

# TOBACCO PREVENTION AND CONTROL IN UTAH

Sixteenth Annual Report, October 2016



Persistence Always Beats Tobacco

Utah Department of Health  
Tobacco Prevention and Control Program

**way to quit**.org

Utah Department of Health  
Tobacco Prevention and Control Program

(877) 220-3466

[www.tobaccofreeutah.org](http://www.tobaccofreeutah.org)

[www.health.utah.gov](http://www.health.utah.gov)

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## LETTER FROM THE EXECUTIVE DIRECTOR

The Utah Department of Health strives to help Utahns live happy and healthy lives. One of the best ways to improve health is to quit smoking. In FY16, we saw a decrease in adult cigarette smoking rates across the state. The Utah Tobacco Prevention and Control Program (TPCP) continues to provide services for Utah residents to help them quit. Last year there was an increase in the use of these services. This progress is commendable but there is still more work to do to end nicotine dependence.

We will continue the TPCP cessation work by promoting the Utah Tobacco Quit Line, providing online support through [waytoquit.org](http://waytoquit.org), and working with partners across the state. Utah citizens collectively incur an estimated \$542 million in annual medical costs directly related to smoking and tobacco use which is the leading cause of preventable death.

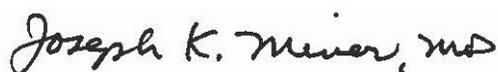
The TPCP is focused on helping Utahns quit and preventing initiation of new smokers. Young people have historically been targeted by the tobacco companies and that remains a concern today. While youth use of cigarettes both in Utah and nationally continue to decline, more and more youth are turning to alternative tobacco products including chew, hookah, and e-cigarettes. These products still contain nicotine, just like traditional cigarettes, which is as addictive as heroin.

E-cigarettes or vaping have increased in popularity amongst Utah teens in recent years. In 2015, one in 10 Utah high school students used e-cigarettes regularly. This is almost double the use rate in 2013. Teens in peer groups that engage in addictive behaviors are more likely to participate in other risk behaviors which can include the use of alcohol and other substances.

Research shows that using nicotine or other substances before the brain is fully developed can “re-wire” the brain, resulting in difficulty learning, a greater risk for mental health disorders, and predispose an individual to addiction for the rest of their life. Nicotine, alcohol, and marijuana use is commonly initiated during teens years. Preventing their use is critical to helping young people avoid addiction to other substances later in life.

Now, 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

## HELPING TOBACCO USERS QUIT

With 73% of Utahns who smoke cigarettes planning to quit within the next year<sup>1</sup>, the TPCP has free services available to help. Evidence-based cessation counseling programs, quit medications, and other resources were made available in FY16 through the TPCP's way to quit program.

# way to quit

**1.800.QUIT.NOW**

### 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. This service includes:

- Five calls with an experienced 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 chat

Both the Utah Tobacco Quit Line and online coaching are also available in Spanish at 1-855-Dejelo-Ya or [dejeloya.org](http://dejeloya.org).

## Utah Quit Facts

In FY16 :



**4,681**

Calls Registered\*



**835**

Web Enrollments



**1,432**

Health Care Provider Referrals



**8,394**

Average Monthly Web Visits



**27**

Counties Served



**130**

Referring Partner Clinics

\*Of the callers enrolled in the Quit Line:

- **28.1%** were Medicaid clients<sup>2</sup>
- **33.5%** were uninsured<sup>2</sup>

## HELPING TOBACCO USERS QUIT

It takes the average tobacco user 8-11 quit attempts before they are finally successful. Without help, only 7-8% are successful at quitting.<sup>3</sup> The TPCP worked with local health departments and health care providers to reach more Utahns who are ready to quit.

### Engaging Health Systems in Tobacco Cessation

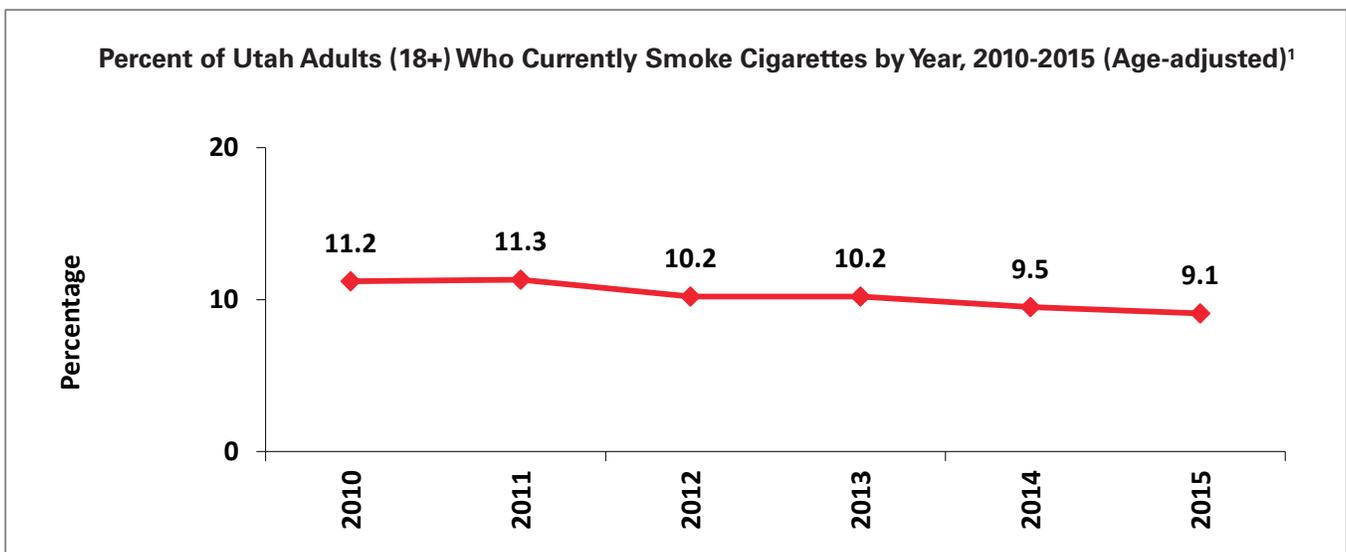
In FY16, the TPCP partnered with concerned advocates who worked with the Utah Insurance Department (UID) to provide guidance to private insurers regarding the coverage requirements for tobacco cessation as required by the Affordable Care Act (ACA). A bulletin outlining this coverage was released by the UID on Dec. 11, 2015.

TPCP also worked with the local chapter of the American Lung Association to provide a webinar by Segue Consulting that helped health insurers and insurance brokers understand how to administer the ACA tobacco cessation benefit requirements.

### Adult Smoking by Year

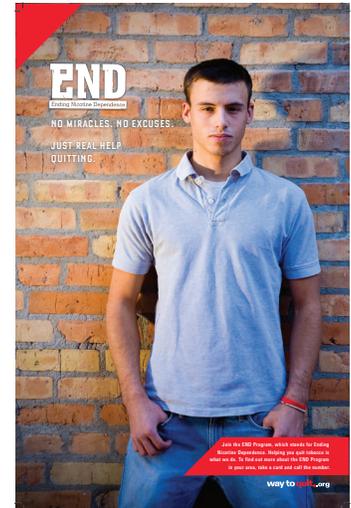
In 2015, 9.1% of Utah adults<sup>1</sup> (approximately 190,000 adults) reported that they currently smoked cigarettes. Utah has the lowest smoking rate in the nation.

