



## Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Utah County showed no decline. Utah County's smoking rate remains the lowest rate in the state.<sup>1</sup>
- Birth certificates indicate that since 1999, smoking during pregnancy declined by 21%.<sup>16</sup>
- During State Fiscal Year 2007, 6.5% of Utah County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 39%.<sup>11</sup>

## Tobacco Use in Utah County

Adult Cigarette Smoking (2004-06) <sup>1</sup>	5.8%
Youth Cigarette Smoking (2005) <sup>12</sup>	4.2%
Pregnant Women Smoking (2005) <sup>16</sup>	3.0%
Homes with No-smoking Rule (2004-06) <sup>1</sup>	94.4%
Quit Line Registrations (FY2007) <sup>4</sup>	822
QuitNet Registrations (FY2007) <sup>5</sup>	241
Anti-tobacco Ad Recall in the Past Month (2004-06) <sup>1</sup>	90.8%

## Utah County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
<b>Quit Programs</b>		
END teen class*	139 youth	Quit rate: 19% Reduction rate: 41%*
First Step prenatal program	216 pregnant women	Quit rate: 32% Reduction rate: 19%
Promoting health care provider quit interventions through The TRUTH Network Guide	253 health care professionals and students	Health care providers/students received education/training in tobacco cessation interventions and referrals to quit services.
Informing high-risk worksites about quit services and secondhand smoke (SHS)	625 employees	Six worksites completed tobacco policy assessments; 41 worksites received education on the dangers of SHS and quit services.
Informing Utah County residents about tobacco issues and quit services	6,226 participants in health fairs/other public events	Local health department staff provided tobacco information and education at 45 community events.
<b>Prevention Programs</b>		
Promoting the Truth from Youth Anti-tobacco Advertising and "Real Noise" Contests	1,960 students and administrators reached with promotions	Utah County 4th and 5th grade students created 117 local anti-tobacco ads.
Developing Youth Tobacco Task Force	Junior high school students	OUTRAGE formed with 25 youth and conducted seven peer education events.
Conducting retailer training to prevent underage tobacco sales	194 participants	The rate of illegal sales declined from 10.7% in 2001 to 6.5%.
Conducting tobacco education at alternative high schools and residential treatment centers	1,024 participants	Participants benefitted from nine secondhand smoke presentations, two focus groups, and one support education group.
<b>Promotion of Smoke-free Policies</b>		
Tobacco policy education at residential treatment centers	Five treatment centers	Four treatment centers adopted a tobacco-free policy.
Tobacco policy education at Multiple Dwelling Units (MDUs)	108 MDUs	Four MDUs developed tobacco-free policies; others received SHS education.
Community education about the dangers of secondhand smoke	95,312 community members	Community received comprehensive SHS information during 10 events.
Providing education about tobacco policies for outdoor recreation venues	10 recreation venues and agencies	Five venues developed tobacco-free policies.
Promoting tobacco-free policies at trade and technical schools	Six schools	One school adopted new tobacco policy; five schools improved existing policies.
*END: Ending Nicotine Dependence program. Quit and reduction rates were calculated for students who completed pre- and post-test evaluations.		



The Utah County youth group OUTRAGE organized an anti-tobacco demonstration in Provo on national Kicks Butts Day in March.