TOBACCO PREVENTION AND CONTROL IN UTAH

Fourteenth Annual Report, August 2014

"I quit smoking for my kids."

Suelyn | Springville | 3 years tobacco-free

Utah Department of Health
Tobacco Prevention and Control Program

Utah Department of Health
Tobacco Prevention and Control Program

(877) 220-3466
www.tobaccofreeutah.org
www.health.utah.gov
To view this report online, visit
www.tobaccofreeutah.org/pdfs/

Table of Contents

Tobacco Prevention and Control in Utah

Anti-tobacco Advertising and Cessation Services 5
Youth Prevention and Cessation 6
Tobacco-free Environments / Cigarette Consumption 7
Ending Tobacco-related Disparities 8
Electronic Cigarettes 9
Smoking's 50-Year Decline 10
Tobacco Prevention and Control Program Use of Funds FY2014 11

Small Areas and Local Health Districts

Smoking Rates by Local Health District and Small Area 12
Bear River Health Department 13
Central Utah Public Health Department 14
Davis County Health Department 15
Salt Lake County Health Department 16
Southeastern Utah District Health Department 17
Southwest Utah Public Health Department 18
Summit County Health Department 19
Tooele County Health Department 20
TriCounty Health Department 21
Utah County Health Department 22
Wasatch County Health Department 23
Weber-Morgan Health Department 24

Tobacco Prevention and Control Program Partners 25

Tobacco Prevention and Control Program Advisory Committee 26

References 27

Letter from the Executive Director

This year marks the 50th anniversary of the first Surgeon General's Report on the health effects of smoking. Utah has seen significant declines in tobacco use since the report was released in 1964. In 2004, Utah was the first state to reach the Healthy People 2010 goal of reducing adult cigarette smoking to less than 12%. In 2014, our adult and youth tobacco use rates remain the lowest in the nation.

Even though we have come a long way since 1964, the health and economic burden of tobacco use remains significant. A new Surgeon General's Report released this year provides updates on the diseases and health problems linked to smoking. The report highlights that smoking can cause cancer almost anywhere in the body. By eliminating smoking, one out of three cancer deaths could be prevented. It also shows that nearly eight out of ten deaths from Chronic Obstructive Pulmonary Disease (COPD) are a result of smoking. The report further documents the effects of smoking on chronic diseases; for instance, smokers are 30% to 40% more likely to develop type 2 diabetes than nonsmokers. In addition, babies who are exposed to cigarette smoke during pregnancy or after birth are more likely to die of Sudden Infant Death Syndrome (SIDS) than babies who are not exposed to smoking.

Despite significant declines, tobacco use remains a public health challenge. Approximately 210,000 Utahns use tobacco and 38,600 of our youth under the age of 17 are projected to die from smoking. Every year, Utah incurs $542 million in medical costs directly related to smoking. New, highly addictive tobacco and nicotine products with attractive flavors and pervasive marketing present further challenges. To ensure that Utah's decline in tobacco use continues, the Utah Department of Health will continue to support proven and effective tobacco prevention and control programs.

Utah Governor Gary Herbert and Dr. David Patton, Executive Director, Utah Department of Health, speak at the launch of the new UDOH quit website waytoquit.org in April, 2014.

One of our key tobacco prevention and control strategies is a mass media campaign that informs people of the dangers of tobacco use and of resources for successful quitting. This year, the Utah Department of Health launched a new comprehensive quit website - waytoquit.org. This website gives tobacco users, friends and family members, and health care providers quit tools and links to services, including the Utah Tobacco Quit Line and an online quit counseling program. We are confident that this new website and campaign will be excellent resources to help Utah tobacco users quit for good.

We express our appreciation to the Utah State Legislature, the Tobacco Control Advisory Committee, our Independent Evaluation Team at the Research Triangle Institute, and our state and local partners for their guidance and commitment to the health and well-being of our communities.

Sincerely,

W. David Patton, Ph.D.
Executive Director

OUR MISSION

The Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health (UDOH) and its partners use evidence-based and comprehensive strategies to reduce tobacco use and tobacco-related disease and death.

Anti-tobacco Advertising

Mass reach anti-tobacco marketing campaigns are effective in reducing tobacco use, increasing quit attempts and use of cessation services, and decreasing tobacco use initiation among youth.[1]

In FY14, the TPCP marketing campaign developed a new, comprehensive quit website to better inform Utah tobacco users and the public about available quit methods and services - **waytoquit.org.**

In the first two months after its launch the website had:

- more than 75,850 page views with over **23,770** unique users, and
- the related waytoquit Facebook page had attracted a community of **5,165** engaged followers.

In addition to the Internet, the TPCP uses TV, radio, and print ads to reduce tobacco use and promote quitting. In FY14, **83%** of Utah youth[2] and **82%** of Utah adults[3] saw anti-tobacco ads in the past month.

Evidence-based Quit Services

Seventy-five percent of Utahns who smoke cigarettes plan to quit within the next year.[3] Tobacco users increase their odds of quitting successfully when they use evidence-based cessation counseling programs or quit medications.[1]

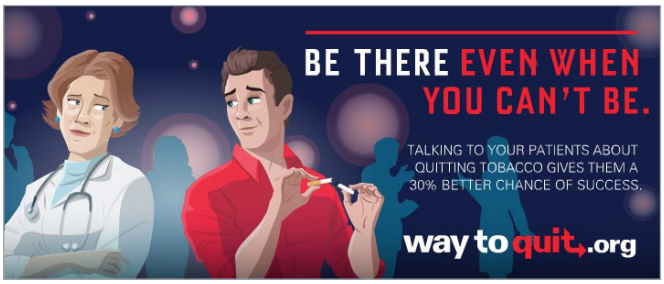
In FY14, the TPCP offered telephone-based counseling through the Utah Tobacco Quit Line (1.800.QUIT.NOW) and web-based support through UtahQuitNet.com.

In FY14, more than **7,000** Utahns registered for Quit Line or QuitNet services.

- **22%** of Quit Line users were Medicaid clients.
- **47%** of Quit Line users were uninsured.
- **42%** of Quit Line callers and **31%** of QuitNet users reported that they quit for 30 days or longer after using quit services.[4]

Working with Health Care Providers

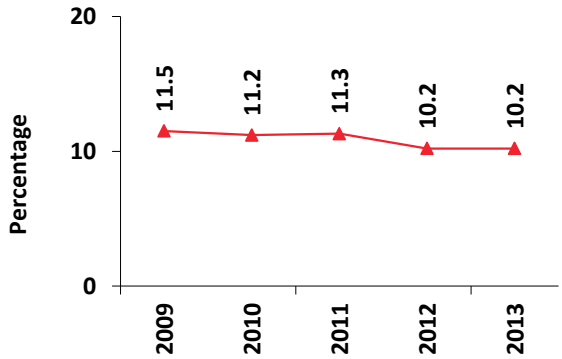
In FY14, the TPCP partnered with health care providers to develop new tobacco cessation materials for the health care community. The materials give providers the tools they need to help tobacco users quit and access quit resources. The materials are posted at **waytoquit.org/healthcare-providers** and include information on quit medications and dosage, cost and coverage for quit medications, options for behavioral treatment, and referrals to Utah's free tobacco cessation programs.



Tobacco Use Trends

Currently, one in ten Utah adults smoke cigarettes (~200,000 adults).[3] Strong tobacco policies, mass media education, and access to quit services are needed to further decrease tobacco use in Utah.

Figure 1. Percent of Utah Adults (18+) Who Currently Smoke Cigarettes by Year, 2009-2013[3]



Preventing Youth Tobacco Use

Nearly **90%** of adult tobacco users started smoking before the age of 18.[1] To prevent youth from getting addicted to nicotine, the TPCP supports:

- Tobacco-free policies in schools and communities
- Youth involvement in policy development and peer education
- Enforcement of laws that restrict tobacco sales to underage youth

Since 1999, Utah youth cigarette smoking has declined by 63%.[5]

Tobacco-free Schools

Since 2002, more than half of Utah school districts serving **220,000** students in **470** schools have updated their tobacco-free policies. Comprehensive school policies prohibit use of all tobacco products on school grounds by students, staff, and visitors. In addition, they offer prevention education and access to cessation programs for those who are cited for tobacco use.

