TOBACCO PREVENTION AND CONTROL IN UTAH

Fifteenth Annual Report, August 2015

way to quit

Tobacco Unravels Lives.

Utah Department of Health
Tobacco Prevention and Control Program

Utah Department of Health
Tobacco Prevention and Control Program

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Letter from the Executive Director

The Utah Department of Health (UDOH) envisions Utah as a place where all people can enjoy the best health possible, where all can live, grow, and prosper in clean and safe communities. The UDOH works 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.

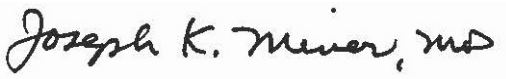
Despite significant declines in cigarette smoking in recent years, tobacco use remains a critical public health priority. In addition to contributing to Utah's primary causes of death such as cancer, heart disease, and respiratory diseases, tobacco use causes or worsens most other chronic conditions. Tobacco use also presents a significant economic burden. Utah incurs an estimated $542 million in annual medical costs directly related to smoking.

New, highly addictive tobacco and nicotine products with fruit or candy-like flavors and pervasive marketing present further challenges. Since 2011, Utah has seen an enormous growth in the use of electronic cigarettes or vape products. While the use of electronic cigarettes leveled off among adults in 2014, use of electronic cigarettes among youth continues to escalate and has reached a record 10.5% in 2015. The youth experimentation and use rates are more than double the rates reported by Utah adults. The Utah Tobacco Prevention and Control Program (TPCP) will strengthen its efforts to study the use of alternative tobacco products, nicotine addiction among youth, and methods to prevent further addiction.

In the past year, the TPCP continued to work with our local health departments and many other community partners to develop and strengthen tobacco-free policies and norms. One of our key strategies is a mass media campaign that informs people of the dangers of tobacco use and of resources for successful quitting. In addition, our **waytoquit** website gives tobacco users, friends and family members, and health care providers quit tools and links to services, including the Utah Tobacco Quit Line and an online quit counseling program.

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

Sincerely,



Joseph K. Miner, MD, MSPH
Executive Director
Utah Department of Health

Anti-tobacco Advertising

With the help of a comprehensive anti-tobacco marketing campaign, thousands of Utahns were reached with targeted messages aimed at reducing tobacco use, increasing quit attempts and use of cessation services, and decreasing tobacco use initiation among youth.

In FY15, the TPCP marketing campaign developed new television commercials, radio ads, billboards, and other print materials informing Utahns about the dangers of tobacco use. Additionally, the anti-tobacco campaign extended to a multi-channel digital plan, which incorporated social media and online ads directing smokers to **waytoquit.org**.

The online growth was remarkable: more than **136,500** page views and the **waytoquit** Facebook page attracted a community of over **14,000** engaged followers.

In addition to the Internet, the TPCP uses TV, radio, and print ads to reduce tobacco use and promote quitting. In 2015, **86%** of Utah youth[1] and **74%** of Utah adults[2] saw anti-tobacco ads in the past month.

Helping Tobacco Users Quit

Nearly three quarters **(73%)** of Utahns who smoke cigarettes plan to quit within the next year.[2] Tobacco users are more likely to quit for good when they use evidence-based cessation counseling programs and/or quit medications.[3]

In FY15, the TPCP offered help in finding the best way to quit through its website **waytoquit.org**, telephone-based counseling through the Utah Tobacco Quit Line (1.800.QUIT.NOW) and online coaching.

The Utah Tobacco Quit Line

The Utah Tobacco Quit Line is a statewide telephone coaching service available for free to all Utah residents. The program provides each participant with five proactive sessions with an experienced tobacco cessation coach trained in behavioral modification and motivational interviewing. Each caller's program is customized to meet the caller's readiness to quit. Participants age 18 or older may be eligible for free nicotine replacement therapy (NRT) patches or gum. Quit Line services are available 24 hours per day, seven days per week except on major holidays.

Utah Tobacco Quit Line services are available in Spanish at 1-855-Dejelo-Ya. Online coaching is also available in Spanish.

way to quit

1.800.QUIT.NOW

Quitting Online

Utah's free online tobacco cessation program can be accessed through Utah's comprehensive tobacco cessation website **waytoquit.org**. Online coaching offers a support community, interactive lessons and exercises, motivational e-mails, and other services to help tobacco users quit. Participants age 18 or older may be eligible for free nicotine replacement therapy (NRT) patches or gum.

Quit Service Enrollment

In FY15, **4,409** Utahns from 29 counties received services from the Utah Tobacco Quit Line or online coaching.

- **31%** of Quit Line users were Medicaid clients.[4]
- **36%** of Quit Line users were uninsured.[4]

In 2014, adult cigarette smoking in Utah declined to less than 10%.

Partnerships with Healthcare Providers

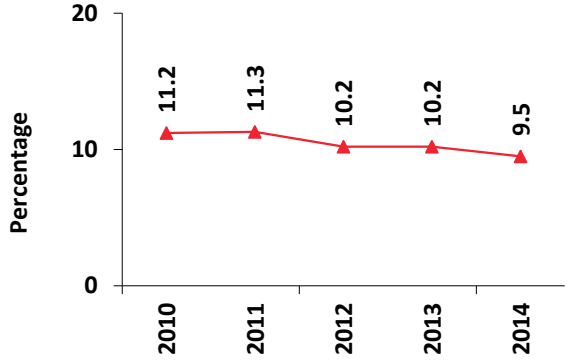
Healthcare providers play a crucial role in helping tobacco users quit successfully.

In FY15, the TPCP partnered with the University of Utah Hospital Respiratory Therapy Group to develop a tobacco cessation policy that incorporates evidence-based practices into their patient care model. The comprehensive cessation intervention includes individual tobacco cessation counseling (3-10 minutes), group counseling, online referral to the Utah Tobacco Quit Line, nicotine replacement therapies, and follow-up exams. The program started on July 1, 2015 and includes a post evaluation to determine cessation outcomes for program participants.

Adult Smoking by Year

In 2014, 9.5% of Utah adults[2] (approximately 190,000 adults) reported that they currently smoked cigarettes. Continuous access to evidence-based quit services, mass media education, and strong tobacco policies are needed to further reduce the tobacco-related health and social burden.

