

Florida Department of Health
Quit-for-Life Line
Summary Report for 2001 - 2004

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Background to the Florida Quitline

The Florida Quit-for-Life Line (Quitline) started operations in December 2001 from the American Cancer Society (ACS) Call Center in Austin, Texas. The goals of the Florida Quitline are to provide telephone counseling to residents of Florida who want to stop using tobacco products, short-term smoking cessation, long-term maintenance, relapse prevention, and reducing exposure to second-hand smoke. Quitline services include assessing addiction, counseling, and selecting appropriate medications. In its first two and a half years of activity, the Quitline received over 6,800 calls from Floridians seeking counseling, referrals and informational materials on quitting smoking.

Inbound calls and counseling are handled through the ACS National Cancer Information Center (NCIC) in Austin, Texas. Callers dial toll-free and as part of their assessment are asked a set of questions that attempt to create a data “snapshot” of their smoking patterns, social setting, demographics and interest in Quitline services. Callers are also assessed for their readiness to change, or their “stage of change,” i.e., their readiness to quit tobacco use. All pregnant smokers, of any age, who call the Quitline are referred to the American Legacy Foundation’s Great Start hotline, where a prenatal-specific protocol is used.

When a smoker calls the Quitline, he or she is asked a set of intake questions by the ACS counselor. In addition to demographic questions, the ACS counselor asks questions related to the caller’s reason for calling, willingness to quit tobacco, tobacco use, household smoking rules, the presence of children under 18 in the household, how the caller heard about the Quitline, and a number of other, related questions. All callers are called back after three-months for a follow-up evaluation, and again at six-months. The follow-up evaluations determine whether the caller has quit smoking, or has at least made an attempt at quitting. The analysis contained in this evaluation uses data from the intake surveys of Floridians who called between July 2003 and March 2004. Follow-up data were not available from the American Cancer Society at the time of writing, so are not included in this evaluation.

The populations of interest in this evaluation include all adults in Florida who smoke, broken out by age, gender, race/ethnicity, education and marital status. A second population includes Florida Department of Health (DOH) and County Health employees. A third population of interest are those at risk from smoking, including pregnant women, callers with children under 18 and callers who live with smokers. For each of these groups the risk entails a danger of second-hand smoke, either for the fetus of a pregnant woman or for children in a smoking household. A second focus of interest in this evaluation is the reason Floridians call the Quitline, their smoking behaviors, previous attempts to quit smoking and the services that they request. A final area of interest in the evaluation is to understand how callers heard about the Florida Quitline in the 2003-2004 fiscal year, which saw a reduction in funds for the program and little money available statewide for media campaigns or other promotional activities.

Summary of Findings from the 2002-2003 Quitline Evaluation

The period of the first Quitline 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 the analysis. The Florida Quitline averaged 266 calls per month over these fifteen months, with 79% of the people calling the Quitline wanting to quit smoking. 54% of smokers request counseling and referral services from the Quitline.

Among callers there were some clear gender and age distinctions. 58% of the Quitline clients were women, compared to 34% who were men. Quitline callers tended to be middle-aged, with 67% of them between 30 and 64. 46% of women and 44% of men requested counseling and referrals. The race/ethnic makeup of callers to the Florida Quitline was predominantly White, followed by Black and Hispanic callers. 55% of all Floridians who called the Quitline were White, 6.5% were Black and 5.9% were Hispanic. 52% of White smokers, 56% of Black smokers and 57% of Hispanic smokers who called the Quitline requested counseling and referrals.

Among the Quitline clients were 58 employees from the DOH or the county health departments; no health employees succeeded in quitting smoking. 54 pregnant women called the Quitline, 46% of whom had children under 18 in their household. Seven (13%) pregnant women succeeded in quitting smoking. 31% of all smokers who called the Quitline had children under 18 in the household, with 52% of them allowing smoking somewhere in the house. 28% of all people calling the Quitline lived with a smoker. An estimated 882 children lived with smokers and were at high risk of second-hand smoke.

The DOH ran a smoking cessation radio and television media campaign during January and February and then June through October, 2002. Over the course of the campaign 490 30-second radio commercials were aired over three months and 4,800 60-second television commercials were aired over five months. 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. Overall, 42.3% of all Floridians who called the Quitline lived in Orlando.

The three-month follow-up evaluation of all Quitline callers is conducted to determine the outcome of the Quitline call on helping the client stop smoking. 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 and 16% of those contacted had quit smoking entirely. 15.6% of Quitline clients living with children under 18 quit smoking, with an estimated 104 children of Quitline clients no longer at risk of second-hand smoke in the home. 77% of Florida Smokers who quit smoking after calling the Quitline received counseling sessions. 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.

The overall assessment of the 2003 Quitline evaluation was that it did succeed in helping Floridians reduce their consumption of tobacco products or to stop quitting entirely. 82% of the targeted 4,000 clients called the Florida Quitline in fiscal year 2002-2003 and 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. Extrapolating from these 16% of callers, 524 Floridians potentially quit smoking after calling the Quitline.

Summary of Findings from the 2003-2004 Quitline Evaluation

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 the evaluation analysis are to confirm whether the Quitline reached its target populations and whether it had a positive effect on smoking cessation. The period of the 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 the analysis. During this period, the Quitline averaged 176 calls per month. 72.5% of the

people calling the Quitline wanted to quit smoking, and 51.2% of smokers requested counseling and referral services from the Quitline.

The majority of callers to the Quitline were women at 65.5% of callers, compared to 23.3% who were 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.

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%. 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.

Other target populations called the Quitline with relatively low frequency. Only 32 employees of the Department of Health called the Quitline. 42 pregnant women called the Quitline. 54.8% of the pregnant women had children under 18 in their household. 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.

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. 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.

Table of Contents

Complete vs Incomplete Calls	5
Gender	6
Age Group	7
Pregnant	8
Ethnic Groups	9
Education	10
Marital Status	11
Department of Health Employee	12
Children Under 18 in Household	13
Live With a Smoker?	14
Smoking Rules	15
Reason for Calling Quitline	16
How Heard About the Quitline?	17
Interested in Services	18
Florida Region	19
Florida County	20

**Completed Versus Not Completed Calls to the Florida Quitline
December 2001 to June 2004**

Month of Calls	Completed Calls to the Florida Quitline	Percent	Did Not Complete ACS Intake Survey	Percent	Total
December 2001	107	93.9%	7	6.1%	114
January 2002	218	89.0%	27	11.0%	245
February 2002	336	96.8%	11	3.2%	347
March 2002	160	97.0%	5	3.0%	165
April 2002	134	96.4%	5	3.6%	139
May 2002	174	96.7%	6	3.3%	180
June 2002	315	89.5%	37	10.5%	352
July 2002	404	90.6%	42	9.4%	446
August 2002	352	91.0%	35	9.0%	387
September 2002	281	100.0%	0	0.0%	281
October 2002	537	100.0%	0	0.0%	537
November 2002	347	100.0%	0	0.0%	347
December 2002	136	100.0%	0	0.0%	136
January 2003	174	100.0%	0	0.0%	174
February 2003	146	100.0%	0	0.0%	146
March 2003	136	97.1%	4	2.9%	140
April 2003	137	95.8%	6	4.2%	143
May 2003	144	96.0%	6	4.0%	150
June 2003	374	97.4%	10	2.6%	384
July 2003	187	98.4%	3	1.6%	190
August 2003	155	93.9%	10	6.1%	165
September 2003	155	97.5%	4	2.5%	159
October 2003	147	100.0%	0	0.0%	147
November 2003	303	100.0%	0	0.0%	303
December 2003	118	100.0%	0	0.0%	118
January 2004	153	100.0%	0	0.0%	153
February 2004	194	100.0%	0	0.0%	194
March 2004	174	100.0%	0	0.0%	174
April 2004	161	100.0%	0	0.0%	161
May 2004	141	100.0%	0	0.0%	141
June 2004	128	100.0%	0	0.0%	128
Total	6,628	96.8%	218	3.2%	6,846
Average per Month	214	96.8%	7	3.2%	221