Retailer Compliance

Since 2001, illegal sales of tobacco to underage youth have declined **69%** to a statewide rate of **5.0%**.[6] The TPCP partnered with Utah's local health departments to educate retailers about Utah tobacco laws and to recognize stores that have a record of not selling tobacco to underage youth.

OUTRAGE!

In FY14, Utah's anti-tobacco youth coalition, OUTRAGE!, focused on educating community leaders and peers about electronic cigarette marketing and the risks associated with nicotine addiction. Outrage also supported data collection at community events to better undestand use of electronic cigarettes among Utah populations.

OUTRAGE!
anti-tobacco youth group

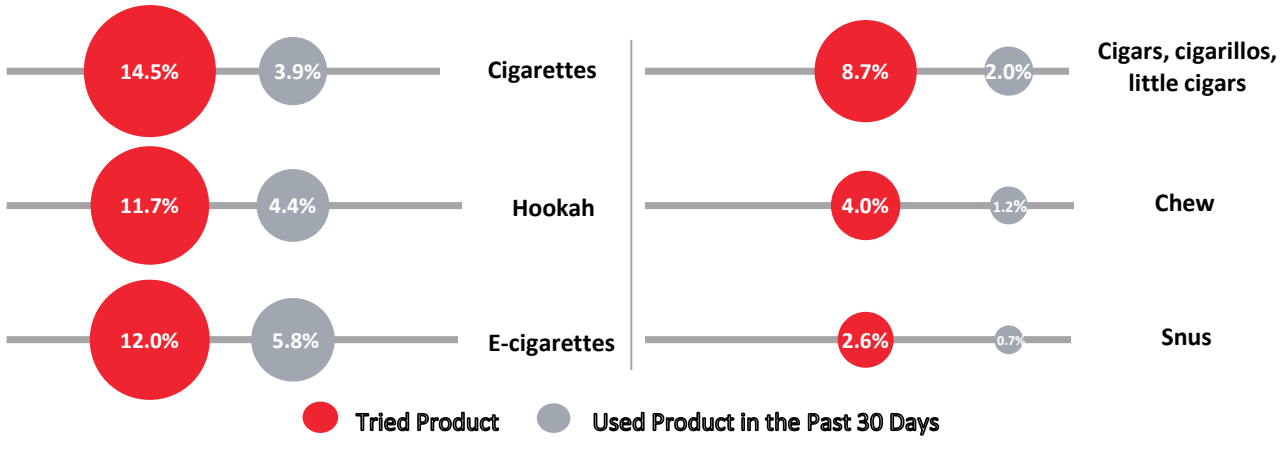
Programs to Help Youth Quit

In FY14, **459** Utah youth participated in the teen tobacco cessation program Ending Nicotine Dependence (END) and **334** participated in the Teen Tobacco Quit Line.

Youth Tobacco Use by Product Type

With the decline in youth cigarette smoking, use of candy-flavored products (hookah, e-cigarettes) and products that are marketed as "safe" (e-cigarettes) has started to increase. Since the health risks associated with these products is unknown and nicotine addiction negatively affects the developing brain, the TPCP and its partners monitor their use and educate about addiction and other potential risks. In 2013, Utah youth were more likely to report current use of electronic cigarettes and hookah than use of traditional cigarettes.

Figure 2. Percent of Utah Students in Grades 8, 10, and 12, Who Tried Tobacco Products or Used Tobacco Products in the Past 30 Days by Type of Product, 2013.[2]



Eliminating Exposure to Secondhand Smoke

Secondhand smoke (SHS) contains more than 4,000 chemicals. Many of these chemicals are toxic and can cause cancer, heart disease, and respiratory diseases. Despite declining smoking rates and increasing restrictions on smoking in public places, exposure to SHS remains a serious concern in Utah:

- In 2013, approximately **18,500** Utah children were exposed to SHS inside their homes during the past week.[3]
- **46.1%** of Utah adults reported breathing SHS in the past week at indoor or outdoor locations.[3]

Policies to Reduce SHS Exposure

Laws and other regulations that ban smoking in public places reduce SHS-related diseases and help smokers quit. In FY14, the TPCP and its partners assisted worksites, health care facilities, cities, and multiple housing unit complexes in passing or strengthening tobacco-free or smoke-free policies:

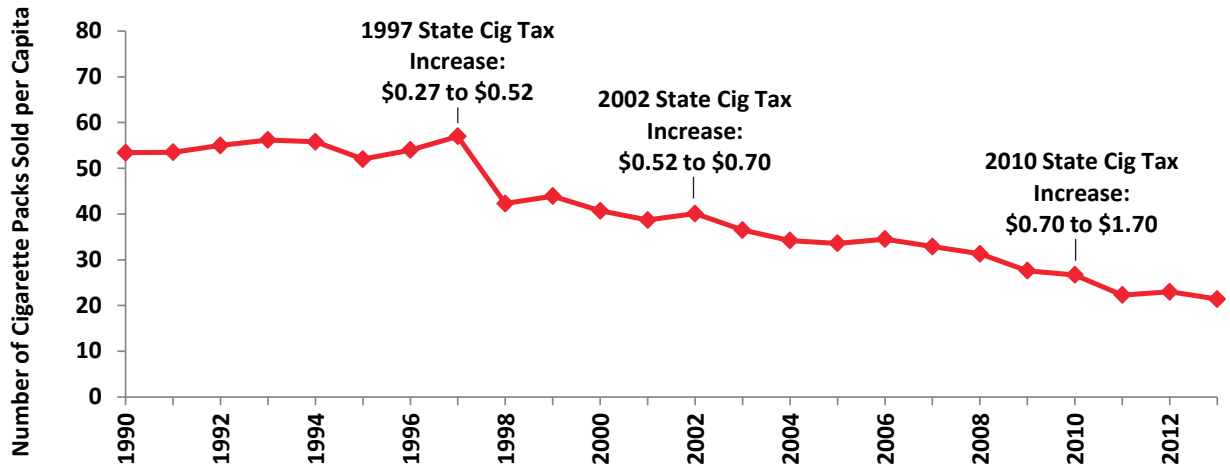
- 10 worksites passed new tobacco-free policies; 15 worksites strengthened their policies.
- 19 health care sites passed new policies; 9 sites strengthened policies.
- 6 outdoor venues passed new policies; 15 venues strengthened policies.

The number of smoke-free housing units in TPCP's Smoke-free Apartment and Condominium Statewide Directory increased by **2,651** to more than **24,000** smoke-free units in 17 Utah counties. The TPCP and partners created a new smoke-free policy guide that explains the benefits of smoke-free housing and assists with policy development. The guide can be accessed at: **http://www.tobaccofreeutah.org/muh-tools.html.**

Tax Increases Prompt Declines in Cigarette Consumption

Since 1990, Utah's per capita cigarette consumption has declined by **60%.**[7] Increases in the state cigarette excise tax in 1997, 2002, and 2010 are associated with decreases in consumption in the following years.

Figure 3. Number of Cigarette Packs Sold per Capita by Year, Utah, 1990-2013[7]



Ending Tobacco-related Disparities

Increased risk for tobacco use among select population groups is linked to targeted tobacco industry marketing.

To eliminate tobacco-related disparities, the TPCP uses data to identify population groups with increased tobacco use rates and builds partnerships to support community-based tobacco use prevention and cessation programs.

In FY14, the TPCP continued its partnerships with:

- Agencies assisting low income populations (Medicaid; Association for Utah Community Health - AUCH);
- Agencies representing Utah's African American, American Indian, Pacific Islander, and Hispanic/Latino populations;
- Utah's lesbian, gay, bisexual, and transgender community (LGBTQ); and
- Utah's substance abuse and mental health treatment centers.

