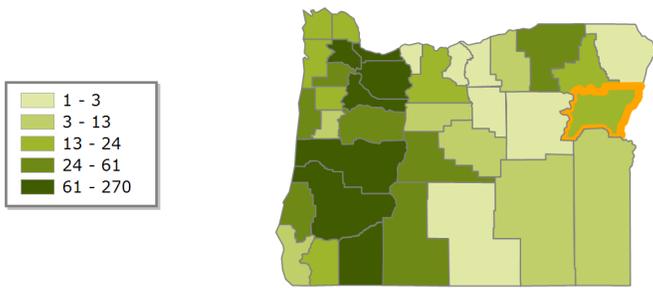


From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

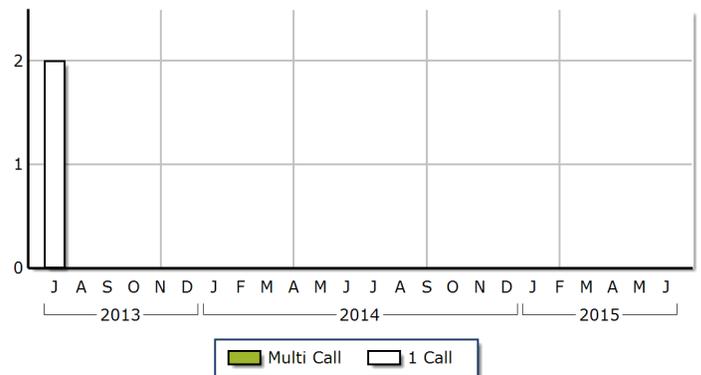


County Population		Prevalence	Tobacco Users	
Adult	13,243	20.0 %	County	State
			5	755
<b>Tobacco Users - Last Full Month</b>			17	3,202
<b>Tobacco Users YTD</b>			11	2,105
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.64 %
<b>Reach - NAQC</b>			2	0.60 %
<b>Annualized Reach</b>			1	1.93 %
<b>Annualized Reach - NAQC</b>			2	1.81 %
<b>Unique Individual Reach</b>			3	0.42 %

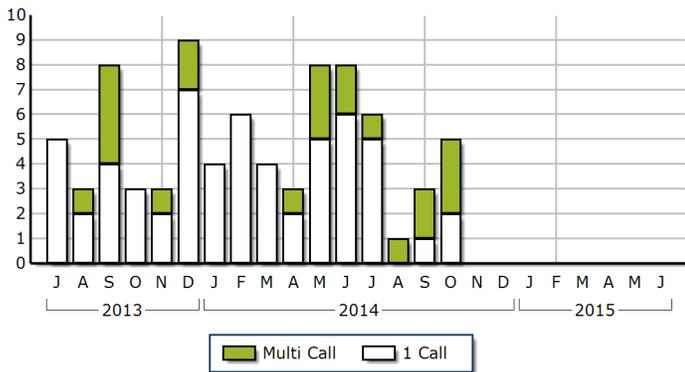
## How Heard About



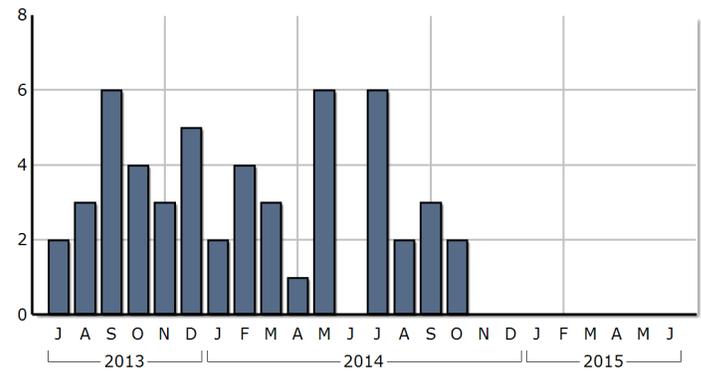
## Fax Referral



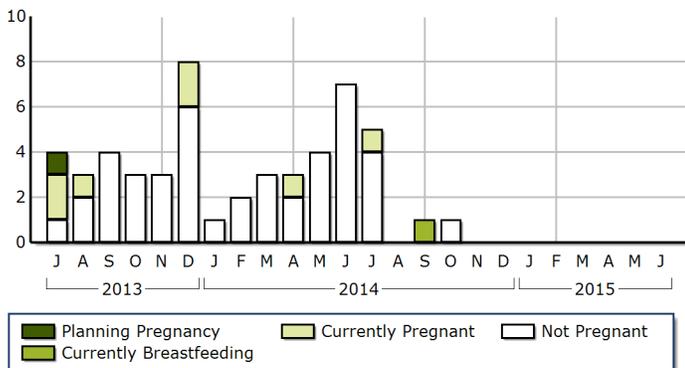
## Tobacco User Enrollments By Program Type



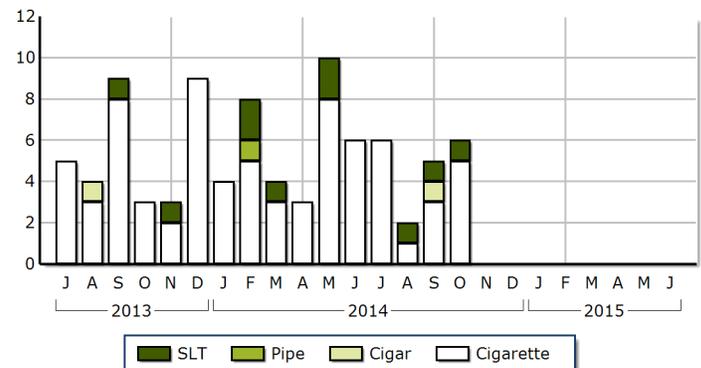
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status



## Tobacco Users By Tobacco Type



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

Tobacco Users By Gender

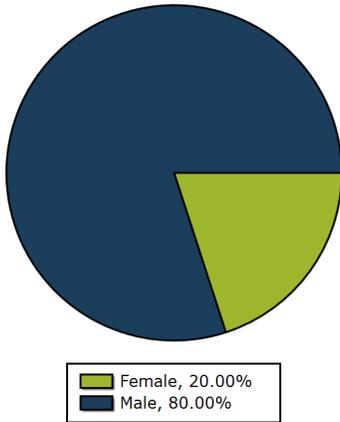


Chart Total N: 5

Tobacco Users By Language

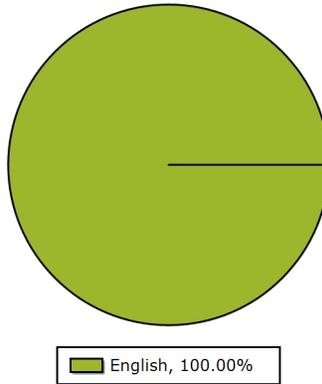


Chart Total N: 5

Tobacco Users By Education

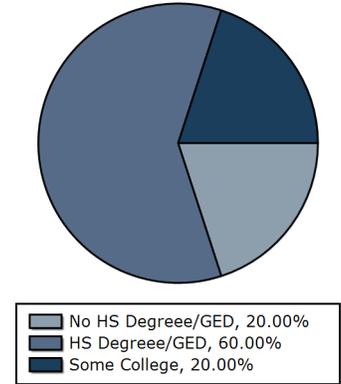


Chart Total N: 5

Tobacco Users By Race

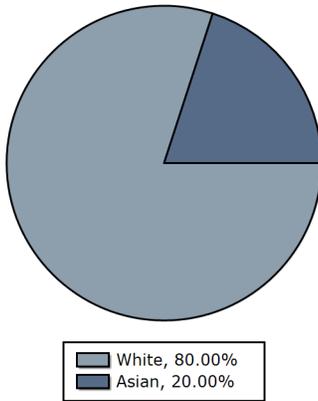


Chart Total N: 5

Tobacco Users By Age

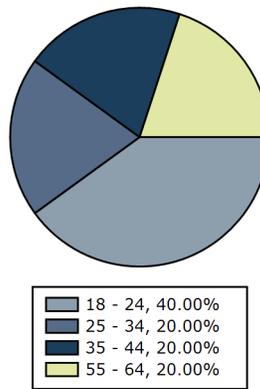


Chart Total N: 5

Tobacco Users By Health Plan

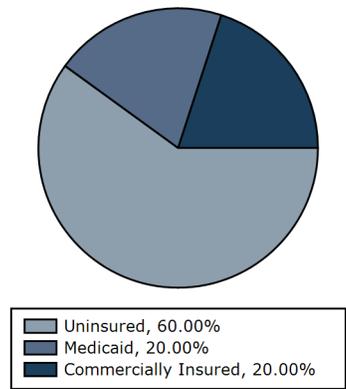


Chart Total N: 5

Tobacco Users By Ethnicity

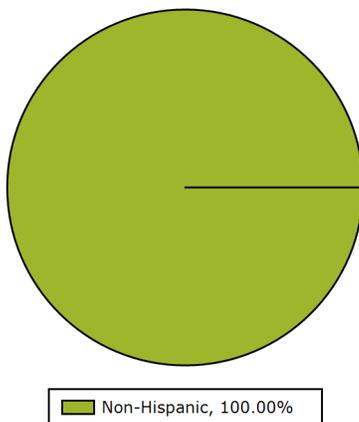


Chart Total N: 5

Tobacco Users By Chronic Condition

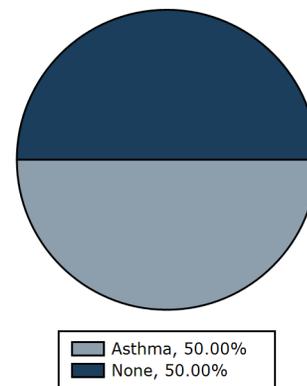


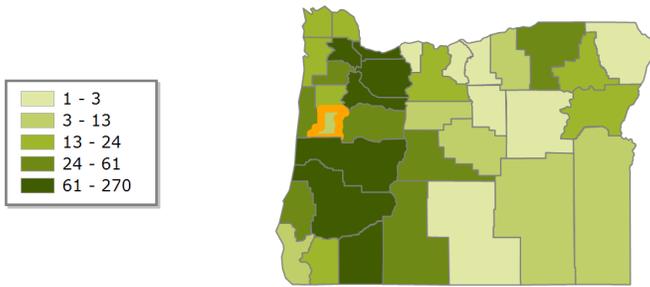
Chart Total N: 4

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.

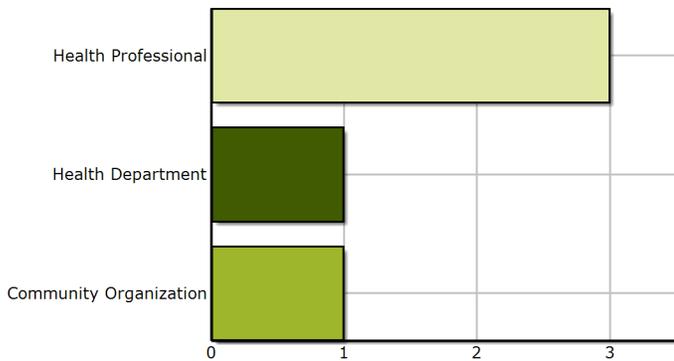
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

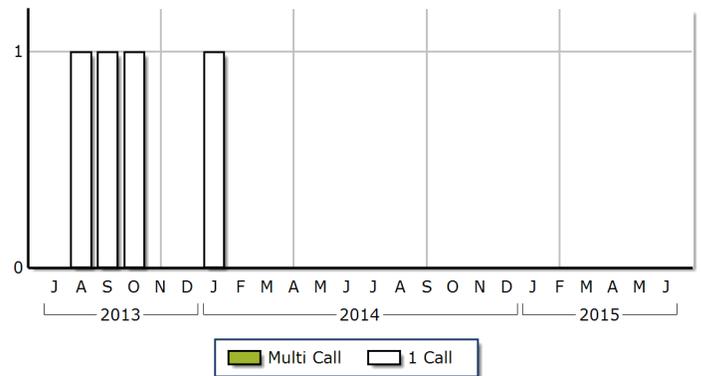


County Population		Prevalence	Tobacco Users	
Adult	69,035	10.8 %	7,456 <sup>4</sup>	
			County	State
Tobacco Users - Last Full Month			6	755
Tobacco Users YTD			12	3,202
Unique Tobacco Users YTD			9	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.16 %
Reach - NAQC			2	0.13 %
Annualized Reach			1	0.48 %
Annualized Reach - NAQC			2	0.40 %
Unique Individual Reach			3	0.12 %

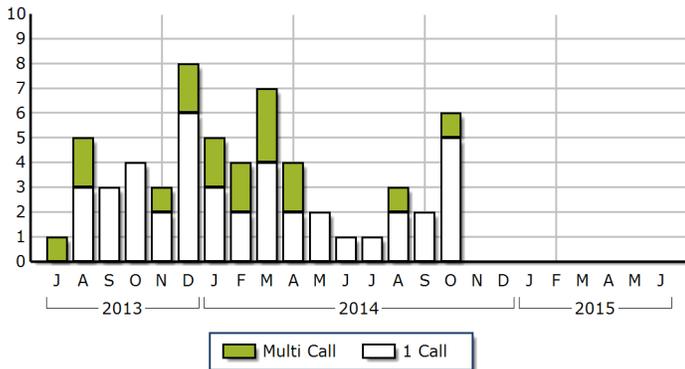
## How Heard About



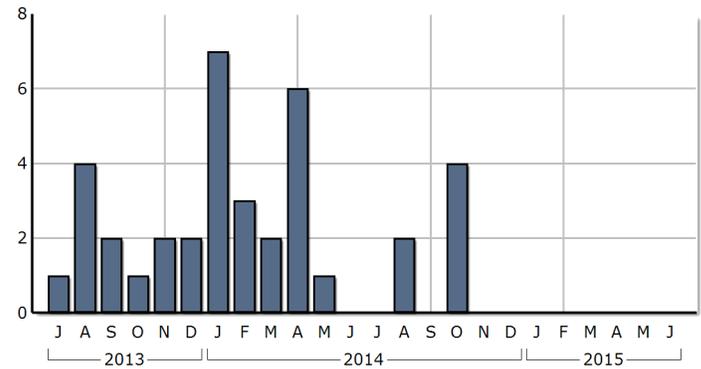
## Fax Referral



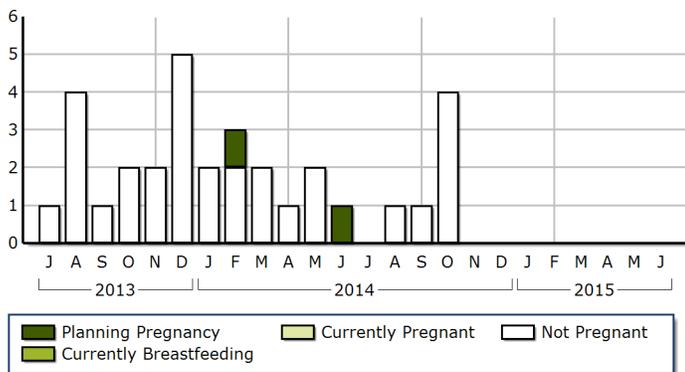
## Tobacco User Enrollments By Program Type



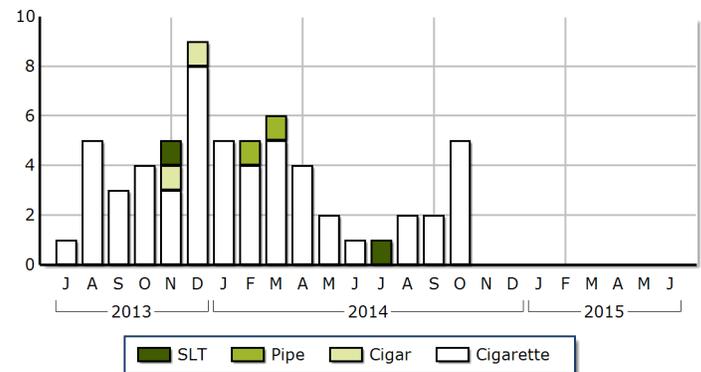
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

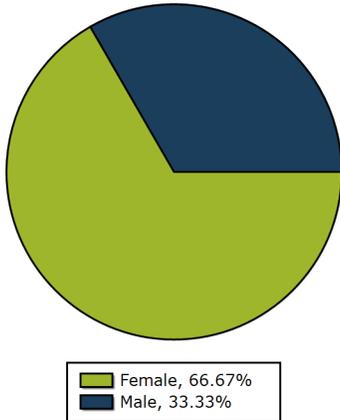


Chart Total N: 6

Tobacco Users By Language

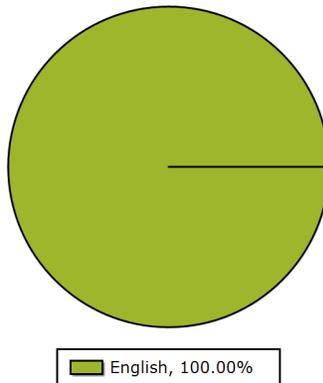


Chart Total N: 6

Tobacco Users By Education

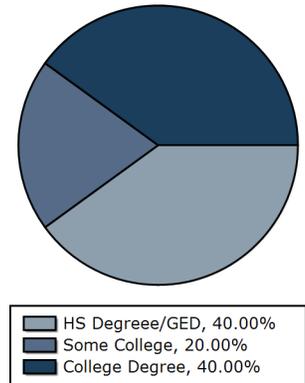


Chart Total N: 5

Tobacco Users By Race

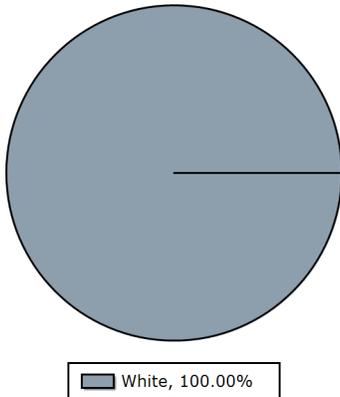


Chart Total N: 5

Tobacco Users By Age

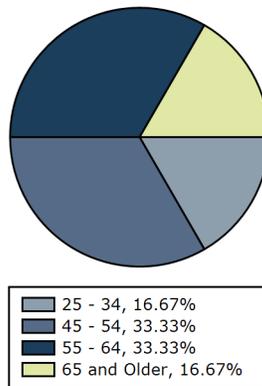


Chart Total N: 6

Tobacco Users By Health Plan

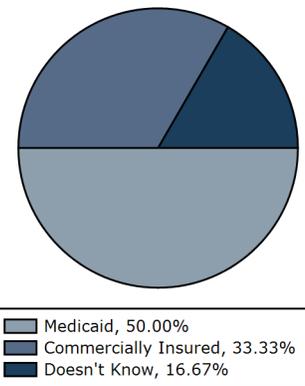


Chart Total N: 6

Tobacco Users By Ethnicity

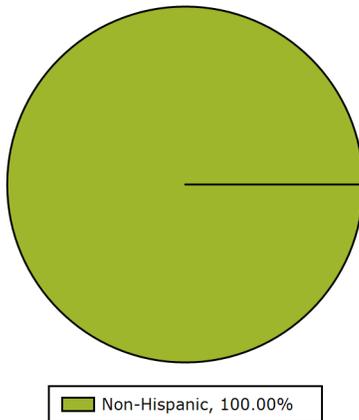


Chart Total N: 5

Tobacco Users By Chronic Condition

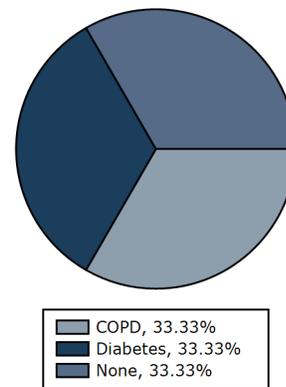


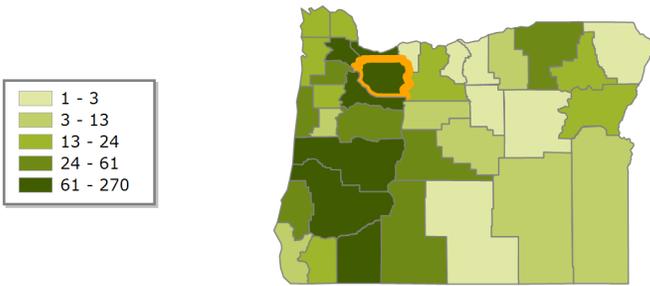
Chart Total N: 3

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 BRFS 2006-2009. Adult population - Oregon Population Research Center 2009.

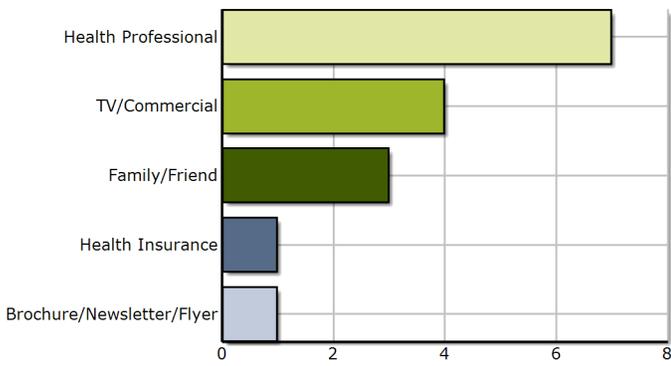
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

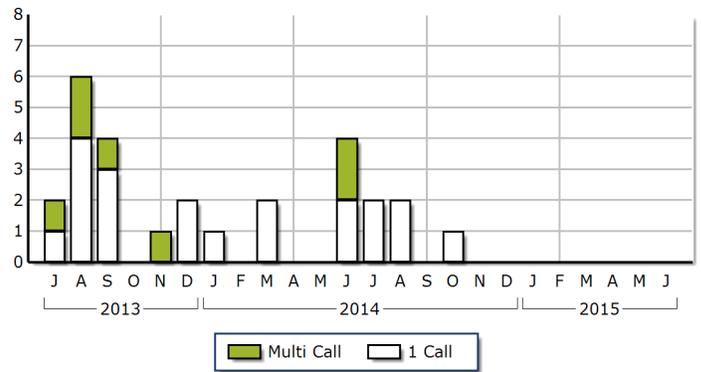


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	289,948	15.4 %	44,652 <sup>4</sup>	
			County	State
<b>Tobacco Users - Last Full Month</b>			27	755
<b>Tobacco Users YTD</b>			167	3,202
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.37 %
<b>Reach - NAQC</b>			2	0.20 %
<b>Annualized Reach</b>			1	1.12 %
<b>Annualized Reach - NAQC</b>			2	0.60 %
<b>Unique Individual Reach</b>			3	0.19 %

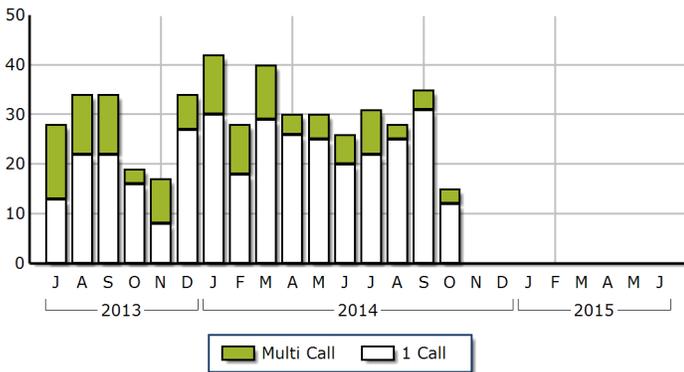
## How Heard About



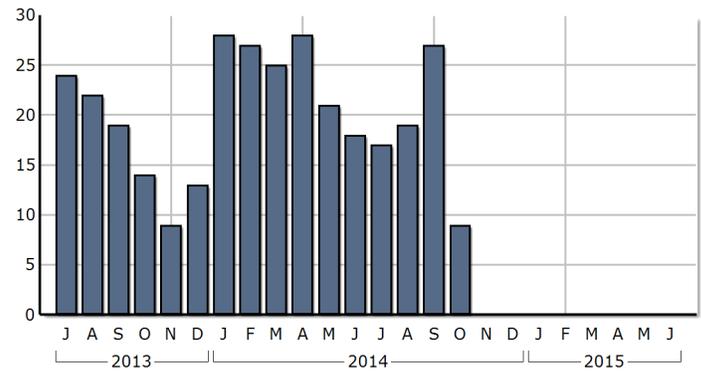
## Fax Referral



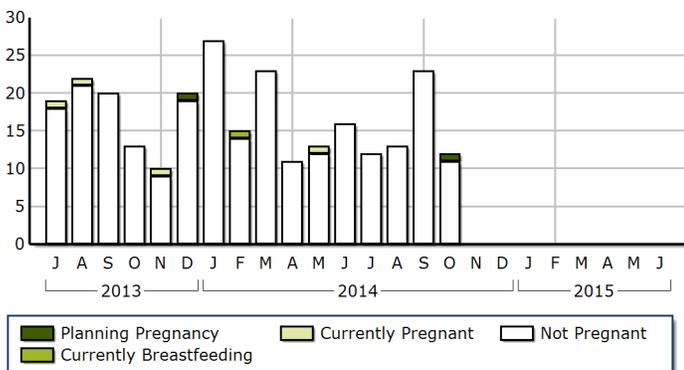
## Tobacco User Enrollments By Program Type



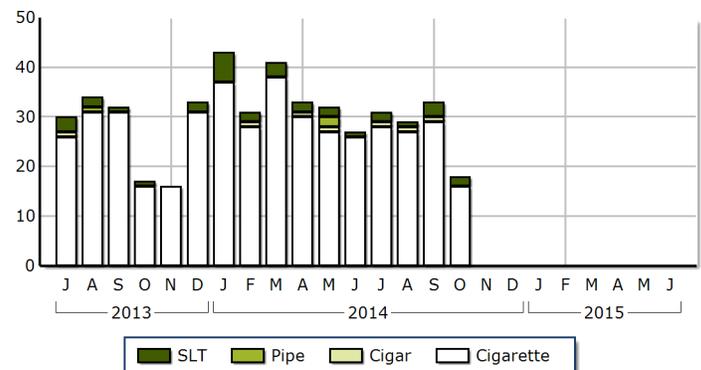
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

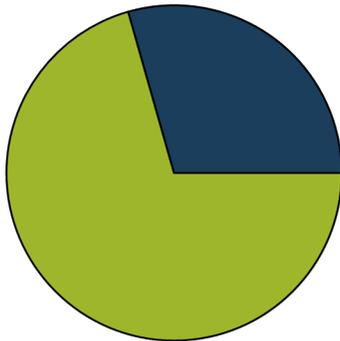


## Tobacco Users By Tobacco Type



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.

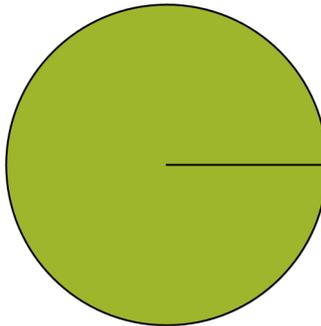
Tobacco Users By Gender



Female, 70.59%  
Male, 29.41%

Chart Total N: 17

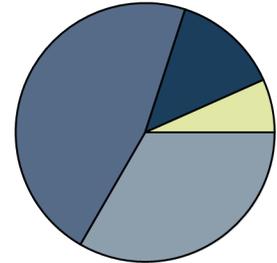
Tobacco Users By Language



English, 100.00%

Chart Total N: 17

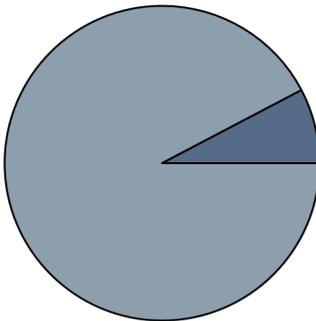
Tobacco Users By Education



No HS Degreee/GED, 33.33%  
HS Degreee/GED, 46.67%  
Some College, 13.33%  
College Degree, 6.67%

Chart Total N: 15

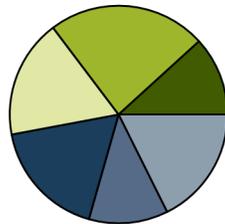
Tobacco Users By Race



White, 92.31%  
Native Hawaiian/Pacific Islander, 7.69%

Chart Total N: 13

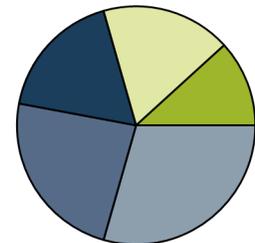
Tobacco Users By Age



18 - 24, 17.65%  
25 - 34, 11.76%  
35 - 44, 17.65%  
45 - 54, 17.65%  
55 - 64, 23.53%  
65 and Older, 11.76%

Chart Total N: 17

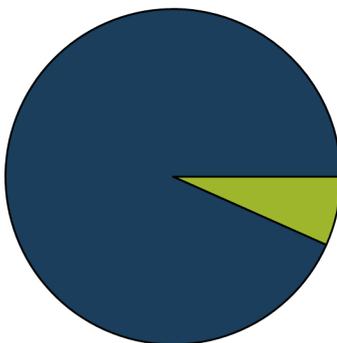
Tobacco Users By Health Plan



Medicare, 29.41%  
Commercially Insured, 23.53%  
Medicaid, 17.65%  
Uninsured, 17.65%  
Doesn't Know, 11.76%

Chart Total N: 17

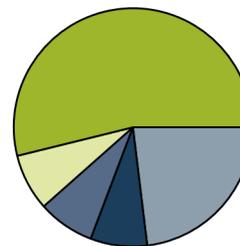
Tobacco Users By Ethnicity



Hispanic, 6.67%  
Non-Hispanic, 93.33%

Chart Total N: 15

Tobacco Users By Chronic Condition



Asthma, 23.08%  
CAD, 7.69%  
COPD, 7.69%  
Diabetes, 7.69%  
None, 53.85%

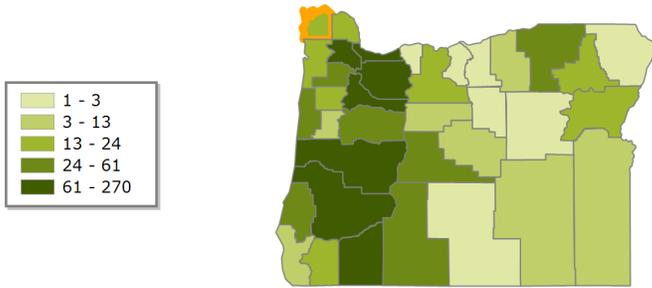
Chart Total N: 13

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

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.

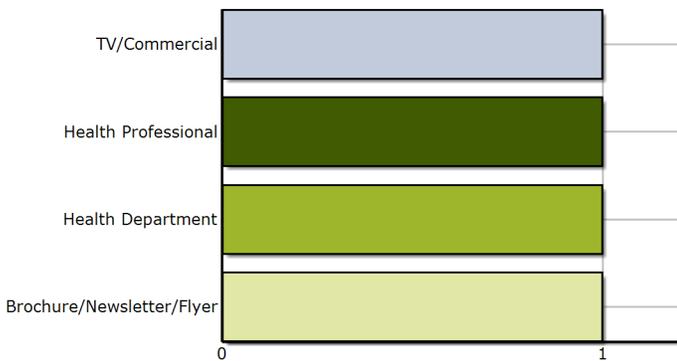
From 10/1/2014 through 10/31/2014

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

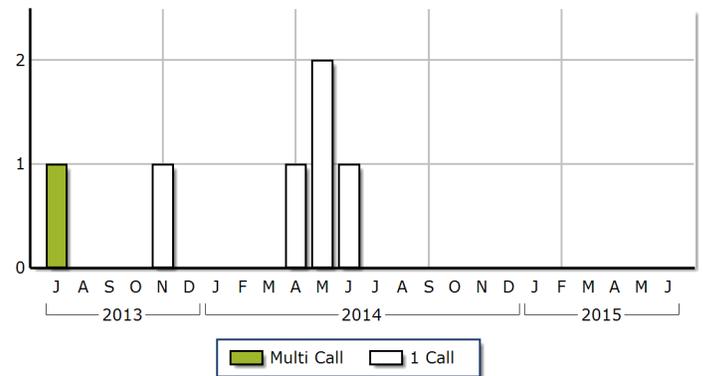


County Population		Prevalence	Tobacco Users	
Adult	29,812	21.5 %	6,410 <sup>4</sup>	
			County	State
Tobacco Users - Last Full Month			5	755
Tobacco Users YTD			19	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.30 %
Reach - NAQC			2	0.17 %
Annualized Reach			1	0.89 %
Annualized Reach - NAQC			2	0.51 %
Unique Individual Reach			3	0.14 %

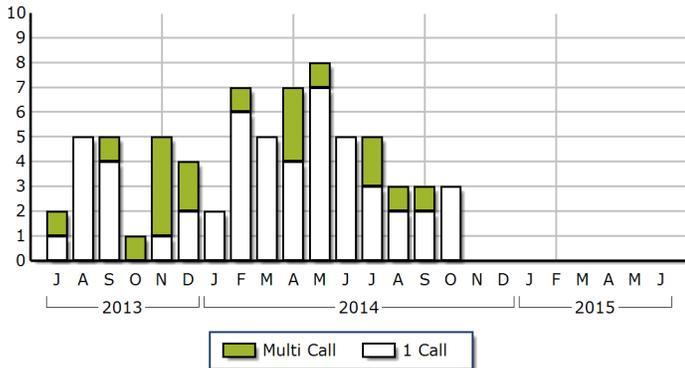
### How Heard About



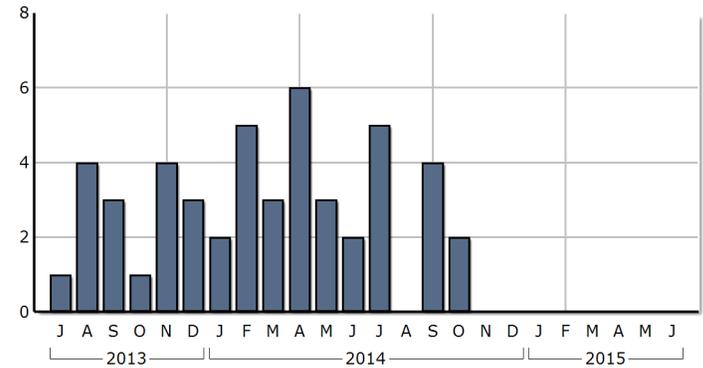
### Fax Referral



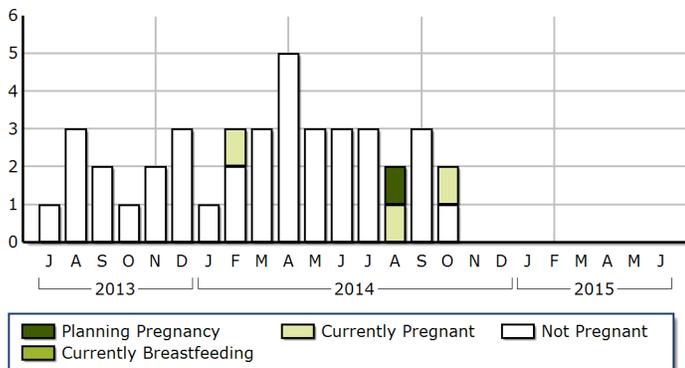
### Tobacco User Enrollments By Program Type



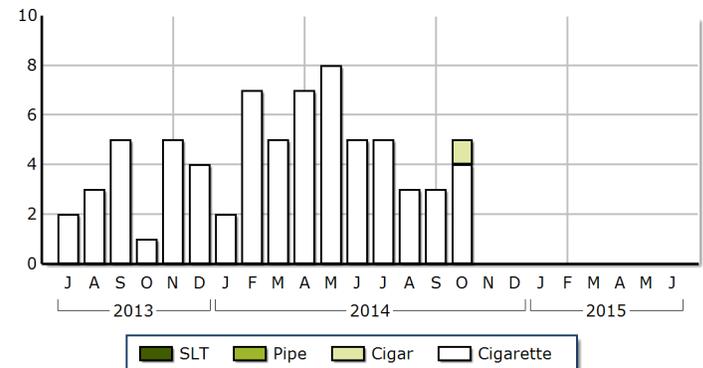
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status

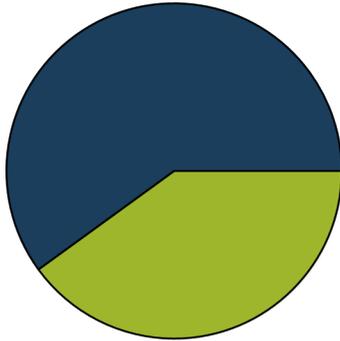


### Tobacco Users By Tobacco Type



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.