**Gender of Callers to the Florida Quitline
December 2001 to June 2004**

	Women		Men		Unknown or Missing		Total
	Total	%	Total	%	Total	%	Total
December 2001	67	62.6%	27	25.2%	13	12.1%	107
January 2002	151	69.3%	48	22.0%	19	8.7%	218
February 2002	188	56.0%	131	39.0%	17	5.1%	336
March 2002	97	60.6%	45	28.1%	18	11.3%	160
April 2002	87	64.9%	33	24.6%	14	10.4%	134
May 2002	120	69.0%	39	22.4%	15	8.6%	174
June 2002	165	52.1%	136	42.9%	16	5.0%	317
July 2002	197	49.0%	186	46.3%	19	4.7%	402
August 2002	196	55.7%	139	39.5%	17	4.8%	352
September 2002	147	52.3%	103	36.7%	31	11.0%	281
October 2002	342	58.6%	210	36.0%	32	5.5%	584
November 2002	180	60.0%	89	29.7%	31	10.3%	300
December 2002	84	61.8%	40	29.4%	12	8.8%	136
January 2003	106	60.9%	45	25.9%	23	13.2%	174
February 2003	97	66.4%	27	18.5%	22	15.1%	146
March 2003	89	65.4%	31	22.8%	16	11.8%	136
April 2003	82	59.9%	27	19.7%	28	20.4%	137
May 2003	91	63.2%	42	29.2%	11	7.6%	144
June 2003	180	48.1%	166	44.4%	28	7.5%	374
July 2003	130	69.5%	40	21.4%	17	9.1%	187
August 2003	87	56.1%	39	25.2%	29	18.7%	155
September 2003	116	74.8%	24	15.5%	15	9.7%	155
October 2003	100	68.0%	30	20.4%	17	11.6%	147
November 2003	193	63.7%	83	27.4%	27	8.9%	303
December 2003	64	54.2%	37	31.4%	17	14.4%	118
January 2004	104	68.0%	42	27.5%	7	4.6%	153
February 2004	131	67.5%	39	20.1%	24	12.4%	194
March 2004	114	65.5%	36	20.7%	24	13.8%	174
April 2004	74	46.0%	30	18.6%	57	35.4%	161
May 2004	68	48.2%	27	19.1%	46	32.6%	141
June 2004	68	53.1%	30	23.4%	30	23.4%	128
Total	3,915	59.1%	2,021	30.5%	692	10.4%	6,628

**Age Group of Callers to the Florida Quitline
December 2001 to June 2004**

Month	Under 18		18-29		30-44		45-64		65 and Up		Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	1	0.9%	18	16.8%	38	35.5%	37	34.6%	5	4.7%	8	7.5%	107
January, 2002	6	2.8%	36	16.5%	82	37.6%	68	31.2%	12	5.5%	14	6.4%	218
February, 2002	1	0.3%	74	22.0%	135	40.2%	107	31.8%	7	2.1%	12	3.6%	336
March, 2002	1	0.6%	28	17.5%	51	31.9%	58	36.3%	5	3.1%	17	10.6%	160
April, 2002	2	1.5%	23	17.2%	38	28.4%	46	34.3%	15	11.2%	10	7.5%	134
May, 2002	0	0.0%	21	12.1%	55	31.6%	66	37.9%	22	12.6%	10	5.7%	174
June, 2002	9	2.8%	79	24.9%	101	31.9%	95	30.0%	18	5.7%	15	4.7%	317
July, 2002	7	1.7%	93	23.1%	153	38.1%	123	30.6%	11	2.7%	15	3.7%	402
August, 2002	4	1.1%	83	23.6%	126	35.8%	111	31.5%	13	3.7%	15	4.3%	352
September, 2002	5	1.8%	74	26.3%	90	32.0%	77	27.4%	11	3.9%	24	8.5%	281
October, 2002	5	0.9%	78	13.4%	157	26.9%	234	40.1%	90	15.4%	20	3.4%	584
November, 2002	2	0.7%	38	12.7%	87	29.0%	107	35.7%	39	13.0%	27	9.0%	300
December, 2002	1	0.7%	11	8.1%	36	26.5%	66	48.5%	10	7.4%	12	8.8%	136
January, 2003	0	0.0%	21	12.1%	47	27.0%	67	38.5%	15	8.6%	24	13.8%	174
February, 2003	1	0.7%	13	8.9%	40	27.4%	69	47.3%	5	3.4%	18	12.3%	146
March 2003	5	3.7%	22	16.2%	41	30.1%	39	28.7%	11	8.1%	18	13.2%	136
April 2003	3	2.2%	15	10.9%	32	23.4%	45	32.8%	17	12.4%	25	18.2%	137
May 2003	1	0.7%	17	11.8%	56	38.9%	53	36.8%	8	5.6%	9	6.3%	144
June 2003	9	2.4%	75	20.1%	136	36.4%	121	32.4%	12	3.2%	21	5.6%	374
July 2003	2	1.1%	32	17.1%	48	25.7%	74	39.6%	15	8.0%	16	8.6%	187
August 2003	1	0.6%	15	9.7%	46	29.7%	53	34.2%	22	14.2%	18	11.6%	155
September 2003	1	0.6%	20	12.9%	36	23.2%	72	46.5%	17	11.0%	9	5.8%	155
October 2003	1	0.7%	17	11.6%	37	25.2%	65	44.2%	13	8.8%	14	9.5%	147
November 2003	2	0.7%	40	13.2%	90	29.7%	132	43.6%	23	7.6%	16	5.3%	303
December 2003	0	0.0%	15	12.7%	28	23.7%	47	39.8%	11	9.3%	17	14.4%	118
January 2004	2	1.3%	26	17.0%	41	26.8%	49	32.0%	17	11.1%	18	11.8%	153
February 2004	2	1.0%	27	13.9%	49	25.3%	70	36.1%	18	9.3%	28	14.4%	194
March 2004	2	1.1%	23	13.2%	47	27.0%	54	31.0%	18	10.3%	30	17.2%	174
April 2004	2	1.2%	9	5.6%	37	23.0%	38	23.6%	18	11.2%	57	35.4%	161
May 2004	0	0.0%	13	9.2%	31	22.0%	44	31.2%	7	5.0%	46	32.6%	141
June 2004	0	0.0%	13	10.2%	26	20.3%	46	35.9%	12	9.4%	31	24.2%	128
Total	78	1.2%	1,069	16.1%	2,017	30.4%	2,333	35.2%	517	7.8%	614	9.3%	6,628