Figure 1. Percent of Utah Adults (18+) Who Currently Smoke Cigarettes by Year, 2009-2014[2]



Preventing Youth Tobacco Use

Nicotine use during adolescence can disrupt brain development and affect attention, learning, and susceptibility to addiction.[5] 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 tobacco sales to underage youth

Since 1999, Utah youth cigarette smoking has declined by 63%.[6]

Working With High Risk Students

To better understand and reach youth tobacco users, the TPCP worked with RTI International to study tobacco use and anti-tobacco advertising in Utah's alternative high schools which serve students who are at increased risk for unhealthy behaviors. Preliminary results show tobacco use rates are significantly higher than the rates found in regular public schools: **27.5%** of students in the alternative high school sample[7] reported current cigarette smoking compared to **3.4%** of students in regular public schools.[1] In addition to continuing the study, the TPCP is partnering with local health departments to plan prevention, cessation, and policy interventions for alternative schools.

Reducing Tobacco Sales to Minors

The TPCP partnered with Utah's local health departments to educate retailers about Utah tobacco laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

OUTRAGE! - Involving Youth in Prevention

In FY15, Utah's anti-tobacco youth coalition, OUTRAGE!, educated community leaders and students about electronic cigarette marketing and the risks associated with nicotine addiction.

OUTRAGE! anti-tobacco youth group

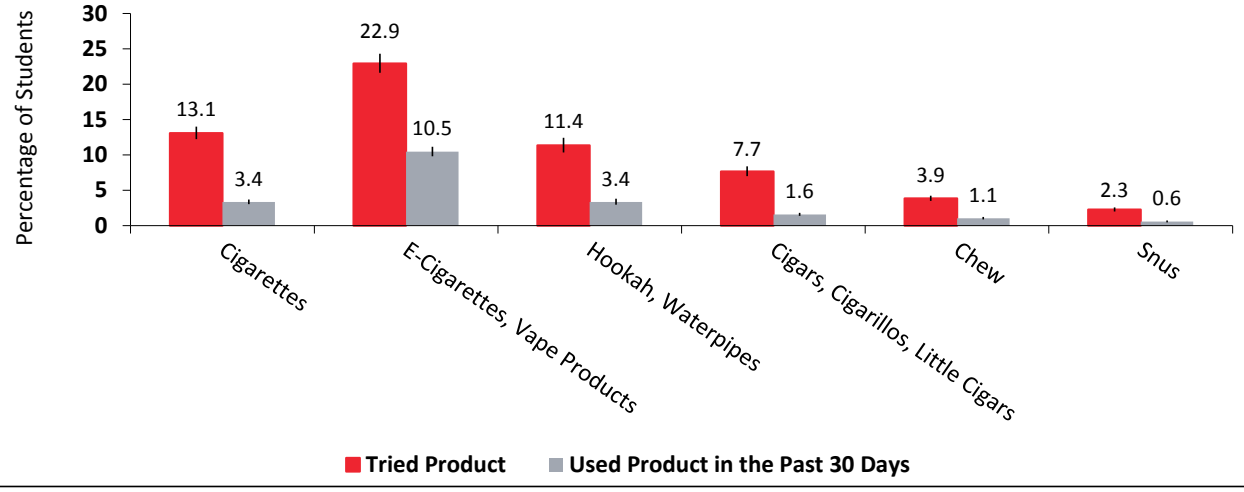
Programs to Help Youth Quit

In FY14, **364** Utah youth participated in Utah's group-based teen tobacco cessation program, Ending Nicotine Dependence (END), and **328** youth received services from the Teen Tobacco Quit Line. The majority of teen cessation program participants were referred by courts after a citation for tobacco use or possession.

Youth Tobacco Use by Product Type

Use of electronic cigarettes or vaping products among Utah youth continued to rise at an alarming rate. In 2015, one in ten Utah students in grades 8, 10, and 12 reported that they had used an electronic cigarette or vape product in the past 30 days. **Use of electronic cigarette nearly doubled from 5.8% in 2013 to 10.5% in 2015**. Utah students reported small declines in current use of conventional cigarettes, hookahs, cigars, chew, and snus.[1]

Figure 2. Percent of Utah Students in Grades 8, 10, and 12, Who Tried Tobacco Products or Used Tobacco Products in the Past 30 Days by Type of Product, 2015.[1]



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 among Utah children and adults:

- In 2014, nearly **17,000** Utah children were exposed to SHS inside their homes during the past week.[2]
- **38.8%** of Utah adults reported breathing SHS in the past week at indoor or outdoor locations.[2]

Policies to Reduce SHS Exposure

Laws and other regulations that ban smoking in public places reduce SHS-related diseases and help smokers quit. In FY15, the TPCP and its partners assisted worksites, healthcare facilities, cities, and multiple housing unit complexes in passing or strengthening tobacco-free or smoke-free policies:

- 6 worksites passed new tobacco-free policies; 7 worksites strengthened their policies.
- 9 healthcare sites passed new policies; 2 sites strengthened policies.
- 5 outdoor venues passed new policies; 6 venues strengthened policies.

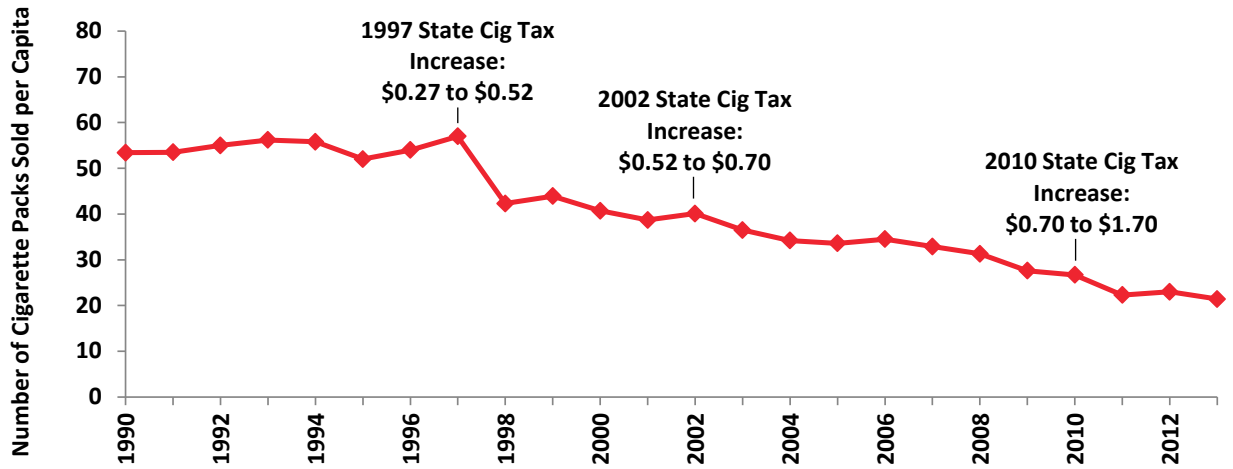
The number of smoke-free housing units in TPCP's Smoke-free Apartment and Condominium Statewide Directory increased by **4,687** to more than **28,600** units in 18 Utah counties. The TPCP and partners developed a mailer for property managers and property management companies to promote smoke-free housing and the TPCP smoke-free policy toolkit. The toolkit was also distributed at the Utah Apartment Association Annual Fair Housing and Education Trade Show. It can be accessed at http://www.tobaccofreeutah.org/muh-intro.html.

