

Tobacco Prevention and Control in Utah

Twelfth Annual Report, August 2012



Terrie Hall: In her own voice.

Ten-time cancer survivor. Former chain-smoker. Lightning rod for truth.

Utah leads the way in advertising: Terrie Hall first appeared in Utah's anti-tobacco campaign in April 2011. One year later she appeared in the CDC's "Tips from a Smoker" campaign.

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The Effects of BRFSS Cell Phone Integration and Raking on Utah's Adult Smoking Rate

The Behavioral Risk Factor Surveillance System (BRFSS) is Utah's primary source for adult tobacco use data. The BRFSS is an ongoing telephone survey overseen nationally by the Centers for Disease Control and Prevention (CDC). In 2009, the BRFSS introduced two changes to the survey methodology that affect smoking rates. To reduce bias and more accurately represent population data, the BRFSS began conducting surveys by cellular phone in addition to traditional "landline" telephones and it adopted "raking" as its weighting methodology. With "raking", new variables were included in the weighting procedure: education, race/ethnicity, marital status, and telephone source (cell phone or landline). Cell phone inclusion and raking were introduced to account for increasing numbers of U.S. households without landline telephones and an under-representation of males, adults with less formal education or lower household income, young adults, and racial/ethnic minorities. Since the risk for smoking is higher among some of these groups, the change to a combined cell phone/landline sample and raking resulted in improved estimates for adult smoking and other indicators that are linked to socioeconomic status. The resulting 2011 age-adjusted adult smoking rate of 11.3% is not comparable to any previously published rates.

For more details, please see http://health.utah.gov/oha/publications/hsu/1206_BRFSSCell.pdf.

Letter from the Executive Director



Above: The Tobacco Prevention and Control Program uses signage like this to inspire residents in every county to quit smoking. Our goal is to help them not only live longer, but live better, too.

The mission of the Utah Department of Health is to protect the public's health by preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.

Tobacco use remains a leading preventable cause of death, disease, and disability in Utah and nationally, making the reduction of tobacco use a critical public health priority. In addition to contributing to Utah's primary causes of death such as cancer, heart disease, and respiratory diseases, tobacco use causes or worsens most chronic diseases. Our state economy loses \$663 million each year due to smoking-related medical costs and lost productivity.

In recent years, efforts to portray new tobacco or nicotine products such as dissolvable tobacco, hookahs, and electronic cigarettes as safe and desirable have grown significantly. Our data show increasing use of some of these products, especially among youth, and high levels of dual use with cigarettes. To continue to reduce the burden of tobacco use in Utah, a sustained commitment to effective tobacco prevention and cessation interventions is needed. The Utah Department of Health's Tobacco Prevention and Control Program (TPCP) works with many partners statewide to fund proven programs that have contributed to significant declines in Utah's cigarette smoking rates over the past decade.

Our free and confidential phone and web-based quit programs help thousands of Utah tobacco users to quit each year. Tobacco-free policies in schools and communities prevent youth from starting to use tobacco, and protect Utahns from secondhand smoke. Community-based programs ensure that those at higher risk for tobacco use have access to programs and services that meet their needs. During FY2012, the TPCP:

- Served nearly 12,000 tobacco users with quit services from the Utah Tobacco Quit Line (1.800.QUIT.NOW), UtahQuitNet.com, and our program especially designed for teens, Ending Nicotine Dependence (E.N.D.).
- Increased the number of tobacco-free school districts to 21. These school districts serve approximately 220,000 students in 469 schools.
- Provided education and technical assistance to multi-unit housing owners, managers, and tenants to increase the available number of smoke-free housing units to more than 19,000 across 17 counties.

It is my privilege to present this report detailing our accomplishments for FY2012. We express appreciation to the Utah State Legislature, Tobacco Control Advisory Committee, our Independent Evaluation Team at the Research Triangle Institute, and our state and local partners for their guidance and commitment.

Your support provides us with the opportunity to promote healthy lifestyles for all Utahns. What a privilege it is to work on behalf of the community and for the community to make a better future for us all.

Sincerely,

W. David Patton, Ph.D.
Executive Director

Tobacco Prevention and Control Update

OUR MISSION

The Utah Department of Health (UDOH) Tobacco Prevention and Control Program (TPCP) and our partners use proven and comprehensive strategies to reduce tobacco use and related disease and death.

Overall Effect of Tobacco Cessation Services

11.3%
Utah's adult smoking rate is the lowest in the nation.¹

220,000
Utah adults currently smoke.¹

80%
of Utah adults who smoke report that they want to quit.¹

Helping Tobacco Users Quit for Good

The TPCP's TRUTH campaign reached out to adult tobacco users with messages to encourage them to quit tobacco use and inform them about quit services. In FY2012:

88% of adult smokers were aware of the Utah Tobacco Quit Line.²

92% of adult smokers knew about UtahQuitNet.com.²

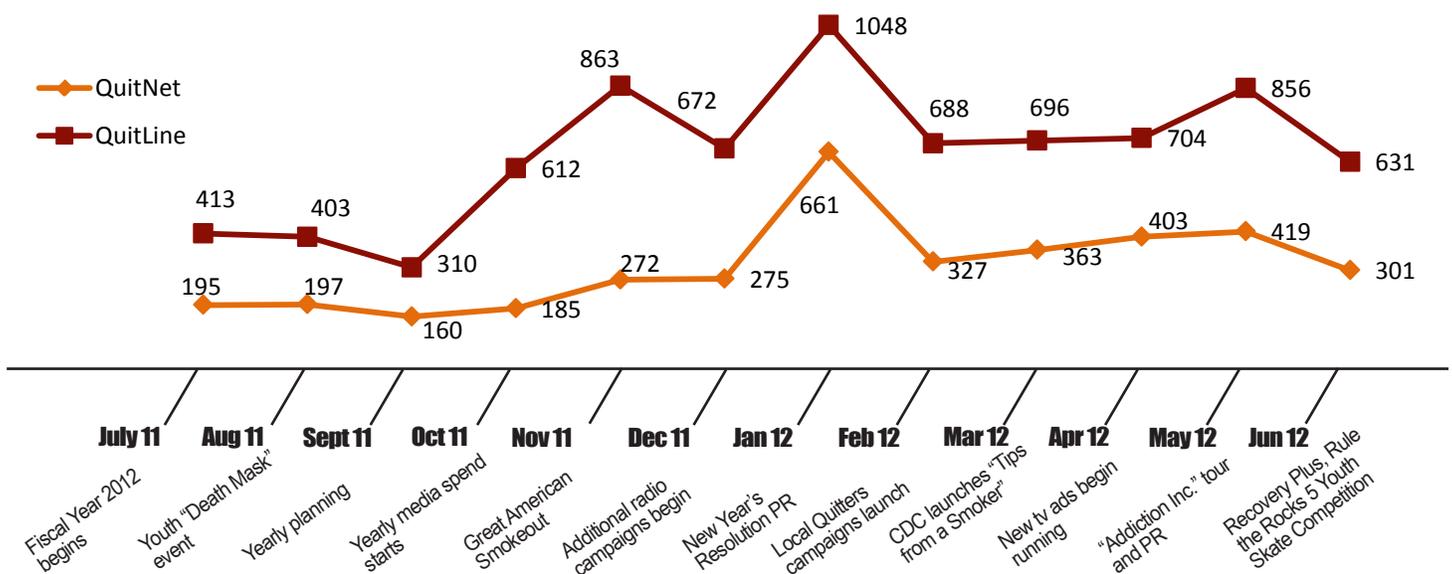
Adult smokers who had seen or heard anti-tobacco ads were significantly more likely to state that they were very interested in quitting than smokers who did not report seeing or hearing anti-tobacco ads.²

