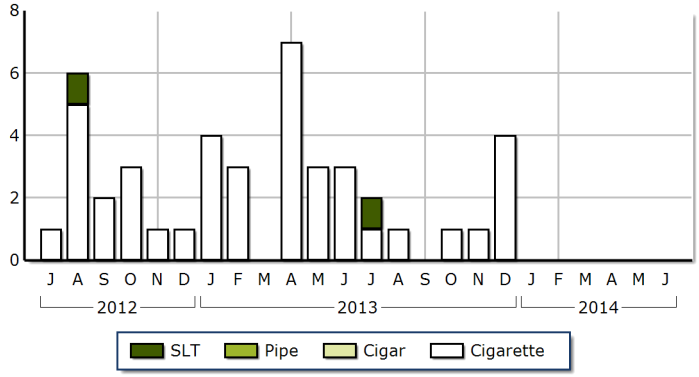
Tobacco Users Receiving NRT



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
Jefferson County

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

Tobacco Users By Gender

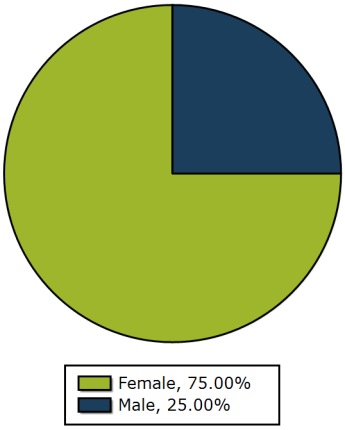

Chart Total N: 4

Tobacco Users By Language

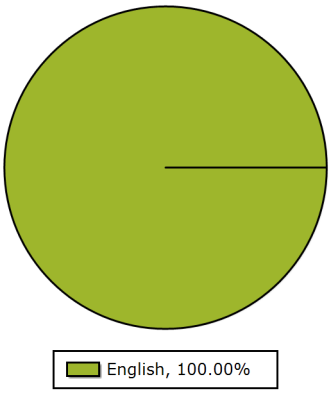

Chart Total N: 4

Tobacco Users By Education

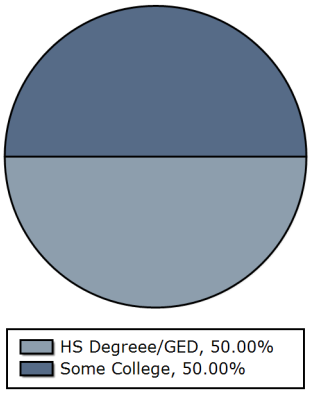

Chart Total N: 4

Tobacco Users By Race

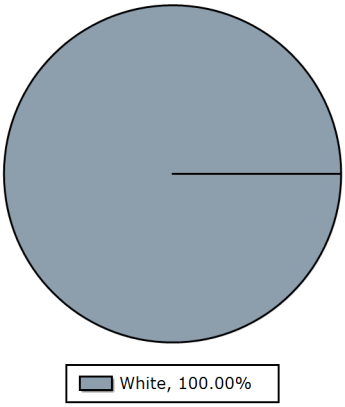

Chart Total N: 4

Tobacco Users By Age

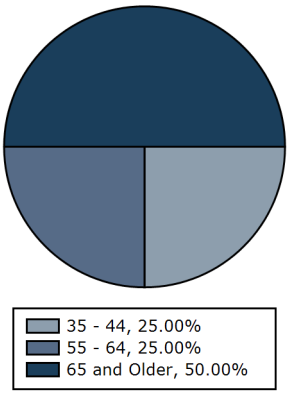

Chart Total N: 4

Tobacco Users By Health Plan

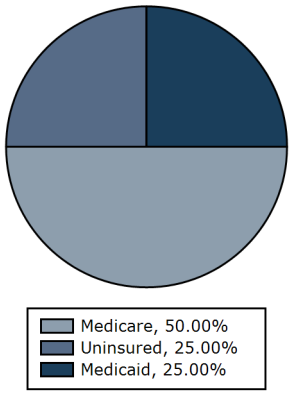

Chart Total N: 4

Tobacco Users By Ethnicity

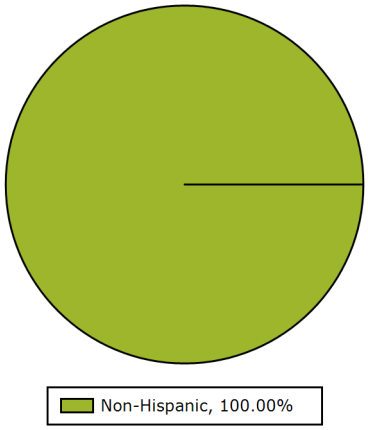

Chart Total N: 4

Tobacco Users By Chronic Condition

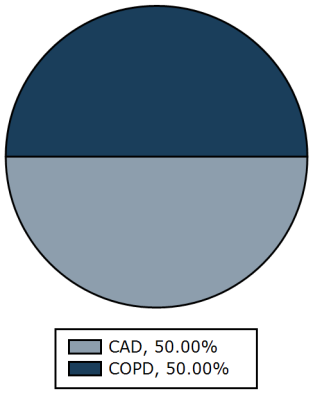

Chart Total N: 4

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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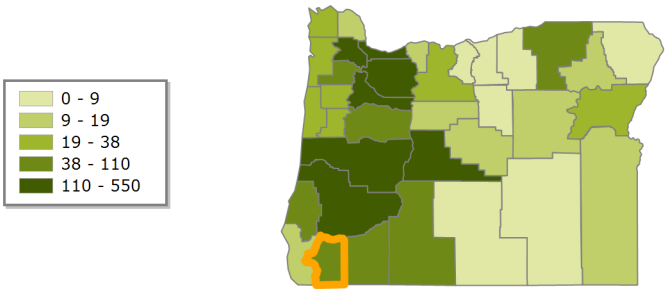
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Josephine County

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

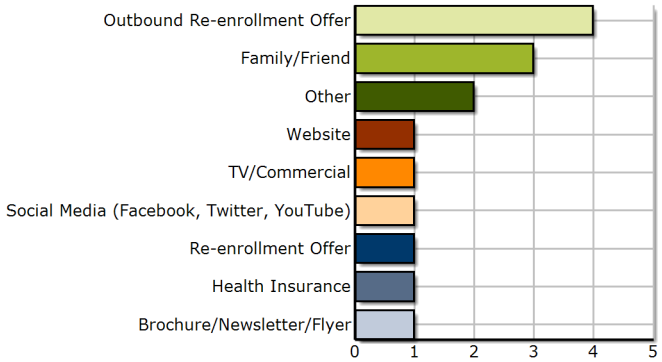
State Tobacco Users Served Contract YTD (Adults)



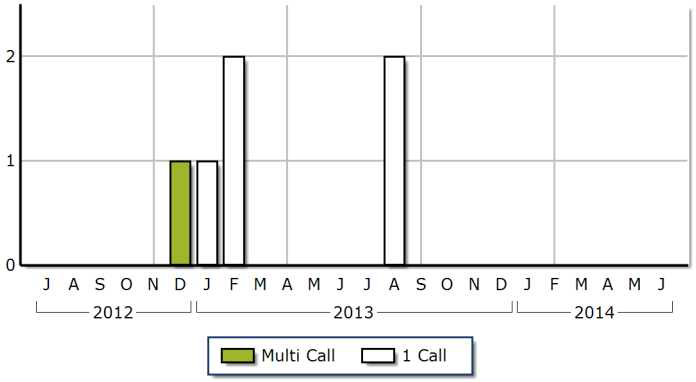
County Population		Prevalence	Tobacco Users
Adult	66,678	25.0 %	16,670 [4]

		County	State
Tobacco Users - Last Full Month		15	723
Tobacco Users YTD		74	4,032
Unique Tobacco Users YTD	[3]	40	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.44 %	0.80 %
Reach - NAQC	[2]	0.35 %	0.36 %
Annualized Reach	[1]	0.89 %	1.60 %
Annualized Reach - NAQC	[2]	0.71 %	0.71 %
Unique Individual Reach	[3]	0.24 %	0.50 %

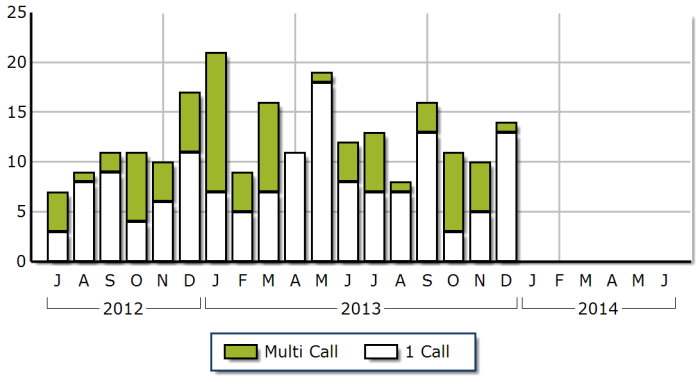
How Heard About



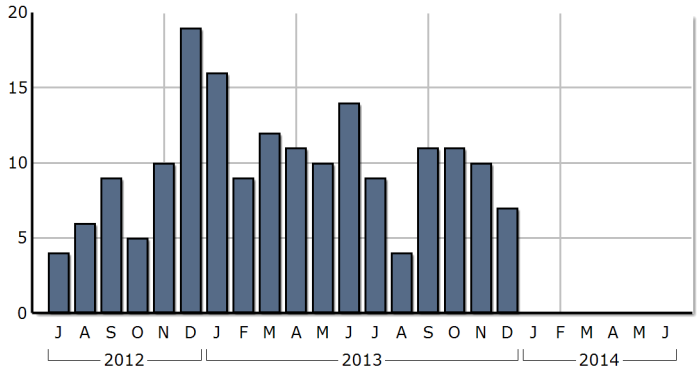
Fax Referral



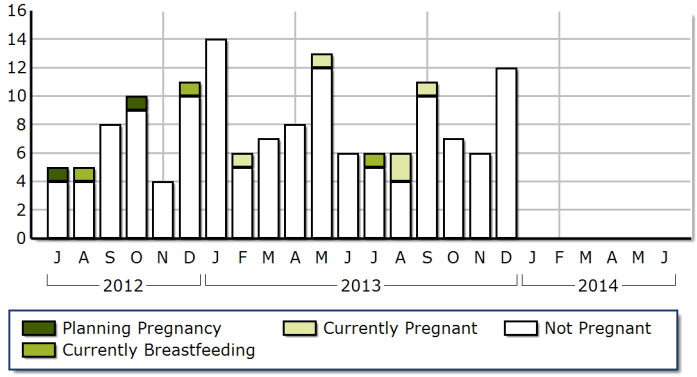
Tobacco User Enrollments By Program Type



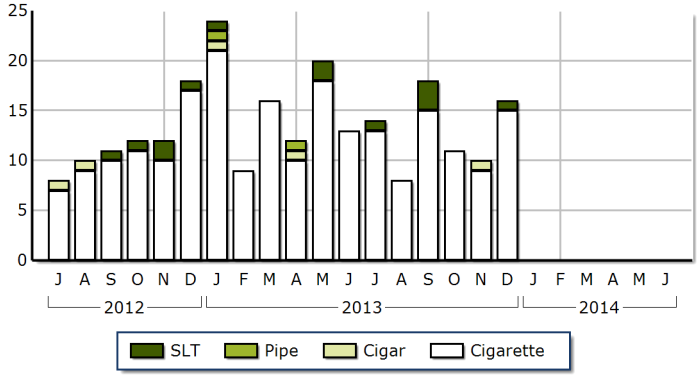
Tobacco Users Receiving NRT



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
Josephine County
From 1/1/2014 through 1/31/2014

Tobacco Users By Gender

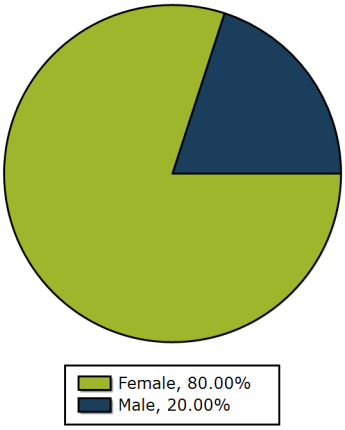


Chart Total N: 15

Tobacco Users By Language

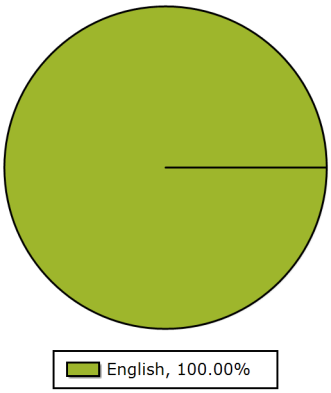
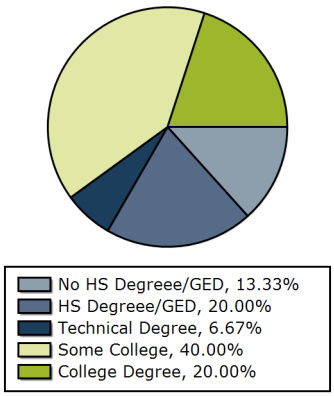


Chart Total N: 15

Tobacco Users By Education



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Tobacco Users By Race

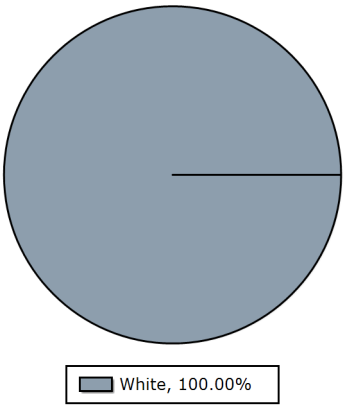

Chart Total N: 15

Tobacco Users By Age

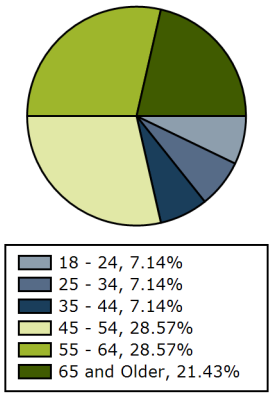

Chart Total N: 14

Tobacco Users By Health Plan

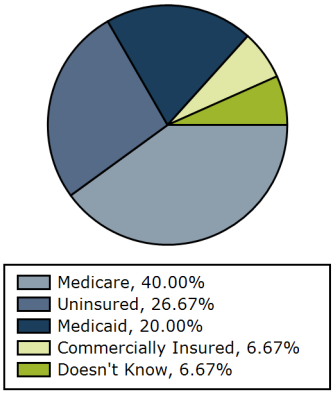

Chart Total N: 15

Tobacco Users By Ethnicity

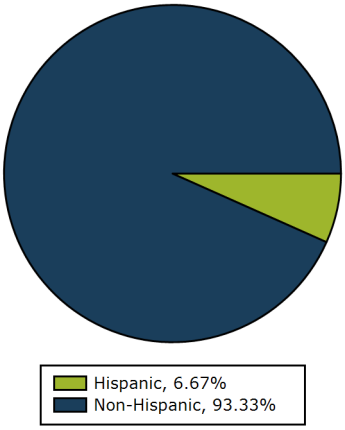

Chart Total N: 15

Tobacco Users By Chronic Condition

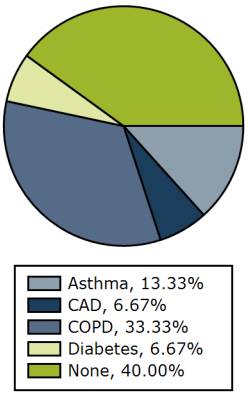

Chart Total N: 15

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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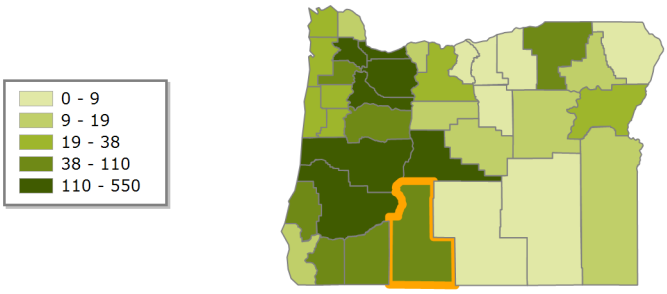
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Klamath County

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

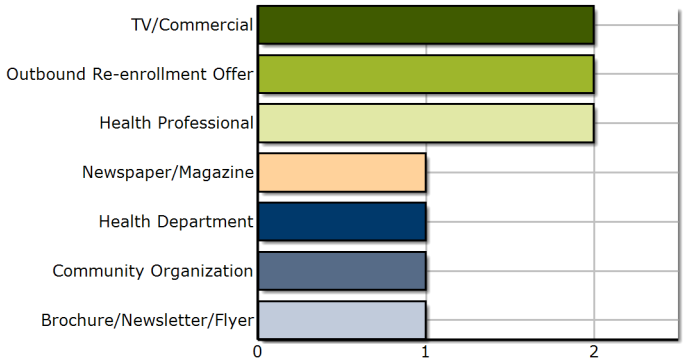
State Tobacco Users Served Contract YTD (Adults)



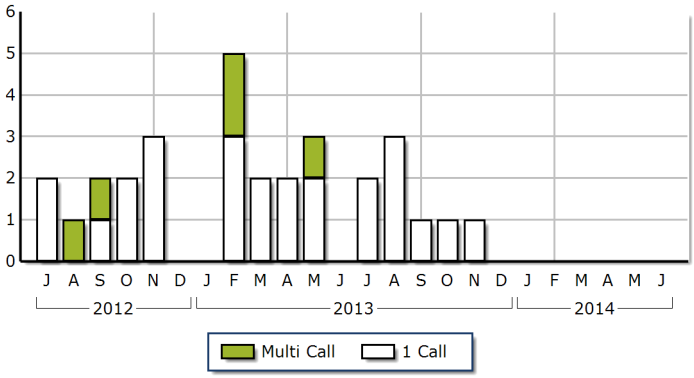
County Population		Prevalence	Tobacco Users
Adult	50,494	22.0 %	11,109 [4]

		County	State
Tobacco Users - Last Full Month		11	723
Tobacco Users YTD		77	4,032
Unique Tobacco Users YTD	[3]	50	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.69 %	0.80 %
Reach - NAQC	[2]	0.46 %	0.36 %
Annualized Reach	[1]	1.39 %	1.60 %
Annualized Reach - NAQC	[2]	0.92 %	0.71 %
Unique Individual Reach	[3]	0.45 %	0.50 %

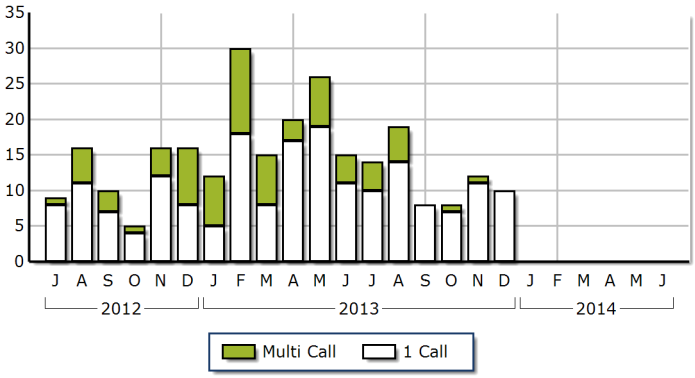
How Heard About



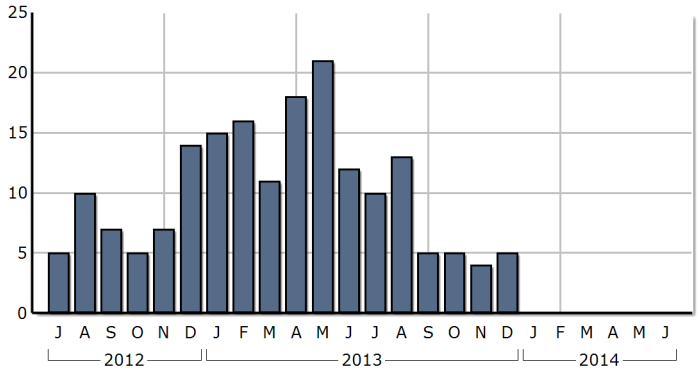
Fax Referral



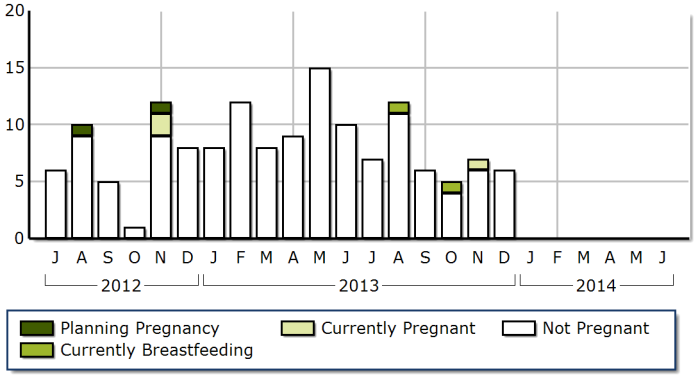
Tobacco User Enrollments By Program Type



