

GUYS IN SUITS
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TAR AND
TOBACCO

SMOKEY JOES

Tobacco Prevention and Control in Utah

Fourth Annual Report - August 2004



Utah Department of Health
Tobacco Prevention and Control Program

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A Message from the Executive Director's Office

Utah Department of Health

I am pleased to submit the fourth annual report of the Utah Department of Health's tobacco prevention and control activities funded through the Tobacco Settlement Restricted Account and Cigarette Tax Restricted Account. This report highlights the accomplishments of the Department's Tobacco Prevention and Control Program and its many partners in their effort to fight tobacco use and save lives.

The report shows Utah's tobacco prevention and control efforts are benefiting everyone. Since Master Settlement Agreement-funded programs began in 2000, adult smoking has decreased by 15 percent, youth smoking has decreased by 39 percent, and child and adolescent exposure to secondhand smoke has decreased by 28 percent. In fact, Utah is the first state in the country to meet the national Healthy People 2010 goal of decreasing adult smoking to less than 12 percent of the population. These achievements lead directly to reduced tobacco-related death, disease, and financial costs.

These impressive outcomes are the result of a sustained, consistent, multi-faceted effort including:

- an innovative mass media campaign to prevent children from starting tobacco use and to encourage tobacco users to quit
- school and community-based efforts that promote tobacco prevention, strengthen and enforce tobacco policies, and link tobacco users to the help they need to quit
- free, easily accessible telephone, Internet, and community-based quitting programs, such as the Utah Tobacco Quit Line, to help tobacco users quit
- enforcement efforts that assist retailers and businesses in complying with laws restricting tobacco sales to minors and the Utah Indoor Clean Air Act
- efforts to ensure that those at higher risk for tobacco use have access to tailored services.

Despite our successes, the task of reducing tobacco use in Utah is far from finished. More than 190,000 Utahns continue to use tobacco. Tobacco use is the leading preventable cause of death in the U.S., and kills over 1,200 Utahns annually. Utah incurs \$587 million annually in smoking-attributable medical and productivity costs. Smoking-attributable Medicaid expenditures alone amount to \$93 million per year. And while Utah smoking rates have declined overall, surveys show that people with lower incomes and fewer years of formal education have significantly higher rates of tobacco use compared to the general population, as do Hispanic men, African Americans, Native Americans, and Pacific Islanders. Our joint efforts in fighting tobacco are paying off, but there is more to be done to protect our citizens from the disability, disease, and death caused by tobacco use.

Sincerely,
Scott D. Williams, M.D., M.P.H.
Executive Director



Reducing Tobacco Use

Adult Tobacco Use Declined by 15%

- Since Master Settlement Agreement-funded programs were initiated, Utah adult smoking decreased by 15% (from 14.0% in 1999 to 11.9% in 2003).¹
- This amounts to 15,000 fewer adult smokers (adjusted for population growth).^{1,2}
- Utah's adult smoking rate is at its lowest level since the Utah Department of Health started to track tobacco use rates.¹
- National studies estimate that for every smoker who quits, \$8,000 in medical care costs are saved. Fifteen thousand fewer Utah smokers means future health care savings of \$120 million.³
- Smoking during pregnancy can cause premature rupture of the membranes, placenta previa, pre-term delivery, impaired fetal lung development, low birth weight and infant death.⁴
- The percent of women who smoked during their pregnancies has started to decline (from 8.1% in 1999 to 7.0% in 2002).⁵



The TRUTH TV ad demonstrating how smoking harms unborn babies

Utah is the first state to meet the national Healthy People 2010 goal of decreasing adult smoking to less than 12%.

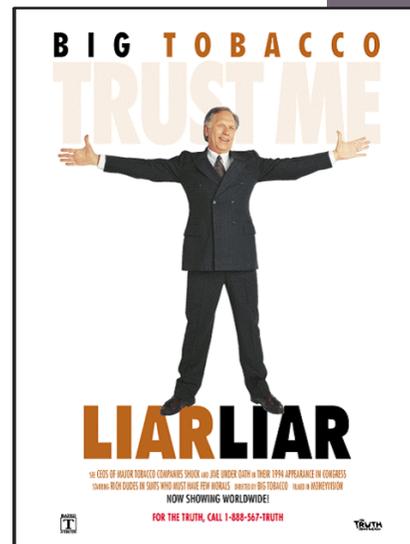
⇒ The Work Ahead

Although tobacco use rates have started to decline, approximately 1,200 Utahns still die from smoking-related causes each year.⁶ Comprehensive tobacco control programs have the potential to save lives and realize substantial savings in health care and productivity costs. Recent surveys show that in Utah, people with low incomes and fewer years of formal education have significantly higher rates of tobacco use compared to the general population, as do Hispanic men, African Americans, Native Americans and Pacific Islanders.¹ A long-term and broad-based commitment to tobacco control is necessary to sustain the decline in tobacco use rates and improve the health and well-being of all Utahns.

Reducing Tobacco Use

Youth Tobacco Use Declined by 39%

- Since Master Settlement Agreement-funded programs were initiated, the smoking rate for Utah high school students decreased by 39% (from 11.9% in 1999 to 7.3% in 2003).⁷
- This amounts to more than 5,000 fewer high school smokers.^{2,7} Since 90% of adult smokers start smoking before the age of 18, recent declines in teen smoking are expected to further reduce adult smoking rates.⁸
- Between 1999 and 2003, the rate of high school students who had ever tried cigarette smoking decreased by 16% (from 39.2% in 1999 to 32.8% in 2003).⁷
- Utah's decline in youth smoking exceeds the national rate of decline (37%).⁹
- Children and adolescents who smoke are less physically fit and have more respiratory illnesses than their nonsmoking peers. They are at risk for impaired lung growth, cancer, heart disease, and weakened immune systems.⁴
- Since 2001, child and adolescent exposure to secondhand smoke at home declined by 28% (from 6.0% in 2001 to 4.3% in 2003).¹⁰ As a result, 11,600 fewer children are at risk for secondhand smoke-related negative health outcomes.^{2,10}



⇒ The Work Ahead

While current Utah youth smoking rates are a great improvement, an estimated 30,500 of today's Utah youth are expected to eventually die from smoking-related causes if these rates do not drop further.⁶ Future reductions in teen smoking will require a sustained effort to fund and maintain proven, comprehensive tobacco prevention and control strategies such as mass media campaigns and strong tobacco policies in schools and communities. Since more than 90% of adult smokers began smoking during their youth,⁸ preventing youth from starting to use tobacco is the best way to prevent tobacco-related death and disease.

Tobacco Prevention and Control Program Overview

"Forty years have passed since the first landmark Surgeon General's report on smoking and health. Yet, smoking remains the leading preventable cause of death in this country. It continues to cost our society too many lives, too many dollars, and too many tears...We've made significant progress in our fight against smoking, but we still have much more work to do."

-Tommy G. Thompson
U.S. Secretary of Health and Human Services ¹¹

Comprehensive tobacco prevention and control programs are needed.

Tobacco use continues to be a major cause of preventable death and disease in Utah. Each year, it claims the lives of more than 1,200 Utahns and results in an estimated \$587 million in smoking-attributable medical and productivity costs.⁶

According to Federal Trade Commission reports, tobacco industry spending on marketing and promotion increased nearly 67% in the first three years following the Master Settlement Agreement.¹² In 2001 the tobacco industry spent an estimated \$90.8 million to market tobacco products in Utah.¹³

Evidence shows that multifaceted, state-based tobacco control programs are effective at countering tobacco industry activities and reducing tobacco use.¹⁴

Components of Utah's Tobacco Prevention and Control Program (TCP)

Public Awareness Campaign

The TRUTH campaign uses TV, radio, print media (billboards, posters, websites), and community events to prevent children from starting to use tobacco and encourage tobacco users to quit.

Tobacco Networks

Four community-based organizations serving Utah's Hispanic, Native American, African American, and Pacific Islander communities receive funding to develop culturally appropriate programs and plans to assure that tobacco prevention and control messages reach all Utahns.

Community Projects

Local health departments and community partners in every county promote tobacco prevention at school and community events, strengthen and enforce tobacco policies, and link tobacco users with quit programs.

School Programs

Schools in nine districts (over 150 schools) are establishing comprehensive school tobacco policies. Utah's 12 local health departments also offer prevention programs in schools.

Quit Programs

The Utah Tobacco Quit Line (1-888-567-TRUTH), Utah QuitNet, and local tobacco cessation programs offer adult, pregnant, and teen tobacco users a variety of free quit services. Partnerships with health care providers (Medicaid, Community Health Centers, etc.) ensure that patients are informed about quit options.

Enforcement

Partnerships with the Attorney General, law enforcement, local health districts, retailers, and businesses ensure that the Utah Indoor Clean Air Act and laws restricting tobacco sales to minors are enforced.

