

NAQC FY2021 Annual Survey: Progress Update on State Quitlines

We'll get started at 2 pm ET

Before we start, please take a couple of minutes to respond to the polls. We are already planning for the FY22 Annual Survey. Please share any feedback you have on the FY21 Annual Survey or suggestions for the FY22 Annual Survey at this link:

<https://www.surveymonkey.com/r/F3262R7>

NAQC FY2021 Annual Survey: Progress Update on State Quitlines

Presented by:
Katie Mason, Research and Evaluation Manager

July 20, 2022

Webinar Objectives

- Assess the status of state quitlines for FY21 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
- Assess 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 FY2021

- FY2021 = 16th 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 state quitlines and the Asian Smokers' Quitline (a national quitline)
- Fielded: October 6 – December 17, 2021

Response to the FY21 Survey



**Response
Rate
98.1%!**

- Received completed survey from 50 states, Washington, DC, 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 2022

Demographic Highlights of Quitline Users in FY21

Characteristics of Quitline Users – FY21	
Female (n=52)	58%
Median age (n=51)	52 years
Uninsured or enrolled in Medicaid (n=51)	50.3%
Educational attainment is GED or High School diploma or less (n=52)	47.2%
Identify as LGB (n=48)	5.1%
Race (n=51)	
White	66.4%
African American/Black	16.0%
American Indian/Alaska Native	3.0%
Asian	1.2%

Benchmarking Data: FY19 – FY21

Benchmarking Metric	FY19 % (n)	FY20 % (n)	FY21 % (n)	NAQC Goal*
Overall Treatment Reach	0.92% (49)	0.78% (52)	0.72% (52)	≥6%
Treatment Reach – AI/AN	0.81% (39)	0.68% (42)	0.71% (42)	--
Treatment Reach – AA/Black	0.87% (41)	0.69% (44)	0.68% (44)	--
Treatment Reach – Asian**	0.45% (48)	0.25% (52)	0.30% (52)	--
Treatment Reach – Hispanic/Latino	0.54% (44)	0.45% (49)	0.45% (49)	--
Treatment Reach – White	0.77% (48)	0.66% (51)	0.58% (51)	
Treatment Reach - <HS Education	0.69% (49)	0.58% (51)	0.60% (51)	--
Overall Quit Rate – Conventional Tobacco	31.5% (37)	33.5% (28)	31.5% (36)	≥30%
Overall Quit Rate – Conventional Tobacco + ENDS***	28.5% (35)	30.5% (26)	29.7% (35)	--
Overall Spending per Smoker	\$2.08 (49)	\$2.04 (52)	\$2.24 (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 to Consider

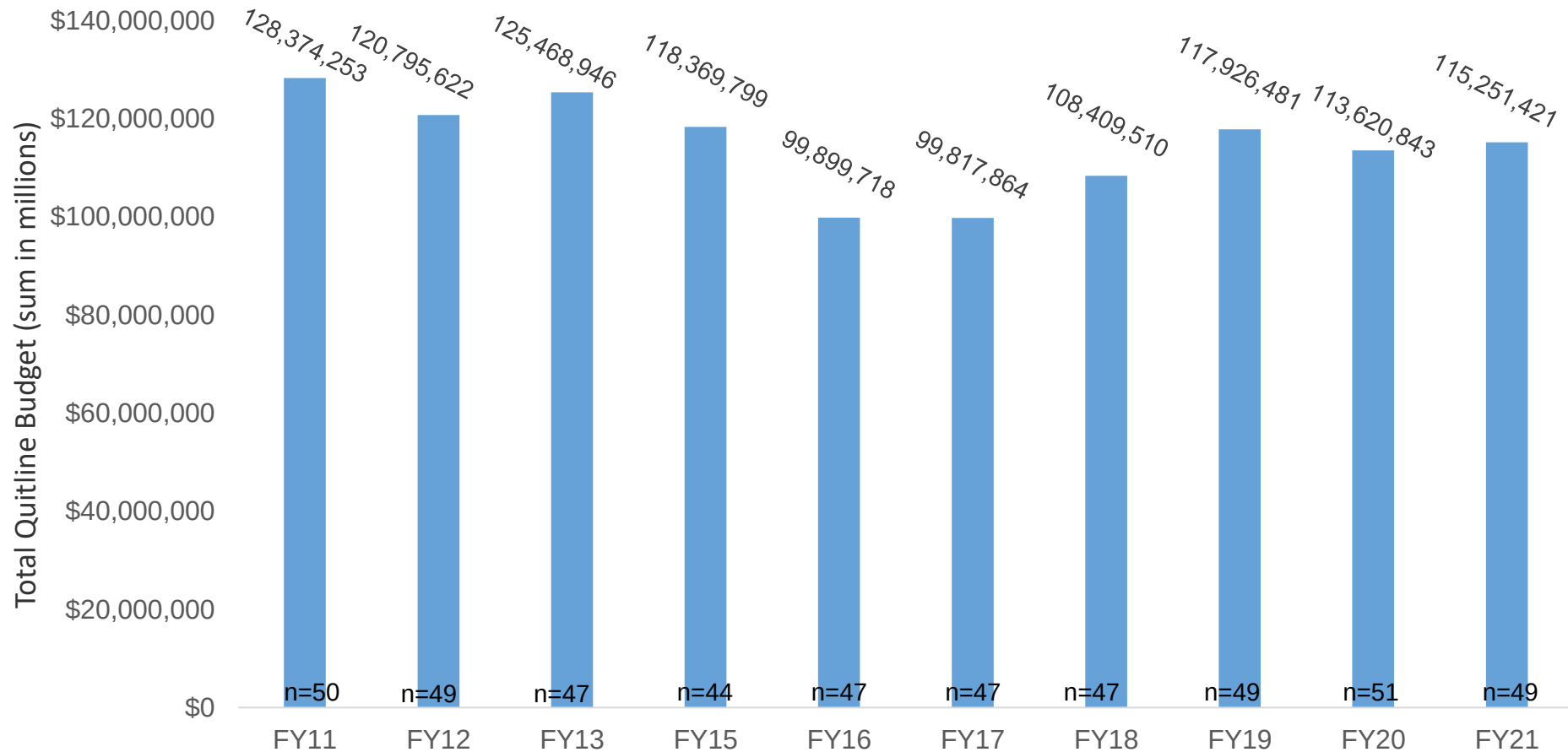
- How can we reverse the trend of declining call volume? In particular, how can we better reach priority populations?
- How are new technologies changing the way quitlines deliver services, the way participants seek to engage with the quitlines, and the impact of quitline services?
- How can state quitlines improve public-private (cost-sharing) partnerships with employer-based health plans and Medicaid as a key to sustainability?

Quitline Budget Data

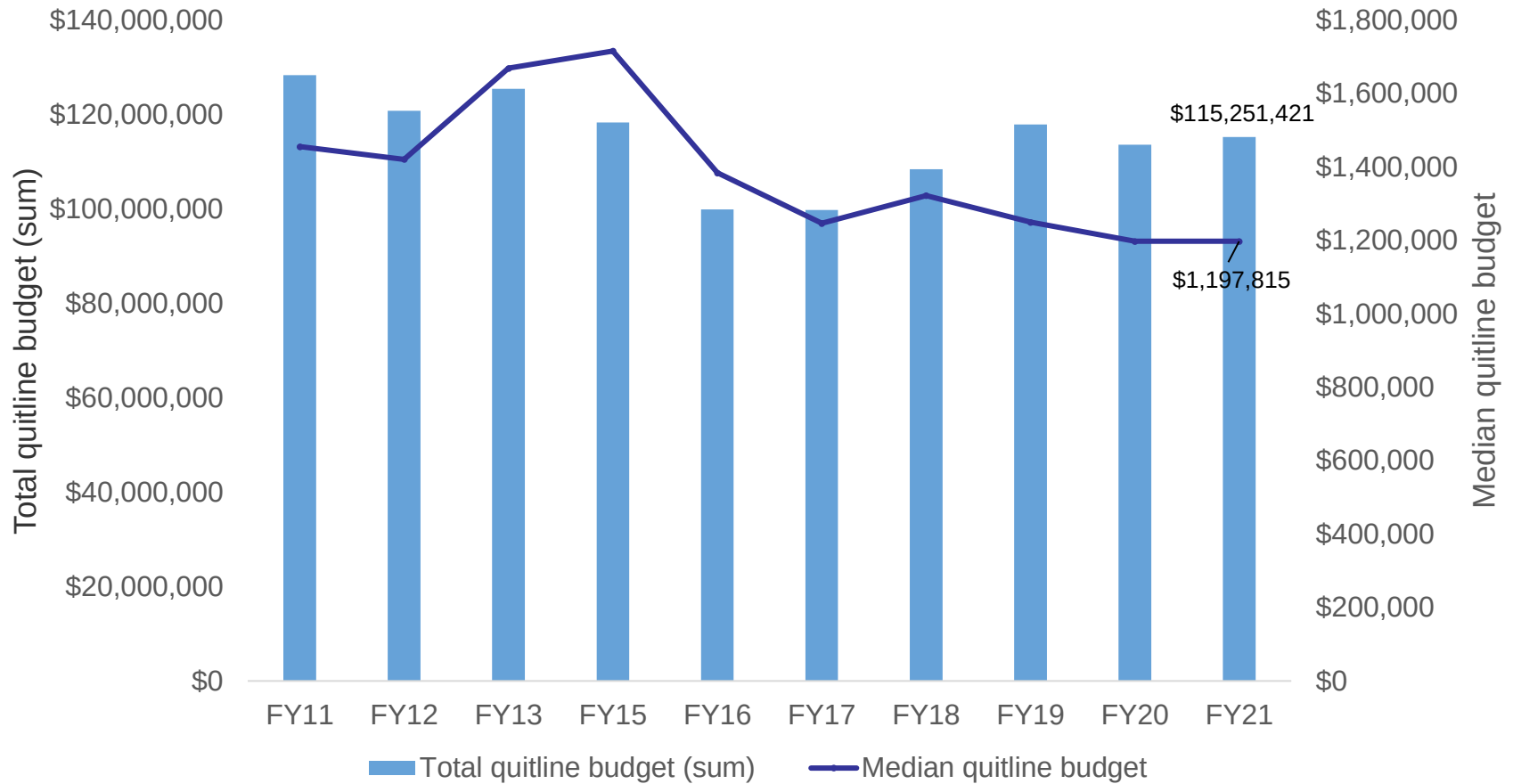
Budget Highlights FY21

Key budget data for state quitlines	n	Amount
SUM of total quitline budgets	49	\$115,251,421
Median total quitline budget	49	\$1,197,815
Median quitline services & medications budget	47	\$764,298
Overall spending per smoker	47	\$2.24

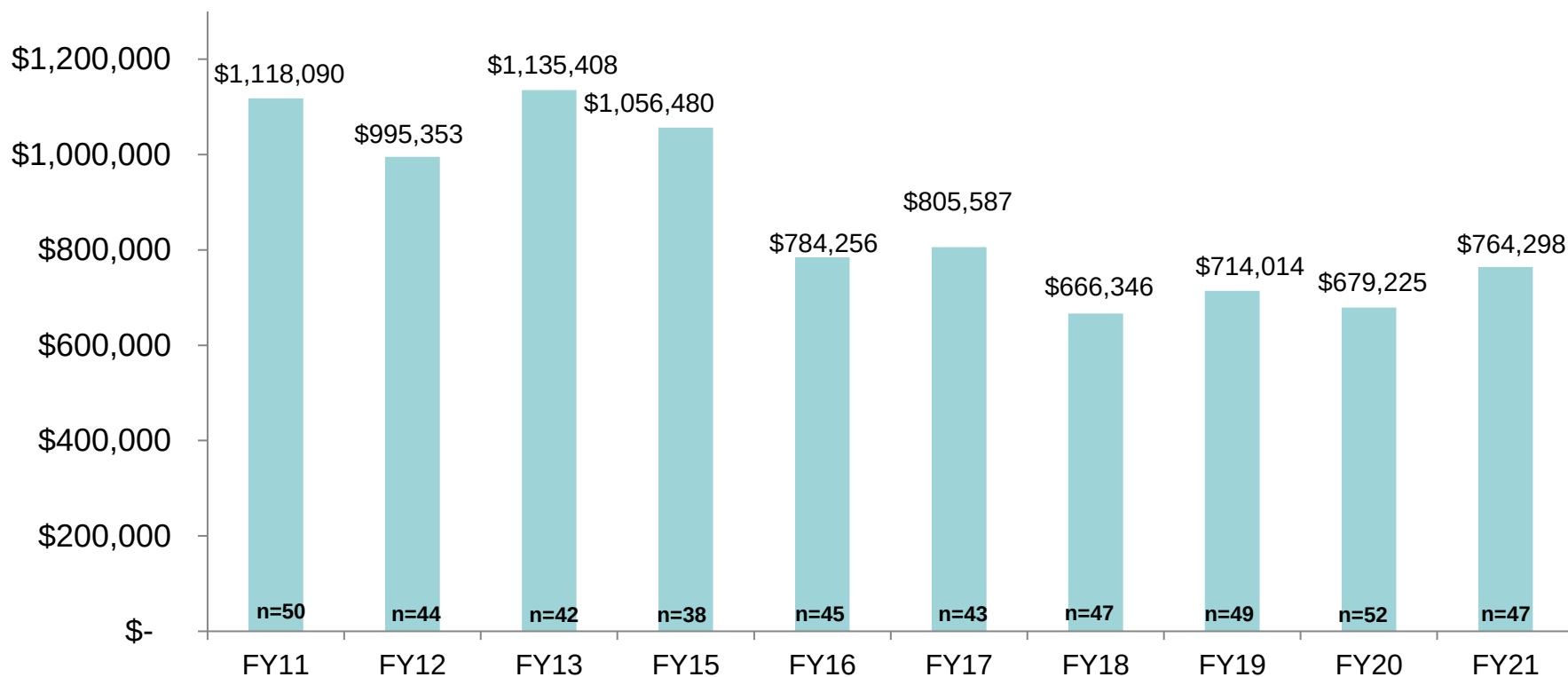
SUM of Total Quitline Budgets FY11 – FY21



