

# NAQC FY2018 annual survey: Progress update on state quitlines

We will start at 3:00pm ET

To mute your line: \*1

To unmute your line: \*1

For operator assistance: \*0

Please do not put your line on hold

# NAQC FY2018 annual survey: Progress update on state quitlines

Presented by:  
Maria Rudie, NAQC Research Manager  
Linda Bailey, NAQC President & CEO

*July 19, 2019*

# Webinar objectives

- Assess the status of state quitlines for FY18 and over time.
- Learn about how NAQC will use FY18 annual survey data.
- Identify next steps for the survey and learn about plans for the FY19 annual survey.

# Acknowledgements

Partner	Contribution
NAQC Members	Funding for data collection and providing feedback on the survey each year
CDC OSH	Funding for analysis and dissemination of data
Meghan Mason, Analysis Consultant	Research partner with analysis of data
State Quitlines & Service Providers	Sharing data & providing feedback on survey instruments and process
NAQC Staff	Oversight of survey, review of data and presentation

# Methods, FY18

- FY18 - 13<sup>th</sup> annual survey of quitlines
- Web-based survey with email and telephone follow-up
- Data gathered included:
  - Quitline services offered
  - Quitline budgets and funding sources
  - Utilization, demographics and evaluation
- Survey sent to all 53 state quitlines
  - In FY18, the Asian Smokers' Quitline participated presenting data on a national quitline.
- Fielded: October 8, 2018 – December 7, 2018
- Data cleaning & analysis: December 2018– February 2019



**Response  
Rate  
94.3%!**



## Benchmarking data, FY16 – FY18

Benchmarking Metric	FY16 %(n)	FY17 %(n)	FY18 % (n)	NAQC Goal*
Overall Treatment Reach	1.01% (50)	0.87% (49)	0.88% (48)	≥6%
Treatment Reach – AI/AN	0.95% (39)	1.02% (38)	0.93% (38)	--
Treatment Reach – AA	0.94% (39)	0.93% (41)	0.83% (41)	--
Treatment Reach – Asian	0.21% (38)**	0.21% (40)**	0.22% (41)**	--
Treatment Reach – Latino	0.55% (44)	0.52% (42)	0.60% (45)	--
Treatment Reach - <HS Education	0.60% (48)	0.66% (47)	0.62% (48)	--
Overall Quit Rate – Conventional Tobacco	30.2% (35)	27.6% (27)	30.3% (34)	≥30%
Overall Quit Rate – Conventional Tobacco + ENDS***	Not asked	27.0% (22)	27.6% (33)	--
Overall Spending per Smoker	\$1.91 (45)	\$1.81 (43)	\$1.82 (47)	\$10.53

\*Developed in 2009 based on CDC's 2007 Best Practices for Comprehensive Tobacco Control Programs

\*\*Includes data from Asian Smokers' Quitline

\*\*\*New standard quit rate, recommended in NAQC's "[Calculating Quit Rates, 2015 Update](#)" issue paper, beginning 2017.

# Key questions

- How have new technologies changed the way quitlines deliver services, the way participants engage with the quitlines, and the impact of quitline services?
- How can state quitlines increase reach and impact among priority populations?
- How can state quitlines leverage cessation services offered through employer-based health plans and Medicaid?

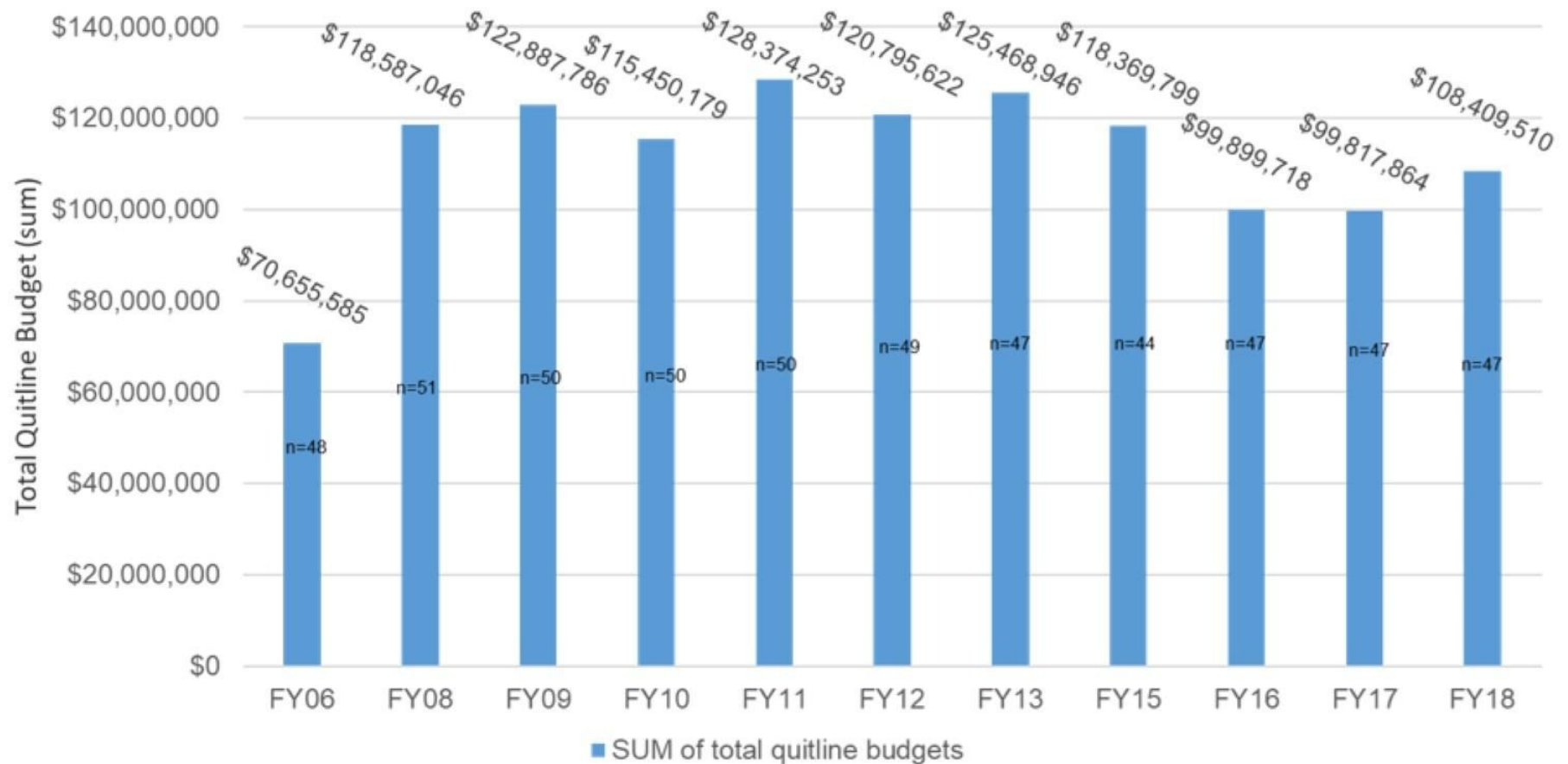
# Quitline budget data



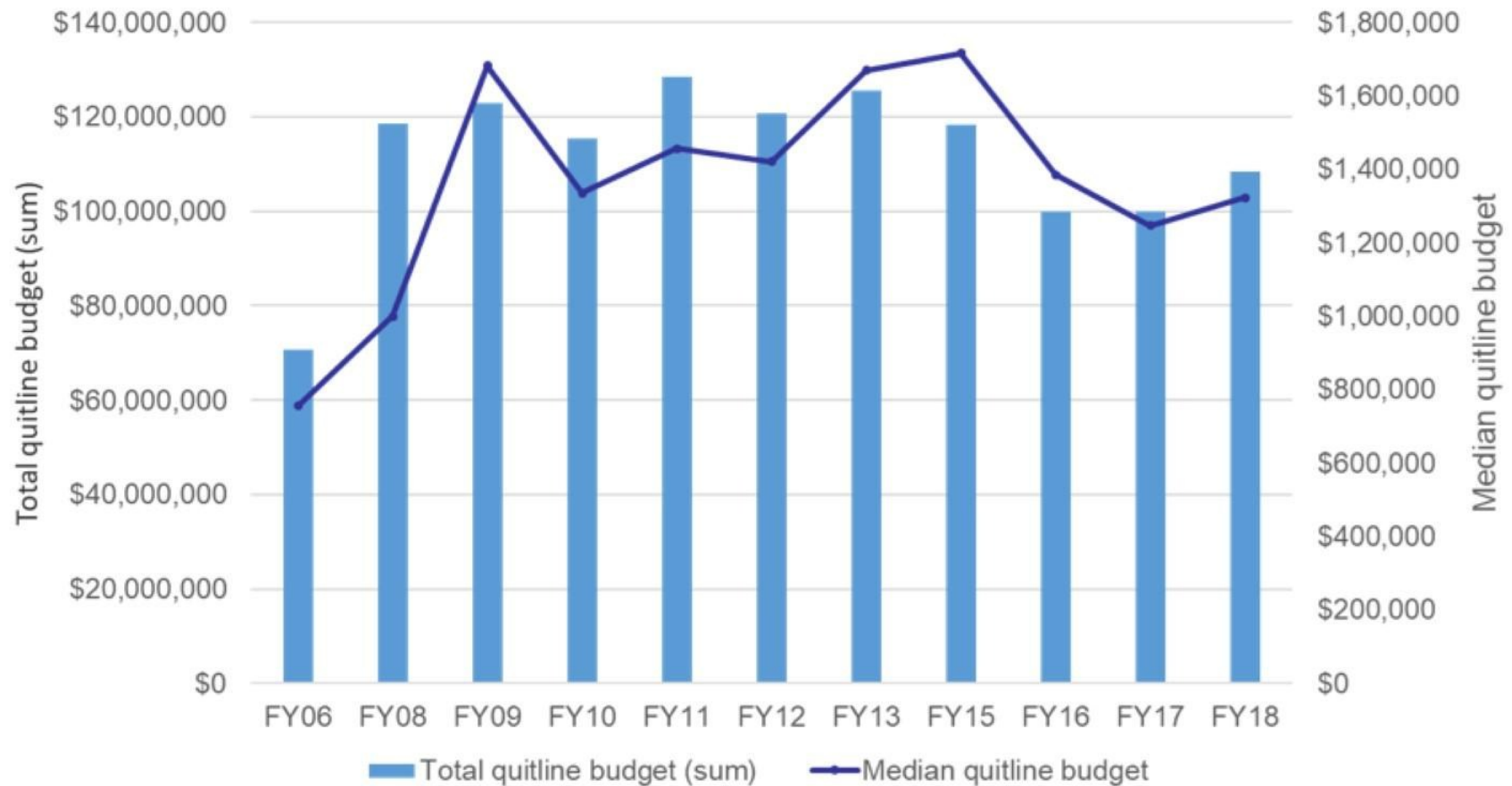
# Budget highlights, FY18

Key budget data for state quitlines (N=50)	n	Amount
SUM of the total quitline budgets	47	\$108,409,510
Median total quitline budget	47	\$1,322,398
Median quitline services & medications budget	47	\$666,346
Overall spending per smoker	47	\$1.82

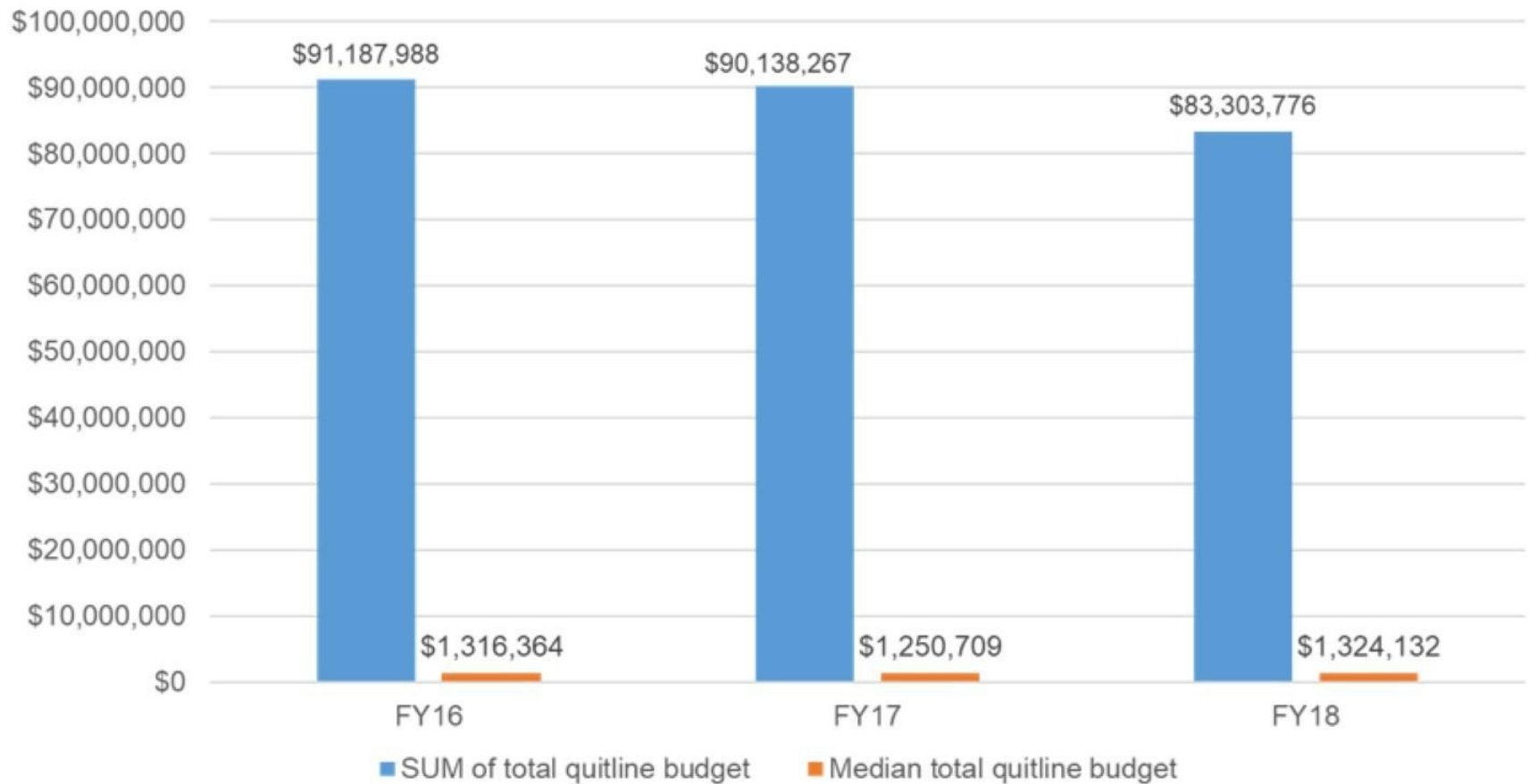
# SUM of total quitline budgets, FY06 - FY18



