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State quitlines: Providing evidence-based cessation as an integral part of state tobacco control programs

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State quitlines: Providing evidence-based cessation as an integral part of state tobacco control programs

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North American Quitline Consortium



Introduction

NAQC's Mission:

As a non-profit membership organization, NAQC strives to maximize the access, use, and effectiveness of quitlines; provide leadership and a unified voice to promote quitlines; and offer a forum to link those interested in quitline operations.

NAQC's Strategic Goals:

- Goal 1: Increase the use of quitline services in North America.
- Goal 2: Increase the capacity of quitline services in North America.
- Goal 3: Increase the quality and cultural appropriateness of quitlines in North America.

NAQC's Annual Survey of State Quitlines³

- Conducted each year since 2005, with the exception of 2007 and 2014.
- Designed to provide the quitline community and funders with information on quitline services, budgets, utilization and outcomes.

Survey Methodology:

- Web-based Survey designed to gather data from the most recently completed fiscal year on:
 - Quitline services offered
 - Quitline budgets
 - Quitline funding sources
 - Quitline utilization
 - Demographics of quitline callers
 - Evaluation/outcomes of quitline participants

- Survey sent to all 53 state quitlines.
- Data gathered over a 1 to 2-month period.
- Telephone and email follow-up used to clarify responses.
- To calculate treatment reach, promotional reach and spending per smoker, used data from:
 - CDC BRFSS 2012 - 2017
 - American Community Survey (ACS) 5-Year Population Estimates

Annual Survey Data: FY2008 – FY2018

- Response rates range from 88.7% to 100.0%

Longitudinal Findings

Quitline Services Offered

Counseling service	FY16 % (n)	FY17 % (n)	FY18 % (n)
Proactive phone counseling* ¹	94.3% (50/53)	94.3% (50/53)	96.2% (51/53)
Interactive text messaging ³	52.0% (26/50)	55.1% (27/50)	58.3% (28/49)
Automated emails ³	76.% (38/50)	79.6% (39/50)	70.8% (34/48)
Web-based self-help ²	90.0% (45/50)	93.9% (46/50)	93.8% (45/50)
Web-based interactive counseling ³	58.0% (29/50)	63.3% (31/50)	64.6% (31/50)
Mobile cessation app ⁴	Not asked	10.2% (5/50)	10.4% (5/48)

1 = research validated best practice; 2 = field tested best practice; 3 = promising practice; 4 = insufficient research evidence.

*North American Quitline Consortium. NAQC Quitline Map Profile Data. Available at <http://map.naquitline.org/>.

Referral Modes Accepted by State Quitlines:

State quitlines can accept referrals from health care providers and other partners.

