

Results from the 2013 NAQC Annual Survey of Quitlines

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February 2015

Background of Annual Survey

Conducted Annually 2004-2006, 2008-2013

- Research Partners:
 - 2013 Professional Data Analysts
 - 2010 Westat
 - 2008 and 2009 Evaluation, Research and Development Unit, University of Arizona
 - 2006 Center for Tobacco Research and Intervention, University of Wisconsin
 - 2005 University of California, San Diego
 - 2004 Tobacco Technical Assistance Consortium

FY2013 Annual Survey Methods

Survey fielded from February 27 to April 4, 2014

- Web-based survey with email and telephone follow-up:
 - General Information, services offered
 - Quitline budgets
 - Funding sources
 - Impact of any budget changes
 - Sustainability (Medicaid and Public-Private Partnerships)
 - Utilization (including demographics of users)
 - Evaluation

Data Cleaning & Analysis occurred from August, 2014 – January, 2015

Additional data from NAQC quitline profiles, CDC BRFSS and ACS 5 Year Population Estimates also included in analysis

FY2013 Annual Survey Response Rates

- 53 State Quitlines were asked to respond
- 51 responded
- Response Rate: 96.2%
- Note: The 12 Canadian quitlines were not included in the 2013 Annual Survey due to lack of Canadian funders.

NAQC Strategic Goals for 2015

GOAL 1: INCREASE THE USE OF QUITLINE SERVICES IN NORTH AMERICA

Objective 1: By 2015, each quitline should achieve a reach of at least 6% of its total tobacco users.

GOAL 2: INCREASE THE CAPACITY OF QUITLINE SERVICES IN NORTH AMERICA

Objective 2: By 2015, on average \$2.19 per capita (\$10.53 per smoker) should be invested in quitline services.

GOAL 3: INCREASE THE QUALITY AND CULTURAL APPROPRIATENESS OF QUITLINES IN NORTH AMERICA

Objective 3a: By 2015, each quitline should have an overall quit rate of at least 30%.

Objective 3b: By 2015, each quitline should achieve a reach of 6% in priority populations.

