

TOBACCO PREVENTION AND CONTROL IN UTAH



TWENTIETH ANNUAL REPORT, FY 2019

Utah Department of Health

Tobacco Prevention and Control Program



UTAH DEPARTMENT OF
HEALTH

Utah Department of Health
Tobacco Prevention and Control Program

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TABLE OF CONTENTS

Tobacco Prevention and Control in Utah

Helping Tobacco Users Quit.....	5
Anti-tobacco Advertising	7
Vaping and Nicotine Addiction	9
Preventing Youth Tobacco Use	10
Eliminating Exposure to Secondhand Smoke/Cigarette Consumption	11
Reducing Tobacco-related Disparities	12
TPCP Funding - FY2019.....	13

Small Areas and Local Health Districts

Smoking Rates by Local Health District and Utah Small Area, Wasatch Front.....	14
Smoking Rates by Local Health District and Utah Small Area, Non-Wasatch Front.....	15
Bear River Health Department	16
Central Utah Public Health Department.....	17
Davis County Health Department.....	18
Salt Lake County Health Department	19
San Juan Public Health Department	20
Southeast Utah Health Department.....	21
Southwest Utah Public Health Department	22
Summit County Health Department.....	23
Tooele County Health Department.....	24
TriCounty Health Department	25
Utah County Health Department	26
Wasatch County Health Department	27
Weber-Morgan Health Department	28
The Burden of Tobacco Use in Utah	29

Tobacco Prevention and Control Program Partners.....	30
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References.....	31
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LETTER FROM THE EXECUTIVE DIRECTOR

The Utah Department of Health (UDOH) is committed to protecting the public's health through preventing avoidable illness and premature death. Tobacco use is the leading cause of preventable death in the United States and while Utah has the lowest smoking rate in the country at 9.2%, it is estimated that more than 1,300 adults in Utah die from smoking each year. The use of e-cigarettes or vape products among Utah youth is a concern and continues to rise, currently at 12.4%. The long-term effects of these products are unknown and their bright colors and tasty flavors make them appear more like candy than devices that contain addictive substances.

The UDOH Tobacco Prevention and Control Program (TPCP) is dedicated to helping Utah residents quit all forms of tobacco, including vape products. The TPCP quit services include the Utah Tobacco Quit Line which provides telephone counseling, e-mail and text messages, and quit medications. These resources are available to all Utahns through the TPCP's Way to Quit web-site.


In fiscal year 2019 (July 1, 2018 to June 30, 2019), the TPCP and local health departments engaged health care systems and health care providers in efforts to increase the numbers of referrals to TPCP quit services. Smokers are 13 times more likely to enroll in treatment when they are directly connected to a quitline through their health care provider.

As vaping has continued to increase among youth, the TPCP created The Tobacco Talk, a campaign to inform parents and youth about the risks of tobacco and nicotine use. It discusses concerns related to enticing flavors, attractive packaging, and youth access. This campaign also provides tools to help parents discuss tobacco use and vaping with youth.

While Utah has the lowest tobacco use rate in the country, some population groups experience tobacco use rates that exceed the national average. The TPCP is working with four community-based networks to address the risk and social factors that contribute to tobacco use. The perspective and experience these networks bring to tobacco prevention and control is invaluable to the TPCP.

It is my pleasure to present this report detailing our progress in tobacco prevention and control during the past year. We express our appreciation to the Utah State Legislature and our state and local partners for their continued commitment to the health and well-being of our communities.

Sincerely,



Joseph K. Miner, M.D.
Executive Director
Utah Department of Health

HELPING TOBACCO USERS QUIT

More than 70% of Utah smokers plan to quit smoking within a year.¹ To increase quit success, the Utah Department of Health Tobacco Prevention and Control Program (TPCP) offers a variety of **free** quit services including telephone counseling, web-based counseling, e-mail and text messages, and quit medications. These resources are available to all Utahns through the TPCP *Way to Quit* program.

Services Available Through the Utah Tobacco Quit Line

The Utah Tobacco Quit Line provides the following tobacco and nicotine cessation services free to Utah residents:

- Phone calls with a quit coach
- Membership in an online quit community
- Nicotine replacement medications for adult tobacco users (18+) if no contraindications
- Text messaging
- Email support
- Booklet to help in the quitting process

Services are provided in English and Spanish, with translation for all other languages and special programs for pregnant women, members of Native American communities, and youth.

Quit Service Utilization, FY2019²



2,938

Quit Line Individual Service Enrollments



2,437

Quit Line Multi-Call Registrations



818

Web Quit Service Enrollments



11,263

Average Monthly waytoquit.org Visits



1,135

Health Care Provider Referrals



148

Referring Partner Clinics



28

Utah Counties Served

Utah Quit Services Increase Quit Success

- Since 2002, more than 100,000 Utah tobacco users enrolled in Tobacco Quit Line services; an additional 33,000 Utahns enrolled in web-based quit services.²
- Seven months after using the multi-call quit service, 39% of participants reported they had not smoked cigarettes for 30 days or more.²
- Ninety-four percent of Quit Line participants reported they were satisfied with the quit services they received.²
- *“I am so glad [the Quit Line] is open 24 hours a day and was able to hook me up with some patches to help me quit. I am sincerely thankful.”* - FY2019 Quit Line participant

HELPING TOBACCO USERS QUIT

Engaging Health Care Providers and Health Systems in Tobacco Cessation

Health care systems and health care providers play a critical role in promoting quit attempts and successful quitting among tobacco users. Smokers are **13 times** more likely to enroll in treatment when they are directly connected to a quit line, as opposed to being encouraged to call on their own.³ The TPCP and local health departments continued to partner with hospitals and clinics across the state to increase the use of fax and electronic referrals that connect smokers to TPCP quit services.

Diabetes and Tobacco Use

People who smoke tobacco are 30-40% more likely to develop type 2 diabetes than nonsmokers.⁵ In addition, smokers with diabetes have a higher risk for serious complications such as:

- Heart and kidney disease
- Poor blood flow in the legs and feet that can lead to infections, ulcers, and possible amputation
- Retinopathy (an eye disease that can cause blindness)
- Peripheral neuropathy (damaged nerves to the arms and legs that causes numbness, pain, weakness, and poor coordination)

To better reach smokers at risk for diabetes complications, the TPCP worked with the UDOH Healthy Living through Environment, Policy and Improved Clinical Care Program (EPICC) to implement a bi-directional referral program between the Utah Tobacco Quit Line and the National Diabetes Prevention Program. Quit Line participants were asked if they were ever told by a health care provider that they had pre-diabetes. If they confirmed, they were offered a referral to a diabetes prevention program in their area. In turn, lifestyle coaches who teach the diabetes prevention programs ask participants about tobacco use and refer tobacco users to the Quit Line. In FY19, 135 referrals were sent from the Utah Tobacco Quit Line to diabetes prevention programs.

Need for Quit Services

It takes the average tobacco user 8-11 attempts before they quit successfully.⁴

Without help, only 7-8% are successful at quitting.⁴



ANTI-TOBACCO ADVERTISING

In FY19, the TPCP further developed and implemented a comprehensive tobacco prevention campaign that reached thousands of Utahns through TV, radio, print, outdoor creative, digital, and social media. The goals of this campaign were in line with the TPCP program goals, which are as follows:

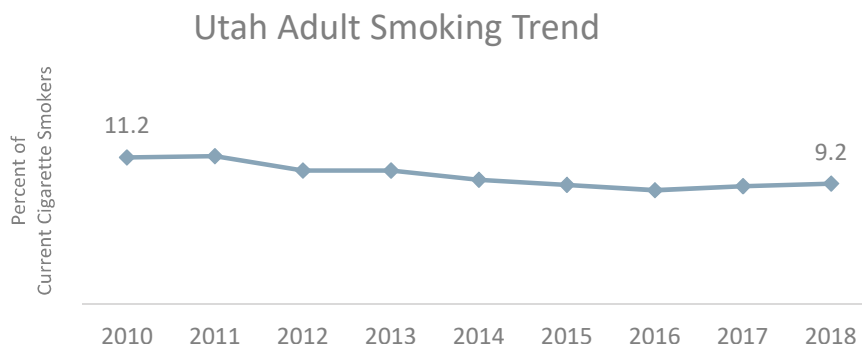
- Promote tobacco cessation resources
- Increase quit attempts
- Protect Utahns from the effects of secondhand smoke
- Eliminate health disparities among populations at greater risk for tobacco use



TV & Radio

Television and radio continue to offer distinct advantages through their large reach, and outrank all other media in influencing consumer decisions. The average American adult spends more than four hours watching live and time-shifted television and just under two hours listening to the radio each day. Television and radio are highly influential in driving online searches and making online media more successful.