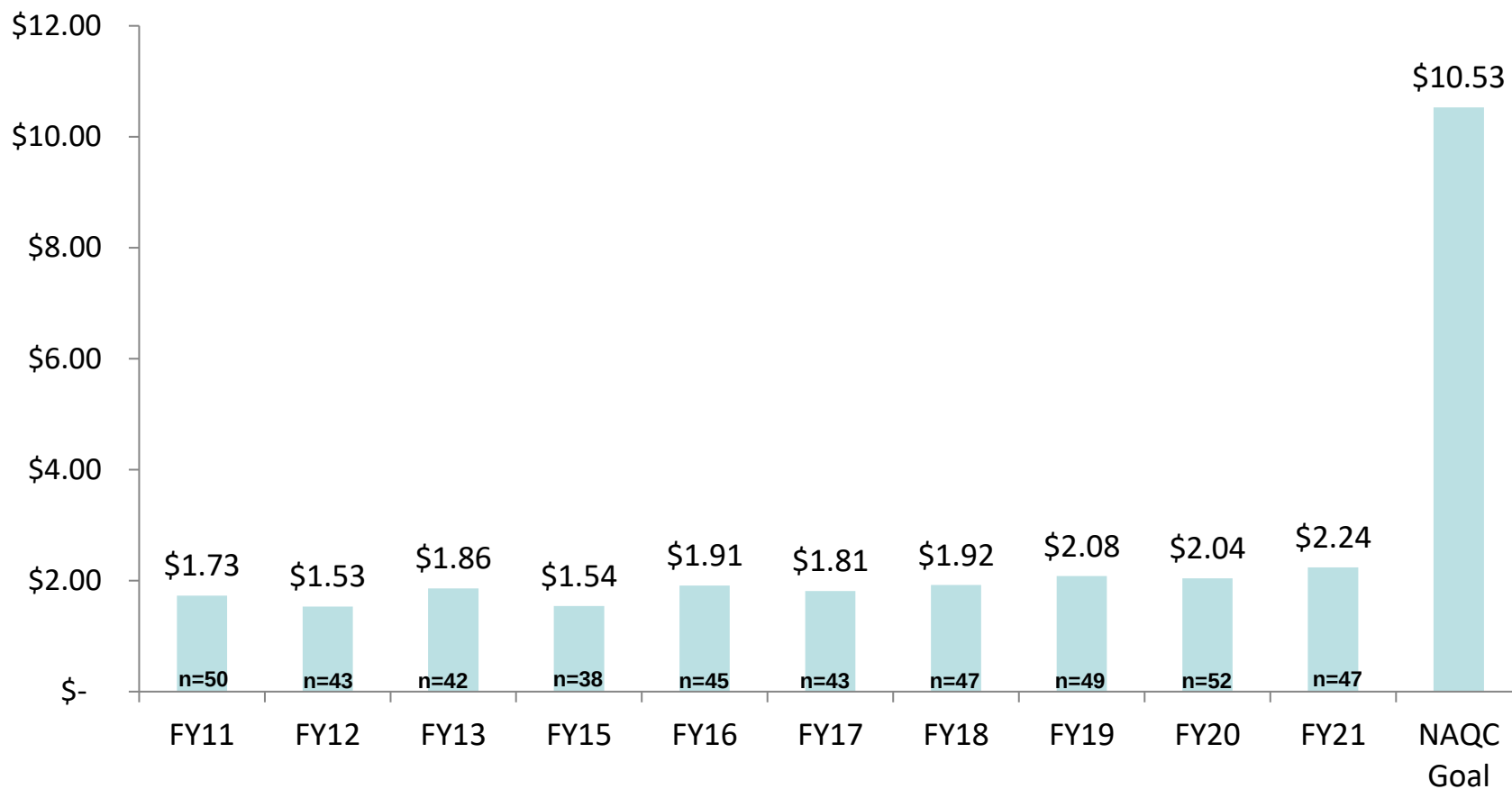
Total Quitline Budget: Sum and Median FY11 – FY21



Median Budget for Quitline Services & Medications FY11 – FY21



Overall Quitline Spending Per Smoker* FY11-FY21



*Uses the sum total of quitline medication and services budgets

Quitline Services Data

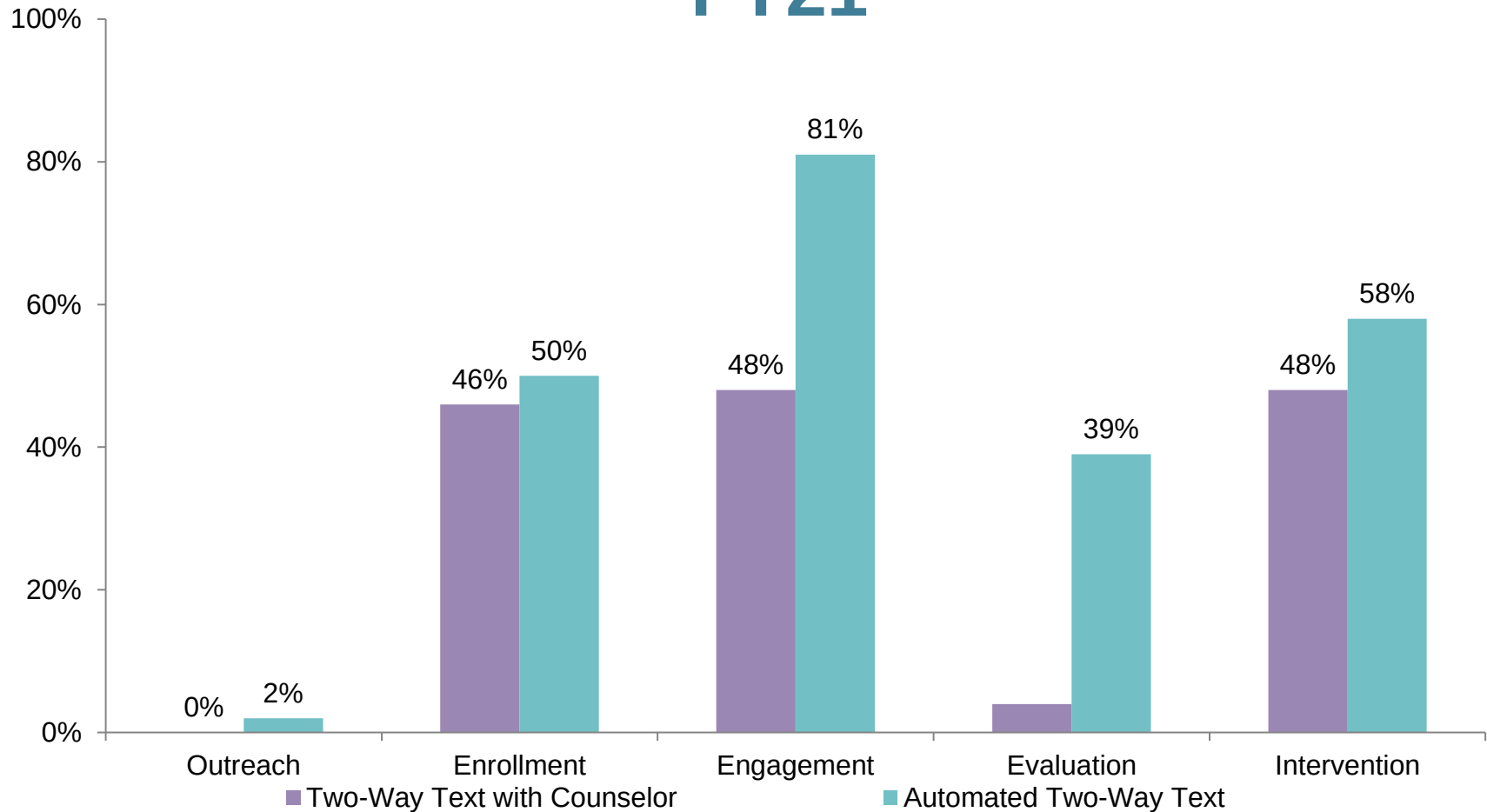
Key Counseling Services Data

FY19 – FY21

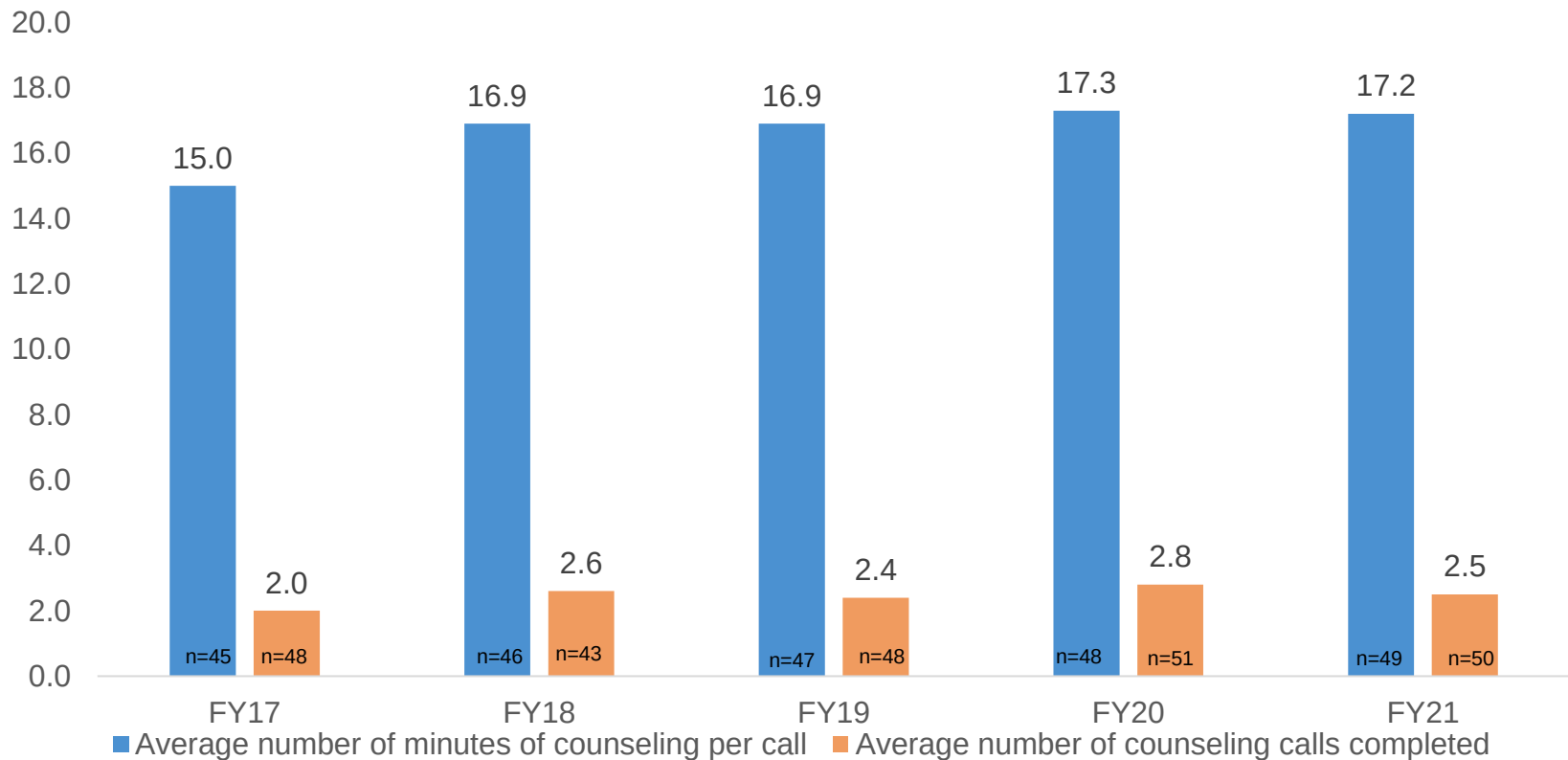
Counseling service	FY19 % (n)	FY20 % (n)	FY21 % (n)
Proactive telephone counseling*	98.1% (52/53)	98.1% (52/53)	98.1% (52/53)
Interactive text messaging	65.3% (32/49)	84.6% (44/52)	92.3% (48/52)
Automated emails	79.6% (39/49)	82.7% (43/52)	84.6% (44/52)
Web-based self-help	93.9% (46/49)	94.2% (49/52)	90.4% (47/52)
Web-based chat rooms	73.5% (36/49)	80.8% (42/52)	82.7% (43/52)
Web-based interactive counseling	83.7% (41/49)	94.2% (49/52)	94.2% (49/52)
Mobile cessation app	6.1% (3/49)	1.9% (1/52)	1.9% (1/52)

*NAQC Profile Data

Interactive Texting FY21



Average number of minutes of counseling per call & Average number of counseling calls completed FY17 – FY21