BUDGET

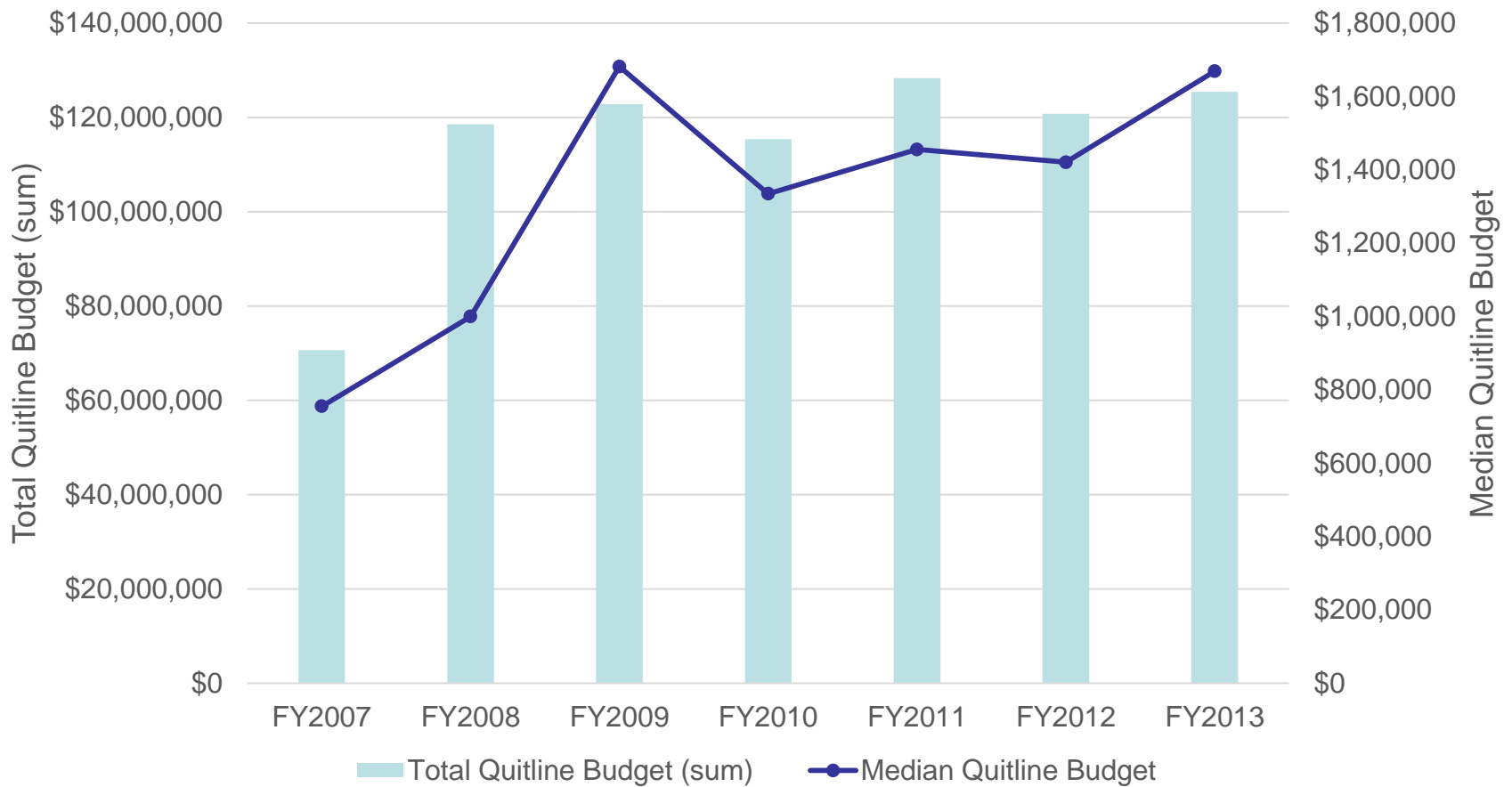
Budget Highlights from FY2013

- 47 quitlines provided data on their budgets for FY2013.
- The total sum of state quitline budgets was \$125,468,946 (N=47).
- The median total quitline budget was \$1,669,275 (N=47)
- Median budget for services & medications was \$1,135,408 (N=42)
- Median Spending per Smoker was \$1.69 (N=42)

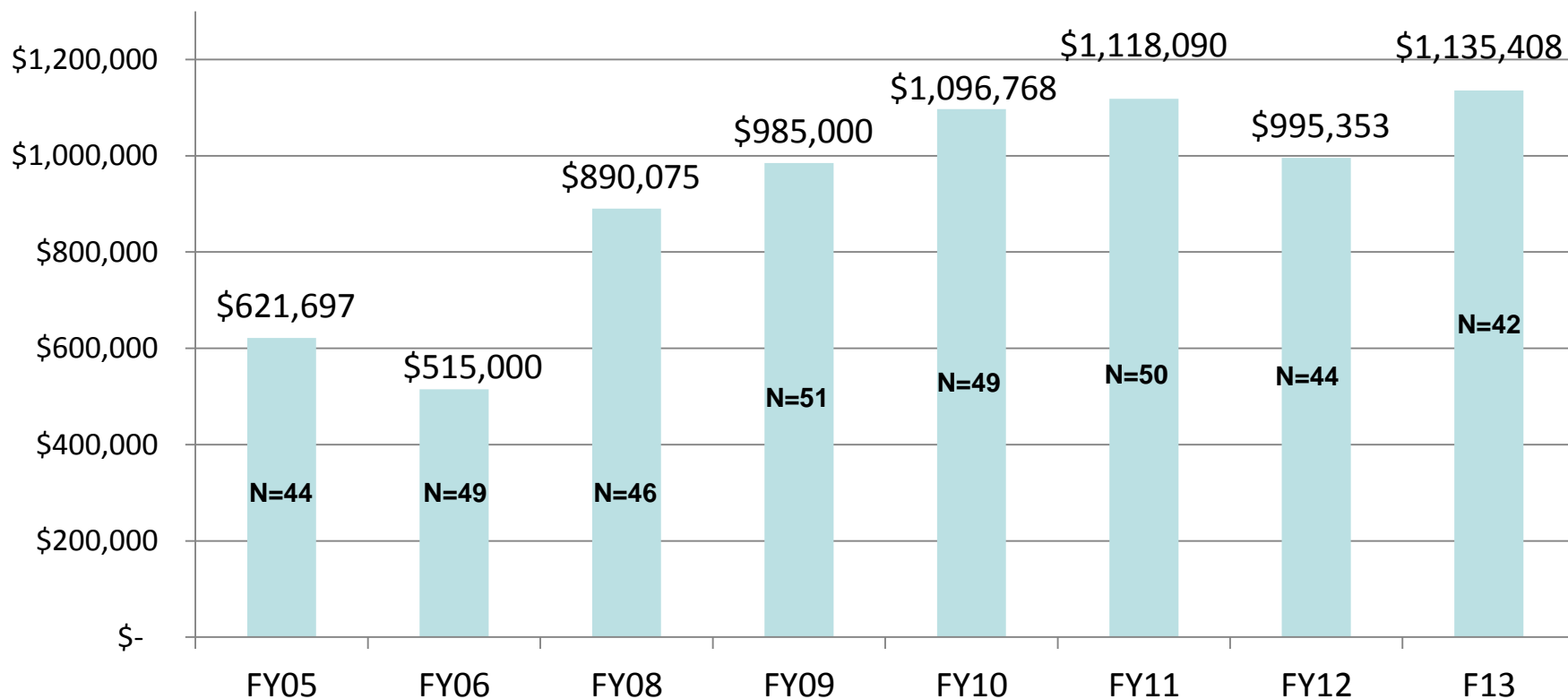
State Quitline Budgets FY13 (N=47)

