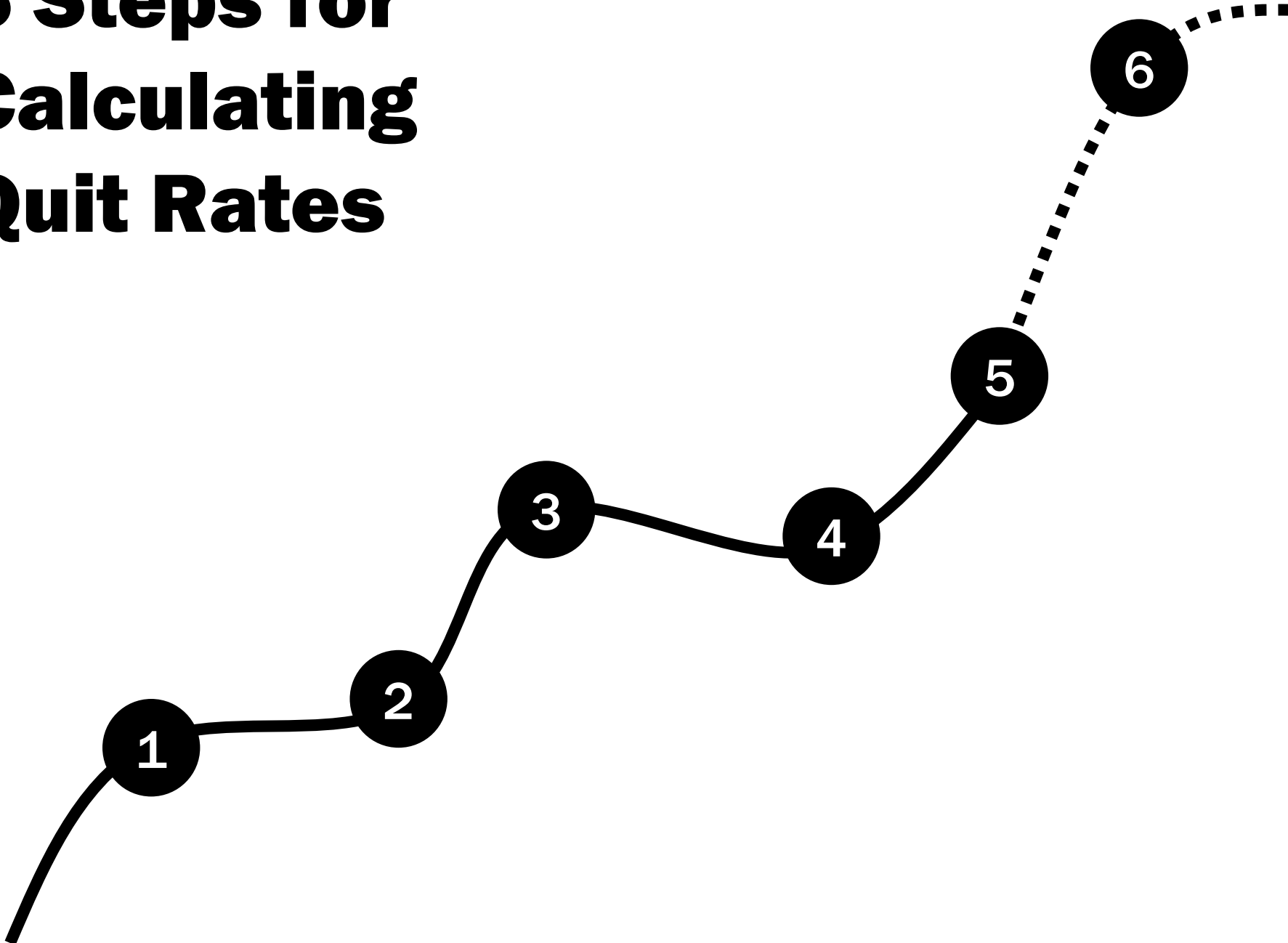


# **SNEAK PEEK: Updated Issue Paper on Calculating Quit Rates**

Anne Betzner  
Professional Data Analysts, Inc.  
2015 NAQC Conference

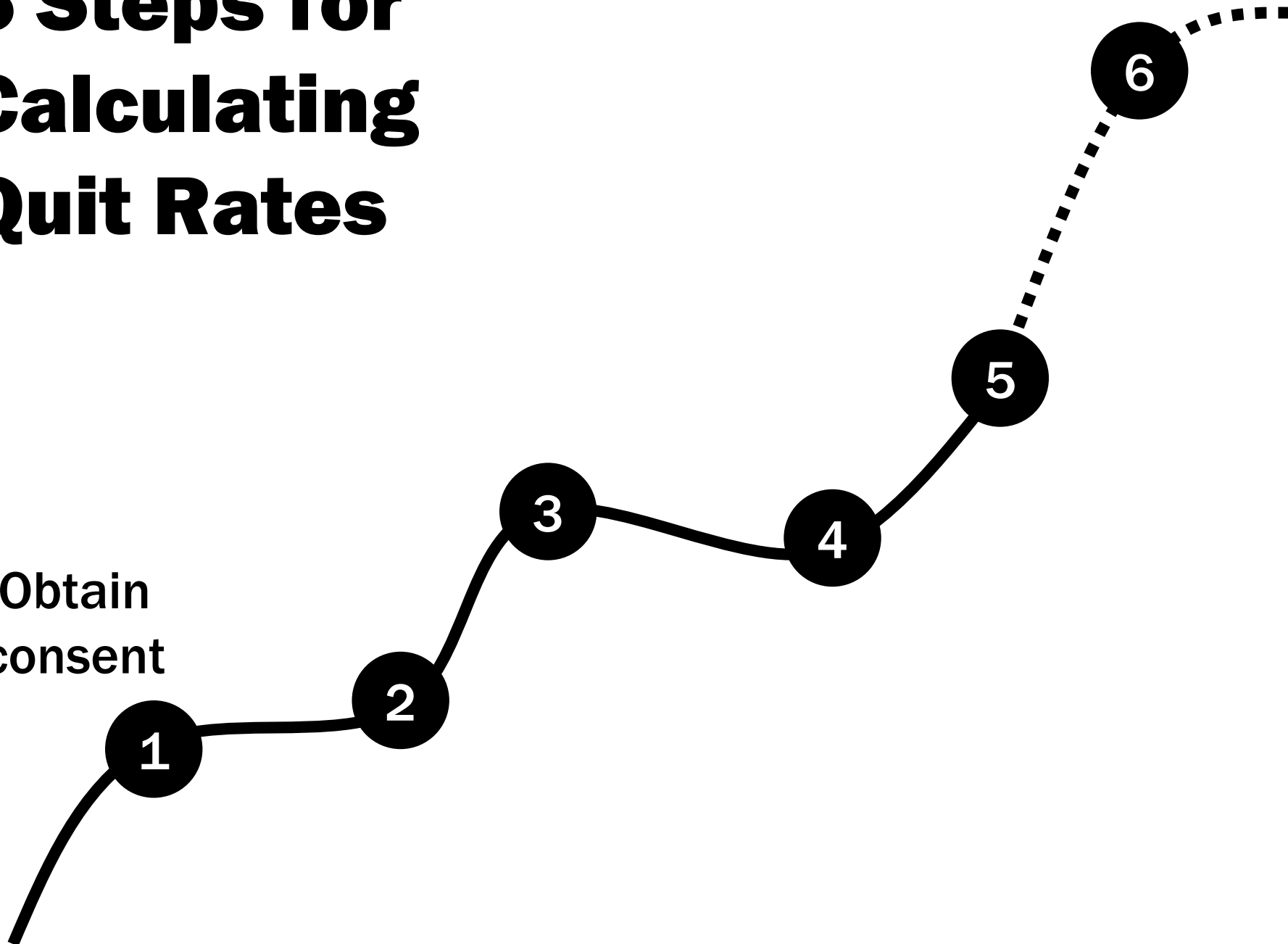


# 6 Steps for Calculating Quit Rates

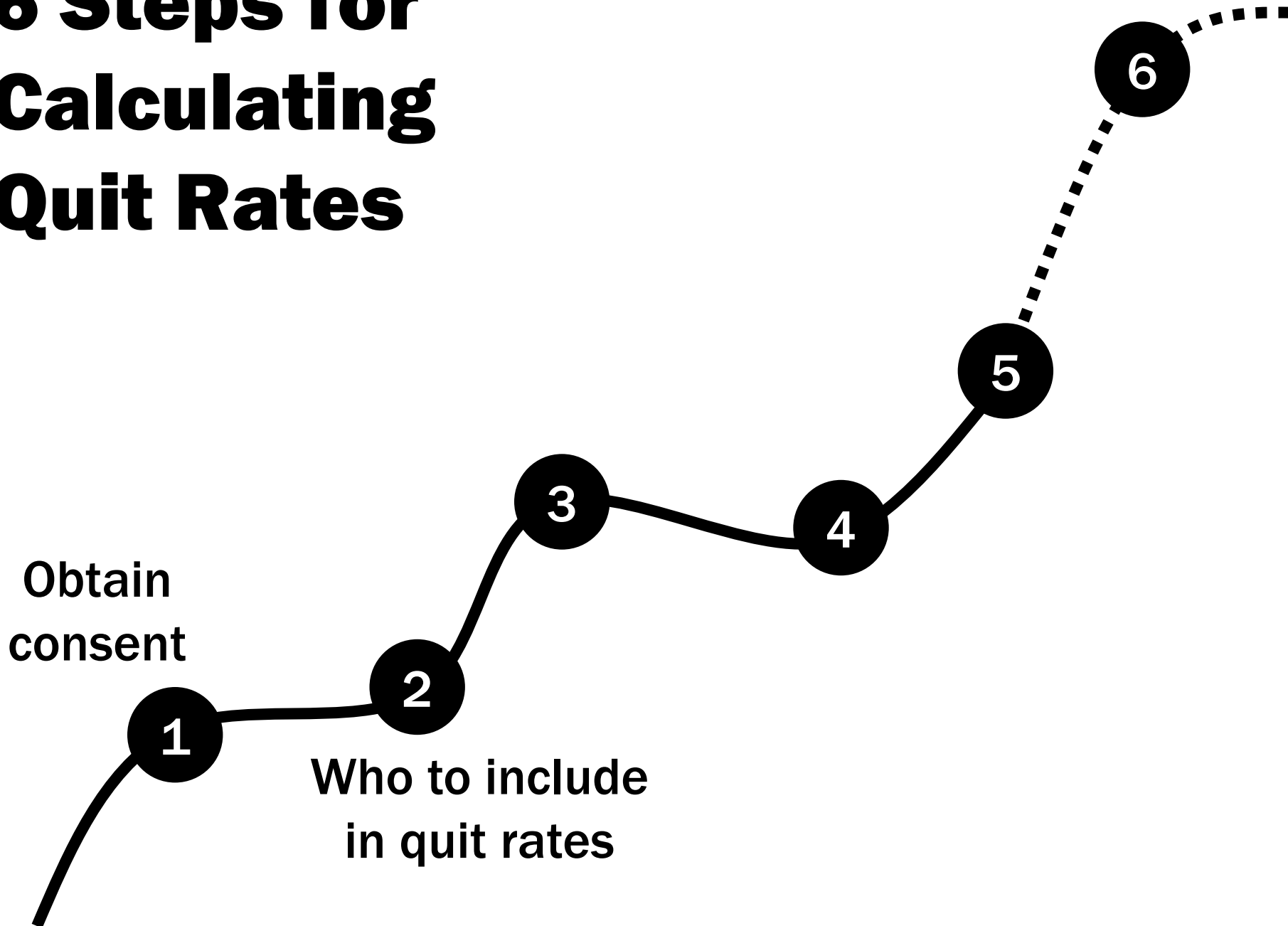


# 6 Steps for Calculating Quit Rates

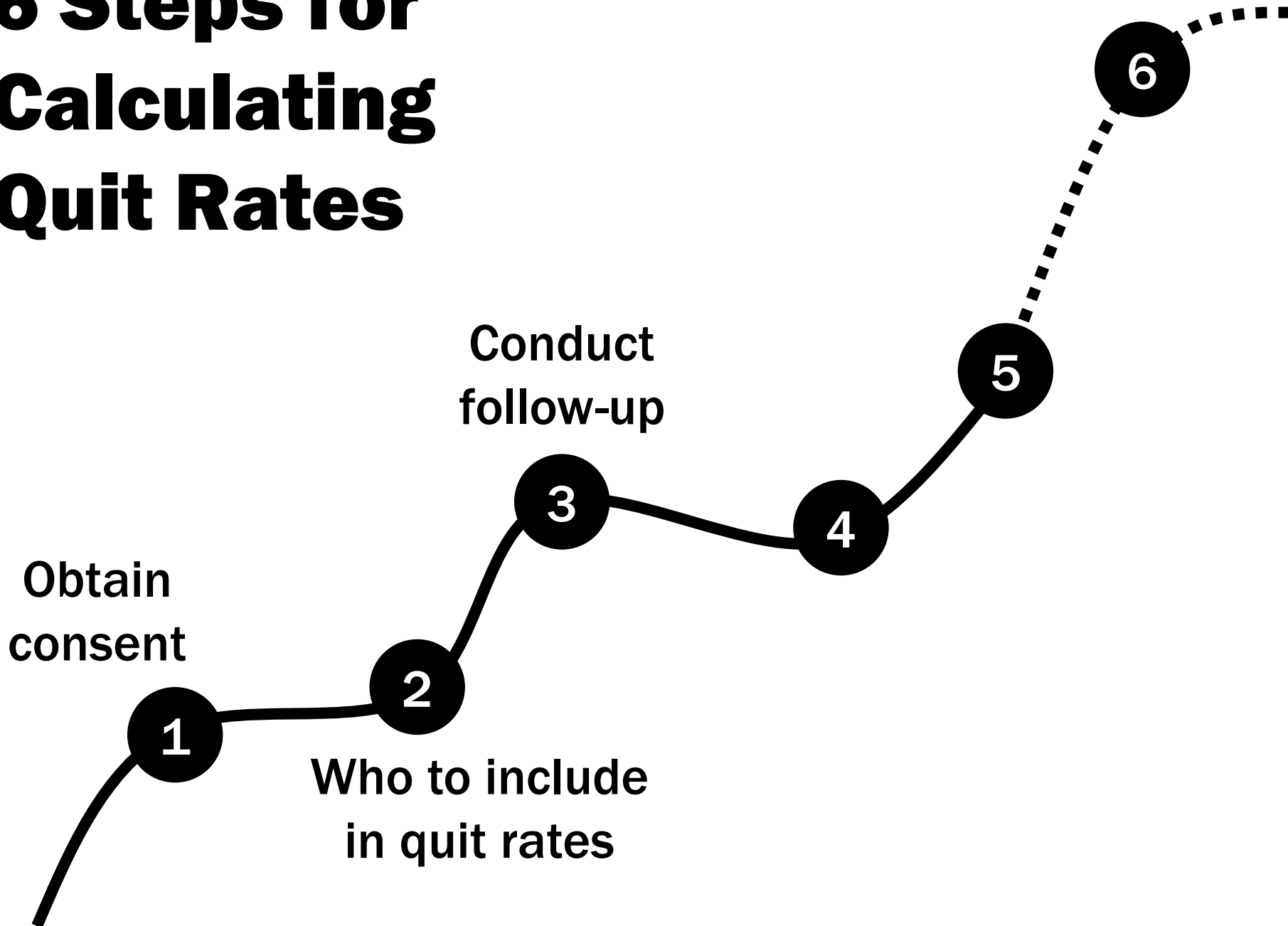
Obtain  
consent



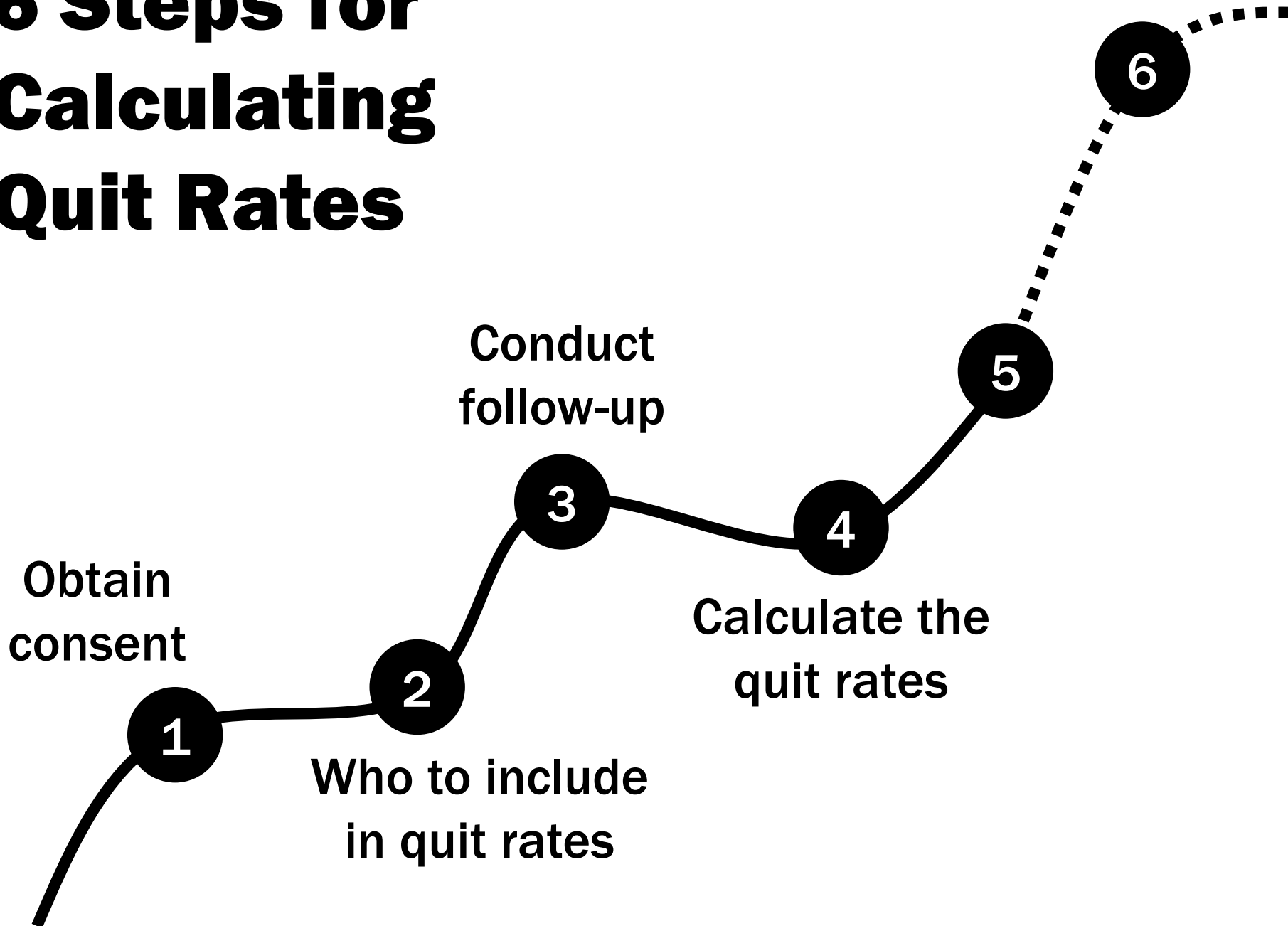
# 6 Steps for Calculating Quit Rates



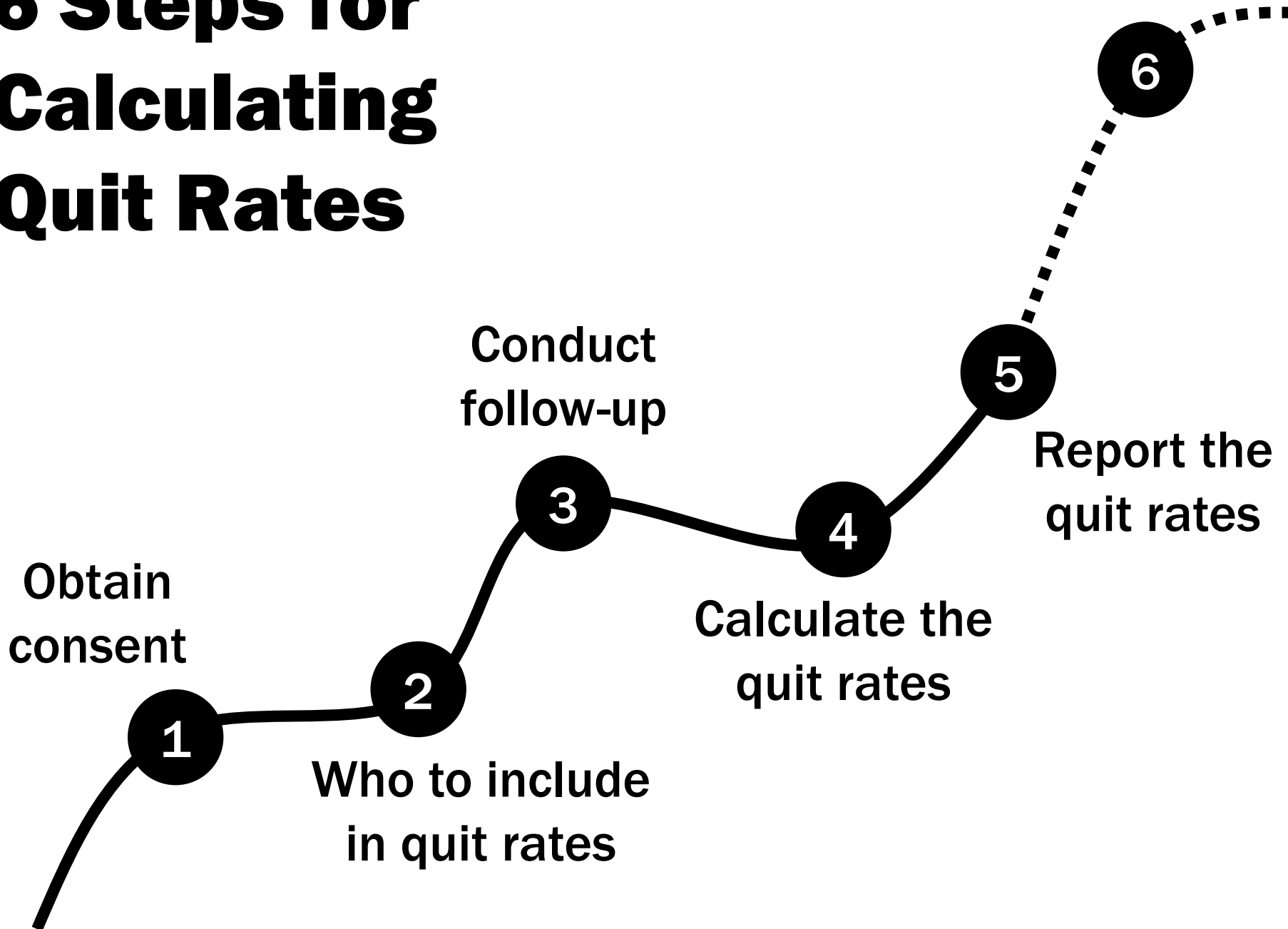
