

TOBACCO PREVENTION AND CONTROL IN UTAH

TWENTY-FIRST ANNUAL REPORT

FY 2020



Utah Department of Health
Tobacco Prevention and Control Program

Utah Department of Health
Tobacco Prevention and Control Program

(877) 220-3466

www.tobaccofreeutah.org

www.health.utah.gov

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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

TPCP Partners 30

References 31

LETTER FROM THE EXECUTIVE DIRECTOR

4

The Utah Department of Health Tobacco Prevention and Control Program (TPCP) has a vision. That vision is for Utah to be free of commercial tobacco use and nicotine addiction. While Utah has made extraordinary progress by reaching an all-time low smoking rate of 8.0%, more work still needs to be done.

Approximately 182,000 Utah adults still smoke cigarettes; nearly 70% of them want to quit smoking within the year. The TPCP provides free cessation counseling services and nicotine replacement therapy to support quit attempts and makes every effort to improve availability and accessibility of these services.

Tobacco use places a large financial burden on the state of Utah. Estimates put annual medical expenses and lost productivity at \$897.6 million. The TPCP implements evidence-based best practices to decrease the economic burden that results from Utah's tobacco and vape product use.

While Utah has the lowest smoking rate in the nation, significant tobacco-related socio-economic disparities persist. To better reach populations with high tobacco use rates, the TPCP has partnered with community networks, Medicaid, and the Association for Utah Community Health (AUCH) to reduce tobacco-related disparities and health inequity.

Vaping is a growing concern, creating a new generation of youth who are addicted to nicotine. That alarming development has the potential to reverse past successes in reducing tobacco use in Utah. In 2020, the TPCP created a new anti-vaping campaign entitled 'See Through the Vape.' The website (seethroughthevape.org) and associated media provide updates on vape product designs, flavors, and the dangers associated with vaping. The TPCP also offers the 'My Life, My Quit' program targeted to youth ages 13-17 to help them quit tobacco, vape, and nicotine products. This youth-oriented program offers access to quit coaches and other effective quit tools.

It is my pleasure to present this annual report which details our tobacco prevention and control efforts for the past year. We appreciate the support we have received from the Utah State Legislature to restrict access to tobacco, vape, and other nicotine products for Utahns younger than 21. We will continue to implement legislative efforts as well as look for other ways to further reduce the burden of tobacco and vape product use in our state. We are grateful for our many partners and their commitment to our shared goals for a healthier Utah.

Sincerely,



Richard G. Saunders
Executive Director
Utah Department of Health

HELPING TOBACCO USERS QUIT

Nearly 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* website and the Utah Tobacco Quit Line at 1-800-QUIT-NOW.



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 available for all other languages and special programs for pregnant women, American Indian communities, and youth.

Quit Service Utilization, FY 2020²



UTAH QUIT SERVICES INCREASE QUIT SUCCESS

- On average, it takes a tobacco user 8-11 attempts before they are able to quit for good. Without help, only 7-8% are successful at quitting.³
- Since 2002, more than 100,000 Utah tobacco users enrolled in Tobacco Quit Line services; an additional 35,000 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 longer.²
- Ninety-four percent of Quit Line participants reported they were satisfied with the quit services they received.²

HELPING TOBACCO USERS QUIT

Engaging Health Care Providers and Health Systems in Tobacco Cessation

Health care providers play a critical role in educating patients about the harms of tobacco use and connecting them to quit services. TPCP and partners developed a one-hour Continuing Medical Education (CME) credit that updates physicians on the problem of vaping in Utah, the 2019 outbreak of vape-related serious lung disease, how to take a vaping history and provide advice on quitting, as well as prevention strategies for pediatric patients. The CME is available from TPCP at no cost and can be accessed through <https://waytoquit.org/healthcare-providers/learning-modules/>.

CONNECTING TOBACCO USERS TO QUIT SERVICES

Tobacco users 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.⁴

Working with Dental Care Providers to Promote Tobacco Cessation

Dental care professionals can be effective tobacco prevention and cessation partners. As alternative tobacco products such as e-cigarettes and other vape products keep emerging, it is important that dental care providers provide patients with the most up-to-date information on the potential impact of these products on oral health. Although studies of oral health effects related to vaping are still limited, the following outcomes have been documented:

- Increased inflammation
- Lacerations, tooth and bone fractures, bone loss from malfunctioning devices
- Tooth decay
- Xerostomia (dry mouth)
- Increased levels of plaque

To improve access to information on the oral health effects of vaping, the TPCP partnered with the UDOH Oral Health Program to develop tailored educational materials, including a patient fact sheet, a dental provider handout, and a presentation titled "Vaping: It's Nothing to Smile About."

The Oral Health Program distributed the presentation via email to members of the Utah Oral Health Coalition.

WHAT DENTAL PROVIDERS NEED TO KNOW ABOUT E-CIGARETTES



What are E-Cigarettes?

- E-cigarettes are devices that deliver nicotine and other chemicals to users.
- They work by heating a liquid to create an aerosol, which is then inhaled into the lungs.
- Both users and bystanders are impacted by the chemicals in e-cigarette liquids and aerosols.
- E-cigarette use is often referred to as "vaping" or "JUULing."

What are they not?

- E-cigarettes are not safe for teens, young adults, pregnant women, and adults that are not currently using tobacco products.
- Youth and young adults who use e-cigarettes are more likely to use other tobacco products.
- E-cigarettes are not an FDA approved cessation aid.
- E-cigarettes are not recommended by the ADA for harm reduction.



Oral Health Effects of E-Cigarettes

- Increased inflammation
- Lacerations, tooth and bone fractures, bone loss from malfunctioning devices
- Tooth decay
- Xerostomia
- Increased levels of plaque



ANTI-TOBACCO ADVERTISING

In FY 20, the TPCP further developed and implemented its comprehensive tobacco prevention campaign, reaching thousands of Utahns through broadcast channels, print media, outdoor creative, and digital and social media. Two of the anti-tobacco advertising campaign’s priorities in FY 20 were first, the purchase and utilization of content from the Centers for Disease Control and Prevention (CDC), Tips From Former Smokers campaign, and the development and launch of the overhaul of *Way to Quit* and The Tobacco Talk websites to make them more impactful and user-friendly. The goals of the anti-tobacco advertising campaign were in line with the TPCP program’s overarching goals, which are as follows:

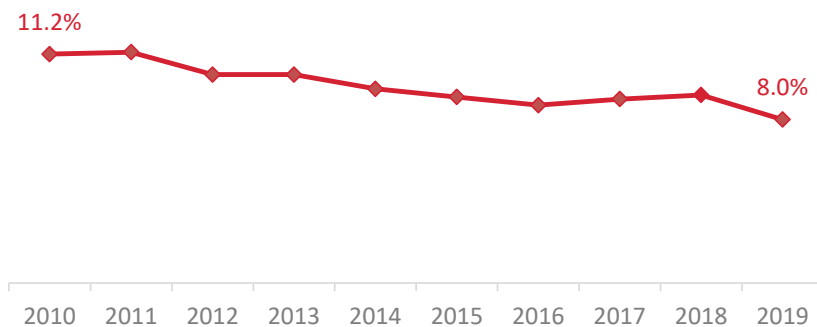
- Promote tobacco cessation resources
- Increase quit attempts
- Protect Utahns from the effects of secondhand smoke
- Eliminate health disparities among populations at greater risk for tobacco use



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 less than two hours listening to the radio each day. Television and radio are highly influential in driving traffic to the TPCP’s online resources, and making online media more successful.

▲ Since 2010, the percentage of Utah adults who smoked cigarettes declined by nearly 30%.¹



Note: BRFSS rates in this graph are age-adjusted to the U.S. 2000 population.

Since 2010, cigarette smoking in Utah declined by 29%. It is currently at its lowest recorded level at 8.0% or 180,000 adult smokers.¹

Declines in tobacco use among all population groups depend on access to well-funded, evidence-based quit services, marketing campaigns that educate about the dangers of tobacco use, and strong tobacco-free policies.

ANTI-TOBACCO ADVERTISING

TV & Radio

In FY 20, the TPCP aired three anti-tobacco TV ads: Breathing, Amanda’s Tip, and Terrie’s Tip, from the CDC’s Tips From Former Smokers (*TIPS*) campaign. These ads were rated highly effective in promoting quit attempts by smokers in Utah and nationwide. English radio ran the anti-tobacco ads: Bill’s Diabetes Tip, Michael’s COPD Tip, and Brian’s Heart Attack, each from the same campaign. Spanish radio ran Jessica’s Tip and Rose’s Tip from the *TIPS* campaign, as well as the CDC-endorsed ad, The Mooch, which is not affiliated with the *TIPS* campaign, but tested well in other markets.

