

# Utah Health Status Update:

## Utah Tobacco Use and Utilization of State Tobacco Cessation Programs

December 2004

Utah Department of Health

The 2003 Utah Behavioral Risk Factor Surveillance System (BRFSS) found there were more than 190,000 adult smokers in Utah, 81.5% of whom would like to quit.<sup>1,2</sup>

Fortunately, tobacco cessation treatments are very cost-effective, more so in fact than flu shots, pap smears, high blood pressure screening, and cholesterol testing.<sup>3</sup> Smokers who have help are two to three times more likely to quit than those who try to quit on their own.<sup>4</sup> Without help only 7-8% of tobacco users are able to stop.

Smokers tend to prefer telephone counseling services (quit lines) to in-person counseling services.<sup>3</sup> The Utah Tobacco Quit Line is the primary smoking cessation program of the Utah Department of Health, Tobacco Prevention and Control Program (TPCP). More than 47,000 Utahns have sought Quit Line help since 2001. In the past year, more than 10,000 Utahns called the Quit Line and 3,523 utilized counseling or referral services. Of those, 92% indicated they would refer a friend to the program.<sup>5</sup>

Most Utah Tobacco Quit Line participants reduced their tobacco use.

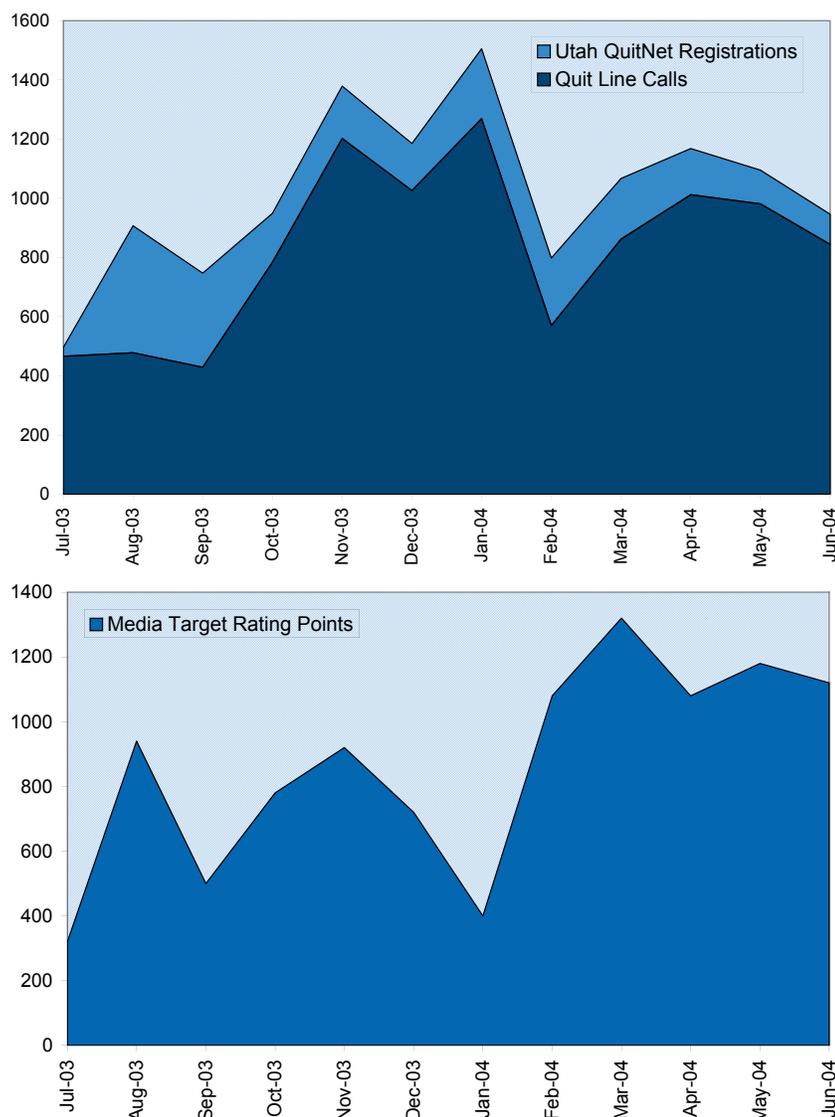
- Of adult participants, 68% reduced tobacco use, including 32% who quit altogether.<sup>5</sup>
- Of youth participating in the intensive program, 89% reduced tobacco use, including 51% who quit altogether. Also, 27% of youth receiving only a one-time Quit Line intervention stopped using tobacco.<sup>5</sup>