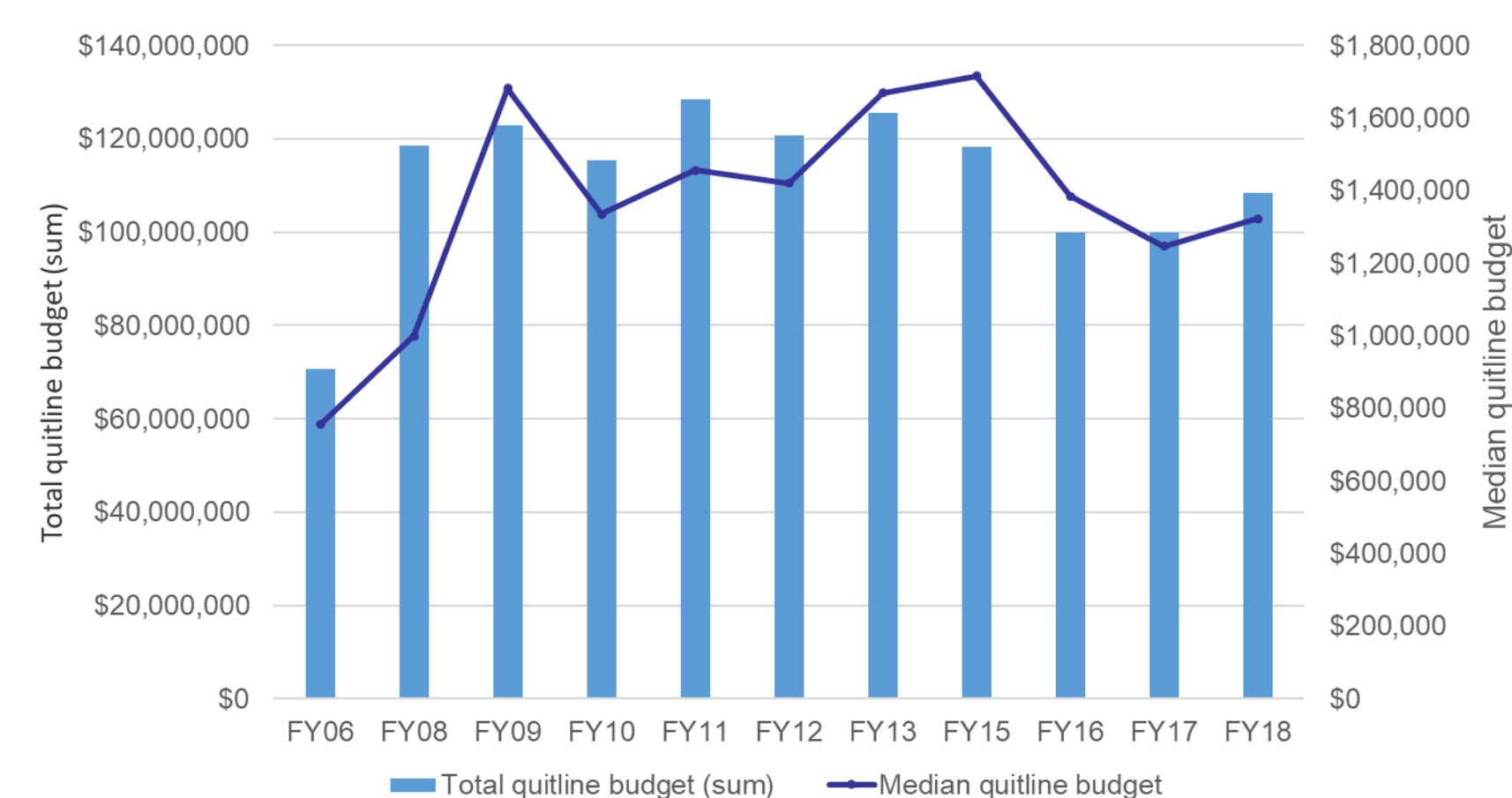
- ALL 53 state quitlines accept fax referrals
- 87% of state quitlines accept email or online referrals
- 45% of state quitline accept referrals from an electronic medical record (EMR)

Referral Services Offered by State Quitlines:

