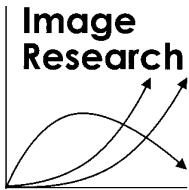


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

**Christopher B. Sullivan, Ph.D.
Image Research**



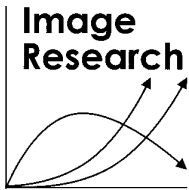
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Background to the Florida Quitline

The Florida Quit-for-Life-Line (“Quitline”) is a telephone-based tobacco cessation service that was established in December 2001 to help Floridians who want to quit tobacco use.

Smokers and smokeless tobacco users who call the Quitline receive free counseling to help them quit tobacco use.

The Quitline service is available 24 hours a day, seven days a week.



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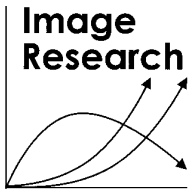
Quitlines in the United States

Quitlines are now a popular way to provide smoking cessation services.

There are currently 36 Quitlines across the United States, according to the Center for Tobacco Cessation.



<http://www.ctcinfo.org/tools/quitlines.asp>



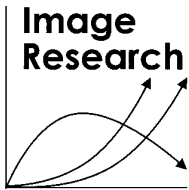
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Background to the Florida Quitline

The Florida Department of Health contracts with the American Cancer Society (ACS) to operate the Florida Quitline.

Inbound calls and counseling are handled through the ACS National Cancer Information Center (NCIC) in Austin, Texas.

Callers dial toll-free 1-877-U-CAN-NOW, and receive an intake survey that covers their smoking patterns, social setting, demographics and interest in counseling or referral services.



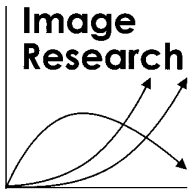
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Background to the Florida Quitline

Callers who request counseling are given five follow-up sessions scheduled before and after a date on which the caller decides to quit smoking.

ACS attempts to contact all clients who call the Quitline for three-month and six month follow-up evaluations to determine whether they have indeed quit smoking or chewing tobacco.

Special attention is paid to pregnant women, who are referred to American Legacy for counseling services.

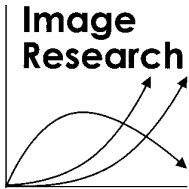


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Background to the Florida Quitline

The DOH Quitline ran radio and television media campaigns during 2002 in the Orlando Metro area.

This region was targeted for the Quitline media campaign after 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.



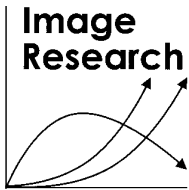
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Florida Quitline Objectives

The objectives of the Florida Quitline were determined at a stakeholder meeting in the fall of 2001.

Objective 1. Establish a statewide telephone tobacco use cessation hotline in Florida.

Objective 2. Increased use of the telephone-based tobacco use cessation hotline throughout the contract period.



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

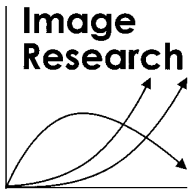
Florida Quitline Objectives

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 Quitline.

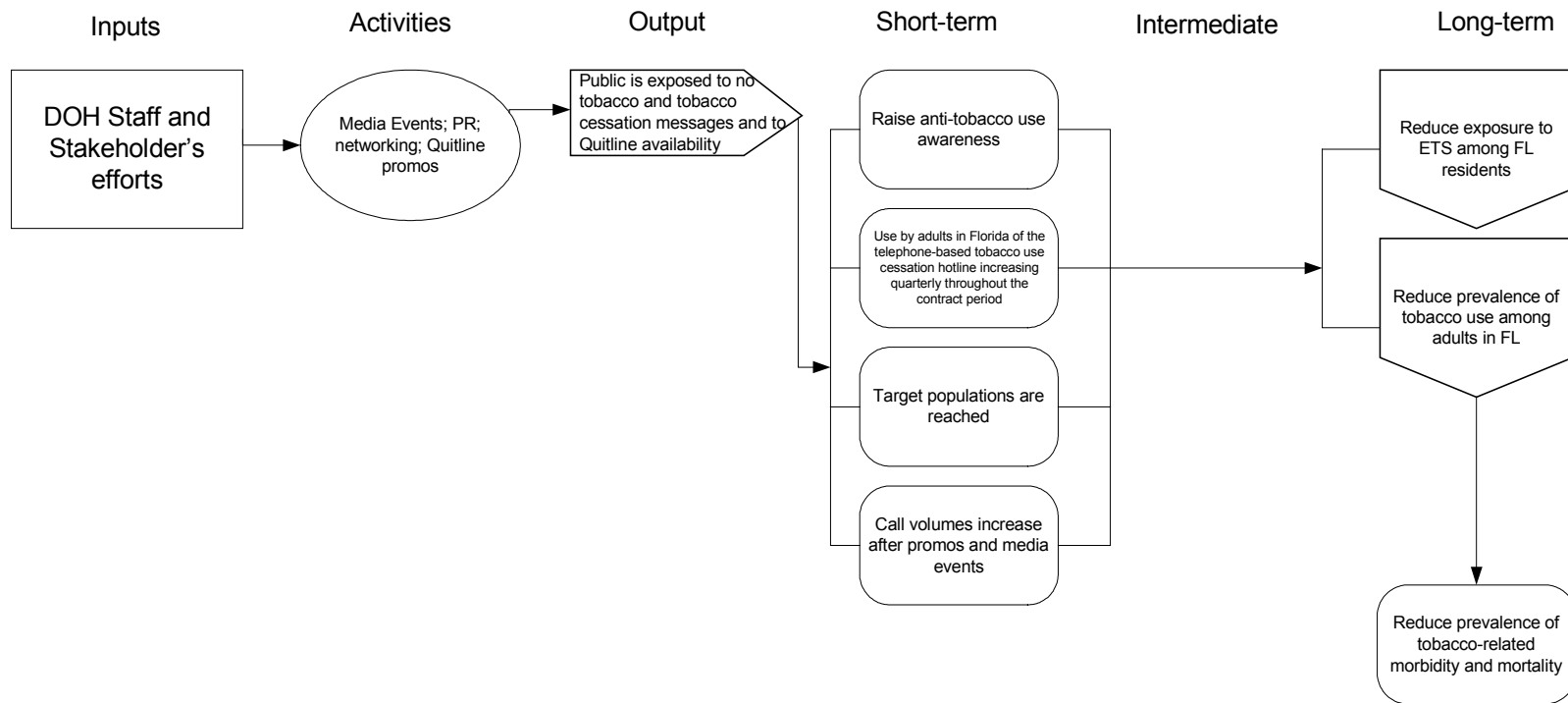
Objective 5. Decreased prevalence of tobacco use among adults who use the Quitline Line

