



Florida Department of Health Quit-for-Life Line

**Florida Department of Health
Quit-for-Life Line Progress Report**

Prepared for the

**Florida Tobacco Prevention Program,
Strategic Planning Meeting, April 4, 2005**

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Image Research**

April 5, 2005

Image Research



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Introduction to the Florida Quitline

The Florida Quitline opened in December 2001 with the American Cancer Society as the Quitline service vendor - 1-877-U-CAN-NOW.

The Florida Quitline provides telephone counseling to all residents of Florida who want to stop using tobacco products.

The goals for callers to the Florida Quitline include:

- o Reduced consumption of tobacco products
- o Sustained abstinence
- o Reduction in exposure to second-hand smoke



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Florida Quitline Counseling Services

Quitline services include counseling, referrals and informational materials on quitting smoking, depending on the caller's "stage of change."

Tobacco users who are ready to quit are offered:

- o A series of three proactive counseling appointments,
- o Self-help materials,
- o Referral to a community or health care provider service.

ACS has made arrangements to provide coupons and rebates to reduce the cost of Nicotine Replacement Therapy (NRT) for callers.



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Call Volume to the Florida Quitline

In three and a half years of activity, the Quitline has received over 8,560 calls from Floridians.

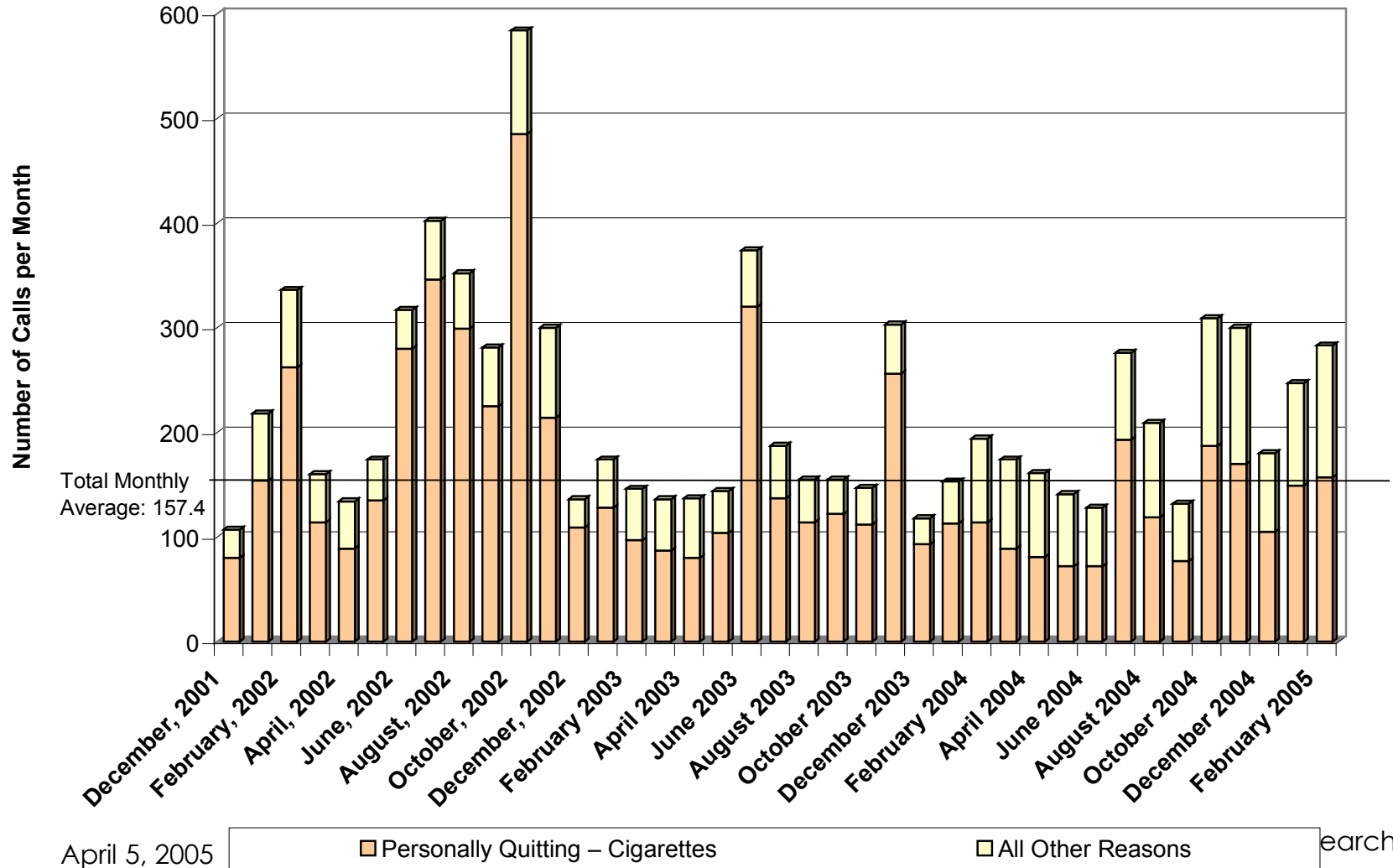
Figure 1 shows the monthly totals of calls since December 2001 and compares the number of calls from Floridians who want to quit smoking with those who call for other reasons.