# 6 Steps for Calculating Quit Rates



# 6 Steps for Calculating Quit Rates



# 6 Steps for Calculating Quit Rates



# 6 Steps for Calculating Quit Rates

Obtain  
consent

1

Who to include  
in quit rates

2

Conduct  
follow-up

3

Calculate the  
quit rates

4

Report the  
quit rates

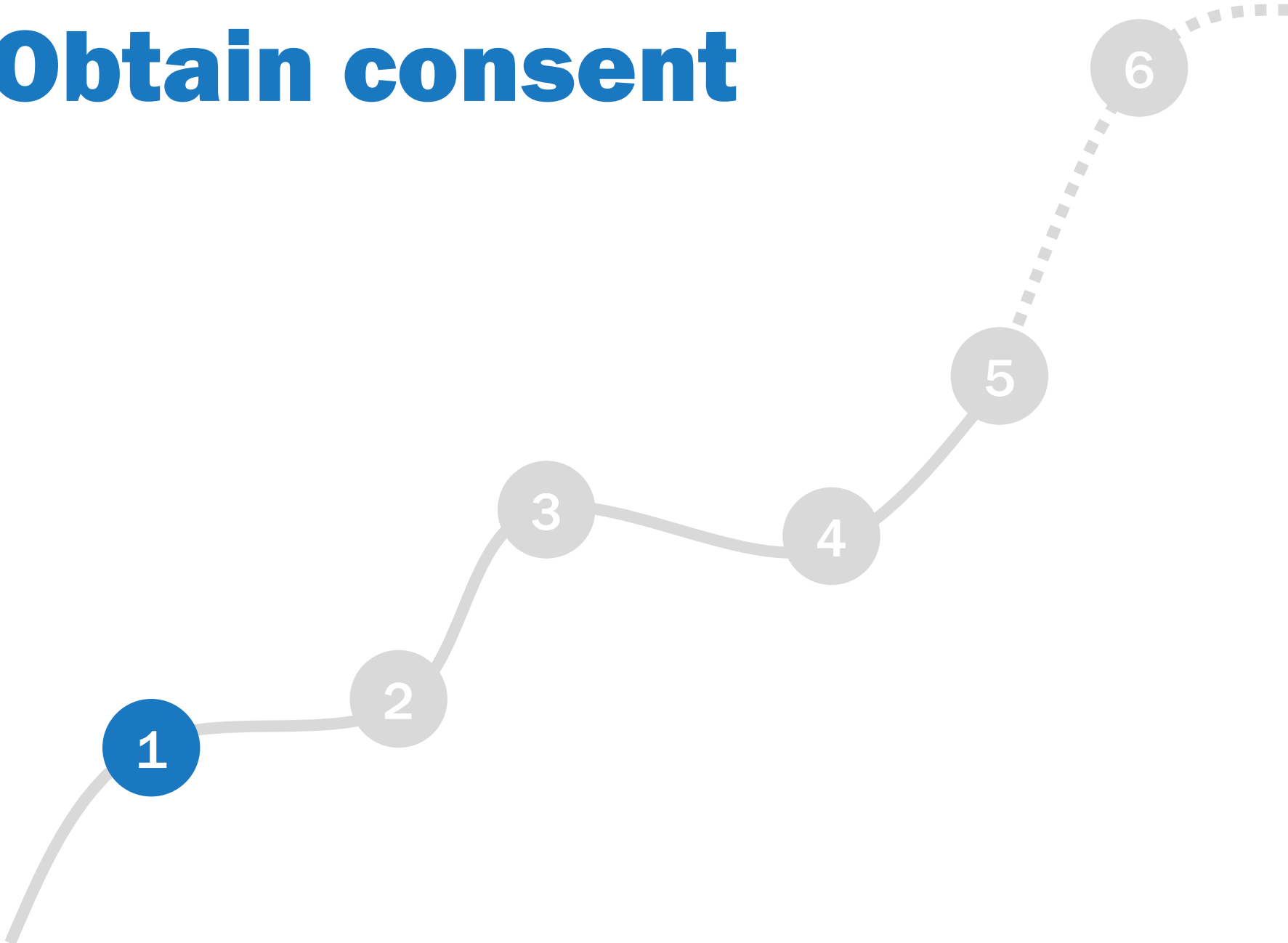
5

Calculate  
supplemental  
quit rates

6



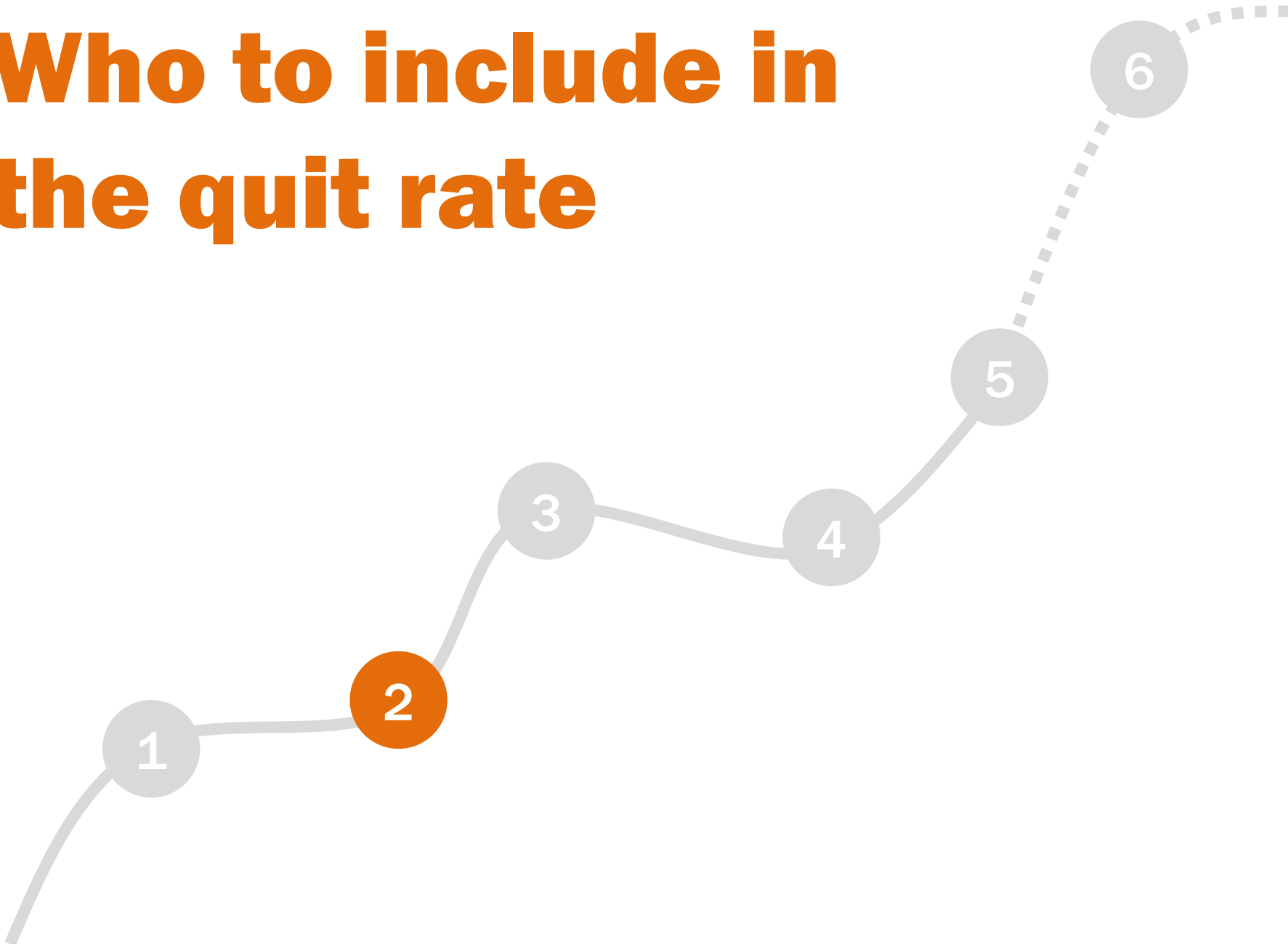
# Obtain consent



Obtain consent and strive for an  
**85%** consent rate.