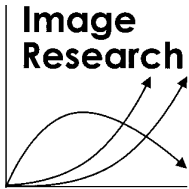
Objective 6. Reduce exposure To Second-Hand Smoke.



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Florida Quitline Logic Model





Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Target Populations for the Florida Quitline

Florida adults and teens who smoke

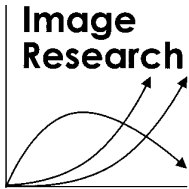
Smokeless ("Spit") tobacco users

Parents who smoke and who have children
under age 18 In their household

Pregnant women

DOH employees

Adult smokers in the North Central Region of
Florida

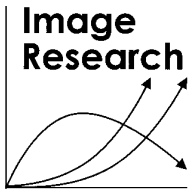


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Goals of the Florida Quitline Evaluation

The goals of this evaluation analysis are threefold:

1. to confirm whether the Quitline reached its populations of interest;
2. whether the media campaign in the Orlando metro area was effective;
3. and whether the Quitline had a positive effect on smoking cessation.



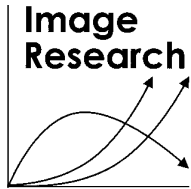
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Data for Florida Quitline Evaluation

The data for the evaluation come from the intake survey administered by ACS Counselors between December 2001 and February 2002.

Intake questions cover the following areas:

- demographic information
- the caller's reason for calling,
- willingness to quit tobacco,
- amount of tobacco use,
- household smoking rules,
- if there are children under 18 in the household,
- how the caller heard about the Quitline.



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

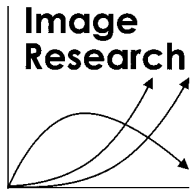
Results of the Quitline Evaluation: General Usage Statistics

The Quitline averaged 266 calls per month.

42.3% of calls came from the Orlando metro area.

79% of the people calling the Quitline wanted to quit smoking.

54% of smokers request counseling and referral services from the Quitline.



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation:

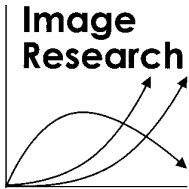
Target Populations

Floridians Who Smoke – 2,972 adult and teenage smokers called the Quitline.

Smokeless (“Spit”) Tobacco Users – 21 smokeless tobacco users called.

Pregnant Women – 54 pregnant women called the Quitline.

DOH Employees and DOH Clients – 58 employees called the Quitline

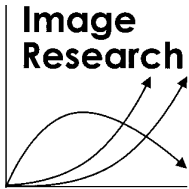


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Target Populations

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.

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



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

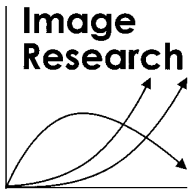
Results of the Quitline Evaluation: Gender and Smoking Behaviors

58% of the Quitline clients are women compared to 34% who are 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.

31% of all smokers who called the Quitline had children under 18 in the household, and over half allow smoking in the house.



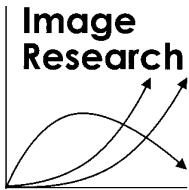
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Ethnicity of Target Populations

55% of all Floridians who called the Quitline were White, compared to 65.4% of population in the 2000 US Census.