Figure 2 shows the percentage of monthly calls since December 2001 from smokers who want to quit versus those who call for other reasons.



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Number of Calls to the Florida Quitline by Callers Quitting Cigarettes versus all Other Reasons for Calling, December 2001 to February 2005



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Personally Quitting - Cigarettes

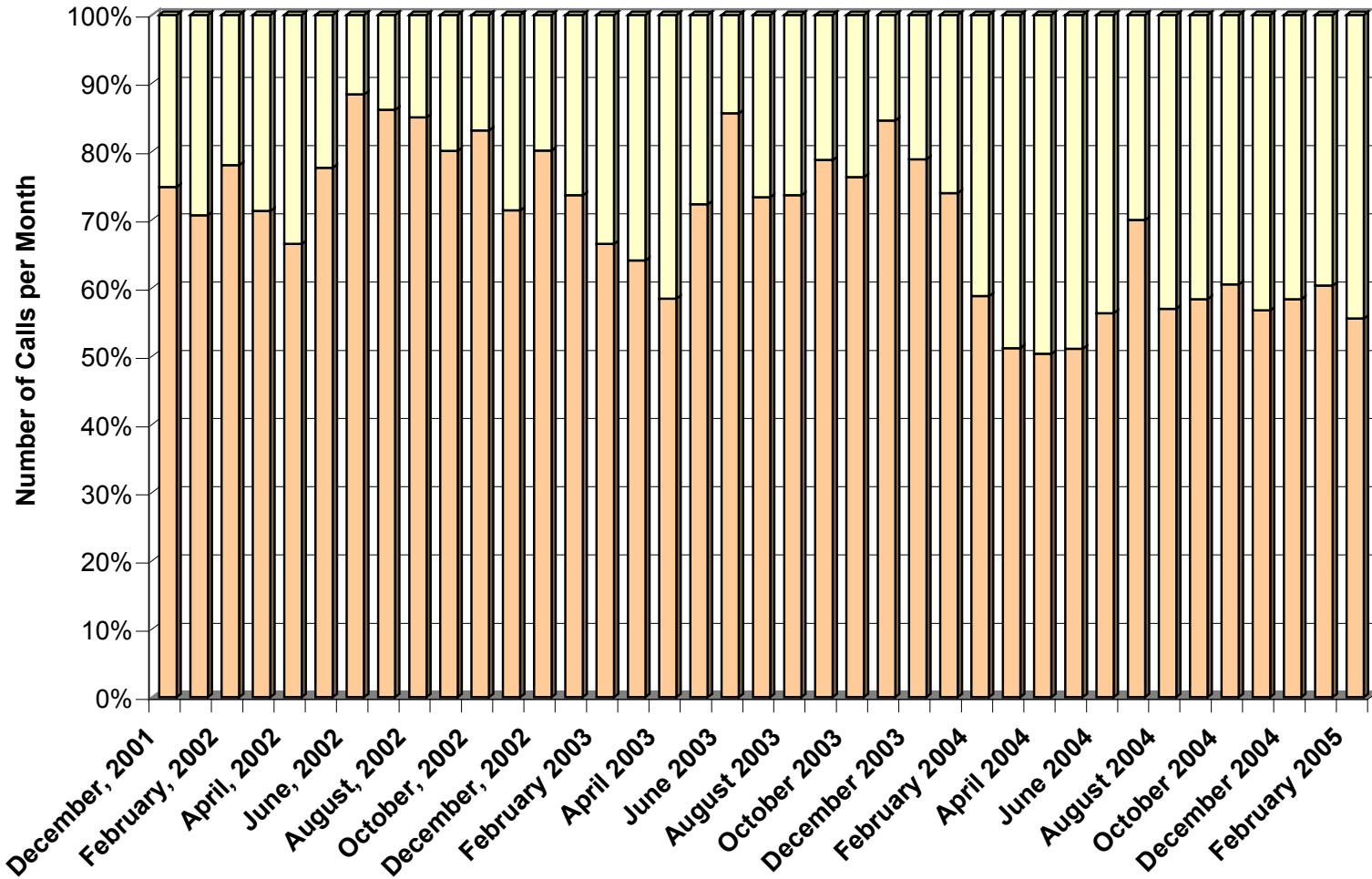
All Other Reasons

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Percentage of Calls to the Florida Quitline by Callers Quitting Cigarettes versus all Other Reasons for Calling, December 2001 to February 2005



