

Tobacco Prevention and Control in Utah

Fifth Annual Report - August 2005



The TRUTH secondhand smoke anti-tobacco advertisement "Car," 2005

Utah Department of Health
Tobacco Prevention and Control Program

Acknowledgements

The Utah Department of Health would like to thank the Tobacco Control Advisory Committee for its ongoing support, dedication, and expert advice.

Tamara Lewis, M.D., M.P.A., M.P.H., Intermountain Health Care

Lloyd Berentzen, M.B.A., Bear River Health Department

Craig Cutright, American Lung Association

Gary Edwards, M.S., Salt Lake Valley Health Department

Mary Lou Emerson, M.S., Division of Substance Abuse and Mental Health

Sharon Hansen, M.S., Cornerstone Counseling Center

Beverly May, M.P.A., Campaign for Tobacco-Free Kids

Robin Rice, American Heart Association

Jesse Soriano, M.A., M.S., University of Utah

Debbie Tabor, Utah Parent Teacher Association

Teresa Theurer, Utah State Board of Education

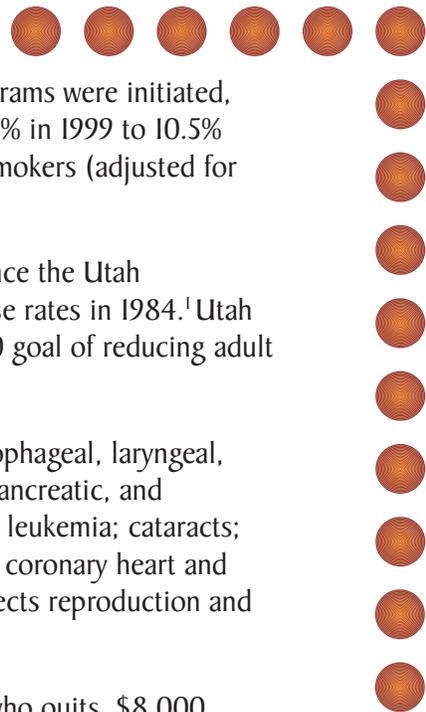
Table of Contents

| | |
|---|----|
| Tobacco Use in Utah | 4 |
| Tobacco Prevention and Control Program Overview | 6 |
| Statewide Program Updates | |
| The TRUTH Campaign | 9 |
| Helping Tobacco Users Quit | 12 |
| Preventing Youth Tobacco Use | 14 |
| Protecting Utahns from Secondhand Smoke. | 16 |
| Reducing Tobacco Use Among All Utahns. | 18 |
| County-Level Updates | |
| Bear River Counties. | 20 |
| Central Utah Counties | 21 |
| Davis County | 22 |
| Salt Lake County | 23 |
| Southeastern Utah Counties. | 24 |
| Southwest Utah Counties. | 25 |
| Summit County | 26 |
| Tooele County. | 27 |
| TriCounty | 28 |
| Utah County | 29 |
| Wasatch County | 30 |
| Weber-Morgan Counties | 31 |
| Letter From The Executive Director | 32 |
| Partners. | 33 |
| Use of Funds | 34 |
| Notes and References | 35 |

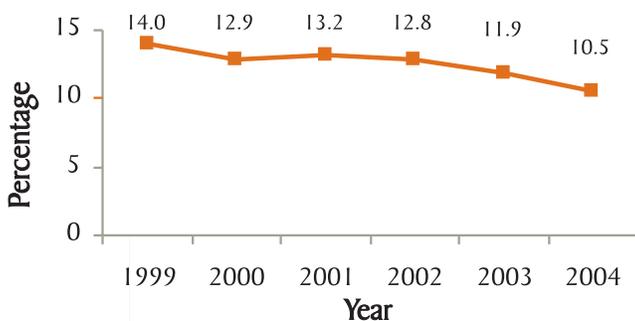
Tobacco Use in Utah

Adult smoking declined by 25%.

- Since Master Settlement Agreement-funded programs were initiated, Utah adult smoking decreased by 25% (from 14.0% in 1999 to 10.5% in 2004).¹ This amounts to 29,000 fewer adult smokers (adjusted for population growth).^{1,2}
- Utah's adult smoking rate is at its lowest level since the Utah Department of Health started to track tobacco use rates in 1984.¹ Utah is the first state to reach the Healthy People 2010 goal of reducing adult smoking to less than 12%.
- Diseases caused by smoking include bladder, esophageal, laryngeal, lung, oral, and throat cancers; cervical, kidney, pancreatic, and stomach cancers; aortic aneurysm; acute myeloid leukemia; cataracts; pneumonia; periodontitis; chronic lung diseases; coronary heart and cardiovascular diseases. In addition, smoking affects reproduction and can cause sudden infant death syndrome.³
- National studies estimate that for every smoker who quits, \$8,000 in medical care costs are saved. Twenty-nine thousand fewer Utah smokers means future health care savings of \$232 million.⁴
- Utah birth certificates indicate that the percentage of women who smoked during their pregnancies decreased by 21% (from 8.2% in 1999 to 6.5% in 2003).⁵
- Smoking during pregnancy can cause premature rupture of the membranes, placenta previa, pre-term delivery, impaired fetal lung development, low birth weight, and infant death.³

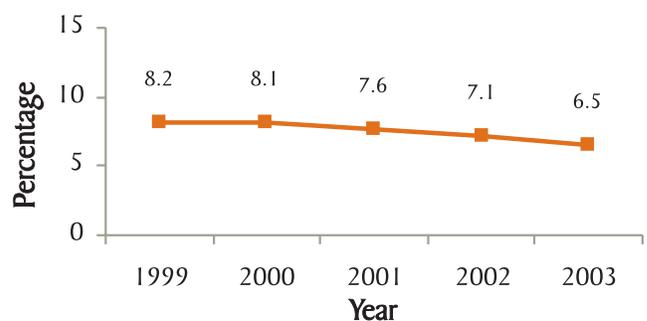


Percent of Adults Who Report Current Cigarette Smoking, Utah 1999-2004



Source: Utah BRFSS¹

Percent of Women Who Report Smoking During Pregnancy, Utah 1999-2003



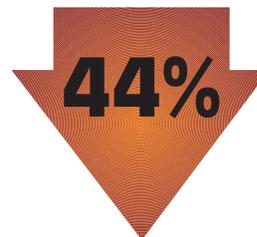
Source: Utah Birth Certificate Database⁵

Although tobacco use rates have declined, more than 1,100 Utahns still die each year from smoking-related causes.⁶ Furthermore, the Utah economy loses an estimated \$530 million to smoking-attributable medical and productivity costs each year.⁶ A long-term commitment to tobacco control is necessary to save lives and reduce smoking-related health care and loss of productivity costs.

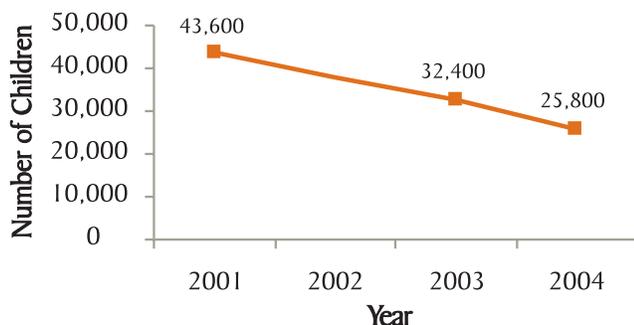
Tobacco Use in Utah

Child exposure to secondhand smoke in the home declined by 44%.

- Since 2001, child and adolescent exposure to secondhand smoke at home declined by 44% (from 6.0% in 2001 to 3.3% in 2004).⁷ As a result, nearly 18,000 fewer children are at risk for secondhand smoke-related health problems.^{2,7}
- Children exposed to secondhand smoke may suffer from low birth weight, sudden infant death syndrome, asthma, pneumonia, ear infections, and bronchitis.⁸
- Since 1999, the smoking rate for Utah high school students decreased by 39% (from 11.9% in 1999 to 7.3% in 2003).⁹ This amounts to more than 5,000 fewer high school smokers.^{9,10} Since 90% of adult smokers start smoking before the age of 18, recent declines in teen smoking are expected to further reduce adult smoking rates.¹¹
- Between 1999 and 2003, the rate of high school students who had ever tried cigarette smoking decreased by 16% (from 39.2% in 1999 to 32.8% in 2003).⁹
- Children and adolescents who smoke are less physically fit and have more respiratory illnesses than their nonsmoking peers. They are at risk for impaired lung growth, cancer, heart disease, and weakened immune systems.³
- Laws making it illegal to sell cigarettes to anyone under the age of 18 help reduce youth access to cigarettes. In Utah, the rate of illegal sales during compliance checks decreased by 56% since 2001.¹²

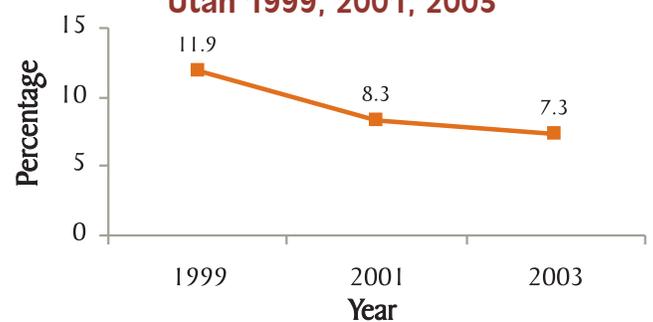


Number of Children Exposed to Secondhand Smoke in Their Homes, Utah 2001, 2003, 2004



Source: Utah HSS, Utah Governor's Office of Planning and Budget^{2,7}

Percent of High School Students Who Report Smoking in the Past 30 Days, Utah 1999, 2001, 2003



Source: Utah YRBS⁹

While Utah has seen great reductions in childhood exposure to secondhand smoke and youth smoking rates, more than 10,000 students still smoke and more than 25,000 children remain at risk for tobacco-related health problems.^{2,7,9,10} If smoking rates do not change, 30,500 of today's Utah youth will eventually die of tobacco-related causes.¹³ Proven tobacco control strategies such as media campaigns and strong policies protect the well-being of Utah's youth.

Tobacco Prevention and Control Program Overview

Smoking is the leading cause of preventable death in the nation, and we need to work together to encourage smokers to quit.¹⁷

Mike Leavitt
U.S. Secretary of Health and Human Services



Tobacco use continues to cause preventable disease and death in Utah.

- 190,000 Utahns smoke.^{1,2,9,10}
- 1,100 Utahns die each year because of tobacco use.⁶
- If smoking rates do not change, 30,500 of today's Utah youth will eventually die of tobacco-related causes.¹³
- The Utah economy loses \$530 million to smoking-attributable medical and productivity costs each year.⁶
- The tobacco industry spends an estimated \$63.7 million annually to market its deadly product in Utah.¹⁴

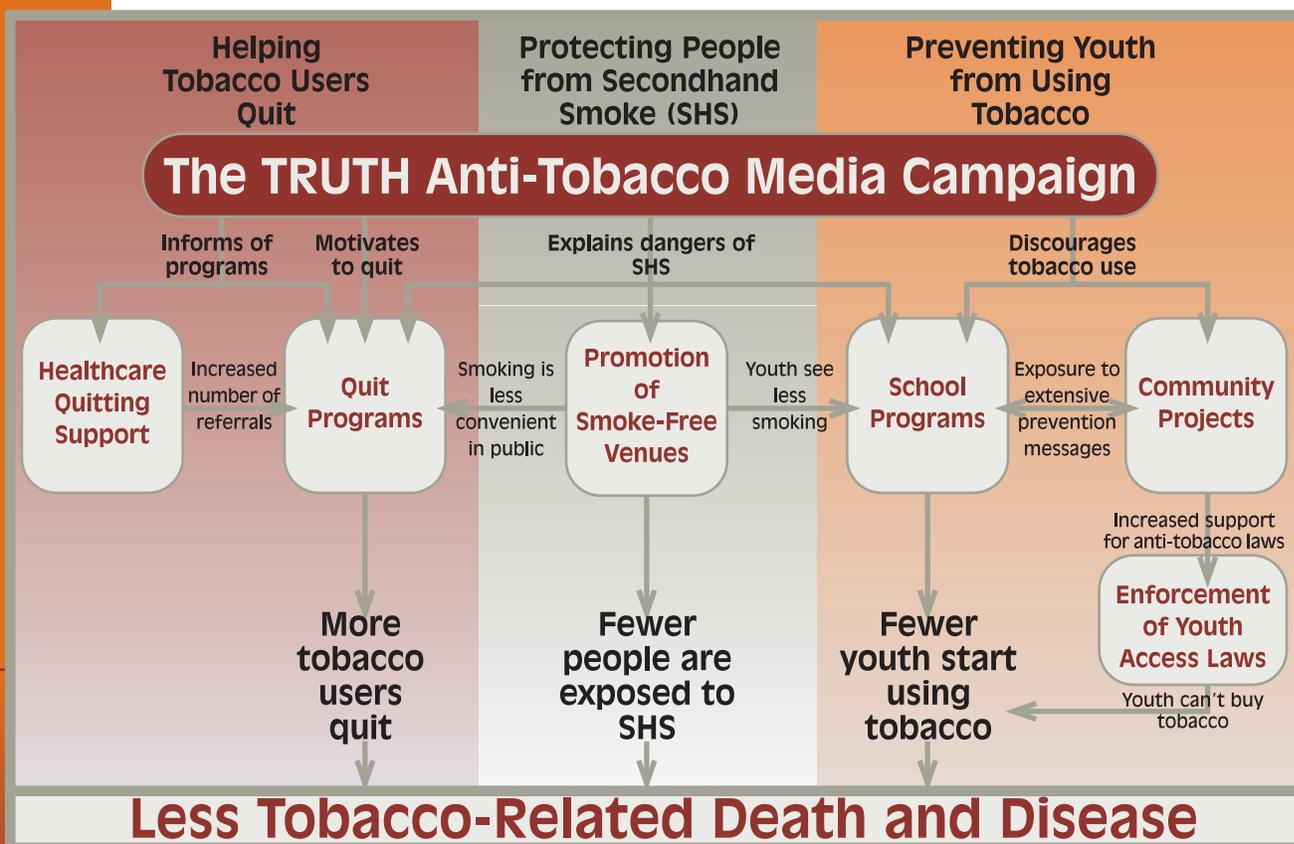
Utahns favor tobacco control.