Budget Category	From Tobacco Control Programs Median (Min – Max)	N	From Other Sources Median (Min – Max)	N	Total Median (Min – Max)	N
Total Quitline	\$1,149,749 (\$0 - \$22,518,556)	43	\$221,356 (\$0 - \$9,619,014)	38	\$1,669,275 (\$173,432 - \$23,845,988)	47
Services	\$704,755 (\$0 – 8,888,096)	42	\$96,380 (\$0 - \$1,504,996)	40	\$887,335 (\$23,883 - \$8,888,096)	41
Medications	\$187,085 (\$0 - \$2,263,843)	41	\$0 (\$0 – 610,000)	38	\$216,000 (\$0 - \$2,263,843)	41

Median and Total (sum) State Quitline Budgets

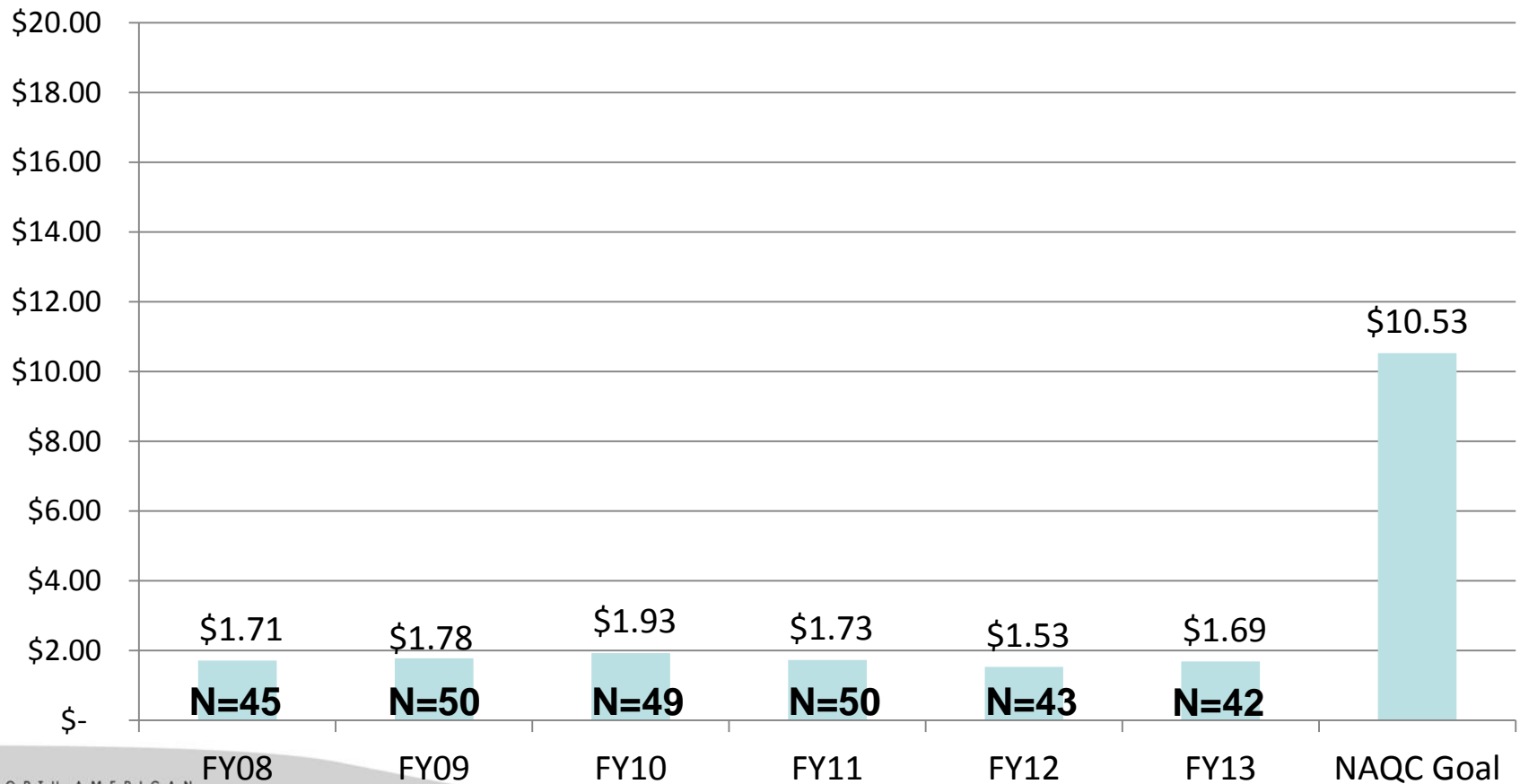


Median Budget for Services and Medications: State Quitlines FY2005 – FY2013



Median State Quitline Spending* per Smoker FY2008-FY2013

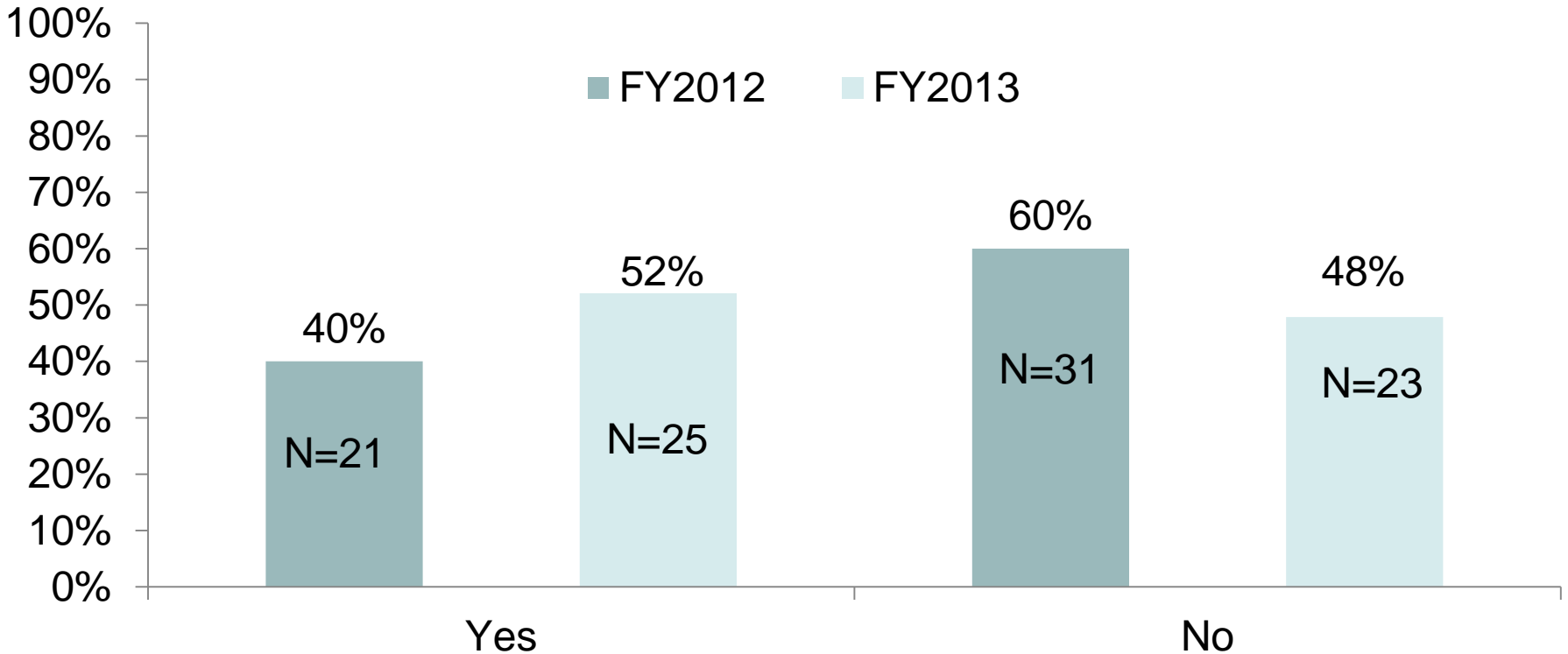
*Medications & Services



State Quitline Funding Sources FY2013

Budget source FY2013	N =45	% of Quitlines Reporting Budget Source	Budget Source Sum	% of Total Budget
CDC (any type)	38	84%	\$19,756,974	16.3%
Local government funds	1	2%	\$ 600,000	0.5%
State/provincial general funds	9	20%	\$10,391,716	8.6%
State/provincial dedicated tobacco tax funds	8	18%	\$20,092,558	16.6%
State Medicaid funds	0	0%	\$ -	0.0%
Federal financial participation (FFP) for quitline administrative expenditures for Medicaid beneficiaries	5	11%	\$955,402	0.8%
Tobacco settlement funds (MSA or non-MSA)	19	42%	\$56,703,439	47%
Federal Research grant	2	4%	\$5,371,795	4.4%
Third party reimbursement through an employer	4	9%	\$551,554	0.5%
Third party reimbursement through insurance company or health plan	3	7%	\$38,579	0%
Charitable foundation	1	2%	\$6,000	0%
Non-governmental organization	1	2%	\$335,220	0.3%