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Demographics of Floridians Calling the Quitline

Floridians who call the Quitline come from all age groups.

More callers are women (57.3%) than men (29.6%), as shown in Figure 3.

The majority of Quitline callers are between 45 and 64 (34.3% of Callers), with a Quitline call rate of .34% of smokers in that age range (2002 BRFSS data).

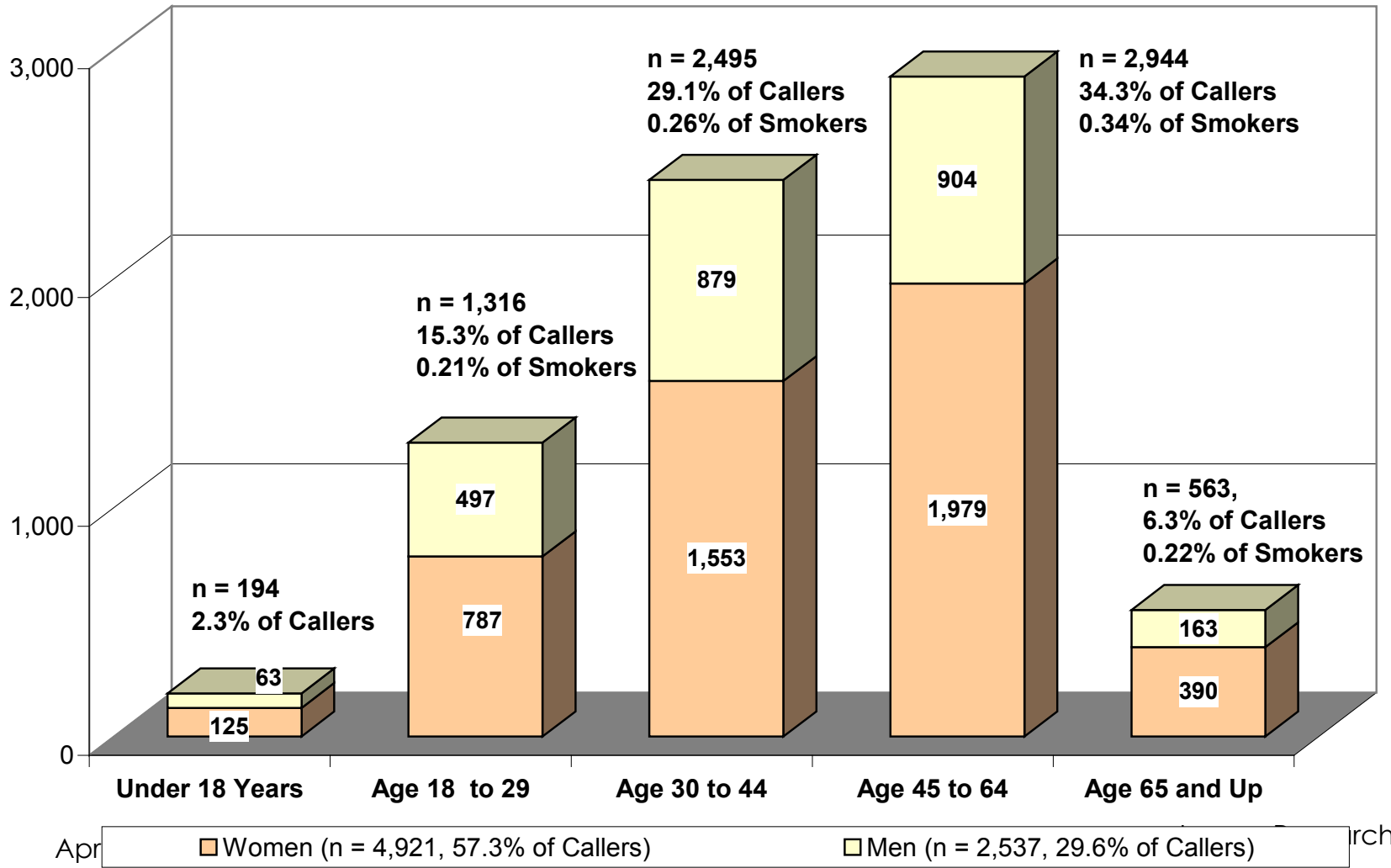
The next age group in call volume are those aged 30 to 44 (29.1%), with a call rate of .26% of smokers in that age range (2002 BRFSS data).