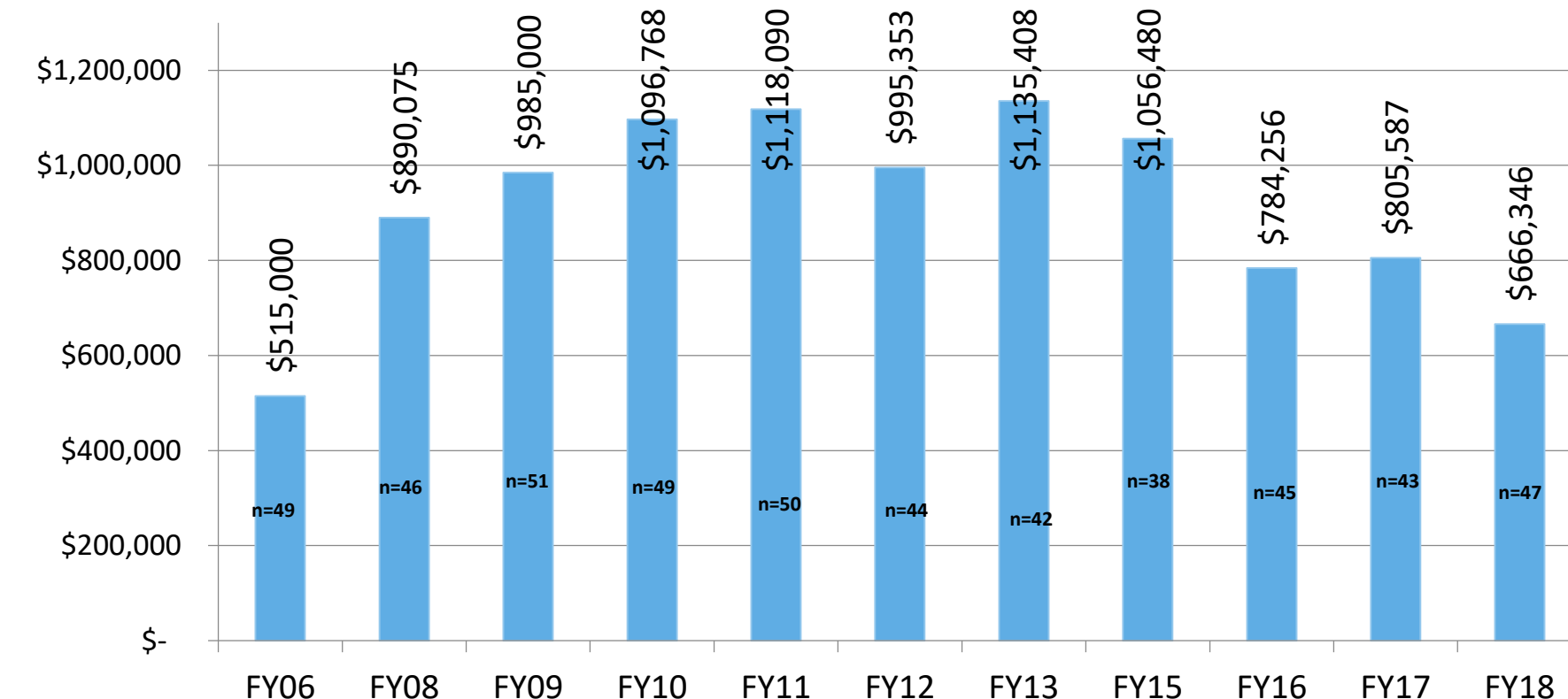
Increasingly, state quitlines offer referrals from the state quitline to other cessation services or health services for chronic conditions.

Referral service	FY16 (N=50) % (n)	FY17 (N=49) % (n)	FY18 (N=48) % (n)
Referral to other cessation services offered by public or private health plans	70.0% (35)	85.7% (42)	83.3% (40)
Referral to other public and private health services for chronic conditions (e.g., diabetes, hypertension)	34.0% (17)	59.2% (29)	52.1% (25)

