

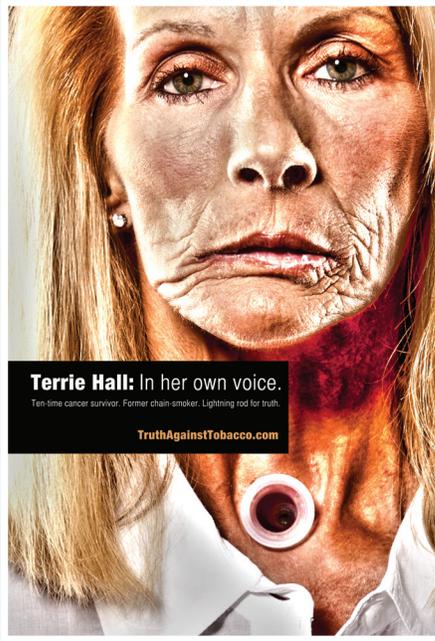
Tobacco Prevention and Control in Utah

Eleventh Annual Report, August 2011



After Utah's online tobacco cessation program, Utah QuitNet, was featured in print, TV, and radio advertisements, registrations increased by 67%. In FY2011, nearly 4,000 Utah tobacco users used Utah QuitNet services to improve their quit success.

Utah Department of Health
Tobacco Prevention and Control Program



The Utah TPCP invited Terrie Hall (shown above on a poster displayed at Utah bus shelters), a cancer survivor and anti-tobacco activist, to visit Utah high schools and educate students about the dangers of tobacco. A smoker since her early teens, Terrie began having severe throat pains and was diagnosed with stage IV squamous cell carcinoma. As a result of her tobacco addiction, Hall lost her voice box, breathes through a hole in her neck, and endured multiple debilitating radiation treatments and surgeries.

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 1989–2010*. Salt Lake City: Utah Department of Health, Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates.)
- 2 University of Colorado. *Independent Evaluation of Utah's Tobacco Prevention and Control Program, 2010–2011*. Denver: University of Colorado Denver, Department of Family Medicine.
- 3 YRBSS: Youth Risk Behavior Surveillance System. Youth Online: Comprehensive Results. Retrieved August 2, 2011 from <http://apps.nccd.cdc.gov/YouthOnline/App/Default.aspx>.
- 4 Orzechowski and Walker, 2010. *The Tax Burden on Tobacco—Historical Compilation*. Volume 45. Arlington, Virginia: Orzechowski and Walker Consulting.

2010 Highlights of TPCP Goals

The Utah Department of Health (UDOH) Tobacco Prevention and Control Program (TPCP) and its partners use comprehensive strategies to reduce tobacco use and tobacco-related disease and death. Major program outcomes are listed below:

Helping Tobacco Users Quit

With an age-adjusted adult smoking rate of 8.8% (2010), Utah continues to have the lowest adult smoking rate in the U.S.¹ Still, nearly 200,000 youth and adult Utahns smoke and may need help quitting.

- The TRUTH campaign continued to reach adults with messages that encouraged quit attempts and informed them about evidence-based quit services. In 2011, 94% of adult smokers were aware of the Utah Tobacco Quit Line and 81% knew about the online quit service, Utah QuitNet. Adult smokers who reported that they saw or heard anti-tobacco ads were more likely to know about quit services or to have used them than smokers who were not exposed to ads.² UtahQuitNet advertising on TV and on the radio in January 2011 resulted in a three-fold increase in QuitNet registrations compared to registrations during the month of January in previous years.
- During FY2011, nearly 11,000 Utahns used TPCP-funded tobacco cessation services. Tailored services were offered for adults, teens, and pregnant women. These quit services greatly increased tobacco users' quit success.
- The Utah Quit Line and Utah QuitNet have served nearly 87,000 registered users since the TPCP began offering the telephone-based quit program in 2001 and the online program in 2003. In FY2011, the Quit Line and QuitNet served an average of 860 Utahns per month with free counseling and tailored quit information.
- In FY2011, 615 Utah youth tobacco users participated in the Utah-developed teen cessation class, Ending Nicotine Dependence. Ten percent of participants reported quitting and an additional 32% reduced their smoking by the final class.

Preventing Youth from Starting to Use Tobacco

In 2009, 8.5% of Utah high school students (grades 9-12) reported that they had smoked in the past 30 days. Utah's youth smoking rate is less than half the national rate of 19.5%.³

- In 2011, 93% of Utah youth ages 13 to 17 reported that they saw or heard anti-tobacco ads at least once a month during the past six months, and 92% said the TV ads made them think of the negative effects of tobacco use.²
- Since 2002, 19 of Utah's 41 school districts worked with TPCP and local health departments to strengthen tobacco-free school policies, tobacco education, and policy enforcement. These districts serve nearly 200,000 students in 361 schools.
- Since 2001, illegal tobacco sales to underage youth during compliance checks declined by 64%. At 5.7%, the rate of non-compliance is at its lowest recorded level. To lower the rate of non-compliance and educate retailers about Utah's tobacco access laws, local health departments shared educational materials and conducted trainings.
- One Good Reason, Utah's statewide anti-tobacco youth group, educated Utahns about new, dissolvable tobacco products that resemble breath mints and strips. The composition, packaging, and flavoring of these products might be particularly appealing to children.

Protecting Utahns from Secondhand Smoke

Ninety-three percent of Utahns have implemented rules against smoking in their homes, and 98% of Utah children live in smoke-free homes (2009).¹

- In FY2011, TPCP's partners assisted 14 health care entities and three outdoor recreation venues with enacting policies that protect Utahns from secondhand smoke exposure.
- In the last year, the number of smoke-free apartment and condominium units in TPCP's Smoke-free Apartment and Condominium Statewide Directory increased by 1,122 to more than 17,000 smoke-free units in 13 Utah counties.
- In addition to these private properties, a public housing authority in Tooele with 22 units received assistance in becoming smoke free.