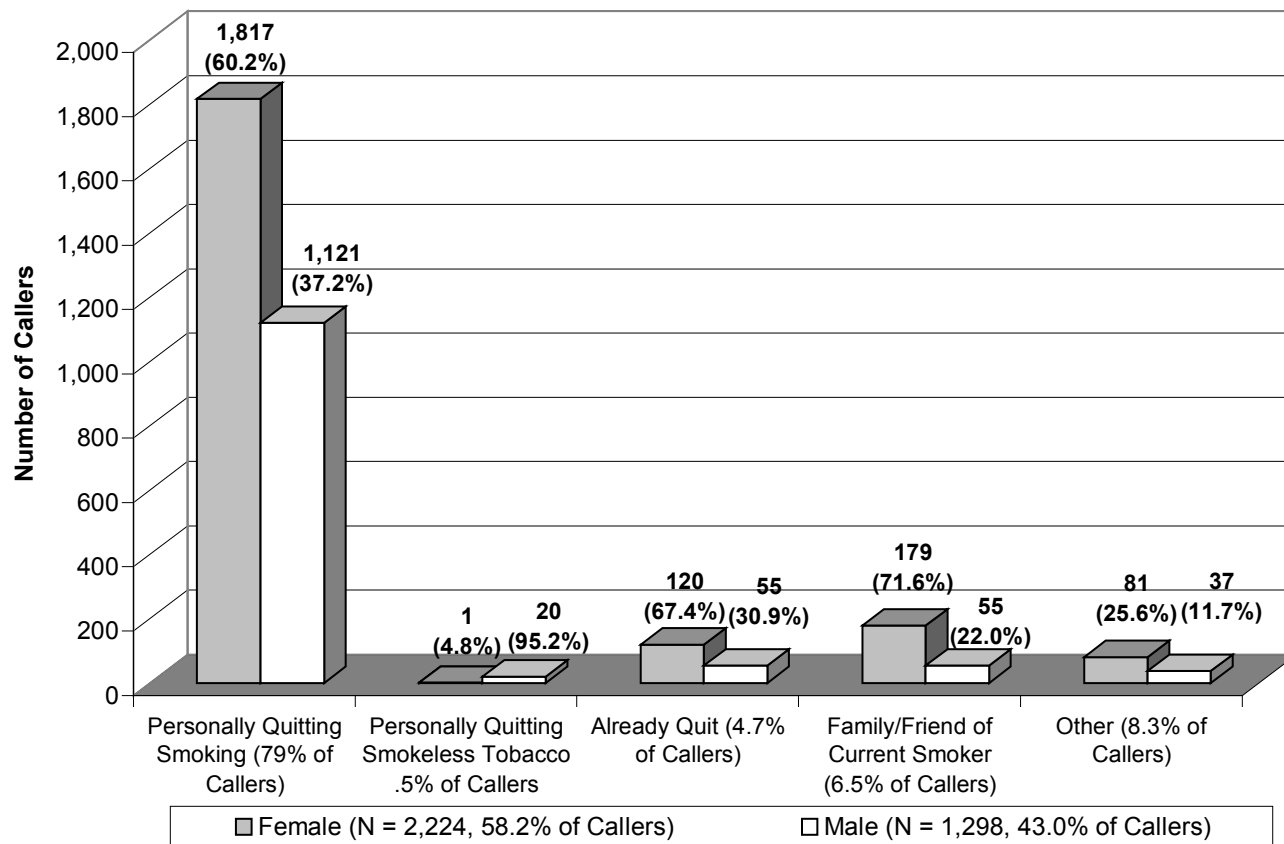
6.5% of Floridians calling the Quitline were Black, compared to 14.2% of population in the 2000 US Census.

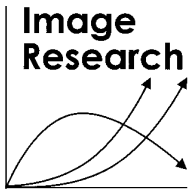
5.9% of Floridians who called the Quitline were Hispanic, compared to 16.8% of population in the 2000 US Census.



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

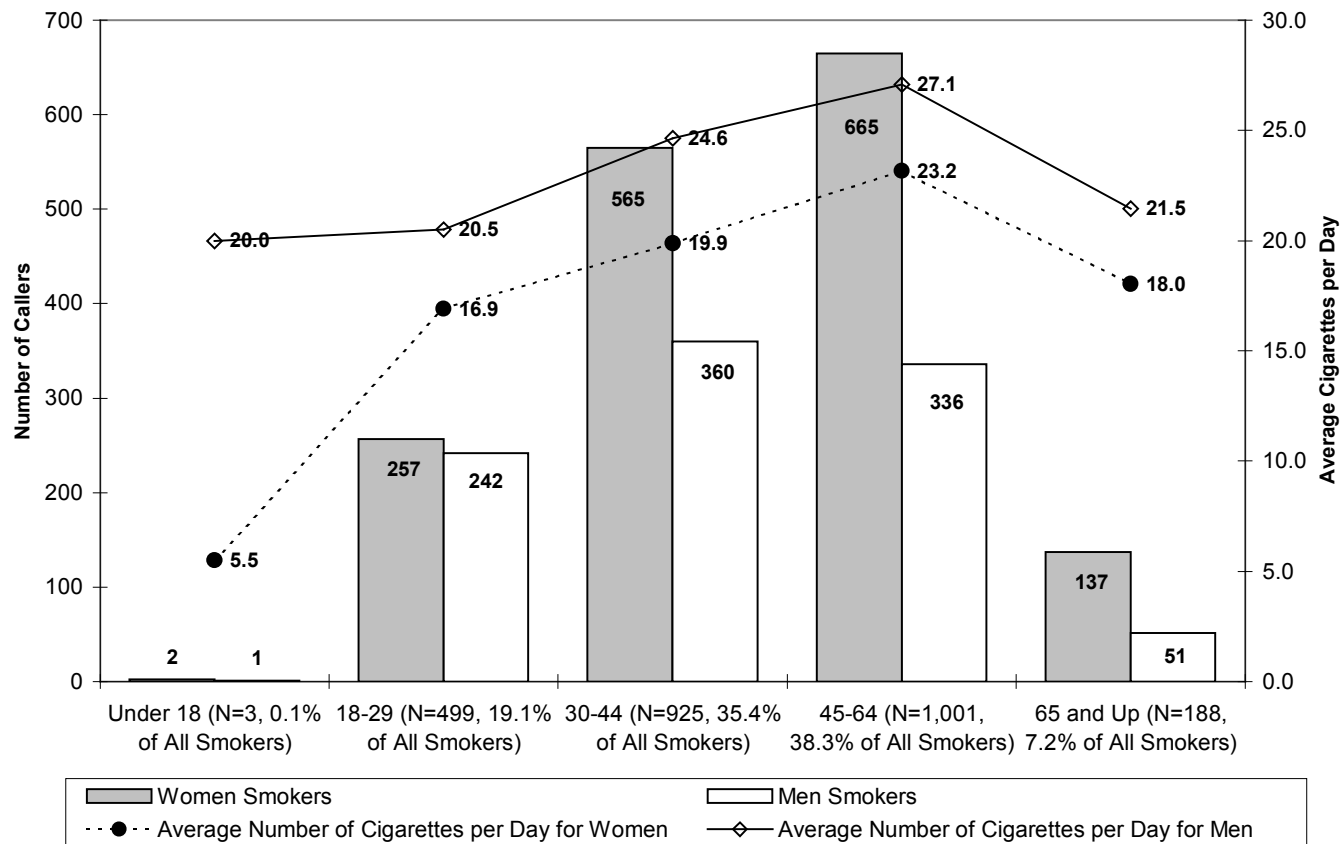
Results of the Quitline Evaluation: Reason for Calling the Quitline, by Gender