Digital & Social Media

The TPCP continues to use digital advertising to reach tobacco users. In FY 20, the TPCP leveraged and re-tagged digital content from the CDC’s *TIPS* campaign. By utilizing pre-existing digital content that has consistently tested well in media markets throughout the country, TPCP was able to accomplish its goal of widely disseminating emotionally hard-hitting tobacco prevention and cessation content, while at the same time reallocating some of its ad production budget toward a much-needed overhaul of the TPCP’s *Way to Quit* and The Tobacco Talk websites.

Content from the *TIPS* campaign was adapted into banner ads, pre-roll, and social media ads, both on the TPCP’s *Way to Quit* Facebook and Instagram platforms, and as targeted ads appearing off the platforms. The TPCP will continue to use digital and social channels to promote tobacco cessation in an increasingly-networked age.

Outdoor

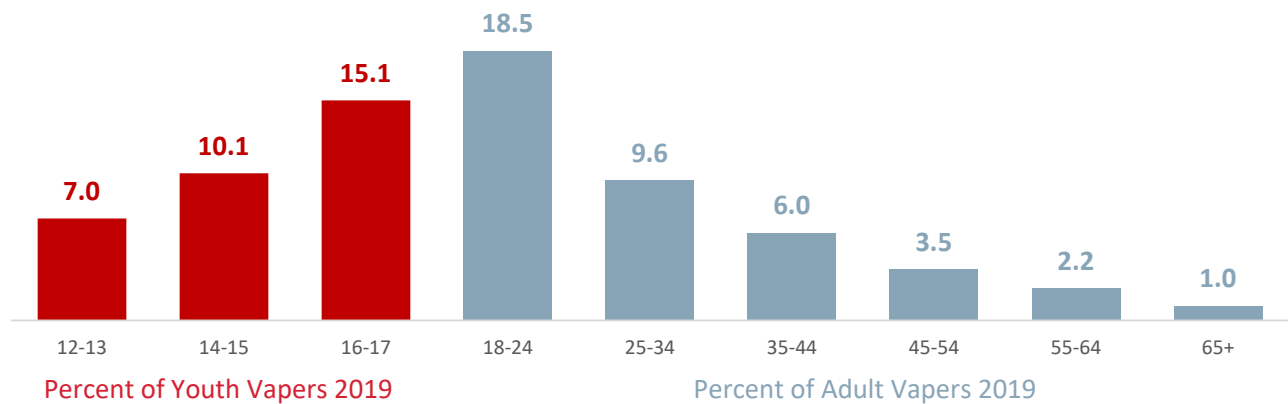
Anti-tobacco gas toppers, bollard covers, and window clings were placed at gas stations and convenience stores throughout the state in order to educate Utahns about the harmful health effects of tobacco products. Ads like these are designed and strategically placed to reach tobacco users at some of the most common points of purchase.



VAPING AND NICOTINE ADDICTION

Utah’s young adults and older teens are more likely to use electronic cigarettes or vape products than any other age group. Innovative vaping device designs, interesting flavors, and social media advertising contribute to high experimentation and use rates among young people.⁵ Vape products often contain highly addictive nicotine salts with nicotine concentrations that are equal to or higher than the nicotine content of an entire pack of cigarettes. Nicotine whether smoked, vaped, or chewed interferes with brain development, and has lasting effects on cognitive abilities and mental health.⁶

▲ In 2019, vape product use was highest among Utah’s older teens and young adults.^{1,7}



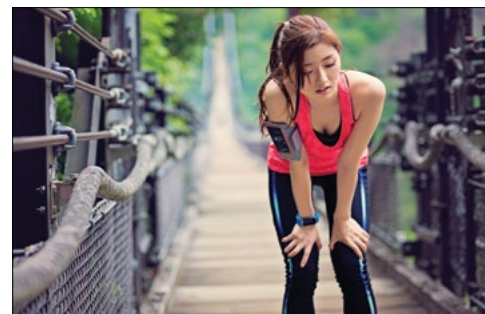
Better regulation of vape products is needed to reduce vape-related health risks. A nationwide outbreak of severe lung disease in younger patients with a history of vaping labeled EVALI (E-cigarette or Vaping Product Use-associated Lung Injury) led to the hospitalization of 134 Utahns. The majority of Utah EVALI patients (65%) were between the ages of 14 and 29.

During the 2020 Legislative Session, Utah passed laws to counter the rapid rise of youth vape product use by restricting the sale of flavored tobacco products to tobacco specialty stores (mint and menthol excluded) and increasing the price of vape products through an electronic cigarette tax. To ensure that these laws are effective in reducing nicotine addiction, additional studies of youth access to tobacco specialty stores and the effects of the mint/menthol exclusion are needed.



In FY 20, the TPCP developed a new web site (<https://seethroughthevape.org/>) to provide updates on vape product designs, flavors, and the dangers associated with vaping to

parents and young adult vape product users. The site also links to quit services such as the My Life My Quit program, a free and confidential service specifically developed for youth ages 13-17. My Life My Quit is based on best practices and offers access to quit coaches through online chats, texts, or calls.



**LUNGS BURNING?
IT'S YOUR VAPE?**

Text "Start My Quit" to 855-891-9989.
Free, confidential help. Just for teens.

MY LIFE MY QUIT.

PREVENTING YOUTH NICOTINE ADDICTION

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

- Tobacco-free policies in schools and communities
- Youth involvement in policy development
- Enforcement of laws that prohibit tobacco specialty stores being located close to schools and other community locations
- Enforcement of laws that prohibit the sale of tobacco, vape, and other nicotine products to minors

Involving Youth in Prevention

The Youth Advocacy Coalition is the collective effort of youth groups across Utah to create healthy communities. The mission for tobacco prevention youth groups is to empower youth and adult partners to create youth-friendly, tobacco-free communities through advocacy, education, and environmental changes. In FY 20, the Youth Advocacy Coalition educated policy makers about youth vaping trends, youth access to tobacco, vape, and other nicotine products, and the impact of flavored vape products on youth vape product experimentation and use.

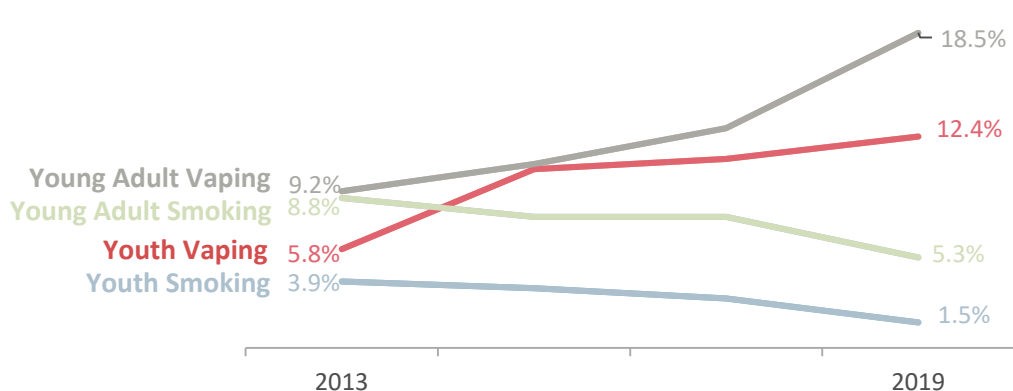
Youth Advocacy Coalition

Creating Healthy Communities

Reducing the Sale of Tobacco, Vape, and Other Nicotine Products to Minors

Local health departments (LHDs) enforce Utah’s youth tobacco access laws through local retail permits, education, and compliance checks. Local tobacco retail permits assist with restricting tobacco specialty stores from operating near schools and other community locations. However, to further decrease youth exposure to tobacco products and advertising near community locations, more needs to be done to reduce exemptions and assure local control. In FY 20, LHDs conducted more than 2,000 retailer compliance checks to monitor tobacco sales to minors. During these checks 7.8% of tobacco retailers sold tobacco or vape products to minors.

▲ In the Past 7 Years, Vape Product Use Increased Significantly Among Youth and Young Adults; Cigarette Smoking Decreased Among Both Groups.^{1,7}



From 2013 to 2019 use of vape products doubled among youth and young adults. In 2019, one in eight youth and nearly one in five young adults reported they currently vaped. Cigarette smoking decreased among both youth and young adults.^{1,7}

Note: Youth refers to students in grades 8, 10, and 12. Young adults refers to adults ages 18 to 24.