"YOU SEE CIGARETTE SMOKE, I SEE BURNING PROFITS!"

Tax Increases Lead to Declines in Cigarette Consumption

Since 1990, Utah's per capita cigarette consumption has declined by **63.5%.**[8] 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 smoking.

Figure 3. Number of Cigarette Packs Sold per Capita by Year, Utah, 1990-2014[8]



Ending Tobacco-related Disparities

Targeted tobacco industry marketing can lead to increased risk for tobacco use and nicotine addiction among select population groups.

The TPCP uses data to identify population groups with increased tobacco use rates. Through partnerships with community organizations, the TPCP supports the development of local policies and tobacco prevention and cessation programs that are culturally and linguistically appropriate.

In FY15, the TPCP continued its partnerships with:

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

AUCH Partnership

In FY15, **424** low-income or uninsured tobacco users received counseling and tobacco cessation medications through TPCP's work with the Association for Utah Community Health (AUCH).

Medicaid Partnership

In FY15, the TPCP's partnership with Medicaid provided tobacco cessation services and/or quit medications to **1,291** general Medicaid clients and **1,423** pregnant women on Medicaid. In the past, Medicaid provided reimbursement to healthcare professionals for tobacco cessation counseling for pregnant women only. During FY15, Medicaid expanded the reimbursement to include all Medicaid clients.

Disparities Networks

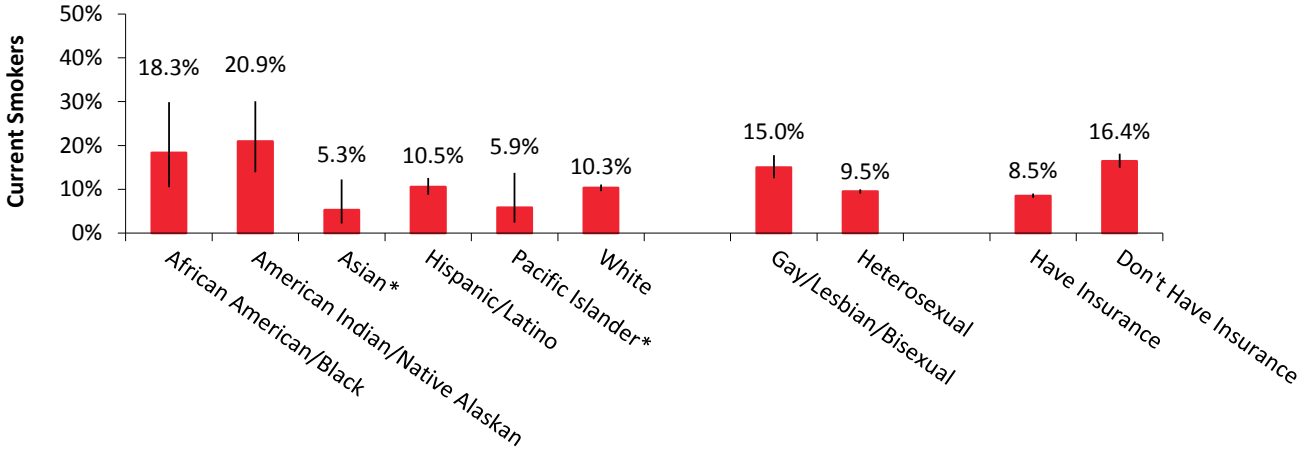
The TPCP continued to fund five community-based networks representing Utah's African American, American Indian, Hispanic/Latino, Pacific Islander, and LGBTQ communities. In FY15, the networks created prevention and cessation messages and shared them with their communities.

Miguel Silva, MPH, TPCP Disparities Coordinator (right) and leaders of the TPCP Disparities Networks. presenting at a TPCP partner meting.

Disparities in Cigarette Smoking

As shown in Figure 4, among racial and ethnic groups, the risk for cigarette smoking is highest in American Indian and African American communities. Smoking rates among members of Utah's LGBTQ community and uninsured populations are significantly higher than the state average of 9.5%.[2]

Figure 4. Percent of Utah Adults Who Smoke Cigarettes by Race/Ethnicity, Sexual Orientation, and Insurance Status, 2013 and 2014 (Combined Data; Age-adjusted).[2]



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

Electronic Cigarettes (Vaping Products)

In the past few years, Utah has seen an alarming increase in the use of alternative tobacco or nicotine products, especially electronic cigarettes and other vaping products. Monitoring the availability and use of these products remains a public health priority for the Utah TPCP

Electronic cigarettes or vaping products are marketed under many names, but are most commonly referred to as **electronic cigarettes, e-cigarettes, vape pens, e-hookahs,** or **hookah pens**.

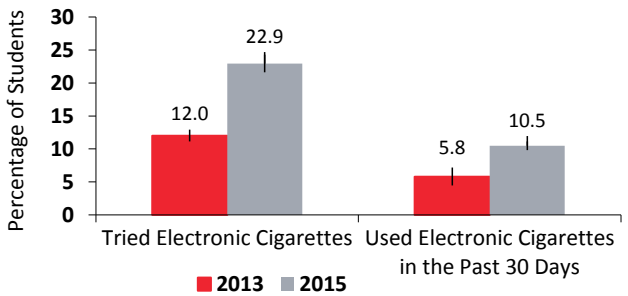
Public Health Concerns

- Availability of fruit and candy-like flavors that are known to be attractive to children.
- E-cigarette or vape product advertising with false or exaggerated claims regarding the use and safety of these products.[9]
- High use rates and potential for nicotine addiction among youth.
- Vape products are not subject to the tobacco excise tax. Price increases through taxes are effective in reducing youth tobacco use.