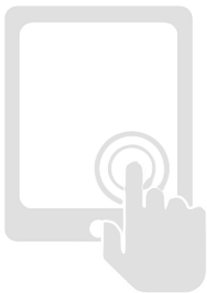
# Who to include in the quit rate



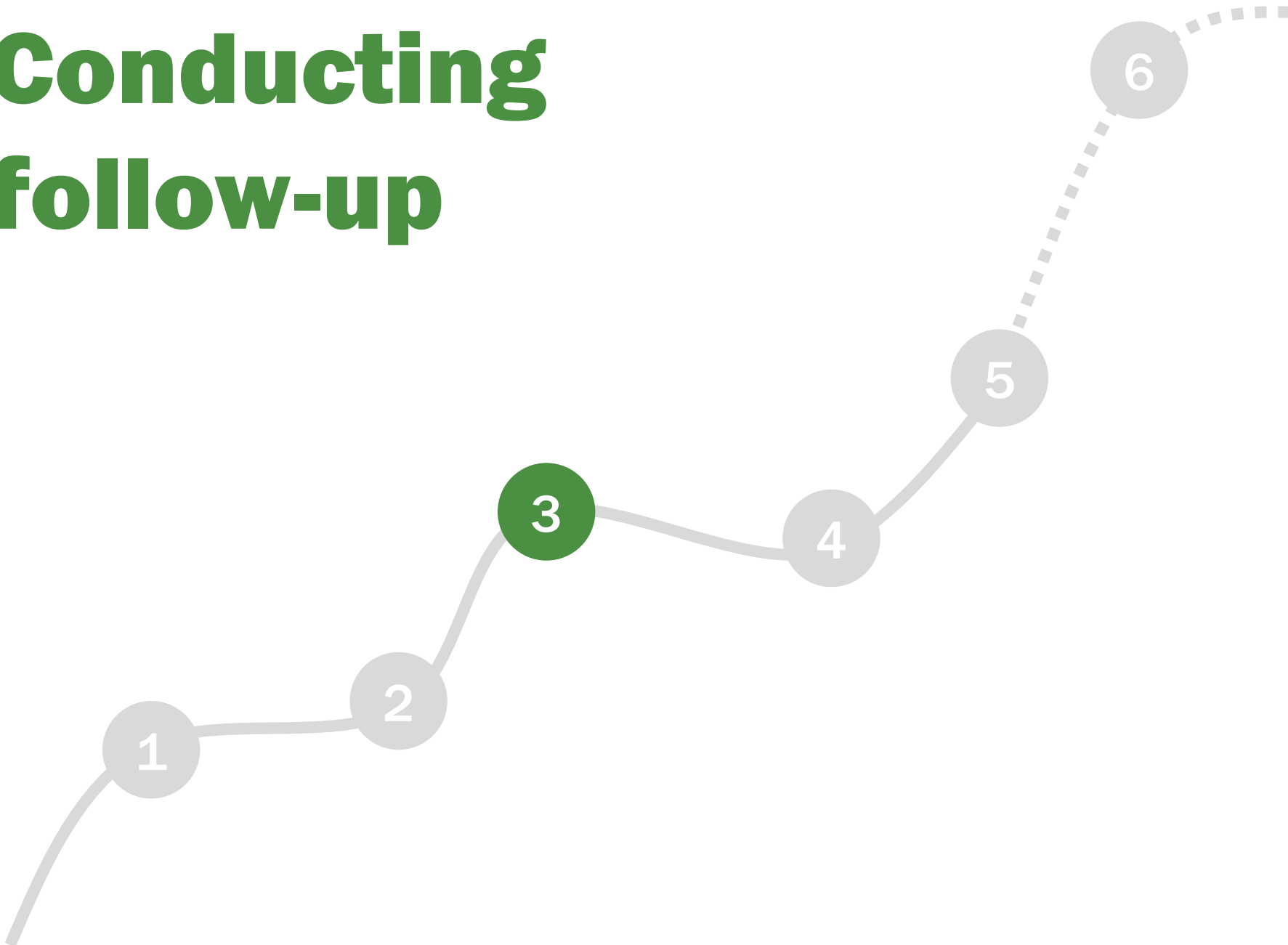
# Participants can receive a variety of cessation interventions.



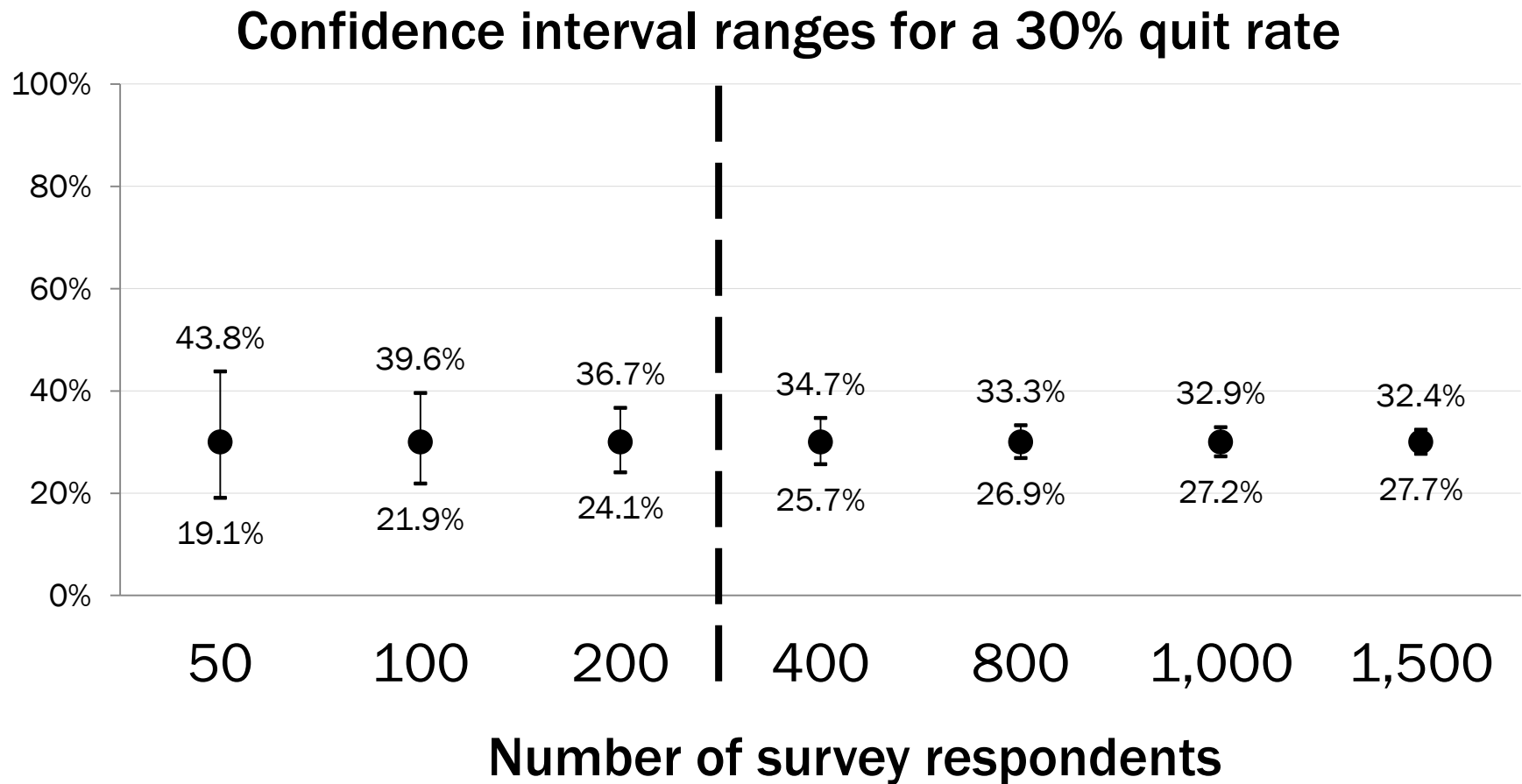
**Include those who received phone counseling OR were sent meds or medication vouchers.**