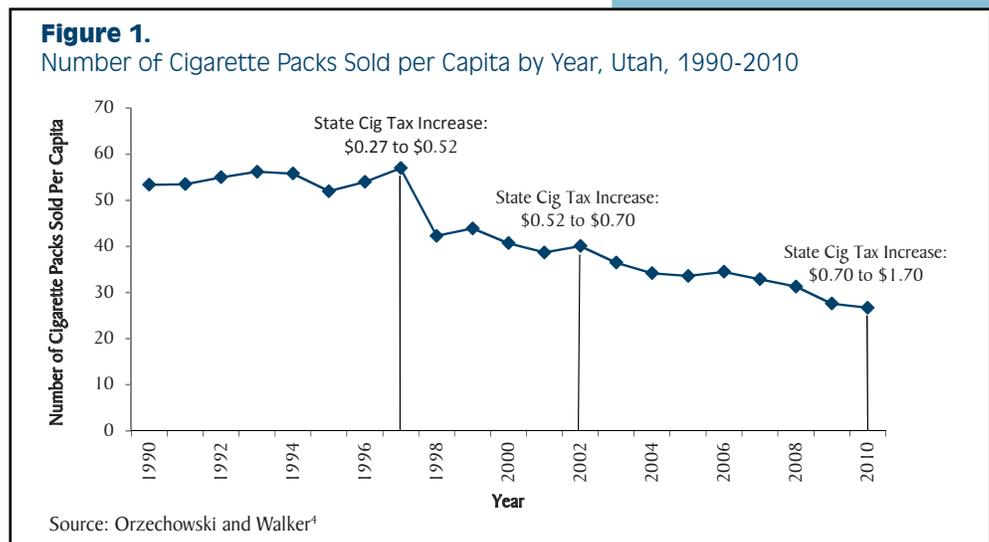
Eliminating Tobacco-related Disparities

Utahns of lower socioeconomic status and in certain racial and ethnic populations smoke cigarettes at higher rates than the general population. For example, Utahns (age 25 and older) with less than a high school education were nearly 10 times more likely to report cigarette smoking than Utahns with a college degree.¹

- More than 2,000 low-income or uninsured tobacco users, including 1,630 Medicaid-insured pregnant women, received free counseling and prescriptions for medications to help them quit tobacco during FY2011. Twenty-six percent of the pregnant women who participated in Medicaid's TPCP funded tobacco cessation program were able to quit and an additional 22% reduced their tobacco use.
- The TPCP worked with Medicaid to offer tobacco cessation counseling and medications to Medicaid clients who use tobacco. In FY2011, more than 3,600 Medicaid clients participated in Medicaid's tobacco cessation program.
- In partnership with the Utah Division of Substance Abuse and Mental Health, the TPCP works on reducing the disproportionate burden of tobacco use in populations suffering from mental illness and substance use disorders. As part of this project, all publicly-funded treatment facilities are developing tobacco-free policies and incorporating tobacco cessation in treatment activities.

Changes in Utah Cigarette Consumption

Utah's per capita cigarette consumption has declined by 50% since 1990.⁴ Increases in the Utah cigarette excise tax in 1997 and 2002 coincide with decreases in consumption. While it is too early to assess the impact of the 2010 tax increase on consumption, demand for quit services (Utah Tobacco Quit Line and QuitNet) increased dramatically. Smokers also reported higher levels of quit intentions and quit attempts.¹ For details see http://health.utah.gov/opha/publications/hsu/11Jun_TobaccoTax.pdf.



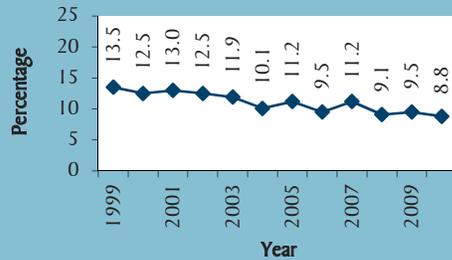
TPCP Plans for FY2012

The TPCP continues to develop new strategies to learn about and help those at greatest risk for tobacco-related diseases and death, and to inform residents about new tobacco products that threaten public health in Utah.

- The TPCP and its partners will continue to research tobacco-related disparities and assist community-based agencies with preventing tobacco use among racial, ethnic, and sexual minorities in Utah, and among people with low income or education levels. Researching and addressing tobacco use at the community level is especially important at a time of changing demographics in Utah.
- The TPCP and its partners play a key role in educating the public about newly-developed tobacco and nicotine products that may lead to increased tobacco use among youth and perpetuate nicotine addiction among those who want to quit smoking.

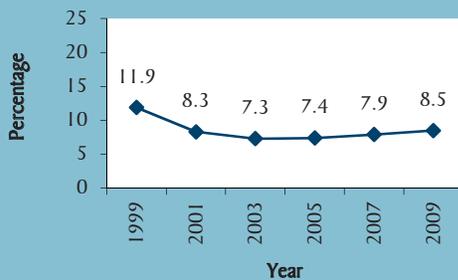
Tobacco Use in Utah

Figure 2.
Percent of Adults Who Reported Current Cigarette Smoking, Utah 1999-2010 (Age-adjusted)



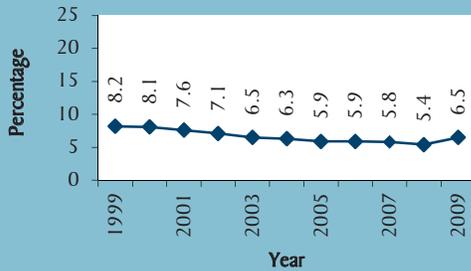
Source: Utah BRFSS¹

Figure 3.
Percent of High School Students Who Reported Current Cigarette Smoking, Utah 1999-2009 (Odd Years)



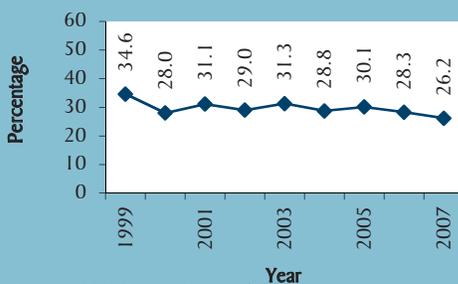
Source: Utah YRBS²

Figure 4.
Percent of Pregnant Women Who Reported Cigarette Smoking, Utah 1999-2009



Source: Utah Birth Certificates³

Figure 5.
Age-adjusted Cancer Incidence Rates for Lung and Bronchus Cancer, Incidence per 100,000 Population, Utah 1999-2007



