

NAQC FY2020 Annual Survey: Progress Update on State Quitlines

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We'll get started at 3 pm EDT

To mute your line: *1

To unmute your line: *1

For operator assistance: 0

DO NOT PUT YOUR LINE ON HOLD!

THIS IS AN INTERACTIVE WEBINAR

(the web microphones have been disabled by default and all audio interaction will happen over the phone)

Conference Number: 1-888-512-3146

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Participant code: 642 10 008#

NAQC FY2020 Annual Survey: Progress Update on State Quitlines

Presented by:
Katie Mason, Research and Evaluation Manager
Linda Bailey, President & CEO

May 5th, 2021

Webinar Objectives

- Assess the status of state quitlines for FY20 and trends over time in the areas of:
 - Funding
 - Service delivery
 - Sustainability
 - Utilization
 - Evaluation
- Compare results with NAQC key metrics and best practices and identify opportunities for quality improvement
- Begin assessing the impact of the COVID-19 pandemic on state quitlines

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
State Quitlines & Service Providers	Sharing data & providing feedback on survey instruments and process
NAQC Staff	Oversight of survey, review and analysis of data, and presentation of results

Methods FY2020

- FY2020 = 15th annual survey of quitlines
- Web-based survey with email and telephone follow-up
- Data gathered included:
 - Quitline services
 - Quitline budgets and funding sources
 - Utilization, demographics and evaluation
 - COVID-19 response
- Survey sent to all 53 U.S. quitlines and the Asian Smokers' Quitline (a national quitline)
- Fielded: October 13, 2020 –January 4, 2021

Response to the FY20 Survey



**Response
Rate
98.1%!**

- Received completed survey from 50 states, Washington, D.C., one U.S. territory (N=52), and the Asian Smokers' Quitline as a national responder
- Data cleaning - including follow-up with states – and data analysis: January – March 2021

Demographic Highlights of Quitline Users in FY20

Characteristics of Quitline Users – FY20	
Female (n=52)	57%
Median age (n=51)	51 years
Uninsured or enrolled in Medicaid (n=51)	51.2%
Educational attainment is GED or High School diploma or less (n=52)	43.9%
Identify as LGBT (n=47)	4.7%
Race (n=51)	
White	68.3%
African American/Black	14.7%
American Indian/Alaska Native	2.6%
Asian	0.8%

Benchmarking Data: FY18 – FY20

Benchmarking Metric	FY18 % (n)	FY19 % (n)	FY20 % (n)	NAQC Goal*
Overall Treatment Reach	0.88% (48)	0.92% (49)	0.78% (52)	≥6%
Treatment Reach – AI/AN	0.93% (38)	0.81% (39)	0.68% (42)	--
Treatment Reach – AA/Black	0.83% (41)	0.87% (41)	0.69% (44)	--
Treatment Reach – Asian**	0.48% (48)	0.45% (48)	0.25% (52)	--
Treatment Reach – Hispanic/Latino	0.60% (45)	0.54% (44)	0.45% (49)	--
Treatment Reach – White	0.79% (48)	0.77% (48)	0.66% (51)	
Treatment Reach - <HS Education	0.67% (48)	0.69% (49)	0.58% (51)	--
Overall Quit Rate – Conventional Tobacco	30.3% (34)	31.5% (37)	33.5% (28)	≥30%
Overall Quit Rate – Conventional Tobacco + ENDS***	27.6% (33)	28.5% (35)	30.5% (26)	--
Overall Spending per Smoker	\$1.92 (47)	\$2.08 (49)	\$2.04 (52)	\$10.53

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

**Includes data from Asian Smokers' Quitline. New methodology used this year so the FY18 and FY19 numbers have changed since the FY19 presentation

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

Key Questions to Consider

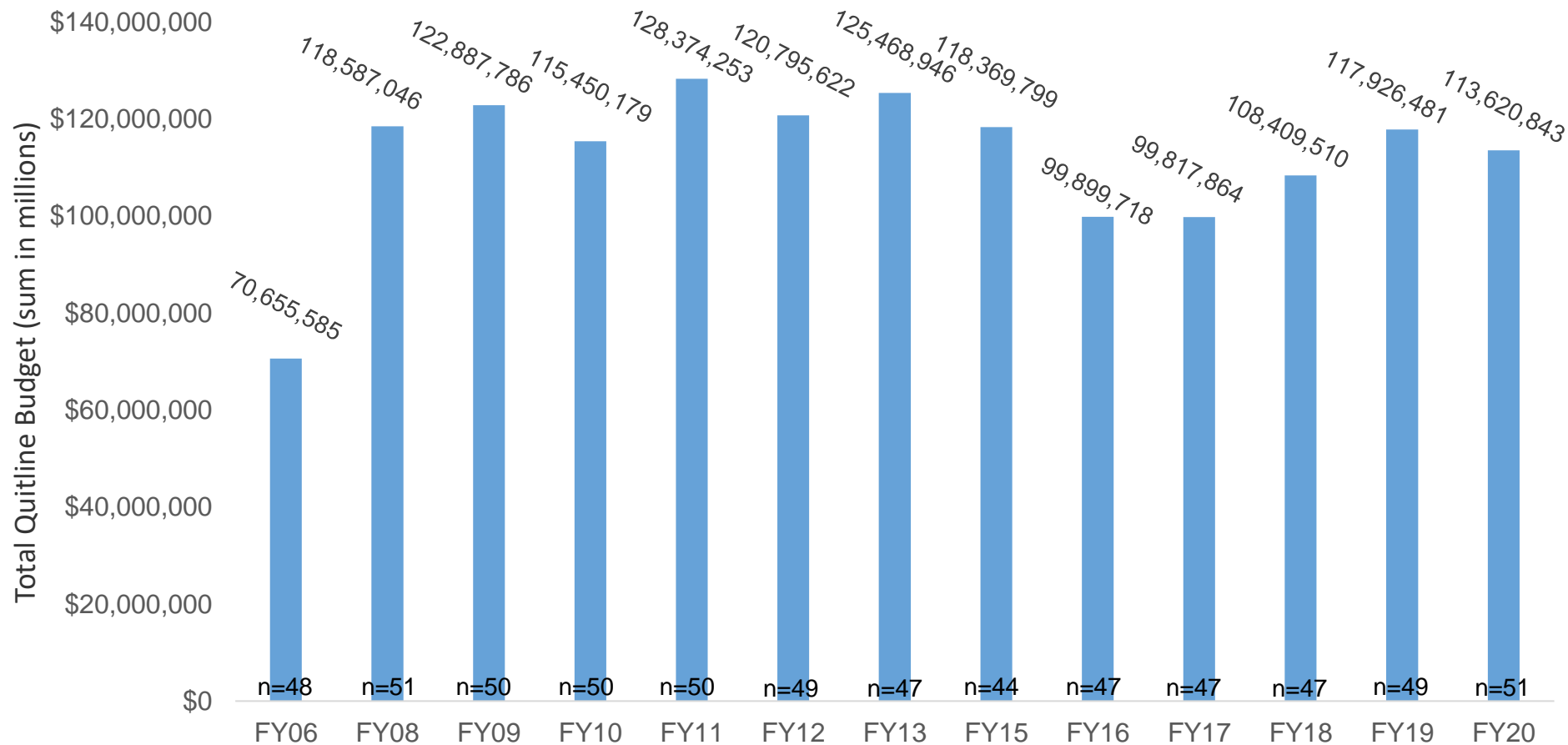
- What changes do you view as related to the pandemic? Can we leverage the pandemic, especially as we ramp up vaccination and outreach activities, to reach and engage tobacco users from priority populations?
- How are new technologies changing the way quitlines deliver services, the way participants seek to engage with the quitlines, and the impact of quitline services?
- How can state quitlines improve public-private partnerships and cost-sharing with employer-based health plans and Medicaid as a key to sustainability?

Quitline Budget Data

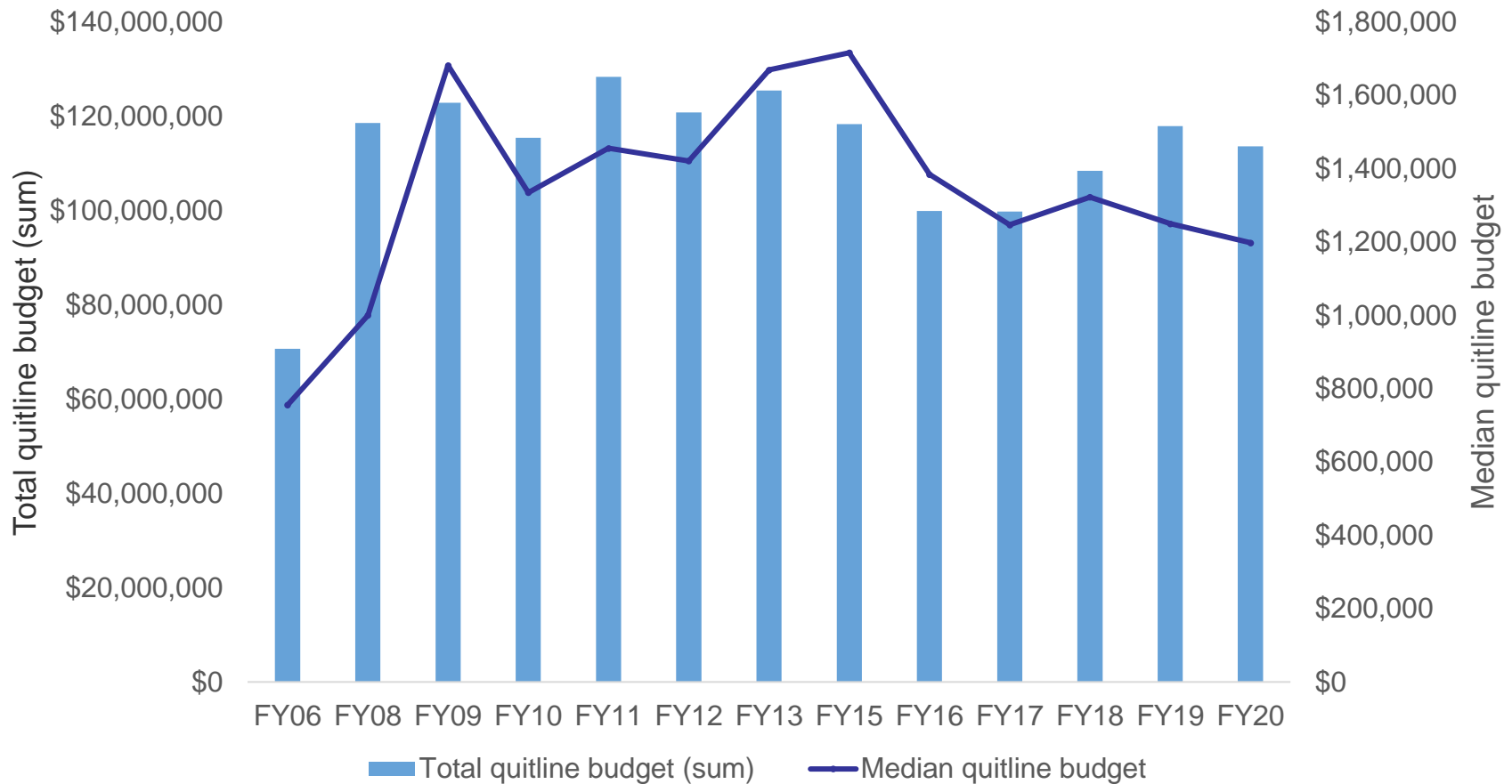
Budget Highlights FY20

Key budget data for state quitlines	n	Amount
SUM of total quitline budgets	51	\$113,620,843
Median total quitline budget	51	\$1,197,815
Median quitline services & medications budget	52	\$679,225
Overall spending per smoker	52	\$2.04

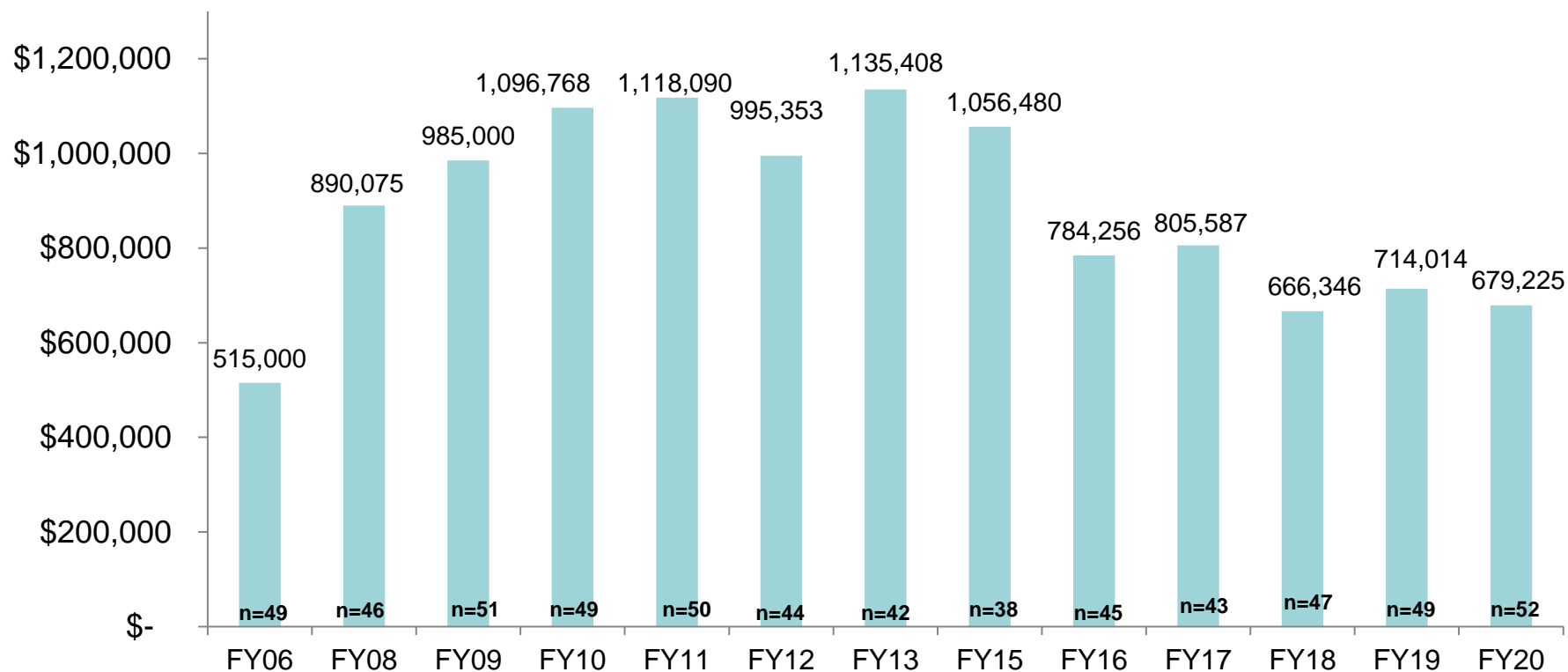
SUM of Total Quitline Budgets FY06 – FY20