SUM Total and Median Quitline Budgets – FY2006 to FY2018



Median Services & Medication Budget – FY2006 to FY2018



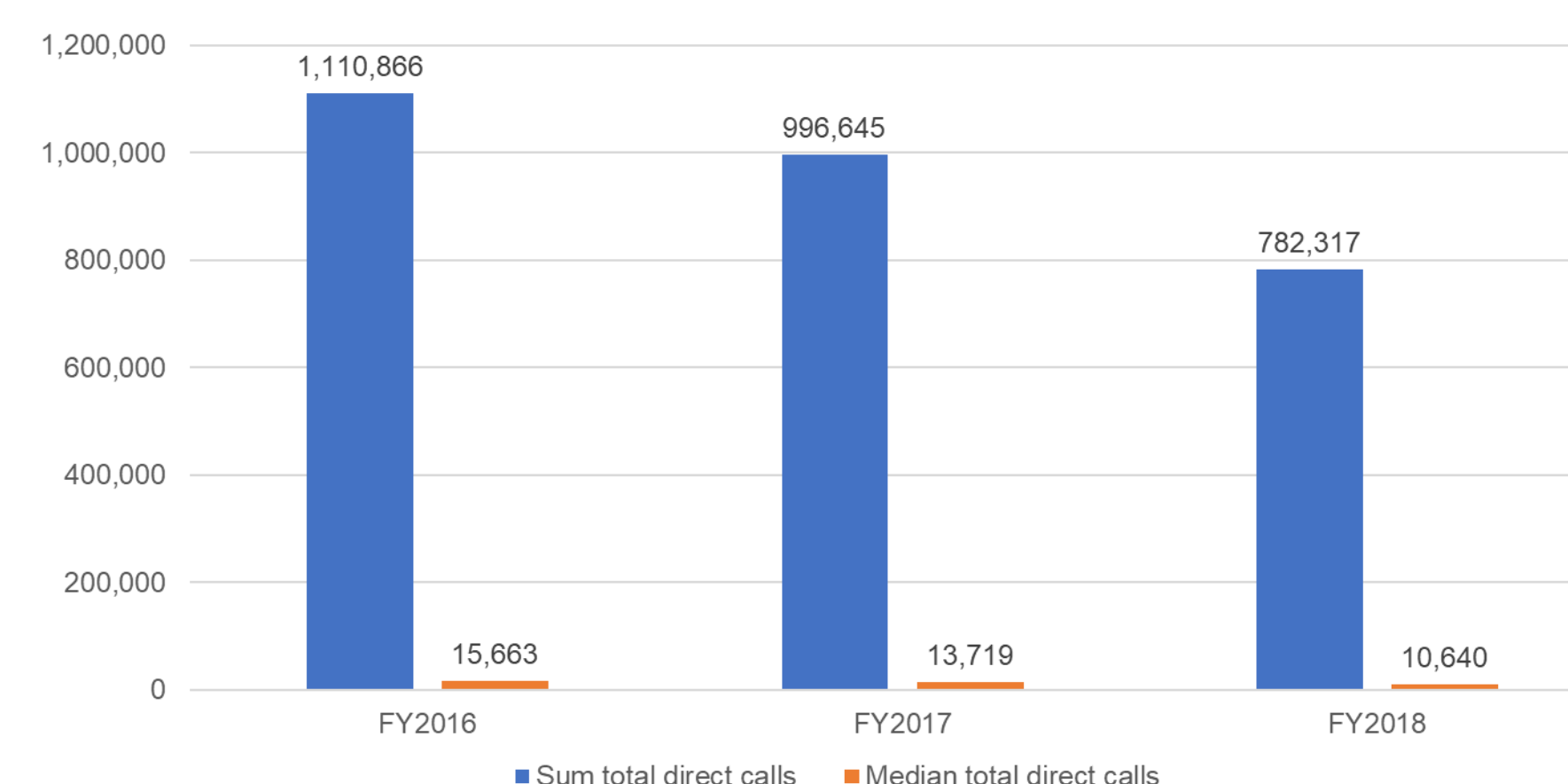
Overall Quitline Spending on Medications and Counseling per Smoker for State Quitlines: FY2008-FY2018

- Range from a **low** of \$1.53 in FY2012 to a **high** of \$1.91 in FY16.
- In FY2018 spending per smoker for state quitlines was \$1.83.

Direct Calls to State Quitlines: FY2006 – FY2018

- Range from a **low** of 571,628 in FY2006 to a **high** of 1,336,602 in FY2012.
- In FY2018 the total # of direct calls to state quitlines was 886,927.
- Total direct calls represent all calls made to a state quitline, regardless if the call was answered and includes proxy calls.