In FY19, the TPCP aired three anti-tobacco TV ads: *Breathing*, *Role Reversal*, and *Brian's Tip*, from the CDC's *Tips From Former Smokers* campaign. These ads were rated highly effective in promoting quit attempts by smokers in Utah and nationwide. English radio ran the anti-tobacco ads, *Breathing* and *Role Reversal*, which corresponded to the television ads. Spanish radio ran *Breathing* and *Role Reversal*, which were translated from English for the Spanish speaking community in Utah, and *Rose's Tip*, from the CDC's, *Tips From Former Smokers* campaign.



In 2018, 9.2% of Utah adults¹ (approximately 205,000 adults) reported they currently smoked cigarettes. Utah has the lowest cigarette smoking rate in the nation.

Declines in tobacco use among all population groups depend on access to well-funded, evidence-based quit services, mass media education, and strong tobacco-free policies.

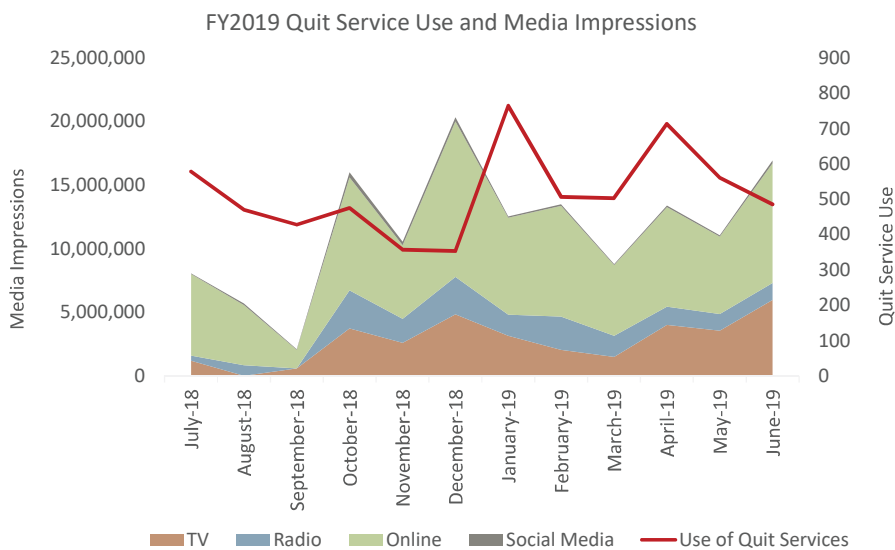
ANTI-TOBACCO ADVERTISING

Digital

The TPCP continues to use digital advertising as a uniquely-tailored method of reaching target populations, including those who have been shown to be at higher risk of using tobacco products. During the first quarter of FY19, the TPCP launched the *Determined* campaign via digital means, which included banner ads, pre-roll on streaming videos, and ads originating from Facebook and Instagram.

Determinedutah.org was launched to share stories and information about overcoming tobacco use among African American, American Indian, LatinX, Pacific Islander, and LGBT communities in Utah. Many of these communities are disproportionately targeted by the tobacco industry, and the *Determined* campaign sought to challenge members of these communities to not let tobacco define them. The TPCP will continue to use digital and social channels to promote tobacco cessation in an increasingly-networked age.

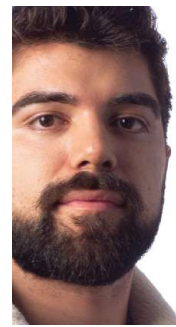
FY2019 Quit Service Use and Media Impressions



Anti-tobacco media messages inform tobacco users about quit programs and increase use of quit services.

Outdoor

Anti-tobacco ads at gas stations educated Utahns about the harmful health effects of tobacco. These ads are designed to reach tobacco users at the places where they might buy tobacco.



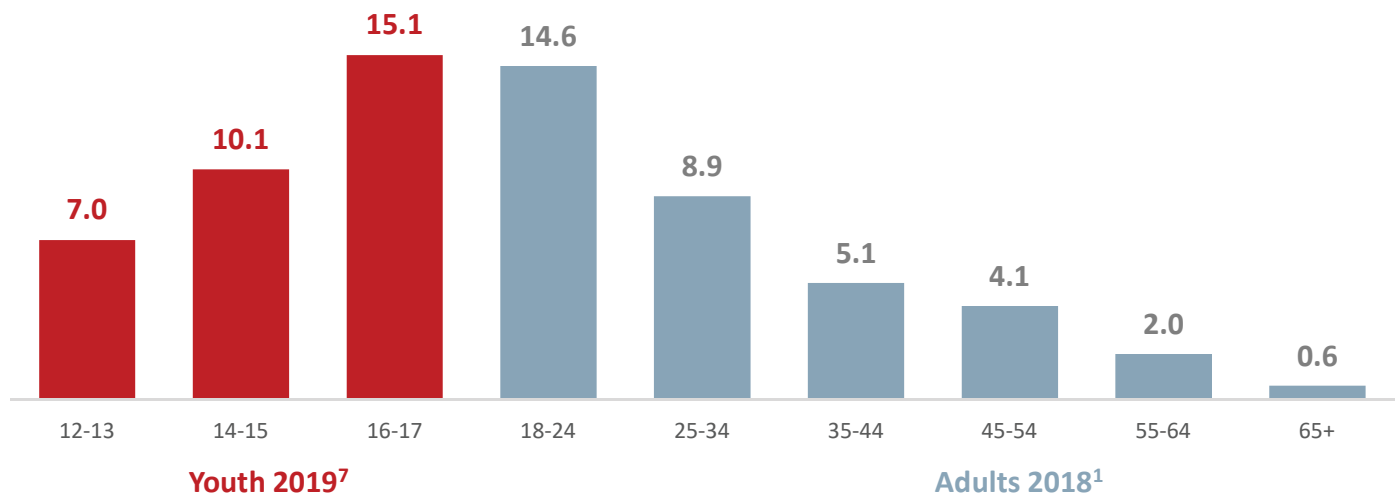
DETERMINED.



VAPING AND NICOTINE ADDICTION

Fun flavors and cutting-edge designs make the latest tobacco products look and taste appealing, but these products often contain highly-addictive nicotine. Nicotine, whether smoked, vaped, or chewed interferes with adolescent brain development and has lasting effects on cognitive abilities and mental health.⁶ Current vaping among Utah youth increased to 12.4% in 2019, and one in four youth report having tried a vape product.⁷

Utah Vape Rates are Highest Among Older Teens and Young Adults



Since vaping is more popular among Utah youth than all other tobacco products combined, and most Utah teens vape products that contain nicotine,⁷ limiting youth access to vape products is critical for preventing a new epidemic of nicotine addiction.

Effective measures to limit access to vape products include:

- Restricting the sale of flavored products
- Increasing the price of vape products through taxes
- Enforcing and strengthening existing tobacco retail licensing and permitting regulations



To inform parents and the larger Utah community about vape and other new tobacco products and the danger that nicotine poses to the developing brain, the TPCP created **The Tobacco Talk**. This campaign highlights:

- The variety of tobacco products available
- Risks to youth from tobacco and nicotine use
- Concerns related to flavors, packaging, and access
- Tools to help parents discuss tobacco with teens

The Tobacco Talk campaign was developed based on formative research conducted by the Wisconsin Department of Health Services.



PREVENTING YOUTH TOBACCO USE

Nicotine use during adolescence interferes with brain development and affects attention, learning, and susceptibility to addiction.⁸ To prevent youth tobacco use, the TPCP supports:

- Tobacco-free policies in schools and communities
- Restricting the sale of flavored tobacco products to specialty stores with adult-only access
- Youth involvement in policy development
- Enforcement of laws that restrict new tobacco specialty stores near schools and other community locations
- Enforcement of laws that prohibit tobacco sales to underage youth

Involving Youth in Prevention

In FY19, Utah anti-tobacco youth groups from across the state educated policy makers about the benefits of raising the legal age to buy tobacco products to 21. A gradual increase of the tobacco purchasing age from 19 to 21 was passed during the 2019 Utah legislative session.

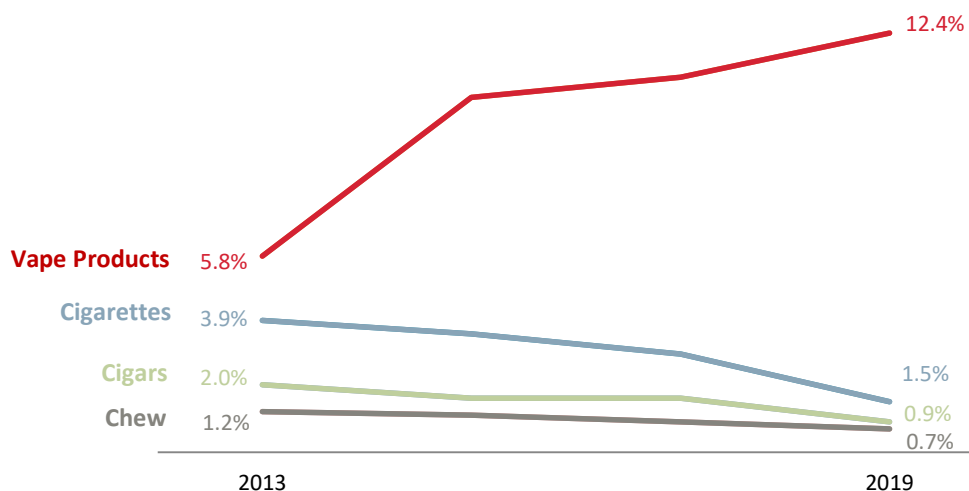
Reducing Tobacco Sales to Minors

Retail businesses that sell tobacco products play a crucial role in limiting teen access to tobacco products. In FY19, Utah's 13 local health departments (LHDs) issued 1,360 local tobacco retail permits and provided education about compliance with underage sale and zoning regulations. Utah LHDs conducted more than 3,000 underage sale investigations (compliance checks) statewide to monitor tobacco retail sales to minors. In FY19, 6.4% of tobacco retailers sold tobacco or vape products during these investigations.



