

# Bear River Counties

## Tobacco Use in Bear River

Adult Cigarette Smoking (2004-06) <sup>1</sup>	6.7%
Youth Cigarette Smoking (2005) <sup>2</sup>	9.2%
Pregnant Women Smoking (2005) <sup>6</sup>	3.6%
Homes with No-smoking Rule (2004-06) <sup>1</sup>	93.4%
Quit Line Registrations (FY2007) <sup>4</sup>	358
QuitNet Registrations (FY2007) <sup>5</sup>	139
Anti-tobacco Ad Recall in the Past Month (2004-06) <sup>1</sup>	91.9%

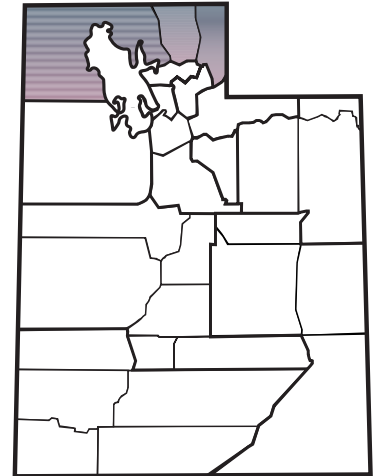


Bear River Governing Youth Council (GYC) members present an award to Flying J manager, Shauna Godfrey, for not selling tobacco during compliance checks for more than five years and for helping to prevent smoking among youth.

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

## Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Bear River Health District decreased by 30%.<sup>1</sup>
- Birth certificates indicate that since 1999, smoking during pregnancy decreased by 39%.<sup>16</sup>
- The estimated rate of children exposed to secondhand smoke in their homes was 2.8% in 2001 and 2.3% in 2006.<sup>13</sup>
- During State Fiscal Year 2007, 5.5% of Bear River stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 50%.<sup>11</sup>



## Bear River Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
<b>Quit Programs</b>		
END teen class*	219 youth	Quit rate: 20% reduction rate: 56%*
Great American Smokeout event at EA Miller Beef and Icon worksites	Hispanic Health Coalition members	159 quit kits were distributed; 121 (76%) were in Spanish.
First Step prenatal program	22 pregnant women	22 women received quit information, six completed orientation class, two completed the program.
Adult support groups	38 adults	Participants received quit information.
Promoting health care provider quit interventions through The TRUTH Network Guide	67 dentists, seven doctors, 15 substance abuse counselors	Health care providers received information on quit services and Utah Tobacco Quit Line fax referral system.
<b>Prevention Programs</b>		
TOT**	Assisted schools in teaching 1,374 students	Students increased tobacco-related knowledge.
Promoting the Truth from Youth Anti-tobacco Advertising and "Real Noise" contests	Students in prevention classes and PTA Health & Safety project	More than 450 Truth contest entries were submitted to local health district; nine schools and seven GYC groups participated in "Real Noise."
Involving youth coalitions in promoting tobacco policies in schools and communities	Cache, Logan and Box Elder school districts	116 schools, 12 city/school baseball parks, and 310 homes adopted smoke-free policies.
Conducting training for retailers who sell tobacco	Three newly certified tobacco outlets	Three retailers received training and certification. (Total: 69 of 83 stores are certified).
<b>Smoke-free Policies</b>		
Educating about tobacco policies for Logan City Parks and Recreation	GYC youth, community, city council	City Council passed a smoke-free park ordinance on May 1, 2007.
Smoke-free homes campaign (GYC and Hispanic Health Coalition)	Participants in community events	62 Spanish-speaking participants signed a smoke-free home pledge.
Assessing and updating worksite tobacco policies	13 businesses	10 businesses completed policy assessments.
Assessing drive-through tobacco policies and updating signage	25 businesses assessed	74 businesses with drive-through windows received no-smoking signs.
Smoke-free Cache Valley Transit District (CVTD) bus stops project	Community, CVTD Board of Trustees	CVTD passed a no-smoking policy for bus stops on June 27, 2007.

\*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.

\*\* TOT: Tobacco On Trial