TOBACCO PREVENTION AND CONTROL IN UTAH

EIGHTEENTH ANNUAL REPORT, NOVEMBER 2018

UTAH DEPARTMENT OF HEALTH

TOBACCO PREVENTION AND CONTROL PROGRAM

UTAH DEPARTMENT OF HEALTH

Utah Department of Health
Tobacco Prevention and Control Program

(877) 220-3466
www.tobaccofreeutah.org
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LETTER FROM THE EXECUTIVE DIRECTOR

The Utah Department of Health (UDOH) is committed to promoting safe and healthy communities where all Utahns can thrive. Quitting smoking is one of the best ways to improve health. Despite having the lowest smoking rate in the country, 9% of Utahns continue to smoke. In addition, innovative nicotine delivery devices such as vape products have increased the risk of nicotine addiction among our youth and young adults.

The UDOH Tobacco Prevention and Control Program (TPCP) provides services for Utah residents to help them quit all forms of tobacco. These services include the Utah Tobacco Quit Line which provides telephone counseling and online support through waytoquit.org.

In fiscal year 2018 (July 1, 2017 to June 30, 2018), the TPCP focused on finding innovative ways to help Utah's remaining tobacco users quit. This year they launched Individual Services, a customizable program that empowers tobacco users to choose the proven quit tools that will work best for them (nicotine replacement therapy, print materials, emails, or texts).

In addition the TPCP continued more than 15 years of partnership with local community-based organizations representing those disparately affected by tobacco use. Among racial and ethnic groups in Utah, cigarette smoking prevalence is highest in Native American and African American communities. Smoking rates among members of our LGBTQ community and Medicaid and mental health clients are also significantly higher than the state average.

Through these partnerships the TPCP has been able to develop more targeted, culturally appropriate messages and conduct assessments to understand the needs of these groups. These strategies are necessary if we wish to drive down the number of tobacco users in Utah even further.

It is my pleasure to present this report detailing our progress in tobacco prevention and control during the past year. We express our appreciation to the Utah State Legislature and our state and local partners for their continued commitment to the health and well-being of our communities.

Sincerely,

Joseph K. Miner, M.D.
Executive Director
Utah Department of Health

HELPING TOBACCO USERS QUIT

With 71.6% of Utahns who smoke cigarettes planning to quit within the next year[1], the Utah Department of Health, Tobacco Prevention and Control Program (TPCP) offers free services to increase quit success. Evidence-based cessation counseling programs, quit medications, and other resources are available through the TPCP's *way to quit* program.

Individual Services

On July 1, 2018, the TPCP launched a new cessation program called Individual Services. This program allows Utah tobacco users to choose a combination of quit assistance including two weeks of nicotine replacement therapy, print materials, emails with quit tips, and/or text messages. Having a choice in services allows tobacco users to quit their own way.

Individual Services is an economical compliment to existing quit services: the Utah Tobacco Quit Line and online coaching. In the first year, 1,848 tobacco users signed up for Individual Services.[2]

The Utah Tobacco Quit Line

The Utah Tobacco Quit Line (1.800.QUIT.NOW) is a free statewide telephone coaching service available to all Utah residents in English and Spanish (at 1-855-Dejelo-Ya or dejeloya.org).

This service includes:

- Five calls with an experienced tobacco cessation coach
- A customized quit program
- Free nicotine replacement therapy (NRT) patches or gum, if eligible
- 24/7 help line

Quitting Online

Online quit coaching is growing in popularity among Utah tobacco users. It offers a number of services including:

- Access to a quit coach through online chat
- A support community
- Interactive lessons and exercises
- Motivational emails
- Free nicotine replacement therapy (NRT) patches or gum, if eligible
- 24/7 live chat

Quit your way

Build your free tobacco quit plan using any combination of:

- Email
- Texts
- Print materials
- 2-weeks of nicotine patches or gum

Quit Service Utilization[2]

1,848
Individual Service Enrollments

2,312
Quit Line Registrations

717
Web Enrollments

20,996
Average Monthly waytoquit.org Website Visits

2,156
Health Care Provider Referrals

131
Referring Partner Clinics

27
Utah Counties Served

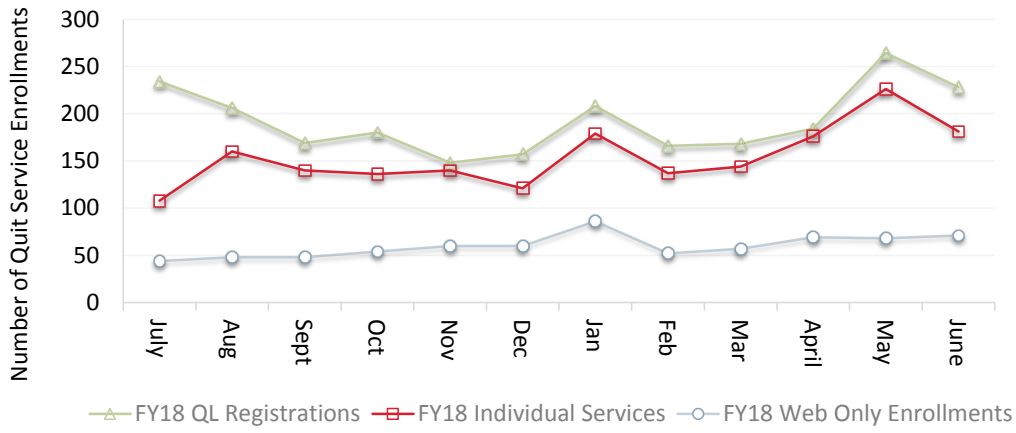
HELPING TOBACCO USERS QUIT

Engaging Health Care Providers and Health Systems in Tobacco Cessation

Health care providers play a crucial role in helping tobacco users quit successfully. According to research, smokers are 13 times more likely to enroll in treatment when they are directly connected to a quit line, as opposed to being encouraged to call on their own.[3] The TPCP and local health department partners continued to work with hospitals and clinics across the state to increase the use of fax and electronic referrals to TPCP quit services.

A TPCP Utah Tobacco Cessation Benefit Assessment conducted during FY17 showed that the majority of Utah health plans provided tobacco cessation medications and counseling, although some gaps in tobacco cessation coverage remained. The TPCP notified the health plans that their members would receive limited benefits through the Utah Tobacco Quit Line and would be directed to contact their health plan for further benefits. As a result of the assessment and subsequent communication, one major Utah health plan updated their tobacco cessation benefit package by providing quit line services for their members beginning July 2018.

Number of Utah Adults Who Enrolled in TPCP Quit Services by Type of Service and Month, Fiscal Year 2018[2]



Since its introduction in July 2018, monthly use of the *Individual Services* quit program has grown by nearly 70%.[2] The TPCP will continue to assess Utah's tobacco users' needs for assistance in the quit process and evaluate the utilization and effectiveness of its quit programs and resources.

ANTI-TOBACCO ADVERTISING

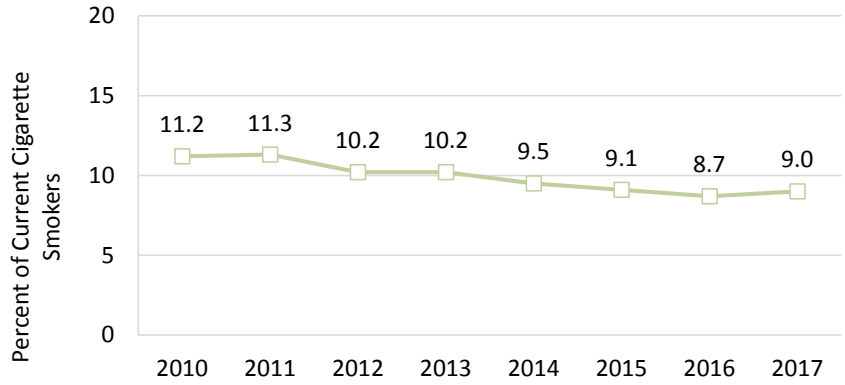
In FY18, the TPCP developed a comprehensive anti-tobacco marketing plan that reached thousands of Utahns through TV, radio, print, outdoor, digital, and social media. The goals of this marketing campaign are in line with the TPCP program goals:

- Promote tobacco cessation resources
- Increase quit attempts
- Protect Utahns from the effects of secondhand smoke
- Eliminate health disparities among populations at greater risk for tobacco use

TV & Radio

Television and radio continue to offer distinct advantages through their large reach and outrank all other media in influencing target/consumer decisions. The average American adult spends more than four hours watching live and time-shifted television and just under two hours listening to the radio each day. Television and radio are highly influential in driving online searches and making online media more successful. In FY18, the TPCP aired three anti-tobacco TV ads: *Justin, Anxiety*, and *Cigarettes Are Eating You Alive*. These ads were rated highly effective in promoting quit attempts by smokers in Utah and nationwide. English radio continued to run the anti-tobacco ads *Out of Control, Mutations, Splat,* and *Who's Chewing Who*. Spanish radio continued to run *Shaving, Celebration, Dear Mom,* and *Voice of Alarm* which were developed specifically for the Spanish speaking community in Utah.

Percent of Utah Adults (18+) Who Currently Smoke Cigarettes by Year, 2010- 2017 (Age-adjusted)[1]



In 2017, 9.0% of Utah adults[1] (approximately 195,000 adults) reported they currently smoked cigarettes. Utah has the lowest cigarette smoking rate in the nation.

Ongoing access to evidence-based quit services, mass media education, and strong tobacco-free policies are needed for continued declines in tobacco use among all population groups.