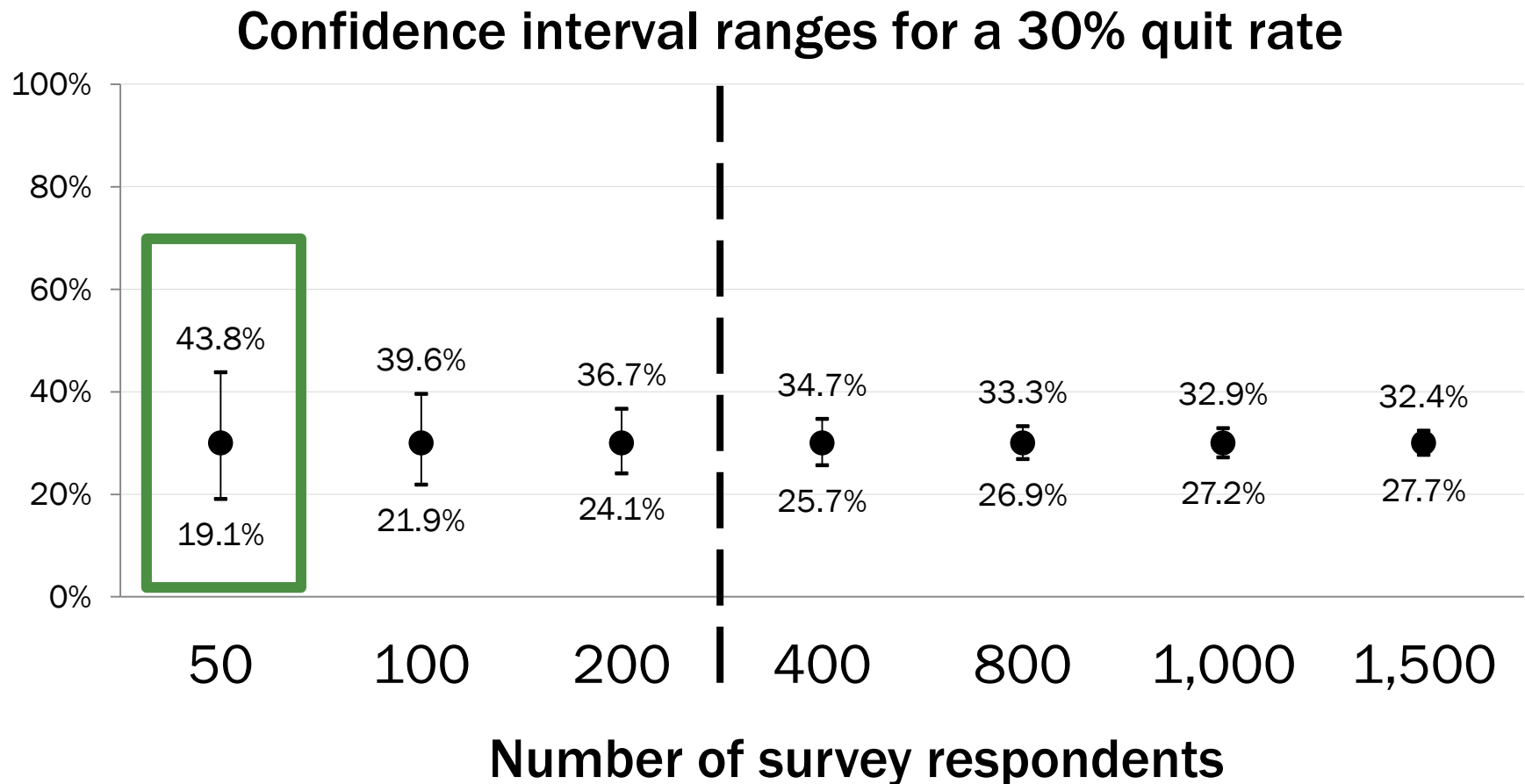
# Conducting follow-up



# Strive to obtain 400 completed surveys.

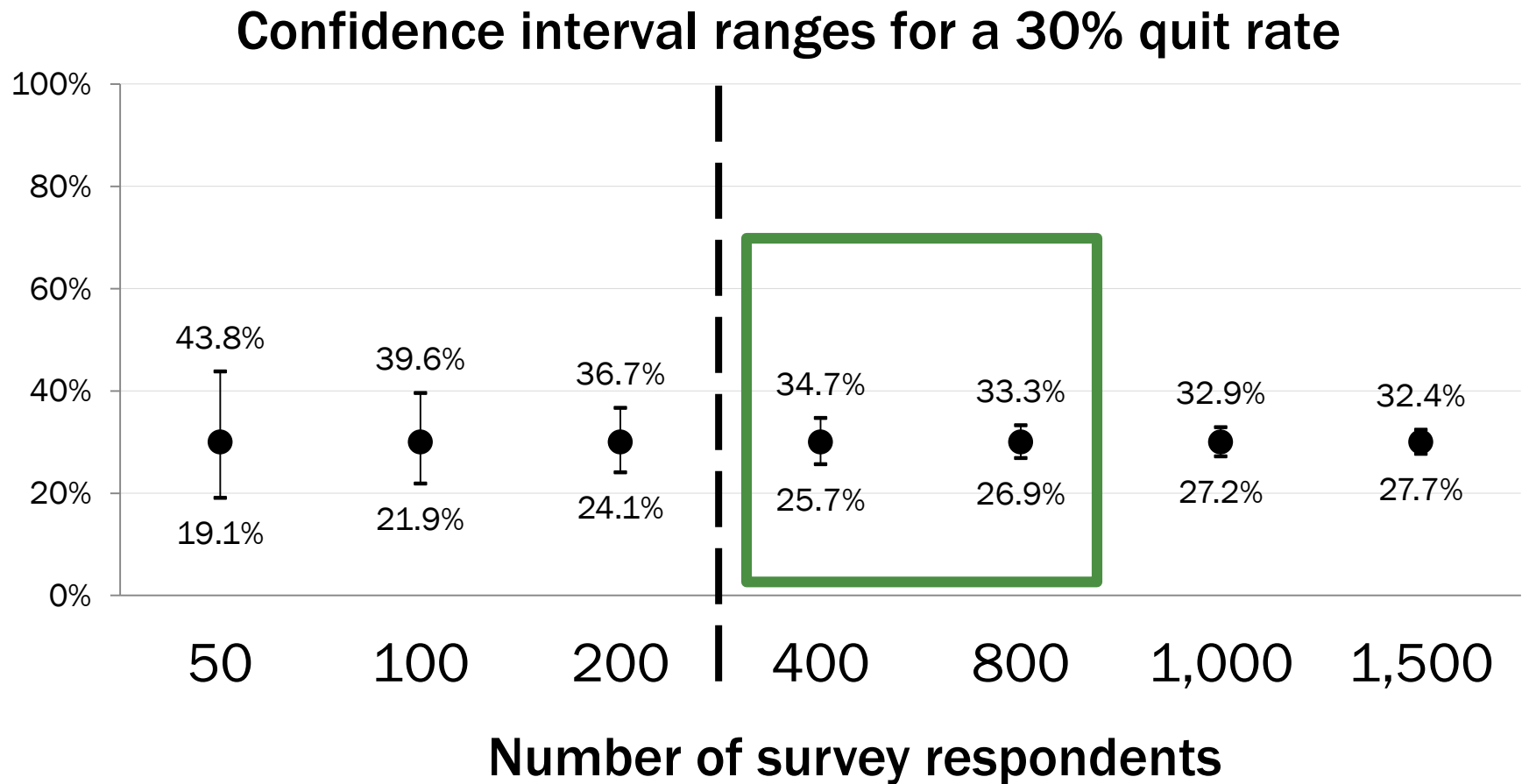


# Strive to obtain 400 completed surveys.





# Strive to obtain 400 completed surveys.





Response rate = ?













Strive to achieve a response rate  
of 50% to 70%.



If resources  
are limited,  
conduct a high  
quality survey  
less frequently.

**QUALITY**

---

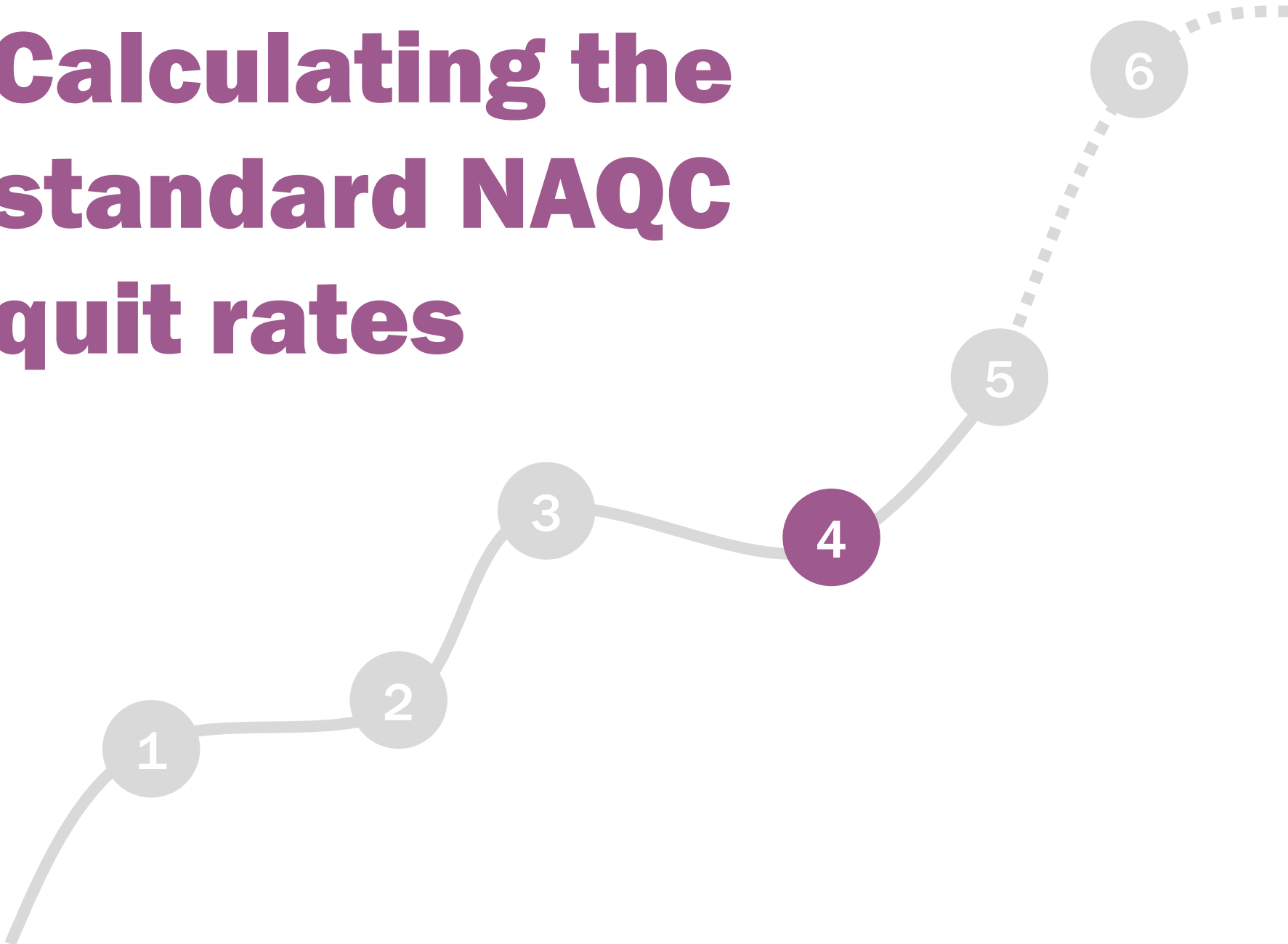
**QUANTITY**



# Summary of key elements for conducting follow-up

1. Strive to obtain 400 completed surveys from a random sample.
2. Strive to achieve a response rate of 50%—70%.
3. If resources are limited, conduct a high quality survey less frequently,  $\geq$  once every three years.

# Calculating the standard NAQC quit rates



**Calculate the 30-day point prevalence abstinence rate for traditional tobacco users.**

$$\text{Traditional tobacco quit rate} = \frac{\text{\# survey respondents abstinent from traditional tobacco}}{\text{total \# survey respondents}}$$



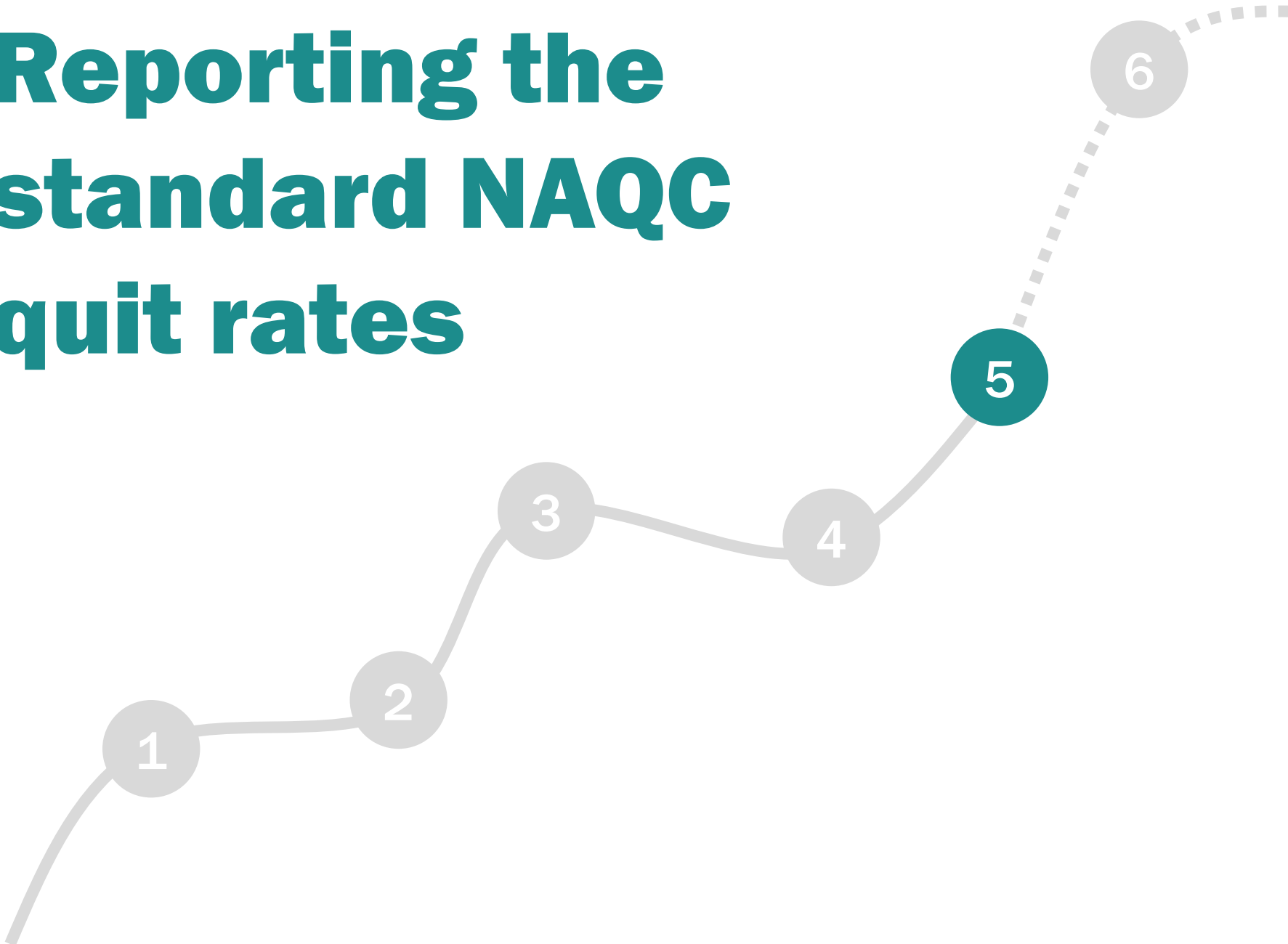
The only constant is change ...



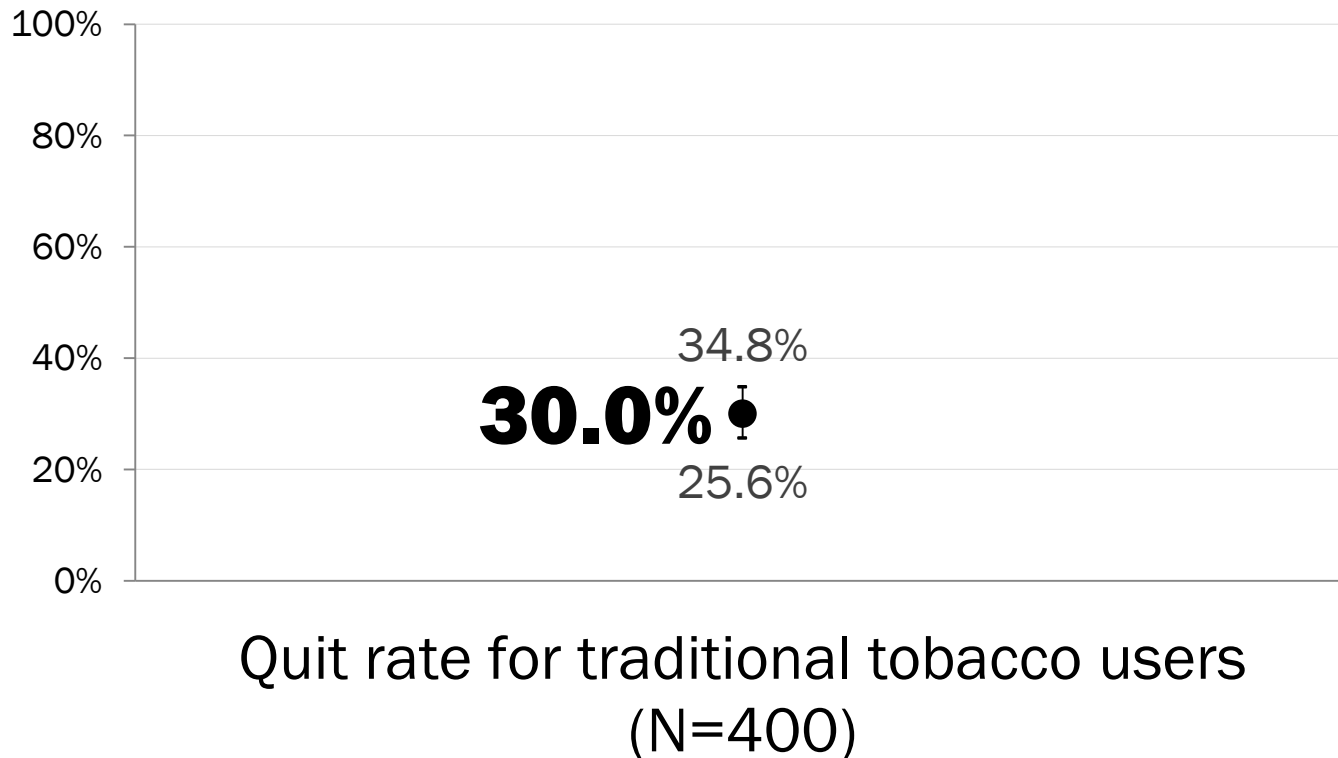
**Calculate the 30-day point prevalence abstinence rate for tobacco and/or ENDS users.**

$$\begin{array}{l} \text{Tobacco +} \\ \text{ENDS} \\ \text{quit rate} \end{array} = \frac{\begin{array}{l} \text{\# survey respondents abstinent} \\ \text{from trad tobacco *and/or* ENDS} \end{array}}{\text{total \# of survey respondents}}$$