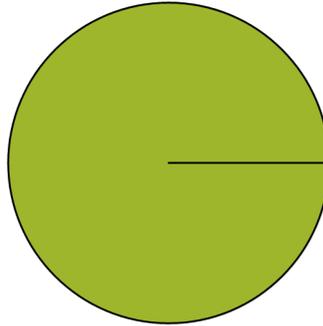
Tobacco Users By Gender



Female, 40.00%  
Male, 60.00%

Chart Total N: 5

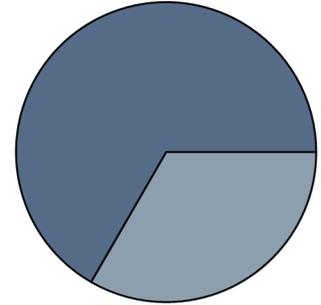
Tobacco Users By Language



English, 100.00%

Chart Total N: 5

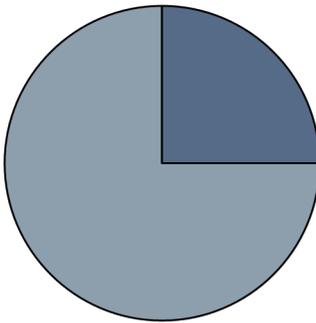
Tobacco Users By Education



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

Chart Total N: 3

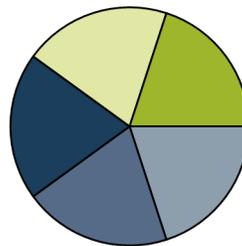
Tobacco Users By Race



White, 75.00%  
American Indian/Alaskan Native, 25.00%

Chart Total N: 4

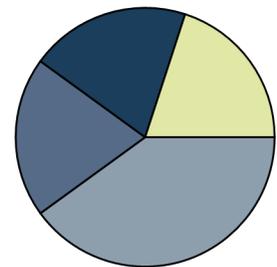
Tobacco Users By Age



25 - 34, 20.00%  
35 - 44, 20.00%  
45 - 54, 20.00%  
55 - 64, 20.00%  
65 and Older, 20.00%

Chart Total N: 5

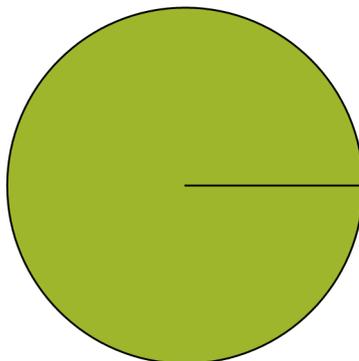
Tobacco Users By Health Plan



Medicaid, 40.00%  
Medicare, 20.00%  
Uninsured, 20.00%  
Doesn't Know, 20.00%

Chart Total N: 5

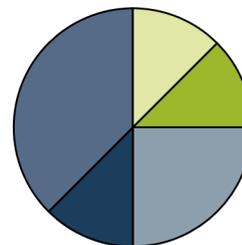
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 4

Tobacco Users By Chronic Condition



Asthma, 25.00%  
CAD, 12.50%  
COPD, 37.50%  
Diabetes, 12.50%  
None, 12.50%

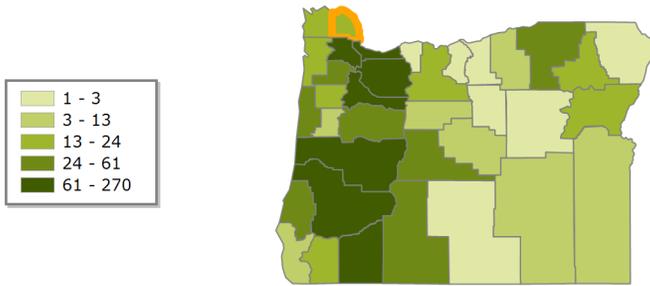
Chart Total N: 8

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.

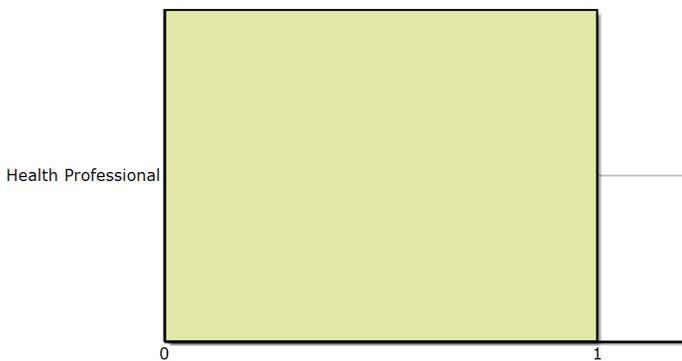
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

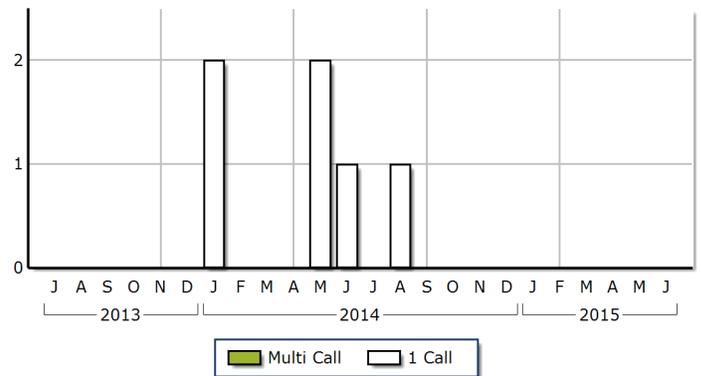


County Population		Prevalence	Tobacco Users	
Adult	36,948	17.1 %	6,318 <sup>4</sup>	
			County	State
Tobacco Users - Last Full Month			2	755
Tobacco Users YTD			21	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.33 %
Reach - NAQC			2	0.22 %
Annualized Reach			1	1.00 %
Annualized Reach - NAQC			2	0.66 %
Unique Individual Reach			3	0.22 %

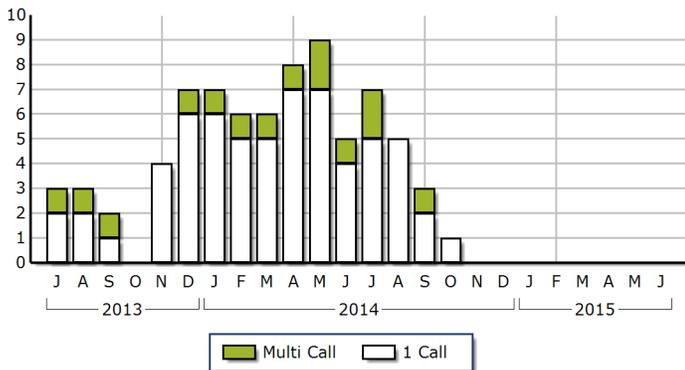
## How Heard About



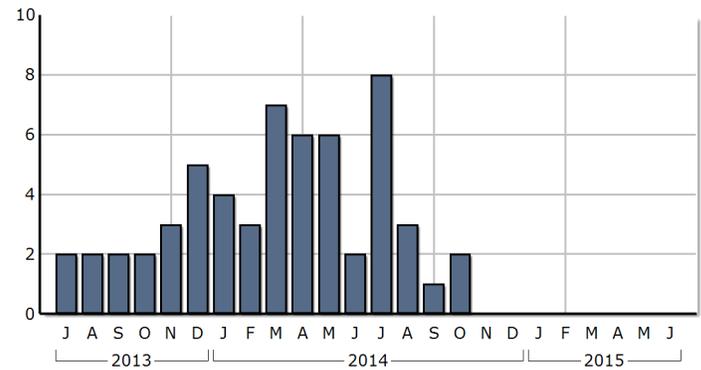
## Fax Referral



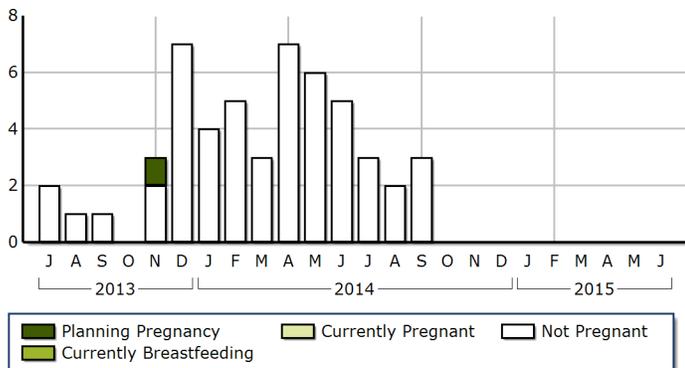
## Tobacco User Enrollments By Program Type



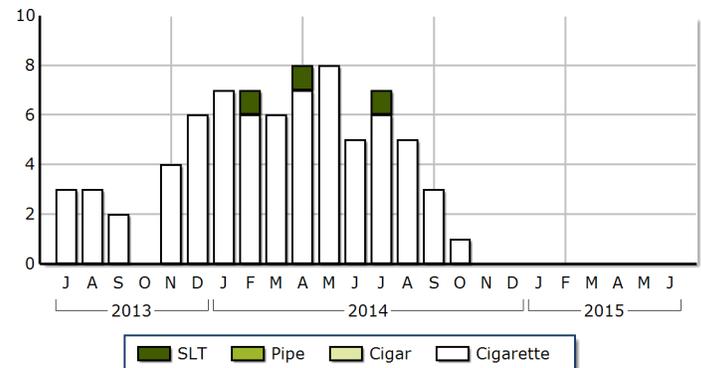
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

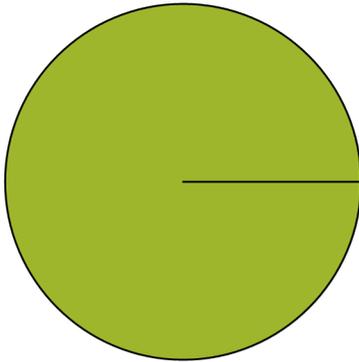


## Tobacco Users By Tobacco Type



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.

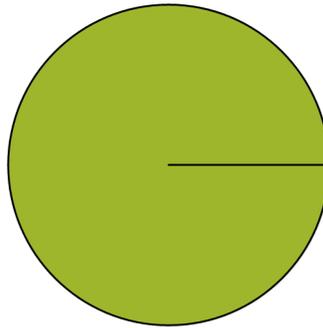
Tobacco Users By Gender



Male, 100.00%

Chart Total N: 1

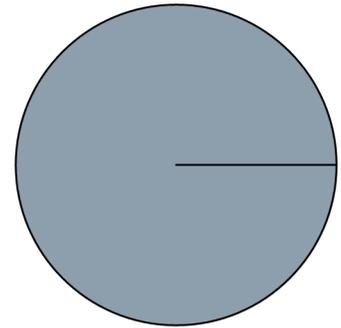
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

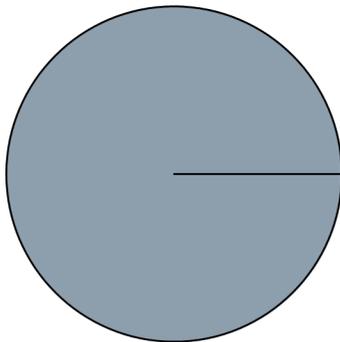
Tobacco Users By Education



No HS Degreee/GED, 100.00%

Chart Total N: 1

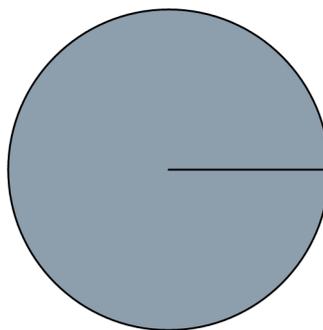
Tobacco Users By Race



White, 100.00%

Chart Total N: 1

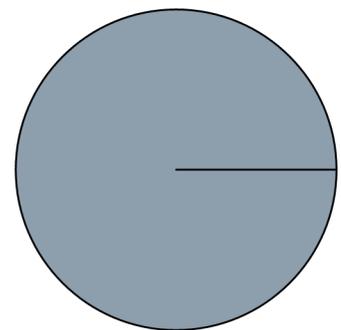
Tobacco Users By Age



45 - 54, 100.00%

Chart Total N: 1

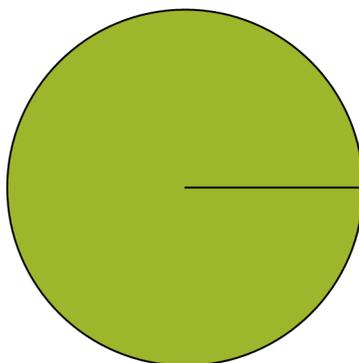
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

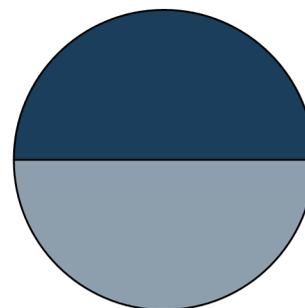
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



CAD, 50.00%  
COPD, 50.00%

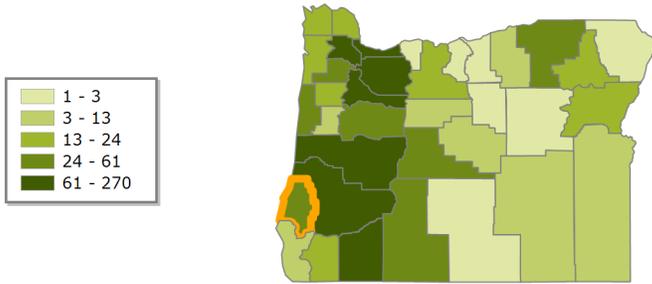
Chart Total N: 2

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.

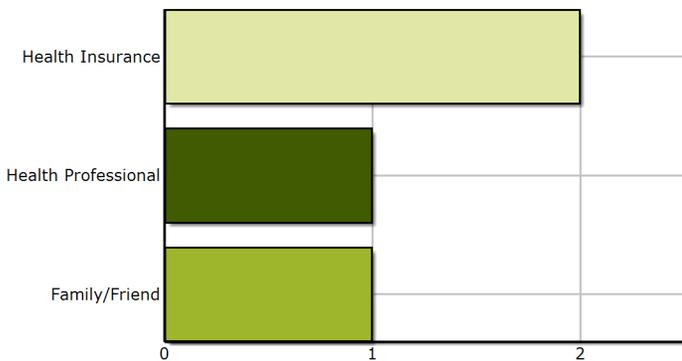
From 10/1/2014 through 10/31/2014

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

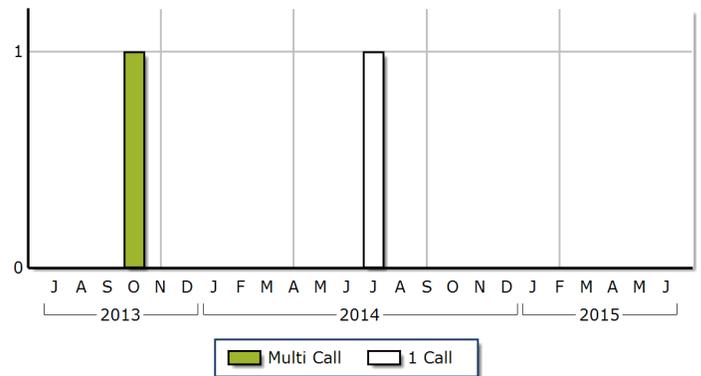


County Population		Prevalence	Tobacco Users	
Adult	50,726	28.1 %	14,254	<sup>4</sup>
			County	State
Tobacco Users - Last Full Month			4	755
Tobacco Users YTD			29	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.20 %
Reach - NAQC			2	0.18 %
Annualized Reach			1	0.61 %
Annualized Reach - NAQC			2	0.53 %
Unique Individual Reach			3	0.14 %

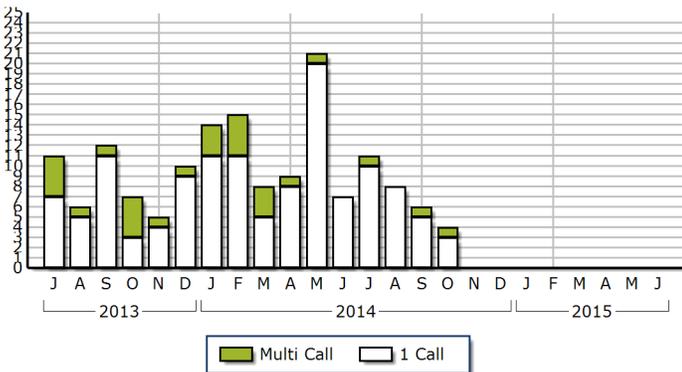
### How Heard About



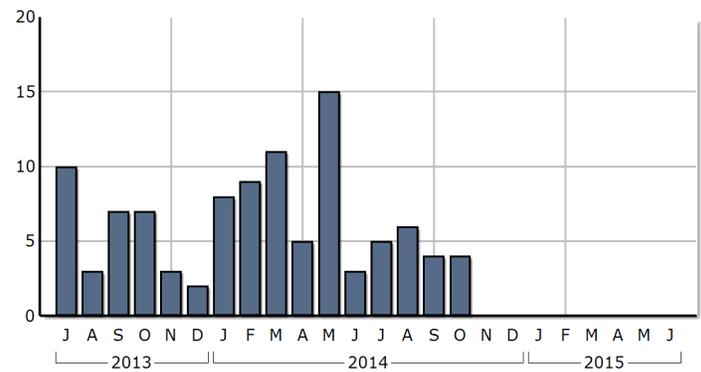
### Fax Referral



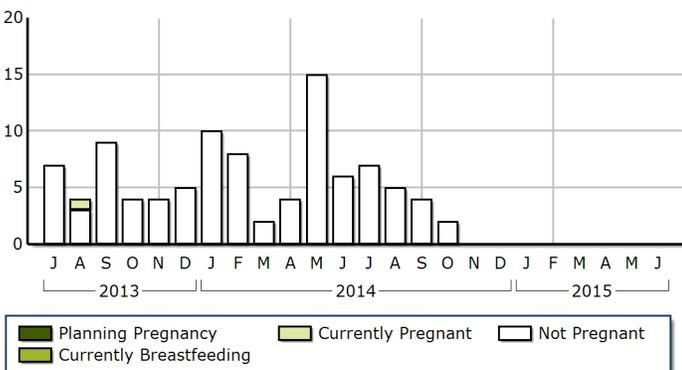
### Tobacco User Enrollments By Program Type



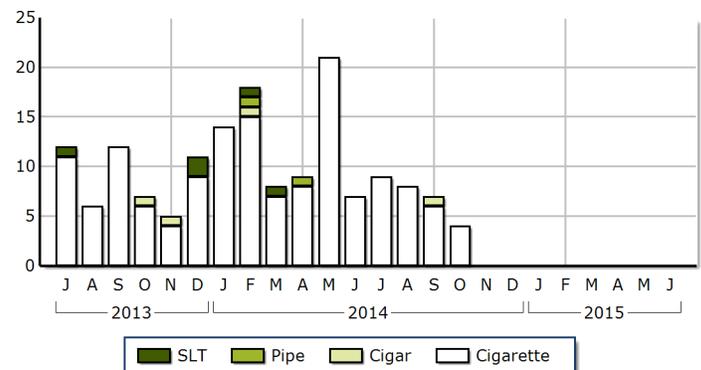
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status

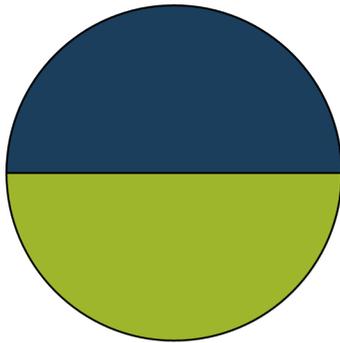


### Tobacco Users By Tobacco Type



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.

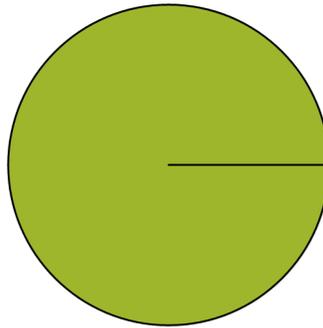
Tobacco Users By Gender



Female, 50.00%  
Male, 50.00%

Chart Total N: 4

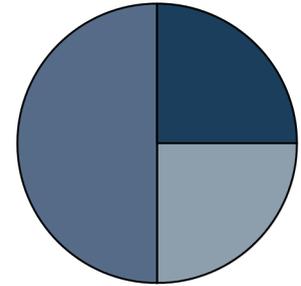
Tobacco Users By Language



English, 100.00%

Chart Total N: 4

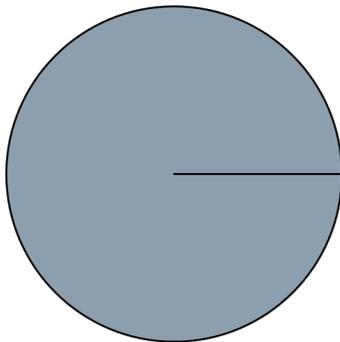
Tobacco Users By Education



No HS Degreee/GED, 25.00%  
HS Degreee/GED, 50.00%  
Some College, 25.00%

Chart Total N: 4

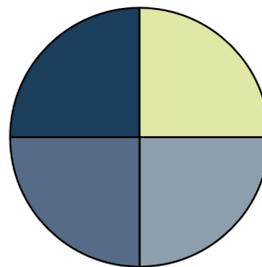
Tobacco Users By Race



White, 100.00%

Chart Total N: 4

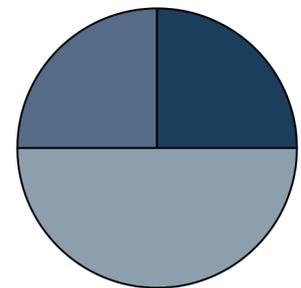
Tobacco Users By Age



25 - 34, 25.00%  
35 - 44, 25.00%  
55 - 64, 25.00%  
65 and Older, 25.00%

Chart Total N: 4

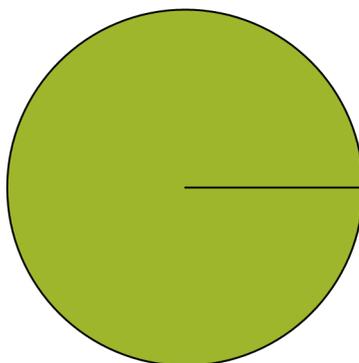
Tobacco Users By Health Plan



Medicaid, 50.00%  
Medicare, 25.00%  
Uninsured, 25.00%

Chart Total N: 4

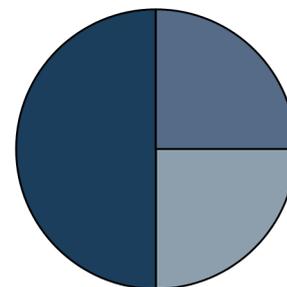
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 4

Tobacco Users By Chronic Condition



Asthma, 25.00%  
COPD, 50.00%  
None, 25.00%

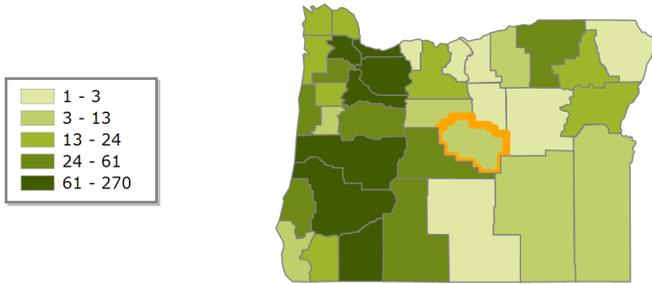
Chart Total N: 4

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.

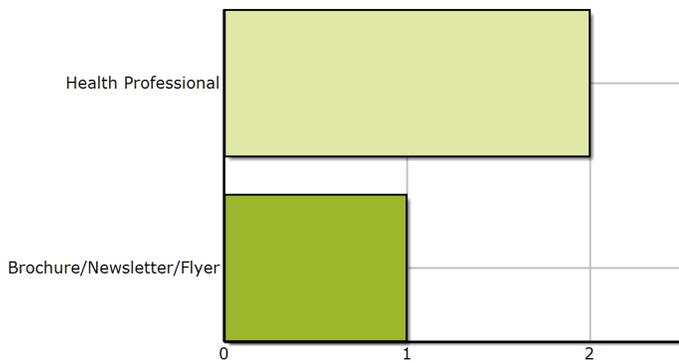
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

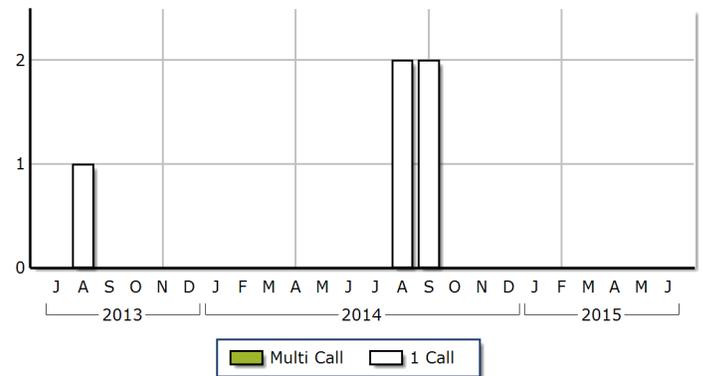


County Population		Prevalence	Tobacco Users	
Adult	20,635	23.3 %	4,808	<sup>4</sup>
			County	State
Tobacco Users - Last Full Month			3	755
Tobacco Users YTD			11	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.23 %
Reach - NAQC			2	0.17 %
Annualized Reach			1	0.69 %
Annualized Reach - NAQC			2	0.50 %
Unique Individual Reach			3	0.21 %

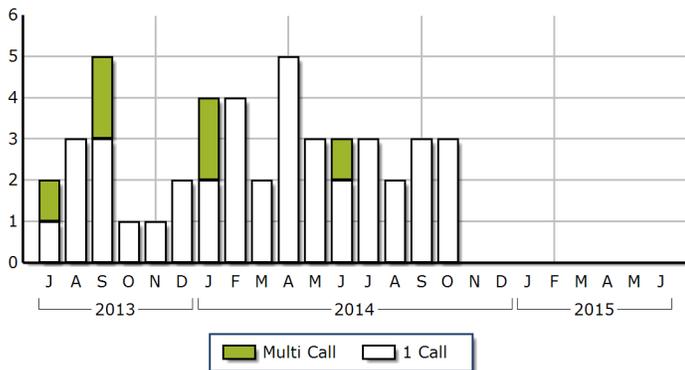
## How Heard About



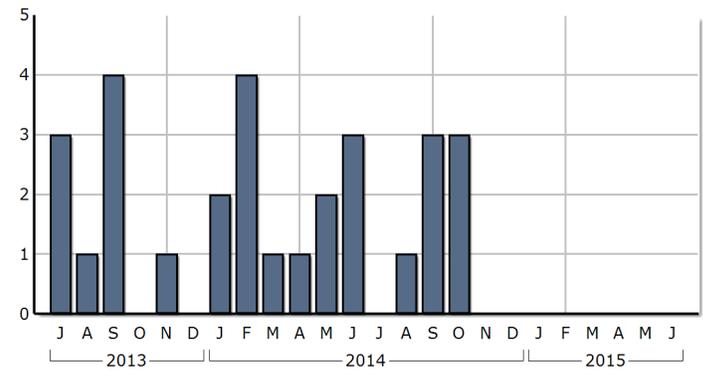
## Fax Referral



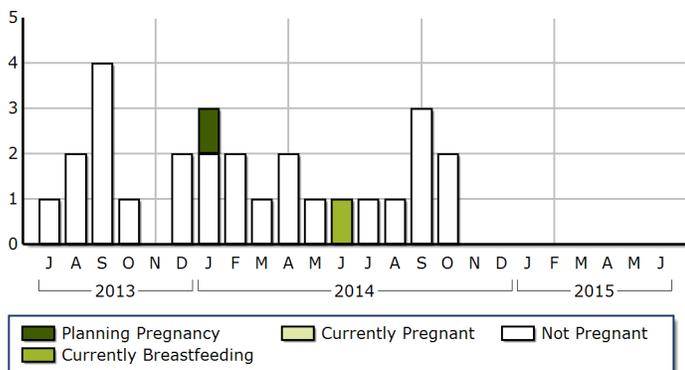
## Tobacco User Enrollments By Program Type



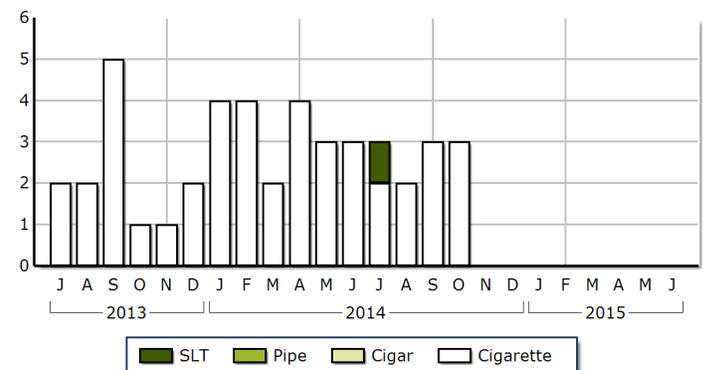
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

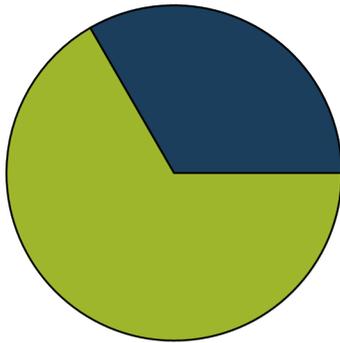


## Tobacco Users By Tobacco Type



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.

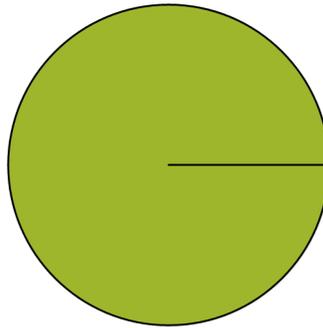
Tobacco Users By Gender



Female, 66.67%  
Male, 33.33%

Chart Total N: 3

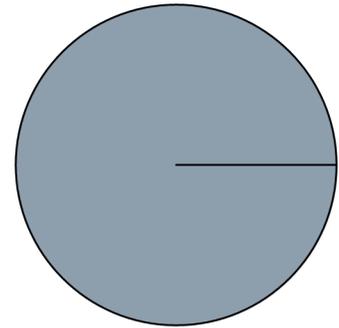
Tobacco Users By Language



English, 100.00%

Chart Total N: 3

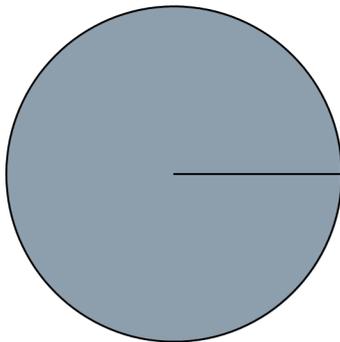
Tobacco Users By Education



HS Degree/GED, 100.00%

Chart Total N: 3

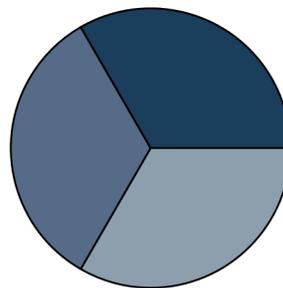
Tobacco Users By Race



White, 100.00%

Chart Total N: 3

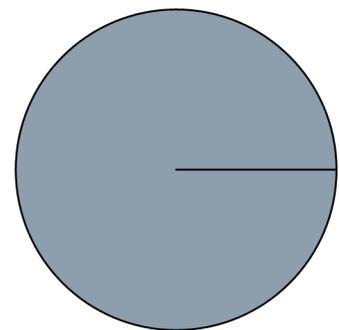
Tobacco Users By Age



25 - 34, 33.33%  
35 - 44, 33.33%  
65 and Older, 33.33%

Chart Total N: 3

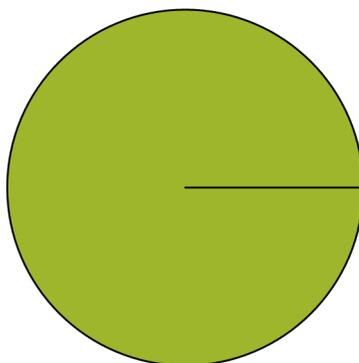
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 3

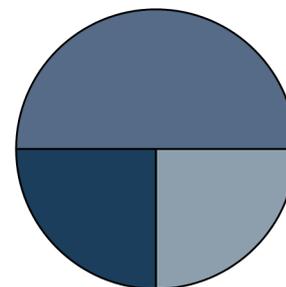
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 3

Tobacco Users By Chronic Condition



Asthma, 25.00%  
CAD, 25.00%  
Diabetes, 50.00%

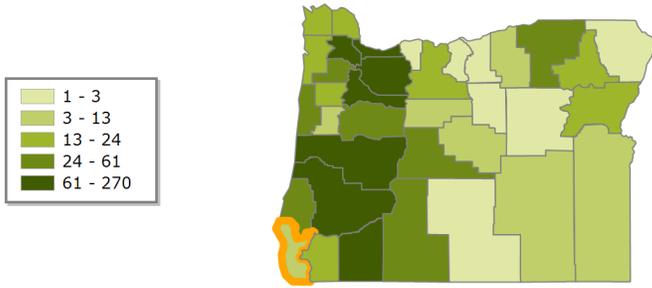
Chart Total N: 4

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.