Medicaid Partnership

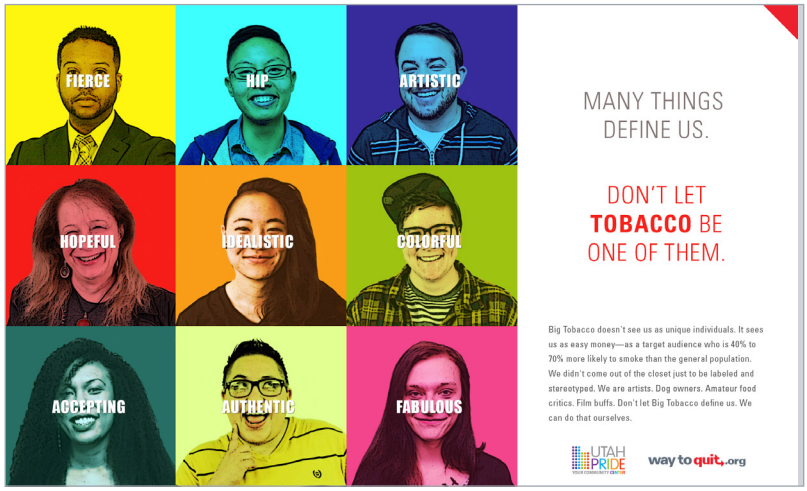
In FY14, the TPCP's partnership with Medicaid provided tobacco cessation services and/or quit medications to **2,741** Medicaid clients, including **1,600** pregnant women.

AUCH Partnership

378 low income or uninsured tobacco users received counseling and tobacco cessation medications through TPCP's work with the Association for Utah Community Health (AUCH).

Disparities Networks

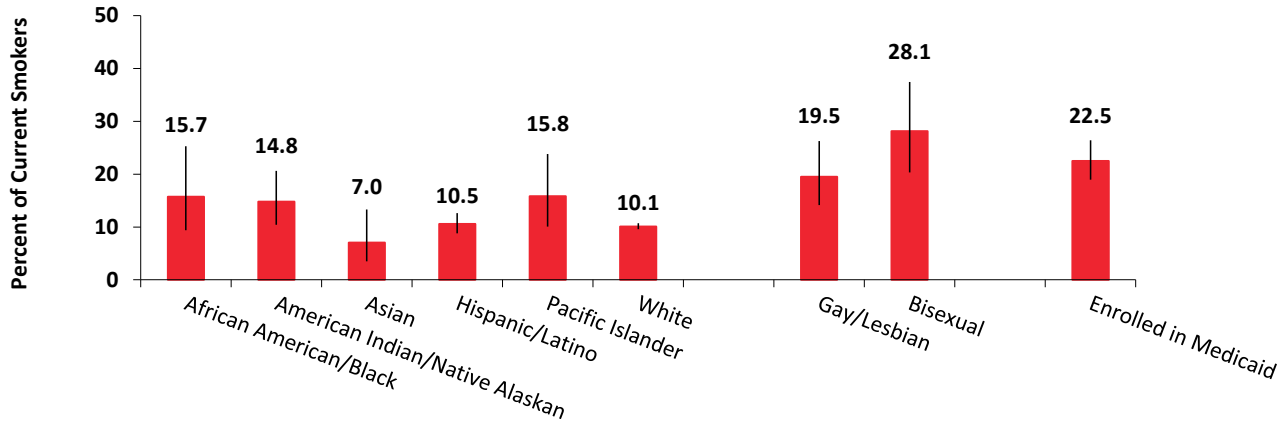
The TPCP continued to fund five community-based networks representing Utah's African American, American Indian, Hispanic/Latino, Pacific Islander, and LGBTQ communities. In FY14, the networks created anti-tobacco media messages for their communities and distributed the messages at communtiy events and through local media.



Disparities in Cigarette Smoking

As shown in Figure 4, among racial and ethnic groups, the risk for cigarette smoking is highest in Pacific Islander, African American, and American Indian communities. Smoking rates among members of Utah's LGBTQ community and among Medicaid clients are significantly higher than the state average of 10.2%.

Figure 4. Percent of Utah Adults Who Smoke Cigarettes by Race/Ethnicity, Sexual Orientation, and Medicaid Status, 2012 and 2013 (combined data; age-adjusted).[3]



Electronic Cigarettes

In the past few years, Utah has seen an alarming increase in the use of alternative tobacco or nicotine products, especially hookah (water pipes) and electronic cigarettes. Monitoring the availability and use of these products is a public health priority for the TPCP.

Functionality and Flavors

Electronic cigarettes are battery-powered devices that turn liquids, which almost always contain nicotine, into an aerosol or vapor. These devices are marketed under many names, but are most commonly referred to as electronic cigarettes, e-cigarettes, vape pens, e-hookahs, or hookah pens.

In addition to tobacco flavor, e-cigarette liquids are sold in a variety of fruit and candy-like flavors such as:

- Banana Split
- Bubble Gum
- Cotton Candy
- Gummy Bear
- Root Beer
- Sugar Cookie

The design of electronic cigarettes varies widely. The example shown in this picture is most commonly described as a vape pen.

Public Health Concerns

- Due to lack of regulation, there is no consistency in labeling of the nicotine content and other ingredients in e-cigarette liquids.
- E-cigarette advertising is not regulated and includes false or exaggerated claims regarding the use and safety of these products (see http://tobacco.stanford.edu/tobacco_main/index.php.)
- Widespread marketing, availability of fruit and candy-like flavors, and unsubstantiated safety claims have contributed to increasing use of e-cigarettes among Utah children.
- Dual use of cigarettes and e-cigarettes among adults may prolong nicotine addiction and lead to additional health problems.

From 2011 to 2013, use of e-cigarettes among Utah students tripled. In 2013, 8.0% of 12th graders reported using e-cigarettes in the past month.[2]

Use of e-cigarettes among Utah adults increased from 1.9% in 2012 to 4.8% in 2013. The rate of traditional cigarette smoking remained unchanged.[3]

Who Uses Electronic Cigarettes in Utah?

Utah youth who have never tried conventional cigarettes report use of electronic cigarettes:

- Nearly one-third of Utah youth who used e-cigarettes in the past 30 days reported that they had never tried conventional cigarettes.[2]
- Students in higher grades and students who live in Weber-Morgan Health District reported the highest rates of e-cigarette use.[2]

Dual use of electronic and conventional cigarettes is high among Utah adults:

- Nearly 60% of Utah adults who currently use e-cigarettes also smoke conventional cigarettes.[3]