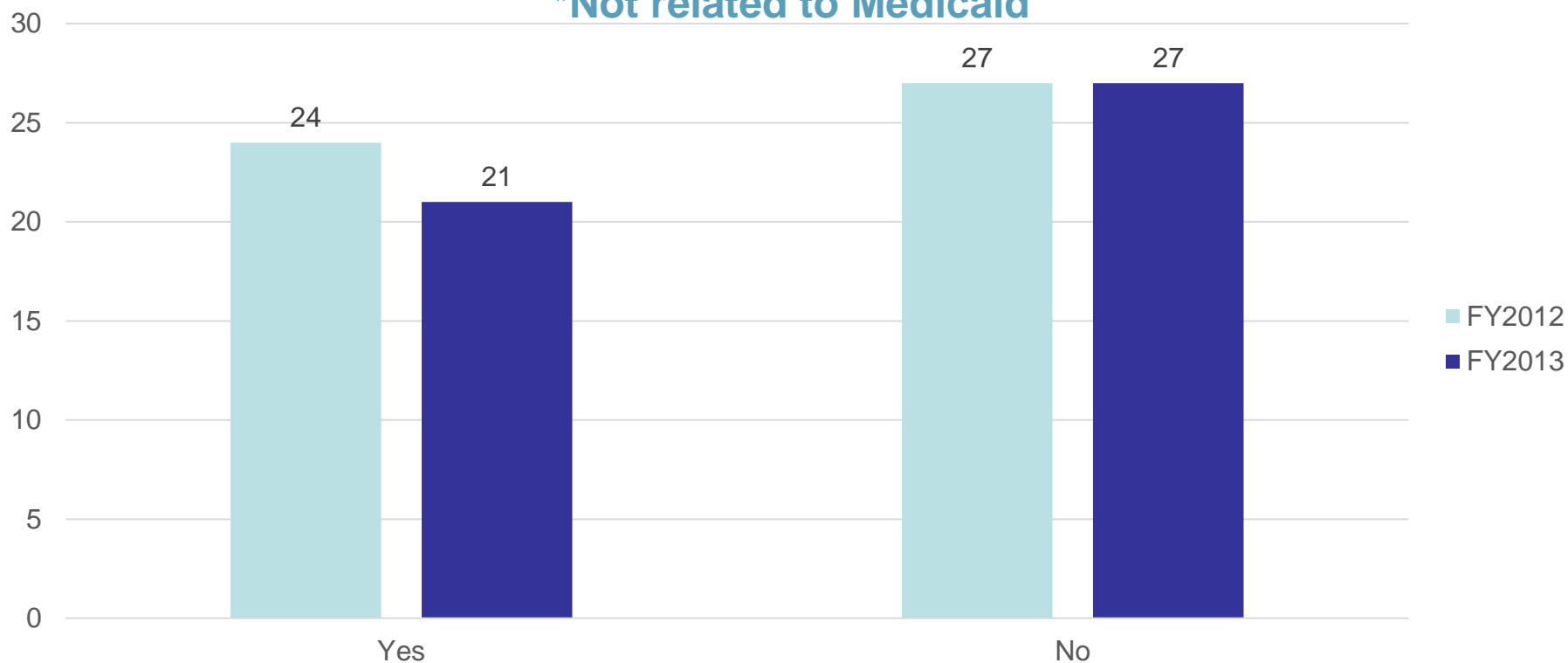
State Quitlines Claiming or Intending to Claim FFP



