

Florida Department of Health
Quit-for-Life Line
2004 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 hotline that was established to meet the needs of Florida adults who use tobacco. The Florida Department of Health negotiated a contract with the American Cancer Society 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 in 2001 that continue to guide the smoking cessation hotline. 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

Several target populations were selected as the intended audience for the Quit-for-Life Line. These populations include:

- Floridians (Age 14 and Over) Who Smoke – 1,586 adults called the Quitline between July 2003 and March 2004.
- Smokeless (“Spit”) Tobacco Users – Only 3 smokeless tobacco users called.
- Parents Who Smoke and Who Have Children Under Age 18 In Household – 175 smokers called the Quitline with children under 18, with an estimated 315 children at risk.
- Pregnant Women – 42 pregnant women called the Quitline.
- DOH Employees and DOH Clients – 32 health employees called the Quitline

Discussion of the Intake Data from Florida Residents Calling the Quitline

Callers to the Florida Quitline are asked a set of intake questions when they call, and the answers are recorded by an American Cancer Society intake specialist. The goals of this evaluation analysis are to confirm whether the Quitline reached its target populations 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 July 2003 to March 2004. A total of 1,603 Florida residents called the Quitline in this period, and 1,586 completed intake surveys, to become the base sample for this analysis.

- The Quitline averaged 176 calls per month.
- 72.5% of the people calling the Quitline wanted to quit smoking.
- 51.2% of smokers requested counseling and referral services from the Quitline.

Target Population: Age and Gender of Adult Smokers

- 65.5% of the Quitline clients are women compared to 23.3% who are men.
- 78.2% of the women called to quit smoking versus 77.6% of the men.
- Women smokers had a Quitline call rate of 0.049% of the female smoking population, three times that of male smokers, whose call rate was 0.015% of the smoking population.
- Quitline callers tend to be middle-aged, with 65.4% of them between 30 and 64.
- Women between 30 and 64 report smoking an average of 21 cigarettes per day.
- Men between 30 and 64 report smoking an average of 24 cigarettes per day.
- Women report making an average of 6.4 quit attempts before calling the Quitline, compared to an average of 11.5 quit attempts among men.
- 55.4% of women and 52.7% 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.

- 59% of all Floridians who called the Quitline were White, compared to 65.4% of the population in the 2000 US Census. The Quitline call rate for White smokers was 0.034%.
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- 6.6% of Floridians calling the Quitline were Black, compared to 14.2% of the population in the 2000 US Census. The Quitline call rate for Black smokers was 0.029%.
- 6.9% of Floridians who called the Quitline were Hispanic, compared to 16.8% of the population in the 2000 US Census. The Quitline call rate for Hispanic smokers was 0.020%.

- Between 91.6% and 95.5% of all race/ethnic groups calling the Quitline want to quit smoking.
- 54.8% of White smokers, 51.0% of Black smokers and 57.1% of Hispanic smokers who called the Quitline requested counseling and referrals.

Target Population: DOH and County Health Employees

- 32 health employees called the Quitline.

Target Population: Pregnant Women

- 42 pregnant women called the Quitline.
- 54.8% of the pregnant women had children under 18 in their household.

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

- 31.7% of all smokers who called the Quitline had children under 18 in the household.
- 49.9% of households with children under 18 allow smoking somewhere in the house.
- An estimated 657 children live with smokers who have called the Quitline and who are at high risk of second-hand smoke.
- An estimated 81 of these children under 18 live in households with two smokers.
- 13.4% of all people calling the Quitline live with a smoker.

Assessment of the Florida Quitline, December 2001 to February 2003

The overall assessment of the Quitline is that the service is successful in providing counseling and smoking cessation materials to help Floridians reduce their consumption of tobacco products or to stop smoking entirely.

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

- 93% of the targeted 1,704 clients called the Florida Quitline between July 2003 and March 2004.
- 86.5% of all Floridians who called the Quitline requested counseling, referral and self-help services.
- Due to a lack of data reporting by ACS, there is no information on counseling sessions with Quitline clients.
- Due to a lack of data reporting by ACS on the three-month and six-month evaluations, no assessment can be made of smoking cessation outcomes.

How Well the Quitline Data Meet Program Needs

- Data reports sent from the ACS were generally on time and accurate, though not complete.

- Data sets sent from the ACS were generally regular, though there was a disruption of reporting in the fall of 2003, and some data fields were eliminated without notice.
- Some data elements were not reported by the ACS as contracted; for example, data from counseling sessions, time of day of calls, number of referrals made or coupons sent and data from follow-up evaluations. Without this last dataset, the smoking cessation outcomes of the Quitline cannot be evaluated.

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

- The Florida Quit-for-Life Line needs to be expanded with a larger budget to provide smoking cessation services to at least as many Floridians as in the fiscal year 2002-2003.
- The Florida Quit-for-Life Line needs to have budget allocated for media promotions that should target specific Florida regions, minority race/ethnic groups and other target groups based on the analysis of differential call rates as a way to raise awareness of the service and to motivate Floridians to call the number.
- The Florida Quit-for-Life Line should work with smoking-cessation groups, medical professionals, health maintenance organizations and insurance companies to increase awareness of the Quitline services, and to increase referrals from the medical community.
- The Florida Quit-for-Life Line should cooperate with North American Quitline Consortium to share Quitline data from other states. The benefit of this action is that Florida's Quitline outcomes can be compared with the figures nationwide, and thus can gauge its successfulness from a wider perspective.
- The evaluator should work more closely with the American Cancer Society to create more efficient Quitline data reporting and should continue to provide monthly and quarterly report updates to the Quitline contract manager at the DOH and interested staff.