The Weber-Morgan Youth Coalition visits the Capitol to educate legislators about tobacco prevention.

Utah Youth Vape Product Use Increased by 114% from 2013 to 2019; Cigarette Smoking and Other Tobacco Product Use Decreased.⁷



Utah students in grades 8, 10, and 12 are significantly more likely to use electronic cigarettes or vape products than any other tobacco product. Use of electronic cigarettes nearly doubled from 5.8% in 2013 to 10.5% in 2015 and continued to increase to 12.4% in 2019. Utah students reported small declines in current use of conventional cigarettes, cigars, and chew.⁷

ELIMINATING EXPOSURE TO SECONDHAND SMOKE

Secondhand smoke (SHS) contains toxic chemicals that cause cancer and heart and respiratory diseases. Despite recent declines in cigarette smoking and restrictions on smoking in public places, exposure to SHS remains a serious health risk for many Utah children and adults:

- In 2018, approximately 7,700 Utah children were exposed to SHS during the past week inside their homes¹
- 32.9% of Utah adults reported breathing SHS in the past week at indoor or outdoor locations¹

Policies to Reduce Secondhand Smoke Exposure

Laws and other regulations that ban tobacco use in public places reduce SHS-related diseases and help tobacco users quit. In FY19, the TPCP and its partners assisted work sites, health care sites, cities, and multi-unit housing complexes with passing or strengthening tobacco-free or smoke-free policies:

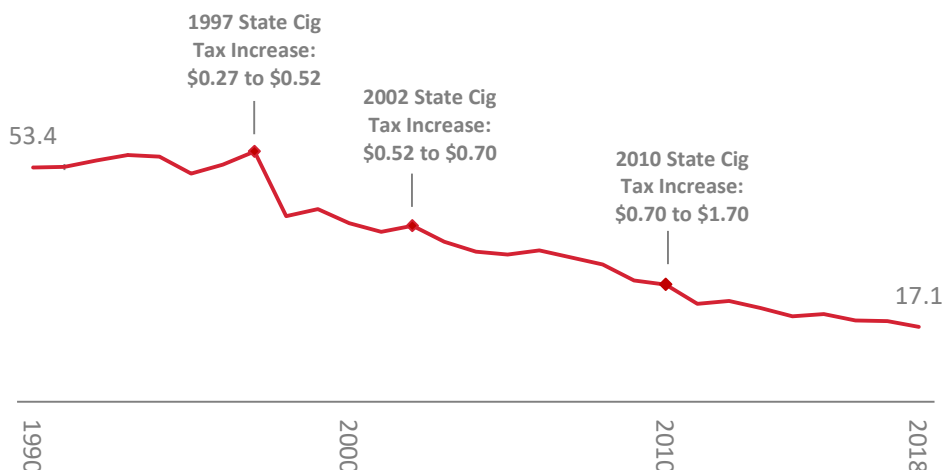
- 11 Utah work sites passed new tobacco-free policies; 8 work sites strengthened their policies
- 2 health care sites passed new policies; 1 site strengthened their policy
- 5 outdoor venues passed new policies; 1 venue strengthened their policy

In FY19, the number of smoke-free housing units listed in the TPCP Smoke-free Apartment and Condominium Directory increased by 1,742 to more than 57,700 units in 23 Utah counties. TPCP partners and housing authorities continued to ensure that smoke-free policies are available in all public housing communities. The majority of these new policies include electronic cigarettes and other vape products. The TPCP's Multi-unit Housing Toolkit and smoke-free signage were distributed at the Utah Apartment Association (UAA) Annual Fair Housing and Education Trade Show in Salt Lake City. TPCP partners worked with UAA and their Good Landlord Program to educate nearly 1,000 housing managers and owners about the benefits of smoke-free housing.



UDOH Health Program Specialist Cassandra Fairclough offered education about smoke-free housing at the 2019 UAA Annual Fair Housing and Education Trade Show.

▲ The Number of Cigarette Packs Sold per Capita in Utah Declined by 68% from 1990 to 2018.⁹



Since 1990, per capita cigarette consumption in Utah has declined by 68%.⁹ Increases in the state cigarette excise tax in 1997, 2002, and 2010 were followed by decreases in consumption in subsequent years. Strong tobacco-free policies, mass media education, and evidence-based quit programs are also linked to declines in cigarette smoking.

REDUCING TOBACCO RELATED DISPARITIES

Aggressive tobacco industry marketing increases the risk for tobacco use and nicotine addiction among select population groups. The TPCP works in partnership with community organizations and health care providers to better reach communities with high tobacco use rates and ensure policies and services that reduce tobacco use.

Disparities Networks

The TPCP has partnerships with five community-based organizations representing the African American, Native American, Hispanic/Latino, and Pacific Islander communities across Utah. In FY19, these organizations worked hard to gather specific information about civic engagement from their communities to better understand how to promote tobacco policy work in the future.



FY19 TPCP Network leaders

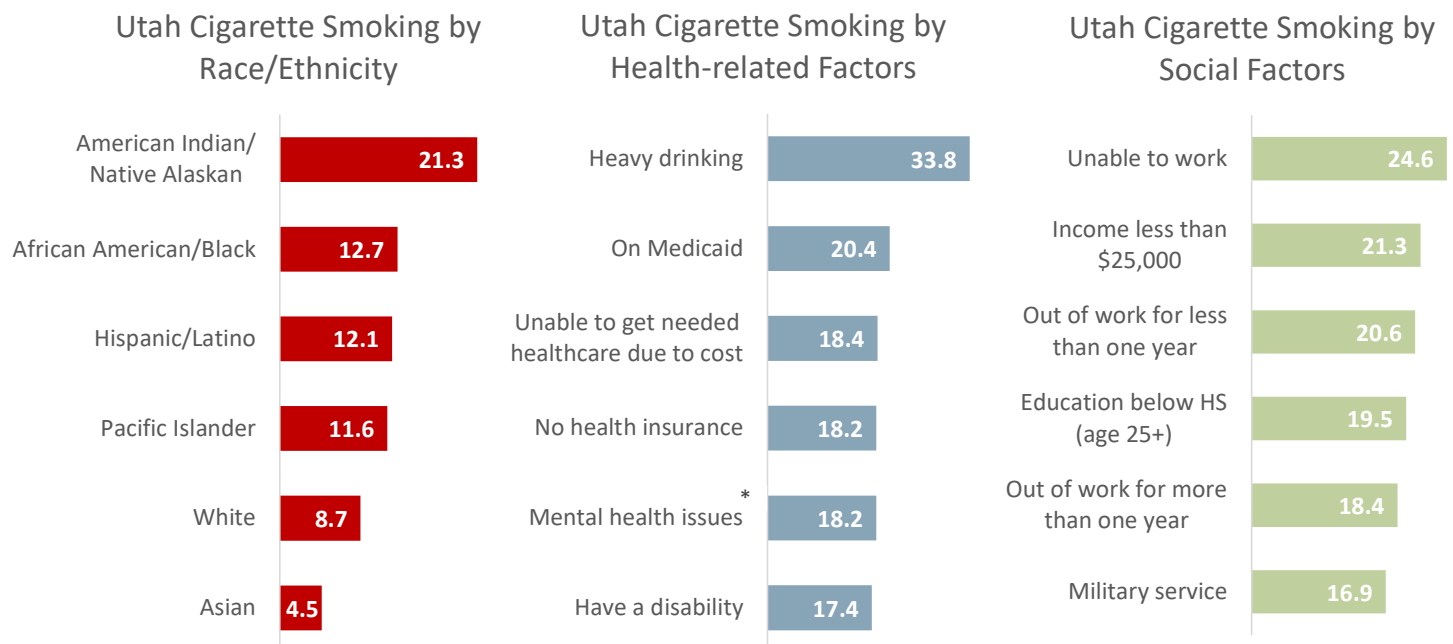
AUCH Partnership

In FY19, the Association for Utah Community Health (AUCH) provided 823 tobacco cessation prescriptions to community health center clients; 253 low-income or uninsured tobacco users received referrals to the Utah Tobacco Quit Line.