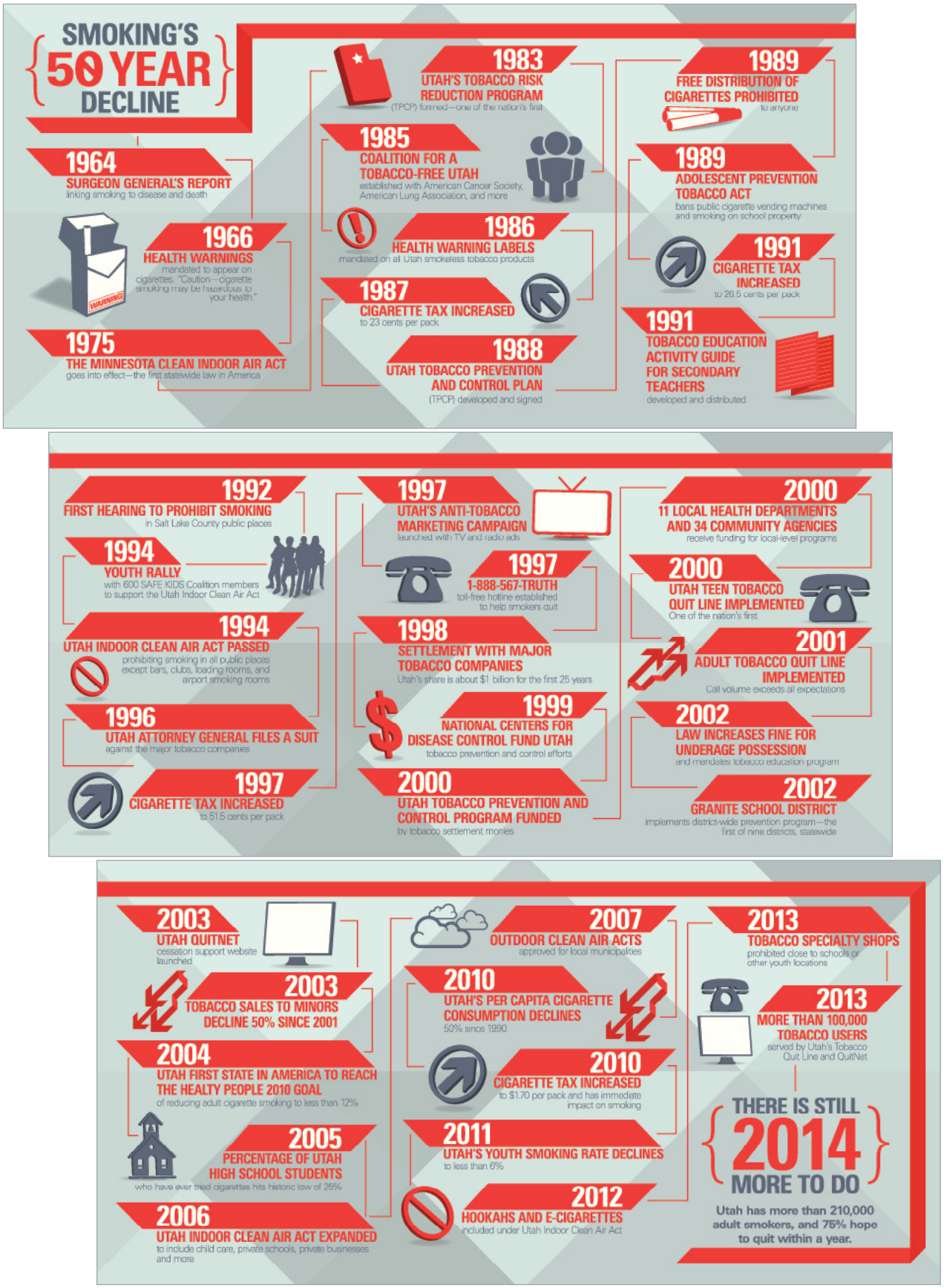
Electronic cigarettes attract "never smokers" and lead to potential nicotine addiction.

- Nearly 15% of Utah adults who currently use e-cigarettes have never smoked cigarettes.[3]
- Among Utah adults, use of e-cigarettes is high among current smokers (29.4%).[3]
- High e-cigarette use rates are also reported by 18- to 34-year-old Utahns (7.6%), Utahns with less than high school education (8.7%), and Utahns who identify as gay or lesbian (14.1%).[3]

Utah Departments of Public Health - E-Cigarette Policy Statement

To protect youth from nicotine addiction and better enforce current laws regarding youth access to tobacco products and zoning, the Utah Department of Health and Utah's twelve local health departments recommend retail licensing for stores and other venues that sell electronic cigarettes or e-liquids as a central policy measure.

50-Year Progress in Utah's Efforts to Reduce the Burden of Smoking



TPCP Use of Funds, FY2014

State Funds

Utah Tobacco Settlement Account: $4,490,600

Utah Cigarette Tax Restricted Account: $3,150,500

Drawdown of Federal Funds

Federal and private revenues depend on matches with state funds.

- Our work with retailers to prevent underage tobacco sales protects $6.4 million in Synar block grant funding for Utah's Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- TPCP secured $1,282,817 in funding from the Centers for Disease Control and Prevention.

In-kind Revenue: Campaign Added Value

Media vendors donate approximately $2 for every $1 spent by TPCP on anti-tobacco media buys. This includes ad time, news specials, and other media events and adds up to $4,869,744.

Tobacco-related Expenditures

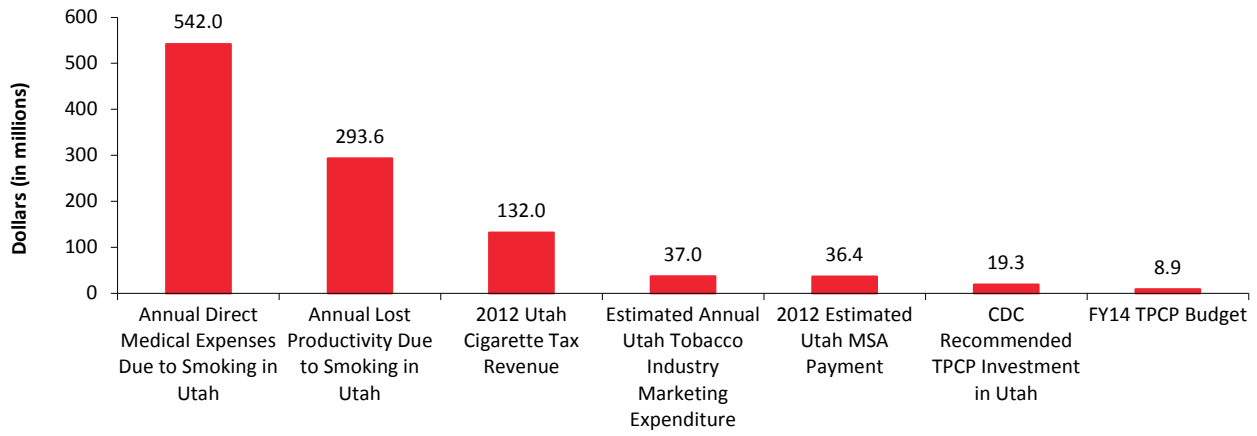
In 2011, the tobacco industry spent an estimated $37 million to market tobacco products in Utah and recruit new tobacco users.[8]

In 2012, Utah's gross cigarette tax revenue was $132 million.[1]

Utah's 2012 tobacco settlement payment was $36.4 million.[1]

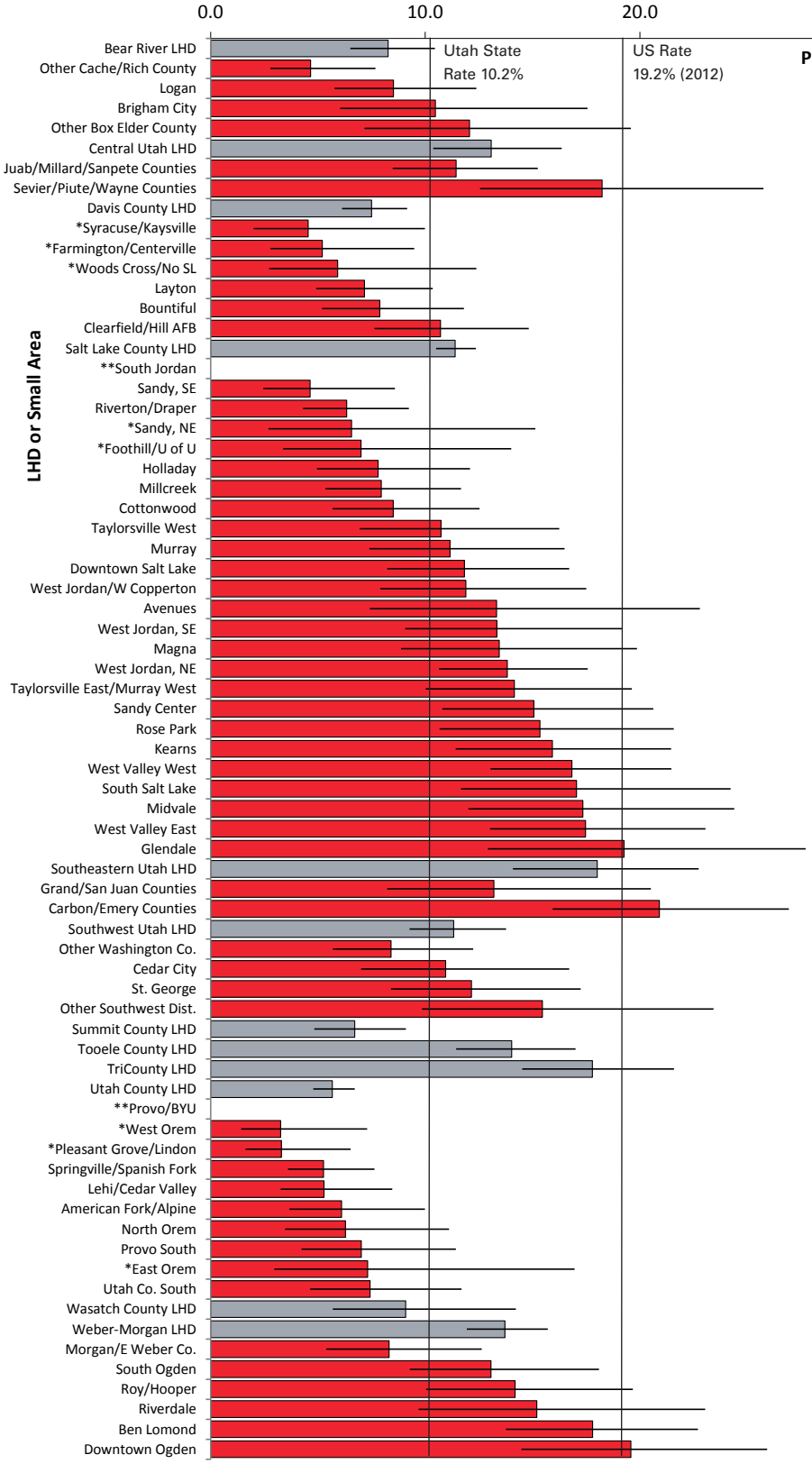
The Centers for Disease Control and Prevention recommends that Utah spend $19.3 million annually to reduce tobacco use.[1] At $8.9 million, the TPCP was funded at 46% of this recommended level.