Source: Utah Cancer Registry⁴

Smoking Rates and Health Consequences

Adult Smoking

- At 8.8%, Utah's 2010 age-adjusted adult smoking rate is at its lowest recorded level (Figure 2).¹ Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates.⁵
- Smoking disproportionately impacts Utahns with lower incomes. In 2010, 16% of Utah adults with a household income of less than \$25,000 reported current smoking.¹ In comparison, only 4% of Utah adults with a household income of \$75,000 or higher reported current smoking.¹

Youth Smoking

- Since 1999, the percentage of Utah high school students who had ever tried cigarette smoking declined by 40%.³
- The percentage of high school students who reported current smoking decreased from 12% in 1999 to 8% in 2001. Since 2001, it has remained in the range of 7.3% to 8.5% (Figure 3).²

Smoking Among Pregnant Women

- Since 1999, smoking among pregnant women has decreased by 21% (Figure 4). In 2009, 6.5% of pregnant women reported that they smoked during their pregnancies.³

- Pregnant women in their teens and pregnant women with a high school education or less continue to report smoking rates of 13% or higher.³

Exposure to Secondhand Smoke

- In 2010, 1.9% (or 16,600) Utah children age 17 and younger were exposed to secondhand smoke inside the home.¹ The percentage of Utah children who live in homes where people smoke indoors has declined significantly since 2001.
- Since 1999, the percentage of Utah adults who have a rule against smoking in their homes has increased from 87% to 93%.¹

Tobacco-related Disease and Death

- Smoking is the leading cause of lung cancer death in men and women. Other diseases caused by smoking include esophageal, laryngeal, oral, and throat cancers; cervical, bladder, kidney, pancreatic, and stomach cancers; acute myeloid leukemia; pneumonia; chronic lung disease; cataracts; periodontitis; aortic aneurysm; and coronary heart and cardiovascular disease.
- Utah's lung and bronchus cancer incidence has decreased significantly since 1999 (Figure 5).⁴
- Despite this progress, more than 1,200 Utahns age 35 or older die each year as a result of tobacco use.⁶

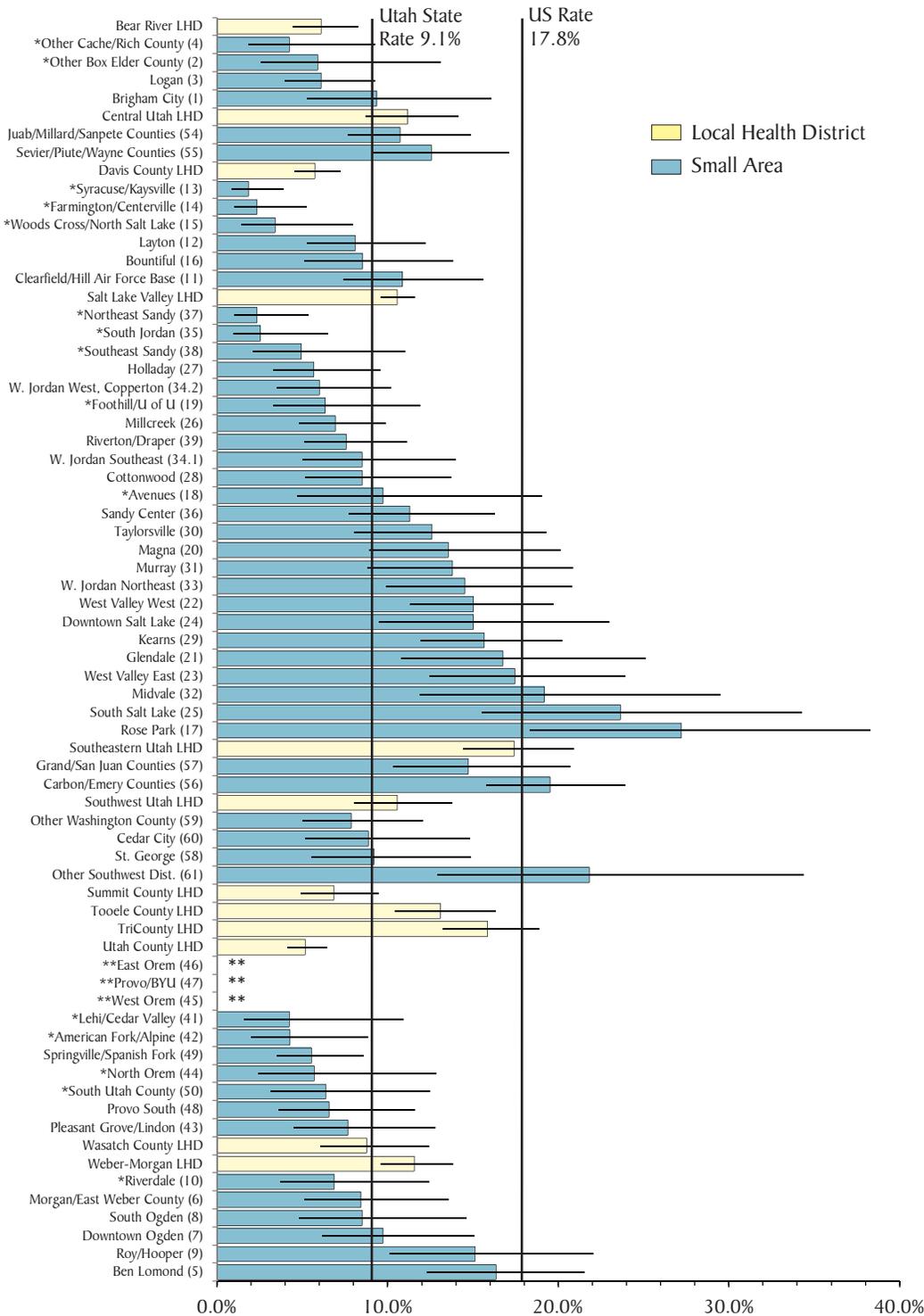
References:

- Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 1999-2010*. Salt Lake City: Utah Department of Health, Center for Health Data.
- YRBS: Youth Risk Behavior Surveillance System. Youth Online: Comprehensive Results. Retrieved August 2, 2011, from <http://apps.nccd.cdc.gov/YouthOnline/App/Default.aspx>
- Utah Birth Certificate Database. Retrieved July 25, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health at <http://ibis.health.utah.gov>. These smoking rates are based on pregnancies that led to live births.
- Utah Cancer Registry. Retrieved July 25, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov>.
- Office of Public Health Assessment. *Utah Behavioral Risk Factor Surveillance System. New Behavioral Risk Factor Surveillance System (BRFSS) Weighting Methodology*. Utah Department of Health. Retrieved August 3, 2011 from http://health.utah.gov/opha/OPHA_BRFSS.htm.
- National Center for Chronic Disease Prevention and Health Promotion. (2010). *Tobacco Control State Highlights 2010*. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved August 16, 2011 from http://www.cdc.gov/tobacco/data_statistics/state_data/state_highlights/2010/states/utah/index.htm.