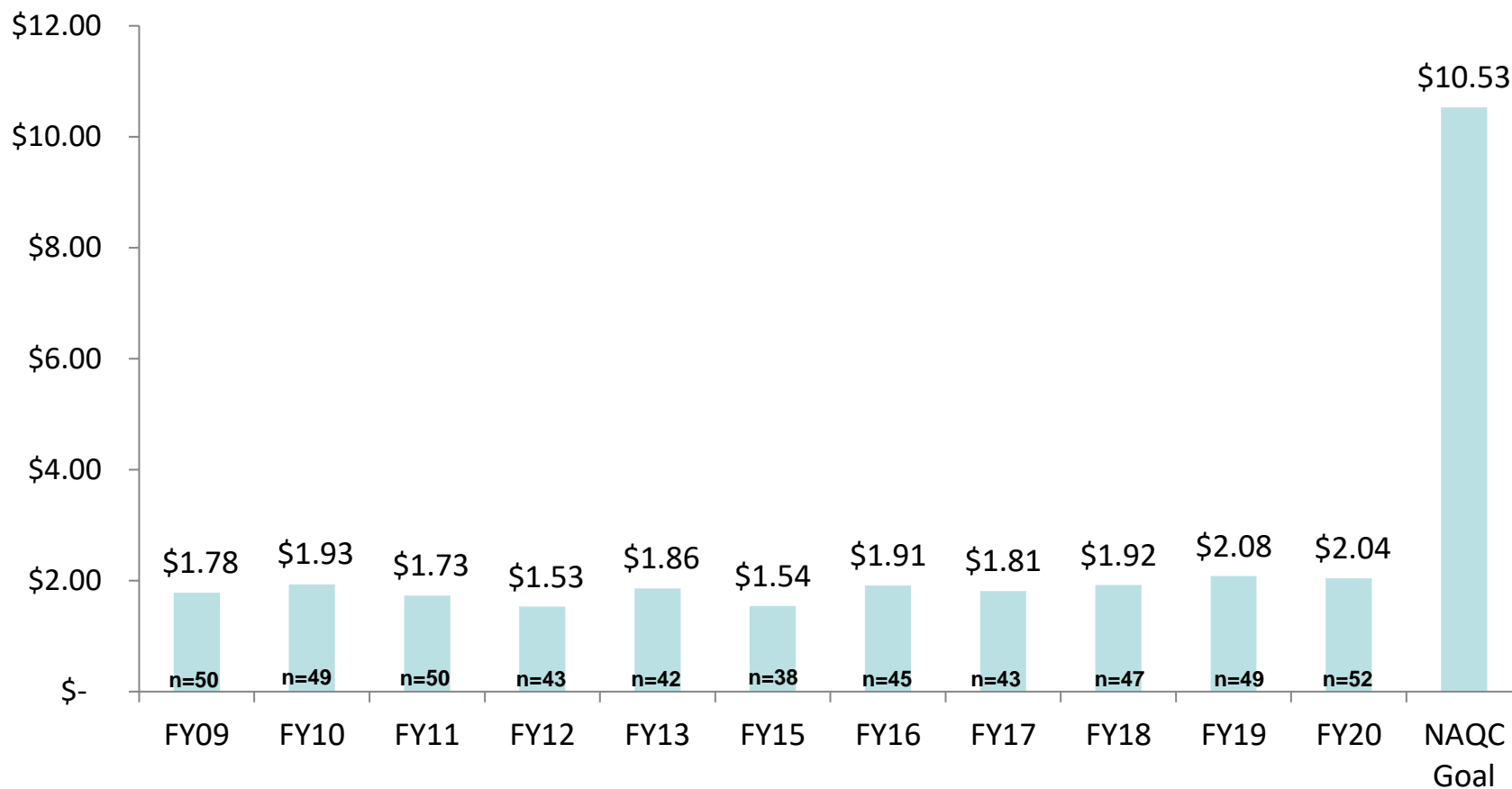
Total Quitline Budget: Sum and Median FY06 – FY20



Median Budget for Quitline Services & Medications FY06 – FY20



Overall Quitline Spending Per Smoker* FY09-FY20



*Uses the sum total of quitline medication and services budgets

Quitline Services Data

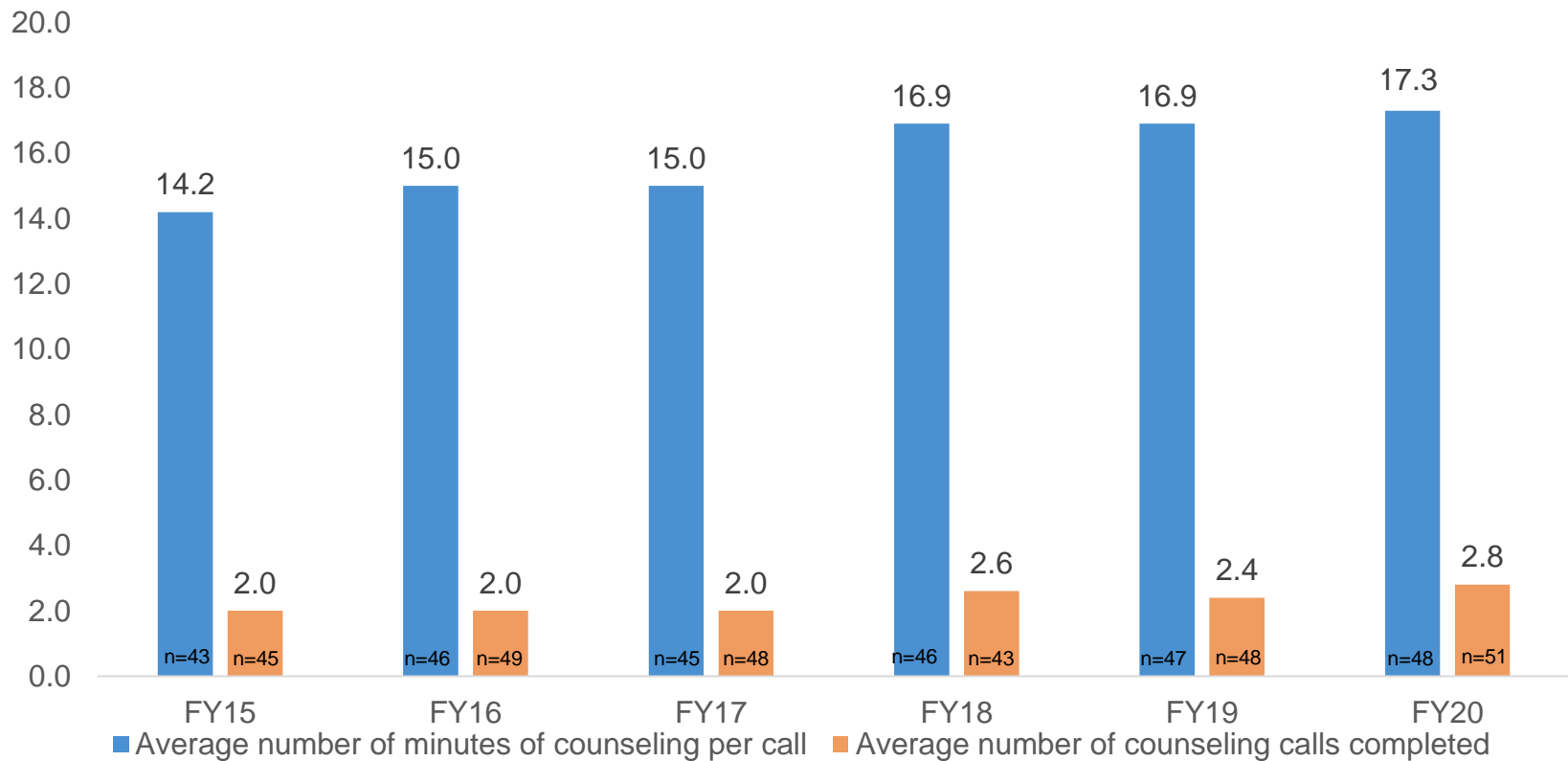
Key Counseling Services Data

FY18 – FY20

Counseling service	FY18 % (n)	FY19 % (n)	FY20 % (n)
Proactive telephone counseling*	96.2% (51/53)	98.1% (52/53)	98.1% (52/53)
Interactive text messaging	58.3% (28/48)	65.3% (32/49)	84.6% (44/52)
Automated emails	70.8% (34/48)	79.6% (39/49)	82.7% (43/52)
Web-based self-help	93.8% (45/48)	93.9% (46/49)	94.2% (49/52)
Web-based chat rooms	66.7% (32/48)	73.5% (36/49)	80.8% (42/52)
Web-based interactive counseling	64.6% (31/48)	83.7% (41/49)	94.2% (49/52)
Mobile cessation app	10.4% (5/48)	6.1% (3/49)	1.9% (1/52)

*NAQC Profile Data

Average number of minutes of counseling per call & Average number of counseling calls completed FY15 – FY20