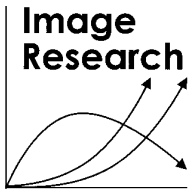




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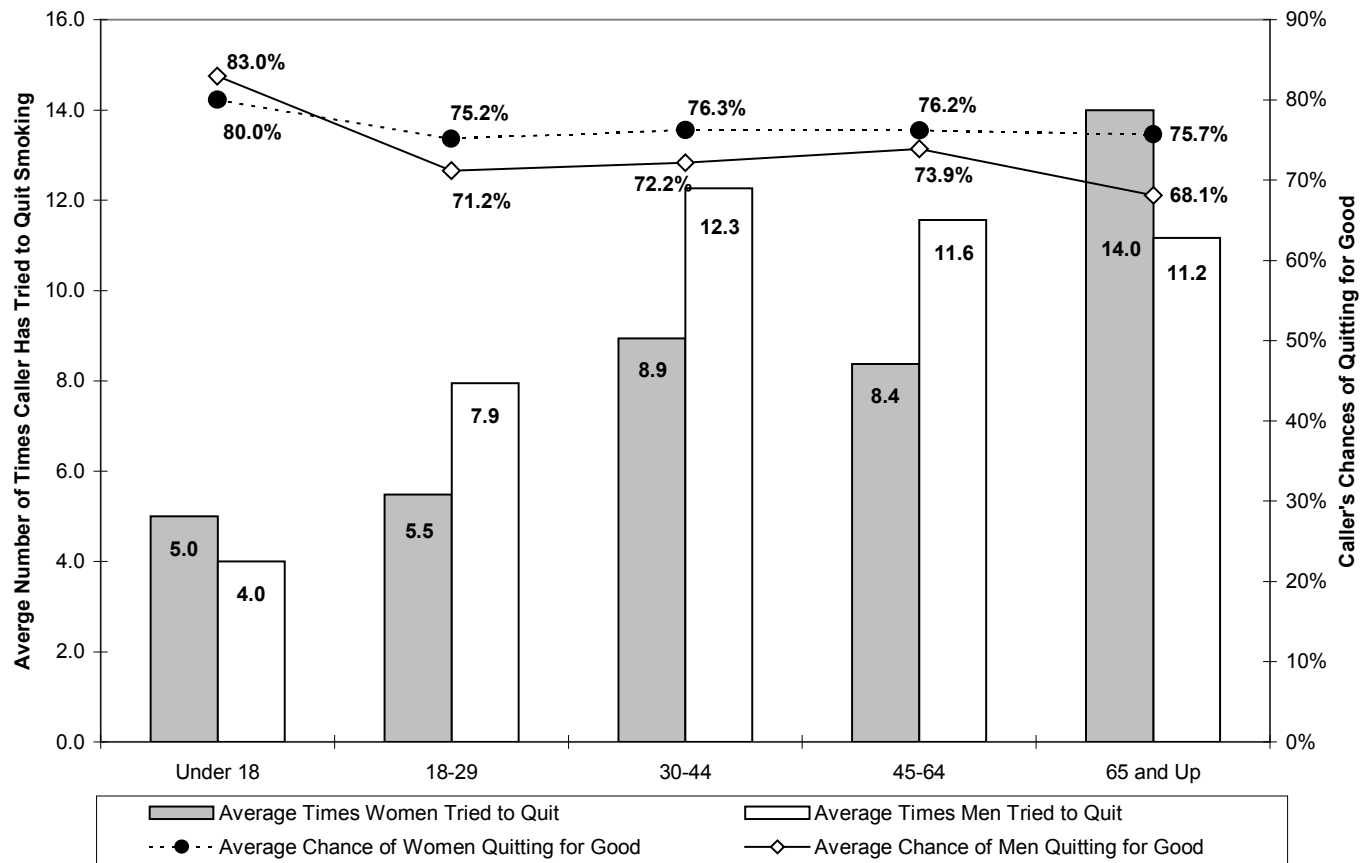
Results of the Quitline Evaluation: Smoking Behavior by Age and Gender