Tobacco Prevention and Control Program Overview

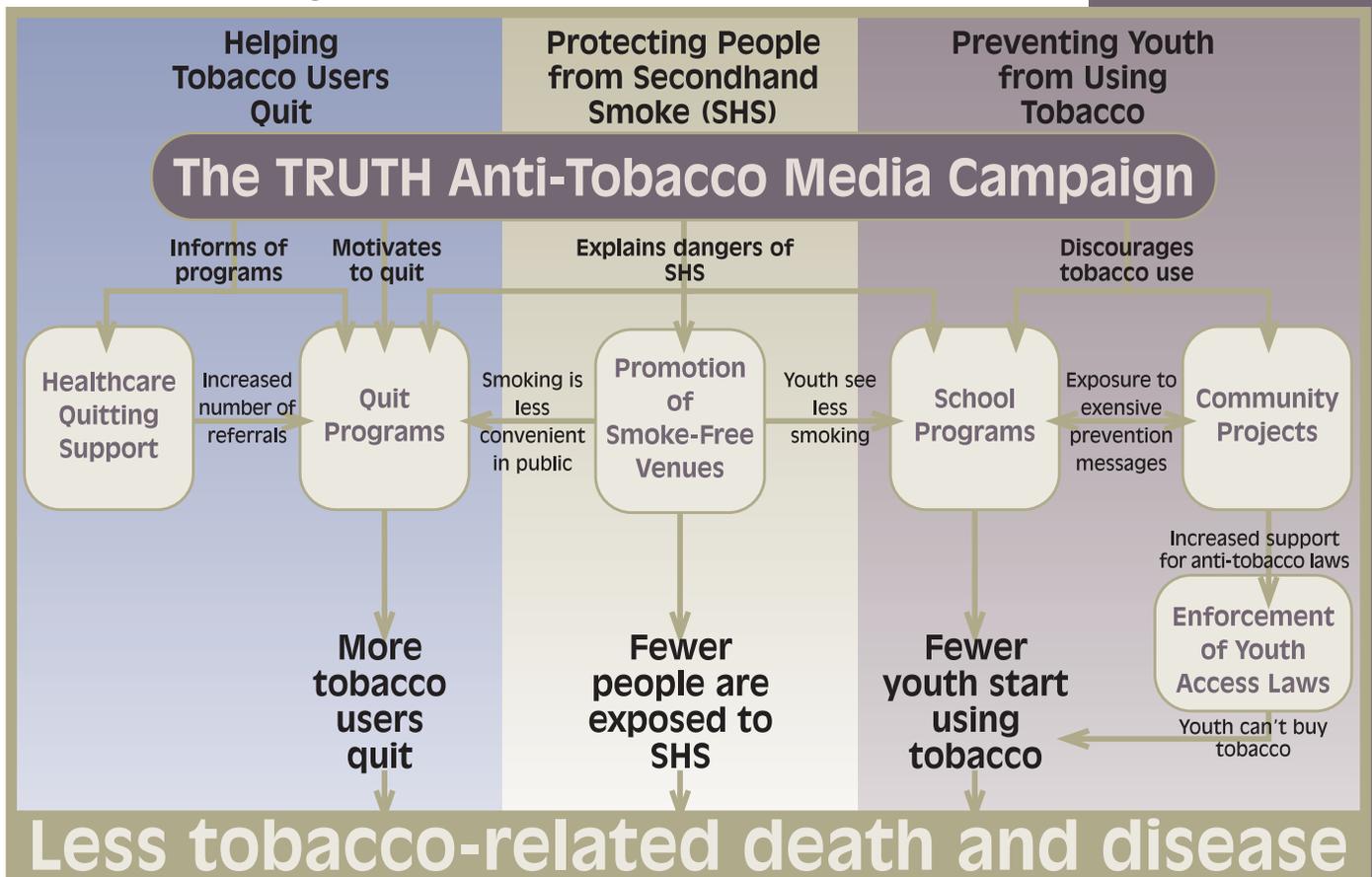
Utah's Tobacco Prevention and Control Program (TPCP) Mission

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

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

FACT: 86% of Utahns support statewide efforts to reduce tobacco use in Utah.¹⁵

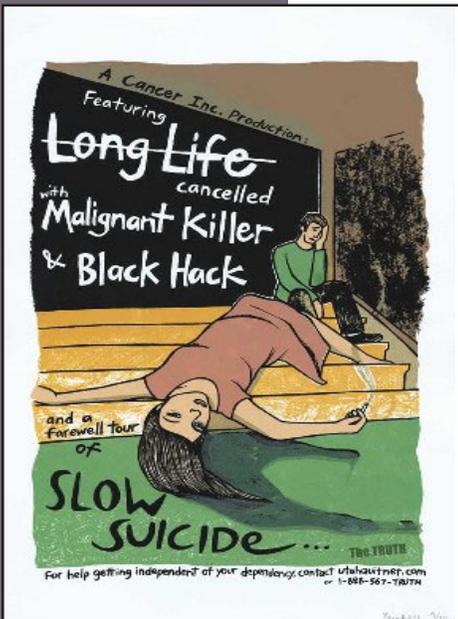
As illustrated below, all components of the TPCP support each other and are crucial in reducing tobacco-related death and disease over time.



Program Outcomes

Public Awareness Campaign

- More than 90% of Utah teens and adults remember recently seeing anti-tobacco ads.¹⁵
- Most Utahns found the ads convincing.¹⁵
- The ads motivated a high proportion of Utahns to action such as trying to quit smoking or convince someone else to quit.¹⁵
- Increases in media intensity led to increased use of the Utah Tobacco Quit Line and Utah QuitNet.
 - More than 13,000 youth created anti-tobacco ads for the “Truth from Youth” advertising contest during the past year. The contest significantly increased average tobacco knowledge scores.¹⁹



Quit Programs

- More than 150,000 Utah smokers want to quit.^{1,2}
- Participants in TPCP-sponsored quit programs were two to six times more likely to quit than smokers who try on their own. The majority of participants reduced their tobacco use or quit altogether.^{22,24,25,26,27}
- More than 10,000 Utahns called the Utah Tobacco Quit Line and 3,523 utilized counseling or referral services.
- 2,319 Utahns enrolled in Utah QuitNet and logged in for services more than 23,000 times.
- 381 pregnant tobacco users participated in the First Step quit program for pregnant women.
- 1,214 youth participated in teen tobacco quitting classes.

Prevention Programs

- Nine school districts serving about 80,000 students worked on comprehensive school tobacco policies with TPCP help.
 - 135 elementary schools serving about 65,000 students participated in the Gold Medal Schools program. All attained at least “Bronze Medal” status for effective tobacco prevention activities and policies.
 - More than 15,000 students received classroom tobacco prevention education. In anonymous post-tests, 97.7% said that they would not use tobacco.³¹
 - The Phoenix Alliance anti-tobacco youth group was awarded the 2004 Utah Public Health Youth Award for collecting 6,000 letters and 4,000 signatures against tobacco promotion in youth-oriented films.
 - Tobacco sales to youth have declined by 50% since 2001.³⁰

Promotion of Smoke-Free Policies

- Child exposure to secondhand smoke in the home has decreased by 28% since 2001.¹⁰
- 97% of Utahns believe secondhand smoke is harmful.¹
- Almost 80% of Utahns would support a legal smoking ban in bars, taverns, and private clubs.¹
- Approximately 90% of Utahns support smoking restrictions in outdoor venues such as parks, rodeos, sports arenas, zoos, and amusement parks.¹
- TPCP partners persuaded several organizations to voluntarily adopt new smoke-free policies, including the Shoshone nation, the Utah State Fairpark, Utah Valley State College, and the University of Utah.
- The Utah Indoor Clean Air Act continues to protect many Utahns from indoor secondhand smoke, but Utah law has fallen behind at least 7 states and hundreds of cities that have more comprehensive smoke-free workplace laws.

Statewide Program Update

The TRUTH Campaign

The TRUTH anti-tobacco media campaign affects everyone.

Most Utahns remember The TRUTH ads. Many Utahns, especially those who use tobacco, are aware of the quitting services promoted through the media campaign.¹⁵

Recall of The TRUTH campaign and quit services	Youth	Adult Smokers	Adult Nonsmokers
Remember seeing or hearing anti-tobacco ads in the last month	92%	96%	93%
Remember The TRUTH slogan	94%	88%	71%
Aware of the Utah Tobacco Quit Line	73%	80%	65%
Aware of Utah QuitNet	n/a*	59%	49%

*This question was not asked of youth.

The TRUTH campaign counters tobacco industry advertising.

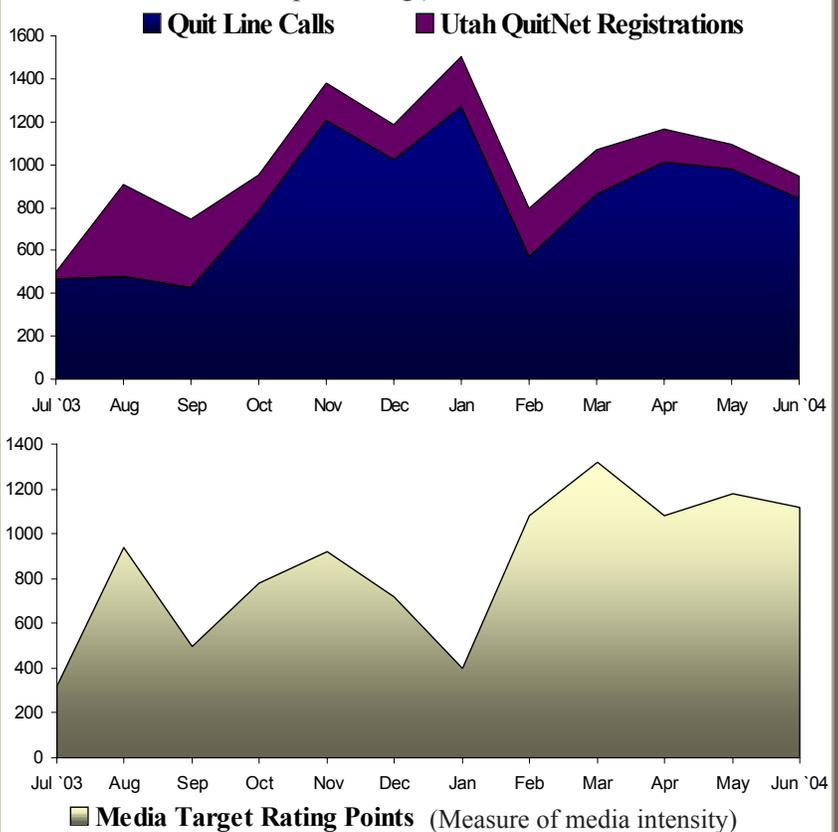
Each year, the tobacco industry spends an estimated \$90.8 million in Utah to entice people to use their addictive products.¹³ Their strategies include magazine and Internet ads, counter displays, event sponsorships and associating products with celebrities. The TRUTH campaign counters these industry activities by informing youth, adults, and pregnant women about the devastating effects of tobacco use and by linking tobacco users to quit services.

The TRUTH Campaign

- Counter tobacco industry advertising
- Convince youth not to use tobacco
- Encourage tobacco users to quit
- Inform tobacco users about Utah's cessation services
- Inform Utahns about the risks of tobacco use and secondhand smoke

The TRUTH campaign drives participation in quit services.

Over the course of the year, calls to the Utah Tobacco Quit Line and logins to Utah QuitNet increased when media intensity increased. (The exception is January, when people traditionally make New Year's resolutions to stop smoking.)



Statewide Program Update

The TRUTH Campaign

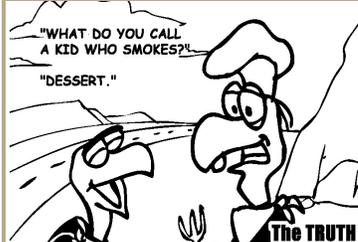
The TRUTH ads are memorable, convincing and motivational.