A recent survey found that 84% of Utahns support statewide efforts to reduce tobacco use in Utah.¹⁵

Comprehensive tobacco control programs reduce tobacco use.

Comprehensive tobacco prevention and control programs have the potential to save lives and realize substantial savings in health care and productivity costs.¹⁶ The Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health includes all components of a comprehensive program. (See graph below.) All segments of this program undergo continual evaluation and improvement.

Overview of TPCP Goals and Strategies



Tobacco Prevention and Control Program Overview

Utah's Tobacco Prevention and Control Program (TPCP)

Mission

The Tobacco Prevention and Control Program (TPCP) leads the fight against tobacco-related death, disease and economic burdens in Utah by mobilizing the state to support tobacco-free lifestyles and environments. The TPCP and its partners provide programs and policies that are comprehensive, evidence-based, culturally-appropriate and cost-effective in order to:

- Prevent youth from starting to use tobacco
- Help tobacco users quit
- Protect Utahns from secondhand smoke
- Eliminate tobacco-related disparities

Components of Utah's TPCP

The TRUTH Campaign

The TRUTH campaign is the central element of the TPCP. Through TV, radio, billboards, posters, community events, and other media, The TRUTH campaign educates Utahns about the dangers of tobacco and motivates people to avoid tobacco use and to create smoke-free environments. In addition, The TRUTH ads ensure that Utah tobacco users know about statewide quit services.

Helping Tobacco Users Quit

The Utah Tobacco Quit Line, Utah QuitNet, and local counseling programs for youth, adults, and pregnant women present tobacco users with a variety of free or low-cost quit services. The TPCP partners with Medicaid and the Association for Utah Community Health to provide counseling and free quit medication to uninsured and Medicaid-insured tobacco users. Healthcare providers receive detailed information on Utah's quit programs to ensure that patients have increased access to quit options.

Preventing Youth Tobacco Use

In partnership with local health departments, school districts, and local community groups, the TPCP involves youth in anti-tobacco efforts and helps schools and communities establish comprehensive tobacco policies.

Enforcing Youth Access Laws

The TPCP partners with local health departments and law enforcement officials to reduce youth access to tobacco through education of tobacco retailers, public recognition of outlets that have a record of not selling to minors, and through regular compliance checks.

Protecting Utahns from Secondhand Smoke

The TPCP and its partners educate the community about the benefits of voluntary smoke-free environments in homes, bars and clubs, and outdoor venues. Businesses receive help in complying with the Utah Indoor Clean Air Act (UICAA).

Reducing Tobacco Use Among All Utahns

Utahns with the highest tobacco use rates, such as those with low income and education levels and those belonging to certain ethnic and racial groups, receive tailored interventions. Four community-based organizations serving Utah's Hispanic, Native American, African American, and Pacific Islander communities receive funding to develop culturally appropriate programs and make plans to assure that tobacco prevention and control messages reach all Utahns.

Program Outcomes

The TRUTH Campaign

Recognition of The Truth campaign remains high. In recent surveys, 93% of Utah adults and 95% of Utah youth reported seeing or hearing anti-tobacco ads in the past month.^{1,15}

More than 75% of Utahns are aware of the Utah Tobacco Quit Line, and more than 60% know about QuitNet.^{15,18}

Increases in media intensity led to increased use of the Utah Tobacco Quit Line and Utah QuitNet.

More than half of Utah adult smokers reported that seeing The TRUTH ads made them think about quitting.¹⁸

The TRUTH ads motivated a high proportion of Utahns to take action, such as trying to quit smoking or convincing someone else to quit.^{15,18}

Ninety-five percent of Spanish-speakers recognized The TRUTH campaign's messages.¹⁹

11,000 youth created anti-tobacco ads for the "Truth from Youth" advertising contest.

The Utah Advertising Federation recognized The TRUTH ads with seven ADDY Awards.

Helping Tobacco Users Quit

Seventy-eight percent of Utah adult smokers want to quit, and the majority tried within the past year.¹

More than 13,000 Utahns utilized TPCP-sponsored quit services.

Participants in TPCP-sponsored quit services were at least twice as likely to quit as smokers who tried on their own.²⁰⁻²⁵

The majority of quit service participants reduced their tobacco use or quit altogether.²¹⁻²⁵

Nearly 8,000 Utahns registered with the Utah Tobacco Quit Line. More Utahns used telephone quit line services during FY2005 than in any other year of the Utah Tobacco Quit Line's existence.²⁶

More than 3,300 Utahns registered with Utah QuitNet. Compared to FY2004, registrations increased by 44%.²⁷

Preventing Youth Tobacco Use

During the 2004/05 school year, 120,000 students attended schools that participated in tobacco policy projects.

One hundred thirty-nine elementary schools participated in the Gold Medal Schools program. Seventy-four earned "medals" for effective tobacco prevention activities and policies.

Tobacco sales to youth during compliance checks have declined by 56% since 2001.¹²

Ninety-nine percent of 4th to 8th grade students receiving classroom tobacco prevention education said that they would not use tobacco in the next year.²⁹

The Phoenix Alliance, Utah's youth coalition, continued its anti-tobacco advocacy initiatives at school and community events.

Protecting Utahns from Secondhand Smoke (SHS)

More than 90% of Utah households have rules against smoking inside the home.¹

Since 2001, child exposure to SHS in the home has decreased by 44%.⁷

Fifty-nine percent of youth report weekly exposure to SHS outdoors.¹⁵

The cities of Logan and Hyde Park passed smoke-free parks ordinances.

Thirteen percent of Utahns report exposure to SHS in the workplace. Among Spanish speakers, 28% report exposure.^{18,19}

Several Utah organizations adopted voluntary smoke-free policies, including bars, clubs, other workplaces, and apartment complexes.

Reducing Tobacco Use Among All Utahns

Tobacco use rates are higher among Utah adults with less education and lower incomes.¹

Three hundred sixty-two Utahns with low incomes received medications to treat nicotine dependence.

Tobacco use rates are higher among African American, Native American, and Hispanic adults in Utah.¹

Four ethnic networks have recruited dozens of advocates against tobacco and participated in 80 community events.

Utah Latino Network efforts have increased Spanish Quit Line utilization from just 22 callers in the first half of the year to 289 in the second half.²⁶

Community groups promoted smoke-free environments in 78 homes, three medical clinics, seven clubs, and five outdoor venues.

Statewide Program Update

The TRUTH Campaign

The TRUTH anti-tobacco marketing campaign counters tobacco industry advertising.

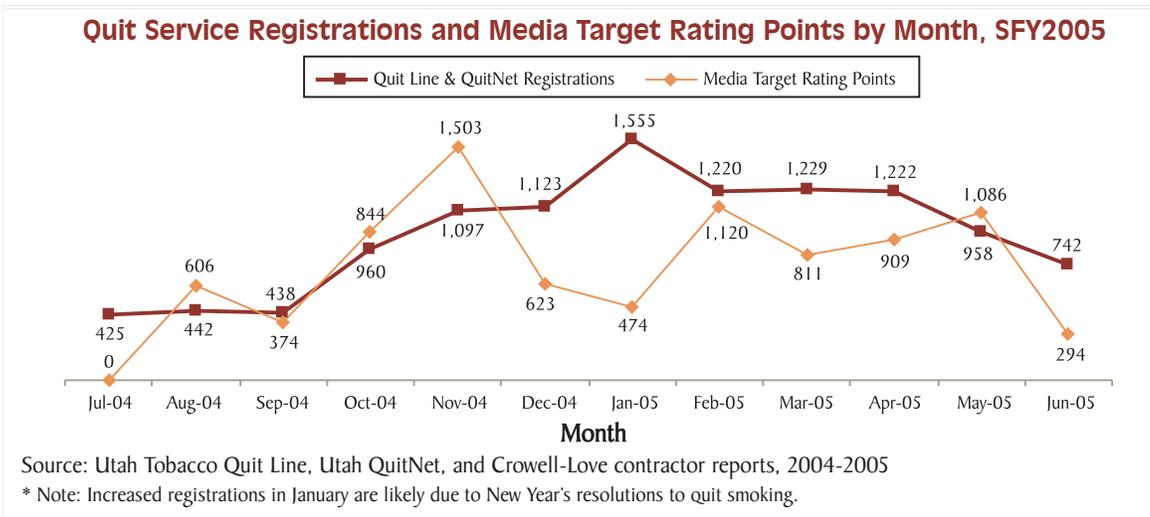
The tobacco industry continues to spend millions of dollars each year to market tobacco products to Utahns.¹⁴ Its strategies include magazine and Internet ads, counter displays, event sponsorships, and association of products with celebrities. The TRUTH campaign counters these industry activities with targeted messages for youth, adults, and pregnant women that inform about the devastating effects of tobacco use and link tobacco users to quit services.

Utahns are aware of The TRUTH campaign.

Most Utahns remember The TRUTH ads and know about quitting services promoted by the campaign.^{15,18}

| Recall of the TRUTH campaign and quit services | Youth | Adult Smokers | Adult Nonsmokers |
|---|-------|---------------|------------------|
| Remember seeing or hearing anti-tobacco ads in the last month | 95% | 97% | 93% |
| Know about the Utah Tobacco Quit Line | 81% | 88% | 76% |
| Know about Utah QuitNet | 67% | 67% | 61% |
| Thought about quitting after seeing the ads | | 53% | |

Increased intensity of The TRUTH ads continues to lead to increased quit service registrations.



The Utah Advertising Federation recognized The TRUTH campaign with seven ADDY Awards.

In 2005, The TRUTH campaign received ADDY Awards for outstanding achievements in advertising for the following campaign components:

- Best of Show: Tarot Card Design (college campaign)
- Gold ADDY Award - Specialty Advertising - Other Merchandise - Direct Marketing: Tarot Card Design (college campaign)
- Gold ADDY Awards - Television/Mixed Media: Secondhand Smoke "Interview", "Home", and "Car"
- Gold ADDY Award - Svarnik and Byll (Youth Campaign)
- Silver ADDY Award - Television/Mixed Media: Pregnant Women "Ultrasound"



In the silver ADDY award winning ad, "Ultrasound," a pregnant woman sees how smoking harms her baby.

Statewide Program Update

The TRUTH Campaign

Utahns continue to find The TRUTH ads convincing and motivational.

Telephone surveys found that most Utahns remembered and reacted favorably to The TRUTH ads. Many Utah smokers reported thinking about quitting or trying to quit as a result of viewing the ads. Both youth and adults indicated that the ads motivated them to encourage smokers to quit.^{15,18}

| I Did It - Phase II | | Youth | Adult Smokers | Adult Nonsmokers |
|---|--|---------------|------------------|------------------|
| Successful ex-smokers tell how they quit and encourage others to try. | | | | |
|  | Recall: | | | |
| | Remembered seeing the ad | 81% | 84% | 87% |
| | Opinions of Ad Viewers: | | | |
| | Found the ad convincing | 95% | 48% | 71% |
| | Behavior Changes of Ad Viewers: | | | |
| | Thought about quitting | | 51% | |
| Made a quit attempt | | 31% | | |
| Encouraged someone to quit smoking | 47% | | 36% | |
| Secondhand Smoke | | Youth | Adult Smokers | Adult Nonsmokers |
| People are exposed to SHS in homes, cars, and workplaces, and the dangers of SHS are explained. | | | | |
|  | Recall: | | | |
| | Remembered seeing the ad | 59% | 60% | 59% |
| | Opinions of Ad Viewers: | | | |
| | Found the ad convincing | 91% | 61% | 76% |
| | Behavior Changes of Ad Viewers: | | | |
| | Stopped smoking indoors | | 38% | |
| Asked someone not to smoke around them | 65% | | 49% | |
| I Did It - Phase III | | Adult Smokers | Adult Nonsmokers | |
| Smokers receive messages encouraging them to quit smoking and throw away their cigarettes. | | | | |
|  | Recall: | | | |
| | Remembered seeing the ad | 52% | 47% | |
| | Opinions of Ad Viewers: | | | |
| | Found the ad convincing | 38% | 66% | |
| | Behavior Changes of Ad Viewers: | | | |
| | Thought about quitting | 37% | | |
| Made a quit attempt | 25% | | | |
| Encouraged someone to quit smoking | | 34% | | |
| Svarnik and Byll | | | Youth | |
| Two young men dressed as medieval knights talk about fighting tobacco. | | | | |
|  | Recall: | | | |
| | Remembered seeing the ad | | 62% | |
| | Opinions of Ad Viewers: | | | |
| | Found the ad convincing | | 64% | |
| Behavior Changes of Ad Viewers: | | | | |
| Encouraged someone to quit smoking | | 42% | | |

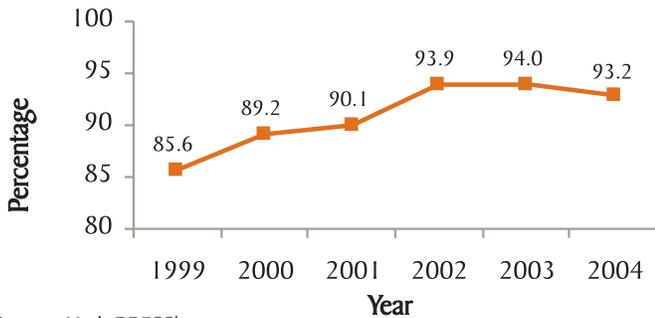
Note: Spaces were left blank if the question was not asked of the given population.