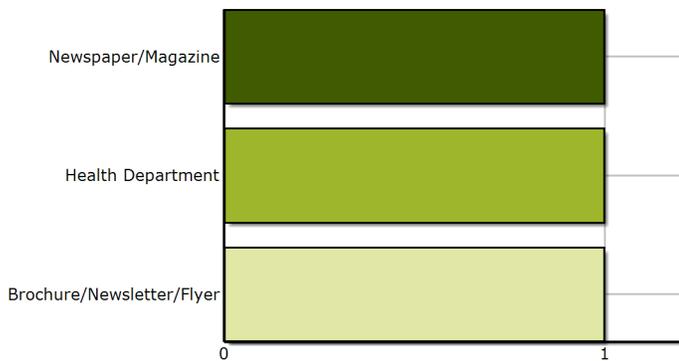
From 10/1/2014 through 10/31/2014

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

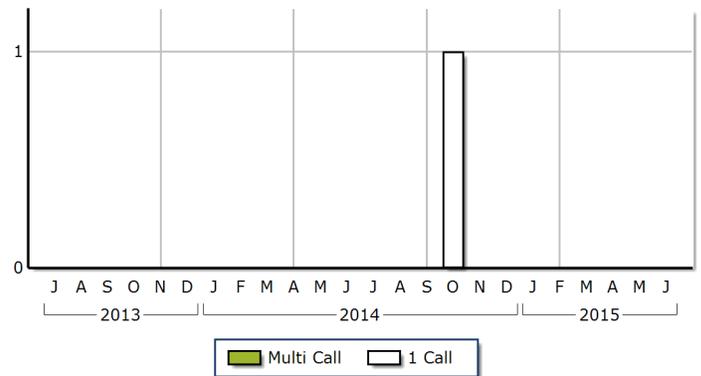


County Population	Prevalence	Tobacco Users
<b>Adult</b>	17,947	18.4 %
		3,302 <sup>4</sup>
		County
<b>Tobacco Users - Last Full Month</b>		5
<b>Tobacco Users YTD</b>		9
<b>Unique Tobacco Users YTD</b>	3	6
<b>Target Reach</b>		2.0 %
<b>Reach YTD</b>	1	0.27 %
<b>Reach - NAQC</b>	2	0.15 %
<b>Annualized Reach</b>	1	0.82 %
<b>Annualized Reach - NAQC</b>	2	0.45 %
<b>Unique Individual Reach</b>	3	0.18 %

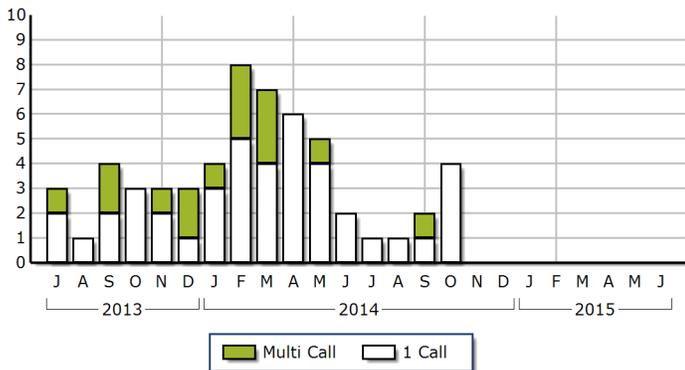
### How Heard About



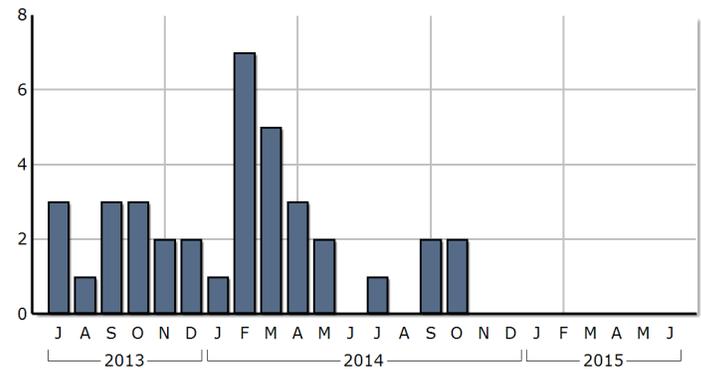
### Fax Referral



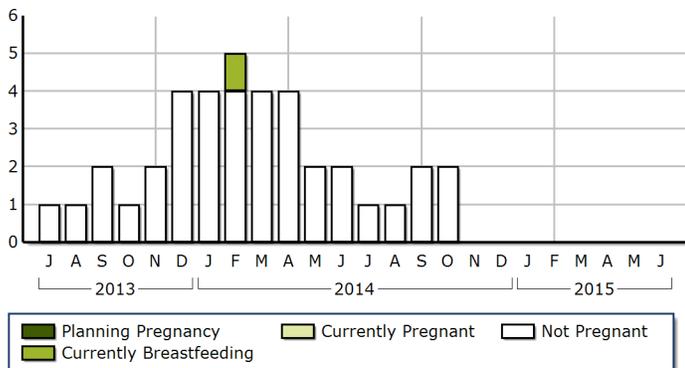
### Tobacco User Enrollments By Program Type



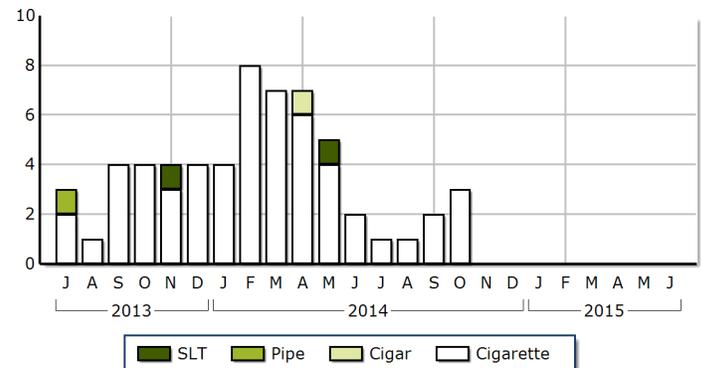
### Tobacco Users Receiving NRT



### 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.

Tobacco Users By Gender

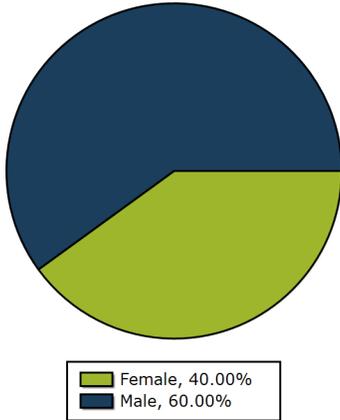


Chart Total N: 5

Tobacco Users By Language

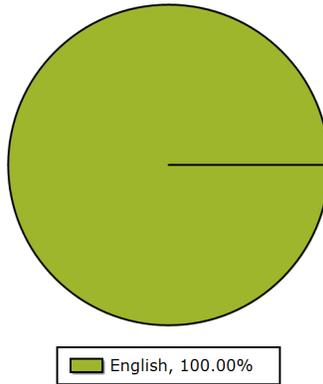


Chart Total N: 5

Tobacco Users By Education

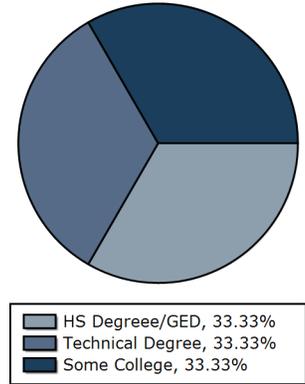


Chart Total N: 3

Tobacco Users By Race

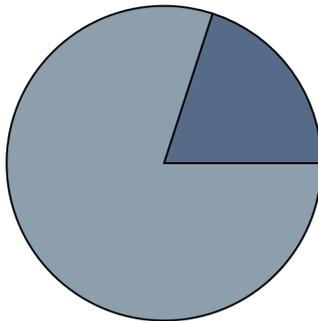


Chart Total N: 5

Tobacco Users By Age

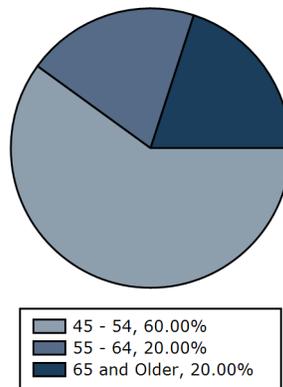


Chart Total N: 5

Tobacco Users By Health Plan

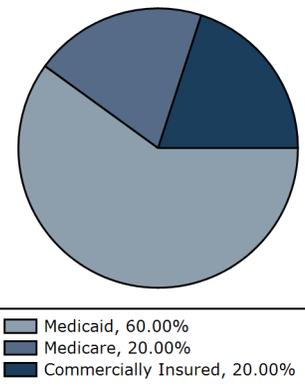


Chart Total N: 5

Tobacco Users By Ethnicity

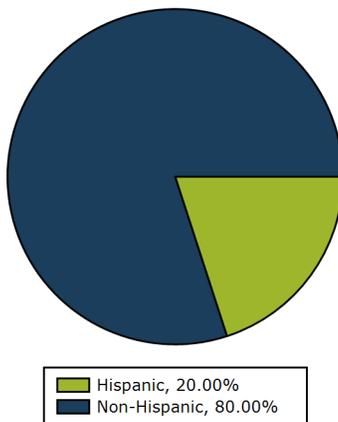


Chart Total N: 5

Tobacco Users By Chronic Condition

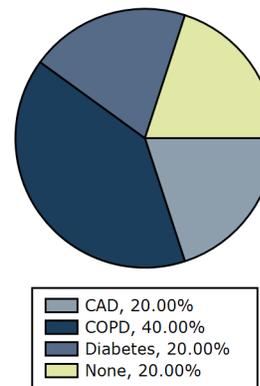


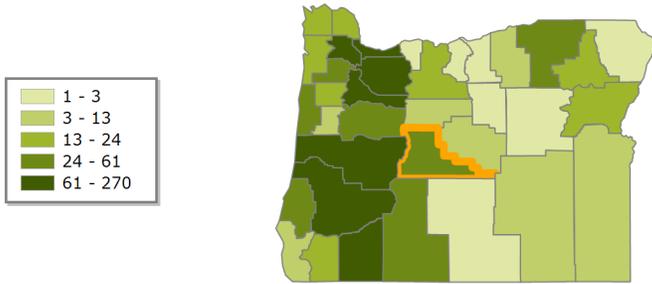
Chart Total N: 5

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.

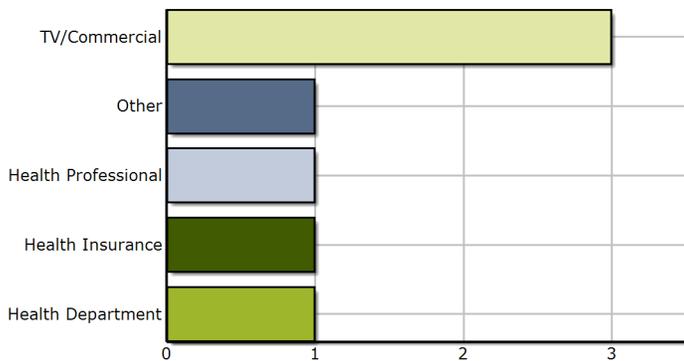
From 10/1/2014 through 10/31/2014

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

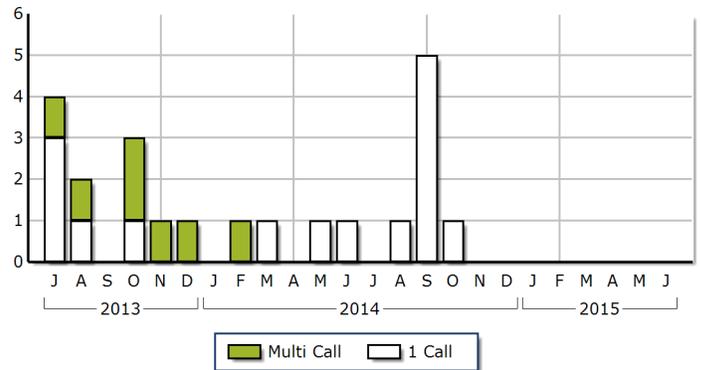


County Population	Prevalence	Tobacco Users	
Adult	133,924	14.1 %	
		18,883 <sup>4</sup>	
		County	State
<b>Tobacco Users - Last Full Month</b>		10	755
<b>Tobacco Users YTD</b>		52	3,202
<b>Unique Tobacco Users YTD</b>		3	2,105
<b>Target Reach</b>		2.0 %	2.0 %
<b>Reach YTD</b>		1	0.28 %
<b>Reach - NAQC</b>		2	0.17 %
<b>Annualized Reach</b>		1	0.83 %
<b>Annualized Reach - NAQC</b>		2	0.52 %
<b>Unique Individual Reach</b>		3	0.18 %

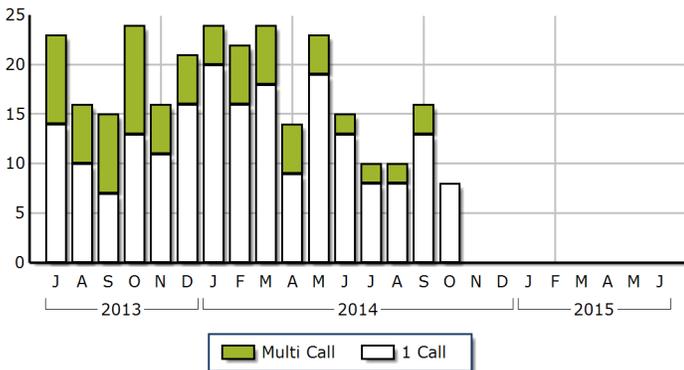
### How Heard About



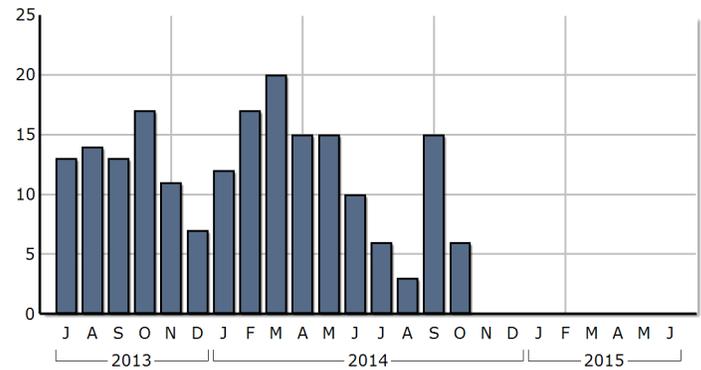
### Fax Referral



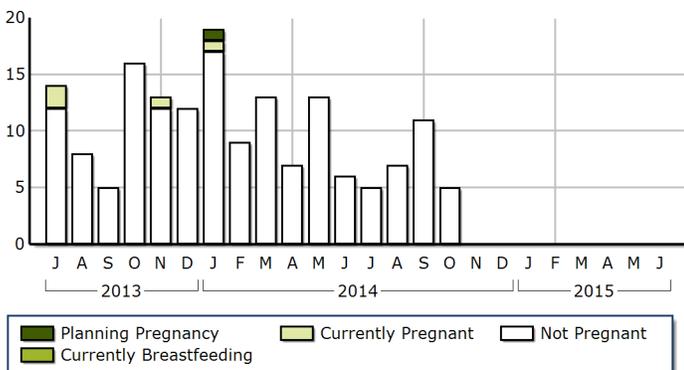
### Tobacco User Enrollments By Program Type



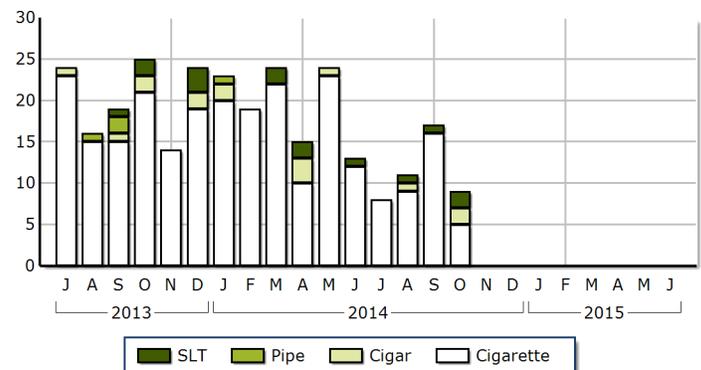
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status

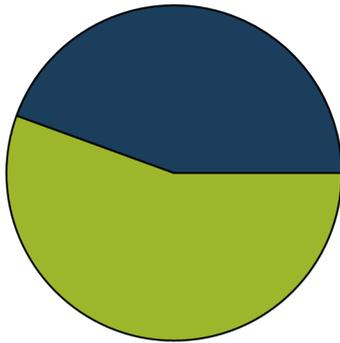


### Tobacco Users By Tobacco Type



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.

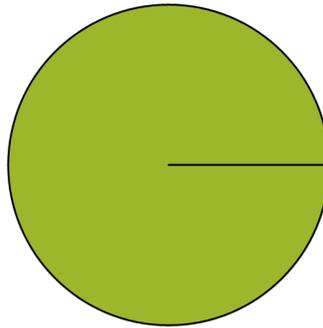
Tobacco Users By Gender



Female, 55.56%  
Male, 44.44%

Chart Total N: 9

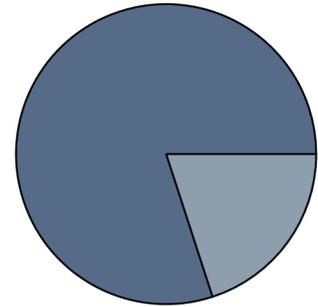
Tobacco Users By Language



English, 100.00%

Chart Total N: 9

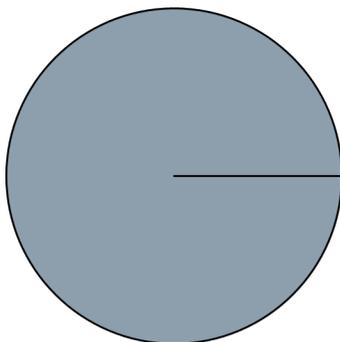
Tobacco Users By Education



HS Degree/GED, 20.00%  
Some College, 80.00%

Chart Total N: 5

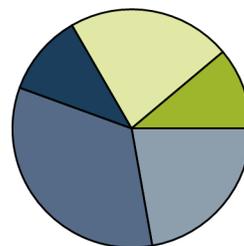
Tobacco Users By Race



White, 100.00%

Chart Total N: 7

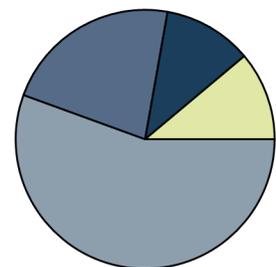
Tobacco Users By Age



18 - 24, 22.22%  
25 - 34, 33.33%  
35 - 44, 11.11%  
45 - 54, 22.22%  
65 and Older, 11.11%

Chart Total N: 9

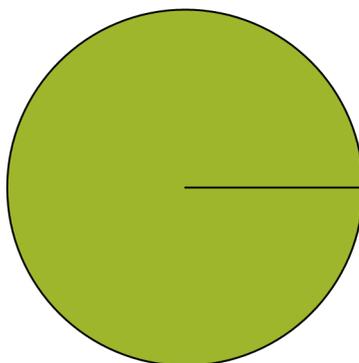
Tobacco Users By Health Plan



Medicaid, 55.56%  
Commercially Insured, 22.22%  
Doesn't Know, 11.11%  
Uninsured, 11.11%

Chart Total N: 9

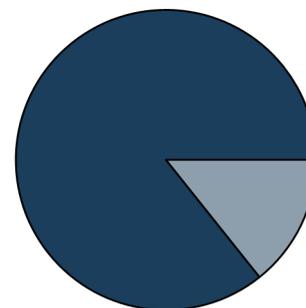
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 7

Tobacco Users By Chronic Condition



Asthma, 14.29%  
None, 85.71%

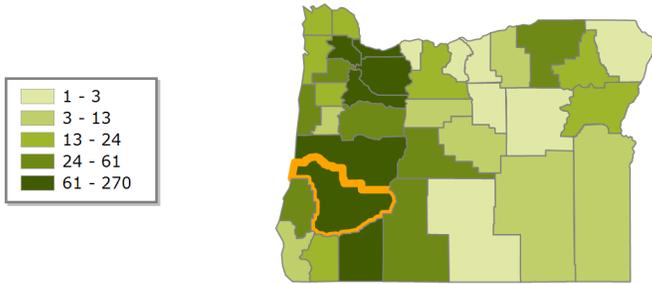
Chart Total N: 7

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.

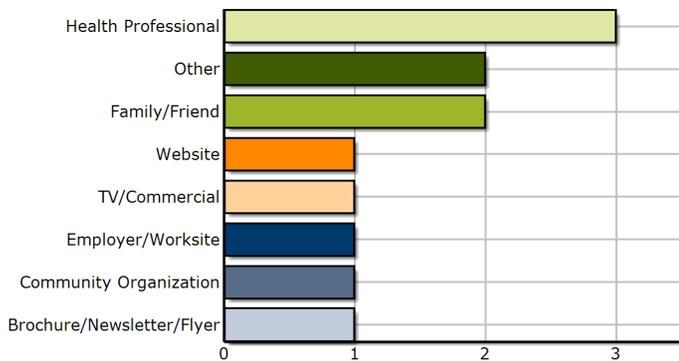
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

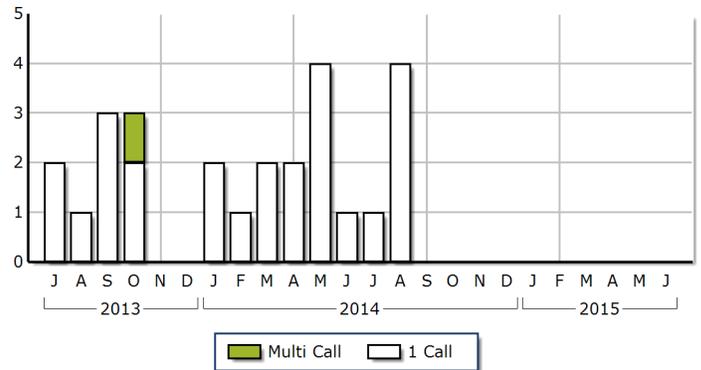


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	83,168	27.1 %		22,539 <sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			17	755
<b>Tobacco Users YTD</b>			83	3,202
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.37 %
<b>Reach - NAQC</b>			2	0.30 %
<b>Annualized Reach</b>			1	1.10 %
<b>Annualized Reach - NAQC</b>			2	0.91 %
<b>Unique Individual Reach</b>			3	0.26 %

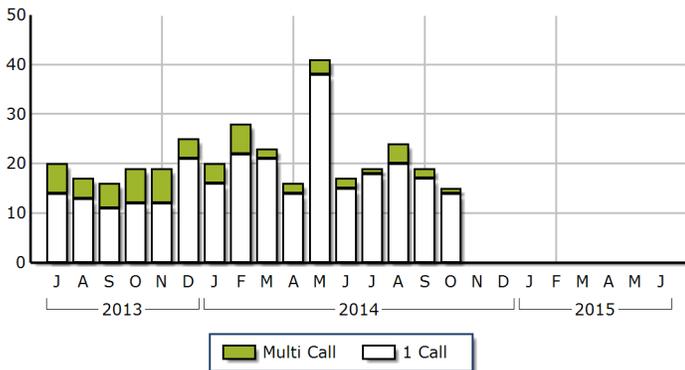
## How Heard About



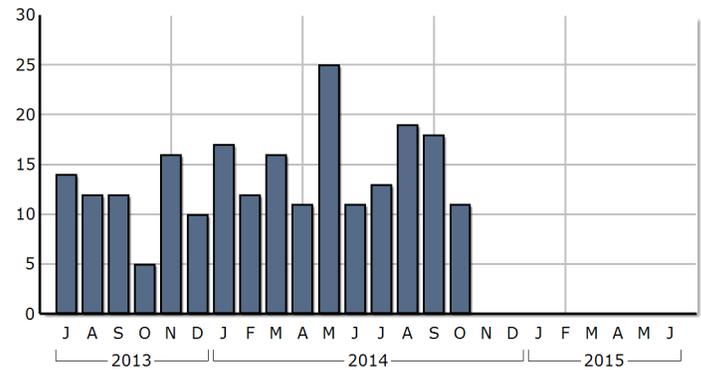
## Fax Referral



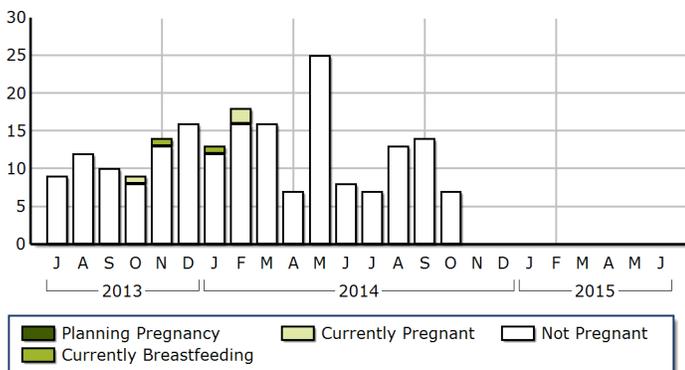
## Tobacco User Enrollments By Program Type



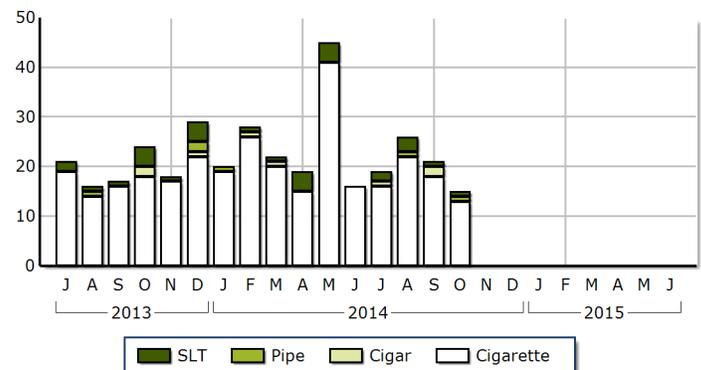
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

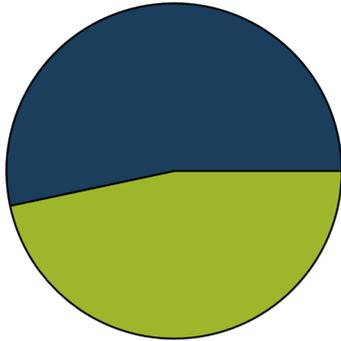


## Tobacco Users By Tobacco Type



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.

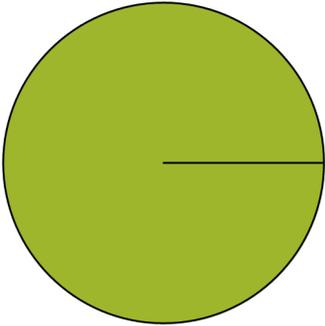
Tobacco Users By Gender



Female, 46.67%  
Male, 53.33%

Chart Total N: 15

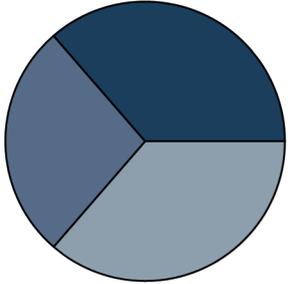
Tobacco Users By Language



English, 100.00%

Chart Total N: 15

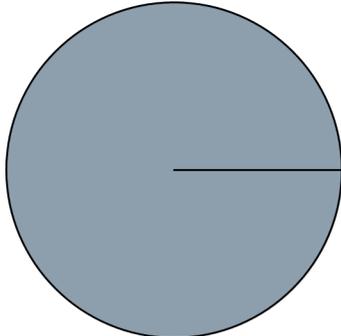
Tobacco Users By Education



No HS Degreee/GED, 36.36%  
HS Degreee/GED, 27.27%  
Some College, 36.36%

Chart Total N: 11

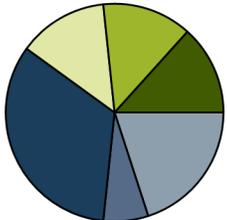
Tobacco Users By Race



White, 100.00%

Chart Total N: 12

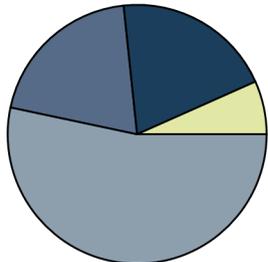
Tobacco Users By Age



18 - 24, 20.00%  
25 - 34, 6.67%  
35 - 44, 33.33%  
45 - 54, 13.33%  
55 - 64, 13.33%  
65 and Older, 13.33%

Chart Total N: 15

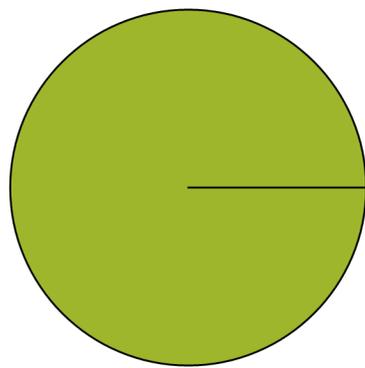
Tobacco Users By Health Plan



Medicaid, 53.33%  
Commercially Insured, 20.00%  
Doesn't Know, 20.00%  
Medicare, 6.67%

Chart Total N: 15

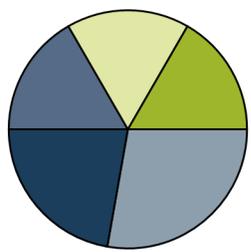
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 12

Tobacco Users By Chronic Condition

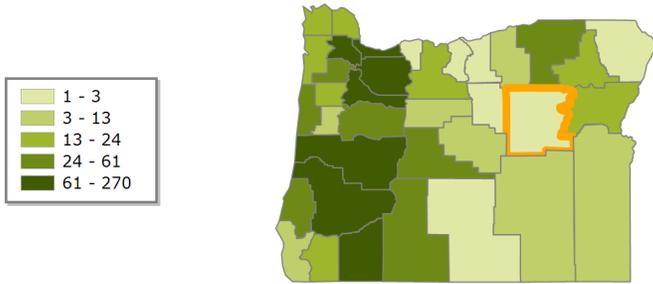


Asthma, 27.78%  
CAD, 22.22%  
COPD, 16.67%  
Diabetes, 16.67%  
None, 16.67%

Chart Total N: 18

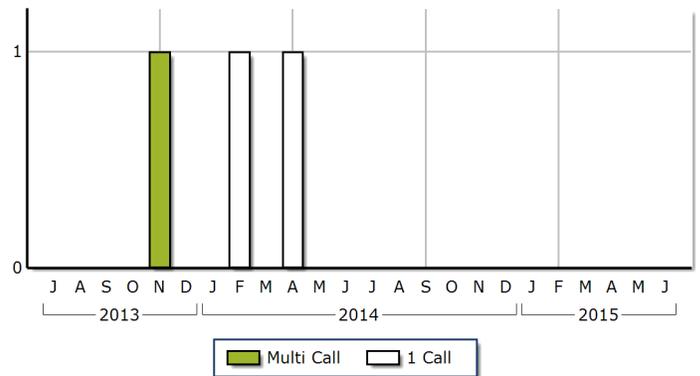
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.  
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research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

## State Tobacco Users Served Contract YTD (Adults)

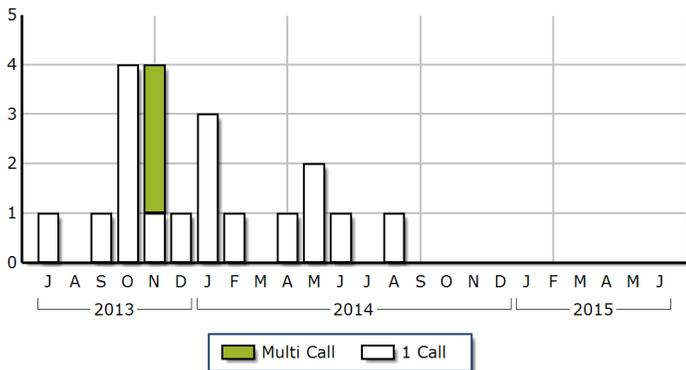


County Population		Prevalence	Tobacco Users	
Adult	5,953	24.4 %		1,453 <sup>4</sup>
			County	State
Tobacco Users - Last Full Month			-	755
Tobacco Users YTD			1	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.07 %
Reach - NAQC			2	0.07 %
Annualized Reach			1	0.21 %
Annualized Reach - NAQC			2	0.21 %
Unique Individual Reach			3	0.42 %

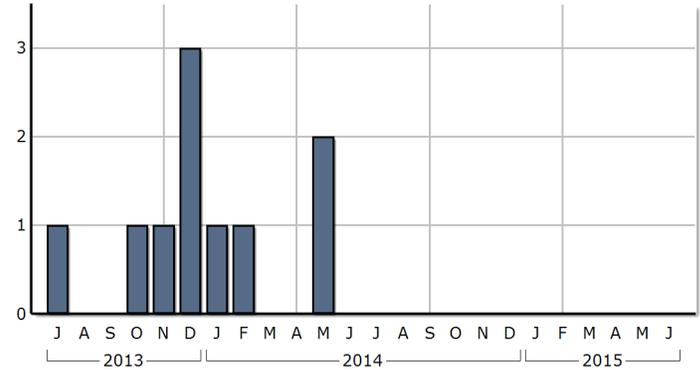
## Fax Referral



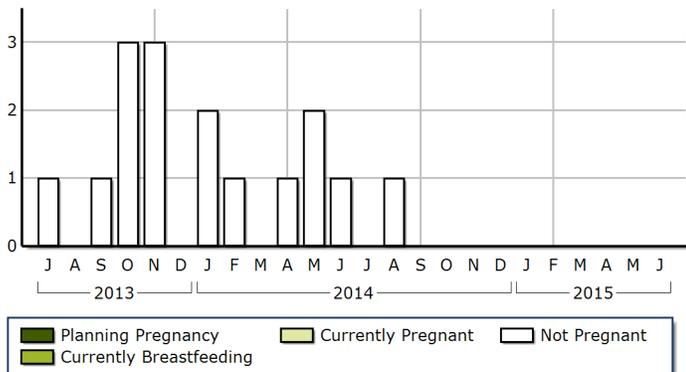
## Tobacco User Enrollments By Program Type



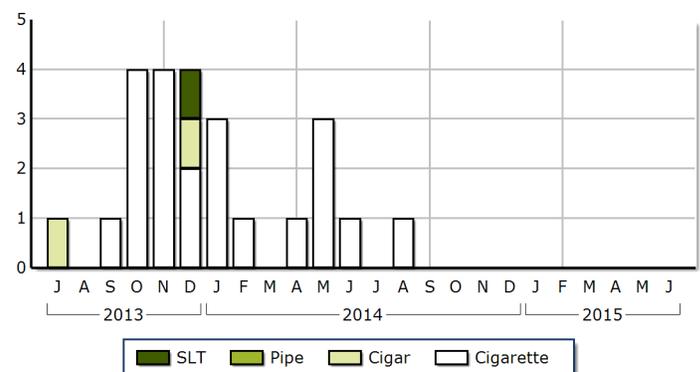
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status



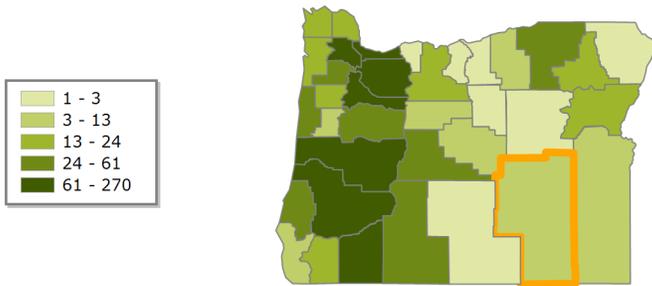
## Tobacco Users By Tobacco Type



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

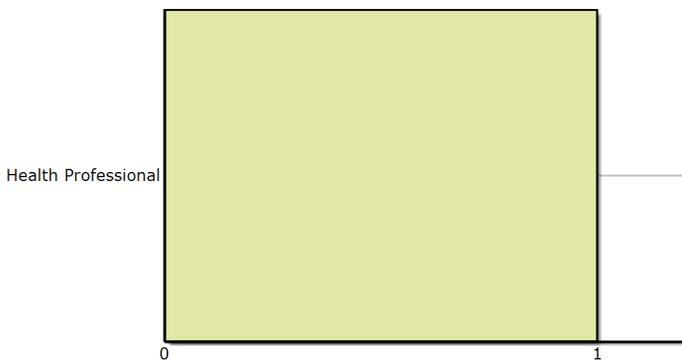
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center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

## State Tobacco Users Served Contract YTD (Adults)

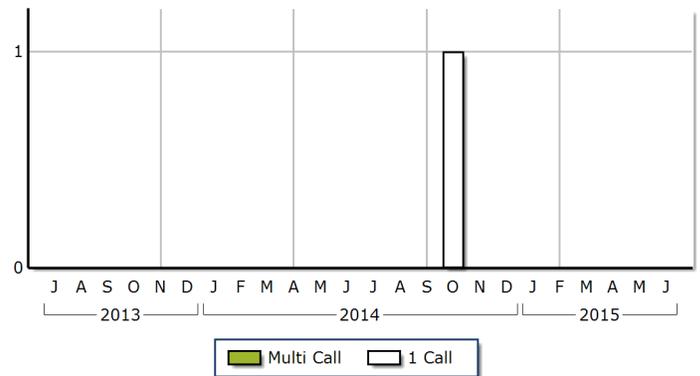


County Population	Prevalence	Tobacco Users
<b>Adult</b>	6,087	14.3 %
		870 <sup>4</sup>
		County
<b>Tobacco Users - Last Full Month</b>		1
<b>Tobacco Users YTD</b>		3
<b>Unique Tobacco Users YTD</b>	3	2
<b>Target Reach</b>		2.0 %
<b>Reach YTD</b>	1	0.34 %
<b>Reach - NAQC</b>	2	0.23 %
<b>Annualized Reach</b>	1	1.03 %
<b>Annualized Reach - NAQC</b>	2	0.69 %
<b>Unique Individual Reach</b>	3	0.23 %

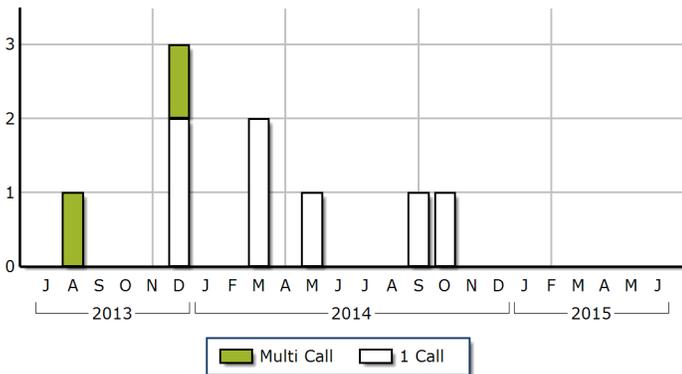
## How Heard About



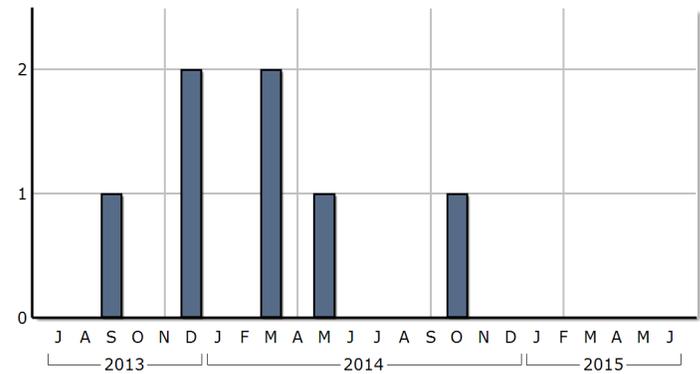
## Fax Referral



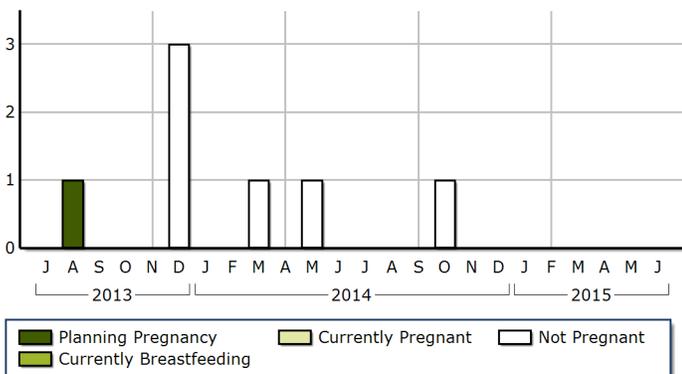
## Tobacco User Enrollments By Program Type



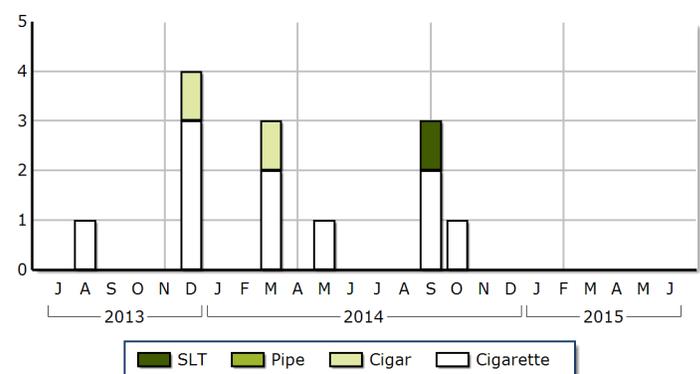
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

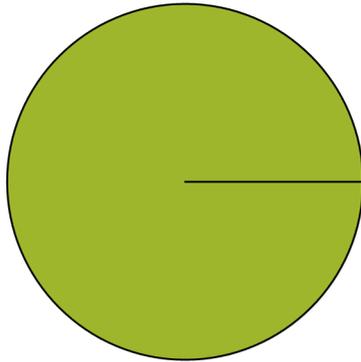


## Tobacco Users By Tobacco Type



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.