To ensure the rates continue to decline, tobacco users need continuous access to evidence-based quit services. Mass media education and strong tobacco policies encourage quit attempts and enforce tobacco-free social norms.



## Programs to Help Youth Quit Tobacco

In FY16, **541** Utah youth participated in a group-based teen tobacco cessation program, Ending Nicotine Dependence (END), and **341** 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.



The #1 indicator of whether or not a person will successfully quit tobacco is the number of times they're willing to try.

## ANTI-TOBACCO ADVERTISING

A key component to the TPCP's communication with Utah smokers is a comprehensive anti-tobacco marketing campaign. The marketing campaign reached thousands of Utahns with targeted messages and interactive experiences to inspire smokers to quit and feel supported in their quit attempt.

The goals for the campaign are in line with the TPCP's program goals of encouraging tobacco users to quit, preventing youth from starting down the road of addiction, protecting Utahns from the effects of second-hand smoke, and eliminating health disparities among special populations. The media used to achieve these goals and make an impact on the overall health of Utahns included TV, radio, outdoor, online, website, and social media.



Shelly from Ogden was one of three quitters featured in the "Persistence" campaign which included billboards and online ads..

## Outdoor

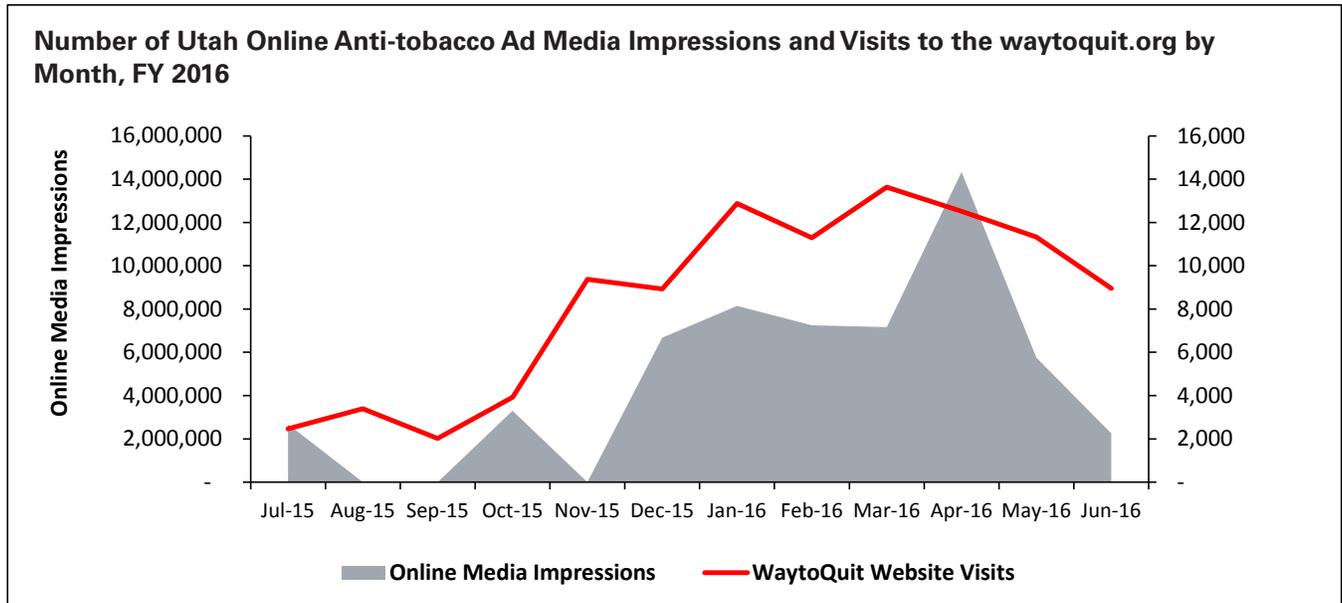
Broad reach outdoor ads promoted the successes of Utahns in their fight against tobacco addiction and highlighted the toll tobacco can take.



"Unraveled" was an online and outdoor ad campaign that highlighted the toll tobacco can take.

## Online

Online ads mirrored the outdoor messages, reminding smokers that quitting can take several attempts, but it is important to keep trying. Online success is measured through click through rates and visits to [waytoquit.org](http://waytoquit.org).



Jacob from Salt Lake City was one of three quitters featured in the “Persistence” campaign which included billboards and online ads.

# way to quit.org

## Website

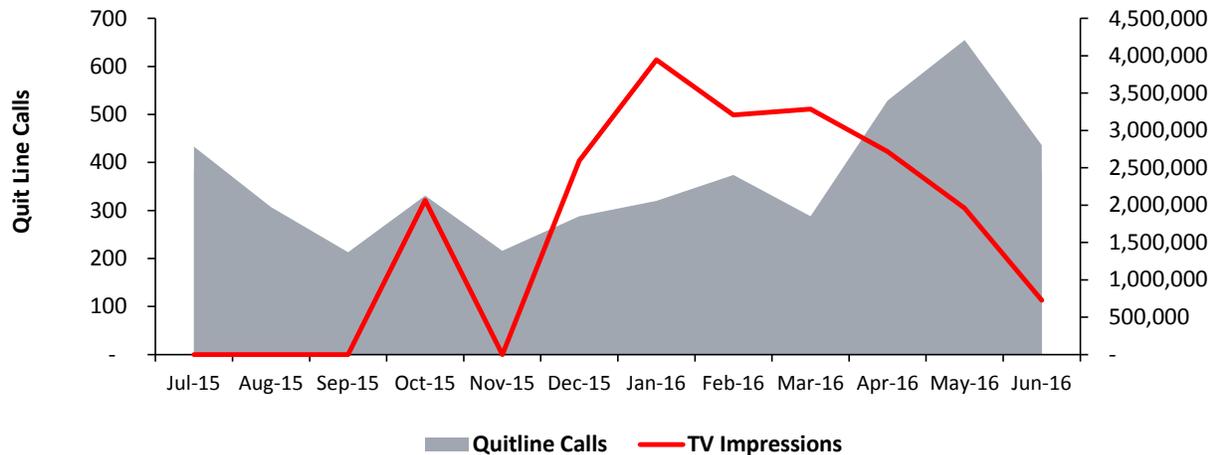
[waytoquit.org](http://waytoquit.org) was optimized to funnel visitors to the most effective quitting resources. The website effectiveness is measured by the time spent on pages containing key messages.

	Page	Page Views	Average Second on Page
1	Home Page	125,515	82
2	How to Quit	8,537	129
3	Why Quit	4,842	87
4	Healthcare Providers	2,465	35
5	Help Others	1,244	48
6	Get Involved	881	73
7	Health Effects	643	175
8	Quit Now	624	20
9	Refer Patients	623	161

## Television and Radio

- High-impact TV campaign using an emotionally driven message that inspires quit attempts
- Targeted radio campaign comprised of :30 second spots reminding listeners of the gruesome realities of tobacco use
- Broadcast success is measured by its impact on the number of calls to the Quit Line
- Additionally, TV spot effectiveness is measured through online testing of the creative

**Number of Utah Tobacco Quit Line Calls and TV Anti-tobacco Ad Impressions by Month, FY 2016**



**In FY16, the TPCP's original commercials, "Darling" and "Anxiety," tested among the 7 best national and state tobacco cessation ads ever tested in Utah.**



"Darling" is an original television commercial produced by the TPCP.