Statewide Program Update The TRUTH Campaign

To recognize messages and take action, audiences must be exposed to media messages at least three times per week on a continual basis.

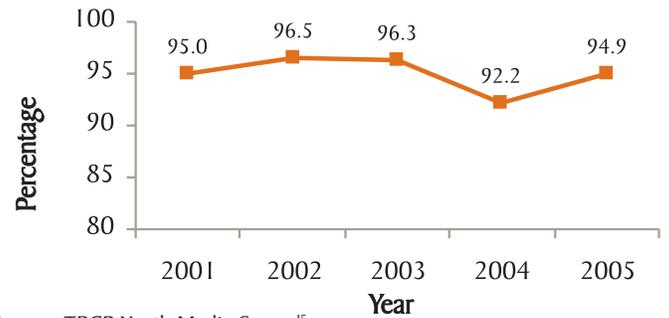
Comprehensive prevention efforts that combine media, school-based activities, and community-based activities can postpone or prevent smoking in 20-40% of adolescents.³⁰ However, media research shows that targeted audiences must be exposed to media messages at least three times per week on an ongoing basis to be effective.^{31,32} Frequent exposure to The TRUTH campaign is crucial for maintaining Utah's downward trend in tobacco use.

Percent of Adults Who Saw Anti-Tobacco Ads in the Past Month, Utah 1999-2004



Source: Utah BRFSS¹

Percent of Youth (13-17) Who Saw Anti-Tobacco Ads in the Past Month, Utah 2001-2005*



Source: TPCP Youth Media Survey¹⁵

*Note: The survey question assessing youth ad recall was changed between 2003 and 2004.

Recognition of The TRUTH campaign remains high.

Utah's youth ad recall rates are comparable to the renowned 1999 Florida 'truth' campaign. Compared to survey respondents in Florida, Utah's youth are more likely to report that they talked to friends about the anti-tobacco ads and that they know where to find help to quit.¹⁵

Nearly 60,000 youth have created "Truth from Youth" anti-tobacco ads.

The TRUTH campaign sponsors an annual contest for youth to create anti-tobacco radio, billboard, and television ads. Winning ads are produced and aired or displayed. The contest helps youth understand and combat tobacco industry advertising tactics, teaches about the health effects of tobacco, and provides youth with a way to help others choose not to use tobacco.

- Since 1997, nearly 60,000 youth have developed anti-tobacco ads.
- During the 2004/2005 school year, 11,000 youth participated in the contest



Ad contest winners share anti-tobacco messages after the contest award ceremony at the Gateway.

The TRUTH messages reach Spanish speakers.

During the past years, The TRUTH campaign worked with Utah's Hispanic communities to develop and distribute anti-tobacco messages in Spanish. Surveys show that Utah's Spanish speakers recall The TRUTH messages and know about statewide services.¹⁹

| Spanish Speakers' Responses to The TRUTH campaign | | Spanish Speakers |
|---|--|------------------|
|  | Remembered seeing or hearing anti-tobacco ads in the past month | 95% |
| | Remembered seeing anti-tobacco billboards/posters in the past year | 62% |
| | Had heard at least one of the campaign slogans | 95% |
| | Knew about the Utah Quit Line | 66% |
| | Knew about Utah QuitNet | 49% |
| | Encouraged someone to quit smoking | 49% |

Statewide Program Update

Helping Tobacco Users Quit

I love the Q [QuitNet]...It helped me through a very tough time and got me on the road to a good quit.

Cheryl Anne Landon
Clearfield, UT
Utah QuitNet participant



Services to help tobacco users quit save lives and money.

The Centers for Disease Control and Prevention (CDC) calls helping tobacco users quit “the single most cost-effective health insurance benefit for adults,” because quitting prevents heart disease, stroke, multiple cancers, respiratory diseases, pre-term deliveries, and low birth-weight.³³ Each quitter saves employers and insurance agencies \$1,760 in lost employment productivity and \$1,623 in excess medical expenditures annually.³³

Most Utah smokers want to quit.

A 2004 statewide survey found that 78% of Utah adult smokers would like to quit, and the majority have tried during the past year.¹

Quit rates increased due to TPCP services.

The unique challenges of different population groups necessitate a variety of quitting services. Without help, only 7-8% of tobacco users are able to quit, but all tailored quitting interventions offered by the TPCP at least doubled this rate.²⁰⁻²⁵

The Utah Tobacco Quit Line is crucial in helping Utahns quit.

The Utah Tobacco Quit Line offers counseling over the telephone and sends quitting information and products by mail. The Utah Tobacco Quit Line offers advantages most in-person cessation programs can't:

- Multiple-language capacity
- Specialized services for youth, pregnant women, and smokeless tobacco users
- A degree of anonymity for those seeking help
- Counseling at night and on weekends
- Both scheduled counseling sessions and the ability to call spontaneously
- Freedom from transportation, childcare, and group scheduling barriers

Utah Tobacco Quit Line Quit Rates in FY05²¹

| Service | Youth | Adult |
|--|------------------------|------------------------|
| Intensive Program (multiple counseling sessions and additional services) | 42.2% quit tobacco use | 34.9% quit tobacco use |
| One-Time Counseling | 23.8% quit tobacco use | 23.7% quit tobacco use |

All Utah stop-smoking efforts benefit from the Utah Tobacco Quit Line.

In Utah, a single phone number is used in all quit-tobacco media messages, eliminating the expense of advertising multiple quitting programs. In turn, the Quit Line refers callers to quitting services statewide. Because Quit Line advertising motivates quitting even among those who do not call the Quit Line, the CDC states, “The overall evidence indicates that quitlines have the potential not only to provide effective assistance to those who seek it, but also to increase quitting among tobacco users generally.”³⁴

TPCP partnership with Medicaid brings federal dollars to Utah.

The TPCP partners with Medicaid to provide Quit Line services, First Step quitting services for pregnant women, quitting medications, and The TRUTH campaign messages to help tobacco users quit. This partnership brought approximately \$918,000 in federal Medicaid matching funds to Utah in FY05.

Statewide Program Update Helping Tobacco Users Quit

Quitting Services and Successes in FY05

| Service | Success |
|--|--|
| Utah QuitNet - This online support program is part of a worldwide network offering quitting guides, personalized quitting plans, peer support, and expert quitting assistance. ²² | 3,343 people served 24% reduced tobacco use 42% quit tobacco use |
| Medicaid Pregnant Women Program - Sixty-four percent of the 3,200 Utah women who smoked during pregnancy in 2004 were on Medicaid. ⁵ The TPCP partners with Medicaid to identify them and help them quit. ²³ | 555 people served 30% reduced tobacco use 21% quit tobacco use |
| END (Ending Nicotine Dependence) - END is a court-mandated class for youth who violate laws forbidding underage possession of tobacco. ²⁴ | 1,081 people served 44% reduced tobacco use 16% quit tobacco use |
| NOT - (Not On Tobacco) NOT is a voluntary class for youth who want to stop smoking. ²⁵ | 168 people served 30% reduced tobacco use 44% quit tobacco use |

When I started this class, I was smoking a pack and a half a day during school... Now I smoke less than five [cigarettes] a day, and never at school. My attendance is better and my grades are turning around. The class works. I am proof.

Arlis Einerson
Lake Point, UT
END class
participant

Utahns are highly satisfied with TPCP quitting services.

- 88% of adults and 93% of youth callers were satisfied with Quit Line services.²¹
- Most participants in the END program were ordered to take the class by the courts and reported at PreTest that they were unhappy to be in the class. However, 78% were pleased with the class at PostTest, and 99% rated their teachers as excellent or good.²⁴

Demand for quitting services exceeded program resources.

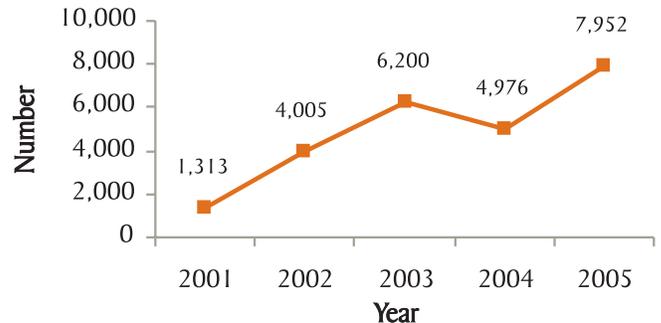
More Utahns registered for TPCP quitting services in the past year than ever before. Demand exceeded funding levels, so hundreds of people were offered only minimal services instead of a complete quitting program. Unfortunately, fewer people are able to quit when services are limited.

- More Utahns registered for Quit Line services in FY05 than in any other year of its existence.²⁶
- In its second year of operation, Utah QuitNet registrations increased by 44%.²⁷

Involving healthcare providers is challenging.

A statewide survey found that fewer smokers were advised to quit by their healthcare providers in 2004 than in any other year in which data were collected, even though health professional advice is proven to increase quit rates.¹ Also, less than one-third of smokers were informed of quitting medications and services by their healthcare providers.¹ To combat this problem, the TPCP and its partners have launched an initiative to provide new resources to healthcare providers and involve health insurance agencies in tobacco cessation.

Number of Utah Tobacco Quit Line Registrations, Utah SFY 2001-2005



Source: Utah Tobacco Quit Line Adult Monthly Telecom Reports²⁶

Statewide Program Update

Preventing Youth Tobacco Use

Youth smokers are less healthy, less physically fit, engage in risky behaviors, and perform poorly in school.

Cigarette smoking among young people leads to serious health problems, including cough and phlegm production, an increase in the number and severity of respiratory illnesses, decreased physical fitness (both performance and endurance), adverse changes in blood cholesterol levels, and reduced rates of lung growth and function.³⁵ Furthermore, tobacco use in adolescence is associated with a range of other health-compromising behaviors, including being involved in fights, carrying weapons, engaging in higher-risk sexual behavior, and using alcohol and other drugs.³⁶ Smokers are likely to be less committed to their education, less competent in learning, and less successful academically than their nonsmoking peers.³⁶

Youth smokers respond to tobacco advertising.

More than 75% of young Utah smokers report that they smoke the three most heavily advertised brands: Marlboro, Camel, and Newport.²⁸ Although cigarette ads were banned from broadcast media, tobacco companies continue to reach youth by promoting tobacco through in-store advertising, ads in magazines with high youth readership, promotional items, and through other non-traditional advertising venues.³⁷

Youth smokers who try to quit suffer the same withdrawal symptoms as adults.

The younger people are when they begin smoking, the more likely they are to become strongly addicted to nicotine. The addictive potential of nicotine is comparable to that of heroin, cocaine, and alcohol. Of all addictive behaviors, cigarette smoking is the one most likely to be established in childhood.³⁵ Most people could be prevented from becoming tobacco users if they could be kept tobacco-free during adolescence.³⁸

The TPCP uses proven comprehensive programs to reduce youth smoking.

The TPCP partners with local health departments, schools, and community agencies to strengthen tobacco-free policies, educate youth about the health and social consequences of tobacco use, and reduce youth access to tobacco products. The TRUTH anti-tobacco media messages deglamorize tobacco use, promote tobacco-free norms, and inform teen smokers about cessation services. The Phoenix Alliance, Utah's statewide youth anti-tobacco coalition conducts street marketing events and provides technical assistance to programs that aim at reducing youth tobacco use.

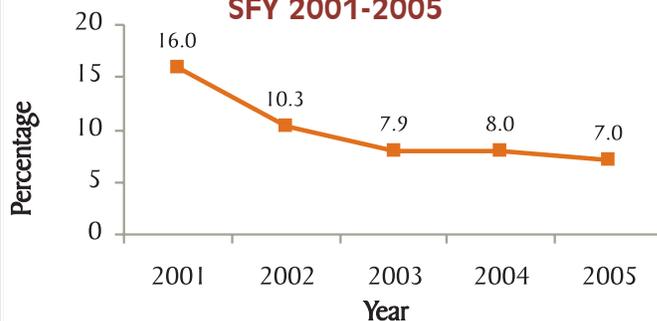


Elementary school students from Carbon School District participate in a tobacco prevention assembly.

Enforcement of access laws led to a 56% decline in tobacco sales to Utah youth since 2001.¹²

The TPCP works with Local Health Departments, law enforcement officials, and retailers to ensure compliance with laws prohibiting tobacco sales to minors. Efforts include compliance checks, retailer education, and recognition of tobacco retail outlets that do not sell to minors. As a result of decreased sales to minors, only 5% of Utah high school students list stores as their usual source of cigarettes.²⁸

Percent of Retail Outlets Who Sold Tobacco to Minors During Compliance Checks, Utah SFY 2001-2005



Source: TPCP Compliance Check Summary Data¹²

Statewide Program Update

Preventing Youth Tobacco Use

Utah schools strengthen policies to prevent youth tobacco use.

TPCP's comprehensive School Tobacco Policy Projects

The TPCP partners with school districts to establish comprehensive tobacco policies in accordance with CDC School Guidelines. The new policies include strong bans of tobacco use on school grounds and at school functions, evidence-based tobacco prevention curricula, training for teachers and staff in curricula and policies, access to quitting services for students and staff, parent and community involvement in tobacco prevention, and assessment of changes.

- Since 2002, the TPCP has funded 179 schools in 9 districts to strengthen tobacco policies.
- During the 2004/2005 school year, more than 120,000 students attended schools that participated in the school policy projects.
- By the end of the 2004/2005 school year, the participating districts had updated their tobacco policies and continued to work on ensuring sustainability and ongoing enforcement of the new policies through tailored activities.



Gold Medal Schools

The UDOH Gold Medal Schools program provides assistance and incentives to Utah's elementary schools for improving health-related policies.