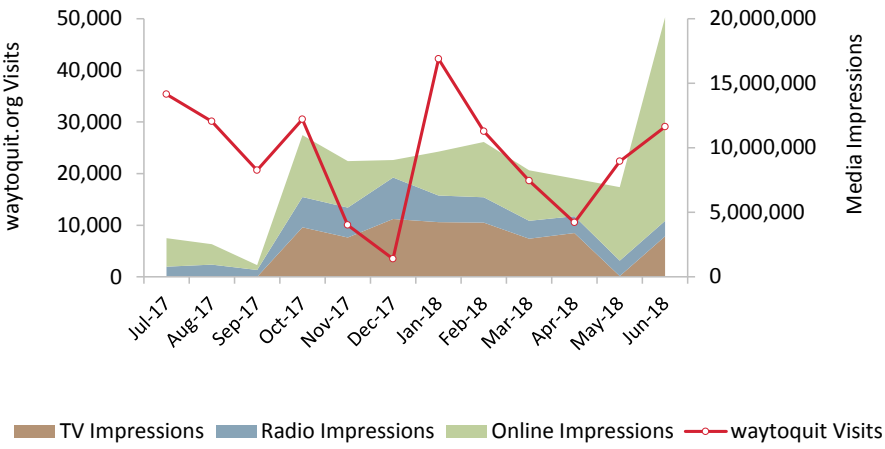
ANTI-TOBACCO ADVERTISING

Digital

Digital advertising offers a unique opportunity to better reach tobacco users. In FY18, the TPCP conducted a digital media test to see which creative approach worked best in the digital space. As part of this test, the TPCP's ad campaign created six digital ads, two for each of the three anti-tobacco advertising categories: emotionally hard hitting, graphically hard hitting, and supportive. These ads were evaluated through an online panel survey and through digital metrics such as click and view completion rates.

The evaluation showed that, like with TV, hard-hitting digital ads were most likely to influence tobacco users' attitudes and behaviors. As a result of the evaluation, the TPCP ensured that Utah tobacco users were exposed to ads considered most effective in motivating quit attempts.

waytoquit.org Website Visits and Media Impressions by Month, FY2018



Anti-tobacco media messages inform tobacco users about quit help and drive use of quit services. Increased waytoquit website visits in January are linked to New Year's resolutions.

Outdoor

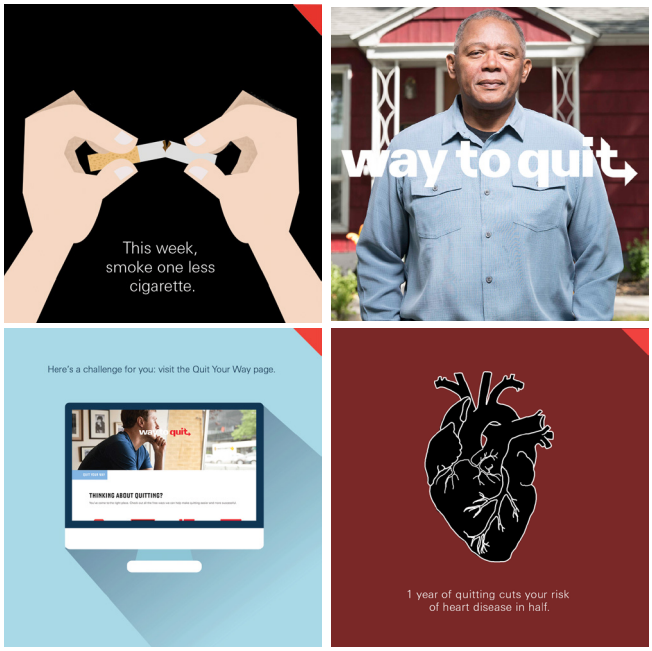
Anti-tobacco ads at gas stations educated Utahns about the harmful health effects of tobacco. Gas station ads are designed to reach tobacco users at places where they might buy tobacco. Billboards in rural areas showed Utahns who were successful at quitting tobacco to encourage quit attempts among current tobacco users.

ANTI-TOBACCO ADVERTISING

Social Media

The TPCP continued to use Facebook to build a support community for Utahns who are trying to quit tobacco use. Weekly promoted posts highlight quit tips, campaign material, and shared posts from local health departments and other community partners. These posts extended the reach and increased engagement with the Facebook page.

The TPCP more actively used its Instagram account in FY18 to offer additional tips and information to Utah tobacco users.



Website

The TPCP continues to offer services, tips, and other support for Utah tobacco users at www.waytoquit.org. In addition, the TPCP updated its program web site (www.tobaccofreeutah.org). The new site offers easy access to materials related to smoke-free or tobacco-free work sites and housing, as well as tobacco-related statistics and laws.

The Tobacco Talk

With fun flavors and sleek designs, today's tobacco products are made to look appealing, but they still contain nicotine. Nicotine, whether smoked, vaped, or chewed is addictive and can harm a teenager's developing brain.[4] In 2017, 12% of Utah teens used a tobacco or vape product in the past 30 days.[5]

To reduce the number of Utah youth who use tobacco, the TPCP created **The Tobacco Talk**, a campaign that aims to educate parents and the larger Utah community about new tobacco products and the danger that nicotine poses to the developing brain. This campaign highlights:

- The variety of products available
- Risks to youth from tobacco and nicotine use
- Issues like flavors, packaging, and access
- Tools to help parents discuss tobacco with teens

The Tobacco Talk campaign was developed based on formative research conducted by the Wisconsin Department of Health Services.

PREVENTING YOUTH TOBACCO USE

Nicotine use during adolescence can disrupt brain development and affect attention, learning, and susceptibility to addiction.[6] To prevent youth tobacco use, the TPCP supports:

- Tobacco-free policies in schools and communities
- Youth involvement in policy development
- Enforcement of laws that restrict new tobacco specialty stores near schools and other community locations
- Enforcement of laws that prohibit tobacco sales to underage youth

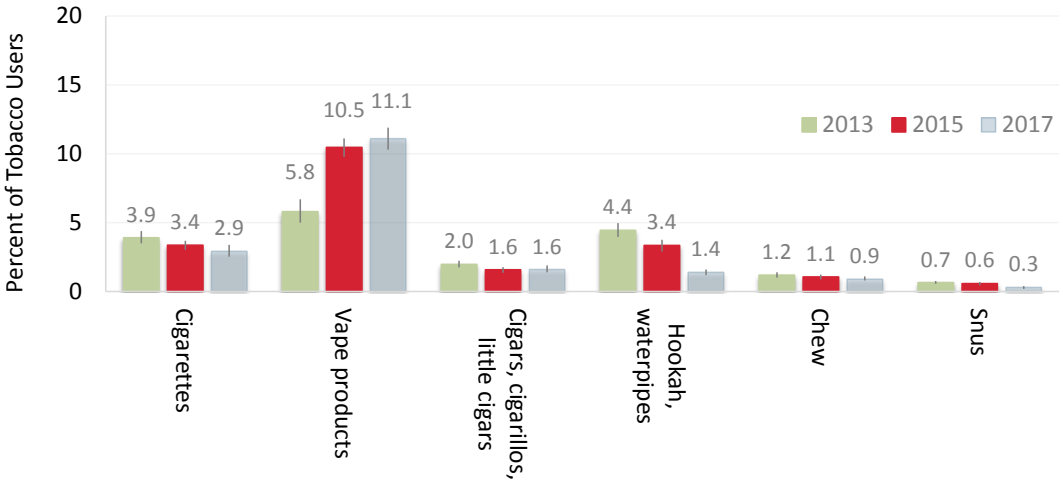
Involving Youth in Prevention

In FY18, Utah youth educated their communities about the dangers of nicotine, the benefits of raising the legal age to purchase tobacco to 21, and the appeal of flavored tobacco products. Youth from across the state came together during their summer break to learn best practices of prevention and better ways to help their communities.

Reducing Tobacco Sales to Minors

In partnership with the 13 local health departments (LHDs), the TPCP developed a website that educates tobacco retailers about Utah tobacco laws (utahtobaccolaws.org). LHDs also conducted compliance checks to prevent retailers from selling tobacco to minors. In FY18, 6.4% of retailers sold tobacco or vape products to minors during compliance checks. LHDs recognized stores with a record of not selling tobacco during compliance checks.