Medicaid Partnership

In FY19, a partnership with Medicaid provided tobacco cessation services and/or quit medications to 990 general Medicaid clients and 976 pregnant women on Medicaid.

Utah Communities with High Cigarette Smoking Rates¹



Note: Rates for Race/Ethnicity are based on combined 2017 and 2018 BRFSS data. Rates for health-related and social factors are based on the 2018 BRFSS. *Mental health issues refers to respondents reporting that their mental health was not good for 7 or more days (out of the past 30 days).

TPCP FUNDING - FY19

TPCP State-based Funds

- Utah Tobacco Settlement Account: \$3,847,100
- Utah Cigarette Tax Restricted Account: \$3,159,700

Drawdown of Federal Funds

Federal and private revenues depend on matches with state funds.

- The TPCP works to educate tobacco retailers and prevent underage tobacco sales through compliance checks which protects \$6.4 million in Synar block grant funding for the Utah Division of Substance Abuse and Mental Health. The Synar amendment regulates youth access to tobacco products.
- The TPCP secured \$1,147,167 in funding from the Centers for Disease Control and Prevention (CDC).

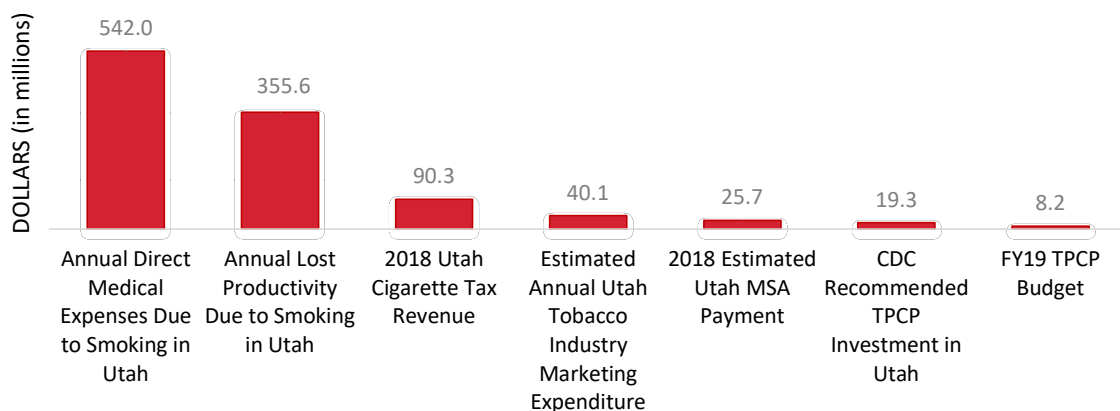
In-kind Revenue: Campaign Added Value

Media vendors donated approximately \$1.36 for every \$1 spent by the TPCP on anti-tobacco media buys including ad time, news specials, and other media events. The total added value for the TPCP media campaign was \$1.96 million in FY19.

Tobacco-related Expenditures

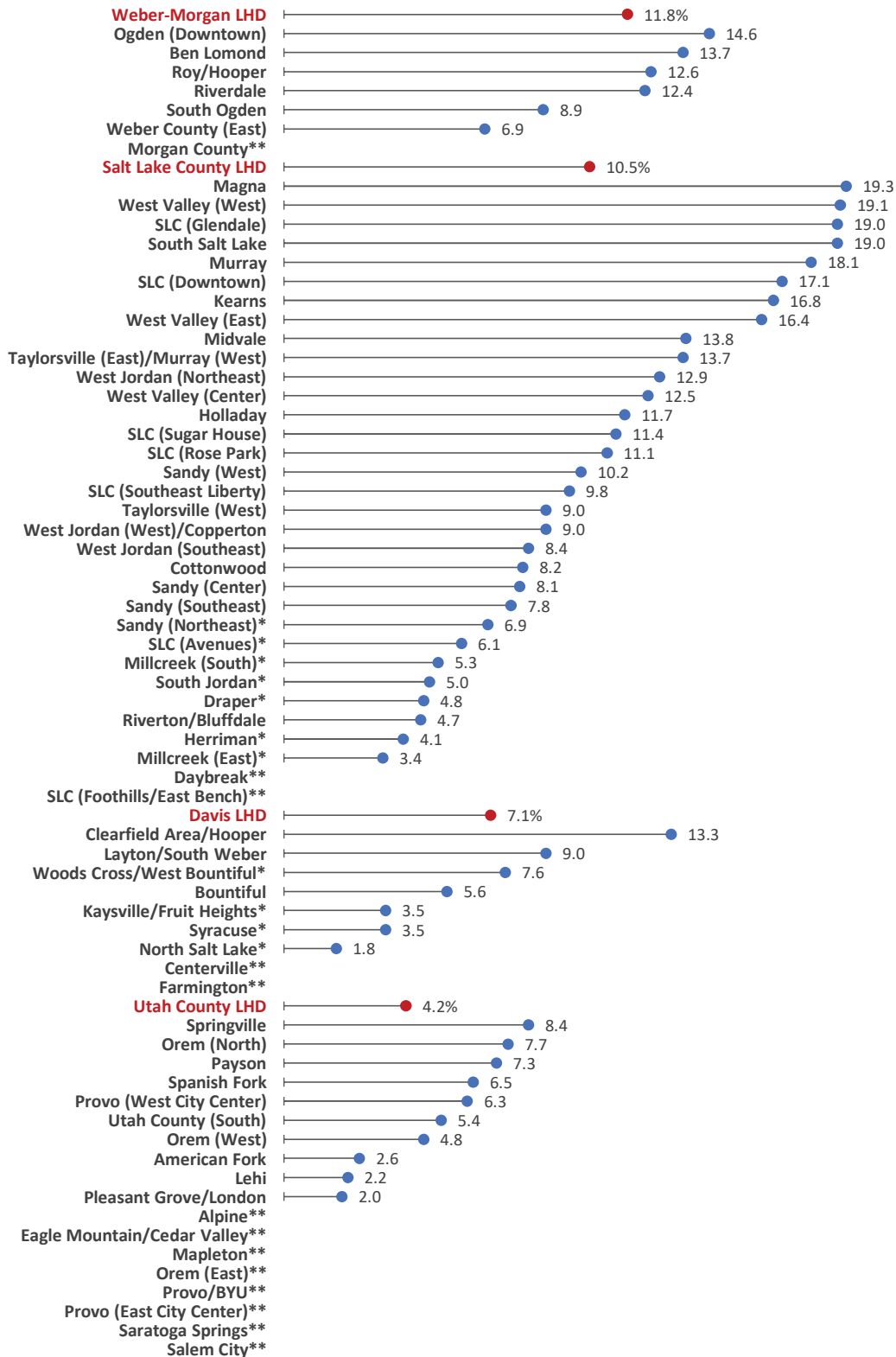
- In 2018, the tobacco industry spent an estimated \$40.1 million to market tobacco products in Utah and recruit new tobacco users¹⁰
- In 2018, the Utah cigarette tax revenue was \$90.3 million⁹
- The Utah 2019 Tobacco Master Settlement Agreement (MSA) payment was \$25.7 million¹¹
- The CDC recommends that \$19.3 million annually be spent in Utah to reduce tobacco use.¹² At \$8.15 million, the TPCP was funded at approximately 42% of this recommended level.
- The total annual cost to Utah for medical expenses and lost productivity due to smoking is estimated at \$897.6 million¹⁰
- Smoking costs the Medicaid program an estimated \$125.9 million per year¹⁰

▲ Estimated Annual Cost of Tobacco Use in Utah, FY 2019^{9,10,11,12}



SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Current Cigarette Smoking by Local Health District and Small Area, Utah Wasatch Front, 2016-2018 (Aggregate Data, Age-adjusted)¹



Note:

Local health districts are represented by red dots. Utah Small Areas within local health districts are represented by blue dots. Small area definitions can be found at <http://health.utah.gov/opha/IBIShelp/sarea/UtahSmallAreaInfo.pdf>.

The TPCP uses Utah Small Area data to identify and reach communities that are at greater risk for tobacco use.

