

# Creative Systems Change: Oklahoma Tobacco Helpline Integration with 2-1-1 Crisis Helpline

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**HEARTLINE**

Help for Oklahomans in Need



# Learning Objectives:

- By the end of the session, participants will be able to:
  - Describe the process of integrating Helpline screening and referral with a statewide crisis hotline;
  - Identify challenges and strengths of implementing Helpline referrals within a crisis hotline environment; and
  - Review the cost of implementing and maintaining the 2-1-1 referral system; and
  - Compare enrollment rates to other referral systems.

# Presentation Overview:

- Background
  - Oklahoma Tobacco Helpline
  - HeartLine and 2-1-1
- Project Overview
  - Goals
  - Evaluation
- Project Progress
- Future Projects

# Background

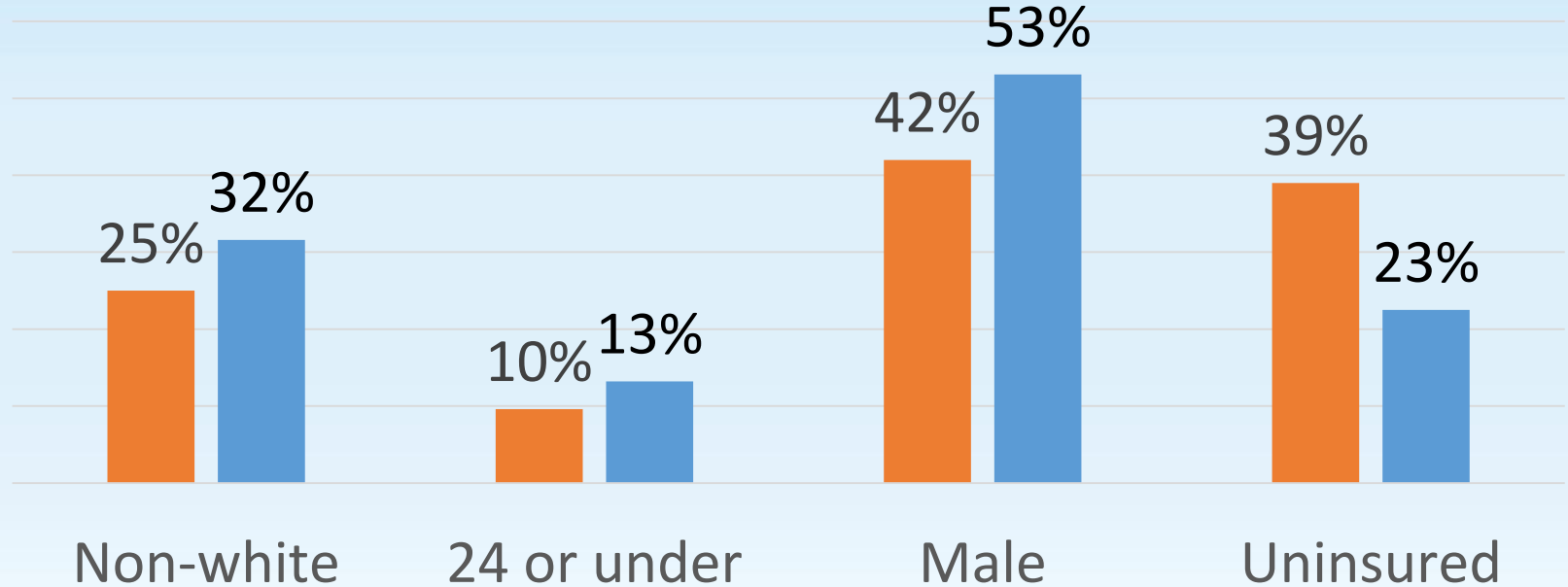
- Quitlines reach 1-2% of tobacco users annually.
- Certain populations use tobacco at higher rates, including:
  - low SES
  - those with co-morbidities (chronic and behavioral health conditions).