Percent of Utah Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[5]



Utah students are significantly more likely to use electronic cigarettes or vape products than any other tobacco product. Use of electronic cigarettes nearly doubled from 5.8% in 2013 to 10.5% in 2015 and remained high at 11.1% in 2017. Utah students reported small declines in current use of conventional cigarettes, cigars, hookahs, chew, and snus.[5]

ELIMINATING EXPOSURE TO SECONDHAND SMOKE

Many of the 4,000 chemicals in secondhand smoke (SHS) are toxic and can cause cancer, heart disease, and respiratory diseases. Despite recent declines in cigarette smoking and restrictions on smoking in public places, exposure to SHS remains a serious health risk for Utah children and adults:

- In 2017, more than 15,000 Utah children were exposed to SHS during the past week inside their homes[1]
- 38.3% of Utah adults reported breathing SHS in the past week at indoor or outdoor locations[1]

Policies to Reduce Secondhand Smoke Exposure

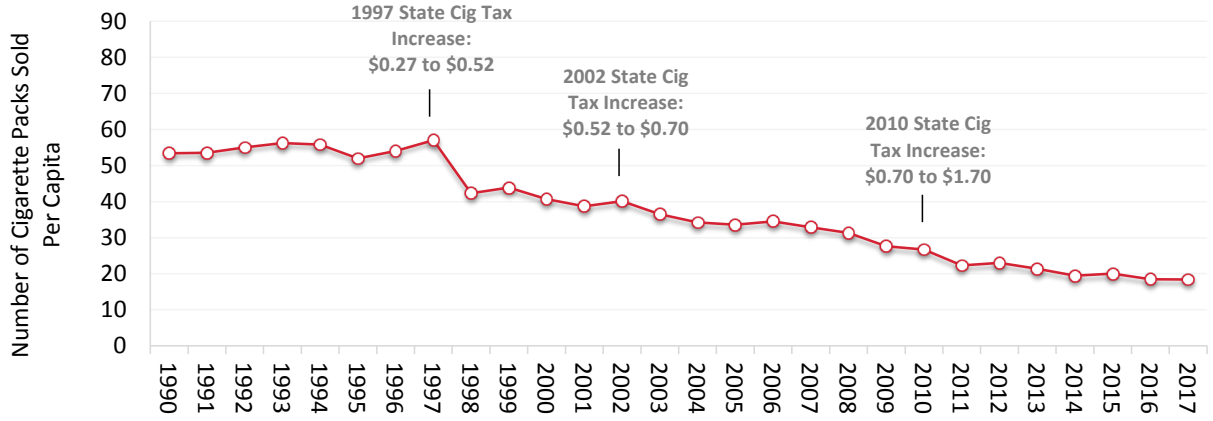
Laws and other regulations that ban smoking in public places reduce SHS-related diseases and help smokers quit. In FY18, the TPCP and its partners assisted work sites, health care facilities, cities, and multi-unit housing complexes in passing or strengthening tobacco-free or smoke-free policies:

- 15 work sites passed new tobacco-free policies
- 17 work sites strengthened their policies
- Five health care sites passed new policies
- Eight outdoor venues passed new policies; 12 venues strengthened their policies

In FY18, the number of smoke-free housing units in the TPCP Smoke-free Apartment and Condominium Statewide Directory increased by 12,128 to more than 56,000 units in 22 Utah counties. TPCP partners worked with housing authorities statewide on the implementation of a smoke-free policy in all public housing venues. The United States Department of Housing and Urban Development (HUD) smoke-free policy went into effect on July 31, 2018. The TPCP's Multi-unit Housing Toolkit and smoke-free signage were distributed at the Utah Apartment Association (UAA) Annual Fair Housing and Education Trade Show in Salt Lake City and St. George. TPCP partners worked with UAA and their Good Landlord Program to educate managers and owners about the benefits of smoke-free housing.

Since 1990, per capita cigarette consumption in Utah has declined by 65.5%.[7] Increases in the state cigarette excise tax in 1997, 2002, and 2010 are associated with decreases in consumption in the following years. Strong tobacco-free policies, mass media education, and evidence-based quit programs also contributed to declines in cigarette smoking.

Number of Cigarette Packs Sold per Capita by Year, Utah, 1990-2017[7]



ENDING TOBACCO RELATED DISPARITIES

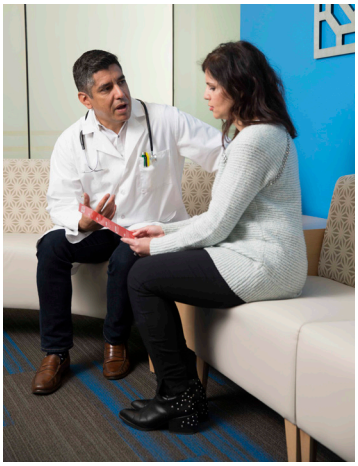
Targeted tobacco industry marketing increases the risk for tobacco use and nicotine addiction among select population groups. The TPCP works closely with community partners that serve populations that are disparately affected by tobacco use to develop culturally and linguistically appropriate tobacco-free policies and interventions.

Disparities Networks

The TPCP has partnerships with four community-based organizations representing the African American, Native American, Hispanic/Latino and Pacific Islander communities across Utah. In FY18, these organizations worked hard to gather specific information from their communities about civic engagement to understand how to promote tobacco policy work in the future.

AUCH Partnership

In FY18, 457 low income or uninsured tobacco users received counseling and tobacco cessation medications through the Association for Utah Community Health (AUCH).

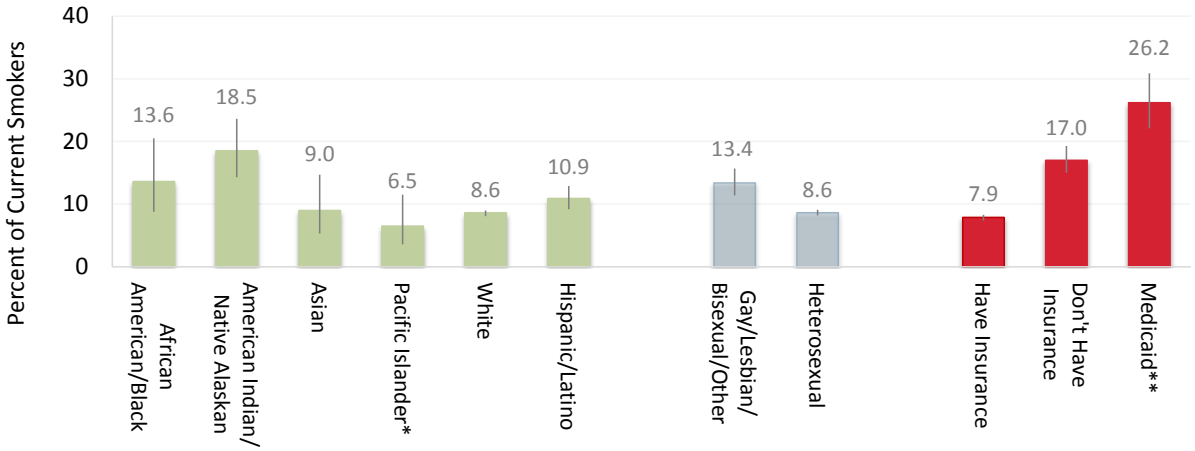


Medicaid Partnership

In FY18, a partnership with Medicaid provided tobacco cessation services and/or quit medications to 434 general Medicaid clients and 1,148 pregnant women on Medicaid.

Among racial and ethnic groups, the risk for cigarette smoking is highest in the American Indian/Native Alaskan community. Smoking rates reported by Utahns without health insurance, Medicaid clients, and members of the LGBTQ community are also significantly higher than the state average of 9.0%.[1]

Percent of Utah Adults Who Smoke Cigarettes by Race/Ethnicity, Sexual Orientation, and Insurance Status, 2015-2017 (Combined Data; Age-adjusted)[1]

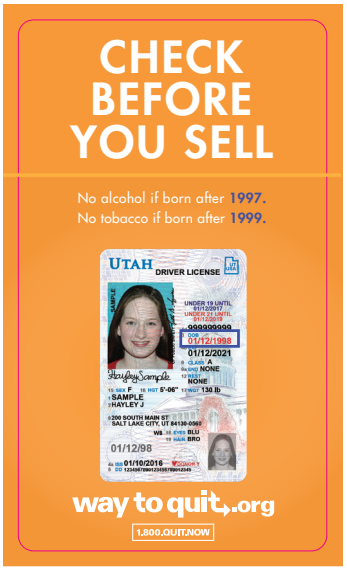


* This estimate has a relative standard error of >30% and does not meet UDOH standards for reliability.
** Medicaid data for 2017 has not been released. The Medicaid rate listed is for 2014-2016 (combined data).

TPCP FUNDING - FY18

TPCP State-based Funds

- Utah Tobacco Settlement Account: $3,847,100
- Utah Cigarette Tax Restricted Account: $3,159,700



Drawdown of Federal Funds

Federal and private revenues depend on matches with state funds.

- The TPCP works to educate tobacco retailers and prevent underage tobacco sales through compliance checks which protects $6.4 million in Synar block grant funding for the Utah Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- The TPCP secured $1,105,814 in funding from the Centers for Disease Control and Prevention (CDC)

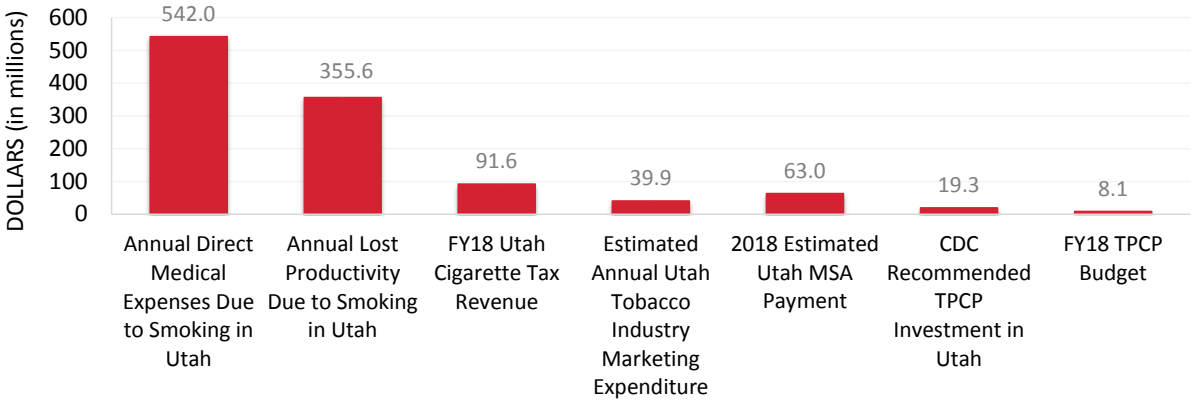
In-kind Revenue: Campaign Added Value

Media vendors donated approximately $1.79 for every $1 spent by the TPCP on anti-tobacco media buys including ad time, news specials, and other media events. The total added value for the TPCP media campaign was $2.78 million in FY18.