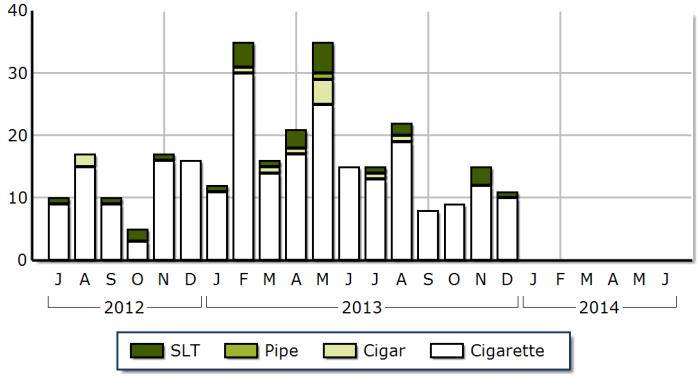
Tobacco Users Receiving NRT



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
Klamath County

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

Tobacco Users By Gender

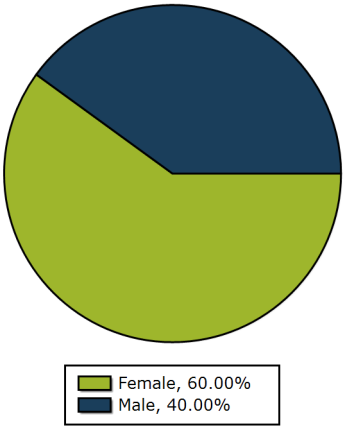

Chart Total N: 10

Tobacco Users By Language

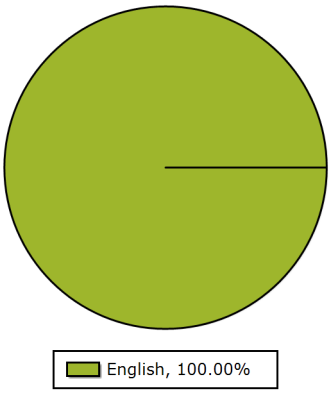

Chart Total N: 10

Tobacco Users By Education

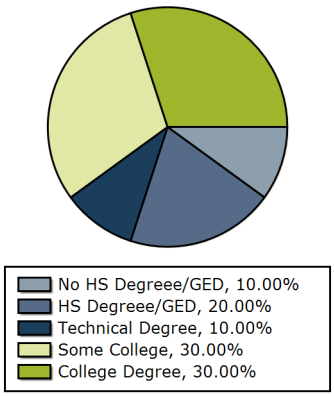

Chart Total N: 10

Tobacco Users By Race

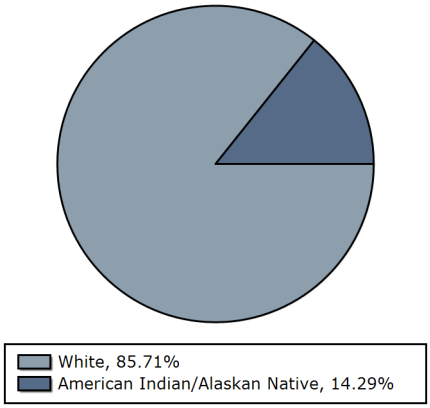

Chart Total N: 7

Tobacco Users By Age

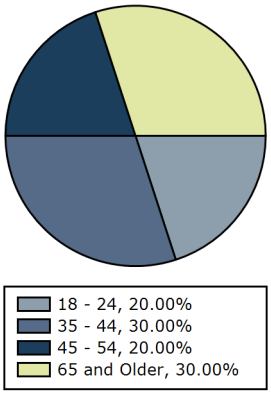

Chart Total N: 10

Tobacco Users By Health Plan

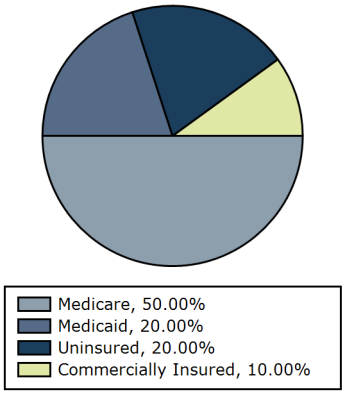

Chart Total N: 10

Tobacco Users By Ethnicity

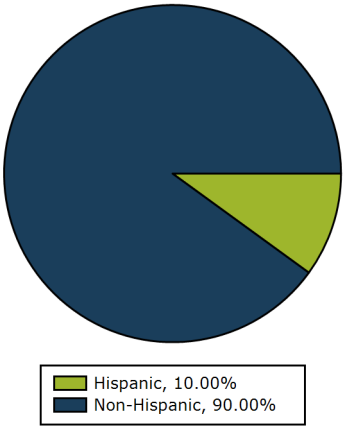

Chart Total N: 10

Tobacco Users By Chronic Condition

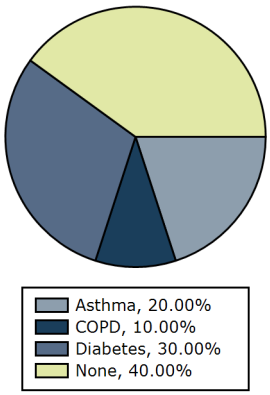

Chart Total N: 10

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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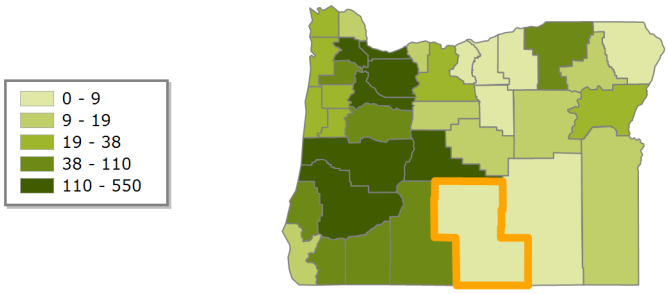
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lake County

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

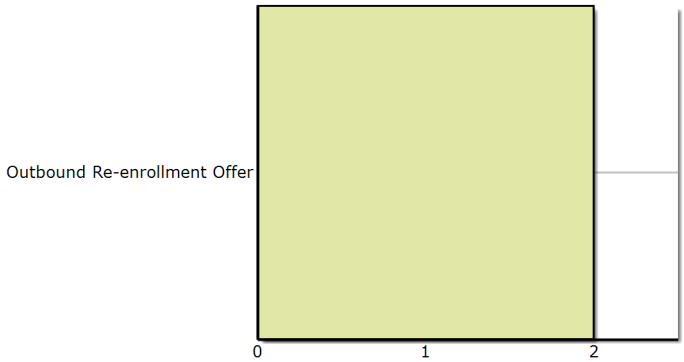
State Tobacco Users Served Contract YTD (Adults)



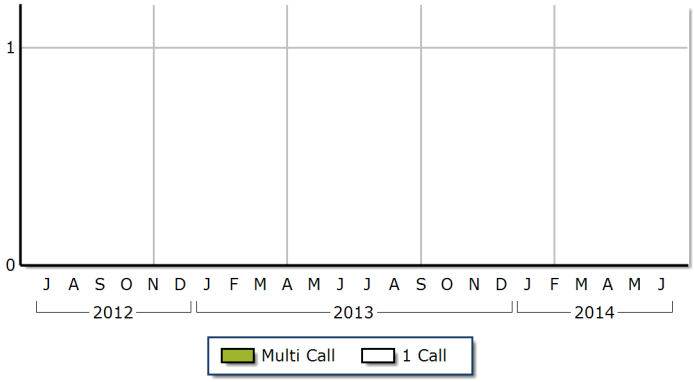
County Population		Prevalence	Tobacco Users
Adult	6,068	19.9 %	1,208 [4]

		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		3	4,032
Unique Tobacco Users YTD	[3]	1	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.25 %	0.80 %
Reach - NAQC	[2]	0.08 %	0.36 %
Annualized Reach	[1]	0.50 %	1.60 %
Annualized Reach - NAQC	[2]	0.17 %	0.71 %
Unique Individual Reach	[3]	0.08 %	0.50 %

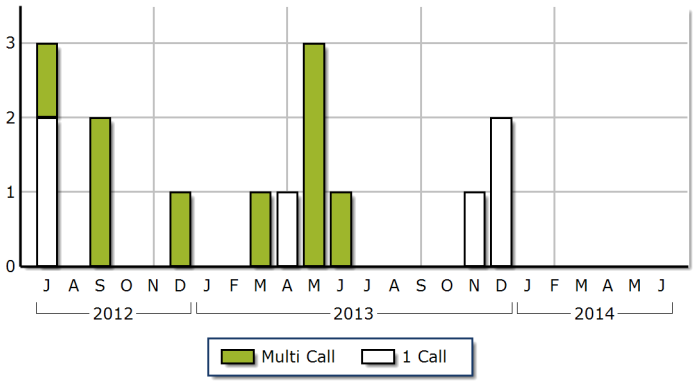
How Heard About



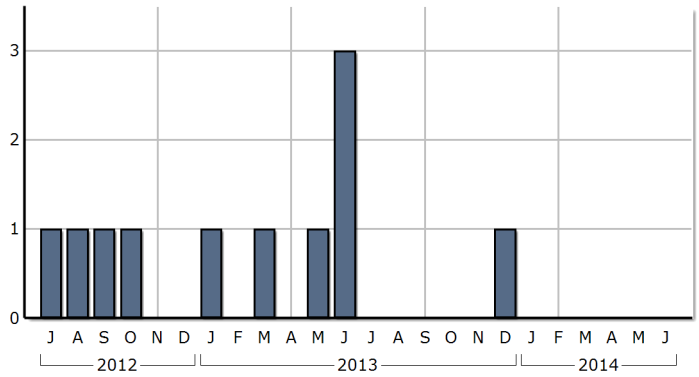
Fax Referral



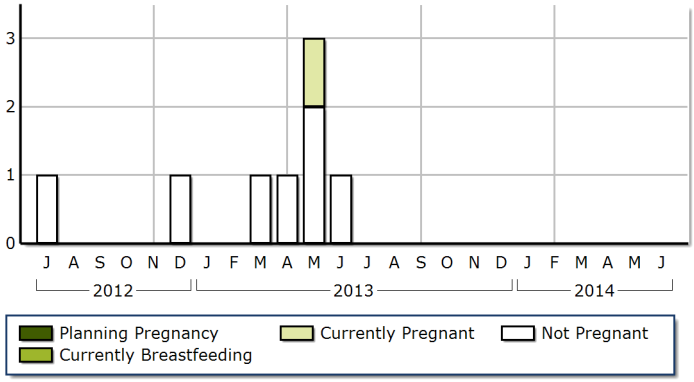
Tobacco User Enrollments By Program Type



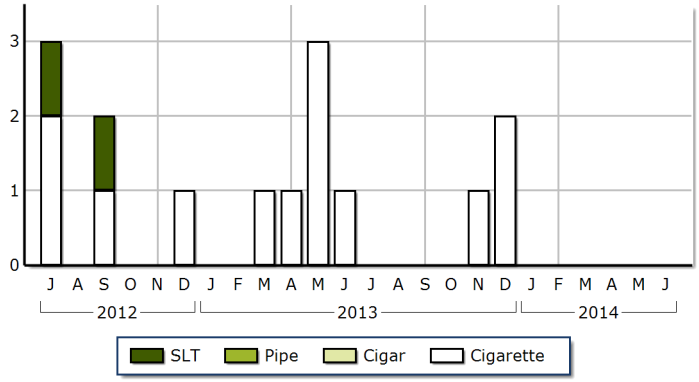
Tobacco Users Receiving NRT



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

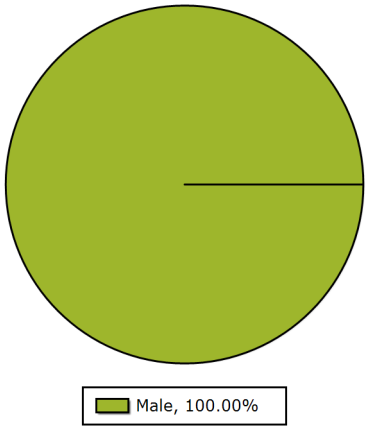

Chart Total N: 2

Tobacco Users By Language

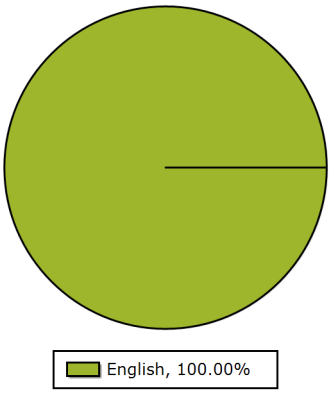

Chart Total N: 2

Tobacco Users By Education

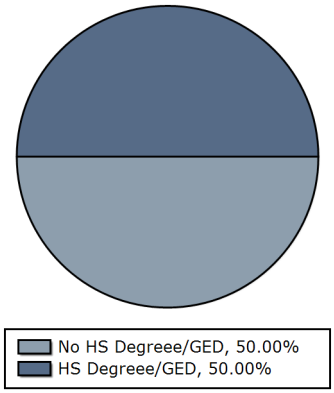

Chart Total N: 2

Tobacco Users By Race

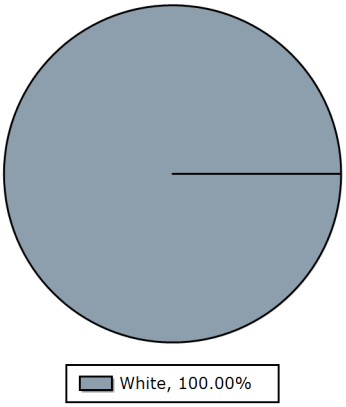

Chart Total N: 2

Tobacco Users By Age

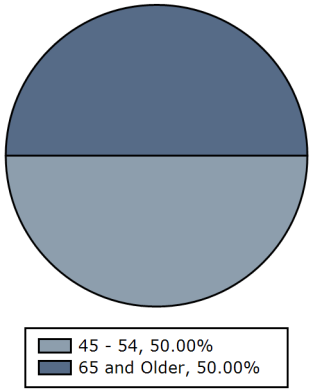

Chart Total N: 2

Tobacco Users By Health Plan

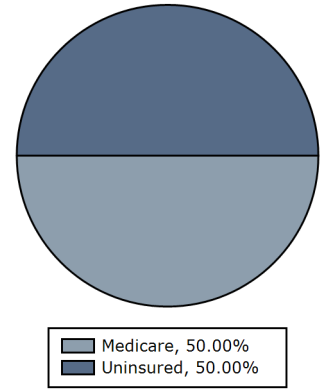

Chart Total N: 2

Tobacco Users By Ethnicity

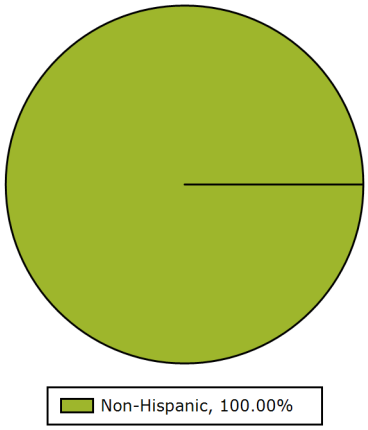

Chart Total N: 2

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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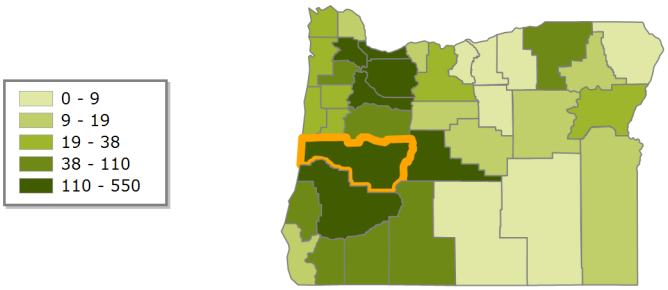
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lane County

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

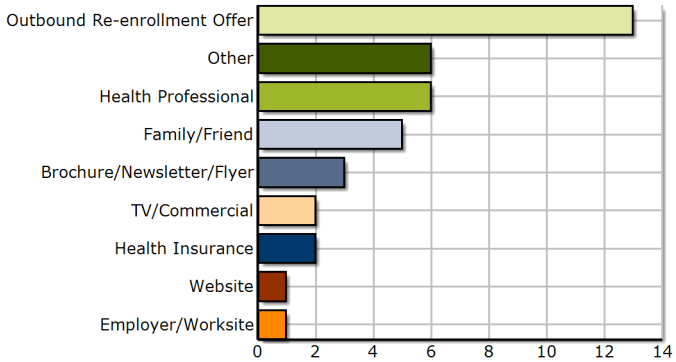
State Tobacco Users Served Contract YTD (Adults)



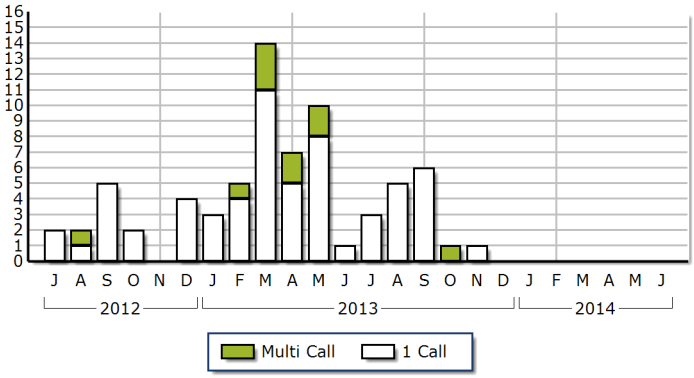
County Population		Prevalence	Tobacco Users
Adult	274,412	18.4 %	50,492 [4]

		County	State
Tobacco Users - Last Full Month		51	723
Tobacco Users YTD		293	4,032
Unique Tobacco Users YTD	[3]	167	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.58 %	0.80 %
Reach - NAQC	[2]	0.44 %	0.36 %
Annualized Reach	[1]	1.16 %	1.60 %
Annualized Reach - NAQC	[2]	0.87 %	0.71 %
Unique Individual Reach	[3]	0.33 %	0.50 %

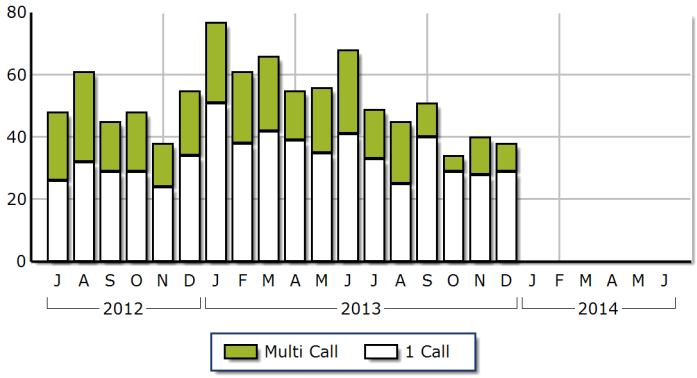
How Heard About



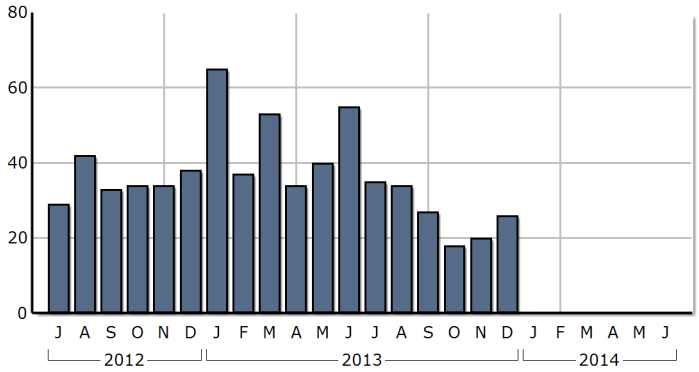
Fax Referral



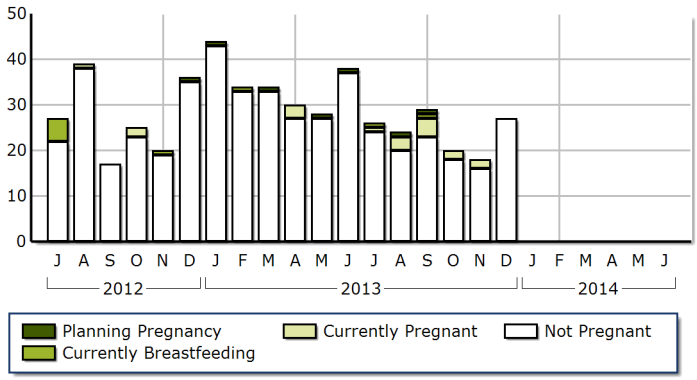
Tobacco User Enrollments By Program Type



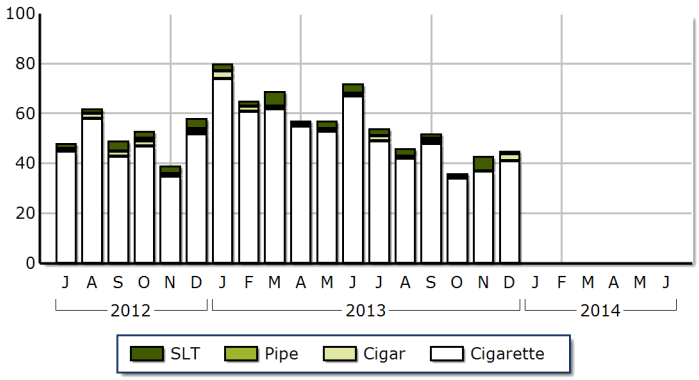
Tobacco Users Receiving NRT



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
Lane County

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

Tobacco Users By Gender

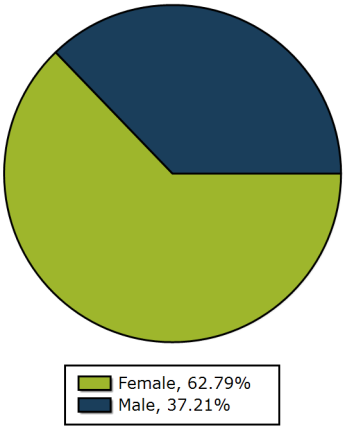

Chart Total N: 43

Tobacco Users By Language

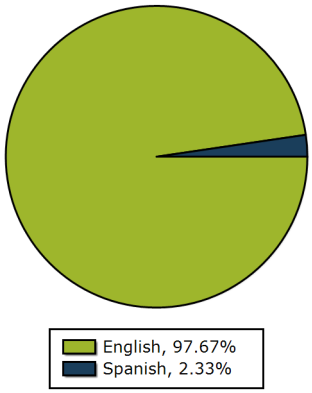

Chart Total N: 43

Tobacco Users By Education

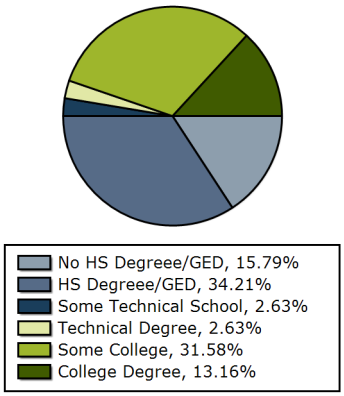

Chart Total N: 38

Tobacco Users By Race

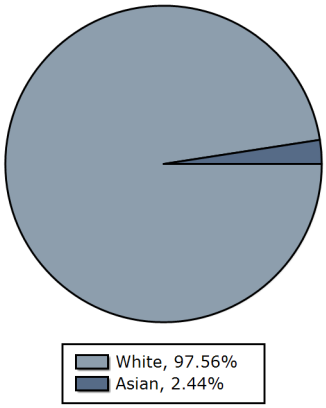

Chart Total N: 41

Tobacco Users By Age

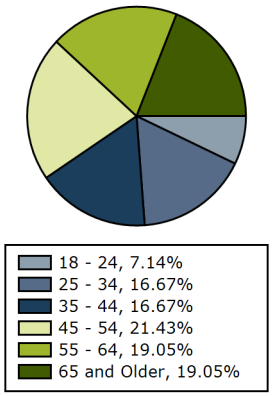

Chart Total N: 42

Tobacco Users By Health Plan

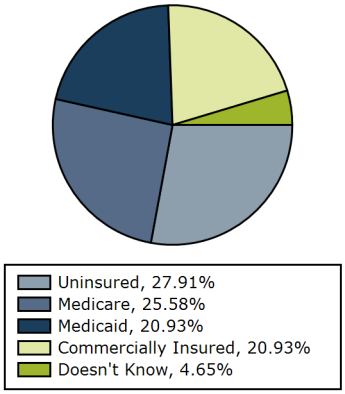

Chart Total N: 43

Tobacco Users By Ethnicity

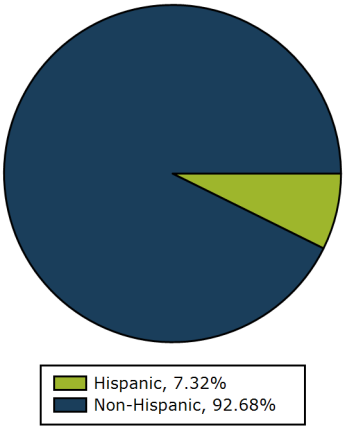

Chart Total N: 41

Tobacco Users By Chronic Condition

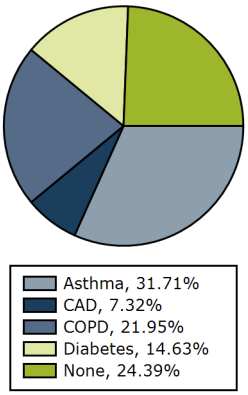

Chart Total N: 41

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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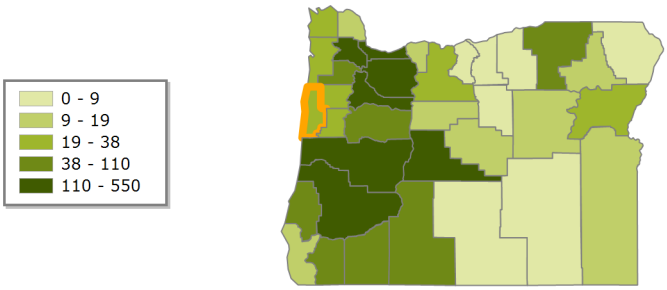
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Lincoln County