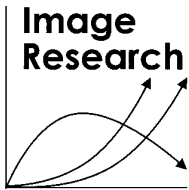




Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

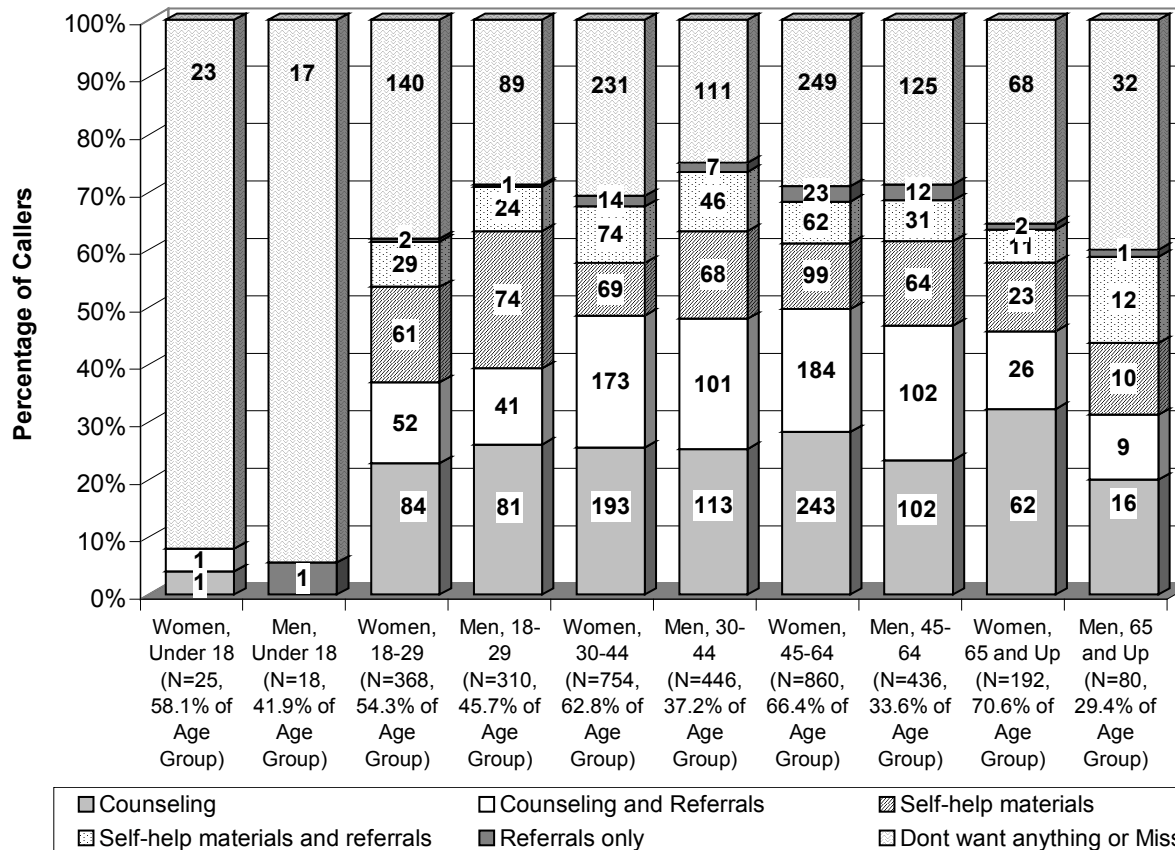
Results of the Quitline Evaluation: Quit Attempts by Estimate of Quitting

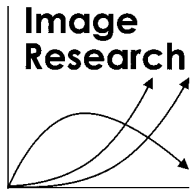




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Results of the Quitline Evaluation: Requests for Service by Age and Gender





Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

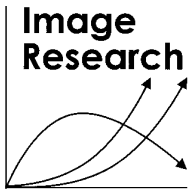
Results of the Quitline Evaluation: Media Campaign

490 30-second radio commercials were played over three months.

4,800 60-second television commercials were aired over five months.