# Oklahoma Tobacco Helpline

- Began offering services in 2003
- Almost **350,000** tobacco users have registered since launch of Helpline (August 2003 – Dec 2016).
  - Not unique individuals --this includes duplicates if they registered more than once
- Helpline Services
  - At least one call with Quit Coach
  - At least two weeks of nicotine replacement therapy (NRT)
- Web Coach
- Individual Services
  - NRT starter kit
  - Email support
  - Text support
  - Printed Quit Guide

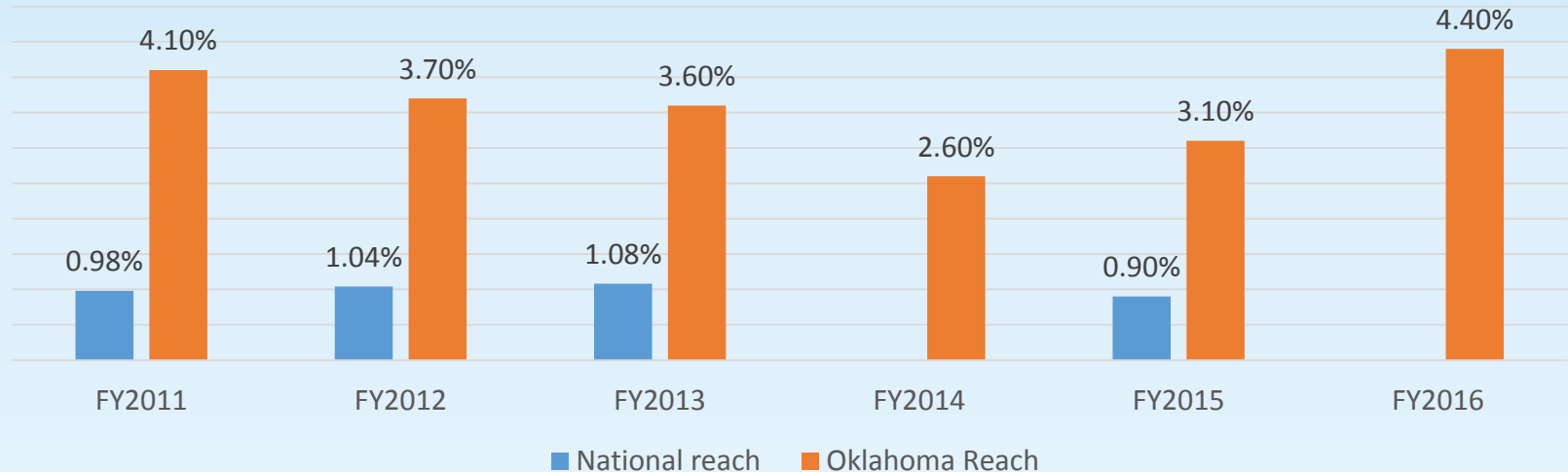
# Demographic Comparison: OK Tobacco Helpline Registrants and Smokers in OK, FY16

Helpline All smokers



# Quitline Reach

National Quitline Reach vs. Oklahoma Tobacco Helpline Reach  
FY2011 - 2016



NAQC annual survey not conducted for FY2014, no results available yet for FY2016

Data source: NAQC annual survey results

[http://c.ymcdn.com/sites/www.naquitline.org/resource/resmgr/2015\\_Survey/finalweb2242016NAQCFY2015.pdf](http://c.ymcdn.com/sites/www.naquitline.org/resource/resmgr/2015_Survey/finalweb2242016NAQCFY2015.pdf)

# What is 2-1-1 Heartline?

- 2-1-1 Heartline is a 24-hr call center in Oklahoma
  - Connects people in crisis to information and resources.
  - Over 4700 community agencies and programs in their database.
  - Trained individuals staffing the phones.
  - **281,639 families served in 2016**



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# Who calls 2-1-1 Heartline?

- Top five needs:
  - Utility assistance
  - Healthcare
  - Housing
  - Food & meals
  - Mental health/addictions



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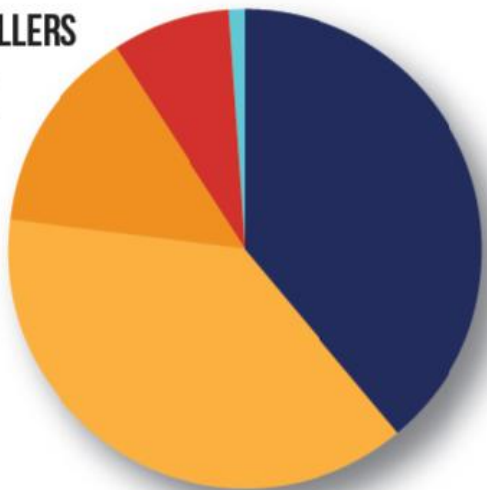
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# Who calls Heartline?