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

State Tobacco Users Served Contract YTD (Adults)

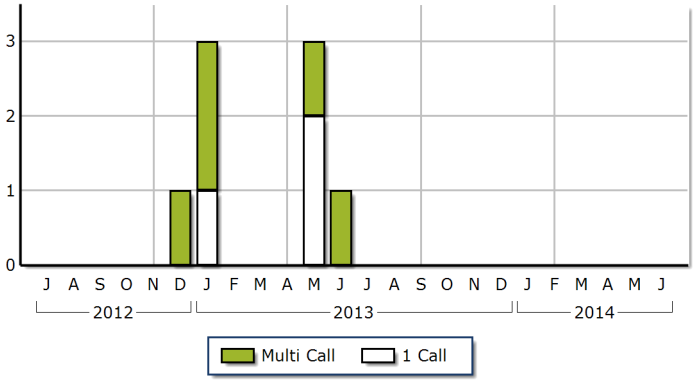


County Population		Prevalence	Tobacco Users
Adult	36,512	26.9 %	9,822 [4]

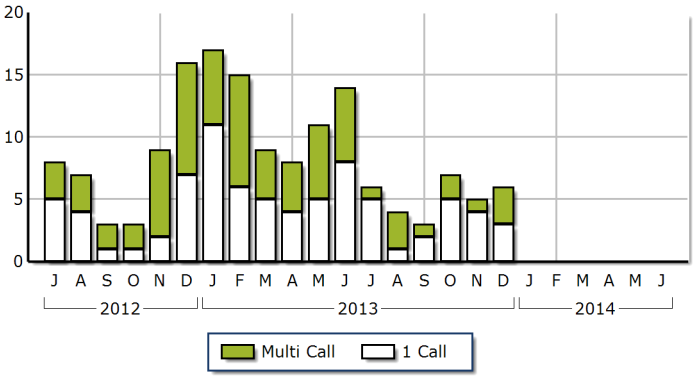
		County	State
Tobacco Users - Last Full Month		6	723
Tobacco Users YTD		37	4,032
Unique Tobacco Users YTD	[3]	22	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.38 %	0.80 %
Reach - NAQC	[2]	0.27 %	0.36 %
Annualized Reach	[1]	0.75 %	1.60 %
Annualized Reach - NAQC	[2]	0.55 %	0.71 %
Unique Individual Reach	[3]	0.22 %	0.50 %

How Heard About

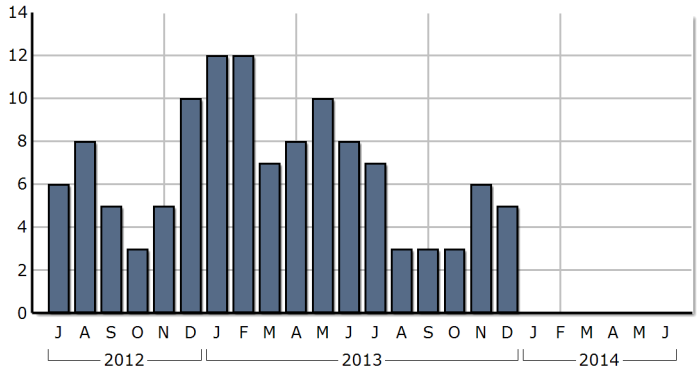
Fax Referral



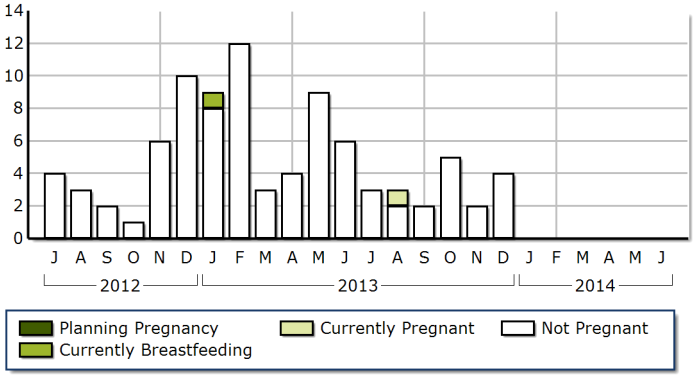
Tobacco User Enrollments By Program Type



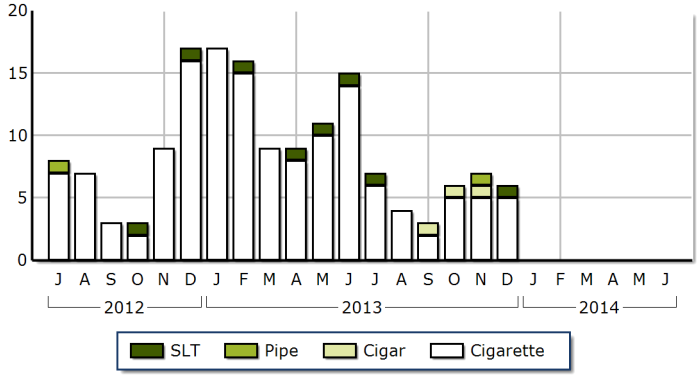
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

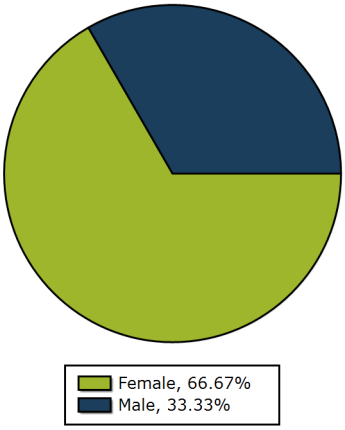

Chart Total N: 6

Tobacco Users By Language

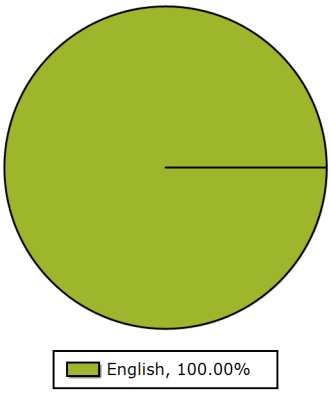

Chart Total N: 6

Tobacco Users By Education

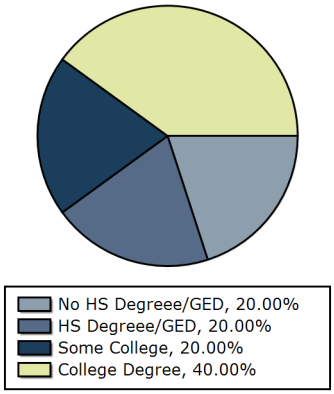

Chart Total N: 5

Tobacco Users By Race

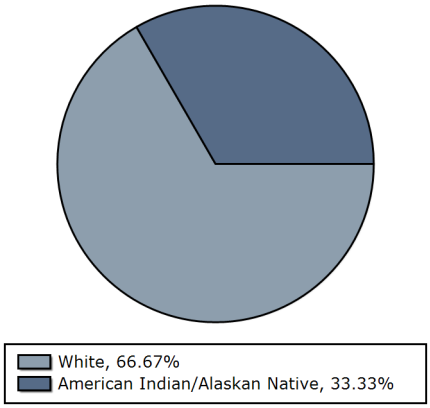

Chart Total N: 6

Tobacco Users By Age

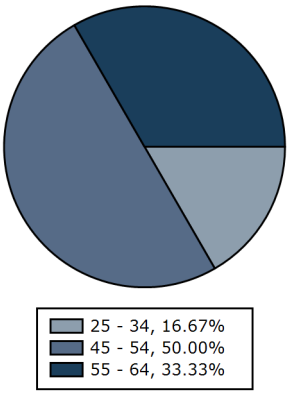

Chart Total N: 6

Tobacco Users By Health Plan

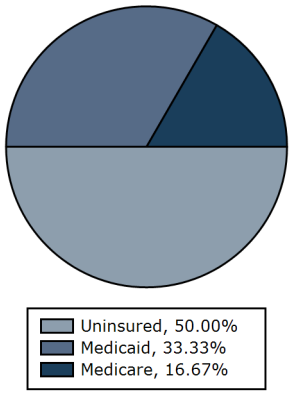

Chart Total N: 6

Tobacco Users By Ethnicity

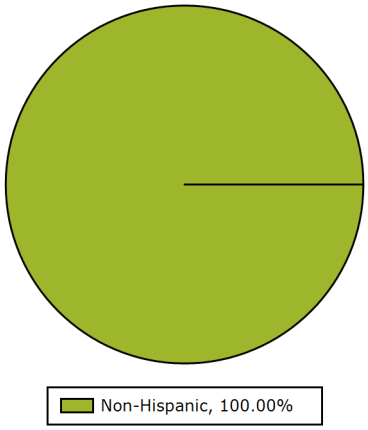

Chart Total N: 6

Tobacco Users By Chronic Condition

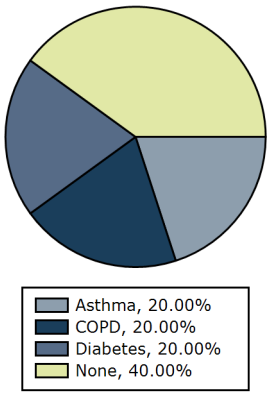

Chart Total N: 5

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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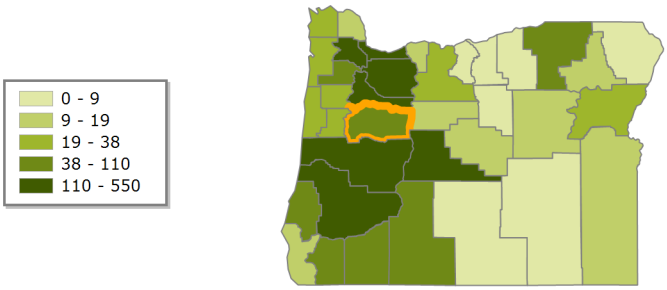
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Linn County

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

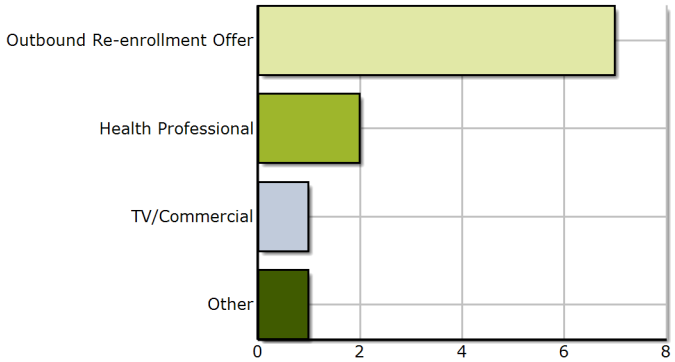
State Tobacco Users Served Contract YTD (Adults)



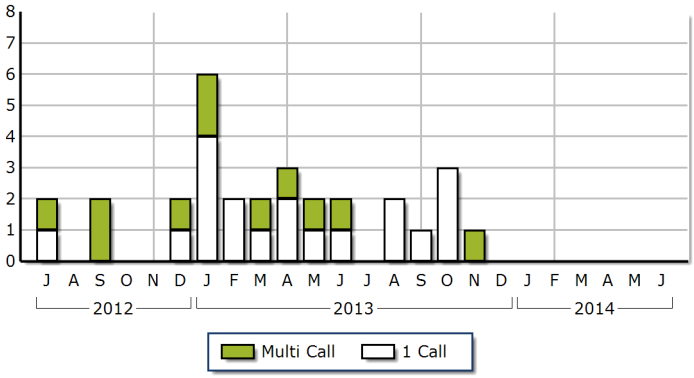
County Population		Prevalence	Tobacco Users
Adult	83,814	21.0 %	17,601 [4]

		County	State
Tobacco Users - Last Full Month		13	723
Tobacco Users YTD		74	4,032
Unique Tobacco Users YTD	[3]	41	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.42 %	0.80 %
Reach - NAQC	[2]	0.30 %	0.36 %
Annualized Reach	[1]	0.84 %	1.60 %
Annualized Reach - NAQC	[2]	0.60 %	0.71 %
Unique Individual Reach	[3]	0.23 %	0.50 %

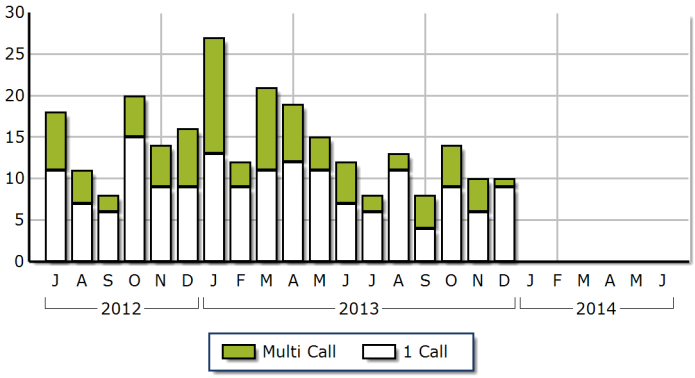
How Heard About



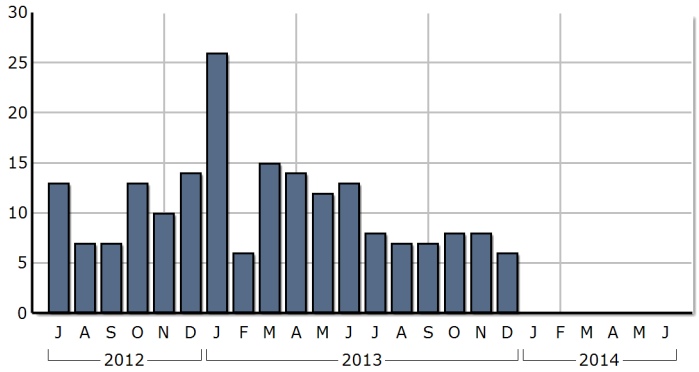
Fax Referral



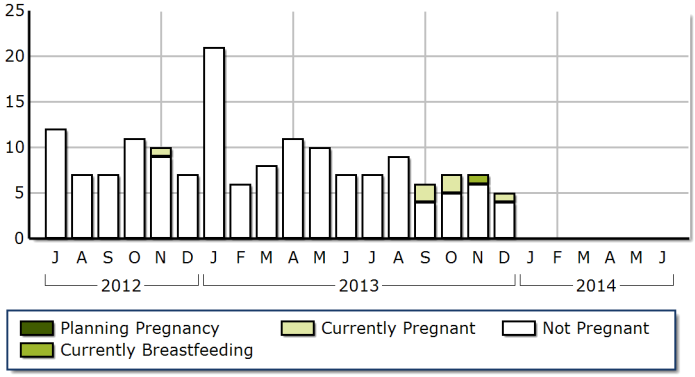
Tobacco User Enrollments By Program Type



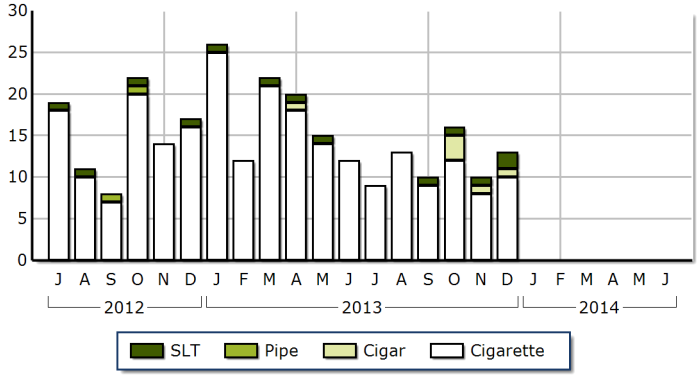
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

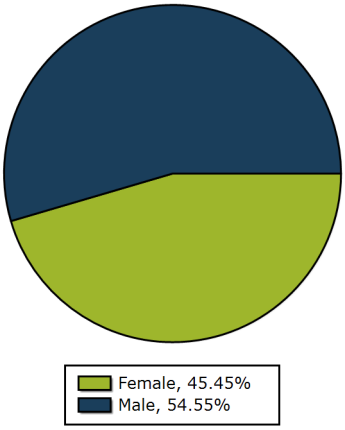

Chart Total N: 11

Tobacco Users By Language

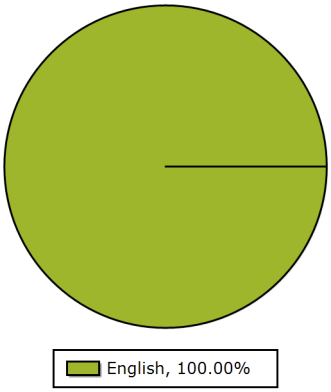

Chart Total N: 11

Tobacco Users By Education

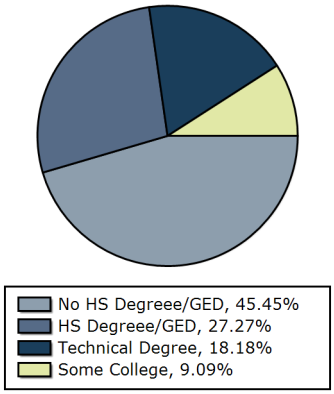

Chart Total N: 11

Tobacco Users By Race

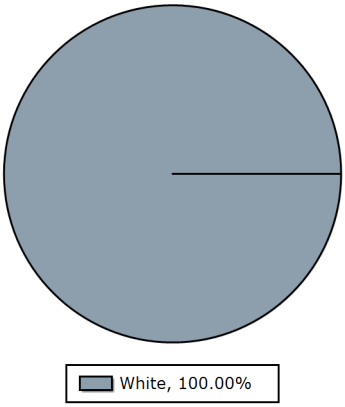

Chart Total N: 11

Tobacco Users By Age

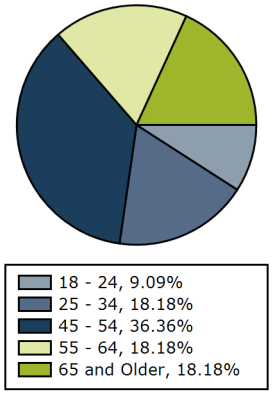

Chart Total N: 11

Tobacco Users By Health Plan

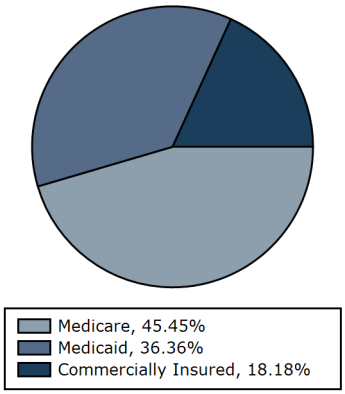

Chart Total N: 11

Tobacco Users By Ethnicity

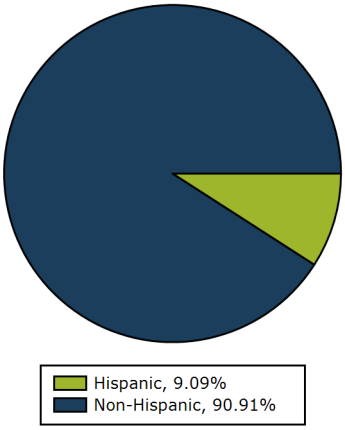

Chart Total N: 11

Tobacco Users By Chronic Condition

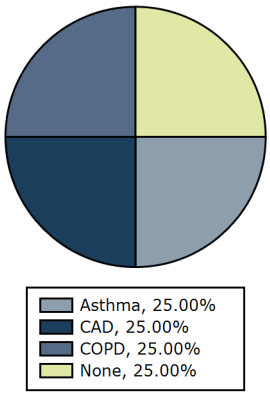

Chart Total N: 16

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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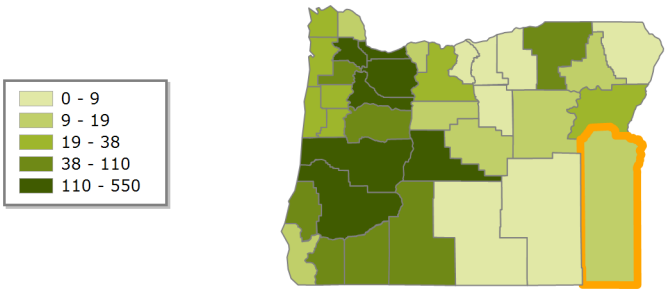
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Malheur County

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

State Tobacco Users Served Contract YTD (Adults)

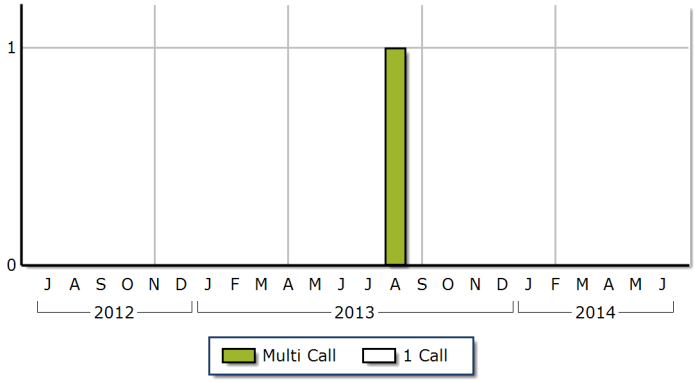


County Population		Prevalence	Tobacco Users
Adult	23,866	16.8 %	4,009 [4]

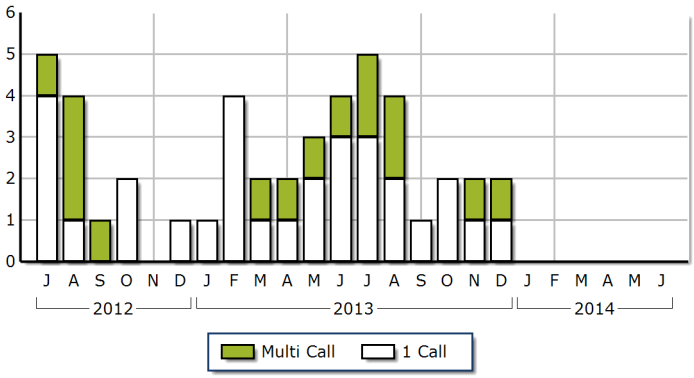
		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		16	4,032
Unique Tobacco Users YTD	3	10	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.40 %	0.80 %
Reach - NAQC	2	0.35 %	0.36 %
Annualized Reach	1	0.80 %	1.60 %
Annualized Reach - NAQC	2	0.70 %	0.71 %
Unique Individual Reach	3	0.25 %	0.50 %