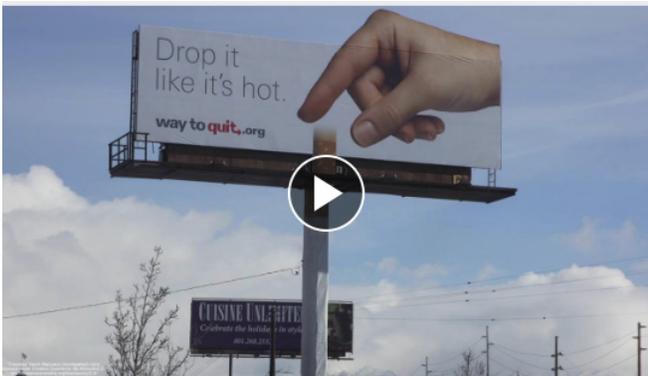
## Social Media

Facebook has been identified as an opportunity to build a community of support for those who are trying to quit and those who want to help others quit. With more than 16,000 followers, the page regularly reaches 15,000 people per week. Forty-four percent of the people reached are ages 18-34 with 61 percent of those being female.

The most shared and interactive with posts include short videos that are entertaining but have an important quit message.



**way to quit: Jamie's Story**  
"I just remember being so scared that something bad would happen one day, that I wouldn't be able to take the next breath. Now I replaced smoking with running so I run half marathons and other distances. I'm back to hiking and everything I love outdoors. I..."  
1:46 · Uploaded on 03/09/2016 · View Permalink



**way to quit: Like It's Hot**  
Don't you think it's time to drop it like it's hot?

All of the content on the Facebook page falls into one of four categories:

- Share Your Quit—Real stories from real Utahns who have quit
- Timely Posts—Capitalizing on current events and trends to push the anti-tobacco message

**way to quit**

- Quit Tips—Informative tips and resources that help those trying to quit
- Sharing a Message—By sharing posts from other organizations we become part of the social media community

As a result, interactions on the page are continually growing with people sharing inspiring messages with others.

"Am I going to let that little tiny piece of paper and tobacco define who I am, or am I going to define who I am?"  
Jacob | Salt Lake City



Today there are 1,100 kids in Utah that have lost their dad to smoking. Quitting is hard but dad's just like you have done it, just ask Bruce. For help finding your motivation to quit this Father's Day visit [waytoquit.org](http://waytoquit.org).



**CELEBRATE THIS FATHER'S DAY  
BY QUITTING.**

## PREVENTING YOUTH TOBACCO USE

Nicotine use during adolescence can disrupt brain development and affect attention, learning, and susceptibility to addiction.<sup>4</sup> 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

### OUTRAGE! - Involving Youth in Prevention

In FY16, Utah's anti-tobacco youth coalition, OUTRAGE!, adopted the slogan #NotTobaccosGuineaPig to educate community leaders and fellow students about electronic cigarettes and other vape products and the risks associated with nicotine addiction.

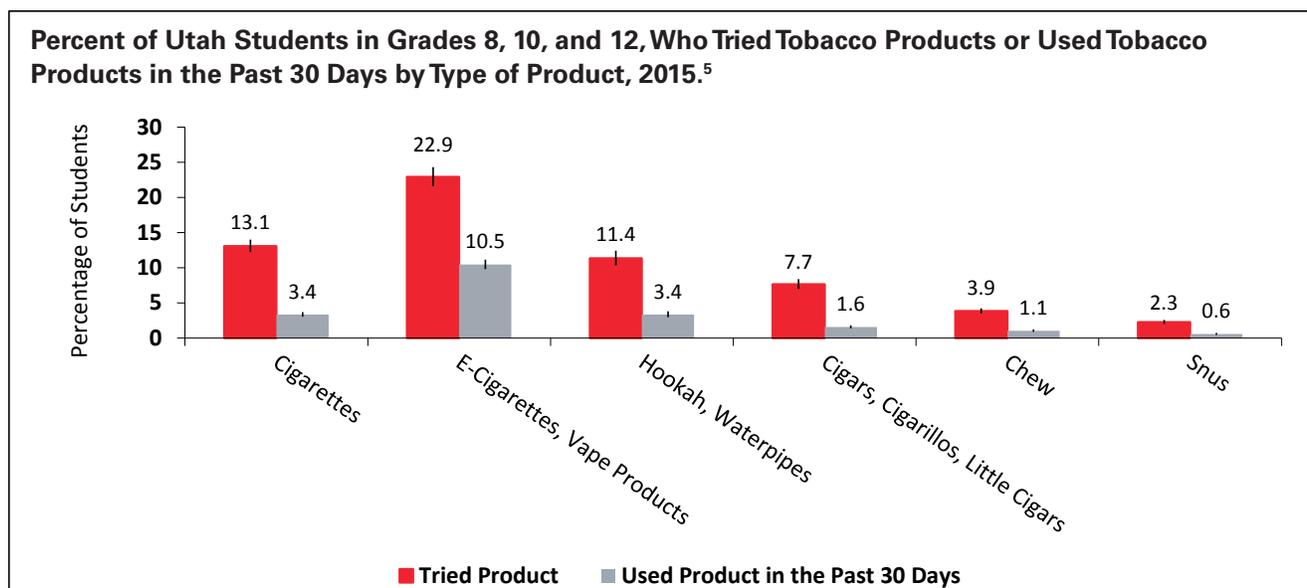


#NotTobaccosGuineaPig making their debut with OUTRAGE!

### Youth Tobacco Use by Product Type

In 2015, one in 10 Utah students in grades 8, 10, and 12 reported that they had used an electronic cigarette or vape product in the past 30 days and nearly one in four students reported that they had tried these products.

**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.<sup>5</sup>



### Reducing Tobacco Sales to Minors

The TPCP partnered with Utah's local health departments to educate tobacco 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. In 2016, vape products were included in educational campaigns and compliance checks.

**In FY16, 6.7% of Utah tobacco retailers sold tobacco or vape products to underage youth during compliance checks.**

### Working With High Risk Students

To better understand and reach youth tobacco users, the TPCP worked with its independent evaluation team at 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 tobacco and vape product use
- Conduct focus groups with youth to better understand their attitudes and beliefs about electronic cigarettes and other vape products

TPCP is using the results of these studies to develop campaigns to reduce youth addiction to nicotine.