**Pregnant Callers to the Florida Quitline
December 2001 to June 2004**

Month	No		Yes, Pregnant		Missing		Total
	Total	%	Total	%	Total	%	Total
December, 2001		0.0%		0.0%	107	100.0%	107
January, 2002	142	65.1%	12	5.5%	64	29.4%	218
February, 2002	270	80.4%	4	1.2%	62	18.5%	336
March, 2002	108	67.5%	4	2.5%	48	30.0%	160
April, 2002	84	62.7%	1	0.7%	49	36.6%	134
May, 2002	137	78.7%	3	1.7%	34	19.5%	174
June, 2002	243	76.7%	4	1.3%	70	22.1%	317
July, 2002	331	82.3%	3	0.7%	68	16.9%	402
August, 2002	281	79.8%	6	1.7%	65	18.5%	352
September, 2002	217	77.2%	1	0.4%	63	22.4%	281
October, 2002	471	80.7%	7	1.2%	106	18.2%	584
November, 2002	211	70.3%	6	2.0%	83	27.7%	300
December, 2002	109	80.1%	2	1.5%	25	18.4%	136
January, 2003	133	76.4%	0	0.0%	41	23.6%	174
February, 2003	107	73.3%	1	0.7%	38	26.0%	146
March 2003	83	61.0%	6	4.4%	47	34.6%	136
April 2003	78	56.9%	3	2.2%	56	40.9%	137
May 2003	103	71.5%	4	2.8%	37	25.7%	144
June 2003	313	83.7%	4	1.1%	57	15.2%	374
July 2003	141	75.4%	3	1.6%	43	23.0%	187
August 2003	108	69.7%	3	1.9%	44	28.4%	155
September 2003	118	76.1%	2	1.3%	35	22.6%	155
October 2003	120	81.6%	5	3.4%	22	15.0%	147
November 2003	247	81.5%	3	1.0%	53	17.5%	303
December 2003	86	72.9%	6	5.1%	26	22.0%	118
January 2004	101	66.0%	6	3.9%	46	30.1%	153
February 2004	102	52.6%	7	3.6%	85	43.8%	194
March 2004	80	46.0%	7	4.0%	87	50.0%	174
April 2004	71	44.1%	2	1.2%	88	54.7%	161
May 2004	64	45.4%	6	4.3%	71	50.4%	141
June 2004	66	51.6%	2	1.6%	60	46.9%	128
Total	4,725	71.3%	123	1.9%	1,780	26.9%	6,628

**Ethnicity of Callers to the Florida Quitline
December 2001 to June 2004**

Month	White		Black		Hispanic		Asian, American Indian and Other		Refused and Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	56	52.3%	8	7.5%	9	8.4%	7	6.5%	27	25.2%	107
January, 2002	119	54.6%	14	6.4%	17	7.8%	6	2.8%	62	28.4%	218
February, 2002	234	69.6%	9	2.7%	14	4.2%	17	5.1%	62	18.5%	336
March, 2002	81	50.6%	7	4.4%	16	10.0%	8	5.0%	48	30.0%	160
April, 2002	73	54.5%	4	3.0%	5	3.7%	3	2.2%	49	36.6%	134
May, 2002	118	67.8%	10	5.7%	7	4.0%	7	4.0%	32	18.4%	174
June, 2002	171	53.9%	29	9.1%	17	5.4%	9	2.8%	91	28.7%	317
July, 2002	213	53.0%	34	8.5%	27	6.7%	14	3.5%	114	28.4%	402
August, 2002	162	46.0%	31	8.8%	19	5.4%	17	4.8%	123	34.9%	352
September, 2002	105	37.4%	20	7.1%	21	7.5%	9	3.2%	126	44.8%	281
October, 2002	324	55.4%	39	6.7%	21	3.6%	21	3.6%	180	30.8%	585
November, 2002	161	53.8%	15	5.0%	26	8.7%	14	4.7%	83	27.8%	299
December, 2002	85	62.5%	10	7.4%	10	7.4%	6	4.4%	25	18.4%	136
January, 2003	115	66.1%	6	3.4%	7	4.0%	6	3.4%	40	23.0%	174
February, 2003	86	58.9%	12	8.2%	8	5.5%	3	2.1%	37	25.3%	146
March 2003	63	46.3%	8	5.9%	16	11.8%	2	1.5%	47	34.6%	136
April 2003	65	47.4%	8	5.8%	10	7.3%	0	0.0%	54	39.4%	137
May 2003	64	44.4%	9	6.3%	31	21.5%	1	0.7%	39	27.1%	144
June 2003	202	54.0%	12	3.2%	83	22.2%	10	2.7%	67	17.9%	374
July 2003	102	54.5%	10	5.3%	22	11.8%	9	4.8%	44	23.5%	187
August 2003	89	57.4%	11	7.1%	10	6.5%	3	1.9%	42	27.1%	155
September 2003	87	56.1%	14	9.0%	15	9.7%	4	2.6%	35	22.6%	155
October 2003	96	65.3%	10	6.8%	11	7.5%	7	4.8%	23	15.6%	147
November 2003	201	66.3%	28	9.2%	17	5.6%	10	3.3%	47	15.5%	303
December 2003	76	64.4%	10	8.5%	9	7.6%	6	5.1%	17	14.4%	118
January 2004	99	64.7%	6	3.9%	10	6.5%	3	2.0%	35	22.9%	153
February 2004	102	52.6%	8	4.1%	12	6.2%	6	3.1%	66	34.0%	194
March 2004	83	47.7%	7	4.0%	4	2.3%	4	2.3%	76	43.7%	174
April 2004	68	42.2%	3	1.9%	3	1.9%	9	5.6%	78	48.4%	161
May 2004	71	50.4%	3	2.1%	4	2.8%	0	0.0%	63	44.7%	141
June 2004	66	51.6%	2	1.6%	2	1.6%	1	0.8%	57	44.5%	128
Total	3,637	54.9%	397	6.0%	483	7.3%	222	3.3%	1,889	28.5%	6,628