- During the 2004/2005 school year, 139 elementary schools participated in the program.
- By the end of the 2004/2005 school year, 23 elementary schools had attained "Bronze Medal" status by developing, adopting, and enforcing a comprehensive tobacco policy; 12 schools had attained "Silver Medal" status by establishing a tobacco cessation referral system for teachers and staff; and 39 schools had attained "Gold Medal" status by organizing a tobacco-free health-related event for students, parents, teachers, and principals.

Local health department partnerships

Local health departments continued to provide technical assistance in tobacco prevention education and policy development to school districts and communities. Eight additional school districts benefited from policy partnerships with local health educators which resulted in enhanced policies. Additionally, more than 8,000 elementary and middle school students were taught tobacco prevention and control curricula.

Ninety-nine percent of students who participated in school tobacco prevention programs report that they will not smoke in the next year.²⁹

In anonymous prevention program surveys, 99% of 4th to 8th grade students who received tobacco prevention education reported that they would not smoke a cigarette or use chewing tobacco in the next year. After completing the programs, students showed significant increases in tobacco-related knowledge.

The TPCP's Phoenix Alliance continues its youth-led fight against the glamorization of tobacco.

Utah's statewide anti-tobacco advocacy youth coalition, the Phoenix Alliance, continued to educate local youth groups and conduct street marketing events. FY 2005 activities included working with the Utah State Fair to secure additional smoke-free areas, educating students at school events, and initiating a letter-writing campaign to encourage worksites to become smoke-free.



Phoenix Alliance advocates educate the media about Secondhand Smoke

Statewide Program Update

Protecting Utahns from Secondhand Smoke

Becoming smoke-free made working there a lot nicer, and it was beneficial to the restaurant because it made it nicer for the nonsmokers.

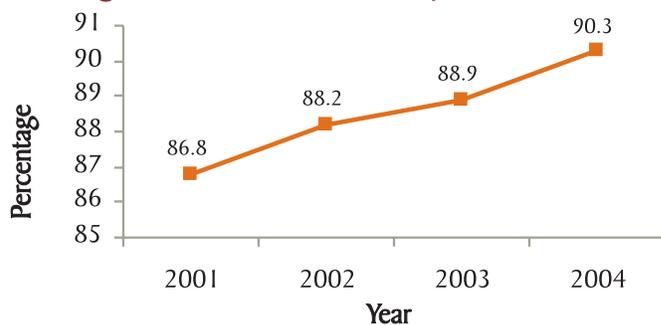
Derrick Abbey
Salt Lake City, UT
Club Baci
employee



More Utahns have made their homes smoke-free.

Secondhand smoke (SHS) kills over 50,000 Americans each year by causing fatal diseases such as heart disease and cancer.⁸ Children exposed to secondhand smoke suffer from low birth weight, sudden infant death syndrome, asthma, pneumonia, ear infections, and bronchitis.⁸ To help prevent SHS exposure, the TPCP encourages households to make rules against smoking in the home. The proportion of smoke-free households has increased by 4% in the past three years.¹ Another survey found that someone smoked inside the homes of 44% of Utah smokers, compared to 3% of nonsmokers. Work remains to be done to educate smokers about the dangers of exposing nonsmokers to SHS.¹⁸

Percent of Adults Who Established 'No Smoking' Rules in Their Homes, Utah 2001-2004



Source: Utah BRFSS

Child exposure to secondhand smoke at home declined by almost half.

The number of children exposed to SHS inside Utah homes declined by 44% between 2001 and 2004.⁷ Almost 18,000 fewer children are at risk now than three years ago. However, more than 25,000 Utah children continue to be exposed to SHS at home.^{2,7}

Most youth are exposed to secondhand smoke outdoors.

Outdoors, 59% of Utah youth report weekly exposure to secondhand smoke.¹⁵ Studies show that children exposed to SHS outdoors by household members absorb nicotine in their bodies; therefore they are not as safe as children who are in smoke-free environments.³⁹ Also, researchers find that youth who often see other people smoking are more likely to start smoking themselves.⁴⁰

Many Utahns are exposed to secondhand smoke at work.

In spite of the Utah Indoor Clean Air Act, 13% of Utah workers reported regular exposure to SHS in their workplaces.¹⁸ Spanish-speaking Utahns are particularly at risk: 28% reported workplace exposure.¹⁹

Utahns strengthened voluntary smoke-free policies in public places.

Utah laws protect many public places from SHS, but legal protection is not comprehensive. The TPCP and its partners helped organizations that are not covered by the law to become voluntarily smoke-free and helped others enhance their smoking policies beyond the minimum legally required protections.

- The W Lounge, a dance club, and the Gastronomy chain of bars and clubs became smoke-free for the safety of their employees and patrons.
- The National Tongan American Society helped seven kava clubs (Polynesian ceremonial clubs) become smoke-free.
- Tooele County Health Department employees obtained enough support from other employees to ban smoking in county vehicles.
- With the help of the local health department, an apartment complex in Davis County enhanced its smoking policy to better protect tenants.
- The Weber-Morgan Health Department banned smoking on its facilities and grounds.

Statewide Program Update

Protecting Utahns from Secondhand Smoke

Smoke-free public places are spreading across the world.

1986

- The U.S. Surgeon General reports that simply separating smokers and nonsmokers within the same air space will not eliminate the risk of disease caused by secondhand smoke.⁴¹

1989

- The U.S. bans smoking on almost all domestic airline flights in response to flight attendants' demands for a safer workplace.⁴²

1994

- Utah passes one of the strongest smoke-free workplace laws of the time, banning smoking in most indoor workplaces. The law does not protect some workplaces, such as private clubs and the Salt Lake International Airport.

1998

- California is the first state to ban smoking in all indoor workplaces, including bars.

2002

- Heart attacks in Helena, Montana, fall by more than half following a ban on smoking in restaurants and bars. Unfortunately, the ban is suspended six months later and heart attack rates return to previous levels.⁴³
- A national study finds that several U.S. airports are smoke-free, such as Los Angeles, Houston, Miami, Seattle-Tacoma, and Boston.⁴⁴
- Delaware bans smoking in workplaces.

2003

- Clinton is the first city in Utah to pass an ordinance creating smoke-free areas in public parks. Many California cities also ban smoking at parks.
- New York City bans smoking in workplaces, including bars. Studies show a positive financial impact on New York nightlife.⁴⁵
- New York state, Connecticut, and Maine pass laws banning smoking in workplaces, including bars.

2004

- A statewide survey finds that almost 80% of Utahns would favor a law to ban smoking in workplaces, including bars. Over 90% favor smoking restrictions in public outdoor venues.¹
- Massachusetts bans smoking in workplaces, including bars. Restaurant and bar revenues increase by 10.6% in the first month of the ban.⁴⁶
- Ireland is the first country to pass a law banning smoking in all indoor public places, including bars. The law enjoys 94-97% compliance and motivates 7,000 people to quit smoking in its first year.⁴⁷
- Norway, New Zealand, Sweden, Uganda, Bhutan, Italy, Macedonia, Montenegro, and several Canadian provinces also pass laws banning smoking in all indoor public places.

2005

- Rhode Island, Vermont, Montana, Cuba, and Scotland pass laws banning smoking in indoor public places, including bars.
- Logan, UT and Hyde Park, UT pass ordinances making parks smoke-free.
- A bill that would have made more Utah workplaces smoke-free is approved by the Utah Senate but does not reach a vote in the House.

I went smoke-free for the benefit of the health of everyone: first myself and my employees, and then it trickles down to customers as well.

Casey Staker
Salt Lake City, UT
W Lounge Owner

Statewide Program Update

Reducing Tobacco Use Among All Utahns

Tobacco use and related diseases affect some Utahns more than others.

Segments of Utah's population are disparately affected by tobacco use. Income, education level, and race and ethnicity are indicators of tobacco use and its devastating health effects. Utahns with low incomes and fewer years of formal education have significantly higher rates of tobacco use compared to those of the general population. A recent Utah survey shows that much higher percentages of the state's African Americans (28.4%), Native Americans (18.6%), and Hispanic residents (14.1%) smoke than the general population (12.3%).¹

Steps Toward Reducing Inequalities

The TRUTH Campaign targets the Hispanic population.

During the past decade, the tobacco industry launched aggressive advertising campaigns targeted to culturally diverse communities.⁴⁸ The TPCP has countered with The TRUTH marketing campaign. The TRUTH campaign worked closely with Hispanic community leaders to produce and distribute culturally and linguistically appropriate TV ads, radio ads, posters, and billboards.

Anti-tobacco Networks tackle tobacco problems among minority groups.

The TPCP funded community-based organizations serving Hispanic, African American, Native American, and Pacific Islander populations to establish Networks for tobacco prevention and control. These organizations spent their first year developing coalitions to effectively serve the populations they target and began efforts to reduce tobacco use and associated health problems in their communities. The five-year plans of the Networks include creating statewide coalitions of anti-tobacco advocates, educating community leaders about tobacco-related inequalities, improving data collection within these small population groups, ensuring the cultural and

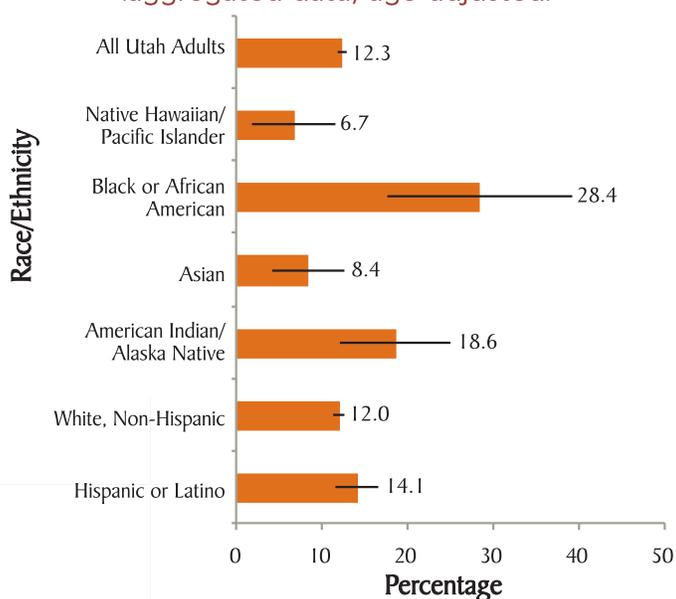
linguistic appropriateness of educational materials, and building capacity to conduct tobacco prevention and cessation activities. The groups increased awareness about their Networks and their tobacco prevention messages by attending or organizing nearly 80 community events this past year.

Networks link with existing community capacity.

The Networks have created vital links with existing organizations to avoid duplicating services and especially to draw strength from existing capacity and resources within their communities. For example, the African American Network, Harambee (meaning "let's pull together"), has worked through the predominately black churches statewide to share the tobacco prevention and control message to large congregations of African Americans in the state. The well-established leadership in Faith communities offers critical authority to the tobacco prevention message. "I could say it," says Harambee coordinator Betty Sawyer, "But if the pastor says it, it's like 'wow, this must be really important.' Their voice has a significant impact and adds credibility to the message"

Percent of Adults Who Reported Current Tobacco Smoking by Race and Ethnicity, Utah 1999-2004

(aggregated data, age-adjusted)*



Source: Utah BRFSS¹

* Age-adjusted to the U.S. 2000 standard population.

Statewide Program Update

Reducing Tobacco Use Among All Utahns

Networks overcome unique challenges and embrace strengths.

“Each Ethnic Network has its own unique characteristics,” says Eruera (Ed) Napia, coordinator of the Native American tobacco network, Networking to Keep Tobacco Sacred in Utah (NKTSU). For example, given traditional tobacco use in Native American ceremonies, the Native American Network’s message more appropriately focuses on eliminating “tobacco abuse”. It targets the use of cigarettes and smokeless tobacco rather than traditional sacred tobacco use.

While Networks develop culturally appropriate messages, the very formation of the Networks depends on culturally appropriate strategies that engender support from the communities they target. For example, NKTSU emerged through face-to-face meetings with tribal representatives in urban and reservation settings as well as careful navigation of tribal sovereignty issues. The Network’s steering committee consists of representatives from Utah’s five indigenous tribes as well as from Native urban communities. Such community “buy-in” creates a well-laid foundation and contributes to the long-term success of each Network.



Network gets Spanish speakers to seek help quitting.

The Utah Latino Network (ULN) consists of more than 80 members, including service providers, businesses, media, the University of Utah, and community members. “We all need each other to make changes in the areas we’re working on,” says former ULN coordinator Deborah Hinton. While it is too early to evaluate the effects of each Network on tobacco use among the different disparately affected populations, indications are positive. More Spanish-speaking callers registered with the Spanish Quit Line, in part because of increased community outreach by ULN staff and volunteers. The Spanish Quit Line is one of few interventions available to Spanish-only speakers. The number of callers registering with the Spanish Quit Line jumped from just 22 in the first half of this fiscal year to 289 in the second half.²⁶ The number of registered callers doubled when ULN outreach workers stepped up their efforts in February, and the number continues to grow.

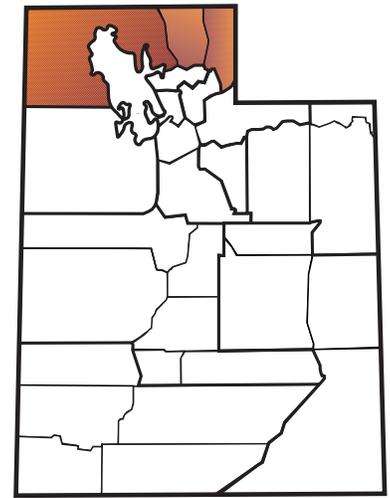
Low-income populations receive help in kicking the habit.

The TPCP partnered with Medicaid and the Association for Utah Community Health to provide enhanced quit services and medications for more than 362 uninsured or Medicaid-insured tobacco users.