At 19.3%, Magna has the highest smoking rate among Utah Small Areas along the Wasatch Front.¹

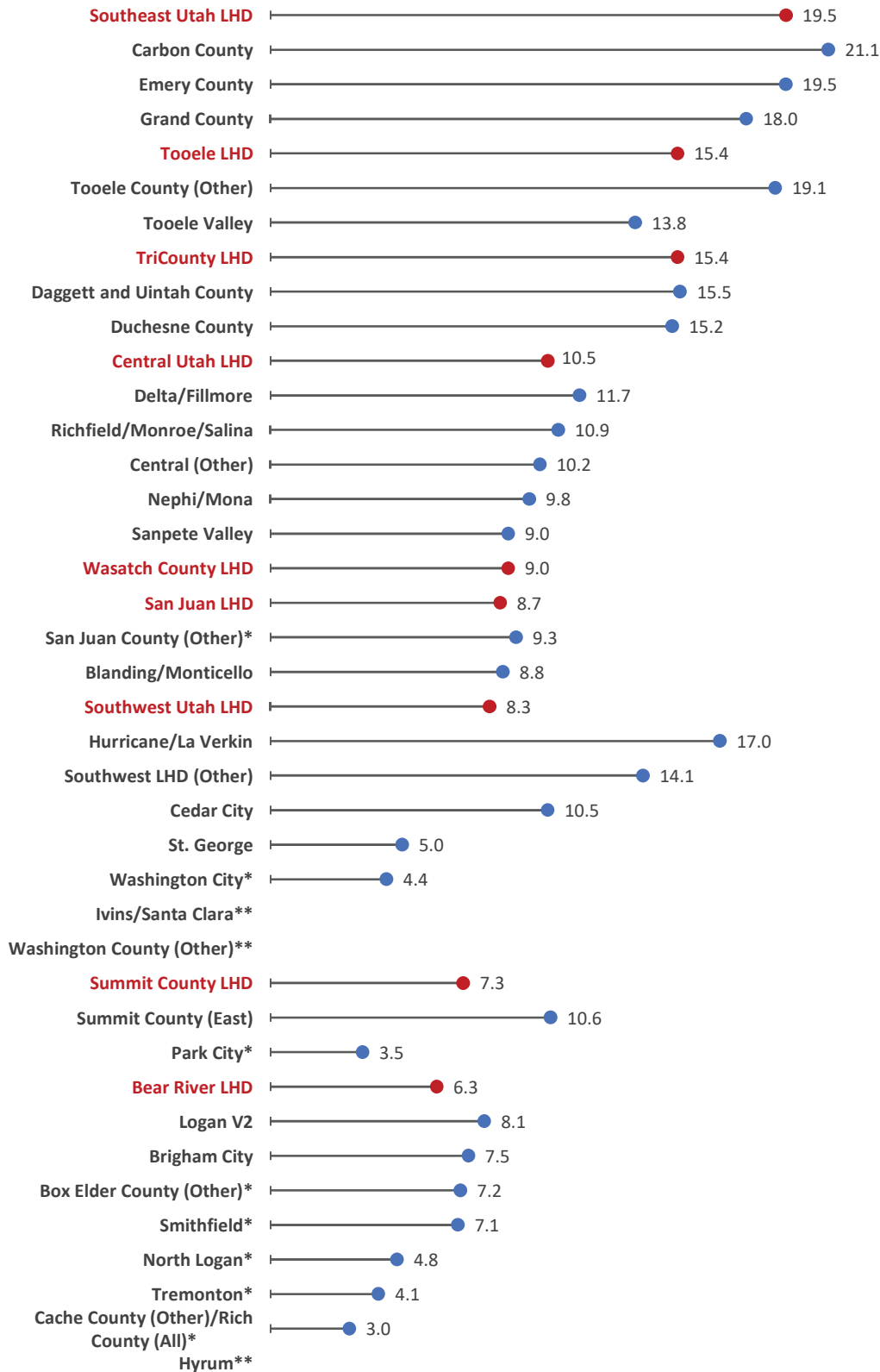
At 1.8%, North Salt Lake has the lowest smoking rate among Utah Small Areas along the Wasatch Front.¹

* These estimates have relative standard errors of >30% and do not meet UDOH standards for reliability.

** These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Current Cigarette Smoking by Local Health District and Small Area, Utah Non-Wasatch Front, 2016-2018 (Aggregate Data, Age-adjusted)¹



Note:

Local health districts are represented by red dots. Utah Small Areas within local health districts are represented by blue dots. Small area definitions can be found at <http://health.utah.gov/opa/IBIShelp/sarea/UtahSmallAreaInfo.pdf>.

At 21.1%, Carbon County has the highest smoking rate among Utah Small Areas outside of the Wasatch Front.¹

At 3.0%, Cache County (Other)/Rich County has the lowest smoking rate among Utah Small Areas outside of the Wasatch Front.¹

* These estimates have relative standard errors of >30% and do not meet UDOH standards for reliability.

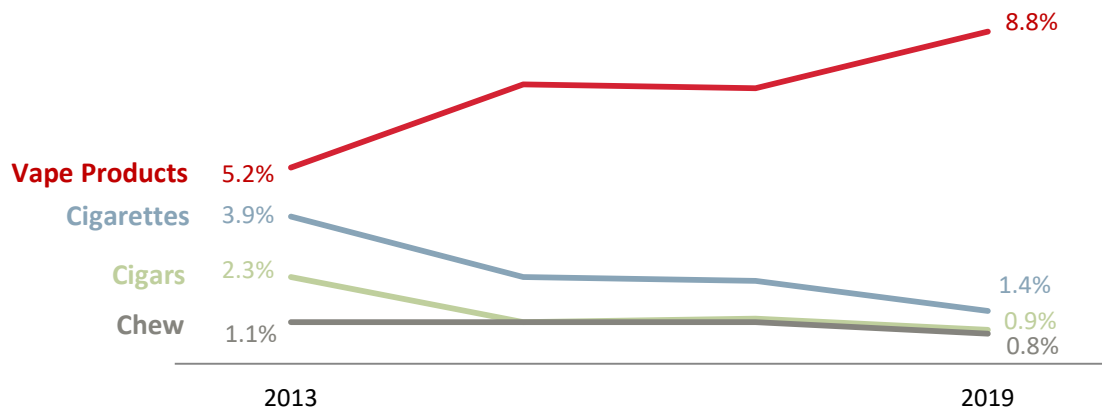
** These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.



Bear River Health District (BRHD) Tobacco Statistics

	BRHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	6.8%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.4%	1.5%
Pregnant Women Smoking (2018) ¹³	4.1%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	17.0%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	8.8%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	16.8%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	4.3%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	2.2%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	31.7%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	62	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	97	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	25	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	65.4%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	3.2%	6.4%

▲ Bear River students' use of vape products increased by 69% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



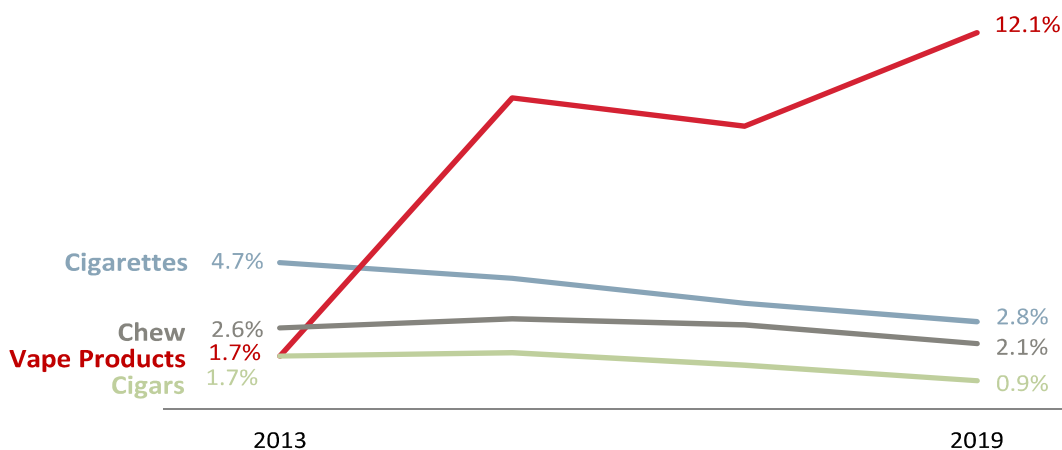


Working for Healthy Communities
www.centralutahpublichealth.com

Central Utah Health District (CUHD) Tobacco Statistics

	CUHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	8.7%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	2.8%	1.5%
Pregnant Women Smoking (2018) ¹³	8.3%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	24.4%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	12.1%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	18.9%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	3.8%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	4.3%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	30.0%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	37	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	84	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	23	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	65.8%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	8.2%	6.4%

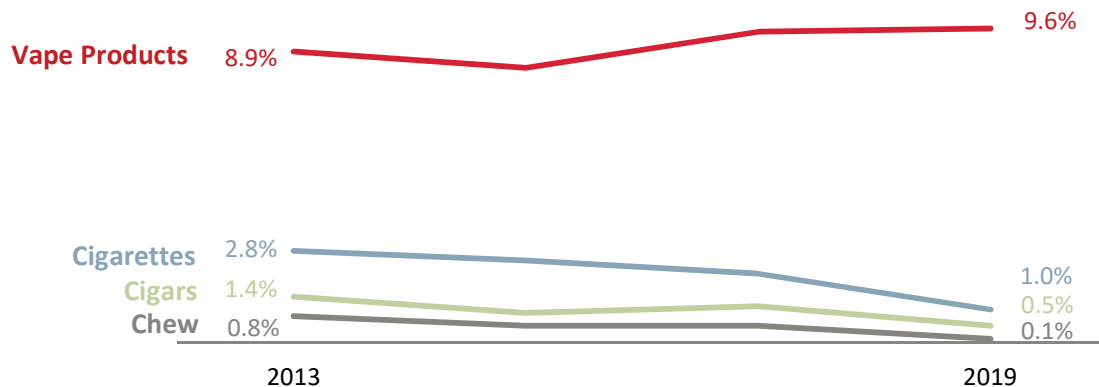
Central Utah students' use of vape products increased by 612% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