Electronic cigarette use among Utah youth nearly doubled from 2013 (5.8%) to 2015 (10.5%) and is more than twice as high as adult use.[1] Nearly one quarter (22.9%) of Utah students in grades 8, 10, and 12 have tried e-cigarettes.[1]

E-cigarette use among Utah adults remained unchanged from 2013 to 2014 at 4.8%.[2]

Figure 5. Percent of Utah Students in Grades 8, 10, and 12 Who Tried E-Cigarettes or Used E-Cigarettes in the Past 30 Days by Year, 2013 and 2015.[1]



Electronic Cigarette Use Among Utahns

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

- Nearly half of Utah students (43%) who used e-cigarettes in the past 30 days report that they had never tried conventional cigarettes.[1]
- Nearly 30% of Utah's high school seniors report that they have tried e-cigarettes.[1]

- Experimentation with e-cigarettes among students in grades 8, 10, and 12 ranges from 16% in Utah County to 30% in Weber-Morgan.[1]

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

- Nearly two thirds of Utah adults who currently use e-cigarettes (66.0%) also smoke conventional cigarettes.[2]

Electronic cigarette use attracts "never smokers" and perpetuates nicotine addiction.

- More than 20% of Utah adults who currently use e-cigarettes have never smoked cigarettes.[2]
- Nearly 30% of Utah's current smokers also use e-cigarettes.[2]
- High e-cigarette use rates are also reported by 18- to 34-year-old Utahns (8.5%), Utahns with less than high school education (10.5%), or high school education/GED (8.5%), and Utahns with an annual household income of less than $25,000 (7.9%).[2]

Regulating Electronic Cigarettes in Utah

To prevent accidental poisonings, Utah legislators authorized the UDOH to make a rule that will set standards for e-cigarette liquids in terms of labeling, nicotine content, packaging, and product quality. The TPCP is currently developing the rule standards.

However, public health concerns regarding e-cigarettes exceed accidental exposure addressed by the rule. Nicotine use during adolescence affects brain development and can impact attention, learning, and susceptibility to other addictions.[5] To prevent nicotine addiction among youth, additional measures to regulate e-cigarettes are needed. Price increases through tobacco excise taxes and strict enforcement of laws that prohibit access to tobacco products have shown to be effective in reducing youth tobacco use.[3]

TPCP Use of Funds, FY2015

State Funds

Utah Tobacco Settlement Account: $3,944,700
Utah Cigarette Tax Restricted Account: $3,150,000

Drawdown of Federal Funds

Federal and private revenues depend on matches with state funds.

- Our work with retailers to prevent underage tobacco sales protects $6.4 million in Synar block grant funding for Utah's Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- TPCP secured $1,312,350 in funding from the Centers for Disease Control and Prevention. In addition, TPCP was awarded a competitive grant of $300,000 in March 2015.

In-kind Revenue: Campaign Added Value

Media vendors donated approximately $2.40 for every $1 spent by TPCP on anti-tobacco media buys including ad time, news specials, and other media events. The total campaign added value was $3.47 million in FY15.

Tobacco-related Expenditures

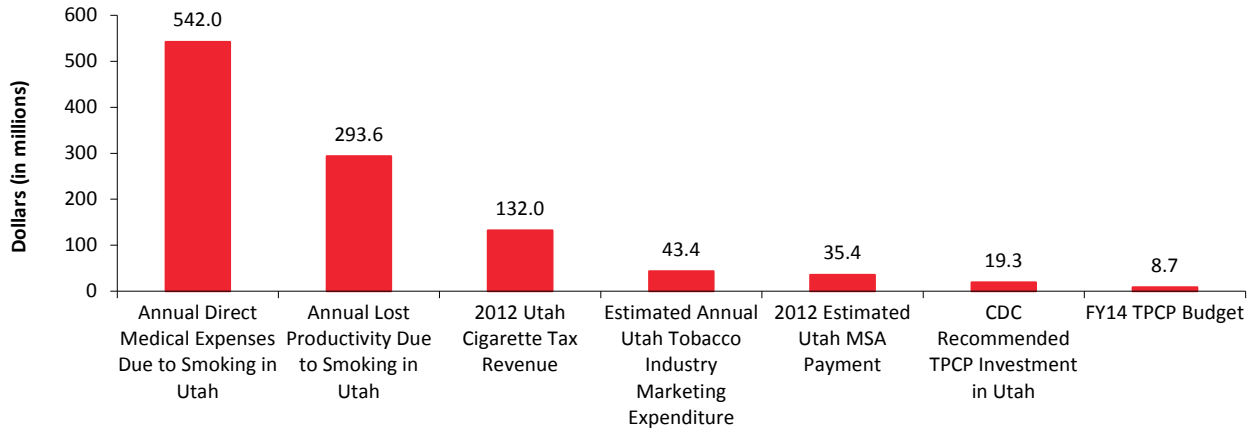
In 2012, the tobacco industry spent an estimated $43.4 million to market tobacco products in Utah and recruit new tobacco users.[10]

In 2012, Utah's gross cigarette tax revenue was $132 million.[3]

Utah's 2015 Tobacco Master Settlement Agreement (MSA) payment was $35.4 million.[11]

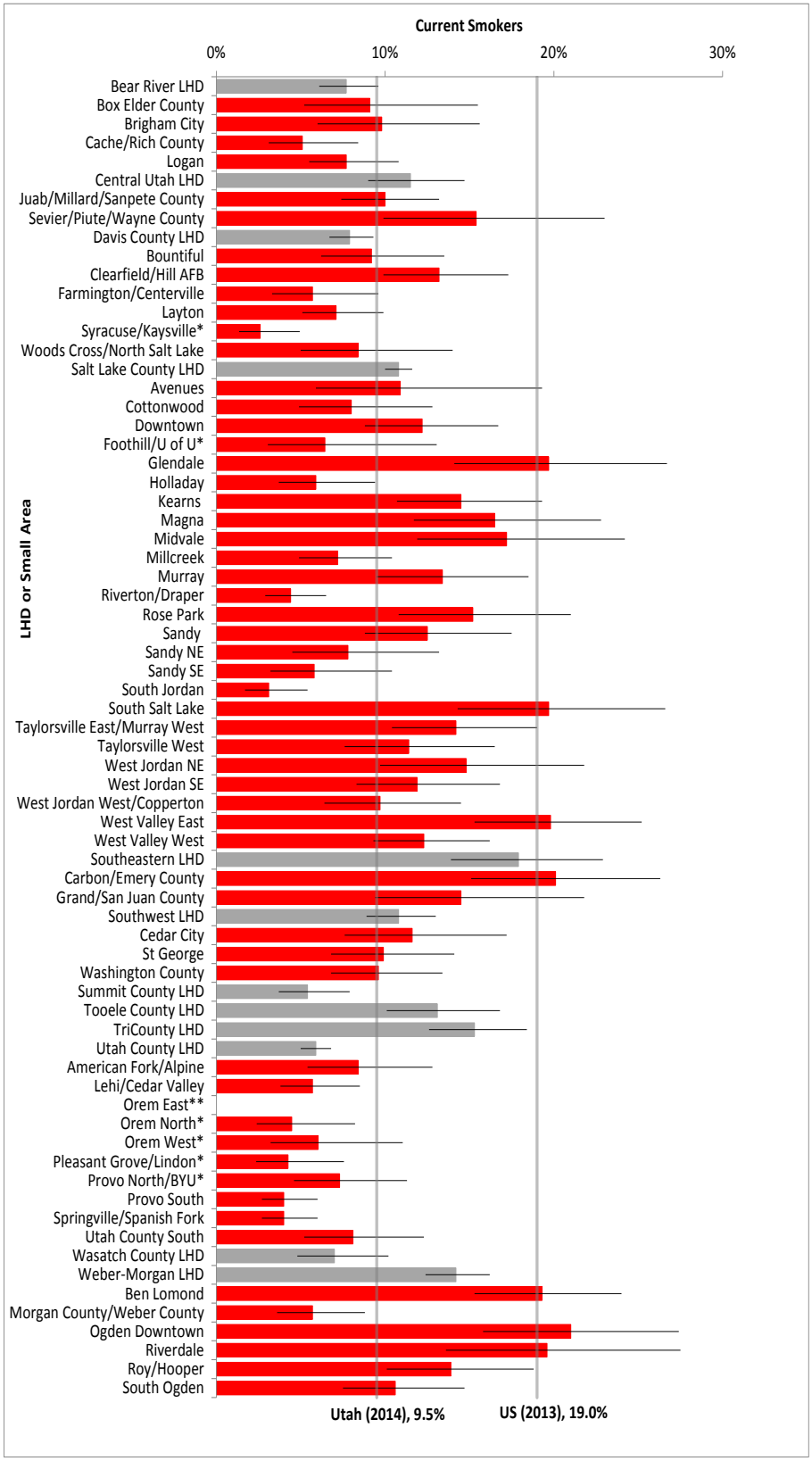
The Centers for Disease Control and Prevention recommends that Utah spend $19.3 million annually to reduce tobacco use.[3] At $8.7 million, the TPCP was funded at 45% of this recommended level.