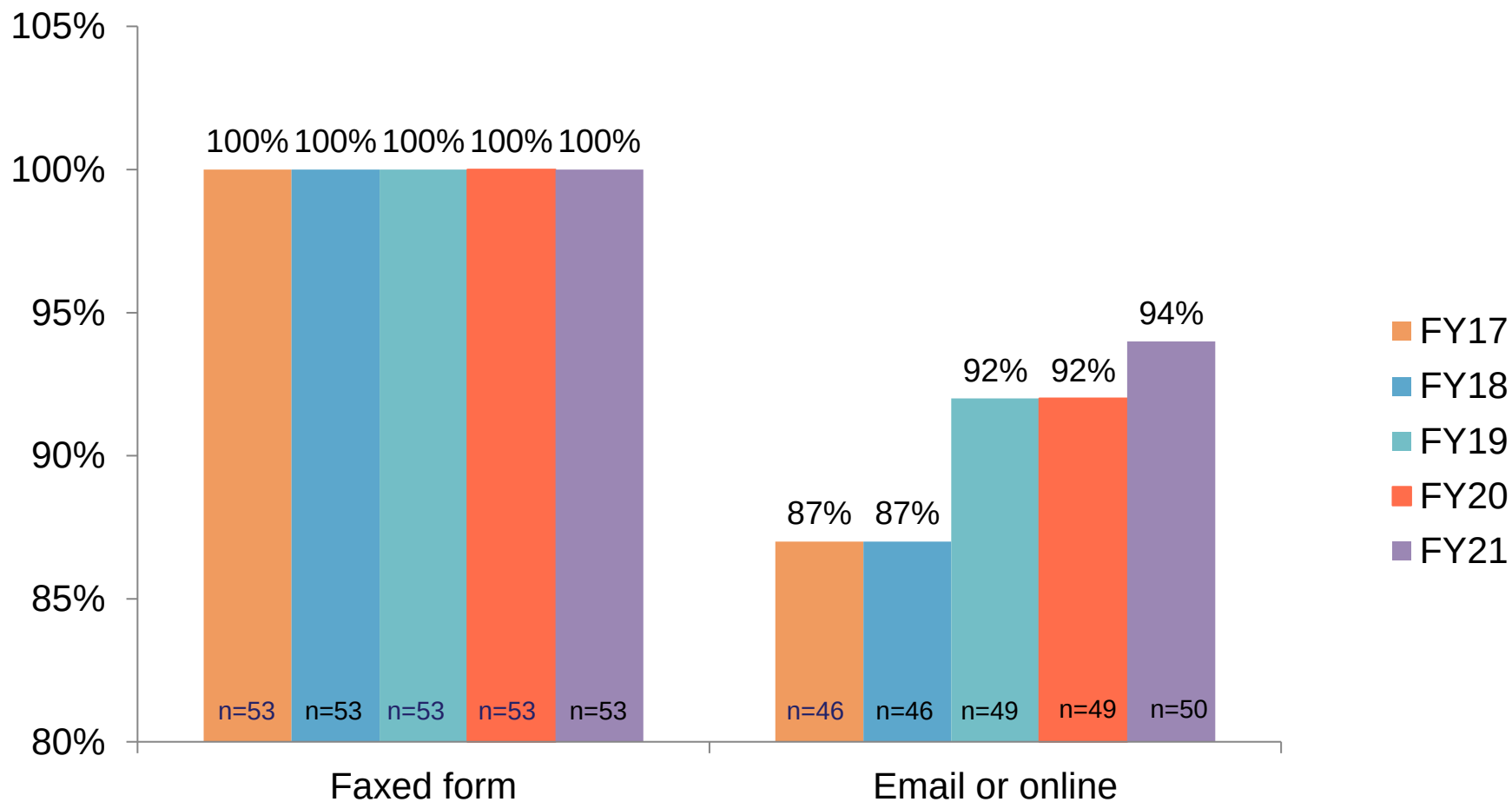


Outbound Referrals

FY19 – FY21

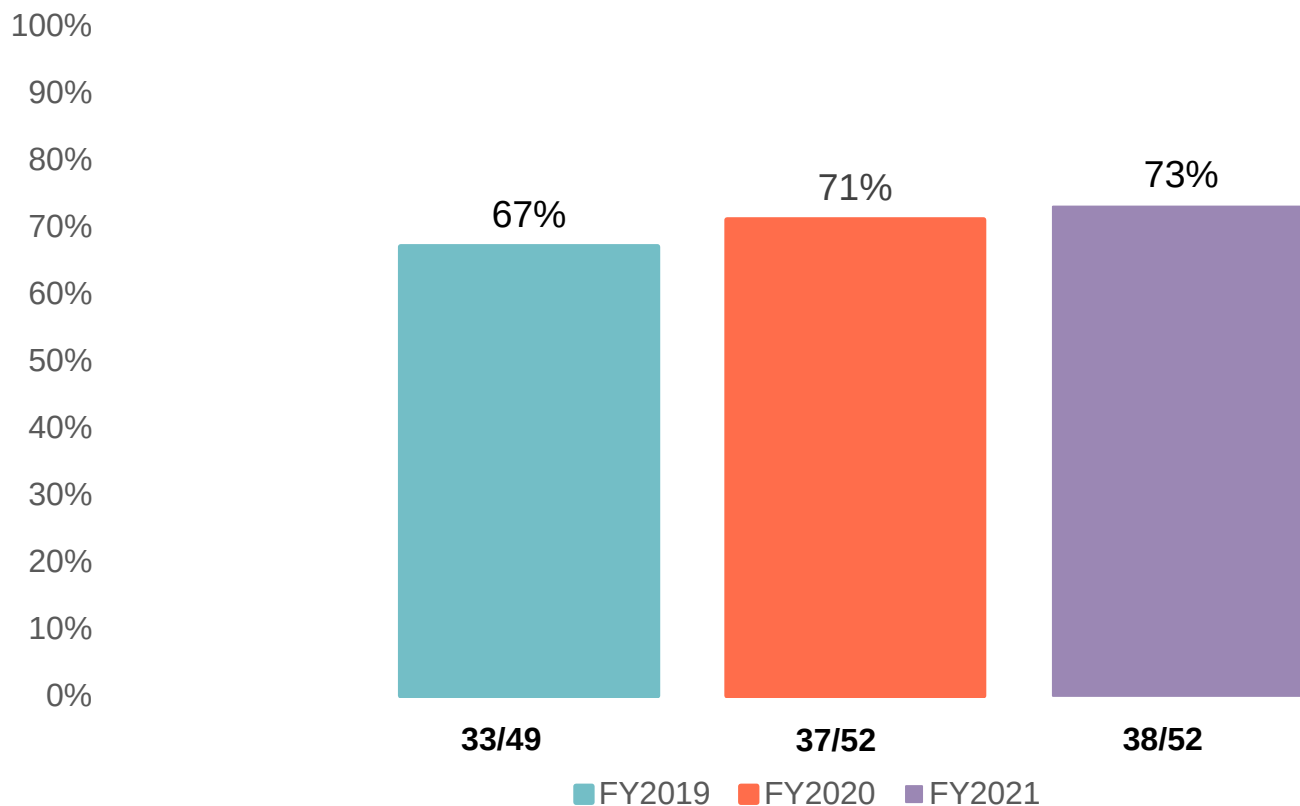
Outbound referrals	FY19 (N=49) %(n)	FY20 (N=52) %(n)	FY21 (N=52) %(n)
Referral to other cessation services offered by public or private health plans	98% (48)	82.7% (43)	98.1% (51)
Referral to other public and private health services for chronic conditions (e.g., diabetes, hypertension programs)	55.1% (27)	73.1% (38)	73.1% (38)

Inbound Referrals: Fax and Email/Online FY17 – FY21



*Data source: NAQC quitline profile

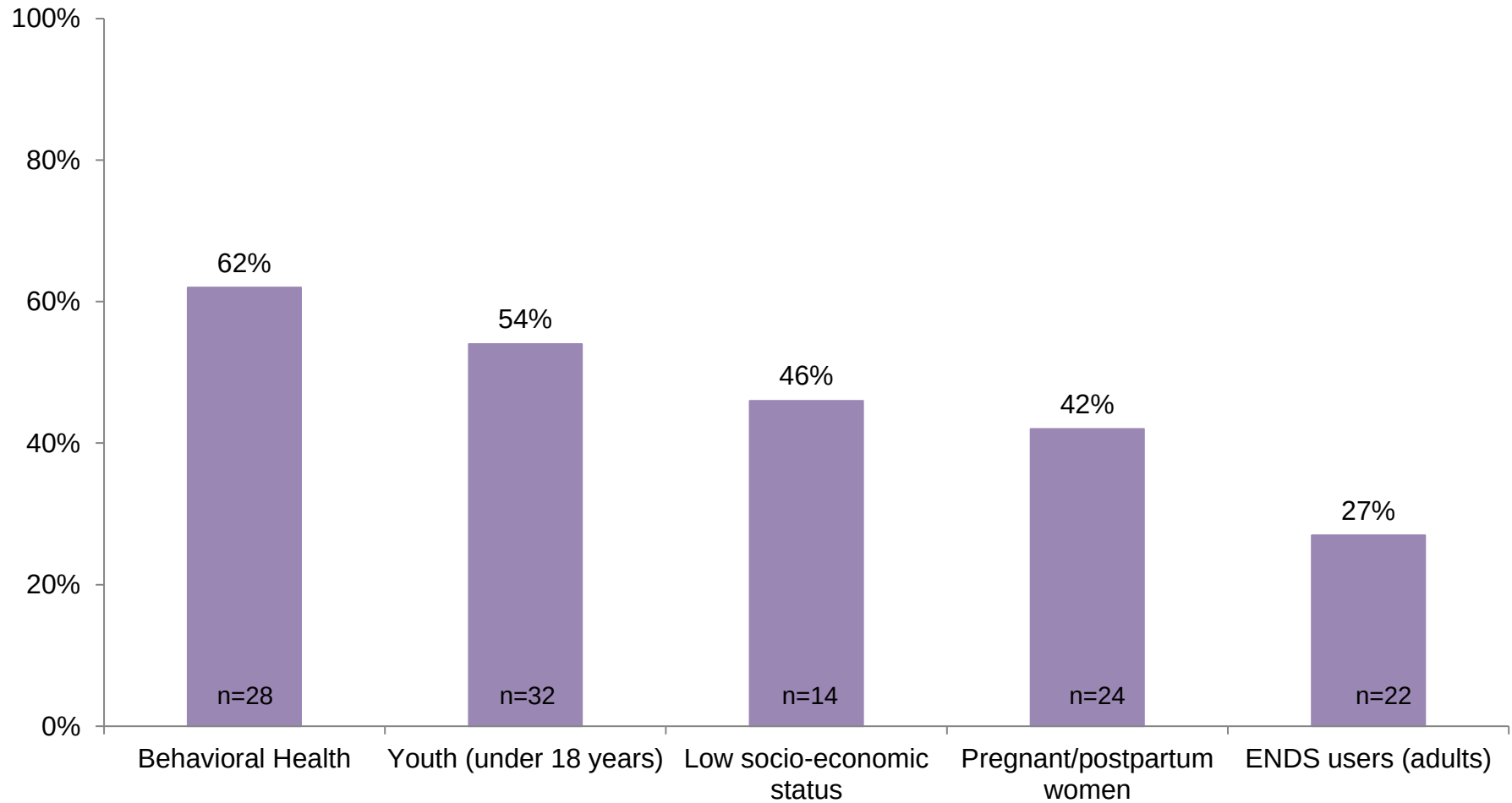
Quitline eReferral Capacity



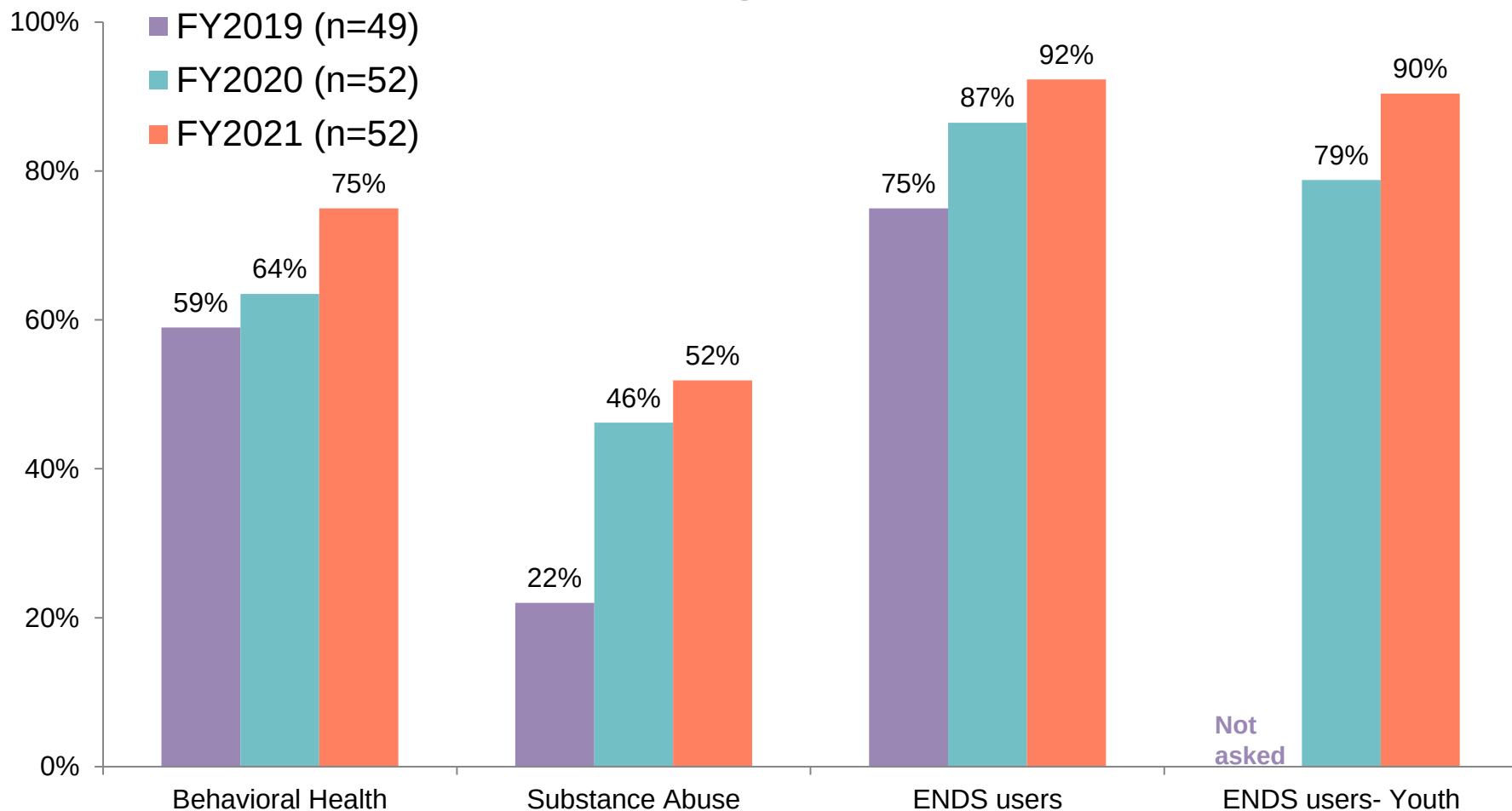
Incentives

- In FY21, 37% (19) of state quitlines used incentives.
- Incentives were most frequently offered to pregnant/postpartum women (18 states).
- Less frequently incentives were offered to menthol users (3 states), youth (2 states), 211 callers (1 state), and those with Medicaid or uninsured (1 state).