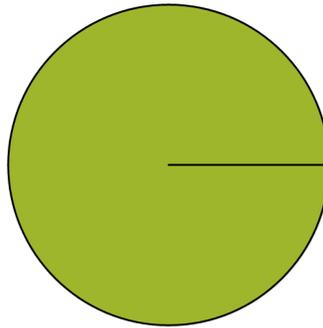
Tobacco Users By Gender



Female, 100.00%

Chart Total N: 1

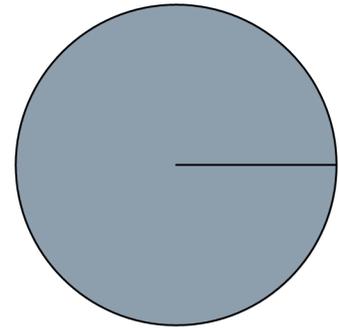
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

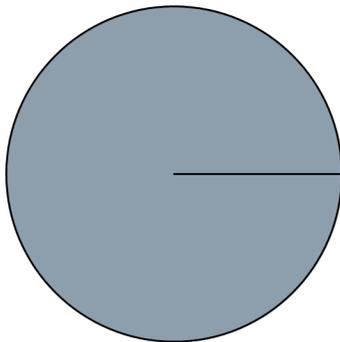
Tobacco Users By Education



Some College, 100.00%

Chart Total N: 1

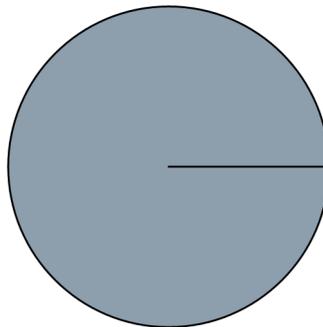
Tobacco Users By Race



White, 100.00%

Chart Total N: 1

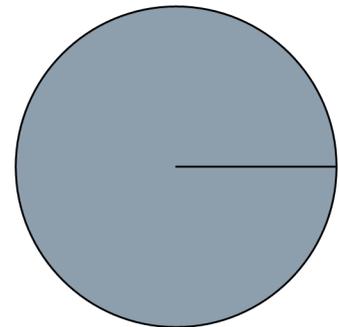
Tobacco Users By Age



65 and Older, 100.00%

Chart Total N: 1

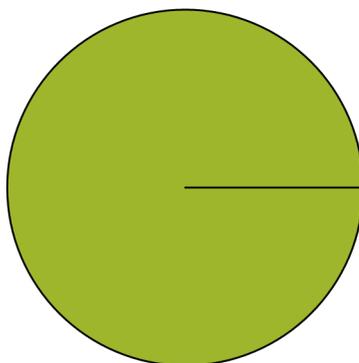
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

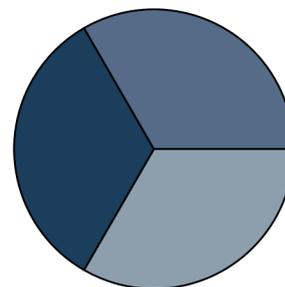
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



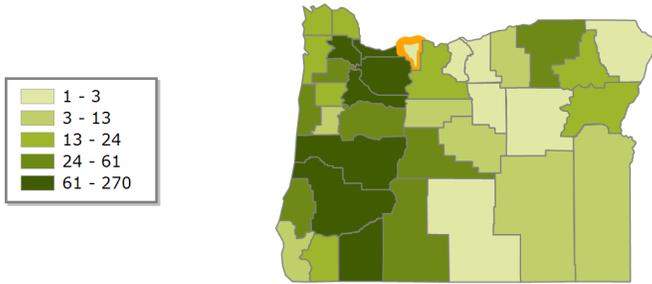
Asthma, 33.33%  
COPD, 33.33%  
Diabetes, 33.33%

Chart Total N: 3

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

## State Tobacco Users Served Contract YTD (Adults)

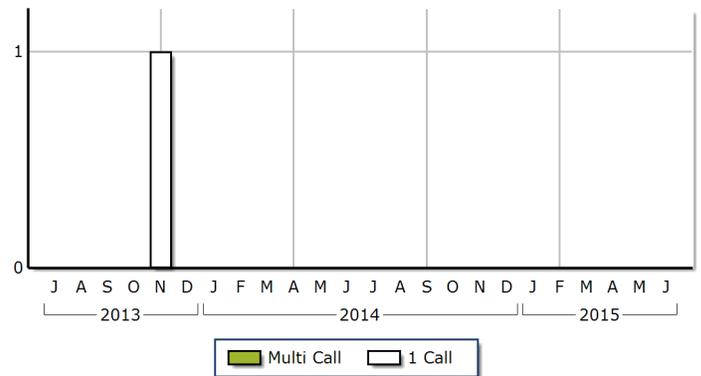


County Population	Prevalence	Tobacco Users
<b>Adult</b> 16,229	8.6 %	1,396 <sup>4</sup>
		County
<b>Tobacco Users - Last Full Month</b>		1
<b>Tobacco Users YTD</b>		2
<b>Unique Tobacco Users YTD</b>	3	2,105
<b>Target Reach</b>	2.0 %	2.0 %
<b>Reach YTD</b>	1	0.14 %
<b>Reach - NAQC</b>	2	0.07 %
<b>Annualized Reach</b>	1	0.43 %
<b>Annualized Reach - NAQC</b>	2	0.21 %
<b>Unique Individual Reach</b>	3	0.14 %

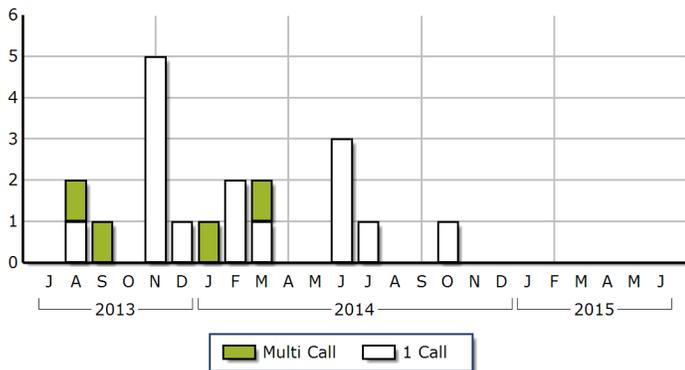
## How Heard About



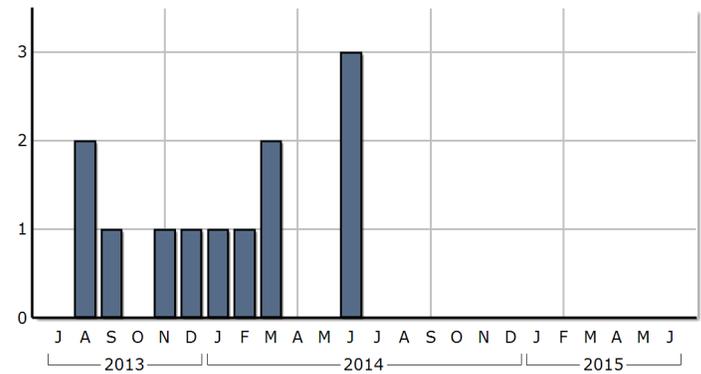
## Fax Referral



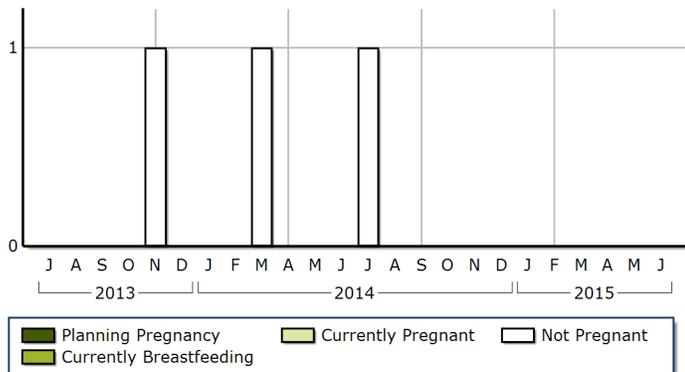
## Tobacco User Enrollments By Program Type



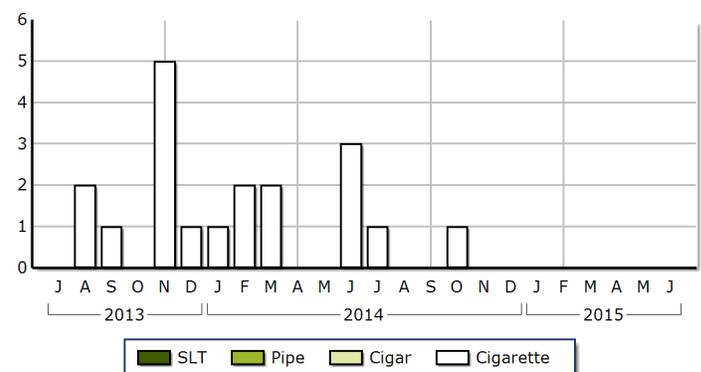
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

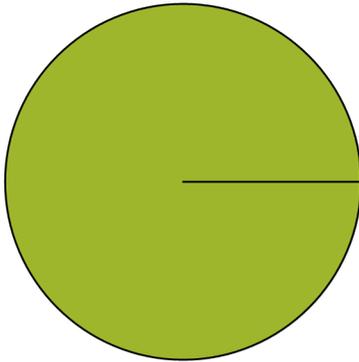


## Tobacco Users By Tobacco Type



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.

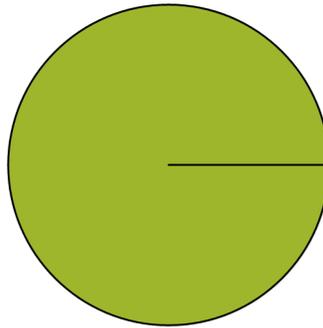
Tobacco Users By Gender



Male, 100.00%

Chart Total N: 1

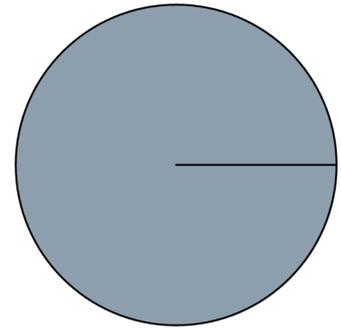
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

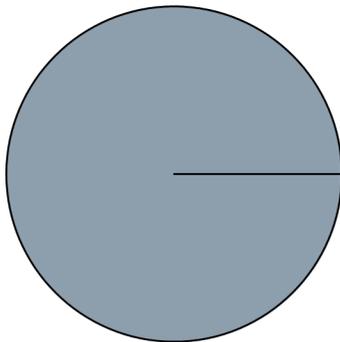
Tobacco Users By Education



No HS Degreee/GED, 100.00%

Chart Total N: 1

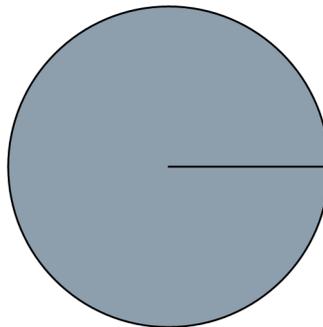
Tobacco Users By Race



White, 100.00%

Chart Total N: 1

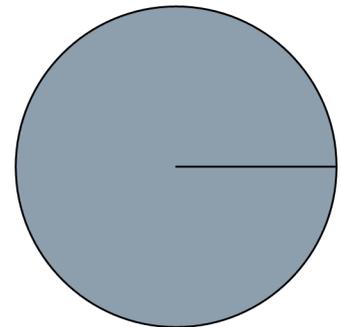
Tobacco Users By Age



65 and Older, 100.00%

Chart Total N: 1

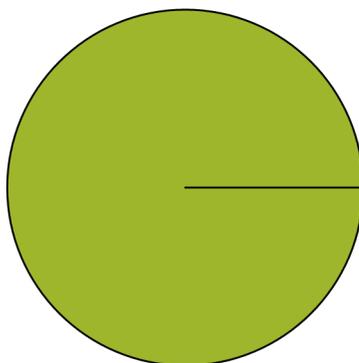
Tobacco Users By Health Plan



Medicare, 100.00%

Chart Total N: 1

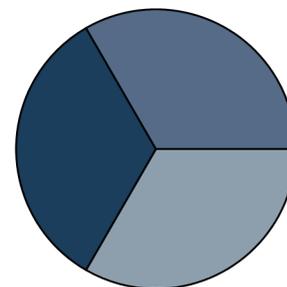
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



Asthma, 33.33%  
COPD, 33.33%  
Diabetes, 33.33%

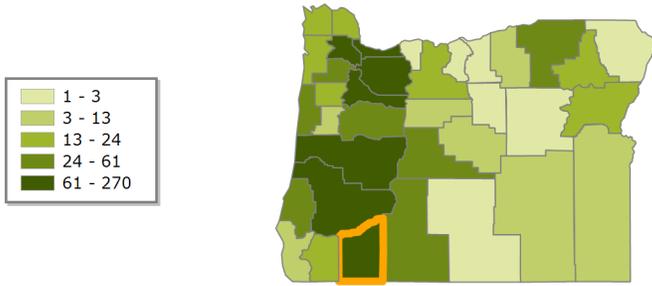
Chart Total N: 3

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

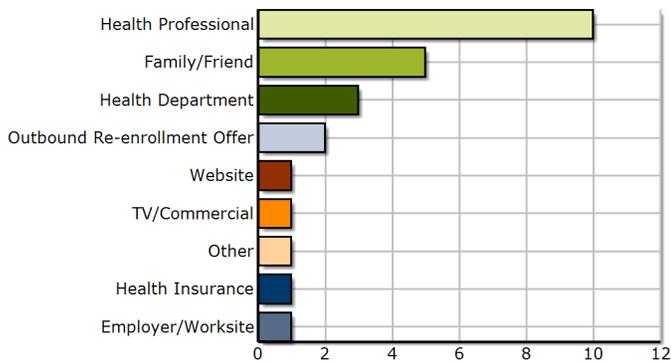
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

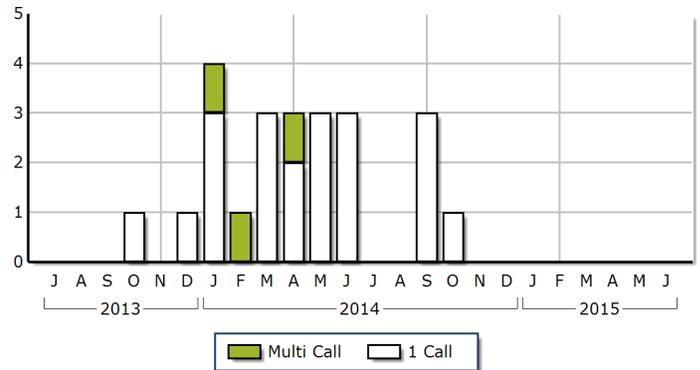


County Population		Prevalence	Tobacco Users	
Adult	160,716	21.9 %	35	35,197 <sup>4</sup>
			County	State
Tobacco Users - Last Full Month			35	755
Tobacco Users YTD			102	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.29 %
Reach - NAQC			2	0.20 %
Annualized Reach			1	0.87 %
Annualized Reach - NAQC			2	0.61 %
Unique Individual Reach			3	0.20 %

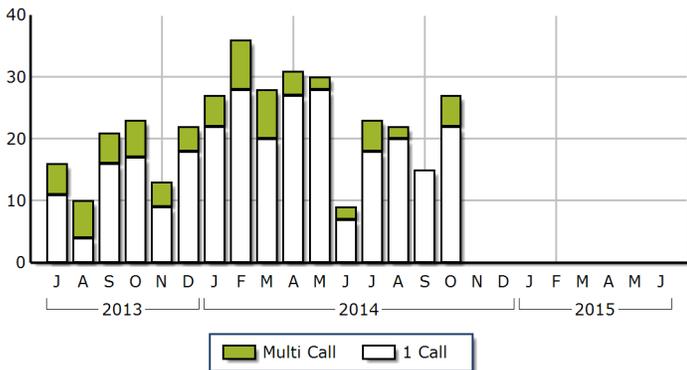
## How Heard About



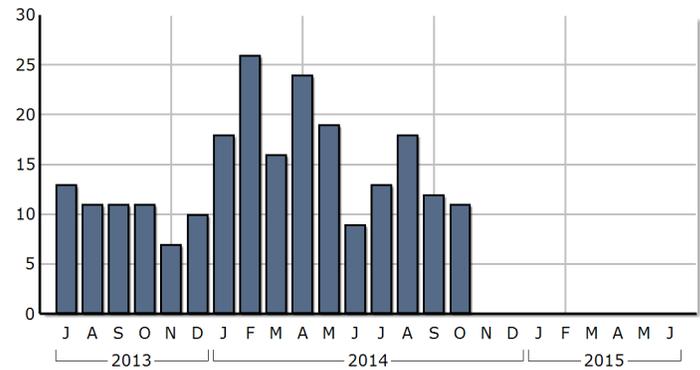
## Fax Referral



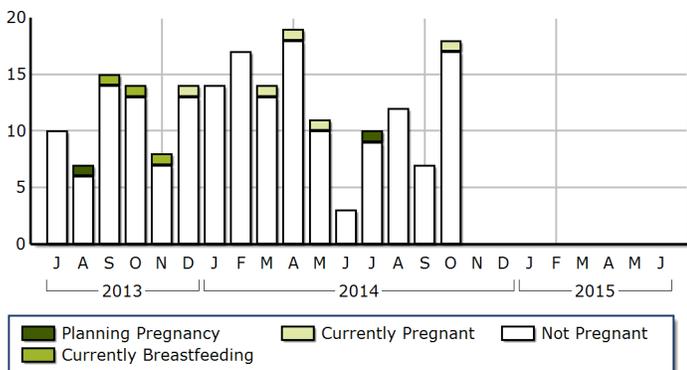
## Tobacco User Enrollments By Program Type



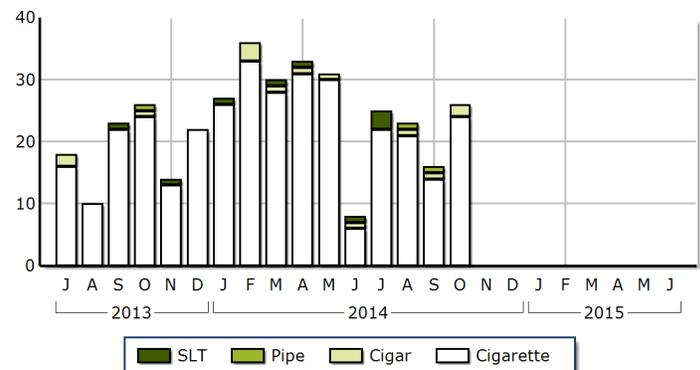
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

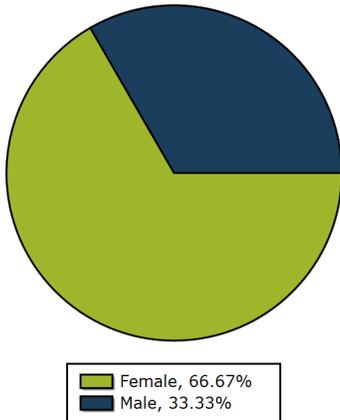


Chart Total N: 27

Tobacco Users By Language

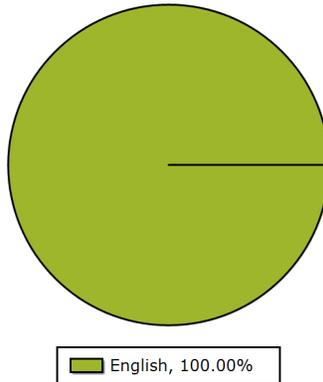


Chart Total N: 27

Tobacco Users By Education

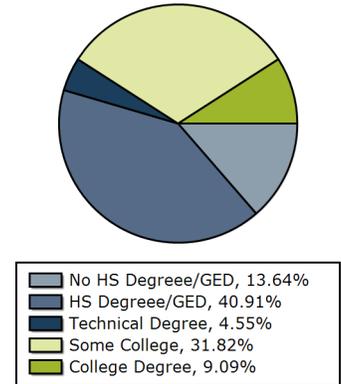


Chart Total N: 22

Tobacco Users By Race

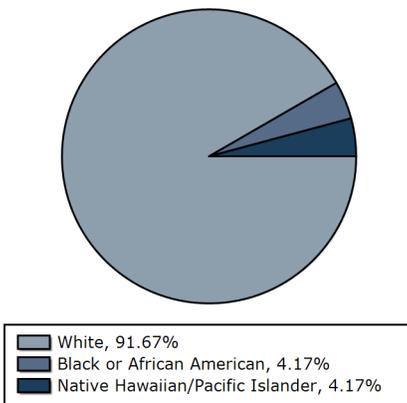


Chart Total N: 24

Tobacco Users By Age

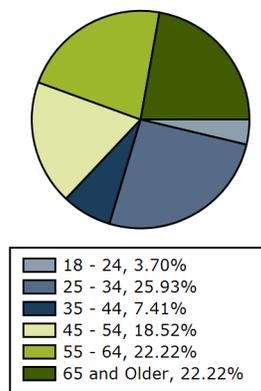


Chart Total N: 27

Tobacco Users By Health Plan

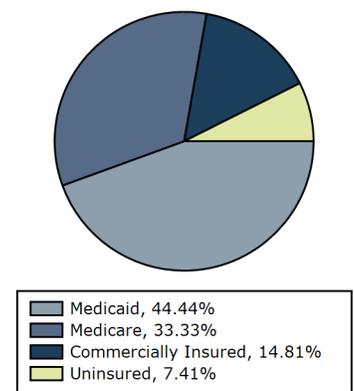


Chart Total N: 27

Tobacco Users By Ethnicity

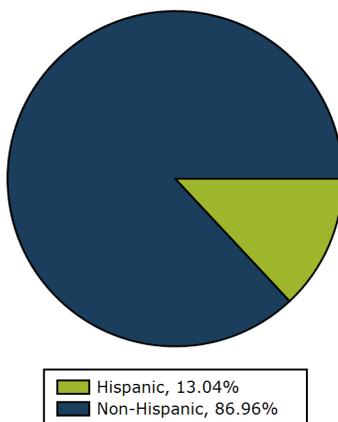


Chart Total N: 23

Tobacco Users By Chronic Condition

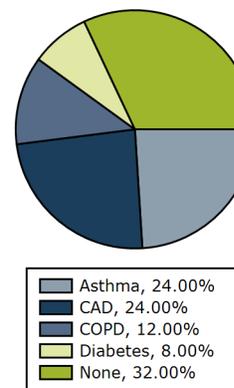


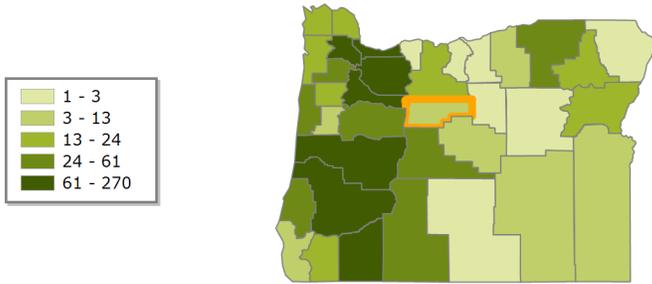
Chart Total N: 25

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

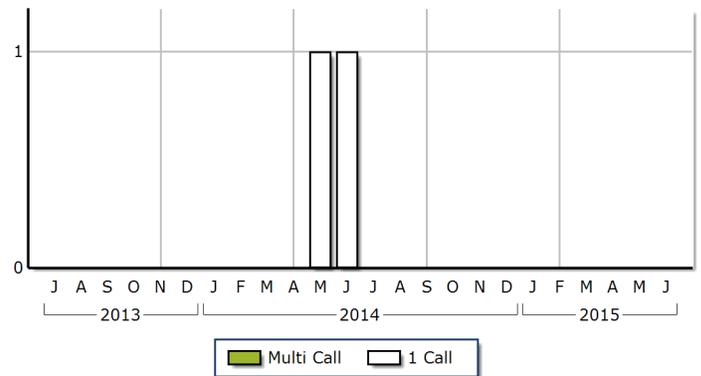
From 10/1/2014 through 10/31/2014

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

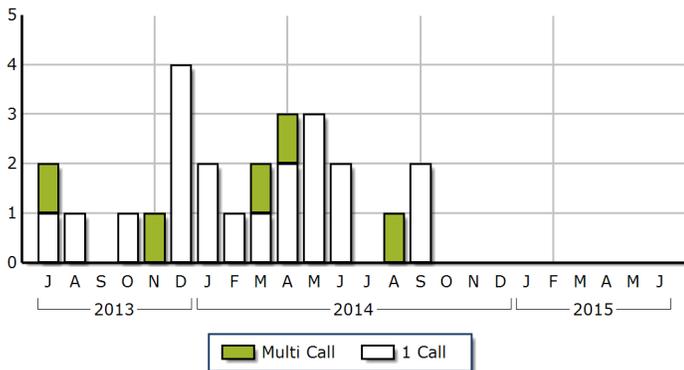


County Population		Prevalence	Tobacco Users
<b>Adult</b>	16,594	15.9 %	2,638 <sup>4</sup>
			<b>County</b>
			<b>State</b>
<b>Tobacco Users - Last Full Month</b>			
			-
			755
<b>Tobacco Users YTD</b>			
			4
			3,202
<b>Unique Tobacco Users YTD</b>			
			3
			2,105
<b>Target Reach</b>			
			2.0 %
			2.0 %
<b>Reach YTD</b>			
			1
			0.15 %
			0.63 %
<b>Reach - NAQC</b>			
			2
			0.08 %
			0.21 %
<b>Annualized Reach</b>			
			1
			0.45 %
			1.90 %
<b>Annualized Reach - NAQC</b>			
			2
			0.23 %
			0.64 %
<b>Unique Individual Reach</b>			
			3
			0.11 %
			0.42 %

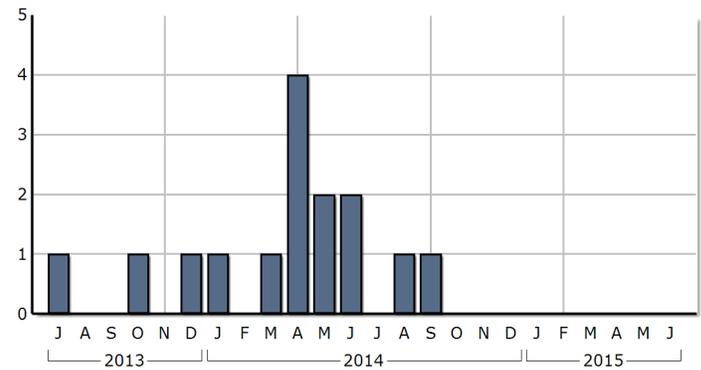
### Fax Referral



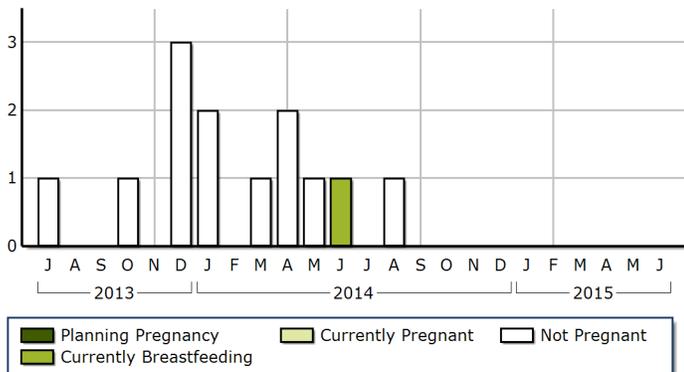
### Tobacco User Enrollments By Program Type



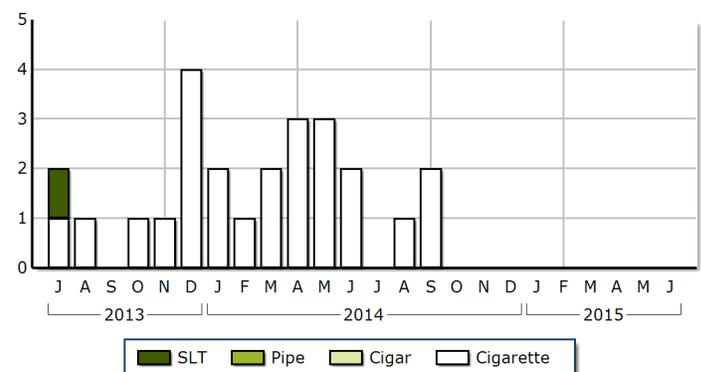
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status



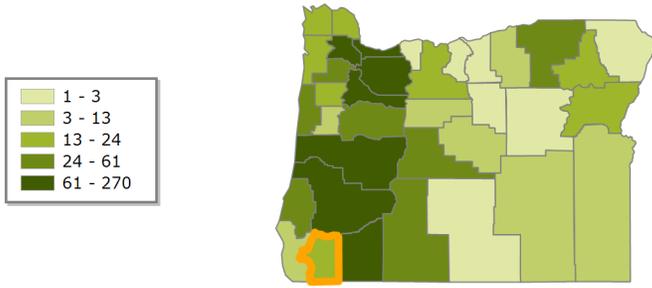
### Tobacco Users By Tobacco Type



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

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

State Tobacco Users Served Contract YTD (Adults)

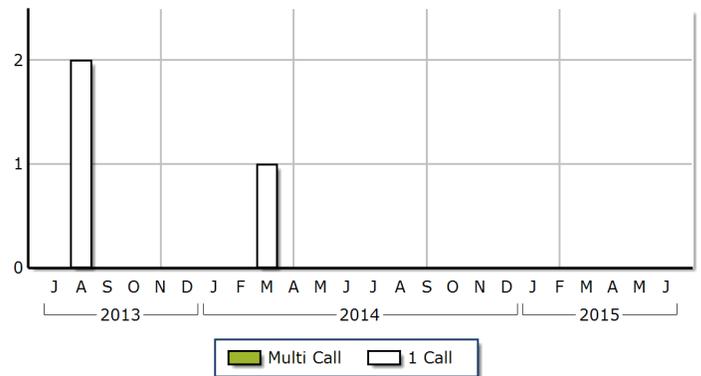


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	66,678	25.0 %		16,670 <sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			3	755
<b>Tobacco Users YTD</b>			24	3,202
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.14 %
<b>Reach - NAQC</b>			2	0.13 %
<b>Annualized Reach</b>			1	0.43 %
<b>Annualized Reach - NAQC</b>			2	0.38 %
<b>Unique Individual Reach</b>			3	0.10 %

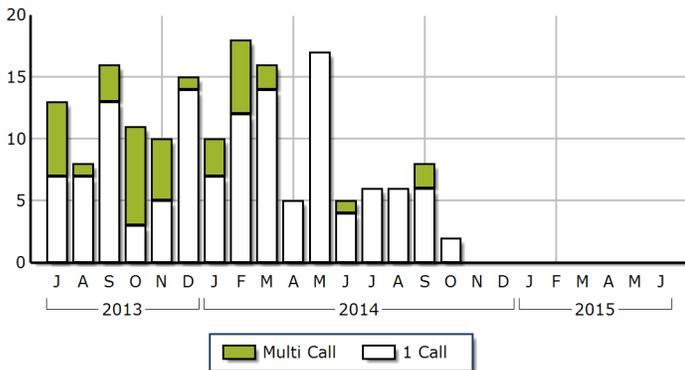
How Heard About



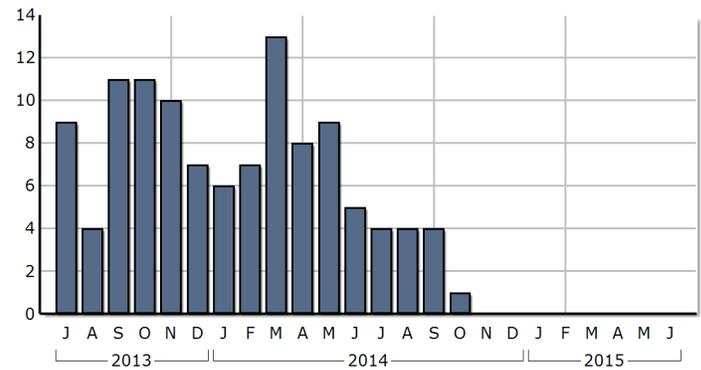
Fax Referral



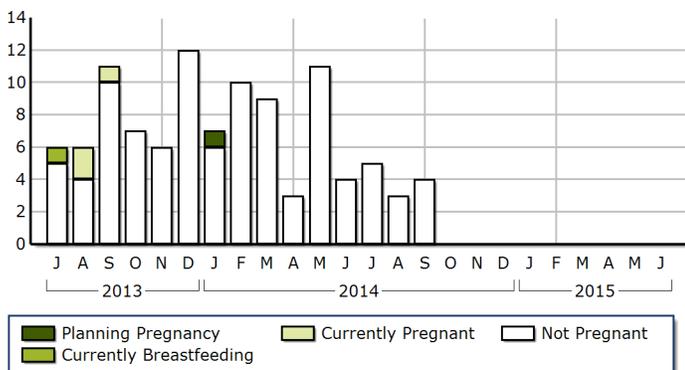
Tobacco User Enrollments By Program Type



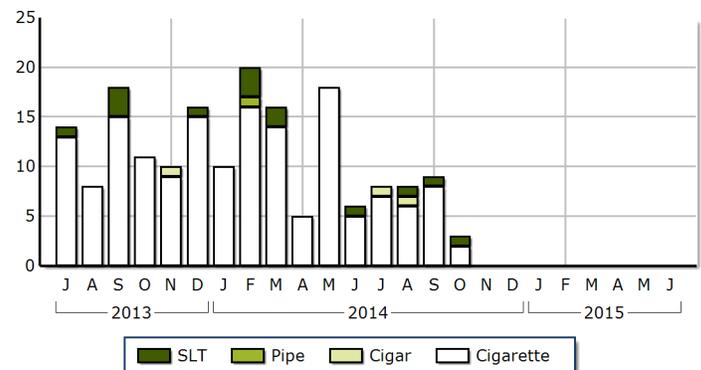
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

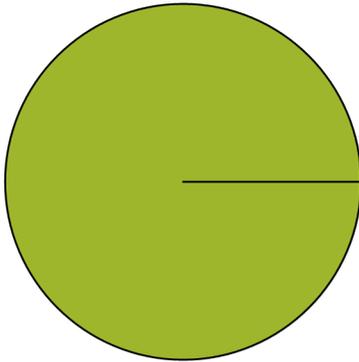


Tobacco Users By Tobacco Type



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.

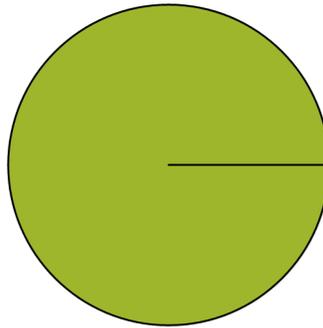
Tobacco Users By Gender



Male, 100.00%

Chart Total N: 2

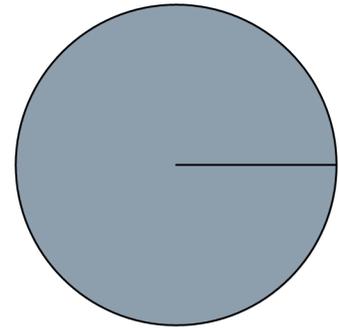
Tobacco Users By Language



English, 100.00%

Chart Total N: 2

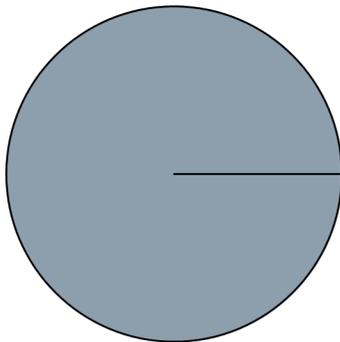
Tobacco Users By Education



Some College, 100.00%

Chart Total N: 2

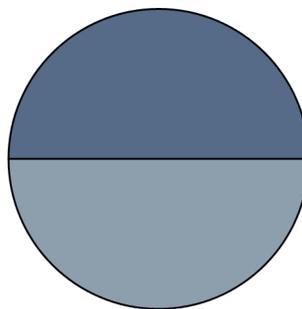
Tobacco Users By Race



White, 100.00%

Chart Total N: 2

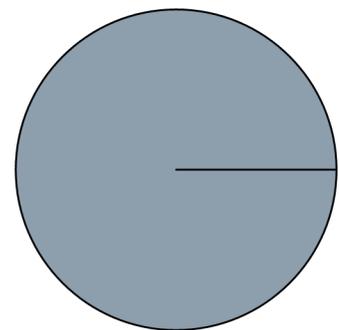
Tobacco Users By Age



25 - 34, 50.00%  
35 - 44, 50.00%

Chart Total N: 2

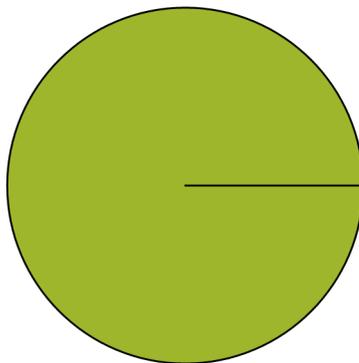
Tobacco Users By Health Plan



Medicaid, 100.00%

Chart Total N: 2

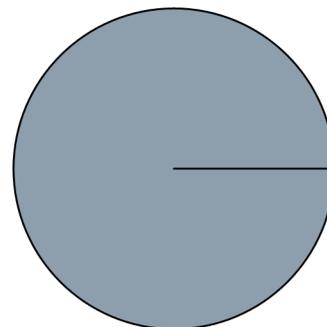
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition



None, 100.00%

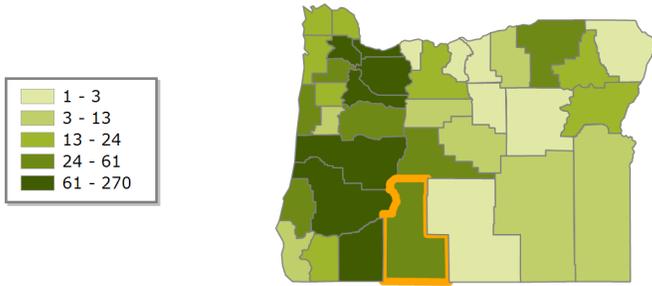
Chart Total N: 2

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

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.