Figure 6. 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 TPCP Budget[3,10,11]



Smoking Rates by Local Health District and Utah Small Area

Figure 7. Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, 2013-2014, (Aggregate Data, Age-adjusted)[2]



How to Read this Graph:

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

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

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

At **21.0%**, Ogden Downtown has the highest smoking rate among Utah's Small Areas statewide.

At **2.6%**, Syracuse and Kaysville have the lowest smoking rates among Utah's Small Areas statewide.

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

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

Bear River Health Department

Banning Use of Electronic Cigarettes at Logan City Parks

Bear River Health Department (BRHD) staff educated the Logan City Parks and Recreation Director about the need to include electronic cigarettes in the current tobacco-free policy. The Director presented the information at a Logan City Council meeting. The policy amendment passed a few months later and the new policy went into effect in January 2015. BRHD will provide updated signage to ensure that park visitors know that electronic cigarette use is prohibited as part of the tobacco-free policy.

Regulating Electronic Cigarettes Through a Local Ordinance

BRHD staff collected and reviewed data related to local sales of electronic cigarettes or e-cigarettes. In collaboration with key stakeholders, the information was used to pass a local ordinance that sets manufacturing standards for electronic cigarettes. The ordinance also includes advertising and marketing restrictions. The provisions in the e-cigarette ordinance are expected to reduce e-cigarette experimentation among youth and other risks associated with e-cigarette use.

Educating Peers About the Risks of Electronic Cigarette Use

The Bear River Governing Youth Council, a chapter of Utah's OUTRAGE! anti-tobacco youth group, presented information on the danger of electronic cigarette use to their peers. After the presentations, students wrote a letter to the editor of The Herald Journal expressing their concern about an e-cigarette business advertising on a billboard across the street from their school. The ad was removed following the students' request.

Alternative High School Students Create Anti-tobacco Ads

For the past 10 years, BRHD has sponsored an anti-tobacco ad contest at Fast-Forward Charter High School. Students are challenged to create 30-second anti-tobacco ads for a chance to win a grand prize and have their commercial air on popular television stations like Nickelodeon and MTV. The winning commercial is also posted on social media.

Working with Retailers to Reduce Youth Smoking

BRHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	BRHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	6.1%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	2.3%	3.4%
Pregnant Women Smoking (2013)[12]	5.7%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	16.3%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	7.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	7.5%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	2.9%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	2.5%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	34.1%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	136	3,426
Number of New Online Coaching Enrollments (FY15)[4]	18	519
Number of Participants in the END Teen Cessation Program (FY15)	86	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	70.2%	74.0%

Central Utah Public Health Department

Supporting Tobacco-free Policies

Wildland Nursery, home of the Joseph Farmer's Market in Sevier County, adopted a smoke-free policy in July 2014. The policy includes all tobacco products as well as electronic cigarettes.

Pearl Hosmer of Richfield with a smoke-free sign at the Joseph Farmer's Market. in Sevier County.

In Central Utah Public Health District (CUPHD) 17 cities have adopted smoke-free outdoor policies. These include: Richfield, Monroe, Aurora, Central Valley, Nephi, Delta, Scipio, Holden, Gunnison, Fountain Green, Ephraim, Fairview, Moroni, Hanksville, Bicknell, Loa, and Elsinore.

Preventing Tobacco Use Among Children

Youth at the Delta Youth Activities Center celebrated "Kick Butts Day" by participating in the "Not a Replacement" activity. This activity was designed to empower youth by making a statement that they will not be a replacement for the 1,300 American customers Big Tobacco loses daily to tobacco–related illnesses.

Helping Tobacco Users Quit

CUPHD staff assisted tobacco users who want to quit with information about quit resources.

"If you want to live, quit smoking!"

- Darwin Leavitt, Monroe, 10 years tobacco-free after smoking for 36 years. Darwin used nicotine replacement therapy (NRT) to quit successfully.

Working with Retailers to Reduce Youth Smoking

CUPHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	CUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	9.8%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	4.2%	3.4%
Pregnant Women Smoking (2013)[12]	9.8%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	21.3%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	10.0%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	10.9%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	2.7%*	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	4.7%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	30.8%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	103	3,426
Number of New Online Coaching Enrollments (FY15)[4]	20	519
Number of Participants in the END Teen Cessation Program (FY15)	12	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	74.6%	74.0%

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

Davis County Health Department

Increasing Access to Smoke-free Housing

Davis County Health Department (DCHD) successfully completed a project to increase access to smoke-free housing for Davis County residents. As part of the project, DCHD staff increased the number of facilities listed on the Utah Statewide Smoke-free Housing Directory, developed a registry specific to Davis County, and increased awareness among facility owners regarding state and county resources available for creating smoke-free facilities. The project helped to increase awareness of the Statewide Directory. DCHD staff were also able to add a number of new facilities to the Statewide Directory and the DCHD tobacco prevention page at http://www.daviscountyutah.gov/health/family_health/health_promotion/tobacco_prevention_and_control/default.cfm.