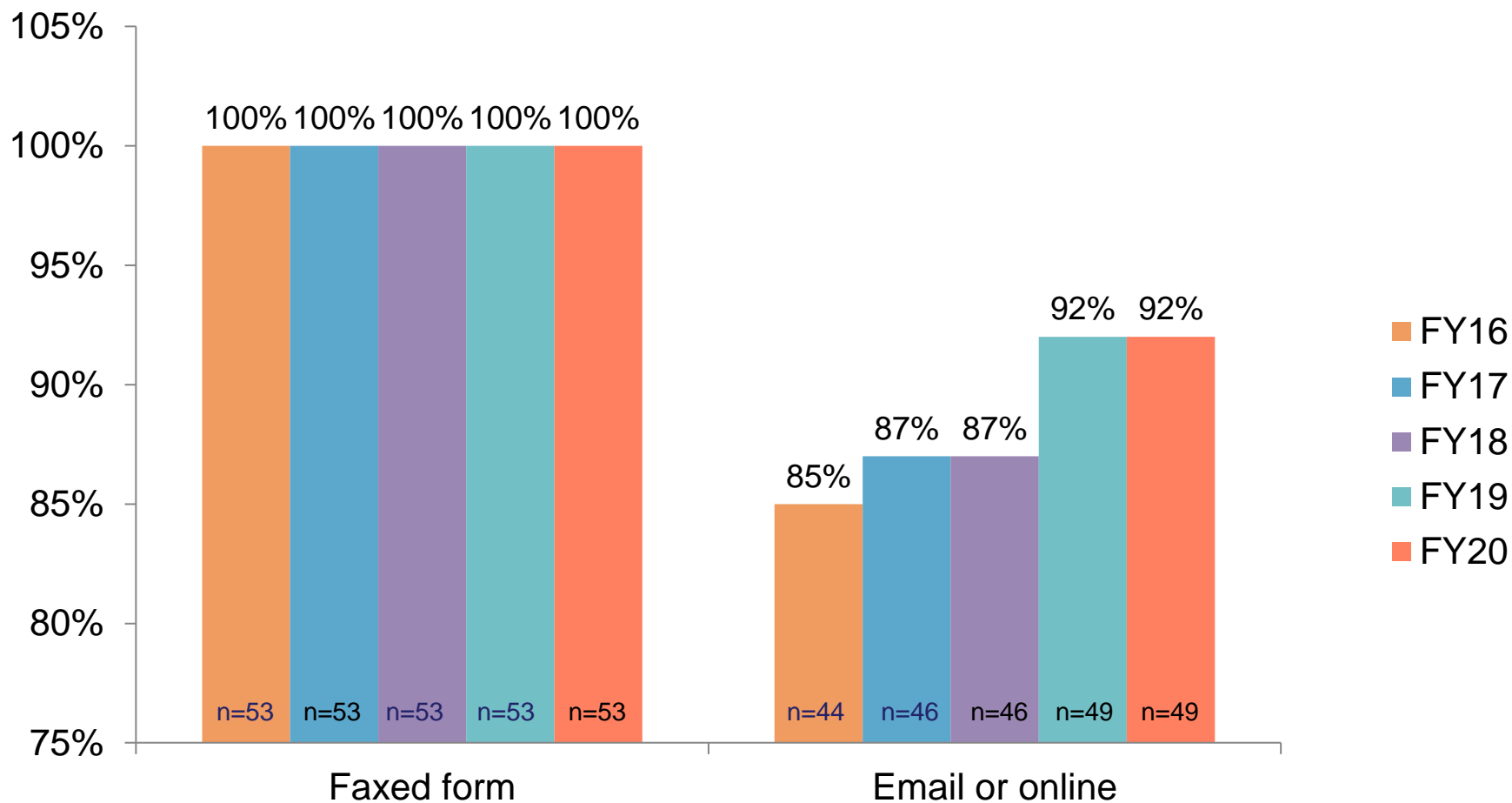


Outbound Referrals

FY18 – FY20

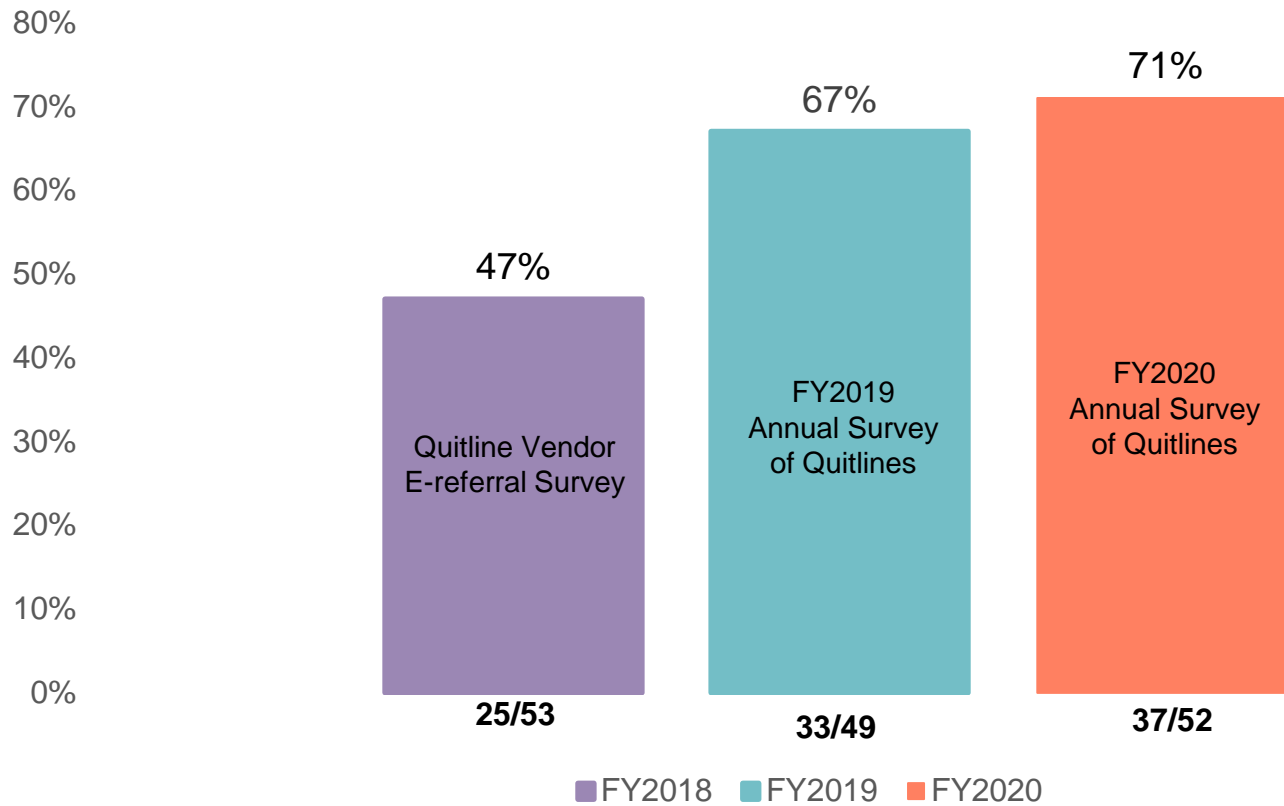
Outbound referrals	FY18 (N=48) %(n)	FY19 (N=49) %(n)	FY20 (N=52) %(n)
Referral to other cessation services offered by public or private health plans	83.3% (40)	98% (48)	82.7% (43)
Referral to other public and private health services for chronic conditions (e.g., diabetes, hypertension programs)	52.1% (25)	55.1% (27)	73.1% (38)