Tobacco Use in Utah

Smoking Rates by Local Health Districts and Small Areas

Figure 6. Current Cigarette Smoking by Local Health District, Small Area, Utah, and U.S. Adults, 2009-2010, (Aggregate Data, Age-adjusted)



Note: Local health districts are represented by yellow bars. The blue bars beneath indicate small areas within that district. For more details about small area definitions, see the Utah Behavioral Risk Factor Surveillance System Small Area Report 2001-2005, Appendix C: Small Area Definitions and Key Maps. The horizontal lines extending from the bars indicate 95% confidence intervals. Confidence intervals are used to show the reliability of an estimate. A 95% confidence interval means that 95% of the time, the given interval will contain the true parameter value.

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

**The estimates for Provo/BYU, and East and West Orem have been suppressed because the relative standard error was greater than 50% or the relative standard error could not be determined.

Reference:

Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2009-2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, these rates may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates.)

Utah's adult smoking rates vary considerably by small area and local health district. The small area with the highest rate of cigarette smoking was Rose Park (27.2%); Syracuse/Kaysville had the lowest rate at 1.9%. Small area data are used to

identify and reach areas that are at higher risk for tobacco use. For example, in Salt Lake Valley Health District (overall prevalence 10.6%), small area rates range from a low of 2.3% in Northeast Sandy to a high of 27.2% in Rose Park.¹

Capacity and Infrastructure

The TPCP Builds Local Capacity and Infrastructure

More than 85% of Utah TPCP funding is passed on to other agencies and local communities. To ensure that these funds are used most effectively to reduce tobacco use and improve community health, the TPCP provides statewide infrastructure, technical assistance, and program evaluation services to funded agencies.

Statewide Services

Statewide tobacco prevention and cessation services and infrastructure ensure consistency throughout Utah and lower costs. Some examples of statewide coordination efforts and services are:

- Coordination of a statewide strategic planning process and completion of required progress reports for state and federal funders.
- Statewide retailer education and compliance program to enforce underage tobacco sales laws and meet national accountability standards for the Division of Substance Abuse and Mental Health's federal block grant funding.
- Statewide tobacco cessation services for youth, adults, and pregnant women.
- Partnerships with regional and statewide health systems that provide tobacco cessation counseling and quit medications to low-income Utahns.
- Partnerships with health care providers and insurance companies to establish statewide systems changes that increase access to tobacco cessation assistance.
- Developing marketing materials and resources for local initiatives and high-risk groups.
- Providing outreach to disparate populations and maintaining community partnerships.

Training and Technical Assistance

To ensure that local partners are informed about best practices and regional and national innovations in tobacco prevention and control and have opportunities to network and share plans and experiences with each other, the TPCP offers a variety of options for training and technical assistance. These include:

- Training and technical assistance for the public and partners regarding secondhand smoke prevention, the Utah Indoor Clean Air Act, and Secondhand Smoke Amendments.
- Training for community members in facilitating youth tobacco cessation programs.
- Tobacco prevention and control resources and information for public distribution, such as policy guides and educational materials.
- Tailored assistance for local partners through site visits and regular telephone and e-mail communication.

Data and Evaluation

The TPCP uses qualitative and quantitative data to ensure that services reach populations at greatest risk for tobacco use. In addition, the TPCP requires that its funded programs are rigorously and consistently evaluated. To encourage the development of data-driven local programs and build local capacity for conducting evaluations, the TPCP offers the following support to funded partners:

- Distribution of statewide and local-level survey data that help identify population groups and geographic areas with the highest tobacco use prevalence.
- Distribution of focus group findings that help with the planning of effective interventions.
- Technical assistance for planning evaluations, developing tailored surveys or focus group guides, and conducting data analysis and writing reports.



State TPCP Funding

Utah Tobacco Settlement Account: \$4,041,000

Utah Cigarette Tax Restricted Account: \$3,131,700

Draw-down of Federal Funds Through TPCP Activities

Federal and private revenues depend on matches with state funds.

- TPCP's work with retailers to prevent underage tobacco sales protects \$6.8 million in Synar block grant funding for Utah's Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- TPCP state funds allow the program to secure \$1,215,000 in funding from the Centers for Disease Control and Prevention.
- The TRUTH marketing campaign draws down \$1,271,386 in federal Medicaid match dollars

In-kind Revenue: Marketing Campaign Added Value

Media vendors donate approximately \$2 for every \$1 spent by TPCP on media.

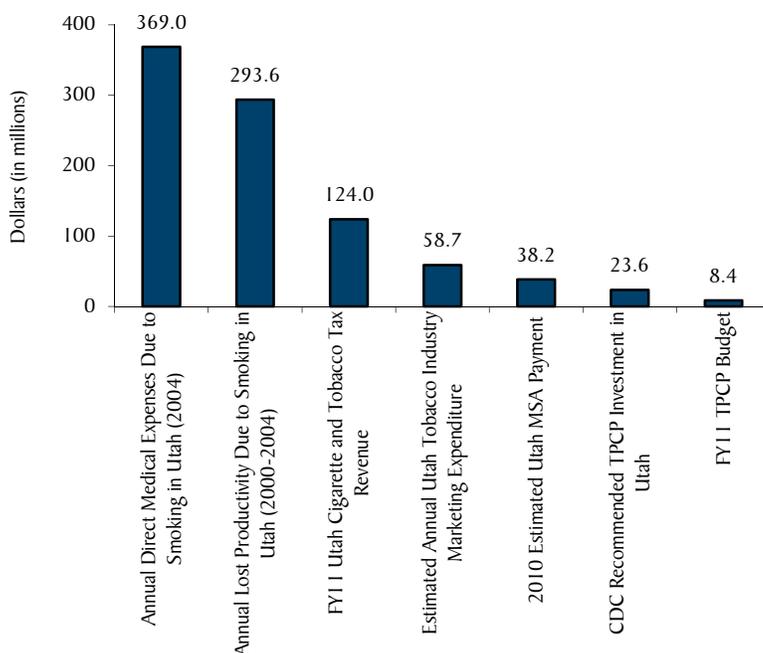
Donated airing of ads, news specials, and other media events: \$5,085,544