Very few minors under 18 called the Quitline.



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Comparison of the Gender and Age Groups of Callers to the Florida Quitline, December 2001 to February 2005





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Demographics of Floridians Calling the Quitline

Among women callers in this period, 177 were pregnant.

Almost a quarter of the callers had children under 18 in the household (24.3%).

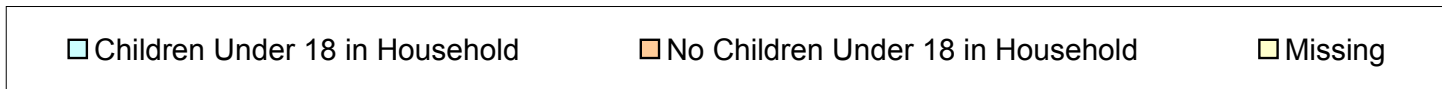
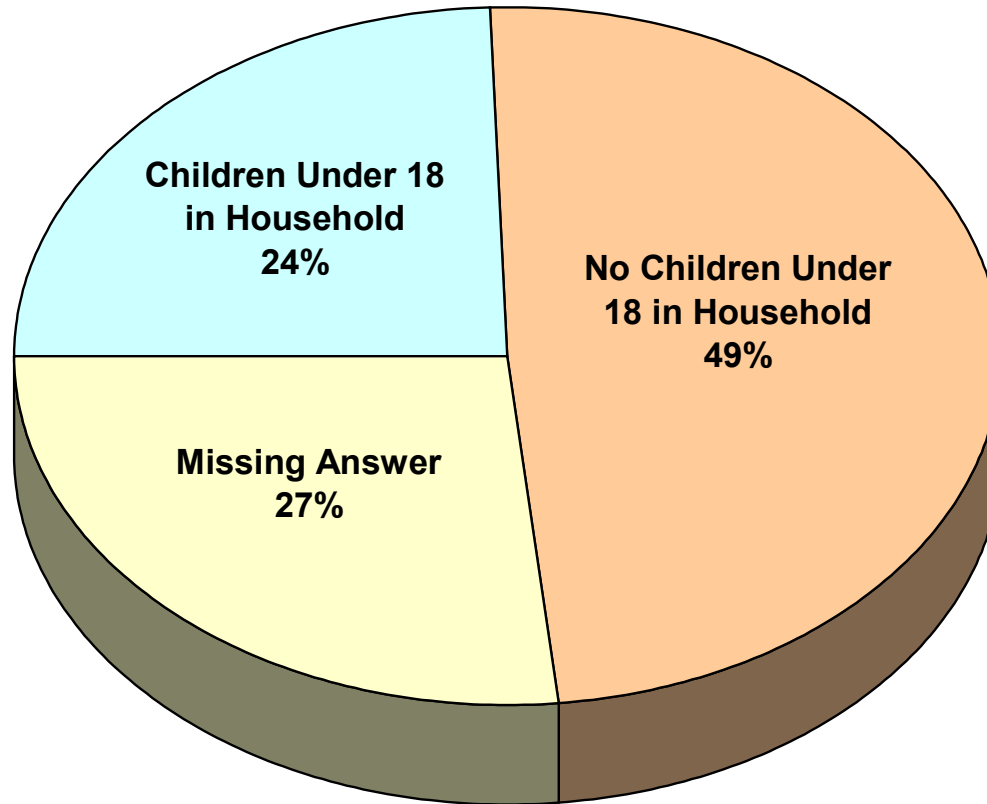
Another quarter of callers live with a partner who smokes (24.3%).

Two out of five callers requested counseling to quit smoking (44.0%), and one out of five requested self-help materials (18.5%).



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Children Under 18 in the Household, All Quitline Callers December 2001 to February 2005





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Demographics of Floridians Calling the Quitline

Most calls to the Quitline come from the North Central region of Florida, which includes Orlando.