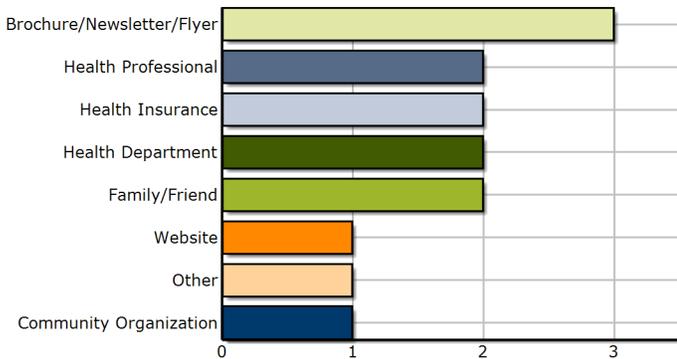
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

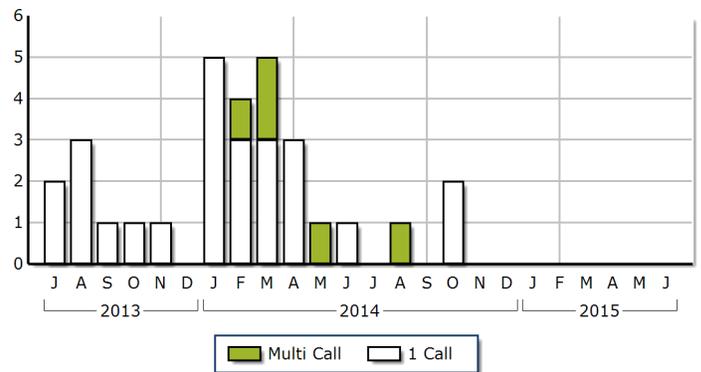


County Population		Prevalence	Tobacco Users	
Adult	50,494	22.0 %	11,109	<sup>4</sup>
			County	State
Tobacco Users - Last Full Month			15	755
Tobacco Users YTD			46	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.41 %
Reach - NAQC			2	0.33 %
Annualized Reach			1	1.24 %
Annualized Reach - NAQC			2	1.00 %
Unique Individual Reach			3	0.27 %

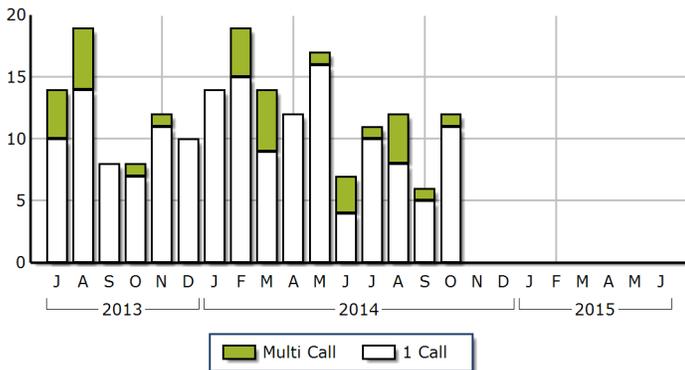
## How Heard About



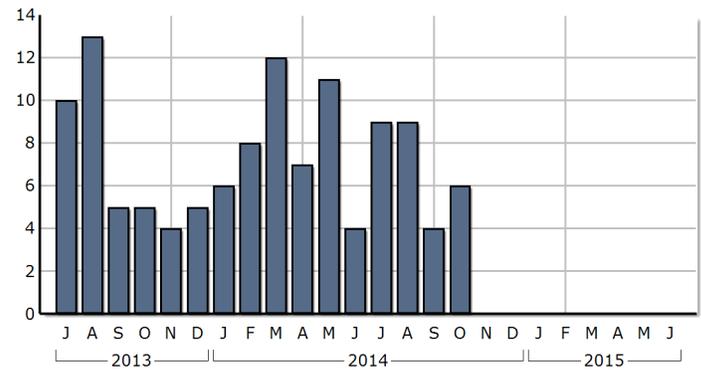
## Fax Referral



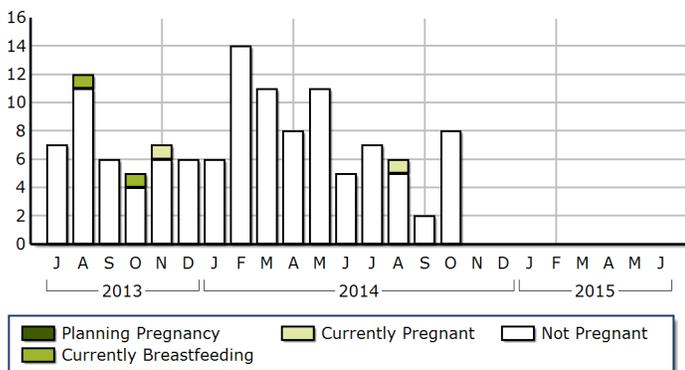
## Tobacco User Enrollments By Program Type



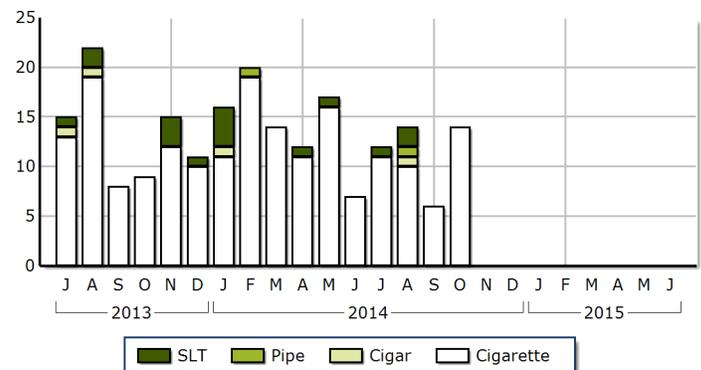
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

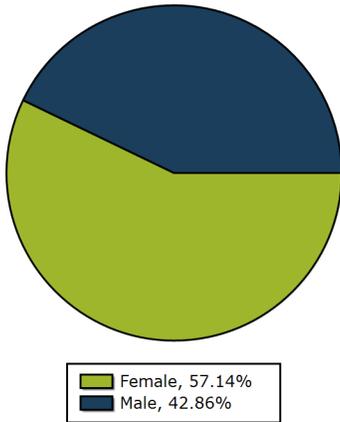


Chart Total N: 14

Tobacco Users By Language

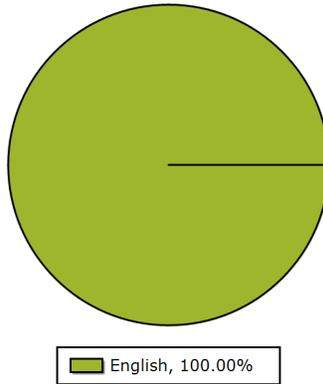


Chart Total N: 14

Tobacco Users By Education

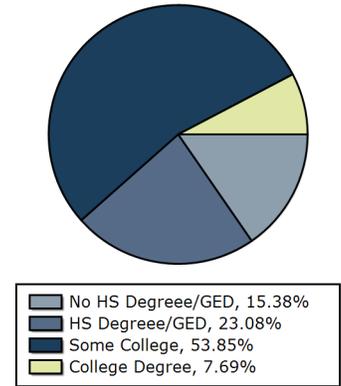


Chart Total N: 13

Tobacco Users By Race

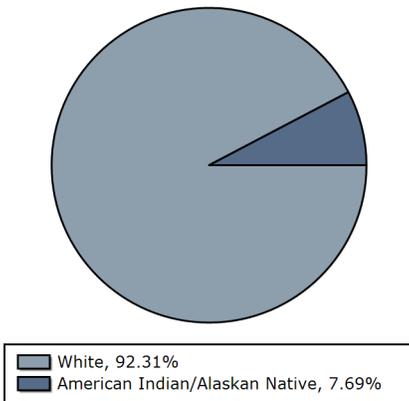


Chart Total N: 13

Tobacco Users By Age

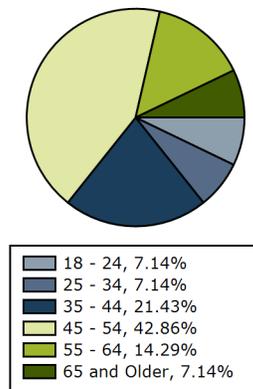


Chart Total N: 14

Tobacco Users By Health Plan

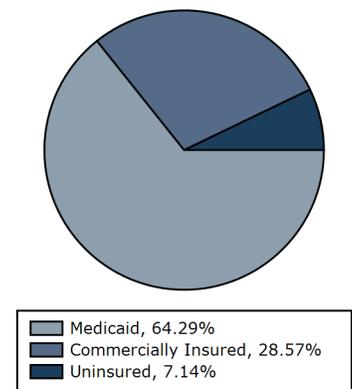


Chart Total N: 14

Tobacco Users By Ethnicity

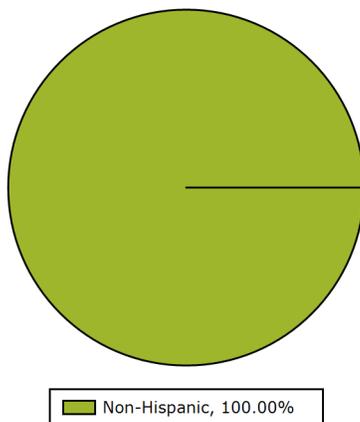


Chart Total N: 13

Tobacco Users By Chronic Condition

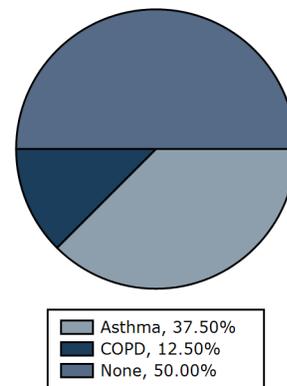


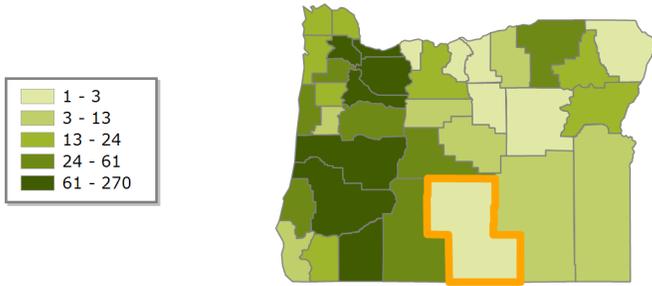
Chart Total N: 8

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.

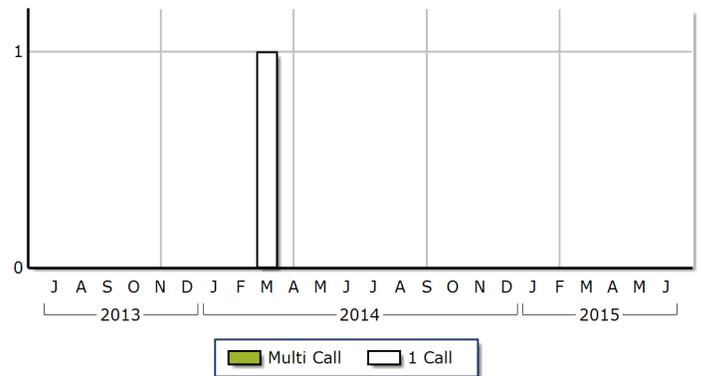
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

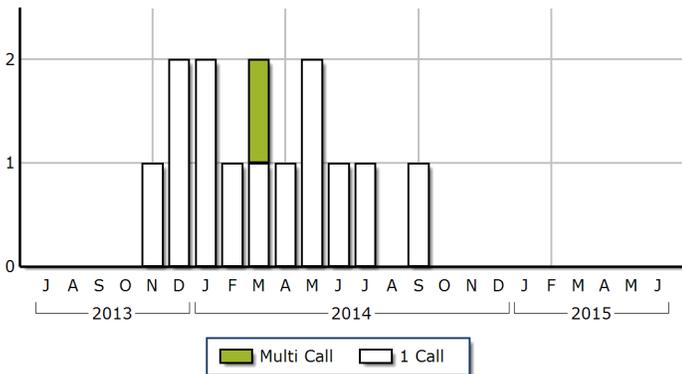


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	6,068	19.9 %		1,208 <sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			-	755
<b>Tobacco Users YTD</b>			3	3,202
<b>Unique Tobacco Users YTD</b>			2	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.25 %
<b>Reach - NAQC</b>			2	0.08 %
<b>Annualized Reach</b>			1	0.75 %
<b>Annualized Reach - NAQC</b>			2	0.25 %
<b>Unique Individual Reach</b>			3	0.17 %

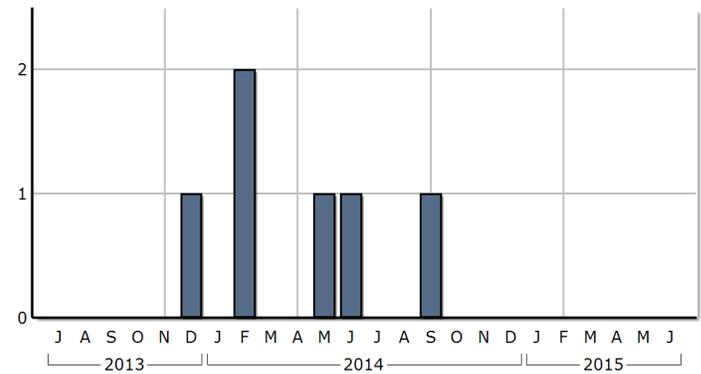
## Fax Referral



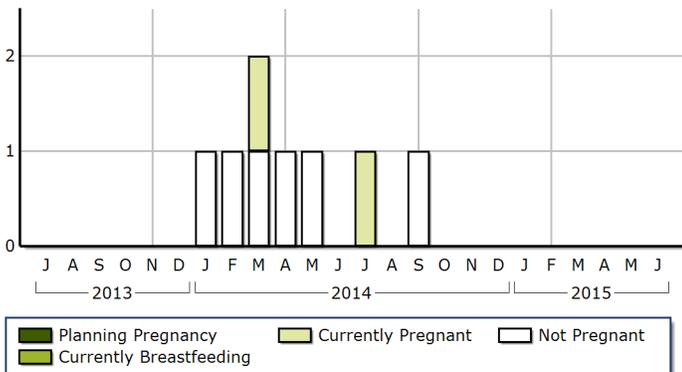
## Tobacco User Enrollments By Program Type



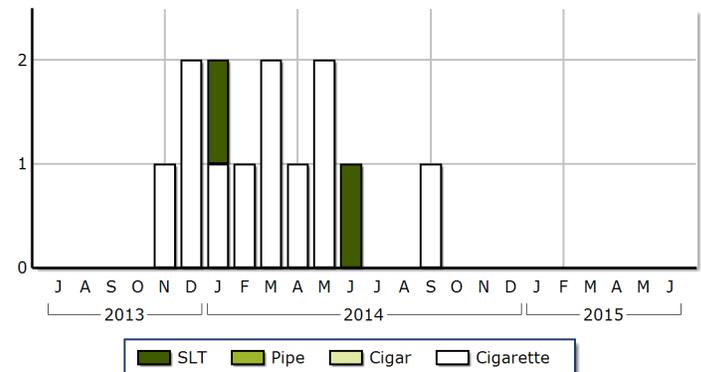
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status



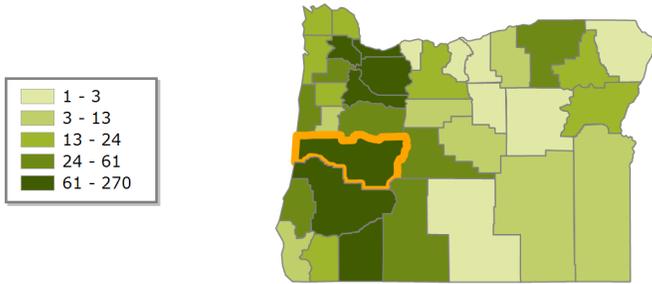
## Tobacco Users By Tobacco Type



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

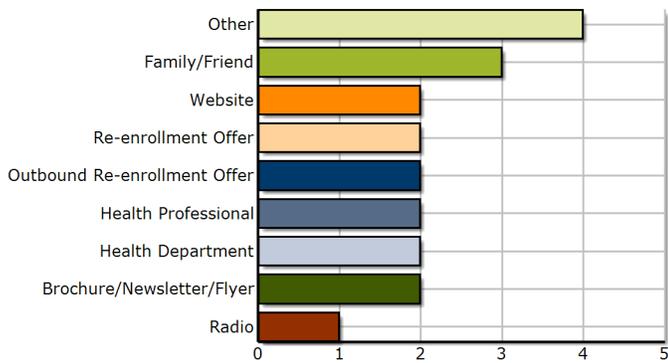
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center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

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

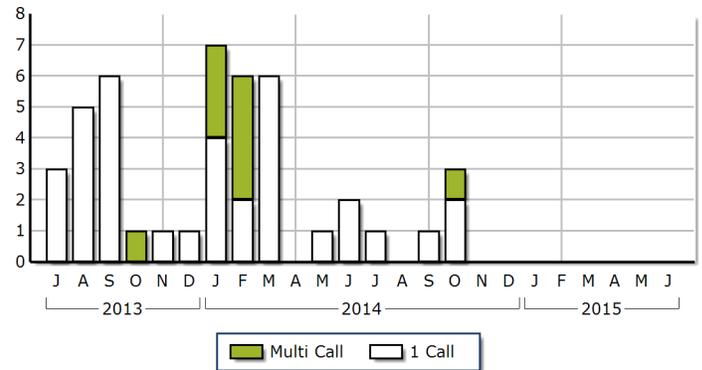


County Population		Prevalence	Tobacco Users	
Adult	274,412	18.4 %	50,492 <sup>4</sup>	
			County	State
Tobacco Users - Last Full Month			33	755
Tobacco Users YTD			179	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.35 %
Reach - NAQC			2	0.17 %
Annualized Reach			1	1.06 %
Annualized Reach - NAQC			2	0.52 %
Unique Individual Reach			3	0.17 %

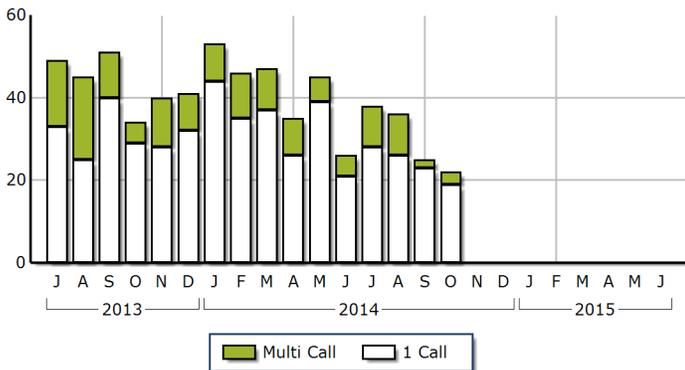
### How Heard About



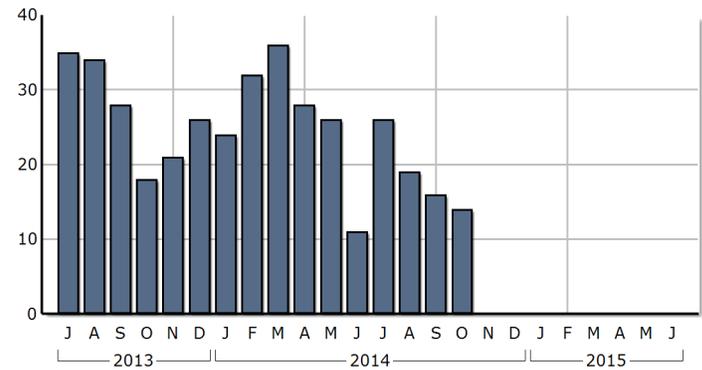
### Fax Referral



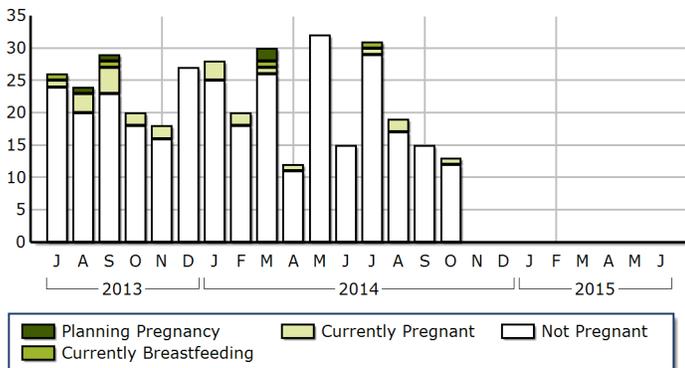
### Tobacco User Enrollments By Program Type



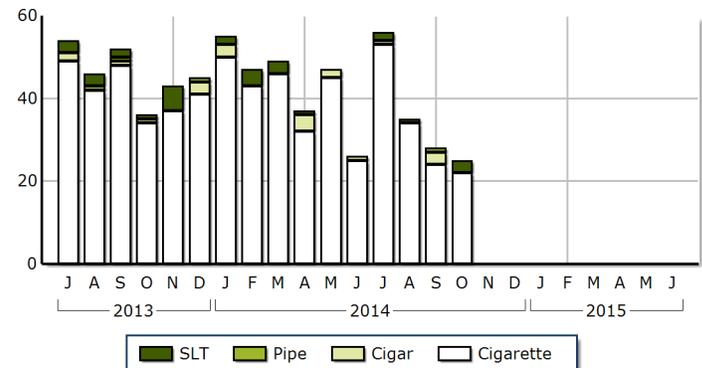
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status

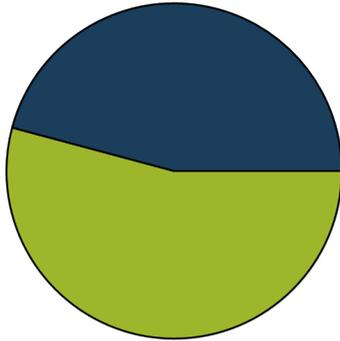


### Tobacco Users By Tobacco Type



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.

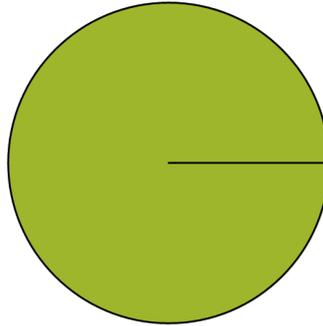
Tobacco Users By Gender



Female, 54.17%  
Male, 45.83%

Chart Total N: 24

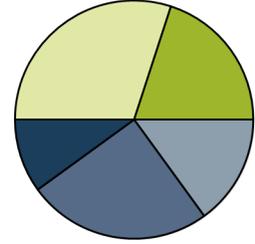
Tobacco Users By Language



English, 100.00%

Chart Total N: 24

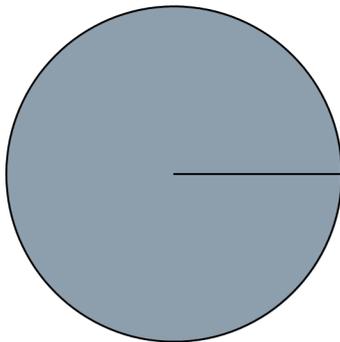
Tobacco Users By Education



No HS Degreee/GED, 15.00%  
HS Degreee/GED, 25.00%  
Technical Degree, 10.00%  
Some College, 30.00%  
College Degree, 20.00%

Chart Total N: 20

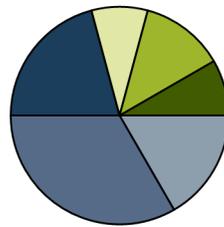
Tobacco Users By Race



White, 100.00%

Chart Total N: 21

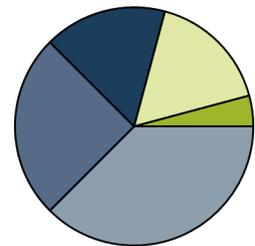
Tobacco Users By Age



18 - 24, 16.67%  
25 - 34, 33.33%  
35 - 44, 20.83%  
45 - 54, 8.33%  
55 - 64, 12.50%  
65 and Older, 8.33%

Chart Total N: 24

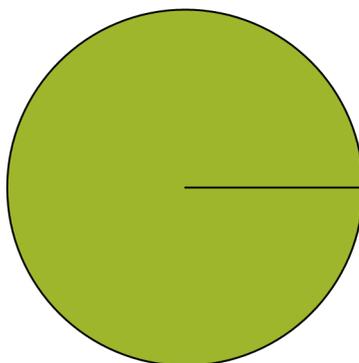
Tobacco Users By Health Plan



Medicaid, 37.50%  
Medicare, 25.00%  
Commercially Insured, 16.67%  
Doesn't Know, 16.67%  
Uninsured, 4.17%

Chart Total N: 24

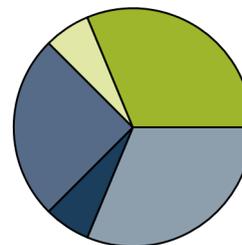
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 22

Tobacco Users By Chronic Condition



Asthma, 31.25%  
CAD, 6.25%  
COPD, 25.00%  
Diabetes, 6.25%  
None, 31.25%

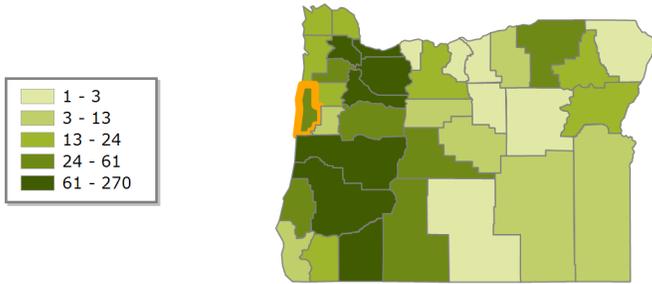
Chart Total N: 16

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.

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

## State Tobacco Users Served Contract YTD (Adults)

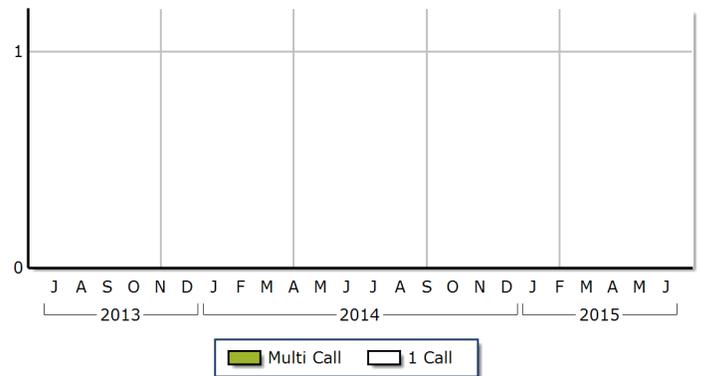


County Population	Prevalence	Tobacco Users
<b>Adult</b> 36,512	26.9 %	9,822 <sup>4</sup>
		<b>County State</b>
<b>Tobacco Users - Last Full Month</b>	2	755
<b>Tobacco Users YTD</b>	26	3,202
<b>Unique Tobacco Users YTD</b>	3	2,105
<b>Target Reach</b>	2.0 %	2.0 %
<b>Reach YTD</b>	1	0.26 % 0.63 %
<b>Reach - NAQC</b>	2	0.18 % 0.21 %
<b>Annualized Reach</b>	1	0.79 % 1.90 %
<b>Annualized Reach - NAQC</b>	2	0.55 % 0.64 %
<b>Unique Individual Reach</b>	3	0.16 % 0.42 %

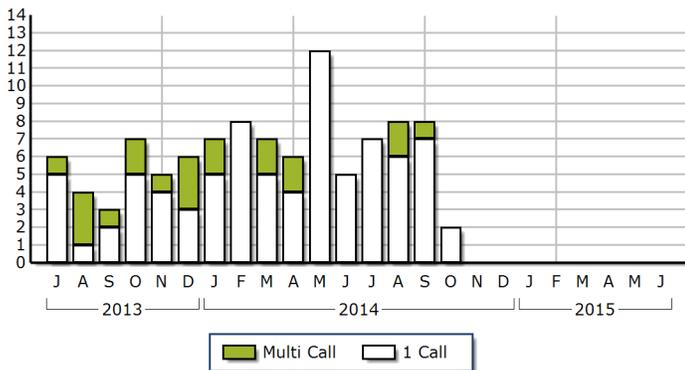
## How Heard About



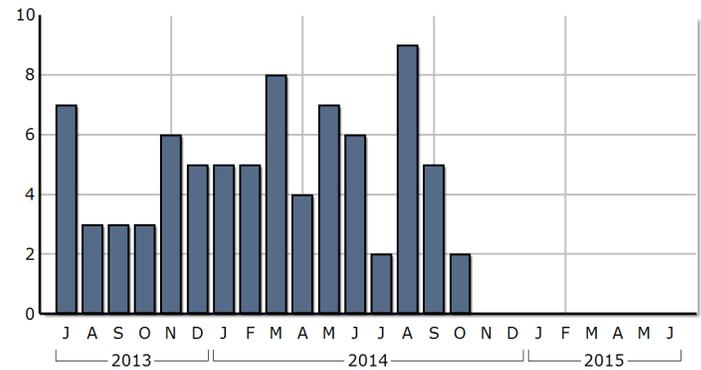
## Fax Referral



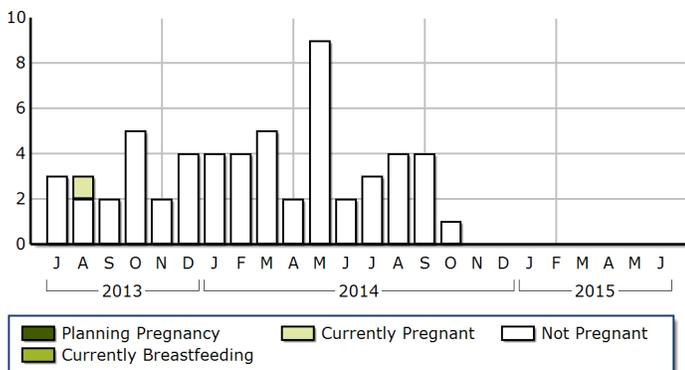
## Tobacco User Enrollments By Program Type



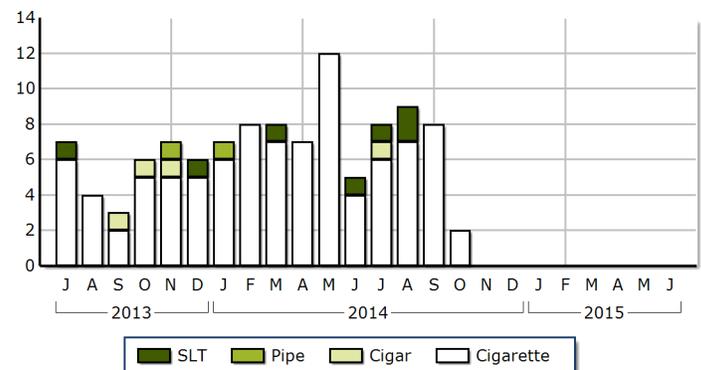
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

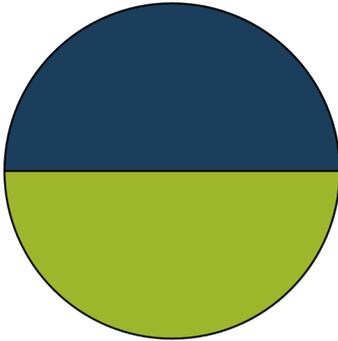


## Tobacco Users By Tobacco Type



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

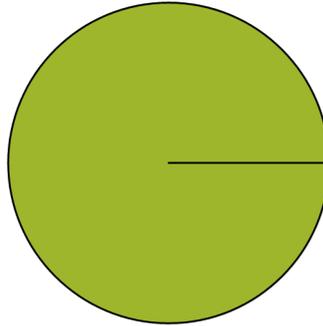
Tobacco Users By Gender



Female, 50.00%  
Male, 50.00%

Chart Total N: 2

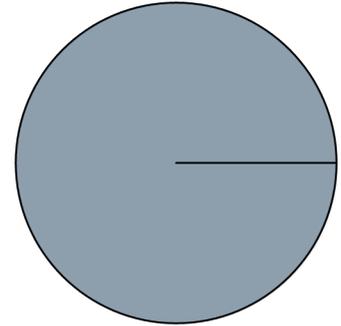
Tobacco Users By Language



English, 100.00%

Chart Total N: 2

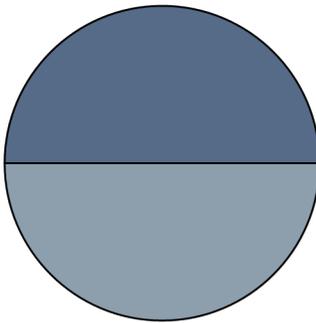
Tobacco Users By Education



Some College, 100.00%

Chart Total N: 1

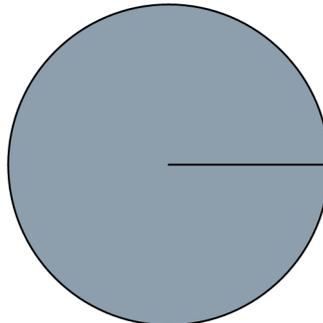
Tobacco Users By Race



American Indian/Alaskan Native, 50.00%  
White, 50.00%

Chart Total N: 2

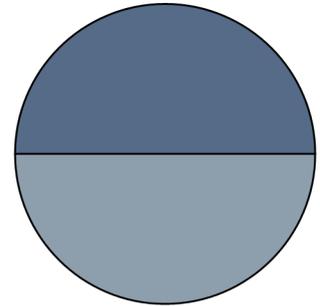
Tobacco Users By Age



55 - 64, 100.00%

Chart Total N: 2

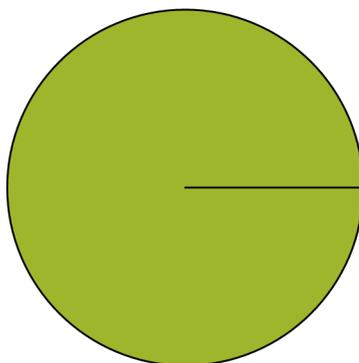
Tobacco Users By Health Plan



Medicaid, 50.00%  
Medicare, 50.00%

Chart Total N: 2

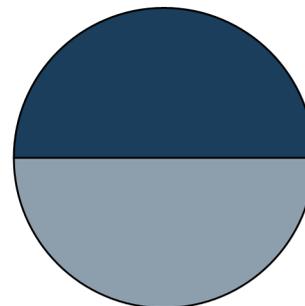
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 2

Tobacco Users By Chronic Condition



Diabetes, 50.00%  
None, 50.00%

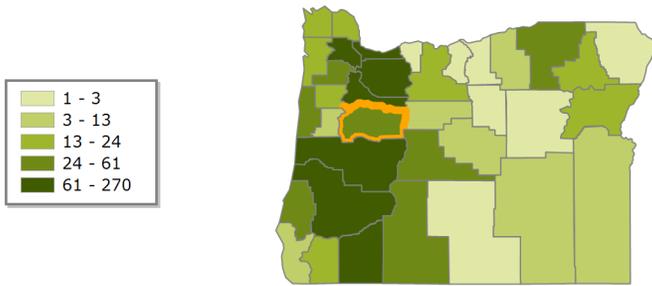
Chart Total N: 2

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.