Telephone surveys found that most Utahns remembered and reacted favorably to The TRUTH ads. A large proportion of Utahns reported trying to quit smoking or convince someone else to quit as a result of viewing The TRUTH ads.*¹⁵

I Did It Successful ex-smokers tell how they quit and encourage others to try.		Youth	Adult Smokers	Adult Nonsmokers
	Recall:			
	Remembered seeing the ad	70%	90%	90%
	Opinions of Ad Viewers:			
	Found the ad convincing	92%	48%	73%
	Behavior Changes of Ad Viewers:			
	Thought about quitting		58%	
	Made a quit attempt		31%	
	Encouraged someone to quit smoking	71%		42%

Pregnant Woman A pregnant woman sees how tobacco harms her baby through a fetal monitor.		Adult Smokers	Adult Nonsmokers
	Recall:		
	Remembered seeing the ad	86%	84%
	Opinions of Ad Viewers:		
	Found the ad convincing	86%	90%
	Behavior Changes of Ad Viewers:		
	Thought about quitting	45%	
	Made a quit attempt	28%	
	Encouraged someone to quit smoking		47%

Lab Rat 204 An escaped tobacco company laboratory rat talks about tobacco addiction.		Youth
	Recall:	
	Remembered seeing the ad	95%
	Opinions of Ad Viewers:	
	Found the ad convincing	76%
	Behavior Changes of Ad Viewers:	
	Encouraged someone to quit smoking	62%

Vultures Vultures teach kids about the dangers of smoking in a humorous way.		Youth
	Recall:	
	Remembered seeing the ad	87%
	Opinions of Ad Viewers:	
	Found the ad convincing	73%
	Behavior Changes of Ad Viewers:	
	Encouraged someone to quit or not start smoking	70%

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

Statewide Program Update

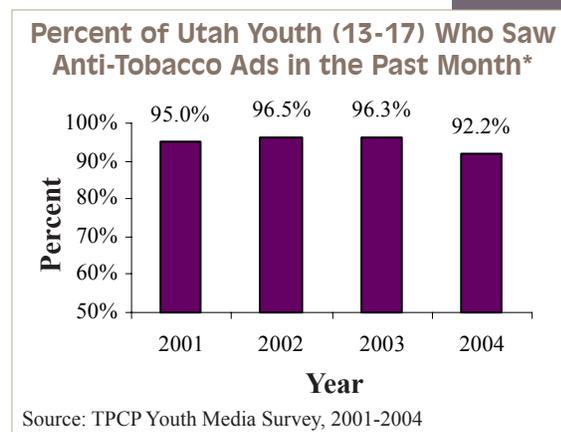
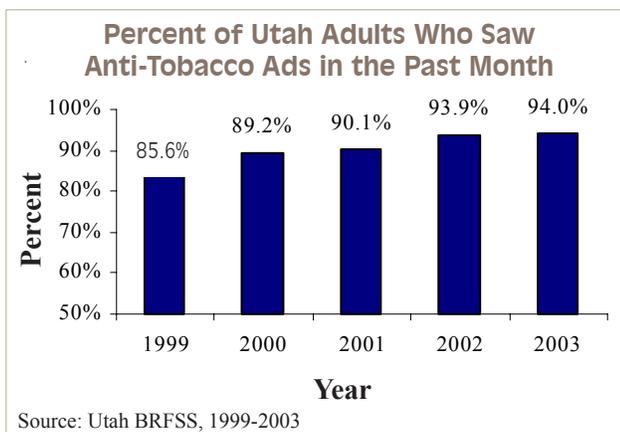
The TRUTH Campaign

Media messages prevent smoking if repeated frequently on a long-term basis.

Comprehensive prevention efforts that combine media, school-based activities, and community-based activities can postpone or prevent smoking in 20-40% of adolescents and increase use of smoking cessation services.¹⁶ However, targeted audiences must be exposed to media messages at least three times per week on a continual basis to be able to recognize the message and take action.^{17,18}

FACT: Annual tobacco industry advertising spending in Utah = **\$90.8 million**¹³

The TRUTH campaign reaches almost all Utahns.



*Please note that the survey question assessing youth ad recall changed from 2003 to 2004.

More than 48,700 youth have created "Truth from Youth" anti-tobacco ads.

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

- Since 1997, more than 48,700 Utah youth have developed anti-tobacco ads.
- During the 2003-2004 school year, about 13,000 youth participated in the contest.
- Average tobacco knowledge scores significantly increased after youth received contest presentations, even among youth who did not create contest entries.¹⁹



⇒ The Work Ahead

Media research shows that audiences must be exposed to advertising messages at least three times per week on a continual basis to be able to recognize the message and take action.^{17,18} Declining youth and adult tobacco use rates and overwhelming demand for quit services show that Utahns are responding to anti-tobacco messages. Sustained funding for The TRUTH campaign is crucial in maintaining Utah's downward trend in tobacco use.

Statewide Program Update

Helping Tobacco Users Quit

"The Quit Line saved my life and my family's life. I would not have been able to quit without them."

-Heather K.
Salt Lake City, UT
Utah Tobacco Quit Line participant

More than 150,000 Utah smokers want to quit.

There are more than 190,000 smokers in Utah and 81.5% would like to quit.^{1,2} However, without help only 7-8% of tobacco users are able to stop.²⁰ Smokers are two to three times more likely to quit when they have help than when they try to quit on their own.²⁰

When people quit smoking, Utah saves money.

- In 1999, each adult smoker cost \$1,760 in lost employment productivity and \$1,623 in excess medical expenditures.²¹
- Quitting prevents numerous expensive health problems, including heart disease, stroke, multiple cancers, respiratory diseases, pre-term delivery, and low birth-weight.²¹
- Tobacco cessation treatments are even more cost-effective than flu shots, pap smears, high blood pressure screening, and cholesterol testing.²¹

Why do we need a Quit Line?

Smokers have been proven more likely to use telephone counseling than in-person counseling.²¹

- Tobacco users don't have to leave home, find transportation, or arrange childcare to get quitting help.
- Counseling is available at night and on weekends.
- Tobacco users can both schedule counseling sessions and call spontaneously when they need help most.
- The Quit Line has multiple-language capacity.

The Quit Line is the central element of Utah's quitting program.

- In addition to serving tobacco users, the Quit Line assists friends, family, and clinicians who want to help someone.
- In addition to its own services, the Quit Line refers callers to public and private resources statewide.
- A single phone number is used in all media messages to direct people to services.

The Utah Tobacco Quit Line is in high demand.

- More than 47,000 Utahns have sought Quit Line help since it began in 2001.
- More than 10,000 Utahns called the Quit Line in FY04 and 3,523 utilized counseling or referral services.
- 92% of adult and teen participants would refer a friend to the program.²²

Most Quit Line participants reduced their tobacco use.²²

- 68% of adults reduced tobacco use.
- 89% of teens in the intensive program reduced tobacco use.



TPCP partnership with Medicaid brings federal dollars to Utah.

TPCP partners with Medicaid to provide Quit Line services, First Step quitting services for pregnant women, medications, and The TRUTH campaign messages to help tobacco users quit. This partnership brought approximately \$694,000 in federal Medicaid matching funds to Utah in FY04.

Quit Rates for the Utah Tobacco Quit Line ²²	Adults	Teens
Intensive Counseling (multiple sessions)	32%	51%
One-time Counseling	32%	27%

Statewide Program Update

Helping Tobacco Users Quit

In its first full year of operation, more than 2,300 Utahns registered for Utah QuitNet.

A higher proportion of Utah households own computers than those in any other state.²³ To meet the needs of Utah's computer-savvy population, TPCP partnered with QuitNet, an online quitting program offering quitting guides, personalized quitting plans, peer support and expert quitting assistance.

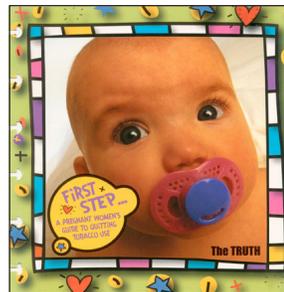
- QuitNet members throughout the nation post over 4,000 messages to QuitNet daily
- In FY04, 2,319 Utahns became members of Utah QuitNet and logged in for services more than 23,000 times
- 42% of Utah participants quit using tobacco²⁴
- 75% of Utah participants reduced tobacco use²⁴



First Step Program helps pregnant women stop smoking.

Almost 3,500 Utah babies were born to mothers who smoked during pregnancy in 2002.⁵ To combat this problem, Local Health Departments assisted pregnant women to stop using tobacco through counseling and the "First Step" guide.

- Seven Local Health Departments offered the First Step guide and assistance to pregnant smokers.
- 381 pregnant women participated.
- Quit rates ranged from 16% to 77%.²⁵



END and NOT Quitting Classes help teens to quit.

Ending Nicotine Dependence (END) and Not on Tobacco (NOT) are classes that help teens quit using tobacco. During FY04, END was mostly taught as a court-mandated class for students who violated laws that regulate tobacco possession for minors. Although most END students were legally compelled to participate, anonymous surveys found that 77% liked the END class.²⁶

Voluntary NOT Classes²⁷

- 90 students served
- 89% reduced tobacco use
- 50% quit tobacco use

Court-Mandated END Classes²⁶

- 1,151 students served
- 57% reduced tobacco use
- 11% quit tobacco use

Quitting medications were provided to the uninsured.

TPCP partnered with the Association for Utah Community Health to refer uninsured patients to the Quit Line and provide them with medications that help overcome tobacco addiction. In FY04, 386 people without insurance received quitting medications through this program.

⇒ The Work Ahead

Utahns who participate in TPCP-sponsored quitting programs are more likely to quit smoking than people who try to quit on their own. However, although demand is high for TPCP programs, most of the 150,000 Utah smokers who want to quit haven't received help yet.^{1,2}

"I've tried many times to quit. My father died of his habits and after watching him die, there was no way that was going to happen to me. Between that and the help I've received from the Q [QuitNet], I've been able to keep my quit without problems. The Q offers a great place to come for support and to support others. It's amazing how much supporting others can actually help you. Thanks to the Q, I'm an ex-smoker."

-Brandon McGee
Magna, UT
Utah QuitNet
participant



Statewide Program Update

Preventing Youth Tobacco Use

"Students were talking about what they learned about tobacco on the way home with their friends. They were talking with their parents. Kids are happy that adults are taking the time to bring the message to them."

Robin Jones,
Tobacco Prevention Specialist,
San Juan School District

Youth smokers are unhealthy, engage in risky behaviors, and perform poorly in school.