How Heard About

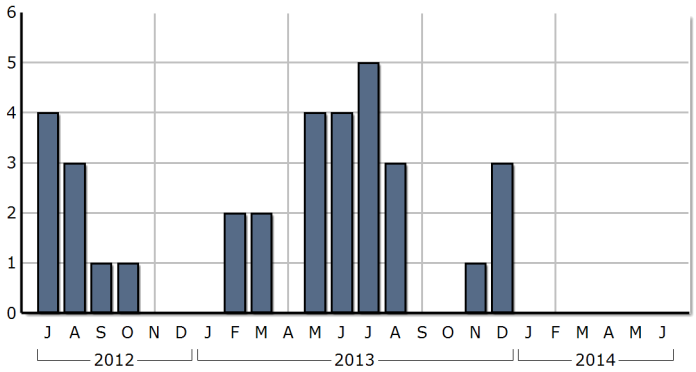
Fax Referral



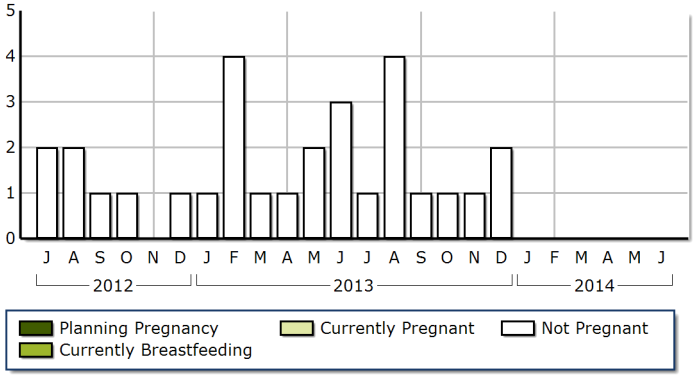
Tobacco User Enrollments By Program Type



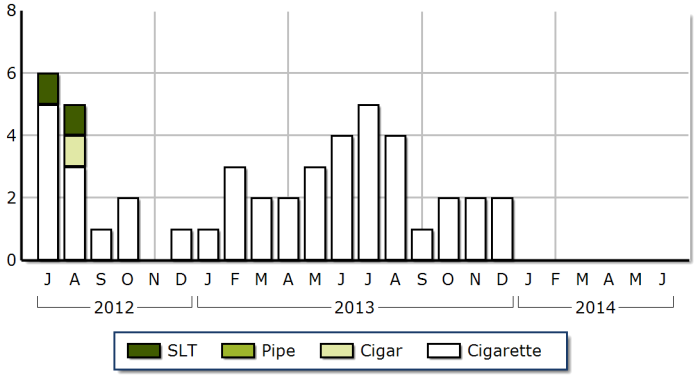
Tobacco Users Receiving NRT



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
Malheur County

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

Tobacco Users By Gender

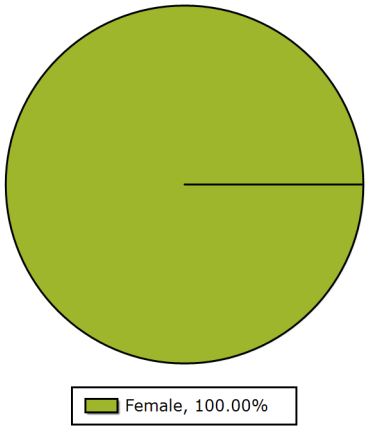

Chart Total N: 2

Tobacco Users By Language

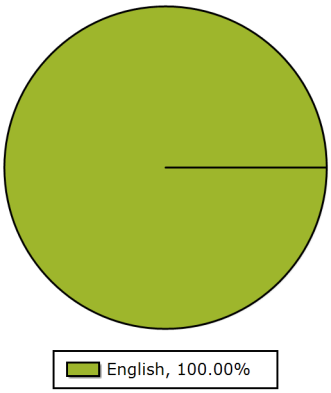

Chart Total N: 2

Tobacco Users By Education

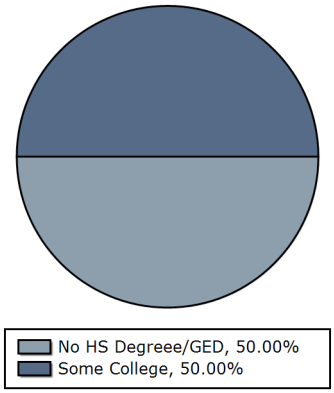

Chart Total N: 2

Tobacco Users By Race

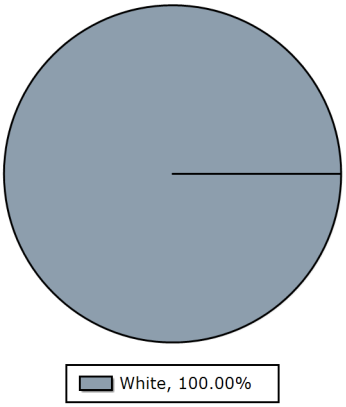

Chart Total N: 2

Tobacco Users By Age

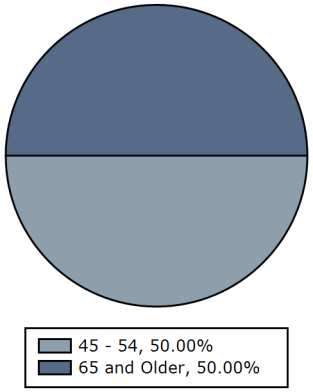

Chart Total N: 2

Tobacco Users By Health Plan

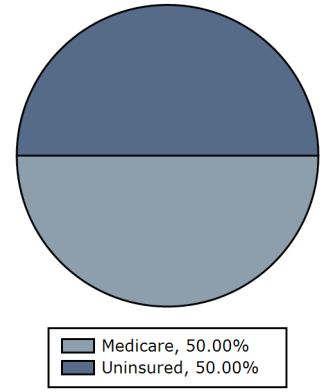

Chart Total N: 2

Tobacco Users By Ethnicity

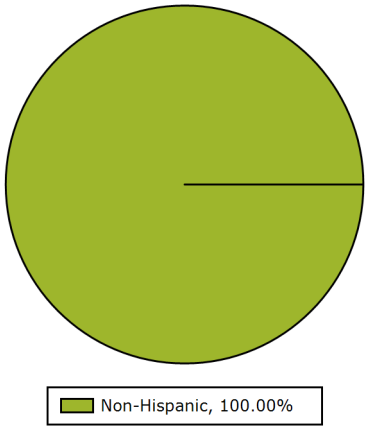

Chart Total N: 2

Tobacco Users By Chronic Condition

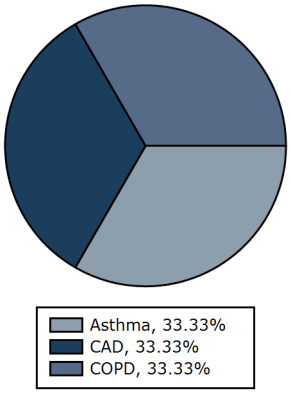

Chart Total N: 3

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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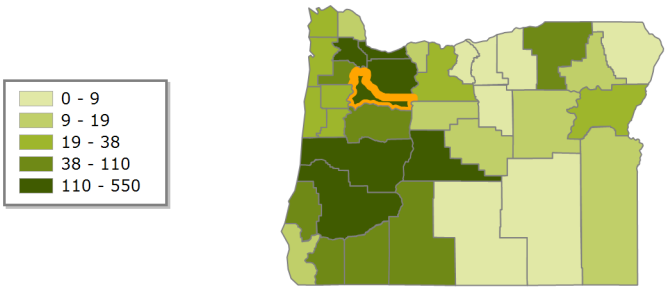
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County

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

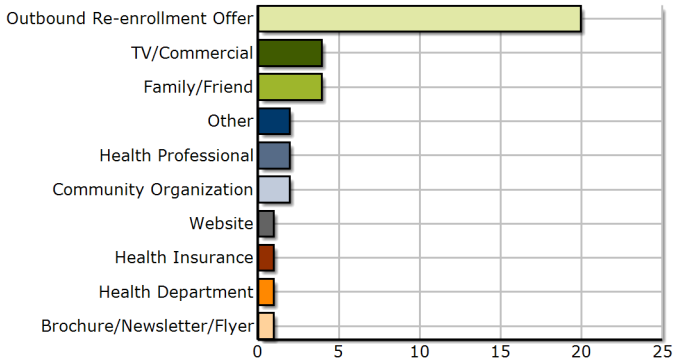
State Tobacco Users Served Contract YTD (Adults)



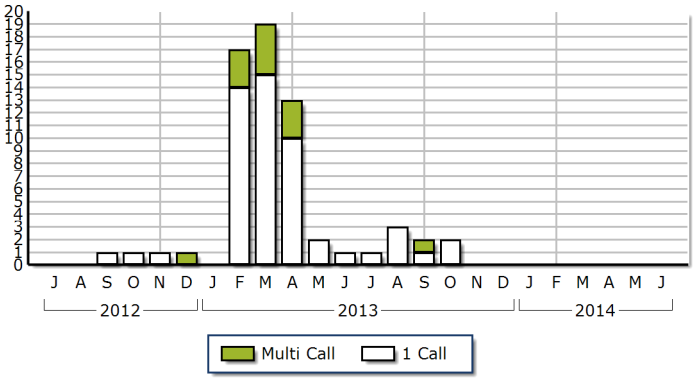
County Population		Prevalence	Tobacco Users
Adult	235,431	15.5 %	36,492 [4]

		County	State
Tobacco Users - Last Full Month		42	723
Tobacco Users YTD		171	4,032
Unique Tobacco Users YTD	3	96	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.47 %	0.80 %
Reach - NAQC	2	0.34 %	0.36 %
Annualized Reach	1	0.94 %	1.60 %
Annualized Reach - NAQC	2	0.69 %	0.71 %
Unique Individual Reach	3	0.26 %	0.50 %

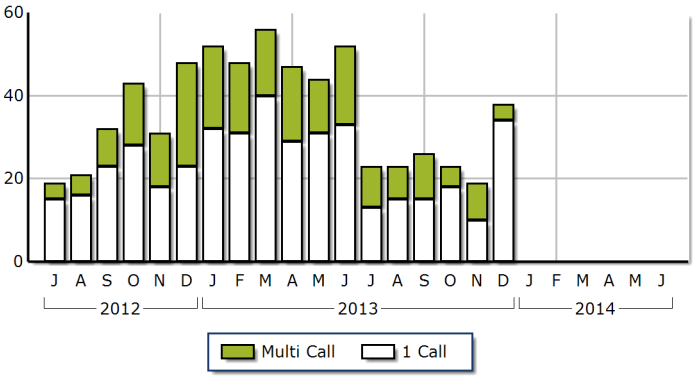
How Heard About



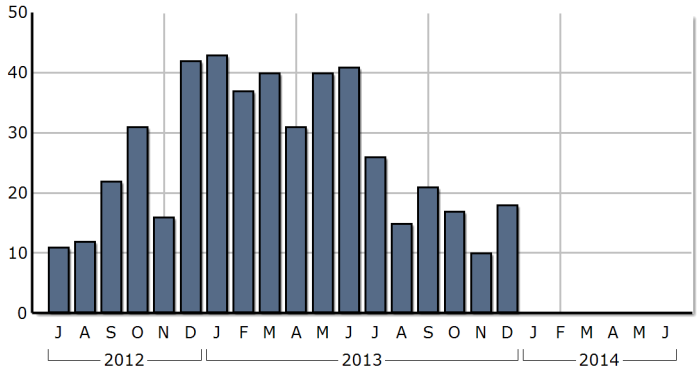
Fax Referral



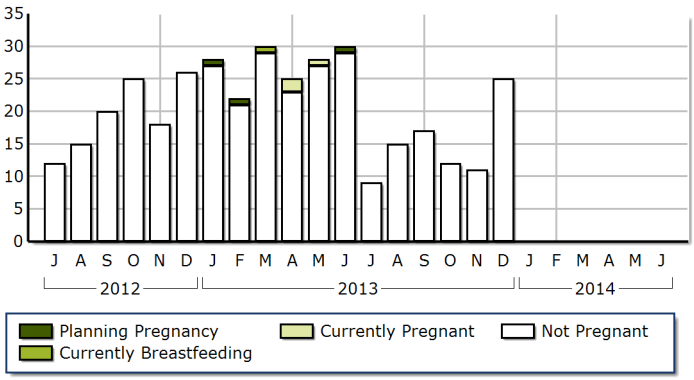
Tobacco User Enrollments By Program Type



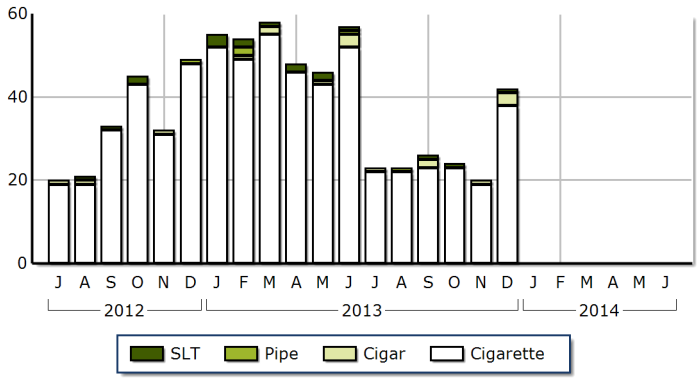
Tobacco Users Receiving NRT



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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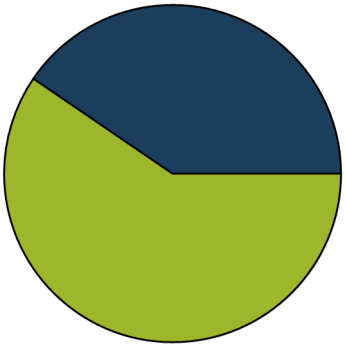
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Marion County

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

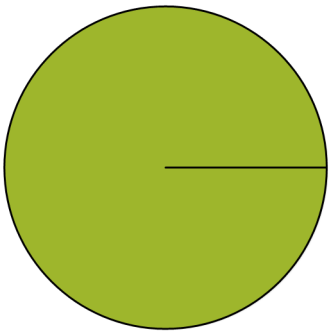
Tobacco Users By Gender



Female, 59.52%
Male, 40.48%

Chart Total N: 42

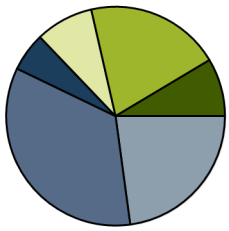
Tobacco Users By Language



English, 100.00%

Chart Total N: 42

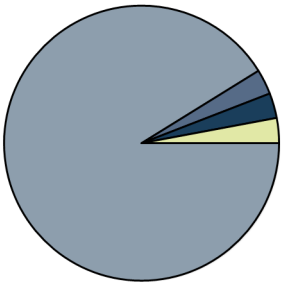
Tobacco Users By Education



No HS Degreee/GED, 22.86%
HS Degreee/GED, 34.29%
Some Technical School, 5.71%
Technical Degree, 8.57%
Some College, 20.00%
College Degree, 8.57%

Chart Total N: 35

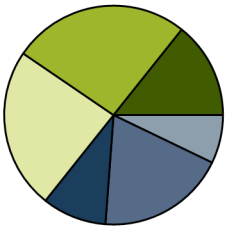
Tobacco Users By Race



White, 91.18%
American Indian/Alaskan Native, 2.94%
Asian, 2.94%
Black or African American, 2.94%

Chart Total N: 34

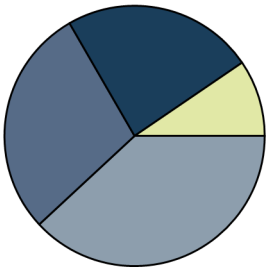
Tobacco Users By Age



18 - 24, 7.14%
25 - 34, 19.05%
35 - 44, 9.52%
45 - 54, 23.81%
55 - 64, 26.19%
65 and Older, 14.29%

Chart Total N: 42

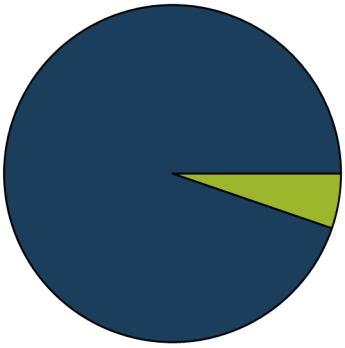
Tobacco Users By Health Plan



Medicaid, 38.10%
Medicare, 28.57%
Uninsured, 23.81%
Commercially Insured, 9.52%

Chart Total N: 42

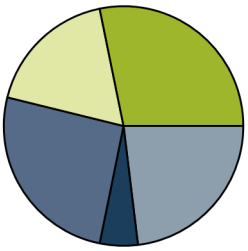
Tobacco Users By Ethnicity



Hispanic, 5.26%
Non-Hispanic, 94.74%

Chart Total N: 38

Tobacco Users By Chronic Condition



Asthma, 23.08%
CAD, 5.13%
COPD, 25.64%
Diabetes, 17.95%
None, 28.21%

Chart Total N: 39

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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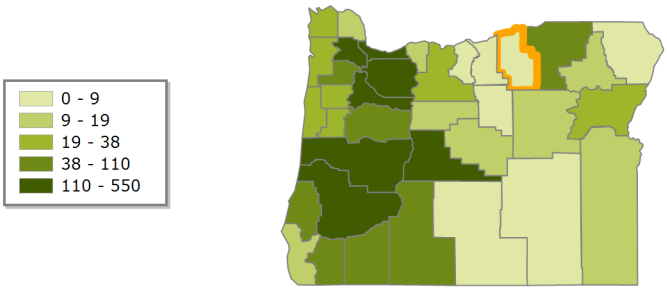
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Morrow County

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

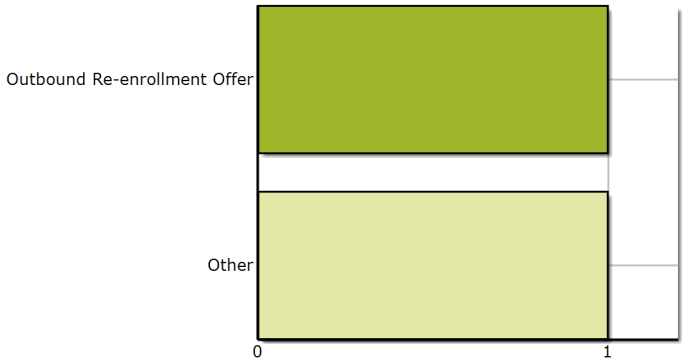
State Tobacco Users Served Contract YTD (Adults)



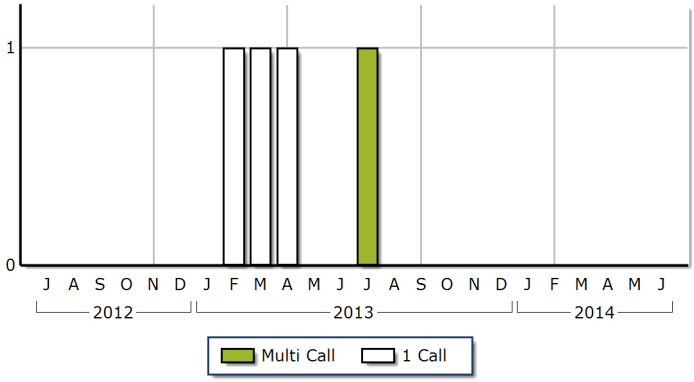
County Population		Prevalence	Tobacco Users
Adult	9,037	18.2 %	1,645 [4]

		County	State
Tobacco Users - Last Full Month		2	723
Tobacco Users YTD		8	4,032
Unique Tobacco Users YTD	[3]	5	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.49 %	0.80 %
Reach - NAQC	[2]	0.36 %	0.36 %
Annualized Reach	[1]	0.97 %	1.60 %
Annualized Reach - NAQC	[2]	0.73 %	0.71 %
Unique Individual Reach	[3]	0.30 %	0.50 %

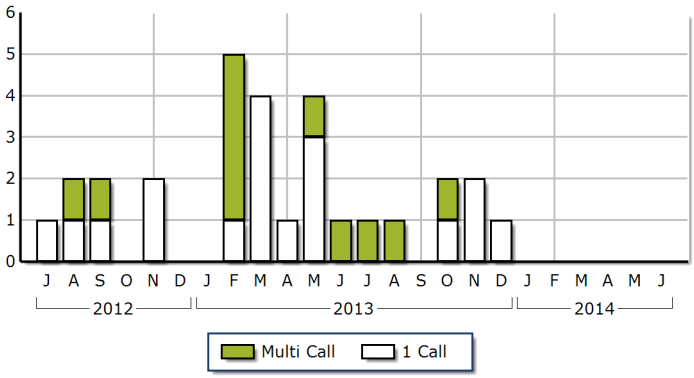
How Heard About



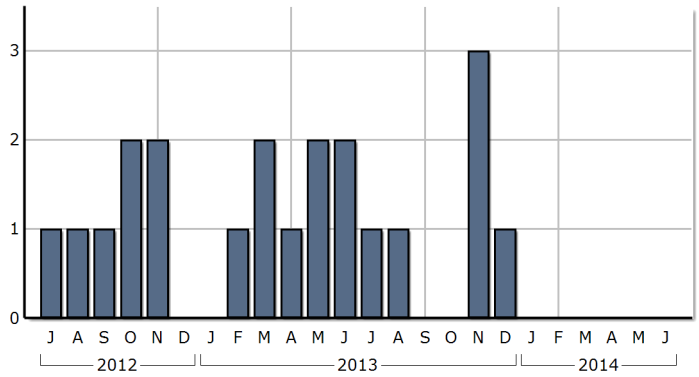
Fax Referral



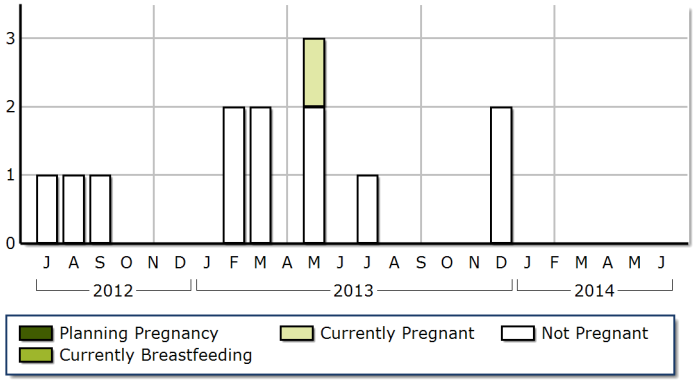
Tobacco User Enrollments By Program Type