Figure 5. Estimated Annual Cost of Smoking in Utah; Cigarette and Tobacco Tax Revenue; Tobacco Industry Marketing Expenditures in Utah; Utah Tobacco Settlement Payment; and CDC Recommended and Actual Annual



Smoking Rates by Local Health District and Small Area

Figure 6. Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, 2012-2013, (aggregate data, age-adjusted)[3]



How to Read this Graph:

Local health districts are represented by gray bars. Small areas within local health districts are represented by red bars. Small area definitions can be found at http://health.utah.gov/opha/IBIShelp/sarea/UtahSmallAreaInfo.pdf.

The horizontal lines represent 95% confidence intervals, which indicate that the given interval will contain the true measurement value 95% of the time.

We use small area data to identify and reach individuals who are at higher risk for tobacco use.

At **20.9%**, Carbon and Emery counties have the highest smoking rate among small areas statewide.

At **3.3%**, West Orem and Pleasant Grove/Lindon have the lowest smoking rates among the listed small areas statewide.

** These estimates have relative standard errors of >30% and do not meet UDOH standards for reliability.*

***The estimates for South Jordan and Provo/BYU have been suppressed because the relative standard error was greater than 50% or could not be determined.*

Bear River Health Department

Educating Students About the Risks of Electronic Cigarette Use

Members of the Bear River chapter of OUTRAGE!, Utah's statewide anti-tobacco youth group, illuminated the concerns about youth e-cigarette use by manning a "stuff cart" at 14 schools and three community venues. This interactive, educational display was designed to highlight the sweet additives that appeal to the young consumer. Since trends show that e-cigarette use is increasing, community education and monitoring of youth access to tobacco products are imperative.

Supporting Smoke-free Outdoor Recreation Areas

Many cities in Bear River Health District (BRHD) have adopted smoke-free policies in outdoor recreation areas. Despite these policies, residents often reported cigarette butts in areas where smoking is not allowed. The BRHD contacted the cities and offered additonal signage to ensure that community members are educated about smoke-free policies. The BRHD provided 22 signs to display at parks and trail heads.

Keeping the Community Informed About Tobacco Issues

The Bear River Health Department worked with local newspapers and radio stations to ensure that residents are informed about new tobacco products, nicotine addiction, and options for quitting.

"I wanted to live longer and healthier."

- Walter Foltz, Logan, 7 years tobacco-free

Working with Retailers to Reduce Youth Smoking

Bear River Health Department continued to educate retailers about Utah's youth tobacco access laws. Since 2001, illegal sales of tobacco to underage youth in Bear River Health District have declined by 55%. In 2014, 5.0% of Bear River retailers sold tobacco during compliance checks.

Tobacco Statistics

	BRHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	9.3%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	3.9%	3.9%
Pregnant Women Smoking (2012)[10]	5.5%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	10.1%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	5.2%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	10.1%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	3.2%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	3.3%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	45.4%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	145	5,095
Number of New QuitNet Registrations (FY14)	129	2,062
Number of Participants in the END Teen Cessation Program (FY14)	99	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	83.8%	81.8%

Central Utah Public Health Department

Supporting Tobacco-free Policies

Central Utah Public Health Department (CUPHD) worked with the city council of the town of Holden to pass a smoke-free policy for city parks.

In addition, CUPHD assisted the Utah Department of Transportation (UDOT) with developing a smoke-free policy for three Central Utah UDOT rest areas.

Educating Central Utah Students About Harmful New Tobacco Products

CUPHD worked with Central Utah Youth Advocates for Tobacco Prevention to educate students about the harmful effects of nicotine and the unknown long-term effects of electronic cigarettes.

Candace Wood, member of Youth Advocates for Tobacco Prevention in Central Utah, taught 6th graders about the harmful effects of tobacco.

Preventing Tobacco Use Among Children

Baubbi, Kali, and Ricky Clegg from Delta participated in CUPHD's "Kick Nicotine off the Planet" project for the "We Play Unplugged" program in Millard County. Youth ages 5 to 13 were invited to learn about public health during the summer months, have a quick interactive lesson on avoiding the use of nicotine products, and then "kick nicotine off the planet" with the use of our miniature catapult.

Working with Retailers to Reduce Youth Smoking

To reduce the availability of tobacco, CUPHD helped a local grocery store with its decision to stop selling tobacco products as well as electronic cigarettes.

CUPHD continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Central Utah counties have declined by 71%. In 2014, 4.0% of retailers in Central Utah counties sold tobacco during compliance checks.

Tobacco Statistics

	CUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	13.0%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	4.7%	3.9%
Pregnant Women Smoking (2012)[10]	9.2%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	9.5%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	1.7%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	7.6%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	4.1%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	5.8%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	42.5%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	120	5,095
Number of New QuitNet Registrations (FY14)	67	2,062
Number of Participants in the END Teen Cessation Program (FY14)	18	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	81.5%	81.8%

Davis County Health Department

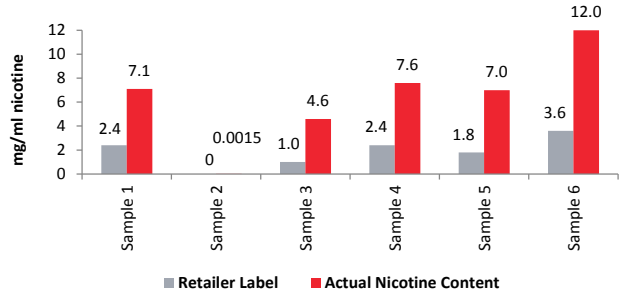
Reducing the Risks of Electronic Cigarette Use

In 2013, Davis County Health Department (DCHD) received many calls from concerned citizens regarding the number of electronic cigarette specialty stores in the county and the safety of their products. DCHD staff visited each of the specialty stores to learn more about e-cigarette products, including tanks that contain the liquid nicotine mixture, heating elements, mouth pieces, and battery components. The specialty stores also outlined their current manufacturing processes and discussed where they obtained source products for creating their own liquid nicotine mixtures. After the store visits, DCHD staff held a town meeting with shop owners to discuss the following concerns:

- Inconsistent and confusing labeling
- Quality of source products used in mixing e-juice
- Need for childproof caps
- Leaking bottles of e-juice
- Nicotine levels misstated on e-juice labels
- Mixing and sanitation procedures
- Youth access
- Advertising

The Davis County Board of Health directed DCHD staff to draft a regulation to address these concerns. DCHD staff worked closely with e-cigarette store owners to develop a health regulation. The Davis County regulation which was passed after a public hearing includes: labeling requirements, standards for source products, childproof cap requirement, accuracy of stated nicotine levels, mixing and sanitation requirements, age restrictions for possession or purchase of e-juice, and advertising restrictions. As the e-cigarette industry evolves DCHD staff continue to research and educate the public about emerging nicotine delivery devices.