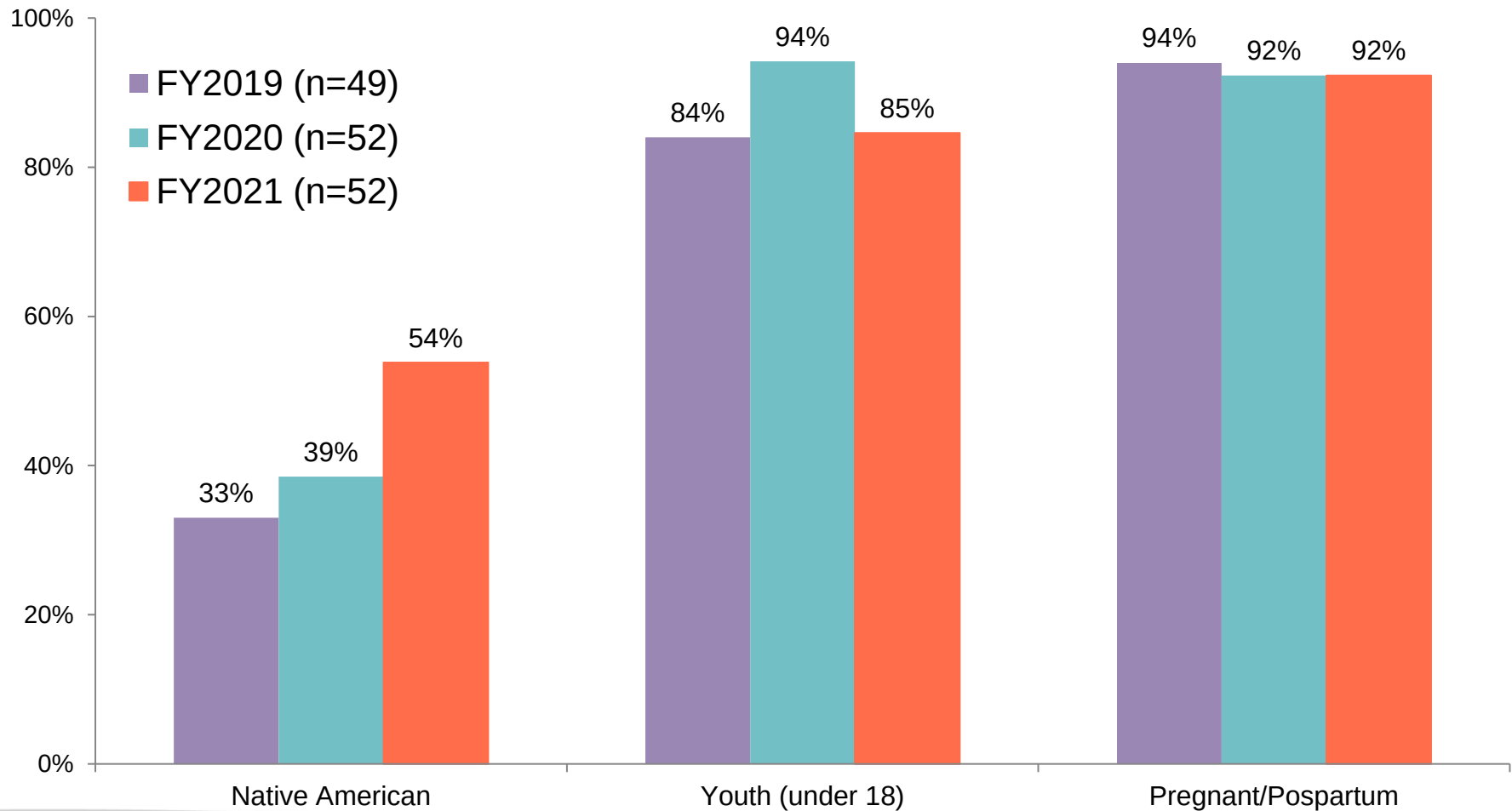
Quitline Special Outreach FY21



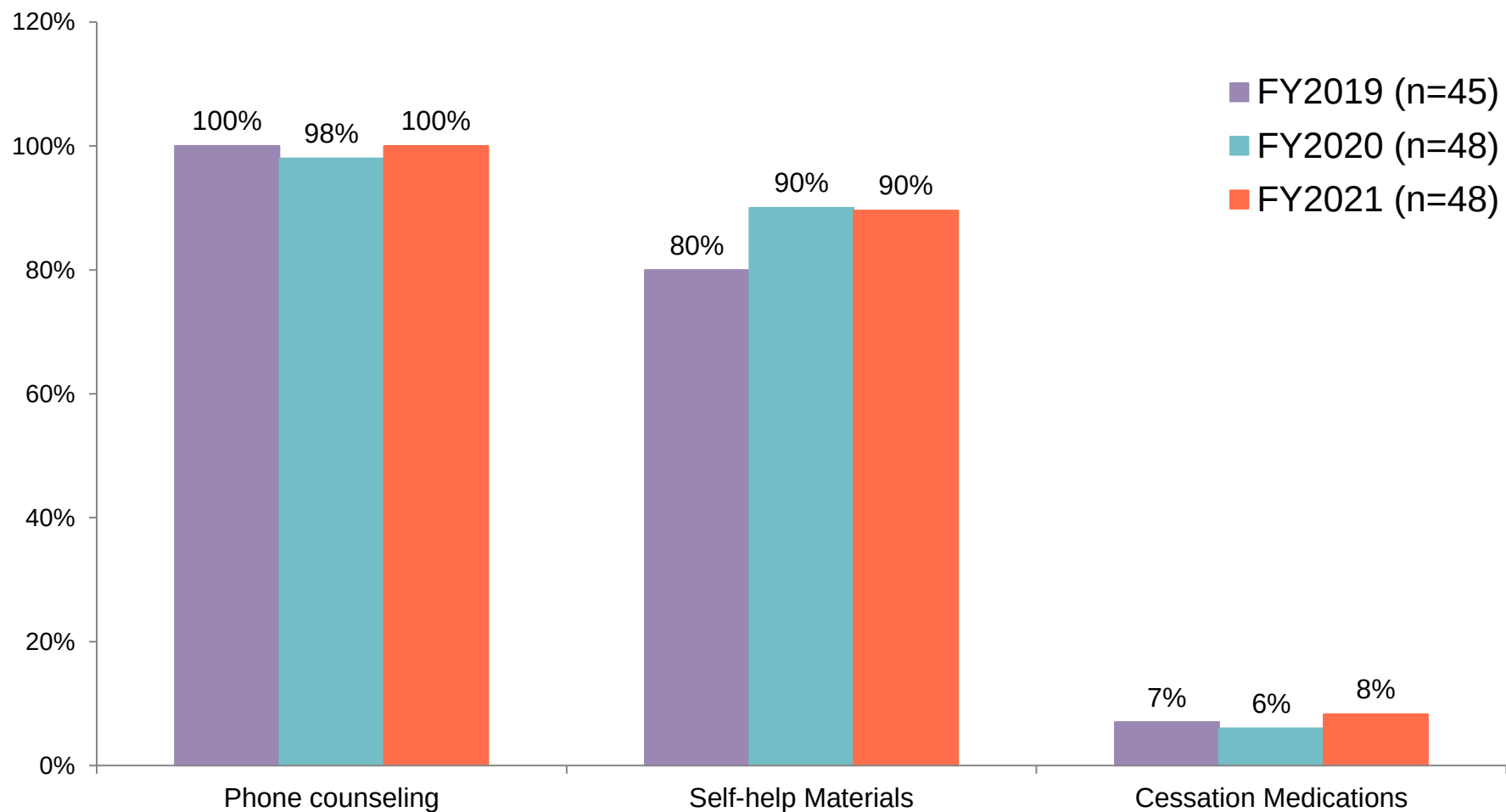
Quitline protocols for special populations FY19 – FY21