## CALLER DEMOGRAPHICS

### AGE OF 2-1-1 CALLERS

39%	UNDER 20
38%	21-40
14%	41-60
8%	61-80
1%	80 +



**22% OF OKLAHOMA  
ADULTS SUFFER FROM  
MENTAL ILLNESS.**

*- Suicide is the second leading cause of death in Oklahoma youth (10-24)*

*- Oklahoma is ranked No. 11 in the nation for rate of suicide deaths*



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# Helpline and 2-1-1

- Began in 2015 pilot to screen and refer to the Helpline.
- Direct transfer, electronic referral or provide toll-free number.



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# Project Goals:

- To successfully integrate tobacco screening and direct referrals to the Oklahoma Tobacco Helpline into HeartLine, the state 2-1-1 service provider.
- To determine the actual cost for HeartLine to screen and refer to the Helpline.
- To determine the return on investment for this project.

# Project Overview:

- Two year pilot project
- Collaborators
  - HeartLine
  - Oklahoma Tobacco Helpline – Oklahoma Tobacco Research Center
  - Oklahoma State Department of Health
  - OU College of Public Health
- Funders
  - Oklahoma Tobacco Helpline – Tobacco Settlement Endowment Trust (TSET)
  - Oklahoma State Department of Health

# Evaluation Methods:

- Mixed Methods approach
- Data Sources
  - 2-1-1 data
  - Helpline data
  - Interview data
    - Qualitative interviews - 3 weeks
  - Follow-up data
    - Quantitative Surveys - 7 month follow-up

# Evaluation Questions:

- 2-1-1 Callers
  - How many 2-1-1 callers are screened for tobacco use?
  - How many are tobacco users?
  - What are the characteristics of screened callers?
  - What are the characteristics of identified tobacco users?
- Referral Process
  - How many identified tobacco users agree to be transferred to the Oklahoma Tobacco Helpline (OTH) for cessation services?
  - How many are warm transferred to OTH? How many are referrals (fax or e) to OTH?
  - How many are reached by OTH (warm transfer or call-back to referral)?
  - How many are enrolled in services (warm transfer or call-back to referral)?
- What is the actual cost for 2-1-1 staff to screen and refer tobacco users to the Helpline?

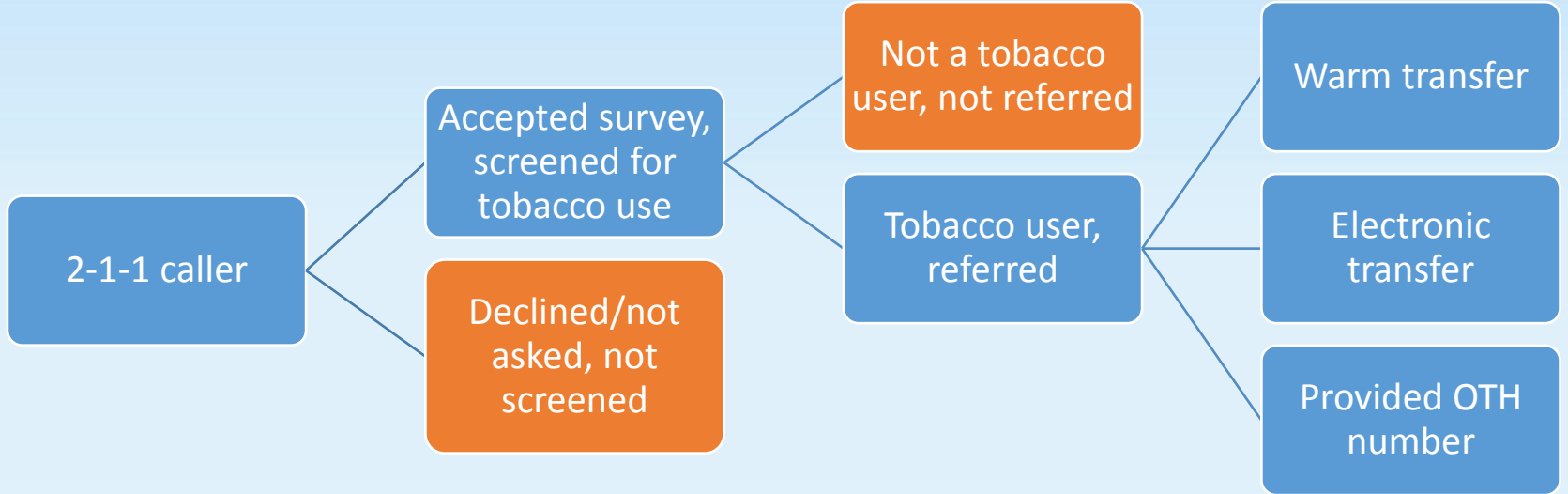
# Evaluation Questions (cont.):