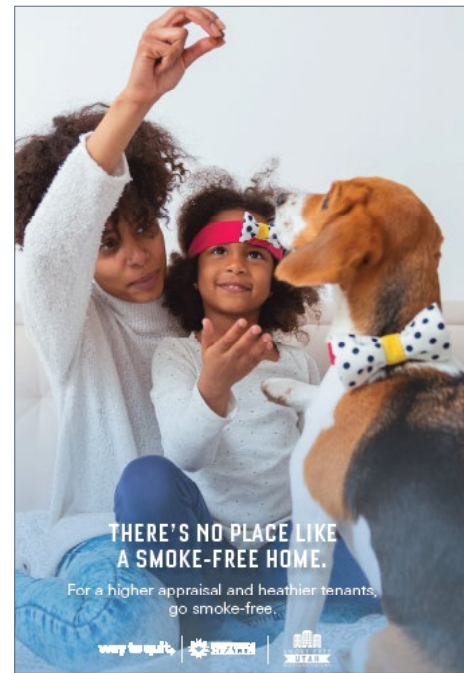
ELIMINATING EXPOSURE TO SECONDHAND SMOKE

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:

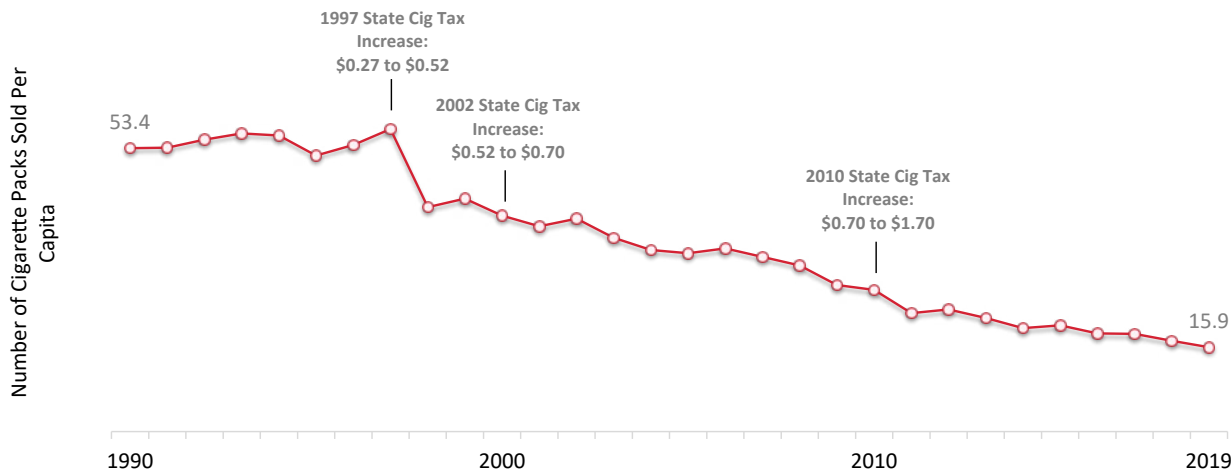
- In 2019, 3% of Utahns reported someone smoked cigarettes in their home in the past week.¹ Utahns who live in rented homes were nearly twice as likely to be exposed to SHS at home compared with Utahns who live in owned homes.¹
- 34.0% of Utah adults reported breathing SHS in the past week at indoor 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. During FY 20, the TPCP’s local health department partners assisted 44 work sites, 28 health care facilities, 20 municipalities, and 46 multi-unit housing complexes with passing or strengthening tobacco- or smoke-free policies. In FY 20, the number of smoke-free housing units in the TPCP Smoke-free Apartment and Condominium Directory increased by 6,668 to more than 63,000 units. TPCP partners and housing authorities continued to ensure smoke-free policies for all public housing communities. The majority of these new policies include vape products. TPCP partners worked with the Utah Apartment Association to create an online version of their Good Landlord Program. In combination with in-person classes offered before COVID-19, 554 housing managers participated in the program during FY 20.



▲ The Number of Cigarette Packs Sold per Capita in Utah Declined by 70% Since 1990.⁹



Utah’s annual per capita cigarette consumption has declined from 53.4 packs in 1990 to 15.9 packs in 2019.⁹ 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 linked to declines in cigarette smoking.

REDUCING TOBACCO RELATED DISPARITIES

Aggressive tobacco industry marketing increases tobacco use and nicotine addiction among targeted population groups. The TPCP works with community organizations and health care providers to better reach communities with high tobacco use rates and develop policies and services to reduce tobacco-related disease and death.

TPCP Community Networks

TPCP Community Networks serve African American, American Indian, Hispanic/Latino, and Pacific Islander communities across Utah. In FY 20, the networks worked hard to provide resources and education to strengthen and empower their communities. These organizations also gather specific information about civic engagement from their communities to better understand how to promote tobacco policy work in the future.

AMERICAN INDIAN
Commercial Tobacco Program

Get Started
AIQuitline.com | 855.5AIQUIT
855.524.7848

Free Help to Quit Commercial Tobacco

- Free online and phone support
- American Indian Coaches who understand your struggle with commercial tobacco
- Created for American Indians with input from American Indians
- Personalized plans and proven strategies
- Operated by National Jewish Health, the nation's leading respiratory hospital

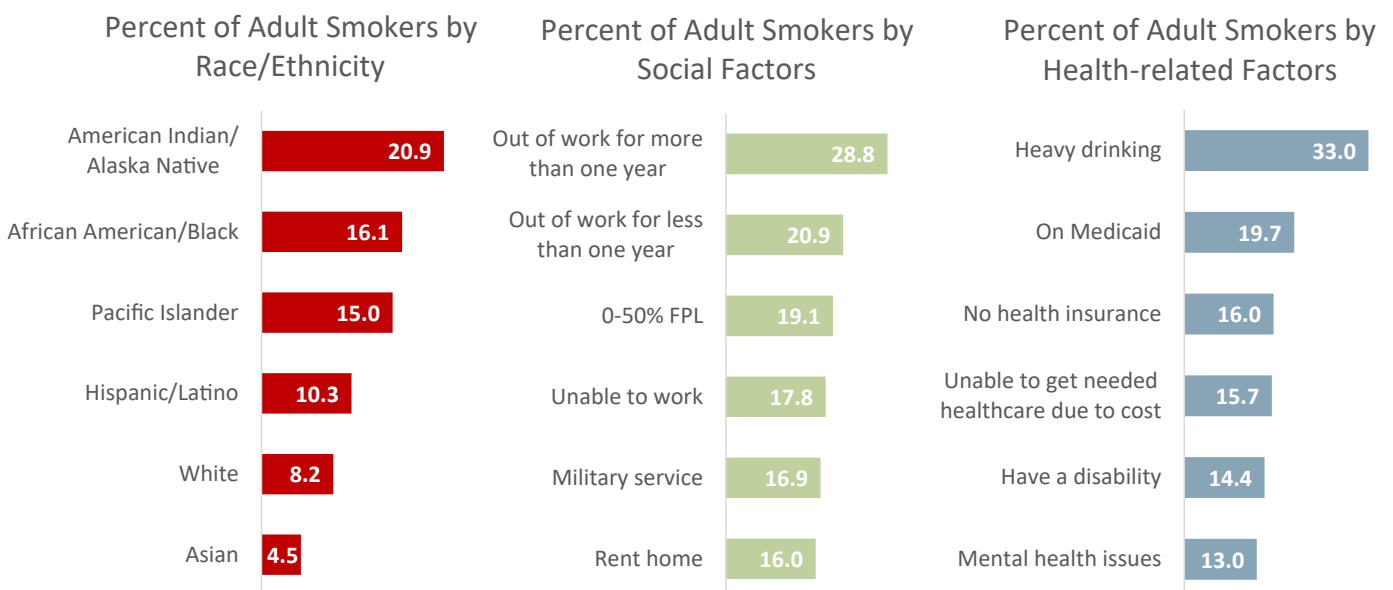
AUCH Partnership

In FY 20, the Association for Utah Community Health (AUCH) provided 619 tobacco cessation prescriptions to community health center clients; 196 low-income or uninsured tobacco users received referrals to the Utah Tobacco Quit Line.

Medicaid Partnership

In FY 20, a partnership with Medicaid provided tobacco cessation services and/or quit medications to 1,403 general Medicaid clients and 609 women on Medicaid.