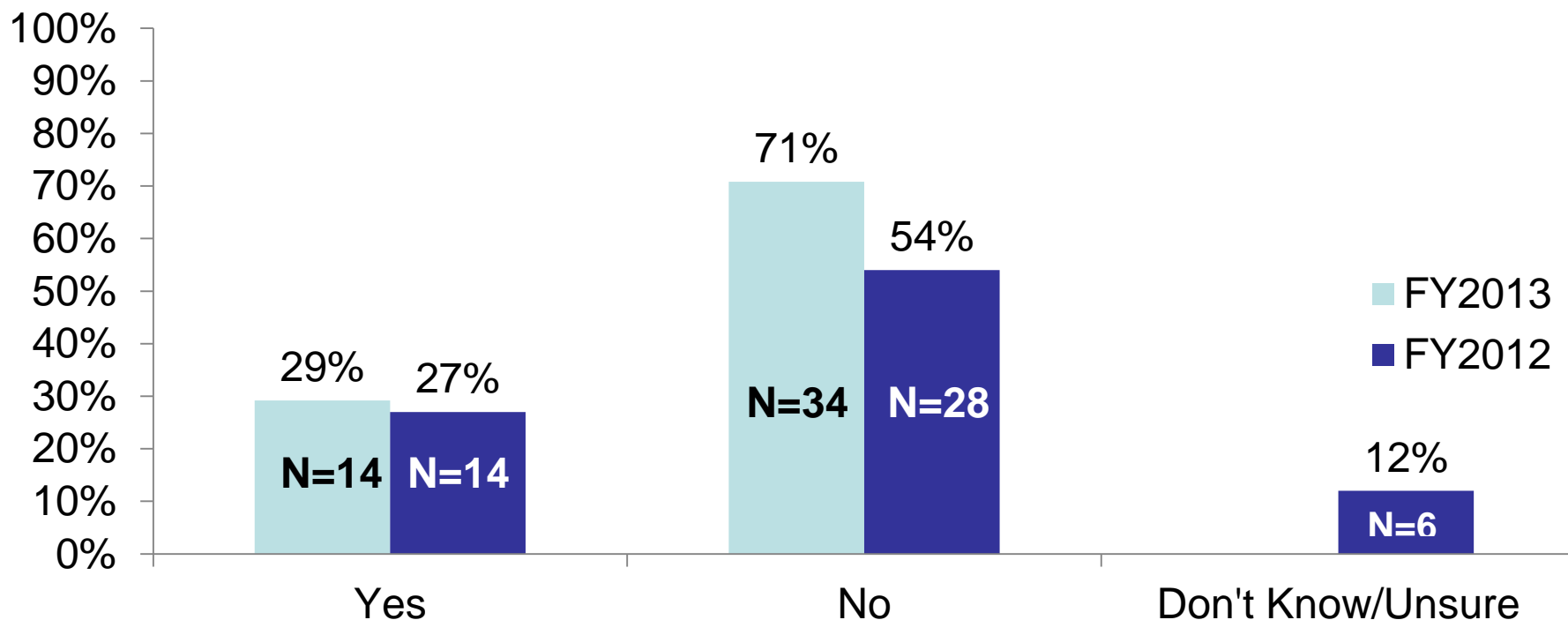
State Quitlines that Intent to Explore Other Funding*

FY2012 vs. FY2013

*Not related to Medicaid



Percent of State Quitlines Restricting/Considering Restrictions on Services for Insured Callers – FY2013



DESCRIPTION OF QUITLINE SERVICES

Data from:

- Annual Survey
- NAQC Quitline Profiles

Description of NAQC Quitline Profile Data

- NAQC Quitline Profile Website: <http://map.naquitline.org/>
- Quitline Operations Profile Data Reported:
 - Hours of Operation
 - Languages supported
 - Types of phone counseling
 - Web-based services
 - Medications
 - Eligibility criteria
 - Specialized materials offered
 - Providers referral program
- Contacts for NAQC staff that can assist states with updates to state quitline profiles:

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Phone Counseling Services Offered by State Quitlines: 2013 & 2014*

Phone counseling services	2013	2014
	US N = 53	US N=53
	% (n)	% (n)
Minimal/brief intervention—client-initiated —1-10 minutes	32% (17)	34% (18)
Single session counseling more than 10 minutes—client-initiated	64% (34)	66% (35)
Multiple sessions—client-initiated (i.e., reactive, client calls in for each follow up)	81% (43)	81% (43)
Multiple sessions—counselor-initiated (i.e., proactive, cessation specialist / counselor / coach calls client for follow up)	94% (50)	92.5% (49)

*Data Source: NAQC Quitline Profile Data

Web-based Programs Offered by State Quitlines: Comparison FY2012 to FY2013*

Internet-based services	FY2012	FY2013
	US N=52	US N=51
	% (n)	% (n)
Information about the quitline	96% (50)	98%(49)
Information about tobacco cessation	94% (49)	94% (47)
Self-directed web-based intervention to help tobacco users quit	62% (32)	76%(38)
Text messaging	25% (13)	48%(24)