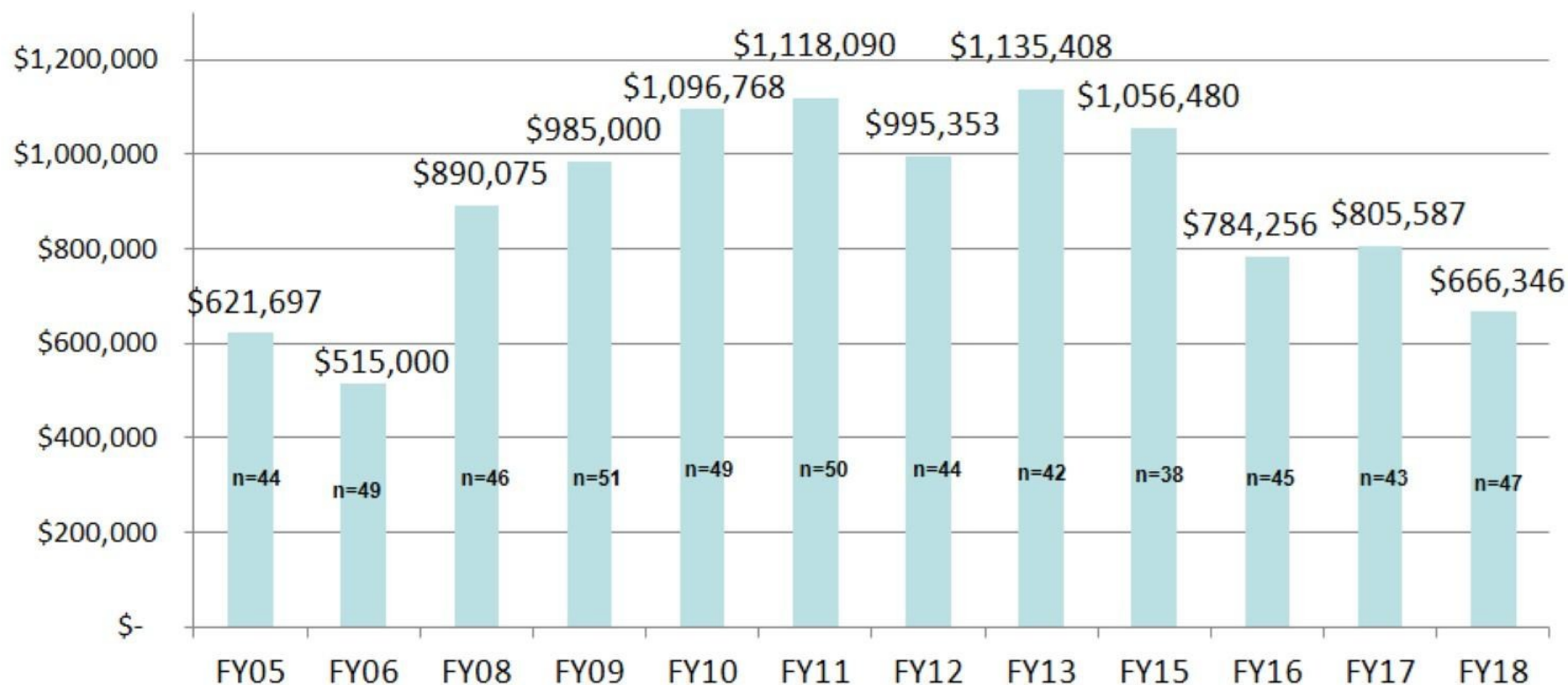
# Median and sum total quitline budget, FY06 – FY18



## Comparison of total quitline budget: 42 quitlines that provided data in FY16 – FY18

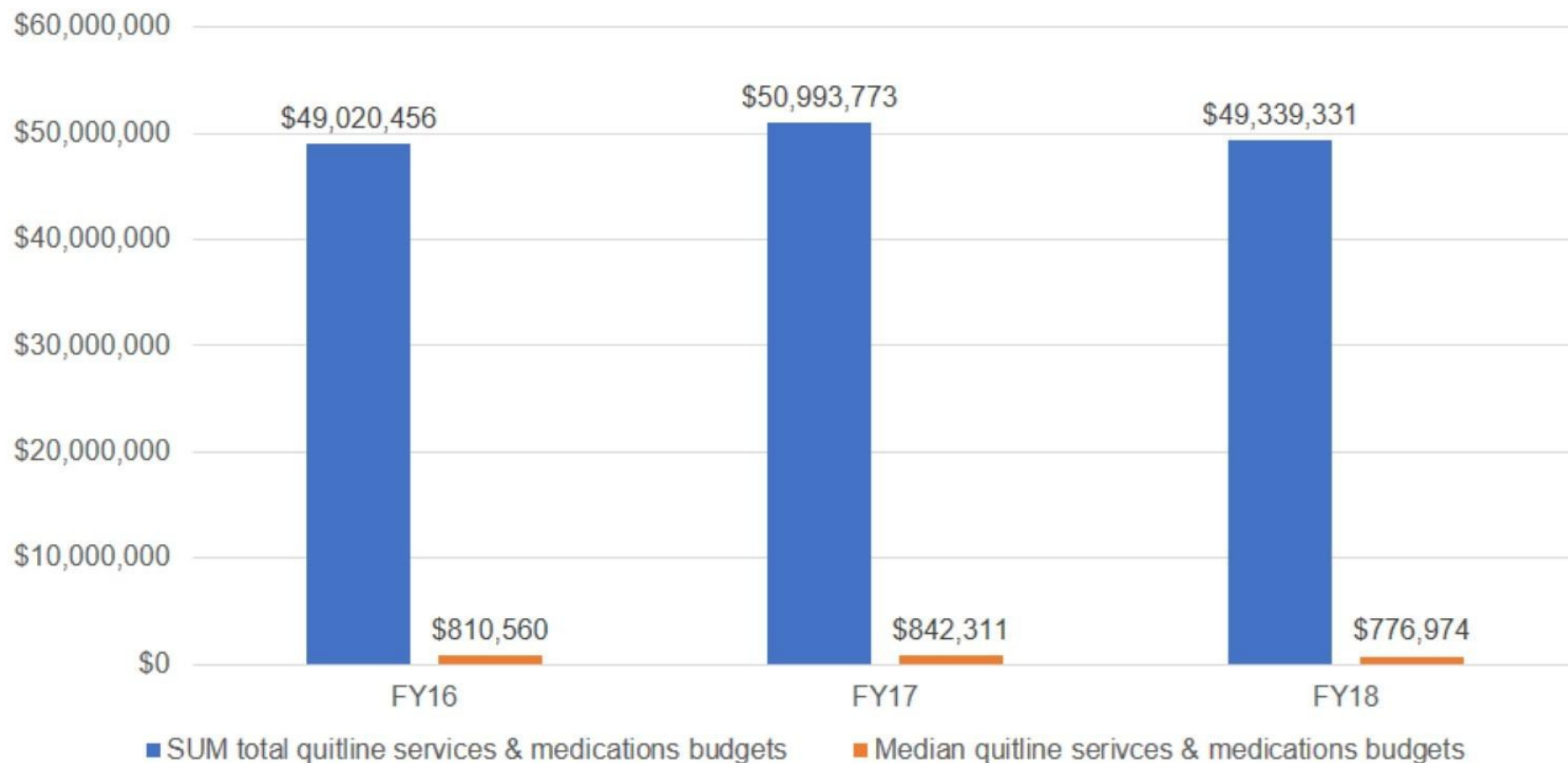


## Median budget for quitline services & medications, FY05 – FY18

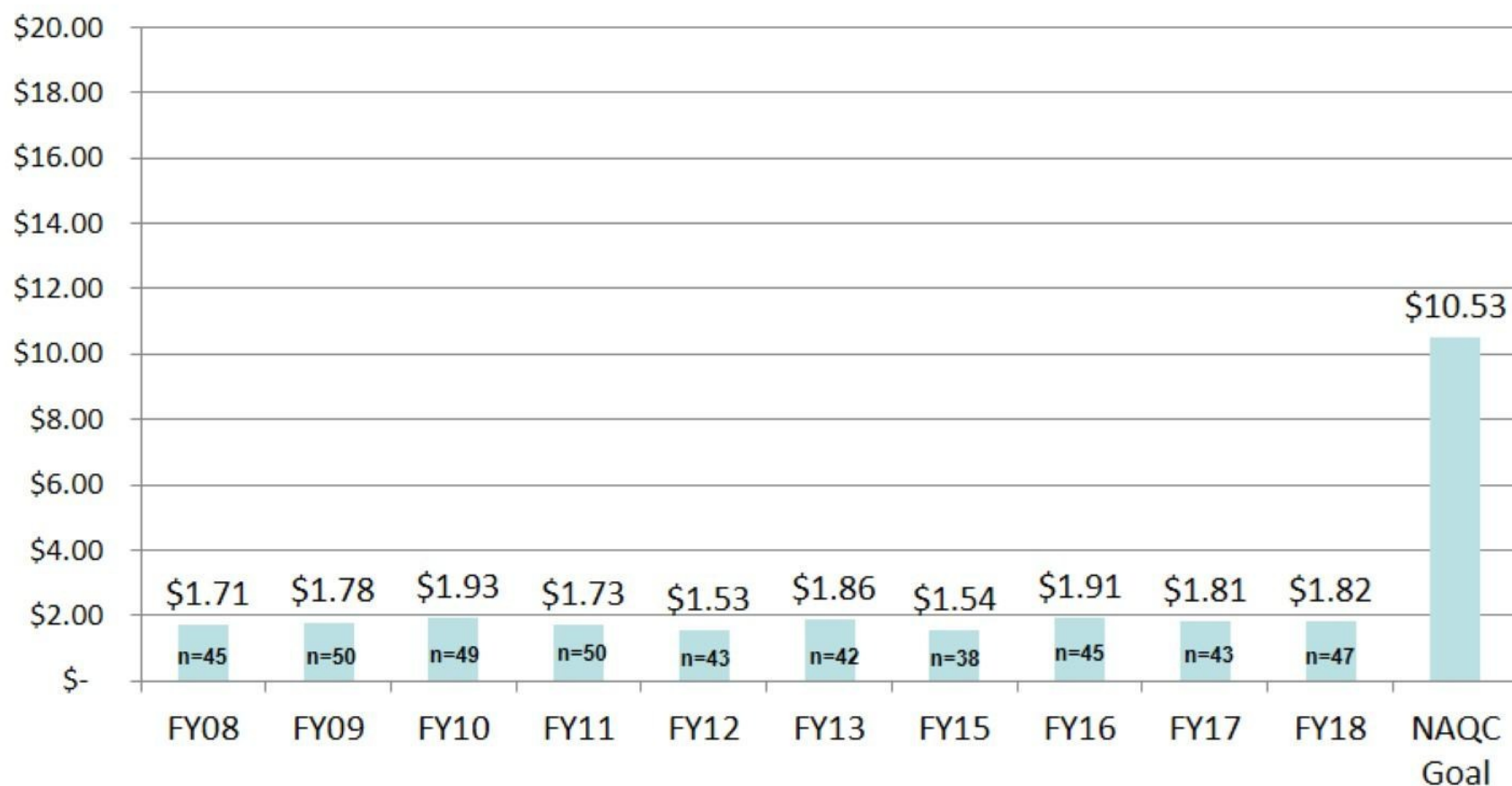




## Comparison of combined quitline services & medications budget: 38 quitlines that provided data in FY16 – FY18



# Overall quitline spending per smoker\*, FY08-FY18



\*Uses the sum total of quitline medication and services budgets

# Quitline services data

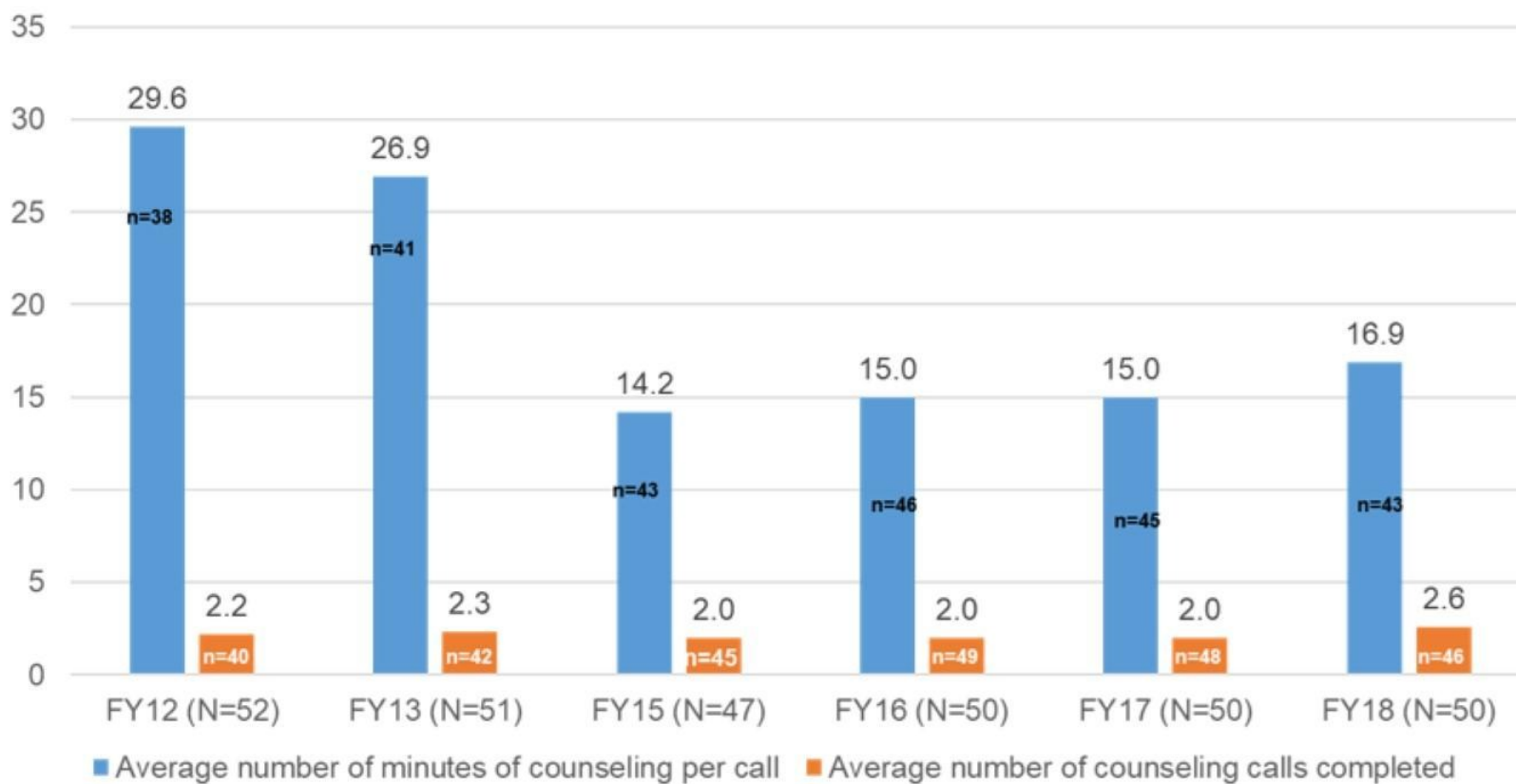
# Key counseling services data, FY16 - FY18