Utah Communities with High Percentages of Cigarette Smoking¹



Note: Rates for Race/Ethnicity are based on combined 2018 and 2019 BRFSS data. Rates for health-related and social factors are based on the 2019 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 - FY 20

TPCP State-based Funds

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

Drawdown of Federal Funds

- The Synar amendment enacted by Congress in 1992 requires states to pass and enforce laws prohibiting the sale or distribution of tobacco products to minors. The TPCP works with local health departments to educate retailers on tobacco laws and conduct annual retailer compliance checks. These efforts prevent underage tobacco sales and protect \$6.4 million in Synar block grant funding for the Utah Division of Substance Abuse and Mental Health.
- The TPCP secured \$1,504,083 in funding from the Centers for Disease Control and Prevention (CDC).

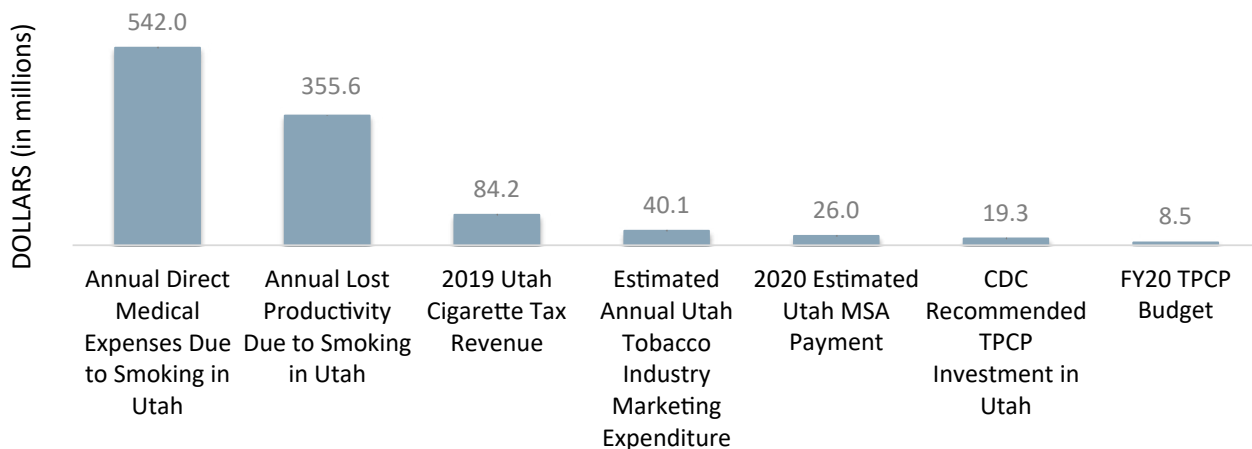
In-kind Revenue: Campaign Added Value

- Media vendors donated approximately \$1.32 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 \$1.89 million in FY 20.

Tobacco-related Expenditures

- In 2018, the tobacco industry spent an estimated \$40.1 million to market tobacco products in Utah and recruit new tobacco users.¹⁰
- In 2019, the Utah cigarette tax revenue* was \$85.3 million.⁹
- The Utah 2020 Tobacco Master Settlement Agreement (MSA) payment was \$26.0 million.¹¹
- The CDC recommends that \$19.3 million annually be spent in Utah to reduce tobacco use.¹² At \$8.5 million, the TPCP was funded at approximately 44% of this recommended level.
- The total annual cost to Utah for medical expenses and lost productivity due to smoking is estimated at \$897.6 million.¹⁰
- Smoking costs the Utah Medicaid program an estimated \$125.9 million per year.¹⁰

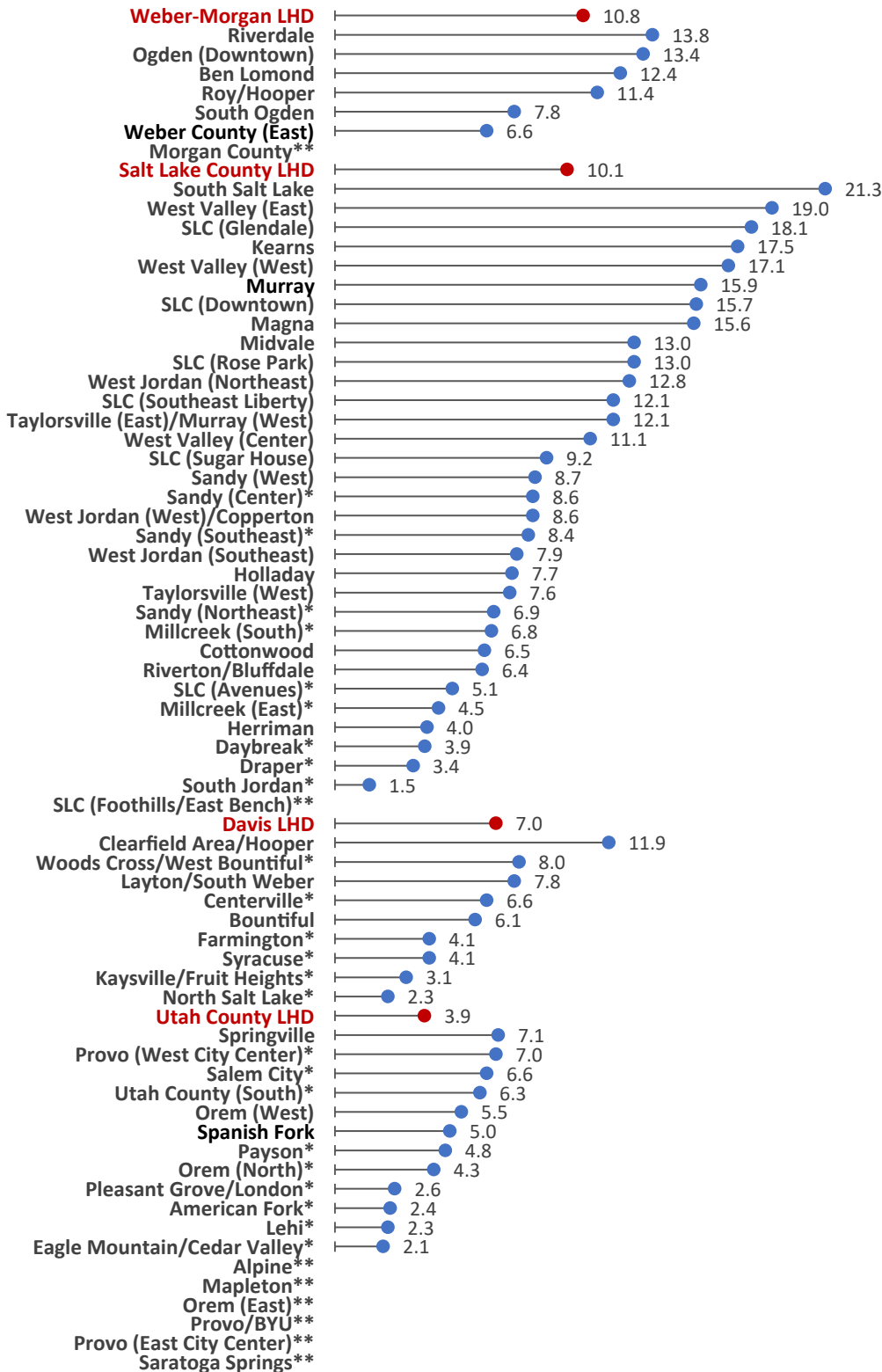
▲ Estimated Annual Cost of Tobacco Use in Utah, FY 20,^{10,11,12}



* Note: Utah's E-cigarette tax went into effect at the start of FY 21 and will be included in the FY 21 report.

SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

Percentage of Utah Adults who Smoked Cigarettes by Local Health District and Small Area, Wasatch Front, 2017-2019 (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 <https://ibis.health.utah.gov/ibisph-view/pdf/resource/UtahSmallAreaInfo.pdf>

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

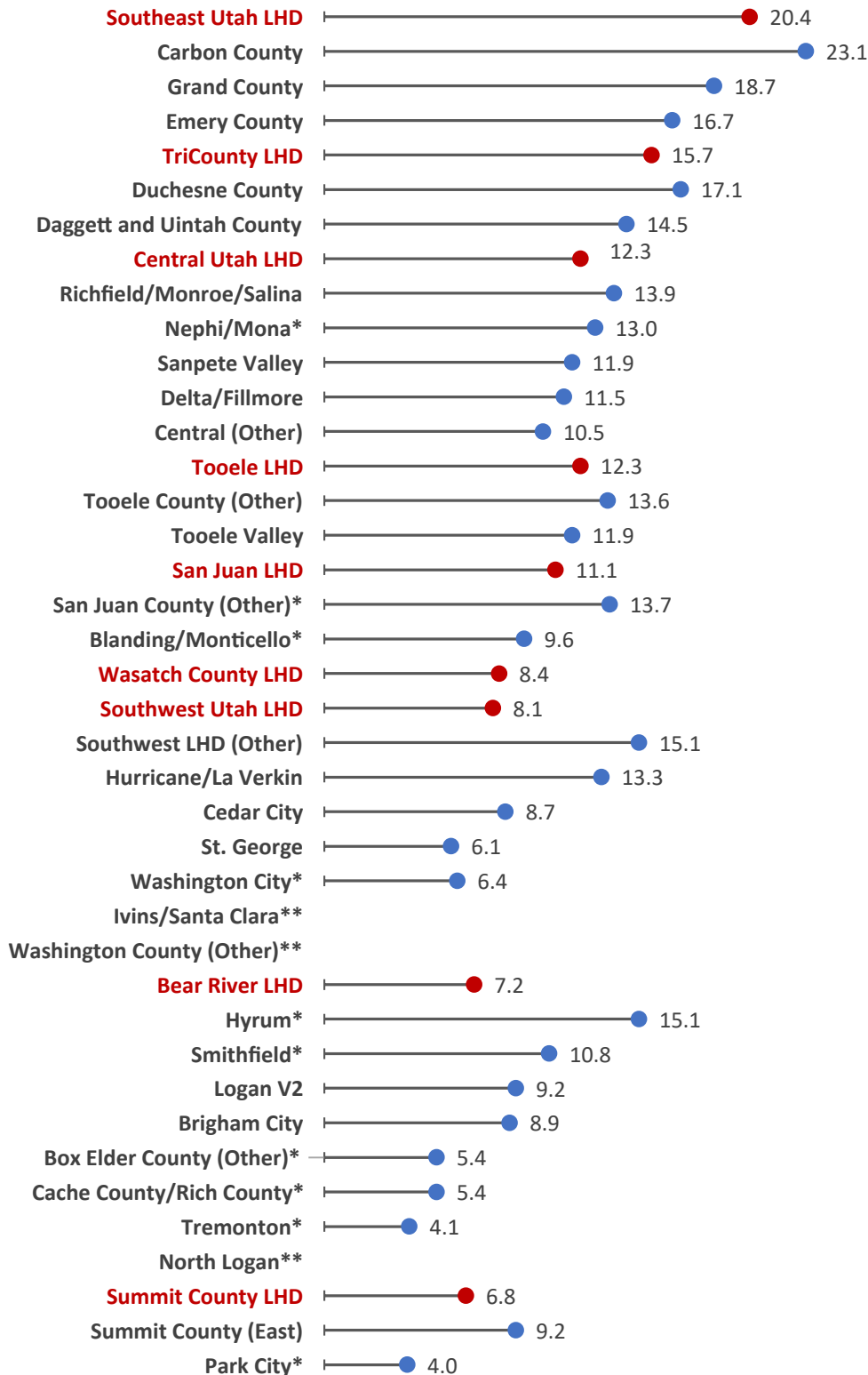
At 21.3%, South Salt Lake has the highest smoking rate among Utah Small Areas along the Wasatch Front.¹

At 1.5%, South Jordan 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

Percentage of Utah Adults who Smoked Cigarettes by Local Health District and Small Area, Non-Wasatch Front, 2017-2019 (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 <https://ibis.health.utah.gov/ibisph-view/pdf/resource/UtahSmallAreaInfo.pdf>

At 23.1%, Carbon County has the highest smoking rate among Utah Small Areas outside of the Wasatch Front.¹

At 4.0%, Park City 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.

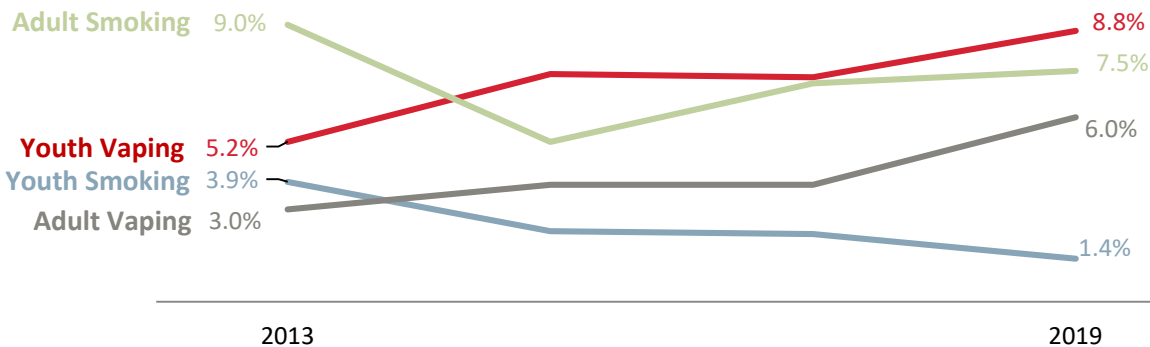
** These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.



Bear River Health District (BRHD) Tobacco Statistics

| | BRHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 7.5% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.4% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 4.0% | 3.9% |
| 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 (2019) ¹ | 17.9% | 20.4% |
| Adult Use of Electronic Cigarettes (2018–2019) ¹ | 5.4% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018–2019) ¹ | 3.2% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 33.1% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 75.2% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 8.0% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 148 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 89 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 103 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 19 | 495 |

▲ In BRHD youth and adult vaping has increased since 2013. Cigarette smoking has decreased among both groups since 2013.^{1,7}



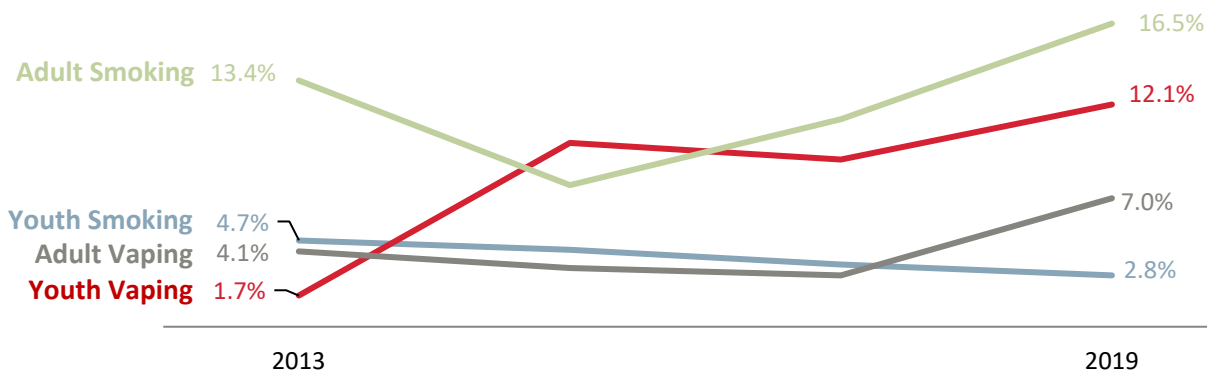


Working for Healthy Communities
www.centralutahpublichealth.com

Central Utah Health District (CUHD) Tobacco Statistics

| | CUHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 16.5% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 2.8% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 7.5% | 3.9% |
| 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 (2019) ¹ | 20.1% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 6.0% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 4.7% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 39.2% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 74.4% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 4.7% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 107 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 55 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 57 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 10 | 495 |

▲ In CUHD both youth and adult vaping and adult cigarette smoking have increased since 2013. Cigarette smoking among youth has decreased since 2013.^{1,7}

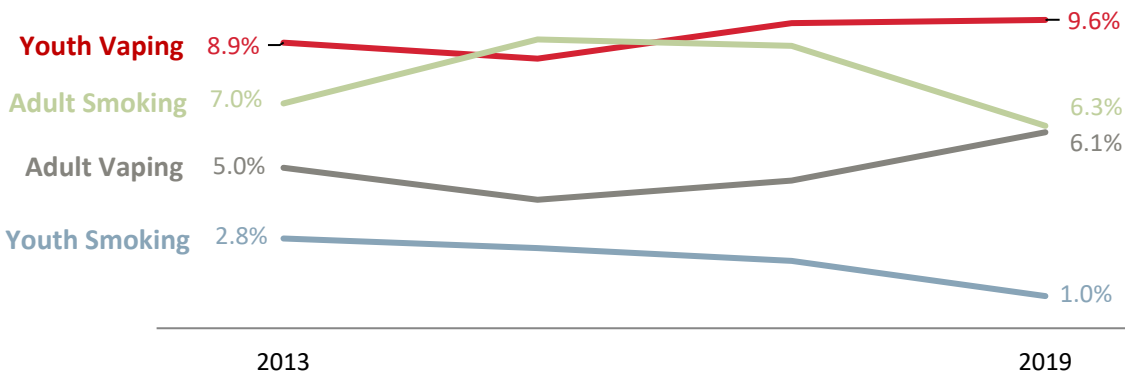




Davis County Health District (DCHD) Tobacco Statistics

| | DCHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 6.3% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.0% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 3.2% | 3.9% |
| 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 (2019) ¹ | 18.2% | 20.4% |
| Adult Use of Electronic Cigarettes (2018–2019) ¹ | 5.9% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018–2019) ¹ | 2.2% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 31.3% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 75.7% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 8.9% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 281 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 160 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 206 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 50 | 495 |