Interactive Features of Self-Directed Web-Based Programs: FY2012 to FY2013*

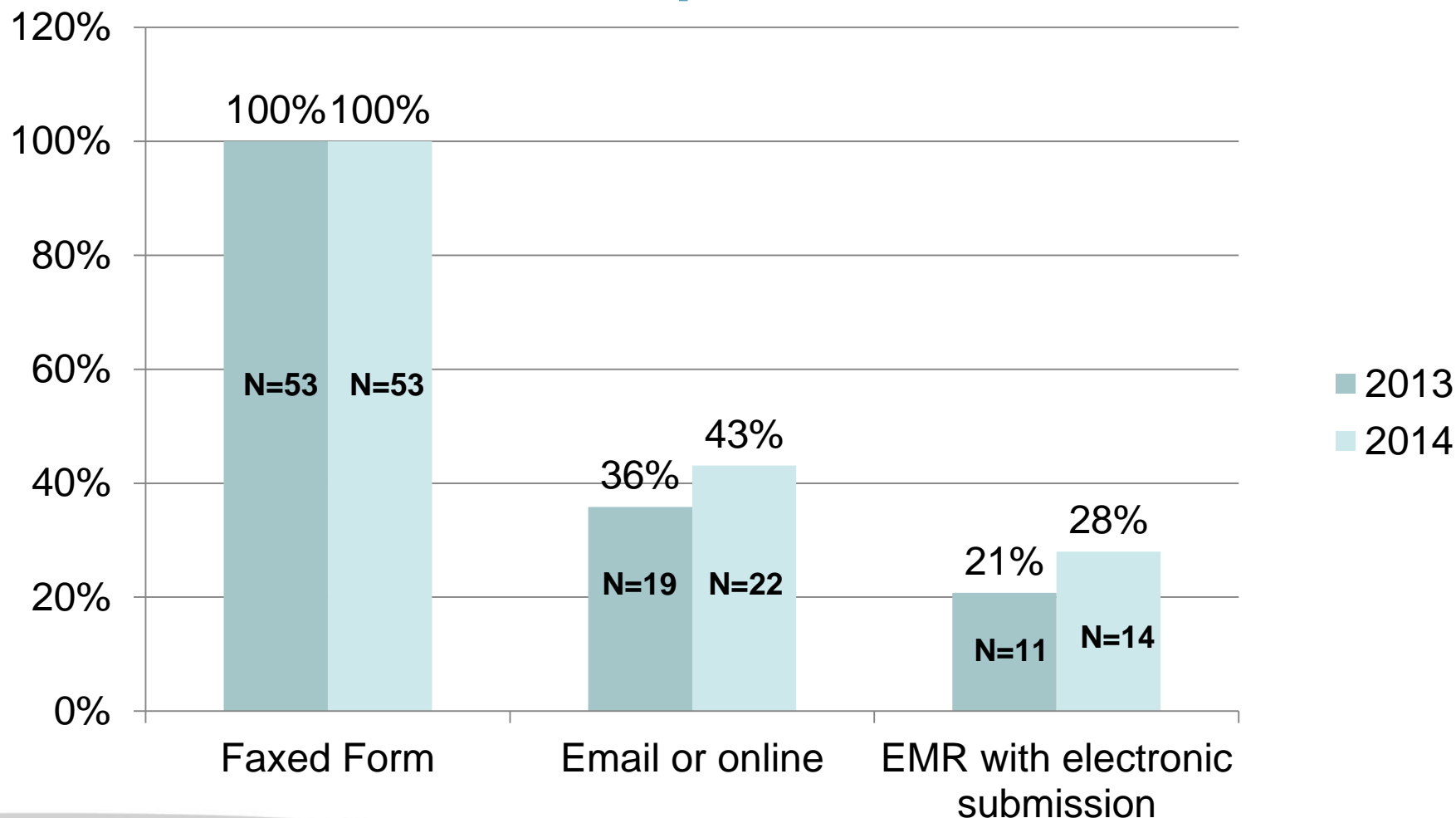
Interactive Features	FY2012 N = 52	FY2013 N=51
	% (n)	% (n)
Automated email messages	56% (29)	67% (34)
Chat rooms	60% (31)	63% (32)
Interactive counseling and/or email messaging to cessation specialist/counselor/ coach to help tobacco users quit	58% (30)	61% (31)

Use of Interactive Voice Response (IVR)*

How IVR was Used	FY2013 US (n=37)
Triage only	95% (n=35)
Handle provision of some requested services only	0% (n=0)
Both triage and handle some provision of requested services	5% (n=2)
Other	0% (n=0)

***Data Source: FY2013 Annual Survey**

Referral Methods Offered to Providers by State Quitlines: Comparison 2013 to 2014*