Counseling service	FY16 % (n)	FY17 % (n)	FY18 % (n)
Proactive counseling* <sup>1</sup>	94.3% (50/53)	94.3% (50/53)	96.2% (51/53)
Interactive text messaging <sup>3</sup>	52.0% (26/50)	55.1% (27/50)	58.3% (28/48)
Automated emails <sup>3</sup>	76.% (38/50)	79.6% (39/50)	70.8% (34/48)
Web-based self-help <sup>2</sup>	90.0% (45/50)	93.9% (46/50)	93.8% (45/48)
Web-based interactive counseling <sup>3</sup>	58.0% (29/50)	63.3% (31/50)	64.6% (31/48)
Mobile cessation app <sup>4</sup>	Not asked	10.2% (5/50)	10.4% (5/48)

1 = research validated best practice; 2 = field tested best practice; 3 = promising practice; 4 = insufficient research evidence.

\*NAQC Profile Data

## Average number of minutes of counseling per call & average number of counseling calls completed, FY12 - FY18

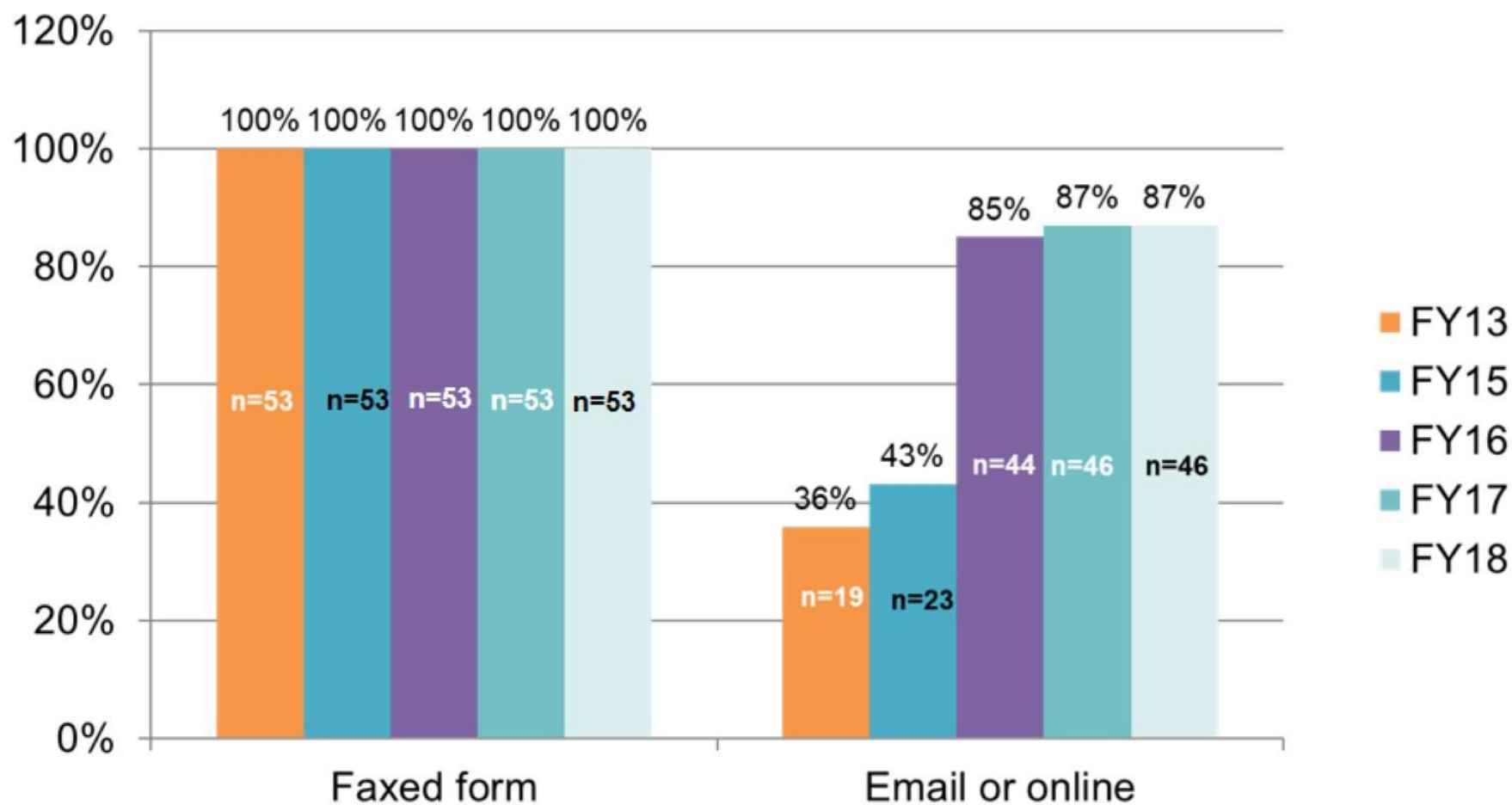




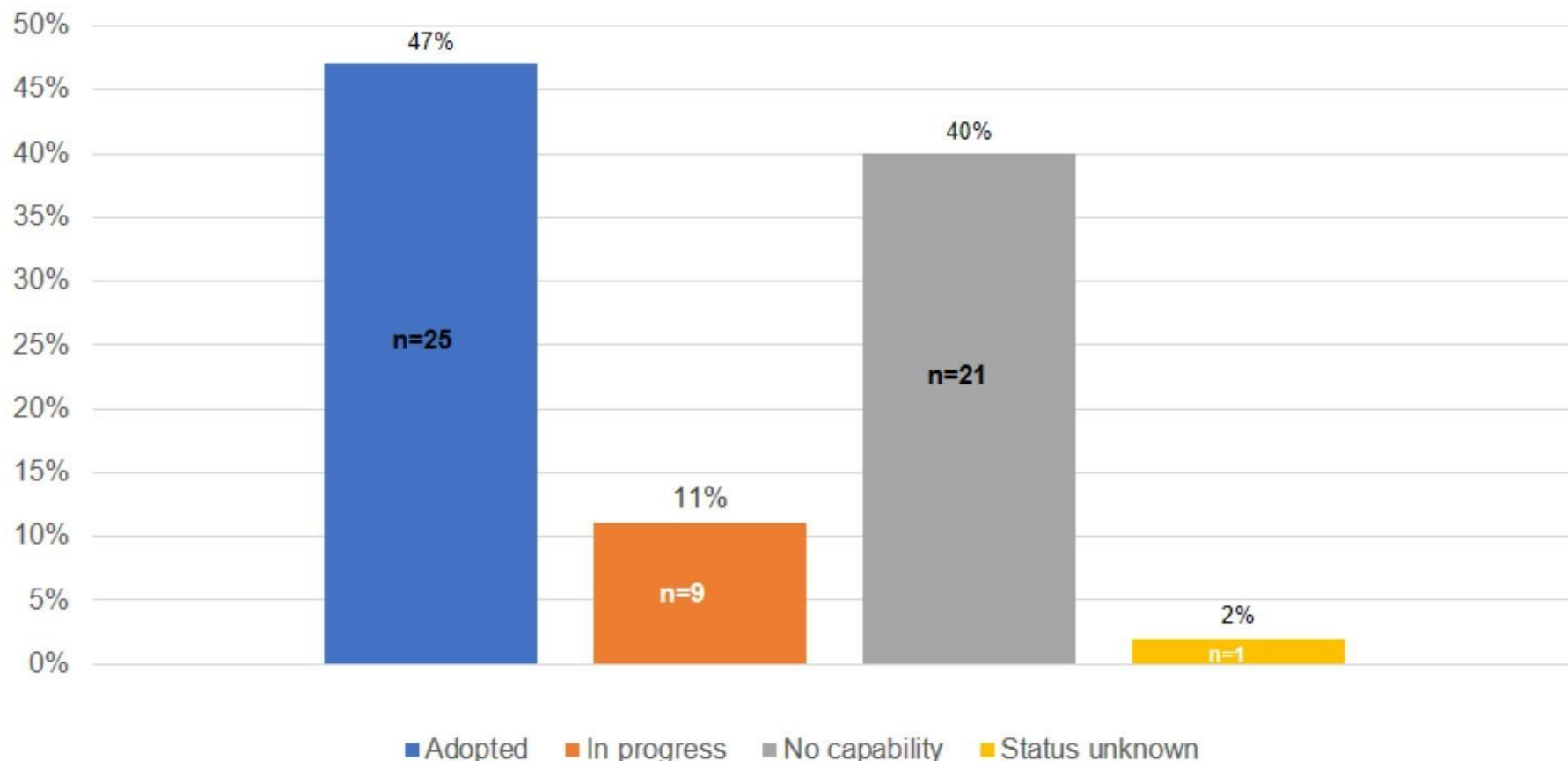
# Referral services, FY16 - FY18

Referral service	FY16 (N=50) %(n)	FY17 (N=49) % (n)	FY18 (N=48) %(n)
Referral to other cessation services offered by public or private health plans	70.0% (35)	85.7% (42)	83.3% (40)
Referral to other public and private health services for chronic conditions (e.g., diabetes, hypertension)	34.0% (17)	59.2% (29)	52.1% (25)

## Fax and online referral, FY13 - FY18\*

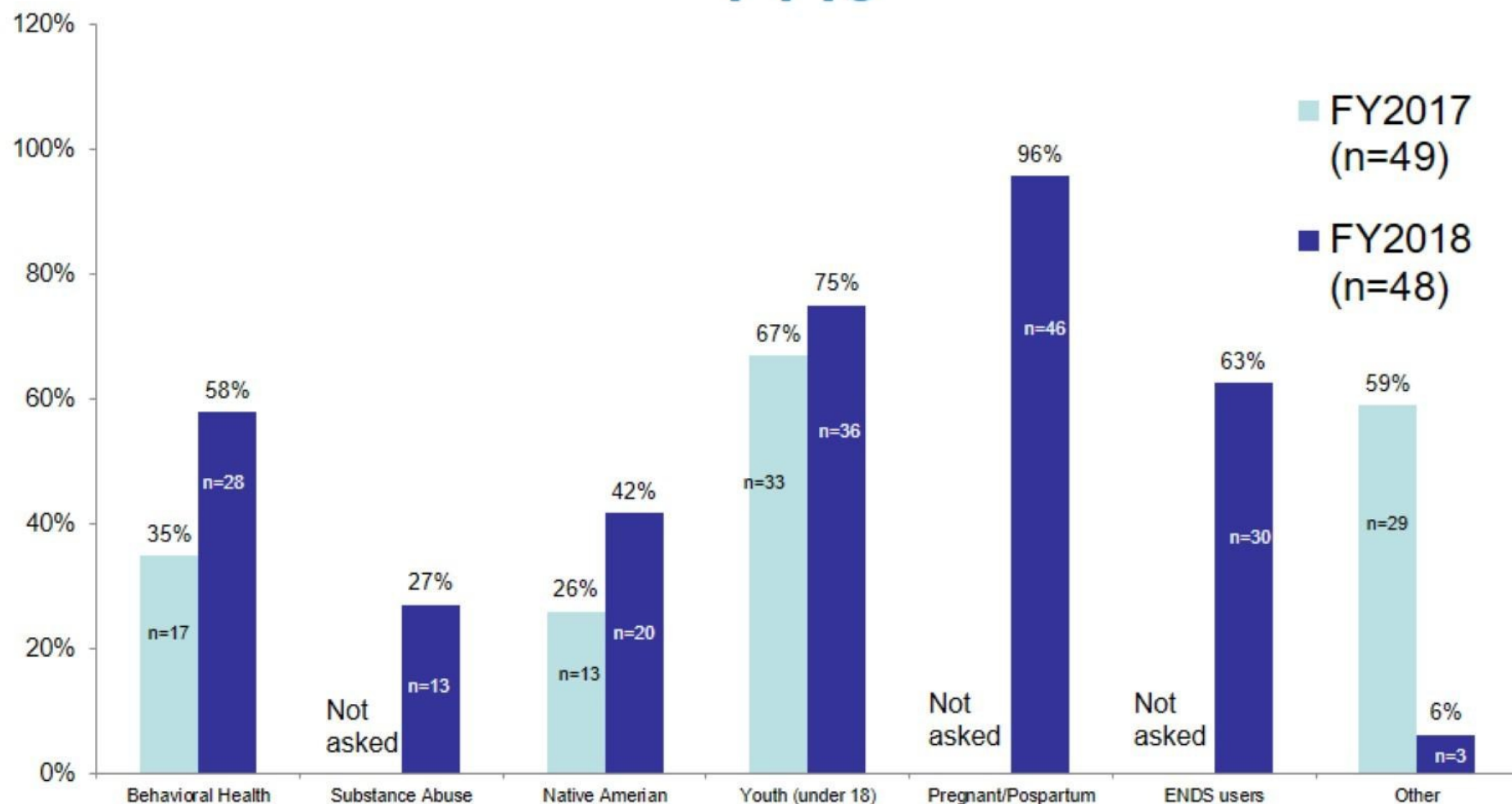


# eReferral capacity among quitlines, 2018\*



\*Data source: [Quitline Vendor eReferral Survey – September 2018](#)