Inbound Referrals: Fax and Email/Online FY16 – FY20

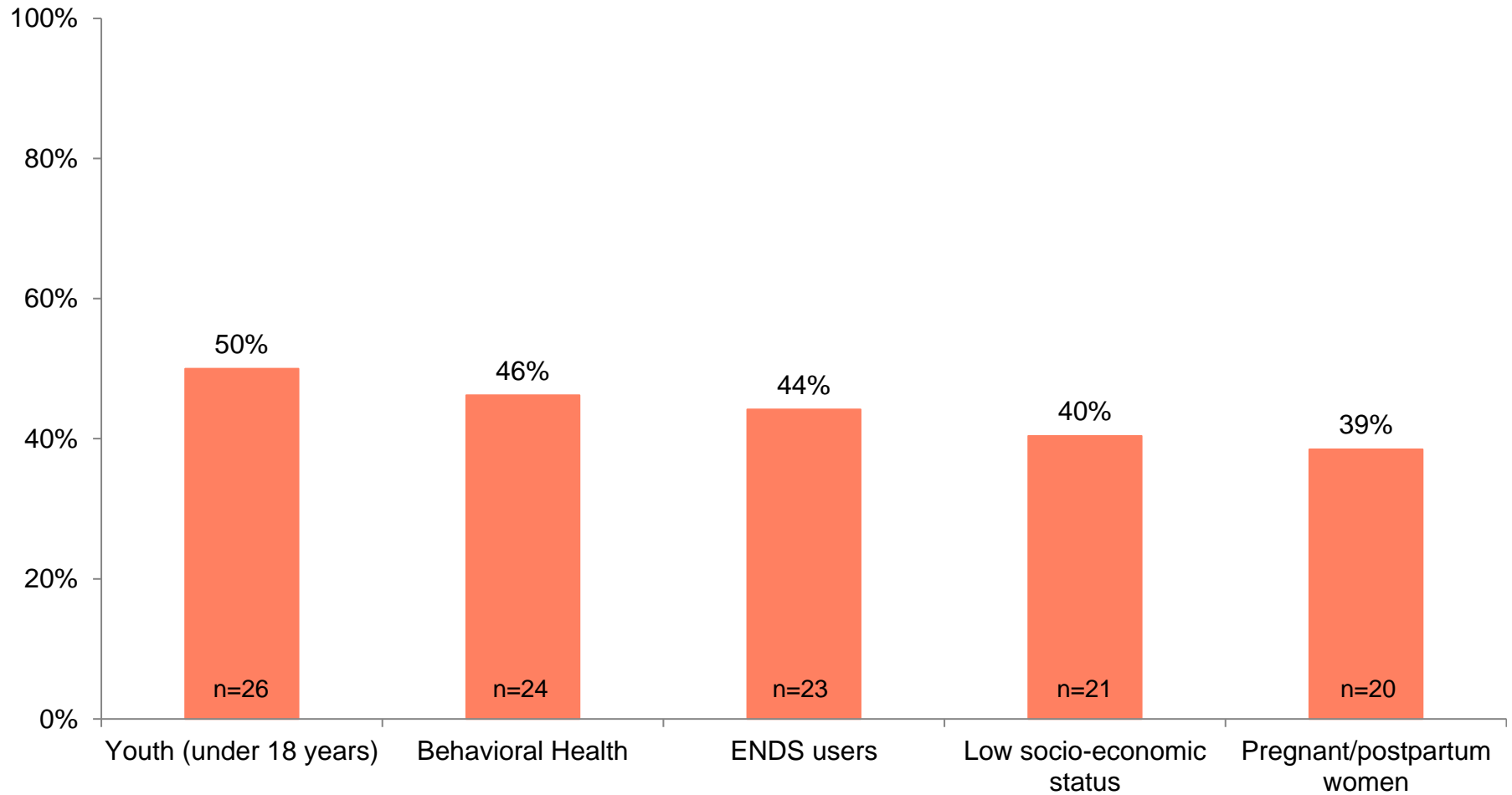


*Data source: NAQC quitline profile

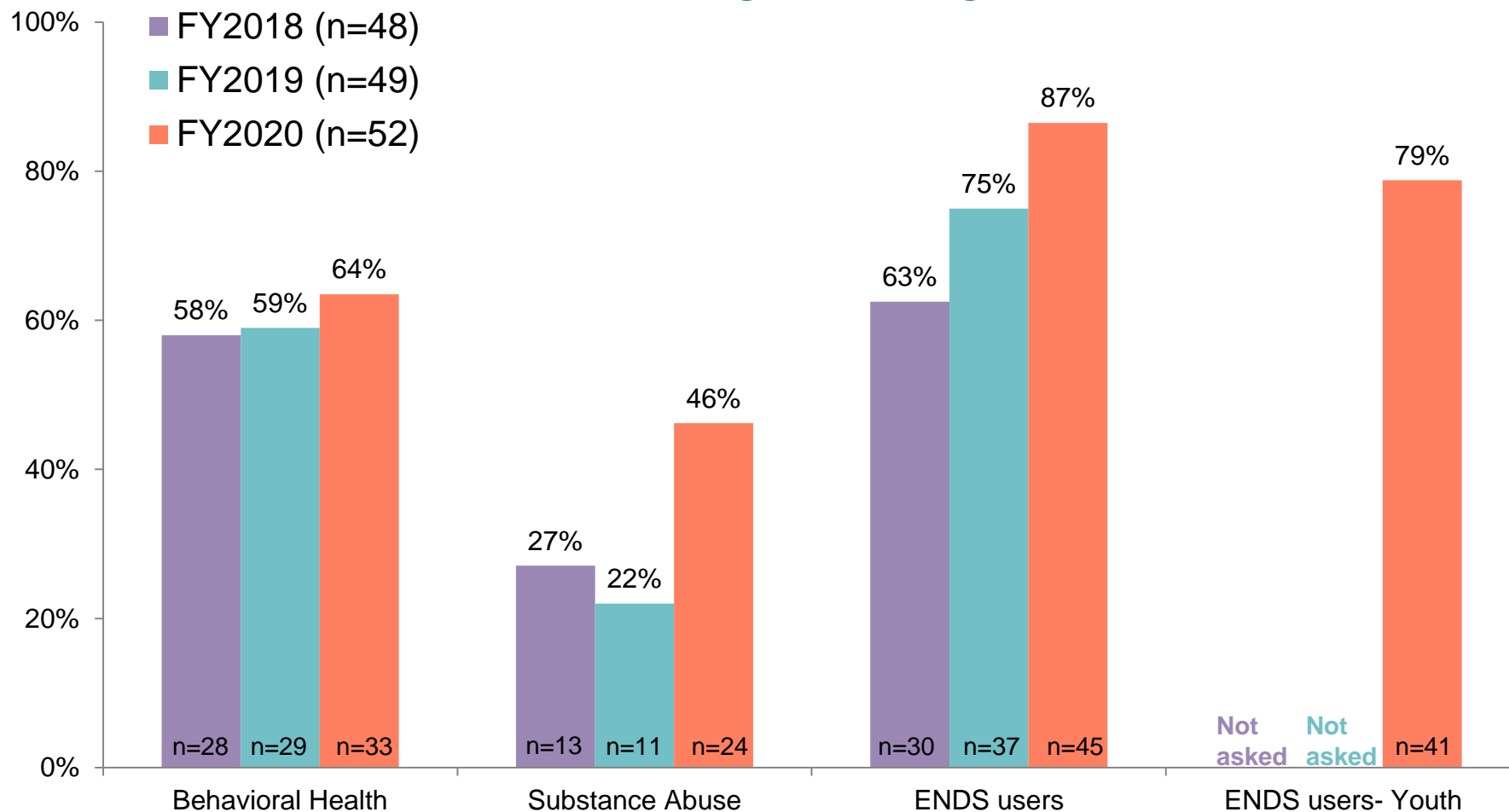
Quitline eReferral Capacity



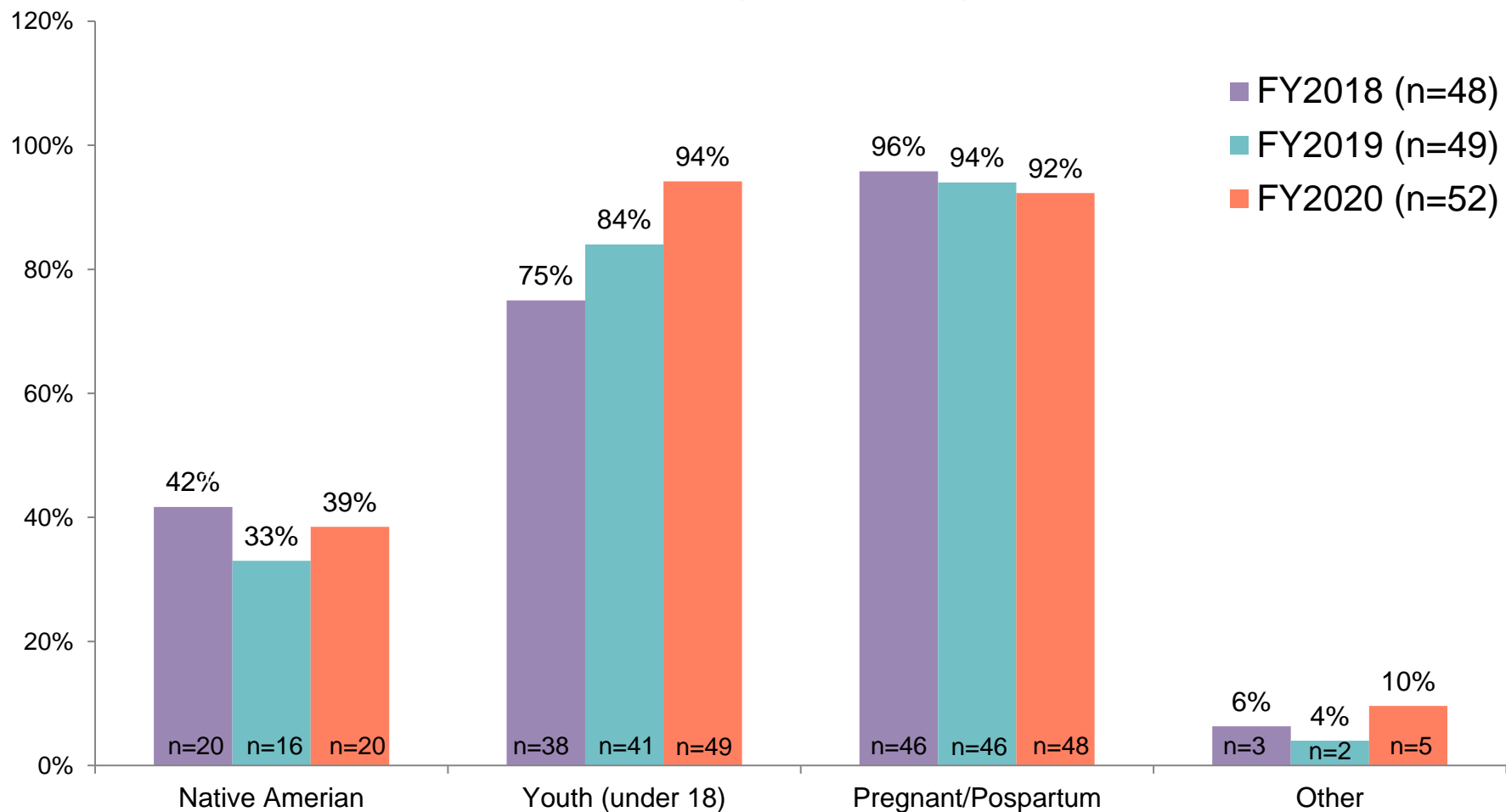
Quitline Special Outreach FY20



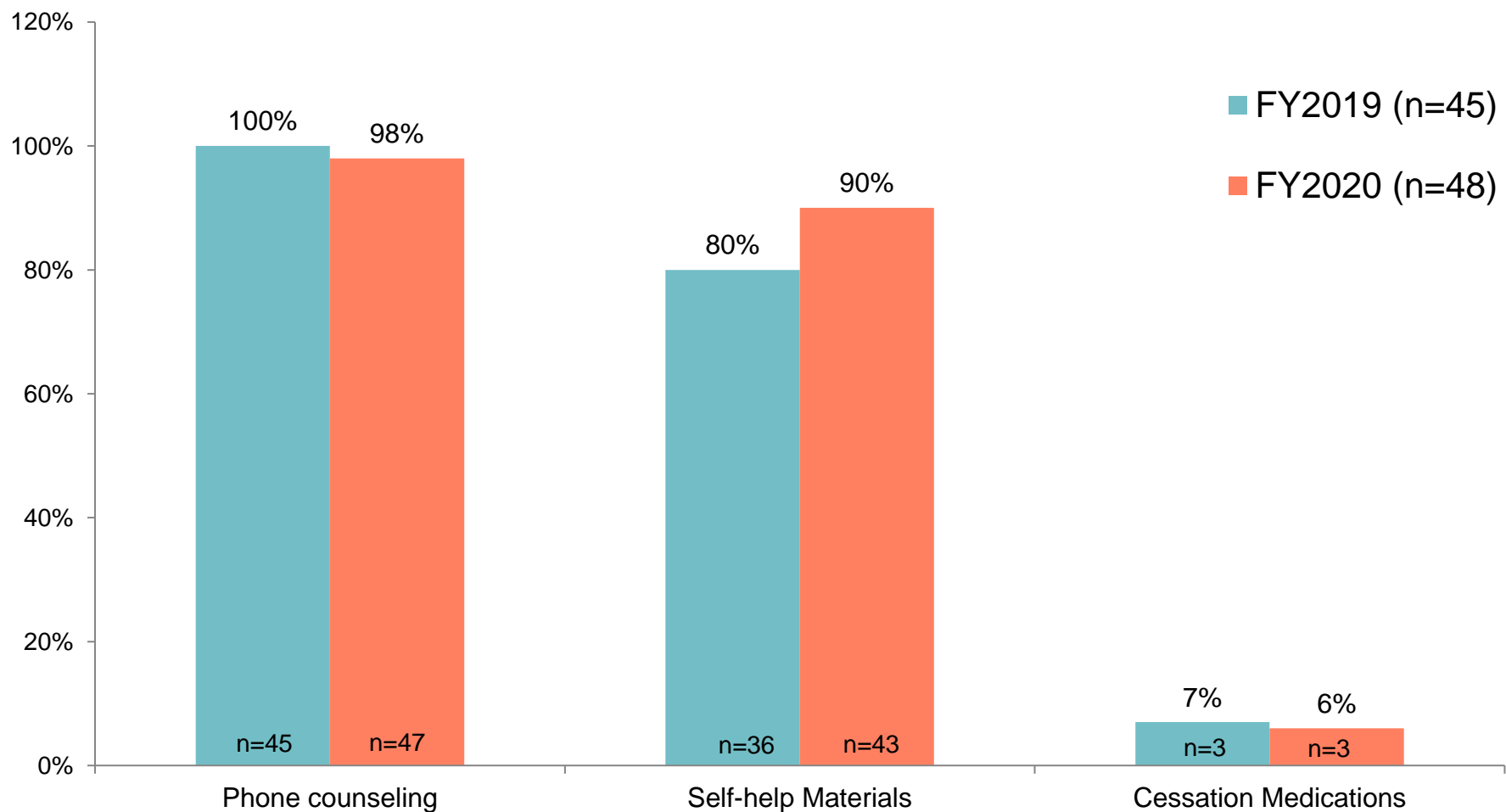
Quitline protocols for special populations FY18 – FY20