Youth who smoke experience impaired lung growth and chronic respiratory illnesses and are at risk for cancer, heart disease, and weakened immune systems.⁴ They are three times more likely than nonsmokers to use alcohol, eight times more likely to use marijuana, and 22 times more likely to use cocaine. Youth smoking is associated with fighting and engaging in unprotected sex. Smokers are less likely to be committed to their education, less competent in learning and less successful academically than their nonsmoking peers.²⁸

More than 90% of all adult smokers began smoking as youth.⁸

Nearly all smokers start smoking during their teens or earlier, but people who don't smoke during their youth usually stay tobacco-free throughout their lives.⁸

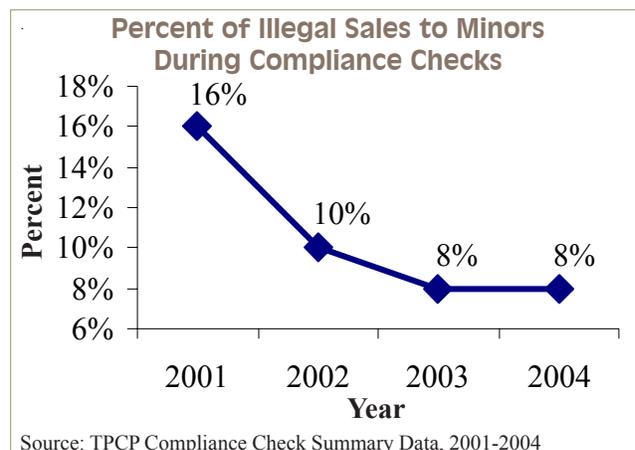
Comprehensive efforts prevent youth tobacco use.

The Centers for Disease Control and Prevention (CDC) School Guidelines indicate that comprehensive school tobacco policies must be established to effectively prevent youth tobacco use.²⁹ The Surgeon General's Report, *Preventing Tobacco Use Among Young People*, finds that school-based tobacco prevention programs are most successful when complemented by community-wide efforts such as minors' access laws and tobacco tax increases, mass media campaigns, and tobacco control advocacy involving youth.²⁸

TPCP's anti-tobacco youth group was honored by the Utah Public Health Association.

The Phoenix Alliance, a statewide advocacy group led by youth and sponsored by TPCP, was awarded the 2004 Utah Public Health Youth Award for their efforts to combat the glamorization of tobacco use and promotion of tobacco products by the film industry. During FY04, Phoenix Alliance youth collected more than 6,000 letters and 4,000 signatures urging prominent filmmakers to stop including tobacco use in films for youth.

Tobacco sales to youth have declined by 50% since 2001.³⁰



TPCP, Local Health Departments and law enforcement officials ensure compliance with Utah laws prohibiting tobacco sales to minors through compliance checks, retailer education, and recognition of tobacco retail outlets that do not sell to minors.

Statewide Program Update

Preventing Youth Tobacco Use

More schools are implementing comprehensive policies to prevent youth tobacco use.

Comprehensive School Tobacco Policy Projects

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

- Since 2002, TPCP has funded and assisted 9 school districts including 156 schools to implement CDC School Guidelines.
- By the 2003-2004 school year, 80,893 students attended schools that implement the Guidelines.

Gold Medal Schools

The Gold Medal Schools program helps elementary schools to create tobacco-free policies, participate in the Truth from Youth contest, implement research-based curricula, and refer staff to quitting services.

- Since 2001, the program has funded and assisted 135 elementary schools serving 65,669 students.
- As of the 2003-2004 school year, all 135 elementary schools had attained at least “Bronze Medal” status.

Local Health Department Interventions

Some schools that do not yet have comprehensive tobacco policies have implemented select CDC Guidelines with the help of Local Health Departments.

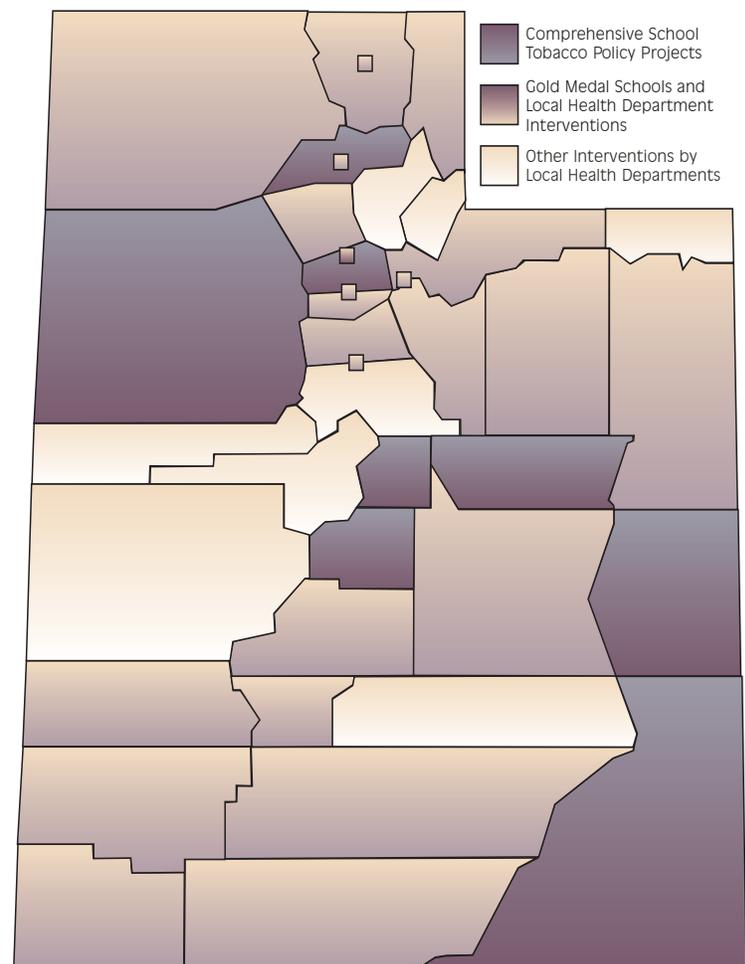
After receiving education, 97.7% of students say they will not use tobacco.³¹

Local Health Departments taught or supervised tobacco prevention curricula to more than 15,000 students in grades 4 to 8 as part of Comprehensive School Tobacco Policy projects, Gold Medal Schools and other interventions. In anonymous post-tests, 97.7% of students receiving tobacco education reported that they would not smoke, a statistically significant improvement over pre-test results.³¹

⇒ The Work Ahead

More than half of Utah school districts are still not covered by comprehensive school tobacco policies recommended by the CDC to prevent youth from using tobacco. School-based programs to prevent tobacco use are most successful when complemented by community-wide efforts.²⁸ Comprehensive tobacco policies must expand to all schools and community-wide efforts such as advocacy groups, youth access law enforcement, and The TRUTH media campaign must continue in order to prevent young people from starting tobacco addiction.

Tobacco Interventions by School District



Statewide Program Update

Protecting Utahns from Secondhand Smoke

Secondhand smoke is deadly.

Each year, secondhand smoke causes 1,900 deaths from Sudden Infant Death Syndrome (SIDS), 3,000 lung cancer deaths, and 62,000 heart disease deaths in the United States.^{14, 32}

To protect Utahns from secondhand smoke, TPCP promoted smoke-free homes, businesses, and venues.

- The TRUTH media campaign encouraged smokers to voluntarily refrain from smoking around others.
- TPCP and Local Health Departments encouraged people to voluntarily make rules against smoking inside their own homes for the safety of their families.
- The Utah Department of Health and Local Health Departments educated stakeholders about Utah Indoor Clean Air Act and Second Hand Smoke Amendments.
- Local Health Departments and community partners encouraged local recreational areas, especially those that cater to youth, to adopt smoking restrictions.
- The Utah Department of Health and Local Health Departments assisted six college campuses in assessing and improving campus tobacco policies.

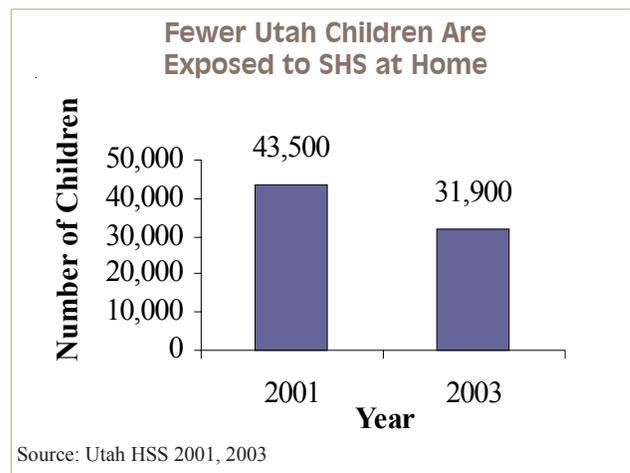


Promoting Voluntary Reductions in Secondhand Smoke Exposure in Homes

Child exposure to secondhand smoke at home declined by 28%.¹⁰

In 2003, 89% of Utah adults had made rules against smoking in their homes as encouraged by TPCP.¹

Child exposure to secondhand smoke inside the home declined by 28% between 2001 and 2003. This means that 11,600 more Utah children are safe from secondhand smoke at home than two years ago.^{2,10} However, the majority of Utah youth (59.3%) still report regular exposure to secondhand smoke outdoors.¹⁵



Statewide Program Update

Protecting Utahns from Secondhand Smoke

Promoting Smoke-free Policies in Public Places

Utahns want protection from secondhand smoke.¹

Attitudes and Beliefs	97% believe secondhand smoke is harmful. 86% are bothered by other people's smoke. 85% believe that seeing others use tobacco leads children to smoke.
Support for Smoke-free Policies	79% would support a law banning smoking in bars, taverns and private clubs. 88% support smoking restrictions at parks. 89% support smoking restrictions at rodeos. 91% support smoking restrictions at outdoor sports venues. 92% support smoking restrictions at zoos and amusement parks.

The New Trend
At least seven states—CA, CT, DE, MA, ME, NY, and RI—and hundreds of cities have passed smoke-free workplace legislation, including smoke-free bars. This protects clientele and employees from the harms of secondhand smoke and increases revenues. For example, since New York City's smoke-free workplace law took effect, business is booming and revenues are up.³⁴

TPCP partners strengthened secondhand smoke policies.

- The Northwestern Band of the Shoshone Nation developed and implemented a smoke-free policy for all tribal owned facilities and vehicles.
- The Phoenix Alliance youth anti-tobacco coalition convinced the Utah State Fairpark to make the Grandstand and child-oriented ride/exhibit areas smoke-free.
- Utah Valley State College made partially enclosed areas, exterior stairways and landings, and college-sponsored outdoor events smoke-free.
- A clean air policy for the University of Utah Student Union patio area was unanimously approved by the Union Board through a collaborative effort between the Salt Lake Valley Health Department and a coalition of students and faculty.

Utah law falls behind in protecting workers from secondhand smoke.

1994 ⇒ Ten years ago, Utah passed one of the strongest smoke-free workplace laws in the nation. As a result, a higher proportion of Utah workers were protected from secondhand smoke than those in any other state between 1993 and 1999.³³ Several other states and municipalities followed Utah's example and passed smoke-free workplace laws.

2004 ⇒ Today, the Utah Indoor Clean Air Act continues to protect many Utahns from indoor secondhand smoke, but Utah law has fallen behind at least six states and hundreds of cities that have more comprehensive smoke-free workplace laws. Many Utah workers are still not legally protected from secondhand smoke, such as all bar and club employees.