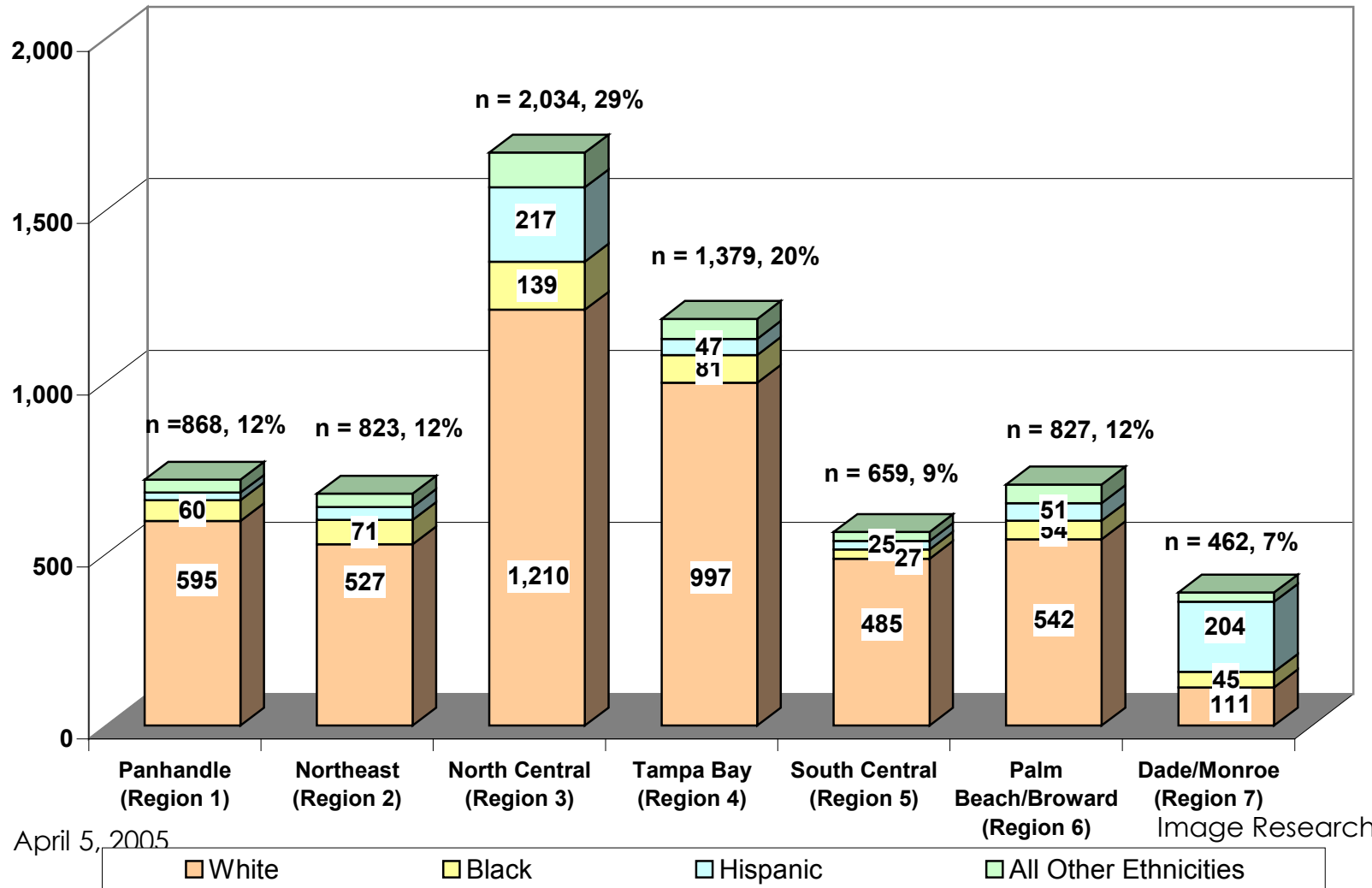
White smokers had the highest call rate, followed by Black and then Hispanic smokers.

	White	Black or African American	Hispanic or Latino
Population, 2000 Census	10,452,475	2,269,498	2,685,040
Smoking Prevalence, 2002 BRFSS	23.9	14.9	19.5
Estimated Number of Smokers	2,498,142	338,155	523,583
Calls to the Quitline from Smokers	4,467	477	604
Call Rate to the Quitline	0.179%	0.141%	0.115%



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Comparison of Florida Quitline Call Volume By Ethnicity and by Florida Region, December 2001 to February 2005





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Services Requested by Callers to the Quitline

Two out of five callers requested counseling to quit smoking (44.0%), and

One out of five requested self-help materials (18.5%).