Quitline protocols for special populations contd. FY18 – FY20



Services Offered to Youth < 18 years in FY19-FY20

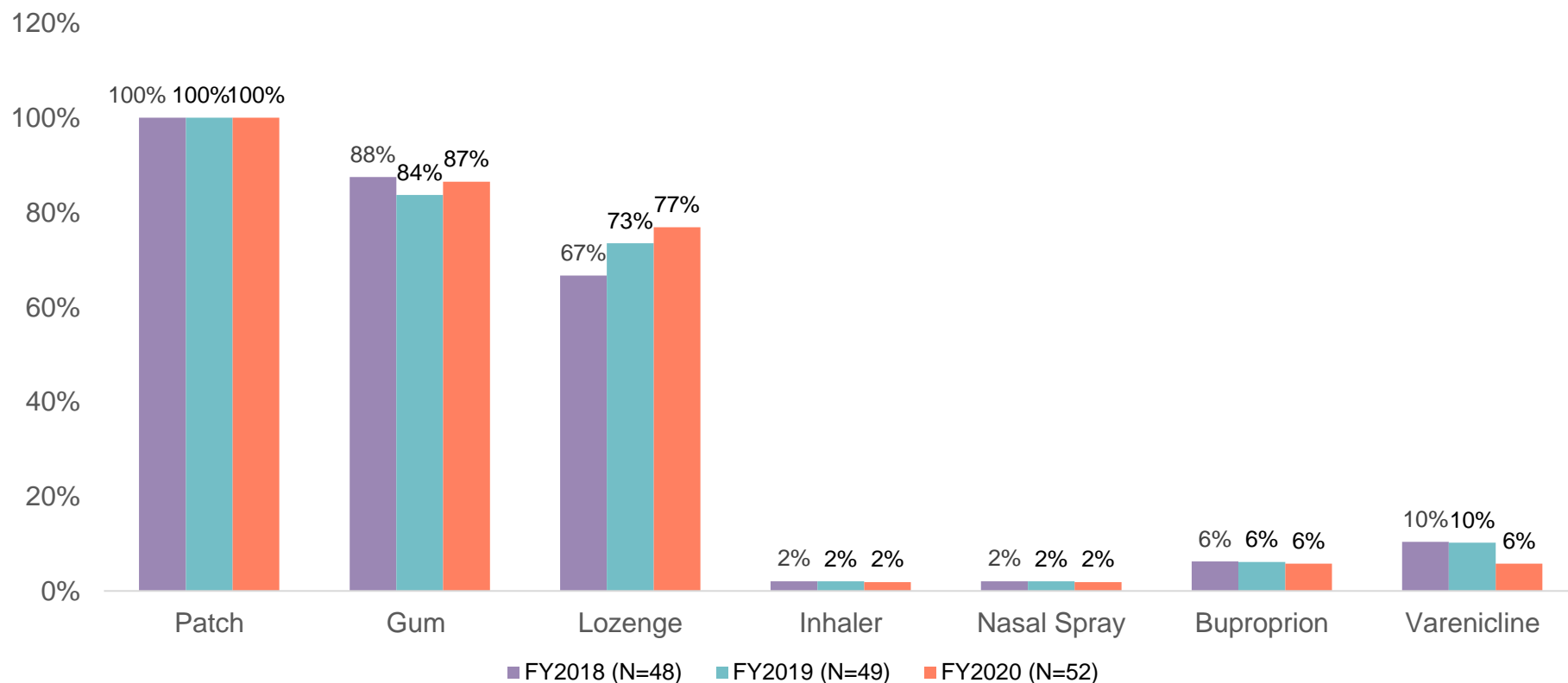


Cessation Medications Data

Cessation Medications

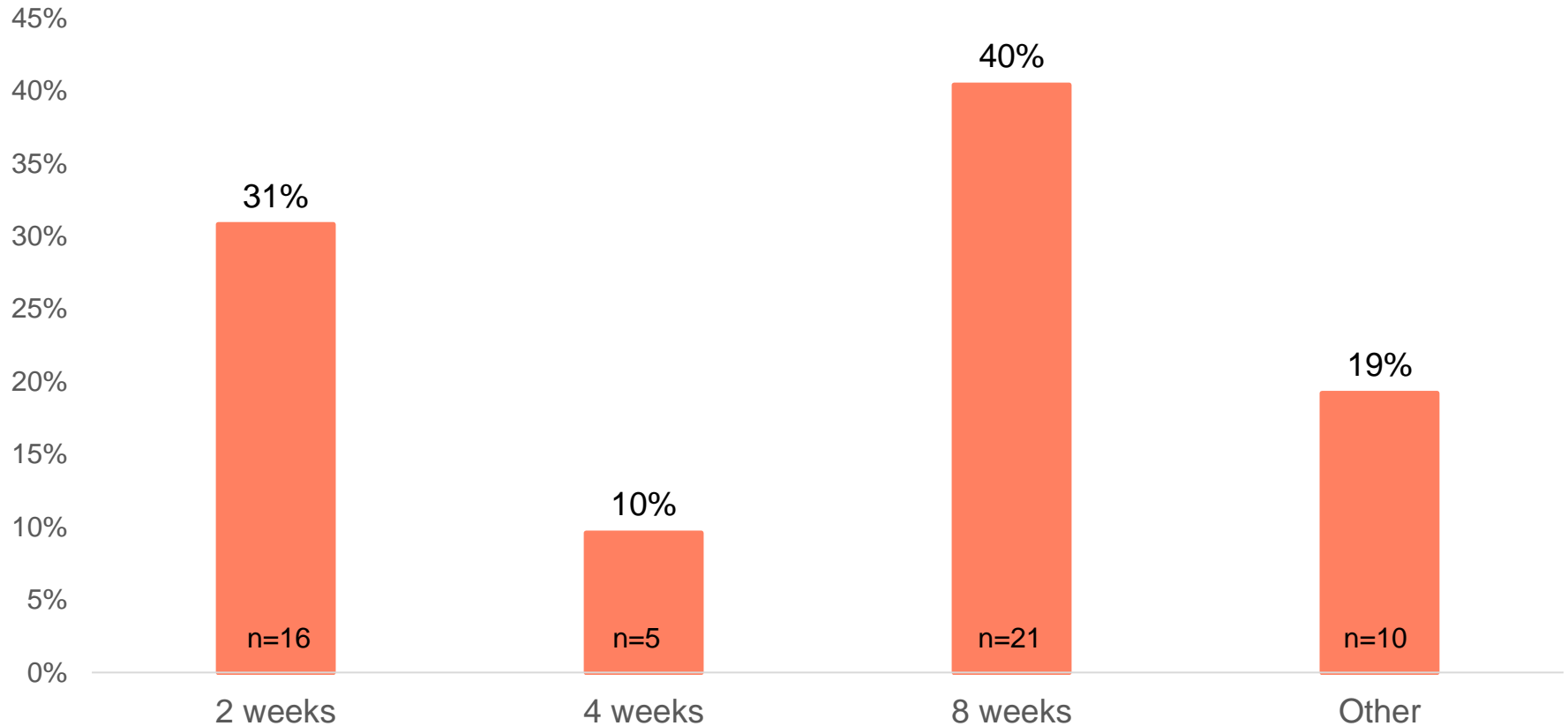
FY18 – FY20

Quitlines offering free cessation medication
by type of medication



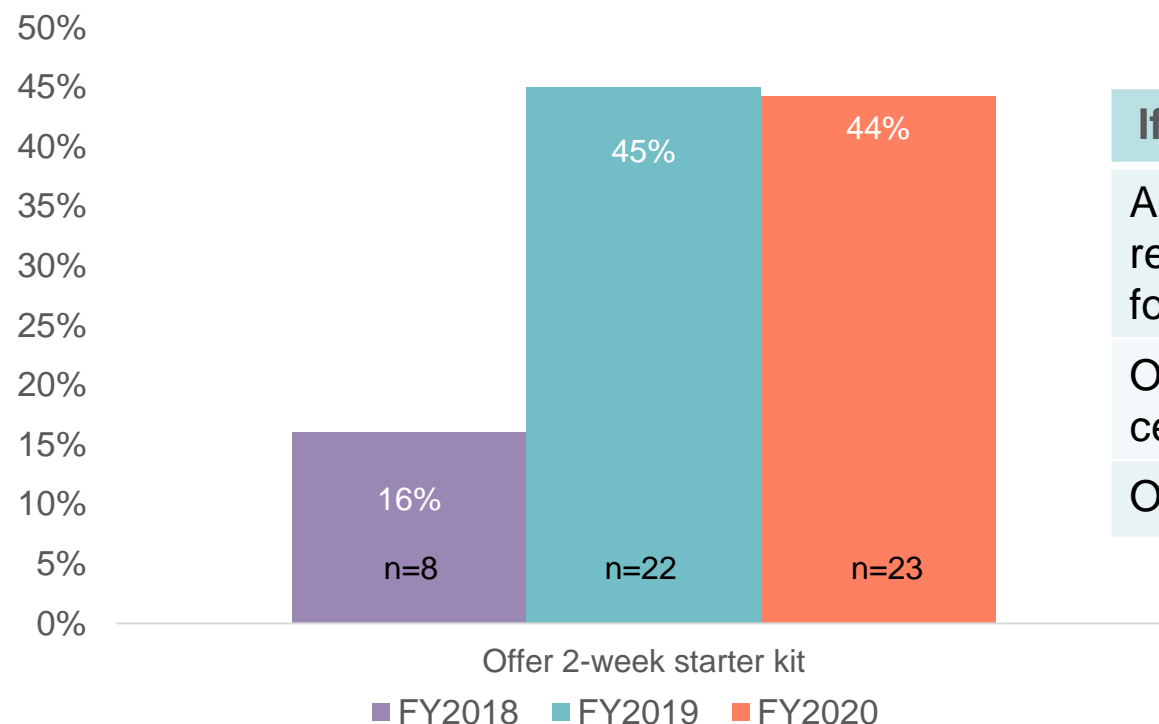
Cessation Medications FY20

Standard amount of NRT provided to eligible participants - Patch



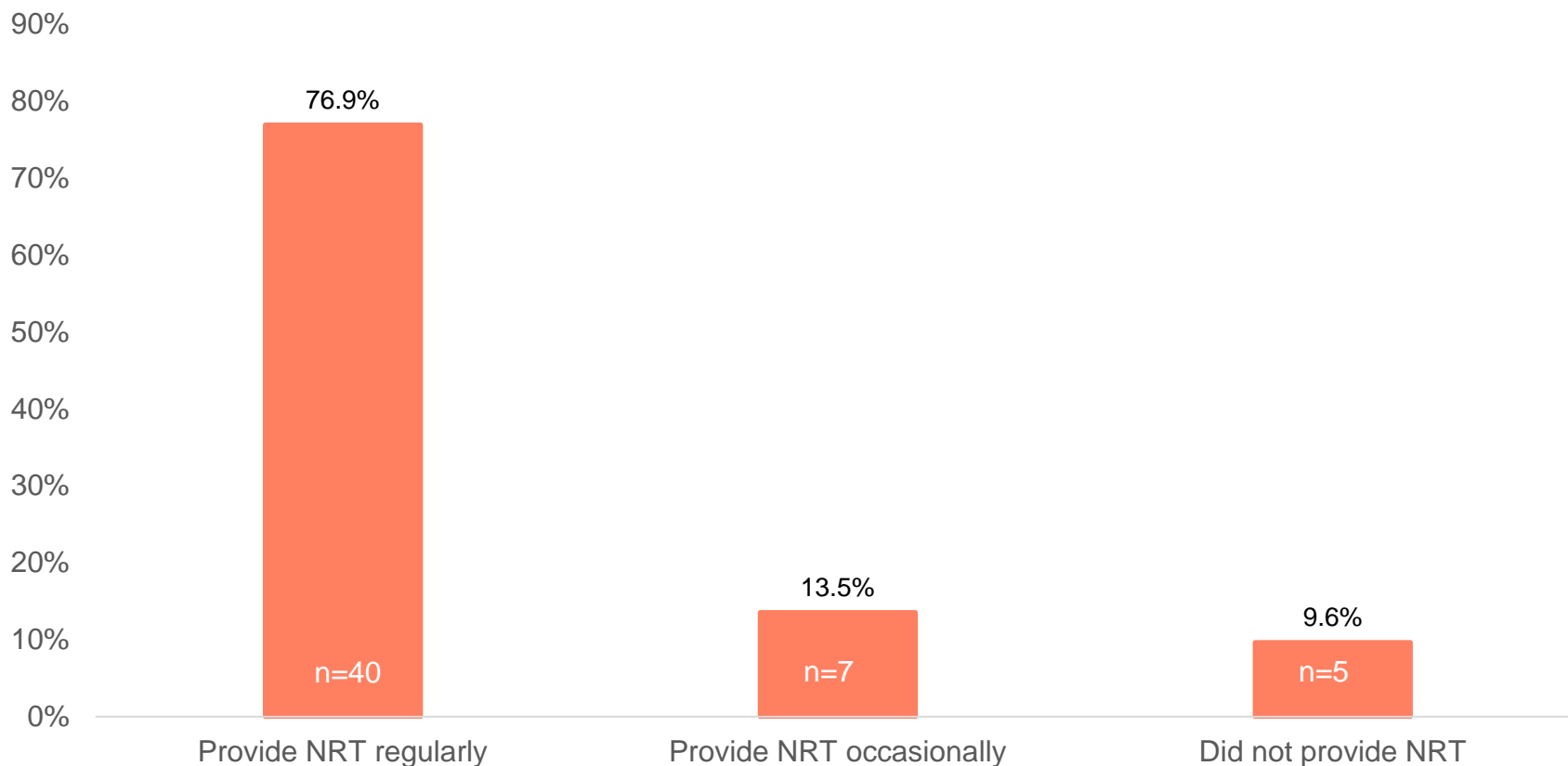
2-week NRT starter kit FY18 – FY20

Offer a 2-week NRT Starter Kit

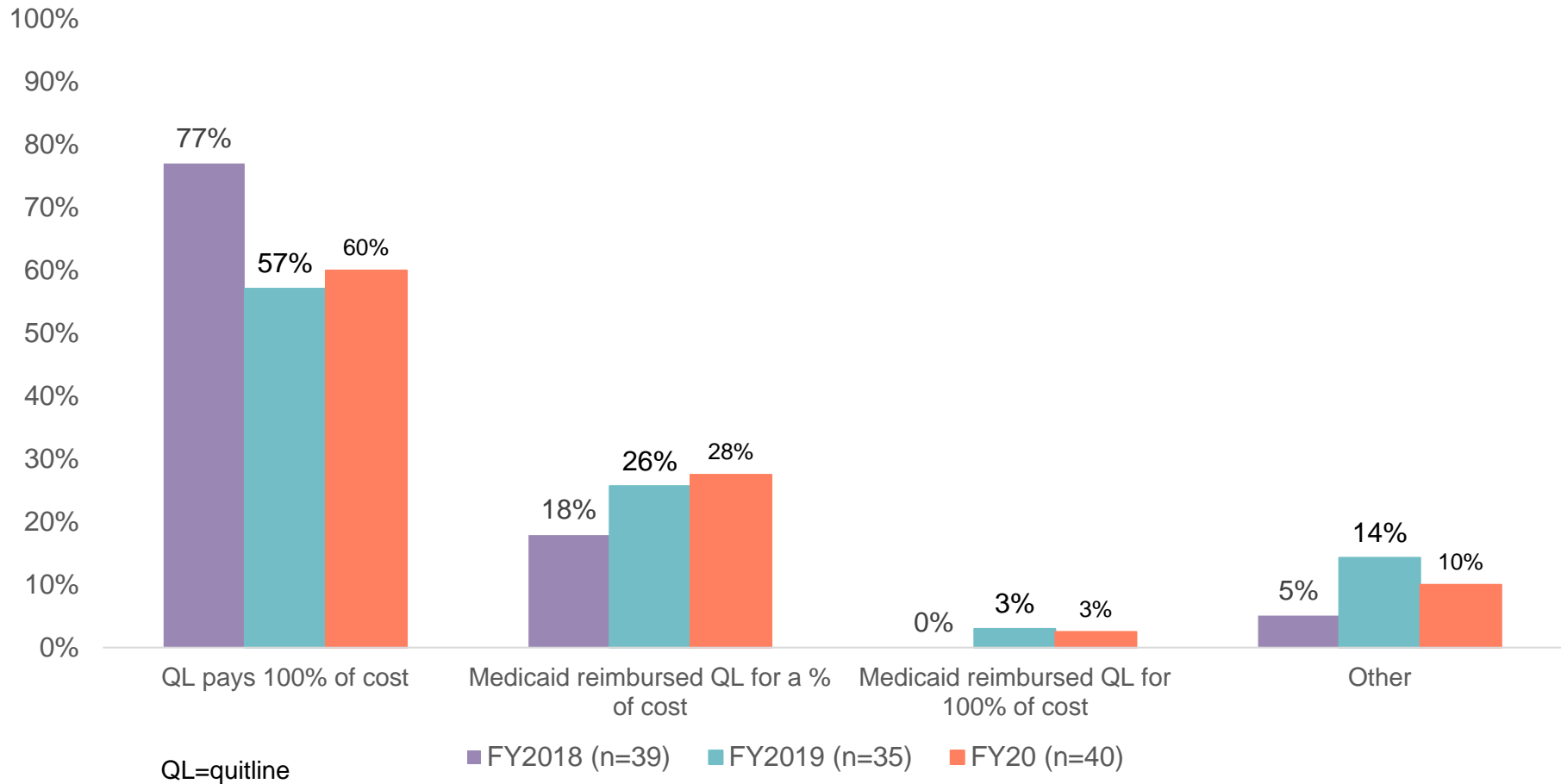


If offer, eligibility is...	FY20 % (n)
All 18+ years regardless of eligibility for other services	52% (12)
Only if eligible for cessation medications	30% (7)
Other	17% (4)

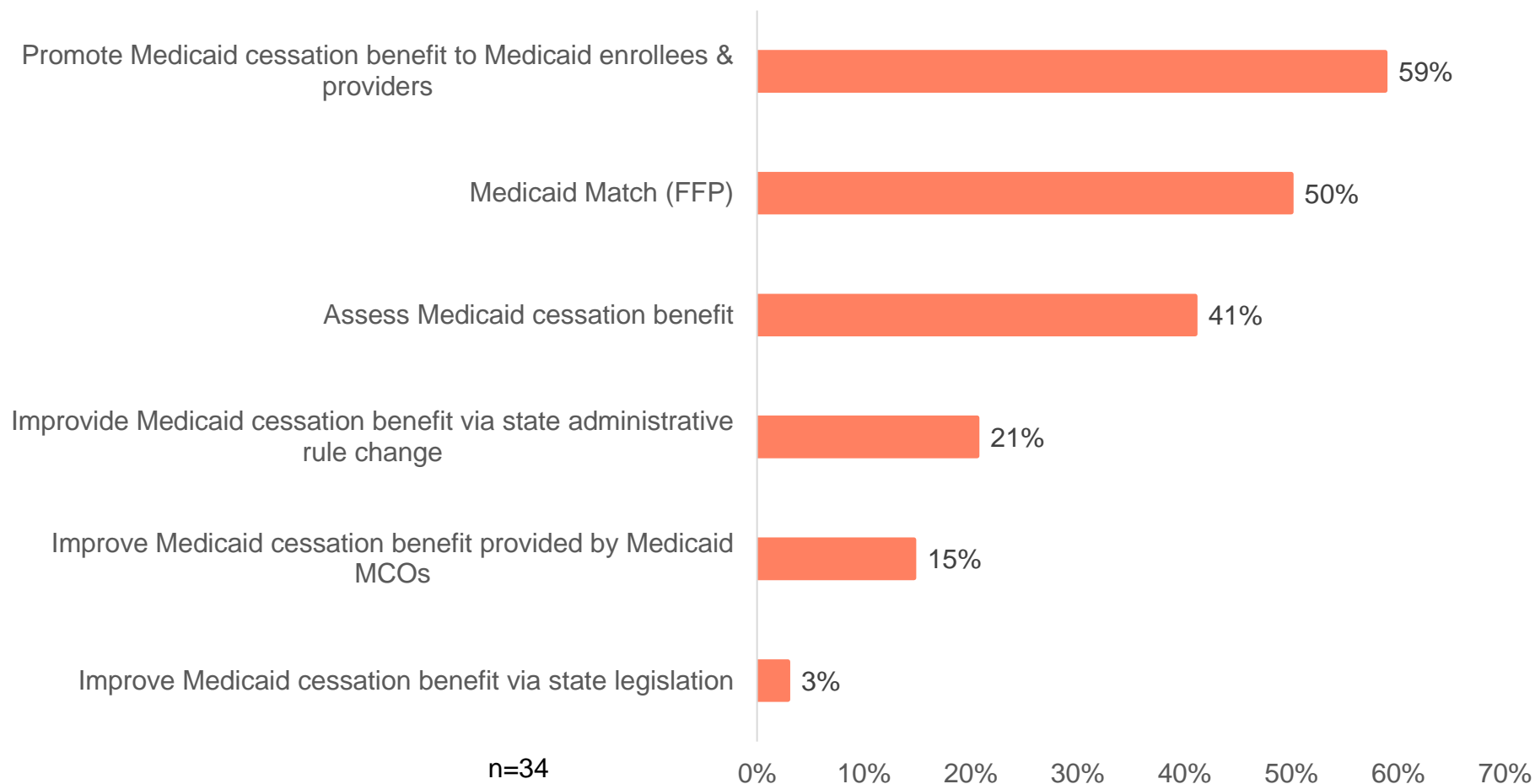
Provision of Cessation Medications Medicaid Enrollees FY20



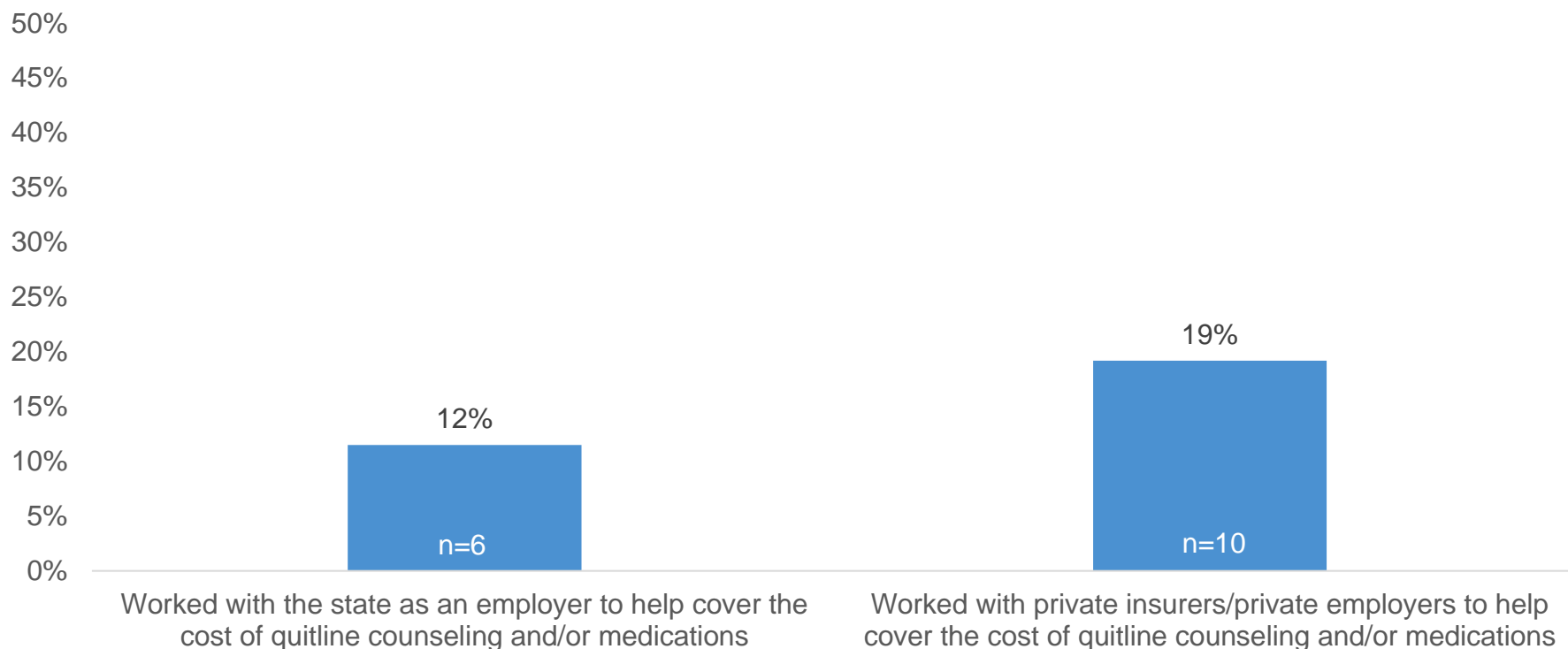
Provision of Cessation Medications for Medicaid Enrollees - FY18-FY20