⇒ The Work Ahead

More children are protected from secondhand smoke than two years ago, but 31,900 Utah children are still regularly exposed to secondhand smoke in their homes.^{2,10} TPCP efforts to reduce tobacco use in the home are working and must continue until all children are safe.

Many Utah workers, such as bar and club employees, are still not legally protected from secondhand smoke even though such protections are available in other states and 79% of Utahns favor them.¹ The majority of Utahns also want protection from secondhand smoke in outdoor recreational areas.¹

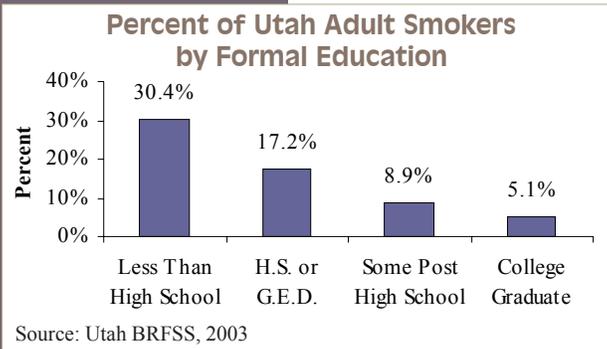
Statewide Program Update

Reducing Tobacco Use Among All Utahns

Tobacco-Related Inequalities

Tobacco use and tobacco-related disease and death differ among population groups. Recent surveys show that in Utah and nationwide, people with low incomes and fewer years of formal education have significantly higher rates of tobacco use compared to the general population.¹

During the past decade, the tobacco industry launched aggressive advertising campaigns targeted to culturally diverse communities. Utah surveys find higher than average tobacco use rates for Hispanic men, African Americans, Native Americans, and Pacific Islanders.¹ While local data are unavailable, national studies also find that gay and lesbian individuals have smoking rates ranging from 38% to 59% among youth and from 11% to 50% among adults.³⁵



Steps Toward Reducing Inequalities

The Networks

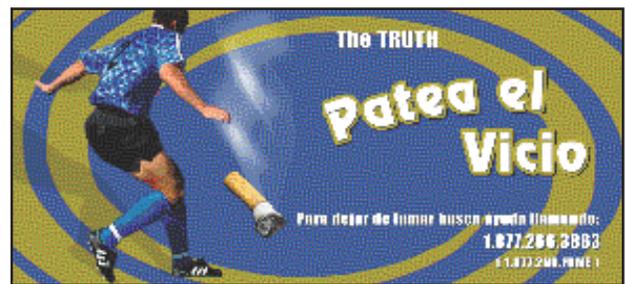
TPCP funded community-based organizations serving Hispanic, African American, Native American, and Pacific Islander populations to develop five-year plans to expand tobacco prevention and control in their communities. Planned activities include developing networks of anti-tobacco advocates across the state, educating community leaders about tobacco-related inequalities, improving data collection, ensuring that educational materials are culturally and linguistically appropriate, and building community capacity to conduct tobacco prevention and cessation activities.

Community Grants

Several community organizations that serve populations with high tobacco use rates were awarded short-term funding to promote smoke-free lifestyles and policies. Their efforts reached more than 2,000 individuals.

The TRUTH Campaign

The TRUTH campaign worked closely with Hispanic and Native American community leaders to produce and distribute culturally and linguistically appropriate TV ads, radio ads, posters, and billboards.

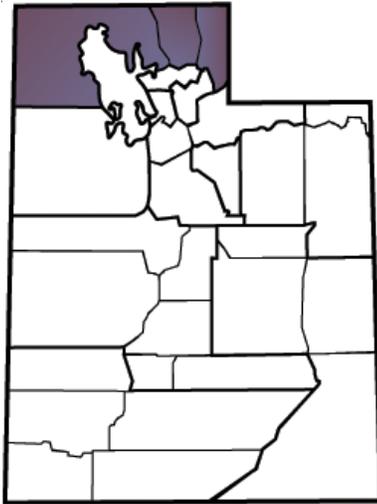


Services for Low Income Populations

TPCP partnered with Medicaid and the Association for Utah Community Health to offer enhanced quit services and medications to more than 2,400 uninsured or Medicaid-insured individuals.

⇒ The Work Ahead

Despite Utah's overall low tobacco use rates, many Utah communities face tobacco-related health risks that equal or exceed the national rates. The TPCP needs to continue to identify tobacco-related disparities and build partnerships with community leaders and community agencies to better serve these communities and reduce tobacco-related risks among all Utahns.



Bear River Counties

Tobacco Use in Bear River

Adults 18+ (2001-03) ¹	6.7%
Youth in grades 9-12 (2003) ³⁶	10.6%
Pregnant women (2002) ⁵	4.8%
Children exposed to smoke at home (2003) ^{2,10}	1,300
Calls to the Tobacco Quit Line (FY2004)	309
QuitNet members	113
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	94.1%

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Bear River Counties decreased from 11.2% (1995-98) to 6.7% (2001-03).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Bear River counties has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, Bear River children exposed to tobacco smoke in their homes remained stable.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 11.1% (State FY 2001) to 7.7% (State FY 2004).³⁰

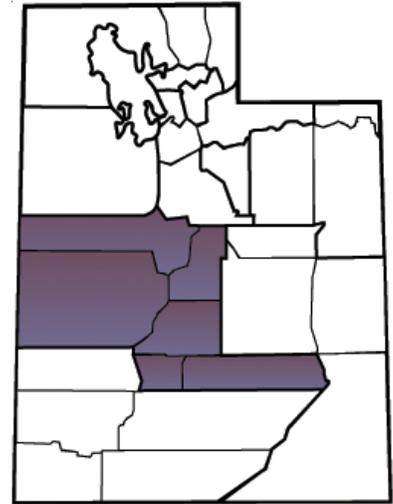


Students present signs produced by Bear River Health Department as part of a school tobacco policy project to Dr. Martell Menlove, superintendent of Box Elder Schools.

Bear River Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	210 youth	Quit Rate: 10% Reduction Rate: 55%*
NOT teen class**	27 youth	Promoted awareness of dangers of tobacco use
Marketing Quit Line to Latinos	748 Latinos reached	Increased access to cessation programs
First Step prenatal program	13 pregnant women	Ten pregnant women quit smoking.
Adult support group	16 adults	Quit Rate: 20% Reduction Rate: 50%
Encouraging healthcare provider referrals and treatments	24 physicians	Increased access to cessation programs
Prevention Programs		
TOT/TNT curricula***	410 students	Significant increase in tobacco knowledge
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	30,072 students	Students entered 647 local anti-tobacco ads for the statewide contest. Local winners' ads distributed at restaurants, schools and theaters.
Involving youth coalitions in promoting comprehensive tobacco policies in schools	Cache, Logan and Box Elder school districts	Revised tobacco policies in 2 elementary schools and Box Elder school district
Marketing against smokeless tobacco at rodeos and baseball fields	265 people reached	Increased awareness of dangers of smokeless tobacco among high-risk groups
Promotion of Smoke-free Policies		
Facilitating student task force at USU to market Utah SHS laws	USU students, staff and faculty	Increased knowledge of laws
Assessment of SHS policies in low-income housing complexes	5 complexes	Steps taken to develop and advocate smoke-free policies for housing complexes
Negotiating a smoke-free policy on all health department grounds	Health Department employees and visitors	A smoke-free policy adopted on all grounds at Bear River Health Department
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		
NOT: Not on Tobacco * TOT: Tobacco On Trial /TNT: Towards No Tobacco		

Central Utah Counties



Tobacco Use in Central Utah

Adults 18+ (2001-03) ¹	14.1%
Youth in grades 9-12 (2003) ³⁶	17.4%
Pregnant women (2002) ⁵	10.9%
Children exposed to smoke at home (2003) ^{2,10} ...	1,700
Calls to the Tobacco Quit Line (FY2004).....	132
QuitNet members.....	57
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	95.7%



Snow College students at a campus anti-tobacco activity

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Central Utah decreased from 15.4% (1995-98) to 14.1% (2001-03).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Central Utah has decreased.^{36,37}
- Birth certificate data indicate that smoking during pregnancy remained stable.⁵
- Compared to 2001, the number of Central Utah children exposed to tobacco in their homes has not declined.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks increased from 13.8% (State FY 2001) to 16.5% (State FY 2004).³⁰

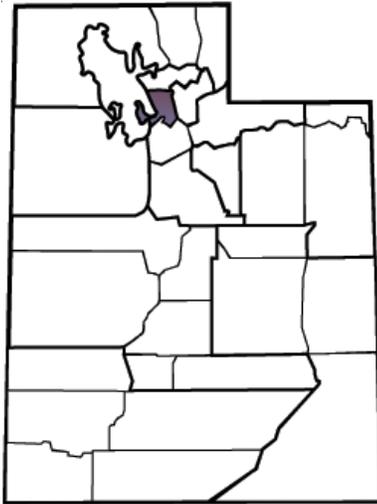
"North Sevier Recreation Department is proud to combine with Central Utah Public Health Department in a tobacco-free parks and rec. Initiative for the youth of our area. We see the benefits of teaching the youth healthy lifestyle habits that will benefit their futures."

-John Bradley, Director of Recreation Salina City, Utah

Central Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	6 youth	Four youth quit smoking and two reduced.
Teen Tobacco Reduction Program	51 youth	Promoted awareness of dangers of tobacco use
First Step prenatal program	28 pregnant women	Quit Rate: 32% Reduction Rate: 54%
Adult one-on-one support	24 adults	Quit Rate: 17% Reduction Rate: 50%
Encouraging healthcare provider referrals and treatments	23 clinicians	Increased access to cessation programs
Prevention Programs		
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	1,581 students	Students entered 111 local anti-tobacco ads for the statewide contest. Local winners selected for local media.
Promoting comprehensive tobacco policies in schools	N. and S. Sanpete school districts	Revised tobacco policies in both districts
Phoenix Alliance recruitment and education	88 youth	Youth learned about tobacco issues and participated in anti-tobacco advocacy
Promotion of Smoke-free Policies		
Assessment of recreation department smoking policies	All district recreation departments	Richfield and Salina recreation departments established new smoke-free policies
Assisting colleges to establish student coalitions and revise tobacco policies	Snow College Richfield and Ephraim campuses	Involved students in anti-tobacco advocacy

*END: Ending Nicotine Dependence.