Nearly **12,000** Utahns, including adults, teens, and pregnant women used TPCP tobacco cessation services in FY2012. These tobacco users were more likely to succeed in quitting than those who made quit attempts on their own.

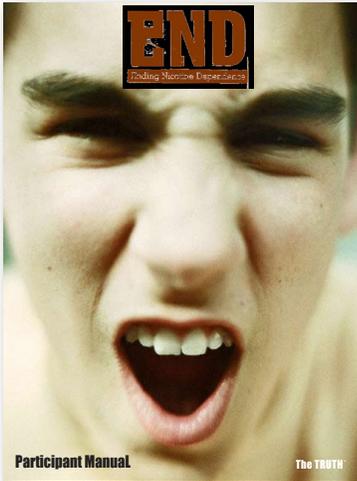
42% of Quit Line callers reported 30 consecutive days of cessation on their 1-year followup surveys.

Since the Quit Line (2001) and QuitNet (2003) began services in Utah, nearly **100,000** Utah tobacco users have received help to quit.

Figure 1. Community Outreach and Media Drive Tobacco Users to the Quit Line and QuitNet, Utah FY2012



Youth Prevention and Cessation



Above: The E.N.D. program provides manuals to every participant as an educational tool.

Nearly 90% of adult smokers start by age 18. We're working to prevent youth from starting to smoke and helping those who already have to quit before tobacco use becomes a lifelong habit.

21 school districts serving **220,000 students** in **469 schools** have worked with us since 2002 to pass and enforce comprehensive tobacco-free policies, and offer tobacco prevention education.

Since 2001, **illegal sales** of tobacco to underage youth have **declined 69%** to a statewide rate of 5.0%.

The number of Utah high school students who have tried cigarettes has **declined 41%** since 1999.³

Our youth groups worked to educate fellow teens statewide about the addictive properties of new products like e-cigarettes, dissolvable tobacco, and hookah, all of which are marketed as safe and cool.

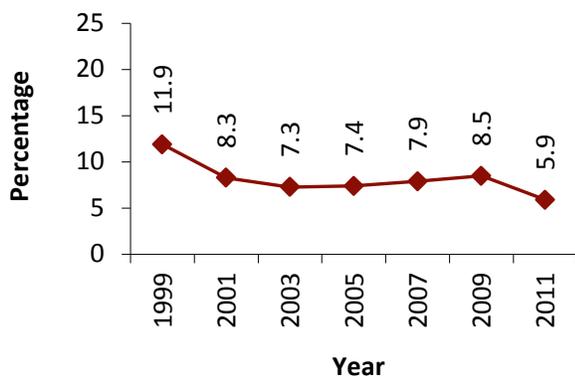
In FY12, **546** Utah youth tobacco users took part in the Utah-developed teen cessation course Ending Nicotine Dependence (E.N.D.).

18.1%
The national youth smoking rate.³

5.9%
of Utah's high school students report smoking in the past 30 days.³

Utah's
youth smoking rate is at its lowest recorded level (Figure 2).³

Figure 2. Percent of High School Students Who Reported Current Cigarette Smoking, Utah 1999-2011 (Odd Years)



Utah's rate of **current smoking among high school students** has **declined by 50%** since 1999.

Below: One Good Reason (1GR) President Gabe Glissmeyer was honored in June 2012 as the Tobacco-Free Kids Youth Advocate of the Year at the group's 16th annual gala in Washington, D.C.



Ending Tobacco-related Disparities



Although tobacco affects everyone, some Utah minority populations, low-income families and those suffering from mental health issues or another addiction are disparately affected and TPCP strives to end these disparities.

155 publicly-funded facilities serving **17,000 clients** with mental health and substance abuse issues went tobacco-free on July 1, 2012 as part of the Recovery Plus Project, a collaborative effort between TPCP and the Utah Division of Substance Abuse and Mental Health. Free and confidential quit services were also made available to those receiving inpatient treatment at these facilities. TPCP's documentary, "When the Smoke Clears," follows the stories of affected clients within these facilities.

In FY2012, **4,000 Medicaid clients** gained access to tobacco cessation services and counseling through a collaborative effort between Medicaid and TPCP.

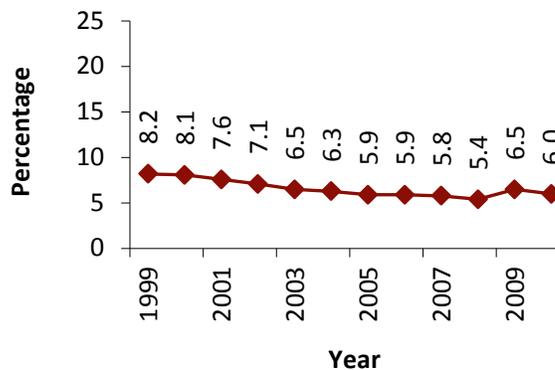
More than **2,100** low-income or uninsured tobacco users received free counseling and tobacco cessation product prescriptions during FY2012.