How state quitlines are partnering with state Medicaid agencies in FY20

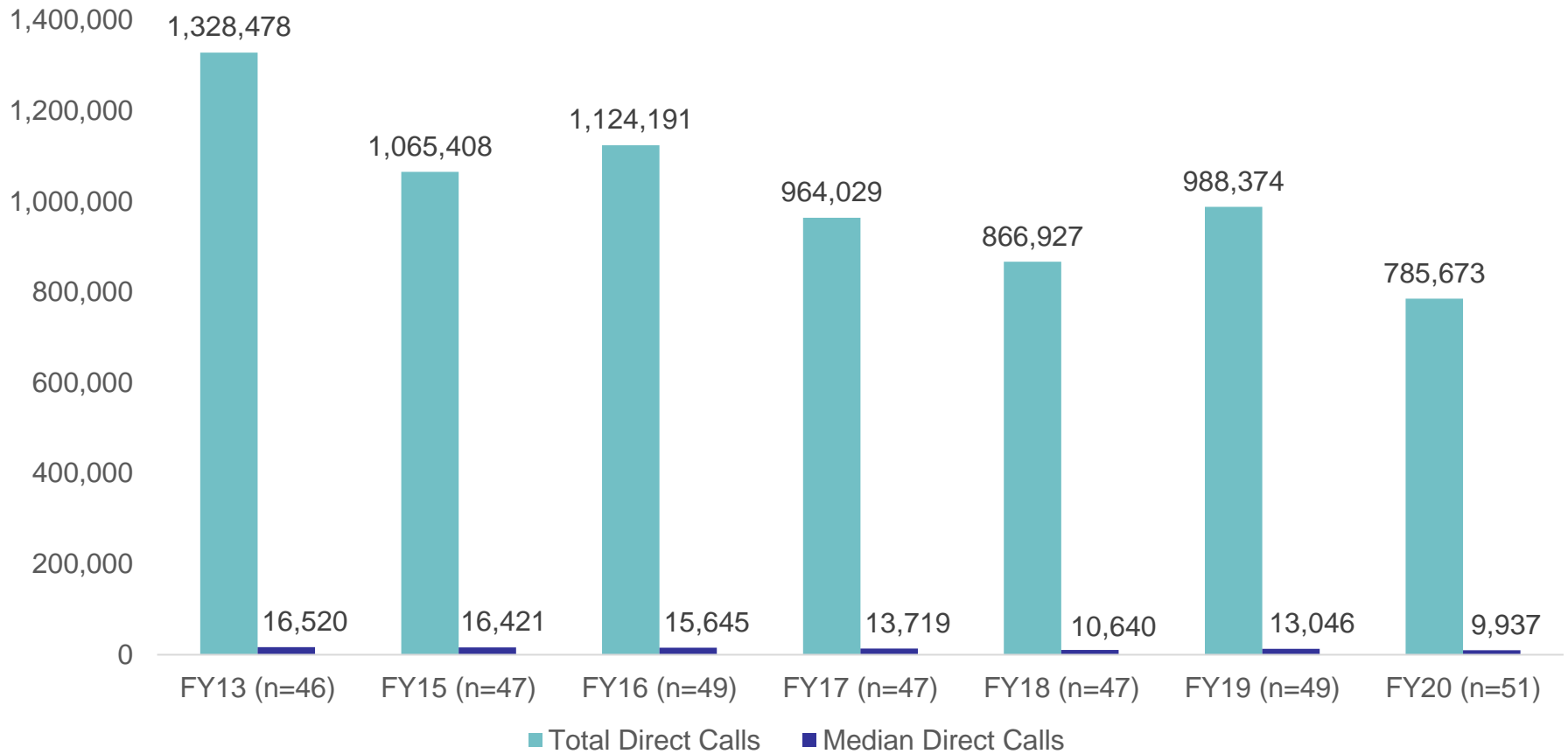


How state quitlines worked with other entities in FY20



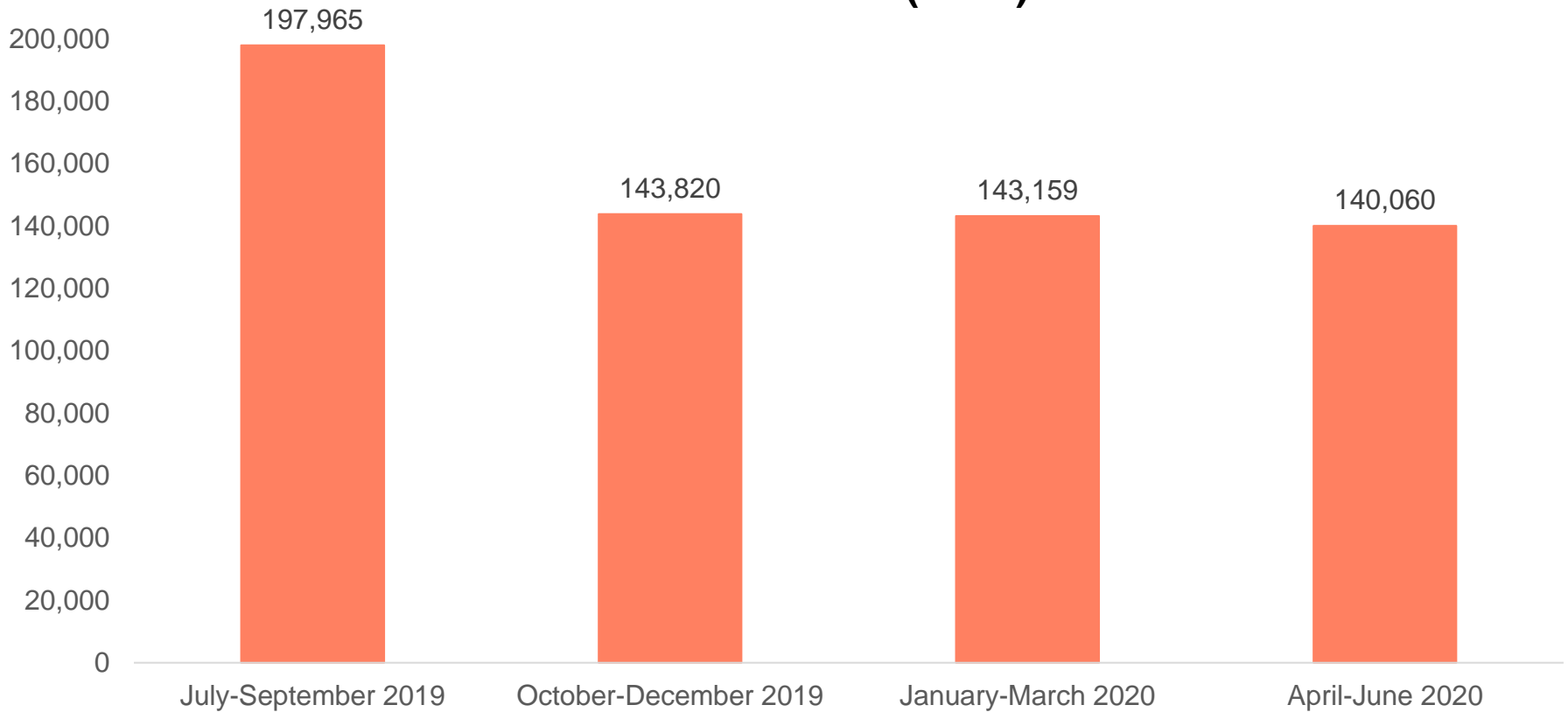
Utilization Data

Direct Calls to Quitlines FY13 – FY20

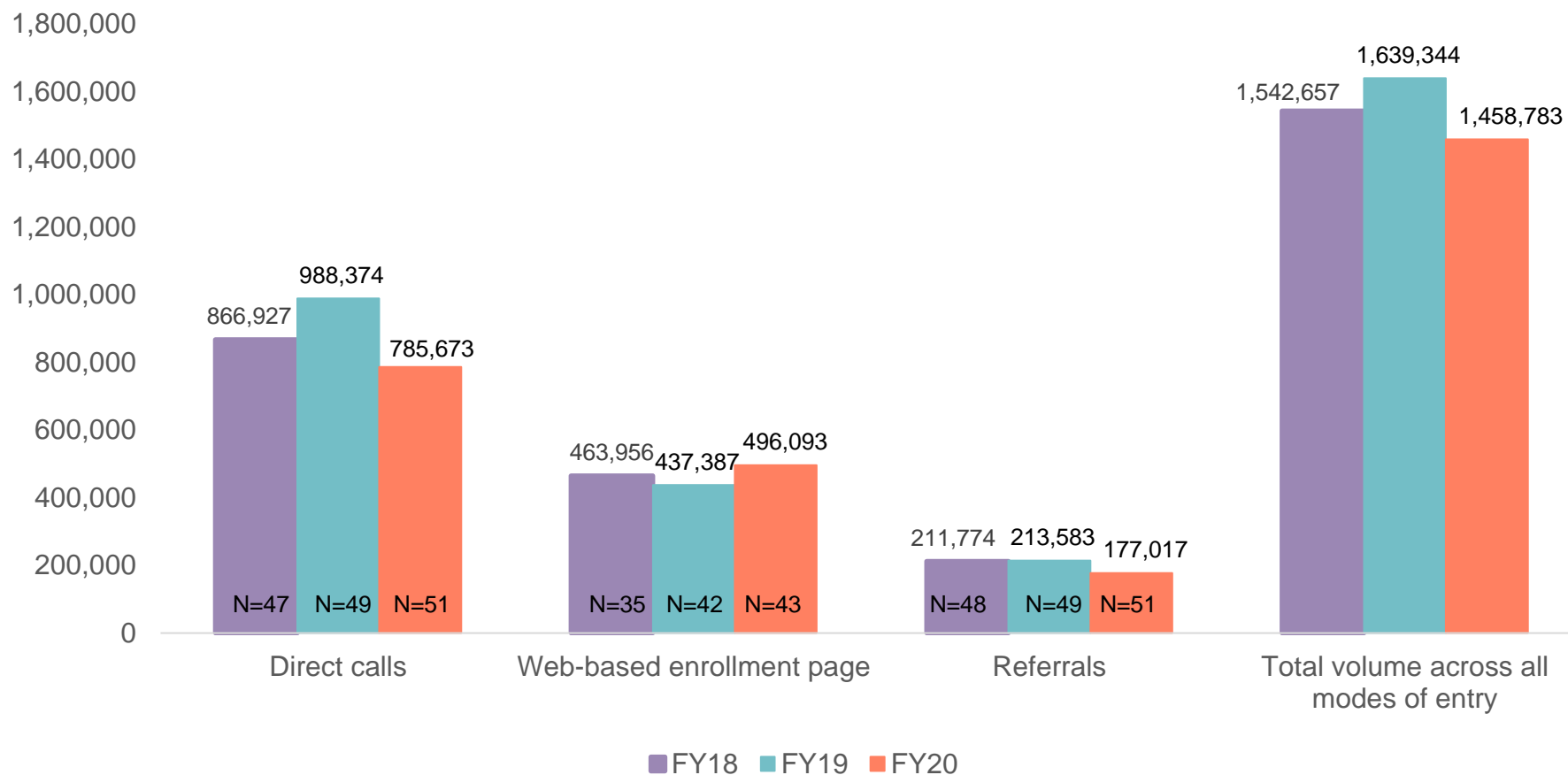


Direct Calls to Quitlines FY20, by Quarter