Quitline protocols for special populations contd. FY19 – FY21



Services Offered to Youth < 18 years in FY19-FY21

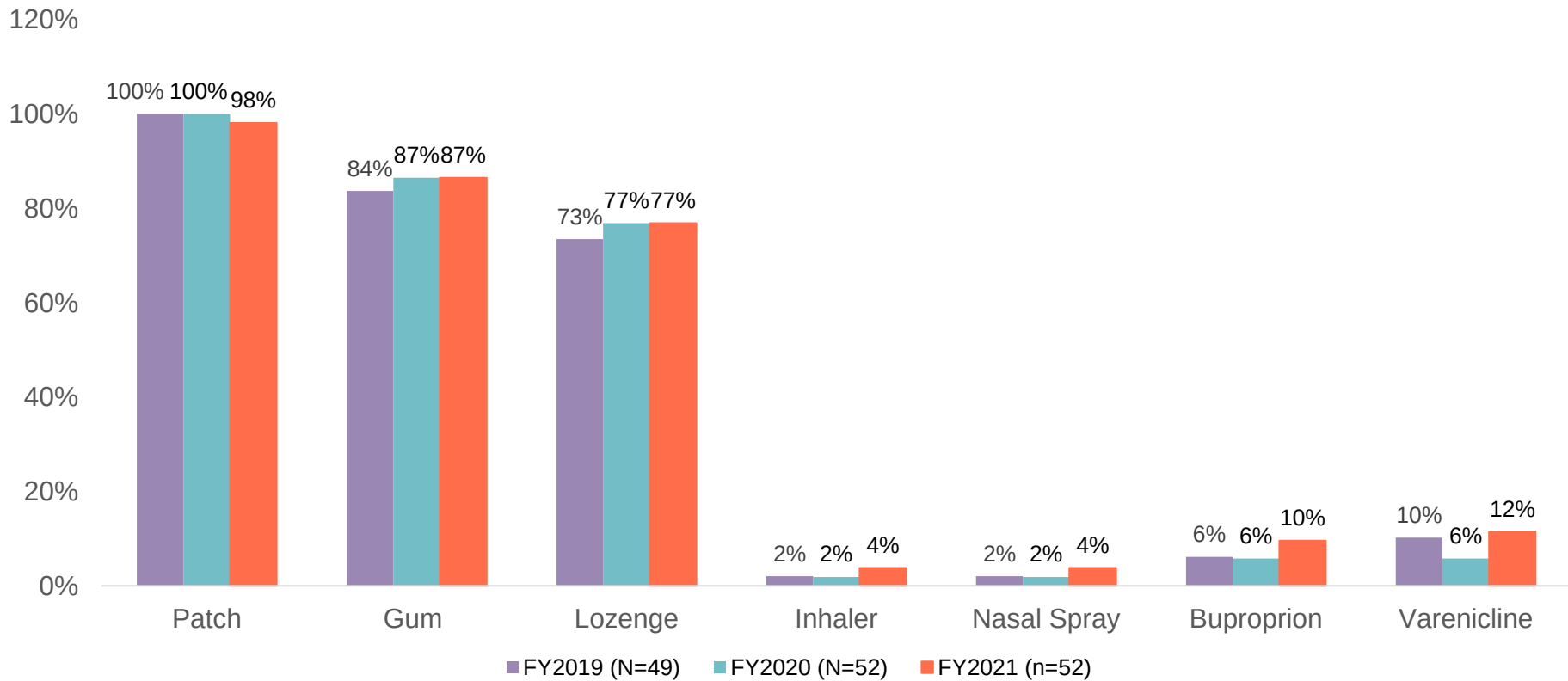


Cessation Medications Data

Cessation Medications

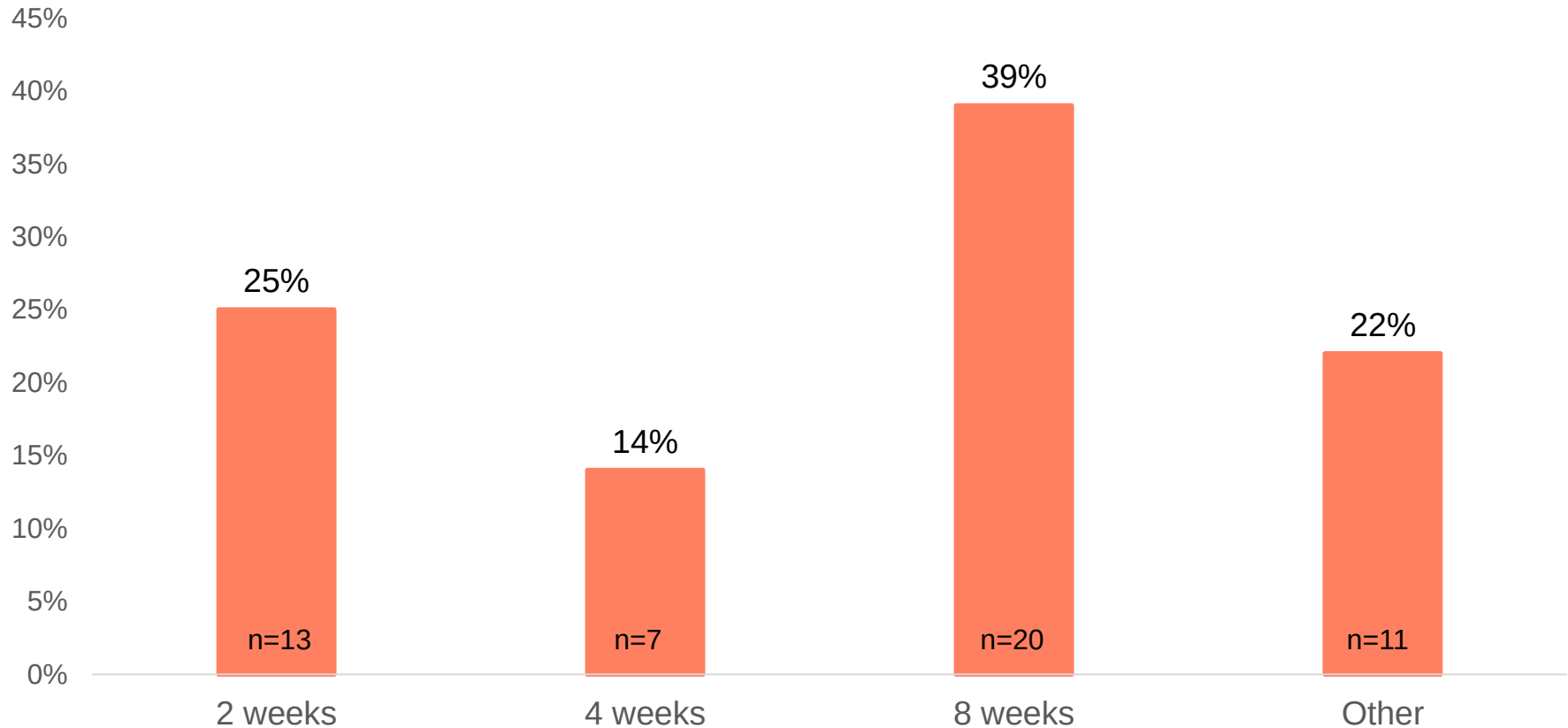
FY19 – FY21

Quitlines offering free cessation medication
by type of medication

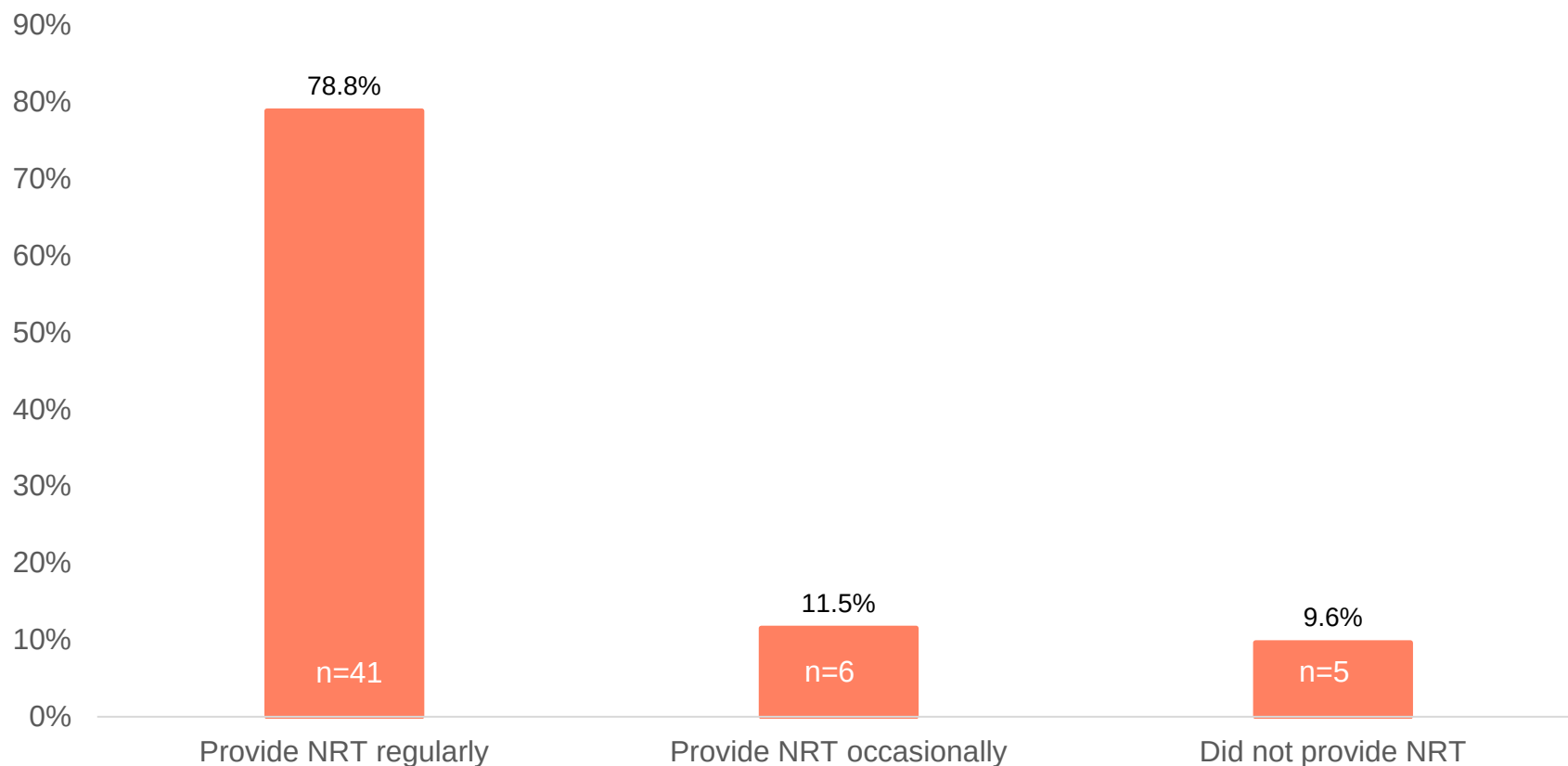


Cessation Medications FY21

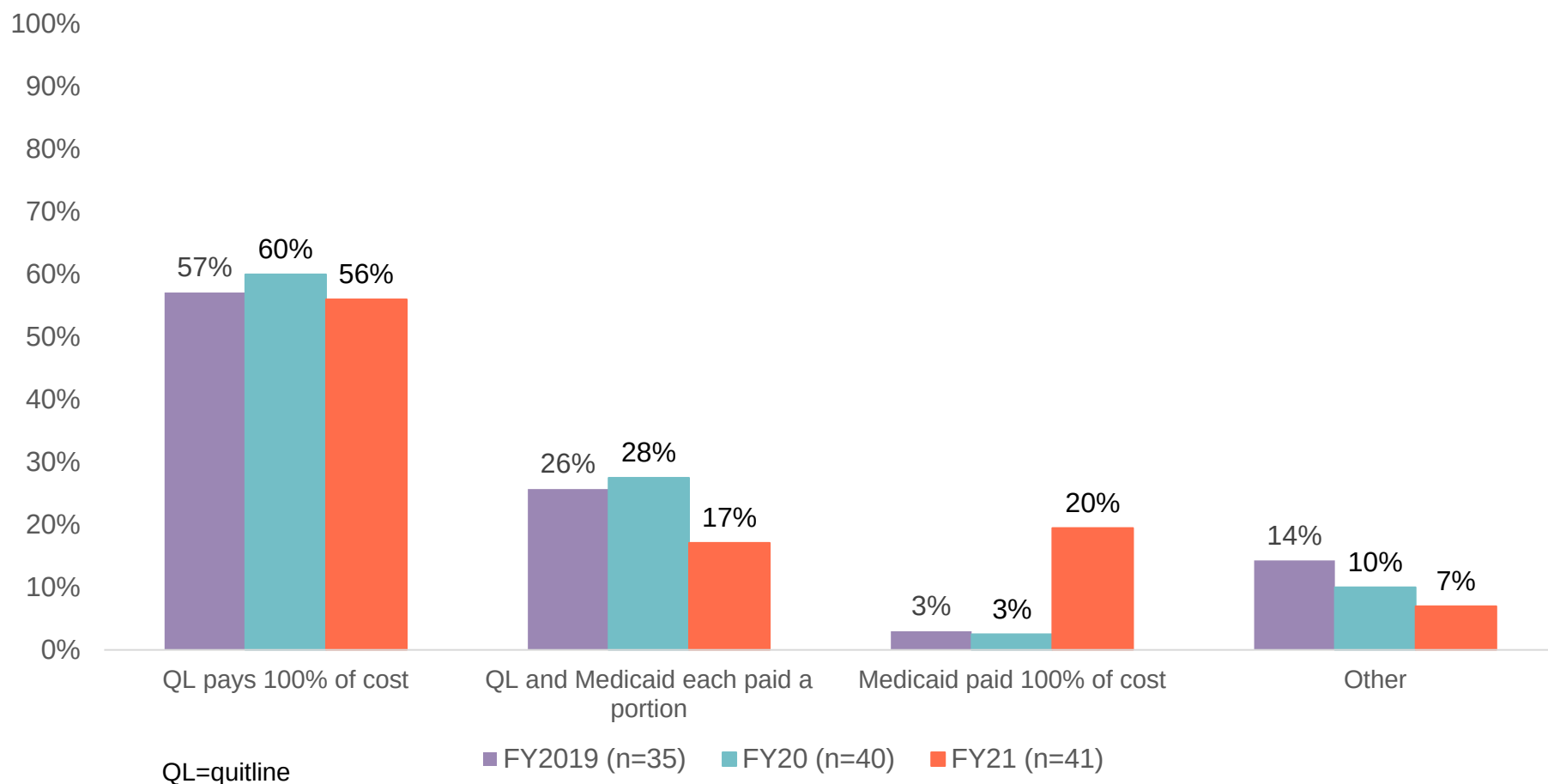
Standard amount of NRT provided to eligible participants - Patch



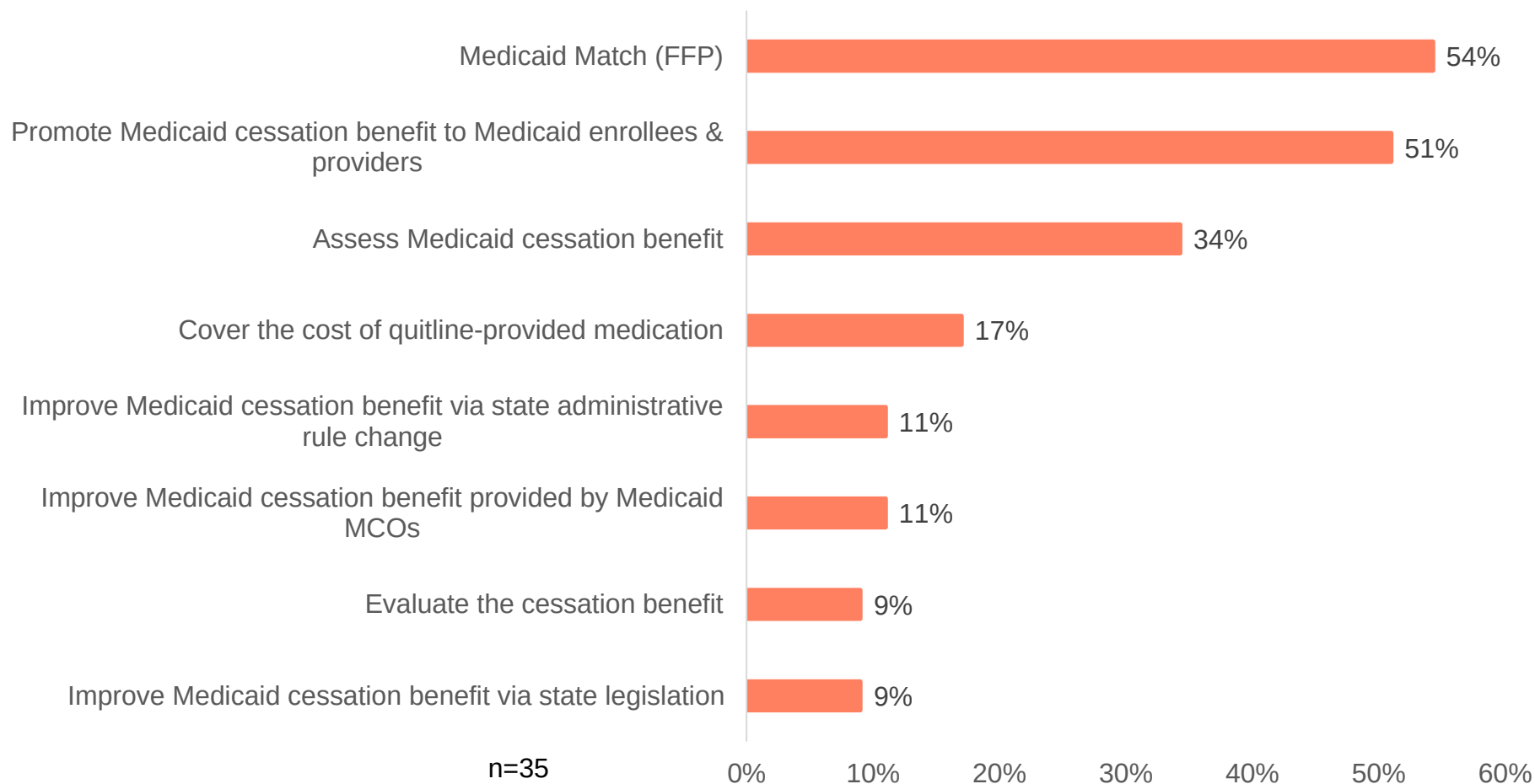
Provision of Cessation Medications Medicaid Enrollees FY21



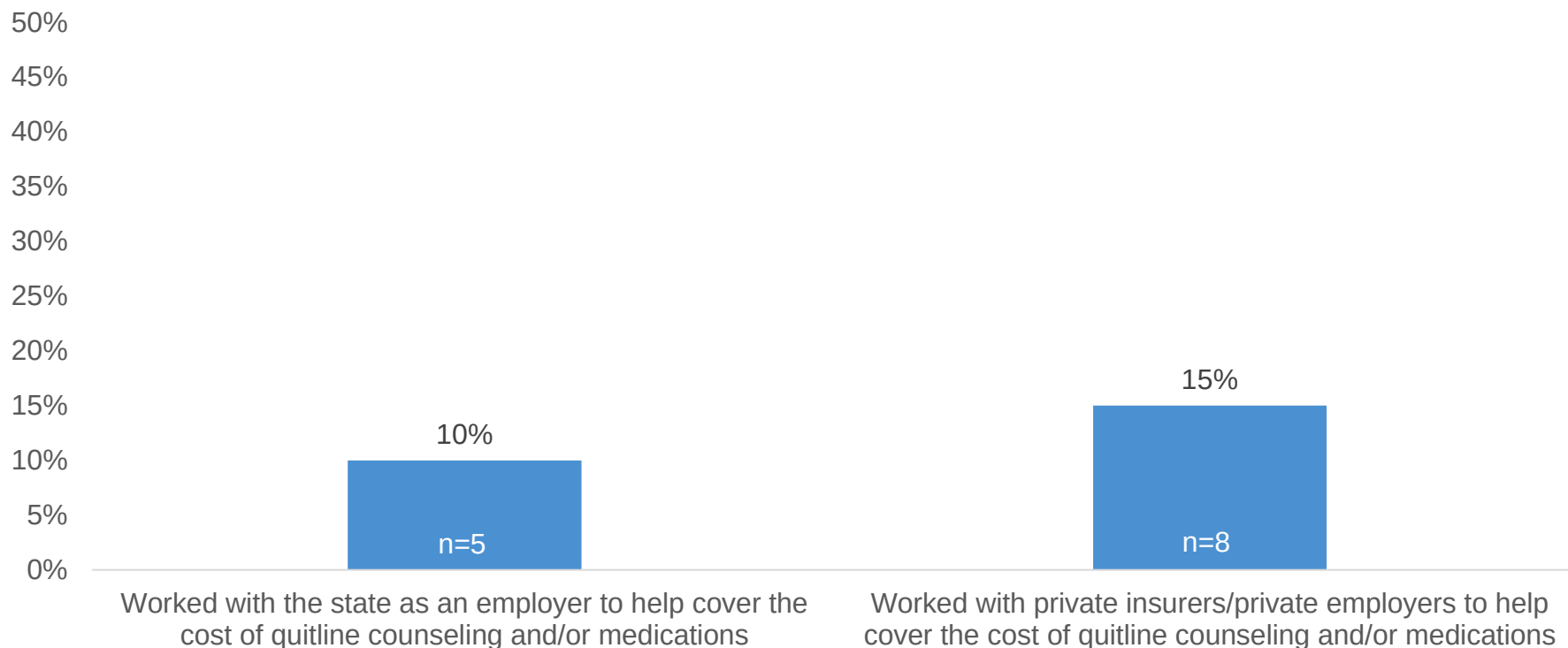
Provision of Cessation Medications for Medicaid Enrollees - FY19-FY21



How state quitlines are partnering with state Medicaid agencies in FY21



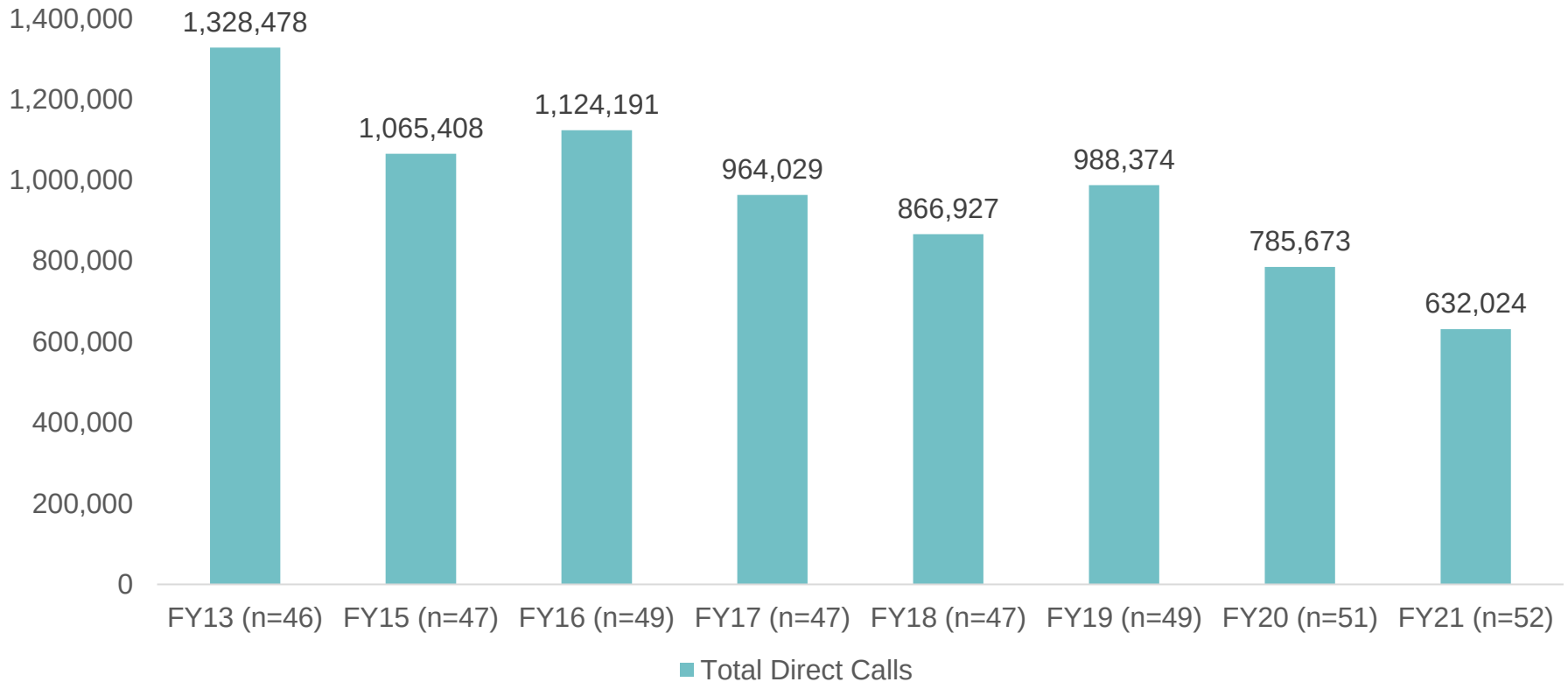
How state quitlines worked with other entities in FY21