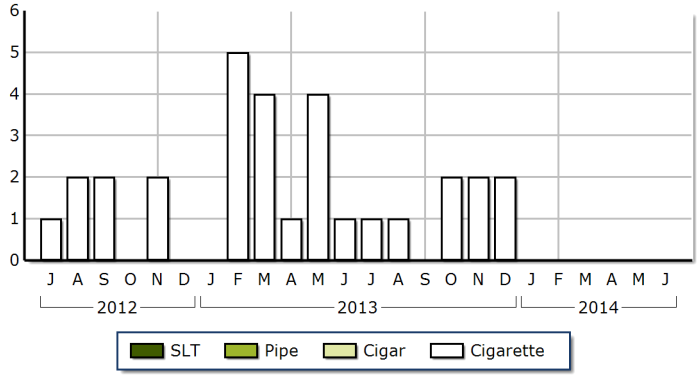
Tobacco Users Receiving NRT



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
Morrow County

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

Tobacco Users By Gender

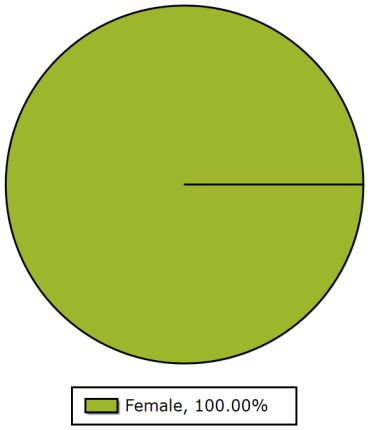

Chart Total N: 2

Tobacco Users By Language

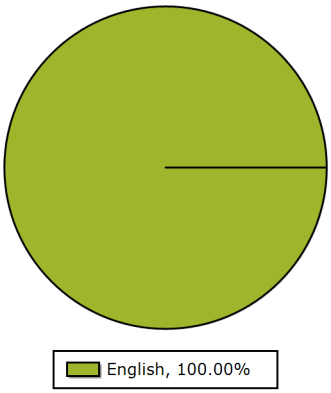

Chart Total N: 2

Tobacco Users By Education

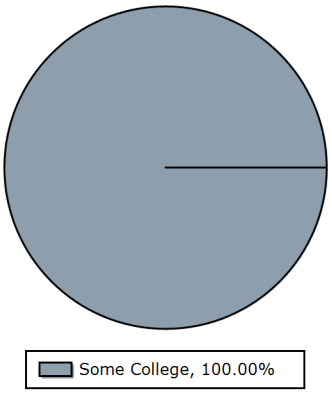

Chart Total N: 1

Tobacco Users By Race

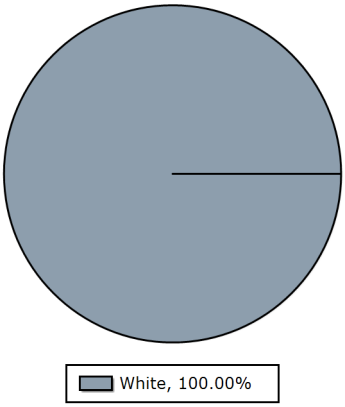

Chart Total N: 2

Tobacco Users By Age

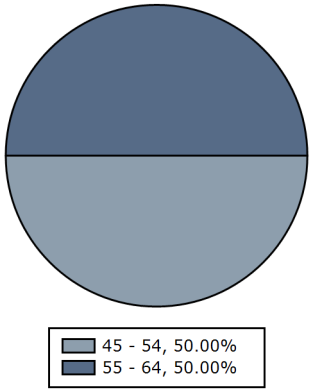

Chart Total N: 2

Tobacco Users By Health Plan

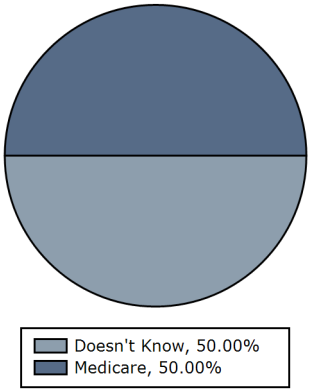

Chart Total N: 2

Tobacco Users By Ethnicity

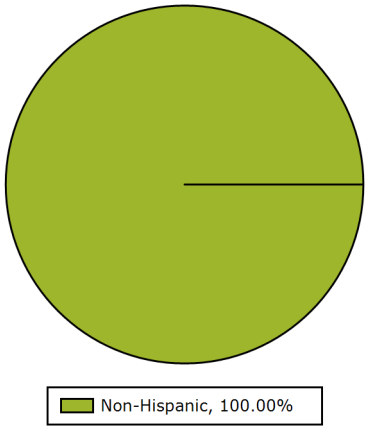

Chart Total N: 2

Tobacco Users By Chronic Condition

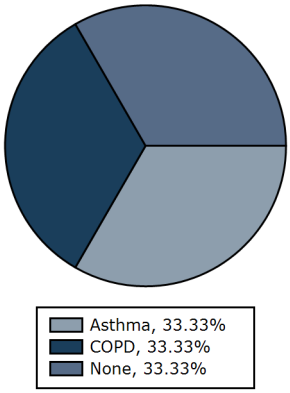

Chart Total N: 3

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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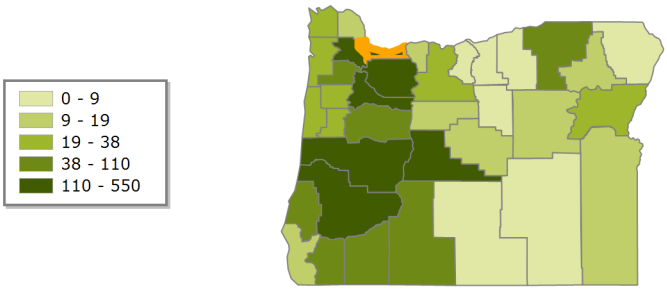
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Multnomah County

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

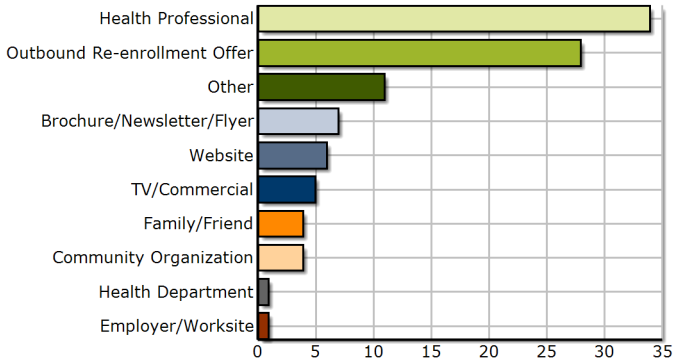
State Tobacco Users Served Contract YTD (Adults)



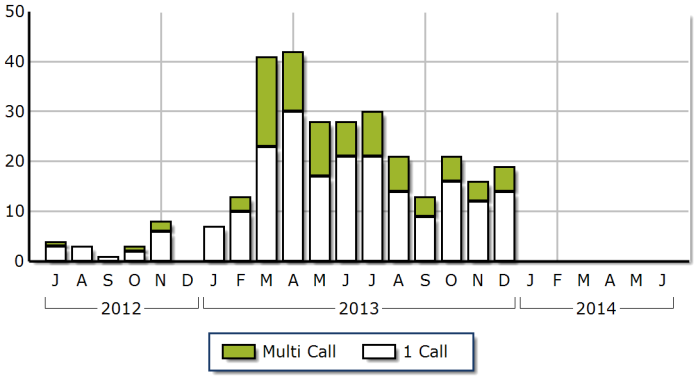
County Population		Prevalence	Tobacco Users
Adult	564,102	15.3 %	86,308 [4]

		County	State
Tobacco Users - Last Full Month		125	723
Tobacco Users YTD		673	4,032
Unique Tobacco Users YTD	3	378	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	1	0.78 %	0.80 %
Reach - NAQC	2	0.48 %	0.36 %
Annualized Reach	1	1.56 %	1.60 %
Annualized Reach - NAQC	2	0.95 %	0.71 %
Unique Individual Reach	3	0.44 %	0.50 %

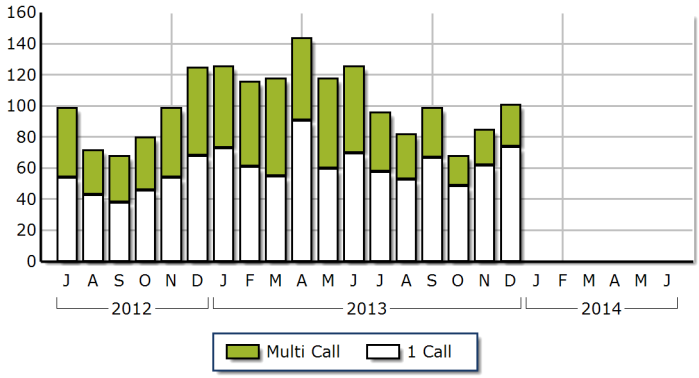
How Heard About



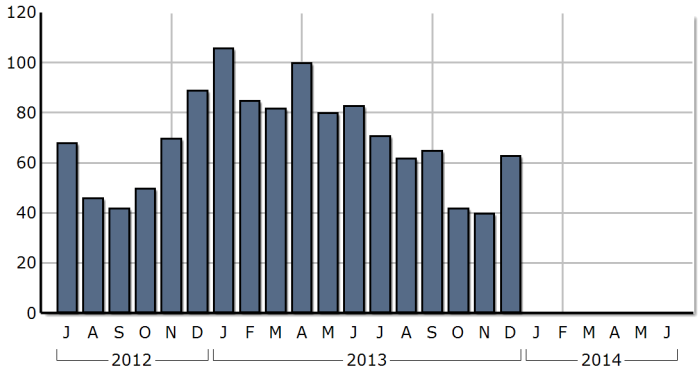
Fax Referral



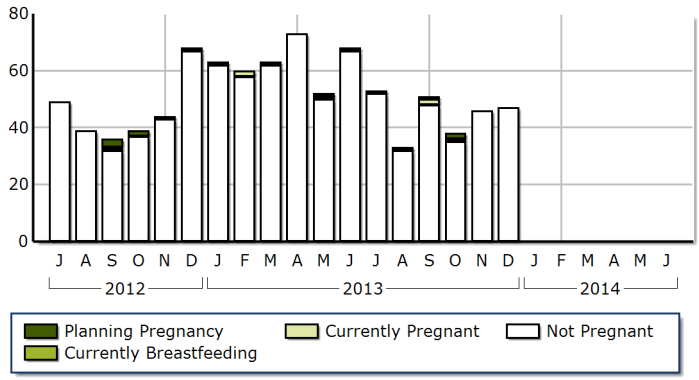
Tobacco User Enrollments By Program Type



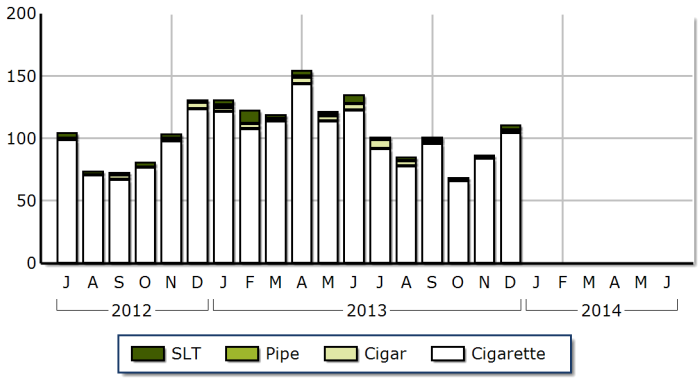
Tobacco Users Receiving NRT



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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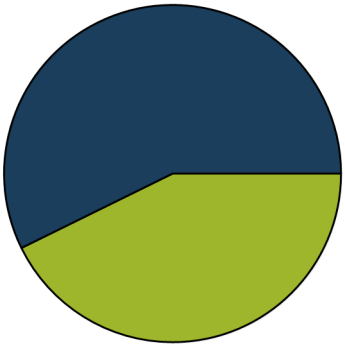
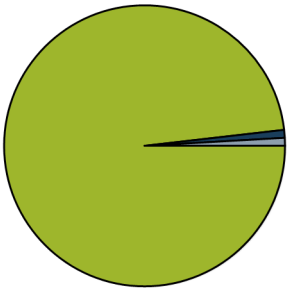
Tobacco Users By Gender



Female, 42.73%
Male, 57.27%

Chart Total N: 110

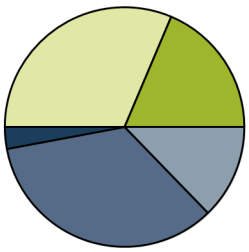
Tobacco Users By Language



English, 98.18%
Vietnamese, 0.91%
Cantonese, 0.91%

Chart Total N: 110

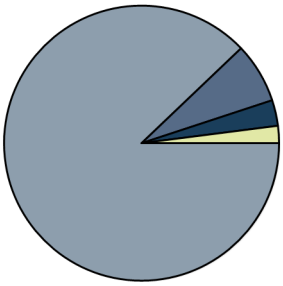
Tobacco Users By Education



No HS Degreee/GED, 12.75%
HS Degreee/GED, 34.31%
Technical Degree, 2.94%
Some College, 31.37%
College Degree, 18.63%

Chart Total N: 102

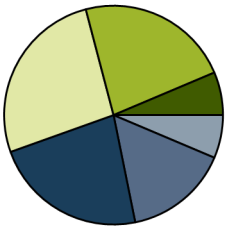
Tobacco Users By Race



White, 87.88%
Black or African American, 7.07%
Asian, 3.03%
Native Hawaiian/Pacific Islander, 2.02%

Chart Total N: 99

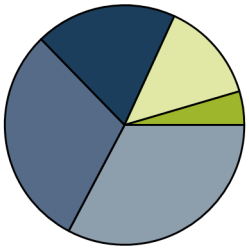
Tobacco Users By Age



18 - 24, 6.36%
25 - 34, 15.45%
35 - 44, 22.73%
45 - 54, 26.36%
55 - 64, 22.73%
65 and Older, 6.36%

Chart Total N: 110

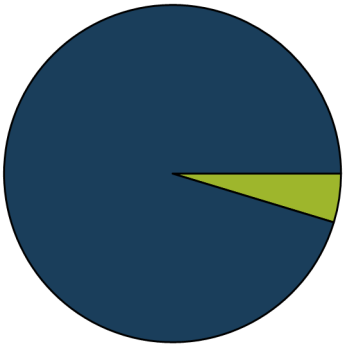
Tobacco Users By Health Plan



Uninsured, 32.73%
Medicare, 30.00%
Commercially Insured, 19.09%
Medicaid, 13.64%
Doesn't Know, 4.55%

Chart Total N: 110

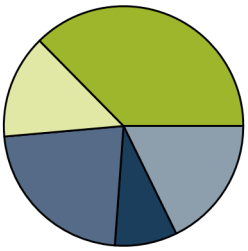
Tobacco Users By Ethnicity



Hispanic, 4.67%
Non-Hispanic, 95.33%

Chart Total N: 107

Tobacco Users By Chronic Condition



Asthma, 17.76%
CAD, 8.41%
COPD, 22.43%
Diabetes, 14.02%
None, 37.38%

Chart Total N: 107

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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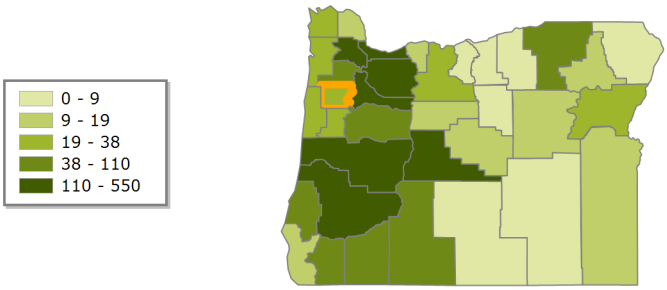
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County

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

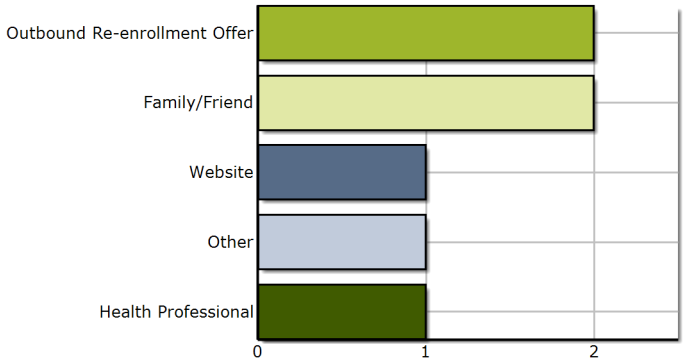
State Tobacco Users Served Contract YTD (Adults)



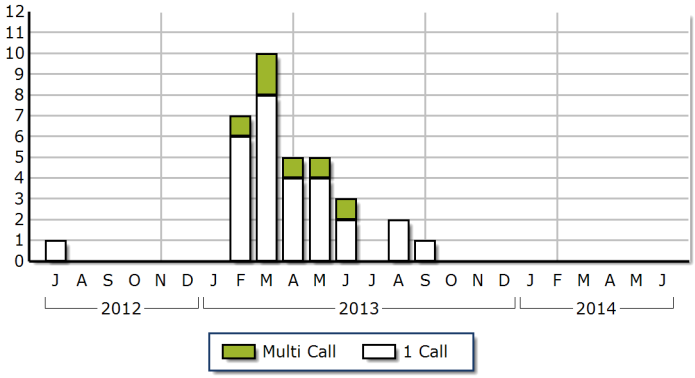
County Population		Prevalence	Tobacco Users
Adult	52,685	14.3 %	7,534 [4]

		County	State
Tobacco Users - Last Full Month		7	723
Tobacco Users YTD		25	4,032
Unique Tobacco Users YTD	[3]	14	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.33 %	0.80 %
Reach - NAQC	[2]	0.28 %	0.36 %
Annualized Reach	[1]	0.66 %	1.60 %
Annualized Reach - NAQC	[2]	0.56 %	0.71 %
Unique Individual Reach	[3]	0.19 %	0.50 %

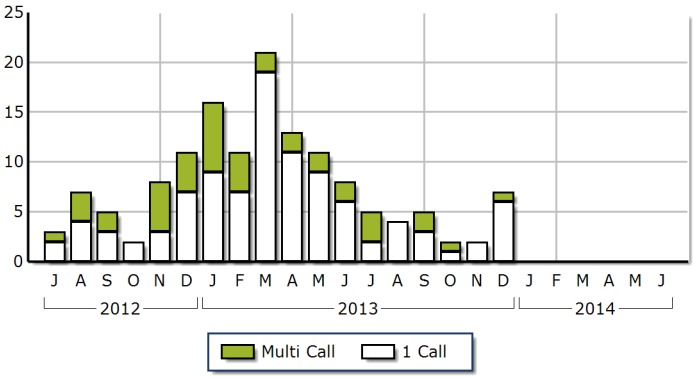
How Heard About



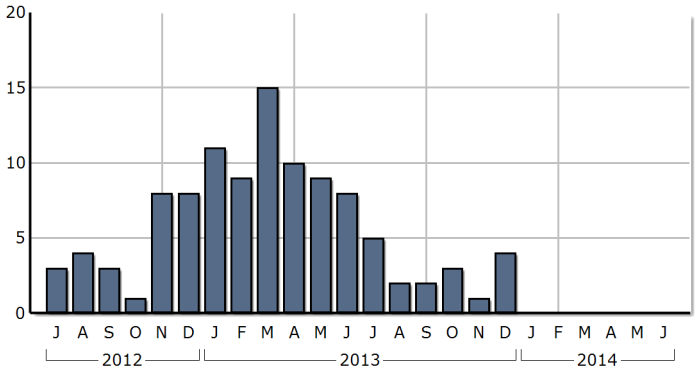
Fax Referral



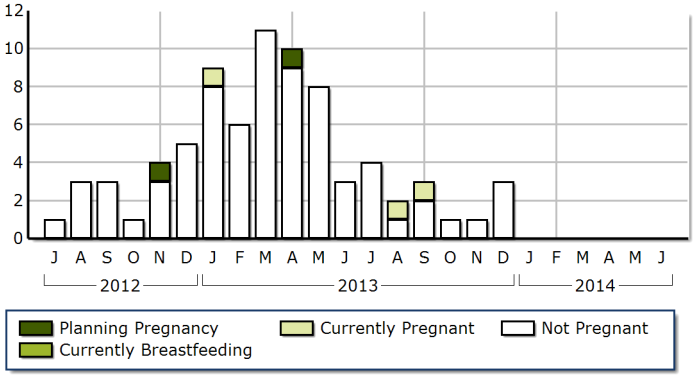
Tobacco User Enrollments By Program Type



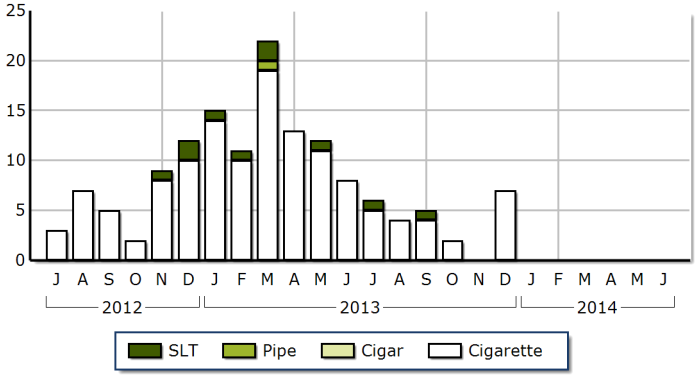
Tobacco Users Receiving NRT



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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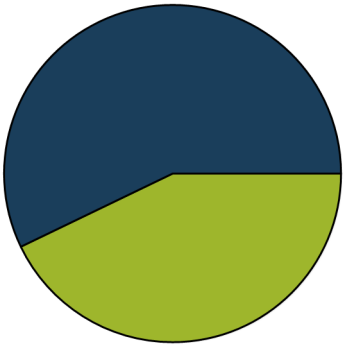
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Polk County

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

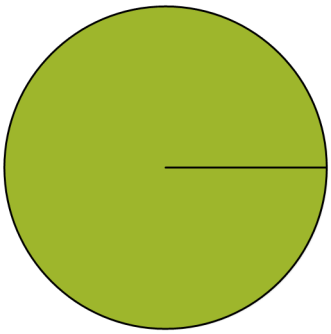
Tobacco Users By Gender



Female, 42.86%
Male, 57.14%

Chart Total N: 7

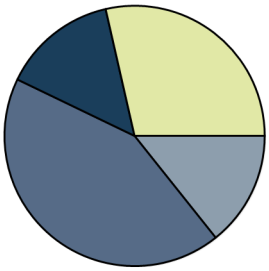
Tobacco Users By Language



English, 100.00%

Chart Total N: 7

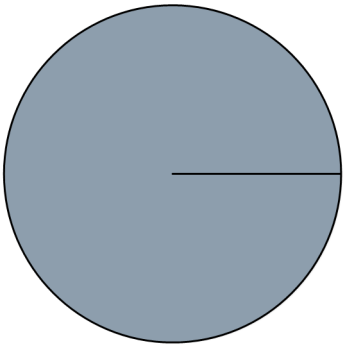
Tobacco Users By Education



No HS Degreee/GED, 14.29%
HS Degreee/GED, 42.86%
Some College, 14.29%
College Degree, 28.57%