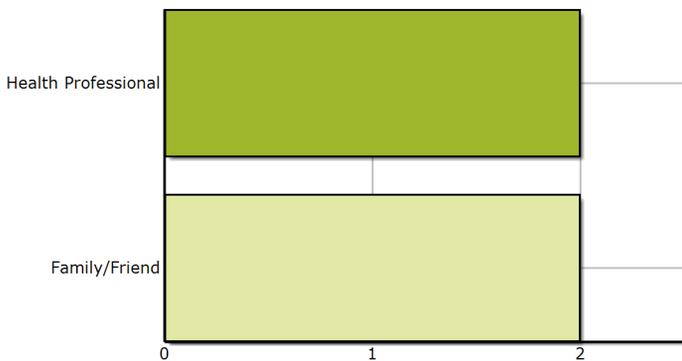
From 10/1/2014 through 10/31/2014

State Tobacco Users Served Contract YTD (Adults)

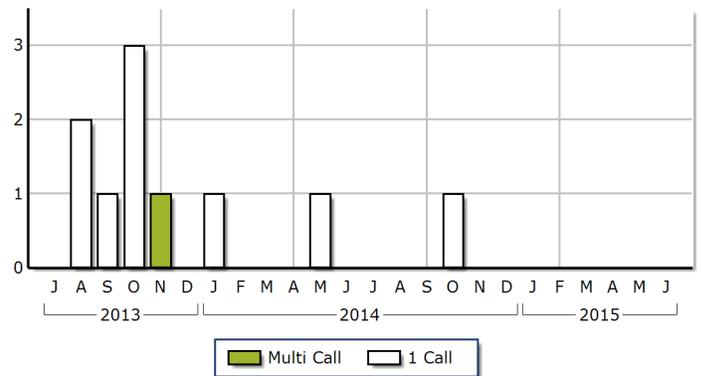


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	83,814	21.0 %		17,601 <sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			9	755
<b>Tobacco Users YTD</b>			40	3,202
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.23 %
<b>Reach - NAQC</b>			2	0.14 %
<b>Annualized Reach</b>			1	0.68 %
<b>Annualized Reach - NAQC</b>			2	0.41 %
<b>Unique Individual Reach</b>			3	0.14 %

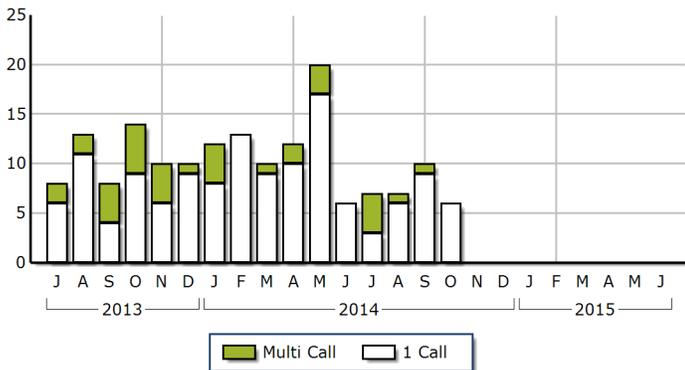
How Heard About



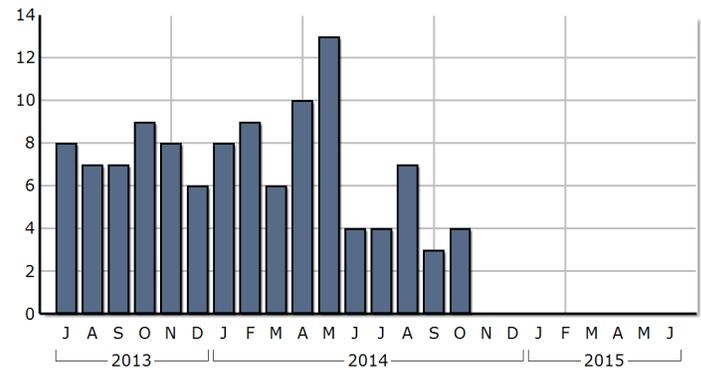
Fax Referral



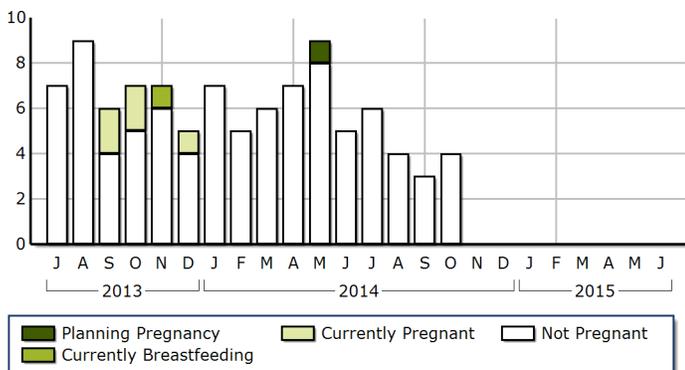
Tobacco User Enrollments By Program Type



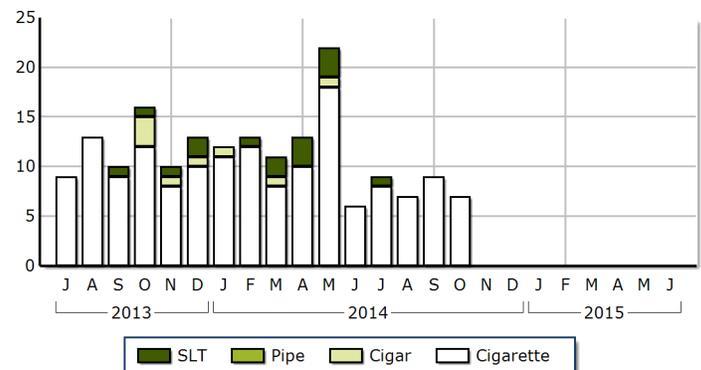
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status

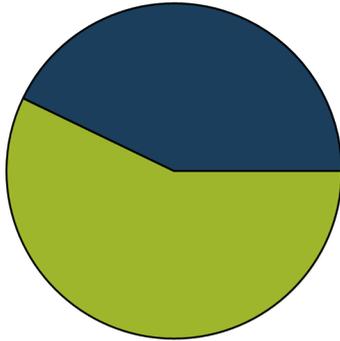


Tobacco Users By Tobacco Type



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.

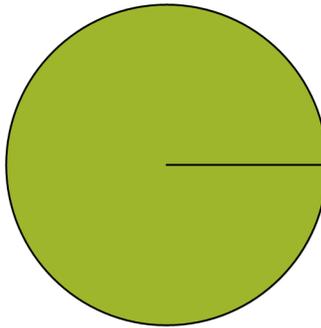
Tobacco Users By Gender



Female, 57.14%  
Male, 42.86%

Chart Total N: 7

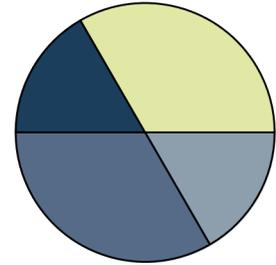
Tobacco Users By Language



English, 100.00%

Chart Total N: 7

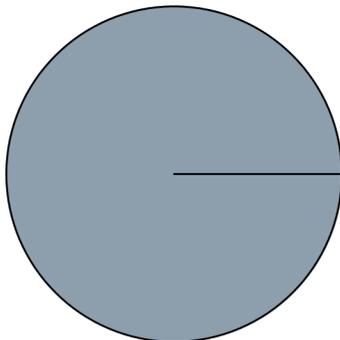
Tobacco Users By Education



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

Chart Total N: 6

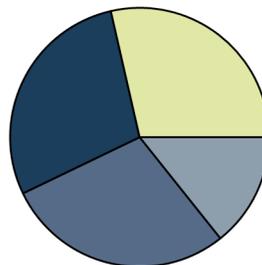
Tobacco Users By Race



White, 100.00%

Chart Total N: 6

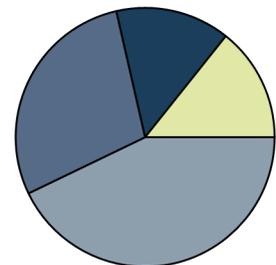
Tobacco Users By Age



18 - 24, 14.29%  
35 - 44, 28.57%  
45 - 54, 28.57%  
55 - 64, 28.57%

Chart Total N: 7

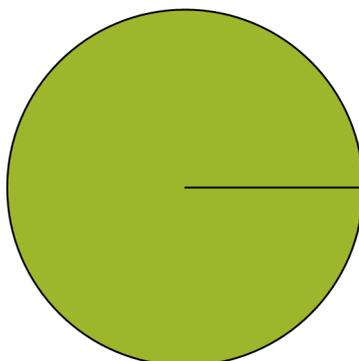
Tobacco Users By Health Plan



Commercially Insured, 42.86%  
Medicaid, 28.57%  
Medicare, 14.29%  
Doesn't Know, 14.29%

Chart Total N: 7

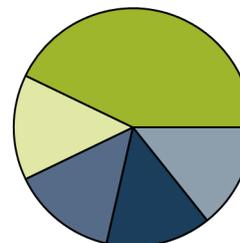
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 7

Tobacco Users By Chronic Condition



Asthma, 14.29%  
CAD, 14.29%  
COPD, 14.29%  
Diabetes, 14.29%  
None, 42.86%

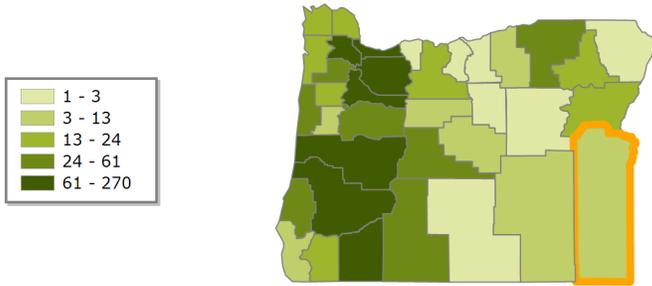
Chart Total N: 7

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.

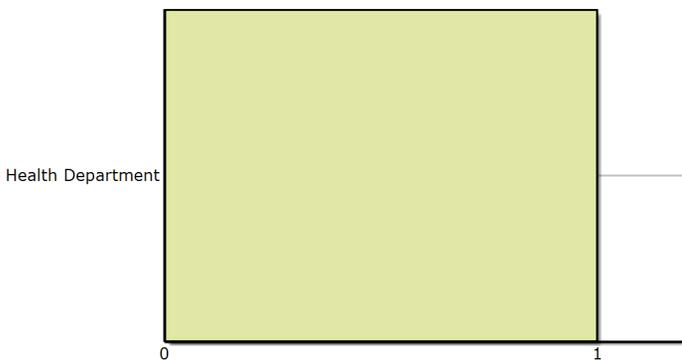
From 10/1/2014 through 10/31/2014

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

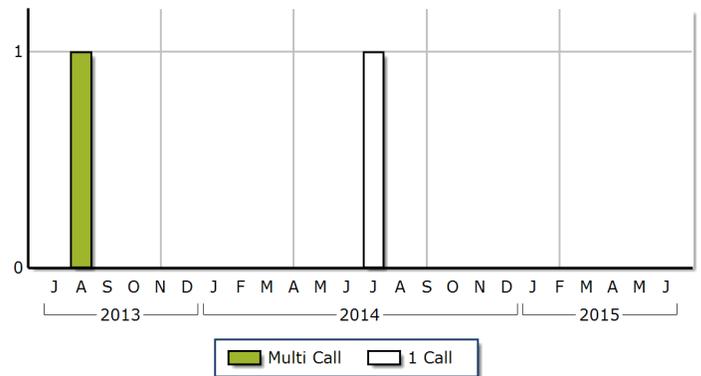


County Population		Prevalence	Tobacco Users	
Adult	23,866	16.8 %		4,009 <sup>4</sup>
			County	State
Tobacco Users - Last Full Month			1	755
Tobacco Users YTD			12	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.30 %
Reach - NAQC			2	0.30 %
Annualized Reach			1	0.90 %
Annualized Reach - NAQC			2	0.90 %
Unique Individual Reach			3	0.27 %

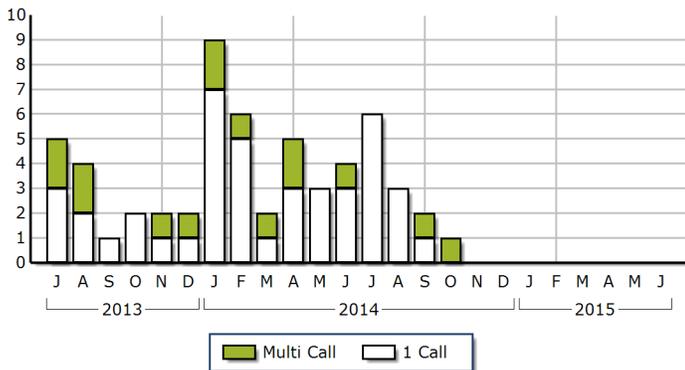
### How Heard About



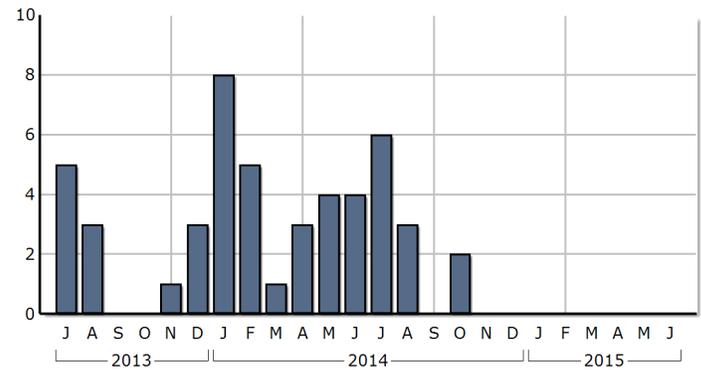
### Fax Referral



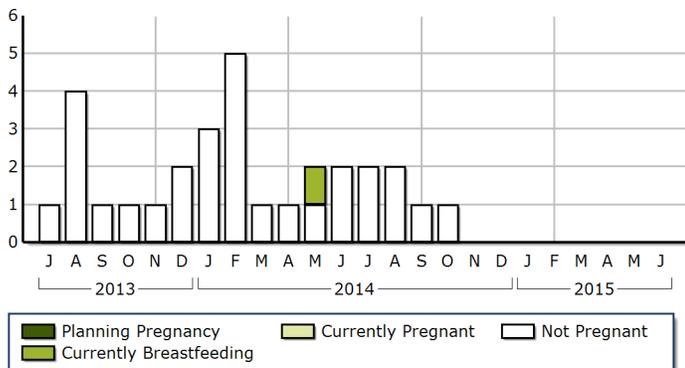
### Tobacco User Enrollments By Program Type



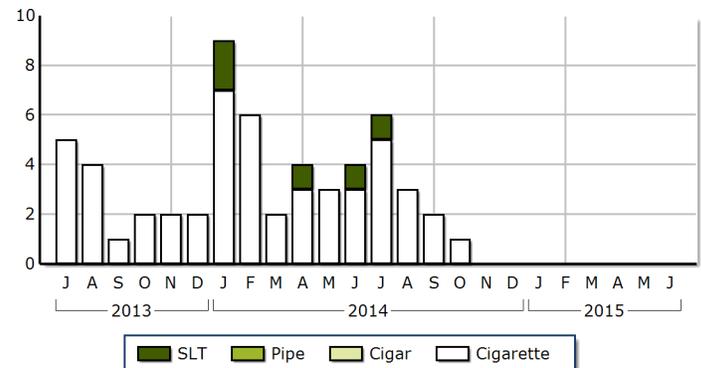
### Tobacco Users Receiving NRT



### Female Tobacco Users By Pregnancy Status

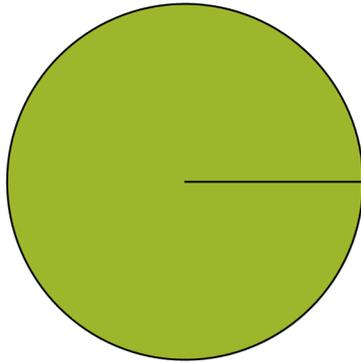


### Tobacco Users By Tobacco Type



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.

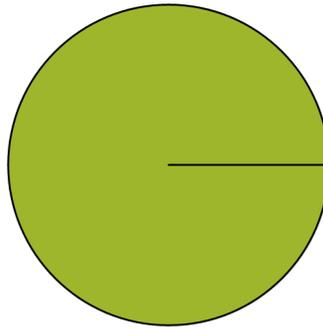
Tobacco Users By Gender



Female, 100.00%

Chart Total N: 1

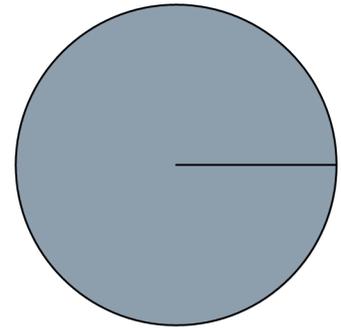
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

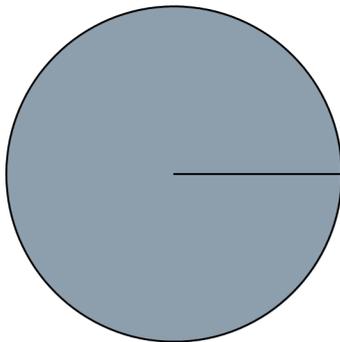
Tobacco Users By Education



HS Degreee/GED, 100.00%

Chart Total N: 1

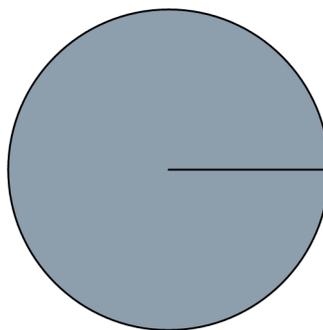
Tobacco Users By Race



White, 100.00%

Chart Total N: 1

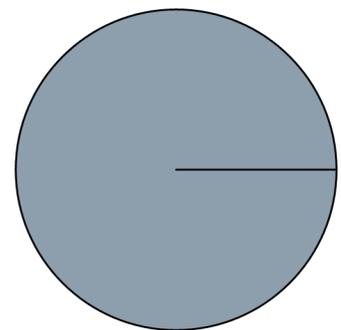
Tobacco Users By Age



55 - 64, 100.00%

Chart Total N: 1

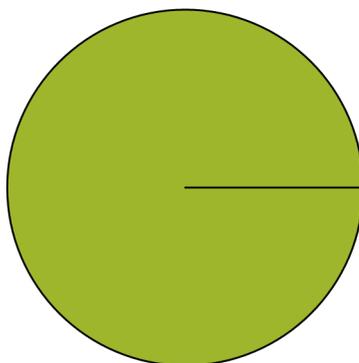
Tobacco Users By Health Plan



Uninsured, 100.00%

Chart Total N: 1

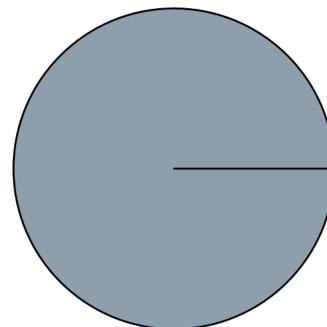
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



COPD, 100.00%

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.

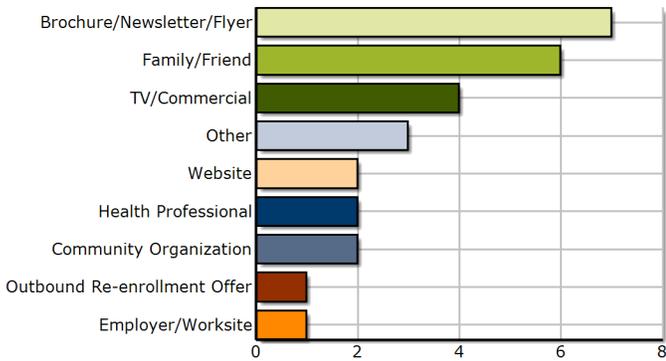
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

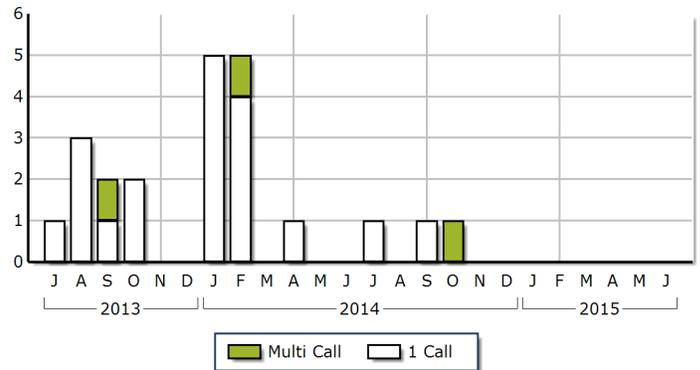


County Population		Prevalence	Tobacco Users	
Adult	235,431	15.5 %	36,492	<sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			31	755
<b>Tobacco Users YTD</b>			118	3,202
<b>Unique Tobacco Users YTD</b>			3	2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.32 %
<b>Reach - NAQC</b>			2	0.22 %
<b>Annualized Reach</b>			1	0.97 %
<b>Annualized Reach - NAQC</b>			2	0.67 %
<b>Unique Individual Reach</b>			3	0.19 %

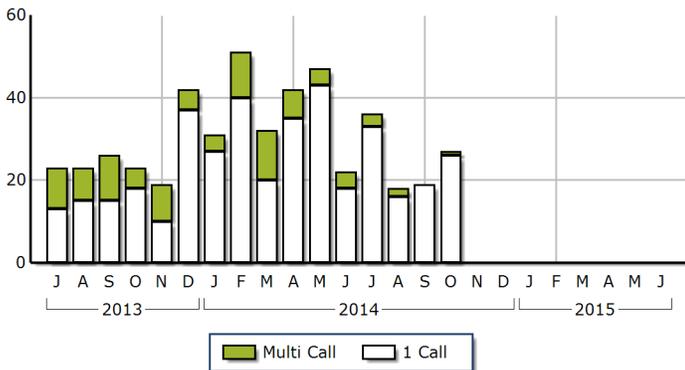
## How Heard About



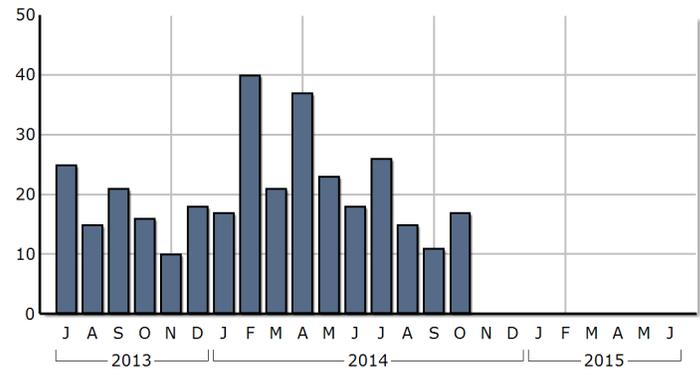
## Fax Referral



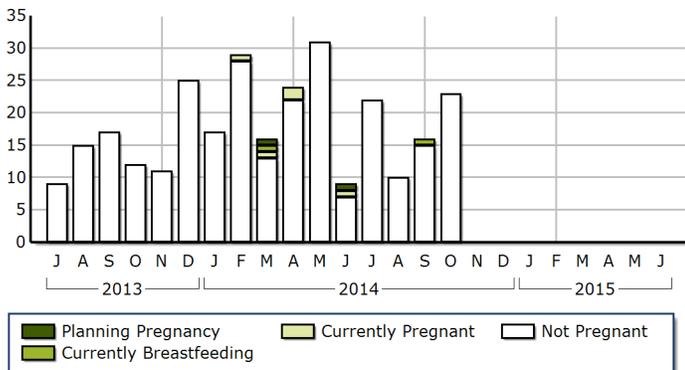
## Tobacco User Enrollments By Program Type



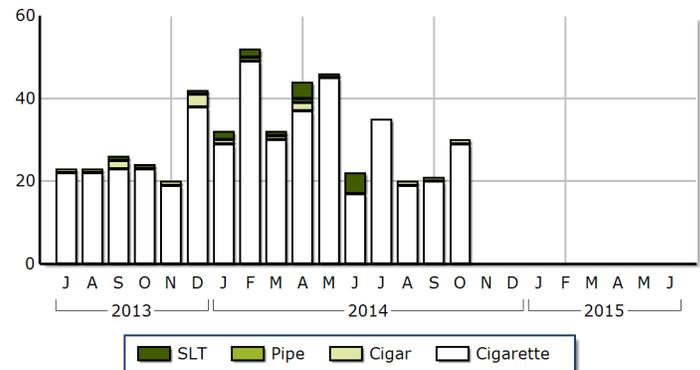
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

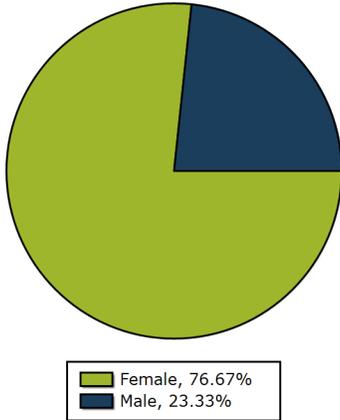


Chart Total N: 30

Tobacco Users By Language

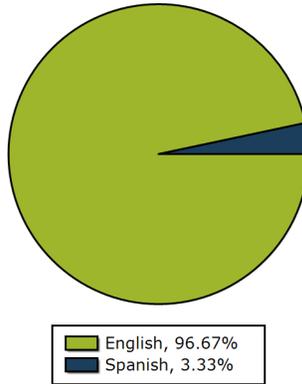


Chart Total N: 30

Tobacco Users By Education

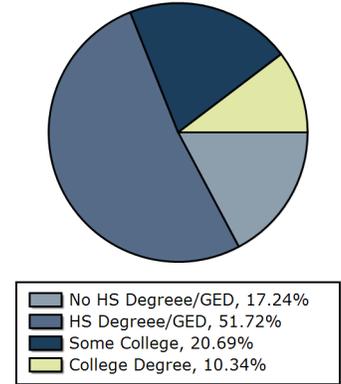


Chart Total N: 29

Tobacco Users By Race

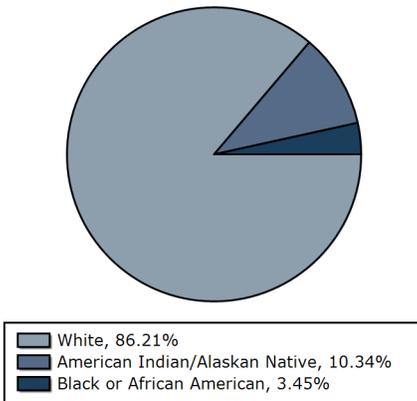


Chart Total N: 29

Tobacco Users By Age

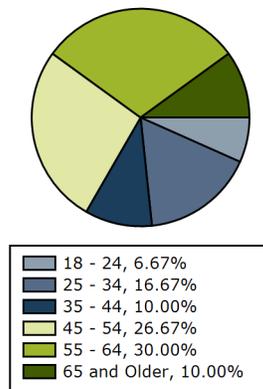


Chart Total N: 30

Tobacco Users By Health Plan

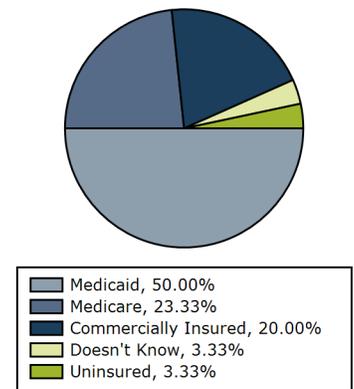


Chart Total N: 30

Tobacco Users By Ethnicity

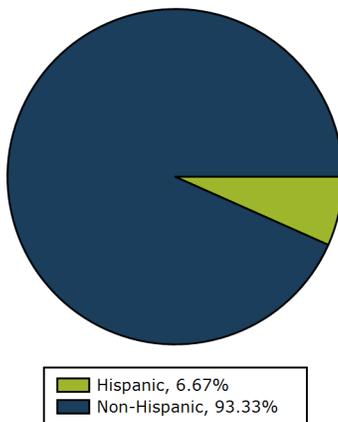


Chart Total N: 30

Tobacco Users By Chronic Condition

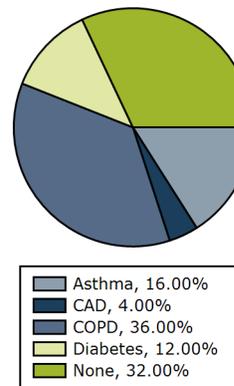


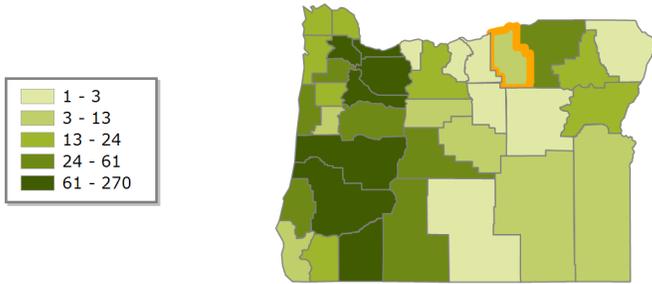
Chart Total N: 25

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

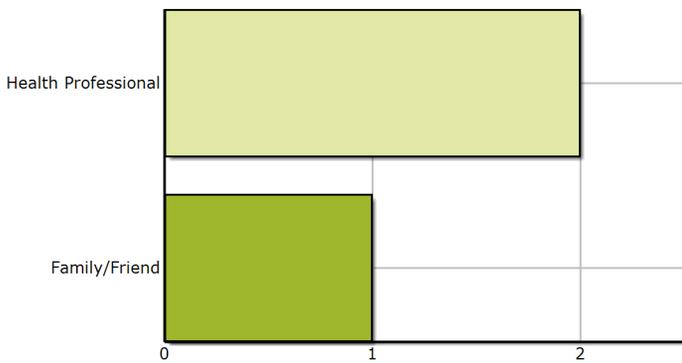
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

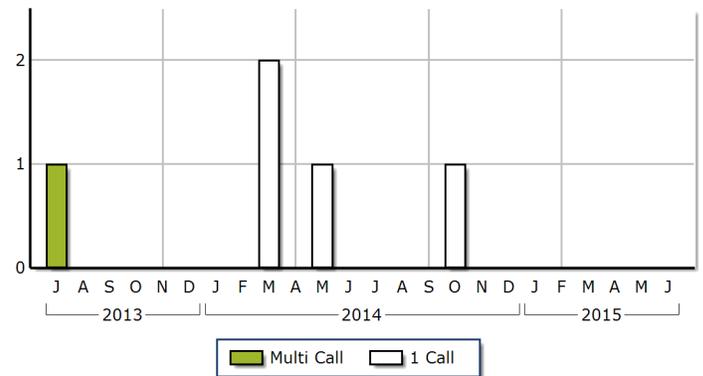


County Population	Prevalence	Tobacco Users
Adult	9,037	18.2 %
		1,645 <sup>4</sup>
		County
Tobacco Users - Last Full Month		6
Tobacco Users YTD		7
Unique Tobacco Users YTD		3
Target Reach		2.0 %
Reach YTD		1 0.43 %
Reach - NAQC		2 0.12 %
Annualized Reach		1 1.28 %
Annualized Reach - NAQC		2 0.36 %
Unique Individual Reach		3 0.30 %
		State
Tobacco Users - Last Full Month		755
Tobacco Users YTD		3,202
Unique Tobacco Users YTD		2,105
Target Reach		2.0 %
Reach YTD		0.63 %
Reach - NAQC		0.21 %
Annualized Reach		1.90 %
Annualized Reach - NAQC		0.64 %
Unique Individual Reach		0.42 %

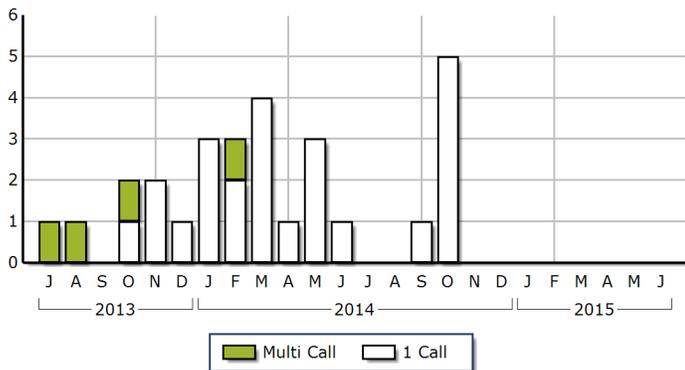
## How Heard About



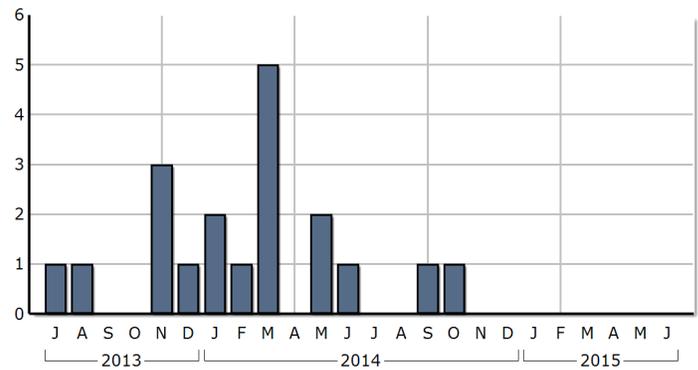
## Fax Referral



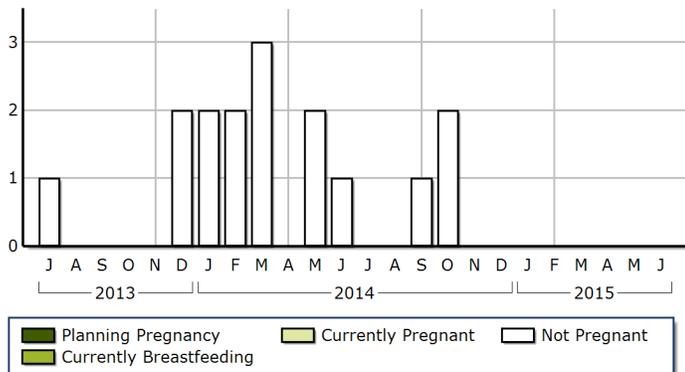
## Tobacco User Enrollments By Program Type



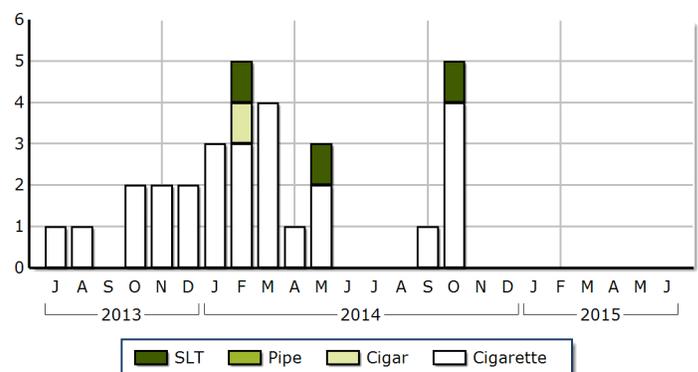
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

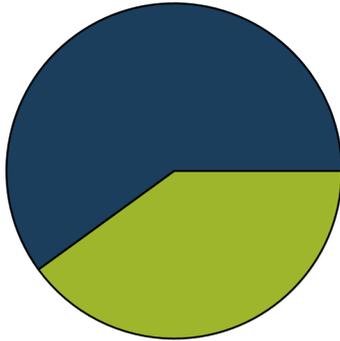


## Tobacco Users By Tobacco Type



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.