# Quitline protocols for special populations, FY17 & FY18

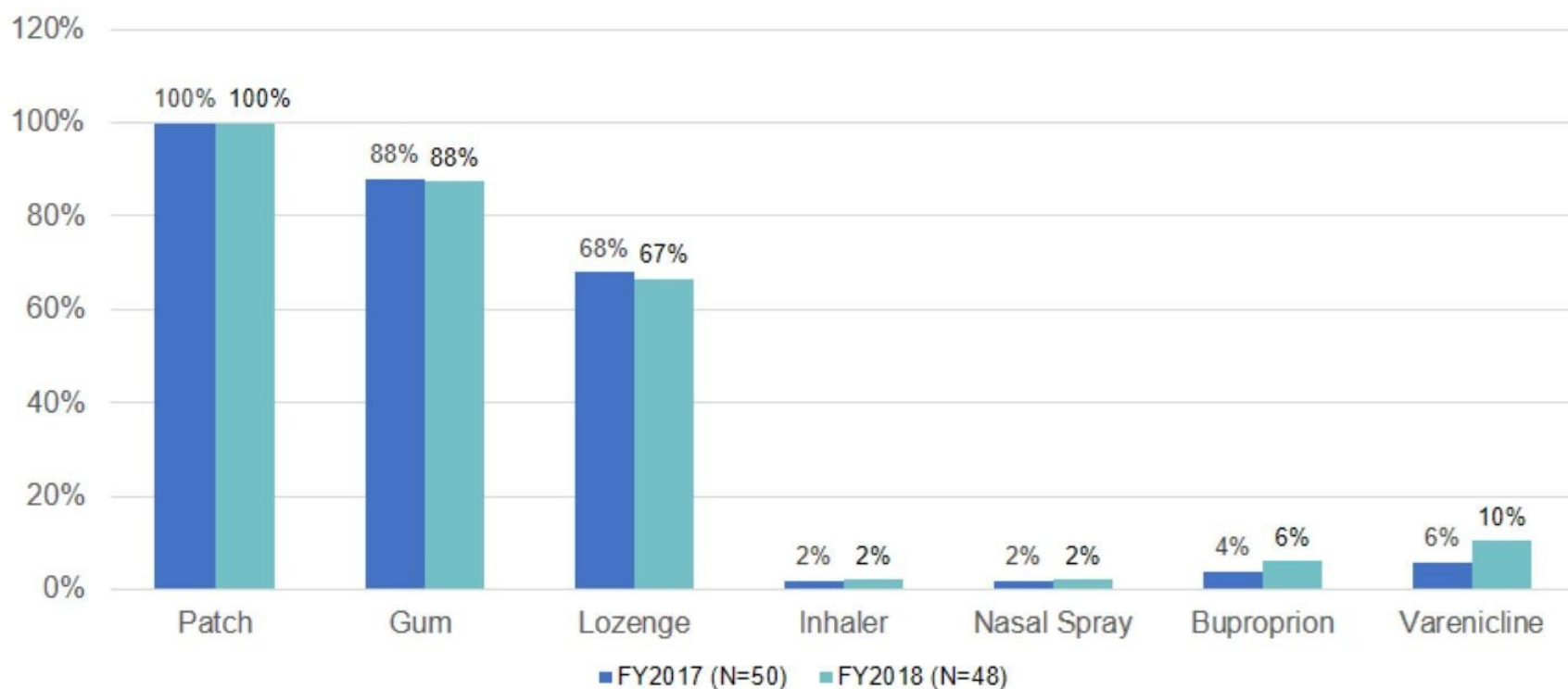


# Medications data



# Cessation medications, FY17 & FY18

Number of quitlines offering free cessation medication by type of medication



## 2-week NRT starter kits, FY17 & FY18

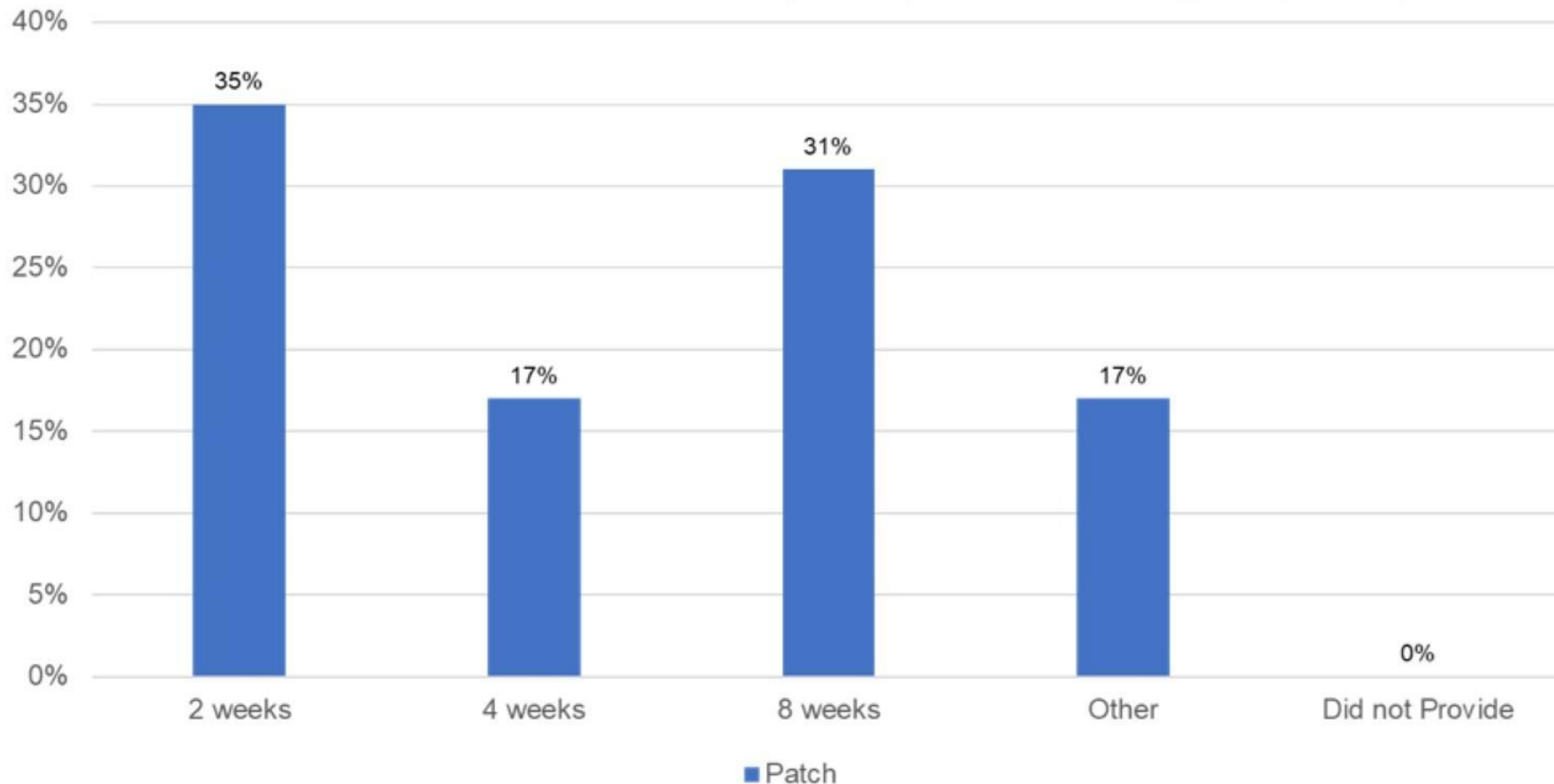
- In both FY17 and FY18 16% (n=8) quitlines reported they offered a 2-week NRT starter kit in addition to the standard amount of NRT provided.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