Tobacco-related Expenditures

Tobacco use costs the Utah economy an estimated \$663 million annually in smoking-related medical costs and lost productivity.¹ The tobacco industry spends nearly \$60 million every year to market tobacco products in Utah and recruit new tobacco users.² Net cigarette and tobacco tax revenue to Utah is estimated at \$124 million annually. Utah's FY2010 estimated tobacco settlement payment was \$38.2 million. The Centers for Disease Control and Prevention recommends that Utah spend \$23.6 million annually to reduce tobacco use.³ At \$8.4 million, the TPCP was funded at 36% of the recommended level (Figure 7).

Figure 7.

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

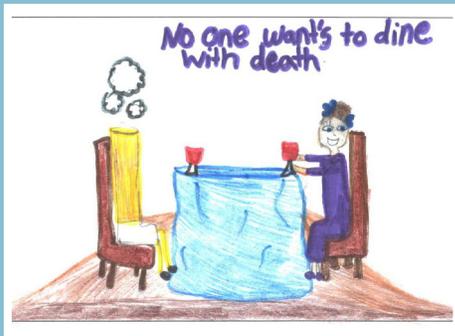


In 2010, the TPCP initiated a partnership with the Division of Substance Abuse and Mental Health to reduce tobacco use among populations suffering from substance abuse or mental health issues. The partnership, titled "Recovery Plus," will ensure that all publicly-funded treatment centers establish tobacco-free policies and add tobacco cessation to their treatment protocols.

References:

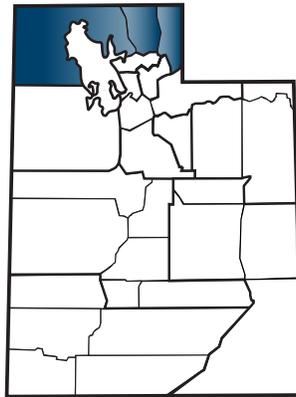
- 1 National Center for Chronic Disease Prevention and Health Promotion. (2010). *State Tobacco Activities Tracking and Evaluation (STATE) System*. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved August 3, 2011 from <http://apps.nccdc.gov/statussystem/DetailedReport/DetailedReports.aspx>.
- 2 Campaign for Tobacco-Free Kids. (2009). *State-specific Tobacco Company Marketing Expenditures 1998 to 2006*. Retrieved August 3, 2011 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>.
- 3 National Center for Chronic Disease Prevention and Health Promotion. (2007). *Best Practices for Comprehensive Tobacco Control Programs – 2007*. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved August 3, 2011 from http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm.

Bear River Health Department (BRHD)



A winning ad for the local Truth from Youth Anti-tobacco Advertising Contest was created by a 4th grade student from North Park Elementary School. The Contest educates 4th- and 5th-grade students across the state about tobacco-related risks and encourages them to create anti-tobacco messages for themselves and their peers.

Tobacco Prevention and Control in Bear River



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Bear River Health District has decreased by 44%.¹
- During State Fiscal Year 2011, 6.1% of tobacco outlets in Bear River Health District sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 45%.²

Program Highlight

With the addition of Brigham City Community Hospital and Cache Valley Hospital enacting tobacco-free policies this year, 100% of the hospitals in the Bear River Health District are now smoke free. Other tobacco-free policies implemented this fiscal year include: Providence City, TTM Technologies, Sports Academy, the Multicultural Center, and Migrant Head Start.

Tobacco Statistics

	BRHD	State
Adult Cigarette Smoking (2010) ¹	5.3%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	4.9%	6.4%
Pregnant Women Smoking (2009) ⁴	6.1%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	0.9%	1.9%
Homes with No Smoking Rule (2010) ¹	95.3%	92.9%
Number of Quit Line Registrations (FY2011)	260	6,541
Number of QuitNet Registrations (FY2011)	162	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	156	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	81.6%	84.7%

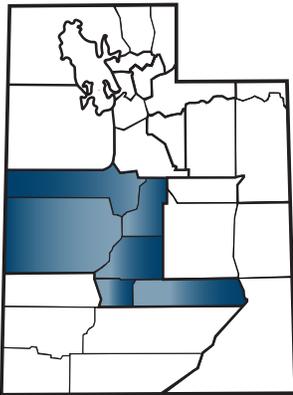
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- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health, Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Bear River Health District Counties: Box Elder, Cache, Rich

Central Utah Public Health Department (CUPHD)

Tobacco Prevention and Control in Central Utah



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Central Utah Public Health District has decreased by 33%.¹
- During State Fiscal Year 2011, 5.6% of Central Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 59%.²

Program Highlight

The Central Utah Public Health Department assisted the town of Hanksville in Wayne County with adopting a tobacco-free city park policy.



Brinklee Sentker won the 2011 Truth from Youth Anti-Tobacco Advertising Contest at Delta Elementary School in Millard School District. The Contest educates 4th- and 5th-grade students across the state about tobacco-related risks and encourages them to create anti-tobacco messages for themselves and their peers.