Only 6% of pregnant women surveyed reported that they smoked while pregnant (2010).⁵

12% or more of pregnant teens and pregnant women with a high school education or less continue to report regular smoking habits (2010).⁵



Figure 3. Percent of Pregnant Women Who Reported Cigarette Smoking, Utah, 1999-2010



Smoking among pregnant women has decreased by **27%** since 1999.⁵

Above Left: "When the Smoke Clears" was released in June 2012. Britney Thalman, featured in the video, also participated in multiple on-air interviews about her addiction and tobacco use. The documentary can be viewed online at <http://www.youtube.com/TRUTHAgainstTobacco>. Advertising is also directed at other populations, such as Hispanic/Latino communities and African American communities, who have a higher smoking rate.

Effects of Tobacco on Our Communities

The Effects of Secondhand Smoke

The Environmental Protection Agency (EPA) has classified secondhand smoke as a Group A carcinogen, similar to asbestos and repeated exposure can have many of the same harmful effects as direct exposure to tobacco. In a 2011 study, TPCP found that:

11,400 Utah children aged 17 and younger were exposed to secondhand smoke at home in the past week.¹

41.4% of Utah adults reported breathing secondhand smoke in the past week at indoor or outdoor locations.¹

Making Changes to Change the Future

TPCP strives to protect Utahns from the harmful effects of tobacco smoke by educating business owners, housing managers, and individuals, and helping them to establish tobacco-free policies. In FY2012:

358 Intermountain Medical Group clinics and **12** other hospitals and clinics implemented policies to protect Utahns from secondhand smoke.

In addition, **8** outdoor recreation venues and **4** worksites passed tobacco-free policies.

2,371 new smoke-free units were listed in the TPCP's Smoke-free Apartment and Condominium Statewide Directory.

19,000+ smoke-free housing units are now available in **17 counties**.



At left: TPCP works directly with managers of public housing to encourage smoke-free policies.

Utah Cigarette Consumption and Expenditures

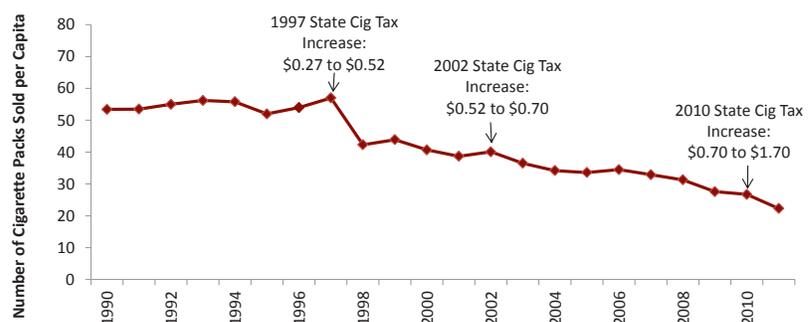
Tobacco use costs the Utah economy an estimated \$663 million annually in smoking-related medical costs and lost productivity.⁸

Decreases in cigarette consumption in 1997, 2002 and 2010 coincide with increases in excise taxes those same years.

Utah has seen a **58%** decline in per capita cigarette consumption since 1990.⁴

Figure 4.

Number of Cigarette Packs Sold per Capita by Year, Utah, 1990-2011



For details see http://health.utah.gov/oph/ publications/h su/11Jun_TobaccoTax.pdf.

Source: Orzechowski and Walker⁴

Effects of Tobacco on Our Communities

Smoking Rates by Local Health District and Small Area

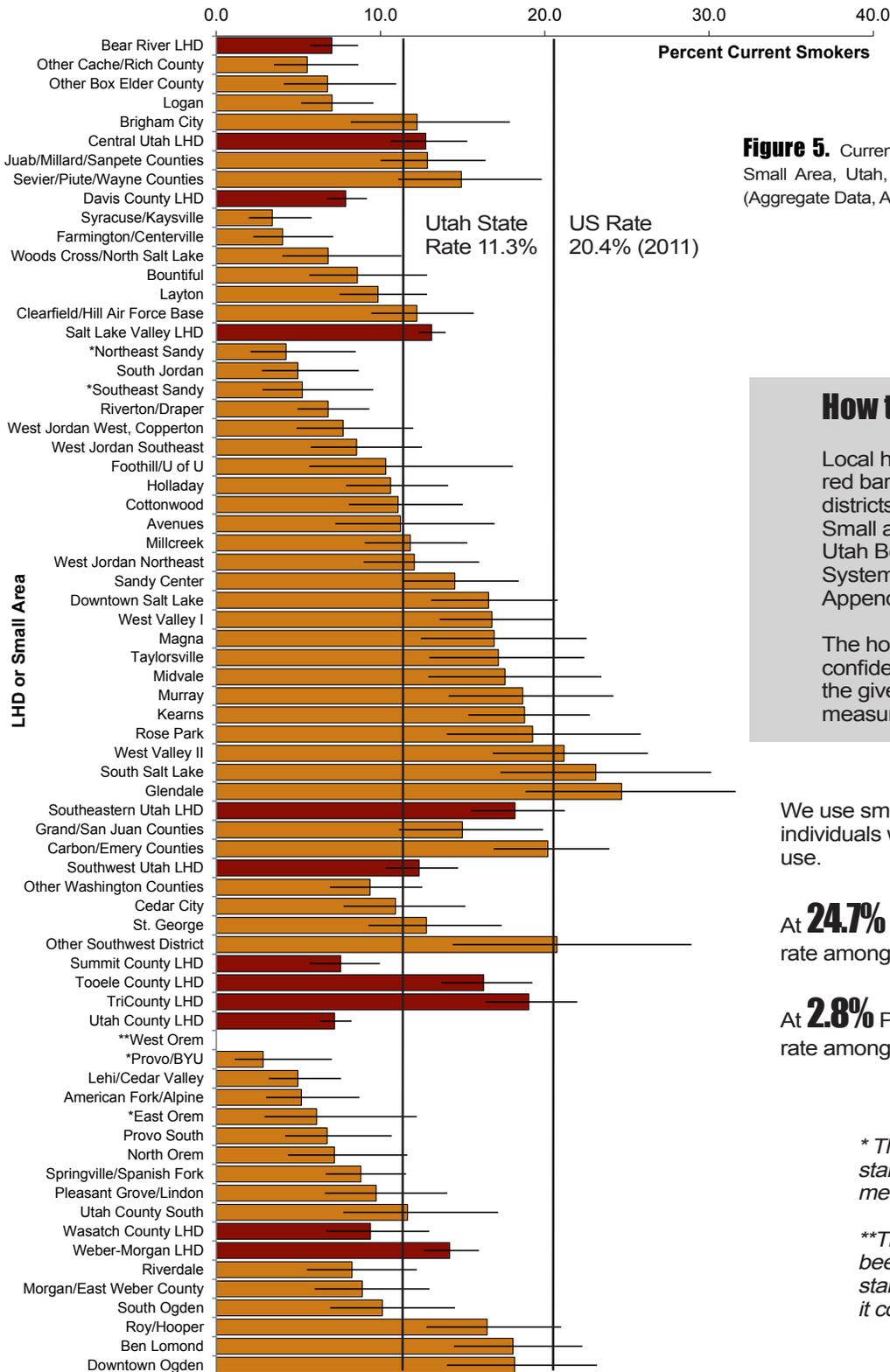


Figure 5. Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, 2009-2011, LLCPR Raking, (Aggregate Data, Age-adjusted)