Preventing Tobacco Use Among High Risk Students

DCHD partnered with the Clearfield Job Corp Center to provide tobacco awareness education to students enrolled in the school. Lessons taught by DCHD staff were integrated into the course curriculum for Job Corp students in the career preparation phase of their training. Students are instructed during an hour-long presentation regarding tobacco marketing, quitting techniques, as well as the cost of smoking to individuals, employers, and taxpayers. Over the course of the past year, roughly 800 students have received the training.

Members of the Davis County Governing Youth Council (GYC) are educating students at North Davis Junior High about the hazards of tobacco use.

Compliance with Youth Access Laws for Tobacco

DCHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	DCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	8.7%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	2.5%	3.4%
Pregnant Women Smoking (2013)[12]	5.1%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	18.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	8.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	9.5%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	4.5%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	2.1%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	39.3%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	245	3,426
Number of New Online Coaching Enrollments (FY15)[4]	24	519
Number of Participants in the END Teen Cessation Program (FY15)	38	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	77.3%	74.0%

Salt Lake County Health Department

Partnering with Real Salt Lake to Fight Tobacco

The Salt Lake County Health Department (SLCoHD) Tobacco Prevention and Control Program sponsored the Real Salt Lake soccer team during their 2014 season.

Four Real Salt Lake players filmed testimonials to emphasize the harmful effects of secondhand smoke and the resources available for smoking cessation, These testimonials were broadcast throughout the summer in both English and Spanish during the nightly news and the 2014 World Cup.

Utah's tobacco cessation web site, **waytoquit.org**, was promoted through stadium signage and on Field LED messages that were seen by Real Salt Lake fans at each game and the local television audience.

Throughout the season, SLCoHD tobacco prevention staff reached about 8,000 fans with pre-game tobacco education.

Approximately 1,500 local elementary school students participated in the Go90 program to learn about leading a healthy lifestyle through proper nutrition, daily exercise, and staying off tobacco, alcohol, and other drugs. Real Salt Lake players talked to local middle and high school students about the importance of setting goals academically, in sports, and for their future, and remaining tobacco-free to reach these goals.

Educating Communities About Secondhand Smoke

SLCoHD ran a 14-week bus and Trax campaign to educate residents of Magna, West Valley City, Kearns, and Glendale about the risks of secondhand smoke exposure. These areas were chosen based on high adult smoking rates. The message, "Your choice affects their health," was shown in English and Spanish with a total of 108 displays.

Working with Retailers to Reduce Youth Smoking

SLCoHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	SLCoHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	10.7%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	3.7%	3.4%
Pregnant Women Smoking (2013)[12]	6.5%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2014)[1]	28.7%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2014)[1]	12.3%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	13.7%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	5.9%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	2.3%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	40.8%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	1,413	3,426
Number of New Online Coaching Enrollments (FY15)[4]	238	519
Number of Participants in the END Teen Cessation Program (FY15)	32	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	76.5%	74.0%

Southeastern Utah District Health Department

Supporting Smoke-free Housing Policies

The Southeastern Utah District Health Department (SEUDHD) assisted the Housing Authority of Carbon County with adopting a smoke-free housing policy for all public housing complexes, including Mountain View Meadows, Hidden Valley Circle, Hillside Villa, and others. The new policy protects residents from the health hazards of secondhand smoke.

"The new smoking policy adopted by the Carbon County Housing Authority will substantially reduce the risk of fire in our residential units. This creates a safer environment for smokers and non-smokers alike. If the policy had been in place last year, a devastating fire could have been prevented."

- Paul Bedont, Fire Chief, Price, Utah

Helping Tobacco Users Quit

SEUDHD staff identified a need in their community for tobacco cessation classes. To meet this need, SEUDHD began to offer free Freedom From Smoking classes four times a year. SEUDHD advertises this service on local radio stations and sends out letters to physicians and clinics informing them when new classes are scheduled to begin. In addition, SEUDHD provided Four Corners Mental Health with 500 quit packets and offered to teach Freedom from Smoking at their site.

Anti-smoking message displayed at the Moab Baseball Stadium

Working with Retailers to Reduce Youth Smoking

SEUHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	SEUDHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	18.1%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2014)[1]	6.6%	3.4%
Pregnant Women Smoking (2013)[12]	14.5%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2014)[1]	27.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2014)[1]	12.9%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	13.9%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	4.1%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	5.8%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	33.7%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	152	3,426
Number of New Online Coaching Enrollments (FY15)[4]	22	519
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	76.2%	74.0%

Southwest Utah Public Health Department

Supporting Tobacco-free Outdoor Policies

Southwest Utah Public Health Department (SWUPHD) staff worked with Beaver County to adopt an outdoor tobacco-free policy. This policy is especially important due to Beaver County having one of the highest cigarette smoking rates in the state.

> *"I am pleased that our county is encouraging and supporting these tobacco-free zones. This will keep our public areas clean, prevent exposure to secondhand smoke, and reinforce the message to our children that tobacco use is a health risk to everyone."*

- Tammy Pearson, Beaver County Commissioner

SWUPHD also assisted Glendale City in adopting an outdoor tobacco-free policy. The Washington County Youth Coalition (WCYC) worked with Washington City to post signage for their outdoor smoking resolution.

Developing Local Partnerships

SWUPHD created new partnerships to ensure that the community is educated about resources such as the **waytoquit.org** website. These partnerships include: the Womens Clinic, Cancer Center, Hope Pregnancy Center Doctors Free Clinic, Switchepointe Homeless Shelter, and Family Healthcare Clinics.

Educating Policy Makers About Electronic Cigarettes

Members of the WCYC, Southwest OUTRAGE!, met with local and state leaders to provide education about electronic cigarette regulations. WCYC also had the privilege of meeting with Senators Orrin Hatch, Mike Lee, and Congressman Chris Stewart in Washington, DC to further discuss the need to regulate e- cigarettes.

WCYC members meeting with Congressman Chris Stewart in Washington, DC.