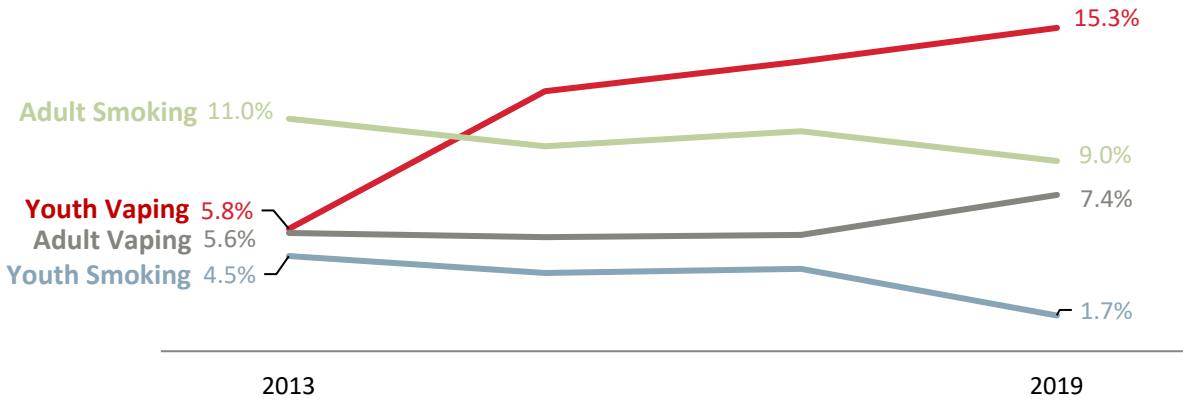
▲ In DCHD youth and adult vape product use rates are higher in 2019 compared to 2013. After slight increases in adult smoking rates in 2015 and 2017, youth and adult cigarettes smoking are at their lowest levels in 2019.^{1,7}



Salt Lake County Health District (SLCoHD) Tobacco Statistics

| | SLCoHD | STATE |
|--|--------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 9.0% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.7% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 3.9% | 3.9% |
| 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 (2019) ¹ | 24.1% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 6.8% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 3.2% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 36.6% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 77.4% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 8.5% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 2187 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 873 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 1053 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 196 | 495 |

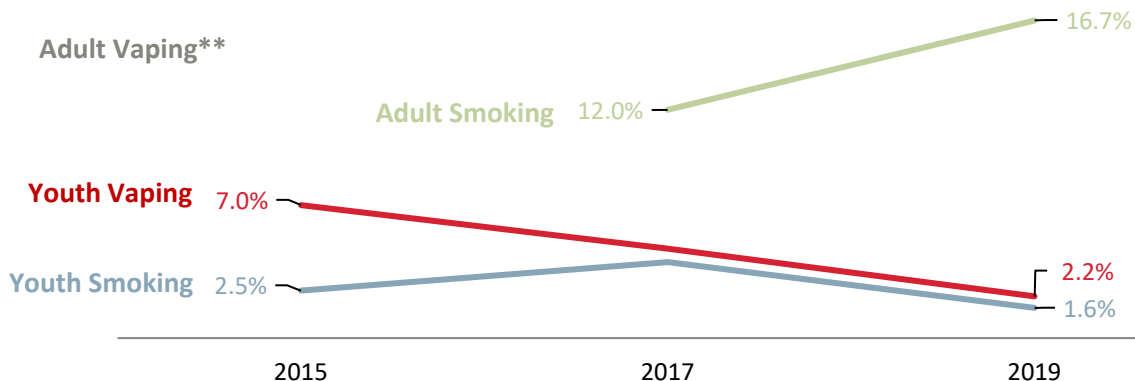
▲ In SLCoHD youth and adult vape product use rates have increased since 2013. Cigarette smoking has decreased since 2013.^{1,7}





| San Juan Health District (SJPHD) Tobacco Statistics | | |
|--|--------|-------|
| | SJPHD | STATE |
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 16.7%* | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.7% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | ** | 3.9% |
| 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 (2019) ¹ | 6.1%* | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | ** | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 4.9%* | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 17.5% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 65.3% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 0.0% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 5 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 2 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 4 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 1 | 495 |

▲ In SJPHD the youth vape product use rate has decreased since 2015. Adult cigarette smoking increased while youth cigarette smoking shows a slight decrease. Data for adult vaping are not available.^{1,7}



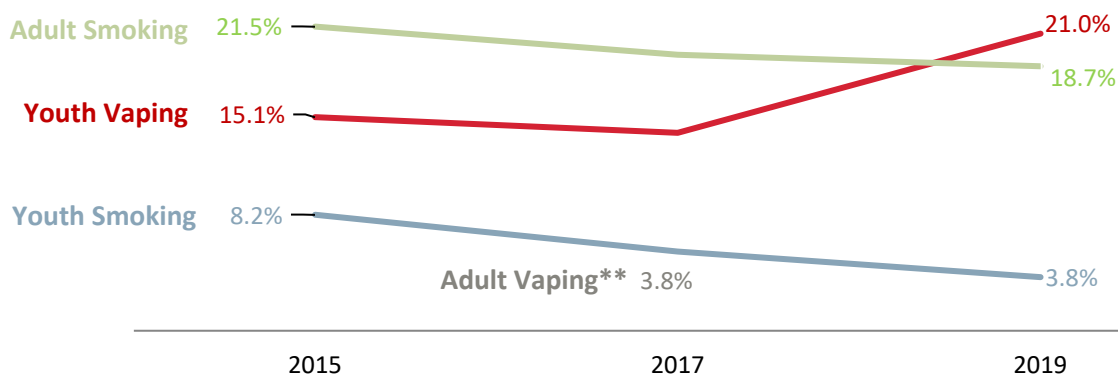
** The estimates for adult vaping and 2015 adult smoking have been suppressed because the relative standard errors were greater than 50% or could not be determined.



Southeast Utah Health District (SEUHD) Tobacco Statistics

| | SEUHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 18.7% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 3.8% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 16.2% | 3.9% |
| 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 (2019) ¹ | 27.3% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 3.7% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 7.6% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 20.9% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 81.1% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 7.3% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 120 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 68 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 68 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 10 | 495 |

▲ In SEUHD youth vaping has increased since 2015. Youth and adult cigarette smoking have decreased since 2015. Data for adult vaping are not available for 2015 and 2019.^{1,7}



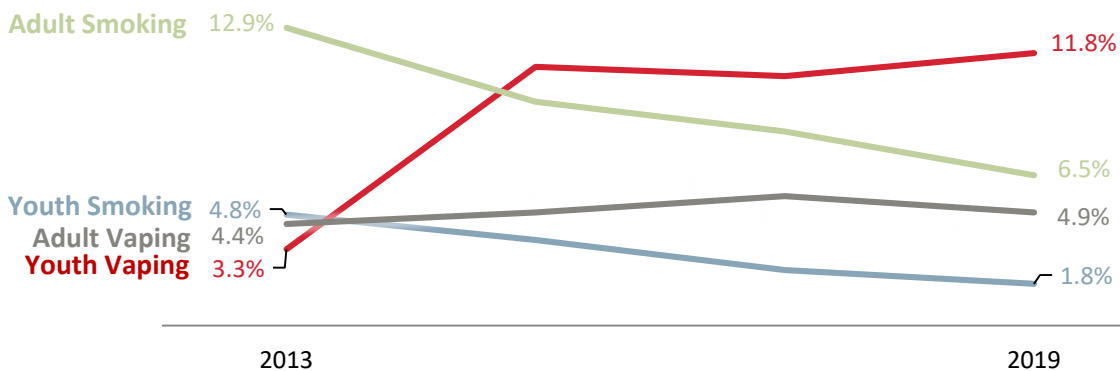
** The estimates for 2015 and 2019 adult vaping have been suppressed because the relative standard errors were greater than 50% or could not be determined.