How to Read this Graph:

Local health districts are represented by red bars. Small areas within local health districts are represented by orange bars. Small area definitions can be found in the Utah Behavioral Risk Factor Surveillance System Small Area Report, 2001-2005, Appendix C.

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

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

At **24.7%** Glendale has the highest smoking rate among small areas statewide.

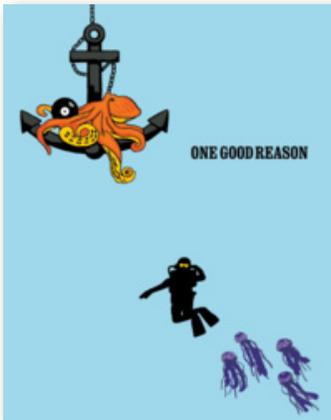
At **2.8%** Provo/BYU has the lowest smoking rate among small areas statewide.

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

***The estimate for West Orem has been suppressed because the relative standard error was greater than 50% or it could not be determined.*

Building Tobacco-free Communities

More than 85% of Utah TPCP funding is passed on to other agencies and local communities. To ensure that these funds are used well, TPCP provides infrastructure, assistance and evaluation services to our partners.



Statewide Services

By providing statewide services, we save money and make sure that services are the same from place to place. As a part of our statewide coordination and support efforts, we:

- Work with local health districts to create a statewide strategic plan and submit progress reports for state and federal funding sources
- Educate tobacco retailers and provide training to help them understand underage tobacco sales laws and meet national standards for the Division of Substance Abuse and Mental Health's federal block grant funding
- Provide tobacco cessation services for youth, adults, and pregnant women throughout Utah
- Partner with groups that provide tobacco cessation counseling and quit medications to low-income Utahns
- Collaborate with health care providers and insurance companies to make tobacco cessation services more widely available
- Develop new marketing materials for local and high-risk groups
- Work closely with the community to reach out to those groups disparately affected by tobacco use

Training and Technical Assistance

As a part of our ongoing commitment to offer technical assistance, and to bring communities together to share ideas, we:

- Share information about secondhand smoke prevention and amendments and the Utah Indoor Clean Air Act
- Conduct site visits and help partners through regular telephone and e-mail communication
- Provide policy guides, educational materials, and other resources

Data and Evaluation

TPCP uses data to make sure that we reach those who need our help the most. In addition, we evaluate all of the programs we fund. To support our funded partners in their efforts to collect and evaluate their own data, we:

- Share survey data that helps identify groups and locations with the highest tobacco use
- Help plan evaluations, create surveys or focus group guides, and assist with data analysis and report writing
- Teach partners how to run a youth tobacco cessation program

Top left: TPCP works closely with Harambee, an African-American health and wellness advocacy group. Middle left: Posters and t-shirts produced from winning youth artwork help TPCP engage Utah youth advocates in the fight against tobacco consumption. Bottom left: TPCP provides local partners with the support and resources to pass policies and place permanent signage.

State TPCP Funding

Utah Tobacco Settlement Account: \$4,041,000
 Utah Cigarette Tax Restricted Account: \$3,150,500

Drawdown of Federal Funds

Federal and private revenues depend on matches with state funds

- Our work with retailers to prevent underage tobacco sales protects \$6.8 million in Synar block grant funding for Utah's Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- TPCP state funds allow the program to secure \$1,215,000 in funding from the Centers for Disease Control and Prevention.
- Our marketing campaign was eligible to draw down \$1,226,353 in federal Medicaid match dollars.

In-kind Revenue: Campaign Added Value

Media vendors donate approximately \$2 for every \$1 spent by TPCP on media. This includes donated ad time, news specials, and other media events, and adds up to \$5,015,661.

Figure 7.

Estimated Annual Cost of Smoking in Utah; Cigarette and Tobacco Tax Revenue; Tobacco Industry Marketing Expenditures in Utah; Utah Tobacco Settlement Payment; and CDC Recommended and Actual Annual Investment in Tobacco Prevention and Control. (Latest Available Data)

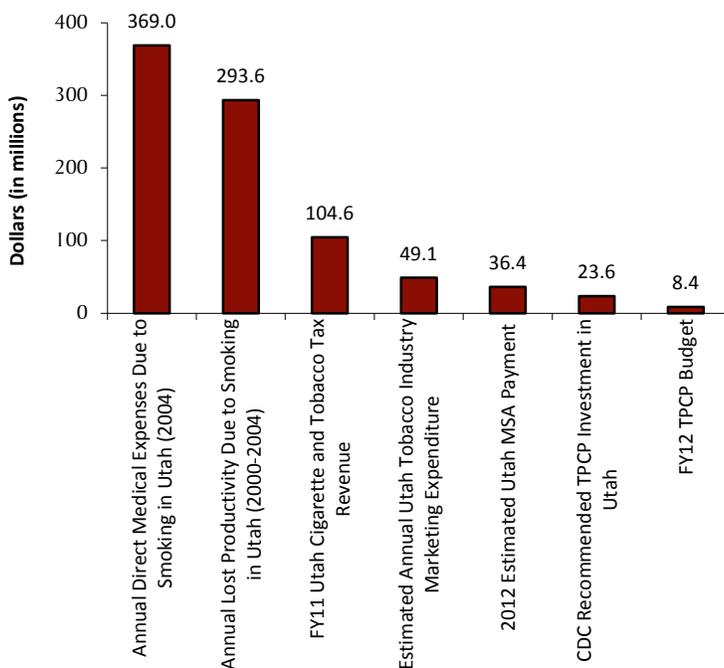
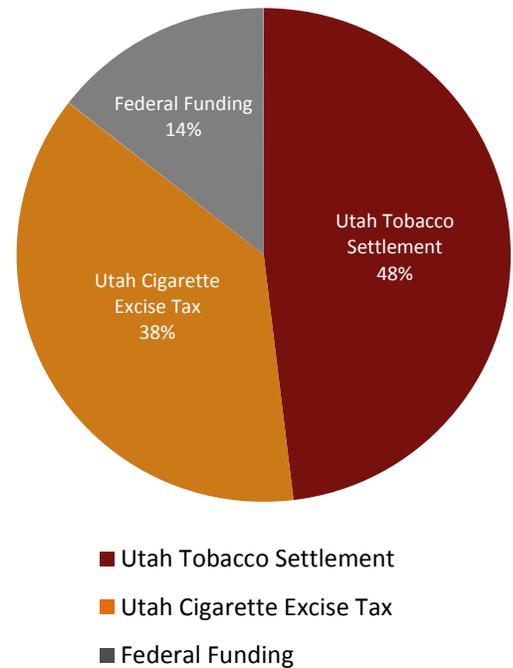