Telephone counseling	Self-help materials	Referrals to smoking cessation resources	Information	Missing	Total
3,771	1,581	202	1,146	1,835	8,564
44.0%	18.5%	2.4%	13.4%	21.4%	100.0%



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Smoking Cessation of Callers to the Florida Quitline

ACS staff perform follow-up evaluation surveys of Quitline callers at 3 months, 6 months and 12 months after their call to the Florida Quitline.

Data in the following analysis come from the evaluation at 3 months for callers from Dec. 2001 to Feb. 2003.

ACS staff evaluated 588 women (59.0%), 16.3% of whom quit smoking.

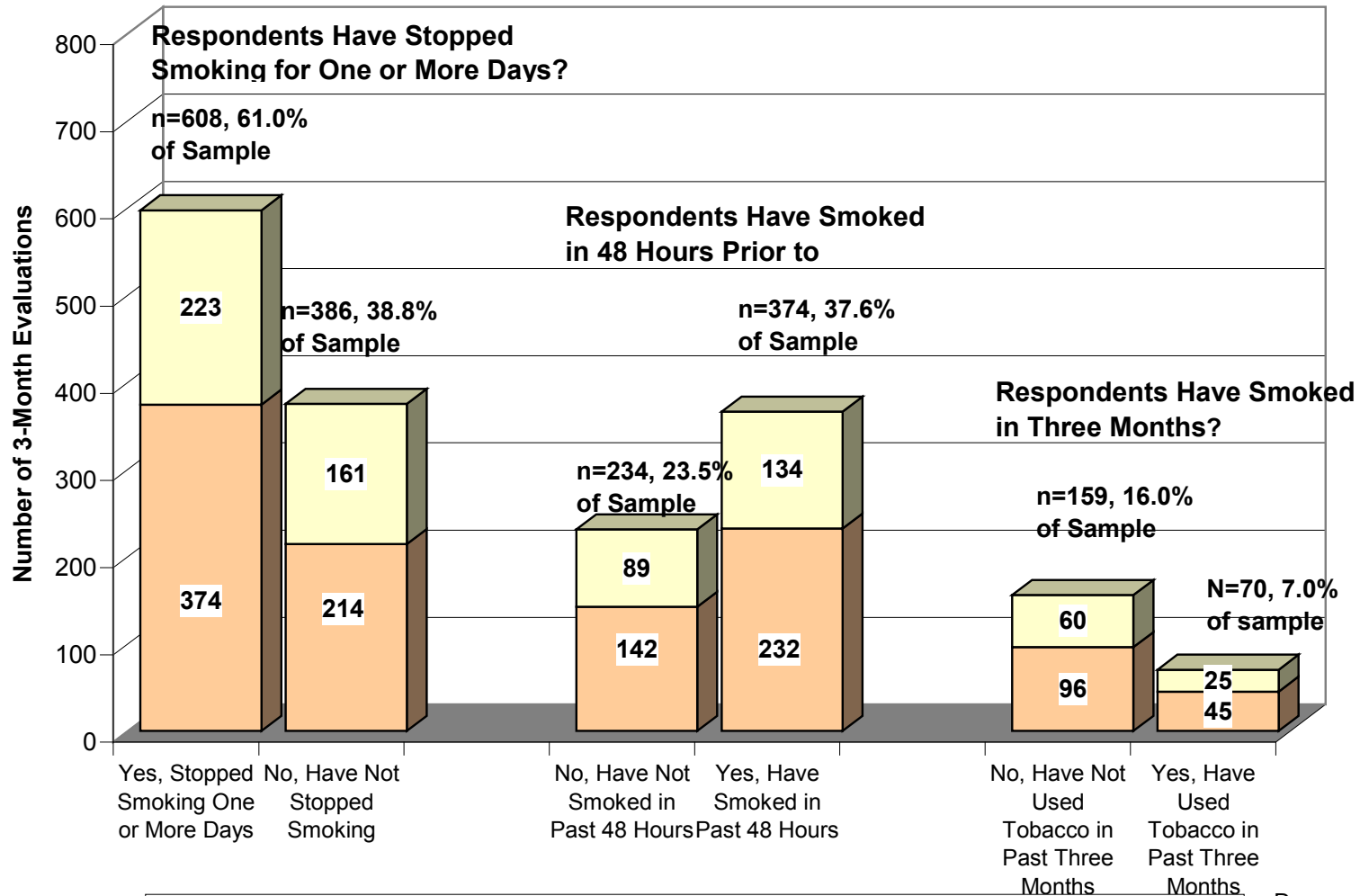
ACS staff evaluated 384 men (38.6%), w15.6% of whom quit smoking.

The quit rate for the sample population was **16.0%**.