- Utilization
  - What are the Helpline service utilization patterns of 2-1-1 tobacco users?
  - What services do they enroll in?
  - How much service do they receive (# calls, amount of NRT)?
- Experience
  - What are the tobacco users' perspectives on how the 2-1-1 transfer and referral process to the Helpline works?
  - What do they like about the process?
  - What do they not like about the process?
- Outcomes
  - What are the 7-day and 30-day point prevalence abstinence rates among 2-1-1 tobacco users who enroll with the Helpline at 7-month follow-up?
  - What is the impact of the 2-1-1 Helpline referral program (Impact = Reach x Efficacy)?
  - What is the return on investment (ROI) for the 2-1-1 referral program?





# Screening and Referral Process

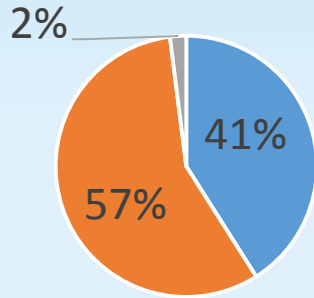


# Results: Referral Rates

- From September 9, 2016 – January 5, 2017:
  - 10,725 total callers to 2-1-1
  - 6056 screened (56%)
  - Of those screened, 1202 reported tobacco use (20%)
  - Of the 1202 tobacco users, 569 (48%) accepted a referral
  - An additional 113 (10%) were already enrolled in the Helpline

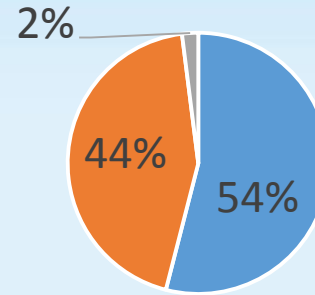
# Quitting History and Intentions of 2-1-1 Tobacco Users (n=1202)