Community groups establish smoke-free environments.

The TPCP also funded community-based organizations that target ethnic groups not included in the Networks. With 10-month grants, six of these groups focused on secondhand smoke policies and established smoke-free environments in three medical clinics, seven ethnically specific social clubs, and five outdoor events; 78 homes pledged to become smoke-free home. An additional organization in its second year of a three-year grant focused on capacity-building in five Asian refugee communities.

Bear River Counties



Tobacco Use in Bear River

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 6.8% |
| Youth in grades 9-12 (2003) ²⁸ | 10.6% |
| Pregnant women (2003) ⁵ | 4.0% |
| Homes with no-smoking rule (2002-04) ¹ | 91.5% |
| Quit Line registrations (FY2005) ²⁶ | 290 |
| QuitNet registrations (FY2005) ²⁷ | 169 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 91.4% |



Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Bear River Counties decreased from 11.2% (1995-98) to 6.8% (2002-04).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Bear River counties decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy started to decline.⁵
- Compared to 2001, the estimated rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 11.1% (State FY 2001) to 5.0% (State FY 2005).¹²

Passing the [no tobacco] ordinance was the right thing to do. Everyone thought it was a great idea and so I said, "Let's do it."

Logan Mayor Doug Thompson, photographed with Logan City Parks and Recreation Director Russ Akina at the Logan Aquatic Center.

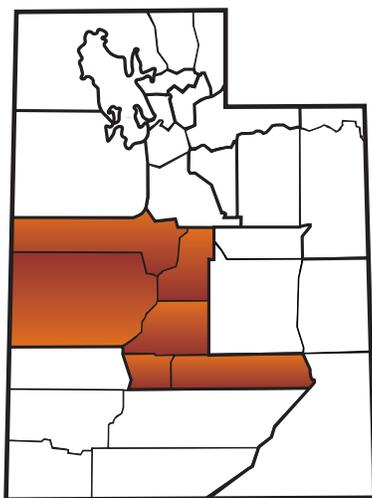
Bear River Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|---|--|
| Quit Programs | | |
| END teen class* | 222 youth | Quit Rate: 17% Reduction Rate: 42%* |
| Marketing the Quit Line in Spanish language magazines | 4,000 readers twice a year | Latinos received information about quit programs. |
| First Step prenatal program | 11 pregnant women | Two pregnant women completed the program. |
| Adult support group | 6 adults | Quit Rate: 50% Reduction Rate: 33% |
| Encouraging healthcare providers to offer quit program referrals & treatment | 15 physicians, 2 social service agencies | Two agencies joined the Quit Line fax referral program. |
| Prevention Programs | | |
| TOT/GRAT curricula** | 418 students | Students increased tobacco-related knowledge. |
| Promotion of Truth From Youth Anti-Tobacco Advertising Contest | 33 student 'ambassadors' promoted the contest in 17 schools | Students created 383 anti-tobacco ads. Local winners' ads were distributed at restaurants, schools, and theaters. |
| Involving youth coalitions in promoting comprehensive tobacco policies in schools | Cache, Logan and Box Elder school districts | Secondary schools in Box Elder school district improved promotion and enforcement of comprehensive tobacco policies. |
| Conducting certification program for retailers who sell tobacco | 14 tobacco outlets | 14 additional retailers received training and certification (total: 56 stores). |
| Promotion of Smoke-free Policies | | |
| Participated in student task force at Utah State University (USU) to support policy change initiatives | USU students, staff, and faculty | Campus policy assessment was completed. The coalition was strengthened to plan for a tobacco-free campus. |
| Smoke-free homes campaign (Governor's Youth Council and Hispanic Health Coalition) | Homes in Hyrum and in low income neighborhoods in Logan | 153 participants signed a smoke-free home pledge. |
| Healthy Community Legacy Projects | Logan and Hyde Park | Logan and Hyde Park passed smoke-free park ordinances. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

** TOT: Tobacco On Trial /GRAT: Get Real About Tobacco

Central Utah Counties



Tobacco Use in Central Utah

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 14.6% |
| Youth in grades 9-12 (2003) ²⁸ | 17.4% |
| Pregnant women (2003) ⁵ | 11.4% |
| Homes with no-smoking rule (2002-04) ¹ | 86.0% |
| Quit Line registrations (FY2005) ²⁶ | 224 |
| QuitNet registrations (FY2005) ²⁷ | 75 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 93.4% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Central Utah remained stable between 1995-98 and 2002-04.
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Central Utah has decreased.^{28,49}
- Birth certificate data indicate that smoking during pregnancy remained stable.⁵
- Compared to 2001, the estimated rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 13.8% (State FY 2001) to 10.9% (State FY 2005).¹²



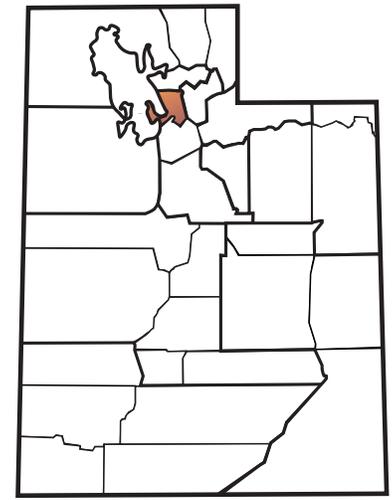
Cheyene Willey, a Red Hills Middle School student, receives an award for winning the Sevier County TRUTH Anti-tobacco Advertising Contest.

Central Utah Public Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|---|--|
| Quit Programs | | |
| END teen class* | 8 youth | 3 teens quit; 2 others reduced tobacco use. |
| First Step prenatal program | 15 pregnant women | Participants received quit support and referrals to the Quit Line. |
| Adult quitting support | 26 adults | Participants received quit support and referrals to the Quit Line. |
| Encouraging healthcare providers to offer quit program referrals and treatment | Nurses, physicians' offices | Healthcare providers received information on quitting services. |
| Encouraging smoke-free worksites | 2 trucking companies | Trucking companies added SHS messages and information on quitting services to log book covers. |
| Prevention Programs | | |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | Schools in 6 Central Utah counties | Students created 519 anti-tobacco ads. Local winners' ads were shown in local media. |
| Supporting school districts in promoting comprehensive school tobacco policies | North Sanpete and South Sanpete school districts | Central Utah Public Health Department provided community support for policy enforcement. |
| Phoenix Alliance partnership | Students at 7 high schools and middle schools | Students learned about tobacco issues and participated in youth-led anti-tobacco advocacy. |
| Promotion of Smoke-free Policies | | |
| Education about smoke-free parks in Delta and Manti | Delta and Manti community members | Delta and Manti committed to encouraging voluntary smoke-free policies in parks. |
| Distribution of signage stating the Utah Indoor Clean Air Act (UICAA) 25-foot rule | Retailers, businesses, health care providers, hospitals, post offices | Entities in 15 cities agreed to post updated 25-foot rule signs. |
| TCM (Targeted Case Management) partnership | 13 nurses | Nurses distributed secondhand smoke brochures and quit service information during TCM visits. |

*END: Ending Nicotine Dependence. Quit and reduction numbers include students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

Davis County



Tobacco Use in Davis County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 9.8% |
| Youth in grades 9-12 (2003) ²⁸ | 7.8% |
| Pregnant women (2003) ⁵ | 5.7% |
| Homes with no-smoking rule (2002-04) ¹ | 90.2% |
| Quit Line registrations (FY2005) ²⁶ | 555 |
| QuitNet registrations (FY2005) ²⁷ | 614 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 95.5% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Davis County remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Davis County decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The estimated rate of children exposed to tobacco smoke in their homes decreased from 4.2% in 2001 to 1.7% (2003/04 combined data).^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 6.8% (State FY 2005).¹²



My tenants know that I strictly enforce my smoke-free policies but that I am also willing to help them by providing smoke-free home kits and quit smoking kits. I've even offered monetary incentives to tenants who quit.

Neil Breinholt
Owner, Clarelton
Apartments, North Salt
Lake.

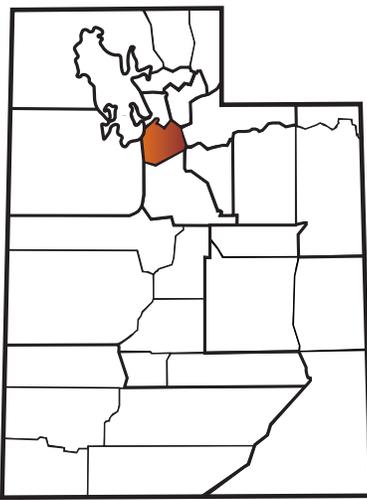
Davis County Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|---|---|--|
| Quit Programs | | |
| END teen class* | 135 youth | Quit Rate: 9% Reduction Rate: 72%* |
| Teen Tobacco Reduction Program | 152 youth | Promoted awareness of dangers of tobacco use. |
| Encouraging healthcare providers to offer quit program referrals & treatment | 5 healthcare agencies | Increased access to quit programs. Nurses forwarded 24 fax referral forms to the Quit Line. |
| Distributing Quit Kits, First Step workbooks, and materials that promote the Quit Line and QuitNet. | Community members, hospitals, healthcare providers | Increased availability of quit resources and referrals to quit services. |
| Prevention Programs | | |
| Training teachers in TNT curriculum** | 15 teachers | Teachers ensured that 533 students received tobacco prevention education. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 3,500 students reached with promotions | Students created 1,365 local anti-tobacco ads for the statewide contest. |
| Promoting comprehensive tobacco policies in schools | Middle school coordinators, selected elementary schools | Middle school coordinators agreed to review and revise district-wide tobacco policy. Four elementary schools adopted a new policy; three elementary schools enhanced policy enforcement. |
| Counter-marketing through school publications | 14,130 students and adults | Anti-tobacco ads in students newspapers and school newsletters informed about tobacco prevention and cessation. |
| Promotion of Smoke-free Policies | | |
| Promoting voluntary smoke-free homes | 850 health fair attendants, 500 CHEC program participants | 700 smoke-free home kits and SHS brochures were distributed. |
| Strengthening secondhand smoke policies in apartment buildings | 1 apartment complex | Tenants in 17 units benefited from enhanced secondhand smoke policy at their complex. |
| Strengthening tobacco policies of local trade schools | 2 trade schools | Student coalitions were established to review and revise policies. A new policy at Clearfield Job Corps requires underage tobacco users to attend cessation classes. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

**TNT: Towards No Tobacco

Salt Lake County



Tobacco Use in Salt Lake County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 13.6% |
| Youth in grades 9-12 (2003) ²⁸ | 9.2% |
| Pregnant women (2003) ⁵ | 7.4% |
| Homes with no-smoking rule (2002-04) ¹ | 85.9% |
| Quit Line registrations (FY2005) ²⁶ | 3,336 |
| QuitNet registrations (FY2005) ²⁷ | 1,649 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 94.7% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Salt Lake County decreased from 17.3% (1995-98) to 13.6% (2002-04).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Salt Lake County has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The estimated rate of children exposed to tobacco smoke in their homes decreased from 7.6% in 2001 to 4.8% (2003/04 combined data).^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.3% (State FY 2001) to 7.0% (State FY 2005).¹²



Salt Lake Valley Health Department Activities to Reduce Tobacco Use

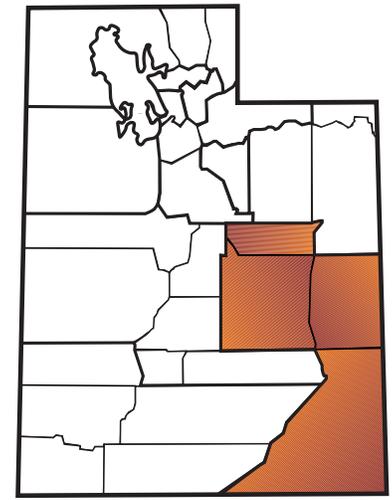
| Projects | Participants | Outcomes |
|--|--|--|
| Quit Programs | | |
| END teen class* | 293 youth | Quit Rate: 15% Reduction Rate: 30%* |
| First Step prenatal program | 43 referrals; 12 participants | Participants received quit support and referrals to the Quit Line. |
| Encouraging healthcare providers to offer quit program referrals & treatment | U of U Student Health Services, 6 WIC, 1 Medicaid, 6 OB/GYN offices, 3 hospitals | Healthcare providers received quit materials (First Step kits, Quit Line cards, posters, etc.). 14 University of Utah Student Health Services staff received training in cessation counseling and referrals. |
| Promoting quit services to community members | Health fair participants, businesses, county employees | The Salt Lake Valley Health Department (SLVHD) distributed 2,600 quit pamphlets, referral information, and quit incentives. Nine county employees requested quit referrals. |
| Prevention Programs | | |
| Training teachers in TOT/TNT curricula** | 42 schools included in the promotion | 17 schools taught TOT, 7 schools taught TNT. 3,000 students received tobacco prevention education. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 11,879 students exposed to the promotion | Students created 1,729 local anti-tobacco ads for the statewide contest. |
| Supporting school districts in developing comprehensive tobacco policies | Granite school district | SLVHD provided support and technical assistance in policy development, curricula, instruction, quit services, and community involvement. |
| Maintaining the TAAT coalition (Teen Advocates Against Tobacco) | 46 active members | TAAT conducted advocacy events (participation: 12,800 community members) and supported smoke-free venue initiatives. |
| Promotion of Smoke-free Policies | | |
| Educating about smoke-free park policies | Community, and park directors | SLVHD conducted assessments and education. Next steps include assistance with voluntary policies. |
| Supporting campus policy initiatives | University of Utah, Salt Lake Community College | U of U drafted resolution regulating tobacco ads, sales & sponsorships. Up to 30,000 U of U affiliates were exposed to counter-marketing. |
| Promoting smoke-free apartments and homes | 35 apartment managers/ reps and 865 residents | Participants received education on SHS and smoke-free homes; 43 smoke-free home pledges were collected. |

"Cigarette" educating students on U of U campus about the new 'smoke-free patio' policy, at the University of Utah Spring Fest, 2005.