Davis County

Tobacco Use in Davis County

Adults 18+ (2001-03) ¹	10.7%
Youth in grades 9-12 (2003) ³⁶	7.8%
Pregnant women (2002) ⁵	6.1%
Children exposed to smoke at home (2003) ^{2,10}	2,400
Calls to the Tobacco Quit Line (FY2004)	343
QuitNet members	253
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	96.7%

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Davis County remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Davis County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Davis County children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 6.7% (State FY 2004).³⁰

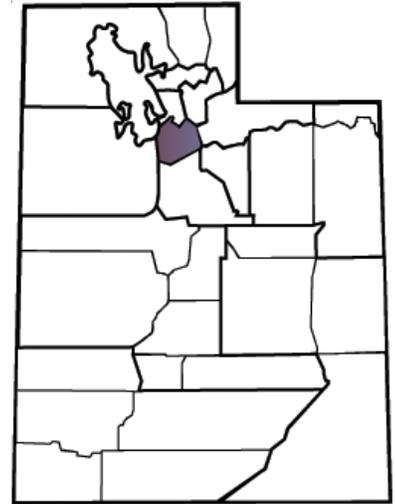
"Entering the Truth from Youth anti-tobacco contest has been a great asset to my health curriculum. It allows the kids to process the information about the dangers of tobacco in a creative and fun way."

Nicole Deaton,
Teacher,
Kaysville Junior High

Davis County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	97 youth	Quit Rate: 18% Reduction Rate: 72%*
Teen Tobacco Reduction Program	55 youth	Promoted awareness of dangers of tobacco use
First Step/WIC prenatal program	120 pregnant women	Quit Rate: 18% Reduction Rate: 25%
Encouraging worksite quitting programs	32 employees	Four employees tried to quit smoking.
Encouraging healthcare provider referrals and treatments	44 clinicians	Increased access to cessation programs
Prevention Programs		
TNT curriculum**	251 students	Significant increase in tobacco knowledge
Training teachers in TNT** curriculum	19 teachers	550 students received tobacco education
Involving youth coalitions in promotion of the TRUTH contest, Tobacco in Hollywood campaign and other anti-tobacco activities	7,415 youth reached	Students entered 3,196 local anti-tobacco ads for the statewide contest and collected 2,850 letters discouraging film-makers from promoting tobacco use.
Promoting comprehensive tobacco policies in schools	Elementary and middle schools in Davis School District	New policies adopted in four schools
Marketing against smokeless tobacco at rodeos, rallies and derbies	3,500 people reached	Increased awareness of dangers of smokeless tobacco among high-risk groups
Promotion of Smoke-free Policies		
Promotion of smoke-free homes and vehicles	338 people reached	Increased awareness of dangers of secondhand smoke
Assessment of SHS policies in apartment buildings	29 complexes	Steps taken to develop and advocate smoke-free policies for apartment buildings
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		
**TNT: Towards No Tobacco		

Salt Lake County

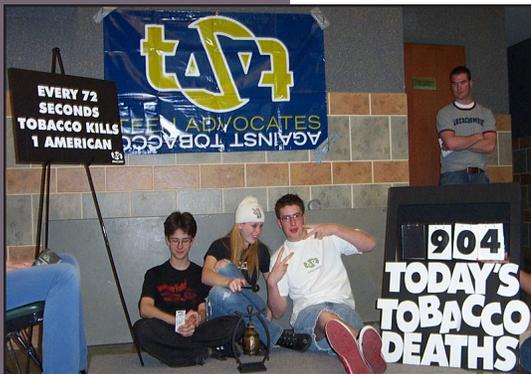


Tobacco Use in Salt Lake County

Adults 18+ (2001-03) ¹	15.0%
Youth in grades 9-12 (2003) ³⁶	9.2%
Pregnant women (2002) ⁵	8.2%
Children exposed to smoke at home (2003) ^{2,10}	16,100
Calls to the Tobacco Quit Line(FY2004).....	1,971
QuitNet members.....	1,270
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	94.8%

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Salt Lake County decreased from 17.2% (1995-98) to 15.0% (2001-03).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Salt Lake County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Salt Lake County children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.3% (State FY 2001) to 6.9% (State FY 2004).³⁰



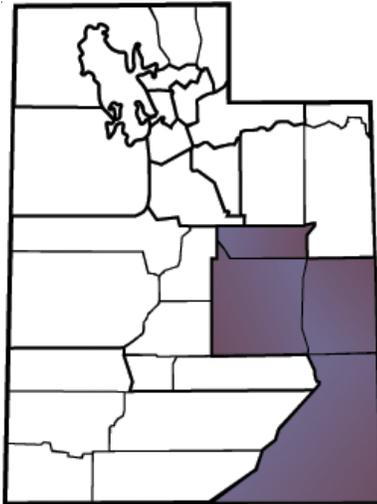
Salt Lake County Teen Advocates Against Tobacco promote smoke-free environments.

Salt Lake Valley Health Department Activities To Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	413 youth	Quit Rate: 7% Reduction Rate: 47%*
Teen Tobacco Reduction Program	55 youth	Promoted awareness of dangers of tobacco use
First Step prenatal program	13 pregnant women	Six pregnant women quit using tobacco.
Prevention Programs		
Training teachers in TOT/TNT** curricula	84 teachers	3,527 students received tobacco education. Significant increase in tobacco knowledge
Involving youth coalitions in promotion of the TRUTH contest, smoke-free parks initiative and other anti-tobacco activities	210,885 people reached	Progress made toward smoke-free policies. Students entered 1,291 local anti-tobacco ads for the statewide contest.
Promoting comprehensive tobacco policies in schools	Granite and Salt Lake school districts	Policies strengthened in both districts
Promotion of Smoke-free Policies		
Establishing smoke-free parks policies	Community members, youth coalition, and Salt Lake county officials	Steps taken towards making county parks and the Hogle Zoo smoke-free
Facilitating student task forces at colleges to promote smoke-free campuses	U of U and SLCC students and faculty	A new policy was passed by the U of U making the Student Union patio area smoke-free.
Promoting smoke-free apartment buildings	3 complexes	21 families pledged to make their apartments smoke-free and one complex made playgrounds, basketball courts, and picnic areas smoke-free.

*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.

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



Southeastern Utah Counties

Tobacco Use in Southeastern Utah

Adults 18+ (2001-03) ¹	19.1%
Youth in grades 9-12 (2003) ³⁶	21.0%
Pregnant women (2002) ⁵	14.1%
Children exposed to smoke at home (2003) ^{2,10}	800
Calls to the Tobacco Quit Line (FY2004)	135
QuitNet members	49
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	88.9%

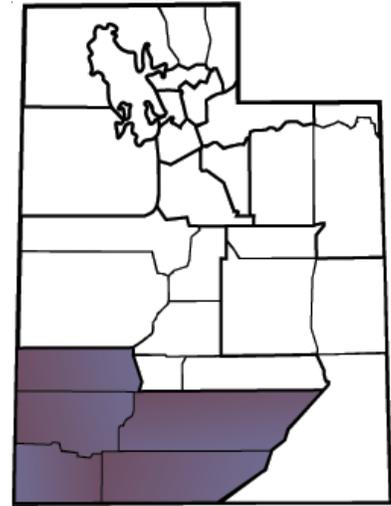
Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Southeastern Utah remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Southeastern Utah has decreased.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Southeastern Utah children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks increased from 12.3% (State FY 2001) to 14.5% (State FY 2004).³⁰

Southeastern Utah District Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	48 youth	Quit Rate: 28% Reduction Rate: 66%*
Marketing Quit Line through newspaper and movie ads	132,000 people reached	Increased access to cessation programs
Prenatal program	73 pregnant women	15 pregnant women quit smoking.
Quitting referrals and support	1,068 people	Increased access to cessation programs
Encouraging healthcare provider referrals and treatments	277 clinicians	Increased access to cessation programs
Prevention Programs		
Promoting comprehensive school and recreation area tobacco policies	5 collaborating agencies	Steps taken toward tobacco policies in parks and schools
Promotion of Smoke-free Policies		
Assisting businesses to comply with Utah smoking laws	9 businesses	Improved awareness of Utah smoking laws
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		

Southwest Utah Counties



Tobacco Use in Southwest Utah

Adults 18+ (2001-03) ¹	13.6%
Youth in grades 9-12 (2003) ³⁶	10.7%
Pregnant women (2002) ⁵	6.9%
Children exposed to smoke at home (2003) ^{2,10}	1,400
Calls to the Tobacco Quit Line (FY2004)	212
QuitNet members	85
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	91.2%



"I tell my patients who use tobacco that they're going to lose their teeth, get gum disease or worse if they don't quit. My office calls the Southwest Utah Public Health Department to get these patients help with quitting. I really appreciate this service ...keep it going!"

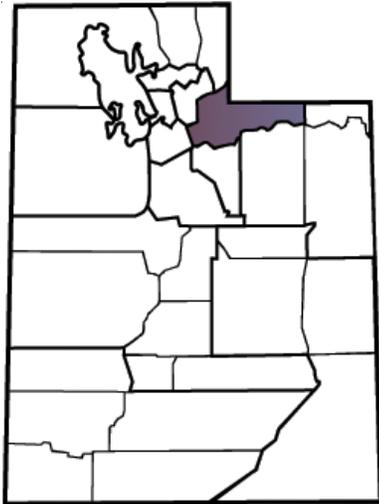
—Thomas L. Bradshaw, D.D.S., St. George, Utah

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Southwest Utah remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school smoking rate among Southwest Utah students has decreased.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Southwest Utah children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.1% (State FY 2001) to 14.3% (State FY 2004).³⁰

Southwest Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	28 youth	Quit Rate: 8% Reduction Rate: 47%*
Training youth treatment center staff in END curriculum*	11 counselors	Increased access to cessation programs
First Step prenatal program	27 pregnant women	Quit Rate: 74% Reduction Rate: 93%
Adult one-on-one support	25 adults	Quit Rate: 64% Reduction Rate: 92%
Encouraging healthcare provider referrals and treatments	10 clinics and Dixie Dental Hygiene program	Increased access to cessation programs
Prevention Programs		
Promoting comprehensive tobacco policies in schools	14 schools	Revised tobacco policies in all 14 schools
Involving youth in anti-tobacco coalitions	66 youth and adult leaders	Youth learned about dangers of tobacco and gained advocacy skills.
Promotion of Smoke-free Policies		
Helping Paiute Indian Tribe of Utah promote smoke-free policies	250 tribe members	Steps taken toward a smoke-free housing policy
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		



Summit County

Tobacco Use in Summit County

Adults 18+ (2001-03) ¹	9.0%
Youth in grades 9-12 (2003) ³⁶	9.5%
Smoking during pregnancy (2002) ⁵	3.2%
Children exposed to smoke at home (2003) ^{2,10,38}	100
Calls to the Tobacco Quit Line (FY2004)	53
QuitNet members	22
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	89.2%

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Summit County decreased from 13.2% (1995-98) to 9.0% (2001-03).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Summit County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The percentage of stores selling tobacco to minors during compliance checks decreased from 24.1% (State FY 2001) to 2.0% (State FY 2004).³⁰