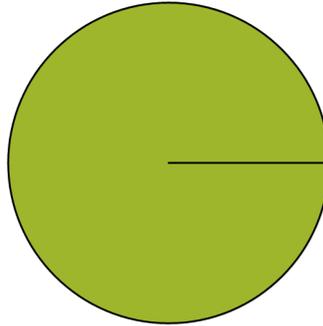
Tobacco Users By Gender



Female, 40.00%  
Male, 60.00%

Chart Total N: 5

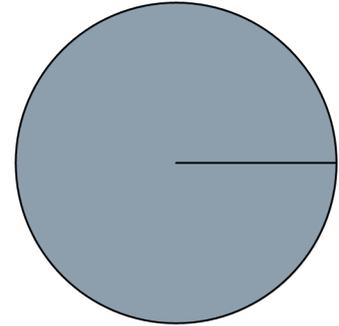
Tobacco Users By Language



English, 100.00%

Chart Total N: 5

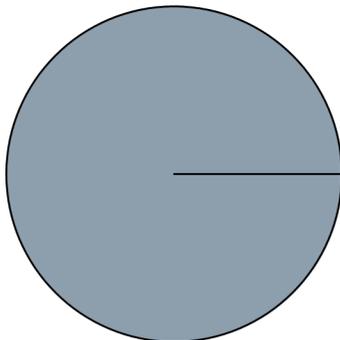
Tobacco Users By Education



HS Degreee/GED, 100.00%

Chart Total N: 3

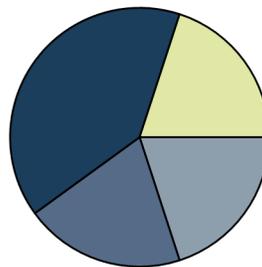
Tobacco Users By Race



White, 100.00%

Chart Total N: 3

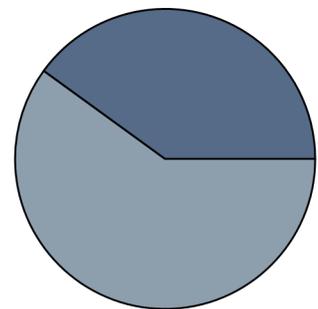
Tobacco Users By Age



25 - 34, 20.00%  
35 - 44, 20.00%  
45 - 54, 40.00%  
55 - 64, 20.00%

Chart Total N: 5

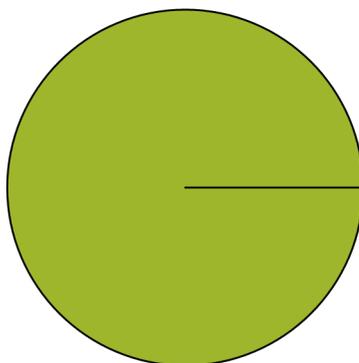
Tobacco Users By Health Plan



Medicaid, 60.00%  
Medicare, 40.00%

Chart Total N: 5

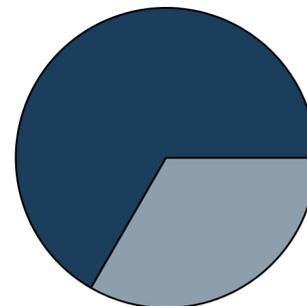
Tobacco Users By Ethnicity



Non-Hispanic, 100.00%

Chart Total N: 3

Tobacco Users By Chronic Condition



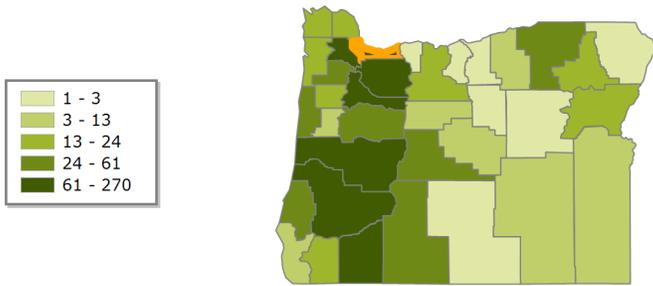
Asthma, 33.33%  
None, 66.67%

Chart Total N: 3

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

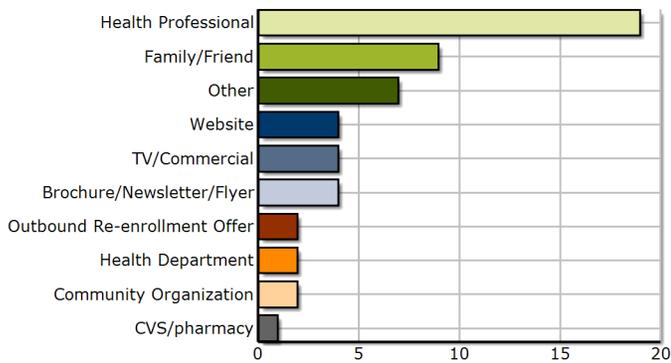
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

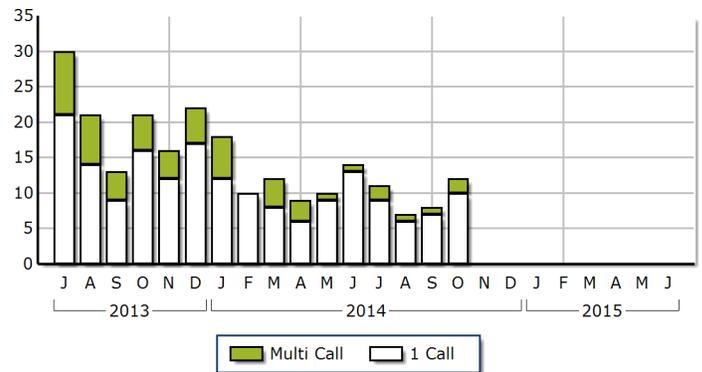


County Population		Prevalence	Tobacco Users	
Adult	564,102	15.3 %	86,308 <sup>4</sup>	
			County	State
Tobacco Users - Last Full Month			107	755
Tobacco Users YTD			387	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.45 %
Reach - NAQC			2	0.24 %
Annualized Reach			1	1.35 %
Annualized Reach - NAQC			2	0.71 %
Unique Individual Reach			3	0.22 %

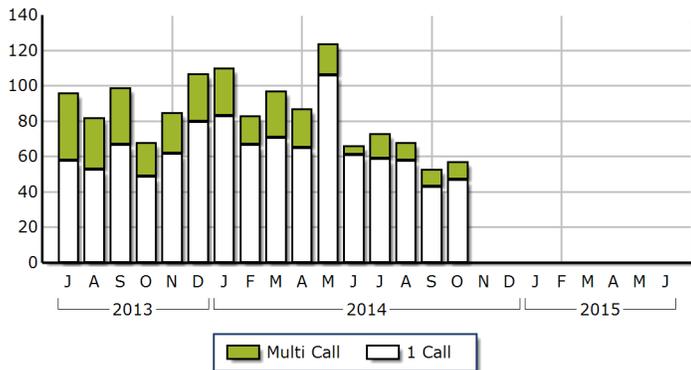
How Heard About



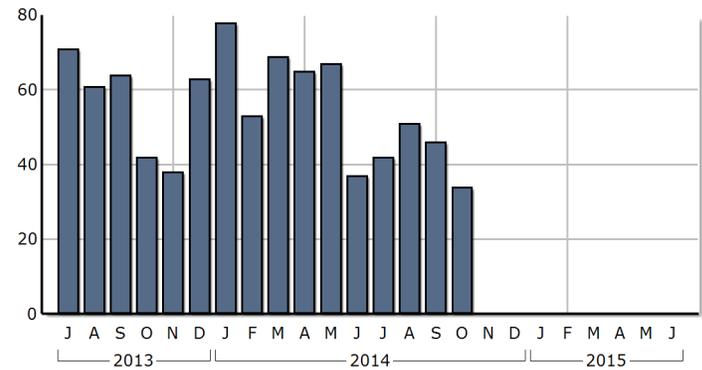
Fax Referral



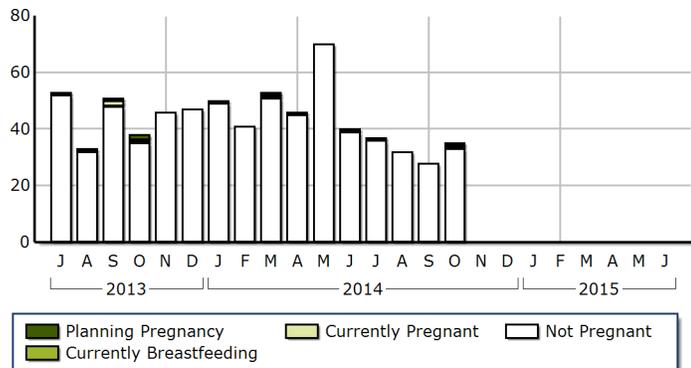
Tobacco User Enrollments By Program Type



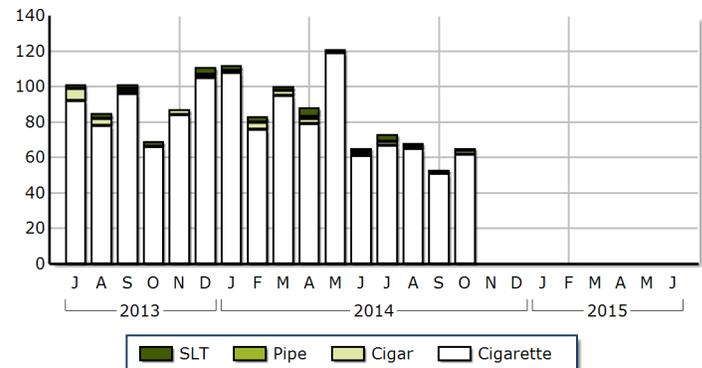
Tobacco Users Receiving NRT



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.

Tobacco Users By Gender

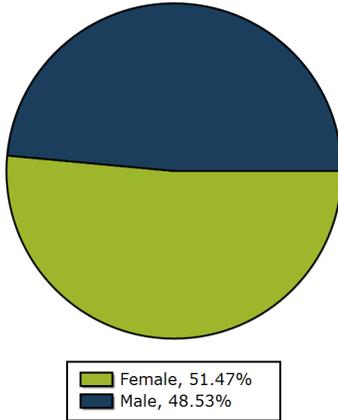


Chart Total N: 68

Tobacco Users By Language

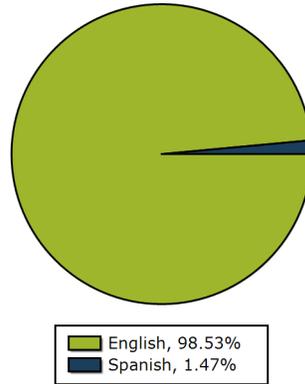


Chart Total N: 68

Tobacco Users By Education

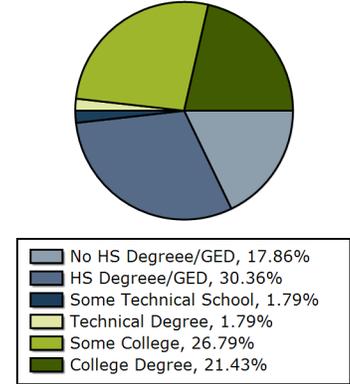


Chart Total N: 56

Tobacco Users By Race

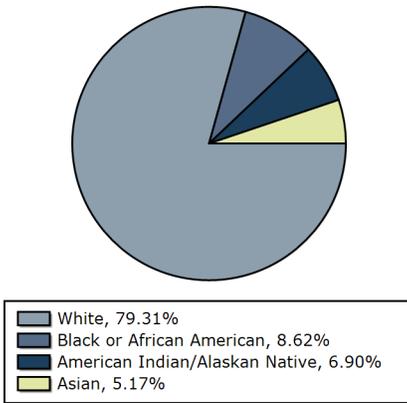


Chart Total N: 58

Tobacco Users By Age

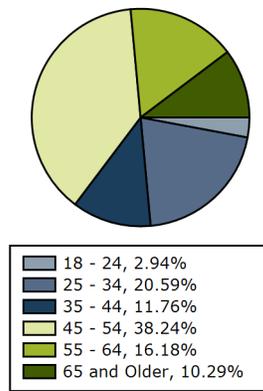


Chart Total N: 68

Tobacco Users By Health Plan

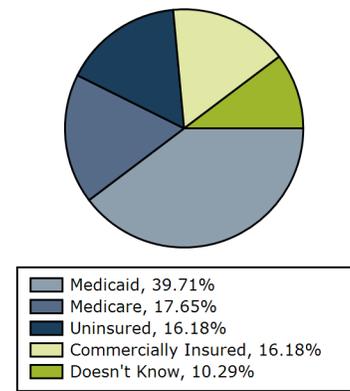


Chart Total N: 68

Tobacco Users By Ethnicity

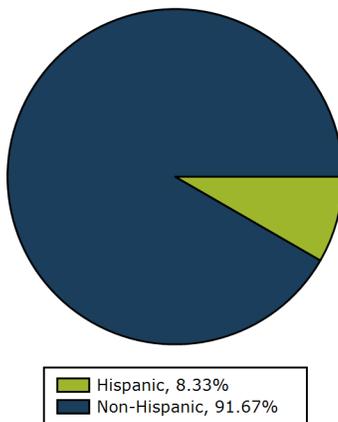


Chart Total N: 60

Tobacco Users By Chronic Condition

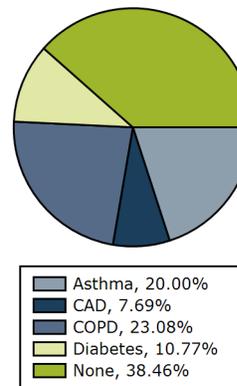


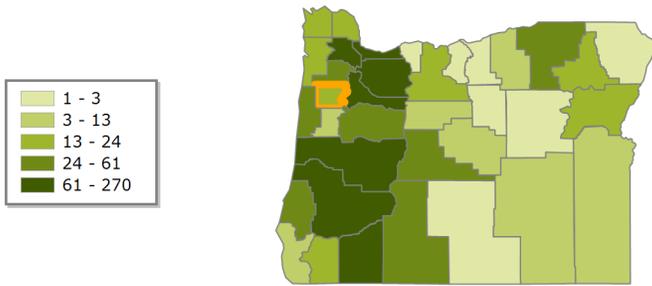
Chart Total N: 65

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.

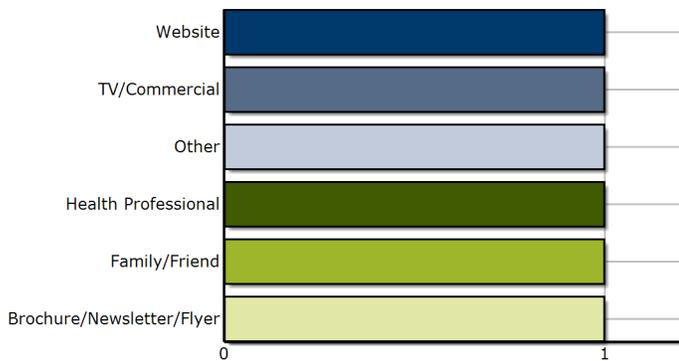
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

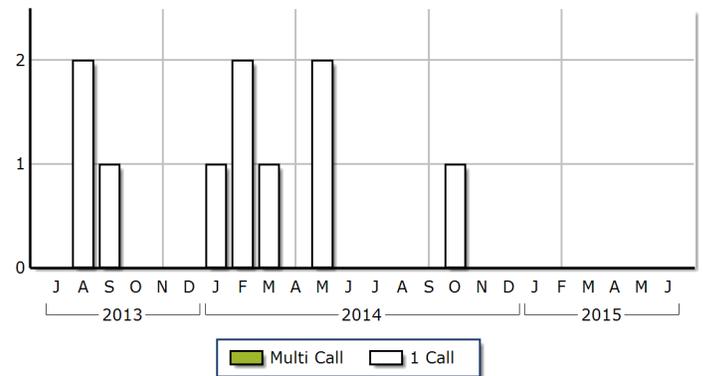


County Population		Prevalence	Tobacco Users	
Adult	52,685	14.3 %	County	7,534 <sup>4</sup>
			County	State
Tobacco Users - Last Full Month			6	755
Tobacco Users YTD			21	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.28 %
Reach - NAQC			2	0.19 %
Annualized Reach			1	0.84 %
Annualized Reach - NAQC			2	0.56 %
Unique Individual Reach			3	0.15 %

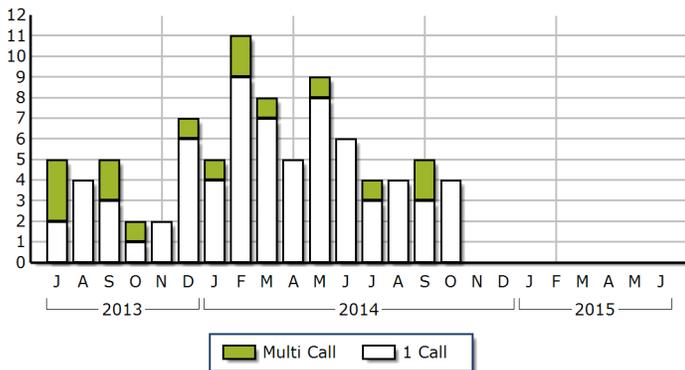
## How Heard About



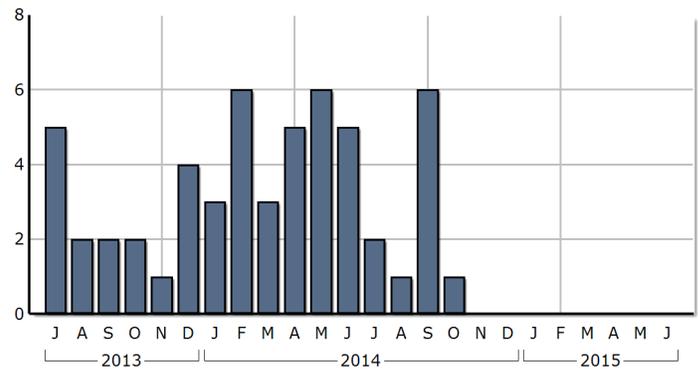
## Fax Referral



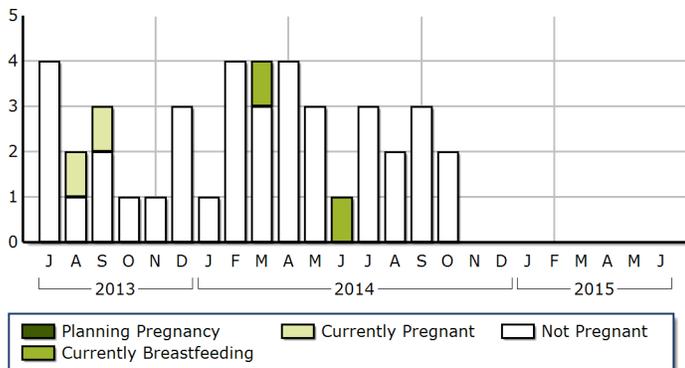
## Tobacco User Enrollments By Program Type



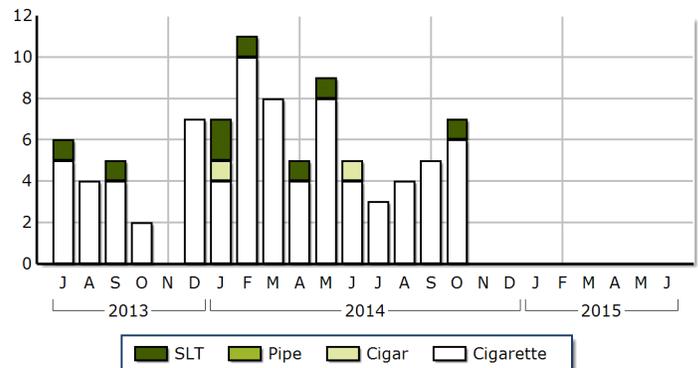
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

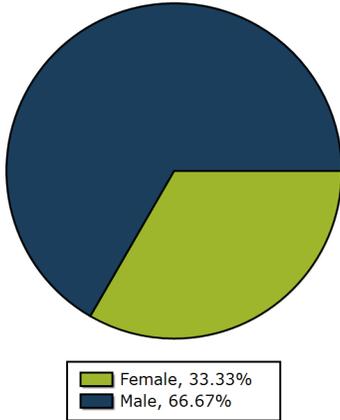


Chart Total N: 6

Tobacco Users By Language

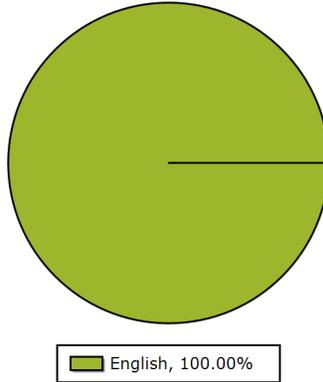


Chart Total N: 6

Tobacco Users By Education

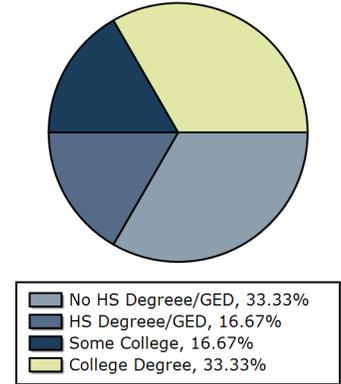


Chart Total N: 6

Tobacco Users By Race

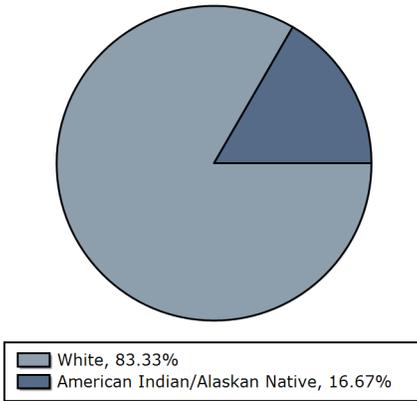


Chart Total N: 6

Tobacco Users By Age

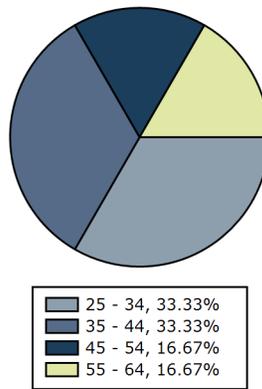


Chart Total N: 6

Tobacco Users By Health Plan

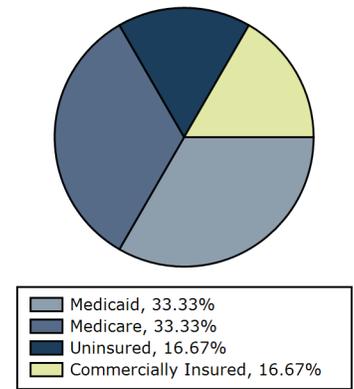


Chart Total N: 6

Tobacco Users By Ethnicity

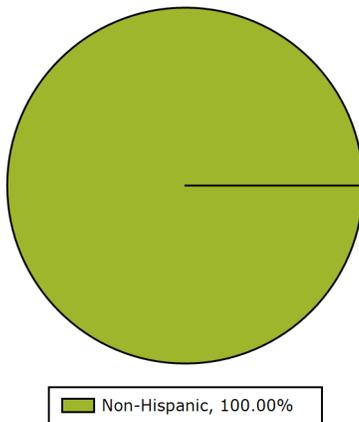


Chart Total N: 6

Tobacco Users By Chronic Condition

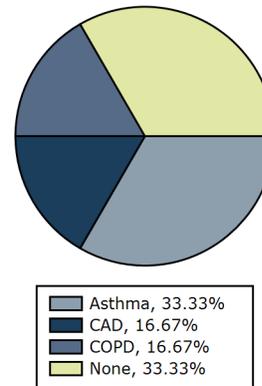
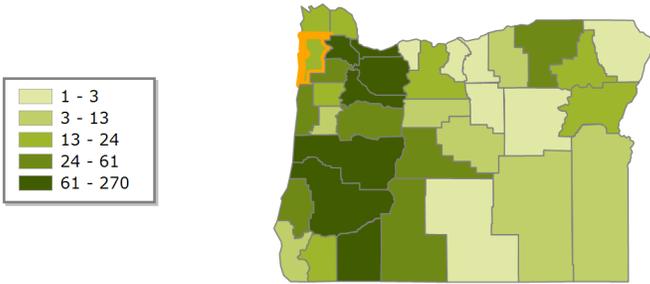


Chart Total N: 6

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

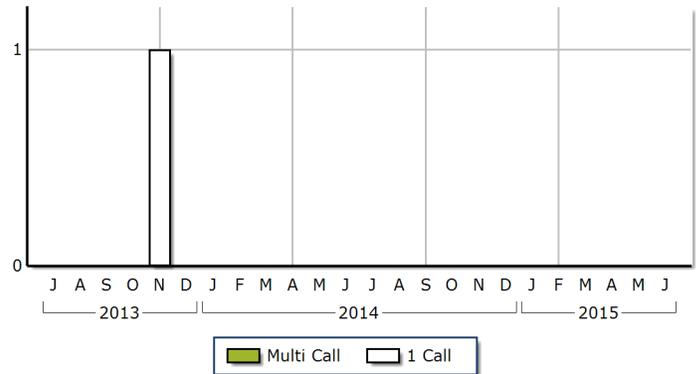
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFSS 2006-2009. Adult population - Oregon Population Research Center 2009.

State Tobacco Users Served Contract YTD (Adults)

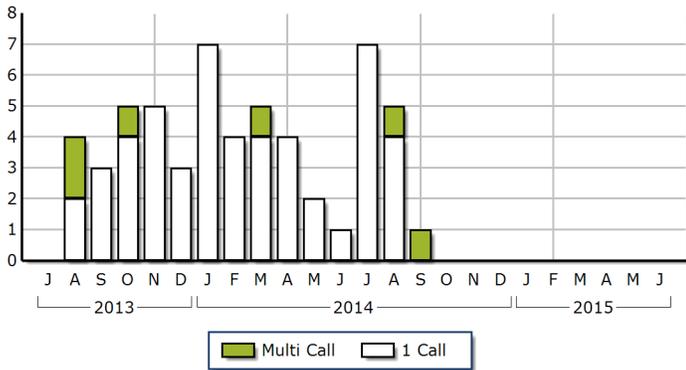


County Population	Prevalence	Tobacco Users	
<b>Adult</b>	21,446	21.6 %	4,632 <sup>4</sup>
		County	State
<b>Tobacco Users - Last Full Month</b>		-	755
<b>Tobacco Users YTD</b>		16	3,202
<b>Unique Tobacco Users YTD</b>		3	2,105
<b>Target Reach</b>		2.0 %	2.0 %
<b>Reach YTD</b>		1	0.35 %
<b>Reach - NAQC</b>		2	0.26 %
<b>Annualized Reach</b>		1	1.04 %
<b>Annualized Reach - NAQC</b>		2	0.78 %
<b>Unique Individual Reach</b>		3	0.24 %

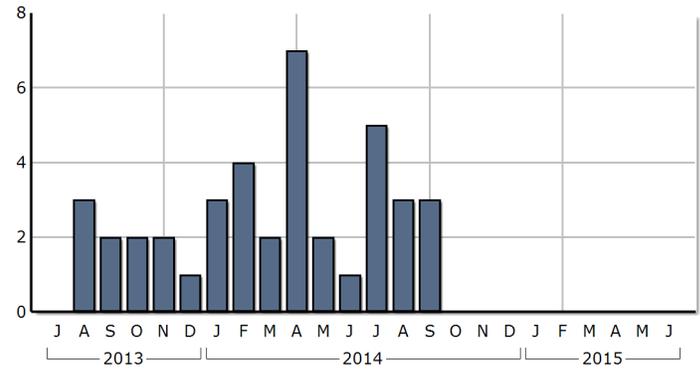
Fax Referral



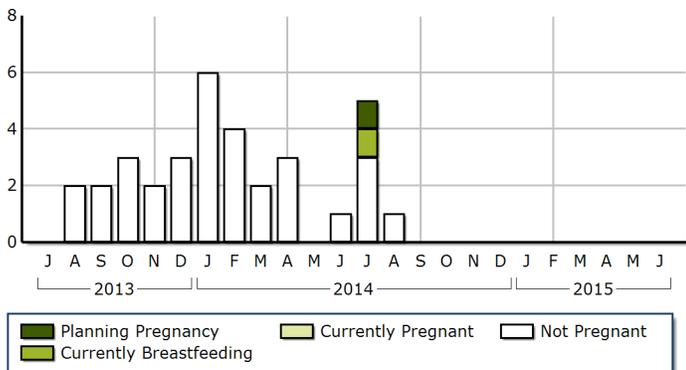
Tobacco User Enrollments By Program Type



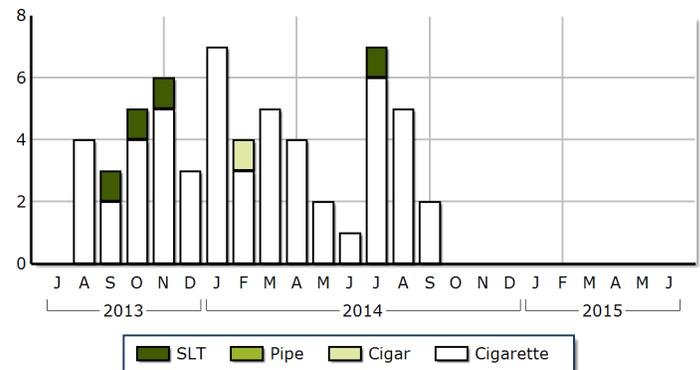
Tobacco Users Receiving NRT



Female Tobacco Users By Pregnancy Status



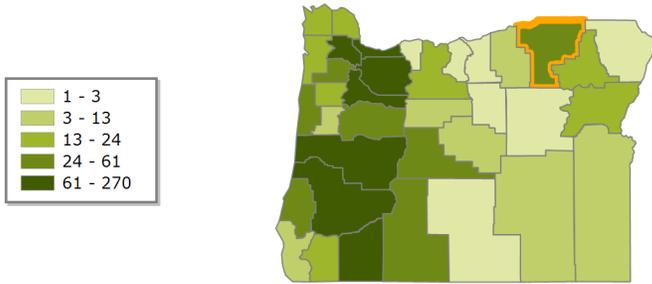
Tobacco Users By Tobacco Type



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

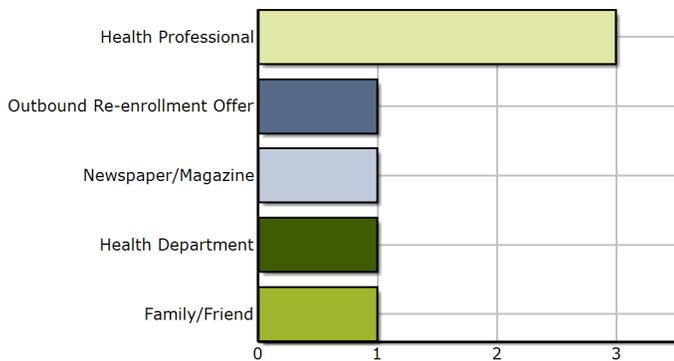
3. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.
4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center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

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

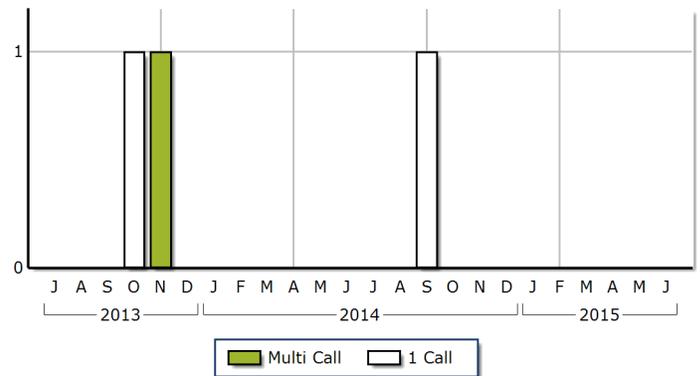


County Population		Prevalence	Tobacco Users	
Adult	54,202	24.2 %	13,117	<sup>4</sup>
			County	State
Tobacco Users - Last Full Month			10	755
Tobacco Users YTD			39	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.30 %
Reach - NAQC			2	0.18 %
Annualized Reach			1	0.89 %
Annualized Reach - NAQC			2	0.55 %
Unique Individual Reach			3	0.18 %

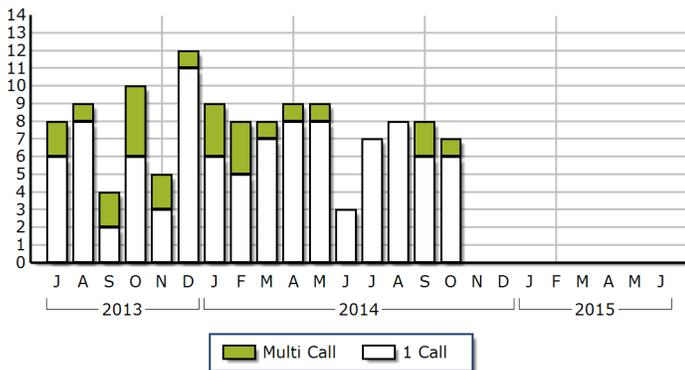
### How Heard About



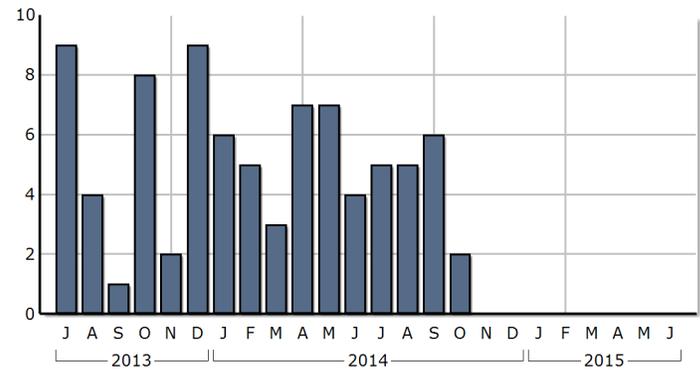
### Fax Referral



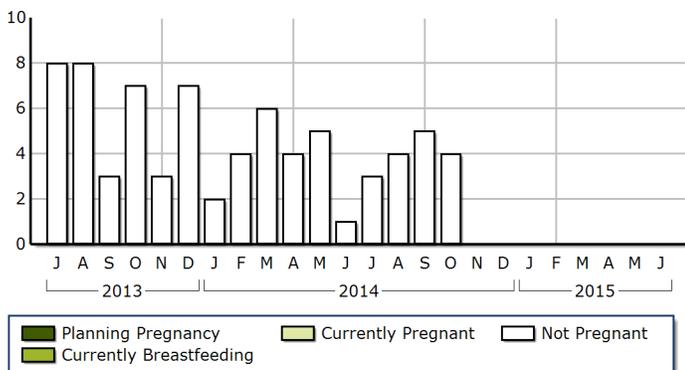
### Tobacco User Enrollments By Program Type



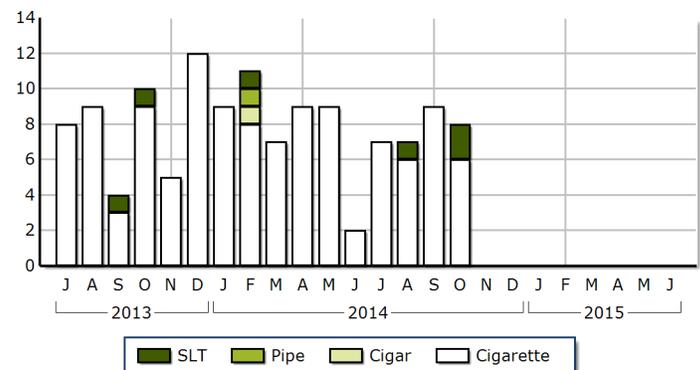
### Tobacco Users Receiving NRT



### 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.

Tobacco Users By Gender

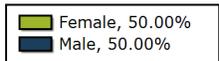
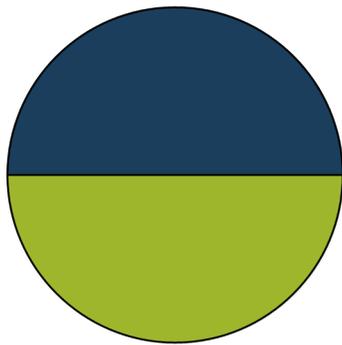


Chart Total N: 8

Tobacco Users By Language

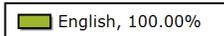
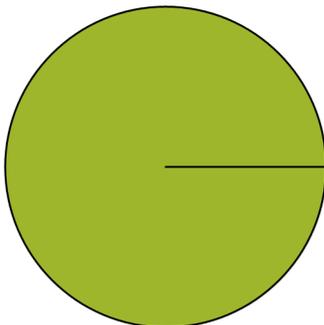


Chart Total N: 8

Tobacco Users By Education

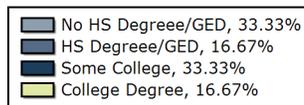
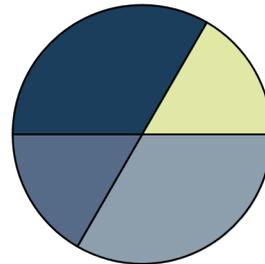


Chart Total N: 6

Tobacco Users By Race

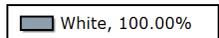
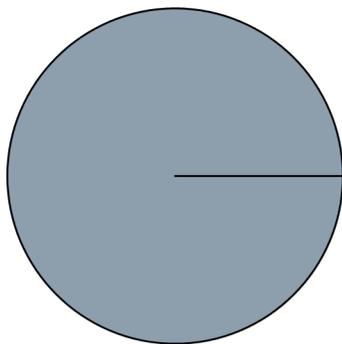


Chart Total N: 6

Tobacco Users By Age

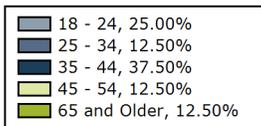
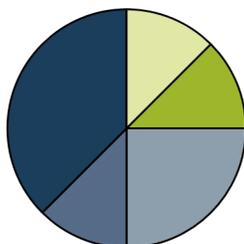


Chart Total N: 8

Tobacco Users By Health Plan

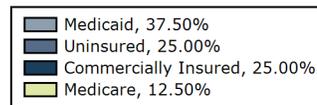
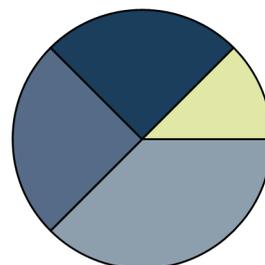


Chart Total N: 8

Tobacco Users By Ethnicity

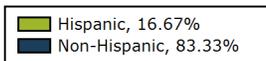
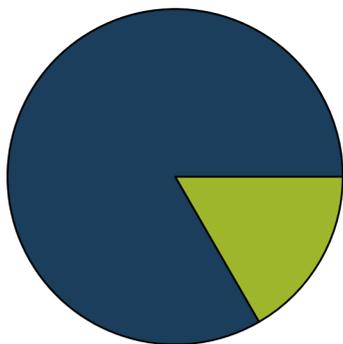


Chart Total N: 6

Tobacco Users By Chronic Condition

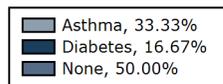
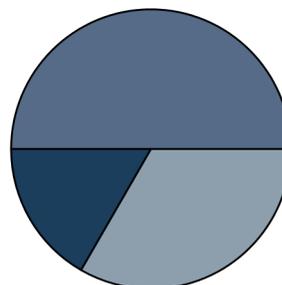


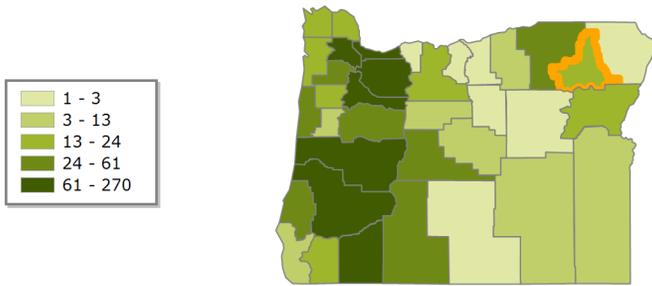
Chart Total N: 6

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.