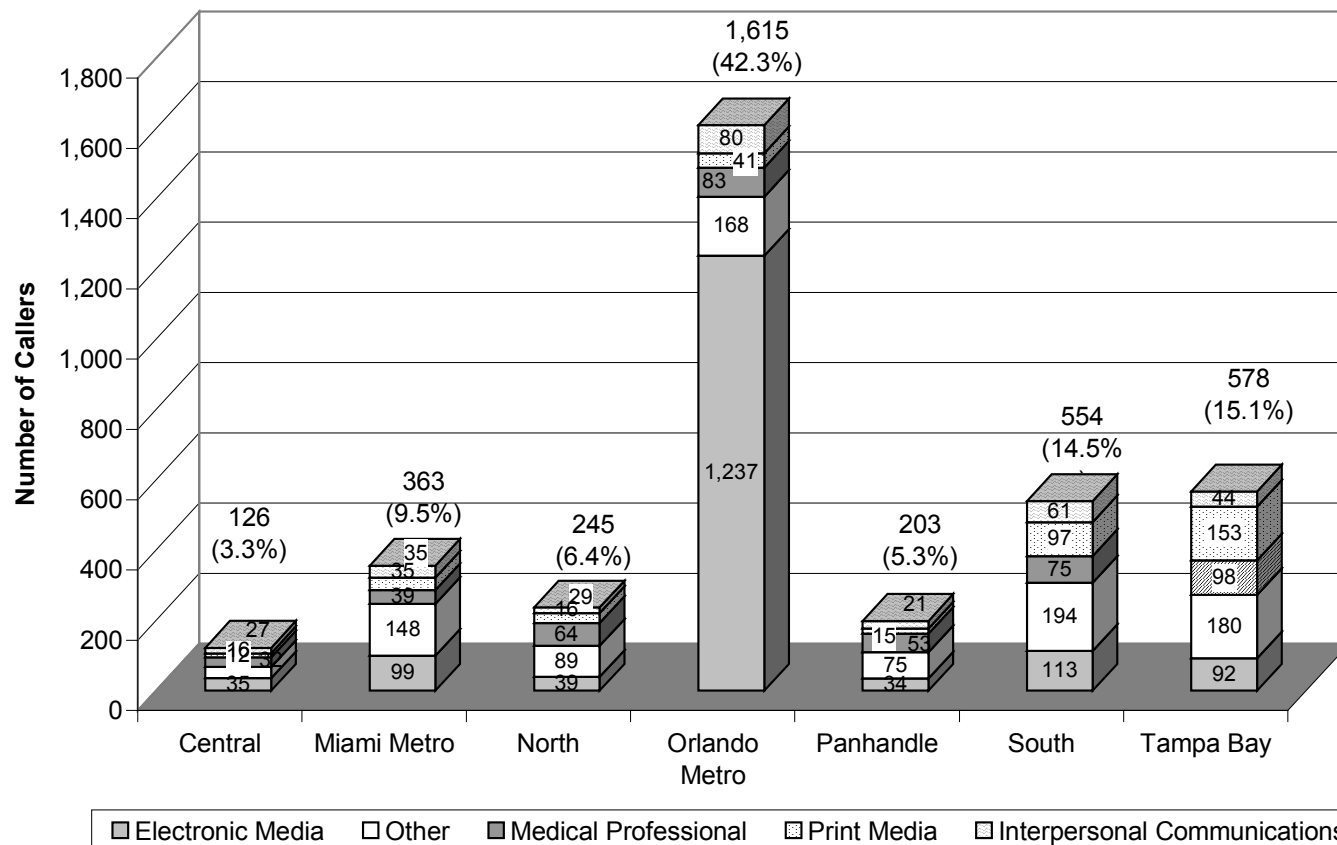
42.3% of all Floridians who called the Quitline lived in Orlando.

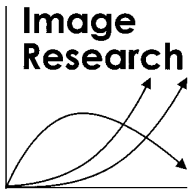
77% of the people calling from Orlando heard about the Quitline on electronic media.



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Results of the Quitline Evaluation: How Callers Heard About the Quitline

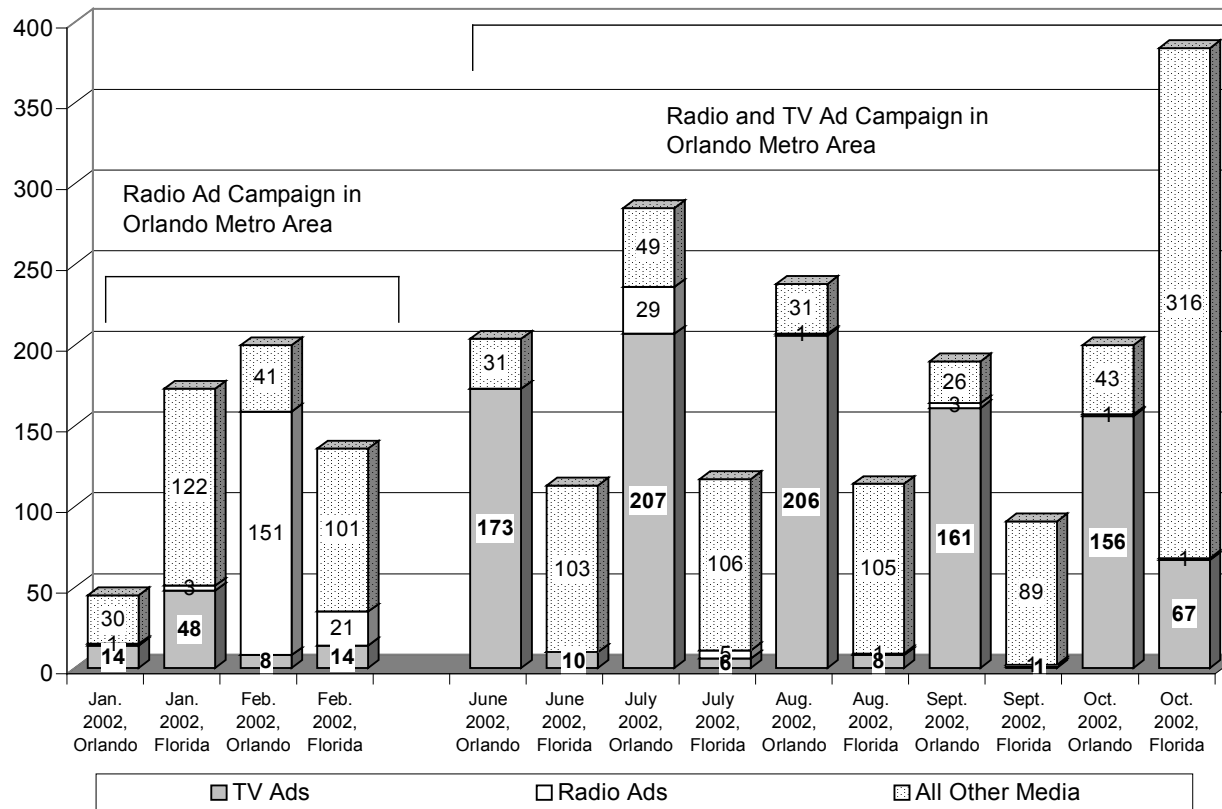


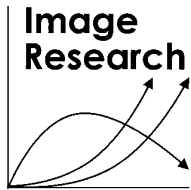


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Results of the Quitline Evaluation: Media Impact on Callers in Orlando