Tobacco-related Expenditures

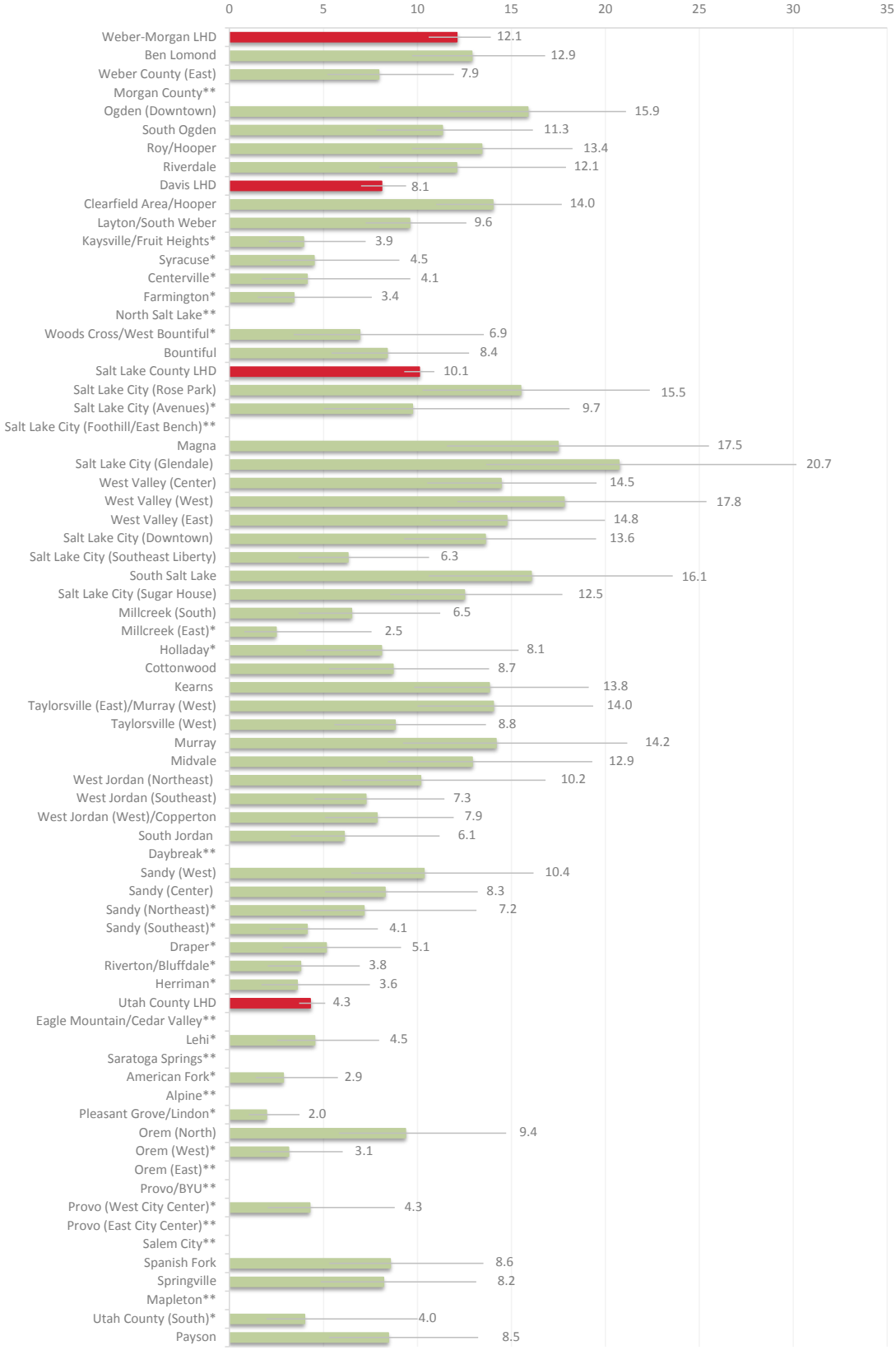
- In 2016, the tobacco industry spent an estimated $39.9 million to market tobacco products in Utah and recruit new tobacco users[8]
- In 2017, the Utah cigarette tax revenue was $91.6 million[9]
- The Utah 2018 Tobacco Master Settlement Agreement (MSA) payment was $63 million
- The CDC recommends that $19.3 million annually be spent in Utah to reduce tobacco use.[10] At $8.1 million, the TPCP was funded at approximately 40% of this recommended level.
- The total annual cost to Utah for medical expenses and lost productivity due to smoking is estimated at $897.6 million[11]

Estimated Annual Cost of Tobacco Use in Utah, FY 2018[8,9,10,11]



SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, Wasatch Front, 2015-2017 (Aggregate Data, Age-adjusted)[1]



How to Read this Graph

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

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

We use Utah Small Area data to identify and reach communities that are at greater risk for tobacco use.

At 20.7%, Glendale has the highest smoking rate among Utah Small Areas along the Wasatch Front.[1]

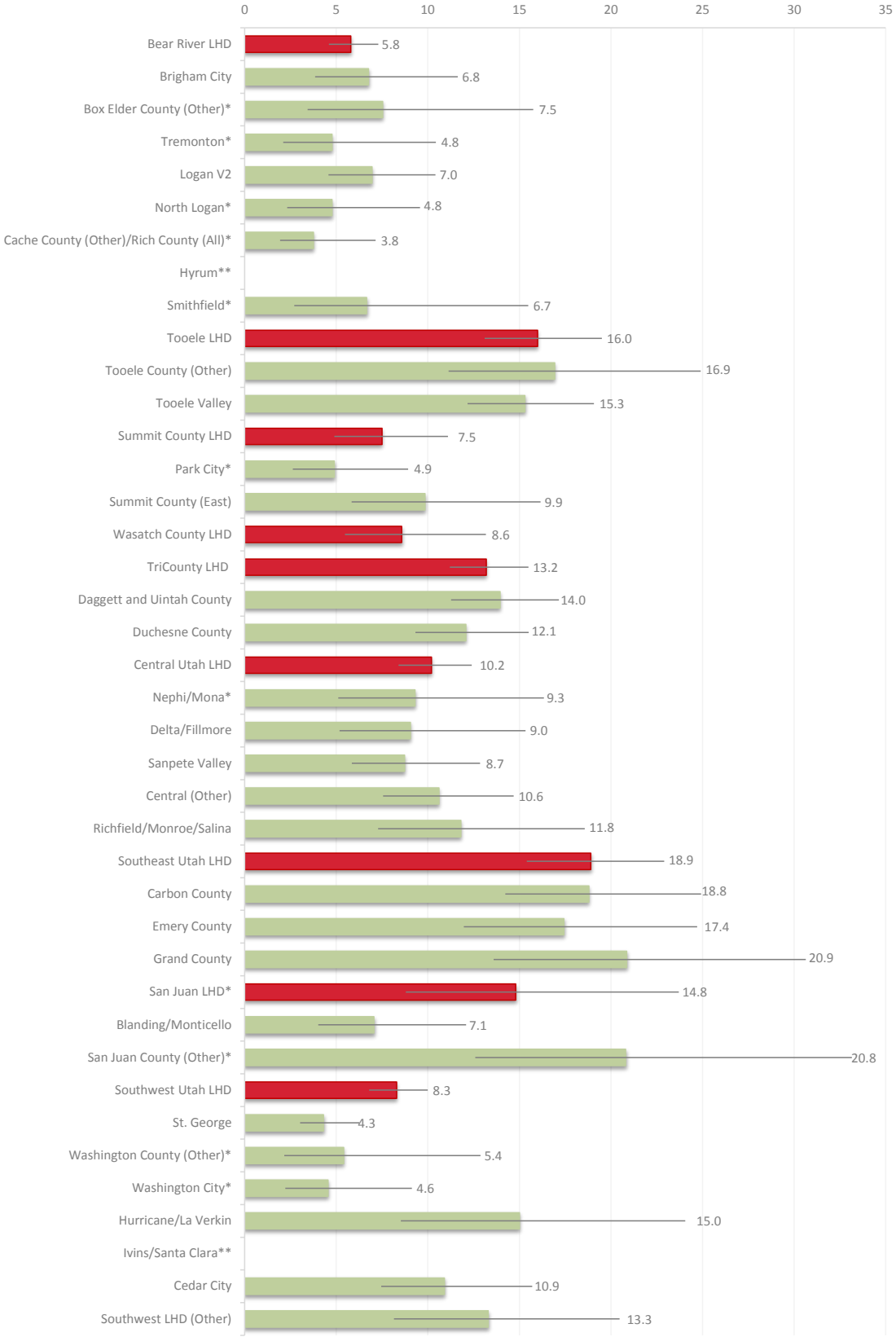
At 2.0%, Pleasant Grove/Lindon has the lowest smoking rate among Utah Small Areas along the Wasatch Front.[1]

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

** These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, Non-Wasatch Front, 2015-2017 (Aggregate Data, Age-adjusted)[1]



How to Read this Graph

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

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

At 20.9%, Grand County has the highest smoking rate among Utah Small Areas outside of the Wasatch Front.[1]