Utilization Data

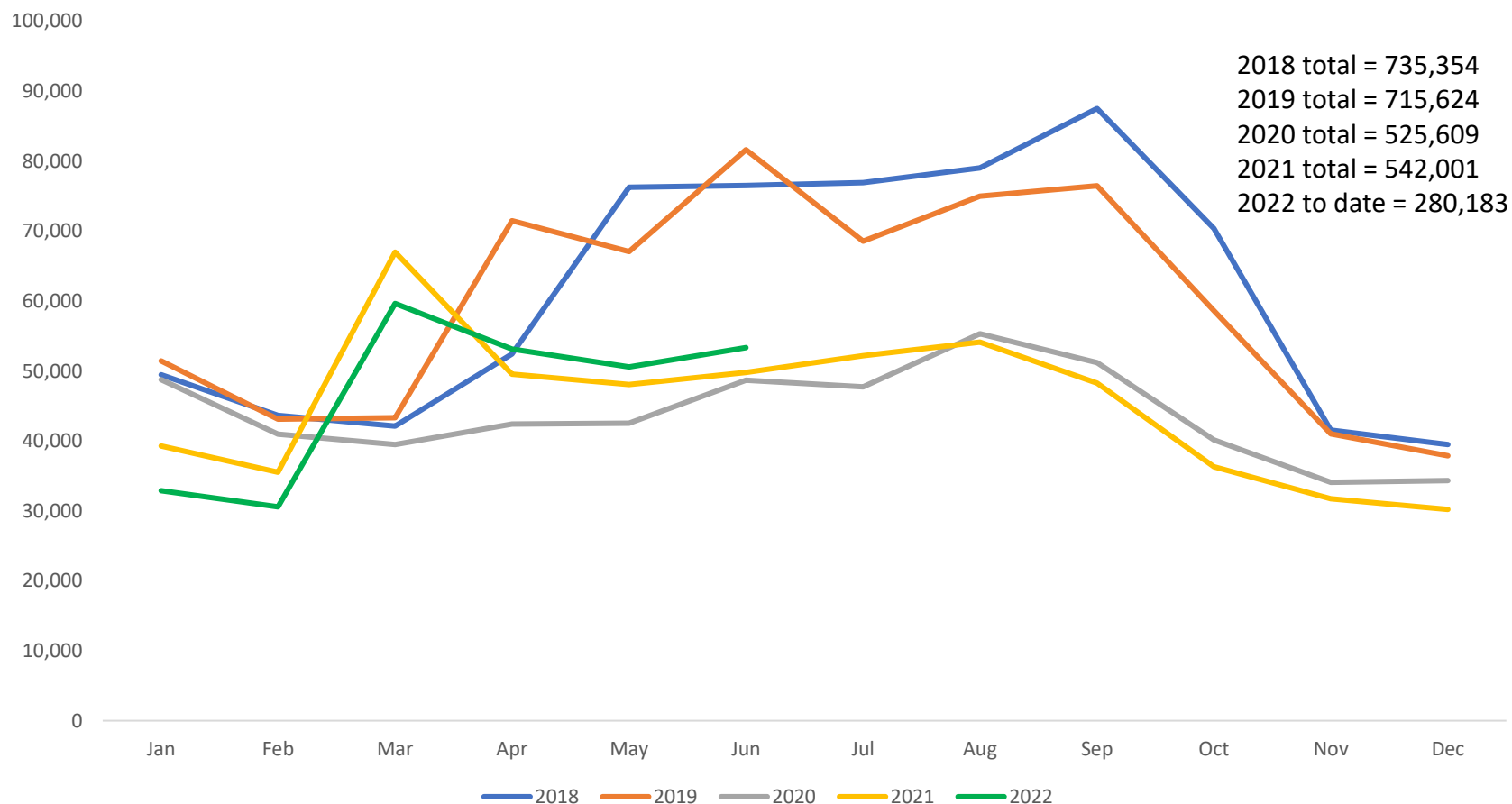
Direct Calls to Quitlines FY13 – FY21

Total Direct Calls



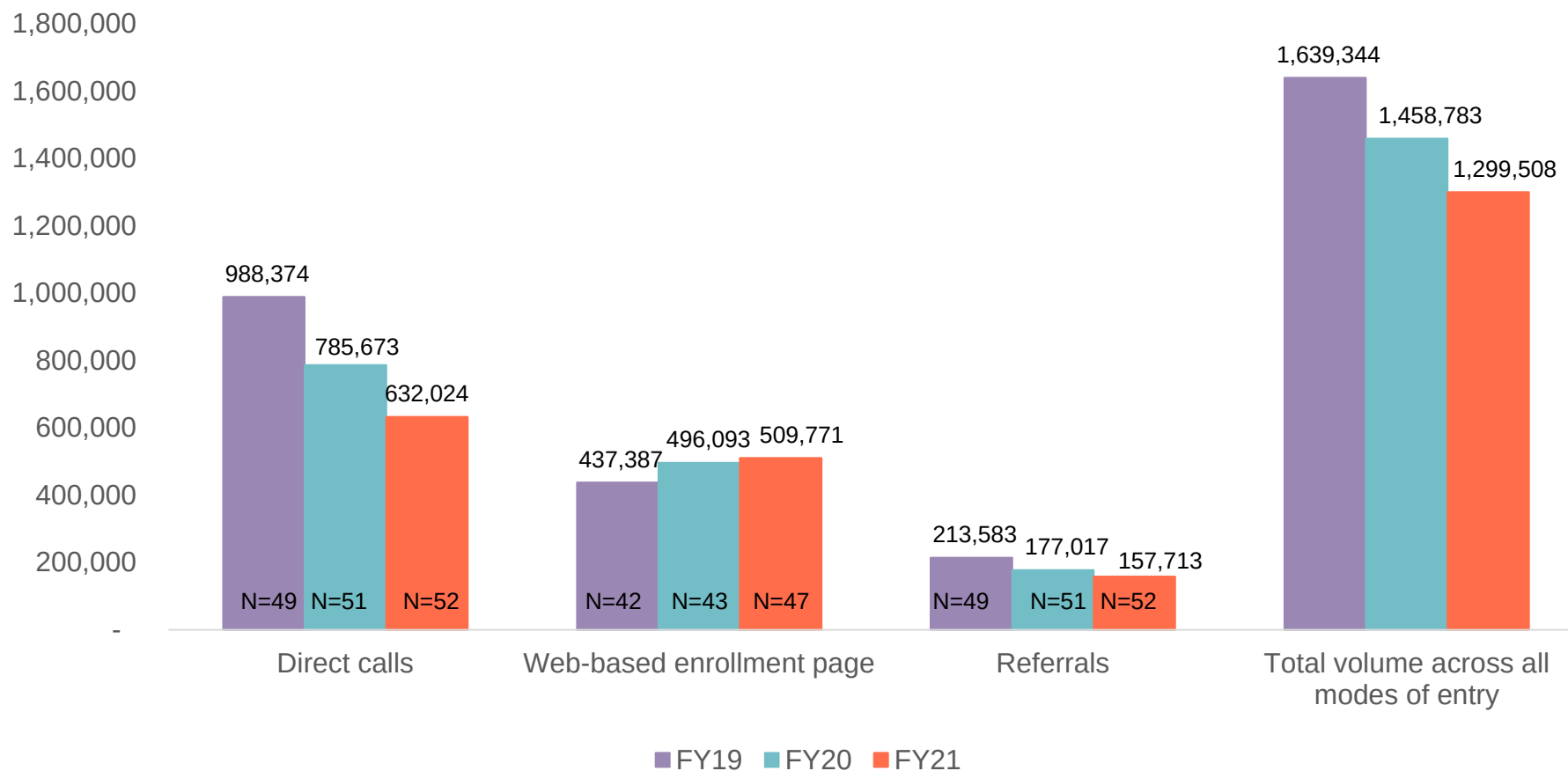
Calls to 1-800-QUIT-NOW

Calls to 1-800-QUIT-NOW by Year, 2018 - Present

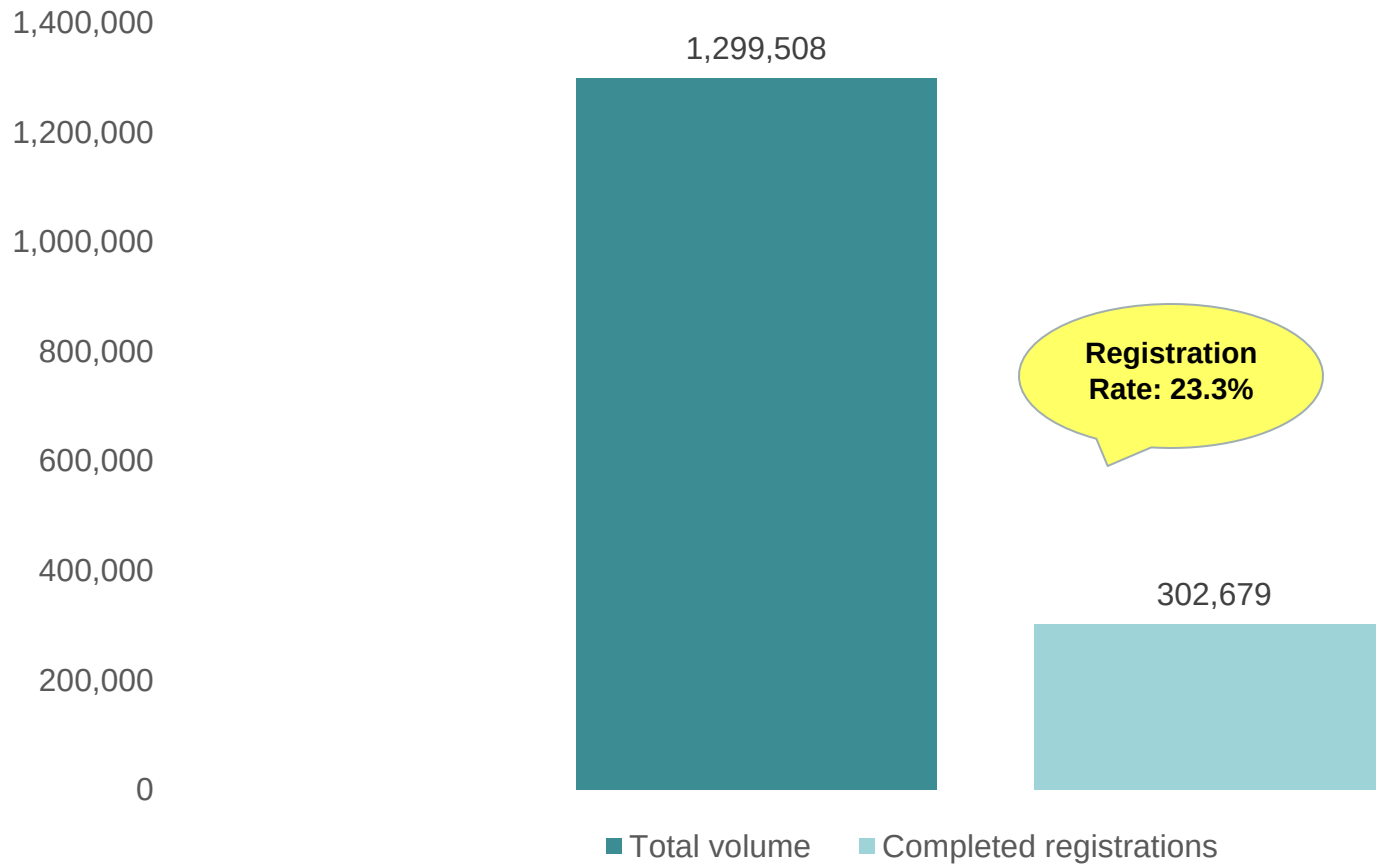


Source: 1-800-Quit Now Data for US States: Call Attempts prepared by NCI.

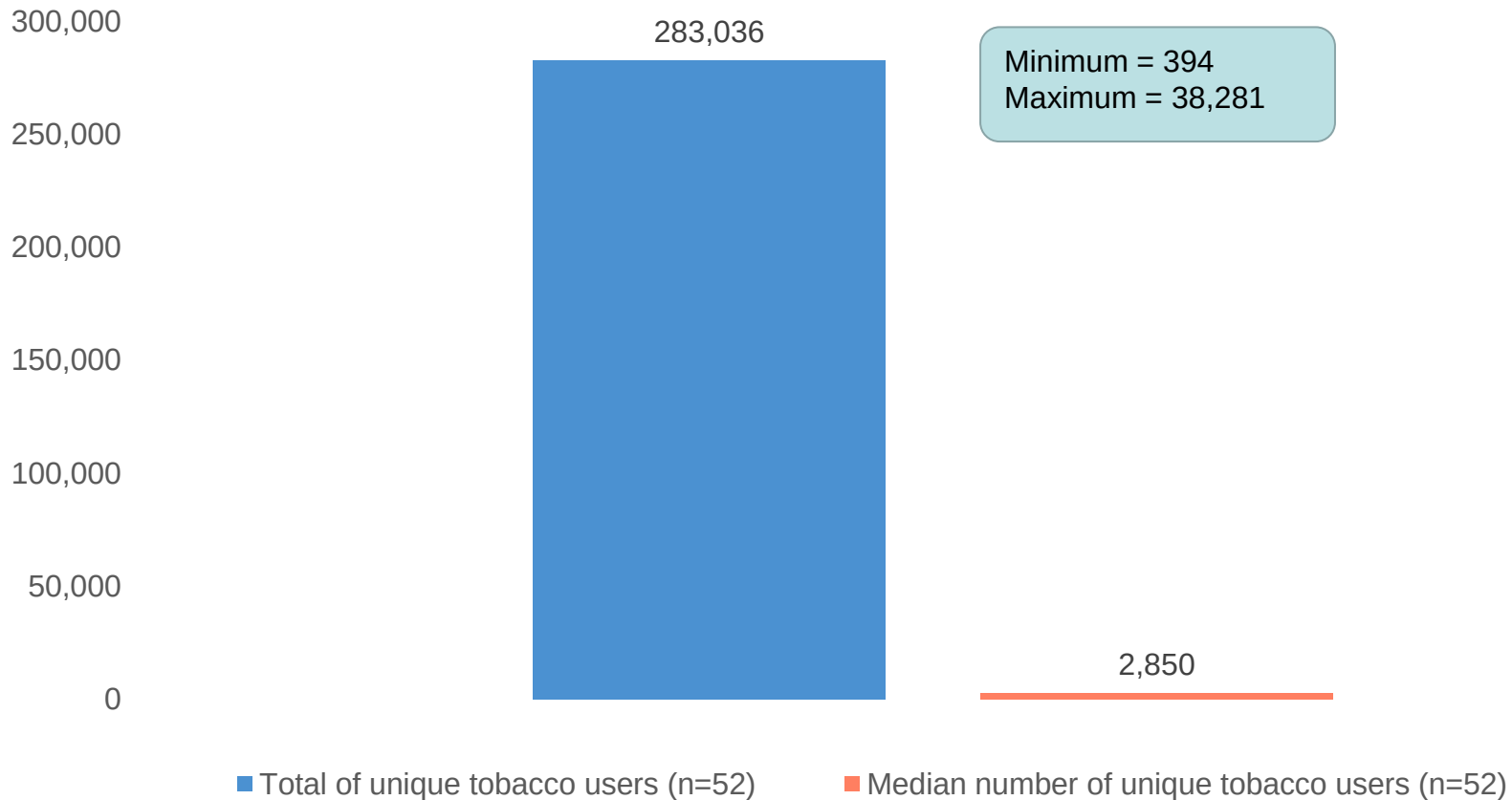
Volume by mode of entry to quitline FY19-FY21