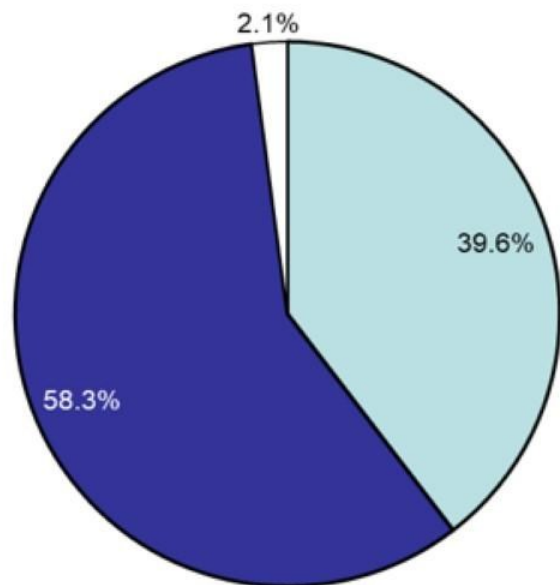
# Cessation medications, FY18

Standard amount of NRT – patch provided to eligible participants



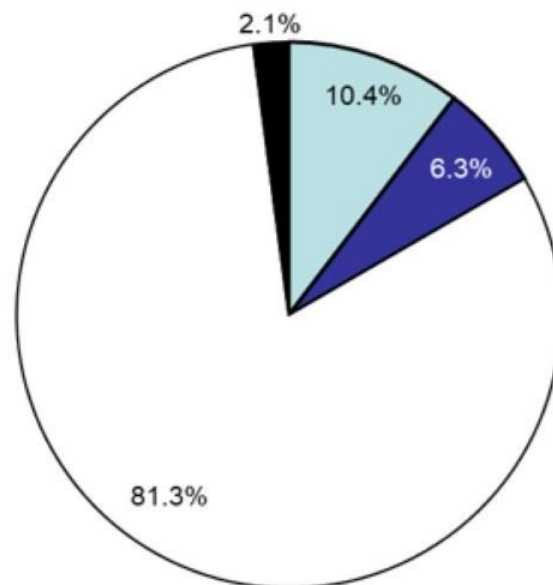
# Cessation medications, FY18

Quitline provided more NRT to specific populations



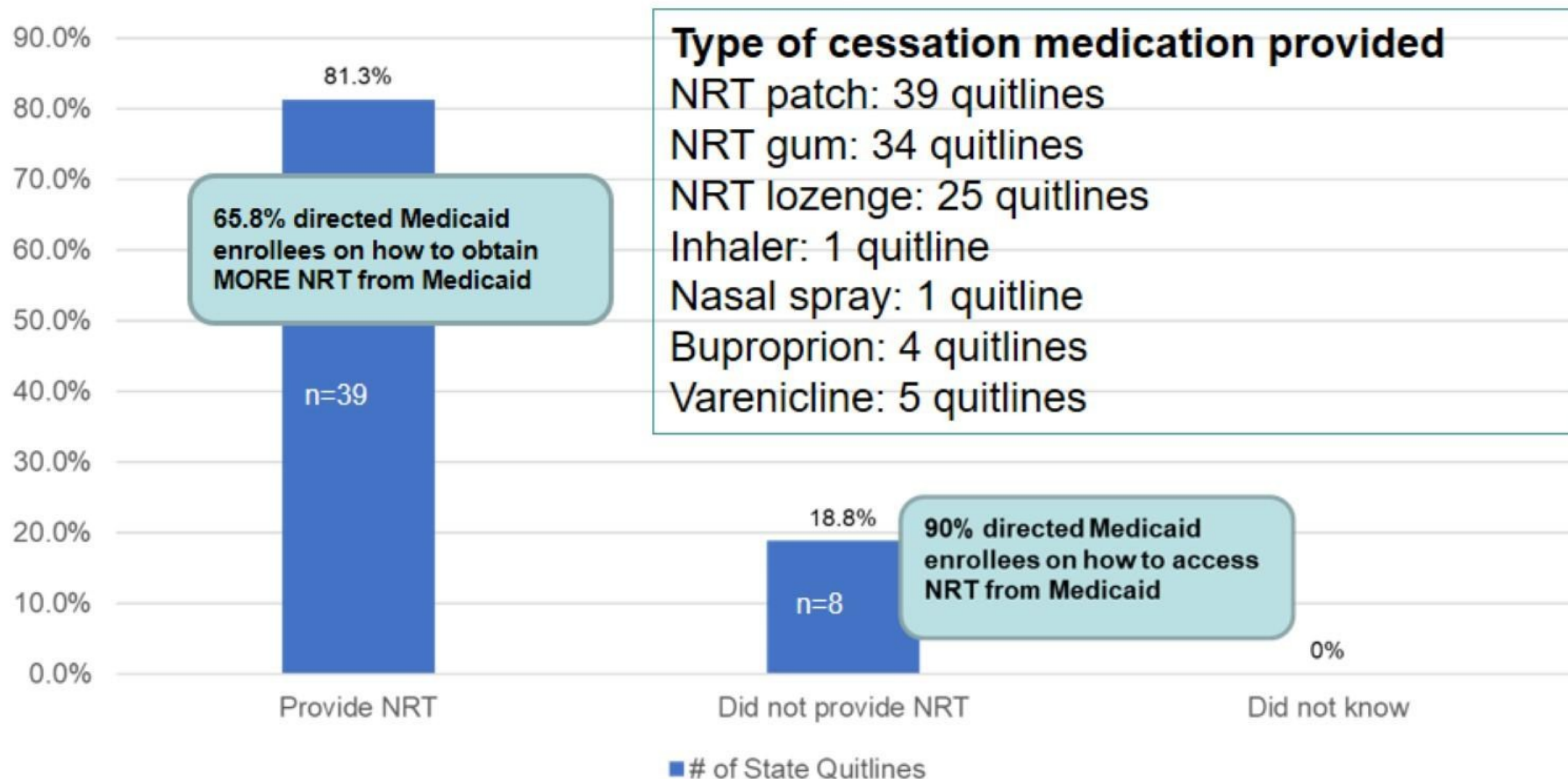
□ Yes ■ No □ Did not know

Change in amount of NRT provided

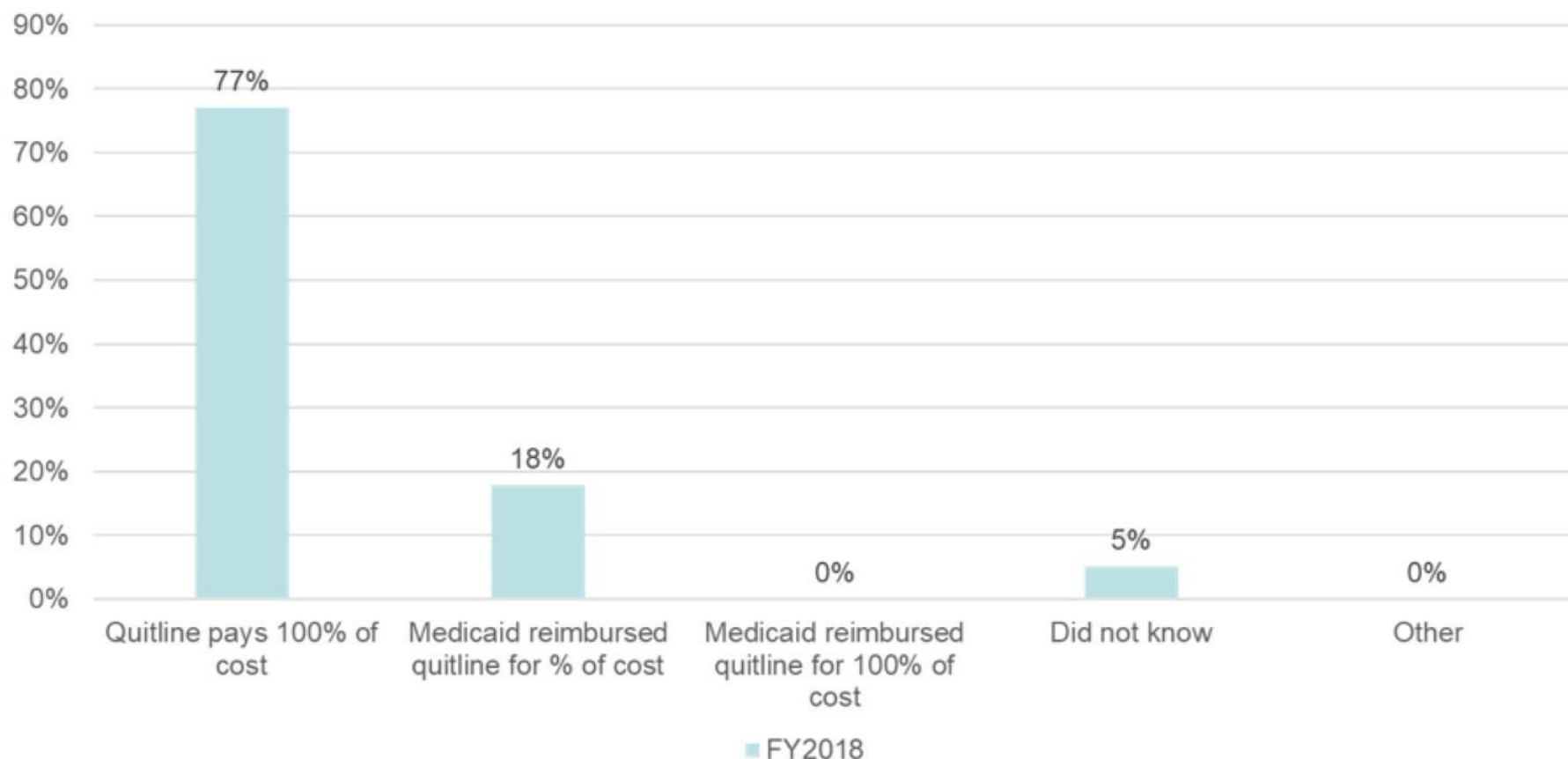


□ Increased ■ Decreased □ No change ■ Did not know

# Provision of cessation medications for Medicaid enrollees, FY18

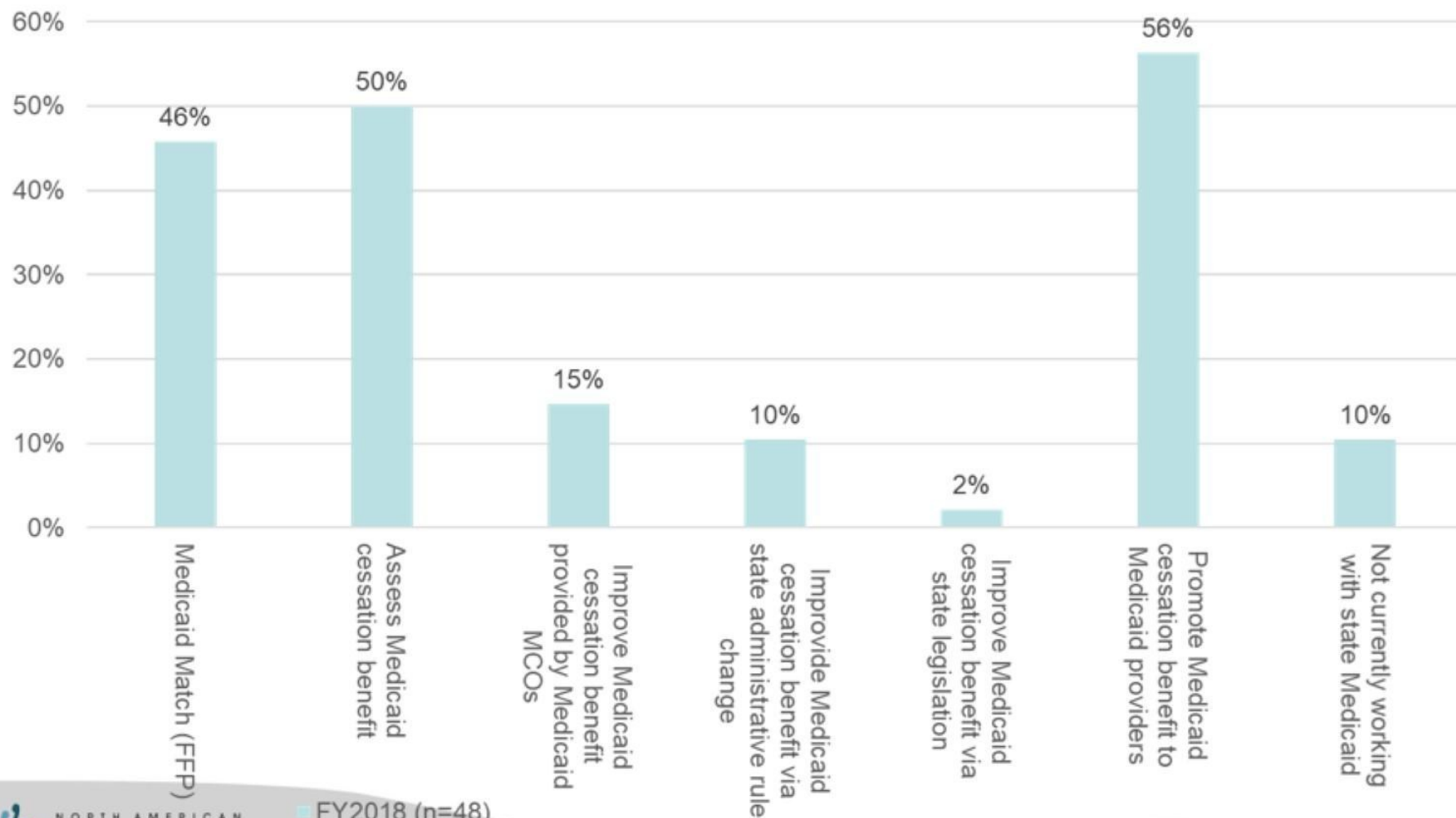