Southwest Utah Public Health District (SWUPHD) Tobacco Statistics

| | SWUPHD | STATE |
|--|--------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 6.5% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.8% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 5.0% | 3.9% |
| 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 (2019) ¹ | 19.9% | 20.4% |
| Adult Use of Electronic Cigarettes (2018–2019) ¹ | 5.5% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018–2019) ¹ | 4.1% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 33.9% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 70.8% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 8.2% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 271 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 155 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 164 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 47 | 495 |

▲ In SWUPHD vaping among youth has increased significantly since 2013 and vaping among adults has increased slightly. Both youth and adult cigarette smoking rates have decreased since 2013.^{1,7}

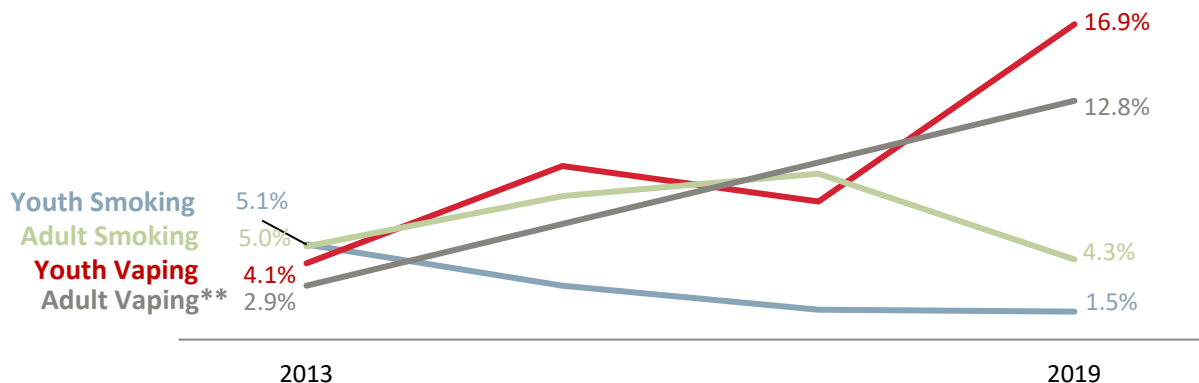




Summit County Health District (SCHD) Tobacco Statistics

| | SCHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 4.3%* | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.5% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 3.4% | 3.9% |
| 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 (2019) ¹ | 23.8% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 8.4%* | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 6.0% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 38.5% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 79.2% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 6.1% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 15 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 10 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 11 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 3 | 495 |

▲ In SCHD youth and adult vape rates have increased significantly since 2013. After an initial increase for adults, both youth and adult cigarette smoking have decreased since 2013.^{1,7}

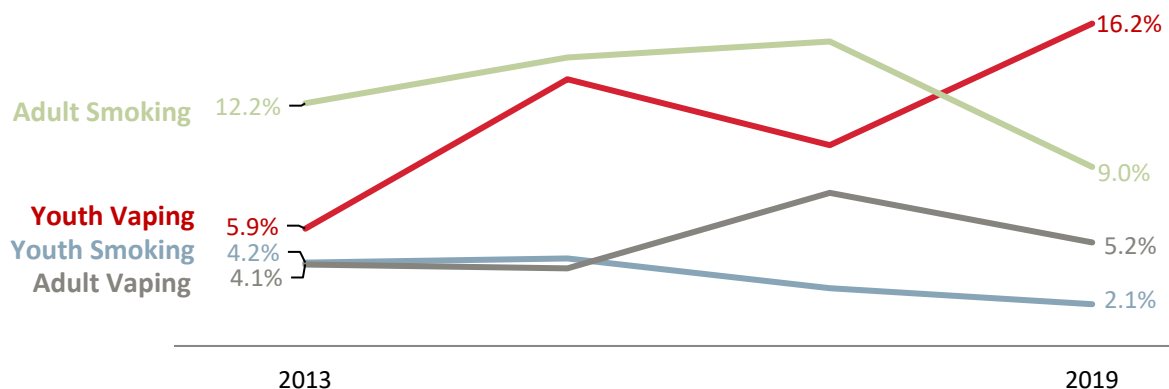


** The estimates for 2015 and 2017 adult vaping have been suppressed because the relative standard errors were greater than 50% or could not be determined.



| Tooele County Health District (TCHD) Tobacco Statistics | | |
|--|-------|-------|
| | TCHD | STATE |
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 9.0% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 2.1% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 7.5% | 3.9% |
| 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 (2019) ¹ | 20.3% | 20.4% |
| Adult Use of Electronic Cigarettes (2018–2019) ¹ | 5.4% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018–2019) ¹ | 3.5% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 34.0% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 80.2% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 7.3% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 113 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 58 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 73 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 17 | 495 |

▲ In TCHD youth and adult vape rates have increased since 2013. After an initial increase for adults, both the youth and the adult cigarette smoking rates have decreased since 2013.^{1,7}

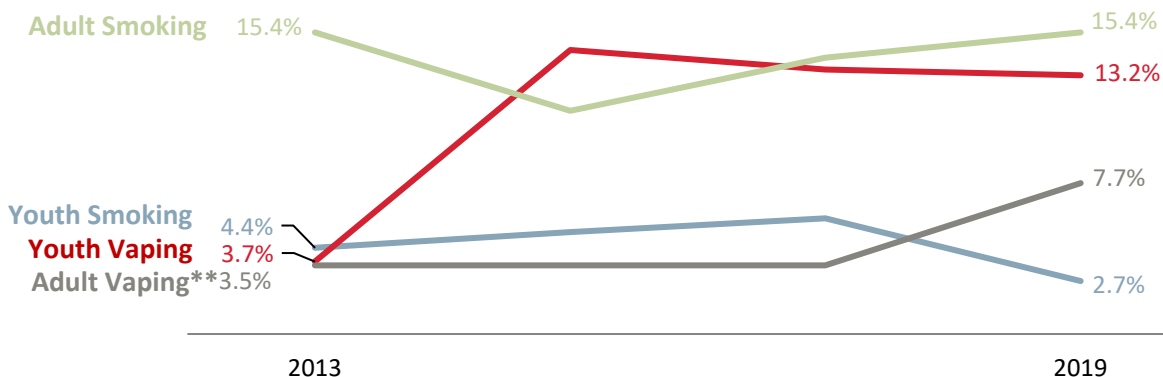




TriCounty Health District (TRCHD) Tobacco Statistics

| | TRCHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 15.4% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 2.6% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 11.9% | 3.9% |
| 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 (2019) ¹ | 22.6% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 6.3% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 7.8% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 32.4% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 70.9% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 7.7% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 94 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 47 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 68 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 14 | 495 |

▲ In TRCHD youth and adult vape rates have increased since 2013. Youth cigarette smoking has decreased since 2013. After an initial decline in 2015, adult cigarette smoking is the same in 2013 and 2019.^{1,7}



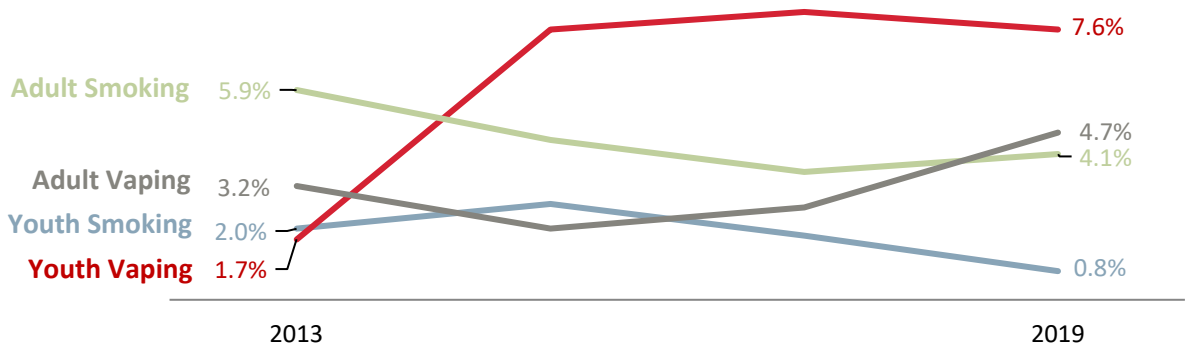
** The estimates for 2015 adult vaping has been suppressed because the relative standard error was greater than 50% or could not be determined.