Figure 7. E-juice Concentrations, Davis County Samples, Retailer-labeled Level of Nicotine and Actual Level of Nicotine (Found in Lab Tests), 2013



As part of their local e-cigarette research, DCHD staff conducted lab tests of six e-juice samples to assess the accuracy of nicotine labeling. Concerns about incorrect labeling supported the need for an e-cigarette regulation.

Compliance with Youth Access Laws for Tobacco

Since 2001, illegal sales of tobacco to underage youth in Davis County have declined by 68%. The 2014 Davis County rate of non-compliance was 5.3%.

Tobacco Statistics

	DCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	7.0%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	2.8%	3.9%
Pregnant Women Smoking (2012)[10]	5.0%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	13.5%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	8.9%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	9.9%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	4.7%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	2.1%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	47.0%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	281	5,095
Number of New QuitNet Registrations (FY14)	174	2,062
Number of Participants in the END Teen Cessation Program (FY14)	47	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	82.4%	81.8%

Salt Lake County Health Department

Supporting Quitting Among Homeless People

In FY14, 290 people participated in the smoking cessation program at Salt Lake City's 4th Street Clinic. The 4th Street Clinic, which provides health care and support services to homeless Utahns, trained two peer-to-peer facilitators who were able to provide inspiration and motivation to quit. The Salt Lake County Health Department (SLCoHD) conducted voluntary tobacco use surveys among program participants to better understand the effectiveness of tobacco cessation programs for homeless people and to improve resources in Utah and across the nation.

Supporting Tobacco-free Business Policies

The tobacco program at SLCoHD provided funding and support to the South Salt Lake Coalition for Drug Free Youth. This organization educated 37 local businesses about the benefits of tobacco-free policies, and 20 of the businesses passed tobacco-free policies. The 17 remaining businesses are currently working toward creating new tobacco policies for their workplaces.

Sharing Quit Resources

In an effort to reach tobacco users who want to quit, the SLCoHD has placed Way To Quit advertisements at the West Valley City Century 16 cinemas. Health educators chose this venue because West Valley has higher smoking rates than other parts of the state. These theatre advertisements will have tens of thousands of views over the next six months.

"Fully committing to quit is the only way to do it. Once I decided I was never smoking again, it was easy."

- Erik Seo, Salt Lake City, 2 years tobacco-free

Working with Retailers to Reduce Youth Smoking

The SLCoHD continued to educate retailers about Utah's youth tobacco access laws. Since 2001, illegal sales of tobacco to underage youth in Salt Lake County have declined by 55%. In 2014, 7.2% of Salt Lake County retailers sold tobacco to minors during compliance checks.

Tobacco Statistics

	SLCoHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	10.8%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	4.5%	3.9%
Pregnant Women Smoking (2012)[10]	6.6%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	14.2%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	5.8%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	14.4%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	5.8%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	2.0%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	48.4%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	1,553	5,095
Number of New QuitNet Registrations (FY14)	899	2,062
Number of Participants in the END Teen Cessation Program (FY14)	53	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	84.2%	81.8%

Southeastern Utah District Health Department

Reducing the Health Risks of Chewing Tobacco

During "Through with Chew" week (February 16-22, 2014), the Southeastern Utah District Health Department (SEUDHD) partnered with two local newspapers, ETV 10 News and Sun Advocate, and a radio station, KOAL, to inform about SEUDHD efforts to help community members quit smokeless tobacco. Local physicians and dentists participated by providing patients who were interested in quitting with SEUDHD chew quit kits.

The SEUDHD also partnered with Utah State University (USU) Eastern to raise awareness about chewing tobacco on campus.

Supporting Tobacco-free Environments

SEUDHD worked this past year with Castleview Hospital in Price to pass a comprehensive tobacco-free policy. SEUDHD assists community organizations and businesses to create, pass, and enforce tobacco-free policies to protect the health of their community members. Creating a tobacco-free environment at a health care facility protects patients from secondhand smoke exposure while they are receiving treatment.

Helping Tobacco Users Quit

SEUDHD assists tobacco users who want to quit with tailored advice and information about quit resources.

"I started smoking at the age of 16. That was 38 years ago - I am happy to say I have quit smoking for good. It has been 177 days since I had my last cigarette. I don't want to get sick all the time, spend a ton of money on tobacco, and potentially die of an awful disease."

- Annette Sandoval, Price, 6 months tobacco-free

Working with Retailers to Reduce Youth Smoking

Southeastern Utah District Health Department continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Southeastern Utah counties have declined by 41%. In 2014, 7.3% of Southeastern Utah retailers sold tobacco during compliance checks.

Tobacco Statistics

	SEUDHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	18.5%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	10.5%	3.9%
Pregnant Women Smoking (2012)[10]	15.4%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	12.3%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	3.3%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	15.8%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	2.9%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	6.3%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	48.5%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	134	5,095
Number of New QuitNet Registrations (FY14)	70	2,062
Number of Participants in the END Teen Cessation Program (FY14)	4	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	82.1%	81.8%

Southwest Utah Public Health Department

Tobacco-free College Campus Policy

Southwest Utah Public Health Department (SWUPHD) worked with community partners on policy projects that protect citizens from the risks of tobacco use. On November 22, 2014 Dixie State University became the first publicly held institute of higher learning in Utah to ban tobacco use on its campus.

"The tobacco-free policy was created with input provided by every constituency on our campus. This policy will make Dixie State a cleaner and healthier environment for all who call our campus home."

- Dell Beatty, Dean of Students, Dixie State University

Supporting Tobacco-free Outdoor Policies

Youth from the Southwest Utah OUTRAGE! anti-tobacco group worked with SunTran and the St. George Police Department on an education and enforcement strategy to support a city ordinance restricting tobacco use within 25 feet of bus stop locations. Youth helped to fund and hang signs at more than 60 bus stops throughout St. George.

Helping Tobacco Users Quit

SWUPHD continued to assist community members who wanted to overcome nicotine dependence with individually tailored coaching.

"When I became pregnant I made the decision to quit smoking so that my baby would be healthy."

- Lacee Kay Perkins, St. George, 1 year tobacco-free

Working with Retailers to Reduce Youth Smoking

Southwest Utah Public Health Department continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Southwest Utah counties have declined by 98%. In 2014, 0.5% of Southwest Utah retailers sold tobacco during compliance checks.

Tobacco Statistics

	SWUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	13.4%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	4.8%	3.9%
Pregnant Women Smoking (2012)[10]	7.2%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	8.5%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	3.3%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	12.4%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	4.6%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	4.0%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	47.1%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	236	5,095
Number of New QuitNet Registrations (FY14)	158	2,062
Number of Participants in the END Teen Cessation Program (FY14)	11	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	75.0%	81.8%

Summit County Health Department

Supporting Tobacco-free Policies

Summit County Health Department (SCHD) worked with Park City officials to address high levels of cigarette smoking and use of electronic cigarettes at the Sundance Film Festival. Health department staff informed city officials of provisions in the Utah Indoor Clean Air Act that include electronic cigarettes and of age restrictions regarding use, distribution, and demonstrations of these products.

As a result of these efforts, businesses, vendors, and visitors in Summit County are better informed about Utah's tobacco policies. In addition, a number of businesses updated or enhanced their tobacco-free policies.

> *"It is important that city officials and local health departments work together. We are grateful for the rapid action Park City organizers took and their continual support of public health issues."*

- Richard Bullough, Health Officer, Summit County Health Department

Helping Tobacco Users Quit

SCHD assists tobacco users who want to quit with information about quit resources.

> *"I quit for my health after a heart blockage and cancer of the esophagus."*

- Gale Pace, Coalville, 14 years tobacco-free

Working with Retailers to Reduce Youth Smoking

SCHD continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Summit County have declined by 78%. In 2014, 5.2% of Summit County retailers sold tobacco to minors during compliance checks.