# Provision of cessation medications for Medicaid enrollees, FY18

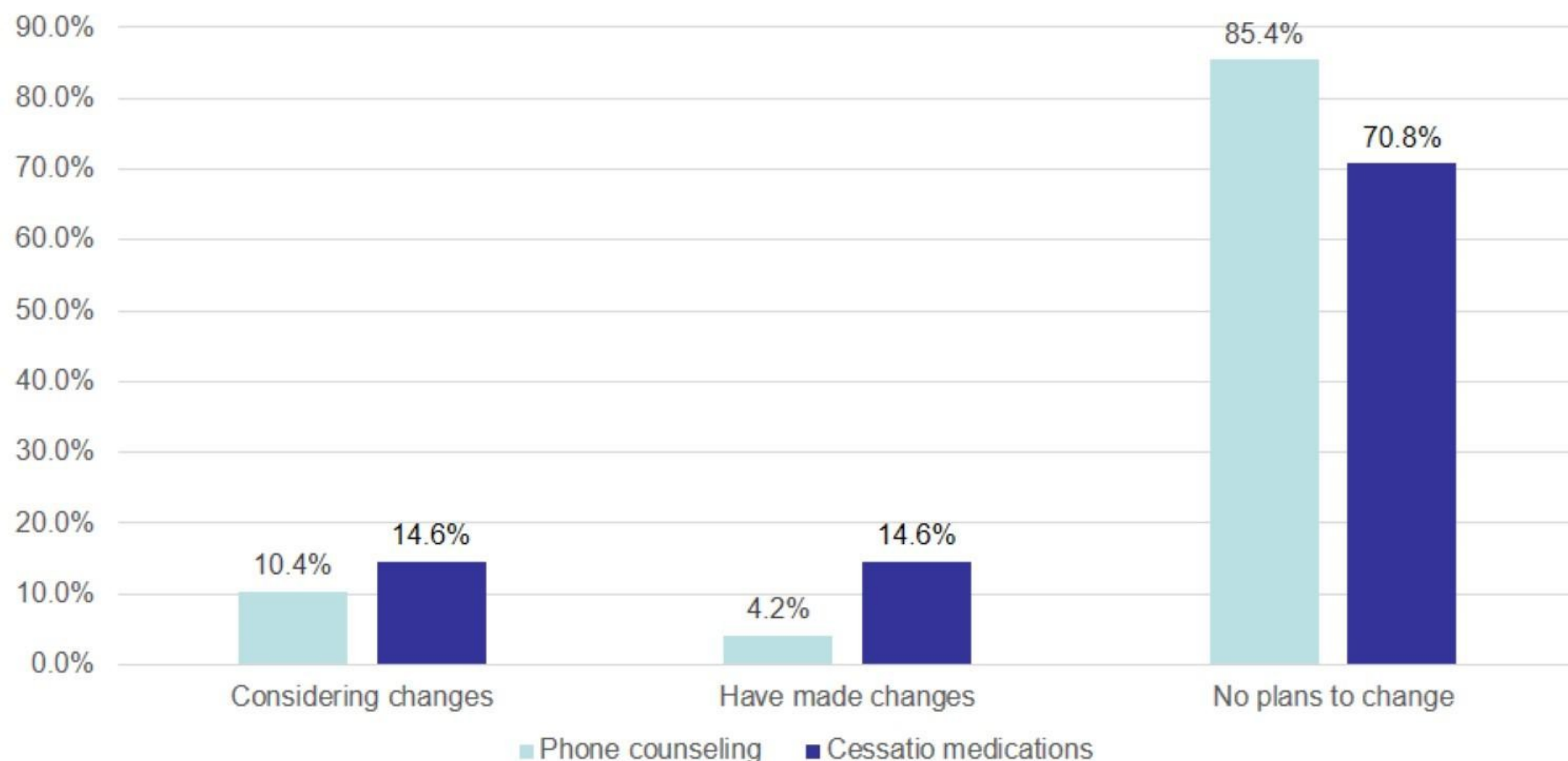




# How state quitlines are partnering with state Medicaid agencies, FY18

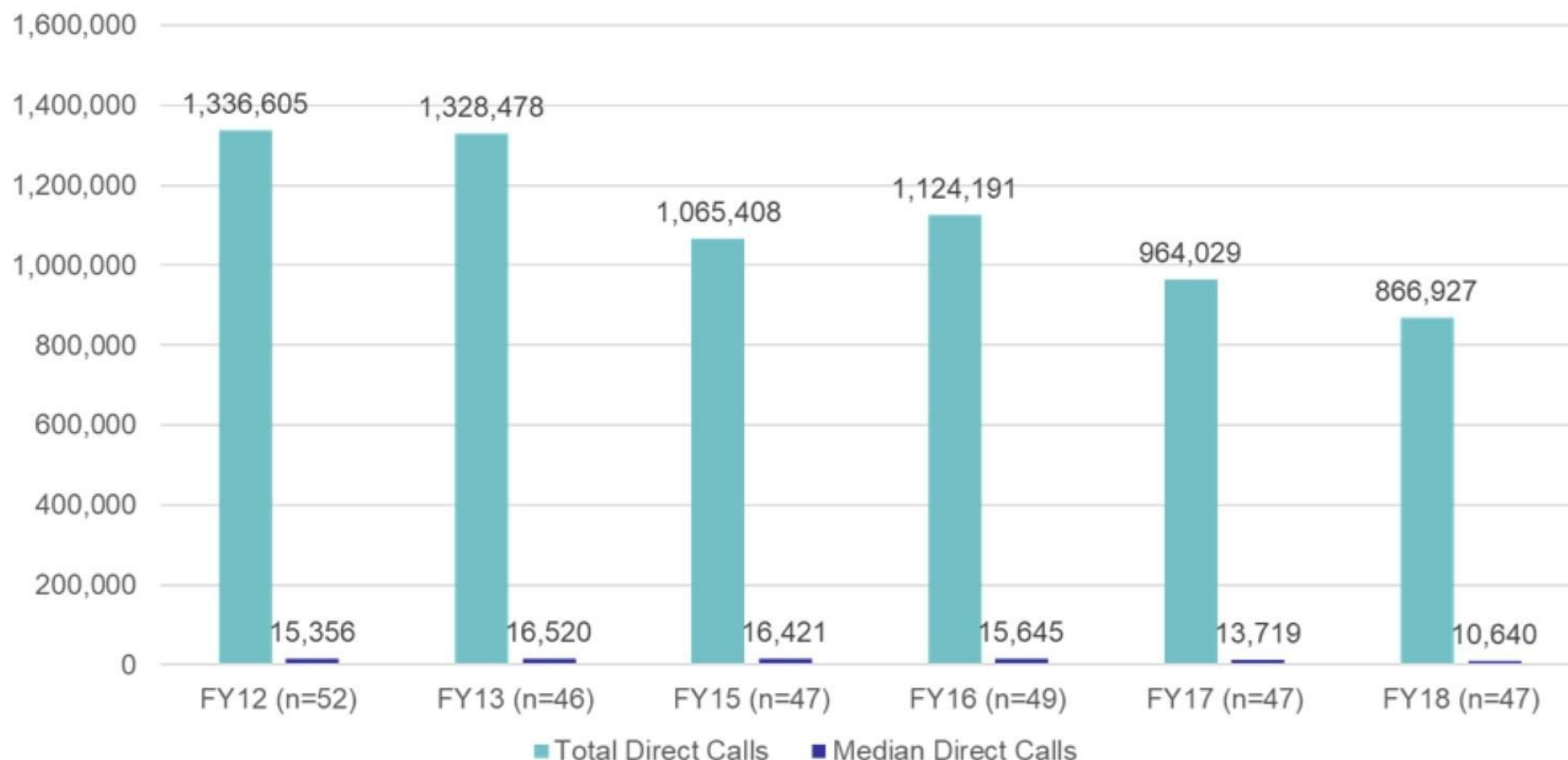


## Changing eligibility for phone counseling and cessation medications, FY18

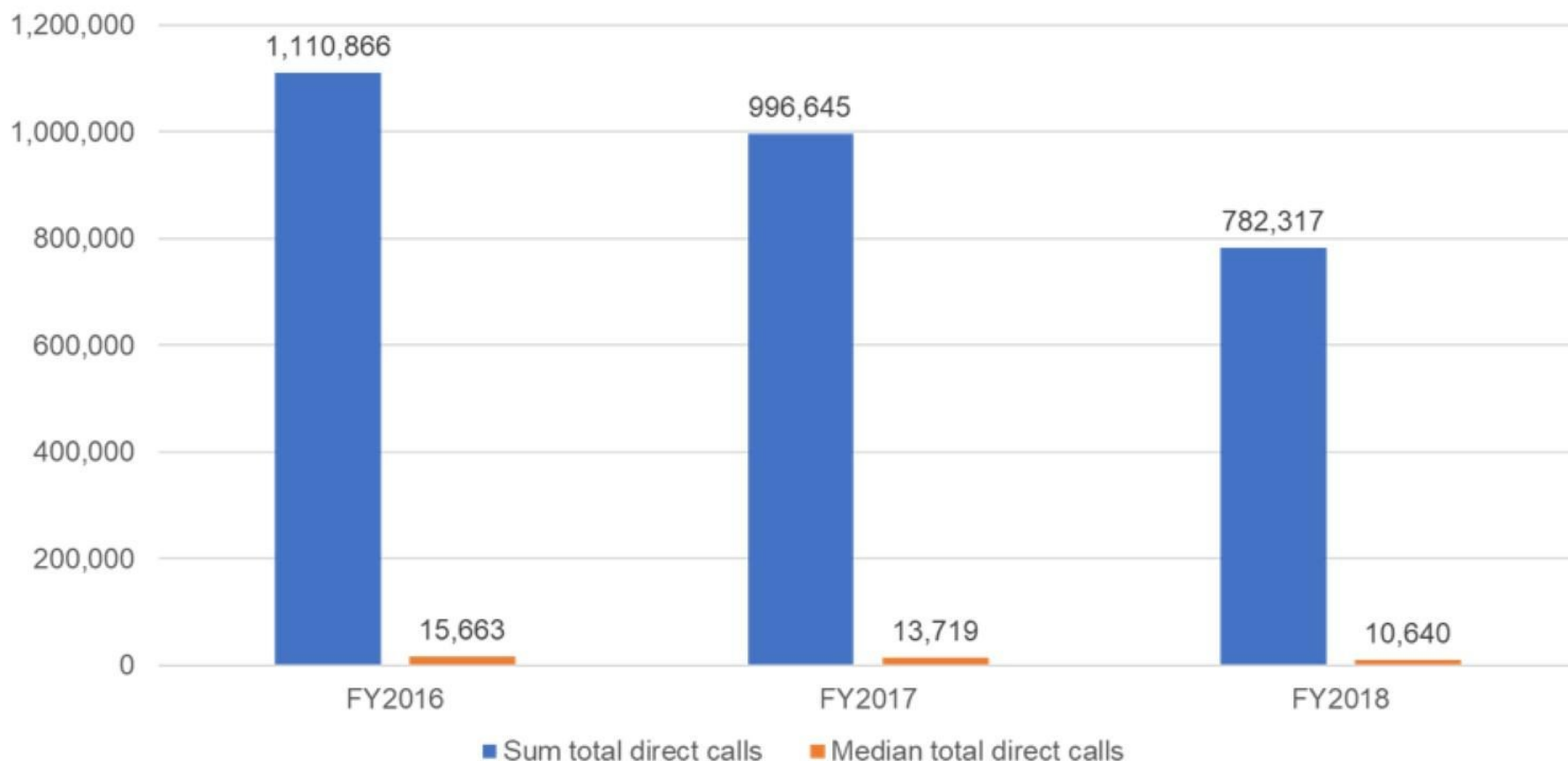


# Utilization data

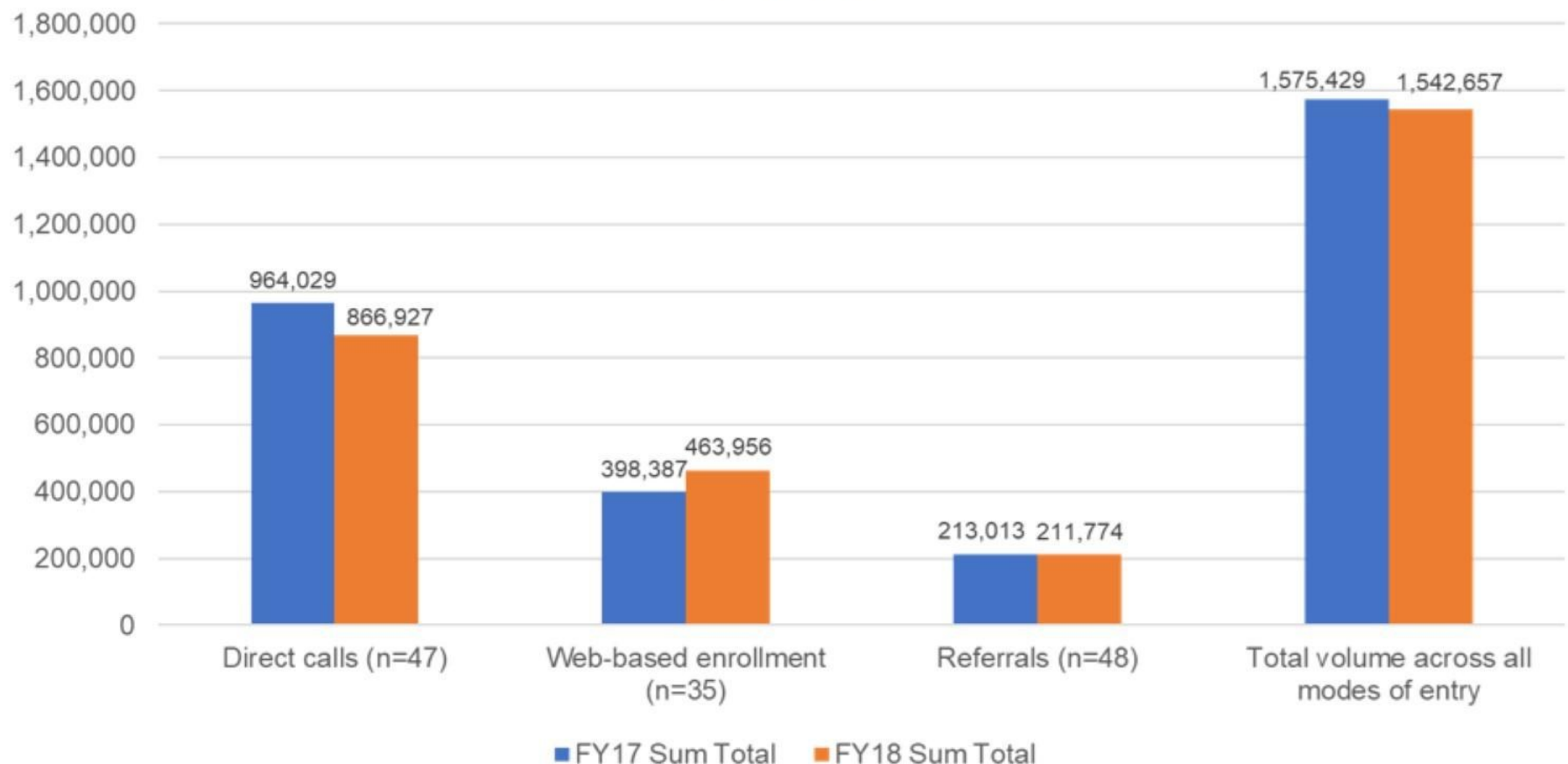
# Direct call to quitlines, FY12 – FY18



## Comparison: Total calls for 43 