Working with Retailers to Reduce Youth Smoking

SWUPHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	SWUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	8.2%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	3.7%	3.4%
Pregnant Women Smoking (2013)[12]	6.6%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	25.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	11.2%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	9.1%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	3.8%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	3.0%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	39.1%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	264	3,426
Number of New Online Coaching Enrollments (FY15)[4]	36	519
Number of Participants in the END Teen Cessation Program (FY15)	29	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	67.6%	74.0%

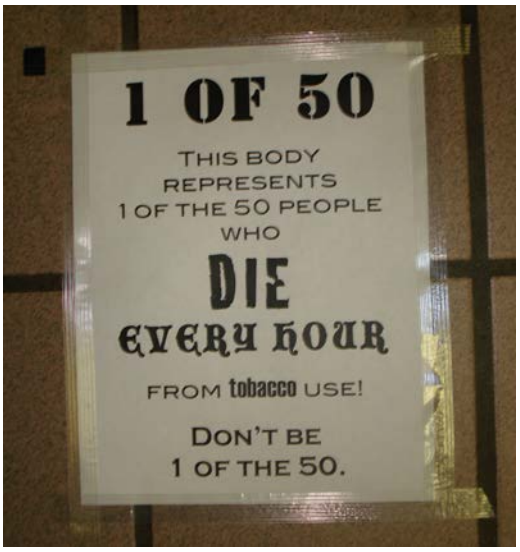
Summit County Health Department

Increasing Access to Tobacco Cessation Services

Tobacco Prevention and Control staff at the Summit County Health Department (SCHD) increased their partnerships with healthcare providers. SCHD staff contacted all local physicians and dental groups and were invited to meet with physicians, dentists, and office staff to discuss the importance of tobacco cessation. Through their efforts, more than 50% of local physicians were educated about tobacco cessation and referral services. Because of the success of these trainings, SCHD staff has created educational newsletters which are being provided to the physician and dental groups throughout the year. This partnership with local healthcare providers has led to a large increase in adult tobacco users who are seeking help to quit smoking.

Educating Peers About the Dangers of Tobacco Use

For Kick Butts Day in March, the South Summit Peer Leaders placed 1,200 lawn flags in the front lawn of South Summit High School, representing the 1,200 Utahns who die each year from tobacco use. They also put body outlines in both South Summit High School and South Summit Middle School with tobacco facts for teachers, students, and guests to see.



Tobacco facts displayed by South Summit Peer Leaders at South Summit High School during Kick Butts Day 2015.

Working with Retailers to Reduce Youth Smoking

SCHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	SCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	5.5%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	2.9%	3.4%
Pregnant Women Smoking (2013)[12]	2.7%*	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	23.7%	22.9%.
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	9.3%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	6.8%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	1.9%*	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	2.9%*	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	30.3%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	22	3,426
Number of New Online Coaching Enrollments (FY15)[4]	5	519
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	79.8%	74.0%

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

Tooele County Health Department

Educating About the Risks of Tobacco Use

Tooele County Health Department (TCHD) participated in Kick Butts Day on March 18, 2015. To educate about the negative consequences of tobacco use, the Tooele Youth Coalition, Most Don't PAC, displayed tombstones on the lawn of the Tooele County Building. The tombstones listed diseases and other harmful effects of tobacco use. The youth wore shirts that spelled out the message #NotAReplacement. Some of the youth also participated in the social media campaign "#NotAReplacement" on Facebook, Twitter, and Instagram. In addition, five local secondary schools joined the project by displaying similar tombstones at their schools.

Members of Tooele's Most Don't PAC participate in the 2015 Kick Butts Day.

Supporting Tobacco-free Worksites

TCHD staff worked with Broken Arrow Construction to strengthen and enforce their tobacco-free policy and refer their employees who use tobacco to free quit services. TCHD provided Broken Arrow Construction with tobacco-free signs that were tailored for their business and included signs for construction equipment and smoke-free buildings. TCHD also created paycheck stuffers to inform the employees of the option to pick up a Quit Kit from the Human Resources office.

Regulating E-Cigarettes Through a Local Ordinance

TCHD health educators and environmental health scientists worked as a team to research information about e-liquid manufacturing. Based on their findings, the team drafted a regulation and presented it to the TCHD Board of Health. The proposed regulation required a license for the manufacture of e-liquids and allowed audits to monitor e-liquid safety. The TCHD Board of Health passed the Electronic Smoking Device Regulation on September 30, 2014.

Working with Retailers to Reduce Youth Smoking

TCHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	TCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	13.7%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	4.4%	3.4%
Pregnant Women Smoking (2013)[12]	11.6%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	24.8%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	13.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	10.7%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	3.7%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	3.6%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	41.6%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	85	3,426
Number of New Online Coaching Enrollments (FY15)[4]	15	519
Number of Participants in the END Teen Cessation Program (FY15)	13	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	71.2%	74.0%

TriCounty Health Department

Reducing Youth Tobacco Use

TriCounty Health Department's (TRCHD) local Governing Youth Council (GYC) educated their peers about the risks of tobacco use during "Kick Butt's Day." The GYC, a local chapter of the Utah statewide anti-tobacco youth group, OUTRAGE!, went to three schools to provide anti-tobacco education during lunchtime. As part of their demonstration they encouraged their peers to remain tobacco-free and demanded that big tobacco companies stop targeting youth.

TriCounty GYC members participate in Kick Butts Day, 2015.

More than 225 students participated in reading questions around the theme, "I really ***mustache*** big tobacco some serious questions" (see picture on the left). Students led their peers in productive discussions about tobacco use. GYC members also shared information regarding e-cigarettes, ingredients in e-juice, the effects of nicotine, and the risks of consuming an unregulated product.

> *"I really appreciate the partnership that TriCounty Health Department created with our schools to teach the students the truth about tobacco. This activity really got our students and teachers talking and recognizing the need for prevention activities. Continual training regarding trends in risk behaviors to power prevention efforts and be effective in protecting and educating our students is imperative."*
>
> - Janalee Goodrich, Principal, Altamont High School

Working with Retailers to Reduce Youth Smoking

TRCHD staff continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	TRCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	14.9%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	5.2%	3.4%
Pregnant Women Smoking (2013)[12]	13.6%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	24.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	14.5%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	12.1%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	4.9%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	12.3%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	42.0%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	94	3,426
Number of New Online Coaching Enrollments (FY15)[4]	12	519
Number of Participants in the END Teen Cessation Program (FY15)	23	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	78.1%	74.0%

Utah County Health Department

Passing a County-wide E-cigarette Regulation

In November 2014, the Utah County Board of Health adopted a new regulation for the retail sales of Electronic Nicotine Delivery Systems (ENDS), ENDS paraphernalia and e-liquids, and the manufacturing of e-liquid. The regulation requires all retail facilities that sell any type of electronic cigarettes or e-liquid to have a permit in order to sell. The regulation also requires all facilities manufacturing e-liquid used for electronic cigarettes to obtain a permit with a manufacturing endorsement. Utah County Health Department (UCHD) staff sent letters and provided educational trainings regarding the new regulation to all ENDS retailers, manufacturers of e-liquid, judges, mayors, and city business licensing departments.