**Education of Callers to the Florida Quitline
December 2001 to June 2004**

Month	Never Attended School or Pre-High School Only		Grades 9-11 (some High School)		High School Graduate or GED		Some College or Technical School		College Graduate		Graduate School		Refused to Answer and Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	0	0.0%	7	6.5%	22	20.6%	30	28.0%	17	15.9%	3	2.8%	28	26.2%	107
January, 2002	6	2.8%	19	8.7%	50	22.9%	58	26.6%	20	9.2%	6	2.8%	59	27.1%	218
February, 2002	5	1.5%	34	10.1%	83	24.7%	102	30.4%	41	12.2%	8	2.4%	63	18.8%	336
March, 2002	3	1.9%	19	11.9%	47	29.4%	32	20.0%	6	3.8%	6	3.8%	47	29.4%	160
April, 2002	2	1.5%	10	7.5%	28	20.9%	27	20.1%	11	8.2%	5	3.7%	51	38.1%	134
May, 2002	5	2.9%	19	10.9%	50	28.7%	41	23.6%	19	10.9%	8	4.6%	32	18.4%	174
June, 2002	3	0.9%	31	9.8%	82	25.9%	99	31.2%	24	7.6%	11	3.5%	67	21.1%	317
July, 2002	7	1.7%	32	8.0%	120	29.9%	121	30.1%	52	12.9%	15	3.7%	55	13.7%	402
August, 2002	9	2.6%	42	11.9%	102	29.0%	98	27.8%	41	11.6%	7	2.0%	53	15.1%	352
September, 2002	25	8.9%	65	23.1%	82	29.2%	48	17.1%	4	1.4%	1	0.4%	56	19.9%	281
October, 2002	44	7.5%	111	19.0%	171	29.3%	115	19.7%	45	7.7%	13	2.2%	85	14.6%	584
November, 2002	4	1.3%	19	6.3%	76	25.3%	71	23.7%	46	15.3%	6	2.0%	78	26.0%	300
December, 2002	6	4.4%	13	9.6%	33	24.3%	38	27.9%	16	11.8%	6	4.4%	24	17.6%	136
January, 2003	3	1.7%	21	12.1%	33	19.0%	57	32.8%	12	6.9%	5	2.9%	43	24.7%	174
February, 2003	0	0.0%	14	9.6%	40	27.4%	34	23.3%	16	11.0%	5	3.4%	37	25.3%	146
March 2003	4	2.9%	18	13.2%	27	19.9%	25	18.4%	12	8.8%	4	2.9%	46	33.8%	136
April 2003	1	0.7%	14	10.2%	29	21.2%	23	16.8%	13	9.5%	5	3.6%	52	38.0%	137
May 2003	6	4.2%	14	9.7%	31	21.5%	46	31.9%	7	4.9%	3	2.1%	37	25.7%	144
June 2003	7	1.9%	38	10.2%	94	25.1%	115	30.7%	57	15.2%	10	2.7%	53	14.2%	374
July 2003	4	2.1%	16	8.6%	42	22.5%	50	26.7%	27	14.4%	6	3.2%	42	22.5%	187
August 2003	4	2.6%	18	11.6%	32	20.6%	42	27.1%	13	8.4%	2	1.3%	44	28.4%	155
September 2003	7	4.5%	19	12.3%	41	26.5%	41	26.5%	12	7.7%	1	0.6%	34	21.9%	155
October 2003	3	2.0%	10	6.8%	44	29.9%	53	36.1%	11	7.5%	4	2.7%	22	15.0%	147
November 2003	9	3.0%	36	11.9%	75	24.8%	103	34.0%	35	11.6%	3	1.0%	42	13.9%	303
December 2003	1	0.8%	17	14.4%	36	30.5%	31	26.3%	14	11.9%	2	1.7%	17	14.4%	118
January 2004	5	3.3%	21	13.7%	41	26.8%	31	20.3%	16	10.5%	4	2.6%	35	22.9%	153
February 2004	5	2.6%	18	9.3%	38	19.6%	46	23.7%	17	8.8%	6	3.1%	64	33.0%	194
March 2004	5	2.9%	15	8.6%	34	19.5%	28	16.1%	14	8.0%	1	0.6%	77	44.3%	174
April 2004	4	2.5%	13	8.1%	24	14.9%	25	15.5%	13	8.1%	4	2.5%	78	48.4%	161
May 2004	1	0.7%	7	5.0%	23	16.3%	26	18.4%	15	10.6%	6	4.3%	63	44.7%	141
June 2004	1	0.8%	11	8.6%	27	21.1%	18	14.1%	9	7.0%	6	4.7%	56	43.8%	128
Total	189	2.9%	741	11.2%	1,657	25.0%	1,674	25.3%	655	9.9%	172	2.6%	1,540	23.2%	6,628

**Marital Status of Callers to the Florida Quitline
December 2001 to June 2004**

Month	Single		Married		Widowed		Divorced		Separated		Refused to Answer and Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	23	21.5%	32	29.9%	5	4.7%	19	17.8%	1	0.9%	27	25.2%	107
January, 2002	54	24.8%	63	28.9%	9	4.1%	29	13.3%	4	1.8%	59	27.1%	218
February, 2002	100	29.8%	111	33.0%	7	2.1%	47	14.0%	10	3.0%	61	18.2%	336
March, 2002	44	27.5%	43	26.9%	7	4.4%	15	9.4%	4	2.5%	47	29.4%	160
April, 2002	22	16.4%	37	27.6%	6	4.5%	18	13.4%	1	0.7%	50	37.3%	134
May, 2002	47	27.0%	57	32.8%	9	5.2%	26	14.9%	3	1.7%	32	18.4%	174
June, 2002	25	7.9%	23	7.3%	5	1.6%	16	5.0%	1	0.3%	247	77.9%	317
July, 2002	48	11.9%	42	10.4%	8	2.0%	21	5.2%	1	0.2%	282	70.1%	402
August, 2002	97	27.6%	87	24.7%	5	1.4%	34	9.7%	8	2.3%	121	34.4%	352
September, 2002	64	22.8%	60	21.4%	8	2.8%	19	6.8%	4	1.4%	126	44.8%	281
October, 2002	112	19.2%	162	27.7%	38	6.5%	91	15.6%	8	1.4%	173	29.6%	584
November, 2002	82	27.3%	71	23.7%	11	3.7%	48	16.0%	7	2.3%	81	27.0%	300
December, 2002	39	28.7%	34	25.0%	9	6.6%	27	19.9%	3	2.2%	24	17.6%	136
January, 2003	42	24.1%	47	27.0%	5	2.9%	35	20.1%	5	2.9%	40	23.0%	174
February, 2003	48	32.9%	29	19.9%	7	4.8%	24	16.4%	2	1.4%	36	24.7%	146
March 2003	32	23.5%	33	24.3%	5	3.7%	16	11.8%	4	2.9%	46	33.8%	136
April 2003	30	21.9%	23	16.8%	10	7.3%	19	13.9%	3	2.2%	52	38.0%	137
May 2003	30	20.8%	47	32.6%	5	3.5%	21	14.6%	4	2.8%	37	25.7%	144
June 2003	118	31.6%	130	34.8%	9	2.4%	52	13.9%	7	1.9%	58	15.5%	374
July 2003	44	23.5%	54	28.9%	9	4.8%	27	14.4%	8	4.3%	45	24.1%	187
August 2003	31	20.0%	42	27.1%	9	5.8%	22	14.2%	7	4.5%	44	28.4%	155
September 2003	39	25.2%	40	25.8%	6	3.9%	28	18.1%	8	5.2%	34	21.9%	155
October 2003	30	20.4%	55	37.4%	11	7.5%	27	18.4%	2	1.4%	22	15.0%	147
November 2003	86	28.4%	106	35.0%	17	5.6%	43	14.2%	8	2.6%	43	14.2%	303
December 2003	39	33.1%	33	28.0%	3	2.5%	24	20.3%	2	1.7%	17	14.4%	118
January 2004	38	24.8%	49	32.0%	9	5.9%	21	13.7%	1	0.7%	35	22.9%	153
February 2004	40	20.6%	43	22.2%	9	4.6%	32	16.5%	6	3.1%	64	33.0%	194
March 2004	32	18.4%	39	22.4%	8	4.6%	15	8.6%	4	2.3%	76	43.7%	174
April 2004	34	21.1%	27	16.8%	3	1.9%	12	7.5%	7	4.3%	78	48.4%	161
May 2004	25	17.7%	35	24.8%	2	1.4%	15	10.6%	1	0.7%	63	44.7%	141
June 2004	30	23.4%	26	20.3%	4	3.1%	10	7.8%	2	1.6%	56	43.8%	128
Total	1,525	23.0%	1,680	25.3%	258	3.9%	853	12.9%	136	2.1%	2,176	32.8%	6,628