quitlines that provided data in FY16 - FY18



# Volume by mode of entry to quitline, FY17 & FY18

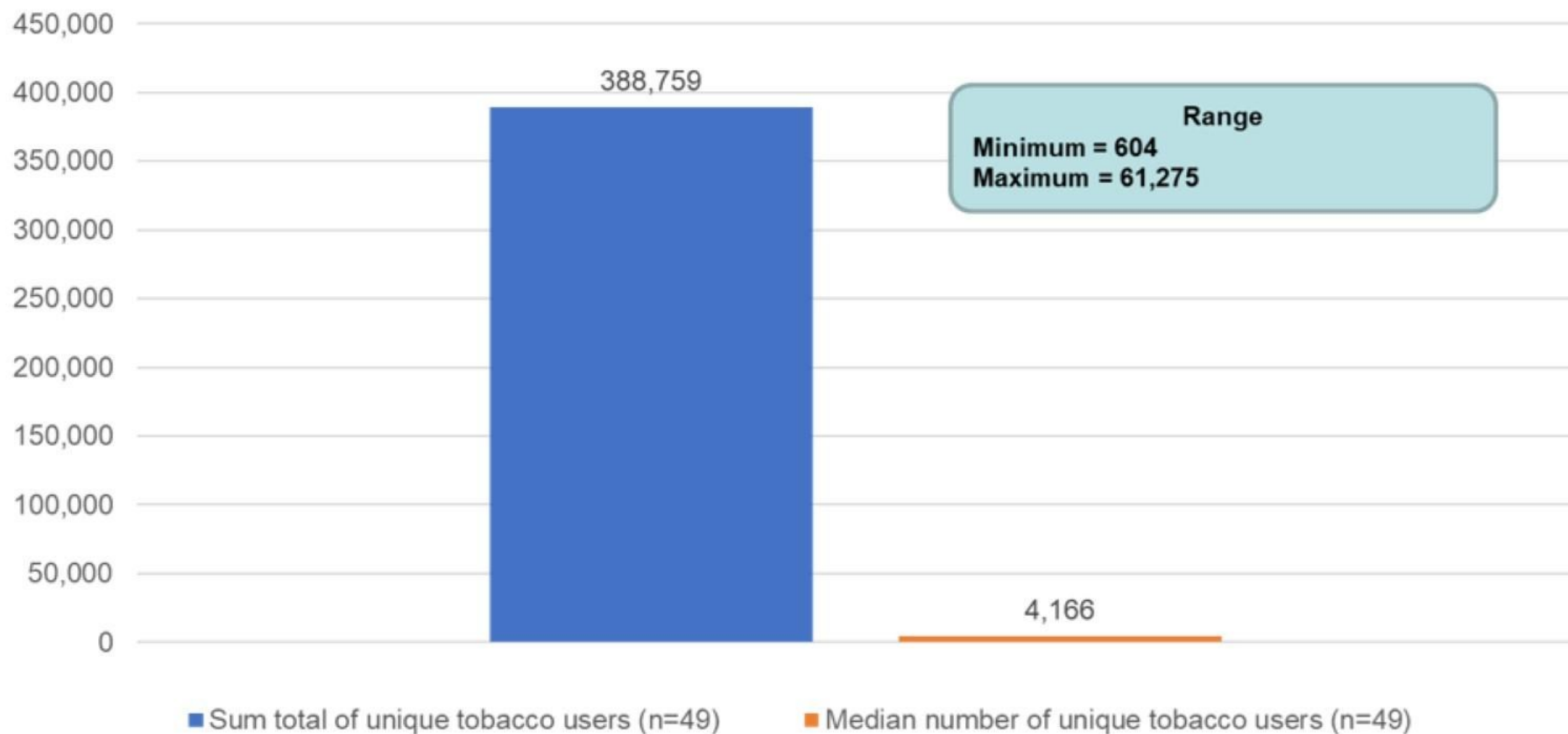




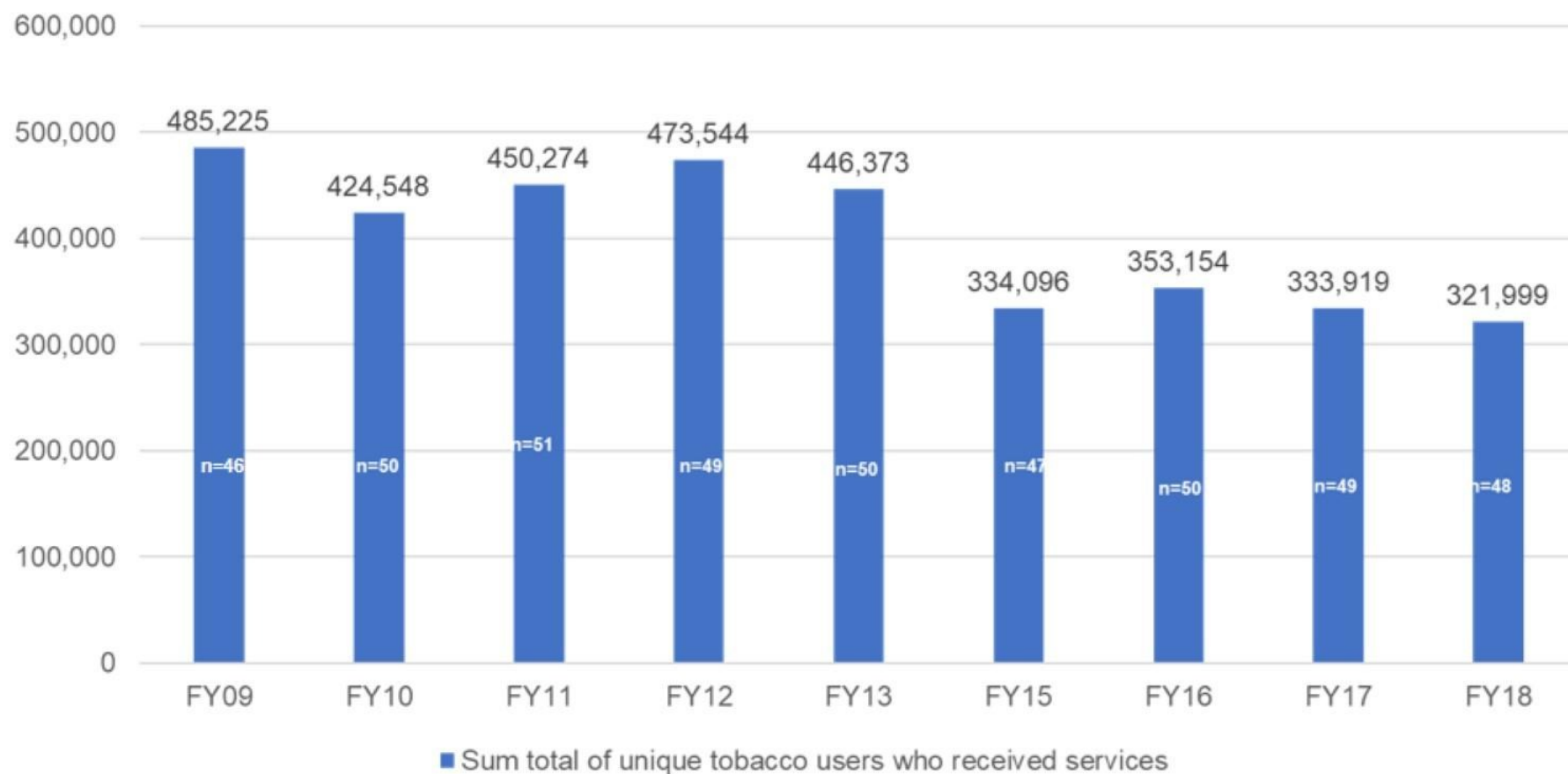
# Completed registrations, FY18



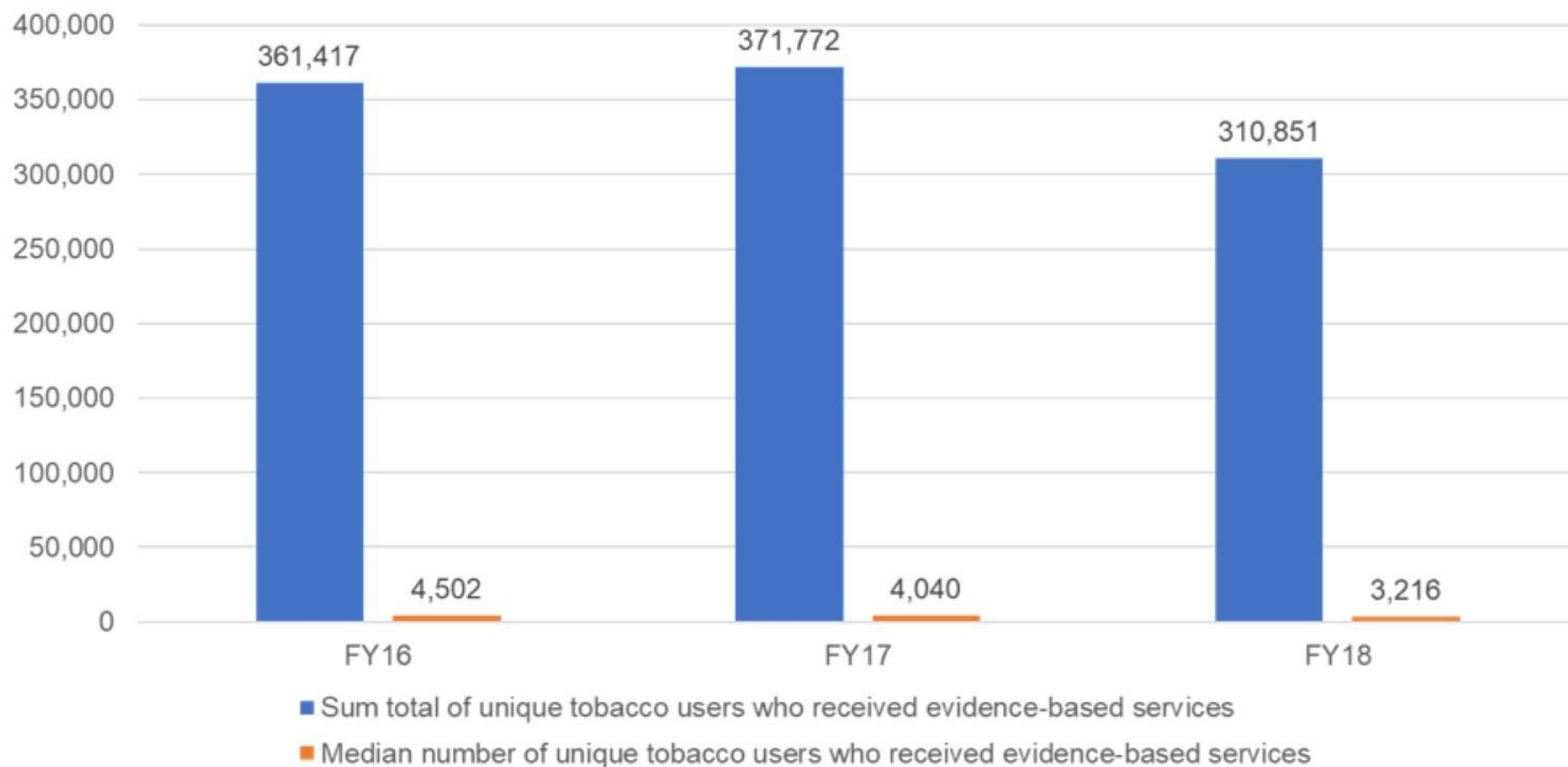
# Unique tobacco users, FY18



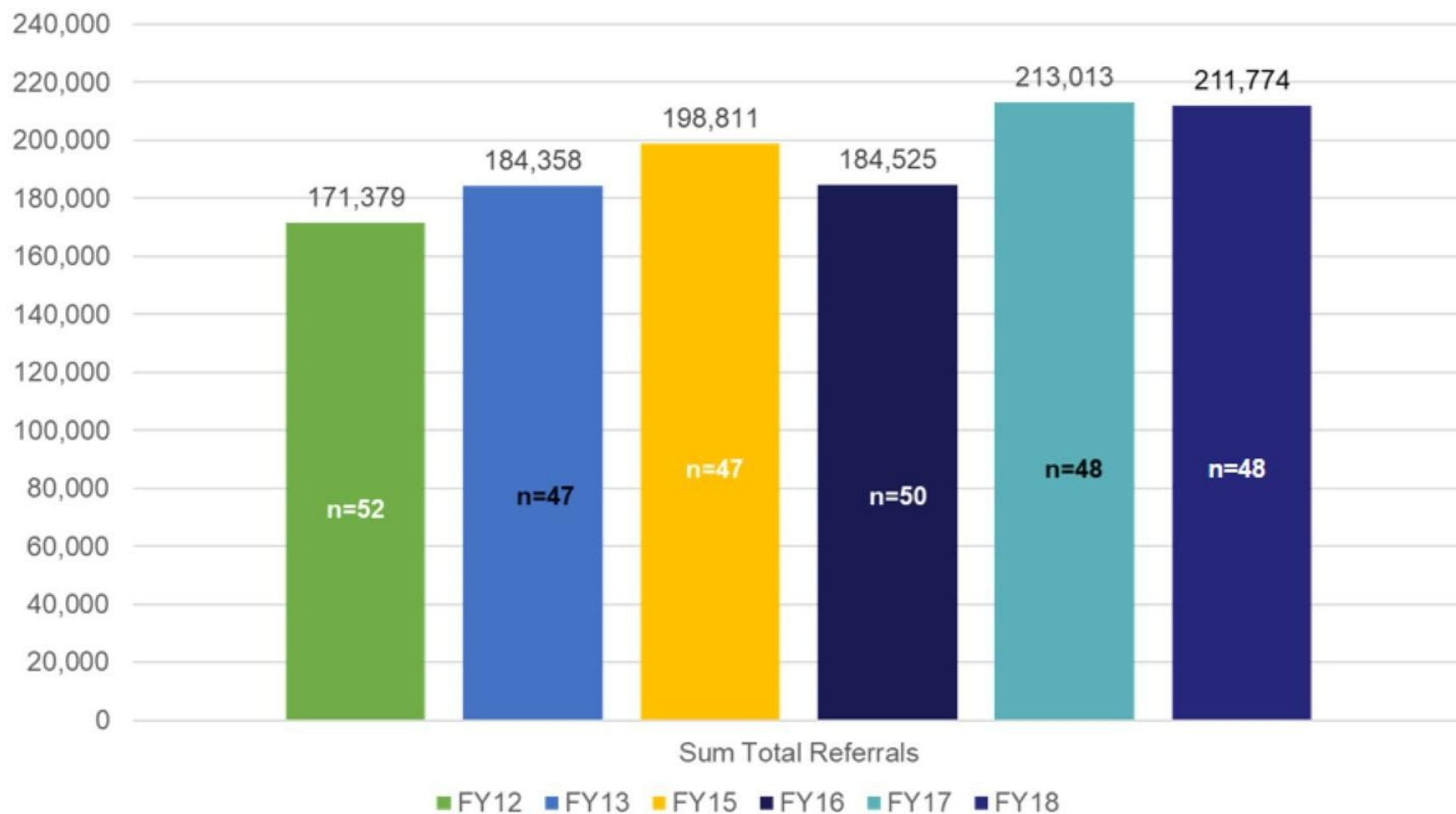
# Unique tobacco users who received evidence based services, FY09 - FY18



## Comparison: Unique tobacco users who received evidence based services for 43 quitlines that provided data in FY16 - FY18