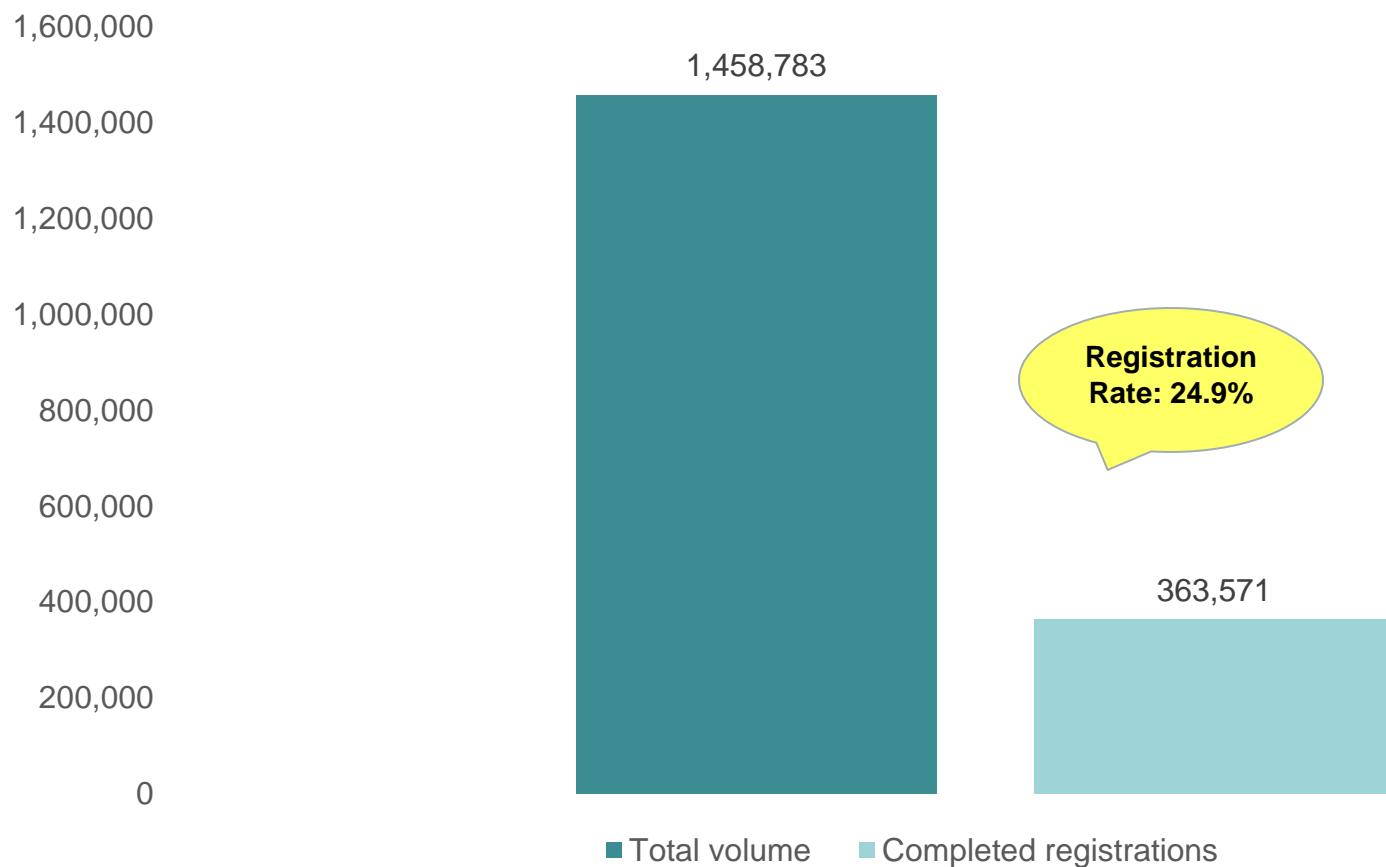
Total Direct Calls (n=45)



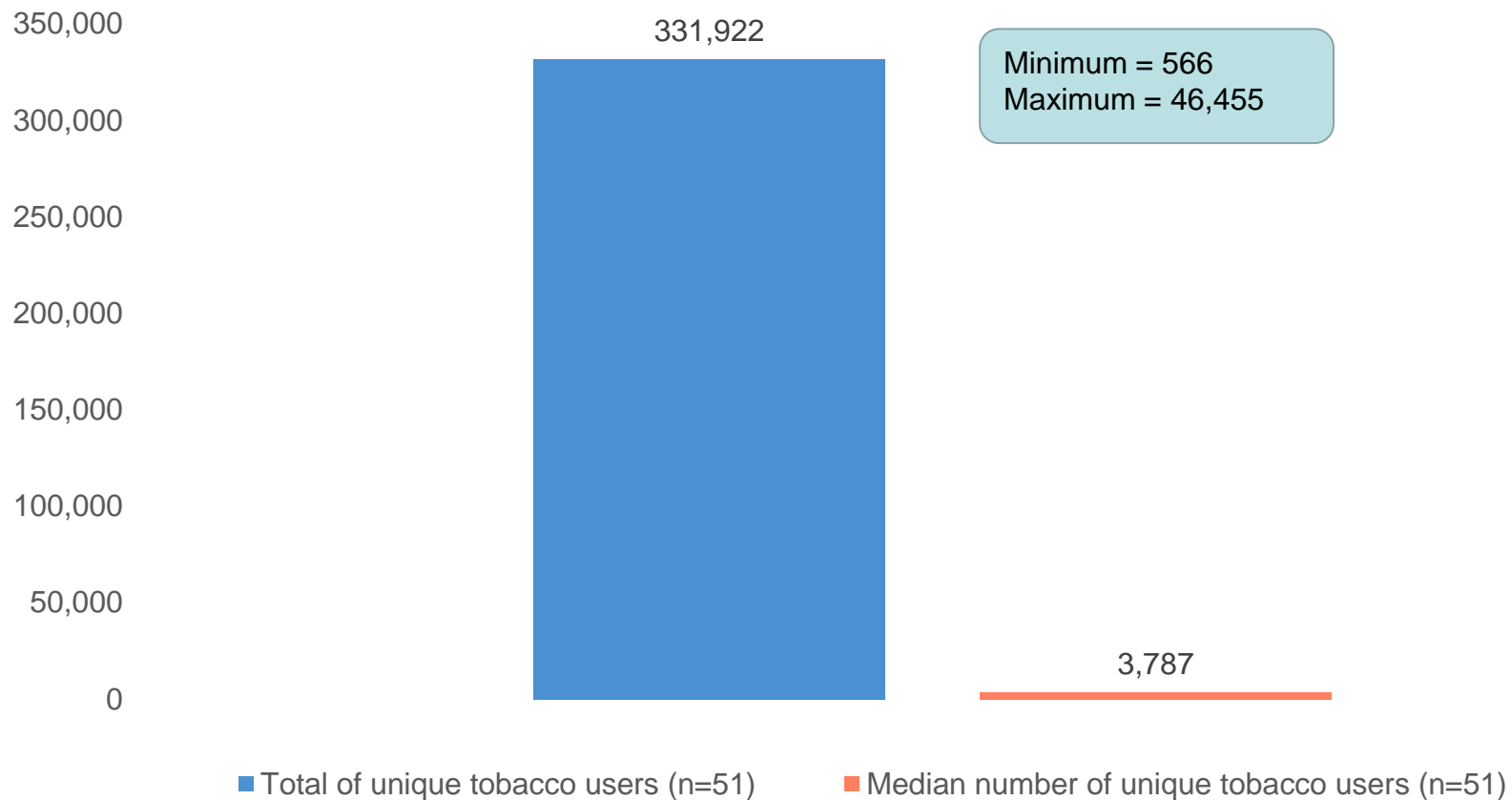
Volume by mode of entry to quitline FY18-FY20



Completed Registrations in FY20



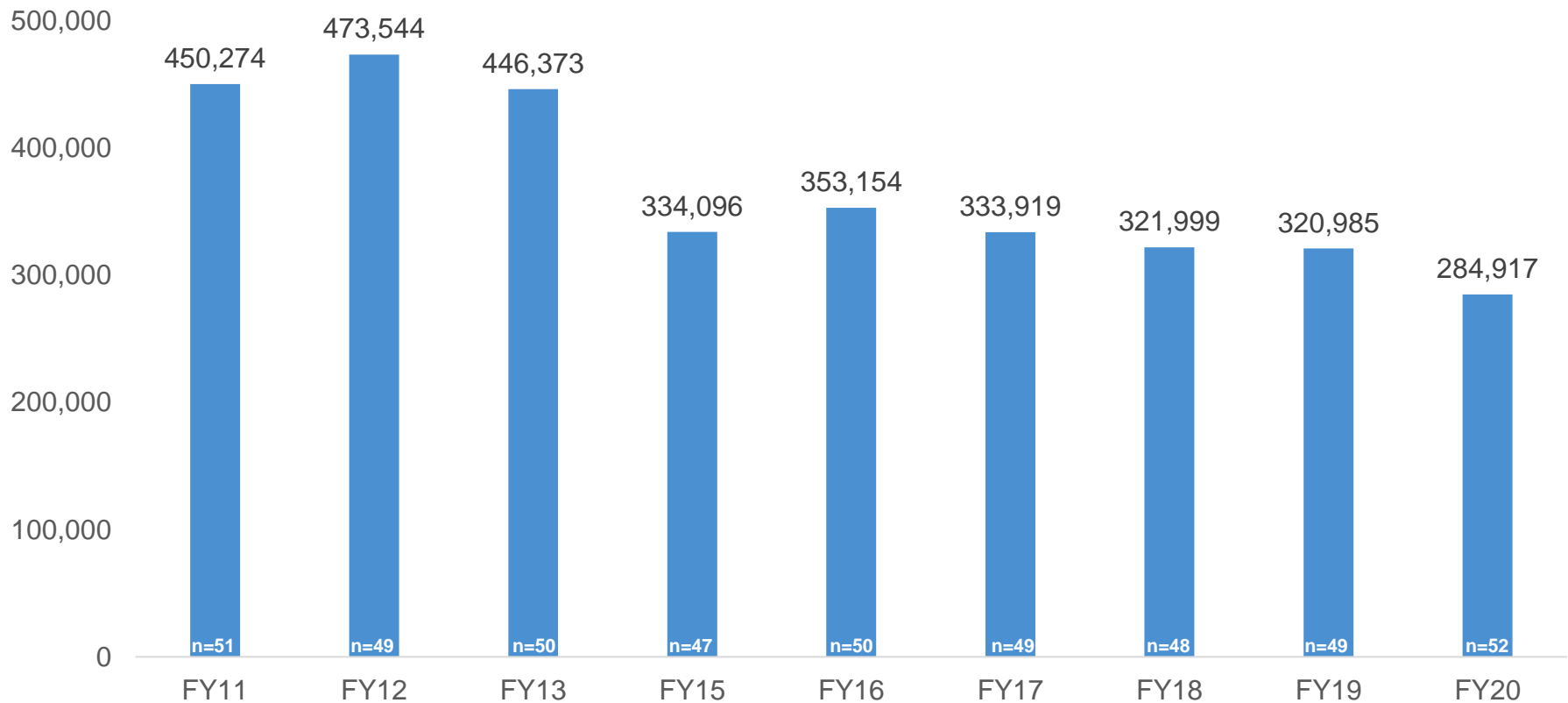
Unique Tobacco Users in FY20



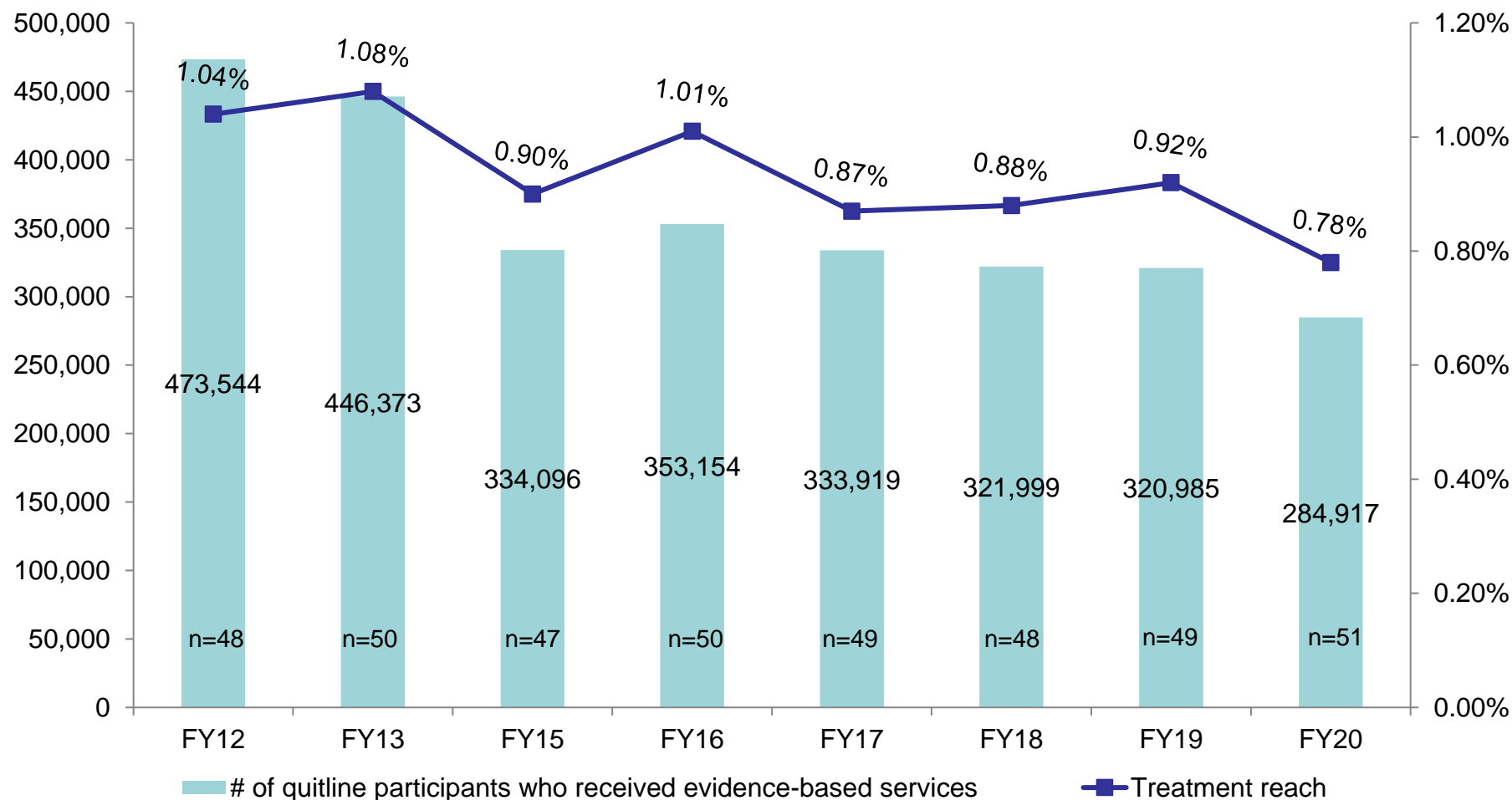
■ Total of unique tobacco users (n=51)

■ Median number of unique tobacco users (n=51)