## Quit Attempt in Past Month



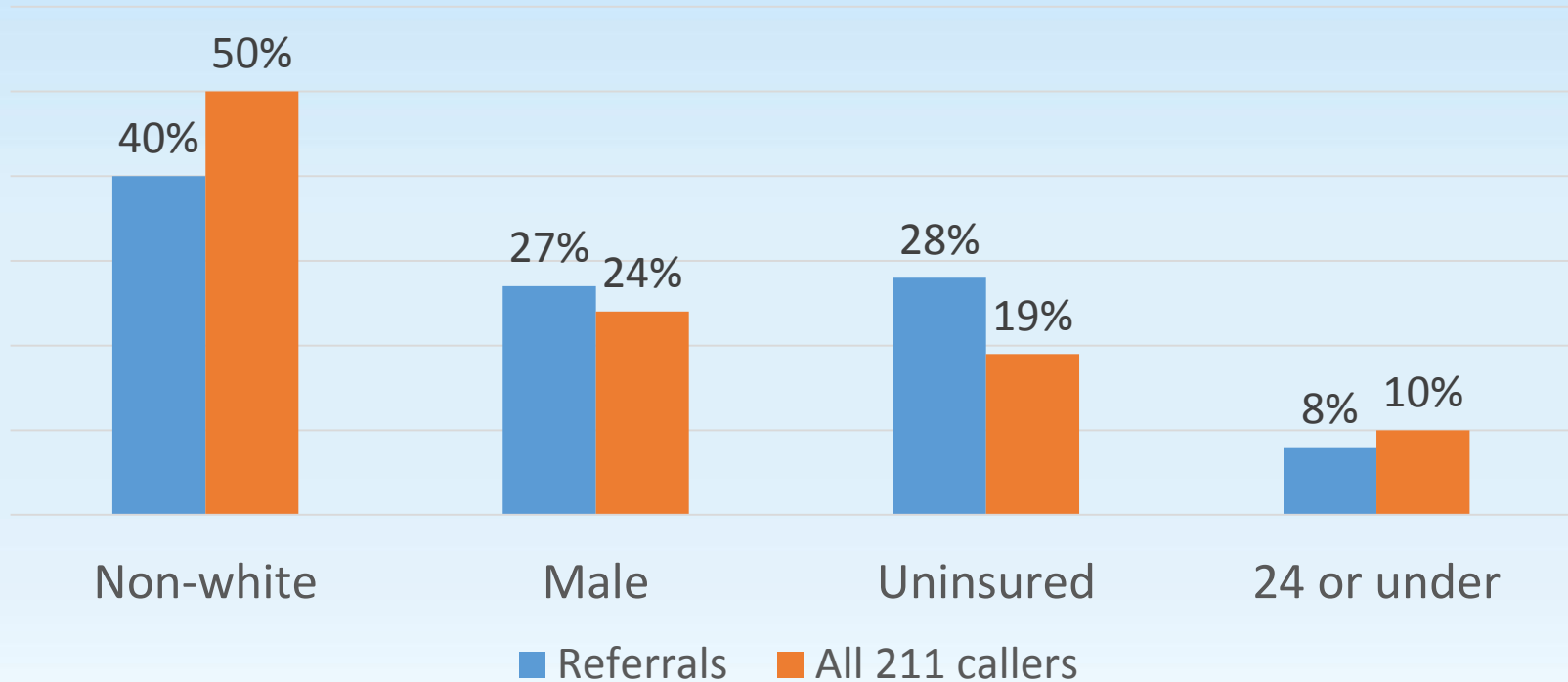
- Quit attempt in past 30 days
- No quit attempt in past 30 days
- Not asked