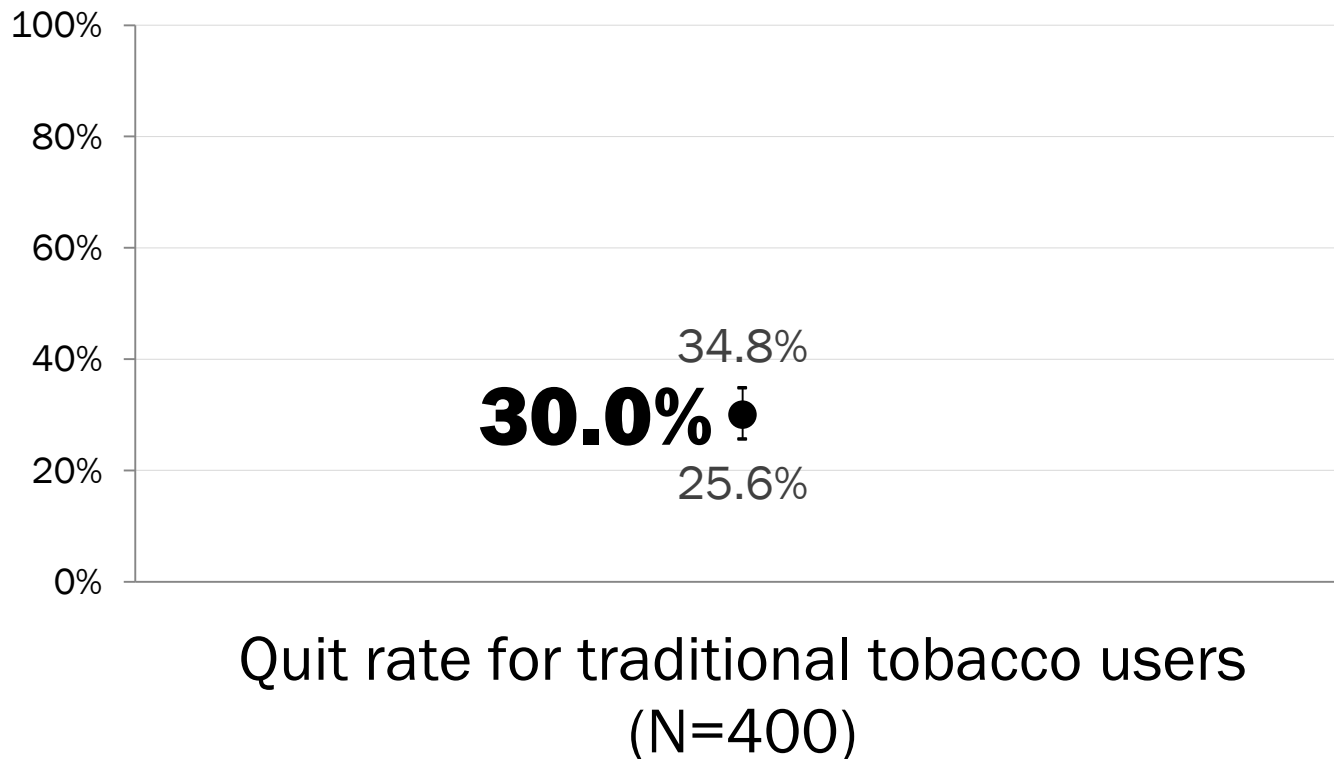
# Reporting the standard NAQC quit rates



# Report the 95% confidence interval.



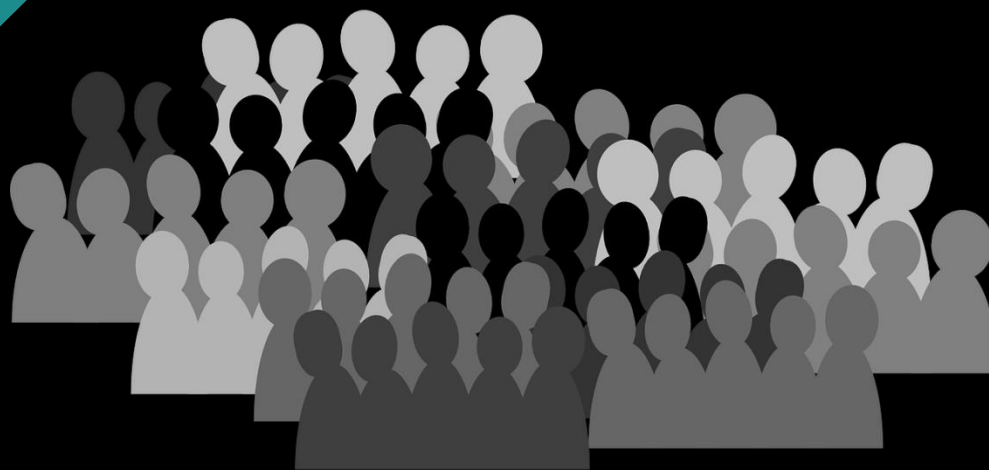
# Report the consent rate and response rate.



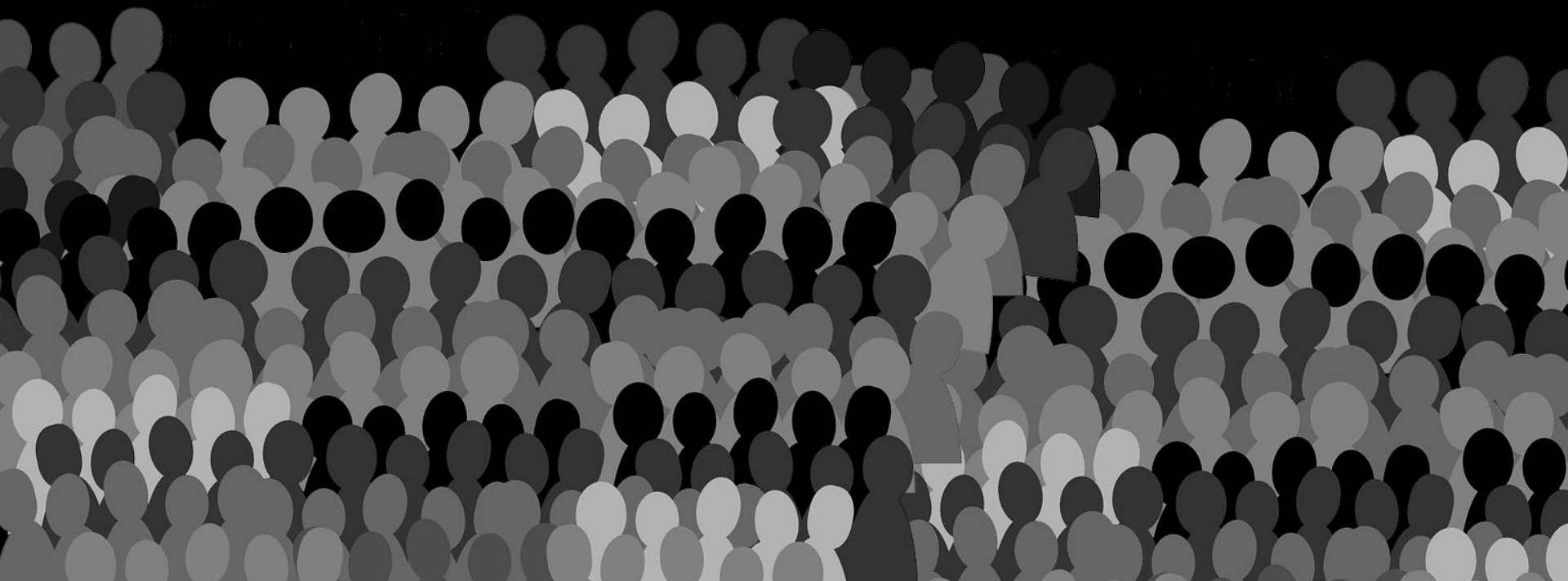
*Consent Rate = 84%; Response Rate = 51%*



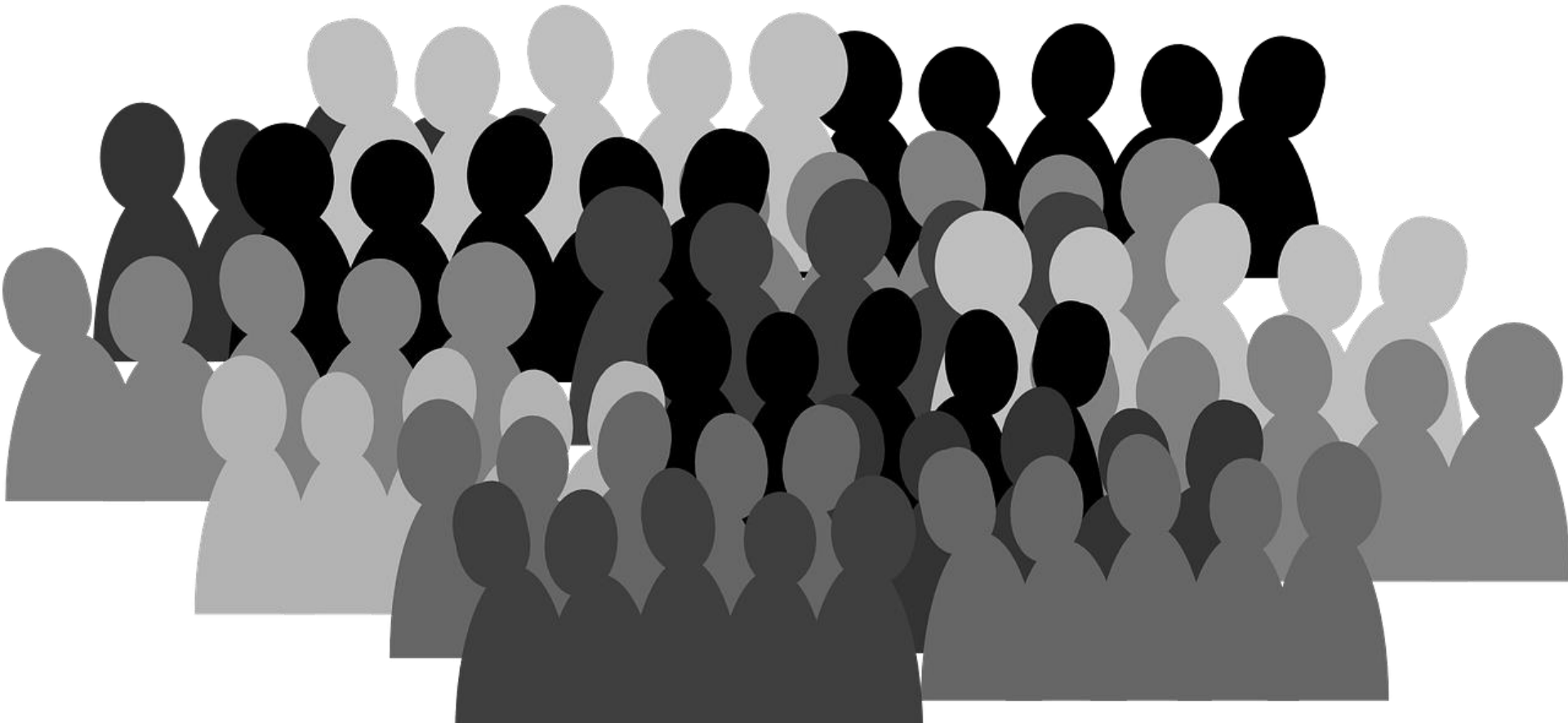
Optional



**VS.**



# Report key participant factors.



# Report key participant factors.



# Report key participant factors.



# Report key participant factors.







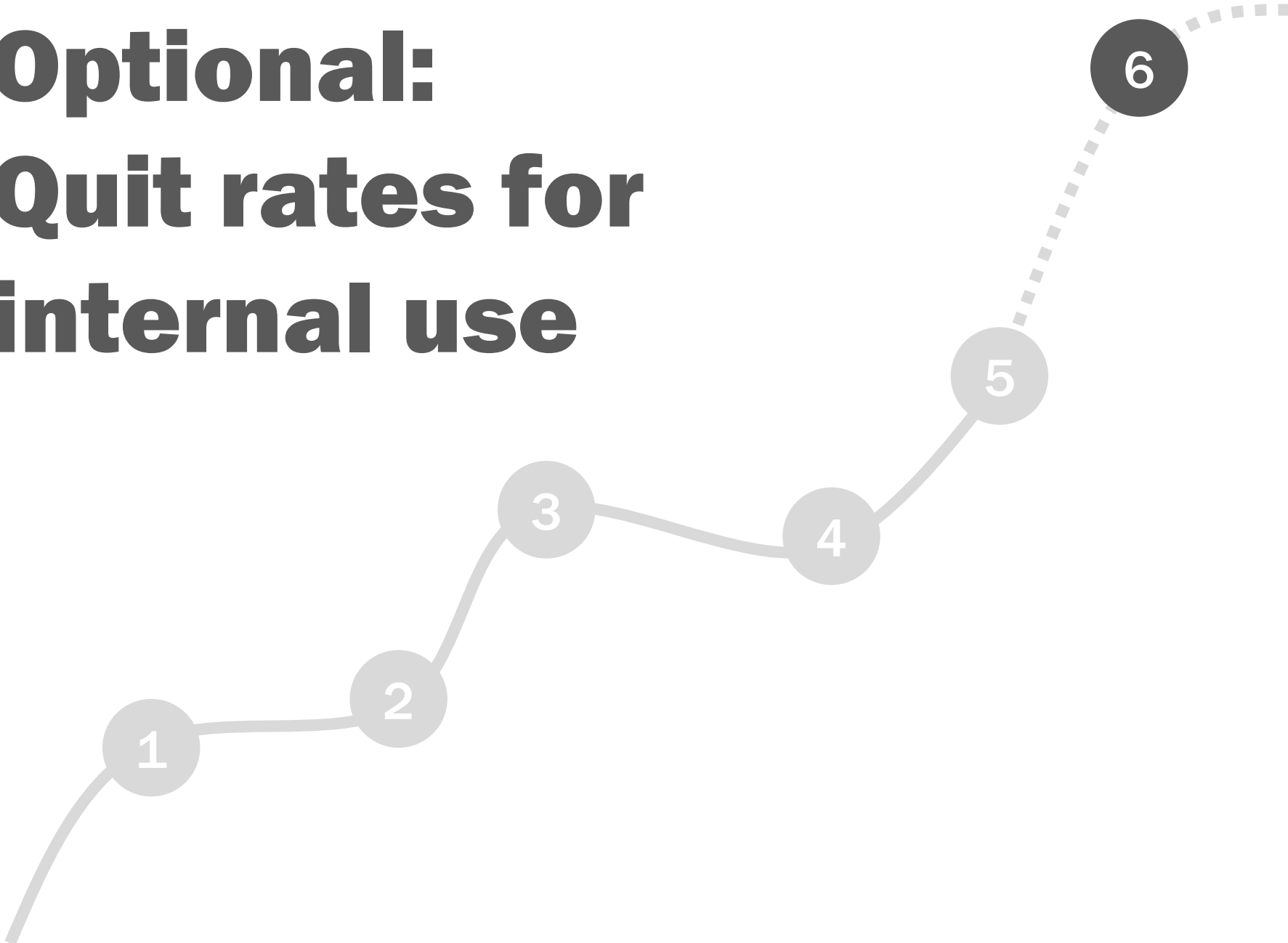
**Take caution when comparing your quit rate to other quitlines.**