At 3.8%, Cache County (Other)/Rich County has the lowest smoking rate among Utah Small Areas outside of the Wasatch Front.[1]

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

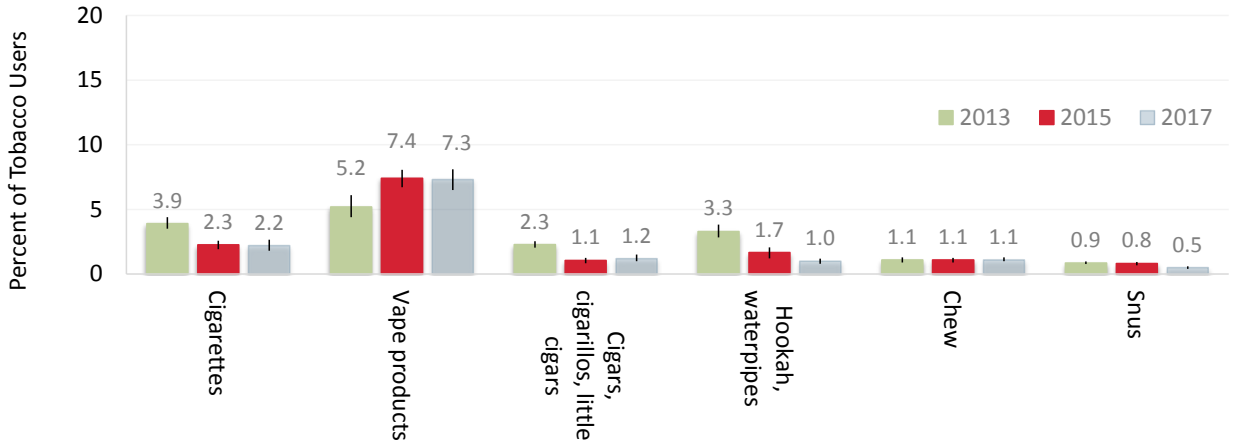
** These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

Bear River Health Department

Bear River Health District (BRHD) Tobacco Statistics

	BRHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	7.1%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	2.2%	2.9%
Pregnant Women Smoking (2017)[12]	4.3%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	15.9%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	7.3%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	13.4%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	3.8%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	2.2%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	31.0%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	76	2,312
Number of Enrollments in Individual Services (FY18)[2]	73	1,848
Number of New Online Coaching Enrollments (FY18)[2]	26	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	65.4%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	4.5%	6.4%

Percent of BRHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

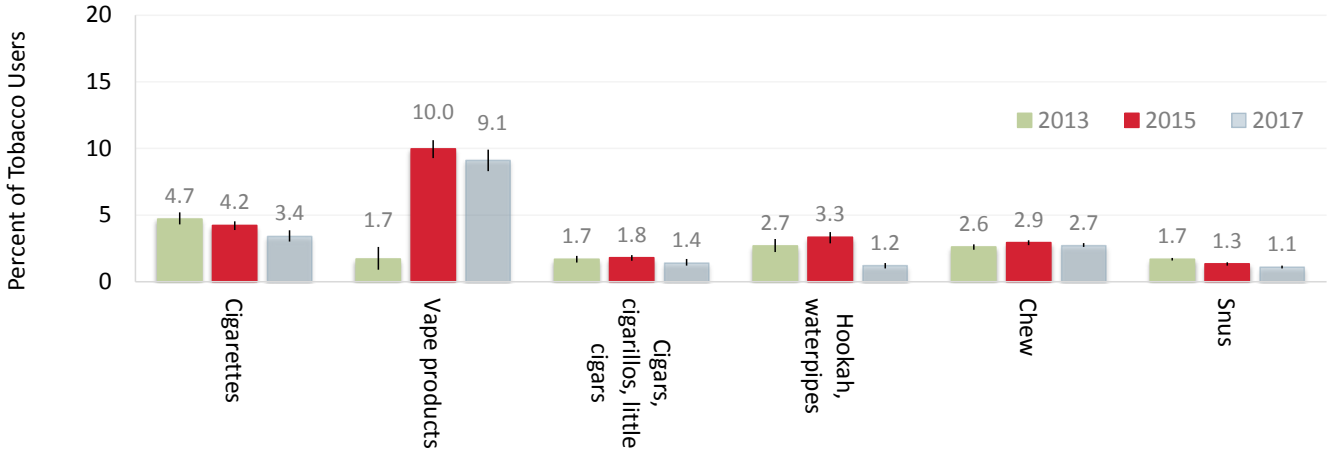


Working for Healthy Communities
www.centralutahpublichealth.com

Central Utah Health District (CUHD) Tobacco Statistics

	CUHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	11.3%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	3.4%	2.9%
Pregnant Women Smoking (2017)[12]	9.2%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	21.4%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	9.1%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	15.5%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	4.1%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	6.2%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	35.7%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	56	2,312
Number of Enrollments in Individual Services (FY18)[2]	48	1,848
Number of New Online Coaching Enrollments (FY18)[2]	21	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	65.1%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	4.5%	6.4%

Percent of CUHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

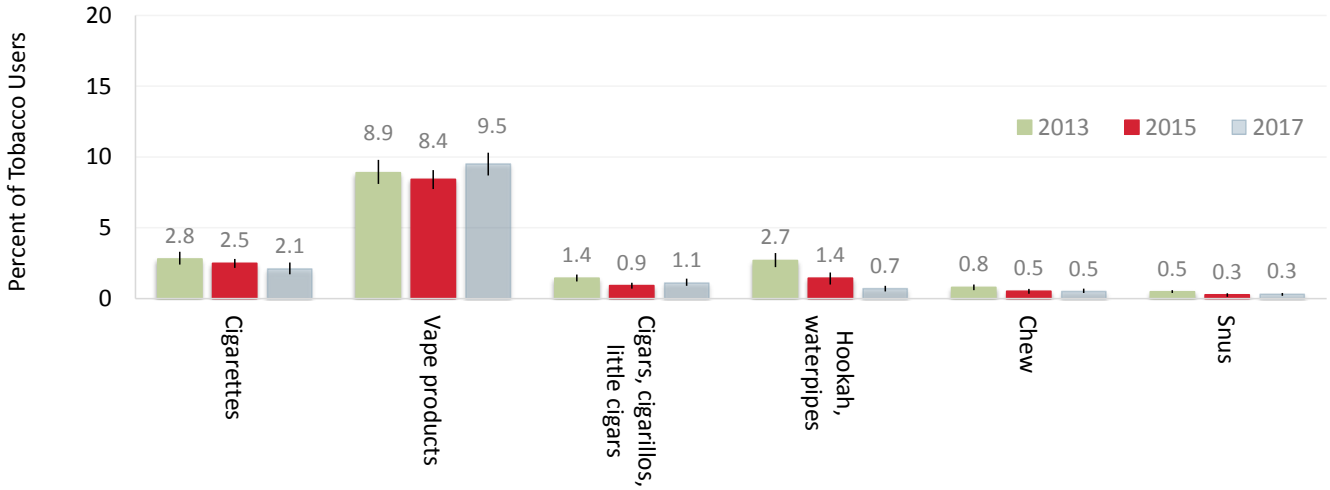


Davis COUNTY
Health Department

Davis County Health District (DCHD) Tobacco Statistics

	DCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	8.8%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	2.1%	2.9%
Pregnant Women Smoking (2017)[12]	4.0%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	18.4%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	9.5%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	15.3%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	4.4%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	2.2%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	42.3%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	127	2,312
Number of Enrollments in Individual Services (FY18)[2]	134	1,848
Number of New Online Coaching Enrollments (FY18)[2]	46	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	70.6%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	4.3%	6.4%

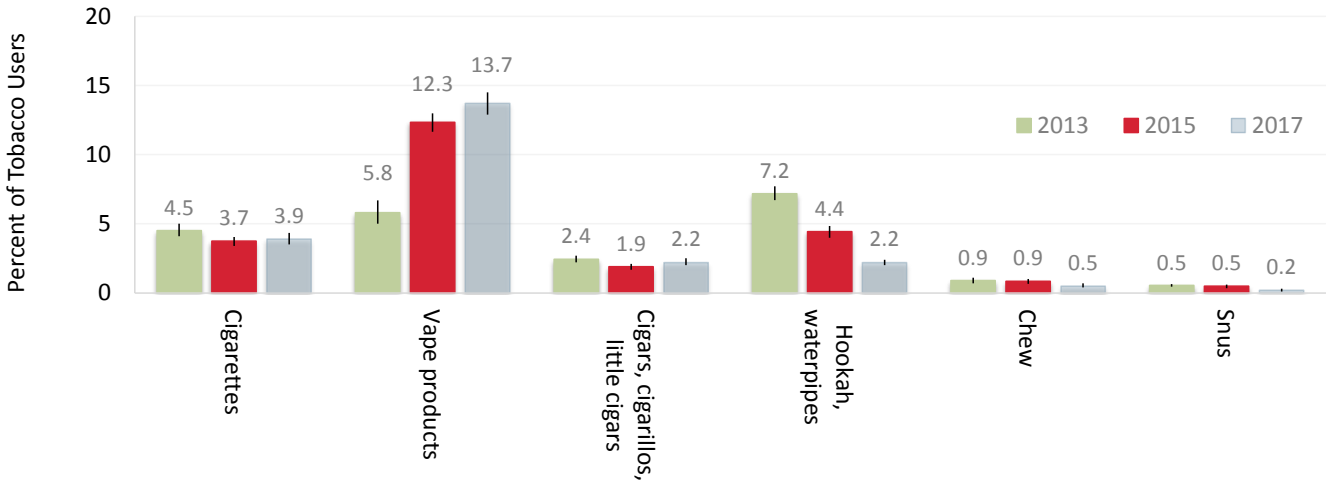
Percent of DCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