Figure 6.

Funding for the Tobacco Prevention and Control Program's tobacco prevention and cessation efforts comes from state and federal funding and cigarette taxes.



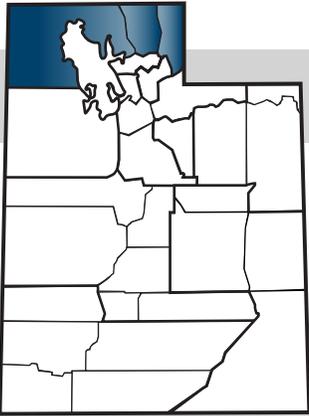
Tobacco-related Expenditures

The tobacco industry spends an estimated \$49.1 million every year to market tobacco products in Utah and recruit new tobacco users.⁹

Net cigarette and tobacco taxes bring revenue to Utah estimated at \$104.6 million to the state each year.⁸

Utah's 2012 tobacco settlement payment was \$36.4 million.⁸

The Centers for Disease Control and Prevention recommends that Utah spend \$23.6 million annually each year to reduce tobacco use.¹⁰ At \$8.4 million, the TPCP was funded at 36% of this recommended level.



Changing Policy for the Future

“ A lot of people smoke in front of me and around me, but I don’t smoke. If I were to smoke one, I’d smoke another. It’s like a Lay’s potato chip.”

Anonymous, Logan, quit October 2011

Over the past year, citizens and cities across the district have begun making changes for the better with the help of Bear River Health Department (BRHD).

- Wellsville City and Tremonton City passed outdoor tobacco ordinances
- Hyrum City began working toward an outdoor tobacco policy
- Garden City installed new permanent signage indicating its “No Smoking” policy at city parks
- InTech Collegiate High School adopted a comprehensive “No Smoking” policy on its campus



At left: In FY2012, Bear River Health Department (BRHD) launched a new billboard campaign featuring local quitter Bob Fairbanks. This campaign also included quit cards, banners and bus advertising.

Tobacco Statistics

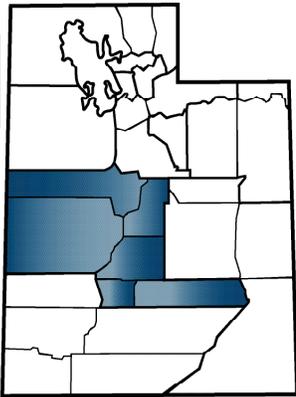
	BRHD	State
Adult Cigarette Smoking (2011) ¹	8.1%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	3.9%	5.2%
Pregnant Women Smoking (2010) ⁵	5.5%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	3.0%	2.9%
Homes with No Smoking Rule (2011) ¹	94.8%	93.2%
Number of Quit Line Registrations (FY2012)	265	7,514
Number of QuitNet Registrations (FY2012)	190	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	121	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	84.9%	86.2%

The youth smoking rate in Bear River Health District has decreased since 2009.¹² **-20%**

6.3% of Bear River stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-43%**

Central Utah Public Health Department (CUPHD)



Protecting Resources & Citizens

“ [Talking to a quit coach throughout the process of quitting smoking] helped me to think about what to do besides smoking. Thank you for being there.”

Sean, Salina, quit September 2011

Central Utah Public Health Department may be made up of small areas but there's no shortage of need for the assistance of this local Tobacco Prevention and Control Program, especially when it comes to smoking.

In FY2012, multiple fires raged across the state of Utah, and the Office of the State Fire Marshal indicated in a report that the Millard Grease Fire, which burned more than 16,500 acres, may have been caused by a cigarette.

Stories like this one powered the team at Central Utah Health Department (CUPHD) to encourage, support, and assist in the enforcement of "No Smoking" policies throughout Central Utah during FY2012.



At right: Smoke-free policy signs like this one are available in Central Utah for apartment building managers, businesses and private homes. The Tobacco Prevention and Control Program (TPCP) encourages people to use these signs to make their policies known.

The youth smoking rate in Central Utah Public Health District has decreased since 2009.¹² **-32%**

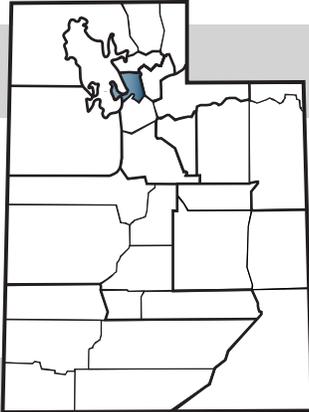
3.6% of Central Utah stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-74%**

Tobacco Statistics

	CUPHD	State
Adult Cigarette Smoking (2011) ¹	12.0%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	5.3%	5.2%
Pregnant Women Smoking (2010) ⁵	9.5%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	4.6%	2.9%
Homes with No Smoking Rule (2011) ¹	90.1%	93.2%
Number of Quit Line Registrations (FY2012)	194	7,514
Number of QuitNet Registrations (FY2012)	116	3,760
Anti-tobacco Ad Recall in the Past Month (2011) ¹	87.1%	86.2%

Davis County Health Department (DCHD)



One Business at a Time

“ Our partnership with the Davis County Health Department has been invaluable in providing education and support services for our employees to reach their health goals. ”
Richard Hendrickson, President, Lifetime Products

Educating the public about quit services is a priority for the Davis County Health Department (DCHD). In FY2012, Lunch'n'Learn tobacco cessation courses, offered as a part of the Worksite Wellness Program at Lifetime Products, inspired three employees to call the Quit Line and quit smoking for good.