Comparison of Calls to the Florida Quitline From Orlando and the Rest of Florida and How Callers Heard About the Quitline, January - February 2002 and July - October 2002





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Results of the Quitline Evaluation:

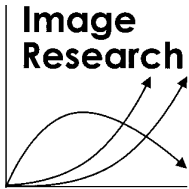
Follow-up Evaluation at Three Months

61% of Quitline clients contacted after three months stopped smoking for one or more days.

16% of both men and women quit smoking entirely during the three month period.

82% of the 30-44 age group quit smoking, compared to 65% of the 18-29 and 45-64 age groups.

54% of pregnant women quit smoking.



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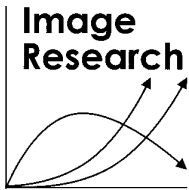
Results of the Quitline Evaluation:

Follow-up Evaluation at Three Months

15.6% (N=53) of Quitline clients contacted with children under 18 quit smoking.

67% of Florida smokers who stopped smoking for one or more days after calling the Quitline received counseling sessions.

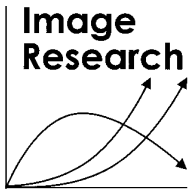
77% of Florida smokers who quit smoking after calling the Quitline received counseling sessions.



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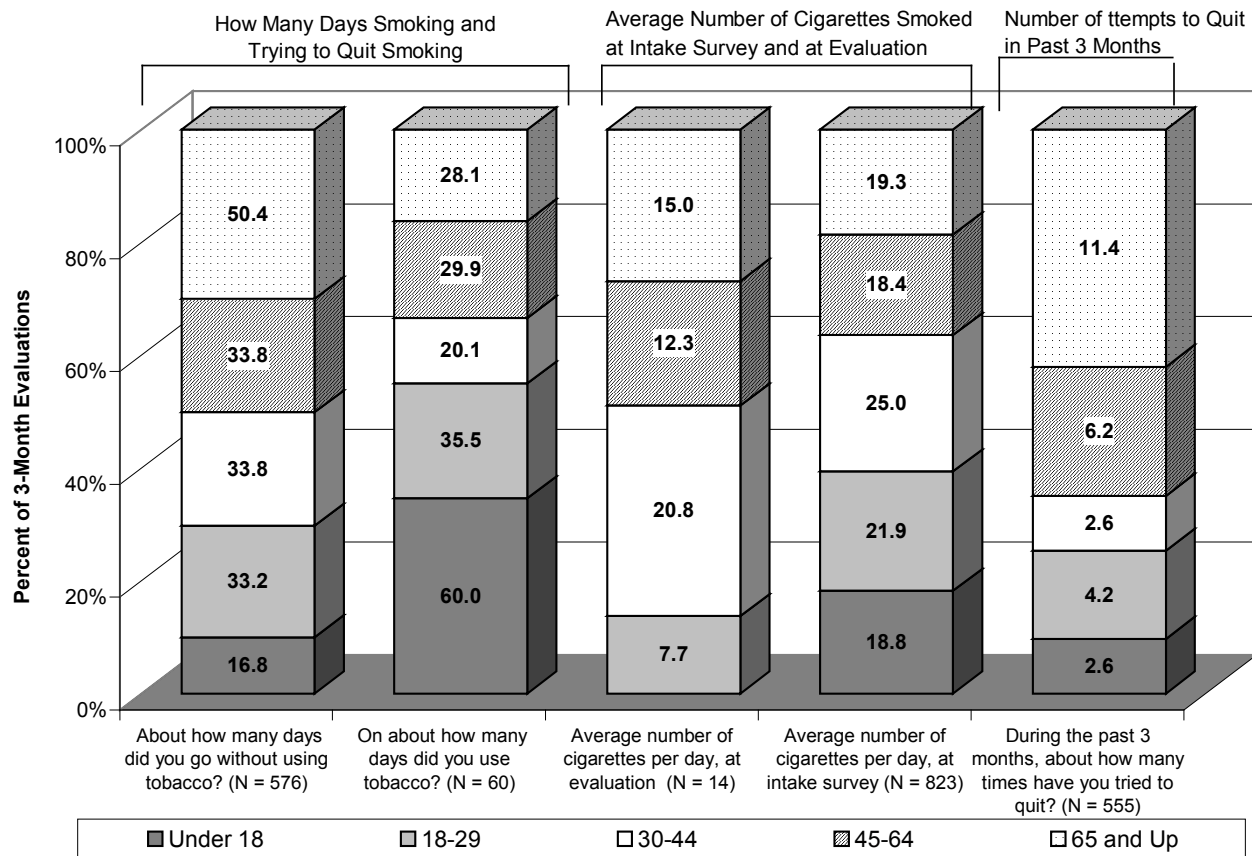
Results of the Quitline Evaluation: Quitting Success by Reason for Calling