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Success in Quitting Smoking by Gender of Quitline Callers During 3-Month Evaluation Follow-up Surveys



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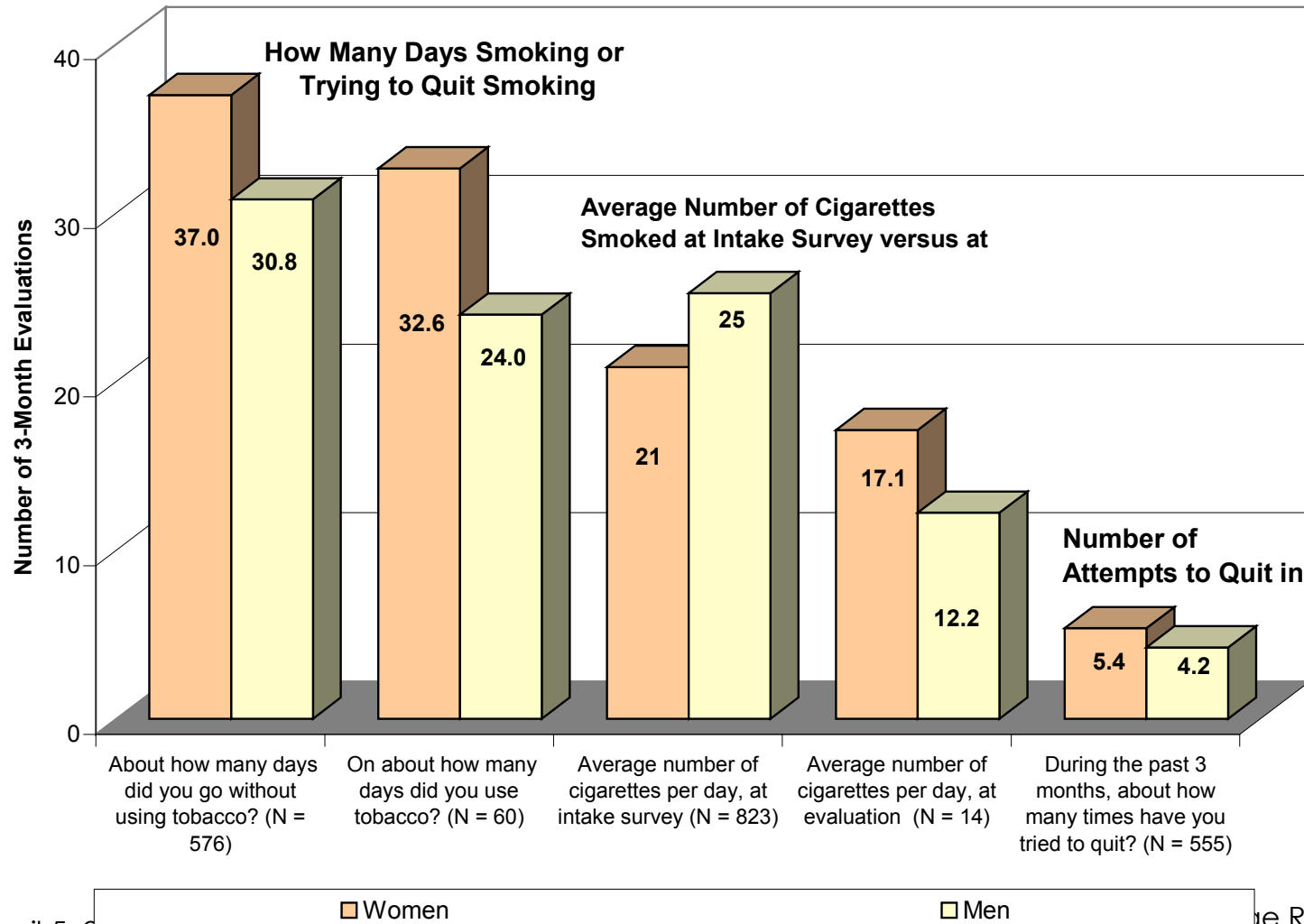
Women (n = 588, 59% of Sample)
 Men (n = 384, 38.6% of Sample)

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Comparison of Smoking and Quitting Behaviors at 3-Month Evaluation, December 2001 to February 2003





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Smoking Cessation and Reducing the Risk of Second-Hand Smoke Among Children Under 18

ACS staff contacted 339 households with children under 18, or 36.2% of the evaluation sample.