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

** TOT: Tobacco On Trial /TNT: Towards No Tobacco

Southeastern Utah Counties



Tobacco Use in Southeastern Utah

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 17.9% |
| Youth in grades 9-12 (2003) ²⁸ | 21.0% |
| Pregnant women (2003) ⁵ | 13.8% |
| Homes with no-smoking rule (2002-04) ¹ | 77.0% |
| Quit Line registrations (FY2005) ²⁶ | 209 |
| QuitNet registrations (FY2005) ²⁷ | 245 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 89.4% |



Debbie Marvidikis, health educator at Southeastern Utah District Health Department, teaches local retailers strategies to prevent tobacco sales to minors.

Changes in Tobacco-Related Indicators

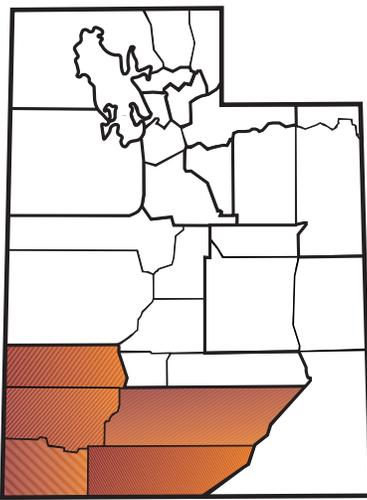
- The estimated adult smoking rate in Southeastern Utah remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Southeastern Utah has decreased.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The estimated rate of children exposed to tobacco smoke in their homes decreased from 17.6% in 2001 to 6.3% (2003/04 combined data).^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 12.3% (State FY 2001) to 6.3% (State FY 2005).¹²

Southeastern Utah District Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|--|---|
| Quit Programs | | |
| END teen class* | 66 youth | Quit Rate: 21% Reduction Rate: 38%* |
| Prenatal program | 178 pregnant women | Participants received quit support. |
| Marketing the Quit Line through newspaper and movie ads | 7,000 newspaper readers; 7,500 moviegoers | Newspaper readers and movie audiences were exposed to information about quit services through quarterly advertising. |
| Encouraging healthcare providers to offer quit program referrals & treatment | 5 health care providers | Healthcare providers received information on quitting services. |
| Providing quit support and referral to quit programs | Community members | Participants received quit support and referrals to statewide quit programs. |
| Prevention Programs | | |
| Supporting school districts in promoting comprehensive school tobacco policies | Carbon, Grand, and San Juan school districts | Southeastern Utah District Health Department provided technical assistance for enhancing and enforcing comprehensive school tobacco policies. |
| Supporting Gold Medal Schools programs in elementary schools | 7 elementary schools | Three schools maintained their Gold status; one school advanced to Gold. |
| Conducting retailer and worksite education to inform about Utah tobacco laws | 775 participants | Illegal sales rate to minors declined; Access to information about the Utah Indoor Clean Air Act and Secondhand Smoke Amendments increased. |
| Promotion of Smoke-free Policies | | |
| Partnership with local libraries | 15 libraries | No-smoking signage was updated. Policy assessments were completed. |
| Partnership with the College of Eastern Utah (CEU) | CEU coalition | No-smoking signage was updated. Coalition is working toward updating the student and employee tobacco policy. |
| Encouraging smoke-free parks in Carbon County and Green River | City councils, local coalitions | Assessment of support for smoke-free parks was completed and presented to decision makers. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

Southwest Utah Counties



Tobacco Use in Southwest Utah

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 11.6% |
| Youth in grades 9-12 (2003) ²⁸ | 10.7% |
| Pregnant women (2003) ⁵ | 6.3% |
| Homes with no-smoking rule (2002-04) ¹ | 89.7% |
| Quit Line registrations (FY2005) ²⁶ | 306 |
| QuitNet registrations (FY2005) ²⁷ | 306 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 90.5% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Southwest Utah remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Southwest Utah has decreased.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, the rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.1% (State FY 2001) to 5.5% (State FY 2005).¹²



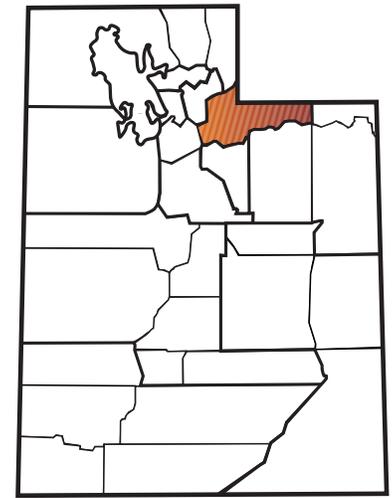
Kurt Tanner, Southwest Utah Public Health Department (SWUPHD) Compliance Check Officer, teaching a tobacco retailer education class. SWUPHD's Tobacco Compliance/Retailer Education program was selected as a 2005 National Association of County & City Health Officials (NACCHO) Model Practice.

Southwest Utah Public Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|--|--|
| Quit Programs | | |
| END teen class* | 129 youth | Quit Rate: 20% Reduction Rate: 44%* |
| First Step prenatal program | 28 pregnant women | Quit Rate: 35% Reduction Rate: 53% |
| Adult one-on-one quit support | 58 adults | Quit Rate: 36% Reduction Rate: 33% |
| Encouraging healthcare providers to offer quit program referrals & treatment | 14 clinics, 1 dental clinic, students at Dixie State College School of Hygiene | Efforts led to 77 referrals to adult quit programs. |
| Prevention Programs | | |
| Supporting Gold Medal Schools (GMS) programs in elementary schools | 16 elementary schools | All 16 schools improved their GMS status by enhancing health policies and programs. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | Prevention coordinators in all school districts | Students created 142 local anti-tobacco ads for the statewide contest. |
| Conducting comprehensive retailer education program to prevent tobacco sales to minors | 308 class participants | The rate of illegal sales declined from more than 20% (2001) to 5%. ¹² |
| Promotion of Smoke-free Policies | | |
| Promoting smoke-free policies at Washington County parks and recreation facilities | 200 survey respondents | Surveys to assess support for smoke-free policies were completed and analyzed. |
| Promoting smoke-free policies at rodeos | 250 rodeo attendees in Kane County | Audience received information on secondhand smoke, quit programs, and tobacco-free events. |
| Assisting the Paiute Indian Tribe in establishing smoke-free housing policies | Tribal representative | Steps were taken toward developing a smoke-free housing policy. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

Summit County



Tobacco Use in Summit County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 8.0% |
| Youth in grades 9-12 (2003) ²⁸ | 9.5% |
| Pregnant women (2003) ⁵ | 2.9% |
| Homes with no-smoking rule (2002-04) ¹ | 86.6% |
| Quit Line registrations (FY2005) ²⁶ | 40 |
| QuitNet registrations (FY2005) ²⁷ | 43 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 91.8% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Summit County decreased from 13.4% (1995-98) to 8.0% (2002-04).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Summit County has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The estimated rate of children exposed to tobacco smoke in their homes decreased from 7.5% in 2001 to 1.5% (2003/04 combined data).^{2,7}



T.A.S.C. members (Teen Advocates of Summit County) preparing educational efforts to make the Summit County Fair smoke-free.

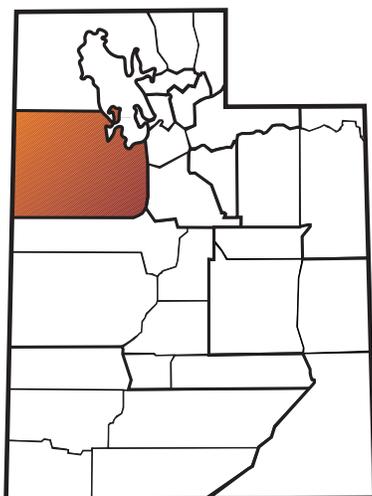
- The percentage of stores selling tobacco to minors during compliance checks decreased from 24.1% (State FY 2001) to 1.7% (State FY 2005).¹²

Summit County Public Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|---|--|---|
| Quit Programs | | |
| Partnership with Community Home Nursing to educate pregnant women and new mothers on the effects of tobacco use and secondhand smoke and distribute cessation resources (First Step program) and referral information | 6 nurses were trained | 103 women received quit information; 82 women were educated during home visits. |
| Informing the community about quit resources through media and school activities | 37,163 adults and 2,470 teens were exposed to promotions | Community members learned about quit resources, including the Quit Line and QuitNet. |
| Prevention Programs | | |
| TOT/TNT curricula* | 348 students | Students increased their tobacco knowledge. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | Students in tobacco prevention classes | Summit County students created 214 local anti-tobacco ads for the statewide contest. A student from Summit County won first place in the elementary school competition. |
| Developing and maintaining the South Summit Healthy Community Coalition | South Summit residents | The community was educated about tobacco issues. 1,813 youth and adults were involved throughout the year. |
| Maintaining a youth coalition | 808 youth participated in coalition activities | Youth educated peers and younger children on the hazards of tobacco use. |
| Promoting comprehensive tobacco policies in schools | Middle and high schools in South Summit | Schools initiated a process of revising and promoting tobacco policies. |
| Promotion of Smoke-free Policies | | |
| Assessing community support for a smoke-free fair | Teen Advocates of Summit County (T.A.S.C.) youth group | 124 signatures were collected in support of a smoke-free Summit County Fair. Next steps include gathering input from smokers. |

* TOT: Tobacco On Trial /TNT: Towards No Tobacco

Tooele County



Tobacco Use in Tooele County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 17.0% |
| Youth in grades 9-12 (2003) ²⁸ | 6.4% |
| Pregnant women (2003) ⁵ | 10.5% |
| Homes with no-smoking rule (2002-04) ¹ | 84.7% |
| Quit Line registrations (FY2005) ²⁶ | 226 |
| QuitNet registrations (FY2005) ²⁷ | 104 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 95.3% |

Changes in Tobacco-Related Indicators

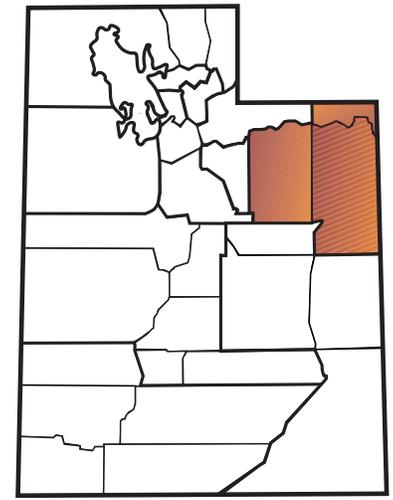
- The estimated adult smoking rate in Tooele County remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Tooele County has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy remained stable.⁵
- Compared to 2001, the rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.4% (State FY 2001) to 5.6% (State FY 2005).¹²



Kick Butts Day held at Tooele High School on April 13, 2005.

Tooele County Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|---|---|
| Quit Programs | | |
| Teen quit and referral program | 45 youth | Participants received counseling and were referred to the Quit Line. |
| Prenatal program | 38 pregnant women | Participants received quit support. |
| Women, Infant, and Children (WIC) prenatal program | 324 pregnant women | Participants received quit support and referrals to quit services. |
| Encouraging healthcare providers to offer quit program referrals and treatment | 77 dentists and physicians | Healthcare providers received information on counseling and quit services. |
| Providing quit support and referral to statewide quit programs | 223 adults | Participants received one-on-one counseling and referrals to the Quit Line. |
| Prevention Programs | | |
| Assisting schools in teaching the Life Skills Program and the TOT program* | All Tooele district schools | 539 7th grade students were educated in Life Skills. 25 teachers received training in TOT (Prevention Dimensions). |
| Supporting the school district in developing comprehensive tobacco policies in schools | 4,500 parents and students | Tooele County Health Department provided support and tobacco education to the school district through newsletters, trainings, and assemblies. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 26,000 Tooele residents exposed to newspaper ad | Tooele students created 264 local anti-tobacco ads for the statewide contest. |
| Promotion of Smoke-free Policies | | |
| Promoting smoke-free county cars | Tooele county officials | Tooele County passed a policy to make county cars smoke-free. |
| Promoting smoke-free policies in multiple dwelling units | 5 complexes | Assessments of smoking policies were completed. |
| Promoting enhanced work-place tobacco policies | Morton Salt | An enhanced tobacco policy was adopted. |
| Educating county residents about secondhand smoke | 26,000 readers | Nine articles about the dangers of secondhand smoke were published in the Tooele Transcript. |
| *TOT: Tobacco On Trial | | |



Tobacco Use in TriCounty District

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 21.3% |
| Youth in grades 9-12 (2003) ²⁸ | 11.7% |
| Pregnant women (2003) ⁵ | 15.4% |
| Homes with no-smoking rule (2002-04) ¹ | 78.2% |
| Quit Line registrations (FY2005) ²⁶ | 92 |
| QuitNet registrations (FY2005) ²⁷ | 44 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 91.8% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in TriCounty Health District remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in TriCounty has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The estimated rate of children exposed to tobacco smoke in their homes decreased from 16.8% in 2001 to 10.6% (2003/04 combined data).^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 18.5% (State FY 2001) to 11.2% (State FY 2005).¹²

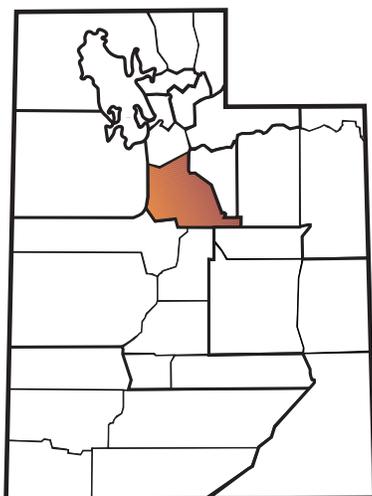
I really had a great time helping TriCounty Health Department educate the elementary students about the harmful effects of tobacco. I loved helping with the health fairs and the tobacco surveys, advertising the Tobacco Prevention Program and supporting tobacco prevention activities in my community. I have learned so much and hope to be able to continue spreading this message for years to come. I appreciate this opportunity. Thank you!