**Department of Health Employees Calling the Florida Quitline
December 2001 to June 2004**

Month	Yes, Dept. of Health		Yes, County Health		No		Missing		Total
	Total	%	Total	%	Total	%	Total	%	
December, 2001		0.0%	1	0.9%	57	53.3%	49	45.8%	107
January, 2002	2	0.9%	4	1.8%	203	93.1%	9	4.1%	218
February, 2002	3	0.9%	2	0.6%	328	97.6%	3	0.9%	336
March, 2002	6	3.8%	3	1.9%	147	91.9%	4	2.5%	160
April, 2002		0.0%		0.0%		0.0%	134	100.0%	134
May, 2002	2	1.1%	5	2.9%	162	93.1%	5	2.9%	174
June, 2002	6	1.9%	1	0.3%	297	93.7%	13	4.1%	317
July, 2002		0.0%	3	0.7%	381	94.8%	18	4.5%	402
August, 2002	3	0.9%		0.0%	335	95.2%	14	4.0%	352
September, 2002		0.0%	3	1.1%	266	94.7%	12	4.3%	281
October, 2002	2	0.3%	1	0.2%	561	96.1%	20	3.4%	584
November, 2002	1	0.3%	1	0.3%	290	96.7%	8	2.7%	300
December, 2002		0.0%	2	1.5%	133	97.8%	1	0.7%	136
January, 2003		0.0%	2	1.1%	171	98.3%	1	0.6%	174
February, 2003	1	0.7%	4	2.7%	138	94.5%	3	2.1%	146
March 2003	1	0.7%	3	2.2%	128	94.1%	4	2.9%	136
April 2003	3	2.2%	3	2.2%	128	93.4%	3	2.2%	137
May 2003	1	0.7%	1	0.7%	139	96.5%	3	2.1%	144
June 2003	2	0.5%	2	0.5%	369	98.7%	1	0.3%	374
July 2003	0	0.0%	2	1.1%	182	97.3%	3	1.6%	187
August 2003	0	0.0%	1	0.6%	150	96.8%	4	2.6%	155
September 2003	1	0.6%	2	1.3%	149	96.1%	3	1.9%	155
October 2003	2	1.4%	1	0.7%	141	95.9%	3	2.0%	147
November 2003	4	1.3%	3	1.0%	247	81.5%	49	16.2%	303
December 2003	2	1.7%	2	1.7%	114	96.6%	0	0.0%	118
January 2004	2	1.3%	1	0.7%	149	97.4%	1	0.7%	153
February 2004	2	1.0%	1	0.5%	186	95.9%	5	2.6%	194
March 2004	2	1.1%	4	2.3%	165	94.8%	3	1.7%	174
April 2004	1	0.6%	4	2.5%	150	93.2%	6	3.7%	161
May 2004	5	3.5%	1	0.7%	131	92.9%	4	2.8%	141
June 2004	2	1.6%	3	2.3%	122	95.3%	1	0.8%	128
Total	56	0.8%	66	1.0%	6,119	92.3%	387	5.8%	6,628

**Children Under 18 in Household of Callers to the Florida Quitline
December 2001 to June 2004**

Month	No Children Under 18 in Household		Children Under 18 in Household		Missing		Total
	Total	%	Total	%	Total	%	
December, 2001		0.0%		0.0%	107	100.0%	107
January, 2002	101	46.3%	54	24.8%	63	28.9%	218
February, 2002	158	47.0%	117	34.8%	61	18.2%	336
March, 2002	73	45.6%	39	24.4%	48	30.0%	160
April, 2002	50	37.3%	35	26.1%	49	36.6%	134
May, 2002	86	49.4%	54	31.0%	34	19.5%	174
June, 2002	181	57.1%	93	29.3%	43	13.6%	317
July, 2002	219	54.5%	127	31.6%	56	13.9%	402
August, 2002	181	51.4%	118	33.5%	53	15.1%	352
September, 2002	157	55.9%	68	24.2%	56	19.9%	281
October, 2002	375	64.2%	125	21.4%	84	14.4%	584
November, 2002	160	53.3%	60	20.0%	80	26.7%	300
December, 2002	80	58.8%	32	23.5%	24	17.6%	136
January, 2003	91	52.3%	43	24.7%	40	23.0%	174
February, 2003	81	55.5%	29	19.9%	36	24.7%	146
March 2003	60	44.1%	28	20.6%	48	35.3%	136
April 2003	60	43.8%	22	16.1%	55	40.1%	137
May 2003	61	42.4%	46	31.9%	37	25.7%	144
June 2003	184	49.2%	135	36.1%	55	14.7%	374
July 2003	106	56.7%	39	20.9%	42	22.5%	187
August 2003	77	49.7%	34	21.9%	44	28.4%	155
September 2003	85	54.8%	35	22.6%	35	22.6%	155
October 2003	85	57.8%	40	27.2%	22	15.0%	147
November 2003	180	59.4%	81	26.7%	42	13.9%	303
December 2003	65	55.1%	36	30.5%	17	14.4%	118
January 2004	79	51.6%	40	26.1%	34	22.2%	153
February 2004	85	43.8%	44	22.7%	65	33.5%	194
March 2004	60	34.5%	37	21.3%	77	44.3%	174
April 2004	58	36.0%	25	15.5%	78	48.4%	161
May 2004	46	32.6%	32	22.7%	63	44.7%	141
June 2004	48	37.5%	24	18.8%	56	43.8%	128
Total	3,332	50.3%	1,692	25.5%	1,604	24.2%	6,628

**Callers to the Florida Quitline Who Live With a Smoker
December 2001 to June 2004**

Month	No		Yes		Missing		Total
	Total	%	Total	%	Total	%	Total
December, 2001	0	0.0%	0	0.0%	107	100.0%	107
January, 2002	100	45.9%	42	19.3%	76	34.9%	218
February, 2002	169	50.3%	101	30.1%	66	19.6%	336
March, 2002	77	48.1%	31	19.4%	52	32.5%	160
April, 2002	54	40.3%	30	22.4%	50	37.3%	134
May, 2002	93	53.4%	44	25.3%	37	21.3%	174
June, 2002	172	54.3%	107	33.8%	38	12.0%	317
July, 2002	195	48.5%	143	35.6%	64	15.9%	402
August, 2002	169	48.0%	127	36.1%	56	15.9%	352
September, 2002	130	46.3%	96	34.2%	55	19.6%	281
October, 2002	319	54.6%	175	30.0%	90	15.4%	584
November, 2002	137	45.7%	74	24.7%	89	29.7%	300
December, 2002	69	50.7%	41	30.1%	26	19.1%	136
January, 2003	84	48.3%	49	28.2%	41	23.6%	174
February, 2003	75	51.4%	32	21.9%	39	26.7%	146
March 2003	49	36.0%	34	25.0%	53	39.0%	136
April 2003	53	38.7%	25	18.2%	59	43.1%	137
May 2003	69	47.9%	34	23.6%	41	28.5%	144
June 2003	201	53.7%	112	29.9%	61	16.3%	374
July 2003	89	47.6%	52	27.8%	46	24.6%	187
August 2003	72	46.5%	36	23.2%	47	30.3%	155
September 2003	75	48.4%	43	27.7%	37	23.9%	155
October 2003	70	47.6%	50	34.0%	27	18.4%	147
November 2003	N/A	N/A	N/A	N/A	303	N/A	303
December 2003	N/A	N/A	N/A	N/A	118	N/A	118
January 2004	N/A	N/A	N/A	N/A	153	N/A	153
February 2004	N/A	N/A	N/A	N/A	194	N/A	194
March 2004	66	37.9%	32	18.4%	76	43.7%	174
April 2004	48	29.8%	36	22.4%	77	47.8%	161
May 2004	43	30.5%	35	24.8%	63	44.7%	141
June 2004	54	42.2%	20	15.6%	54	42.2%	128
Total	2,732	41.2%	1,601	24.2%	2,295	34.6%	6,628