# Key elements for reporting the standard NAQC quit rates

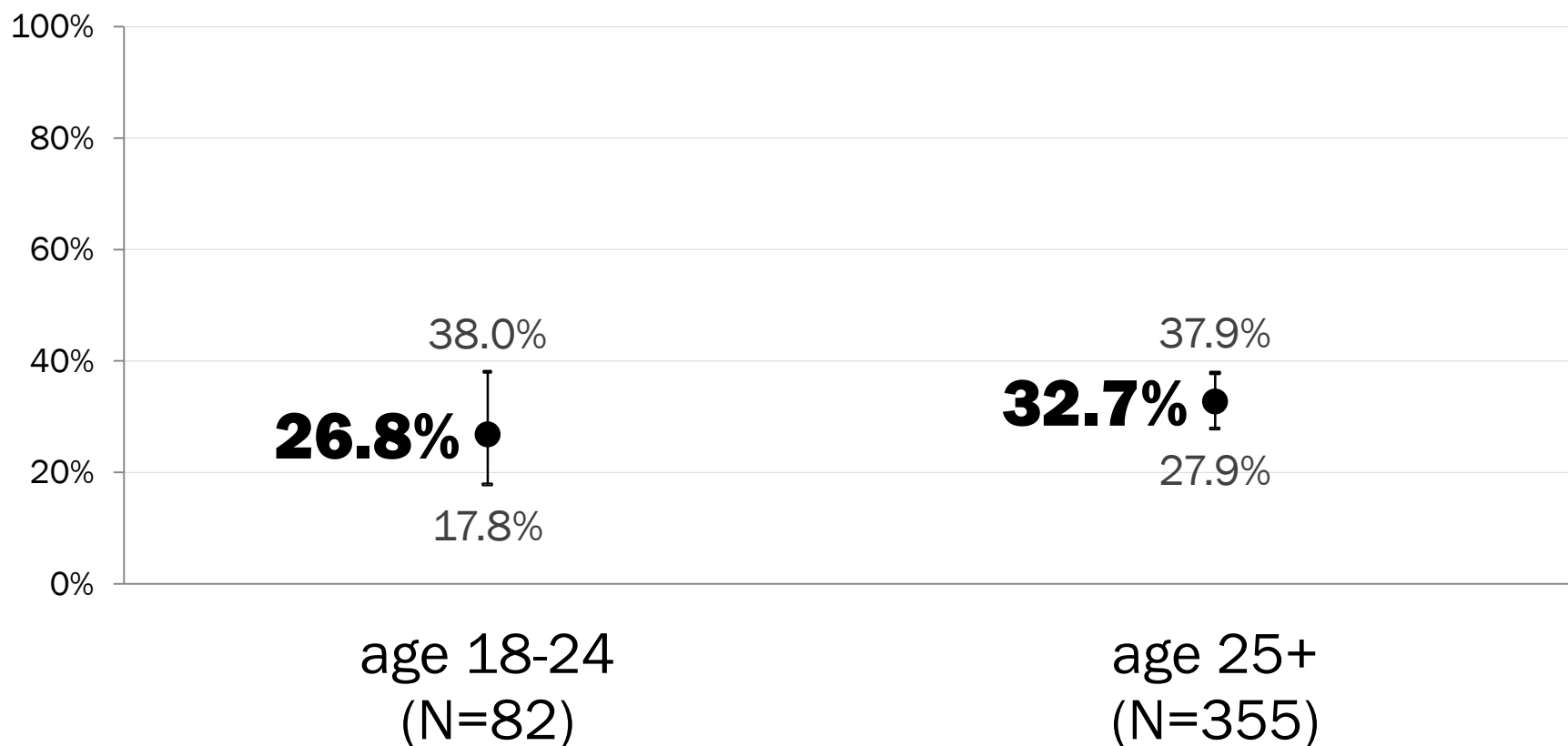
1. Include a confidence interval and consent and response rates.
2. Report key participant factors.
3. Conduct a response bias analysis (optional).

# Optional: Quit rates for internal use

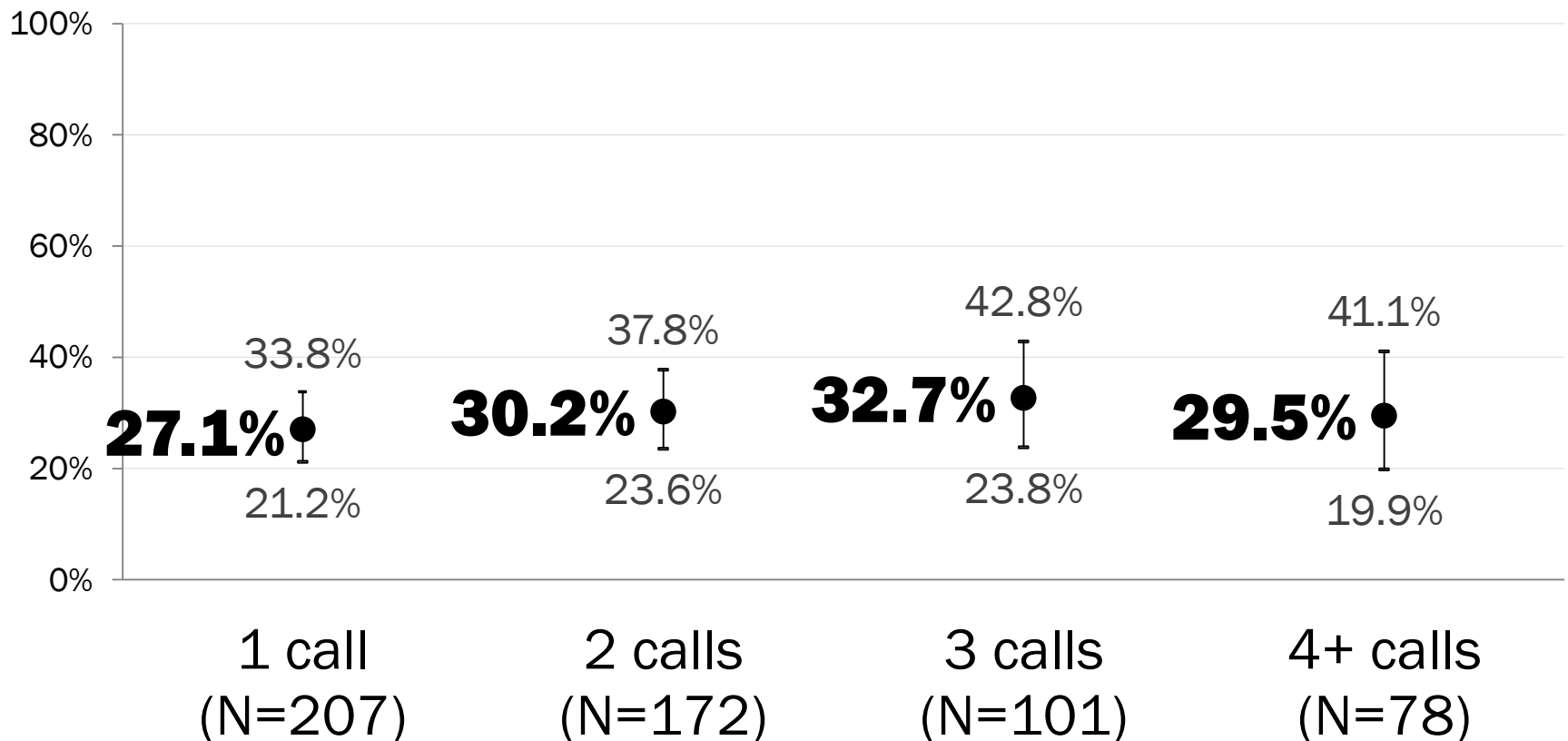




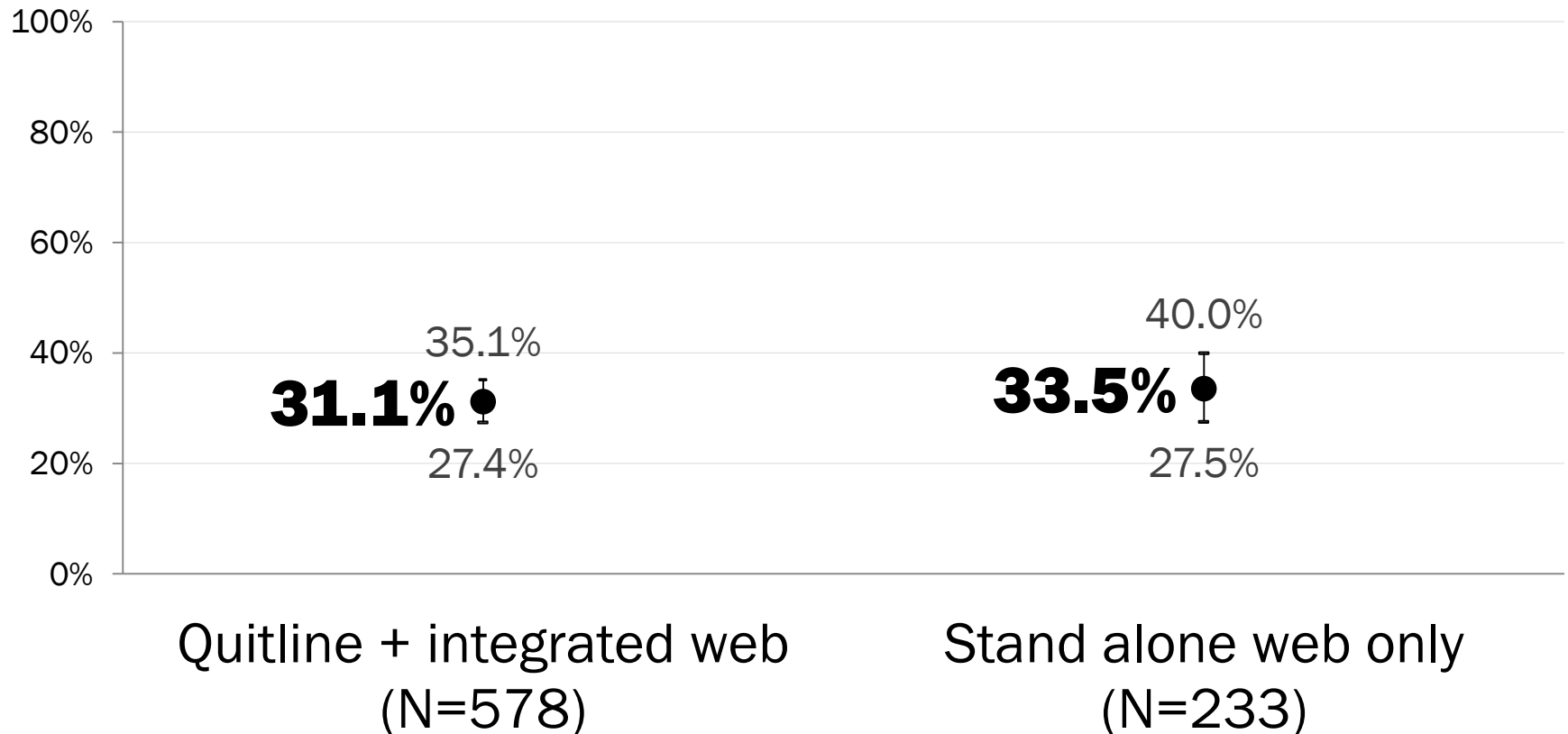
# For demographic & tobacco use characteristics of interest



# For program use characteristics of interest



# For service use characteristics of interest



Strive to obtain 75 completed surveys for supplemental quit rates.

~~400~~

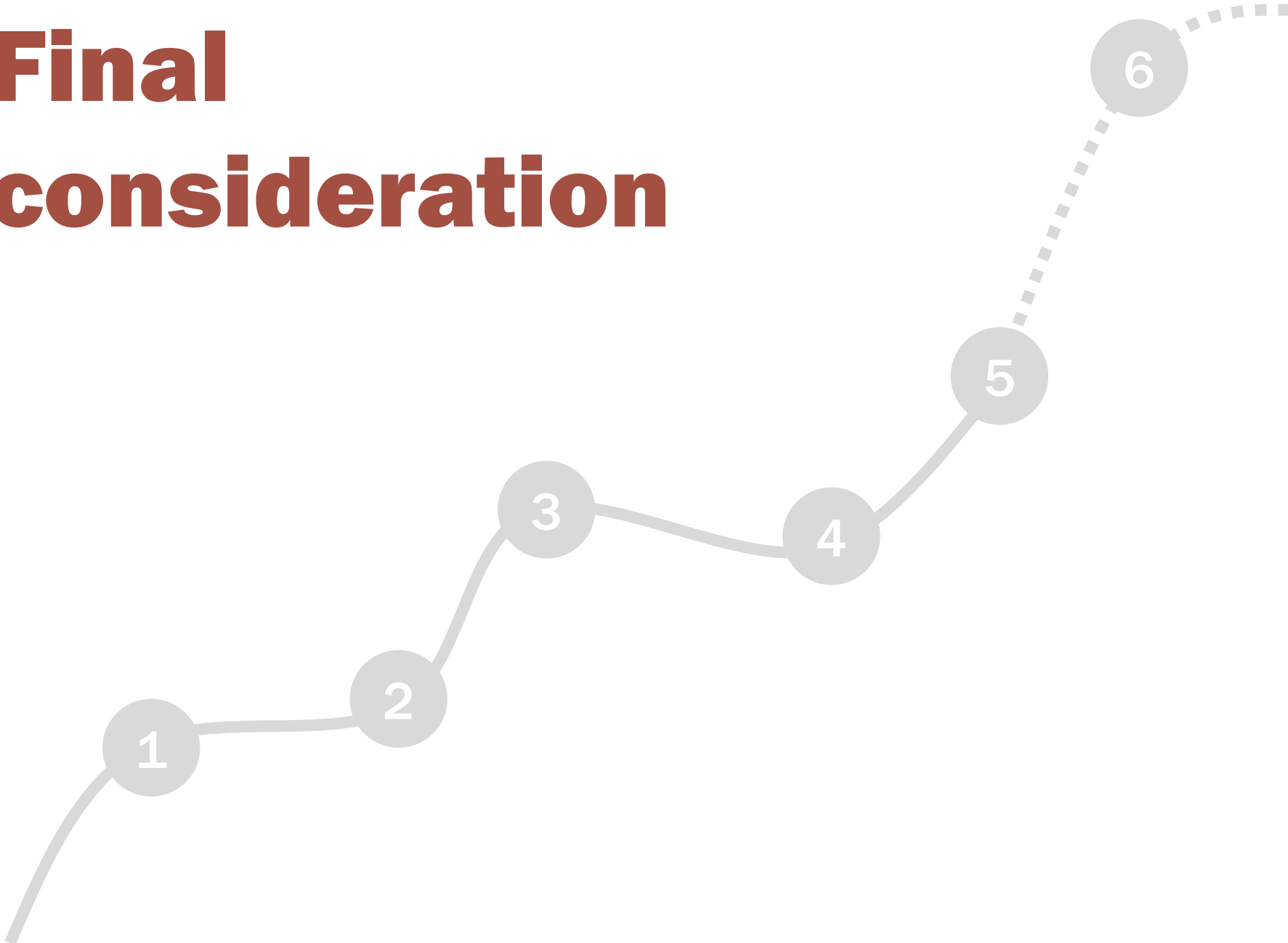
75



Other measures of success include 24-hour quit attempts, prolonged abstinence rates, & relapse rates.