Selanie Shields
Tobacco Scholarship Student – Duchesne High School – 2005

TriCounty Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|---|---|--|
| Quit Programs | | |
| END teen class* | 113 youth | Quit Rate: 13% Reduction Rate: 50%* |
| Marketing the Quit Line | 6,000 TriCounty residents | Participants received Quit Line information at health fairs, worksite education projects, and through prenatal programs. |
| Prenatal program | 92 pregnant women contacted | 6 women quit; 14 reduced tobacco use. |
| Encouraging healthcare providers to offer quit program referrals and treatment | 20 healthcare providers | Healthcare providers received education in quit counseling and information on referral and quit services. |
| Prevention Programs | | |
| Prevention Dimensions | 410 students | Students received tobacco prevention education. |
| Tobacco IOI | 355 students | |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 8,500 students reached with the promotion | TriCounty students created 114 local anti-tobacco ads for the statewide contest. |
| Involving youth groups in tobacco education | 5 peer educators | Peer educators assisted with tobacco education and promotion of smoke-free policies. |
| Promotion of Smoke-free Policies | | |
| Distributing news releases, public service announcements, and brochures educating about smoke-free environments | 35,000 TriCounty residents | Participants were informed about the health risks of secondhand smoke. |
| Partnership with Head Start | 750 parents and children | Parents and children received information about quit services and voluntary smoke-free home policies. |
| Assessing worksite tobacco policies | 4 worksites | Assessments were completed. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.



Tobacco Use in Utah County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 6.0% |
| Youth in grades 9-12 (2003) ²⁸ | 4.4% |
| Pregnant women (2003) ⁵ | 3.1% |
| Homes with no-smoking rule (2002-04) ¹ | 95.4% |
| Quit Line registrations (FY2005) ²⁶ | 849 |
| QuitNet registrations (FY2005) ²⁷ | 86 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 92.1% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Utah County remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Utah County has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The percentage of stores selling tobacco to minors during compliance checks decreased from 10.7% (State FY 2001) to 4.6% (State FY 2005).¹²



Andrea Miller, health educator at Utah County Health Department provides quit smoking assistance to pregnant women.

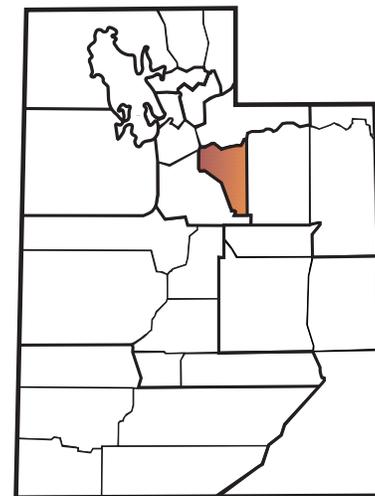
Utah County Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|---|--|
| Quit Programs | | |
| END teen class* | 102 youth | Quit Rate: 15% Reduction Rate: 56%* |
| First Step prenatal program | 94 pregnant women | Quit Rate: 17% Reduction Rate: 6% |
| Marketing the Quit Line at residential treatment centers | 75 participants | Participants received a 3-lesson class including quit information and referrals to the Quit Line. |
| Encouraging healthcare providers to offer quit program referrals and treatment | 24 healthcare providers and health program administrators | Healthcare providers received education in quit counseling and information about referral and quit services. |
| Informing Utah County residents about tobacco issues and quit services | Participants in health fairs/other public events | Utah County Health Department staff provided tobacco-free workshops at 60 community events. |
| Prevention Programs | | |
| TOT curriculum** | 644 4th and 5th graders | Students learned about tobacco-related issues. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 1,045 students reached with the promotion | Utah County students created 137 local anti-tobacco ads for the statewide contest. |
| Promoting comprehensive tobacco policies in schools | Alpine, Nebo, and Provo school districts | Current policies were assessed and unified comprehensive policies were drafted for district review. |
| Assisting athletes in educating 4th graders about tobacco | 3,124 4th graders | 120 Brigham Young University athletes encouraged 4th graders in 30 schools to remain tobacco-free. |
| Promotion of Smoke-free Policies | | |
| Working with the Utah Valley State College (UVSC) coalition to enforce campus policy | UVSC students, staff, and faculty | UVSC enhanced enforcement of the new campus smoking policy. |
| Assessing SHS policies at extended care facilities | 6 sites | One facility received assistance in developing a tobacco policy. |
| Assisting businesses, government agencies, and apartment complexes in Utah Indoor Clean Air Act compliance | 14 sites | Sites were evaluated and Utah Indoor Clean Air Act compliance ensured through education and policy enhancements. |

*END: Ending Nicotine Dependence. Quit and reduction rates include those of students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

** TOT: Tobacco On Trial

Wasatch County



Tobacco Use in Wasatch County

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 8.4% |
| Youth in grades 9-12 (2003) ²⁸ | 4.9% |
| Pregnant women (2003) ⁵ | 3.6% |
| Homes with no-smoking rule (2002-04) ¹ | 89.6% |
| Calls to the Tobacco Quit Line (FY2005) ²⁶ | 29 |
| QuitNet registrations (FY2005) ²⁷ | 16 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 90.3% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Wasatch County decreased from 13.2% (1995-98) to 8.4% (2002-04).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Wasatch County has decreased substantially.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, the rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 14.0% (State FY 2001) to 5.8% (State FY 2005).¹²

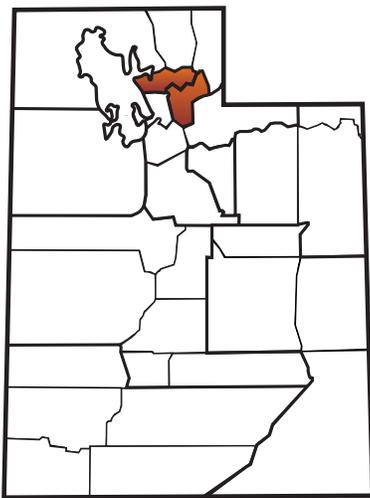


You never know if a young cowboy or cowgirl is patterning their life after yours. So stay away from tobacco and be a good influence in the lives of others!

Crystelle Ross -
2004/2005 Utah High School Rodeo Queen and Anti-Tobacco Advocate for Wasatch County

Wasatch County Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|---|---|--|
| Quit Programs | | |
| First Step prenatal program | 4 pregnant women | Participants received quit support. |
| WIC tobacco program | 7 pregnant women | Participants received quit support. |
| Prevention Programs | | |
| TOT/TF4 curricula* | 822 students | Students increased their knowledge of tobacco-related issues. |
| Training teachers in Prevention Dimensions curriculum | 22 teachers in 7 schools | Teachers increased their knowledge in tobacco prevention education. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 438 students reached with the promotion | Wasatch County students created 37 local anti-tobacco ads for the statewide contest. |
| Educating parents to raise tobacco-free children | 1,615 parents reached through newsletters | Parents learned techniques to help children avoid using tobacco. |
| Promotion of Smoke-free Policies | | |
| Community conference to educate about secondhand smoke and assess community preferences for smoke-free venues | 1,200 Wasatch County residents | Education and assessments were completed. 97% of participants support banning or limiting smoking to designated areas. |
| Working with Utah high school rodeo clubs to establish tobacco-free rodeos | 2,900 participants | Enforcement of rodeo tobacco policies was strengthened. |
| Educating the community about secondhand smoke through local radio ads. | 8,000 radio listeners | Listeners received information on secondhand smoke. |
| * TOT: Tobacco On Trial/TF4: Tobacco Free 4th Grade Prevention Curriculum | | |



Weber-Morgan Counties

Tobacco Use in Weber-Morgan Counties

| | |
|--|-------|
| Adults 18+ (2002-04) ¹ | 14.6% |
| Youth in grades 9-12 (2003) ²⁸ | 8.9% |
| Pregnant women (2003) ⁵ | 9.7% |
| Homes with no-smoking rule (2002-04) ¹ | 84.9% |
| Quit Line registrations (FY2005) ²⁶ | 701 |
| QuitNet registrations (FY2005) ²⁷ | 304 |
| Adults exposed to anti-tobacco media messages in the past month (2002-04) ¹ | 95.5% |

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Weber-Morgan counties remained stable between 1995-98 and 2002-04.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Weber-Morgan counties has decreased.^{28,49}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, the rate of children exposed to tobacco smoke in their homes remained stable.^{2,7}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 12.0% (State FY 2005).¹²



Weber-Morgan Health Department Activities to Reduce Tobacco Use

| Projects | Participants | Outcomes |
|--|--|--|
| Quit Programs | | |
| END teen class* | 5 youth | 4 teens reduced smoking. |
| Teen Tobacco Reduction Program | 93 youth | Awareness of the dangers of tobacco use was promoted. |
| First Step prenatal program | 21 pregnant women | Quit rate: 14% Reduction rate: 29% |
| Encouraging healthcare providers to offer quit program referrals & treatment | 8 physicians | Healthcare providers received education in quit counseling and information on referral and quit services. |
| Prevention Programs | | |
| TOT curriculum** | 1,279 students | Students increased their knowledge of tobacco-related issues. |
| Promoting the Truth From Youth Anti-Tobacco Advertising Contest | 5,600 students reached with the promotion | Weber-Morgan county students created 1,328 local anti-tobacco ads for the statewide contest. |
| Assisting school districts in developing comprehensive school tobacco policies | Weber school district | Weber school district adopted a comprehensive tobacco policy. |
| Peer leadership program | 150 high school students; 130 junior high students | Students received empowerment training and leadership training to give them the tools to implement prevention activities in their schools. |
| Promotion of Smoke-free Policies | | |
| Assessing worksite tobacco policies | 9 worksites | Two worksites expressed interest in collaborating with the Weber-Morgan Health Department to strengthen their tobacco policies. |
| Assessing secondhand smoke policies in apartment complexes | 11 complexes | Three complexes requested help in developing policies. |
| Establishing a tobacco-free health department campus | Weber-Morgan Health Department | The health department adopted a policy that prohibits smoking at all of its facilities and grounds. |

*END: Ending Nicotine Dependence. Quit and reduction numbers include students served by the health department and by other facilitators. The number of participants refers to students who completed pre- and/or posttest evaluations.

** TOT: Tobacco On Trial

The Weber-Morgan Health Department adopted a smoke-free policy that prohibits smoking in all Health Department facilities and grounds.

Letter From The Executive Director

A Message from the Executive Director's Office Utah Department of Health

Six years ago, Utah allocated its first infusion of funding from the State Tobacco Settlement Account. Subsequently, the Tobacco Prevention and Control Program (TPCP) has made great strides in reducing the burden of tobacco-related disease and death in our state. Notably, child and adolescent exposure to secondhand smoke at home has declined by 44% since 2001. As a result, nearly 18,000 fewer children are at risk for secondhand smoke-related health problems. Furthermore, last year Utah became the first state to meet the national Healthy People 2010 goal of decreasing adult smoking to less than 12 percent of the population, and our tobacco-use rates continue to drop.

Despite our successes, 190,000 Utahns continue to smoke and more than 1,100 Utah adults die each year from their smoking habit. Tobacco use remains as high as national figures in some sectors of the Utah population. Smoking rates are especially high among Utahns from some racial and ethnic minority groups, as well as among Utahns with low education and income levels.

Research shows that most smokers (78 percent) want to quit, but few succeed without help. That's why programs like the Utah Tobacco Quit Line are so valuable. This year, more people than ever registered with the telephone-based cessation service, and 68 percent of registrants reduced or quit their tobacco use. These types of services save lives and money. Tobacco use drains government and personal resources. Utah incurs approximately \$530 million in annual smoking-attributable medical and lost productivity costs.

The accomplishments of the TPCP and its partners in reducing tobacco use and associated health problems should not be taken for granted. The tobacco industry continues to market its products to our citizens, spending an estimated \$63.7 million each year in Utah. Our anti-tobacco advertisements and marketing strategies counter efforts by the tobacco industry to promote a dangerous habit. Recognition of our anti-tobacco media campaign remains high and continues to help prevent new addictions in children and adults. More than 93 percent of adults saw The TRUTH advertisements in 2004, up from about 85 percent in 1999.

This past year the state legislature dedicated \$7 million of its tobacco settlement funds and tax revenues to fund the tobacco program, which puts Utah at 14th in the nation for our expenditure of that funding. This commitment, coupled with the dedication of the TPCP, Local Health Departments, and many community partners, help us make great strides in moving toward a healthier Utah.