Salt Lake County Health District (SLCoHD) Tobacco Statistics

	SlCoHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	10.4%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	3.9%	2.9%
Pregnant Women Smoking (2017)[12]	5.0%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	29.0%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	13.7%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	21.2%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	5.4%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	3.3%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	38.7%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	1,044	2,312
Number of Enrollments in Individual Services (FY18)[2]	924	1,848
Number of New Online Coaching Enrollments (FY18)[2]	274	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	67.4%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	7.1%	6.4%

Percent of SLCoHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



San Juan Public Health

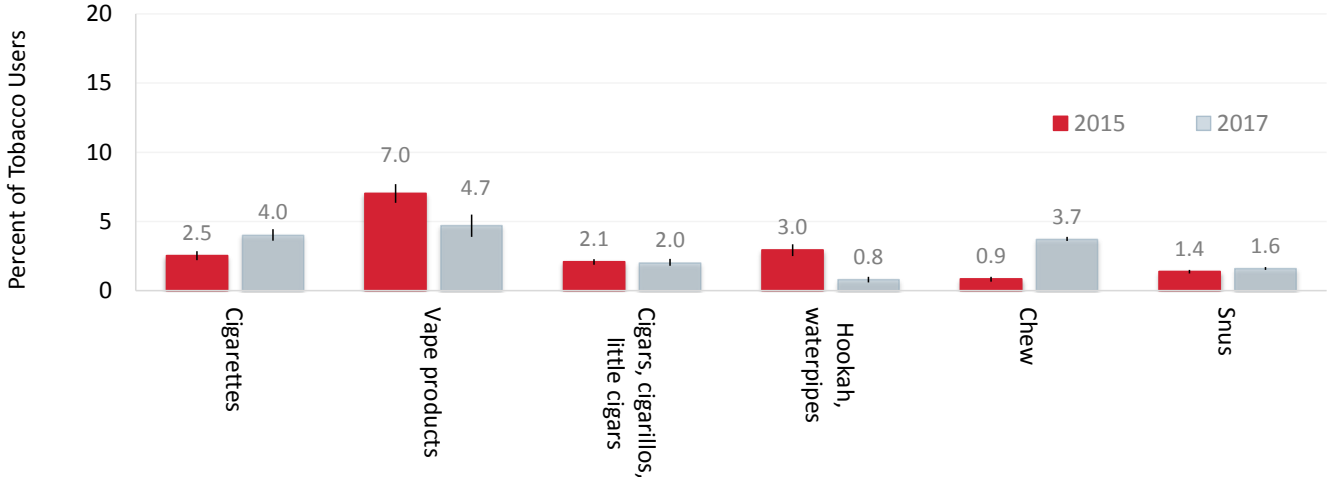
PREVENT • PROMOTE • PROTECT

San Juan Public Health District (SJPHD) Tobacco Statistics

	SJPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	12.0%*	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	4.0%*	2.9%
Pregnant Women Smoking (2017)[12]	4.0%*	4.6%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	18.0%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	4.7%*	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	13.9%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	1.9%*	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	6.5%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	41.0%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	-	2,312
Number of Enrollments in Individual Services (FY18)[2]	3	1,848
Number of New Online Coaching Enrollments (FY18)[2]	1	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	65.2%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	10.3%	6.4%

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

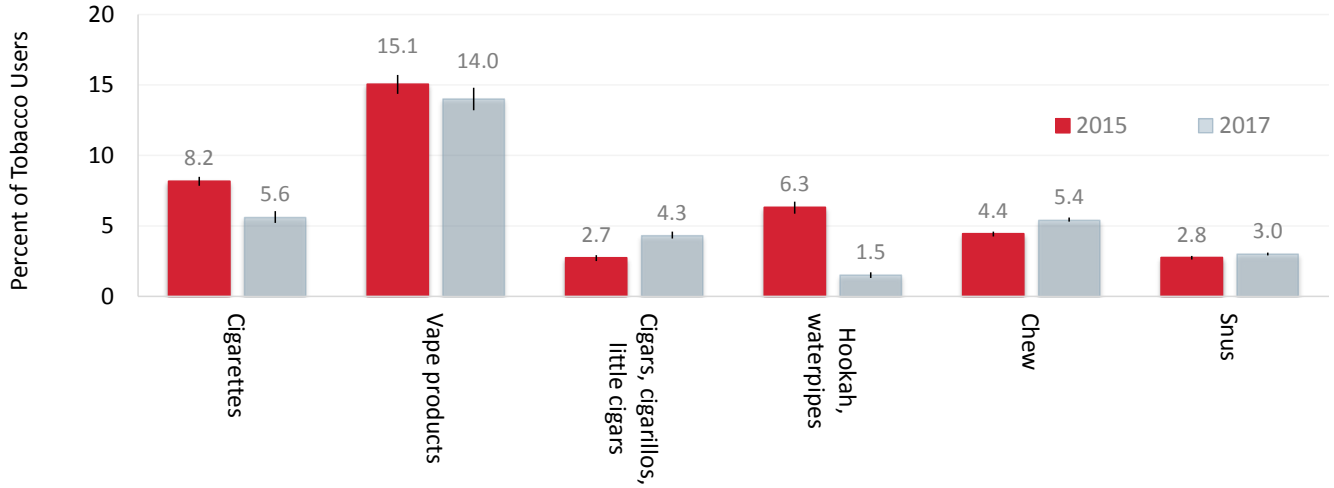
Percent of SJPHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



Southeast Utah Health District (SEUHD) Tobacco Statistics

	SEUHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	19.5%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	5.6%	2.9%
Pregnant Women Smoking (2017)[12]	24.2%	4.6%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	34.1%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	14.0%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	26.2%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	5.0%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	8.7%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	46.0%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	71	2,312
Number of Enrollments in Individual Services (FY18)[2]	39	1,848
Number of New Online Coaching Enrollments (FY18)[2]	21	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	71.1%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	3.7%	6.4%

Percent of SEUHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

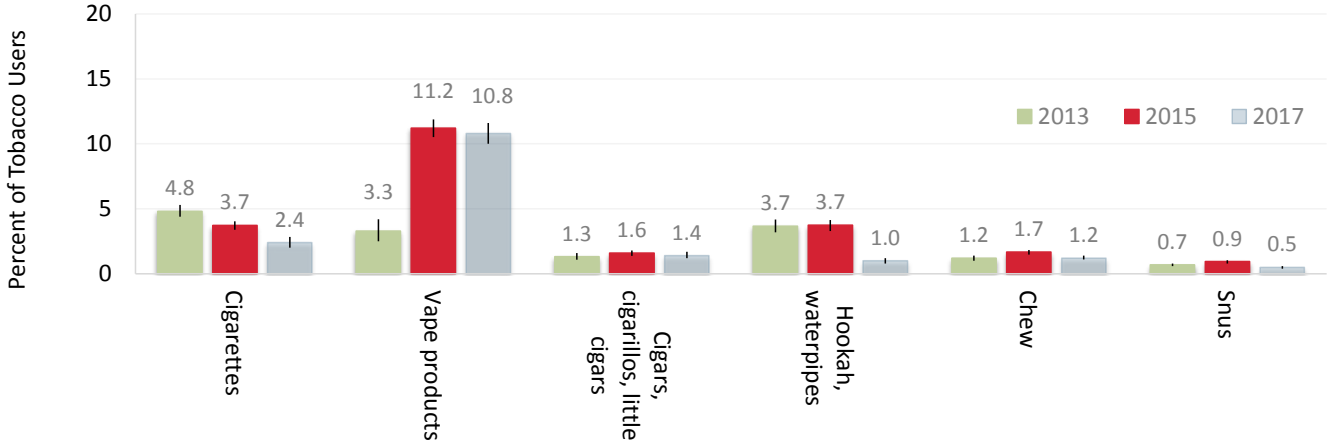


SOUTHWEST UTAH PUBLIC HEALTH DEPARTMENT
PREVENT • PROMOTE • PROTECT

Southwest Utah Public Health District (SWUPHD) Tobacco Statistics

	SWUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	8.4%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	2.4%	2.9%
Pregnant Women Smoking (2017)[12]	5.7%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	22.9%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	10.8%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	14.7%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	5.4%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	2.3%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	35.1%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	169	2,312
Number of Enrollments in Individual Services (FY18)[2]	136	1,848
Number of New Online Coaching Enrollments (FY18)[2]	55	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	61.3%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	8.2%	6.4%