## 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 2015, nearly **14,000** Utah children were exposed to SHS inside their homes during the past week<sup>1</sup>
- **34.5%** of Utah adults reported breathing SHS in the past week at indoor or outdoor locations<sup>1</sup>

### Policies to Reduce SHS Exposure

Laws and other regulations that ban smoking in public places reduce SHS-related diseases and help smokers quit. In FY16, 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:

- 20 worksites passed new tobacco-free policies; 8 worksites strengthened their policies

- 12 healthcare sites passed new policies; 1 site strengthened their policy
- 11 outdoor venues passed new policies; 20 venues strengthened their policies

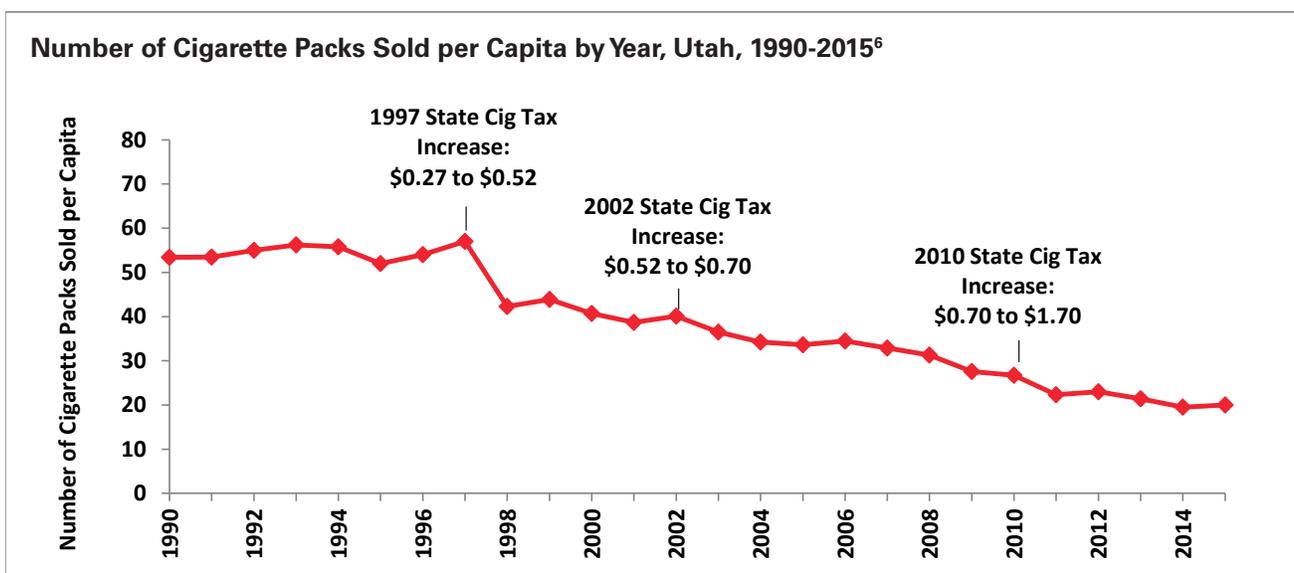
The number of smoke-free housing units in TPCP's Smoke-free Apartment and Condominium Statewide Directory increased by **6,947** to more than **35,400** units in 18 Utah counties. The majority of communities added were public and affordable housing. The TPCP partners sent out a mailer to more than 100 communities/property management companies to promote smoke-free housing and the TPCP multi-unit housing smoke-free policy toolkit. The toolkit and smoke-free signage were 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>.



Cassandra Fairclough, Utah Indoor Clean Air Act Coordinator for the Utah Department of Health, presents smoke-free housing information at the Utah Apartment Association Annual Fair Housing and Education Trade Show.

## TAX INCREASES LEAD TO DECLINES IN CIGARETTE CONSUMPTION

Since 1990, the per capita cigarette consumption in Utah has declined by 62.5%.<sup>6</sup> 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.



## ENDING TOBACCO-RELATED DISPARITIES

Targeted tobacco industry marketing can impact the 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.



Angelica Nash, TPCP Disparities Coordinator (center) and leaders of the TPCP Disparities Networks.

### Disparities Networks

The TPCP continued to fund four community-based networks representing the African American, Native American, Hispanic/Latino, and Pacific Islander communities in Utah. In FY16, the networks created prevention and cessation messages and shared them with their communities.



Gail was featured in the FY16 Share Your Quit campaign.

### AUCH Partnership

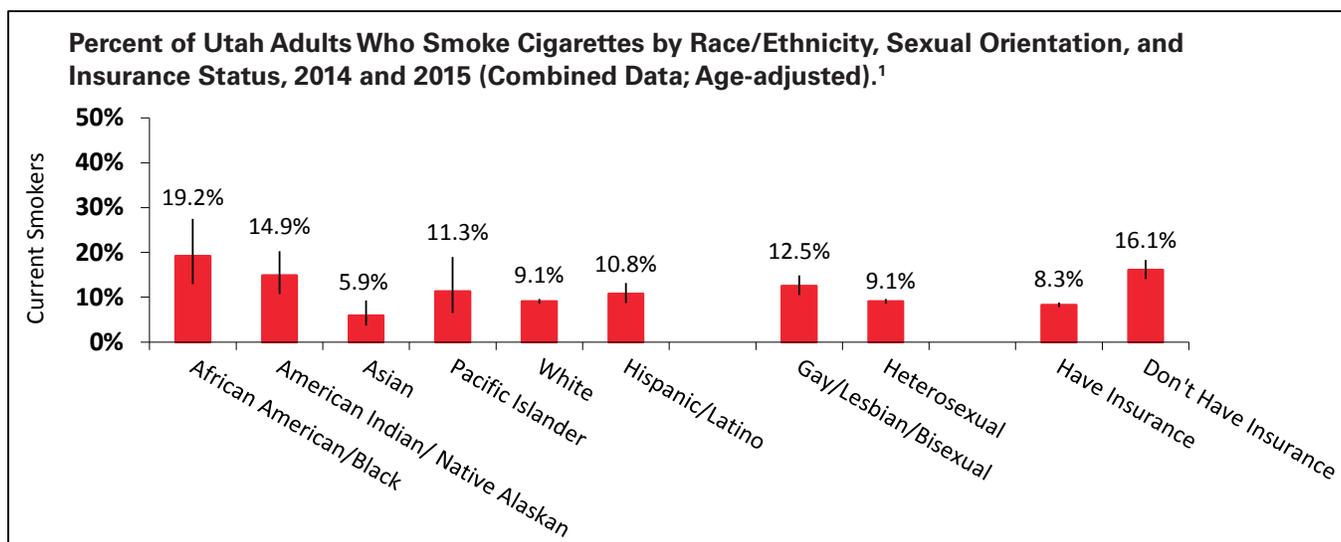
In FY16, 667 low-income or uninsured tobacco users received counseling and tobacco cessation medications through the TPCP's work with the Association for Utah Community Health (AUCH).

### Medicaid Partnership

In FY16, the TPCP's partnership with Medicaid provided tobacco cessation services and/or quit medications to **801** general Medicaid clients and **1,282** pregnant women on Medicaid.

## Disparities in Cigarette Smoking

Among racial and ethnic groups, the risk for cigarette smoking is highest in African American/Black communities and American Indian/Native Alaskan communities. The smoking rate for Utahns who don't have health insurance is also significantly higher than the state average of 9.1%.<sup>1</sup>



# ELECTRONIC CIGARETTES / VAPING PRODUCTS

**What you may not know about vaping.**



Also known as:  
Vape Pens / Mod / E-hookah / Drip Tip / E-cigs

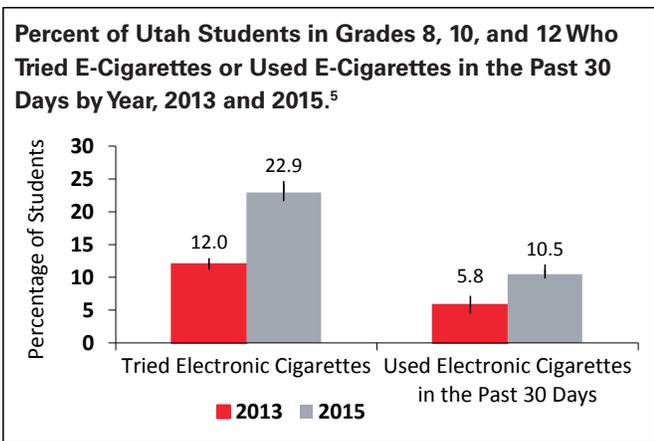
Since 2011, the use of e-cigarettes by Utah youth has increased five-fold.<sup>5</sup> Use of e-cigarettes or vaping products by youth is a major concern; the nicotine in these products is addictive and can affect the developing brain. Monitoring the availability and use of these products remains a public health priority for the 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, mods, or tanks.**