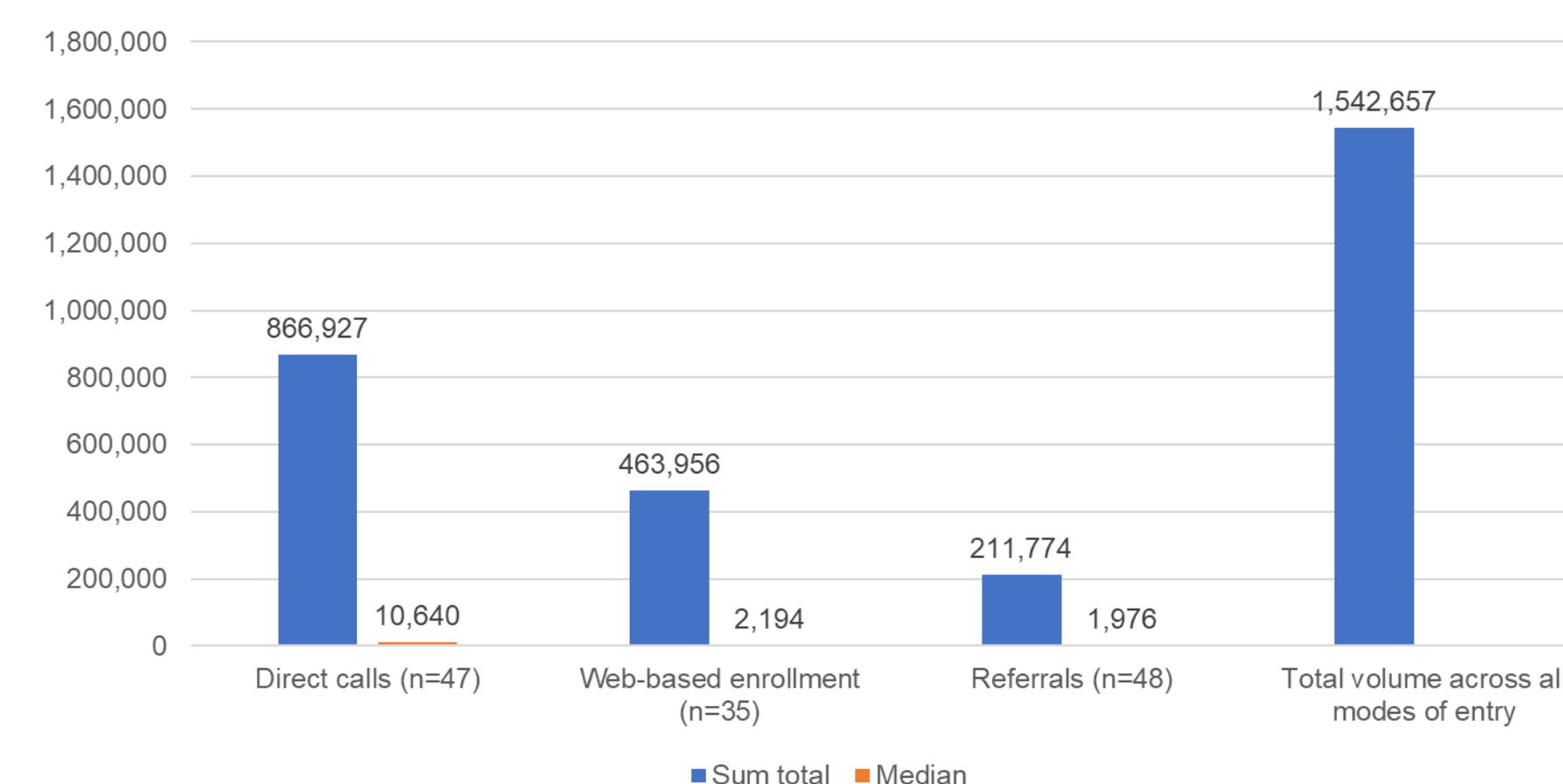
Comparison: Total calls for 43 quitlines that provided data in FY16 - FY18



New Modes of Entry into State Quitlines

- As call volumes have declined and new technologies have become readily available, state quitlines have added new modes of entry (i.e., web-based enrollment) for tobacco users to enroll in cessation services.
- While direct calls remains the predominant mode of entry into state quitline services, web-based enrollment is appealing to some tobacco users seeking cessation assistance.