Percent of SWUPHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

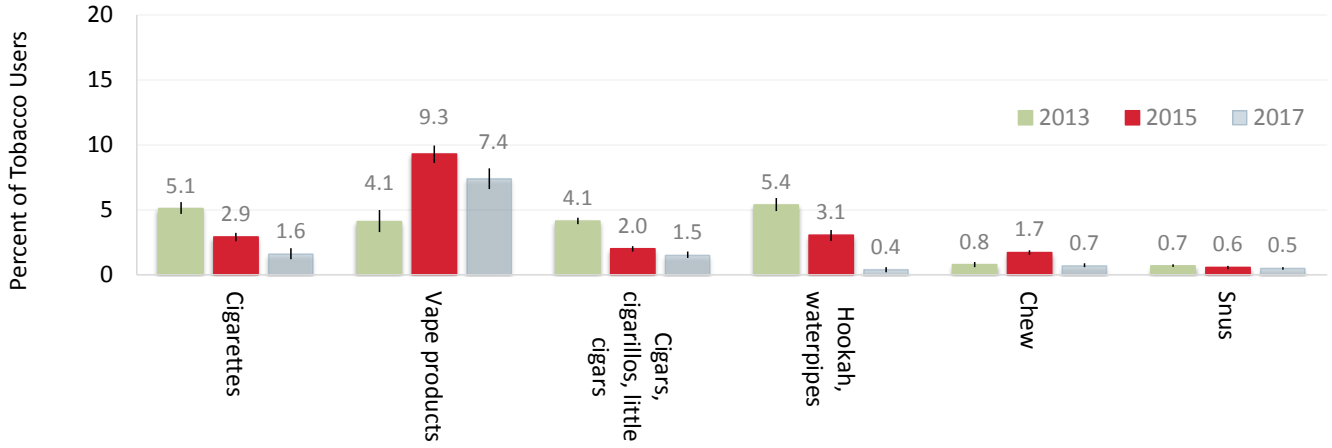


Summit County Health District (SCHD) Tobacco Statistics

	SCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	8.9%*	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	1.6%	2.9%
Pregnant Women Smoking (2017)[12]	2.5%*	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	20.4%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	7.4%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	17.2%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	2.0%*	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	3.1%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	30.7%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	12	2,312
Number of Enrollments in Individual Services (FY18)[2]	10	1,848
Number of New Online Coaching Enrollments (FY18)[2]	14	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	66.8%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	8.7%	6.4%

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

Percent of SCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

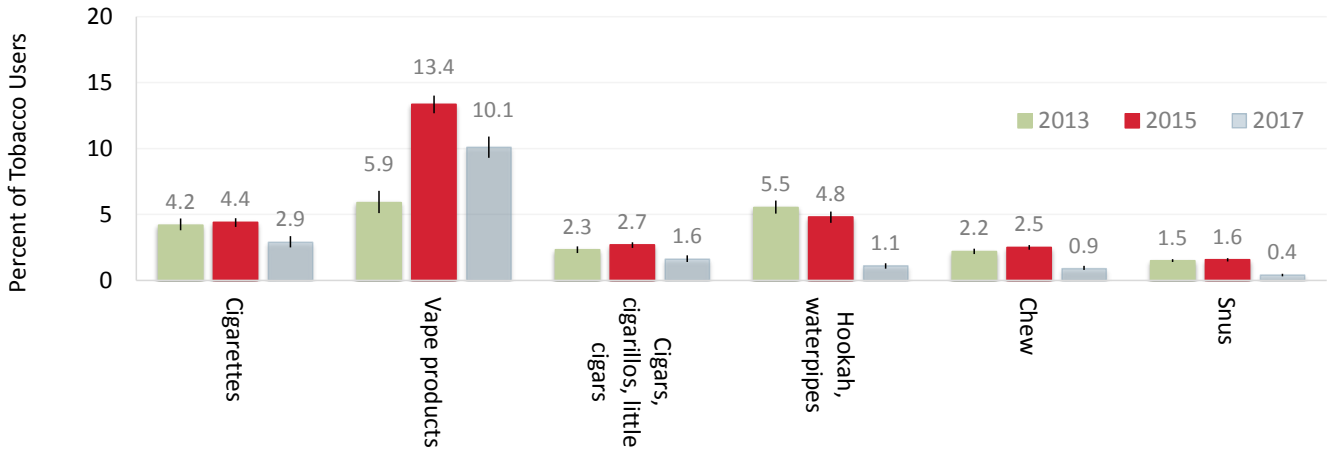


TOOELE COUNTY HEALTH DEPARTMENT

Tooele County Health District (TCHD) Tobacco Statistics

	TCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	15.3%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	2.9%	2.9%
Pregnant Women Smoking (2017)[12]	9.2%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	21.8%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	10.1%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	23.1%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	5.8%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	4.4%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	38.6%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	62	2,312
Number of Enrollments in Individual Services (FY18)[2]	41	1,848
Number of New Online Coaching Enrollments (FY18)[2]	22	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	67.3%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	3.7%	6.3%

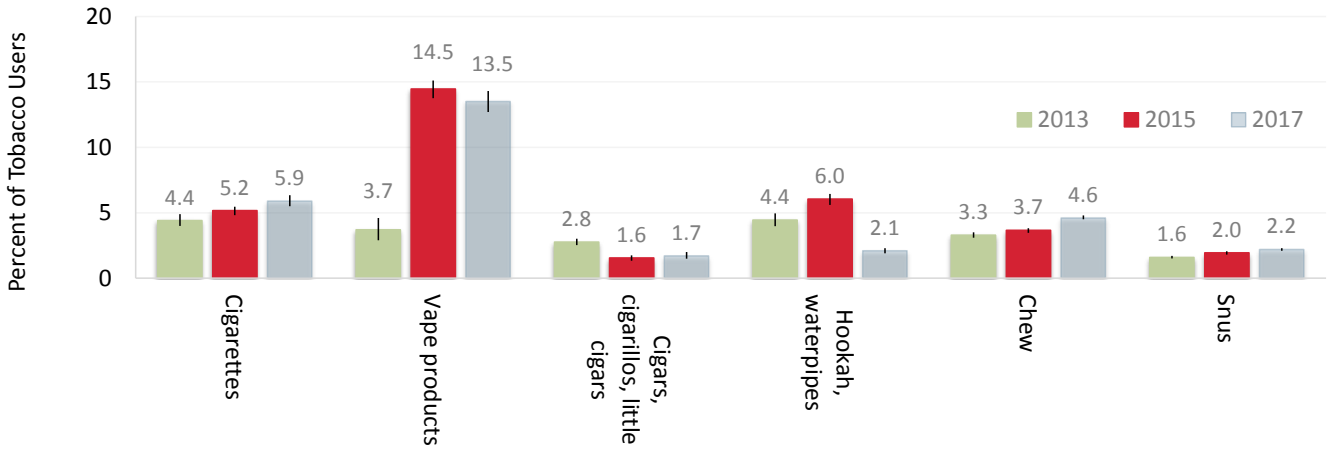
Percent of TCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



TriCounty Health District (TRCHD) Tobacco Statistics

	TRCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	14.1%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	5.9%	2.9%
Pregnant Women Smoking (2017)[12]	12.9%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	30.2%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	13.5%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	20.2%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	3.2%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	6.0%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	29.6%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	87	2,312
Number of Enrollments in Individual Services (FY18)[2]	45	1,848
Number of New Online Coaching Enrollments (FY18)[2]	25	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	63.4%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	19.6%	6.3%

Percent of TRCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

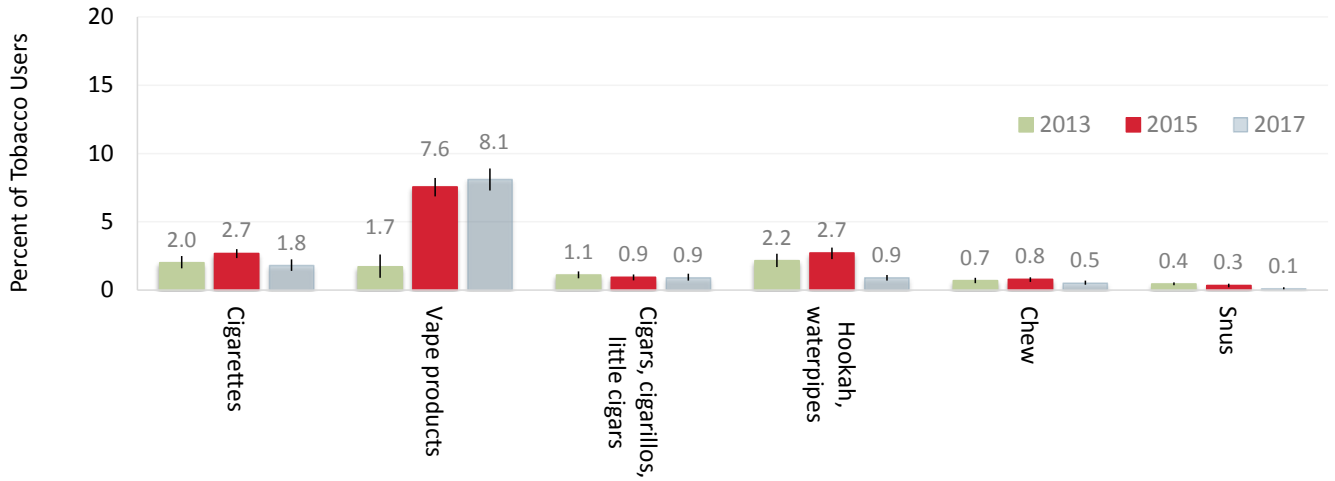


Utah County
HEART of UTAH
Health Department

Utah County Health District (UCHD) Tobacco Statistics

	UCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	3.6%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	1.8%	2.9%
Pregnant Women Smoking (2017)[12]	1.7%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	16.3%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	8.1%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	10.5%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	2.5%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	1.7%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	35.8%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	191	2,312
Number of Enrollments in Individual Services (FY18)[2]	188	1,848
Number of New Online Coaching Enrollments (FY18)[2]	124	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	63.2%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	4.2%	6.4%