Completed Registrations in FY21



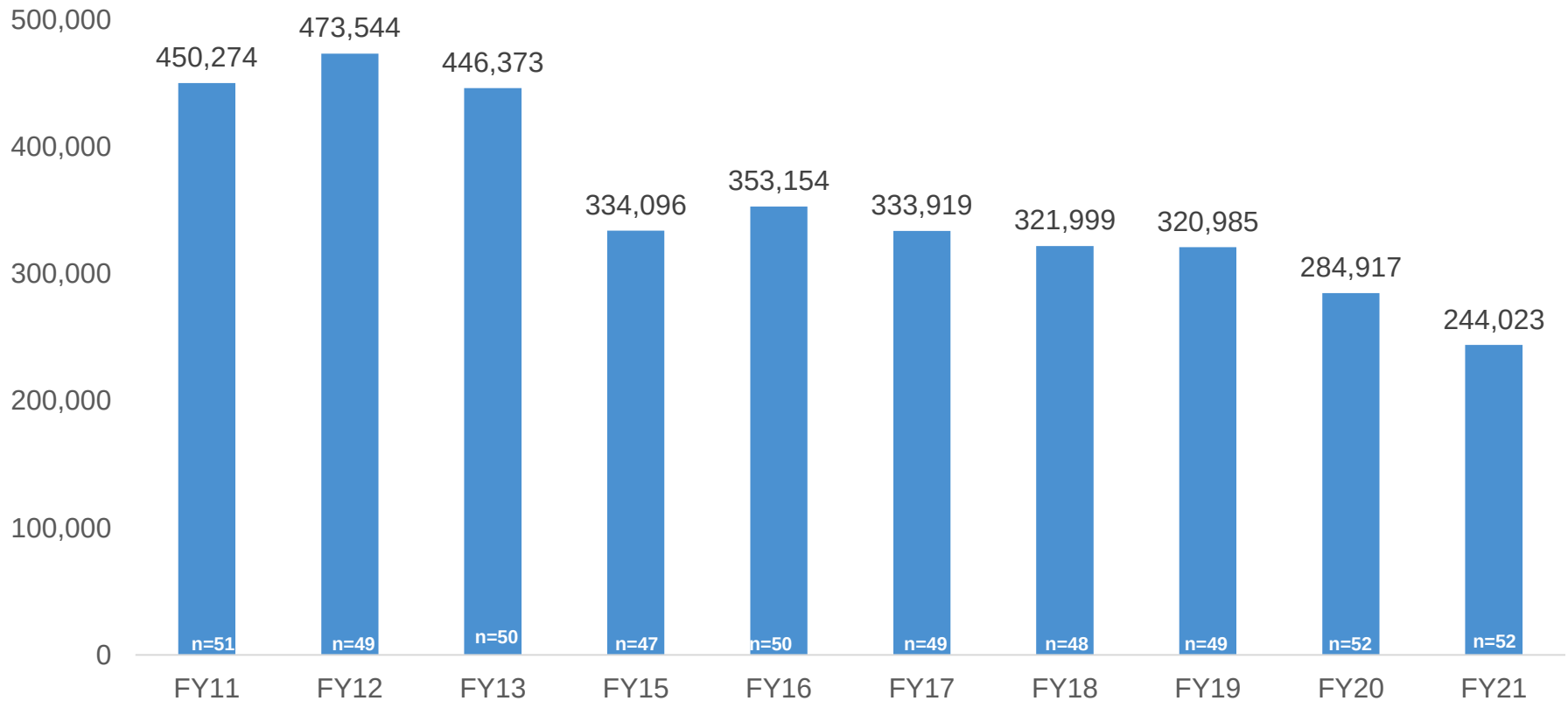
Unique Tobacco Users in FY21



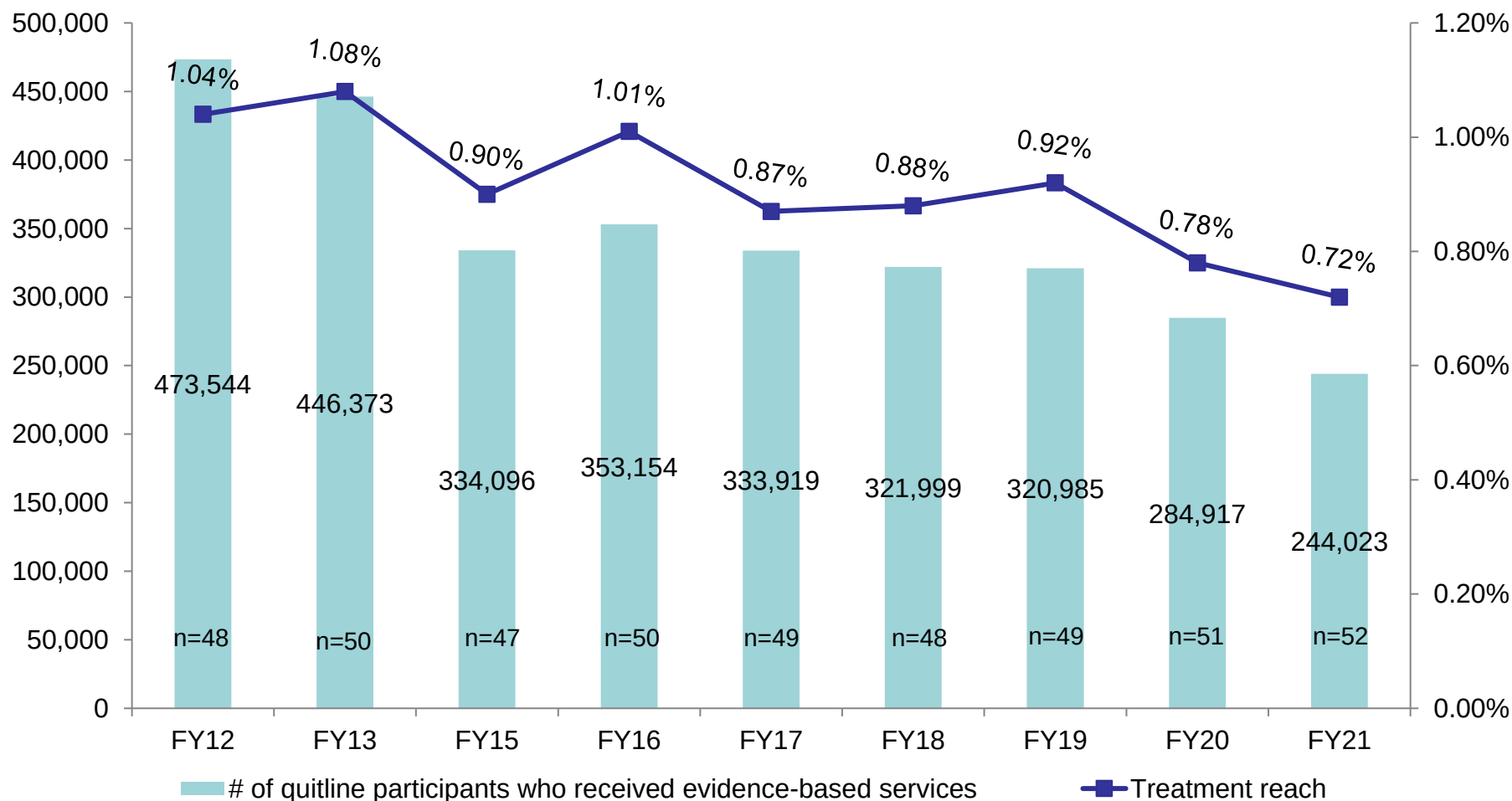
■ Total of unique tobacco users (n=52)

■ Median number of unique tobacco users (n=52)

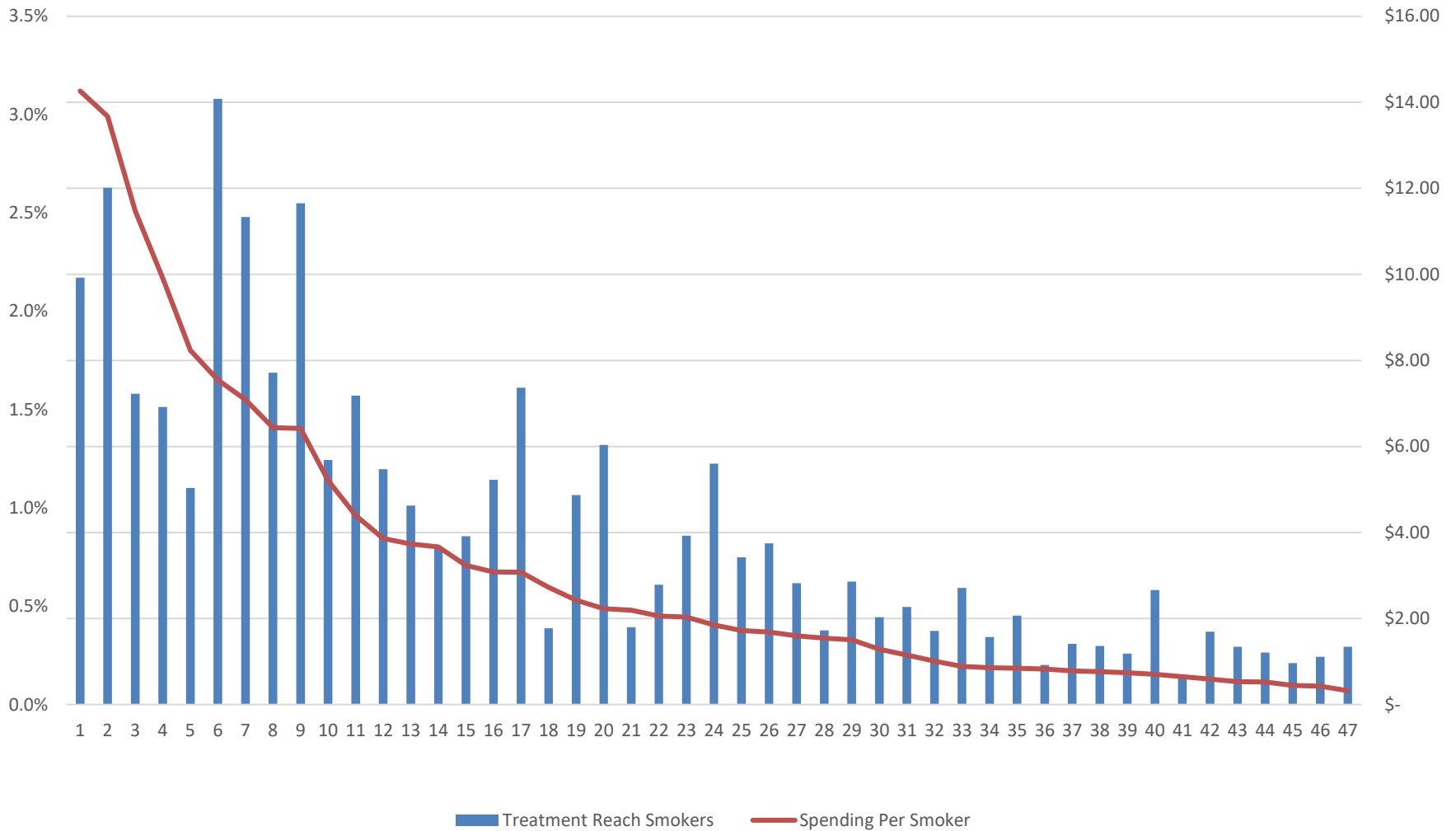
Unique tobacco users who received evidence-based services: FY11 – FY21



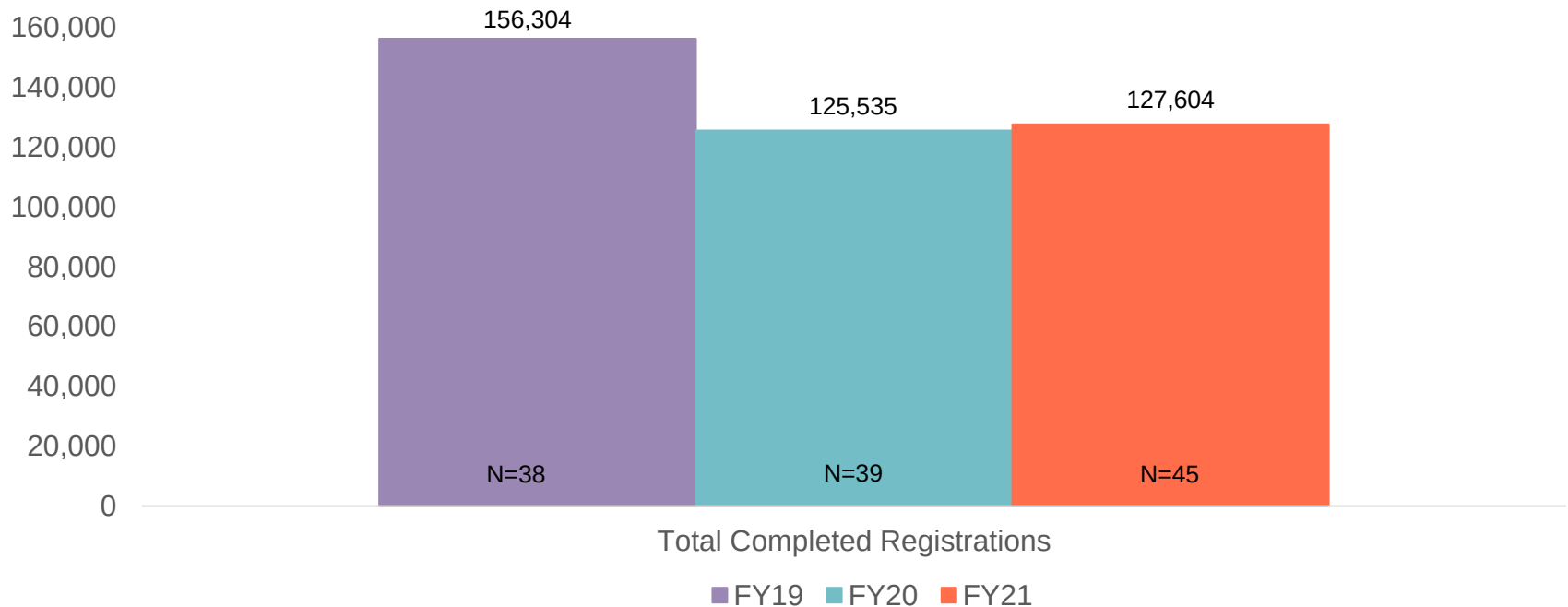
Treatment Reach of Quitlines FY12 – FY21



FY21 Treatment Reach and Spending Per Smoker by State



Completed registrations for web-based or mobile health cessation services in FY19, FY20, and FY21