Tobacco Statistics

	SCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	5.3%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	5.1%	3.9%
Pregnant Women Smoking (2012)[10]	3.5%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	14.0%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	4.1%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	14.0%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	3.0%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	4.3%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	42.1%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	27	5,095
Number of New QuitNet Registrations (FY14)	20	2,062
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	83.2%	81.8%

Tooele County Health Department

Reducing the Risks of Electronic Cigarette Use

In September 2013, the Tooele County Health Department (TCHD) was crucial in helping to pass a Tooele City ordinance that bans e-cigarette use in public parks and other outdoor areas. Because of a good working relationship with the Tooele City Council, the ordinance was unanimously approved. Media coverage of this ordinance garnered national attention.

"One key factor that lead to my willpower kicking in full gear was seeing my addiction through the eyes of my 8-year old daughter."

- Shandi Adamson, Tooele, 2 years tobacco-free

Helping Tobacco Users Quit

In a partnership with Household Hazardous Waste Day, TCHD staff checked if residents who participated in Household Hazardous Waste Day were tobacco users and whether they wanted to quit. During the event, 55 tobacco users received tobacco quit kits and information about quit resources.

Tooele County Health Department partnered with Household Hazardous Waste Day to distribute tobacco quit kits.

Supporting Tobacco-free Environments

To protect patients from secondhand smoke exposure, TCHD staff assisted Porter Family Chiropractic in Tooele with passing a smoke-free policy.

Working with Retailers to Reduce Youth Smoking

Tooele County Health Department continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Tooele County have declined by 94%. In 2014, 1.4% of Tooele County retailers sold tobacco to minors during compliance checks.

Tobacco Statistics

	TCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	12.2%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	4.2%	3.9%
Pregnant Women Smoking (2012)[10]	11.8%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	13.2%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	5.9%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	9.8%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	4.0%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	5.5%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	49.3%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	101	5,095
Number of New QuitNet Registrations (FY14)	55	2,062
Number of Participants in the END Teen Cessation Program (FY14)	22	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	85.4%	81.8%

TriCounty Health Department

Helping Tobacco Users Quit

TriCounty Health Department (TRCHD) promoted quitting by placing advertisements for quit services on local buses and bus benches. The transit system travels daily between TriCounty's communities and provides a great opportunity for informing tobacco users about reasons to quit and programs that improve quit success.

Quit message on bus bench in Roosevelt's Old Mill Park

Promoting Tobacco-free Policies

TriCounty Health Department continued to reduce exposure to secondhand smoke through tobacco-free policies in outdoor areas.

- Union High School's OUTRAGE anti-tobacco youth group played a key role in passing the **Roosevelt City tobacco-free park ordinance**.
- **Ballard Town** also adopted an ordinance to prohibit tobacco use of any kind at their parks.

"I am thrilled that the City of Roosevelt is partnering with TriCounty Health Department to make all city parks tobacco free. I am also grateful to Union High School and the OUTRAGE anti-tobacco youth group who brought this matter to our attention. As a city we understand the consequences that tobacco has on the health and welfare of our city, especially our youth. By adopting this policy, the City hopes to reduce the rate of tobacco use in our community and improve the health and welfare of our citizens."

- Vaun D. Ryan, Mayor, City of Roosevelt

Working with Retailers to Reduce Youth Smoking

TriCounty Health Department continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in TriCounty have declined by 77%. In 2014, 4.2% of TriCounty retailers sold tobacco during compliance checks.

Tobacco Statistics

	TRCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	15.5%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	4.4%	3.9%
Pregnant Women Smoking (2012)[10]	16.3%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	13.0%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	3.7%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	10.0%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	3.6%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	6.1%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	46.8%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	113	5,095
Number of New QuitNet Registrations (FY14)	41	2,062
Number of Participants in the END Teen Cessation Program (FY14)	28	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	83.1%	81.8%

Utah County Health Department

Working with OUTRAGE! Youth to Reduce Tobacco Use

During the August 2013 Utah County Fair, Utah County's chapter of the statewide anti-tobacco youth group OUTRAGE! collected community surveys about electronic cigarette use. The surveys provided information on reasons for trying or using electronic cigarettes, risk groups, risk perceptions, and knowledge of Utah laws. Members of Utah County's OUTRAGE! group were invited to watch a Demolition Derby as a thank-you for their work to prevent tobacco use. A truck sponsored by the Utah Tobacco Quit Line won the competition.

Members of Utah County's OUTRAGE! youth group.

OUTRAGE! youth also invited local opinion leaders, Utah County mayors, members of Utah County's Board of Health, and local legislators to their second annual legislative dinner to provide updates on tobacco-related issues and their work in tobacco use prevention.

Preventing Tobacco Use Through Anti-tobacco Ads

For Kick Butts Day, students from all three Utah County school districts participated in an anti-tobacco ad contest labeled "I am not a Target." Participants created anti-tobacco ads that were uploaded to YouTube. Winners were chosen from approximately 50 submissions.

Helping Tobacco Users Quit

Utah County Health Department assists tobacco users who want to quit with information about quitting resources.

"I erased my addictions, including tobacco, and replaced them with things of a greater value. I love life!"

- Judy Berrocal, Orem, 2 years tobacco-free

Working with Retailers to Reduce Youth Smoking

Utah County Health Department continued to educate retailers about Utah's youth tobacco access laws. Since 2001, illegal sales of tobacco to underage youth in Utah County have declined by 47%. In 2014, 5.7% of Utah County retailers sold tobacco during compliance checks.

Tobacco Statistics

	UCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	6.3%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	2.0%	3.9%
Pregnant Women Smoking (2012)[10]	2.6%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	4.3%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	1.7%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	9.2%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	3.1%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	2.0%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	42.5%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	509	5,095
Number of New QuitNet Registrations (FY14)	238	2,062
Number of Participants in the END Teen Cessation Program (FY14)	99	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	79.2%	81.8%

Wasatch County Health Department

Educating Students About the Risks of Electronic Cigarette Use

Wasatch County High School's chapter of Utah's OUTRAGE! anti-tobacco youth group acted as a leader in tobacco prevention activities at their school. One activity included the "Stuff Cart," a vending cart that offered ambiguous "stuff" and delivered an important message about electronic cigarettes. Just like the "stuff" displayed on the cart, e-cigarettes and nicotine vaporizers are sold in youth-appealing flavors and are frequently sold without any ingredient labels.

Helping Tobacco Users Quit

Wasatch County Health Department (WCHD) assisted tobacco users who wanted to quit with information about quit resources.

Educating Policy Makers About Tobacco Use

WCHD provided Wasatch County Representative Kraig Powell with information and education about youth tobacco use. During the 2014 Legislative Session, Representative Powell introduced a bill to raise the age for purchasing tobacco products from 19 to 21.

"Anything we can do to keep youth away from tobacco for as long as possible is a positive thing."

- Kraig Powell, Representative, State of Utah, Wasatch County

Working with Retailers to Reduce Youth Smoking

WCHD continued to educate retailers about Utah's youth tobacco access laws. Since 2001, illegal sales of tobacco to underage youth in Wasatch County have declined by 47%. In 2014, 7.4% of Wasatch County retailers sold tobacco during compliance checks.

Tobacco Statistics

	WCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	6.4%*	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	3.6%	3.9%
Pregnant Women Smoking (2012)[10]	5.6%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	10.1%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	4.5%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	7.7%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	5.1%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	2.7%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	40.0%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	17	5,095
Number of New QuitNet Registrations (FY14)	22	2,062
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	83.6%	81.8%

** This estimate has a relative standard error of >30% and does not meet UDOH standards for reliability.*

Weber-Morgan Health Department

Reducing the Risks of Electronic Cigarette Use

In January 2014, the Weber-Morgan Tobacco-Free Coalition (WMTFC) held a town hall meeting at Odyssey Elementary School in Ogden to discuss concerns related to youth access to electronic cigarettes and use rates among Weber-Morgan students. The presenters included a pediatrician, a health educator from the Weber-Morgan Health Department (WMHD), and local school administrators and resource officers. The presenters informed the audience aboout current e-cigarette use rates, incidents of school policy violations, effects of nicotine on youth, and regulatory gaps.