**Smoking Rules of Callers to the Florida Quitline
December 2001 to June 2004**

Month	Smoking is not allowed anywhere inside the home		Smoking is allowed in some areas or at some times		Smoking is allowed anywhere inside the home		There are no rules about smoking inside the home		Missing or No Answer		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	13	12.1%	8	7.5%	12	11.2%	11	10.3%	63	58.9%	107
January, 2002	57	26.1%	29	13.3%	23	10.6%	43	19.7%	66	30.3%	218
February, 2002	122	36.3%	59	17.6%	25	7.4%	63	18.8%	67	19.9%	336
March, 2002	48	30.0%	21	13.1%	20	12.5%	23	14.4%	48	30.0%	160
April, 2002	35	26.1%	16	11.9%	11	8.2%	22	16.4%	50	37.3%	134
May, 2002	55	31.6%	34	19.5%	22	12.6%	29	16.7%	34	19.5%	174
June, 2002	55	17.4%	33	10.4%	20	6.3%	27	8.5%	182	57.4%	317
July, 2002	69	17.2%	38	9.5%	17	4.2%	42	10.4%	236	58.7%	402
August, 2002	76	21.6%	29	8.2%	15	4.3%	33	9.4%	199	56.5%	352
September, 2002	48	17.1%	34	12.1%	22	7.8%	28	10.0%	149	53.0%	281
October, 2002	197	33.7%	115	19.7%	76	13.0%	104	17.8%	92	15.8%	584
November, 2002	90	30.0%	39	13.0%	46	15.3%	41	13.7%	84	28.0%	300
December, 2002	48	35.3%	18	13.2%	24	17.6%	23	16.9%	23	16.9%	136
January, 2003	45	25.9%	32	18.4%	28	16.1%	30	17.2%	39	22.4%	174
February, 2003	38	26.0%	31	21.2%	15	10.3%	25	17.1%	37	25.3%	146
March 2003	29	21.3%	26	19.1%	15	11.0%	19	14.0%	47	34.6%	136
April 2003	28	20.4%	21	15.3%	12	8.8%	21	15.3%	55	40.1%	137
May 2003	50	34.7%	14	9.7%	14	9.7%	27	18.8%	39	27.1%	144
June 2003	162	43.3%	62	16.6%	43	11.5%	53	14.2%	54	14.4%	374
July 2003	64	34.2%	32	17.1%	15	8.0%	32	17.1%	44	23.5%	187
August 2003	52	33.5%	24	15.5%	12	7.7%	23	14.8%	44	28.4%	155
September 2003	48	31.0%	29	18.7%	16	10.3%	26	16.8%	36	23.2%	155
October 2003	57	38.8%	21	14.3%	22	15.0%	24	16.3%	23	15.6%	147
November 2003	84	27.7%	56	18.5%	32	10.6%	53	17.5%	78	25.7%	303
December 2003	47	39.8%	18	15.3%	13	11.0%	22	18.6%	18	15.3%	118
January 2004	45	29.4%	31	20.3%	21	13.7%	23	15.0%	33	21.6%	153
February 2004	67	34.5%	19	9.8%	15	7.7%	28	14.4%	65	33.5%	194
March 2004	45	25.9%	20	11.5%	10	5.7%	23	13.2%	76	43.7%	174
April 2004	28	17.4%	26	16.1%	12	7.5%	18	11.2%	77	47.8%	161
May 2004	37	26.2%	11	7.8%	11	7.8%	19	13.5%	63	44.7%	141
June 2004	30	23.4%	17	13.3%	18	14.1%	9	7.0%	54	42.2%	128
Total	1,869	28.2%	963	14.5%	657	9.9%	964	14.5%	2,175	32.8%	6,628

**Reason for Calling the Florida Quitline
December 2001 to June 2004**

Month	Personally quitting – Cigarettes		Personally quitting – Smokeless Tobacco		Already Quit		Family/Friend of current smoker		Other		Missing	Total	
	Total	%	Total	%	Total	%	Total	%	Total	%			
December, 2001	80	74.8%	0	0.0%	7	6.5%	8	7.5%	11	10.3%	1	0.9%	107
January, 2002	154	70.6%	1	0.5%	14	6.4%	24	11.0%	21	9.6%	4	1.8%	218
February, 2002	262	78.0%	1	0.3%	23	6.8%	27	8.0%	22	6.5%	1	0.3%	336
March, 2002	114	71.3%	0	0.0%	10	6.3%	11	6.9%	21	13.1%	4	2.5%	160
April, 2002	89	66.4%	0	0.0%	5	3.7%	16	11.9%	22	16.4%	2	1.5%	134
May, 2002	135	77.6%	0	0.0%	10	5.7%	9	5.2%	16	9.2%	4	2.3%	174
June, 2002	280	88.3%	5	1.6%	3	0.9%	16	5.0%	12	3.8%	1	0.3%	317
July, 2002	346	86.1%	2	0.5%	10	2.5%	23	5.7%	20	5.0%	1	0.2%	402
August, 2002	299	84.9%	0	0.0%	13	3.7%	21	6.0%	17	4.8%	2	0.6%	352
September, 2002	225	80.1%	0	0.0%	11	3.9%	12	4.3%	29	10.3%	4	1.4%	281
October, 2002	485	83.0%	6	1.0%	28	4.8%	38	6.5%	26	4.5%	1	0.2%	584
November, 2002	214	71.3%	2	0.7%	16	5.3%	23	7.7%	37	12.3%	8	2.7%	300
December, 2002	109	80.1%	1	0.7%	6	4.4%	6	4.4%	12	8.8%	2	1.5%	136
January, 2003	128	73.6%	2	1.1%	8	4.6%	8	4.6%	27	15.5%	1	0.6%	174
February 2003	97	66.4%	1	0.7%	14	9.6%	8	5.5%	23	15.8%	3	2.1%	146
March 2003	87	64.0%	0	0.0%	7	5.1%	18	13.2%	21	15.4%	3	2.2%	136
April 2003	80	58.4%	1	0.7%	6	4.4%	19	13.9%	26	19.0%	5	3.6%	137
May 2003	104	72.2%	0	0.0%	9	6.3%	13	9.0%	14	9.7%	4	2.8%	144
June 2003	320	85.6%	3	0.8%	2	0.5%	27	7.2%	19	5.1%	3	0.8%	374
July 2003	137	73.3%	1	0.5%	10	5.3%	19	10.2%	17	9.1%	3	1.6%	187
August 2003	114	73.5%	2	1.3%	2	1.3%	13	8.4%	20	12.9%	4	2.6%	155
September 2003	122	78.7%	0	0.0%	4	2.6%	15	9.7%	11	7.1%	3	1.9%	155
October 2003	112	76.2%	0	0.0%	14	9.5%	8	5.4%	9	6.1%	4	2.7%	147
November 2003	256	84.5%	0	0.0%	12	4.0%	14	4.6%	21	6.9%	0	0.0%	303
December 2003	93	78.8%	0	0.0%	9	7.6%	9	7.6%	7	5.9%	0	0.0%	118
January 2004	113	73.9%	0	0.0%	13	8.5%	17	11.1%	10	6.5%	0	0.0%	153
February 2004	114	58.8%	0	0.0%	21	10.8%	21	10.8%	38	19.6%	0	0.0%	194
March 2004	89	51.1%	0	0.0%	12	6.9%	26	14.9%	47	27.0%	0	0.0%	174
April 2004	81	50.3%	0	0.0%	12	7.5%	11	6.8%	55	34.2%	2	1.2%	161
May 2004	72	51.1%	0	0.0%	11	7.8%	13	9.2%	45	31.9%	0	0.0%	141
June 2004	72	56.3%	0	0.0%	7	5.5%	19	14.8%	30	23.4%	0	0.0%	128
Total	4,983	75.2%	28	0.4%	329	5.0%	512	7.7%	706	10.7%	70	1.1%	6,628