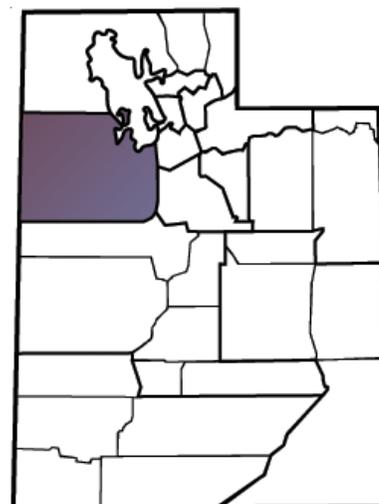
North Summit youth participating in the Tobacco & Hollywood postcard writing campaign

Summit County Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
Encouraging healthcare provider referrals and treatments	34 clinicians	Increased access to cessation programs
Marketing the Quit Line to youth	32 youth referred	Seven times as many Summit youth called the Quit Line compared to FY2003.
Prevention Programs		
TOT/TNT curricula*	1,077 students	Significant increase in tobacco knowledge
Promotion of the TRUTH contest	460 youth reached	Students entered 460 local anti-tobacco ads for the statewide contest.
Promotion of the Tobacco in Hollywood campaign	300 youth reached	Collected 300 letters discouraging filmmakers from promoting tobacco use
Promotion of Smoke-free Policies		
Promoting comprehensive tobacco policies in schools	South Summit Middle and High Schools	Steps taken to revise policies

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

Tooele County



Tobacco Use in Tooele County

Adults 18+ (2001-03) ¹	19.1%
Youth in grades 9-12 (2003) ³⁶	6.4%
Pregnant women (2002) ⁵	7.9%
Children exposed to smoke at home (2003) ^{2,10}	1,200
Calls to the Tobacco Quit Line (FY2004)	118
QuitNet members	57
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	96.8%



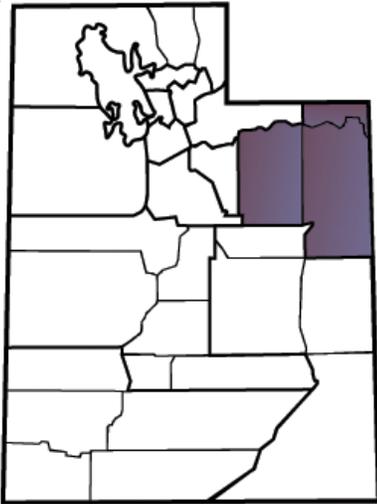
Tooele County Health Department promoting spit tobacco cessation at Deseret Peak Rodeo

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Tooele County remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Tooele County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Tooele County children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.4% (State FY 2001) to 2.9% (State FY 2004).³⁰

Tooele County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	48 youth	Quit Rate: 11% Reduction Rate: 57%*
Prenatal tobacco classes	25 pregnant women	Increased awareness of dangers of smoking during pregnancy
WIC tobacco program	187 pregnant women	11 women quit using tobacco.
Encouraging healthcare provider referrals and treatments	22 dentists and physicians	Increased access to cessation programs
Quitting referrals and support	1,068 people	Increased access to cessation programs
Prevention Programs		
TOT/TNT curricula**	929 students	Significant increase in tobacco knowledge
Promoting comprehensive tobacco policies in schools	Tooele School District	Informed 141 teachers, staff and PTA members about new tobacco policy
Promotion of Smoke-free Policies		
Promoting of smoke-free parks and rodeos	591 people reached	Increased support for smoke-free environments
*END: Ending Nicotine Dependence. Local data unavailable. Quit and reduction rates refer to statewide outcomes.		
** TOT: Tobacco On Trial /TNT: Towards No Tobacco		



Tobacco Use in TriCounty District

Adults 18+ (2001-03) ¹	18.5%
Youth in grades 9-12 (2003) ³⁶	11.7%
Pregnant women (2002) ⁵	19.3%
Children exposed to smoke at home (2003) ^{2,10}	1,300
Calls to the Tobacco Quit Line (FY2004)	48
QuitNet members	32
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	95.3%

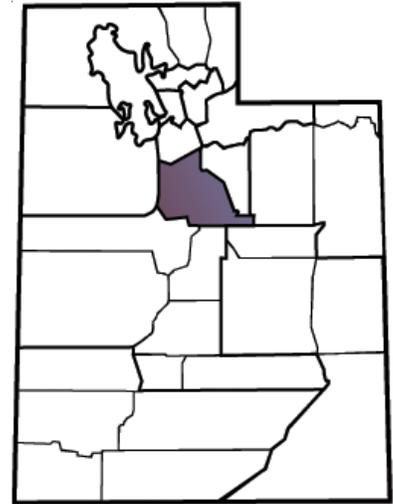
Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in the TriCounty health district remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in TriCounty has decreased substantially.^{36,37}
- Birth certificate data indicate no decline in smoking during pregnancy.⁵
- Compared to 2001, fewer TriCounty children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 18.5% (State FY 2001) to 2.5% (State FY 2004).³⁰

TriCounty Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	52 youth	Quit Rate: 12% Reduction Rate: 59%*
Marketing Quit Line	1,500 people reached	Increased access to cessation programs
Prenatal program	7 pregnant women	One pregnant woman quit smoking.
Prevention Programs		
Training teachers in Prevention Dimensions curricula	48 teachers	Students received tobacco prevention education.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	230 students	Students entered 119 local anti-tobacco ads for the statewide contest.
Promoting comprehensive tobacco policies in schools	18 elementary schools	Four schools revised their tobacco policies or implemented tobacco prevention activities.
Promotion of Smoke-free Policies		
News releases, public service announcements, and brochures for parents advocating smoke-free environments	34,000 people reached	Increased awareness of dangers of secondhand smoke
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		

Utah County



Tobacco Use in Utah County

Adults 18+ (2001-03) ¹	6.1%
Youth in grades 9-12 (2003) ³⁶	4.4%
Pregnant women (2002) ⁵	3.3%
Children exposed to smoke at home (2003) ^{2,10,38}	1,700
Calls to the Tobacco Quit Line (FY2004)	482
QuitNet members	164
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	90.9%



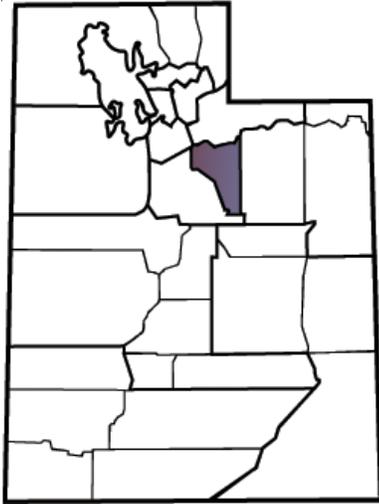
A Utah County health educator counseling a pregnant woman about the effects of second-hand smoke

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Utah County has remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Utah County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- The percentage of stores selling tobacco to minors during compliance checks decreased from 10.7% (State FY 2001) to 5.2% (State FY 2004).³⁰

Utah County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	145 youth	Quit Rate: 13% Reduction Rate: 60%*
Marketing Quit Line at residential treatment centers	3,820 people reached	Increased access to cessation programs
First Step prenatal program	109 pregnant women	Quit Rate: 16% Reduction Rate: 38%
Encouraging healthcare provider referrals and treatments	61 clinicians	Increased access to cessation programs
WIC tobacco program	9 pregnant women	5 women quit using tobacco.
Prevention Programs		
TOT curricula**	335 students	Significant increase in tobacco knowledge
Promoting Truth From Youth Anti-Tobacco Advertising Contest	511 students	Students entered 306 local anti-tobacco ads in the statewide contest.
Marketing against smokeless tobacco at rodeos	3,000 people reached	Increased awareness of dangers of smokeless tobacco among high-risk groups
Promotion of Smoke-free Policies		
Working with UVSC students and faculty to revise smoking policy	UVSC students, staff and faculty	A new policy passed, protecting additional areas of the campus from secondhand smoke
Promoting smoke-free policy at Orem Park-n-Rec	Park-n-Rec employees and clients	Steps taken to develop and advocate smoke-free policies in parks
Assisting businesses to develop smoking policies in compliance with Utah law	11 businesses	Two new compliant policies passed and steps were taken towards passage at other worksites.
*END: Ending Nicotine Dependence. Quit and reduction rates include students served in the district by the health department as well as other facilitators.		
** TOT: Tobacco On Trial		



Wasatch County

Tobacco Use in Wasatch County

Adults 18+ (2001-03) ¹	8.7%
Youth in grades 9-12 (2003) ³⁶	4.9%
Pregnant women (2002) ⁵	6.1%
Children exposed to smoke at home (2003) ^{2,10}	400
Calls to the Tobacco Quit Line (FY2004)	26
QuitNet members	7
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	90.7%

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Wasatch County decreased from 13.2% (1995-98) to 8.7% (2001-03).¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school student smoking rate in Wasatch County has decreased substantially.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, the number of Wasatch County children exposed to tobacco smoke in their homes has not declined.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 14.0% (State FY 2001) to 4.5% (State FY 2004).³⁰



Wasatch County Health Department Activities to Reduce Tobacco Use

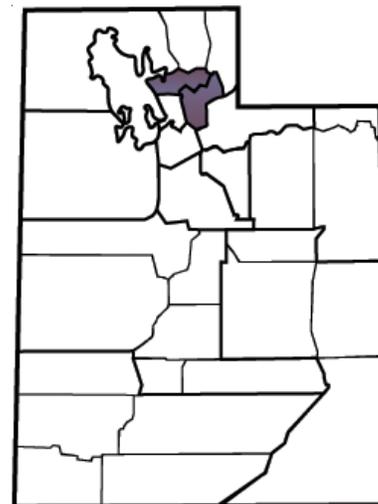
Projects	Participants	Outcomes
Quit Programs		
END teen class*	3 youth	One student quit smoking.
First Step prenatal program	4 pregnant women	Three pregnant women quit smoking.
WIC tobacco program	7 pregnant women	One pregnant woman quit smoking.
Prevention Programs		
TOT/TF4 curricula**	833 students	Significant increase in tobacco knowledge
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	377 students	Students entered 13 local anti-tobacco ads for the statewide contest.
Training teachers in Prevention Dimensions curriculum	35 teachers	Students received tobacco education.
Negotiating changes in tobacco vendor policies	Wasatch county officials	Tobacco vendors in Wasatch county are now required to show their tobacco license numbers on business licenses.
Educating parents through newsletters about raising tobacco-free children	811 parents	Increased awareness of how to help children avoid tobacco
Promotion of Smoke-free Policies		
Community conference to educate stakeholders and assess community opinions on secondhand smoke issues	550 community members	Increased awareness of tobacco issues and assessment of community readiness for policy change
Sponsoring tobacco-free rodeos with the Utah High School Rodeo Club	2,325 people reached	Increased awareness of dangers of tobacco among high-risk groups

*END: Ending Nicotine Dependence

** TOT: Tobacco On Trial/TF4: Tobacco Free Fourth Grade

Wasatch County Health Department advocates against chewing tobacco at a local rodeo with a banner carrying the slogan, "Chew's Your Poison".