The successful Lifetime quitters were featured in a billboard campaign in Davis County from March 2012 - June 2012. Their billboard will remain through the next fiscal year.



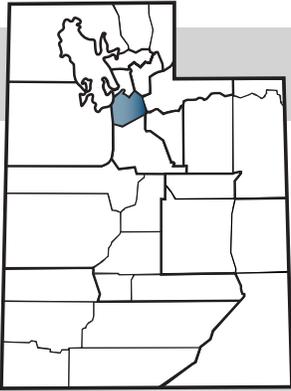
Tobacco Statistics

	DCHD	State
Adult Cigarette Smoking (2011) ¹	9.5%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	4.4%	5.2%
Pregnant Women Smoking (2010) ⁵	4.1%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	2.2%	2.9%
Homes with No Smoking Rule (2011) ¹	94.4%	93.2%
Number of Quit Line Registrations (FY2012)	605	7,514
Number of QuitNet Registrations (FY2012)	364	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	85	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	90.2%	86.2%

Since 2009, the youth smoking rate in Davis County Health District has remained at **4.4%**¹²

4.0% of Davis County stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001. ¹¹ **-76%**



Engaging Local Youth

“ It has been fun, rewarding and successful to join with TAAT. [We] have enjoyed working with other youth groups with the same mission and goals.”

Joyce Ah You, Executive Director, The Queen Center



Youth smoking rates in Salt Lake Valley Health District (SLVHD) are on the decline, due in part to the combined efforts of One Good Reason (1GR) and the local Teen Advocates Against Tobacco (TAAT) group. In November 2011, SLVHD's TAAT created the "TAAT Man" to symbolize the addictive nature and harmful effects of tobacco. TAAT Man was on display at the Grey Wall Art Gallery through the month of November.

Symbolism in the TAAT Man

TAAT Man is more than just a mannequin covered in papier-mâché and tobacco ads. He's a symbol of attempts by the tobacco industry to lure our youth.

- Tobacco ads = inundation of ads that resonate with our hopes and dreams
- X'd out eyes and covered ears = inability to see or hear the truth about tobacco
- Covered mouth = Big Tobacco taking away smokers' personal voices
- Bars around the head = imprisonment of smokers to tobacco addiction
- Chains = restrictive nature of tobacco addiction
- No arms = tobacco removing ones' ability to act for oneself

The youth smoking rate in Salt Lake Valley Health District has decreased since 2009.¹² **-22%**

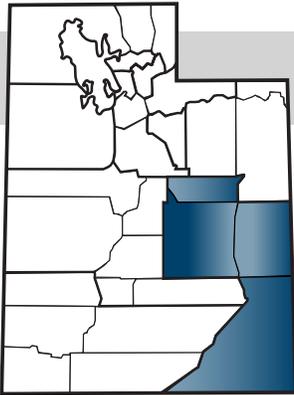
5.3% of Salt Lake Valley stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-68%**

Tobacco Statistics

	SLVHD	State
Adult Cigarette Smoking (2011) ¹	13.0%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	6.6%	5.2%
Pregnant Women Smoking (2010) ⁵	6.7%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	2.6%	2.9%
Homes with No Smoking Rule (2011) ¹	92.3%	93.2%
Number of Quit Line Registrations (FY2012)	2,840	7,514
Number of QuitNet Registrations (FY2012)	1,738	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	58	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	88.5%	86.2%

Southeastern Utah District Health Department (SEUDHD)



Leading the Way

“ I couldn't have [quit smoking] without the Utah Tobacco Quit Line. The support was great. It really helped having someone to talk to. ”

Don, Helper, quit September 2011

Southeastern Utah District Health Department (SEUDHD) is a leader in promoting cessation services to locals throughout Carbon County, Emery County, San Juan County, and Grand County. The team led the way in developing campaigns that not only reached out to smokers at a local level, but also featured quit success stories from locals they know, love, work with, and see on a regular basis. In FY2011, SEUDHD launched its first locally-based campaign featuring a local resident and continued the trend in FY2012. The success of the campaigns inspired other local health departments to do the same.



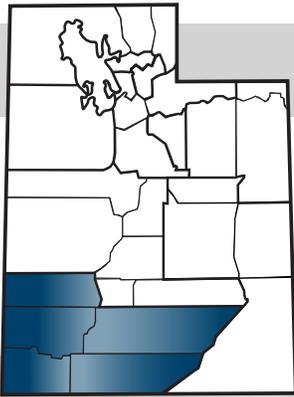
At left: In FY2012, Southeastern Utah District Health Department (SEUDHD) launched a new billboard campaign featuring local businessman, Keith Mason, who recently kicked his tobacco habit.

Tobacco Statistics		
	SEUDHD	State
Adult Cigarette Smoking (2011) ¹	13.4%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	8.2%	5.2%
Pregnant Women Smoking (2010) ⁵	15.0%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	4.4%	2.9%
Homes with No Smoking Rule (2011) ¹	87.0%	93.2%
Number of Quit Line Registrations (FY2012)	169	7,514
Number of QuitNet Registrations (FY2012)	74	3,760
Anti-tobacco Ad Recall in the Past Month (2011) ¹	85.6%	86.2%

Since 2009, the youth smoking rate in Southeastern Utah Health District has remained at **8.2%**¹²

6.0% of Southeastern Utah stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-51%**



Helping Patients Get Healthy

“ I had to run to the bus today because I thought I was going to miss it, and I could actually run. I felt great. I'm really grateful for the service you guys have. ”

Jason, St. George, quit February 2012



Tobacco dependence is a chronic disease, but it isn't always treated or viewed as one. The U.S. Department of Health and Human Services reports that "modern approaches to treating tobacco use and dependence should reflect the chronicity of tobacco dependence" (2008). More recent calculations from Leif Associates, Inc. estimate that smokers have health care costs averaging nearly 34% higher than nonsmokers (2012).

That's why Southwest Utah Public Health Department (SWUPHD) and Intermountain Health Care's Dixie Regional Medical Center (pictured at left) have teamed up to explore more effective ways of treating tobacco-dependent patients. Together, they are developing new processes and treatment protocols for inpatient tobacco users, including follow-up and continued resources for patients after discharge.