## Intention to Quit

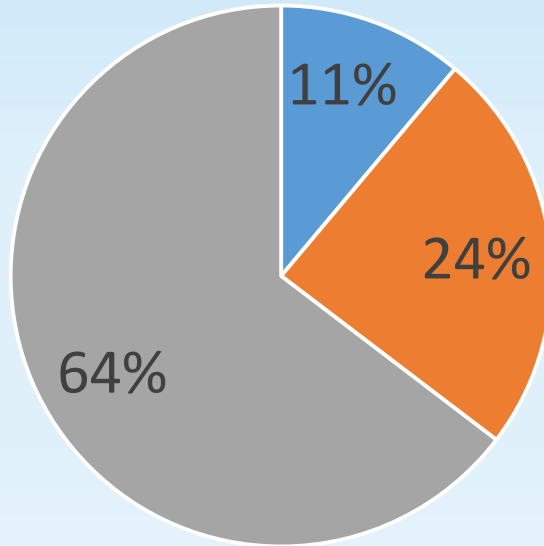


- Intend to quit in next 30 days
- No intent to quit in next 30 days
- Not asked

# Demographics of 2-1-1 Callers vs. Referrals



# Referrals by Mode (n=569 accepted referrals)



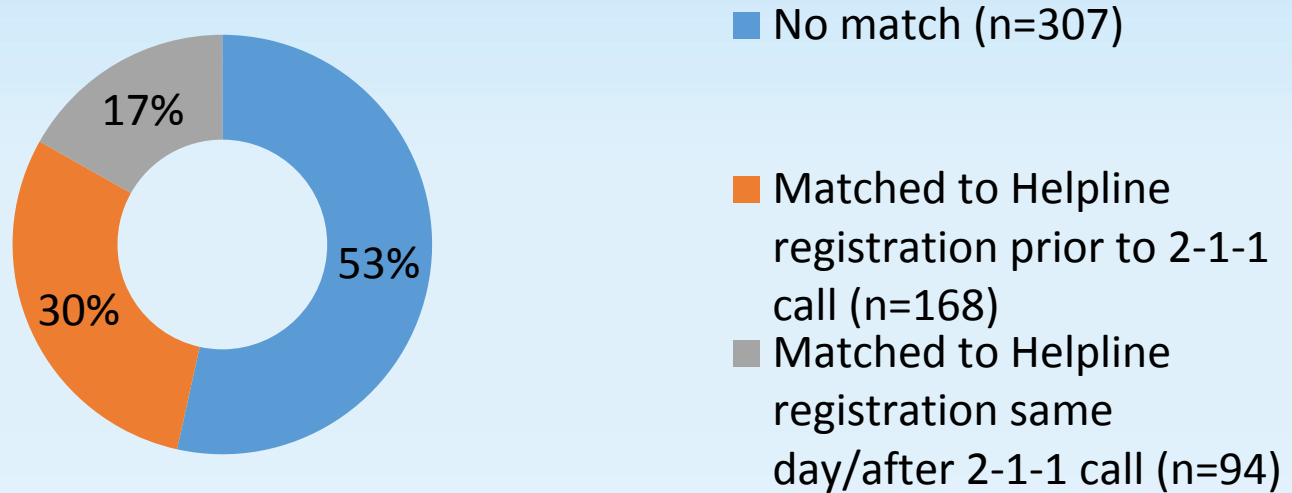
■ Direct (warm) transfer  
(n=65)

■ Electronic referral  
(n=138)

■ Number given  
(participant had to call  
Helpline, n=366)

# 2-1-1 Referrals matched to Helpline Registration\*

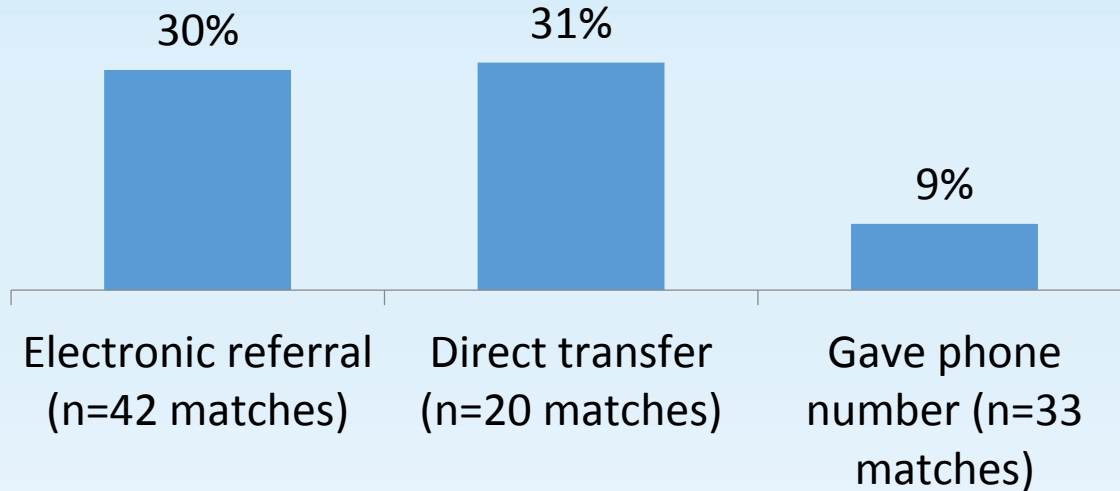
Direct Transfer (n=65), E-referral (n=138), and Gave phone number (n=366)



Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 4/1/2004 – 1/31/2017

# Registration Matches by Referral Mode\*

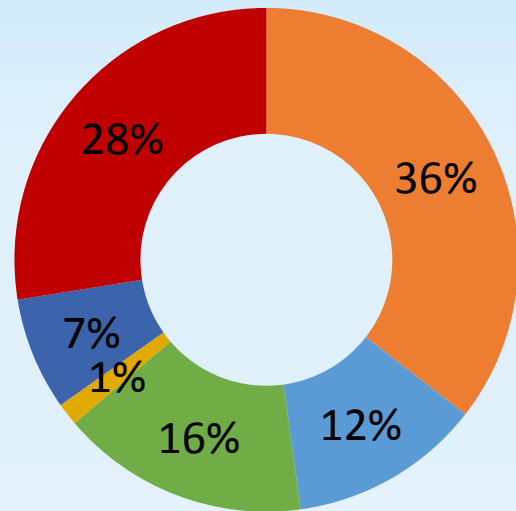
Percent of referrals with match to Helpline registration on the same day or after the 2-1-1 call



Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 9/9/2016 – 1/31/2017



# Referral Outcomes for E-referrals (n= 138)



■ No referral/registration found (n=49)

■ Referral not found but registration found (n=17)

■ Accepted services (n=22)

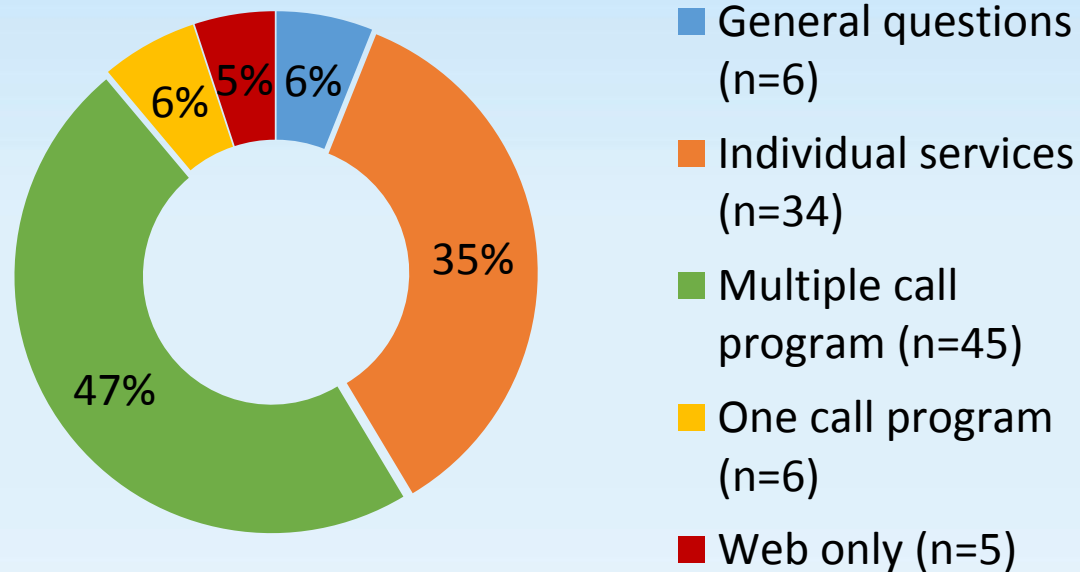
■ Declined/Unreachable but registered later (n=2)

■ Declined services (n=10)

■ Unreachable (n=38)

} 30% registered for services

# Helpline program enrollment among ALL 2-1-1 referrals



Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 9/9/2016 – 1/31/2017

# Discussion

- Fewer tobacco users than we expected
  - Those not screened (in crisis, refused survey) may have much higher tobacco use rates than those screened (not in crisis, accepted survey)
  - “Refused” highest proportion of those not surveyed (nearly 60%)
  - “Forgot” only 7% of those not surveyed
  - Explored with 2-1-1: how do we lower refusal rate?
- Higher proportion of those accepting a transfer in the “Given Number” category than expected
  - Conversations with 2-1-1 staff, different process than 2-1-1 is used to

# Discussion

- Smaller proportion of “Direct Transfers” registering than expected
  - Conversation with 2-1-1 – staff not waiting until Helpline answers
  - Change in protocol as a result
- Much smaller proportion of 2-1-1 callers who registered for Helpline services in “Given Number” category
  - Matches our expectations
  - Can/should we try to increase numbers of direct and e-referrals?
  - Possible future directions for 2-1-1 (direct transfers for other programs)

# Future Directions

- Complete current project
- Additional call lines
  - Gambling Hotline
- Additional call centers
  - Tulsa 2-1-1
- Research Questions and Grant Opportunities