## Public Health Concerns

- Products are available in fruit and candy-like flavors that are known to be attractive to children
- Advertising often includes false or exaggerated claims regarding use and safety of these products<sup>7</sup>
- Youth use rates and potential for nicotine addiction among youth are increasing

Utah youth who have never tried conventional cigarettes report use of e-cigarettes or other vape products.<sup>5</sup>



**Teens who use e-cigs are more likely to smoke cigarettes.**

## Regulating Electronic Cigarettes in Utah

To prevent accidental poisonings, Utah legislators authorized the UDOH to make a rule to set standards for e-cigarette liquids in terms of labeling, nicotine content, packaging, and product quality. With the help of stakeholders, the TPCP developed this rule. In June 2016, the FDA released federal regulations of e-cigarettes preempting some of the Utah provisions. The TPCP is currently in the process of modifying the Utah rule.

## Proven Ways to Reduce Youth Nicotine Use:

- Stronger enforcement of zoning laws for tobacco specialty and vape shops
- Restrictions on flavors
- Restrictions on price promotions and advertising
- Price increases through taxes
- Increasing the tobacco purchase age

**In Utah, vaping is illegal in all the same places that smoking is.**

**It is illegal for kids under 19 to purchase or use e-cigarettes in Utah.**

## TPCP USE OF FUNDS, FY2016

### State Funds

Utah Tobacco Settlement Account: \$3,920,749  
 Utah Cigarette Tax Restricted Account: \$3,161,750

### 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 \$1,408,740 in funding from the Centers for Disease Control and Prevention.

### In-kind Revenue: Campaign Added Value

Media vendors donated approximately \$2.06 for every \$1 spent by the TPCP on anti-tobacco media buys including ad time, news specials, and other media events. The total campaign added value was \$2.77 million in FY16.

### Tobacco-related Expenditures

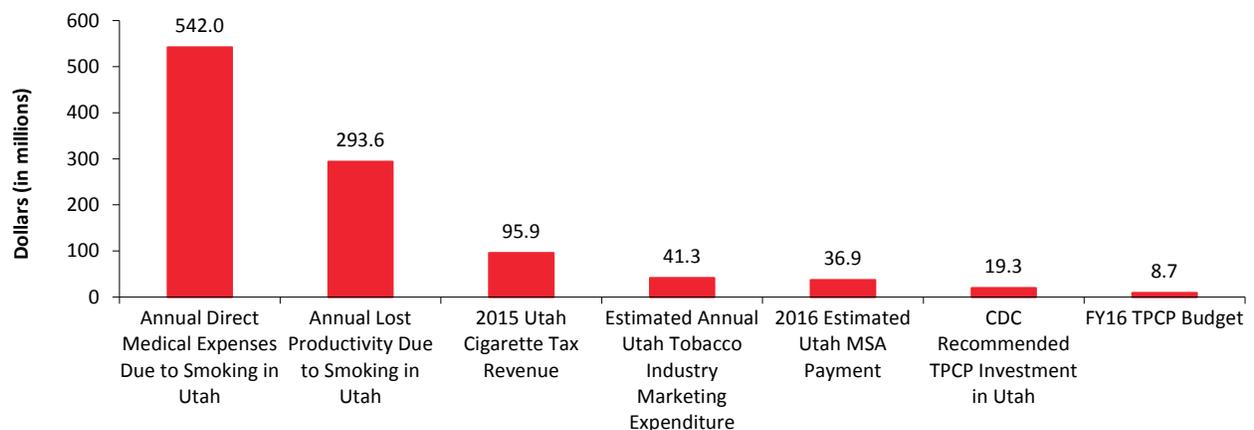
In 2013, the tobacco industry spent an estimated \$41.3 million to market tobacco products in Utah and recruit new tobacco users.<sup>9</sup>

In 2012, the Utah cigarette tax revenue was \$95.9 million.<sup>10</sup>

The Utah 2016 Tobacco Master Settlement Agreement (MSA) payment was \$36.9 million.<sup>11</sup>

The Centers for Disease Control and Prevention recommends that Utah spend \$19.3 million annually to reduce tobacco use.<sup>10</sup> At \$8.7 million, the TPCP was funded at 45% of this recommended level.

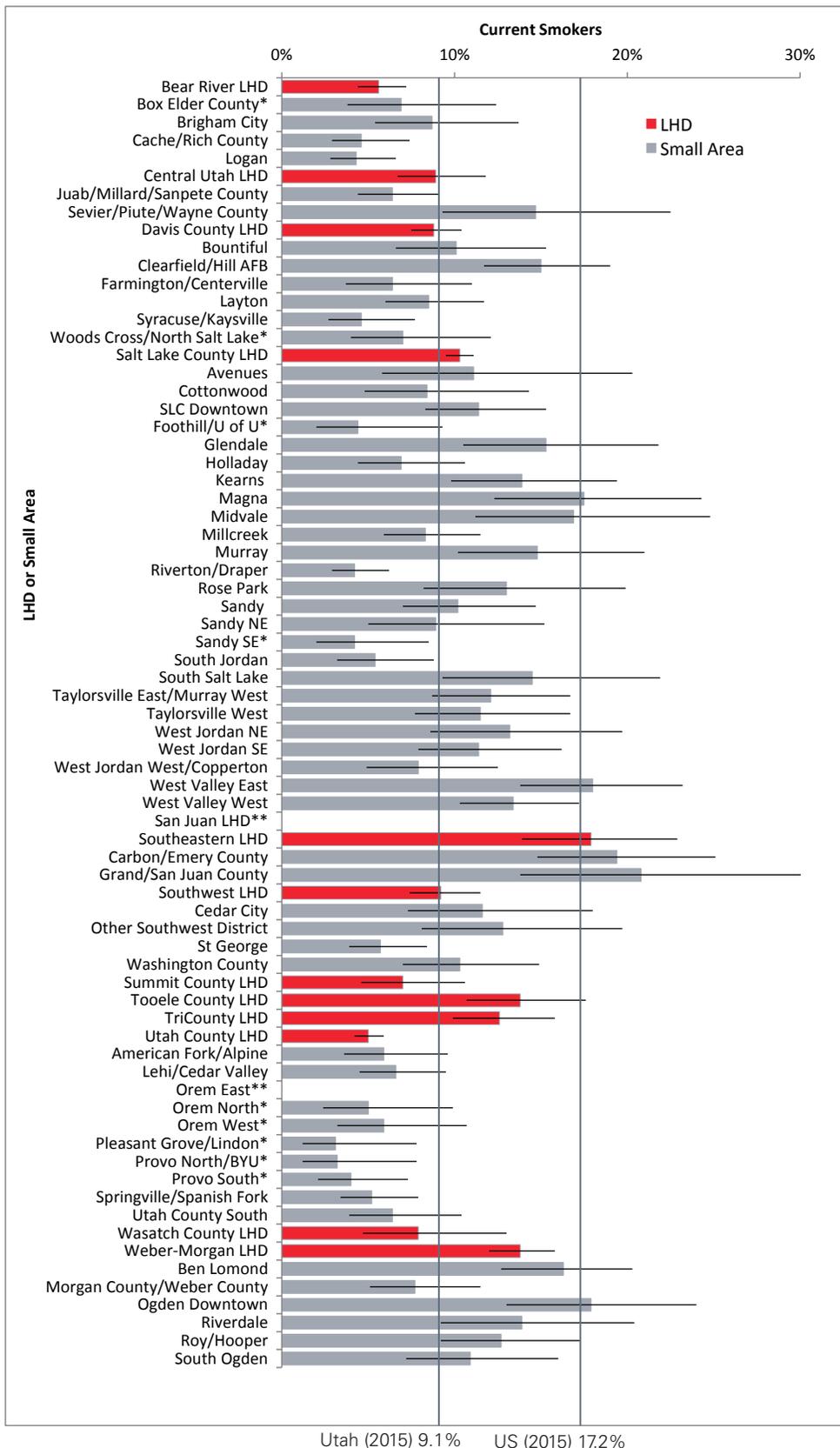
**Estimated Annual Cost of Smoking in Utah; Cigarette and Tobacco Tax Revenue; Tobacco Industry Marketing Expenditures in Utah; Utah Tobacco Settlement Payment; and CDC Recommended and Actual Annual TPCP Budget<sup>9,10,11</sup>**