**How Callers Heard About the Florida Quitline
December 2001 to June 2004**

Month	Print Media		Electronic Media		Medical Professional		Interpersonal Communications		Other		Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	3	2.8%	58	54.2%	5	4.7%	6	5.6%	34	31.8%	1	0.9%	107
January, 2002	11	5.0%	78	35.8%	31	14.2%	19	8.7%	75	34.4%	4	1.8%	218
February, 2002	7	2.1%	204	60.7%	30	8.9%	28	8.3%	64	19.0%	3	0.9%	336
March, 2002	13	8.1%	53	33.1%	26	16.3%	8	5.0%	54	33.8%	6	3.8%	160
April, 2002	11	8.2%	23	17.2%	28	20.9%	11	8.2%	58	43.3%	3	2.2%	134
May, 2002	46	26.4%	10	5.7%	33	19.0%	15	8.6%	66	37.9%	4	2.3%	174
June, 2002	34	10.7%	189	59.6%	18	5.7%	15	4.7%	47	14.8%	14	4.4%	317
July, 2002	14	3.5%	258	64.2%	35	8.7%	29	7.2%	49	12.2%	17	4.2%	402
August, 2002	6	1.7%	225	63.9%	34	9.7%	15	4.3%	59	16.8%	13	3.7%	352
September, 2002	4	1.4%	170	60.5%	26	9.3%	19	6.8%	51	18.1%	11	3.9%	281
October, 2002	130	22.3%	274	46.9%	36	6.2%	38	6.5%	89	15.2%	17	2.9%	584
November, 2002	61	20.3%	94	31.3%	31	10.3%	25	8.3%	79	26.3%	10	3.3%	300
December, 2002	19	14.0%	20	14.7%	30	22.1%	16	11.8%	48	35.3%	3	2.2%	136
January, 2003	17	9.8%	20	11.5%	48	27.6%	17	9.8%	67	38.5%	5	2.9%	174
February, 2003	10	6.8%	12	8.2%	34	23.3%	14	9.6%	72	49.3%	4	2.7%	146
March 2003	4	2.9%	12	8.8%	28	20.6%	18	13.2%	48	35.3%	26	19.1%	136
April 2003	8	5.8%	9	6.6%	35	25.5%	9	6.6%	48	35.0%	28	20.4%	137
May 2003	14	9.7%	32	22.2%	34	23.6%	10	6.9%	36	25.0%	18	12.5%	144
June 2003	15	4.0%	240	64.2%	45	12.0%	15	4.0%	55	14.7%	4	1.1%	374
July 2003	7	3.7%	38	20.3%	47	25.1%	12	6.4%	77	41.2%	6	3.2%	187
August 2003	12	7.7%	30	19.4%	40	25.8%	10	6.5%	59	38.1%	4	2.6%	155
September 2003	17	11.0%	17	11.0%	58	37.4%	9	5.8%	51	32.9%	3	1.9%	155
October 2003	13	8.8%	22	15.0%	49	33.3%	5	3.4%	47	32.0%	11	7.5%	147
November 2003	33	10.9%	124	40.9%	64	21.1%	11	3.6%	65	21.5%	6	2.0%	303
December 2003	11	9.3%	28	23.7%	27	22.9%	7	5.9%	45	38.1%	0	0.0%	118
January 2004	13	8.5%	32	20.9%	36	23.5%	14	9.2%	57	37.3%	1	0.7%	153
February 2004	10	5.2%	26	13.4%	55	28.4%	13	6.7%	86	44.3%	4	2.1%	194
March 2004	8	4.6%	28	16.1%	51	29.3%	12	6.9%	73	42.0%	2	1.1%	174
April 2004	3	1.9%	19	11.8%	51	31.7%	14	8.7%	69	42.9%	5	3.1%	161
May 2004	9	6.4%	12	8.5%	38	27.0%	11	7.8%	67	47.5%	4	2.8%	141
June 2004	4	3.1%	19	14.8%	47	36.7%	6	4.7%	51	39.8%	1	0.8%	128
Total	567	8.6%	2,376	35.8%	1,150	17.4%	451	6.8%	1,846	27.9%	238	3.6%	6,628

