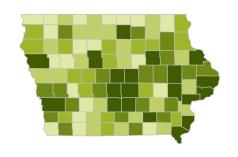


## Quitline Iowa Performance Dashboard Report

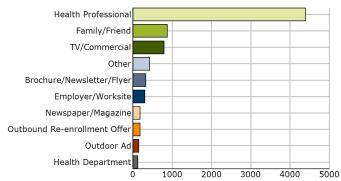
Contract dates from 7/1/2013 through 4/30/2014

## Tobacco Users Served YTD (Adults)

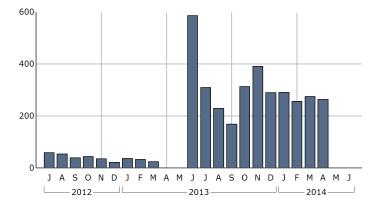




Top 10 How Heard About (Contract YTD)



Tobacco Users Receiving NRT

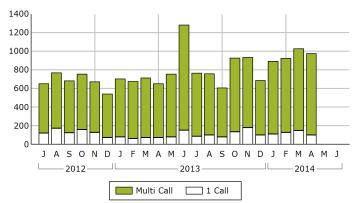


**Prevalence Tobacco Users Population** Adult 2,324,368 18.1 % 420,711 Quitline State **Tobacco Users YTD** 10,870 11,563 **Unique Tobacco Users YTD** 6,475 7,047 **Target Reach** 2.0 % 2.0 % 1 Reach YTD 2.58 % 2.75 % 2 Reach - NAQC 1.77 % 1.77 % **Annualized Reach** 1 3.10 % 3.30 % **Annualized Reach - NAQC** 2.12 % 2.12 % **Unique Individual Reach** 1.54 % 1.68 %





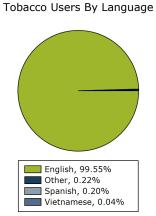
Tobacco User Enrollments By Program Type



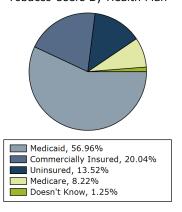
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

## **Demographics (Past 6 Months)**

Female, 58.96%
Male, 41.04%



Tobacco Users By Health Plan



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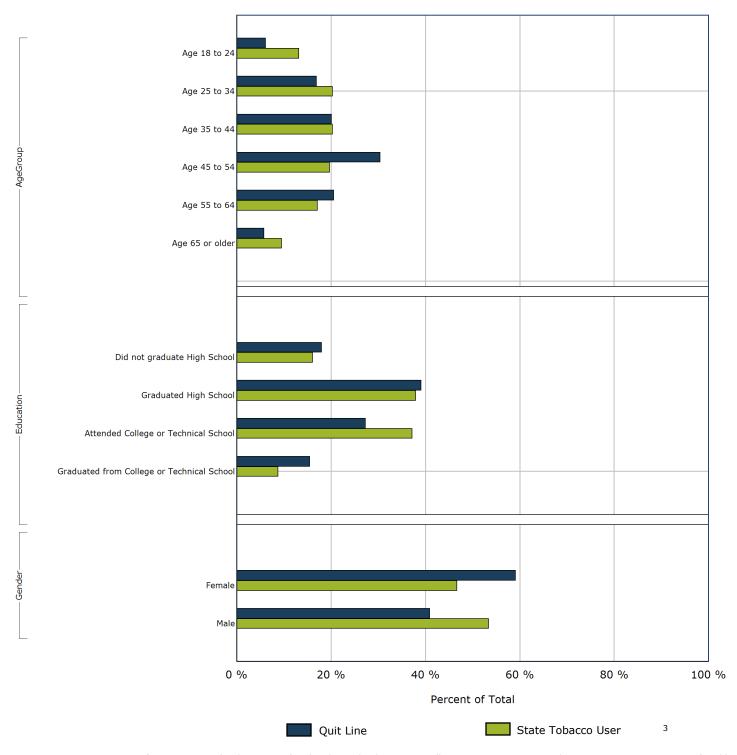
 $<sup>{\</sup>bf 1.} \ \ {\bf Reach-includes\ all\ tobacco\ users,\ regardless\ of\ service\ requested.}$ 

<sup>2.</sup> NAQC Reach – includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

**Quitline Iowa** 



## **Demographic Comparison**



<sup>3.</sup> Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2012.

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<sup>4.</sup> Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.