Chart Total N: 7

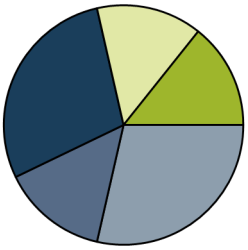
Tobacco Users By Race



White, 100.00%

Chart Total N: 7

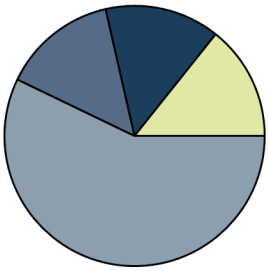
Tobacco Users By Age



25 - 34, 28.57%
35 - 44, 14.29%
45 - 54, 28.57%
55 - 64, 14.29%
65 and Older, 14.29%

Chart Total N: 7

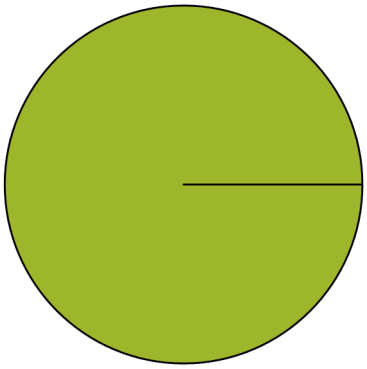
Tobacco Users By Health Plan



Medicare, 57.14%
Uninsured, 14.29%
Commercially Insured, 14.29%
Medicaid, 14.29%

Chart Total N: 7

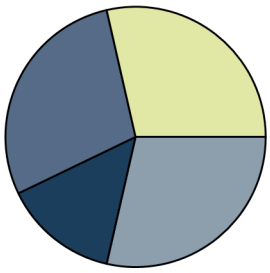
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 7

Tobacco Users By Chronic Condition



Asthma, 28.57%
CAD, 14.29%
COPD, 28.57%
None, 28.57%

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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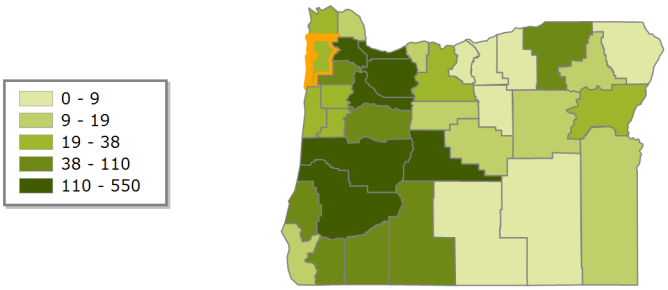
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Tillamook County

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

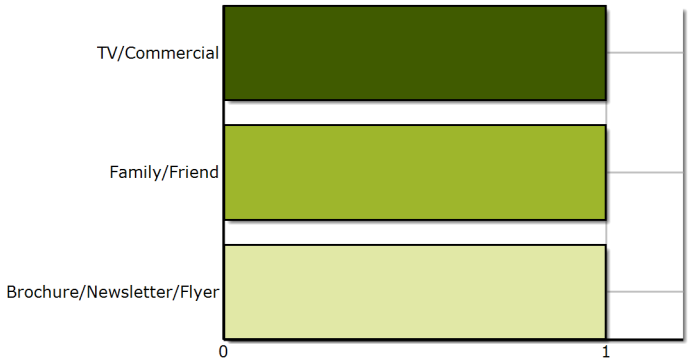
State Tobacco Users Served Contract YTD (Adults)



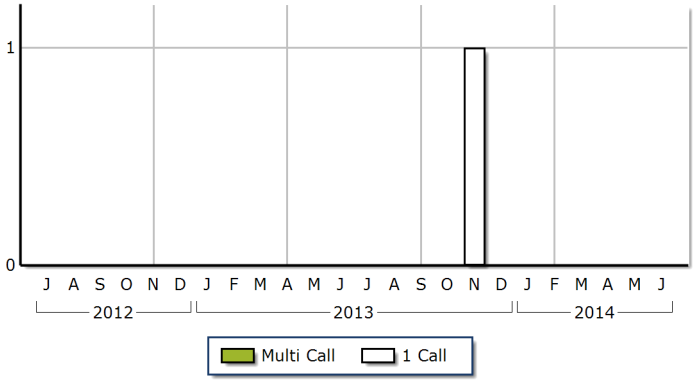
County Population		Prevalence	Tobacco Users
Adult	21,446	21.6 %	4,632 [4]

		County	State
Tobacco Users - Last Full Month		4	723
Tobacco Users YTD		25	4,032
Unique Tobacco Users YTD	[3]	16	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.54 %	0.80 %
Reach - NAQC	[2]	0.30 %	0.36 %
Annualized Reach	[1]	1.08 %	1.60 %
Annualized Reach - NAQC	[2]	0.60 %	0.71 %
Unique Individual Reach	[3]	0.35 %	0.50 %

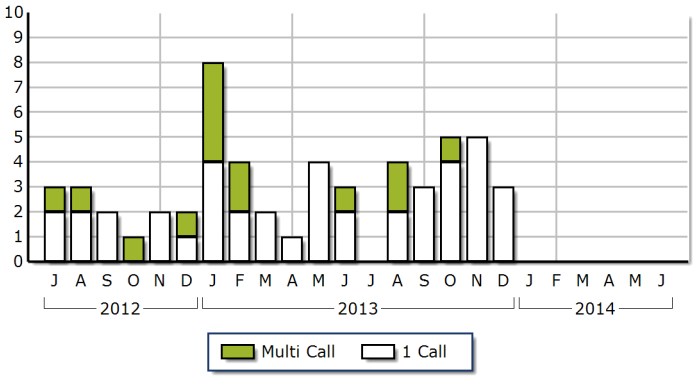
How Heard About



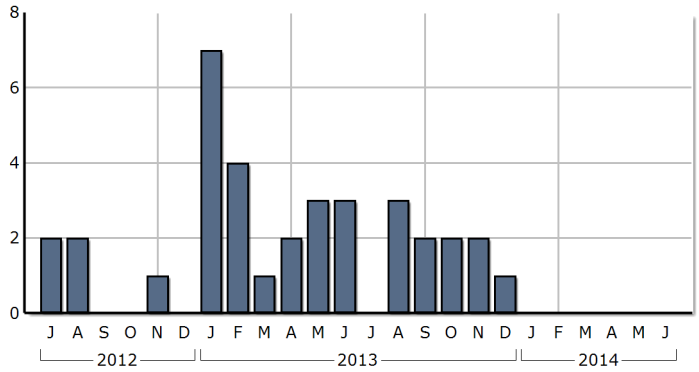
Fax Referral



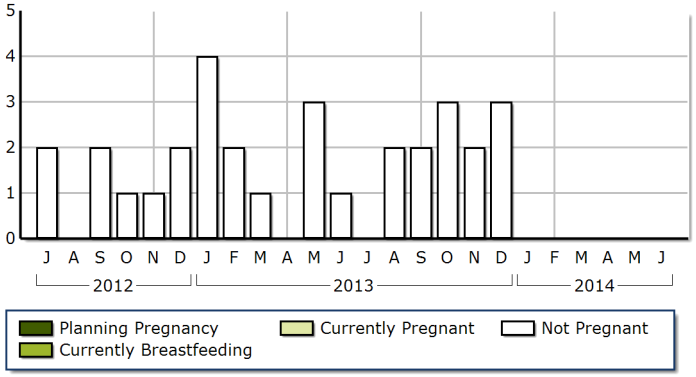
Tobacco User Enrollments By Program Type



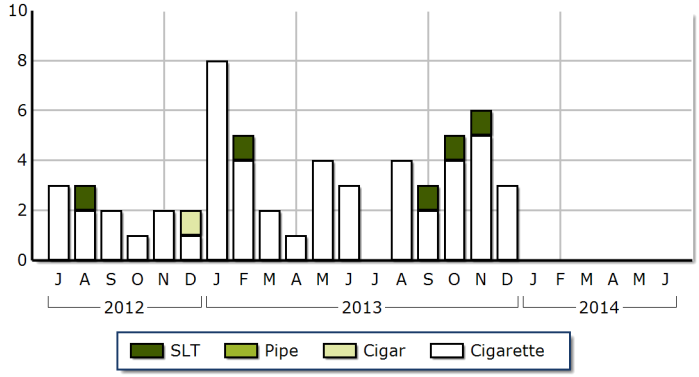
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

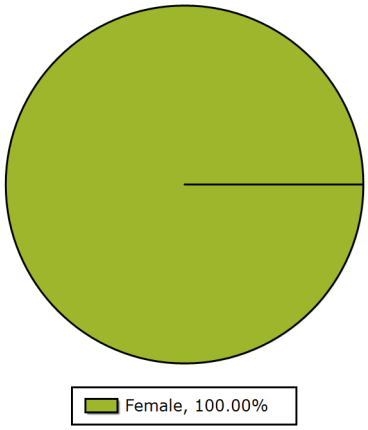

Chart Total N: 3

Tobacco Users By Language

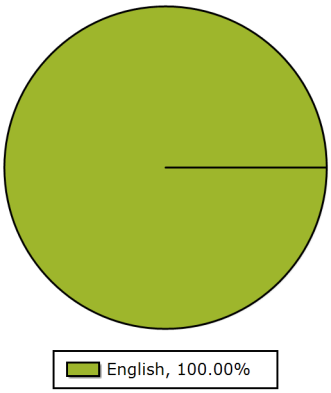

Chart Total N: 3

Tobacco Users By Education

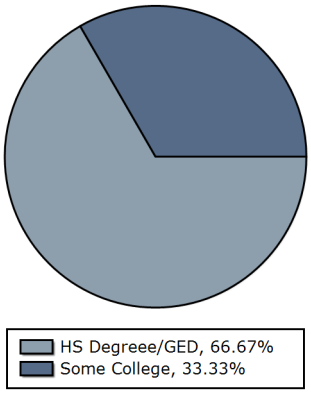

Chart Total N: 3

Tobacco Users By Race

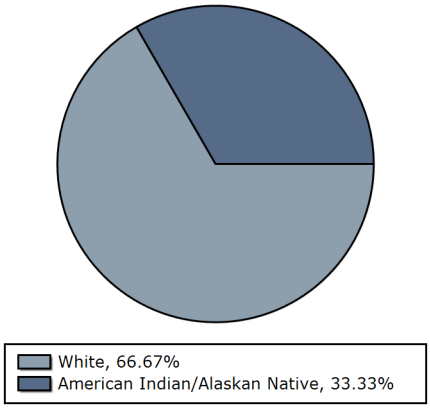

Chart Total N: 3

Tobacco Users By Age

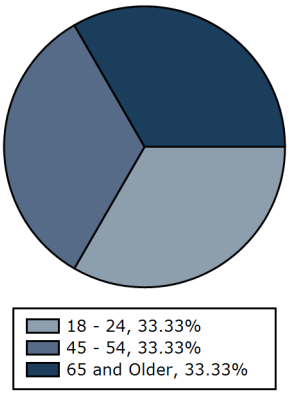

Chart Total N: 3

Tobacco Users By Health Plan

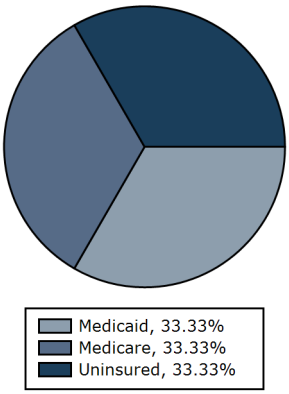

Chart Total N: 3

Tobacco Users By Ethnicity

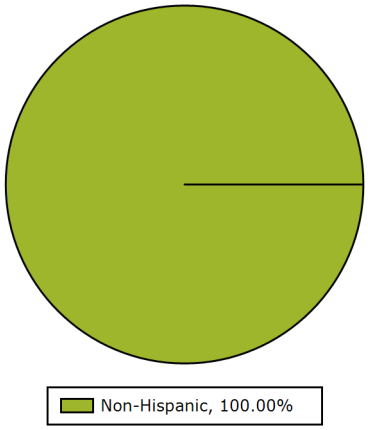

Chart Total N: 3

Tobacco Users By Chronic Condition

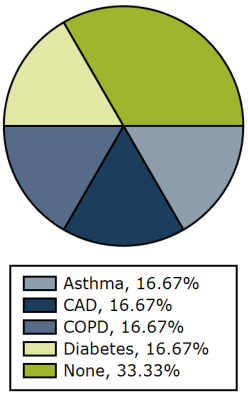

Chart Total N: 6

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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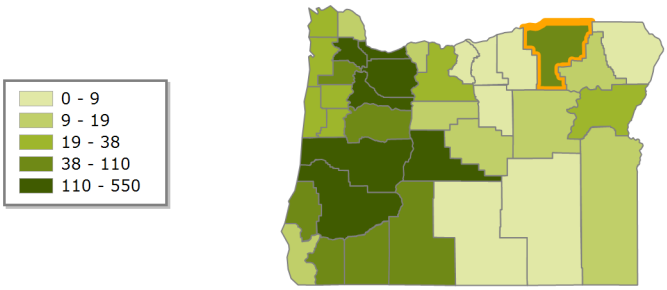
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Umatilla County

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

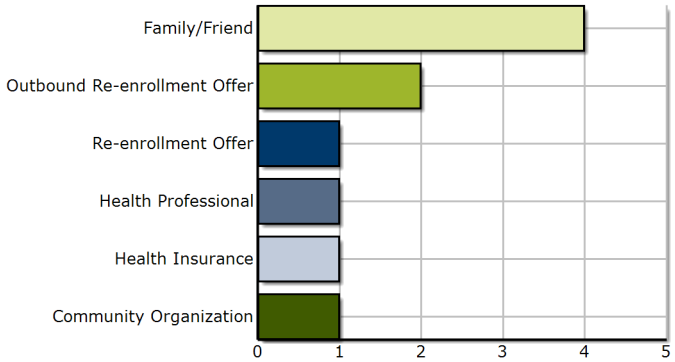
State Tobacco Users Served Contract YTD (Adults)



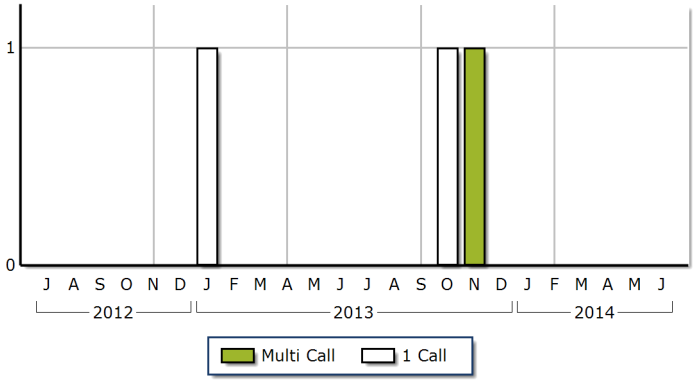
County Population		Prevalence	Tobacco Users
Adult	54,202	24.2 %	13,117 [4]

		County	State
Tobacco Users - Last Full Month		14	723
Tobacco Users YTD		53	4,032
Unique Tobacco Users YTD	[3]	38	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.40 %	0.80 %
Reach - NAQC	[2]	0.28 %	0.36 %
Annualized Reach	[1]	0.81 %	1.60 %
Annualized Reach - NAQC	[2]	0.56 %	0.71 %
Unique Individual Reach	[3]	0.29 %	0.50 %

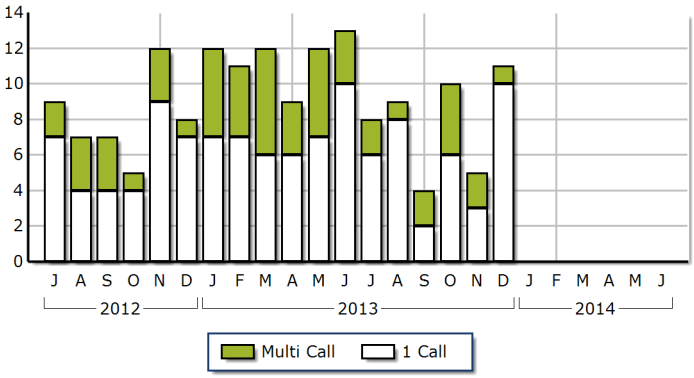
How Heard About



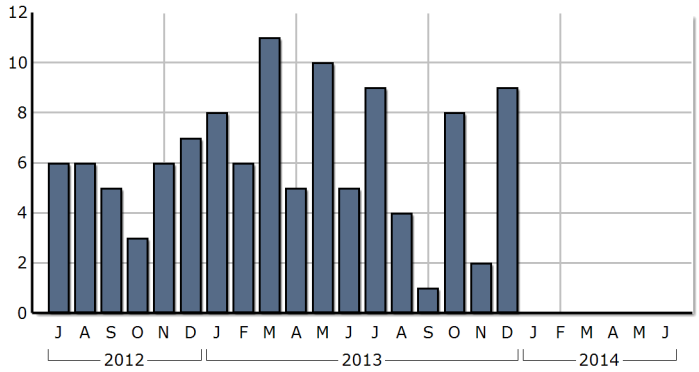
Fax Referral



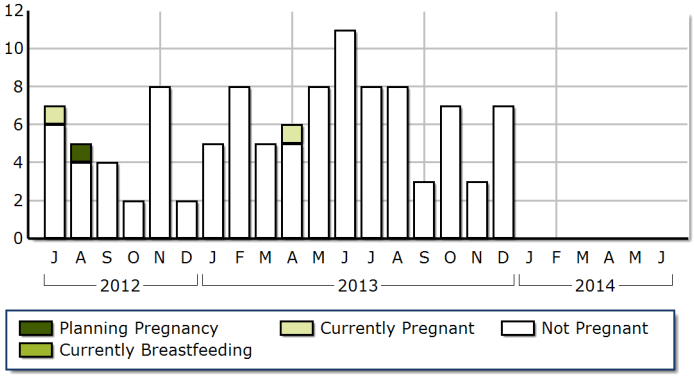
Tobacco User Enrollments By Program Type



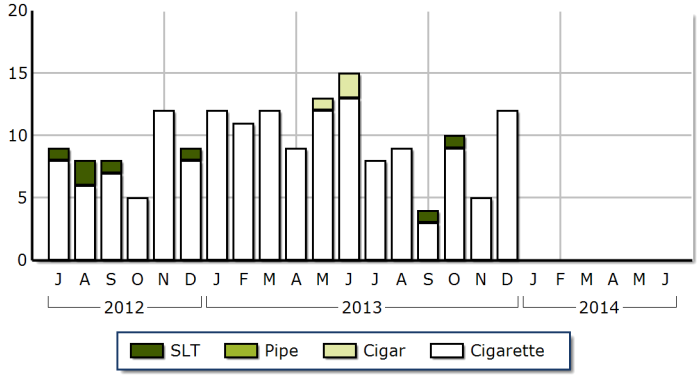
Tobacco Users Receiving NRT



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 1/1/2014 through 1/31/2014

Tobacco Users By Gender

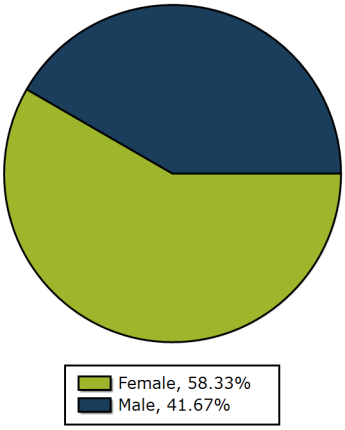

Chart Total N: 12

Tobacco Users By Language

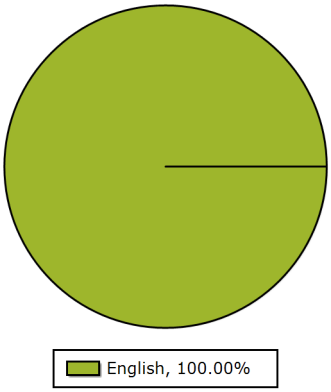

Chart Total N: 12

Tobacco Users By Education

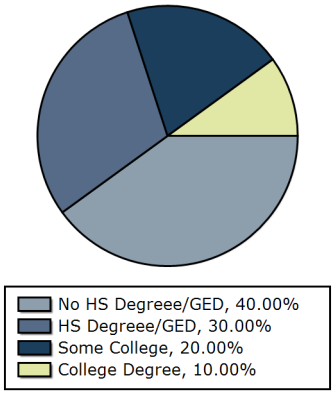

Chart Total N: 10

Tobacco Users By Race

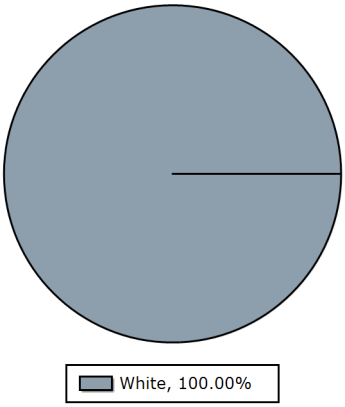

Chart Total N: 9

Tobacco Users By Age

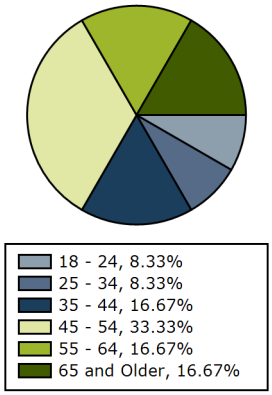

Chart Total N: 12

Tobacco Users By Health Plan

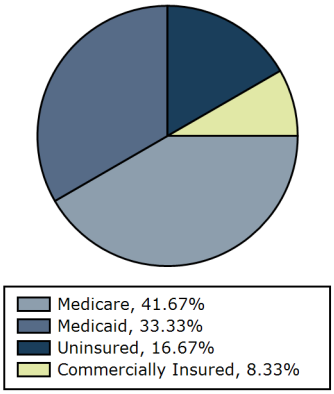

Chart Total N: 12

Tobacco Users By Ethnicity

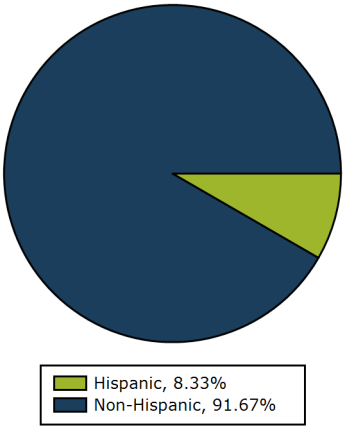

Chart Total N: 12

Tobacco Users By Chronic Condition

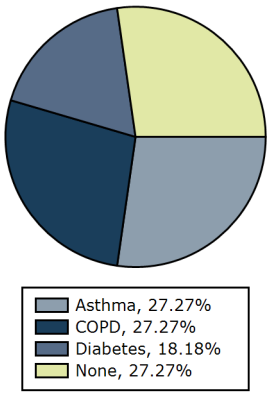

Chart Total N: 11

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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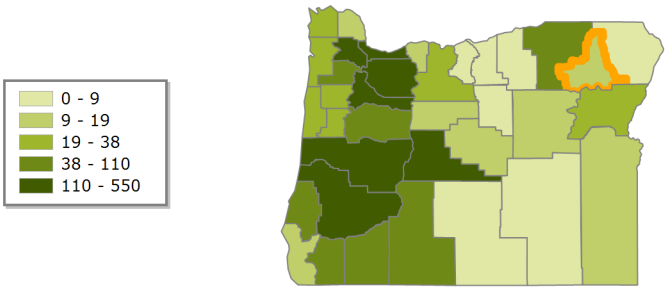
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Union County