Weber-Morgan Counties



Tobacco Use in Weber-Morgan Counties

Adults 18+ (2001-03) ¹	15.4%
Youth in grades 9-12 (2003) ³⁶	8.9%
Pregnant women (2002) ⁵	9.8%
Children exposed to smoke at home (2003) ^{2,10}	3,400
Calls to the Tobacco Quit Line (FY2004)	480
QuitNet members	251
Adults exposed to anti-tobacco media messages in the past month (2003) ¹	95.0%



The Weber-Morgan Health Department held its first Community Anti-tobacco Carnival at Lorin Farr Park. At least 600 youth attended the event as a reward for participating in anti-smoking activities throughout the school year.

Changes in Tobacco-Related Indicators

- The estimated adult smoking rate in Weber-Morgan counties remained stable between 1995-98 and 2001-03.¹
- Compared to surveys conducted in 1997, the estimated combined middle and high school smoking rate in Weber-Morgan counties has decreased.^{36,37}
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁵
- Compared to 2001, fewer Weber-Morgan children are exposed to tobacco smoke in their homes.^{2,10}
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 2.7% (State FY 2004).³⁰

Weber-Morgan Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
END teen class*	20 youth	Quit Rate: 11% Reduction Rate: 57%*
Referrals to Utah Tobacco Quit Line	332 people referred	Increased access to cessation programs
First Step prenatal program	95 pregnant women	Quit Rate: 12% Reduction Rate: 17%
Developing tobacco services for Head Start employee wellness program	Policy affects 200 employees	12 tobacco users received help quitting tobacco use.
Encouraging healthcare provider referrals and treatments	10 physicians	Increased access to cessation programs
Teen Tobacco Reduction Program	139 youth	Promoted awareness of dangers of tobacco use
Prevention Programs		
TOT curriculum**	1,878 students	Significant increase in tobacco knowledge
Training teachers in Prevention Dimensions curriculum	170 teachers	Students received tobacco education.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	1,785 youth	Students entered 717 local anti-tobacco ads in the statewide contest.
Promoting comprehensive tobacco policies in schools	Weber School District	Steps taken towards a revised tobacco policy including hiring a Tobacco Prevention Specialist
Peer leadership program	242 youth	Youth received empowerment training and met with local legislators and school officials regarding tobacco issues.
Promotion of Smoke-free Policies		
TV and radio media events advocating smoke-free environments	20,000 people reached	Increased awareness of dangers of secondhand smoke
*END: Ending Nicotine Dependence. Local data unavailable. Quit and reduction rates refer to statewide outcomes.		
** TOT: Tobacco On Trial		

Notes & References

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2. Population estimates of Sex, Age Groups, and LHD based on 2003 Baseline Projections, Governor's Office of Planning and Budget, UPED Model System.; all others based on the 2003 UHSS and rounded to the nearest 100 persons.
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16. Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Program-August 1999*. U.S. Department of Health and Human Services. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health: Atlanta, Georgia.
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21. Centers for Disease Control and Prevention, Department of Health and Human Services (2002). *Coverage for Tobacco Use Cessation Treatments*. Available: http://www.cdc.gov/tobacco/educational_materials/cessation/index.html
22. Quit rates, reduction rates and satisfaction rates for the Utah Tobacco Quit Line are based on six-month follow-up survey responses from Quit Line participants and refer to 30-day abstinence rates. The survey completion rate for adults was 59% for adult satisfaction, 46% for adult quit status and 61% for teens. Reduction rates include quitters.
23. U.S. Department of Commerce (2000). *Falling through the Net: Toward Digital Inclusion*. Available: <http://www.esa.doc.gov/FallingThroughTheNet.cfm>
24. Quit rates, reduction rates and satisfaction rates for Utah QuitNet are based on six-month follow-up survey responses from participants, excluding attrition, and refer to 7-day abstinence rates. The survey completion rate was 10%. Reduction rates include quitters.
25. Quit rates for First Step are calculated by Local Health Departments using varying methodology.
26. Quit, reduction, and satisfaction rates for END are based on post-tests given on the last day of the class, excluding attrition, and refer to 7-day abstinence rates. Reduction rates include quitters. A limited number of classes were taught in school settings and included voluntary students in addition to court-mandated students.
27. Quit rates and reduction rates for NOT are based on post-tests given on the last day of the class excluding attrition and those taught in residential treatment centers, and refer to 7-day abstinence rates. Reduction rates include quitters.
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38. This estimate is based on a very small sample size and may be unreliable.

Use of Funds

State TPCP Revenue

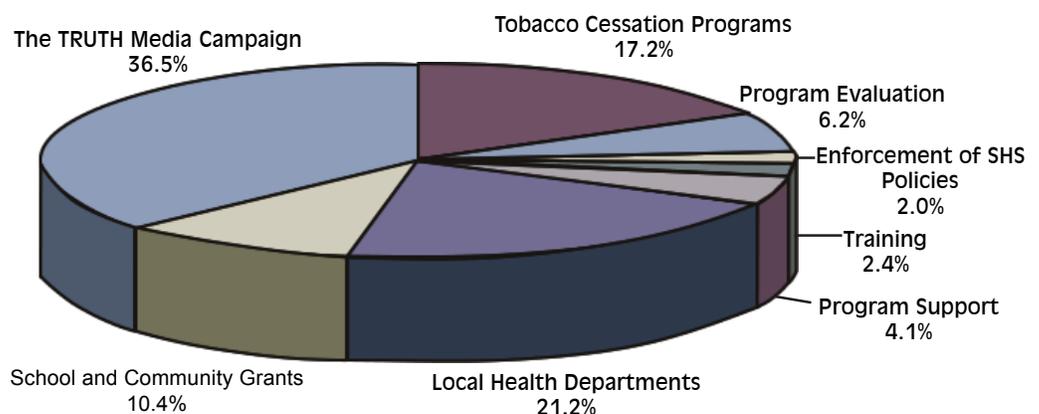
Utah Tobacco Settlement Account: \$4,057,900

Cigarette Tax Restricted Account*: \$3,131,500

One-time Carry-over: \$663,400

*All FY 2004 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY 2004.

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



Federal and Private TPCP Revenue

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

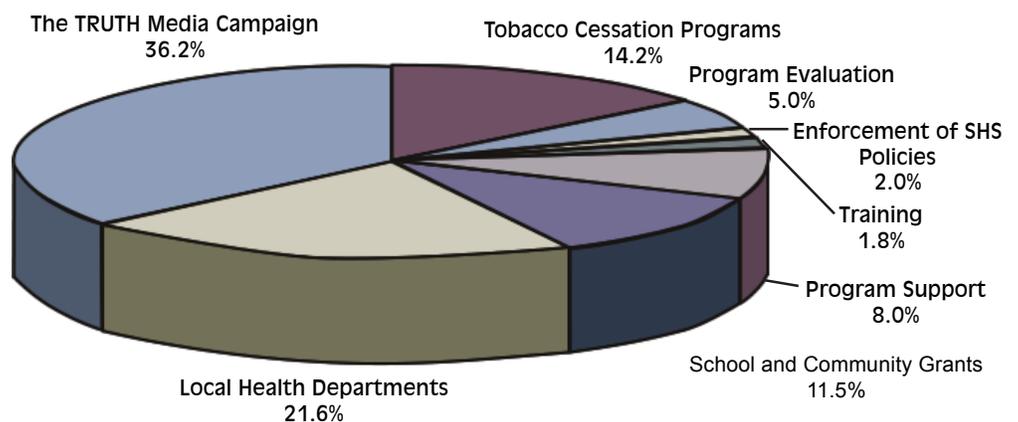
Medicaid match for The TRUTH campaign and Utah Quit Line: \$659,600

Centers for Disease Control and Prevention (CDC): \$1,170,941

Prevention Block Grant: \$34,000

American Legacy Foundation: \$646,300

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



In-Kind Revenue: Media Campaign Added Value

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

Increased airing of ads, news specials, other media events: \$6,253,731

Use of Funds

Tobacco Prevention and Control Funded Partners

Alliance Community Services
American Lung Association of Utah
Asian Association of Utah
Association for Utah Community Health
Bear River Health Department
Bear River Middle School
Boys and Girls Club
Cache High Alternative School
Carbon County Local Interagency Council
The Center for Health Promotion, Inc.
Central Utah Public Health Department
Clearfield Job Corps
Cliffhanger Recreation
Colors of Success
Comunidades Unidas
Crowell/Love Partnership
Davis County Health Department
Davis County WIC
Davis County Youth Council
Diabetes Prevention and Control Program
Dixie State College Wellness Center
Gay and Lesbian Community Center of Utah
Grand School District
Granite School District
Green River Community Center
Health Civic Committee
Heart Disease and Stroke Prevention Program
Indian Walk-In Center
Kearns Coalition
Little Buckaroos Rodeo
Medicaid
Mt. Logan School
Naples Fire Department
New Zion Community Advocates
No Greater Heroes
North Sanpete School District
Northwestern Band of the Shoshone Nation
Office of Epidemiology
Paiute Indian Tribe of Utah
Project Success
The Queen Center
QuitNet.Com, Inc.
Rocky Mountain Center for Health Promotion & Education
Salt Lake School District
Salt Lake Valley Health Department
San Juan School District
Snow College, Ephraim campus
Snow College, Richfield campus
South Cache School
South Sanpete School District
South Utah County WIC
Southeastern Utah Health Department
Southwest Utah Public Health Department
Summit County Health Department
Third District Juvenile Court, Tobacco Court
Tooele County Health Department
Tooele County WIC
Tooele County Youth Court
Tooele School District
TriCounty Health Department
University of Utah College of Nursing/
University of Colorado Health Sciences
Center/The Cooper Institute Partnership
University of Utah Teen Mother and Child
Program
Utah County Health Department
Utah Peace Institute
Utah State University Extension Youth 4-H
Club
Utah Valley State College Multicultural Center
Utah Valley State College Wellness Education
Vietnamese Volunteer Youth Association
Wasatch County Health Department
Wasatch County WIC
Weber School District
Weber/Morgan Health Department
Young Intermediate School
Youth and Families with Promise

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Teresa Theurer, Utah State Board of Education

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