Davis County Health District (DCHD) Tobacco Statistics

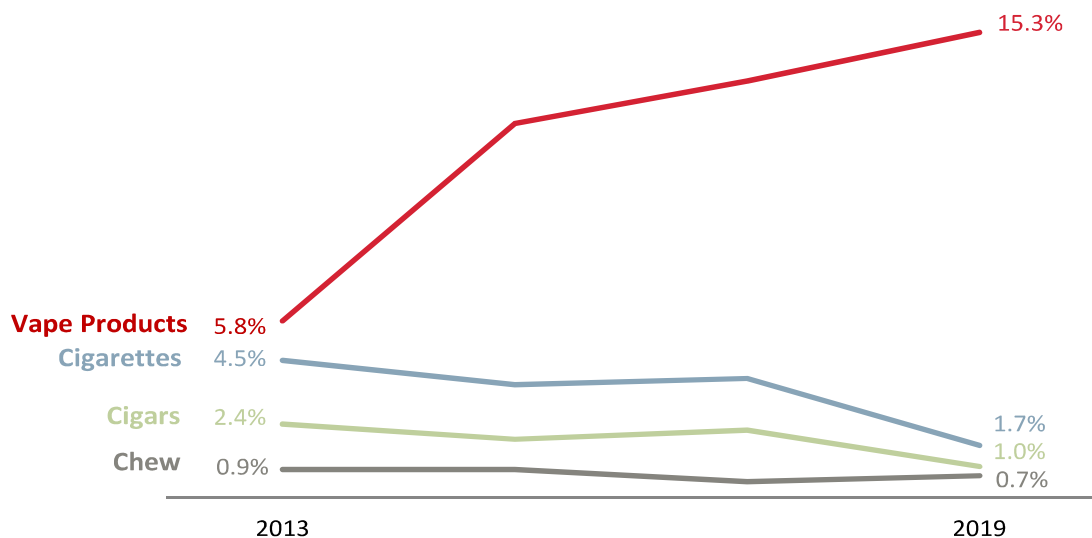
	DCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	6.1%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.0%	1.5%
Pregnant Women Smoking (2018) ¹³	3.5%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	17.9%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	9.6%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	16.6%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	5.2%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	1.9%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	34.1%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	142	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	184	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	68	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	59.2%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	2.5%	6.4%

▲ Davis County students' use of vape products increased by 14% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



Salt Lake County Health District (SLCoHD) Tobacco Statistics		
	SLCoHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	10.9%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.7%	1.5%
Pregnant Women Smoking (2018) ¹³	4.6%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	29.5%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	15.3%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	21.3%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	5.8%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	3.2%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	35.2%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	1,228	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	1,217	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	343	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	64.9%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	8.4%	6.4%

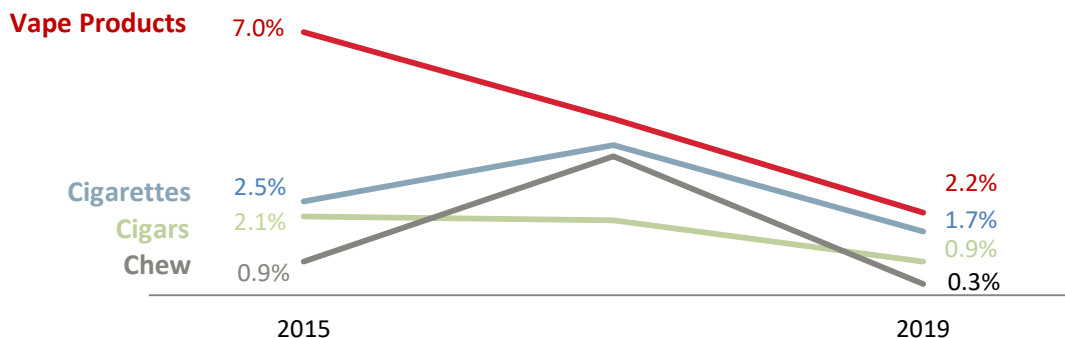
▲ Salt Lake County students' use of vape products increased by 164% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



San Juan Public Health District (SJPHD) Tobacco Statistics		
	SJPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	9.0%*	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.7%	1.5%
Pregnant Women Smoking (2018) ¹³	3.9%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	11.1%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	2.2%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	17.8%*	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	4.3%*	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	3.8%*	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	8.9%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	1	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	4	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	1	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	61.2%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	10.3%	6.4%

* These estimates have a relative standard error of >30% and do not meet UDOH standards for reliability.

San Juan County students reported decreases in vape product use, cigarette smoking and use of other tobacco products from 2015 to 2019.⁷

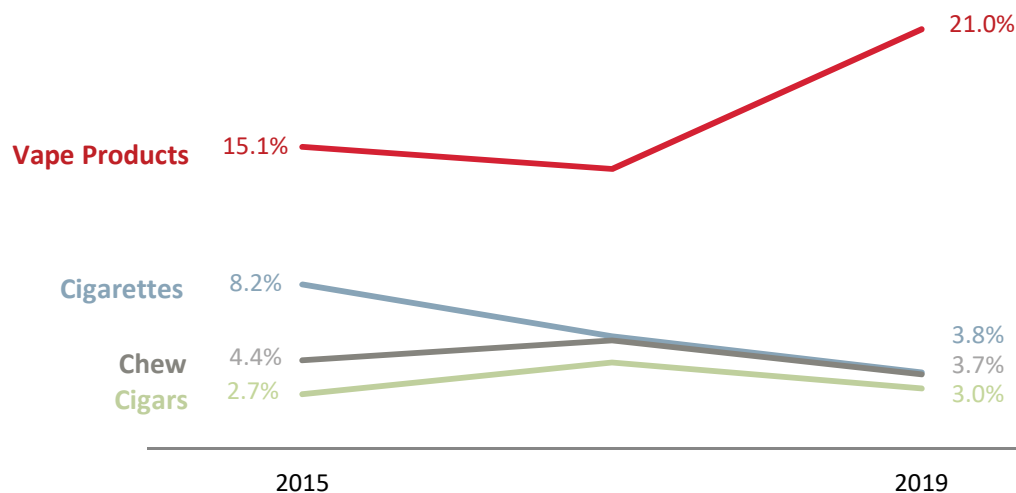




Southeast Utah Health District (SEUHD) Tobacco Statistics

	SEUHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	23.2%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	3.8%	1.5%
Pregnant Women Smoking (2018) ¹³	18.8%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	34.5%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	21.0%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	28.3%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	5.0%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	7.7%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	36.3%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	67	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	76	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	20	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	66.7%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	7.3%	6.4%

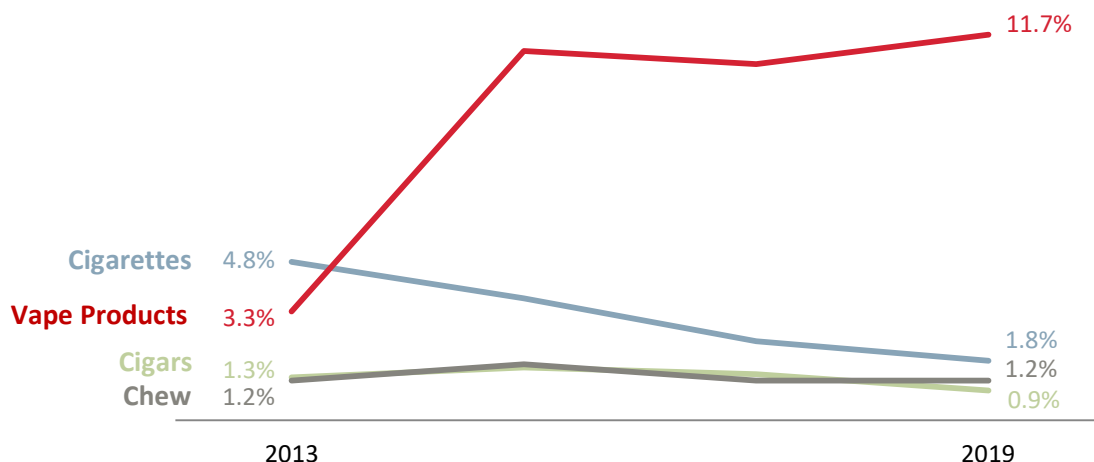
▲ Southeast Utah students' use of vape products increased by 39% from 2015 to 2019. Cigarette smoking and other tobacco use decreased.⁷