Jamie from Salt Lake City was one of three quitters featured on billboards and online as part of the "Persistence" campaign.

# SMOKING RATES BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, 2014-2015, (Aggregate Data, Age-adjusted)<sup>1</sup>



**How to Read this Graph:**

Local health districts are represented by red bars. Small areas within local health districts are represented by gray bars. Small area definitions can be found at <http://health.utah.gov/oph/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 **20.8%**, the Grand and San Juan County area has the highest smoking rate among Utah's Small Areas statewide.

At **3.1%**, the Pleasant Grove and Lindon area has the lowest smoking rate among Utah's Small Areas statewide.

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

\*\*The estimates for San Juan Public Health District and Orem East have been suppressed because the relative standard error was greater than 50% or could not be determined.



### Kick Butts Day with the Local Governing Youth Council (GYC)

For Kick Butts Day, the Bear River GYC partnered with a local grocery store to spread awareness about the impact of smoking. The youth shared tobacco cessation and prevention information and invited people to write or draw additional messages on a large banner that was displayed in the store.

### Working with Healthcare Providers to Promote Tobacco Cessation

The Bear River Health Department (BRHD) collaborated with HealthInsight to educate healthcare providers out resources for tobacco cessation such as use of the 5 A's, Stepping On, and Living Well with Chronic Conditions classes.

BRHD also provided tobacco cessation education to local hospital care managers and VOC Rehab.

### Working with Retailers to Reduce Youth Smoking

BRHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in the Bear River health district have declined by 72%. In 2016, 3.1% of retailers in the district sold tobacco or vape products during compliance checks.

### Freedom From Smoking

BRHD facilitated a Freedom from Smoking class for adults wanting to quit. The class was promoted to local businesses, through social media, and a local newspaper. In following up with attendees six weeks after the class had ended, it was noted that two people had quit completely and three people had cut back on their tobacco use.



BRHD worked with local businesses to promote tobacco free worksite policies. As part of this effort, the Flower Shoppe in Logan passed a tobacco free worksite policy and posted a sign informing customers of the policy.

Tobacco Statistics		
	BRHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	5.2%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.3%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	4.4%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	17.1%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	7.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	9.1%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	3.3%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.0%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	34.6%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	164	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	30	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	66.7%	70.6%



*Working for Healthy Communities*  
[www.centralutahpublichealth.com](http://www.centralutahpublichealth.com)

### Smoke- and Vape-free City Parks

The Central Utah Public Health Department (CUPHD) worked with the Millard High School Governor’s Youth Council (GYC) and the Fillmore City Council to pass an ordinance that prohibits both smoking and vaping in Fillmore outdoor public venues. The ordinance includes city-owned or operated parks and recreational facilities, areas, or events.

### Promoting Tobacco-free Worksites

CUPHD assisted Owen’s and Corning in Nephi with adopting a tobacco-free worksite policy that applies to employees as well as contractors and visitors. To ensure compliance with the policy and promote quitting, the company offered quit resources and free nicotine replacement products to employees who were trying to quit.

### Working with Retailers to Reduce Youth Smoking

CUPHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in the Central Utah health district have declined by 80%. In 2016, 2.7% of retailers in the district sold tobacco or vape products during compliance checks.



Isabelle Ashby, Nckisha Ford, and Micha Welch from Sevier County provided education about raising the legal age of buying tobacco to 21 during the 2016 legislative session.

Tobacco Statistics		
	CUPHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	8.1%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	4.2%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	7.5%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	22.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	10.0%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	12.9%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	3.3%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	4.8%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>2</sup>	25.1%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	127	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	16	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	69.7%	70.7%

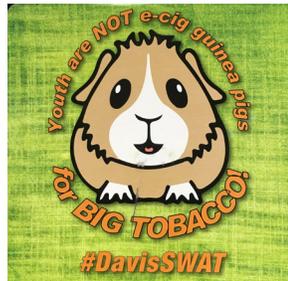


### Working with Retailers to Reduce Youth Smoking

DCHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Davis County have declined by 58%. In 2016, 6.9% of retailers in Davis County sold tobacco or vape products during compliance checks.

### Working with Youth Coalitions to Reduce Tobacco and Electronic Cigarette Use

Davis County Health Department (DCHD) organized a visit of the #NotTobaccosGuineaPig at the Davis County Safe Kids fair in order to discourage kids from vaping. DCHD utilized the #NotTobaccosGuineaPig in tobacco cessation courses taught in schools and other locations throughout Davis County over the past year. Youth in Davis County are encouraged to protect their health and not jeopardize their future by engaging in unhealthy activities such as tobacco use or vaping.



#NotTobaccosGuineaPig at the Davis County Safe Kids Fair.

Tobacco Statistics		
	DCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	8.9%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.5%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	2.7%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	16.6%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	8.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	13.3%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	4.3%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.2%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	35.7%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	341	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	63	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	68.1%	70.7%

## HEALTH DEPARTMENT

### Improving Quit Services for Disparate Populations

The Salt Lake County Health Department (SLCoHD) developed quit materials for refugee populations and ensured that local healthcare providers had Spanish-language quit kits to better assist Spanish speaking tobacco users in their quit attempts.

### Including Vape Products in School Tobacco Policies

SLCoHD assisted local school districts with updating their tobacco-free policies to include electronic cigarettes and other vape products.

### Working with Retailers to Reduce Youth Smoking

SLCoHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Salt Lake County have declined by 52%. In 2016, 7.9% of retailers in Salt Lake County sold tobacco or vape products during compliance checks.

### Promoting Smoke-free Shopping

- SLCoHD worked with The Gateway shopping center to pass a policy that restricts outdoor smoking and vaping to designated areas.

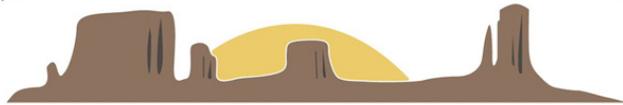


Sign announcing new smoking and vaping regulations at The Gateway shopping center.