A higher proportion of Utah households own computers than those in any other state.<sup>6</sup> For this reason, TPCP began a partnership with QuitNet, an online quitting support program, in 2003. QuitNet members throughout the nation post over 4,000 messages to QuitNet daily. In its first full year of operation, 2,319 Utahns became members of Utah QuitNet and logged in for services more than 23,000 times.

The TRUTH anti-tobacco media campaign drives participation in tobacco cessation services. Over 90% of Utahns recall recently

### Time Comparison of Cessation Services Use and Media

Figure 1. Number of Utahns utilizing state tobacco cessation services compared to number of media target rating points, July 2003-June 2004



seeing the TRUTH ads.<sup>7</sup> Over the course of the year, calls to the Utah Tobacco Quit Line and enrollments in Utah QuitNet increased when media intensity increased. One exception is January, when people traditionally make New Year's resolutions to stop smoking.

Since Master Settlement Agreement-funded programs such as these began, the BRFSS shows that the Utah adult smoking rate has decreased by 15%, from 14.0% in 1999 to 11.9% in 2003.<sup>1</sup> Utah is the first state to meet the national Healthy People 2010 goal of decreasing adult smoking to less than 12%. The Utah Youth Risk Behavior Survey (YRBS)

shows that the smoking rate for Utah high school students has decreased by 39%, from 11.9% in 1999 to 7.3% in 2003.<sup>8</sup>

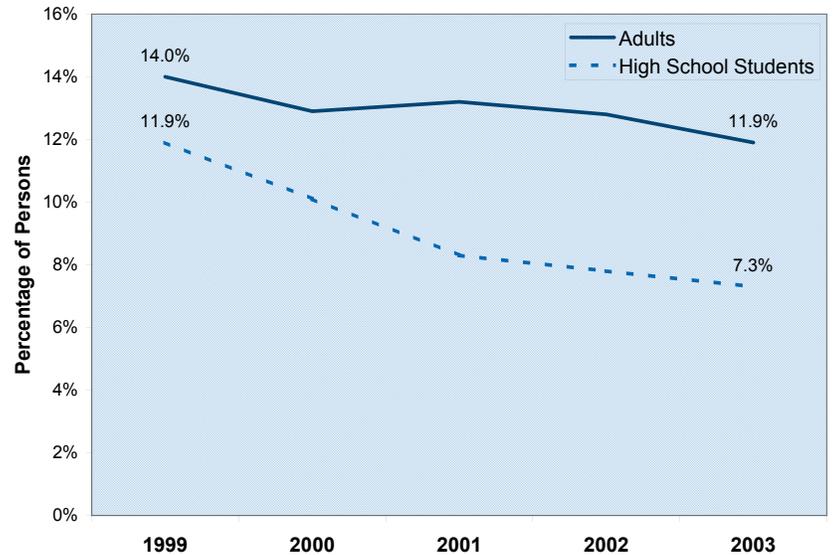
Although tobacco use rates have started to decline, approximately 1,200 Utahns die from smoking-related causes each year.<sup>9</sup> Certain population groups in Utah are disproportionately affected by tobacco use. The BRFSS 2000-2002 aggregate data show that in Utah, people with low incomes and fewer years of formal education have significantly higher rates of tobacco use compared to the general population, as do Hispanic men, African Americans, Native Americans, and Pacific Islanders.<sup>1</sup>