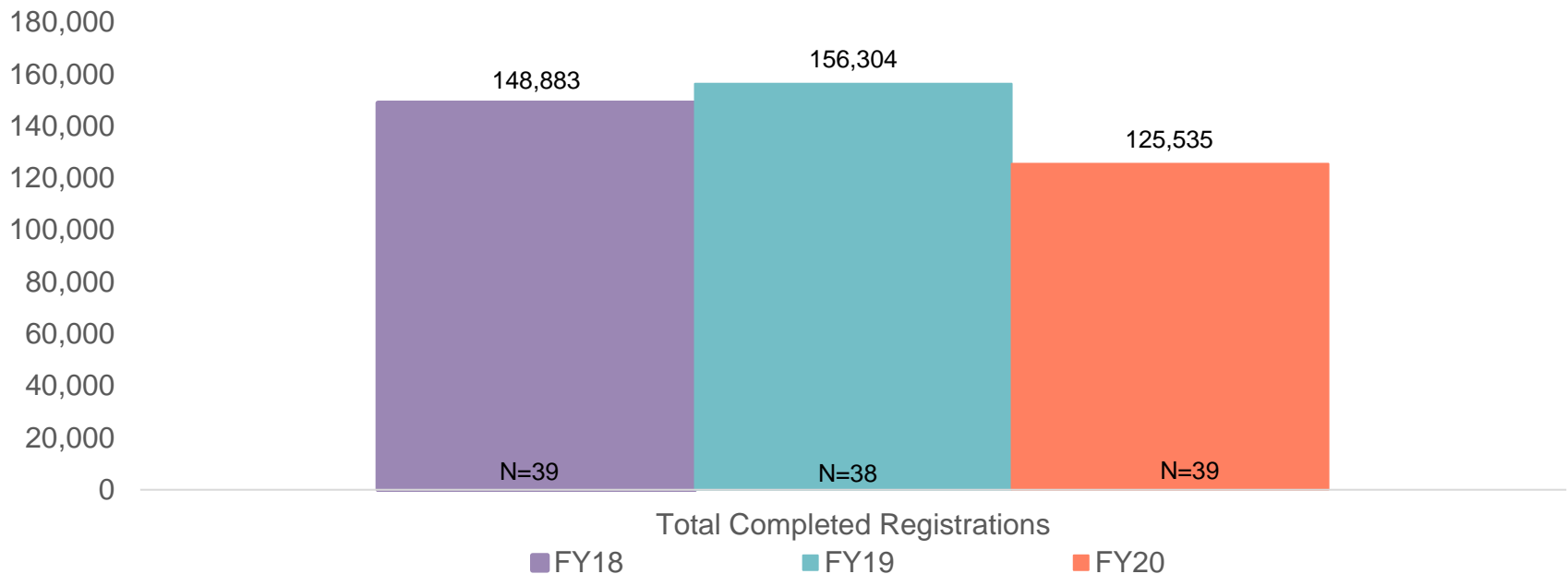
Unique tobacco users who received evidence-based services: FY11 – FY20



Treatment Reach of Quitlines FY12 – FY20



Completed registrations for web-based or mobile health cessation services in FY18, FY19, and FY20



Demographics Data

Note:

Our original intention was to ask quitlines to report demographics on **ONLY** those tobacco users who received counseling or medications.

As with previous years, a few state quitlines were only able to report on the population of tobacco users completing an intake questionnaire.

As such, the number reported in this section may be slightly larger than the population who received counseling or medications.

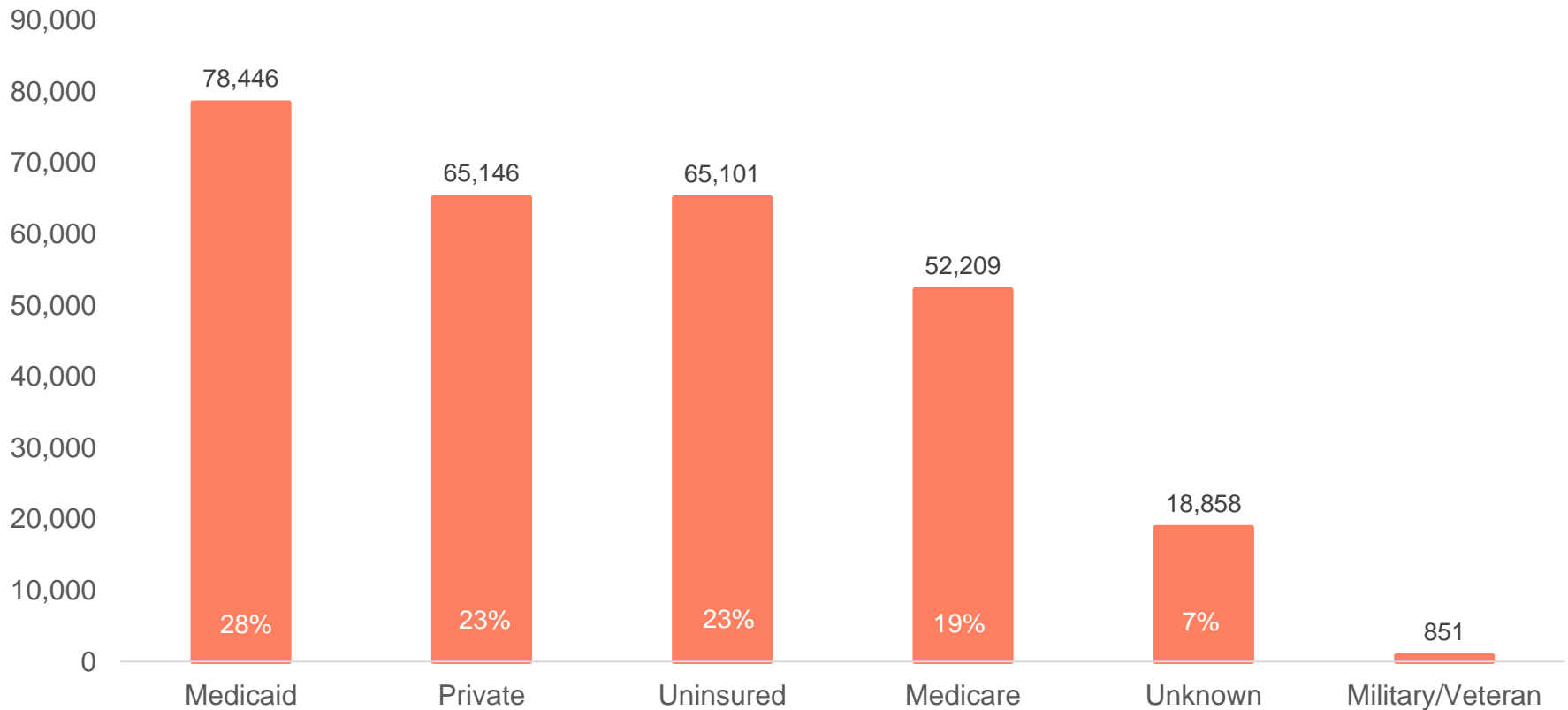
Demographic Highlights of Quitline Users in FY20

Characteristics of Quitline Users – FY20	
Female (n=52)	57%
Median age (n=51)	51 years
Under 18 years old (n=52)	459 (0.16%)
50 – 80 years old (n=51)	148,610 (52%)
Identify as LGBT (n=47)	4.7%
Uninsured or enrolled in Medicaid (n=51)	51.2%
Educational attainment is GED or High School diploma or less (n=52)	43.9%
Public Housing Agency (PHA) residents (n=33)	9.0%

Demographic Highlights of Quitline Users in FY20

Characteristics of Quitline Users – FY20	
Racial Identity (n=51)	
African American/Black	14.7%
American Indian/Alaska Native	2.6%
Asian	0.8%
White	68.3%
Native Hawaiian or Pacific Islander	0.3%
Other (may be more than one race)	5.4%
Race unknown or refused to answer	8.0%
Ethnicity (n=50)	
Hispanic/Latino	8.7%

Demographics: Insurance Type FY20



Screening for Behavioral Health Conditions FY18 to FY20

Year	# of states reporting	Unique tobacco users who received evidence-based services <u>and</u> reported a behavioral health condition at intake	
		Sum (range)	Percentage (range)
FY18 (N=49)	36	81,831 (270 to 10,913)	45.9% (37.4% to 67.6%)
FY19 (N=49)	38	89,345 (331 to 11,465)	45.0% (22.4% to 62.0%)
FY20 (N=52)	41	90,357 (273 to 10,853)	41.4% (16.5% to 64.0%)

COVID-19

COVID-19

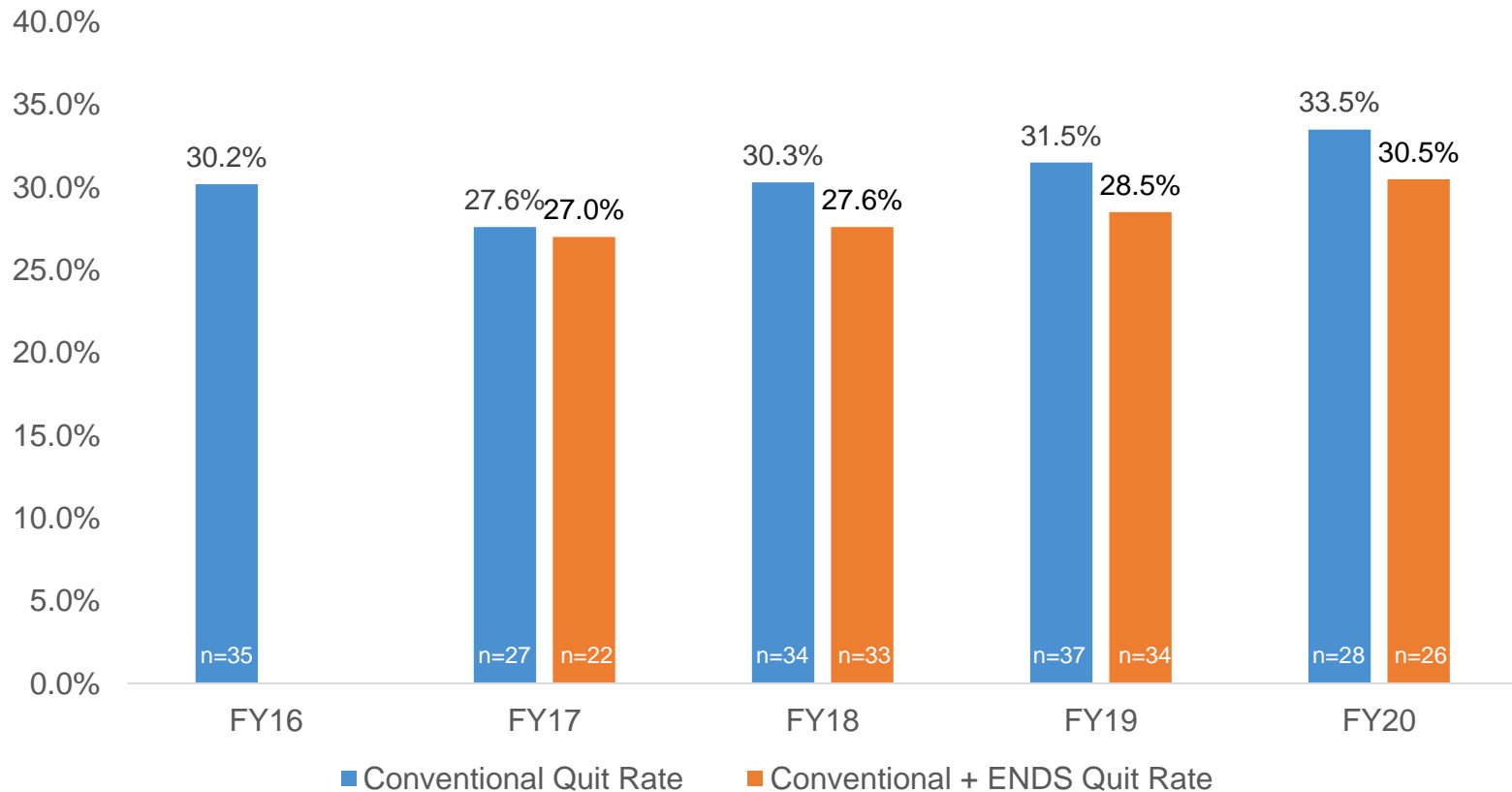
- 46% of quitlines undertook promotional activities specific to the pandemic
- 52% of quitlines planned to use the COVID-19 MDS questions in FY21

Evaluation Data & Key Metrics

Evaluation Data FY20

- 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 FY16- FY20



NAQC Goals for Key Quitline Metrics FY20

Key metric	NAQC goal	FY20
Spending per Smoker	\$10.53	\$2.04 (\$0.26 to \$13.09)
Treatment Reach	$\geq 6\%$	0.78% (0.24% to 4.34%)
Quit Rate (conventional tobacco)	$\geq 30\%$	33.5% (20.3% to 43.0%)

Top States for Key Quitline Metrics in FY20

Spending per smoker	Treatment reach smokers	Quit rate for conventional tobacco	Quit rate for conventional tobacco + ENDS
South Dakota	Oklahoma	Indiana	Indiana
Maine	South Dakota	Montana	Montana
Delaware	Vermont	South Dakota	South Carolina*
Wyoming	Colorado	South Carolina	South Dakota*
North Dakota	New Mexico	Nebraska	Nebraska

* South Carolina and South Dakota had identical quit rates

Resources

- Final PowerPoint slides posted on the [2020 survey page](#).
- FY2020 benchmarking and quitline metrics will be emailed to the survey contacts by mid-May with a time by which to opt out.
- FY2020 quitline metrics will be posted to NAQC profiles in June. Designated [profile managers](#) will be prompted to review the benchmarking data along with smoke-free laws and tobacco taxes.
- You can view the Quitline map at <http://map.naquitline.org/>

Recommended citation:

North American Quitline Consortium. 2020. Results from the 2020 NAQC Annual Survey of Quitlines. K. Mason, editor.
Available at <https://www.naquitline.org/page/2020survey>

CONTACT US!

If you have any questions regarding the information what was presented during the call or have feedback on how to improve future calls, please contact Katie Mason at **800-398 5489 ext. 703** or **kmason@naquitline.org**.

Thank you for your participation!

QUESTIONS & ANSWERS

