

**Florida Department of Health
Quit-for-Life Line
2006 Evaluation Report
and
Quit Rate Report**

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Submitted by:

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Executive Summary

2006 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 Quitline. These populations include:

- Floridians (Age 13 and Over) Who Smoke – 3,027 adults called the Quitline between July 2004 and April 2006.
- Parents Who Smoke and Who Have Children Under Age 18 In Household – 623 smokers called the Quitline with children under 18, with an estimated 1,161 children at risk.
- Pregnant Women – 78 pregnant women called the Quitline.
- DOH Employees and DOH Clients – 50 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 2004 to April 2006. A total of 13,027 Florida residents called the Quitline in this period, and all completed intake surveys, to become the base sample for this analysis.

- The Quitline averaged 421 calls per month in this period.
- 75.3% of the people calling the Quitline wanted to quit smoking.
- 90.8% of smokers requested counseling from the Quitline.
- 49.3% of all Quitline callers requested counseling.

Target Population: Age and Gender of Adult Smokers

- 59.0% of the Quitline clients are women compared to 34.4% who are men.
- 75.7% of the women called to quit smoking versus 88.0% of the men.
- Women smokers had a Quitline call rate of 0.114% of the female smoking population, almost twice that of male smokers, whose call rate was 0.067% of the smoking population.
- Quitline callers tend to be middle-aged, with 62.8% of them between 30 and 64.
- Women between 30 and 64 report smoking an average of 20 cigarettes per day.
- Men between 30 and 64 report smoking an average of 22 cigarettes per day.
- Women report making an average of 5 quit attempts before calling the Quitline, compared to an average of 6 quit attempts among men.
- 57.4% of women and 33.2% of men requested counseling.

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 Hispanic and Black callers.

- 48.9% of all Floridians who called the Quitline were White.
- The Quitline call rate for White smokers was 0.075%, slightly below average for all of Florida.
- 7.2% of Floridians who called the Quitline were Hispanic.
- The Quitline call rate for Hispanic smokers was 0.092%, the highest in the state.
- 7.6% of Floridians calling the Quitline were Black.
- The Quitline call rate for Black smokers was 0.054%, an increase from the prior year.
- Between 90% and 97% of all race/ethnic groups calling the Quitline want to quit smoking.

- 62.3% of White smokers, 66.7% of Black smokers and 72.9% of Hispanic smokers who called the Quitline requested counseling.

Target Population: DOH and County Health Employees

- 52 health employees called the Quitline.

Target Population: Pregnant Women

- 95 pregnant women called the Quitline.
- 44.2% of the pregnant women had children under 18 in their household.

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

- 22.6% of all smokers who called the Quitline had children under 18 in the household.
- 52.6% of households with children under 18 allow smoking somewhere in the house.

An estimated 1,834 children live with smokers who have called the Quitline and who are at risk of second-hand smoke.

- An estimated 775 of these children under 18 live in households with two smokers.
- 10.7% of all people calling the Quitline live with a smoker.

How Callers Heard About the Quitline

- 38.7% of calls to the Quitline cite the electronic media as the source of information.
- 17.0% of callers cite medical professionals as their source of information about the Quitline.
- 66.3% of caller in April 2006 cited the electronic media as how they heard about the Quitline.
- 60% of Quitline calls come from Miami-Dade during the media campaign in April 2006

Florida Quitline Quit Rate Report

- The ACS was able to conduct a six month follow-up evaluation with 22.8% of the clients who called the Quitline between December 2001 and October 2005.
- 65.0% of respondents at 6 months had stopped smoking more than one day.
- 18.9% of respondents had quit smoking. This is the Point Prevalence Quit Rate.
- 13.7% of smokers used medications to help them quit smoking.
- The nicotine patch was the most preferred nicotine replacement therapy, with 14.1% of respondents using it.

- 57.2% of respondents were set for counseling at the time of their call.
- The average satisfaction rating the Quitline is 8.4 on a ten point scale,

Assessment of the Florida Quitline, July 2005 to April 2006

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?

- More than the targeted 4,000 clients called the Florida Quitline between July 2005 and April 2006.
- 80.2% of Floridians who called the Quitline requested counseling, self-help services or information.
- The Quit Rate among smokers who call the Quitline is 18.9% at six months after counseling.

How Well the Quitline Data Meet Program Needs

- The intake survey data reports and dataset sent from the ACS were timely and accurate. They were very reliable.
- Data on the six month follow-up evaluations was generated upon request, up to October 2005.
- Some data elements were not reported by the ACS as contracted; for example, time of day of calls, number of referrals made or coupons sent.

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

- The Florida Quitline should target a greater number of smokers in Florida and motivate them to call. At present, the call rate is 0.089% based on 3,175 smokers calling in 2005-2006. The target for this call rate should be 0.1%, and should provide counseling services for 90% of the smokers.
- The Florida Quitline should continue to seek funding for smoking cessation communication campaigns. The dramatic increase in Quitline calls to 721 following one month of smoking cessation advertising in April 2006, indicates the importance of media presence in motivating smokers to call the Quitline.
- The Florida Quitline should continue working with smoking-cessation groups and medical professionals to increase awareness of the Quitline services, and to increase referrals from the medical community.
- The Florida Quit-for-Life Line should continue cooperating with North American Quitline Consortium to share Quitline data from other states using the minimum data set. The benefit of this action is that Florida's Quitline outcomes can be compared with the figures nation-wide, and thus can gauge its successfulness from a wider perspective.

2005 Quit-for-Life Line Evaluation Report

- The evaluator should continue to work closely with the American Cancer Society to create more efficient Quitline data reporting and should continue to provide monthly report updates to the Quitline contract manager at the DOH and interested staff.