

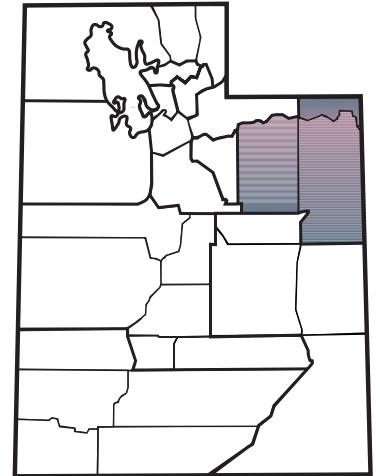
# TriCounty

## Tobacco Use in TriCounty

Adult Cigarette Smoking (2004-06) <sup>1</sup>	20.4%
Youth Cigarette Smoking (2005) <sup>2</sup>	13.9%
Pregnant Women Smoking (2005) <sup>6</sup>	17.1%
Homes with No-smoking Rule (2004-06) <sup>1</sup>	79.4%
Quit Line Registrations (FY2007) <sup>4</sup>	93
QuitNet Registrations (FY2007) <sup>5</sup>	49
Anti-tobacco Ad Recall in the Past Month (2004-06) <sup>1</sup>	91.6%

## Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in TriCounty showed no decline.<sup>1</sup>
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.<sup>16</sup>
- The estimated rate of children exposed to secondhand smoke in their homes decreased from 16.8% in 2001 to 9.9% in 2006.<sup>13</sup>
- During State Fiscal Year 2007, 14.7% of TriCounty stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 21%.<sup>11</sup>



## TriCounty Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
<b>Quit Programs</b>		
END teen class*	58 youth	Quit rate: 15% Reduction rate: 54%*
Marketing the Utah Tobacco Quit Line and Utah QuitNet	200 TriCounty residents	Community received Quit Line information at health fairs, worksite education projects, and through prenatal programs.
Prenatal program (partnership with WIC, Medicaid, and Baby Your Baby)	30 pregnant women contacted	Pregnant women received information about quit services.
Promoting health care provider quit interventions through The TRUTH Network Guide	Five health care providers	Providers received training in tobacco cessation interventions and use of referrals to quit services.
<b>Prevention Programs</b>		
Tobacco 101	578 students	Students received tobacco prevention education.
Promoting the Truth from Youth Anti-tobacco Advertising Contest	700 students reached with the promotion	4th and 5th grade students created 55 local anti-tobacco ads; junior high school students created 330 additional ads.
Conducting retailer education to prevent underage tobacco sales	52 retailers	Retailers received "We ID Everyone" tobacco sales education kits.
<b>Promotion of Smoke-free Policies</b>		
Distributing news releases, public service announcements (local radio), and brochures educating about smoke-free environments	TriCounty residents	Participants were informed about the health risks of secondhand smoke. Reach of local radio stations: 40,000 residents; reach of newspapers: 20,000 residents.
Assessing worksite tobacco policies	52 retailers Two worksites with 180 employees	Local health department established workgroup to develop worksite wellness policies.
Educating county residents at local rodeo events about secondhand smoke and quitting services	1,607 TriCounty residents	Community received secondhand smoke and quit information at rodeo events (Lane Frost Challenge, CRC Battle of the Bulls, local rodeos, Kids Stampede)

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

TriCounty Health District Counties:  
Daggett, Duchesne, Uintah