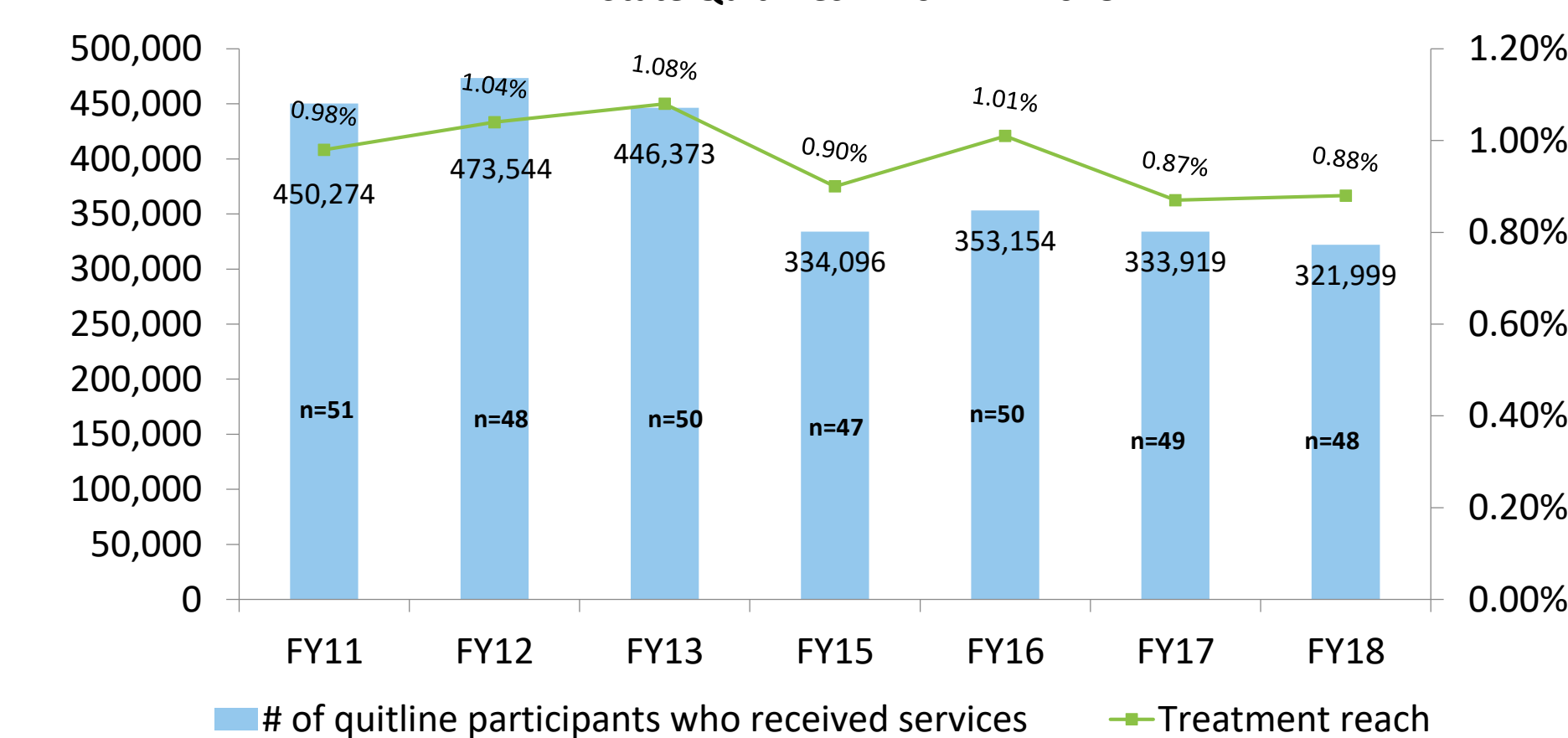
Volume by mode of entry to quitline, FY18