Utah County Health District (UCHD) Tobacco Statistics

| | UCHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 4.1% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 0.8% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 1.5% | 3.9% |
| 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 (2019) ¹ | 13.2% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 4.0% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 2.1% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 29.3% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 72.3% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 3.4% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 456 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 220 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 304 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 74 | 495 |

▲ In UCHD youth and adult vape rates have increased since 2013. After an initial increase for adults in 2015 and 2017, both the youth and the adult cigarette smoking rates are at their lowest levels in 2019.^{1,7}

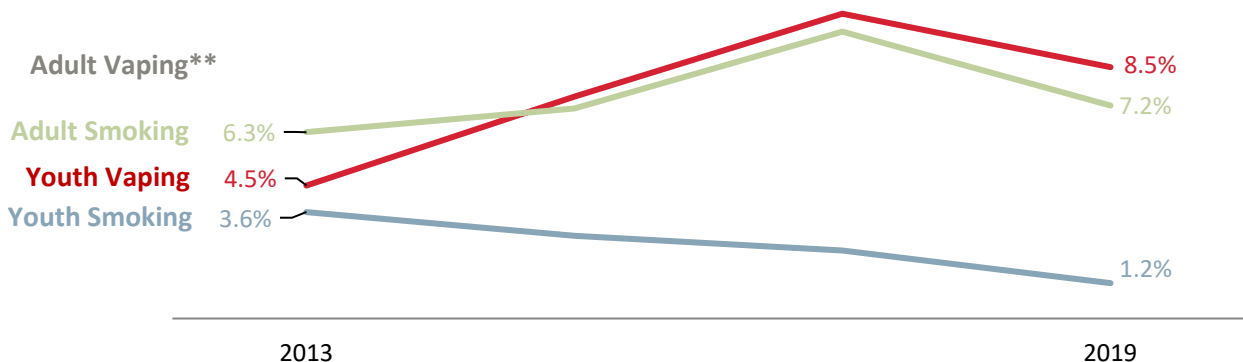




Wasatch County Health District (WCHD) Tobacco Statistics

| | WCHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 7.2%* | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.2% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 2.6%* | 3.9% |
| 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 (2019) ¹ | 16.4% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 4.0%* | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 2.0%* | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 32.1% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 76.1% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 12.5% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 28 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 15 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 18 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 6 | 495 |

▲ In WCHD youth vaping and adult smoking have increased since 2013. Youth cigarette smoking has decreased since 2013. Data for adult vaping are not available.^{1,7}



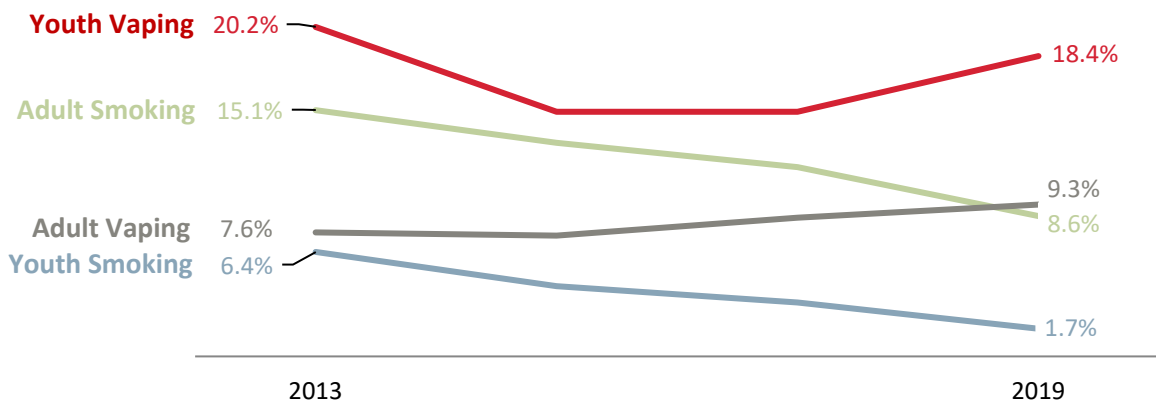
** The estimates for adult vaping have been suppressed because the relative standard errors were greater than 50% or could not be determined.



Weber-Morgan Health District (WMHD) Tobacco Statistics

| | WMHD | STATE |
|--|-------|-------|
| Cigarette Smoking | | |
| Adult Cigarette Smoking (2019) ¹ | 8.6% | 8.0% |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2019) ⁷ | 1.7% | 1.5% |
| Pregnant Women Smoking (2019) ¹³ | 6.6% | 3.9% |
| 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 (2019) ¹ | 24.9% | 20.4% |
| Adult Use of Electronic Cigarettes (2018-2019) ¹ | 9.6% | 6.1% |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2018-2019) ¹ | 3.7% | 3.2% |
| Secondhand Smoke Exposure | | |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2019) ¹ | 39.7% | 34.0% |
| Anti-tobacco Ad Recall | | |
| Anti-tobacco Ad Recall (TV) in the Past Month (2019) ¹ | 78.9% | 75.6% |
| Tobacco Retailer Compliance Check Results | | |
| Illegal Tobacco Sales to Minor During Checks, FY 20 | 10.1% | 7.8% |
| Quit Service Utilization | | |
| Total Number of People Served (FY 20) ² | 344 | 4,169 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 20) ² | 196 | 1,948 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 20) ² | 223 | 2,352 |
| Number of Quit Service Users Who Chose Online-only NRT (FY 20) ² | 48 | 495 |

▲ After small decreases in 2015 and 2017, youth vaping in WMHD increased to 18.4% in 2019. Adult vaping increased to 9.3%. Cigarette smoking decreased among youth and adults.^{1,7}



THE BURDEN OF NICOTINE ADDICTION IN UTAH

Despite declining cigarette smoking rates, tobacco use continues to present significant social and economic challenges in Utah. Tobacco use rates remain high among socio-economically disadvantaged communities. Furthermore, new tobacco and vape products with innovative designs, enticing flavors, and extensive marketing through digital and social media have contributed to an increase in 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 the health risks associated with nicotine addiction.

Tobacco and Vape Product Use

182,000 (8.0% of Utah Adults)

Utah adults who smoke cigarettes (2019)¹

103,000 (56.4% of Utah's Current Cigarette Smokers)

Utah adult smokers who made a serious quit attempt in the past year (2019)¹

70,000 (23.8% of Utah teens)

Utah teens who have tried vape products (2019)⁷

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 Utah¹⁰

1,340

Estimated annual number of deaths in Utah due to cigarette smoking¹²

TPCP Program Reach

138,000 (75.6% of Utah's Current Cigarette Smokers)

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

8,886

Average monthly *Way To Quit* website visits (FY 2020)

4,169

Tobacco users who used Utah Tobacco Quit Line services (FY 2020)²

TPCP PARTNERS

30

- American Cancer Society
- American Heart Association
- American Lung Association
- Association for Utah Community Health
- Behavioral Risk Factor Surveillance System
- Bear River Health Department
- Campaign for Tobacco-Free Kids
- 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
- National Jewish Health
- 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
- Steward Health Choice Utah
- 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
- University of Utah Health
- University of Utah Health Plans
- Utah Apartment Association
- Utah Association of Local Health Departments
- Utah Chiefs of Police Association
- Utah County Health Department
- Utah Dental Association
- Utah Department of Environmental Quality
- Utah Department of Health, Bureau of Epidemiology
- Utah Department of Health, Bureau of Health Promotion
- Utah Department of Health, Division of Maternal and Child Health
- Utah Department of Health, Medicaid
- Utah Department of Health, Oral Health Program
- Utah Department of Human Services, Division of Substance Abuse and Mental Health
- Utah Department of Public Safety
- Utah Indian Health Advisory Board
- Utah Juvenile Court
- Utah Local Association of Community Health Education Specialists (ULACHES)
- 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 (USAAV+) Council
- Utah Tobacco-Free Alliance
- Wasatch County Health Department
- Weber-Morgan Health Department

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- ¹¹ Campaign for Tobacco-Free Kids. Actual Annual Tobacco Settlement Payments Received by the States, 1998-2020. Retrieved January 7, 2021 from <https://www.tobaccofreekids.org/assets/factsheets/0365.pdf>.
- ¹² National Center for Chronic Disease Prevention and Health Promotion. (2010). State Tobacco Activities Tracking and Evaluation (STATE) System. Atlanta, GA: U.S. Department of Health and Human Services. Retrieved January 23, 2020 from <https://www.cdc.gov/statesystem/index.html>.
- ¹³ Utah Birth Certificate Database. Retrieved January 2, 2021 from Utah Department of Health, Center for Health Data and Informatics, Indicator-Based Information System for Public Health at <http://ibis.health.utah.gov>. Note: These smoking rates are based on pregnancies that resulted in live births.

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