# Referrals received by quitlines, FY12 - FY17

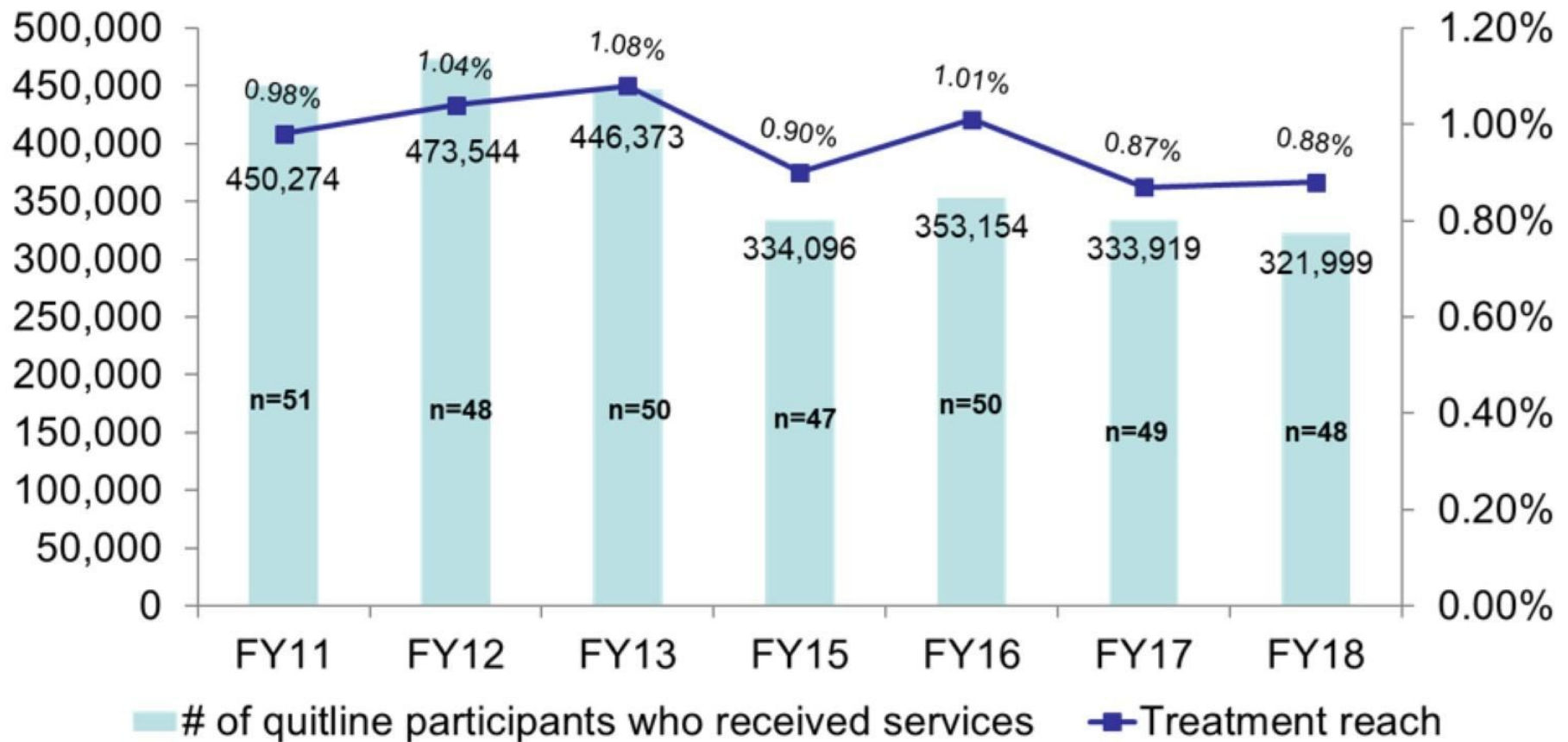


# Treatment reach, FY09-FY1

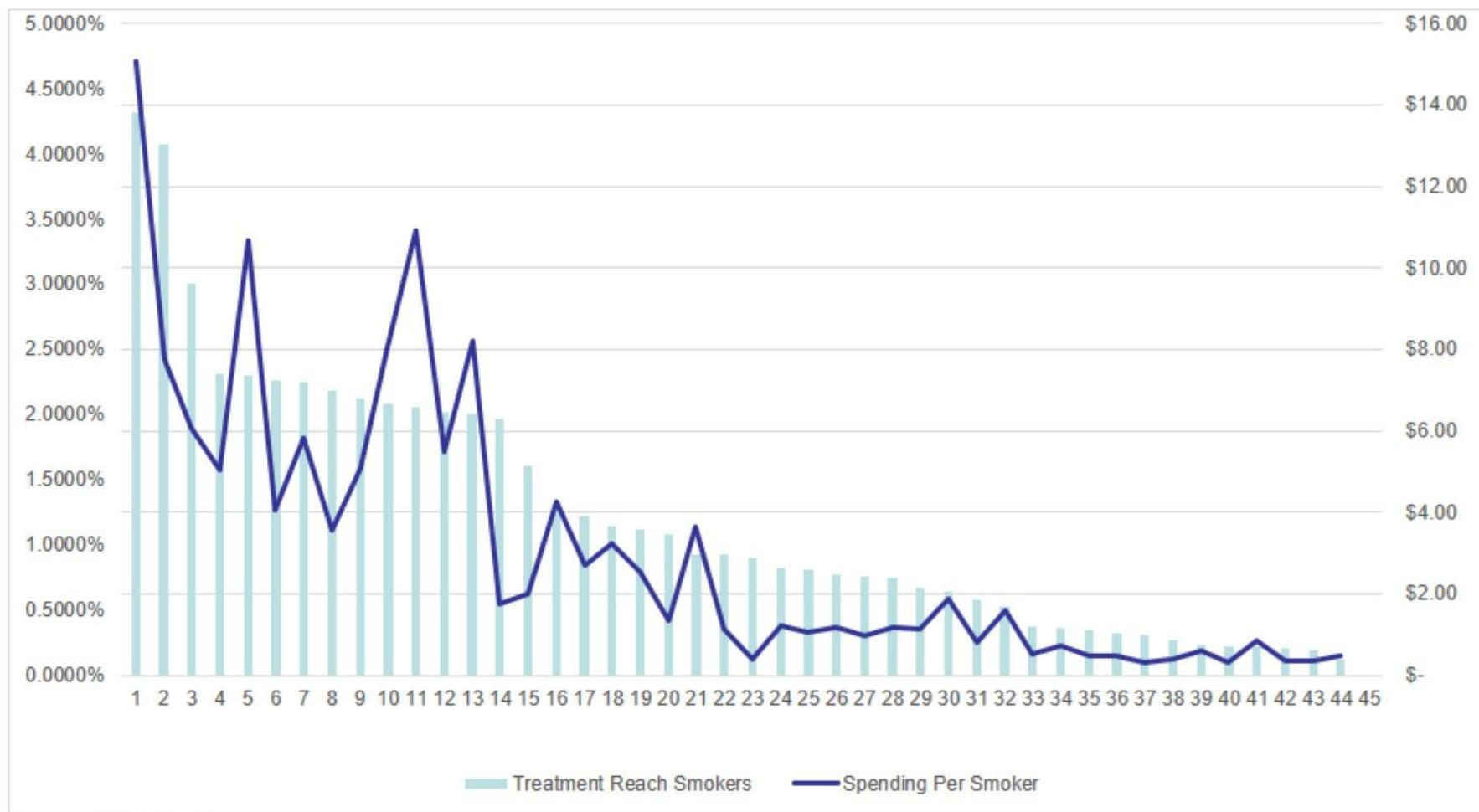
US	N	Min	Max	Mean	Actual
2009	46	0.05%	7.25%	1.57%	1.19%
2010	50	0.05%	6.66%	1.45%	1.09%
2011	50	0.13%	4.30%	1.28%	0.98%
2012	48	0.16%	4.41%	1.32%	1.04%
2013	50	0.12%	4.70%	1.34%	1.08%
2015	47	0.06%	3.38%	1.10%	0.90%
2016	50	0.16%	6.03%	1.40%	1.01%
2017	49	0.21%	4.95%	1.33%	0.87%
2018	48	0.12%	4.32%	1.19%	0.88%



## Treatment reach of quitlines, FY11 - FY18



# Treatment reach & Spending per smoker, FY18



# Demographics data

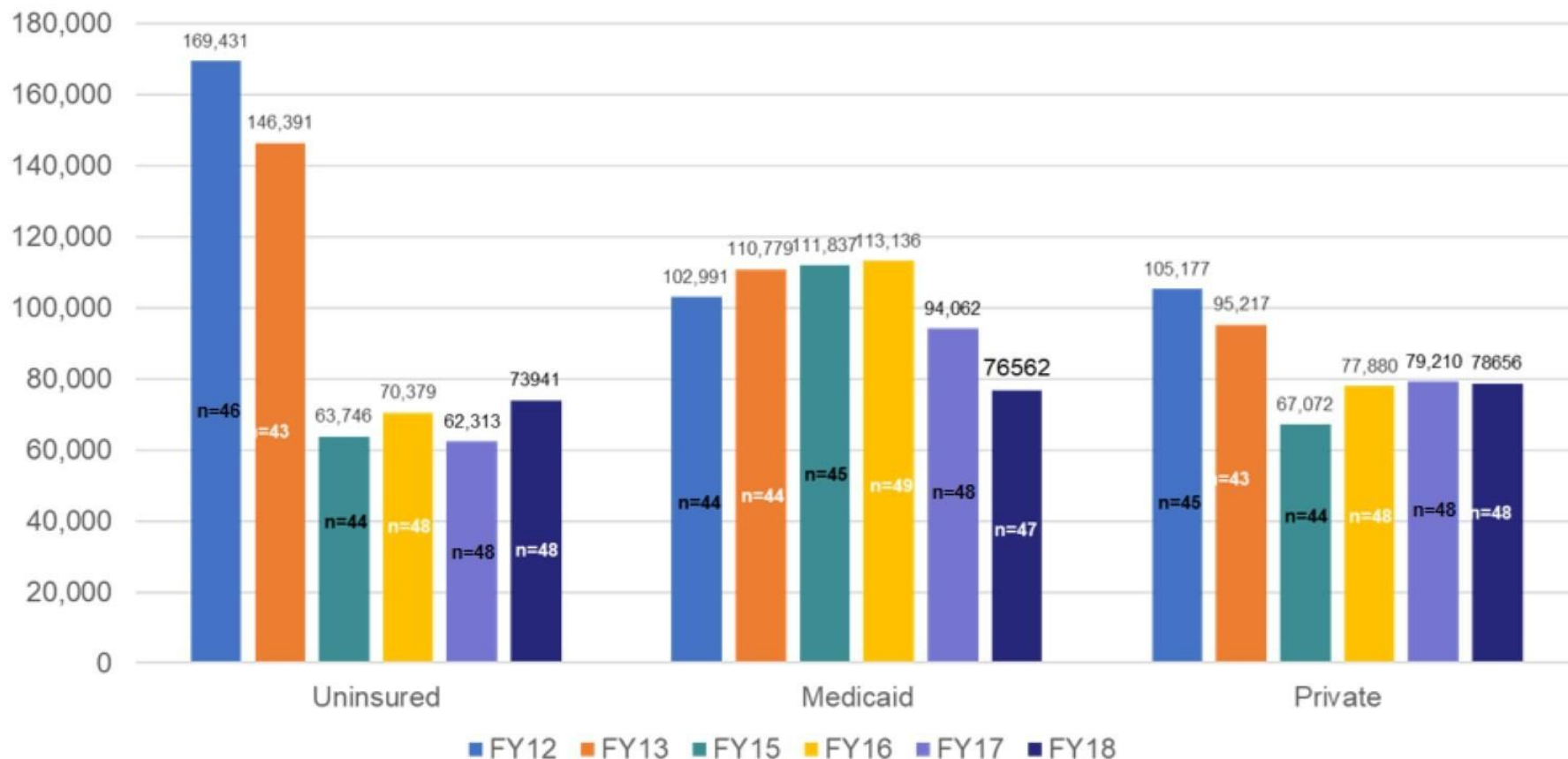
Note: Our original intention was to ask quitlines to report demographics on **ONLY** those tobacco users who received counseling or medications. Similar to previous years, a few state quitlines were only able to report on the population of tobacco users completing an intake questionnaire. Meaning the number reported in this section may be slightly larger than the population who received counseling or medications.

# Demographic highlights, FY18

- Nearly 60% of quitline callers are female.
- Median age of quitline callers is 49 years old.
  - 1,417 callers aged 12 to 18 years old.
  - 121,946 callers aged 55 to 88.
- 45% of callers have a GED/HS diploma or less for educational attainment.
- Race and ethnicity of quitline callers:
  - 14.9% identified as African American/Black
  - 1.1% identified as Asian
  - 2.9% identified as American Indian/Alaskan Native
  - 4.6% identified as Other (this could be people who identify with more than one race)
  - 9.7% identified as Hispanic/Latino
- 5% of quitline callers identified as LGBT.
- 53% of quitline callers stated they were either uninsured or enrolled in Medicaid.



## Demographics: Insurance status, FY12 - FY18



## Screening for behavioral health conditions, FY17 & FY18

Year	Number of states reporting	SUM of Unique tobacco users who received evidence-based services and reported a behavioral health condition at intake	Percentage of Unique tobacco users who received evidence-based services
FY17 (N=50)	34	105,758 (413 to 12,855)	47.2% (27.3% to 69.9%)
FY18 (N=49)	36	81,831 (270 to 10,913)	45.9% (37.4% to 67.6%)

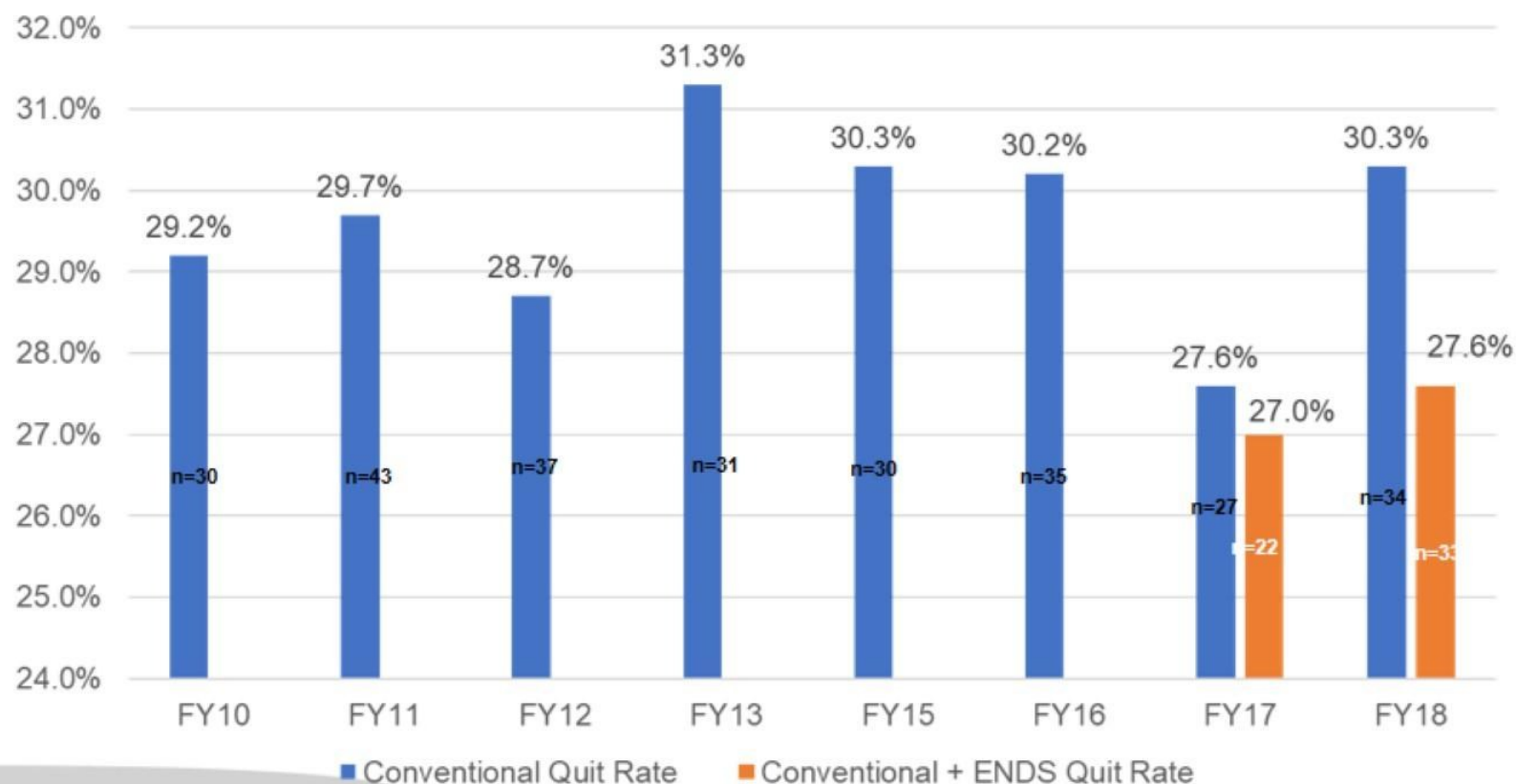


# Evaluation data

# Evaluation, FY18

- Quit rate for conventional tobacco
- Quit rate for conventional tobacco + ENDS
- Quit rates recommended in the “[Calculating Quit Rates, 2015 Update](#)” paper

# NAQC standard quit rates, FY10-FY18



# NAQC goals for key quitline metrics, FY18

Key metric	NAQC goal	FY18
Spending per Smoker	\$10.53	\$1.82 (\$0.32 to \$15.05)
Treatment Reach	$\geq 6\%$	0.88% (0.12% to 4.32%)
Quit Rates	$\geq 30\%$	30.3% (22.4% to 41.1%)

# Top states for key quitline metrics, FY17

Spending per smoker	Treatment reach	Quit rate for conventional tobacco	Quit rate for conventional tobacco + ENDS
South Dakota	South Dakota	South Dakota	Mississippi
Maine	Oklahoma	Alabama	Alabama
Delaware	Colorado	North Carolina	South Dakota
Wyoming	Alaska	Mississippi	North Carolina
North Dakota	Delaware	Arizona	Wyoming

# Resources

- Final PowerPoint slides posted on the 2018 survey page.
- FY2018 benchmarking and quitline metrics were emailed on July 9.
  - Please let us know by July 19 if opting out.
- FY2018 quitline metrics will be posted to NAQC profiles in early late July.
- Please visit: <http://map.naquitline.org/>



## **Recommended citation:**

North American Quitline Consortium. 2018. Results from the 2018 NAQC Annual Survey of Quitlines. M. Rudie, editor. Available at <http://www.naquitline.org/?page=2018Survey>

For more information on the survey or on  
NAQC's data request and review process,  
please contact:

Maria Rudie, MPH  
Research Manager  
North American Quitline Consortium  
3219 E. Camelback Road, #416  
Phoenix, AZ 85018  
Ph: 800-398-5489 x702  
Email: [mrudie@naquitline.org](mailto:mrudie@naquitline.org)