

Wasatch County

Tobacco Use in Wasatch County

Adult Cigarette Smoking (2004-06) ¹	10.4%
Youth Cigarette Smoking (2005) ²	12.6%
Pregnant Women Smoking (2005) ¹⁶	5.8%
Homes with No-smoking Rule (2004-06) ¹	92.0%
Quit Line Registrations (FY'2007) ⁴	18
QuitNet Registrations (FY'2007) ⁵	13
Anti-tobacco Ad Recall in the Past Month (2004-06) ¹	91.2%

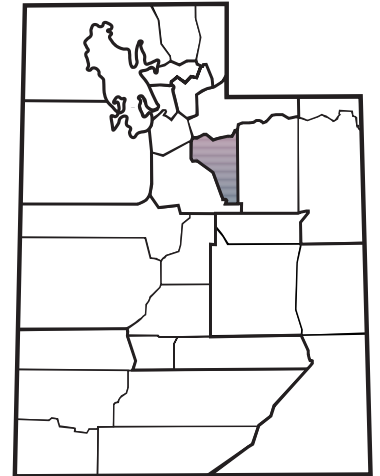


"We have all worked extremely hard to become rodeo champions. Using tobacco will only get in the way and make it harder to reach our goals. I would like to wish you all the best of luck and to encourage all rodeo athletes to be tobacco free."

Michelle Johnson, National High School Rodeo Queen 2006-2007, and anti-tobacco advocate for Wasatch County Health District

Changes in Tobacco-related Risk

- Since the late 1990s, the estimated age-adjusted adult smoking rate in Wasatch County decreased by 19%.¹
- Birth certificates indicate that since 1999, smoking during pregnancy remained unchanged.¹⁶
- During State Fiscal Year 2007, 7.8% of Wasatch County stores sold tobacco to underage youth during compliance checks. Since 2001, the illegal sales rate decreased by 44%.¹¹



Wasatch County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Quit Programs		
First Step prenatal tobacco cessation program	Seven pregnant women	All participants reduced tobacco use.
Freedom From Smoking adult cessation class	Three adults	All participants quit smoking.
Health care provider training on TRUTH Network materials	Two physicians	Physicians were trained in quit counseling and services available for their patients.
Prevention Programs		
TOT/TOT Booster/TF4 curriculum**	891 students	Students increased their knowledge of tobacco-related issues.
Rodeo sponsorships	2,800 rodeo patrons and contestants; 970 high school students	Community was exposed to anti-tobacco brochures, incentives, public service announcements, banners, and local newspaper articles.
Supporting the Gold Medal Schools program in elementary schools	One school	School received help with adopting a comprehensive tobacco policy.
Promoting the Truth from Youth Anti-tobacco Advertising Contest	12 4th and 5th grade students	547 students were exposed to peer-created anti-tobacco ads.
Educating parents to raise tobacco-free children	1,466 parents and students reached through newsletters	Parents were informed about ways to help children avoid using tobacco, about secondhand smoke policies, and about quit services.
Community Partner Projects	4,621 K-12 students	Students were informed of harmful effects of tobacco during Red Ribbon Week activities.
Community Issues Conference	700 Wasatch County residents	Community members received information about quit services and communication techniques to prevent youth tobacco use.
Promotion of Smoke-free Policies		
Providing education about smoke-free outdoor venues	One city; one event	Midway adopted a tobacco-free parks and trails policy. Wasatch County Fair workers will be prohibited from smoking.
Educating the community about secondhand smoke through local radio ads	KTMP radio listeners	Listeners received information on secondhand smoke.

** TOT: Tobacco On Trial; TF4: Tobacco Free 4th Grade Prevention Curriculum