

**Florida Department of Health**  
**Quit-for-Life Line**  
**2003 Evaluation Report**

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## **Executive Summary**

### **Florida Quit-for-Life Line Evaluation Report**

#### **Description of the Program**

The Florida Quit-for-Life-Line (“Quitline”) is a telephone-based tobacco cessation service that was established to meet the needs of Florida adults who use tobacco. In Florida, approximately 2.4 million adults smoked tobacco in 1999 while tobacco use accounted for almost 1 out of every 5 deaths in Florida in 1998, and more than \$2.6 billion in hospital charges. The Florida Department of Health (DOH) responded with a tobacco cessation telephone counseling service, the Quitline. DOH used funding from the Centers for Disease Control and Prevention (CDC), and negotiated a contract with the American Cancer Society (ACS) to operate the Quitline. The service began operation in December, 2001.

#### **Quit-for-Life Line Objectives**

The Florida Quit-for-Life Line staff established a set of goals during a stakeholders’ meeting in 2001. These goals include:

- Objective 1. Establishment of a statewide telephone tobacco use cessation hotline for adults in Florida
- Objective 2. Use by adults in Florida of the telephone-based tobacco use cessation hotline increasing quarterly throughout the contract period
- Objective 3. Sustained abstinence from tobacco use among adults age 18 and above who use the Quit-for-Life Line
- Objective 4. Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-for-Life Line
- Objective 5. Decreased prevalence of tobacco use among adults who use the Quit-for-Life Line
- Objective 6. Reduction in Exposure To Environmental Tobacco Smoke (Second-Hand Smoke)

#### **Target Populations for the Quit-for-Life Line**

One general and a second set of specific target populations were selected as the intended audience for the Quit-for-Life Line. These populations include:

- Florida Adults (Age 18 and Over) Who Smoke – 2,972 adult smokers called the Quitline.
- Smokeless (“Spit”) Tobacco Users – 21 smokeless tobacco users called.
- Parents Who Smoke and Who Have Children Under Age 18 In Household – 937 people called the Quitline, with an estimated 1,687 children at risk of second-hand smoke.
- Pregnant Women – 54 pregnant women called the Quitline.
- DOH Employees and DOH Clients – 58 employees called the Quitline

- Adult Smokers in the North Central Region of Florida – 1,456 smokers called from the Orlando metro area.

### Media Campaign

The DOH Quit-for-Life Line ran radio and television media campaigns over several months of 2002, all in the Orlando Metro area. The 2000 Behavioral Risk Factor Surveillance System survey (BRFSS) identified the North Central region of Florida as having the most households in which children were exposed to environmental tobacco smoke, so this region was targeted for the Quit-for-Life Line media campaign.

### Discussion of the Quitline Intake Survey Data from Florida Smokers

The Florida Quit-for-Life Line opened in December 2001 to provide telephone counseling to residents of Florida who wanted to stop using tobacco products. Callers to the Quitline were asked a set of intake questions when they called, and the answers were recorded by the ACS counselor. One-quarter of all clients were contacted for a three-month follow-up evaluation to determine whether they had indeed quit smoking. The goals of this evaluation analysis are to confirm whether the Quitline reached its populations of interest and whether it had a positive effect on smoking cessation.

#### Calls from Florida Smokers to the Quitline

The period of this evaluation covers calls from December 2001 to February 2003. A total of 3,996 Florida residents called the Quitline in this period, and 3,821 completed intake surveys, to become the base sample for this analysis.

- The Quitline averaged 266 calls per month.
- 40.4% of all calls came from the Orlando metro area.
- 79% of the people calling the Quitline wanted to quit smoking.
- 88% of smokers who call the Quitline promise to quit in 30 days.
- 54% of smokers request counseling and referral services from the Quitline.

#### Target Population: Age and Gender of Adult Smokers

- 58% of the Quitline clients are women compared to 34% who are men.
- 82% of the women called to quit smoking versus 86% of the men.
- Quitline callers tend to be middle-aged, with 67% of them between 30 and 64.
- 87% of smokers between 30 and 64 have smoked for over 10 years.
- Women between 30 and 64 report smoking an average of 22 cigarettes per day.
- Men between 30 and 64 report smoking an average of 26 cigarettes per day.
- 46% of women and 44% of men requested counseling and referrals.

#### Target Population: Race/Ethnicity of Adult Floridians Who Called the Quitline

The race/ethnic makeup of callers to the Florida Quitline is predominantly White, followed by Black and Hispanic callers.

- 55% of all Floridians who called the Quitline were White, compared to 65.4% of population in the 2000 US Census.
- 6.5% of Floridians calling the Quitline were Black, compared to 14.2% of population in the 2000 US Census.
- 5.9% of Floridians who called the Quitline were Hispanic, compared to 16.8% of population in the 2000 US Census.
- Between 93% and 96% of all race/ethnic groups calling the Quitline want to quit smoking.
- 52% of White smokers, 56% of Black smokers and 57% of Hispanic smokers who called the Quitline requested counseling and referrals.

#### Target Population: DOH and County Health Employees

- 58 health employees called the Quitline.
- No health employees succeeded in quitting smoking.