#### References

1. Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS)*. 1990-2004. Center for Health Data. Author: Salt Lake City, Utah.
2. Population estimates of Sex, Age Groups, and LHD based on 2003 Baseline Projections, Governor's Office of Planning and Budget, UPED Model System.; all others based on the 2003 UHSS and rounded to the nearest 100 persons.
3. Centers for Disease Control and Prevention, Department of Health and Human Services (2002). *Coverage for Tobacco Use Cessation Treatments*. Available: [http://www.cdc.gov/tobacco/educational\\_materials/cessation/index.html](http://www.cdc.gov/tobacco/educational_materials/cessation/index.html)
4. Fiore, M.C., Bailey, W.C., Cohen, S.J., et al. (2000). *Treating Tobacco Use and Dependence. Clinical Practice Guideline*. U.S. Department of Human Services, Public Health Service (PHS).
5. Quit rates, reduction rates and satisfaction rates for the Utah Tobacco Quit Line are based on six-month follow-up survey responses from Quit Line participants and refer to 30-day abstinence rates. The survey completion rate for adults was 59% for adult satisfaction, 46% for adult quit status and 61% for teens. Reduction rates include quitters.
6. U.S. Department of Commerce (2000). *Falling through the Net: Toward Digital Inclusion*. Available: <http://www.esa.doc.gov/FallingTroughTheNet.cfm>
7. Young WF, West DR, McGloin J. (2004). *Evaluation of the 2003-04 Utah Tobacco Prevention and Control Media Campaign*, Utah Department of Health, Tobacco Prevention and Control Program. 2004.
8. Utah State Office of Education. *Utah Youth Risk Behavior Survey (YRBS)*. 1991-2001. Author: Salt Lake City, Utah.
9. U.S. Department of Health and Human Services. *Data Highlights 2004*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, 2004. <http://www.cdc.gov/tobacco/datahighlights/>

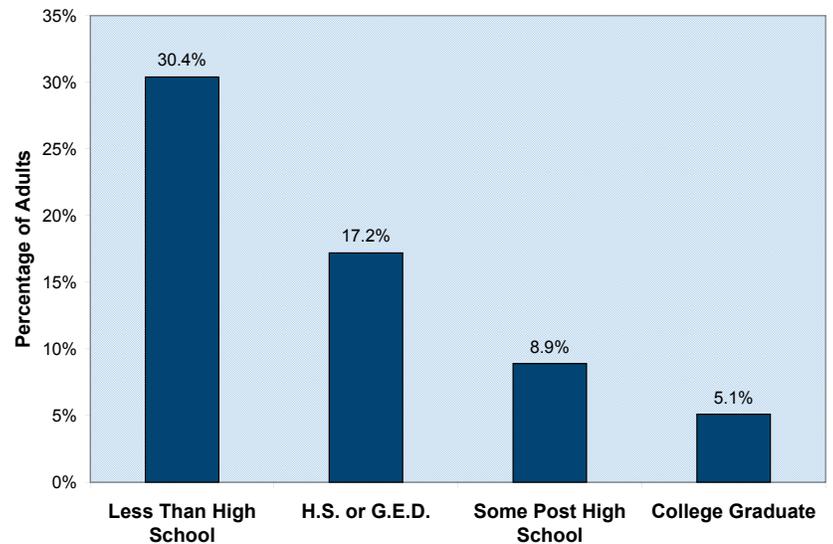
## Smoking Rates Since Master Settlement Agreement

Figure 2. Percentage of Utahns who smoke since Master Settlement Agreement-funded programs began, 1999-2003



## Smoking Rates by Education Level

Figure 3. Smoking rates by formal education, Utah adults age 18+, 2003



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For additional information about this topic, contact the Tobacco Prevention and Control Program, Utah Department of Health, P.O. Box 142106, Salt Lake City, UT 84114-2106, 1-877-220-3466, email: [TheTRUTH@utah.gov](mailto:TheTRUTH@utah.gov); or the Office of Public Health Assessment, Utah Department of Health, P.O. Box 142101, Salt Lake City, Utah 84114-2101, (801) 538-6108, FAX (801) 538-9346, email: [phdata@utah.gov](mailto:phdata@utah.gov).