Tobacco Statistics

	CUPHD	State
Adult Cigarette Smoking (2010) ¹	10.8%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	7.8%	6.4%
Pregnant Women Smoking (2009) ⁴	12.0%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	1.9%	1.9%
Homes with No Smoking Rule (2010) ¹	93.2%	92.9%
Number of Quit Line Registrations (FY2011)	233	6,541
Number of QuitNet Registrations (FY2011)	56	3,829
Anti-tobacco Ad Recall in the Past Month (2010) ¹	87.3%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS). 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

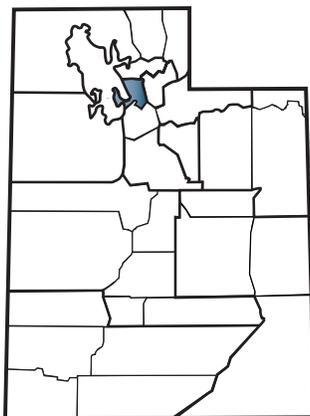
Central Utah Public Health District
 Counties: Juab, Millard, Piute, Sanpete,
 Sevier, Wayne

Davis County Health Department (DCHD)



Shandra Mutchie and Jacob Wood, members of the Davis County Youth Council (DCYC) at the Davis County Health Department, participated in efforts to educate opinion leaders about the dangers of new tobacco products. Jacob Wood says of the experience, "It's just so much fun to let people know how we feel about this subject." Shandra Mutchie says, "Being on the Davis County Youth Council has been an exceptional experience, in addition to educating others, I learned a lot myself." Members of the Davis County Youth Council continue to educate their peers throughout Davis County about the harmful effects of tobacco and what the tobacco industry is doing to target youth as potential new tobacco users.

Tobacco Prevention and Control in Davis County



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Davis County has decreased by 46%.¹
- During State Fiscal Year 2011, 5.5% of Davis County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 66%.²

Program Highlight

The Davis County Health Department provides support to local schools that teach tobacco prevention curricula. More than 2,200 4th and 5th graders participated in the curricula offered by DCHD this year. These curricula use a wide variety of skill-building activities to encourage student involvement and participation.

Tobacco Statistics

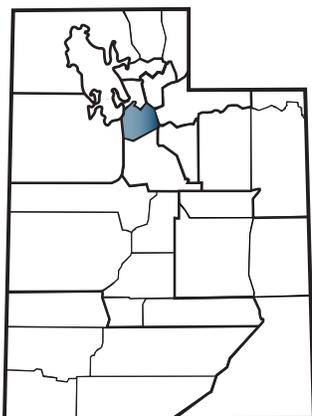
	DCHD	State
Adult Cigarette Smoking (2010) ¹	5.9%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	4.2%	6.4%
Pregnant Women Smoking (2009) ⁴	4.7%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	1.0%	1.9%
Homes with No Smoking Rule (2010) ¹	95.5%	92.9%
Number of Quit Line Registrations (FY2011)	502	6,541
Number of QuitNet Registrations (FY2011)	403	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	109	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	83.0%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
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- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Salt Lake Valley Health Department (SLVHD)

Tobacco Prevention and Control in Salt Lake Valley



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Salt Lake County has decreased by 38%.¹
- During State Fiscal Year 2011, 4.9% of Salt Lake Valley stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 70%.²

Program Highlight

Salt Lake Valley Health Department continued to assist local worksites, health clinics, and multiple unit housing communities to develop and implement tobacco-free policies and promote tobacco use cessation.



Teen Advocates Against Tobacco (TAAT), Salt Lake Valley Health Department's anti-tobacco youth group, spent time at the Capitol to learn about the legislative process and get a first-hand look at government in action. After their tour, the youth educated the public about harmful new tobacco products.

Tobacco Statistics

	SLVHD	State
Adult Cigarette Smoking (2010) ¹	10.3%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	8.5%	6.4%
Pregnant Women Smoking (2009) ⁴	7.2%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	2.7%	1.9%
Homes with No Smoking Rule (2010) ¹	92.6%	92.9%
Number of Quit Line Registrations (FY2011)	2,388	6,541
Number of QuitNet Registrations (FY2011)	1,752	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	52	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	85.6%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions*, 2009. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Southeastern Utah District Health Department (SEUDHD)



"I've been chewing tobacco since I was 12. My buddies and I started because we thought that it was cool to chew like our baseball heroes. Ten years later, as I watched my friends smoke cigarettes, I fooled myself into thinking that I was a lot safer dipping.

Not long ago, my 10-year-old son came to me in tears and said "Daddy, I don't want you to die." He'd learned about the dangers of tobacco in school. I started to do some research and was shocked to learn just how dangerous dipping tobacco really is. I tried to quit chewing, but I got jittery and uncomfortable and couldn't do it. I finally recruited the help of the Southeastern Utah District Health Department.

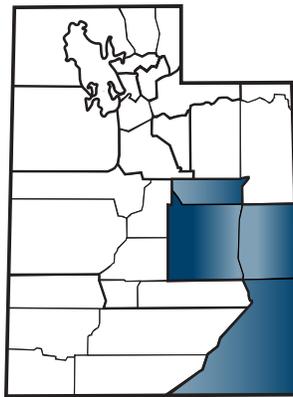
Thank goodness they have a program specifically for people who chew tobacco. Almost six months ago I was able to kick the habit with the help of the Southeastern Utah District Health Department, stay comfortable, and not gain any weight.

Thank you so much for your program - I feel like it really saved my life!"

Keith Mason
KUSA/KASL Radio
Price, Utah

Southeastern Utah Health District Counties:
Carbon, Emery, Grand, San Juan

Tobacco Prevention and Control in Southeastern Utah



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Southeastern Utah Health District has decreased by 21%.¹
- During State Fiscal Year 2011 2.1% of Southeastern Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 83%.²

Program Highlight

Southeastern Utah District Health Department launched a new anti-tobacco advertising campaign that featured local residents who quit tobacco use. SEUDHD received positive campaign feedback from community members who appreciated the use of local stories.

Tobacco Statistics		
	SEUDHD	State
Adult Cigarette Smoking (2010) ¹	17.0%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	8.3%	6.4%
Pregnant Women Smoking (2009) ⁴	15.9%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	6.8%	1.9%
Homes with No Smoking Rule (2010) ¹	80.9%	92.9%
Number of Quit Line Registrations (FY2011)	143	6,541
Number of QuitNet Registrations (FY2011)	80	3,829
Anti-tobacco Ad Recall in the Past Month (2010) ¹	90.6%	84.7%

References:

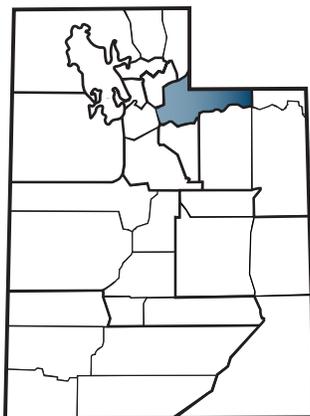
- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS). 2010*. Salt Lake City: Utah Department of Health, Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Summit County Public Health Department (SCPHD)



The winning billboard ad for the statewide Truth from Youth Anti-tobacco Advertising Contest was created by a 5th-grader from South Summit Middle School. The Contest educates 4th- and 5th-grade students across the state about tobacco-related risks and encourages them to create anti-tobacco messages for themselves and their peers.