### Tobacco Statistics

	SLCoHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	9.8%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	3.7%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	4.5%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	27.9%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	12.3%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	15.1%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	5.8%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.7%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	34.9%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	1,845	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	379	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	71.8%	70.7%

# San Juan Public Health



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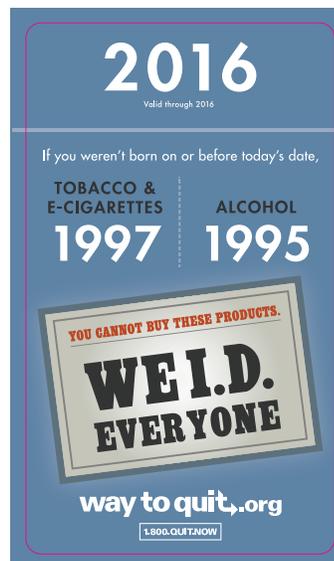
## Developing a Youth Coalition to Reduce Tobacco Use

- The San Juan Public Health Department (SJPHD) has started to develop a youth coalition to assist with tobacco prevention messages and tobacco-free policies.



## Working with Retailers to Reduce Youth Smoking

- In FY16, SJPHD conducted 22 compliance checks in local tobacco retail outlets. 27.3% of tobacco retailers sold tobacco or vape products during these compliance checks.



Tobacco Statistics		
	SJPHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	**	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.5%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	n/a	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	14.8%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	7.0%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	**	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	**	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	**	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	24.1%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	19	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	1	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	77.0%	70.7%

Note: San Juan Public Health District data are only available for 2015.

\*\*These estimates have been suppressed because 1) The relative standard error is greater than 50% or when the relative standard error can't be determined; 2) the observed number of events is very small and not appropriate for publication, or 3) it could be used to calculate the number in a cell that has been suppressed.



### Kick Butts Day Tobacco Prevention

For Kick Butts Day, Southeast Utah Health Department (SEUHD) conducted its fourth annual Don't Be a Butt Head Tobacco Kills 5K/10K run in Price. Among the 223 participants was a woman who had quit after smoking for 40 years.

### Working with Retailers to Reduce Youth Smoking

SEUHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Southeast Utah health district have declined by 33%. In 2016, 8.2% of retailers in the district sold tobacco or vape products during compliance checks.



Skateboarders and BMX riders were #NotTobaccosGuineaPig at the ninth annual Rule the Rocks event in Price and Moab.



Marty from Price quit smoking with the help of the Southeast Utah Health Department.

## Tobacco Statistics

	SEUHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	20.0%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	8.2%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	9.1%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	32.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	15.1%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	20.3%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	**	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	6.7%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	39.2%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	180	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	30	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	74.0%	70.7%

Note: In 2015 San Juan County formed a separate health department. Data from years prior to 2015 include San Juan County. Data from 2015 do not include San Juan County.

\*\*This estimate has been suppressed because 1) The relative standard error is greater than 50% or when the relative standard error can't be determined; 2) the observed number of events is very small and not appropriate for publication, or 3) it could be used to calculate the number in a cell that has been suppressed.

# SOUTHWEST UTAH PUBLIC HEALTH DEPARTMENT



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## Working with Youth Coalitions to Reduce Tobacco and Electronic Cigarette Use

Members of Washington County’s youth coalition have worked diligently in creating partnerships with community organizations to reduce tobacco use. Their work with homeless shelters and other community groups that serve populations that are disparately affected by tobacco use will be highlighted in a Truth Initiative project video.

Kane Community Youth Coalition’s leadership attended the National Youth Leadership Institute with Community Anti-Drug Coalitions of America in Washington, D.C. this year. While in D.C. they were able to meet with legislators to discuss the drastic increase in electronic cigarette use in Southwest Utah.

## Reducing Access to Tobacco Products

Southwest Utah Public Health Department (SWUPHD) staff worked with Kane County, Kanab City, and Orderville to pass zoning ordinances banning Tobacco Specialty Business (smoke/vape shops) from their cities. Washington and Cedar City have passed six month moratoriums on Tobacco Specialty Business licenses.

## Working with Retailers to Reduce Youth Smoking

SWUPHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in the Southwest Utah health district have declined by 85%. In 2016, 3.4% of retailers in the district sold tobacco or vape products during compliance checks.



Washington County youth coalition members meet with Congressman Stewart.

## Tobacco Statistics

	SWUPHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	10.3%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	3.7%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	5.2%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	24.0%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	11.2%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	13.5%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	4.2%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.4%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	36.0%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	316	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	50	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	71.0%	70.7%



## Working with Retailers to Reduce Youth Smoking

Summit County Health Department continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Summit County have declined by 51%. In 2016, 11.8% of retailers in Summit County sold tobacco or vape products during compliance checks.

## Working with Youth Coalitions to Reduce Tobacco and Electronic Cigarette Use

South Summit High School peer leaders held their first "Opinion Leaders" dinner to facilitate a discussion on community challenges and the rise of electronic cigarette use among youth. Presentations were given by the youth group to local mayors, Summit County Council members, school leaders, and state legislators for the local areas. Representative Powell presented information on tobacco bills he was sponsoring for the 2016 legislative session and local leaders discussed ways in which they could become involved in their respective communities.



Tobacco Statistics		
	SCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	8.4% *	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.9%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	4.1%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	20.8%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	9.3%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	6.6%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	2.3% *	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.8%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	31.5%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	39	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	2	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>2</sup>	75.5%	70.7%

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



### Promoting Tobacco-free Worksites and Healthcare Centers

The Tooele County Health Department (TCHD) assisted 20 local worksites with passing tobacco-free policies. TCHD specifically focused on the restaurant industry, where employees tend to have a higher tobacco use rates and restaurants may not have a comprehensive worksite policy.

TCHD also helped Mountain West Medical Center (MWMC) with adopting a tobacco-free campus. The Tooele County “Most Don’t” Prevention Advocacy Coalition (PAC) Youth Group helped MWMC with their tobacco-free policy kickoff event during the Great American Smoke Out.

### Working with Youth to Reduce Tobacco Use

The Tooele County “Most Don’t” PAC Youth Group shared tobacco prevention messages with their peers during Prevention Dimensions Day.

### Working with Retailers to Reduce Youth Smoking

TCHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Tooele County have declined by 45%. In 2016, 12.8% of retailers in Tooele County sold tobacco or vape products during compliance checks.



Members of Tooele County's “Most Don’t” PAC Youth educate peers about not becoming “tobacco's guinea pig” at a Prevention Dimensions Day Bees Game.

Tobacco Statistics		
	TCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	14.6%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	4.4%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	7.3%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	26.1%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	13.4%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	13.0%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	4.2%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	3.0%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	31.6%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	103	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	27	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	76.0%	70.7%



### Working with Youth Coalitions to Reduce Tobacco Use

The Duchesne County Youth Coalition educated the public and youth in schools throughout the community about the dangers of electronic cigarettes. The youth saw a need for grassroots efforts to encourage healthy, smoke-free communities and protect their peers from the dangers of nicotine products.

For National Kick Butts Day, a day for youth across the nation to rally together against big tobacco companies, local youth were asked to create and sign posters to advocate for smoke-free community parks. The youth shared their posters at city council meetings. As a result, Duchesne County is drafting smoke-free policies for the Duchesne County Centennial Event Center as well as three local parks.