Southwest Utah Public Health District (SWUPHD) Tobacco Statistics

	SWUPHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	9.5%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.8%	1.5%
Pregnant Women Smoking (2018) ¹³	5.3%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	23.5%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	11.7%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	18.2%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	5.8%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	3.5%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	27.2%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	131	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	213	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	58	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	57.8%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	8.8%	6.4%

Southwest Utah students' use of vape products increased by 258% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



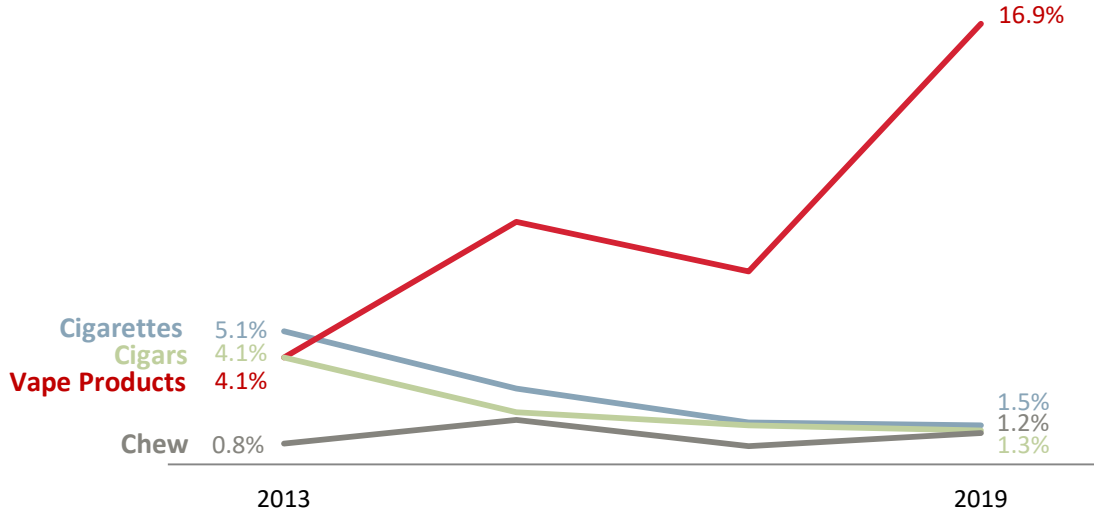


Summit County Health District (SCHED) Tobacco Statistics

	SCHED	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	6.9%*	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.5%	1.5%
Pregnant Women Smoking (2018) ¹³	1.5%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	30.6%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	16.9%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	12.1%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	2.4%*	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	2.9%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	28.0%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	14	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	17	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	8	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	55.7%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	0%	6.4%

* These estimates have a relative standard error of >30% and do not meet UDOH standards for reliability.

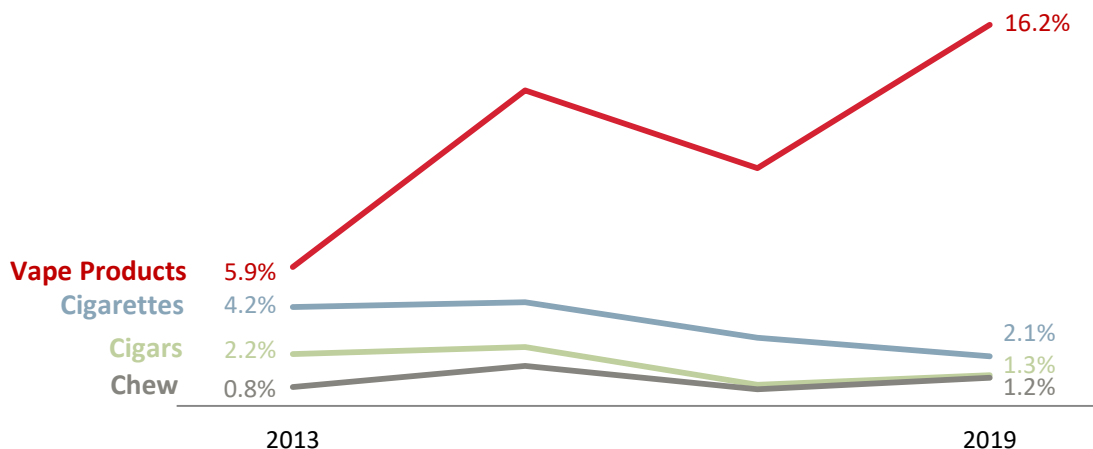
▲ **Summit County students' use of vape products increased by 312% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷**



Tooele County Health District (TCHD) Tobacco Statistics

	TCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	13.0%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	2.1%	1.5%
Pregnant Women Smoking (2018) ¹³	8.1%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	29.0%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	16.2%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	18.9%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	6.6%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	3.4%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	40.1%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	55	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	86	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	35	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	66.8%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	3.8%	6.4%

▲ Tooele County students' use of vape products increased by 175% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷

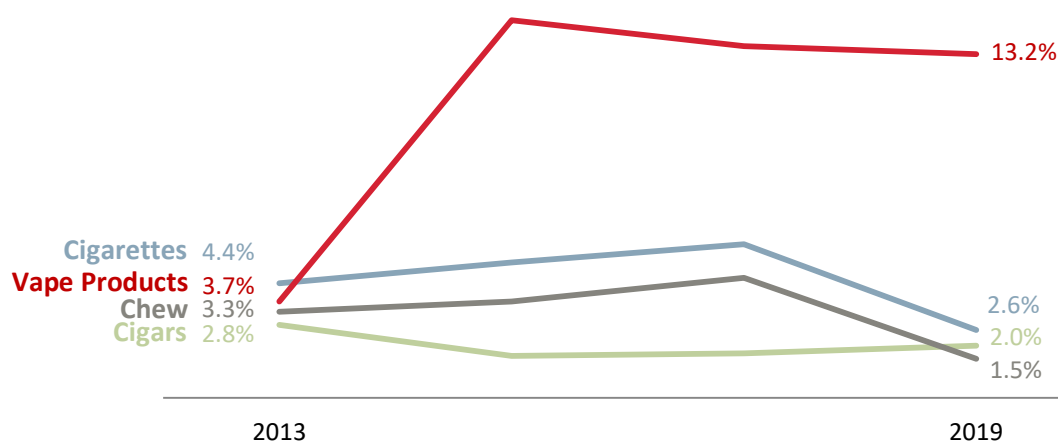




TriCounty Health District (TRCHD) Tobacco Statistics

	TRCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	17.4%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	2.6%	1.5%
Pregnant Women Smoking (2018) ¹³	10.6%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	27.5%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	13.2%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	23.8%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	4.2%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	7.4%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	37.1%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	54	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	56	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	20	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	60.5%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	7.7%	6.4%

▲ TriCounty students' use of vape products increased by 257% from 2013 to 2019. Cigarette smoking and other tobacco use decreased.⁷



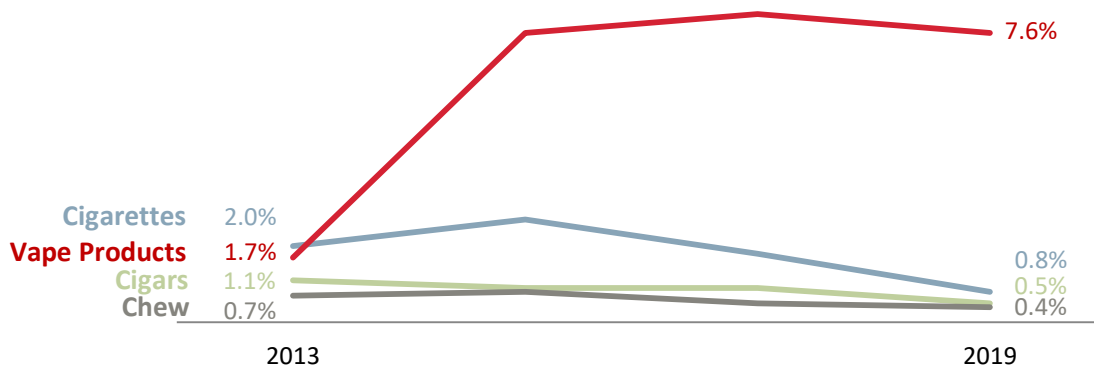


Health Department

Utah County Health District (UCHD) Tobacco Statistics

	UCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	4.1%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	0.8%	1.5%
Pregnant Women Smoking (2018) ¹³	1.8%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	15.5%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	7.6%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	10.1%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	2.9%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	1.5%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	29.7%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	220	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	266	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	133	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	56.4%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	2.7%	6.4%

▲ Utah County students' use of vape products increased by 376% from 2013 to 2017 with a small decline in 2019. Cigarette smoking and other tobacco use decreased.⁷