#### Target Population: Pregnant Women

- 54 pregnant women called the Quitline.
- 46% of the pregnant women had children under 18 in their household.
- 7 pregnant women succeeded in quitting smoking.

#### Target Population: Children At Risk of Exposure to Second-hand Smoke

- 31% of all smokers who called the Quitline had children under 18 in the household.
- 52% of households with children under 18 allow smoking somewhere in the house.
- An estimated 882 children live with smokers who have called the Quitline who are at high risk of second-hand smoke.
- An estimated 227 of these children under 18 live in households with two smokers.
- 28% of all people calling the Quitline live with a smoker.

#### Quit-for-Life Line Media Campaign

During January and February and June through October, 2002, the DOH ran Quit-for-Life Line media campaign in Orlando Florida. The campaign ran on radio and television stations.

- 490 30-second radio commercials were played over three months.
- 4,800 60-second television commercials were aired over five months.
- 44.2% of all Floridians who called the Quitline heard about the service over electronic media.
- 42.3% of all Floridians who called the Quitline lived in Orlando.

- During the radio campaign, 83% of all people calling the Quitline were from Orlando.
- During the television campaign, 96% of all calls to the Quitline came from Orlando.
- 77% of the people calling from Orlando heard about the Quitline on electronic media.

### **Smoking Cessation Evaluation Three Months After Calling the Florida Quitline**

Once a Florida resident calls the Quit-for-Life Line, he or she receives counseling, referrals to services, coupons for nicotine replacements or self-help materials. The caller is also called back after three months to determine whether he or she was able to quit smoking. The three-month follow-up evaluation is used to validate whether the intermediate goals of the Quitline are being met.

- 26% of all Quitline clients were contacted for the three-month follow-up evaluation.
- 61% of Quitline clients contacted had stopped smoking for one or more days in the three-month period.
- 16% of those contacted had quit smoking entirely.
- 82% of the 30-44 age group quit smoking, compared to 65% for the 18-29 and 45-64 age groups.
- 15.6% (N=53) of Quitline clients contacted with children under 18 quit smoking.
- An estimated 104 children of Quitline clients are no longer at risk of second-hand smoke in the home.
- 67% of Florida smokers who stopped smoking for one or more days after calling the Quitline received counseling sessions.
- 77% of Florida Smokers who quit smoking after calling the Quitline received counseling sessions.
- Quitline clients rated their satisfaction with the Quit-for-Life Line at 7.7 on a ten-point scale.
- Quitline clients rated their satisfaction with Quitline counseling services at 8.7 on a ten-point scale.
- 84% of Quitline clients contacted during the three-month follow-up evaluation would recommend the Quitline to others who are trying to quit using tobacco.

### **Assessment of the Florida Quitline, December 2001 to February 2003**

The overall assessment of the Quitline is that the service is successful in helping Floridians reduce their consumption of tobacco products or to stop quitting entirely.

### How Effectively Did the Florida Quitline Meet the Goals of The Program?

- 82% of the targeted 4,000 clients called the Florida Quitline in fiscal year 2002-2003.
- 95.6% of all Floridians who called the Quitline received services.
- 16% (N=159) of all Quitline clients contacted in the three-month evaluation quit smoking. Extrapolated to all Quitline clients, this finding indicates that 524 Floridians would have quit smoking after calling the Quitline.
- There is a significant statistical relationship ( $p < .000$ ) between Quitline clients who received counseling and subsequently quit smoking.
- 61% of Quitline clients contacted during the three-month evaluation reported reducing their tobacco consumption.
- There are statistically significant relationships between reducing tobacco consumption and receiving counseling ( $p < .008$ ), receiving coupons for nicotine-replacement patches ( $p < .003$ ) and using medications ( $p < .000$ ).
- An estimated 67 children had their risk of second-hand smoke eliminated in the three-month evaluation sample. Extrapolated to all of the Quitline clients, this would amount to an estimated 184 children who would have their risk eliminated after their parent(s) stopped smoking.

### How Well the Quitline Data Met Program Needs

- Data reports sent from the ACS were generally on time and accurate.
- Data sets sent from the ACS were irregular in timing and need to be standardized.
- Some data elements were not reported by the ACS as contracted; for example, data from counseling sessions, time of day of calls and number of referrals made or coupons sent.

### Recommendations to Improve the Effectiveness of the Quit-for-Life Line Program

- The Florida Quit-for-Life Line should be maintained at least at its current level, if not expanded to provide smoking cessation services to more Floridians in the fiscal year 2003-2004.
- The Florida Quit-for-Life Line should target one or more Florida urban areas with anti-smoking media campaigns as a means of publicizing the Quitline telephone number.
- The Florida Quit-for-Life Line should cooperate with Quitlines in other states and with the American Cancer Society to share Quitline data from other states. Florida's Quitline outcomes should be compared with the figures nation-wide, to gauge its successfulness from a larger perspective.
- The evaluator should work more closely with the American Cancer Society to create more efficient Quitline data reporting.
- The evaluator should provide monthly report updates to the Quitline contract manager at the DOH and interested staff.