# Final consideration



**Use a researcher or evaluator  
who...**

# Use a researcher or evaluator who...

- ✓ has experience in quitline evaluation



# Use a researcher or evaluator who...

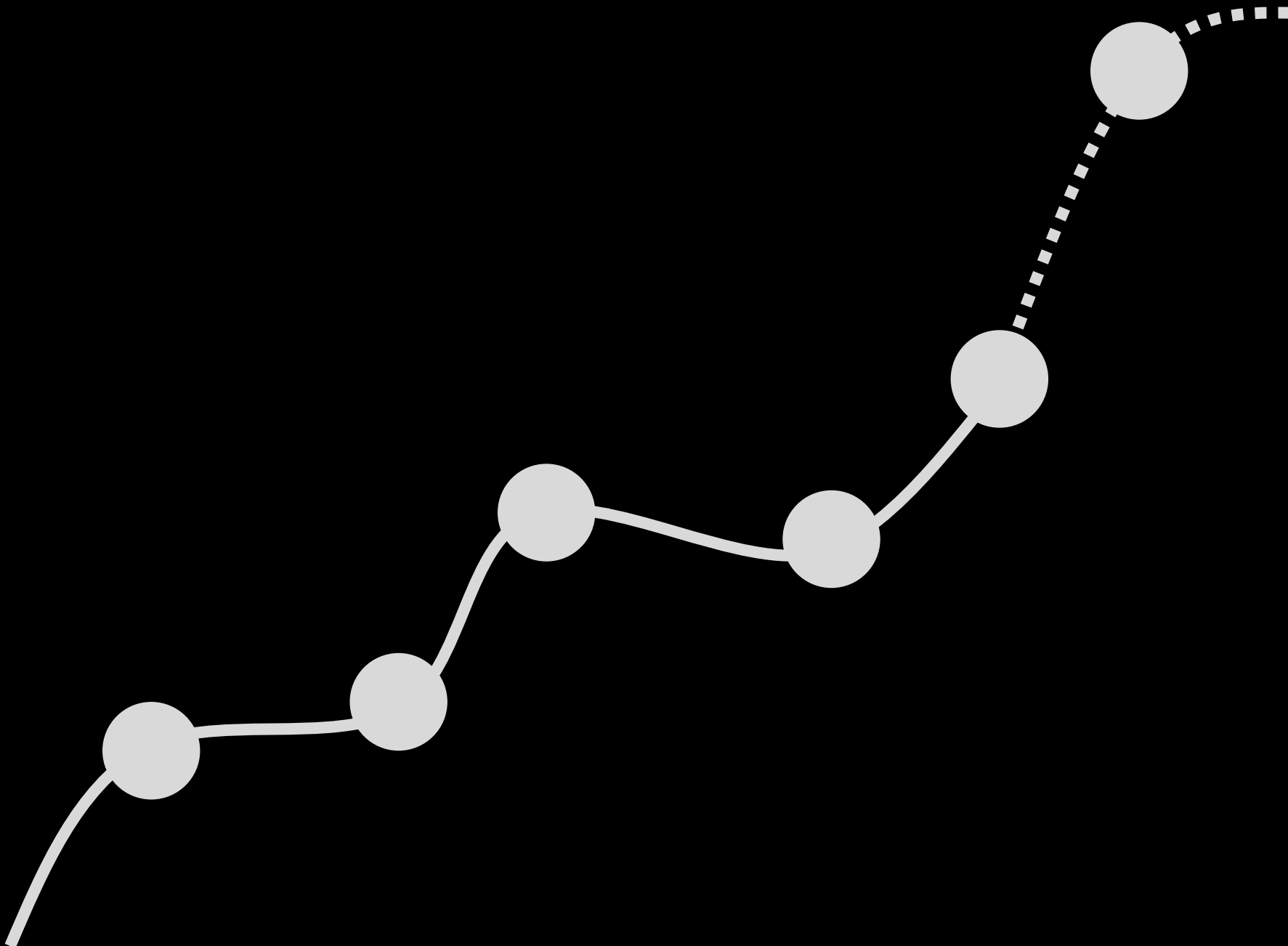
- ✓ has experience in quitline evaluation
- ✓ is independent of the counseling staff

# Use a researcher or evaluator who...

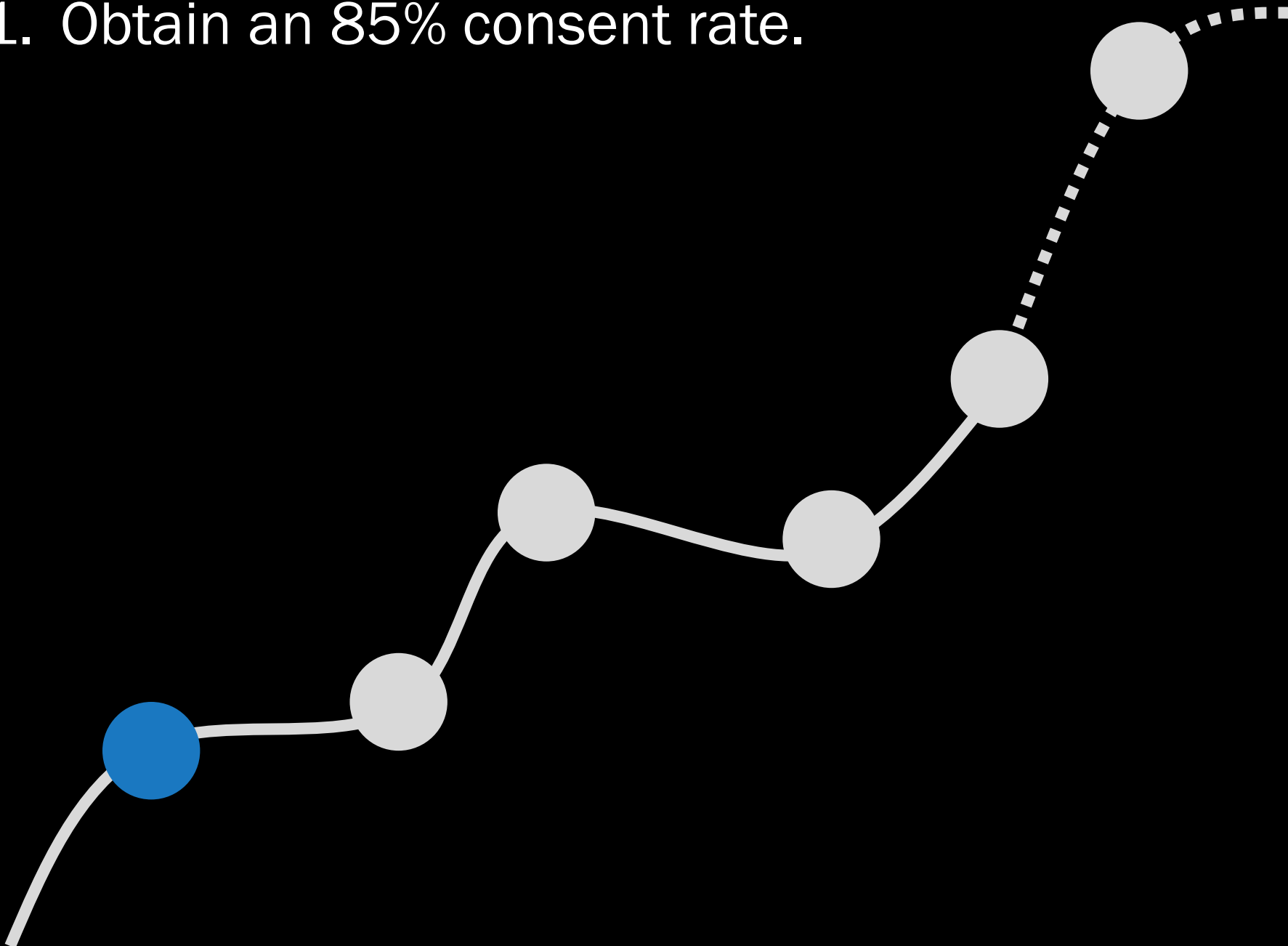
- ✓ has experience in quitline evaluation
- ✓ is independent of the counseling staff
- ✓ is transparent in reporting

# Use a researcher or evaluator who...

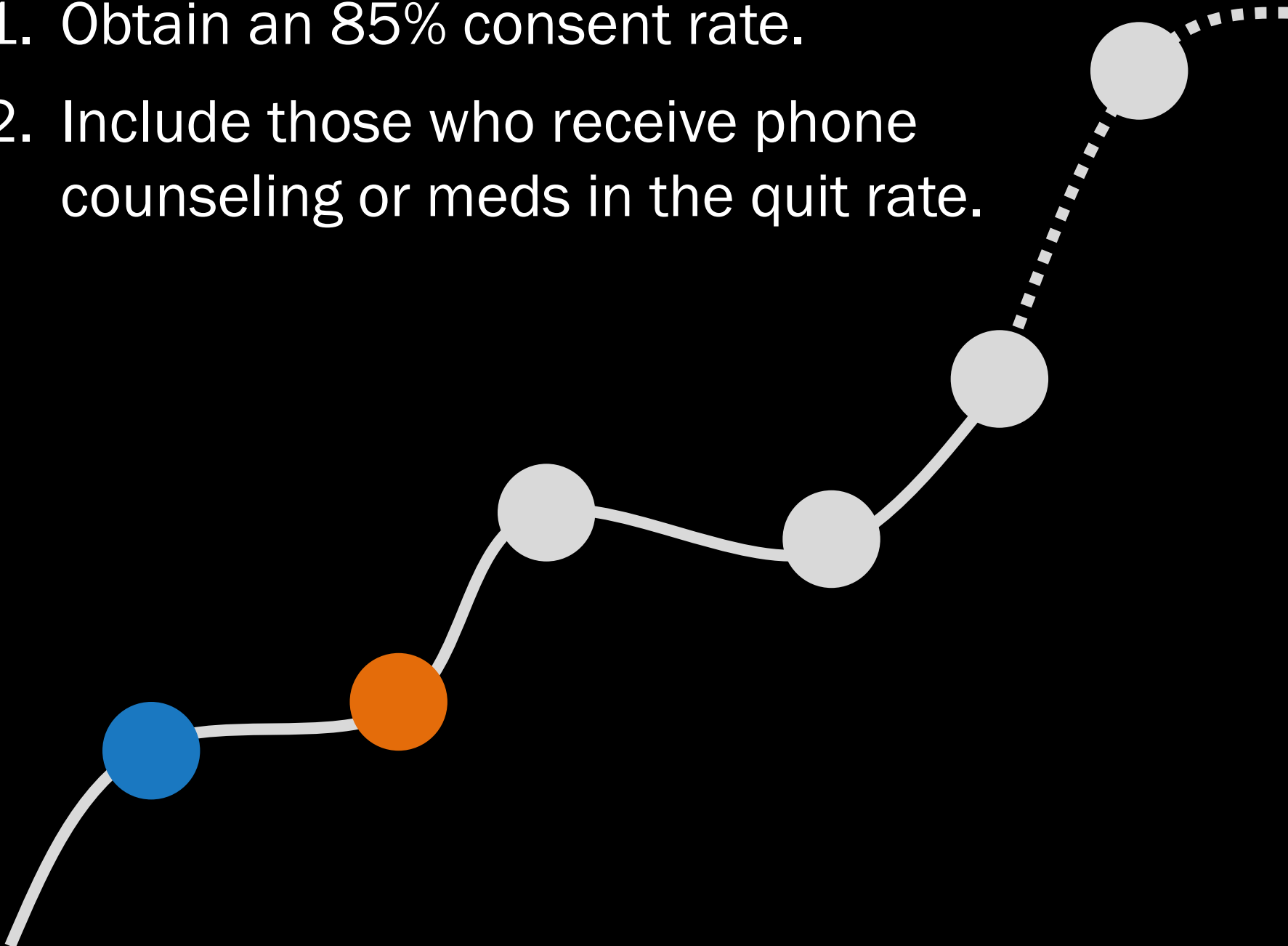
- ✓ has experience in quitline evaluation
- ✓ is independent of the counseling staff
- ✓ is transparent in reporting
- ✓ has demonstrated an ability to achieve adequate response rates



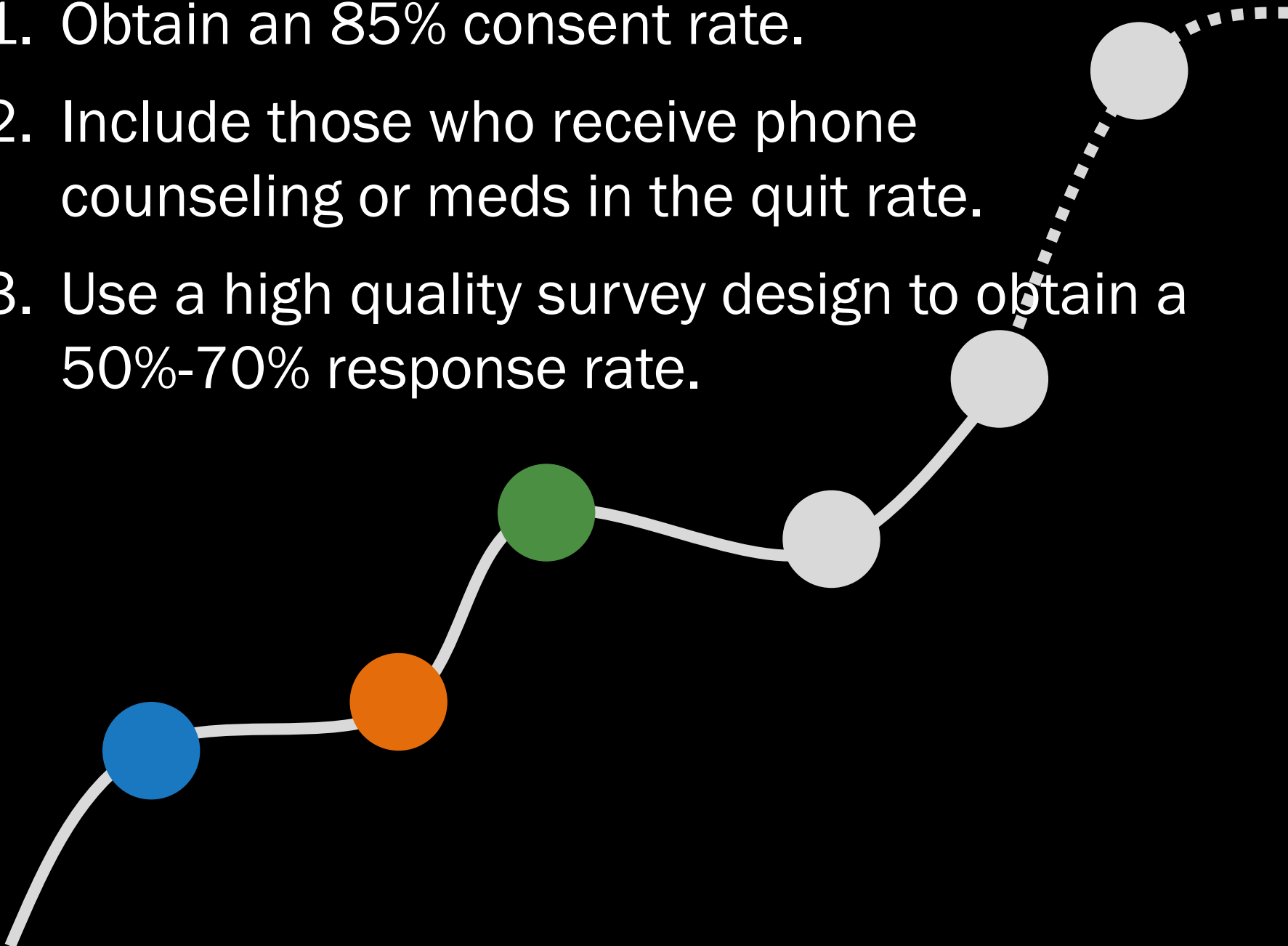
1. Obtain an 85% consent rate.