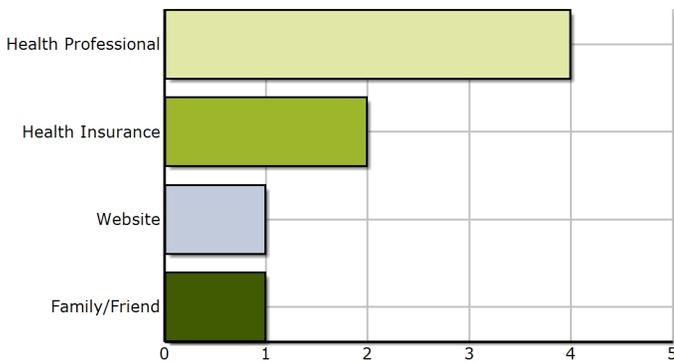
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

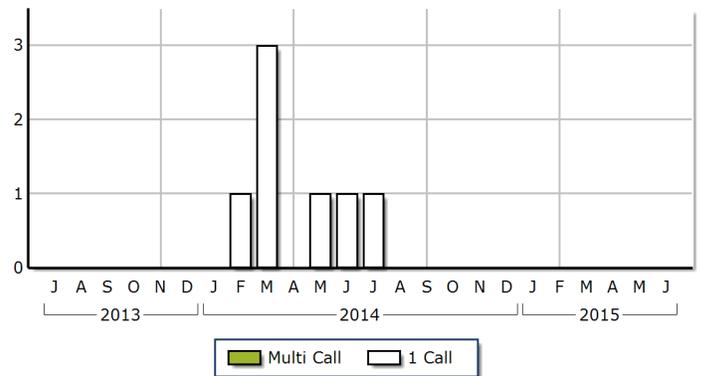


County Population	Prevalence	Tobacco Users
Adult	19,424	13.8 %
		2,681 <sup>4</sup>
		County
Tobacco Users - Last Full Month		8
Tobacco Users YTD		14
Unique Tobacco Users YTD		7
Target Reach		2.0 %
Reach YTD		0.52 %
Reach - NAQC		0.37 %
Annualized Reach		1.57 %
Annualized Reach - NAQC		1.12 %
Unique Individual Reach		0.26 %

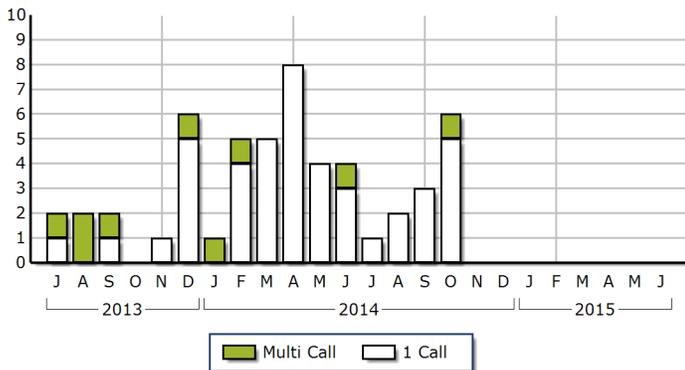
## How Heard About



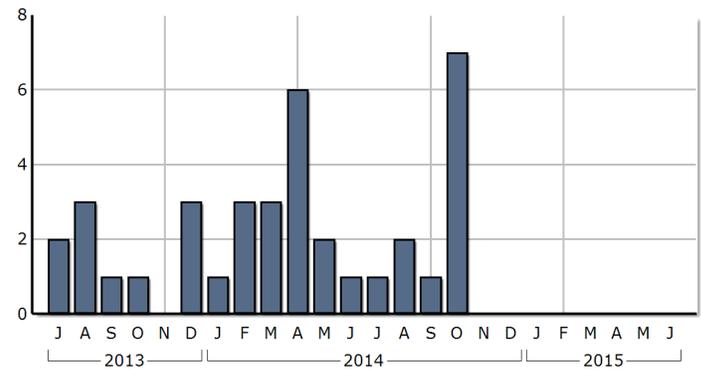
## Fax Referral



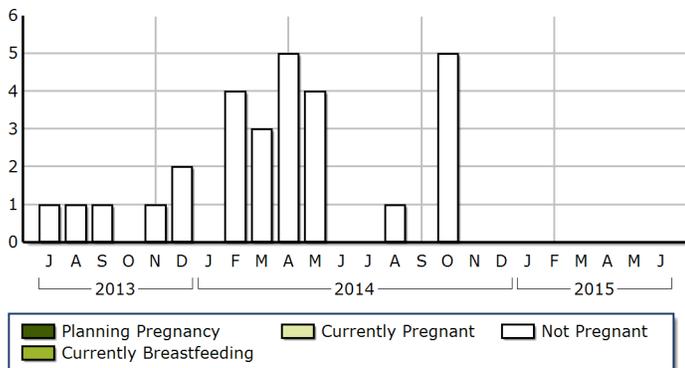
## Tobacco User Enrollments By Program Type



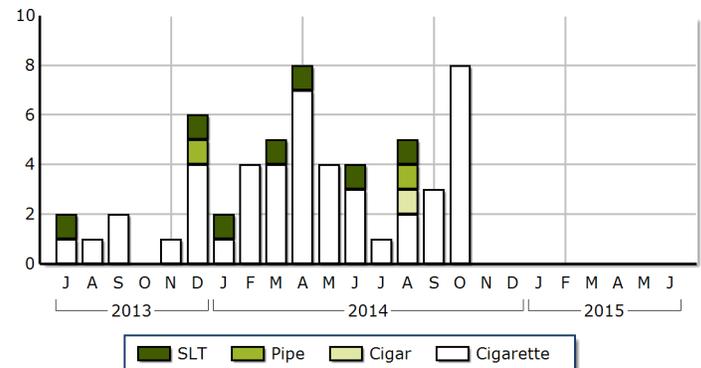
## Tobacco Users Receiving NRT



## 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.

Tobacco Users By Gender

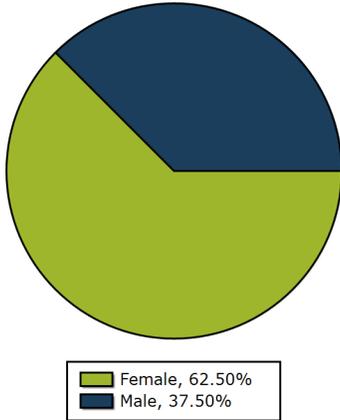


Chart Total N: 8

Tobacco Users By Language

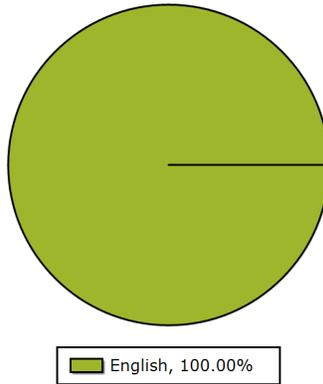


Chart Total N: 8

Tobacco Users By Education

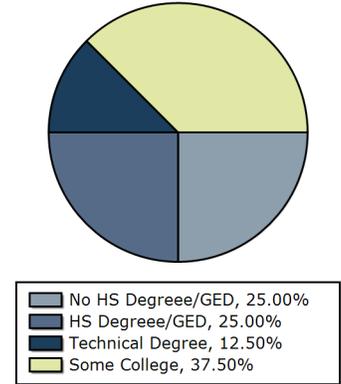


Chart Total N: 8

Tobacco Users By Race

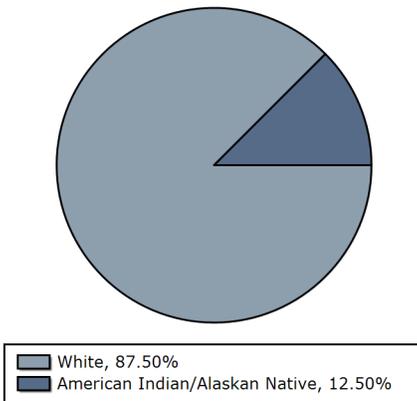


Chart Total N: 8

Tobacco Users By Age

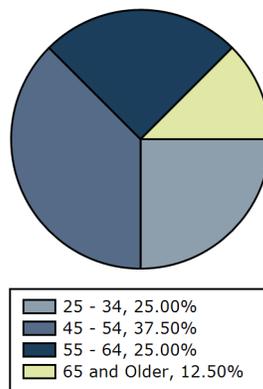


Chart Total N: 8

Tobacco Users By Health Plan

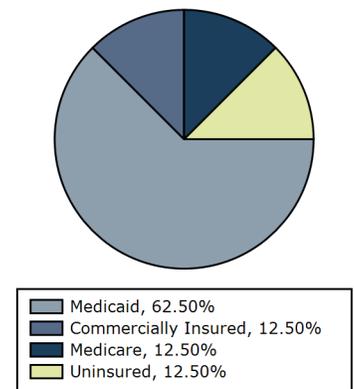


Chart Total N: 8

Tobacco Users By Ethnicity

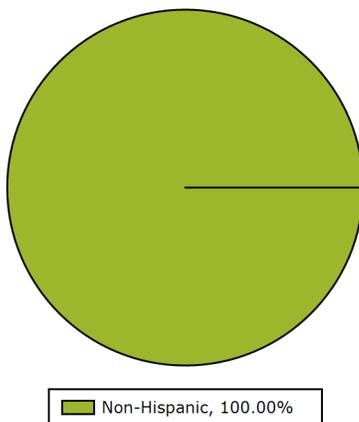


Chart Total N: 8

Tobacco Users By Chronic Condition

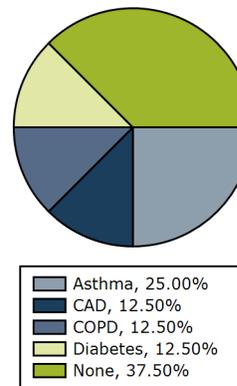


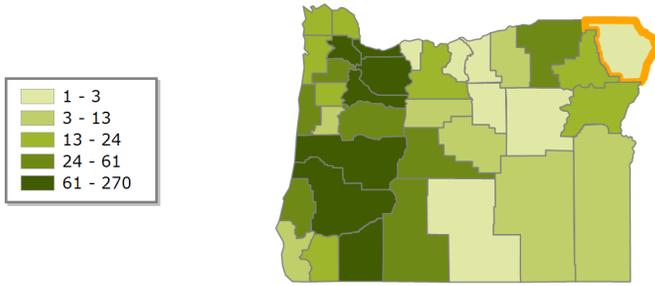
Chart Total N: 8

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.

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

## State Tobacco Users Served Contract YTD (Adults)

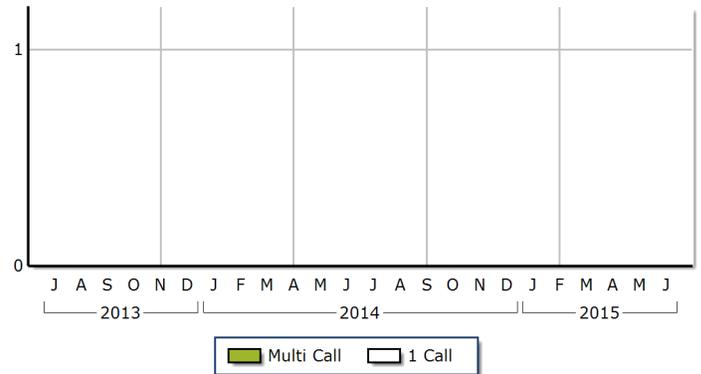


County Population		Prevalence	Tobacco Users	
Adult	5,799	17.9 %	1,038	<sup>4</sup>
			County	State
Tobacco Users - Last Full Month			1	755
Tobacco Users YTD			2	3,202
Unique Tobacco Users YTD			3	2,105
Target Reach			2.0 %	2.0 %
Reach YTD			1	0.19 %
Reach - NAQC			2	0.10 %
Annualized Reach			1	0.58 %
Annualized Reach - NAQC			2	0.29 %
Unique Individual Reach			3	0.10 %
				0.42 %

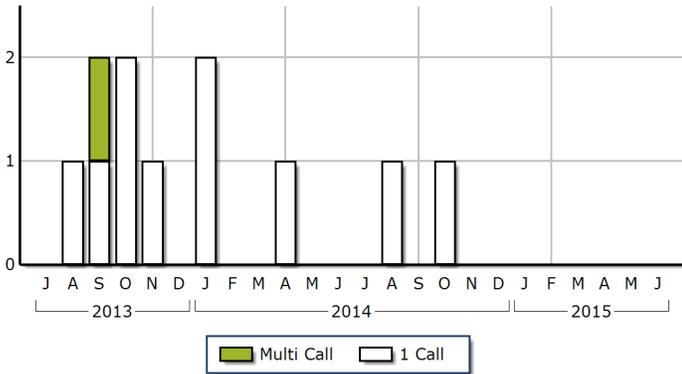
## How Heard About



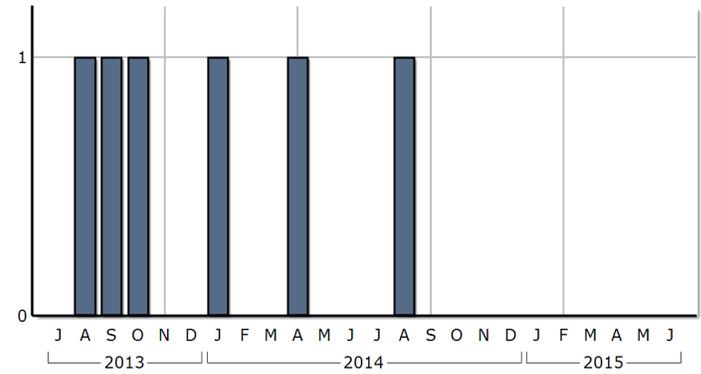
## Fax Referral



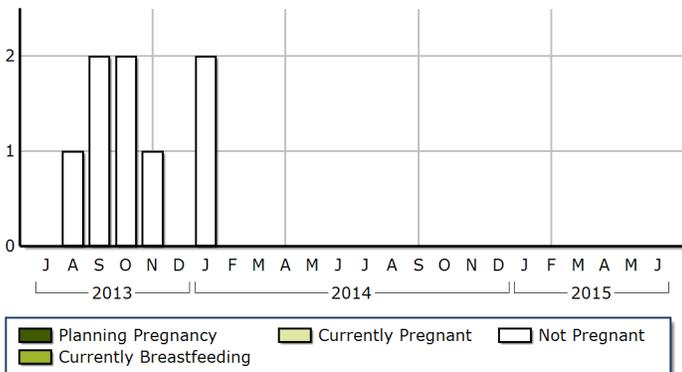
## Tobacco User Enrollments By Program Type



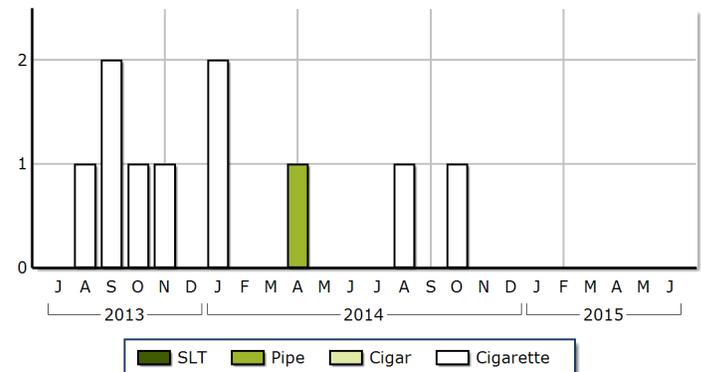
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

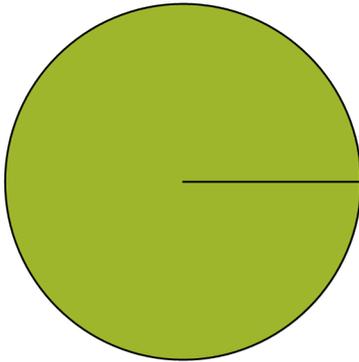


## Tobacco Users By Tobacco Type



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

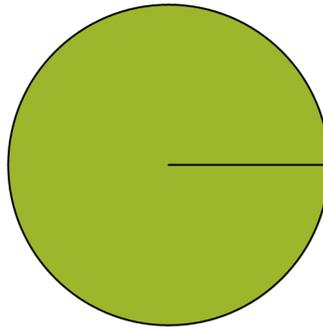
Tobacco Users By Gender



Male, 100.00%

Chart Total N: 1

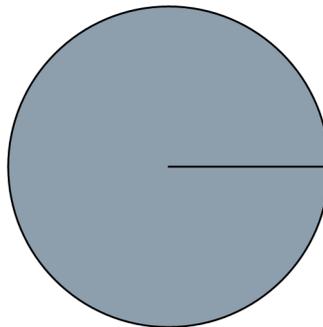
Tobacco Users By Language



English, 100.00%

Chart Total N: 1

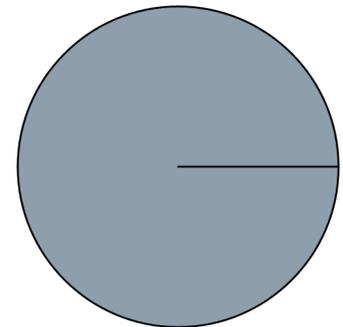
Tobacco Users By Age



65 and Older, 100.00%

Chart Total N: 1

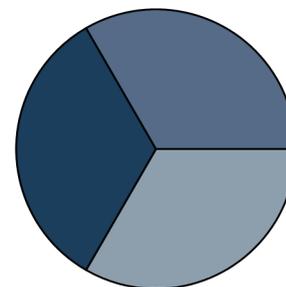
Tobacco Users By Health Plan



Commercially Insured, 100.00%

Chart Total N: 1

Tobacco Users By Chronic Condition



Asthma, 33.33%  
COPD, 33.33%  
Diabetes, 33.33%

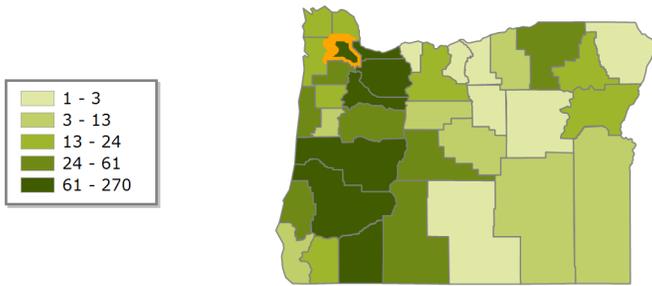
Chart Total N: 3

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

4. Data Source: Tobacco use prevalence (includes cigarette smoking and smokeless tobacco use ONLY) - Oregon BRFS 2006-2009. Adult population - Oregon Population Research Center 2009.

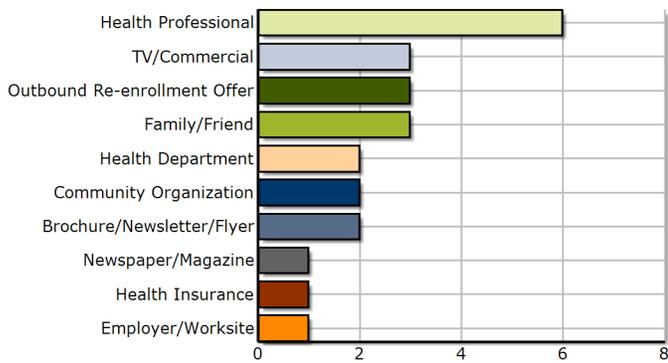
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

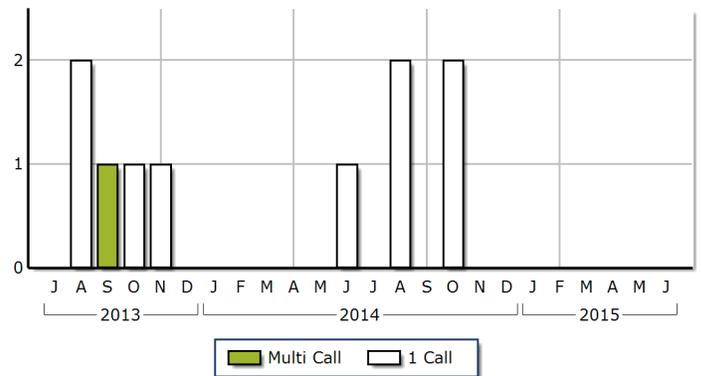


County Population		Prevalence	Tobacco Users		
Adult	387,946	12.9 %	50,045 <sup>4</sup>		
			County	State	
Tobacco Users - Last Full Month			41	755	
Tobacco Users YTD			177	3,202	
Unique Tobacco Users YTD			3	2,105	
Target Reach			2.0 %	2.0 %	
Reach YTD			1	0.35 %	0.63 %
Reach - NAQC			2	0.22 %	0.21 %
Annualized Reach			1	1.06 %	1.90 %
Annualized Reach - NAQC			2	0.67 %	0.64 %
Unique Individual Reach			3	0.20 %	0.42 %

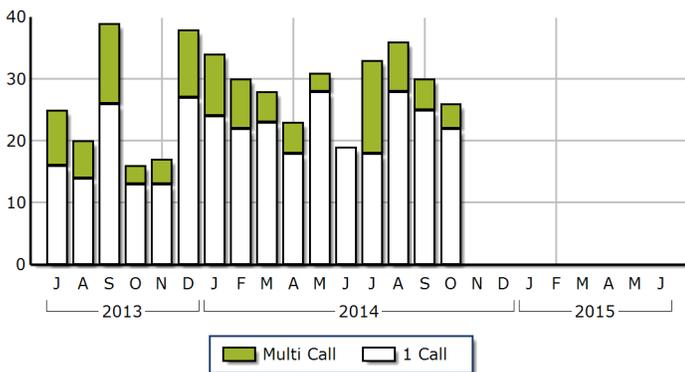
## How Heard About



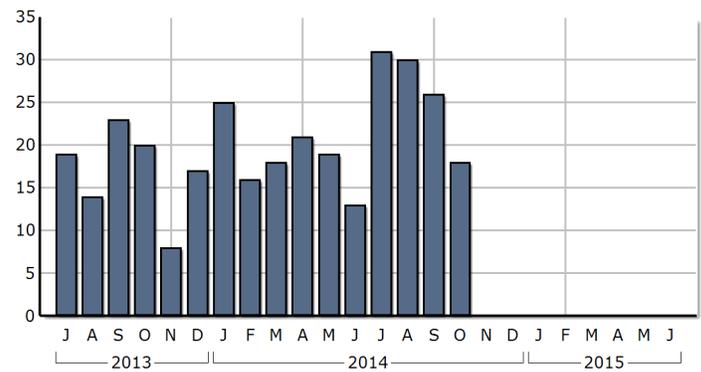
## Fax Referral



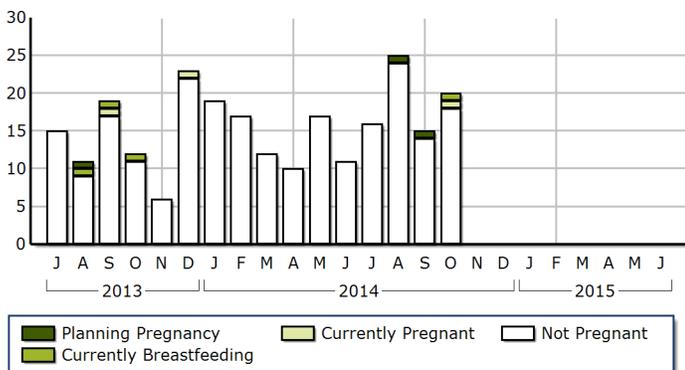
## Tobacco User Enrollments By Program Type



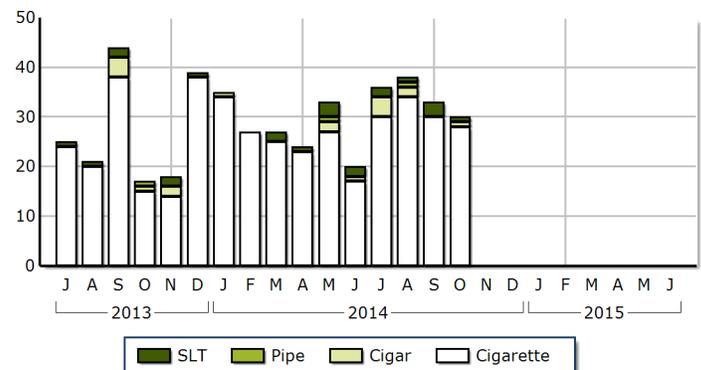
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status



## Tobacco Users By Tobacco Type



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

Tobacco Users By Gender

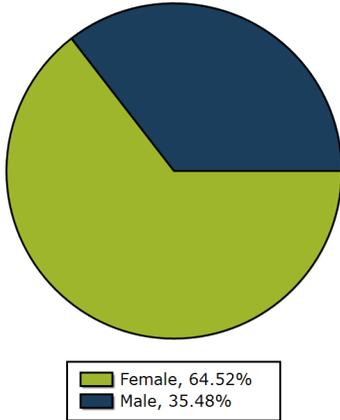


Chart Total N: 31

Tobacco Users By Language

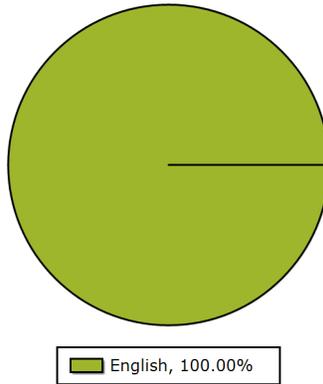


Chart Total N: 31

Tobacco Users By Education

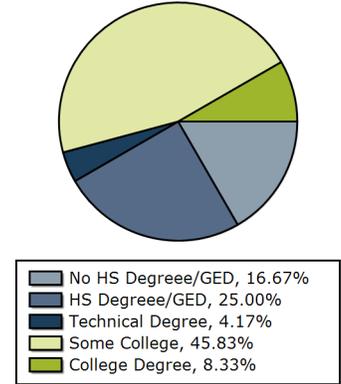


Chart Total N: 24

Tobacco Users By Race

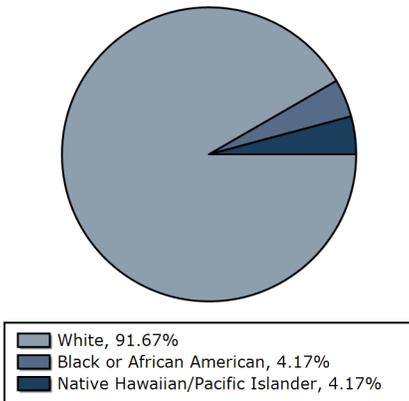


Chart Total N: 24

Tobacco Users By Age

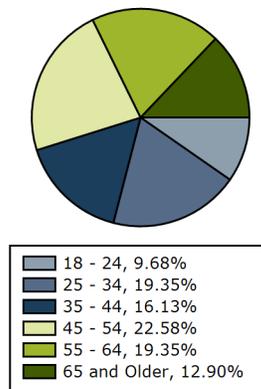


Chart Total N: 31

Tobacco Users By Health Plan

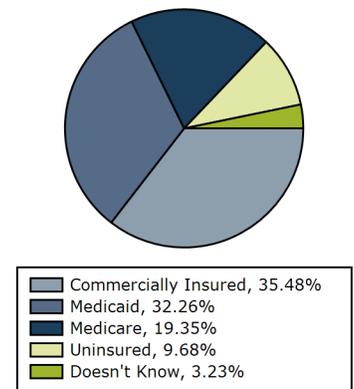


Chart Total N: 31

Tobacco Users By Ethnicity

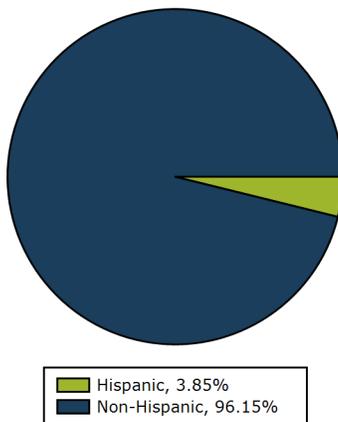


Chart Total N: 26

Tobacco Users By Chronic Condition

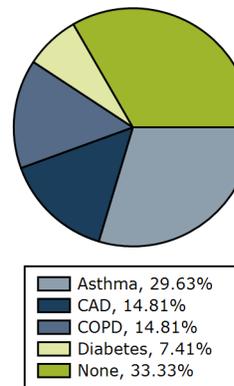


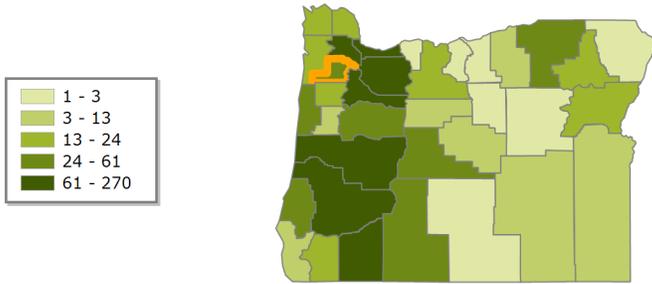
Chart Total N: 27

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.

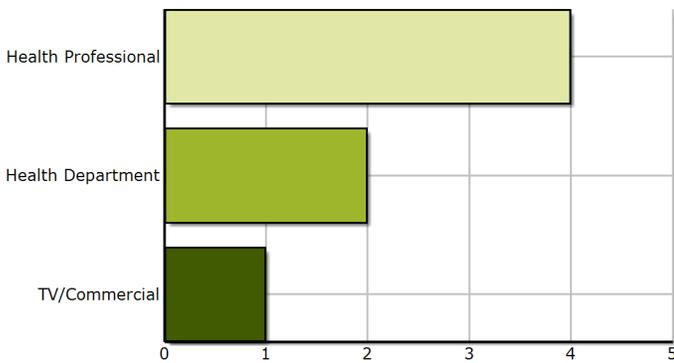
From 10/1/2014 through 10/31/2014

## State Tobacco Users Served Contract YTD (Adults)

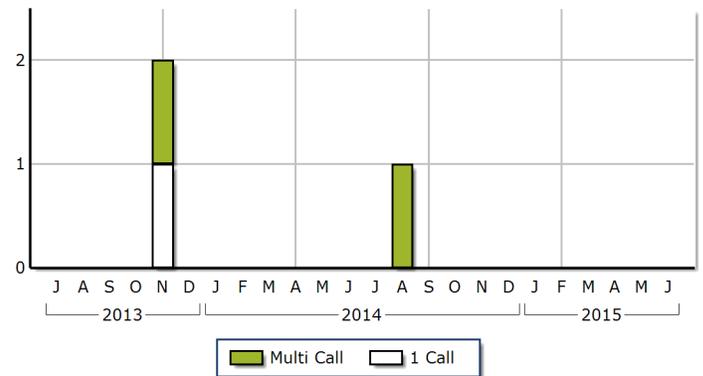


County Population		Prevalence	Tobacco Users	
<b>Adult</b>	72,300	18.5 %		13,376 <sup>4</sup>
			County	State
<b>Tobacco Users - Last Full Month</b>			7	755
<b>Tobacco Users YTD</b>			36	3,202
			3	2,105
<b>Unique Tobacco Users YTD</b>				2,105
<b>Target Reach</b>			2.0 %	2.0 %
<b>Reach YTD</b>			1	0.27 %
<b>Reach - NAQC</b>			2	0.21 %
<b>Annualized Reach</b>			1	0.81 %
<b>Annualized Reach - NAQC</b>			2	0.63 %
<b>Unique Individual Reach</b>			3	0.16 %
				0.42 %

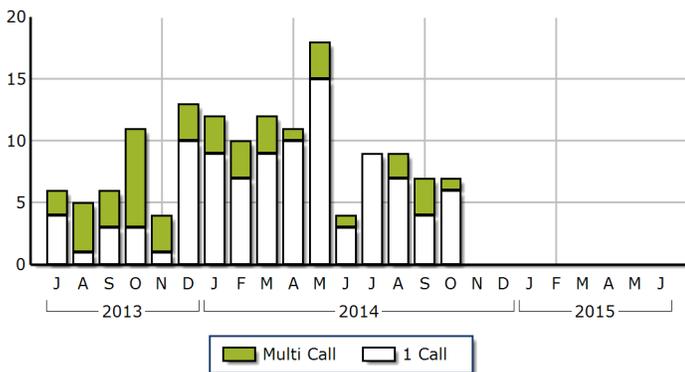
## How Heard About



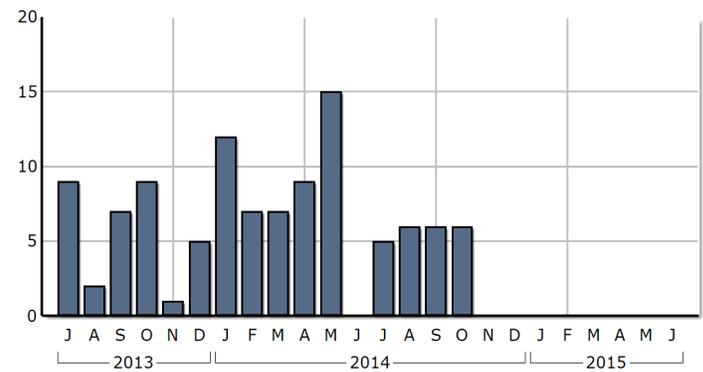
## Fax Referral



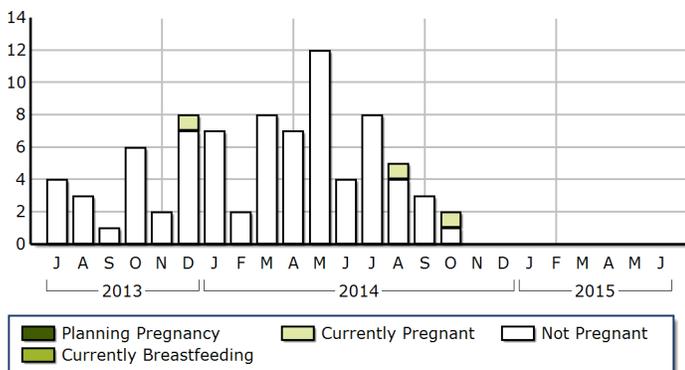
## Tobacco User Enrollments By Program Type



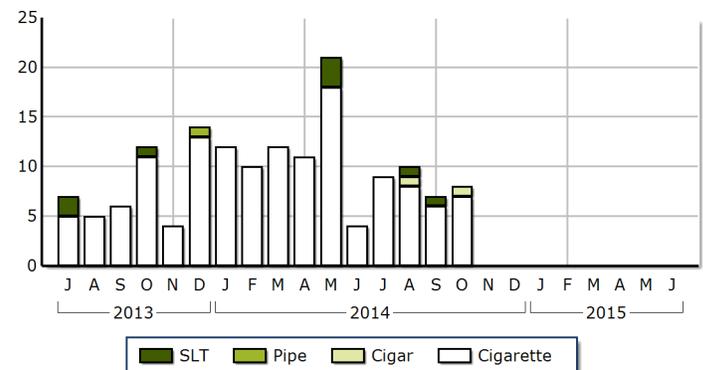
## Tobacco Users Receiving NRT



## Female Tobacco Users By Pregnancy Status

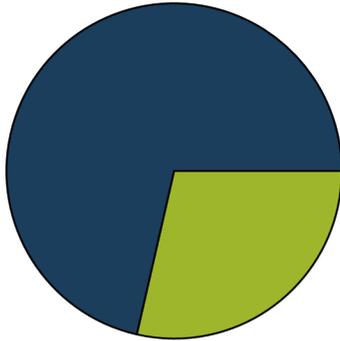


## Tobacco Users By Tobacco Type



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

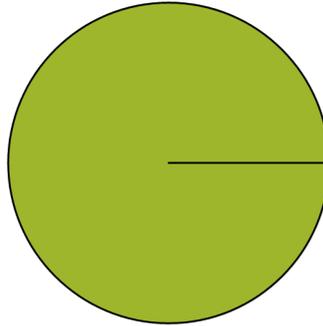
Tobacco Users By Gender



Female, 28.57%  
Male, 71.43%

Chart Total N: 7

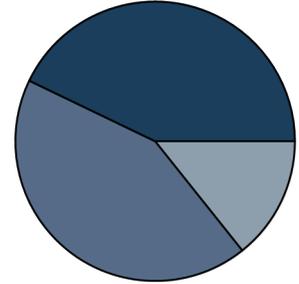
Tobacco Users By Language



English, 100.00%

Chart Total N: 7

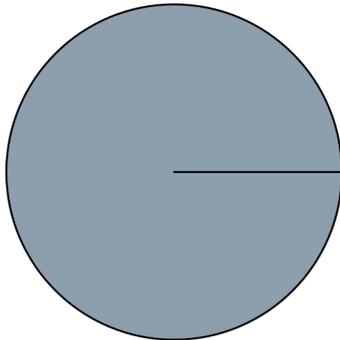
Tobacco Users By Education



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

Chart Total N: 7

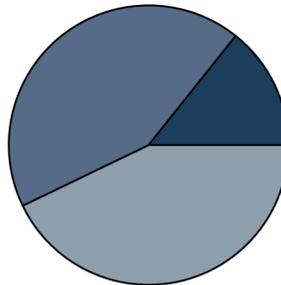
Tobacco Users By Race



White, 100.00%

Chart Total N: 6

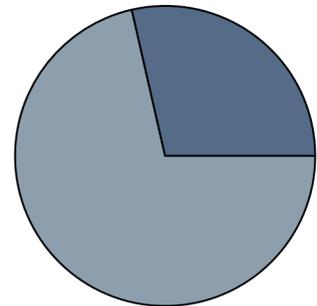
Tobacco Users By Age



25 - 34, 42.86%  
45 - 54, 42.86%  
55 - 64, 14.29%

Chart Total N: 7

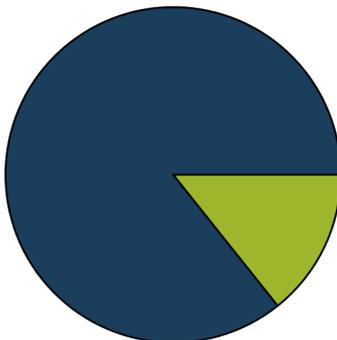
Tobacco Users By Health Plan



Medicaid, 71.43%  
Medicare, 28.57%

Chart Total N: 7

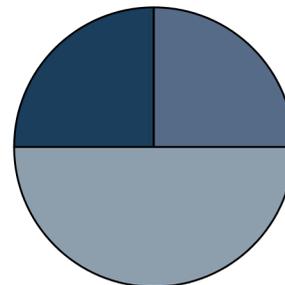
Tobacco Users By Ethnicity



Hispanic, 14.29%  
Non-Hispanic, 85.71%

Chart Total N: 7

Tobacco Users By Chronic Condition



Asthma, 50.00%  
Diabetes, 25.00%  
None, 25.00%

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.