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

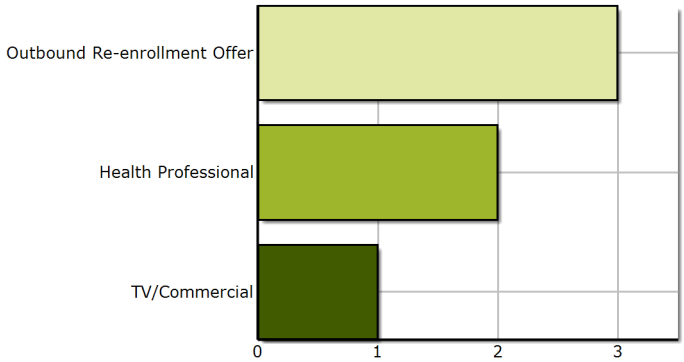
State Tobacco Users Served Contract YTD (Adults)



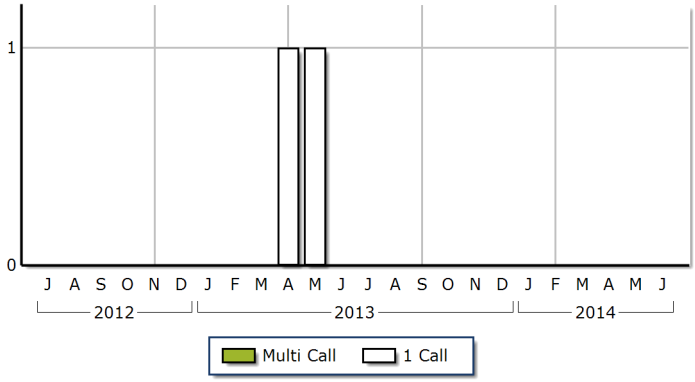
County Population		Prevalence	Tobacco Users
Adult	19,424	13.8 %	2,681 [4]

		County	State
Tobacco Users - Last Full Month		6	723
Tobacco Users YTD		14	4,032
Unique Tobacco Users YTD	[3]	8	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.52 %	0.80 %
Reach - NAQC	[2]	0.45 %	0.36 %
Annualized Reach	[1]	1.04 %	1.60 %
Annualized Reach - NAQC	[2]	0.90 %	0.71 %
Unique Individual Reach	[3]	0.30 %	0.50 %

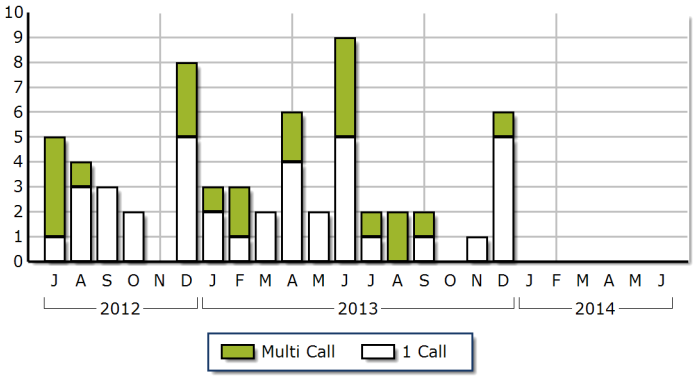
How Heard About



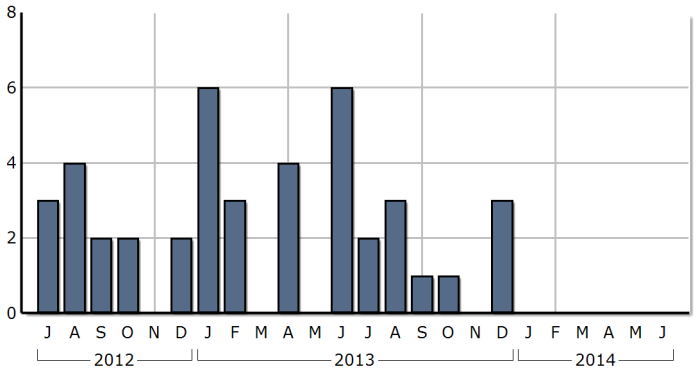
Fax Referral



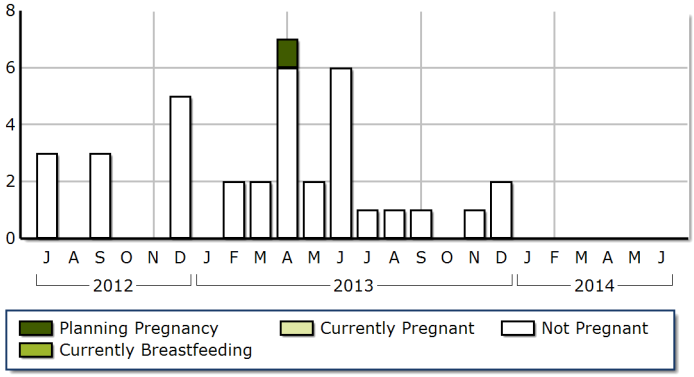
Tobacco User Enrollments By Program Type



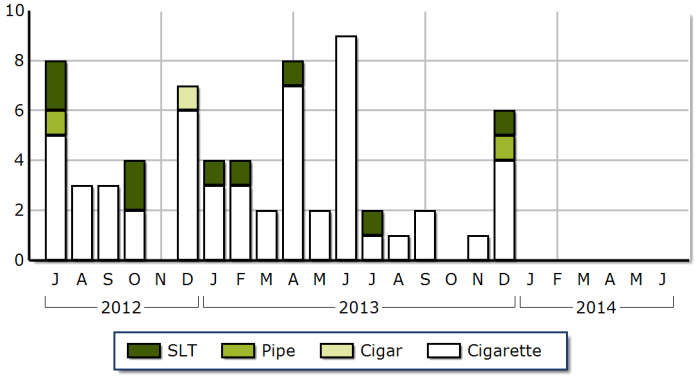
Tobacco Users Receiving NRT



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
Union County

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

Tobacco Users By Gender

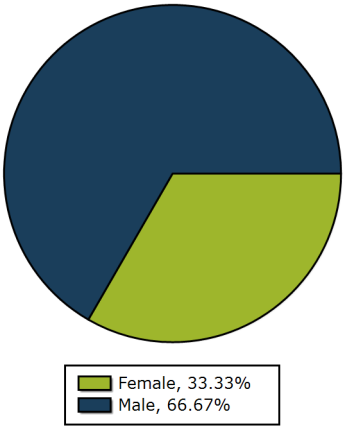


Chart Total N: 6

Tobacco Users By Language

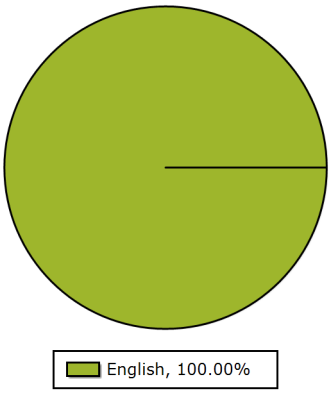
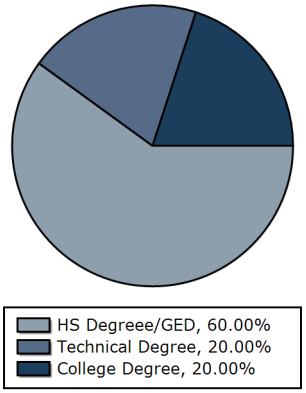


Chart Total N: 6

Tobacco Users By Education



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Tobacco Users By Race

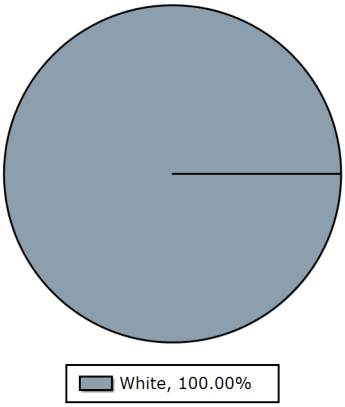

Chart Total N: 6

Tobacco Users By Age

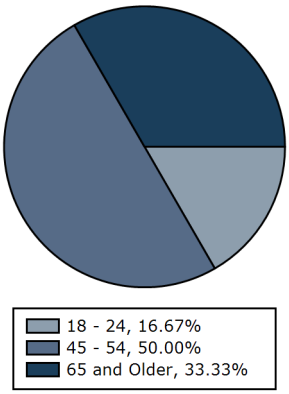

Chart Total N: 6

Tobacco Users By Health Plan

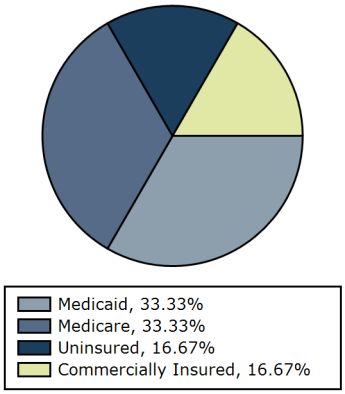

Chart Total N: 6

Tobacco Users By Ethnicity

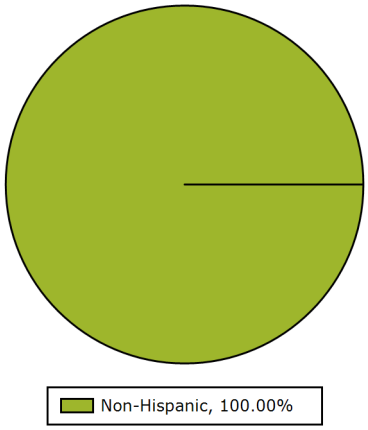

Chart Total N: 6

Tobacco Users By Chronic Condition

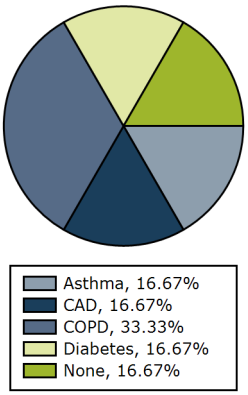

Chart Total N: 6

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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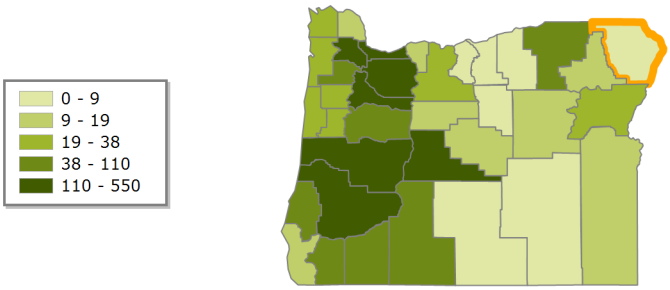
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wallowa County

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

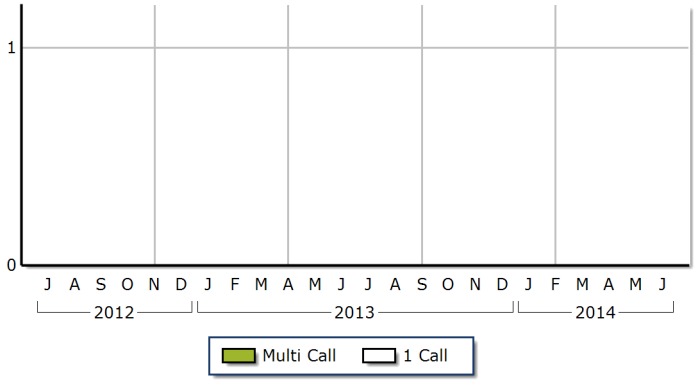
State Tobacco Users Served Contract YTD (Adults)



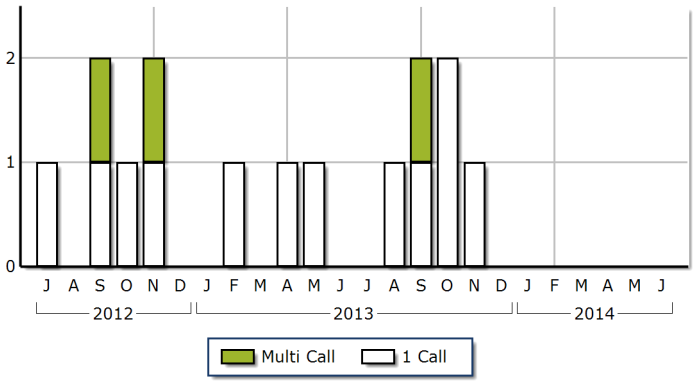
County Population		Prevalence	Tobacco Users
Adult	5,799	17.9 %	1,038 [4]

		County	State
Tobacco Users - Last Full Month		-	723
Tobacco Users YTD		6	4,032
Unique Tobacco Users YTD	[3]	4	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.58 %	0.80 %
Reach - NAQC	[2]	0.48 %	0.36 %
Annualized Reach	[1]	1.16 %	1.60 %
Annualized Reach - NAQC	[2]	0.96 %	0.71 %
Unique Individual Reach	[3]	0.39 %	0.50 %

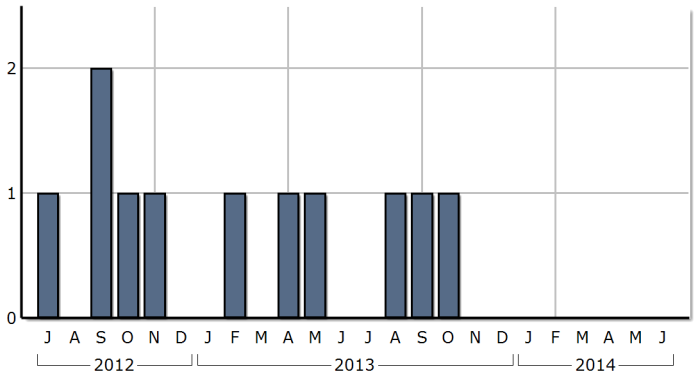
Fax Referral



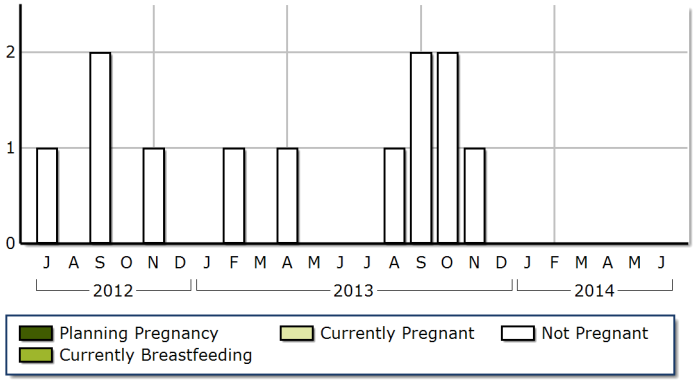
Tobacco User Enrollments By Program Type



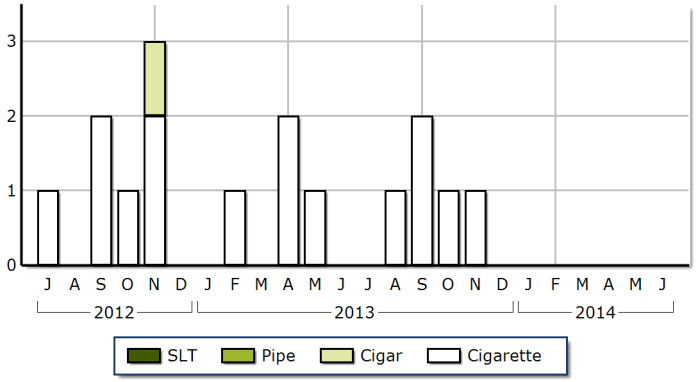
Tobacco Users Receiving NRT



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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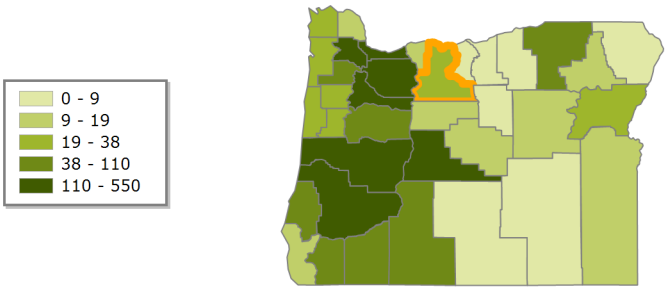
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wasco County

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

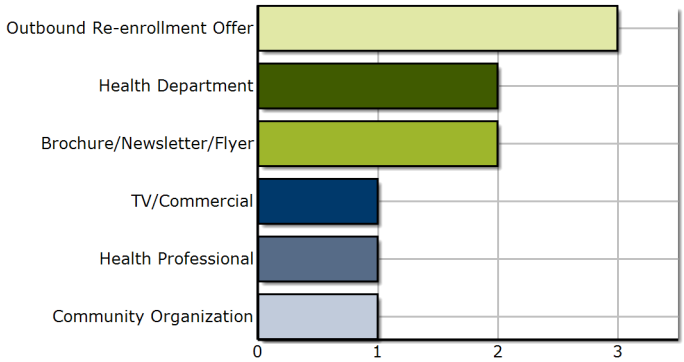
State Tobacco Users Served Contract YTD (Adults)



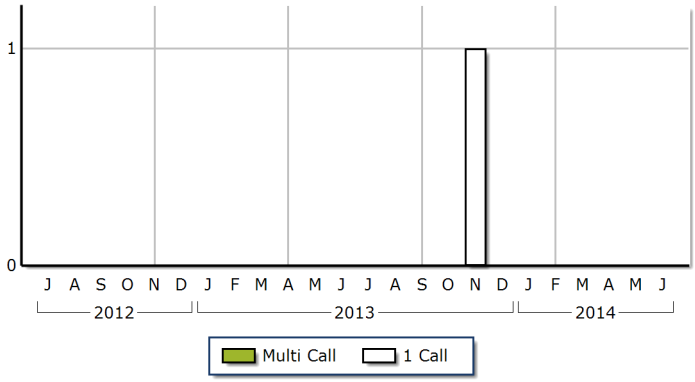
County Population		Prevalence	Tobacco Users
Adult	18,454	22.1 %	4,078 [4]

		County	State
Tobacco Users - Last Full Month		10	723
Tobacco Users YTD		28	4,032
Unique Tobacco Users YTD	[3]	18	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.69 %	0.80 %
Reach - NAQC	[2]	0.49 %	0.36 %
Annualized Reach	[1]	1.37 %	1.60 %
Annualized Reach - NAQC	[2]	0.98 %	0.71 %
Unique Individual Reach	[3]	0.44 %	0.50 %

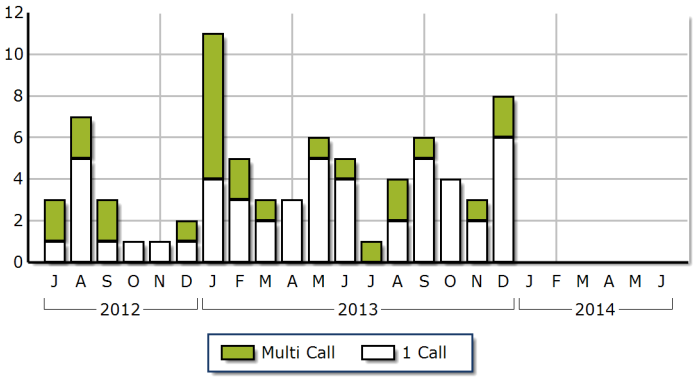
How Heard About



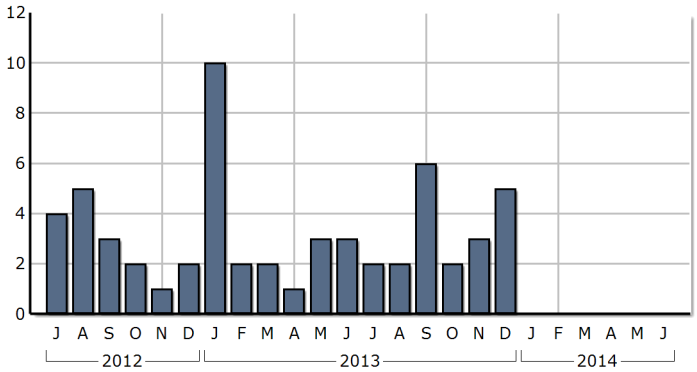
Fax Referral



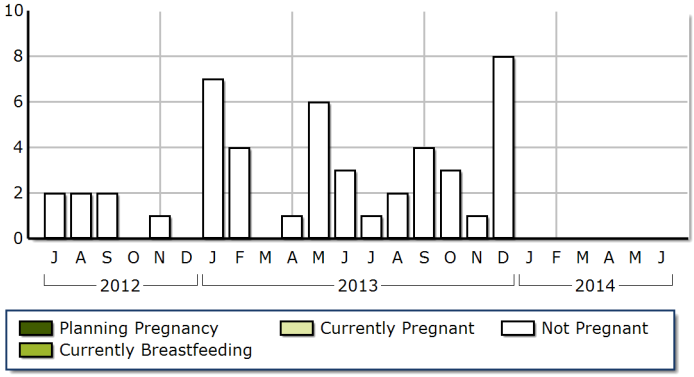
Tobacco User Enrollments By Program Type



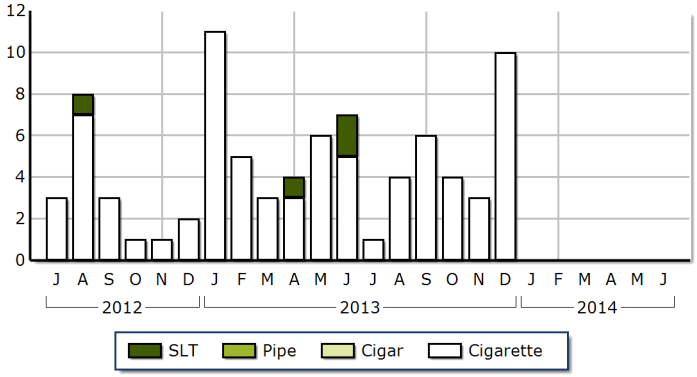
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



Tobacco Users By Tobacco Type



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Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Wasco County

