Welcome & Workshop Overview

Linda Baily, JD, MHS
President & CEO
North American Quitline Consortium
Description of Quitline Caller Demographics, FY18*

- 60% were female
- 45% had a GED/high school diploma or less for education
- 14.9% identified as African American/Black
- 1.1% identified as Asian
- 2.9% identified as American Indian/Alaska Native
- 4.6% identified as Other for race
- 9.7% identified as Hispanic/Latino
- 5.0% identified as LGBT
- 53.0% stated they were either uninsured or enrolled in Medicaid

## Treatment Reach by Population, FY16 – FY18*

<table>
<thead>
<tr>
<th>Benchmarking Metric</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Population</td>
<td>1.01%</td>
<td>0.87%</td>
<td>0.88%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>0.94%</td>
<td>0.93%</td>
<td>0.83%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>0.95%</td>
<td>1.02%</td>
<td>0.93%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.21%</td>
<td>0.21%</td>
<td>0.22%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>0.55%</td>
<td>0.52%</td>
<td>0.60%</td>
</tr>
<tr>
<td>&lt;HS Education</td>
<td>0.60%</td>
<td>0.66%</td>
<td>0.62%</td>
</tr>
</tbody>
</table>

Setting the Stage – What the Data Tell Us about Priority Populations

Moderator:
- Laura Beebe, PhD, Assistant Professor, University of Oklahoma College of Public Health

Panelists:
- Sharon Cummins, PhD, Assistant Professor/Project Director, UC San Diego/California Smokers’ Helpline
- Thomas Ylioja, PhD, MSW, Clinical Director, Health Initiatives, National Jewish Health
- Robert Vargas-Belcher, MSW, MPH, Director, clinical Development and Treatment Support, Optum
Definitions

Promotional reach: The proportion of tobacco users in a state who calls the quitline.

Treatment reach: The proportion of tobacco users in a state who receive counseling and/or medication through the quitline each year.

Engagement: The number of counseling calls per individual enrolled or for individuals enrolled from a specific population. For populations eligible for medication, use of medication may also be included.

Effectiveness: The quit rate (i.e., the proportion of quitline enrollees who are quit (using 30-day point prevalence abstinence) 7 months after enrollment in the quitline).

Impact of the quitline: A function of Reach x Effectiveness
### California Smokers’ Helpline (CSH): Priority Populations

<table>
<thead>
<tr>
<th></th>
<th>CHIS 2009-2017 Proportion (%)</th>
<th>CSH 2009-2018 Proportion (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>25.1</td>
<td>62.0</td>
</tr>
<tr>
<td>Behavioral health</td>
<td>26.8</td>
<td>39.0</td>
</tr>
<tr>
<td>African American</td>
<td>9.9</td>
<td>19.2</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>4.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Asian</td>
<td>11.0</td>
<td>6.4</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>31.1</td>
<td>18.2</td>
</tr>
<tr>
<td>Lesbian/Gay/Bisexual</td>
<td>5.8</td>
<td>6.4</td>
</tr>
</tbody>
</table>

CHIS: California Health Inventory Survey
Priority populations

- Behavioral Health
- AI/AN
- Youth
- Pregnancy
Use of Data to Support Work with Priority Populations

People calling Quitlines reporting Mental Health Conditions (Vickerman et al, 2015)

Quitline callers who report 1 MHC

45.8%

MHC Quitline Callers who report 2 or more conditions

57.2%

*Prevalence Rate Data from 3 State Quitlines (n= 3,262)

Percent of students who report using tobacco products in the last 30 days, by grade

- Cigarette Use*
- Smokeless Tobacco Use*
- E-Cigarette Use**

- 8th Graders
- 10 Graders
- 12 Graders

*Office of Adolescent Health, Department of Health and Human Services (2016)
**National Institute on Drug Abuse (2015)
Service Use and Outcomes for Select Disparity Populations, 2016-2018

- Select Phone Program
- Enroll in Coaching
- Order NRT
- Complete 3+ Calls
- 7-Month Quit Rate*

- LGBTQ+: 4.3%
- Less than HS education: 16.1%
- Less than HS education: 12.3%