The youth smoking rate in Southwest Utah Public Health District has decreased since 2009.¹² **-36%**

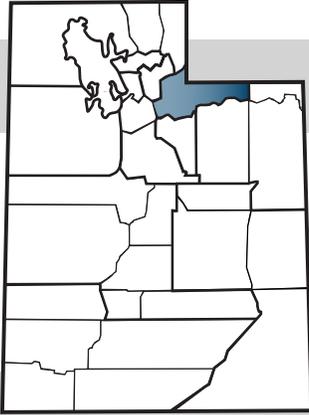
4.8% of Southwest Utah stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-79%**

Tobacco Statistics

	SWUPHD	State
Adult Cigarette Smoking (2011) ¹	10.1%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	4.2%	5.2%
Pregnant Women Smoking (2010) ⁵	6.7%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	3.1%	2.9%
Homes with No Smoking Rule (2011) ¹	94.3%	93.2%
Number of Quit Line Registrations (FY2012)	385	7,514
Number of QuitNet Registrations (FY2012)	246	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	56	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	76.9%	86.2%

Summit County Health Department (SCHD)



Working Together to End Tobacco Use

“ If I can help just one person [quit smoking], it is worth it! ”

Tom Moore, Local Business Owner and Quitter, Coalville

Working to maintain the pristine beauty of nature and keeping residents and visitors healthy are two of the things that Summit County Health Department (SCHD) does best.

In FY2012, SCHD teamed up with local business owner and quitter, Tom Moore, to promote tobacco cessation on billboards, quit cards and other advertising.

With the help of the South Summit High School Peer Leaders, SCPHD passed the Kamas City Smoke-free Parks Policy, which became effective in mid-June 2012.



Text on Tom Moore poster: When Tom Moore quit tobacco over 20 years ago, he never thought it would be easy. And it wasn't. True to form, Tom stuck to his guns. Now, decades later, he's still fighting tobacco. Not for himself, but for friends, family, anyone who wants to quit. So when you see him around, talk to him, ask him how he did it. If he doesn't tell you first.

Tobacco Statistics

	SCPHD	State
Adult Cigarette Smoking (2011) ¹	8.0%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	5.1%	5.2%
Pregnant Women Smoking (2010) ⁵	2.7%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	3.4	2.9%
Homes with No Smoking Rule (2011) ¹	95.0%	93.2%
Number of Quit Line Registrations (FY2012)	51	7,514
Number of QuitNet Registrations (FY2012)	44	3,760
Anti-tobacco Ad Recall in the Past Month (2011) ¹	83.9%	86.2%

The youth smoking rate in Summit County Health District has decreased since 2009.¹² **-51%**

4.3% of Summit County stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-82%**

Tooele County Health Department (TCHD)



One Person Can Make a Difference

“ I don't have my cough anymore. I breathe better. I'm thinking clearer. I'm more active. Everything seems better. It's unbelievable! ”

Theresa, Tooele, quit March 2012

In Tooele, everybody knows Leah Akridge. You can't get a good cup of coffee without seeing her smiling face at Jana's Java. When Leah was pregnant with her second child, she decided it was time to quit smoking and with help from the Tooele County Health Department (TCHD), Leah is still tobacco free. Now, she's taking on a new challenge to inspire the community to quit tobacco for good. Leah's story is playing at local movie theaters and is in production to become a part of the statewide campaign.



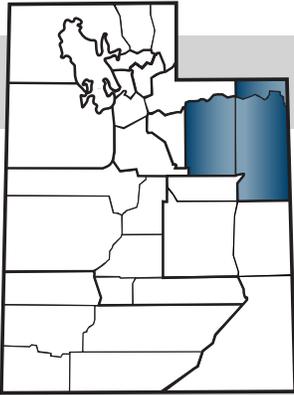
The youth smoking rate in Tooele County Health District has decreased since 2009.¹² **-35%**

10.4% of Tooele County stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-56%**

Tobacco Statistics

	TCHD	State
Adult Cigarette Smoking (2011) ¹	17.4%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ³	7.3%	5.2%
Pregnant Women Smoking (2010) ⁴	11.7%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	3.2%	2.9%
Homes with No Smoking Rule (2011) ¹	91.3%	93.2%
Number of Quit Line Registrations (FY2012)	163	7,514
Number of QuitNet Registrations (FY2012)	118	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	28	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	92.6%	86.2%



Continuing Progress

“ I never thought [quitting smoking] was a possibility. I’m 50 years old and I can see a big light at the end of the tunnel. ”

Cathy, Utah, quit March 2012

TriCounty Health Department (TRCHD) does whatever it takes to help educate residents of Daggett County, Uintah County, and Duchesne County about the potential health hazards associated with smoking and smokeless tobacco products. But they don’t stop at education.

Throughout FY2012, TriCounty Health Department (TCHD) continued to provide Quit Spit Kits to residents in all three counties to help support them in their efforts to quit tobacco use for good.

TriCounty Health Department (TCHD) was also an active participant in the E.N.D. program, assisting youth tobacco users with kicking the habit and replacing it with healthier choices. Their continued efforts have helped to keep the overall youth smoking rates in these counties at stable levels.



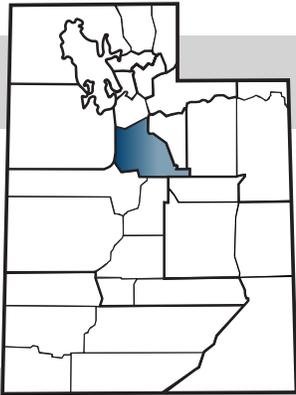
Tobacco Statistics

	TRCHD	State
Adult Cigarette Smoking (2011) ¹	18.0%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	6.1%	5.2%
Pregnant Women Smoking (2010) ⁵	13.3%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	5.0%	2.9%
Homes with No Smoking Rule (2011) ¹	89.2%	93.2%
Number of Quit Line Registrations (FY2012)	129	7,514
Number of QuitNet Registrations (FY2012)	88	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	29	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	88.0%	86.2%

Since 2009, the youth smoking rate in TriCounty Health District has remained at **6.1%**¹²

3.8% of TriCounty stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-79%**



Youth Making a Difference

“ On being tobacco-free:
One less rock to carry. I feel lighter, free. It's
like being on my own cloud 9. ”

Mark, Utah, quit September 2011



Utah County Health Department works hard to reach out to community members of every age, no matter where they're located. From generating top-notch press with their Great American Smoke-Out Quit Kit Giveaways, to receiving roaring applause during Orem Summerfest with the help of their Teen Advocates Against Tobacco (TAAT) group, OUTRAGE, UCHD engaged the public at every turn throughout FY2012. But youth efforts didn't stop at Summerfest. OUTRAGE members hosted a Kick Butts Day Memorial Service for those who've died of tobacco-related illnesses in the community and worked with Miss Utah USA 2012, Kendyl Bell to raise awareness of the harmful effects of secondhand smoke.