Officer Broc Gresham presents electronic cigarette devices confiscated from 9/2013-12/2013 at Roy Jr. High during the WMTFC town hall meeting in January 2014.

Helping Tobacco Users Quit

WMHD assisted tobacco users who wanted to quit with counseling and information about quit resources.

"I would breathe second-hand smoke, then one day I woke up and the smell started to stink. That helped me quit for good."

- Carey Ann Francis, Ogden, 4 years tobacco-free

Working with Retailers to Reduce Youth Smoking

To better understand the impact of retail advertising and pricing on tobacco product use, WMHD conducted a local study of advertising and pricing strategies. The study included placement and pricing of electronic nicotine delivery devices.

WMHD continued to educate retailers about Utah's youth access laws. Since 2001, illegal sales of tobacco to underage youth in Weber-Morgan have declined by 81%. In 2014, 3.2% of Weber-Morgan retailers sold tobacco during compliance checks.

Tobacco Statistics

	WMHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2013)[3]	14.3%	10.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2013)[2]	6.4%	3.9%
Pregnant Women Smoking (2012)[10]	9.7%	6.2%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	30.4%	12.0%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2013)[2]	20.2%	5.8%
Adult Experimentation with Electronic Cigarettes (2013)[3]	19.6%	12.3%
Adult Use of Electronic Cigarettes (2013)[3]	7.6%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2013)[3]	3.3%	2.7%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2013)[3]	43.3%	46.1%
Quit Service Utilization		
Number of New Quit Line Registrations (FY14)	414	5,095
Number of New QuitNet Registrations (FY14)	186	2,062
Number of Participants in the END Teen Cessation Program (FY14)	78	459
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2013)[3]	81.0%	81.8%

Tobacco Prevention and Control Program Partners

- *American Cancer Society*
- *American Federation of Labor and Congress of Industrial Organizations (AFL-CIO)*
- *American Heart Association*
- *American Lung Association*
- *Association for Utah Community Health*
- *Behavioral Risk Factor Surveillance System*
- *Bear River Health Department*
- *Centers for Disease Control and Prevention*
- *Central Utah Public Health Department*
- *Commission on Criminal and Juvenile Justice*
- *Davis County Health Department*
- *Food and Drug Administration - Center For Tobacco Products*
- *Harambee*
- *HealthInsight*
- *Healthways*
- *Huntsman Cancer Institute*
- *IASIS*
- *Intermountain Health Care*
- *March of Dimes*
- *MountainStar Healthcare*
- *National Jewish Health*
- *National Tongan American Society*
- *Pediatricians Against Secondhand Smoke*
- *Primary Children's Medical Center*
- *Queen Center*
- *R & R Partners*
- *Rescue Social Change Group*
- *Research Triangle Institute*
- *Respira Utah*
- *Salt Lake Chamber of Commerce*
- *Salt Lake County Health Department*
- *Segue Consulting*
- *Southeast Utah Health Department*
- *Southwest Utah Public Health Department*
- *Summit County Health Department*
- *Tooele County Health Department*
- *Tri-County Health Department*
- *Utah Department of Health Division of Maternal and Child Health*
- *Utah Department of Health Bureau of Epidemiology*
- *University of Utah*
- *University of Utah Health Care*
- *Urban Indian Center of Salt Lake*
- *Utah Chiefs of Police Association*
- *Utah Dental Association*
- *Utah Department of Environmental Quality*
- *Utah Department of Health--Health Clinics of Utah/Family Dental Plans*
- *Utah Department of Health Oral Health Program*
- *Utah Division of Substance Abuse and Mental Health*
- *Utah Health Plan Partnership*
- *Utah Hospital Association*
- *Utah Indian Health Advisory Board*
- *Utah Juvenile Court*
- *Utah Medicaid*
- *Utah Medical Association*
- *Utah Office of Health Disparities Reduction*
- *Utah Office of the Attorney General*
- *Utah Parent Teacher Association*
- *Utah Pharmacist Association*
- *Utah Prevention Advisory Council*
- *Utah Pride Center*
- *Utah Society for Respiratory Care*
- *Utah State Office of Education*
- *Utah State Tax Commission*
- *Utah Tobacco-Free Alliance*
- *Wasatch County Health Department*
- *Weber-Morgan Health Department*

Tobacco Prevention and Control Program Advisory Committee

Utah Department of Health - Tobacco Control Advisory Committee
Craig Anderson, C.S.W., P.S. - Prevention Services Coordinator Cornerstone Counseling Center
Lloyd Berentzen, M.B.A. - Health Officer Bear River Health Department
Heather Borski, M.P.H., MCHES - Director, Bureau of Health Promotion Utah Department of Health*
Jennifer Brown J.D., M.S. - Director, Division of Disease Control and Prevention Utah Department of Health*
Dulce Diez-Riol, M.P.H. - Director, Office of Health Disparities Reduction Utah Department of Health
Gary Edwards, M.S. - Health Officer Salt Lake County Health Department
Mary Lou Emerson, M.S. - Director Utah Substance Abuse and Anti-Violence Coordinating Council, Commission on Criminal and Juvenile Justice
Brent Kelsey - Assistant Division Director Utah Division of Substance Abuse and Mental Health
W. Glenn Lanham, C.F.R.E. - Executive Director American Lung Association in Utah
Beverly May, M.P.A. - Director, Western Region National Campaign for Tobacco-Free Kids
Robert Rolfs, M.D., M.P.H., Deputy Director Utah Department of Health*
Jeana Stockdale, Health Commissioner Utah Parent Teacher Association
Teresa Theurer Community Member
Marc B. Watterson, Government Relations Director, Utah Office, American Heart Association
*Non-voting members

References

1 National Center for Chronic Disease Prevention and Health Promotion. (2014). *Best Practices for Comprehensive Tobacco Control Programs - 2014.* Atlanta, GA: U.S. Department of Health and Human Services. Retrieved August 8, 2014 from http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf.

2 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2013.* Salt Lake City: Utah Department of Health.

3 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS).* Salt Lake City: Utah Department of Health, Center for Health Data. Note: Recent changes to the BRFSS survey methodology provide more accurate estimates of the burden of smoking nationwide and in Utah (landline and cell phone (LLCP) inclusion; raking used for data weighting). The 2013 rate of smoking is not comparable to the rates published before 2009 (no cell phone inclusion; post-stratification used for data weighting). For details, see http://health.utah.gov/opha/publications/hsu/1206_BRFSSCell.pdf.

4 Tobacco Prevention and Control Program. Utah Tobacco Quit Line and Utah QuitNet annual reports. Salt Lake City: Utah Department of Health.

5 YRBSS: Youth Risk Behavior Surveillance System. Youth Online: Comprehensive Results. Retrieved August 8, 2014 from http://nccd.cdc.gov/youthonline/App/Results.aspx?LID=UT.

6 Tobacco Prevention and Control Program (2014). *Tobacco Compliance Check Summary Data, SFY2001-2014,* Salt Lake City: Utah Department of Health.

7 Orzechowski and Walker, 2013. *The Tax Burden on Tobacco-Historical Compilation.* Volume 48. Arlington, Virginia: Orzechowski and Walker Consulting.

8 Campaign for Tobacco-Free Kids. (2013). *State-specific Estimates of Tobacco Company Marketing Expenditures 1998 to 2011.* Retrieved August 8, 2014 from http://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf

9 National Center for Chronic Disease Prevention and Health Promotion. (2010). *State Tobacco Activities Tracking and Evaluation (STATE) System.* Atlanta, GA: U.S. Department of Health and Human Services. Retrieved August 8, 2014 from http://apps.nccd.cdc.gov/statesystem/HighlightReport/HighlightReport.aspx.

10 Utah Birth Certificate Database. Retrieved July 8, 2013 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health at http://ibis.health.utah.gov. These smoking rates are based on pregnancies that resulted in live births.

way to quit

1.800.QUIT.NOW

LIVE MORE.
LIVE TOBACCO-FREE.

FIND YOUR WAY TO QUIT.

way to quit.org