# Special Thanks

- Bryan Lewis
  - HeartLine, Director of Contact Services / Technology
- Christin Kirchenbauer, MPH
  - Cessation Systems Coordinator, Center for the Advancement of Wellness, OSDH

# Questions?

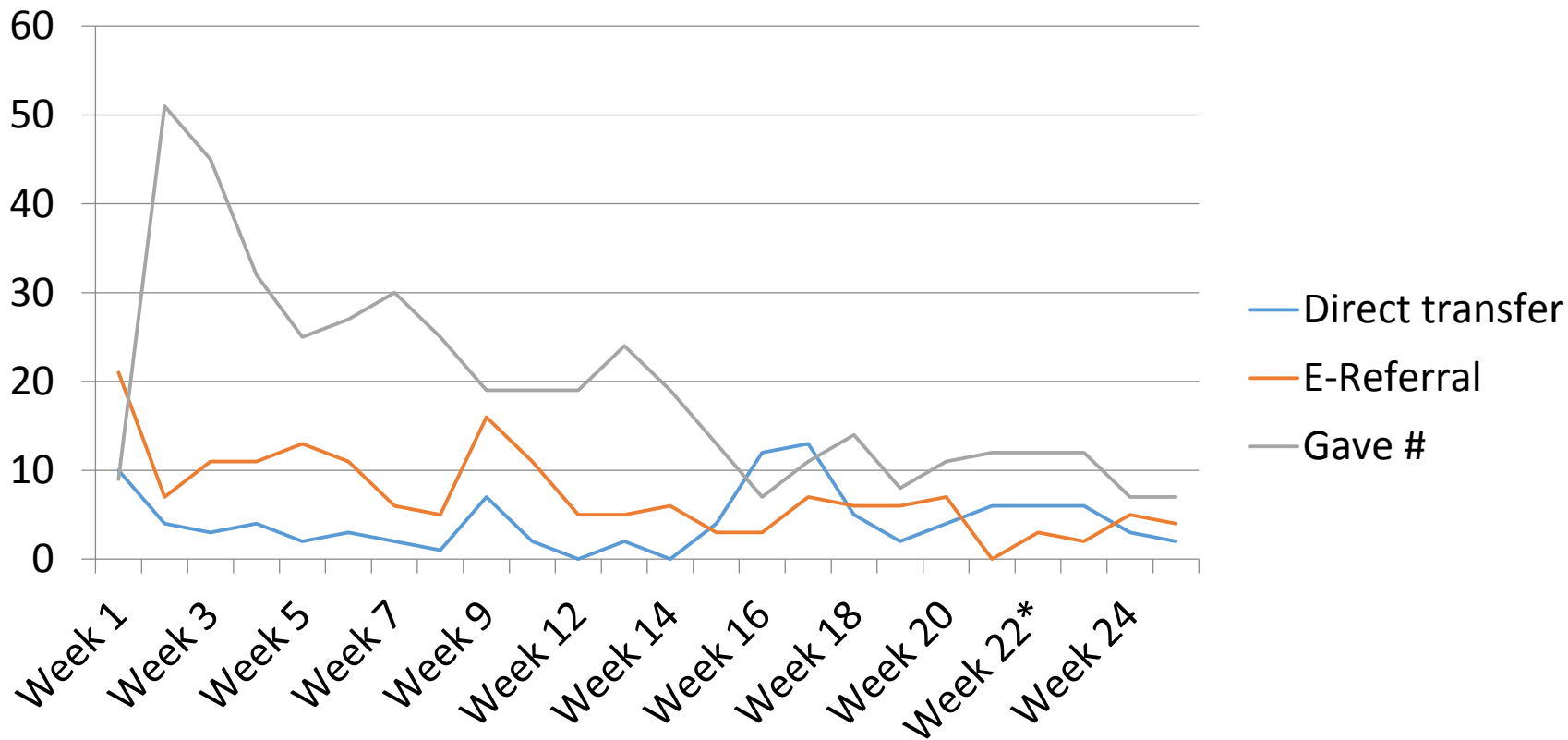
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# 2-1-1 Referrals\*



\*Data from 2-1-1 dashboards