Percent of UCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



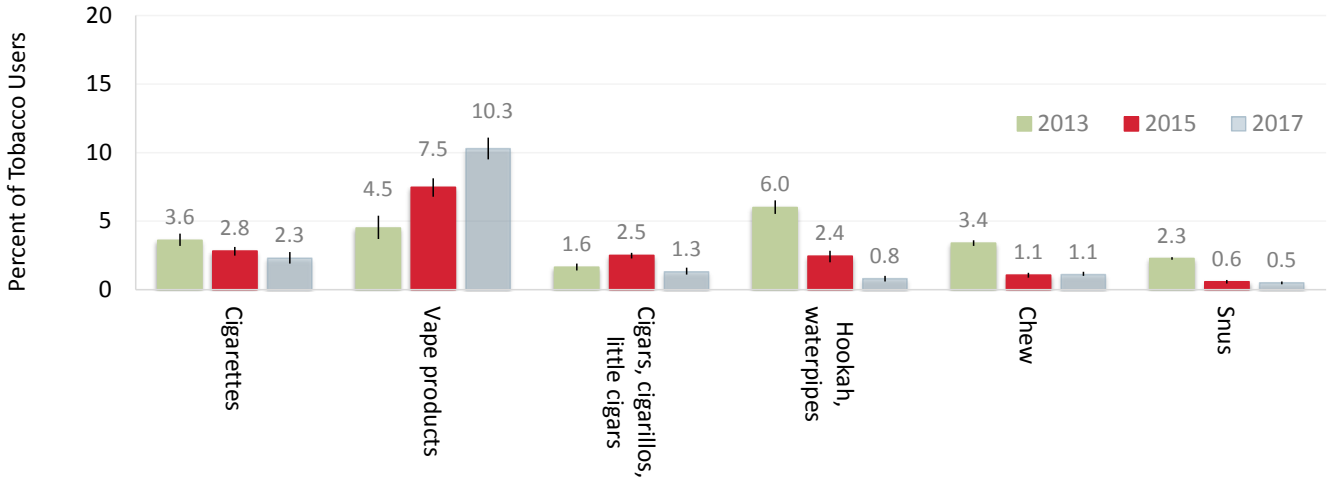
WASATCH COUNTY HEALTH DEPARTMENT

Wasatch County Health District (WCHD) Tobacco Statistics

	WCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	9.7%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	2.3%*	2.9%
Pregnant Women Smoking (2017)[12]	4.7%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	19.3%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	10.3%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	17.7%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	2.5%*	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	6.0%*	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	31.5%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	13	2,312
Number of Enrollments in Individual Services (FY18)[2]	18	1,848
Number of New Online Coaching Enrollments (FY18)[2]	8	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	67.8%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	6.4%	6.4%

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

Percent of WCHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]

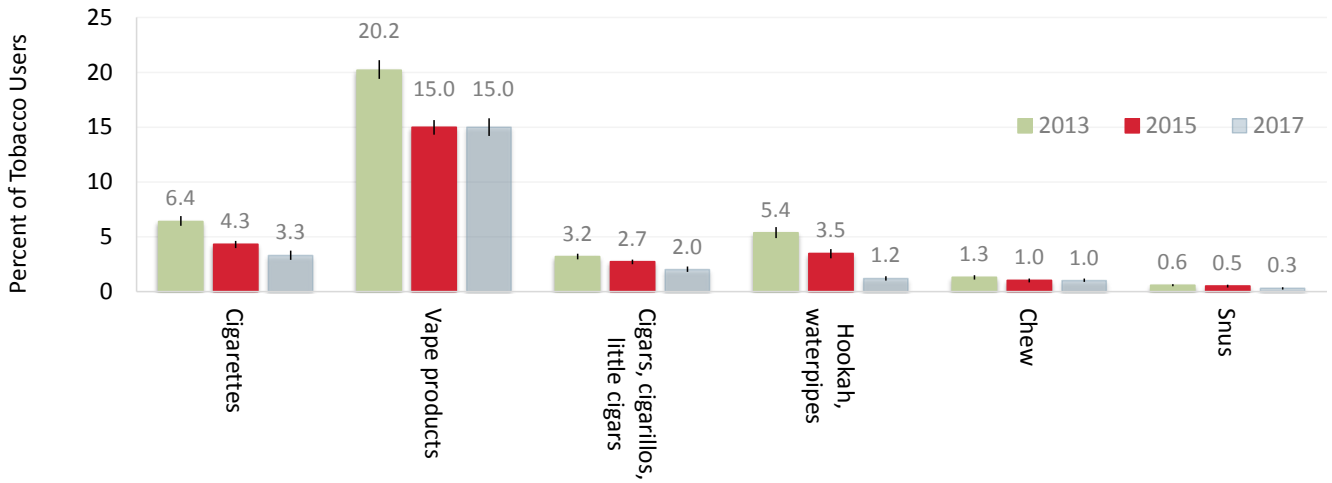


WEBER-MORGAN
HEALTH DEPARTMENT

Weber-Morgan Health District (WMHD) Tobacco Statistics

	WMHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2017)[1]	11.6%	9.0%
Youth Cigarette Smoking in Grades 8, 10, 12 (2017)[5]	3.3%	2.9%
Pregnant Women Smoking (2017)[12]	8.3%	4.5%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	29.9%	23.1%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2017)[5]	15.0%	11.1%
Adult Experimentation with Electronic Cigarettes (2016-2017)[1]	24.0%	17.6%
Adult Use of Electronic Cigarettes (2015-2017)[1]	7.9%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2016-2017)[1]	4.7%	3.2%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2017)[1]	39.4%	37.9%
Quit Service Utilization		
Number of New Quit Line Registrations (FY18)[2]	162	2,312
Number of Enrollments in Individual Services (FY18)[2]	183	1,848
Number of New Online Coaching Enrollments (FY18)[2]	81	717
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2017)[1]	68.2%	65.8%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY18	8.6%	6.4%

Percent of WMHD Students in Grades 8, 10, and 12 Who Used Tobacco Products in the Past 30 Days by Type of Product and Year, 2013, 2015, and 2017[1]



THE BURDEN OF TOBACCO USE IN UTAH

Despite declining cigarette smoking rates, tobacco use remains a signficant social and economic challenge in Utah. Tobacco use rates among socio-economically disadvantaged populations remain high. New tobacco products, an increase in tobacco flavor options, and internet-based tobacco and vape industry marketing techniques have sustained nicotine dependence among younger Utahns. Ongoing state and local tobacco prevention and control programs are needed to reduce tobacco use among all population groups and inform communities about new tobacco products, flavors, and addiction.

Tobacco Use and Exposure to Secondhand Smoke

195,000 (9.0%)
Utah adults who smoke cigarettes (2017)[1]

140,000 (71.6%)
Utah adult smokers who plan to quit within the next year (2017)[1]

70,000 (23.1%)
Utah teens who have tried vape products (2017)[5]

15,500 (1.7%)
Utah children (ages 0-17) who are exposed to secondhand smoke in their homes (2017)[1]

Social and Economic Burden

$897.6 million
Estimated annual medical expenses and lost productivity in Utah due to smoking[11]

$39.9 million
Estimated annual tobacco industry maketing expenditure in Utah alone[8]

1,340
Estimated annual number of deaths in Utah due to cigarette smoking[10]

TPCP Program Reach

116,000 (59.5%)
Utah smokers who recall seeing or hearing anti-tobacco ads in the past 30 days[13]

21,000
Average monthly waytoquit.org web site visits (FY2018)

4,877
TPCP Quit Service Registrations (FY2018)[2]

NEED FOR QUIT INFORMATION AND SERVICES -

It takes the average tobacco user 8-11 attempts before they quit successfully.[14]

Without help, only 7-8% are successful at quitting.[14]

TPCP PARTNERS

American Cancer Society
American Heart Association
American Lung Association
Association for Utah Community Health
Behavioral Risk Factor Surveillance System
Bear River Health Department
Centers for Disease Control and Prevention
Central Utah Public Health Department
Centro Hispano
Communidades Unidas
Commission on Criminal and Juvenile Justice
Davis County Health Department
Harambee
HealthInsight
Huntsman Cancer Institute
March of Dimes
Optum
Queen Center
R & R Partners
Research Triangle Institute
San Juan Public Health Department
Salt Lake County Health Department
Southeast Utah Health Department
Southwest Utah Public Health Department
Summit County Health Department
Tooele County Health Department
Tri-County Health Department
Utah Association of Local Health Departments
Utah Department of Health, Bureau of Health Promotion
Utah Department of Health, Division of Maternal and Child Health
Utah Department of Health, Bureau of Epidemiology
University of Utah
University of Utah Health
Urban Indian Center of Salt Lake
Utah Chiefs of Police Association
Utah County Health Department
Utah Dental Association
Utah Department of Environmental Quality
Utah Department of Health, Oral Health Program
Utah Division of Substance Abuse and Mental Health
Utah Health Plan Partnership
Utah Hospital Association
Utah Indian Health Advisory Board
Utah Juvenile Court
Utah Local Association of Community Health Education Specialists (ULACHES)
Utah Medicaid
Utah Medical Association
Utah Office of Health Disparities Reduction
Utah Office of the Attorney General
Utah Parent Teacher Association
Utah Prevention Advisory Council
Utah Pride Center
Utah State Board of Education
Utah State Tax Commission
Utah Tobacco-Free Alliance
Wasatch County Health Department
Weber-Morgan Health Department

References

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[2] Tobacco Prevention and Control Program. Utah Tobacco Quit Line and online coaching program annual reports, FY18. Salt Lake City: Utah Department of Health. Note: The numbers listed on the local health department pages include tobacco users only. The statewide numbers listed on the quit page include tobacco users and others who registered for services to help tobacco users quit.

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