

# Southeastern Utah Counties

## Tobacco Use in Southeastern Utah

Adult Cigarette Smoking (2004-06) <sup>1</sup>	18.0%
Youth Cigarette Smoking (2005) <sup>2</sup>	20.0%
Pregnant Women Smoking (2005) <sup>16</sup>	11.8%
Homes with No-smoking Rule (2004-06) <sup>1</sup>	82.0%
Quit Line Registrations (FY2007) <sup>4</sup>	199
QuitNet Registrations (FY2007) <sup>5</sup>	59
Anti-tobacco Ad Recall in the Past Month (2004-06) <sup>1</sup>	89.2%



Price City wellness program task force. Front: Wilma Barnett, Terry Jones, Debra Lister, Bill Wardle. Back: John Procarione, Travis Byrge, John Daniels

Price City initiated a wellness program for city employees and their spouses with a strong quitting tobacco component. Seven of the eight people who helped design the program are current or former tobacco users.

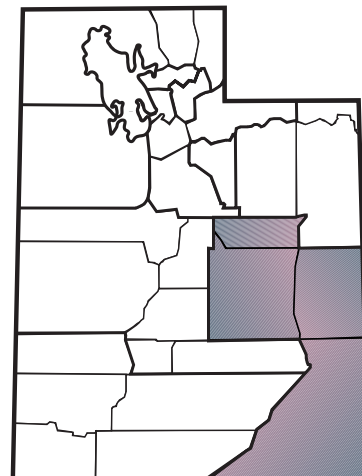
"I just hung up the phone with one of our employees. The last cigarette he smoked was last Thursday.... He's really excited about it and thinks he's going to be able to do it this time. While it's not a heavy-handed approach, it's really caused a lot of dialogue in the city about tobacco use, the negative impacts of tobacco use and the positive impacts of tobacco cessation."

John Daniels, Price City Director of Human Resources and Risk Management

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

## Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Southeastern Utah Health District decreased by 17%.<sup>1</sup>
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 30%.<sup>16</sup>
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 17.6% in 2001 to 6.4% in 2006.<sup>13</sup>
- During State Fiscal Year 2007, 7.9% of Southeastern Utah stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 36%.<sup>11</sup>



## Southeastern Utah District Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
<b>Quit Programs</b>		
END teen class*	74 youth	Quit rate: 29% Reduction rate: 60%*
Prenatal program (partnership with WIC, Medicaid, and Baby Your Baby)	247 pregnant women	Participants received quit support.
Marketing the Utah Tobacco Quit Line through newspaper and movie ads	11,098 newspaper readers; 25,039 moviegoers	25,000 movie patrons and nearly 12,000 newspaper readers were exposed to anti-tobacco advertising.
Promoting health care provider quit interventions through The TRUTH Network Guide	Nine health care providers	Health care providers received information on quitting services.
Providing quit support and referral to quit programs	357 community members	Participants received quit support and referrals to statewide quit programs.
<b>Prevention Programs</b>		
Supporting school districts in establishing comprehensive school tobacco policies	Carbon, Grand, Emery, and San Juan school districts	Southeastern Utah District Health Department provided technical assistance for enhancing and enforcing comprehensive school tobacco policies.
Partnership with Carbon and Emery High School Rodeo Clubs	7,350 students and community members	Community members were exposed to anti-tobacco messages through banners at community and school events, posters and announcements at schools, and a newspaper article.
Conducting retailer and worksite education to inform about Utah tobacco laws	1,397 participants	Management and workers of local businesses received tobacco education and referrals to quit services.
<b>Promotion of Smoke-free Policies</b>		
Partnership with the College of Eastern Utah (CEU)	CEU coalition	Coalition worked toward updating the student and employee tobacco policy.
Partnership with local coalitions to develop smoke-free policies for recreational venues and multiple-dwelling units	City councils, local coalitions	Local health department formed partnerships and completed initial assessments of tobacco policy options.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		