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

Tobacco Users By Gender

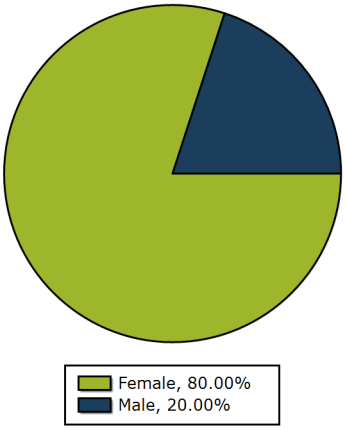

Chart Total N: 10

Tobacco Users By Language

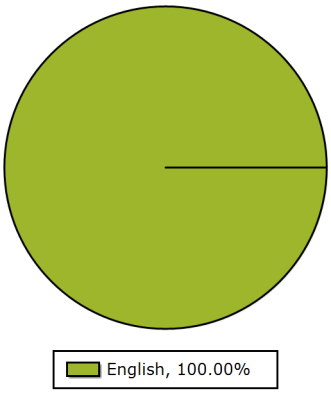

Chart Total N: 10

Tobacco Users By Education

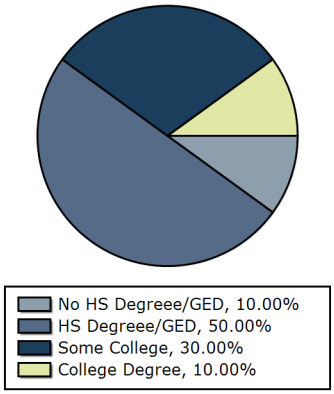

Chart Total N: 10

Tobacco Users By Race

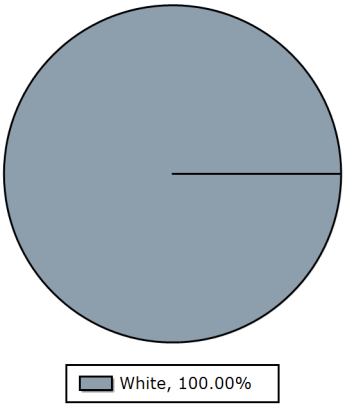

Chart Total N: 10

Tobacco Users By Age

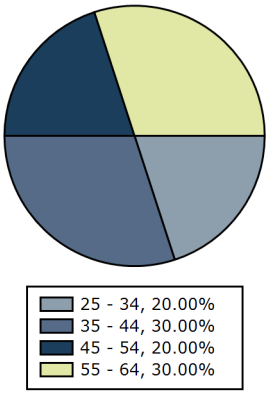

Chart Total N: 10

Tobacco Users By Health Plan

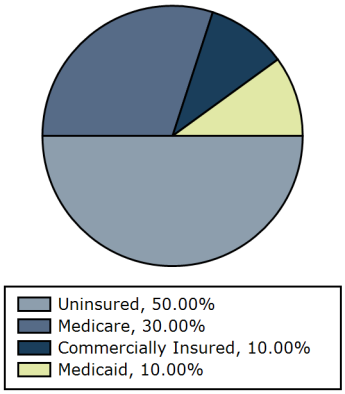

Chart Total N: 10

Tobacco Users By Ethnicity

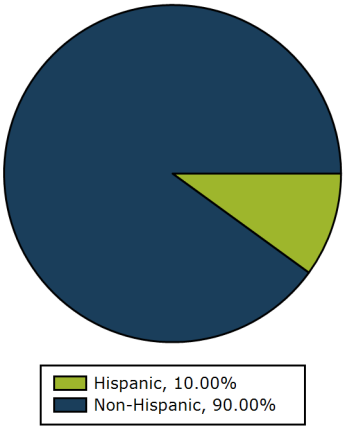

Chart Total N: 10

Tobacco Users By Chronic Condition

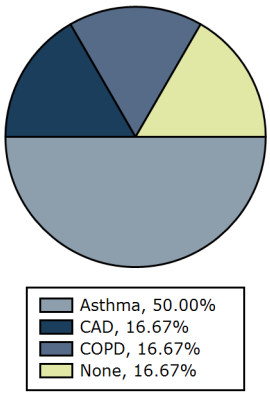

Chart Total N: 6

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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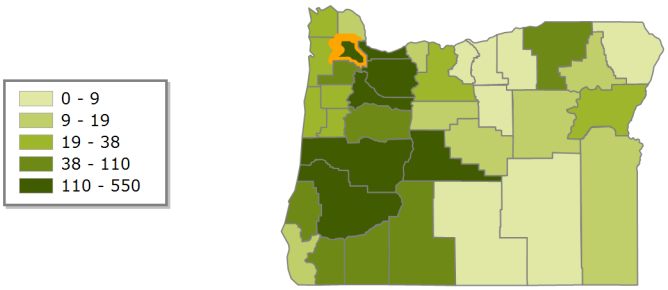
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Washington County

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

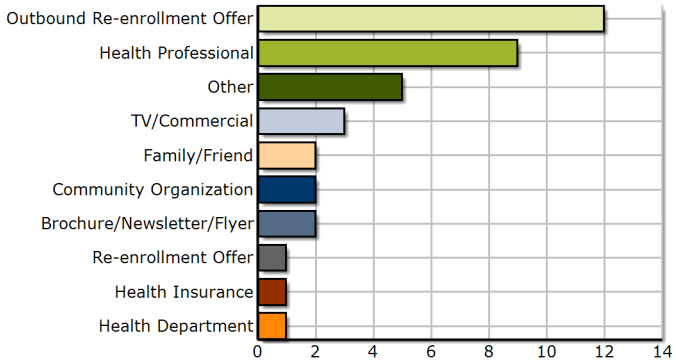
State Tobacco Users Served Contract YTD (Adults)



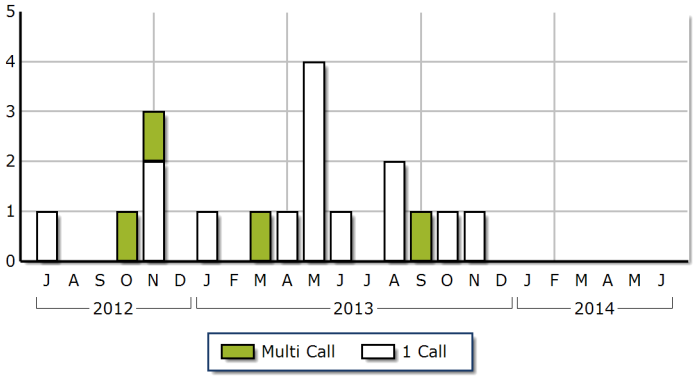
County Population		Prevalence	Tobacco Users
Adult	387,946	12.9 %	50,045 [4]

		County	State
Tobacco Users - Last Full Month		42	723
Tobacco Users YTD		192	4,032
Unique Tobacco Users YTD	[3]	109	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.38 %	0.80 %
Reach - NAQC	[2]	0.24 %	0.36 %
Annualized Reach	[1]	0.77 %	1.60 %
Annualized Reach - NAQC	[2]	0.48 %	0.71 %
Unique Individual Reach	[3]	0.22 %	0.50 %

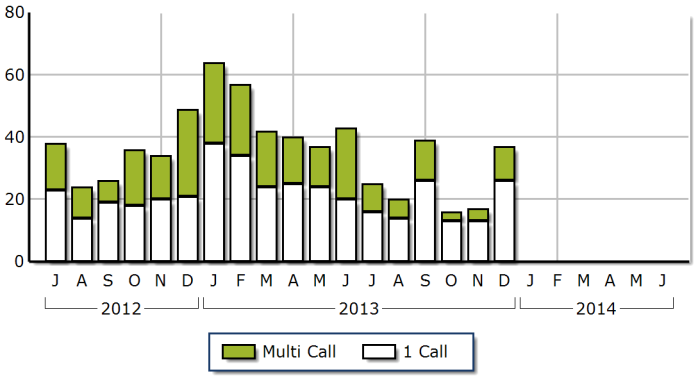
How Heard About



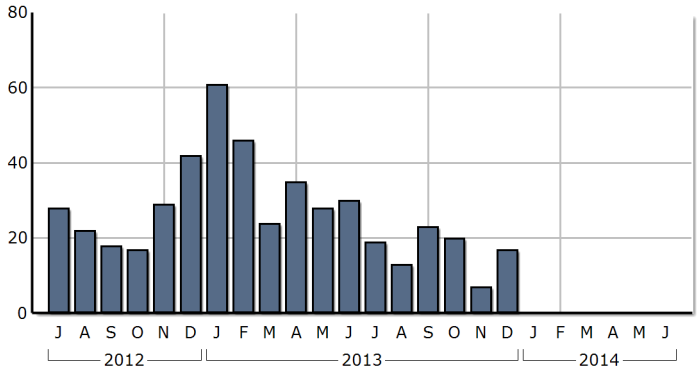
Fax Referral



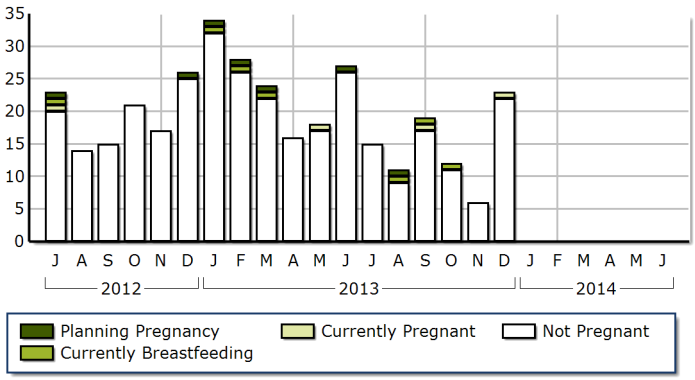
Tobacco User Enrollments By Program Type



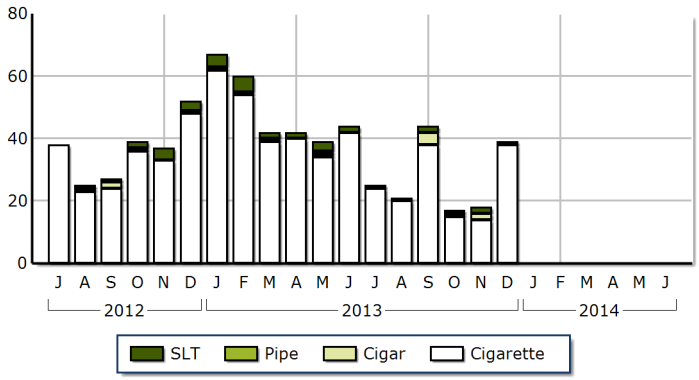
Tobacco Users Receiving NRT



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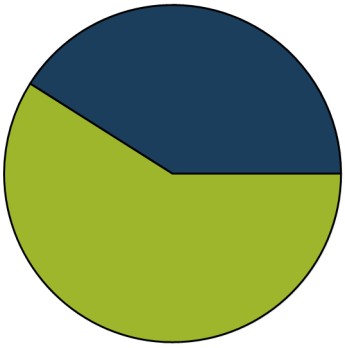
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Washington County
From 1/1/2014 through 1/31/2014

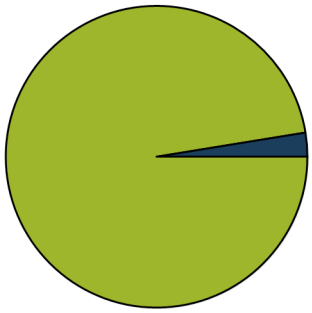
Tobacco Users By Gender



Female, 58.97%
Male, 41.03%

Chart Total N: 39

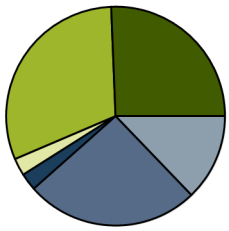
Tobacco Users By Language



English, 97.44%
Mandarin, 2.56%

Chart Total N: 39

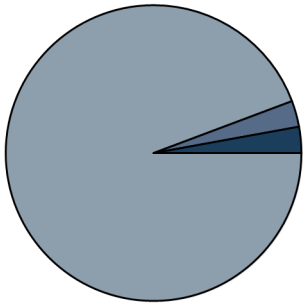
Tobacco Users By Education



No HS Degreee/GED, 12.82%
HS Degreee/GED, 25.64%
Some Technical School, 2.56%
Technical Degree, 2.56%
Some College, 30.77%
College Degree, 25.64%

Chart Total N: 39

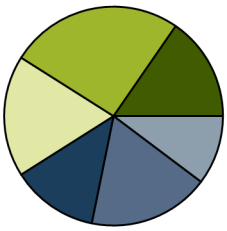
Tobacco Users By Race



White, 94.29%
American Indian/Alaskan Native, 2.86%
Asian, 2.86%

Chart Total N: 35

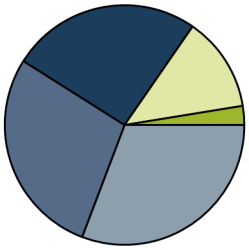
Tobacco Users By Age



18 - 24, 10.26%
25 - 34, 17.95%
35 - 44, 12.82%
45 - 54, 17.95%
55 - 64, 25.64%
65 and Older, 15.38%

Chart Total N: 39

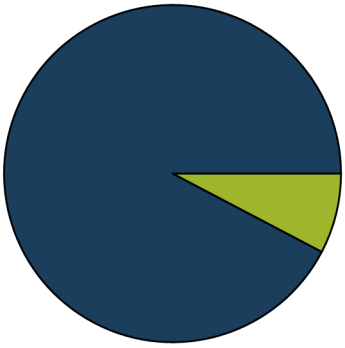
Tobacco Users By Health Plan



Uninsured, 30.77%
Medicare, 28.21%
Commercially Insured, 25.64%
Medicaid, 12.82%
Doesn't Know, 2.56%

Chart Total N: 39

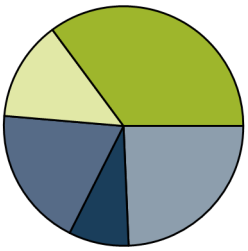
Tobacco Users By Ethnicity



Hispanic, 7.69%
Non-Hispanic, 92.31%

Chart Total N: 39

Tobacco Users By Chronic Condition



Asthma, 24.32%
CAD, 8.11%
COPD, 18.92%
Diabetes, 13.51%
None, 35.14%

Chart Total N: 37

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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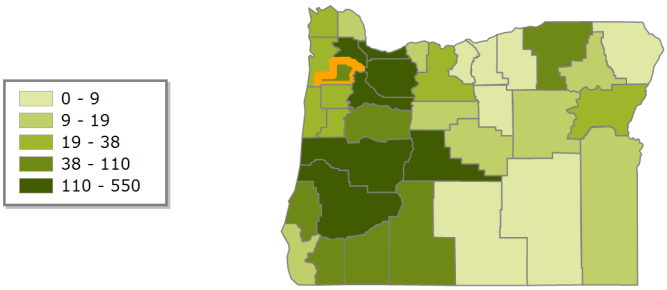
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County

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

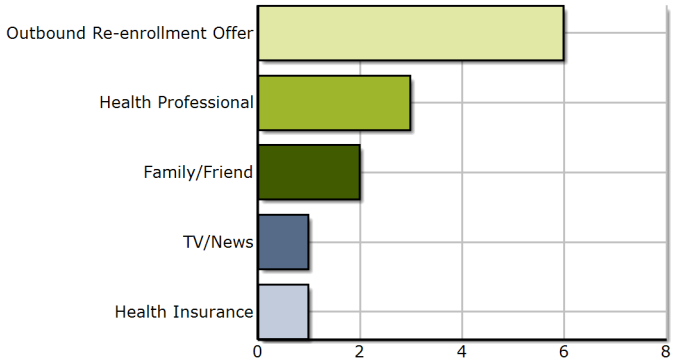
State Tobacco Users Served Contract YTD (Adults)



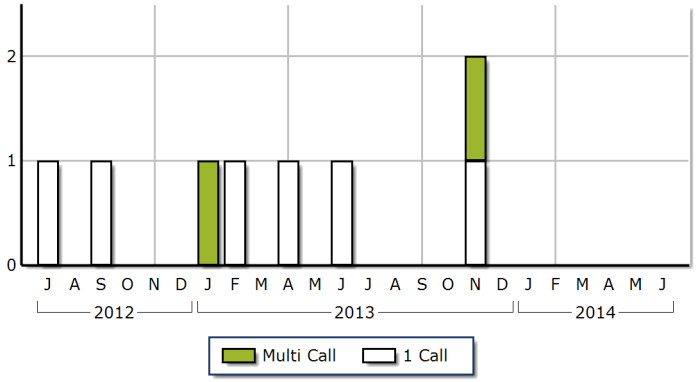
County Population		Prevalence	Tobacco Users
Adult	72,300	18.5 %	13,376 [4]

		County	State
Tobacco Users - Last Full Month		13	723
Tobacco Users YTD		47	4,032
Unique Tobacco Users YTD	[3]	34	2,502
Target Reach		2.0 %	2.0 %
Reach YTD	[1]	0.35 %	0.80 %
Reach - NAQC	[2]	0.27 %	0.36 %
Annualized Reach	[1]	0.70 %	1.60 %
Annualized Reach - NAQC	[2]	0.54 %	0.71 %
Unique Individual Reach	[3]	0.25 %	0.50 %

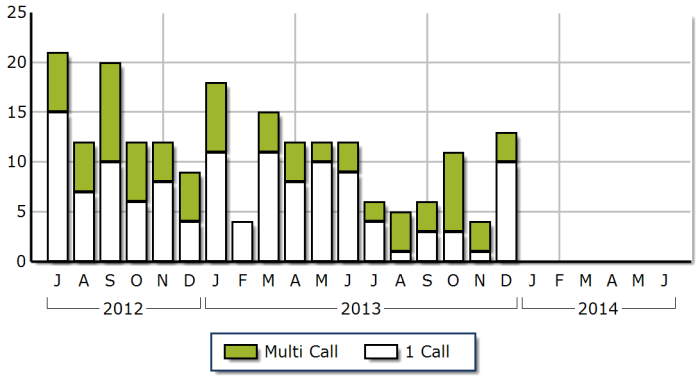
How Heard About



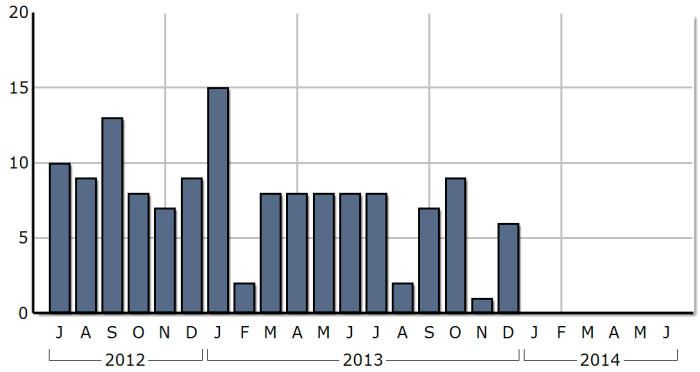
Fax Referral



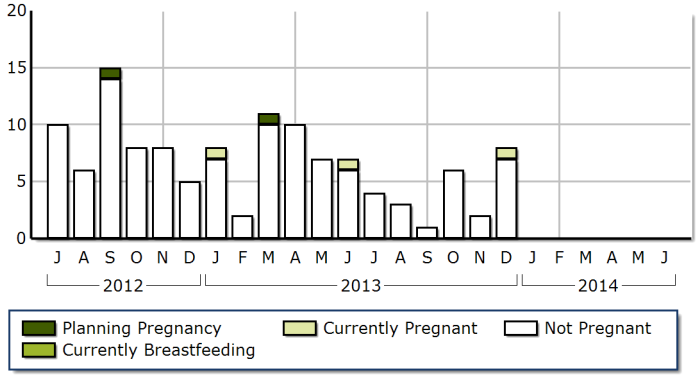
Tobacco User Enrollments By Program Type



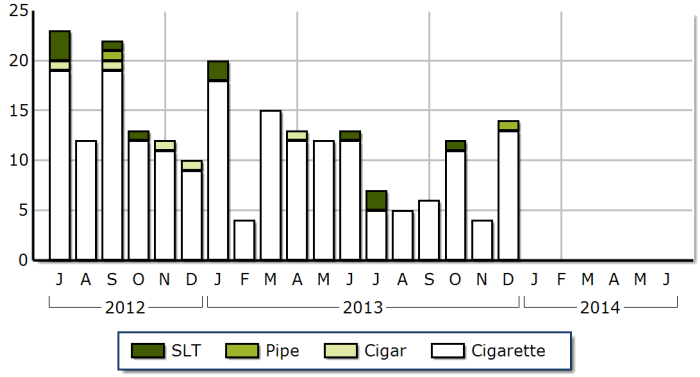
Tobacco Users Receiving NRT



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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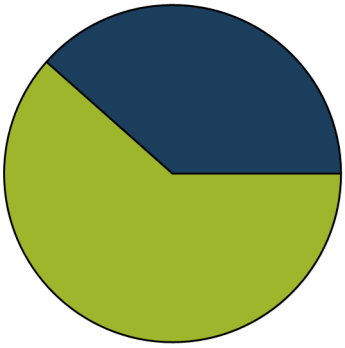
Oregon Tobacco Quit Line
Utilization Dashboard by County Report
Yamhill County

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

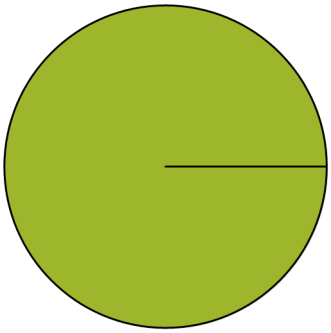
Tobacco Users By Gender



Female, 61.54%
Male, 38.46%

Chart Total N: 13

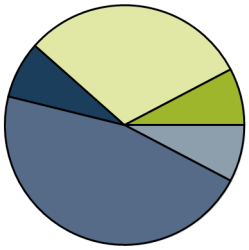
Tobacco Users By Language



English, 100.00%

Chart Total N: 13

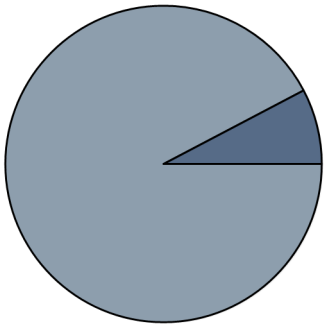
Tobacco Users By Education



No HS Degreee/GED, 7.69%
HS Degreee/GED, 46.15%
Some Technical School, 7.69%
Some College, 30.77%
College Degree, 7.69%

Chart Total N: 13

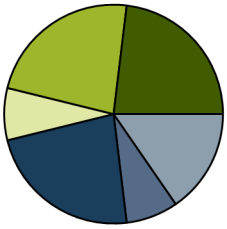
Tobacco Users By Race



White, 92.31%
Asian, 7.69%

Chart Total N: 13

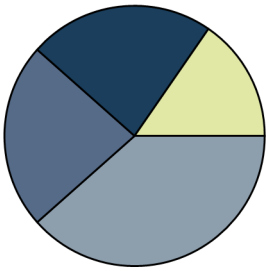
Tobacco Users By Age



18 - 24, 15.38%
25 - 34, 7.69%
35 - 44, 23.08%
45 - 54, 7.69%
55 - 64, 23.08%
65 and Older, 23.08%

Chart Total N: 13

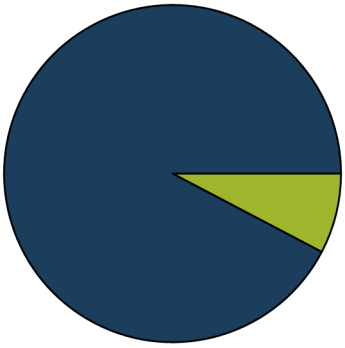
Tobacco Users By Health Plan



Commercially Insured, 38.46%
Medicaid, 23.08%
Medicare, 23.08%
Uninsured, 15.38%

Chart Total N: 13

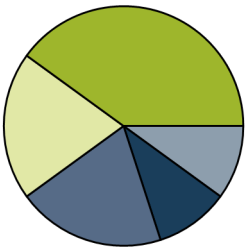
Tobacco Users By Ethnicity



Hispanic, 7.69%
Non-Hispanic, 92.31%

Chart Total N: 13

Tobacco Users By Chronic Condition



Asthma, 10.00%
CAD, 10.00%
COPD, 20.00%
Diabetes, 20.00%
None, 40.00%

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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