Updating Tobacco-free School Policies

UCHD worked with Utah County school districts to update their tobacco policies to be compliant with the Centers for Disease Control and Prevention (CDC) Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. Nebo School District updated their tobacco policy in March 2015 for all 50 schools. Alpine School District updated their policy in June 2015 for all 73 schools and Provo School District updated their policy in February 2015 for all 22 schools.

Educating Policy Makers About Electronic Cigarettes

During the 2015 legislative session, OUTRAGE! of Utah County and other youth from Utah's anti-tobacco youth coalition spent a day at the Capitol to educate legislators about electronic cigarettes. Youth leaders spoke at a press conference coordinated by the UCHD youth coordinator.

Youth from OUTRAGE! of Utah County speaking with Representative Stratton from Orem, UT.

Working with Retailers to Reduce Youth Smoking

UCHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	UCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	5.4%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	2.7%	3.4%
Pregnant Women Smoking (2013)[12]	2.6%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	15.9%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	7.6%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	7.1%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	2.6%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	3.0%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	35.0%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	477	3,426
Number of New Online Coaching Enrollments (FY15)[4]	64	519
Number of Participants in the END Teen Cessation Program (FY15)	67	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	68.9%	74.0%

Wasatch County Health Department

Working with the Caring Community Coalition to Promote Healthy Communities

Wasatch County Health Department (WCHD) staff leads the Wasatch Caring Community Coalition. The coalition has representation from community leaders such as mayors, police and sheriff departments, business leaders, healthcare providers, and schools. In FY15, the coalition assisted with passing an ordinance that regulates the location of tobacco specialty shops. This regulation protects both municipalities and unincorporated areas of Wasatch County. Prohibiting tobacco specialty stores from operating retail outlets in close proximity to schools, day care centers, parks, and other community locations where children and families gather helps prevent underage tobacco use.

CARING COMMUNITY COALITION

Regulating Electronic Cigarettes

WCHD staff worked with the Wasatch Board of Health to develop and pass a regulation that sets standards for manufacturing, sampling, and sales of electronic nicotine delivery devices and products. As the electronic cigarette industry continues to grow and change, WCHD staff ensure that the public has access to research and information about new nicotine and tobacco products.

Working with Retailers to Reduce Youth Smoking

To recognize their important contribution toward reducing youth access to tobacco, WCHD presented Day's Market in Heber City with an award for refusing to sell tobacco to underage youth for 10 years. Silver Eagle and Maverick (both in Heber City) received awards for not selling tobacco to underage youth for five years.

Wasatch County Councilman, Kendall Crittenden, and Heber City Councilman, Jeff Bradshaw, presented awards to Kevin Jenkins from Day's Market, Trudie Peterson from Silver Eagle, and Valerie Huggard and Carla Clegg from Maverick for not selling tobacco to minors.

WCHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	WCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	7.5%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	2.8%	3.4%
Pregnant Women Smoking (2013)[12]	4.9%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	17.8%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	7.5%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	9.4%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	3.6%*	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	3.4%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	31.7%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	11	3,426
Number of New Online Coaching Enrollments (FY15)[4]	2	519
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	73.2%	74.0%

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

Weber-Morgan Health Department

Increasing Access to Tobacco Cessation Services

Weber-Morgan Health Department (WMHD) staff worked with local clinics and physicians to provide them with materials and tools to help tobacco users quit and access quit resources. With support from local physicians, dentists, and hygienists, WMHD expects to see an increase in the use of the electronic referral system for the Utah Tobacco Quit Line. Use of services like the Utah Tobacco Quit Line improve quit rates among tobacco users who are motivated to quit.

Educating Healthcare Providers about Electronic Cigarettes

WMHD staff educated local healthcare providers about increasing rates of e-cigarette use among youth and adults. Since the health risks associated with e-cigarettes and vape products in general are unknown, it is important that healthcare providers guide their patients toward evidence-based tobacco cessation methods. WMHD staff also promoted the **waytoquit** website and other resources.

Regulating Electronic Cigarettes

On October 27, 2014, the Weber-Morgan Board of Health passed a policy that requires a license for selling e-cigarettes, compliance checks to prevent underage e-cigarette sales, and adherence to manufacturing standards for e-liquids. WMHD educated e-cigarette retailers and manufacturers, as well as schools, city leaders, and the community as a whole about the new regulation.

Austin Francis, member of the Weber-Morgan GYC presents information on e-cigarettes to the Board of Health.

Working with Retailers to Reduce Youth Smoking

As part of a study to learn about tobacco retail practices, WMHD staff educated 150 tobacco clerks and retailers about e-cigarettes, the Utah Indoor Clean Air Act, and tobacco placement and advertising. The study found that 96% of WMHD stores have "Age of Sale" signage, 94% of cashiers have received training from WMHD staff or their company, and 54% of stores do not have any outdoor advertising for tobacco.

WMHD continued to educate retailers about Utah's youth tobacco access laws, conduct compliance checks to ensure enforcement of the laws, and recognize stores that have a record of not selling tobacco to underage youth.

Tobacco Statistics

	WMHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2014)[2]	14.2%	9.5%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015)[1]	4.3%	3.4%
Pregnant Women Smoking (2013)[12]	9.0%	6.0%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	30.4%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015)[1]	15.0%	10.5%
Adult Experimentation with Electronic Cigarettes (2014)[2]	17.8%	11.3%
Adult Use of Electronic Cigarettes (2013-2014)[2]	9.4%	4.8%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014)[2]	3.5%	3.0%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2014)[2]	45.1%	38.8%
Quit Service Utilization		
Number of New Quit Line Registrations (FY15)[4]	406	3,426
Number of New Online Coaching Enrollments (FY15)[4]	44	519
Number of Participants in the END Teen Cessation Program (FY15)	64	364
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall in the Past Month (2014)[2]	74.5%	74.0%

Tobacco Prevention and Control Program Partners

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

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12 Utah Birth Certificate Database. Retrieved July 30, 2015 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health at http://ibis.health.utah.gov. Note: These smoking rates are based on pregnancies that resulted in live births.

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In Loving Memory

MIGUEL ANTONIO SILVA

January 19, 1974 - March 12, 2015

Miguel served as the TPCP Disparities Coordinator from 2011 to 2015. We are grateful for the privilege of his friendship and for his invaluable contributions to the fight for healthy communities and families.

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