Tobacco Prevention and Control in Summit County



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Summit County Health District has decreased by 22%.¹
- During State Fiscal Year 2011, 6.6% of Summit County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 73%.²

Program Highlight

Summit County Health Department held focus groups with local youth, school administrators, law enforcement agencies, and judicial programs. The findings will support the development of new community-based tobacco prevention and cessation programs.

Tobacco Statistics

	SCPHD	State
Adult Cigarette Smoking (2010) ¹	6.8%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	10.4%	6.4%
Pregnant Women Smoking (2009) ⁴	3.2%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	1.1%	1.9%
Homes with No Smoking Rule (2010) ¹	92.8%	92.9%
Number of Quit Line Registrations (FY2011)	34	6,541
Number of QuitNet Registrations (FY2011)	37	3,829
Anti-tobacco Ad Recall in the Past Month (2010) ¹	86.4%	84.7%

References:

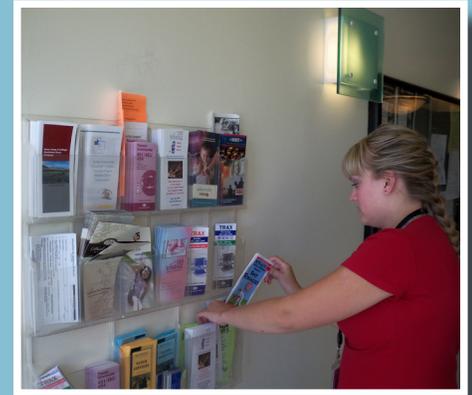
- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS). 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Tooele County Health Department (TCHD)

Tobacco Prevention and Control in Tooele County



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Tooele County has decreased by 32%.¹
- During State Fiscal Year 2011, 6.9% of Tooele County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 71%.²



Hillary Bryan, an intern at the Tooele County Health Department, used print materials to teach Tooele County residents about the ill effects of tobacco use.

Program Highlight

The Tooele County School District coordinates the Prevention Activities Coalition (PAC), working with more than 130 students from across the county on prevention policies and activities.

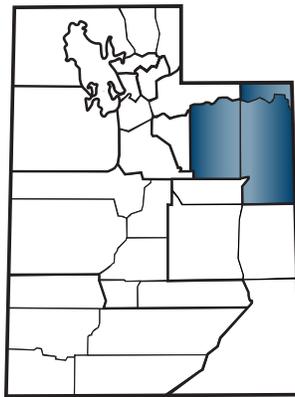
Tobacco Statistics		
	TCHD	State
Adult Cigarette Smoking (2010) ¹	13.5%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	11.3%	6.4%
Pregnant Women Smoking (2009) ⁴	11.0%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	1.4%	1.9%
Homes with No Smoking Rule (2010) ¹	92.3%	92.9%
Number of Quit Line Registrations (FY2011)	127	6,541
Number of QuitNet Registrations (FY2011)	117	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	47	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	88.7%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

TriCounty Health Department (TRCHD)

Tobacco Prevention and Control in TriCounty



- Since the late 1990s, the estimated age-adjusted adult smoking rate in TriCounty has decreased by 23%.¹
- During State Fiscal Year 2011, 14.5% of TriCounty stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 22%.²

Program Highlight

TriCounty Health Department has developed a partnership with local school districts to collaborate on efforts to establish comprehensive school tobacco policies and develop strategies to reduce tobacco use among youth.



To reduce exposure of clients and medical personnel to secondhand smoke, Northeastern Counseling Center developed and implemented a tobacco-free policy.

Tobacco Statistics

	TRCHD	State
Adult Cigarette Smoking (2010) ¹	14.8%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	6.2%	6.4%
Pregnant Women Smoking (2009) ⁴	16.2%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	7.2%	1.9%
Homes with No Smoking Rule (2010) ¹	89.3%	92.9%
Number of Quit Line Registrations (FY2011)	93	6,541
Number of QuitNet Registrations (FY2011)	68	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	19	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	83.1%	84.7%

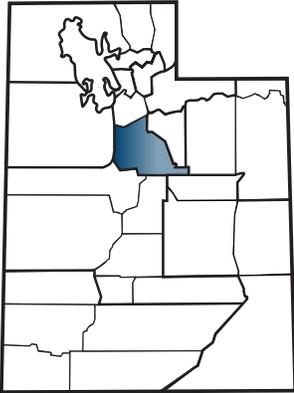
References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

TriCounty Health District Counties:
Daggett, Duchesne, Uintah

Utah County Health Department (UCHD)

Tobacco Prevention and Control in Utah County



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Utah County Health District has remained unchanged.¹
- During State Fiscal Year 2011, 8.2% of Utah County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 24%.²



Fifty-six youth from Utah County's OUTRAGE anti-tobacco youth group educated opinion leaders about the harmful effects of dissolvable tobacco at Legislator Education Day on February 24, 2011.

Program Highlight

Utah County Health Department passed a smoke-free campus policy starting on January 12, 2011. The health department posted signs to inform staff and visitors of the policy and prevent exposure to more than 4,000 dangerous chemicals found in secondhand smoke.

Tobacco Statistics

	UCHD	State
Adult Cigarette Smoking (2010) ¹	5.4%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	3.1%	6.4%
Pregnant Women Smoking (2009) ⁴	2.9%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	0.6%	1.9%
Homes with No Smoking Rule (2010) ¹	95.4%	92.9%
Number of Quit Line Registrations (FY2011)	802	6,541
Number of QuitNet Registrations (FY2011)	389	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	133	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	82.9%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS). 2010*. Salt Lake City: Utah Department of Health, Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions*, 2009. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Wasatch County Health Department (WCHD)

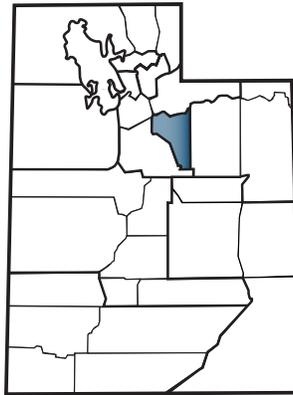


The Wasatch County Health Department assisted Intermountain Healthcare's Heber Valley Medical Center in developing a tobacco-free campus policy which went into effect on September 1, 2011.