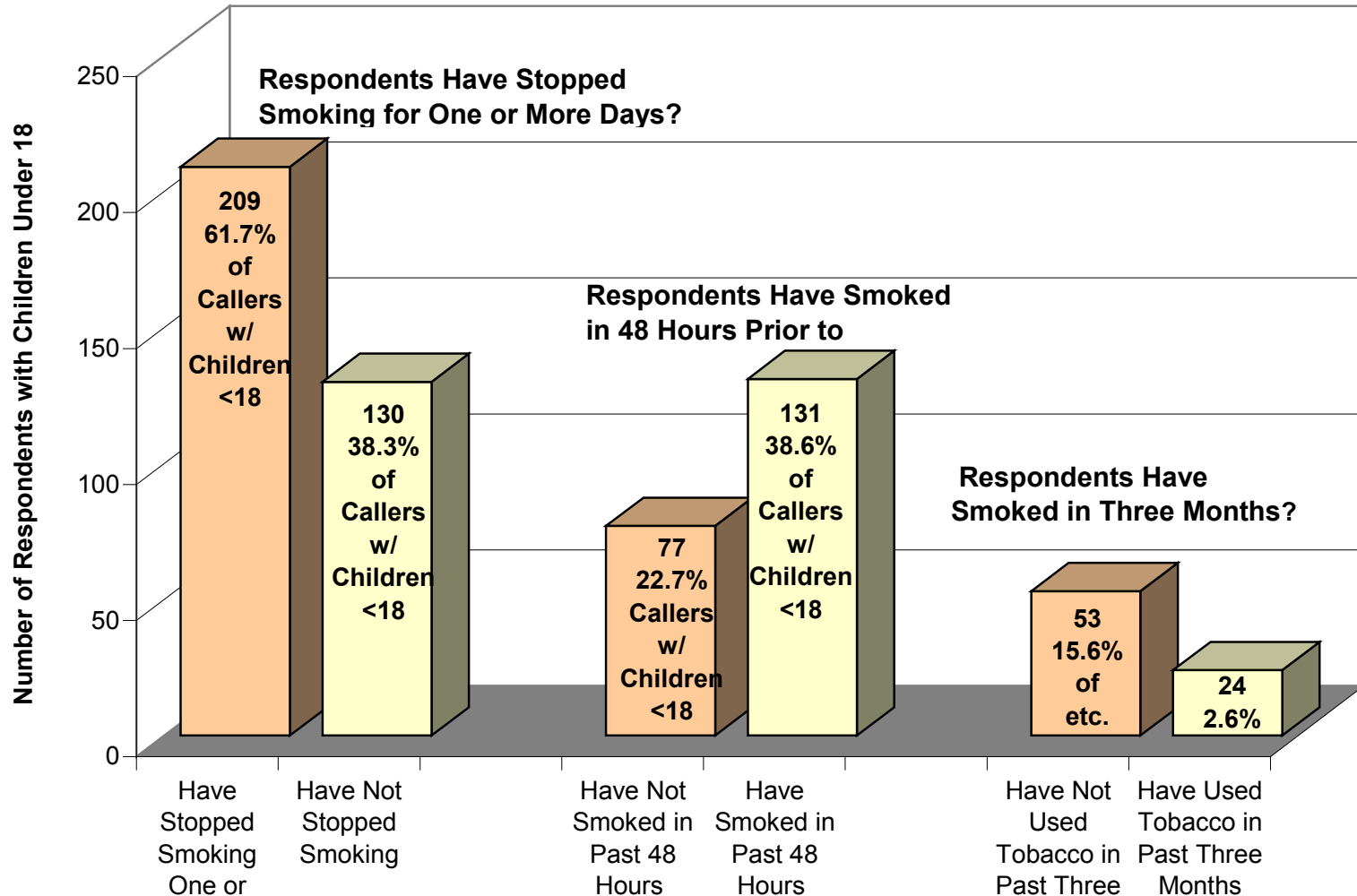
In these households 61.7% of the adults had stopped smoking for one or more days in the three months after their call to the Quitline.

Of the Quitline callers with children under 18, 15.6% answered that they had quit smoking entirely.



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Comparison of Smoking and Quitting Behaviors at 3-Month Evaluation in Households with Children Under 18



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Summary of Florida Quitline Findings

The Florida Quitline is called by Floridians of all ages, all ethnic groups and across all regions of the state.

The call volume to the Quitline is clearly related to the level of mass communication publicity available.

During its first years, the Florida Quitline has positively impacted Floridians who called the hotline by:

- o Reducing the amount and frequency of smoking .
- o Helped 16% of callers quit smoking entirely.
- o Reduced exposure to second-hand smoke for the children of over 50 callers.



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The End

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