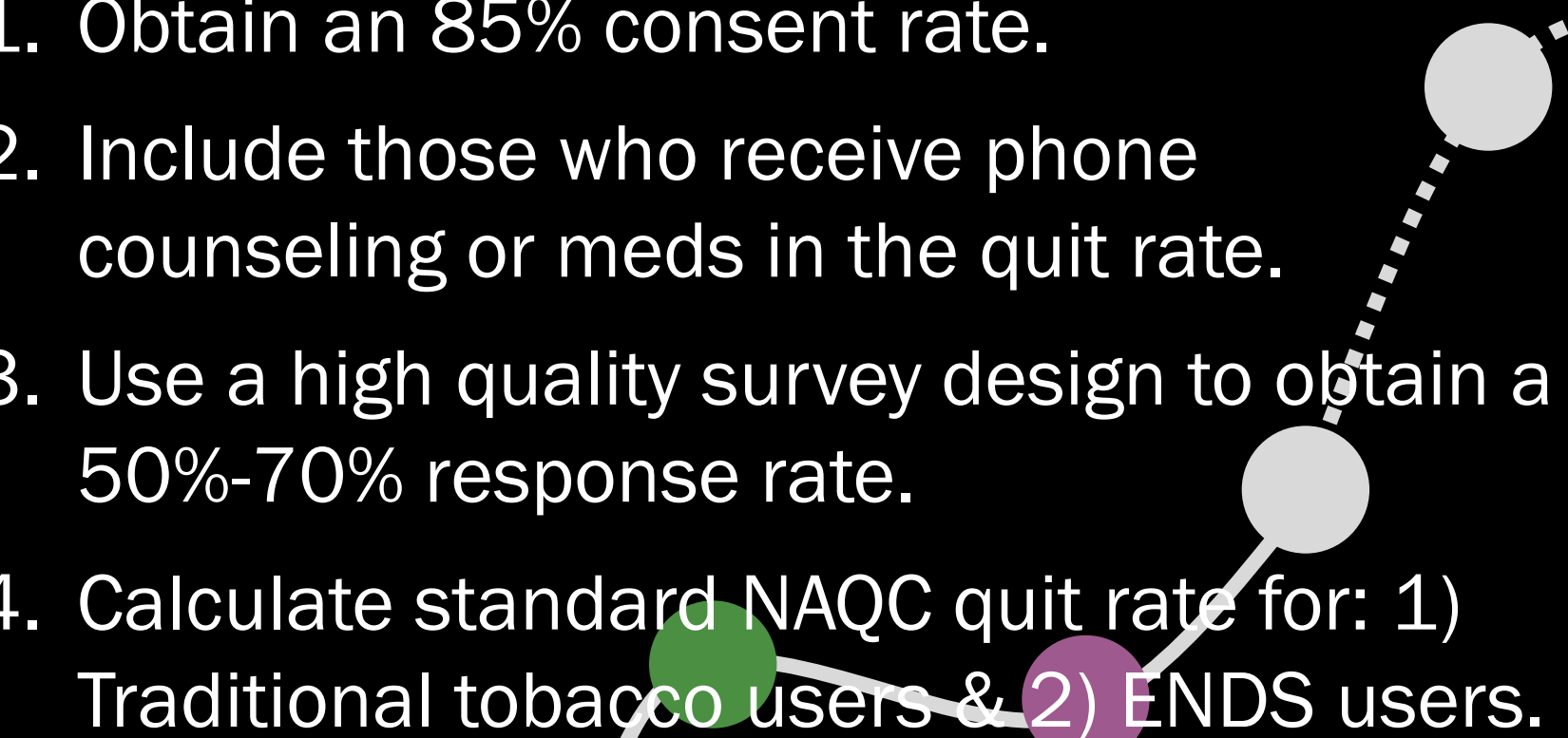


1. Obtain an 85% consent rate.
2. Include those who receive phone counseling or meds in the quit rate.

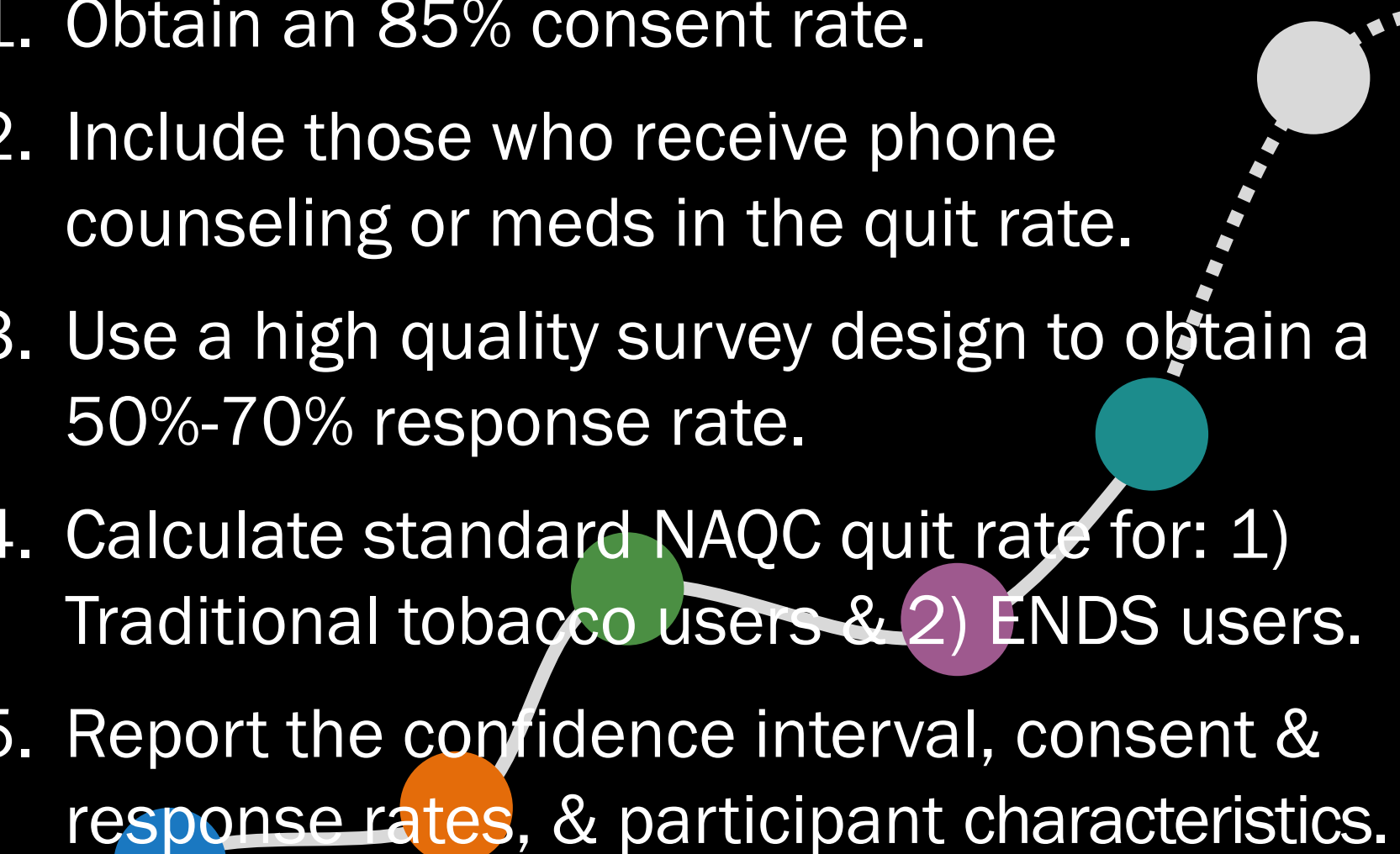


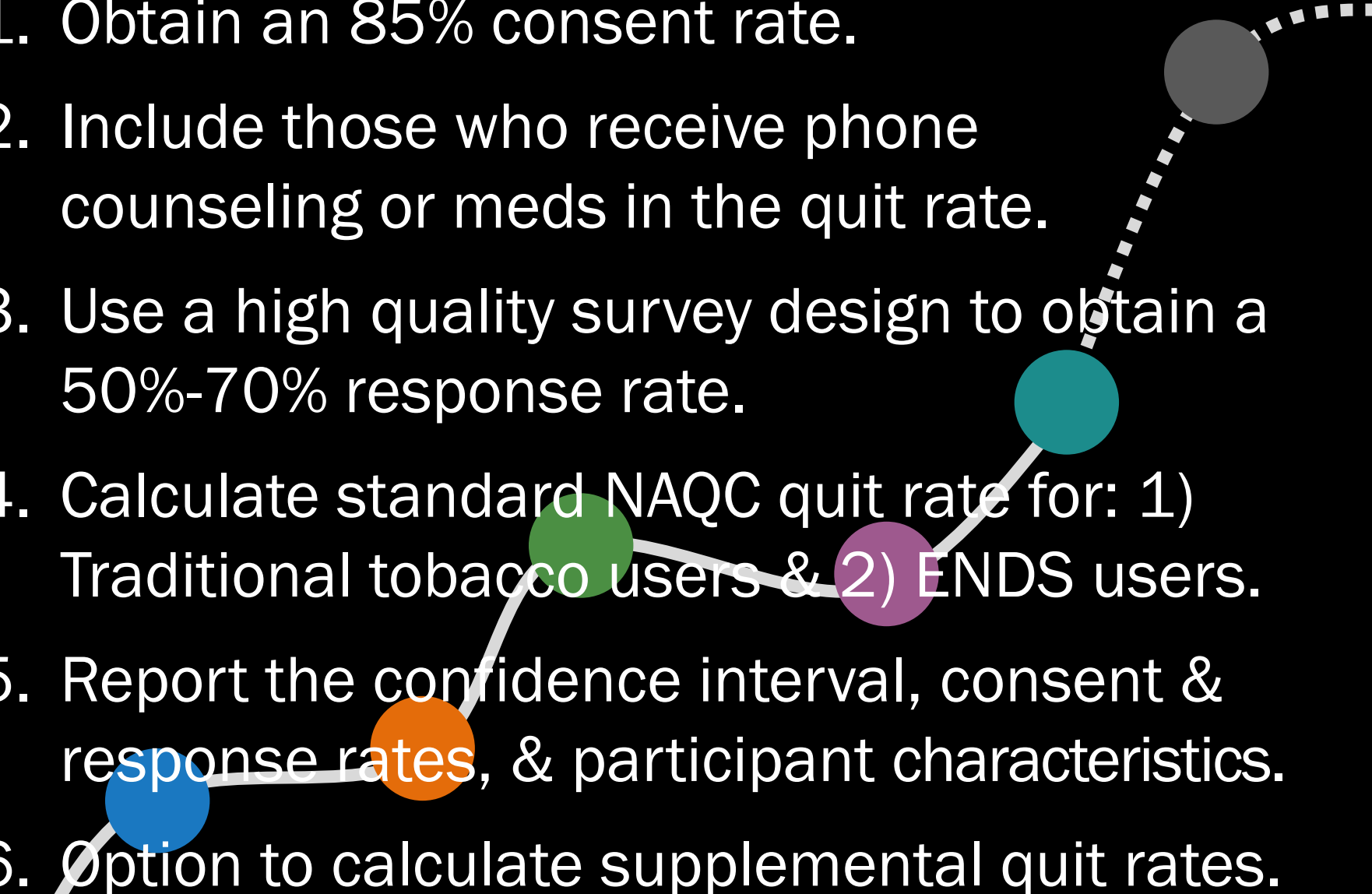
1. Obtain an 85% consent rate.
2. Include those who receive phone counseling or meds in the quit rate.
3. Use a high quality survey design to obtain a 50%-70% response rate.



1. Obtain an 85% consent rate.
  2. Include those who receive phone counseling or meds in the quit rate.
  3. Use a high quality survey design to obtain a 50%-70% response rate.
  4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.
- 
- A decorative graphic on the right side of the slide. It features a series of colored circles (blue, orange, green, purple, grey) connected by a solid grey line that curves upwards. A dotted grey line continues from the top grey circle towards the top right corner.



1. Obtain an 85% consent rate.
  2. Include those who receive phone counseling or meds in the quit rate.
  3. Use a high quality survey design to obtain a 50%-70% response rate.
  4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.
  5. Report the confidence interval, consent & response rates, & participant characteristics.
- 
- A decorative graphic on the right side of the slide. It features a solid grey line that starts at the bottom left, passes through a blue circle, an orange circle, a green circle, and a purple circle, ending at a teal circle. From the teal circle, a dotted grey line extends upwards and to the right, ending at a light grey circle.

1. Obtain an 85% consent rate.
  2. Include those who receive phone counseling or meds in the quit rate.
  3. Use a high quality survey design to obtain a 50%-70% response rate.
  4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.
  5. Report the confidence interval, consent & response rates, & participant characteristics.
  6. Option to calculate supplemental quit rates.
- 
- A decorative graphic on the right side of the slide. It features a solid grey line that starts at the bottom left, passes through a blue circle (near step 5), an orange circle (near step 5), a green circle (near step 4), and a purple circle (near step 4), then continues to a teal circle (near step 3). From the teal circle, a dashed grey line extends upwards and to the right, ending at a dark grey circle.

**Share this  
with your  
people and  
start the  
discussion.**



# Anne Betzner

abetzner@pdastats.com