Heber Valley Medical Center Administration is supporting and promoting a tobacco free-policy because:

- Promoting health is core to Intermountain Healthcare's mission
- There is no safe level of exposure to secondhand smoke
- Being tobacco free creates a healthier, more inviting atmosphere

Tobacco Prevention and Control in Wasatch County



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Wasatch County has decreased by 27%.¹
- During State Fiscal Year 2011, 13.2% of Wasatch County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate has decreased by 5%.²

Program Highlight

Wasatch County Health Department worked with its community partners to present the annual Issues Community Conference. In 2011, more than 1,000 youth and parents learned about the dangers of tobacco use and engaged in activities to build protective factors. In addition, all 6th- and 7th-grade students in Wasatch County participated in the anti-tobacco program Tobacco on Trial.

Tobacco Statistics

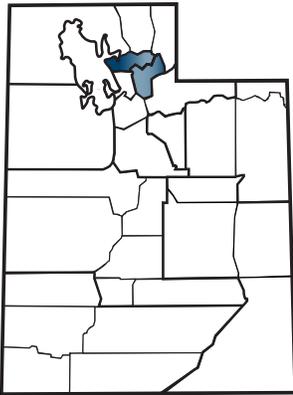
	WCHD	State
Adult Cigarette Smoking (2010) ¹	8.4%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	9.2%	6.4%
Pregnant Women Smoking (2009) ⁴	3.7%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	0.9%	1.9%
Homes with No Smoking Rule (2010) ¹	90.4%	92.9%
Number of Quit Line Registrations (FY2011)	24	6,541
Number of QuitNet Registrations (FY2011)	18	3,829
Anti-tobacco Ad Recall in the Past Month (2010) ¹	86.5%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

Weber-Morgan Health Department (WMHD)

Tobacco Prevention and Control in Weber-Morgan



- Since the late 1990s, the estimated age-adjusted adult smoking rate in Weber-Morgan Health District has decreased by 35%.¹
- During State Fiscal Year 2011, 5.1% of Weber-Morgan stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate

Program Highlight

Throughout the last year, the Weber-Morgan Governing Youth Council educated media, policy makers, and the general public on emerging nicotine products that are appealing to youth. Their educational efforts focused on dissolvable nicotine products, e-cigarettes, and flavored tobacco.



Bulletin board that was posted at McKay Dee Hospital during the implementation of a tobacco-free campus policy.

In conjunction with public health officials, several Northern Utah hospitals jointly announced their transition to tobacco-free campuses on November 18, 2010. This date was chosen for its significance, as it marked the 35th Annual Great American Smokeout, the day the American Cancer Society has set aside to encourage smokers to make a quit plan or even quit smoking for just one day. The joint initiative prohibits the use of tobacco products anywhere on the hospital campuses and affiliated clinics of the McKay-Dee Hospital Center in Ogden, Ogden Regional Medical Center, Davis Hospital and Medical Center, and in Tanner Clinic in Layton as of January, 2011.

Tobacco Statistics

	WMHD	State
Adult Cigarette Smoking (2010) ¹	11.3%	8.8%
Youth Cigarette Smoking in Grades 8, 10, 12 (2009) ³	6.2%	6.4%
Pregnant Women Smoking (2009) ⁴	9.9%	6.5%
Rate of Children Exposed to Secondhand Smoke in Their Homes (2010) ¹	2.5%	1.9%
Homes with No Smoking Rule (2010) ¹	89.4%	92.9%
Number of Quit Line Registrations (FY2011)	682	6,541
Number of QuitNet Registrations (FY2011)	445	3,829
Number of Participants in the Ending Nicotine Dependence Teen Cessation Program (FY2011)	50	615
Anti-tobacco Ad Recall in the Past Month (2010) ¹	90.2%	84.7%

References:

- 1 Utah Department of Health. *Behavioral Risk Factor Surveillance System (BRFSS), 2010*. Salt Lake City: Utah Department of Health. Center for Health Data. (Note: Due to challenges in surveying smokers by telephone, this rate may underrepresent adult smoking prevalence. Updates to the BRFSS methodology are expected to lead to improved estimates. Data from the late 1990s refer to combined BRFSS data from 1997-1999.)
- 2 Tobacco Prevention and Control Program. (2010). *Tobacco Compliance Check summary data, SFY2001-2011, (provisional data)*. Salt Lake City: Utah Department of Health.
- 3 Tobacco Prevention and Control Program. *Prevention Needs Assessment Tobacco Questions, 2009*. Salt Lake City: Utah Department of Health.
- 4 Utah Birth Certificate Database. Retrieved July 21, 2011 from Utah Department of Health, Center for Health Data, Indicator-Based Information System for Public Health web site: <http://ibis.health.utah.gov/query/selection/birth/BirthSelection.html>. These smoking rates are based on pregnancies that led to live births.

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- Gary Edwards, M.S., Salt Lake Valley Health Department
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- Sharon Hansen, M.S., Cornerstone Counseling Center
- Don Hooper, American Lung Association of Utah
- Brent Kelsey, Utah Division of Substance Abuse and Mental Health
- Beverly May, M.P.A., National Campaign for Tobacco-Free Kids
- Robert Rolfs, M.D., M.P.H., Utah Department of Health*
- Jesse Soriano, M.A., M.S., State Office of Ethnic Affairs
- Teresa Theurer, Community Member
- Liz Zentner, R.T., Utah Parent Teacher Association

*non-voting member

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www.health.utah.gov**

To view a copy of the Eleventh Annual Tobacco Prevention and Control report online, please go to www.tobaccofreeutah.org and click on the "FY2011 Annual Report" link or go directly to www.tobaccofreeutah.org/tpcpfy11report.pdf.