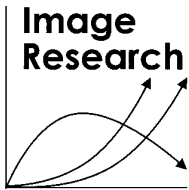
Original Reason for Calling the Quitline	During the past 3 months, have you stopped smoking for one day or longer?				Have you used tobacco at all in the past three months?			
	No	Yes	Missing	Total	No	Yes	Missing	Total
Personally quitting Smoking	377	570		947	144	64	741	949
Already Quit	1	2		3	1		2	3
Friends and Family	7	36		43	14	6	23	43
Missing	1		2	3			1	1
Total	386	608	2	996	159	70	767	996



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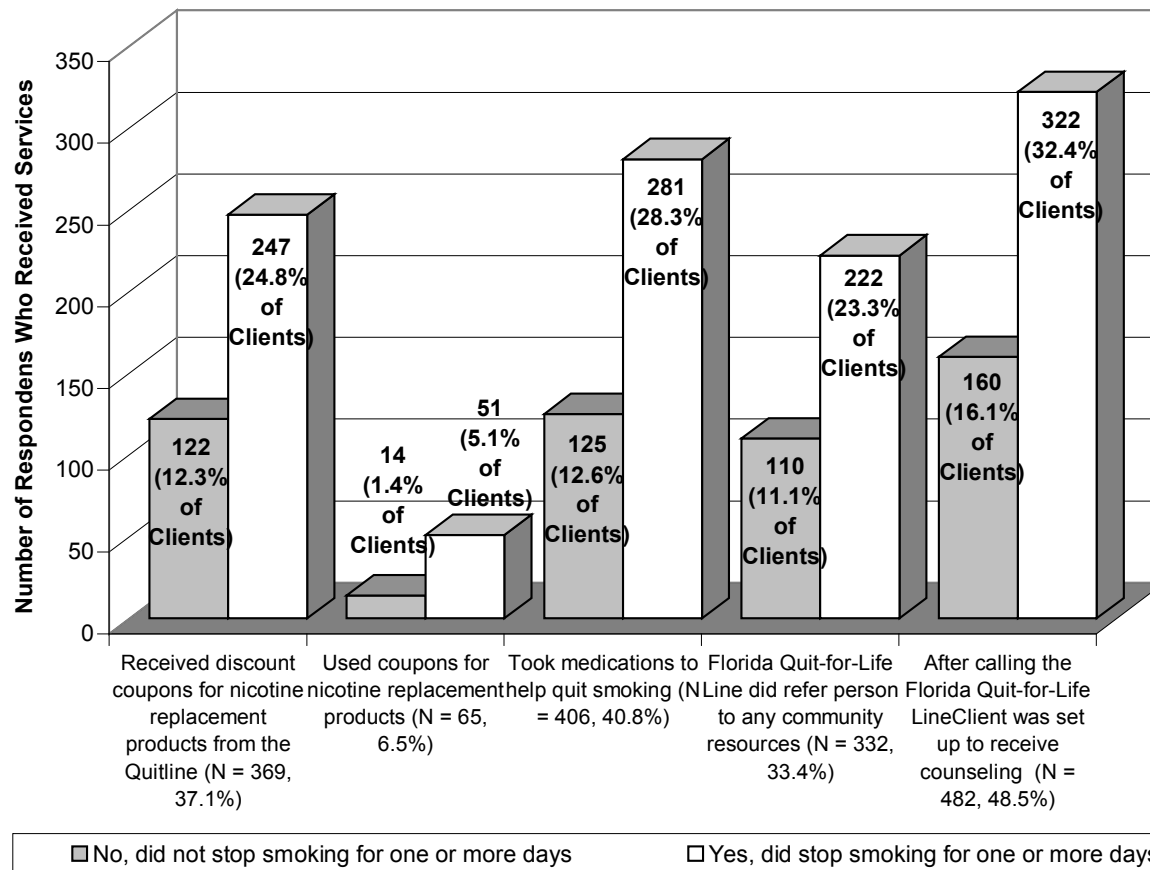
Results of the Quitline Evaluation: Quitting Behaviors by Age Group

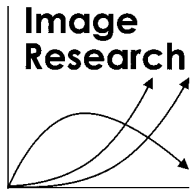




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Results of the Quitline Evaluation: Quitting Behaviors by Services Received





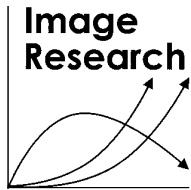
Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Conclusions

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.

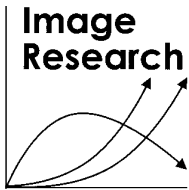


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Conclusions

61% of Quitline clients contacted during the three-month evaluation reported reducing their tobacco consumption.

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.

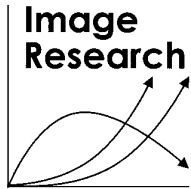


Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Conclusions

There is a significant statistical relationship (chi square, $p < .000$) between receiving counseling and quitting smoking.

There are statistically significant relationships between reducing tobacco consumption and receiving counseling (chi square, $p < .008$), receiving coupons for nicotine-replacement patches (chi square, $p < .003$), and using medications (chi square, $p < .000$).



Telephone Counseling for Help in Quitting Smoking: Evaluating the Florida Quitline

Results of the Quitline Evaluation: Final Report

A copy of this presentation and the final Quitline Evaluation Report can be found at:

www.imageresearch.com

You can call the Florida Quitline at:

1-877-U-CAN-NOW or 1-877-822-6669