Sincerely,



David N. Sundwall, M.D.
Executive Director



Tobacco Prevention and Control Funded Partners

American Lung Association of Utah
Asian Association of Utah
Association for Utah Community Health
Bear River Health Department
Bear River Middle School
Boys and Girls Club
Cache High Alternative School
Carbon County Local Interagency Council
Central Utah Public Health Department
Clearfield Job Corps
Cliffhanger Recreation
Comunidades Unidas
Crowell/Love Partnership
Davis County Health Department
Davis County Youth Council
Dixie State College Wellness Center
Free & Clear, Inc.
Grand School District
Granite School District
Green River Community Center
Health Civic Committee
Heart Disease and Stroke Prevention Program
Heritage Club
Indian Walk-In Center
Magna Center for Family Medicine (MCFM) Foundation
Medicaid
Mount Logan School
National Tongan American Society
New Zion Community Advocates, Inc.
North Sanpete School District
Northwestern Band of the Shoshone Nation
Office of Epidemiology
Paiute Indian Tribe of Utah
Project Success Coalition, Inc.
The Queen Center Inc.
QuitNet.com, Inc.
Rocky Mountain Center for Health Promotion & Education
Salt Lake American Muslim
Salt Lake County Public Health Centers
Salt Lake Valley Health Department
San Juan School District
Snow College, Ephraim campus
Snow College, Richfield campus
South Cache School
South Sanpete School District
Southeastern Utah Health Department
Southwest Utah Public Health Department
Summit County Health Department
Tooele County Health Department
Tooele County Women, Infants, and Children Program
Tooele County Youth Court
Tooele School District
TriCounty Health Department
University of Utah College of Nursing
University of Colorado Health Sciences Center
Utah County Health Department
Utah Peace Institute
Utah State University Wellness Center
Utah Valley State College Multicultural Center
Utah Valley State College Wellness Education
Vietnamese Volunteer Youth Association
Volunteer Center of Washington County
Wasatch County Health Department
Weber School District
Weber-Morgan Health Department
White Mesa Recreation Department
Young Intermediate School
Youth and Families with Promise

Use of Funds

State TPCP Revenue

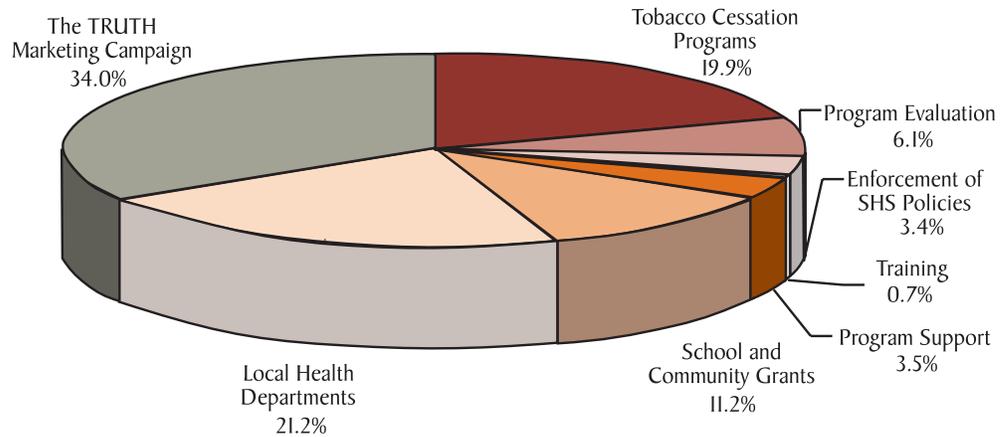
Utah Tobacco Settlement Account: \$4,057,900

Cigarette Tax Restricted Account*: \$3,151,500

One-time carry over: \$411,900

*All FY 2005 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY 2005.

Revenue Appropriation: Utah Tobacco Settlement Account and Cigarette Tax Restricted Account



Federal and Private TPCP Revenue

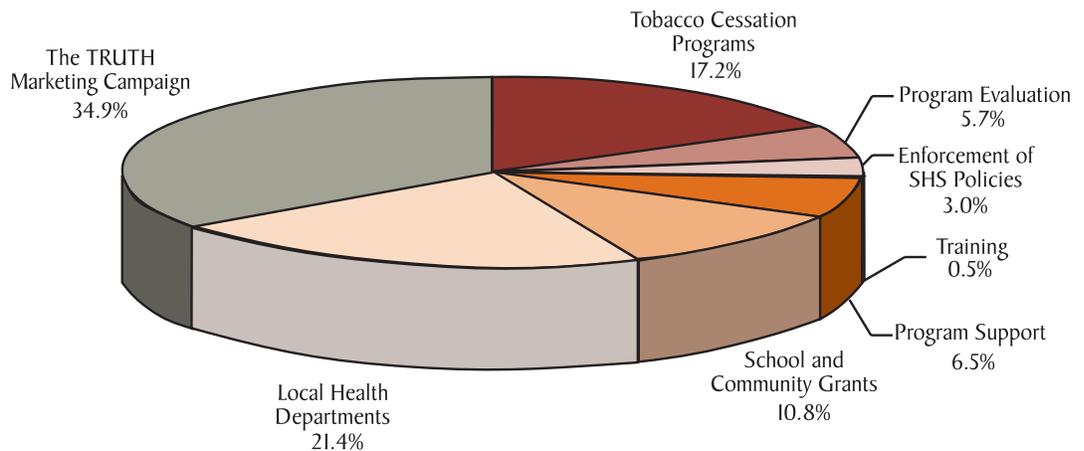
Federal and private revenue are dependent on ability to match with state funds.

Medicaid match for The TRUTH campaign and Utah Quit Line: \$746,200

Centers for Disease Control and Prevention (CDC): \$1,374,973

American Legacy Foundation (one-time carry over): \$199,500

Revenue Appropriation: All Cash Revenue (Not In-Kind)



In-Kind Revenue: Marketing Campaign Added-Value

Media vendors donate approximately \$2 for every state dollar spent on media.

Increased airing of ads, news specials, and other media events: \$6,900,218

Notes and References

- Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS)*. 1984-2004. Center for Health Data. Author: Salt Lake City, Utah.
- Governor's Office of Planning and Budget. Retrieved on July 28, 2005 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/>.
- U.S. Department of Health and Human Services. *The Health Consequences of Smoking: A Report of the Surgeon General*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, 2004.
- Estimates are calculated following the Campaign for Tobacco-Free Kids' *Rough Formula for Estimating Future State Tobacco Control Savings*, 2001.
- Utah Birth Certificate Database. Retrieved on August 15, 2005 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health website: <http://ibis.health.utah.gov/>.
- U.S. Department of Health and Human Services. *Data Highlights 2005*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, 2005.
- Utah Department of Health. *Utah Health Status Survey, 2001-2004*. Center for Health Data. Author: Salt Lake City, Utah.
- National Cancer Institute. *Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency*. Smoking and Tobacco Control Monograph no. 10. Bethesda, MD. U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 99-4645, 1999. <http://cancercontrol.cancer.gov/tcrb/monographs/10/>.
- Utah State Office of Education. *Utah Youth Risk Behavior Survey (YRBS)*, 1991-2003. Author: Salt Lake City, Utah.
- School Enrollment: Education Statistics. Retrieved on August 19, 2005 from Utah State Office of Education, Finance and Statistics website: <http://www.usoe.k12.ut.us/data/>.
- U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration. Calculated based on data in National Household Survey on Drug Abuse, 2001 www.samhsa.gov/oas/nhsda.htm
- Utah Department of Health. Tobacco Prevention and Control Program. *Compliance Check Summaries, SFY 2001-2005* (provisional data). Author: Salt Lake City.
- U.S. Department of Health and Human Services. *Sustaining State Programs for Tobacco Control. Data Highlights 2004*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, 2004.
- Campaign for Tobacco-Free Kids. *State-Specific Tobacco Company Marketing Expenditures 1998 to 2003*. <http://www.tobaccofreekids.org>. Note: This estimate is lower than past estimates because in the past, state-specific tobacco industry marketing was a prorated estimate based on state population. Now it is calculated based on cigarette pack sales in states.
- West DR. (2005). *2005 Utah Tobacco Prevention and Control Media Campaign Evaluation – Youth Report*. Utah Department of Health, Tobacco Prevention and Control Program.
- U.S. Department of Health and Human Services. *Reducing Tobacco Use: A Report of the Surgeon General*, 2000. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- Quote and photo courtesy of U.S. Department of Health and Human Services. <http://www.hhs.gov/news/press/2005pres/20050531.html>
- West DR. (2005). *2005 Utah Tobacco Prevention and Control Media Campaign Evaluation – Adult Report*. Utah Department of Health, Tobacco Prevention and Control Program.
- Utah Department of Health. *2005 Utah Tobacco Prevention and Control Spanish Media Campaign Evaluation*. Center for Health Data. Author: Salt Lake City, Utah.
- 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).
- 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 was based on a random sample for English-speaking adults and a census for youth. The completion rate was 61% for adult satisfaction, 35% for adult quit status, 46% for youth. 21. Reduction rates exclude quitters. Nonrespondents were not included in rate calculation.
- Quit rates, reduction rates and satisfaction rates for Utah QuitNet are based on 3-month follow-up survey responses from participants and refer to 30-day abstinence rates. The survey completion rate was 10%. Nonrespondents were not included in rate calculation. Reduction rates exclude quitters.
- Medicaid pregnant women program quit and reduction rates are based on a census of all closed cases. Reduction rates exclude quitters.
- Quit, reduction, and satisfaction rates for END are based on post-tests given on the last day of the class and refer to 7-day abstinence rates. A limited number of classes were taught in school settings and included voluntary students in addition to court-mandated students. Nonrespondents not included in rate calculation. Reduction rates exclude quitters.
- Quit rates and reduction rates for NOT are based on post-tests given on the last day of the class and refer to 7-day abstinence rates. Nonrespondents were not included in rate calculation. Reduction rates exclude quitters.
- Utah Tobacco Quit Line Adult Monthly Telecom Reports. Total "Registered for Services" 2001-2005.
- Utah QuitNet reports. 2003-2005.
- Utah Department of Health, Tobacco Prevention and Control Program. *Utah Youth Tobacco Survey (YTS), 2003*. Author: Salt Lake City, Utah.
- Prevention pre- and post-tests were collected from a convenience sample of 1,600 students out of the approximately 8,000 students served.
- Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Program—August 1999*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- Naples, M. (1979). *Effective frequency: the relationship between frequency and advertising effectiveness*. New York, NY: Association of National Advertisers.
- Jones, J.P. (1995). *When Ads Work: New Proof that Advertising Triggers Sales*. New York, NY: Lexington Books.
- Centers for Disease Control and Prevention, Department of Health and Human Services (2002). *Coverage for Tobacco Use Cessation Treatments*. http://www.cdc.gov/tobacco/educational_materials/cessation/index.html.
- Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, 2004. Telephone Quitlines: A Resource for Development, Implementation, and Evaluation: Atlanta, Georgia. <http://www.cdc.gov/tobacco/quitlines.htm>.
- U.S. Department of Health and Human Services. *Tobacco Use and the Health of Young People*. May 2004. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health. Division of Adolescent and School Health: Atlanta, Georgia. <http://www.cdc.gov/HealthyYouth/tobacco/pdf/facts.pdf>
- U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. 1994. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- Campaign for Tobacco-Free Kids. *Tobacco Industry Continues to Market to Kids*. <http://www.tobaccofreekids.org>.
- Morbidity and Mortality Weekly Report (MMWR). Highlights October 21, 1994 / Vol. 43 / No. 41. Reasons for Tobacco Use and Symptoms of Nicotine Withdrawal Among Adolescent and Young Adult Tobacco Users.
- Johansson A, Hermansson G, Ludvigsson J. How should parents protect their children from environmental tobacco-smoke exposure in the home? *Pediatrics*. 2004 Apr;113(4):e291-5.; Matt GE, Quintana PJ, Hovell MF, Bernert JT, Song S, Novianti N, Juarez T, Floro J, Gehrman C, Garcia M, Larson S. Households contaminated by environmental tobacco smoke: sources of infant exposures. *Tob Control*. 2004 Mar;13(1):29-37.; Bahcecelier NN, Barlan IB, Nuhoglu Y, Basaran MM. Parental smoking behavior and the urinary cotinine levels of asthmatic children. *J Asthma*. 1999;36(2):171-5.
- Buller DB, Borland R, Woodall WG, Hall JR, Burris-Woodall P, Voeks JH. Understanding factors that influence smoking uptake. *Tob Control*. 2003 Dec; 12 Suppl 4:IV16-25.; Eisenberg ME, Forster JL. Adolescent smoking behavior: measures of social norms. *Am J Prev Med*. 2003 Aug;25(2):122-8.
- U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Smoking: A Report of the Surgeon General*. 1986. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- Holm AL & Davis RM. Clearing the airways: advocacy and regulation for smoke-free airlines. *Tobacco Control* 2004;13:i30.
- Sargent RP, Shepard RM, Glantz SA. Reduced incidence of admissions for myocardial infarction associated with public smoking ban: before and after study. *BMJ*. 2004 Apr 24;328(7446):977-80.
- Morbidity and Mortality Weekly Report (MMWR). December 24, 2004 / Vol. 53 / No. 50. Survey of Airport Smoking Policies—United States, 2002.: Action on Smoking and Health. Smoking Policies at 25 Busiest U.S. Airports. <http://ash.org/usairportsmokingpolicies.html>
- New York City Department of Finance, Department of Health and Mental Hygiene, Department of Small Business Services & Economic Development Corporation (March 2004) *The State of Smoke-Free New York City: A One-Year Review*.
- Louisiana Public Health Institute. April 11th 2005. Harvard researchers say smoking ban pays off for restaurants, bars. <http://www.lphi.org/css/about/newsroom/news/107>
- Pogatchnik, S. ABC News. Mar. 24, 2005. Irish PM: Workplace Smoking Ban a Success. <http://sendtofriend.abcnews.go.com/Business/wireStory?id=610867>
- U.S. Department of Health and Human Services. *Tobacco Use Among U.S. Racial/Ethnic Minority Groups: A Report of the Surgeon General*. 1998. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
- Bahr S. *Drug Use Among Utah Students*. 1997. Division of Substance Abuse, Utah Department of Health and Human Services: Salt Lake City, Utah.

**Utah Department of Health
Tobacco Prevention and Control Program
1 (877) 220-3466
www.health.utah.gov
www.tobaccofreeutah.org**

To view the FY05 Tobacco Prevention and Control report online, please go to www.tobaccofreeutah.org and click on the "Annual Report" icon or go directly to www.tobaccofreeutah.org/tpcfy05report.pdf.