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 FY21

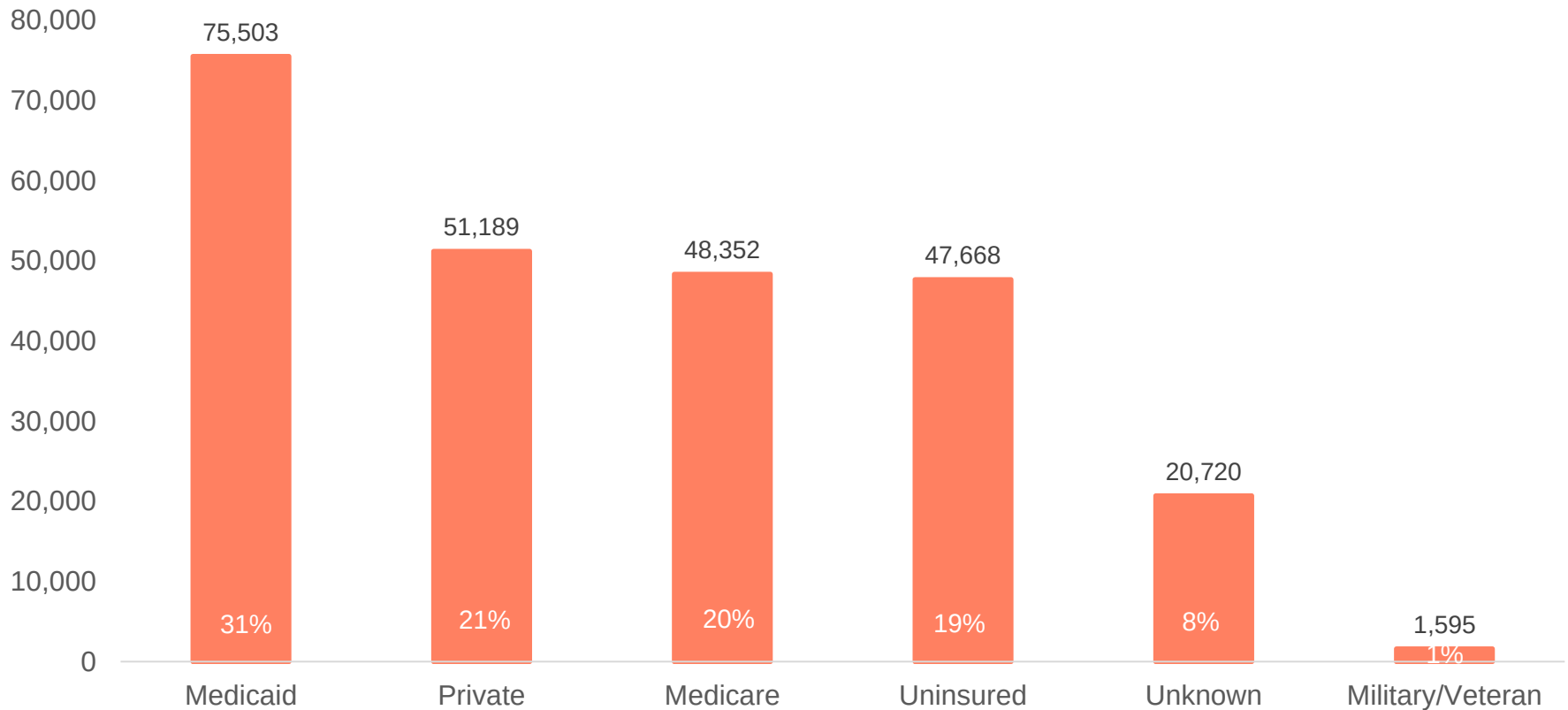
Characteristics of Quitline Users – FY21	
Female (n=52)	58%
Median age (n=51)	52 years
Under 18 years old (n=52)	479 (0.20%)
50 – 80 years old (n=52)*	136,742 (56%)
Identify as LGB (n=48)	5.1%
Uninsured or enrolled in Medicaid (n=51)	50.3%
Educational attainment is GED or High School diploma or less (n=52)	47.2%

*According to the 2021 update to the U.S. Preventative Services Taskforce (USPSTF)'s lung cancer screening guidelines, those individuals aged 50-80 years may be eligible for lung cancer screening based on pack-year history.

Demographic Highlights of Quitline Users in FY21

Characteristics of Quitline Users – FY21	
Racial Identity (n=51)	
African American/Black	16.0%
American Indian/Alaska Native	3.0%
Asian	1.2%
Native Hawaiian or Pacific Islander	0.3%
White	66.5%
Other (may be more than one race)	5.9%
Race unknown or refused to answer	7.1%
Ethnicity (n=51)	
Hispanic/Latino	9.6%

Demographics: Insurance Type FY21

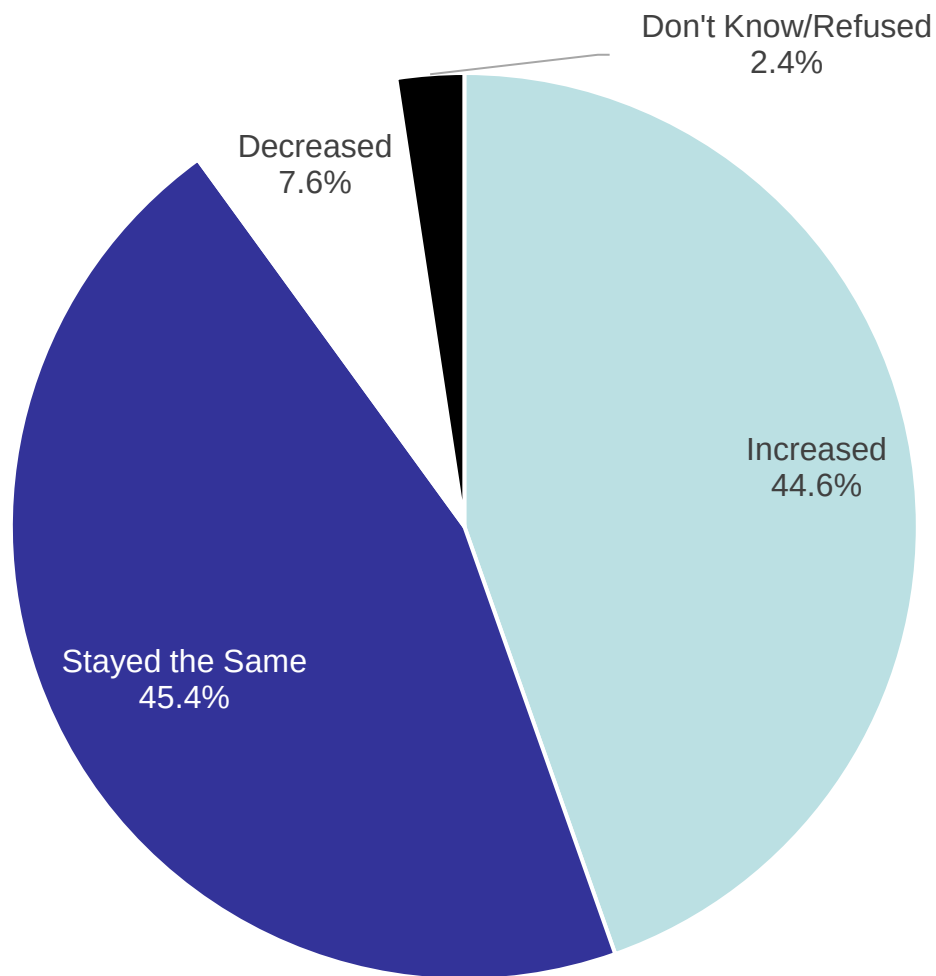


Screening for Behavioral Health Conditions FY18 to FY21

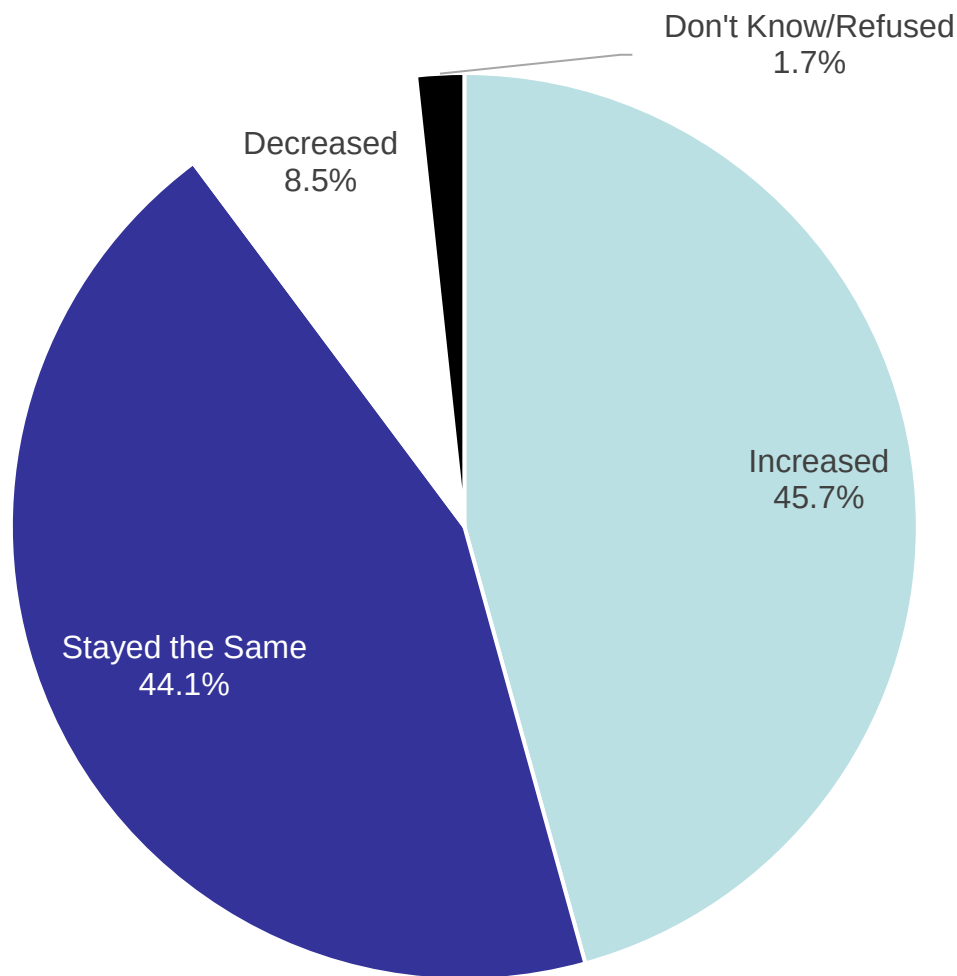
Year	# of states reporting	Unique tobacco users who received evidence-based services <u>and</u> reported a behavioral health condition at intake	
		Sum (range)	Percentage (range)
FY18 (N=49)	36	81,831 (270 to 10,913)	45.9% (37.4% to 67.6%)
FY19 (N=49)	38	89,345 (331 to 11,465)	45.0% (22.4% to 62.0%)
FY20 (N=52)	41	90,357 (273 to 10,853)	41.4% (16.5% to 64.0%)
FY21 (N=52)	46	85,118 (64 to 9,663)	42.2% (17.8% to 68.8%)

COVID-19

Because of the COVID-19 pandemic, has your motivation to quit smoking or vaping or using non-combustible tobacco increased, decreased, or stayed the same?



Because of the COVID-19 pandemic, has the amount you smoke or vape or use non-combustible tobacco increased, decreased, or stayed the same?

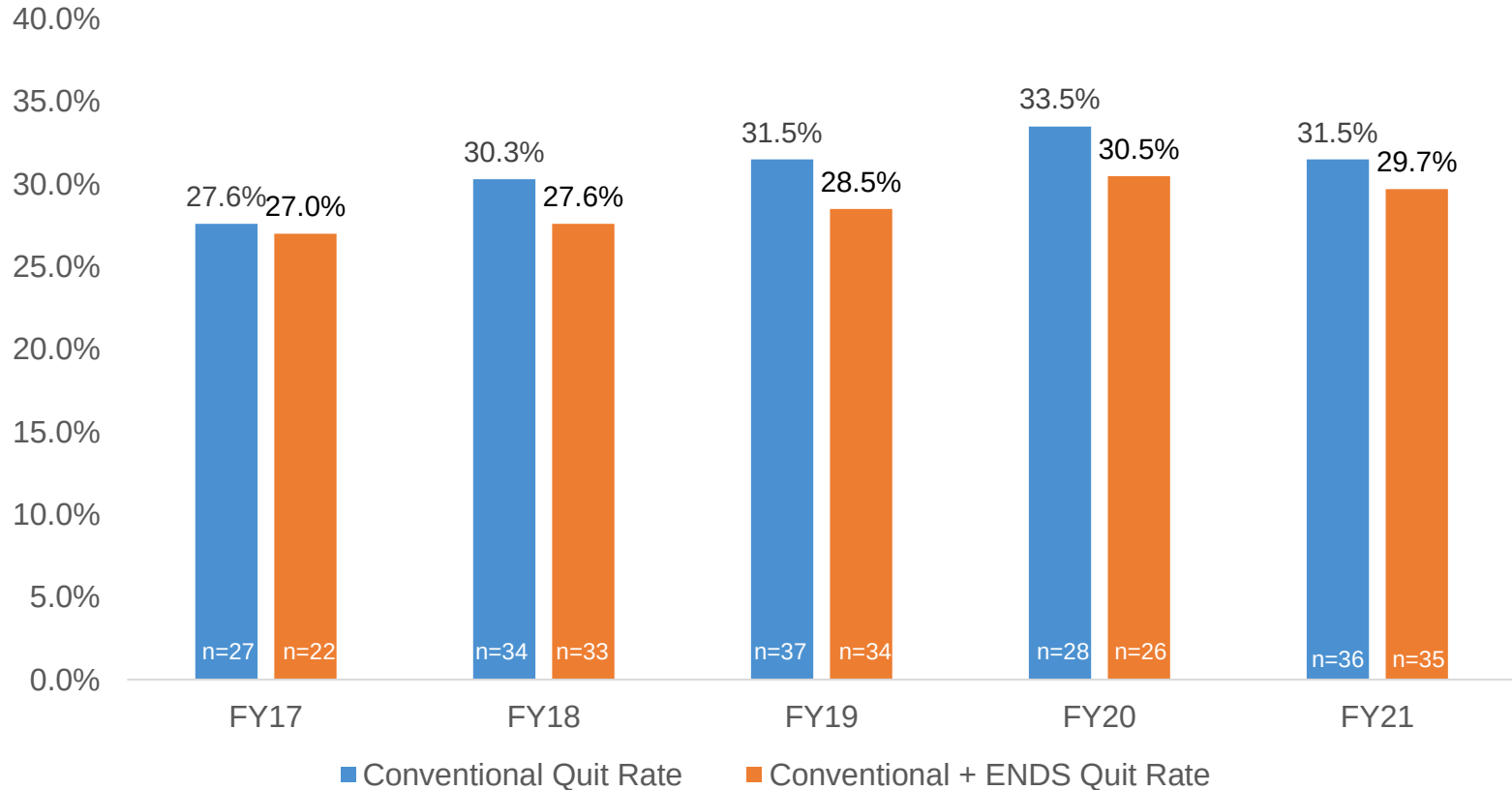


Evaluation Data & Key Metrics

Evaluation Data FY21

- 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 FY17- FY21



NAQC Goals for Key Quitline Metrics FY21

Key metric	NAQC goal	FY21
Spending per Smoker	\$10.53	\$2.24 (\$0.32 to \$14.26)
Treatment Reach	$\geq 6\%$	0.72% (0.14% to 2.38%)
Quit Rate (conventional tobacco)	$\geq 30\%$	31.5% (21.0% to 39.7%)

Top States for Key Quitline Metrics in FY21

Spending per smoker	Treatment reach smokers
Maine	Oklahoma
South Dakota	Vermont
Delaware	South Dakota
Wyoming	Colorado
North Dakota	Maine

Resources

- Final PowerPoint slides posted on the [2021 survey page](#).
- FY2022 benchmarking and quitline metrics were emailed to the survey contacts in April.
- FY2021 quitline metrics were posted to NAQC profiles in May. Designated [profile managers](#) were 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. 2021. Results from the 2021 NAQC Annual Survey of Quitlines. K. Mason, editor.
Available at <https://www.naquitline.org/page/2021survey>

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