### Working with Retailers to Reduce Youth Smoking

TriCounty Health Department (TRCHD) continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in the health district have declined by 18%. In 2016, 15.1% of retailers in the health district sold tobacco or vape products during compliance checks.

### Helping Pregnant Women to Quit Smoking

TRCHD is offering the Breathe Tobacco-Free, Baby and Me program to help pregnant mothers and their significant others to quit smoking. Participants receive diaper vouchers each month, up to one year postpartum, and the benefit of a healthy home and a healthy family. In 2016, 33 mothers enrolled in the Breathe Tobacco-Free, Baby and Me Program.

"My motivation to quit was knowing my baby deserves the best chance."  
- Janessa, Roosevelt.

Janessa quit with the help of the TriCounty Health Department Breathe Tobacco-Free, Baby and Me program.



Tobacco Statistics		
	TRCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	10.9%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	5.2%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	13.7%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	22.3%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	14.5%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	17.6%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	4.1%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	10.3%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	33.6%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	138	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	29	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	72.0%	70.7%

### Smoke- and Vape-free City Parks

Utah County Health Department (UCHD) worked with 10 local cities to update their policies to prohibit the use of electronic cigarettes in city parks. The cities include Alpine, Eagle Mountain, Highland, Lehi, Orem, Pleasant Grove, Santaquin, Salem, Spanish Fork, and Springville. UCHD provided new signs for the cities and community education for the updated policies.

### Working with Youth Coalitions to Reduce Tobacco Use

For Kick Butt’s Day, a national day of activism to stand up against Big Tobacco, UCHD held a talent show for youth to creatively express their reasons why they pledge to stay tobacco- and nicotine-free.

During the 2016 legislative session, Outrage! youth and college mentors spent a day at the Capitol to educate legislators about the benefits of raising the tobacco purchase age to 21.

### Improving Cessation Services for High Risk Youth

To make quitting tobacco easier and more accessible, UCHD provides cessation classes at alternative schools as part of their regular school schedule.

### Working with Retailers to Reduce Youth Smoking

UCHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Utah County have declined by 42%. In 2016, 6.2% of retailers in Utah County sold tobacco or vape products during compliance checks.



Members of Utah County’s Outrage! youth coalition provide a tobacco-free parks policy sign to Eagle Mountain.

Tobacco Statistics		
	UCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	4.5%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.7%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	1.6%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	15.7%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	7.6%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	8.4%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	2.4%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	2.5%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	32.7%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	454	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	108	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	66.7%	70.7%



### Supporting Tobacco Cessation at a Local Treatment Center

Wasatch County Health Department (WCHD) provided provided [waytoquit.org](http://waytoquit.org) resources to three local residential treatment centers. As a result, WCHD assisted one center in implementing tobacco cessation as a mandatory part of all residents’ treatment plans. Research shows that tobacco cessation improves the prospects of recovery from mental illness and addiction.

### Smoke- and Vape-free City Parks

After hearing comments from members of the WCHD Governor’s Youth Council (GYC) Outrage! Youth Group and the Caring Community Coalition, the Wasatch County Board of Health voted to include electronic cigarettes in the local Regulation on Smoking in Outdoor Public Places. GYC Outrage! and the Caring Commu-

nity Coalition commend the Wasatch County Board of Health for creating community laws and norms that improve health outcomes and decrease tobacco use.



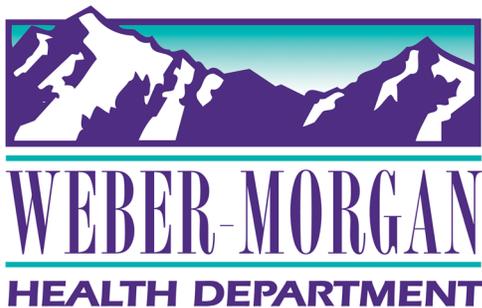
Members of WCHD GYC Outrage!, Caring Community Coalition, and the Wasatch County Board of Health after vote to include e-cigarettes in local ordinance.

### Working with Retailers to Reduce Youth Smoking

WCHD continued to educate retailers about youth access laws in Utah. In 2016, 14.0% of retailers in Wasatch County sold tobacco or vape products during compliance checks. The rate of illegal sales remained unchanged compared to 2001.

Tobacco Statistics		
	WCHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	7.2% *	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	2.8%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	4.3%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	18.1%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	7.5%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	8.5%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	2.5% *	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	6.8%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	30.0%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	32	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	5	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	68.8%	70.7%

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



### Collaborating with Eagle Scouts to Update Tobacco-free Signs in Local Parks

WMHD worked with the local Boy Scout Office to create two Eagle Scout Projects consisting of replacing faded or outdated tobacco-free park signage. As part of these projects, scouts replaced more than 40 signs. WMHD staff distributed an additional 70 Utah Indoor Clean Air Act stickers and 30 new “No Smoking” signs to 13 city offices.

### Educating Schools about the Rise in Youth E-cigarette Experimentation and Use

Weber-Morgan Health Department (WMHD) worked with Weber, Ogden, and Morgan school districts to educate administrators, teachers, and staff about electronic cigarettes and other vape products. WMHD staff reached 834 educators with presentations and followed up with community and parent education. The feedback from the school community was extremely positive.

### Working with Retailers to Reduce Youth Smoking

WMHD continued to educate retailers about youth access laws in Utah. Since 2001, illegal sales of tobacco to underage youth in Weber-Morgan health district have declined by 63%. In 2016, 6.1% of retailers in the district sold tobacco or vape products during compliance checks.



Eagle Scout Landon Obray of North Ogden displays a tobacco-free sign he installed at a local city park.

Tobacco Statistics		
	WMHD	STATE
<b>Cigarette Smoking</b>		
Adult Cigarette Smoking (2015) <sup>1</sup>	13.3%	9.1%
Youth Cigarette Smoking in Grades 8, 10, 12 (2015) <sup>5</sup>	4.3%	3.4%
Pregnant Women Smoking (2014) <sup>12</sup>	6.2%	4.2%
<b>Use of Electronic Cigarettes and Smokeless Tobacco</b>		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	31.6%	22.9%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2015) <sup>5</sup>	15.0%	10.5%
Adult Experimentation with Electronic Cigarettes (2014-2015) <sup>1</sup>	17.4%	13.2%
Adult Use of Electronic Cigarettes (2013-2015) <sup>1</sup>	8.4%	4.7%
Adult Use of Chewing Tobacco, Snuff, or Snus (2014-2015) <sup>1</sup>	3.4%	2.9%
<b>Secondhand Smoke Exposure</b>		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2015) <sup>1</sup>	37.8%	34.5%
<b>Quit Service Utilization</b>		
Number of New Quit Line Registrations (FY16) <sup>2</sup>	413	4,681
Number of New Online Coaching Enrollments (FY16) <sup>2</sup>	85	835
<b>Anti-tobacco Ad Recall</b>		
Anti-tobacco Ad Recall in the Past Month (2015) <sup>1</sup>	76.5%	70.7%

## TOBACCO PREVENTION AND CONTROL PROGRAM 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
- Comunidades Unidas
- Commission on Criminal and Juvenile Justice
- Davis County Health Department
- Harambee
- HealthInsight
- Huntsman Cancer Institute
- Intermountain Healthcare
- March of Dimes
- Optum
- Pediatricians Against Secondhand Smoke
- Primary Children's Hospital
- Queen Center
- R & R Partners
- Research Triangle Institute
- 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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