At left: The OUTRAGE float at Orem Summerfest 2012 caught the public's attention with its eye-catching theme centered on creating clean air for Utah County kids.

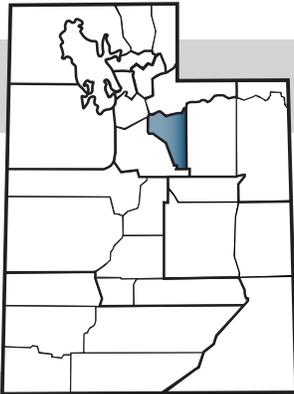
The youth smoking rate in Utah County Health District has decreased since 2009.¹² **-16%**

2.2% of Utah County stores sold tobacco to underage youth during compliance checks.¹¹

Illegal sales of tobacco to underage youth have dropped since 2001.¹¹ **-80%**

Tobacco Statistics

	UCHD	State
Adult Cigarette Smoking (2011) ¹	7.4%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	2.6%	5.2%
Pregnant Women Smoking (2010) ⁵	2.5%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	2.8%	2.9%
Homes with No Smoking Rule (2011) ¹	95.8%	93.2%
Number of Quit Line Registrations (FY2012)	871	7,514
Number of QuitNet Registrations (FY2012)	376	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	95	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	83.4%	86.2%



Creating Smoke-free Environments

“ Because of our partnership with the Wasatch County Health Department and community partners, we have seen drastic declines in tobacco use at county parks in the past 2 years. ”

Tom Bonner, Parks and Recreation Director, Wasatch County

Over the past two years, Wasatch County Health Department (WCHD) has worked tirelessly to reduce smoking at area parks. WCHD worked with community partners and policy makers in FY2012 to promote and enforce the Wasatch County Board of Health “Smoke-free Outdoor Places” ordinance. At South Field Skatepark in Heber City, WCHD helped to reduce smoking and their efforts are visible. From No Smoking insignias painted on the sidewalk to permanent and temporary signage at the park, WCHD is getting the word out.

Litter surveys conducted in the park recorded **155** cigarette butts in FY2010, **92** butts in FY2011, and only **22** butts left behind in FY2012.



At right: Wasatch County teen, Kelton George, offers a big smile near signage promoting a smoke-free environment at Southfield Skatepark in June 2012.

Tobacco Statistics

	WCHD	State
Adult Cigarette Smoking (2011) ¹	5.1%*	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	4.3%	5.2%
Pregnant Women Smoking (2010) ⁵	4.8%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	6.2%	2.9%
Homes with No Smoking Rule (2011) ¹	91.5%	93.2%
Number of Quit Line Registrations (FY2012)	46	7,514
Number of QuitNet Registrations (FY2012)	21	3,760
Anti-tobacco Ad Recall in the Past Month (2011) ¹	81.4%	86.2%

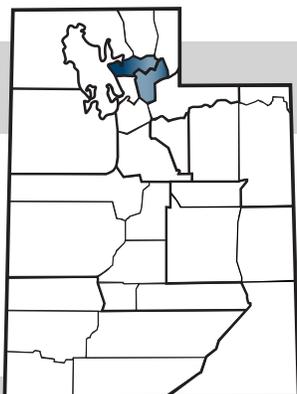
* This estimate has a relative standard error of >30% and does not meet UDOH standards for reliability.

The youth smoking rate in Wasatch County Health District has decreased since 2009. ¹² **-53%**

13.4% of Wasatch County stores sold tobacco to underage youth during compliance checks. ¹¹

Illegal sales of tobacco to underage youth have dropped since 2001. ¹¹ **-4%**

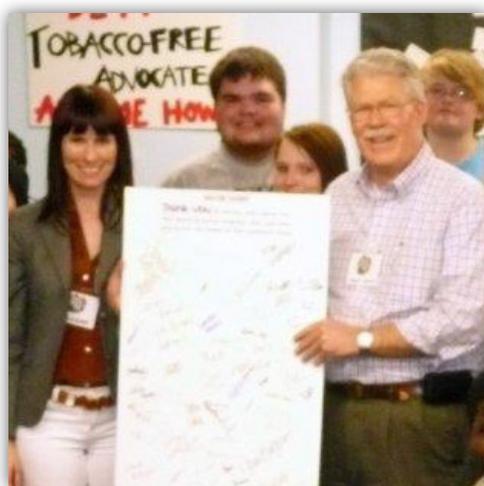
Weber-Morgan Health Department (WMHD)



Collaborating for Change

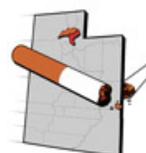
“Quitting smoking...[has] changed my life. My kids are so proud of me. My family is so proud of me. I have quit drinking alcohol...I'm quitting to save my life.”

Julie, Ogden, quit January 2012



In FY2012, Weber-Morgan Health Department (WMHD) created the Weber-Morgan Tobacco-Free Coalition to bring together community partners in an effort to promote health and wellness, provide easy access to community-based quit services for those who want to quit tobacco and to prevent youth tobacco-use initiation among all populations.

At left: On Kick Butts Day in March 2012, Weber-Morgan Youth Coalition members presented Mayor Richard Harris of North Ogden city with a thank-you poster for his efforts in tobacco use prevention.



**Weber-Morgan
Tobacco-Free
Coalition**

The youth smoking rate in Weber-Morgan Health District has decreased since 2009. ¹² **-14%**

5.6%

of Weber-Morgan Health Department stores sold tobacco to underage youth during compliance checks. ¹¹

Illegal sales of tobacco to underage youth have dropped since 2001. ¹¹ **-66%**

Tobacco Statistics

	WMHD	State
Adult Cigarette Smoking (2011) ¹	14.5%	11.3%
Youth Cigarette Smoking in Grades 8, 10, 12 (2011) ¹²	7.1%	5.2%
Pregnant Women Smoking (2010) ⁵	9.8%	6.0%
Adult Use of Chewing Tobacco, Snuff, or Snus (2011) ¹	3.0%	2.9%
Homes with No Smoking Rule (2011) ¹	95.7%	93.2%
Number of Quit Line Registrations (FY2012)	770	7,514
Number of QuitNet Registrations (FY2012)	383	3,760
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2012)	56	546
Anti-tobacco Ad Recall in the Past Month (2011) ¹	86.9%	86.2%

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Resources



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