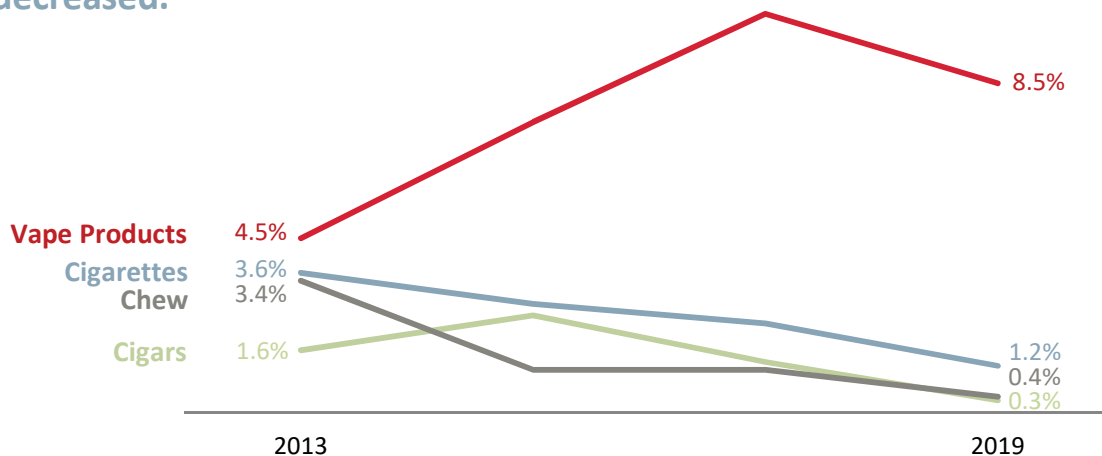


Wasatch County Health District (WCHD) Tobacco Statistics

	WCHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	7.8%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.2%	1.5%
Pregnant Women Smoking (2018) ¹³	3.0%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	17.1%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	8.5%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	17.1%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	3.2%*	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	2.0%*	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	23.0%	33.4%
Quit Service Utilization		
Number of New Multi-Call Quit Line Registrations (FY19) ²	11	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	19	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	7	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	62.5%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	12.0%	6.4%

* These estimates have a relative standard error of >30% and do not meet UDOH standards for reliability.

▲ Wasatch County students' use of vape products increased by 128% from 2013 to 2017 and declined somewhat in 2019. Cigarette smoking and other tobacco use decreased.⁷

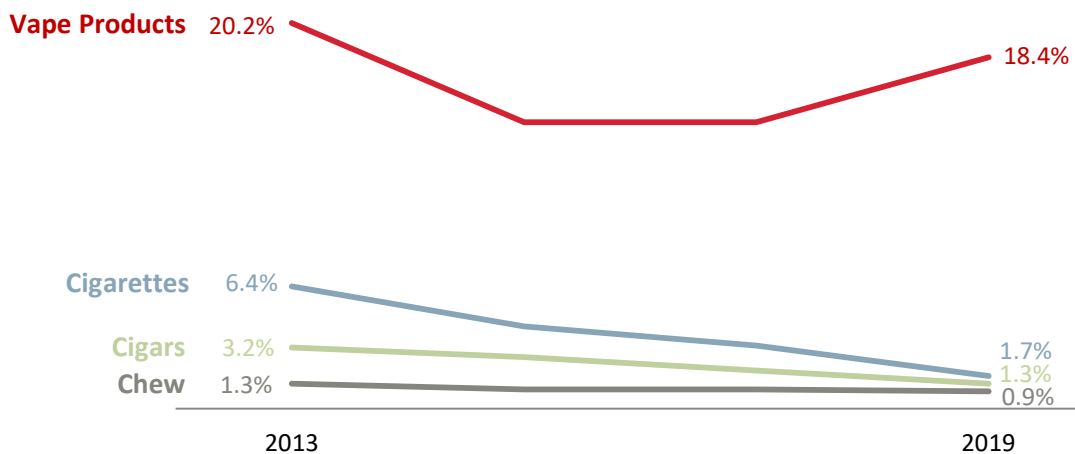




Weber-Morgan Health District (WMHD) Tobacco Statistics

	WMHD	STATE
Cigarette Smoking		
Adult Cigarette Smoking (2018) ¹	12.2%	9.2%
Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷	1.7%	1.5%
Pregnant Women Smoking (2018) ¹³	6.7%	4.3%
Use of Electronic Cigarettes and Smokeless Tobacco		
Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	33.1%	23.8%
Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2019) ⁷	18.4%	12.4%
Adult Experimentation with Electronic Cigarettes (2018) ¹	24.9%	18.4%
Adult Use of Electronic Cigarettes (2017-2018) ¹	9.2%	5.2%
Adult Use of Chewing Tobacco, Snuff, or Snus (2017-2018) ¹	3.8%	2.9%
Secondhand Smoke Exposure		
Adults Exposed to Secondhand Smoke Indoors or Outdoors in the Past Week (2018) ¹	37.0%	33.4%
Quit Service Utilizat		
Number of New Multi-Call Quit Line Registrations (FY19) ²	234	2,437
Number of Enrollments in Individual Quit Line Services (FY19) ²	269	2,938
Number of Web-based Quit Service Enrollments (FY19) ²	75	818
Anti-tobacco Ad Recall		
Anti-tobacco Ad Recall (TV) in the Past Month (2018) ¹	68.3%	62.2%
Tobacco Retailer Compliance Check Results		
Illegal Tobacco Sales to Minor During Checks, FY19	5.2%	6.4%

▲ Weber-Morgan students reported a decrease in vape product use in 2015 and 2017 and an increase in 2019. Cigarette smoking and other tobacco use decreased.⁷



THE BURDEN OF TOBACCO USE IN UTAH

Despite declining cigarette smoking rates, tobacco use remains a significant social and economic challenge in Utah. Tobacco use rates among socio-economically disadvantaged populations remain high. New tobacco and vape products with cutting edge designs, a large variety of flavors, and innovative marketing through digital and social media have sustained nicotine dependence among younger Utahns. Ongoing state and local tobacco prevention and control programs are needed to reduce tobacco use among all population groups and inform communities about new tobacco products, flavors, and addiction.

Tobacco Use and Exposure to Secondhand Smoke

205,000 (9.2% of Utah Adults)

Utah adults who smoke cigarettes (2018)¹

147,000 (71.6% of Utah's Current Cigarette Smokers)

Utah adult smokers who plan to quit within the next year (2018)¹

70,000 (23.8% of Utah teens)

Utah teens who have tried vape products (2019)⁷

7,700

Utah children (ages 0-17) who are exposed to secondhand smoke in their homes (2018)¹

Social and Economic Burden

\$897.6 million

Estimated annual medical expenses and lost productivity in Utah due to smoking¹⁰

\$40.1 million

Estimated annual tobacco industry marketing expenditure in Utah alone¹⁰

1,340

Estimated annual number of deaths in Utah due to cigarette smoking¹²

TPCP Program Reach

140,000 (68.0% of Utah's Current Cigarette Smokers)

Utah smokers who recall seeing anti-tobacco ads on TV in the past 30 days¹

11,263

Average monthly waytoquit.org visits (FY2019)

TPCP PARTNERS

American Cancer Society
American Heart Association
American Lung Association
Association for Utah Community Health
Behavioral Risk Factor Surveillance System
Bear River Health Department
Centers for Disease Control and Prevention
Central Utah Public Health Department
Centro Hispano
Comagine Health
Comunidades Unidas
Commission on Criminal and Juvenile Justice
Davis County Health Department
Huntsman Cancer Institute
Intermountain Medical Center
March of Dimes
Molina Healthcare
Optum
Primary Children's Hospital
Project Success Coalition, Inc.
R & R Partners
Research Triangle Institute
San Juan Public Health Department
Salt Lake County Health Department
SelectHealth
Southeast Utah Health Department
Southwest Utah Public Health Department
Summit County Health Department
The Queen Center
The Urban Indian Center of Salt Lake
Tooele County Health Department
Tri-County Health Department
University of Utah Health Plans
Utah Association of Local Health Departments

Utah Department of Health, Bureau of Health Promotion
Utah Department of Health, Division of Maternal and Child Health
Utah Department of Health, Bureau of Epidemiology
University of Utah
University of Utah Health
Utah Apartment Association
Utah Chiefs of Police Association
Utah County Health Department
Utah Dental Association
Utah Department of Environmental Quality
Utah Department of Health, Oral Health Program
Utah Department of Human Services, Division of Substance Abuse and Mental Health
Steward Health Choice Utah
Utah Indian Health Advisory Board
Utah Juvenile Court
Utah Local Association of Community Health Education Specialists (ULACHES)
Utah Medicaid
Utah Medical Association
Utah Office of Health Disparities
Utah Office of the Attorney General
Utah Parent Teacher Association
Utah Prevention Advisory Council
Utah State Board of Education
Utah State Tax Commission
Utah Substance Abuse and Mental Health Advisory (USAHV+) Council
Utah Tobacco-Free Alliance
Wasatch County Health Department
Weber-Morgan Health Department

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**LIVE MORE.
LIVE TOBACCO-FREE.**

FIND YOUR WAY TO QUIT.

way to **quit → .org**