Treatment Reach and Unique Tobacco Users Served by State Quitlines

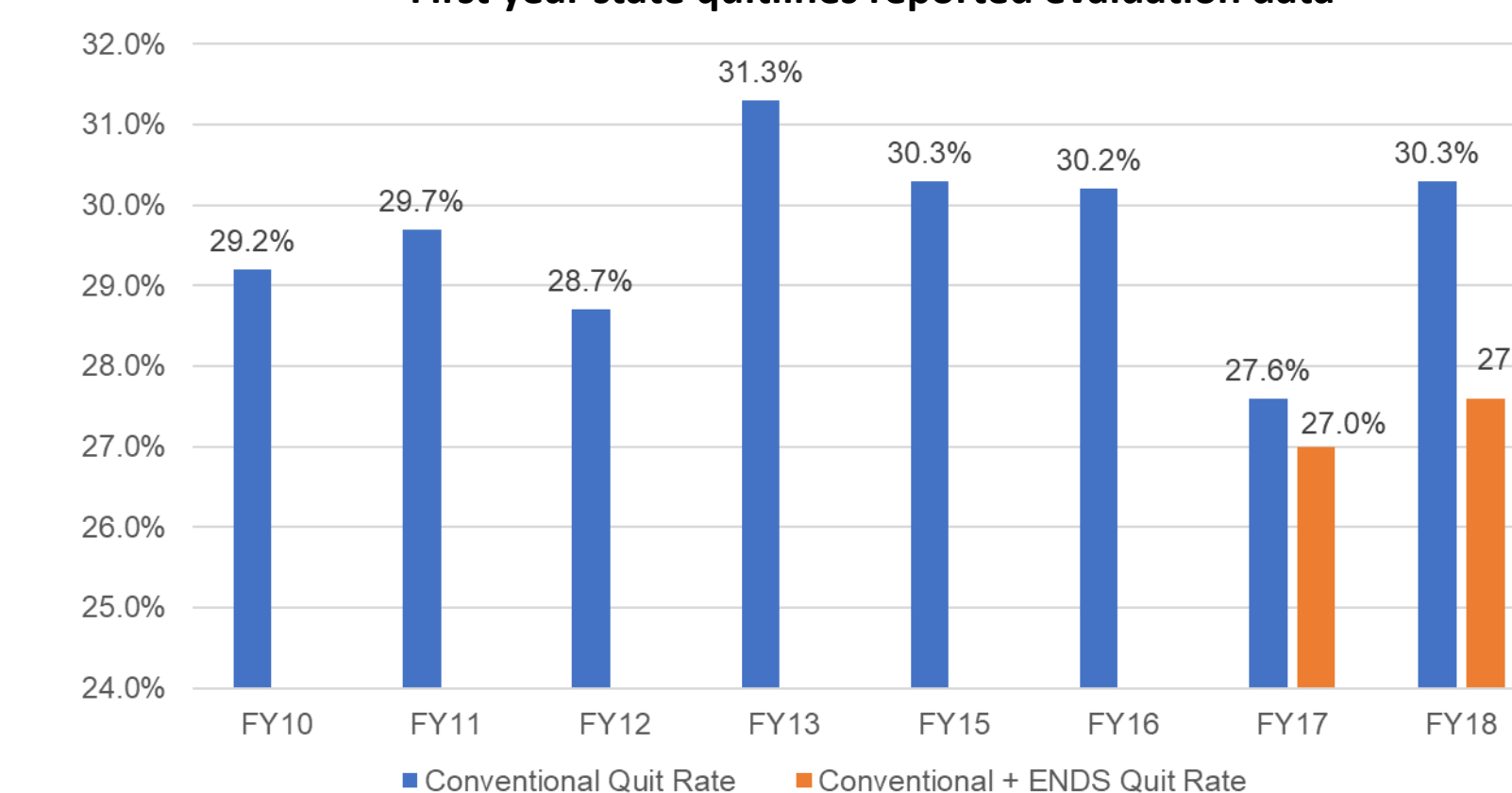
- Treatment reach represents percentage of US smokers who received evidence-based cessation services (i.e., counseling and/or FDA approved cessation medications) from state quitlines.
- Treatment reach has ranged from a **low** of 0.90% in FY2015 to a **high** of 1.08% in FY2011.
- The number of unique tobacco users served by state quitline experienced a dramatic decline between FY13 and FY15. There exact reason(s) for this decline are not completely understood, but data suggests the following factors have had some influence in the decline: 1) declining state quitline budgets; 2) societal shift from phone conversations to use of texting and other technologies to communicate; 3) emergence of ENDS.

Treatment Reach and Unique Tobacco Users Served by State Quitlines FY2011- FY2018



Quit Rates: FY2010* – FY2018

*First year state quitlines reported evaluation data



References

- Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs – October 2007*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2007.
- Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs – 2014*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
- North American Quitline Consortium. NAQC Annual Survey of Quitlines. Available at <http://www.naquitline.org/?page=survey>.
- North American Quitline Consortium. NAQC Quitline Map Profile Data. Available at <http://map.naquitline.org/>.