**Request for Services from the Florida Quitline
December 2001 to June 2004**

Month	Telephone counseling supplemented with materials		Self-help materials		Referrals to smoking cessation resources in your community		Information		Dont Want Anything or Missing		Total
	Total	%	Total	%	Total	%	Total	%	Total	%	
December, 2001	40	37.4%	22	20.6%	5	4.7%			40	37.4%	107
January, 2002	88	40.4%	29	13.3%	2	0.9%			99	45.4%	218
February, 2002	143	42.6%	91	27.1%	9	2.7%			93	27.7%	336
March, 2002	63	39.4%	33	20.6%	1	0.6%			63	39.4%	160
April, 2002	46	34.3%	29	21.6%	2	1.5%			57	42.5%	134
May, 2002	84	48.3%	35	20.1%	1	0.6%			54	31.0%	174
June, 2002	1	0.3%	1	0.3%	0	0.0%			315	99.4%	317
July, 2002	210	52.2%	106	26.4%	6	1.5%			80	19.9%	402
August, 2002	168	47.7%	99	28.1%	7	2.0%			78	22.2%	352
September, 2002	130	46.3%	73	26.0%	7	2.5%			71	25.3%	281
October, 2002	311	53.3%	136	23.3%	7	1.2%			130	22.3%	584
November, 2002	135	45.0%	44	14.7%	7	2.3%			114	38.0%	300
December, 2002	72	52.9%	25	18.4%	2	1.5%			37	27.2%	136
January, 2003	80	46.0%	28	16.1%	4	2.3%			62	35.6%	174
February, 2003	59	40.4%	24	16.4%	3	2.1%			60	41.1%	146
March 2003	61	44.9%	5	3.7%	10	7.4%			60	44.1%	136
April 2003	49	35.8%	3	2.2%	18	13.1%			67	48.9%	137
May 2003	68	47.2%	13	9.0%	8	5.6%			55	38.2%	144
June 2003	195	52.1%	66	17.6%	35	9.4%			78	20.9%	374
July 2003	83	44.4%	22	11.8%	21	11.2%			61	32.6%	187
August 2003	77	49.7%	13	8.4%	12	7.7%			53	34.2%	155
September 2003	75	48.4%	16	10.3%	20	12.9%			44	28.4%	155
October 2003	77	52.4%	12	8.2%	15	10.2%			43	29.3%	147
November 2003	183	60.4%	71	23.4%			43		6	2.0%	303
December 2003	68	57.6%	28	23.7%			18		4	3.4%	118
January 2004	85	55.6%	33	21.6%			34	22.2%	1	0.7%	153
February 2004	96	49.5%	32	16.5%			65	33.5%	1	0.5%	194
March 2004	68	39.1%	30	17.2%			75	43.1%	1	0.6%	174
April 2004	53	32.9%	23	14.3%			81	50.3%	4	2.5%	161
May 2004	55	39.0%	20	14.2%			64	45.4%	2	1.4%	141
June 2004	45	35.2%	25	19.5%			56	43.8%	2	1.6%	128
Total	2,968	44.8%	1,187	17.9%	202	3.0%	436	6.6%	1,835	27.7%	6,628

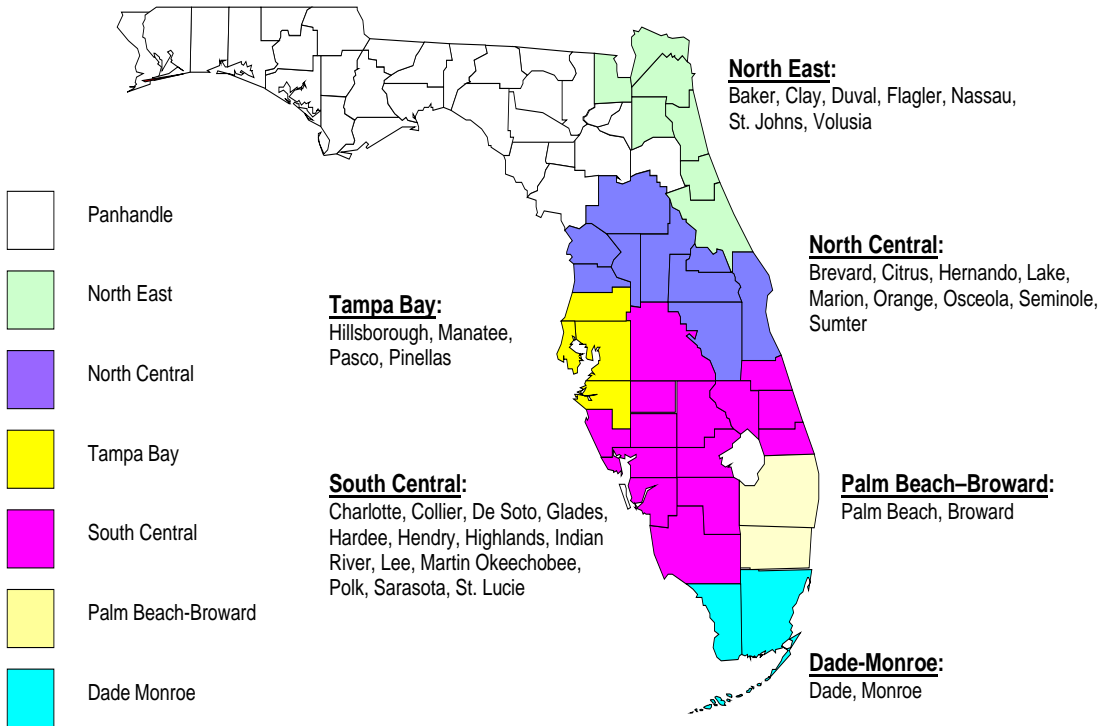
**Florida Region of Callers to the Florida Quitline
December 2001 to June 2004**

Month	Panhandle (Region 1)	Northeast (Region 2)	North Central (Region 3)	Tampa Bay (Region 4)	South Central (Region 5)	Palm Beach/ Broward (Region 6)	Dade/ Monroe (Region 7)	Missing	Total
December, 2001	9	5	6	9	9	12	0	57	107
January, 2002	37	21	33	32	35	34	1	25	218
February, 2002	60	50	138	28	23	21	2	14	336
March, 2002	28	22	45	24	15	6	2	18	160
April, 2002	22	10	30	30	13	17	0	12	134
May, 2002	34	7	23	26	21	48	2	13	174
June, 2002	18	51	162	16	14	34	1	21	317
July, 2002	30	74	209	30	20	16	1	22	402
August, 2002	25	71	172	30	14	14	1	25	352
September, 2002	16	43	158	24	14	10	1	15	281
October, 2002	28	53	180	184	43	50	2	44	584
November, 2002	33	22	52	59	30	59	1	44	300
December, 2002	18	9	25	44	15	11	0	14	136
January, 2003	18	10	29	49	21	27	2	18	174
February, 2003	18	15	21	36	17	22	3	14	146
March 2003	19	10	25	37	9	21	12	3	136
April 2003	17	12	21	35	11	24	14	3	137
May 2003	20	16	33	38	10	17	9	1	144
June 2003	42	52	174	43	31	14	17	1	374
July 2003	26	20	40	50	15	22	13	1	187
August 2003	23	9	27	39	28	16	10	3	155
September 2003	26	25	28	27	13	18	16	2	155
October 2003	25	19	31	25	21	17	9	0	147
November 2003	59	30	59	49	34	44	23	5	303
December 2003	12	11	31	24	11	17	11	1	118
January 2004	15	18	30	41	20	19	9	1	153
February 2004	32	19	43	40	19	26	13	2	194
March 2004	16	21	43	40	29	16	9	0	174
April 2004	15	27	7	18	30	26	0	38	161
May 2004	19	28	10	18	25	15	0	26	141
June 2004	20	17	5	12	22	16	0	36	128
Total	780	797	1,890	1,157	632	709	184	479	6,628
Percent of Total	11.8%	12.0%	28.5%	17.5%	9.5%	10.7%	2.8%	7.2%	100.0%

Florida Quit-for-Life Line 2001-2004 Summary Report

Panhandle:

Alachua, Bay, Bradford, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Putnam, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton, Washington



Panhandle (Region 1)	Alachua, Bay, Bradford, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Putnam, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton, Washington
Northeast (Region 2)	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
North Central (Region 3)	Brevard, Citrus, Hernando, Lake, Marion, Orange, Osceola, Seminole, Sumter
Tampa Bay (Region 4)	Hillsborough, Manatee, Pasco, Pinellas
South Central (Region 5)	Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Martin, Okeechobee, Polk, Sarasota, St. Lucie
Palm Beach/Broward (Region 6)	Palm Beach, Broward
Dade/Monroe (Region 7)	Dade, Monroe

Source: Florida Department of Health