*Data Source: NAQC Quitline Profile

State Quitline Services Available to Referring Providers: 2013 & 2014*

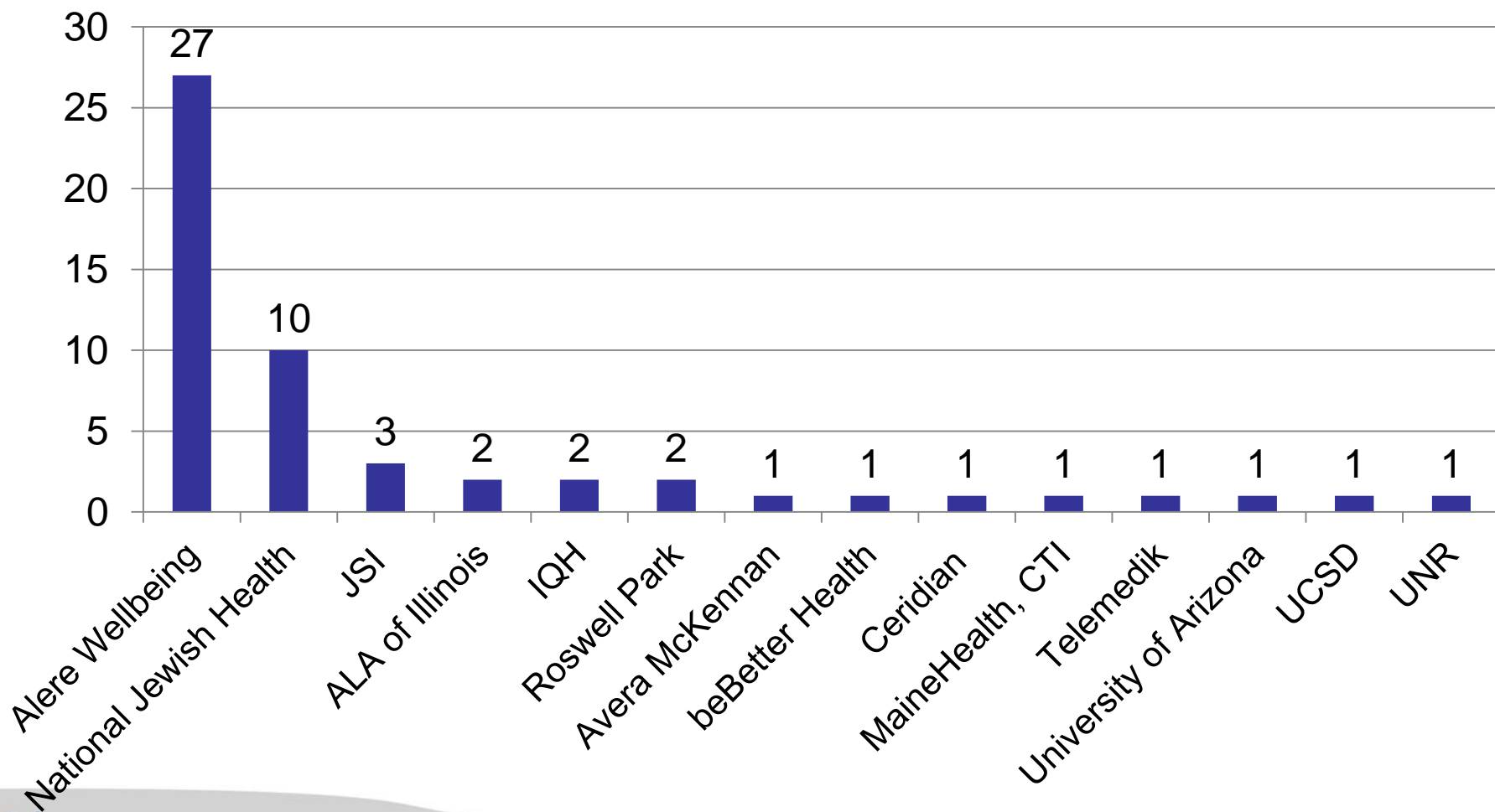
Services received	2013	2014
	US N = 49	US N = 49
	% (n)	% (n)
Quitline and/or referral brochures	92% (45)	92% (45)
Customized referral/consent forms	74% (36)	75% (37)
Patient progress reports	49% (24)	47% (23)
Customized provider feedback reports	59% (29)	63% (31)
Staff training	63% (31)	65% (32)
Quitline/referral program newsletter	10% (5)	10% (5)

*Data Source: NAQC Quitline Profile 2013 & 2014

Provision of In-language Counseling for Languages Other than English: FY2013*

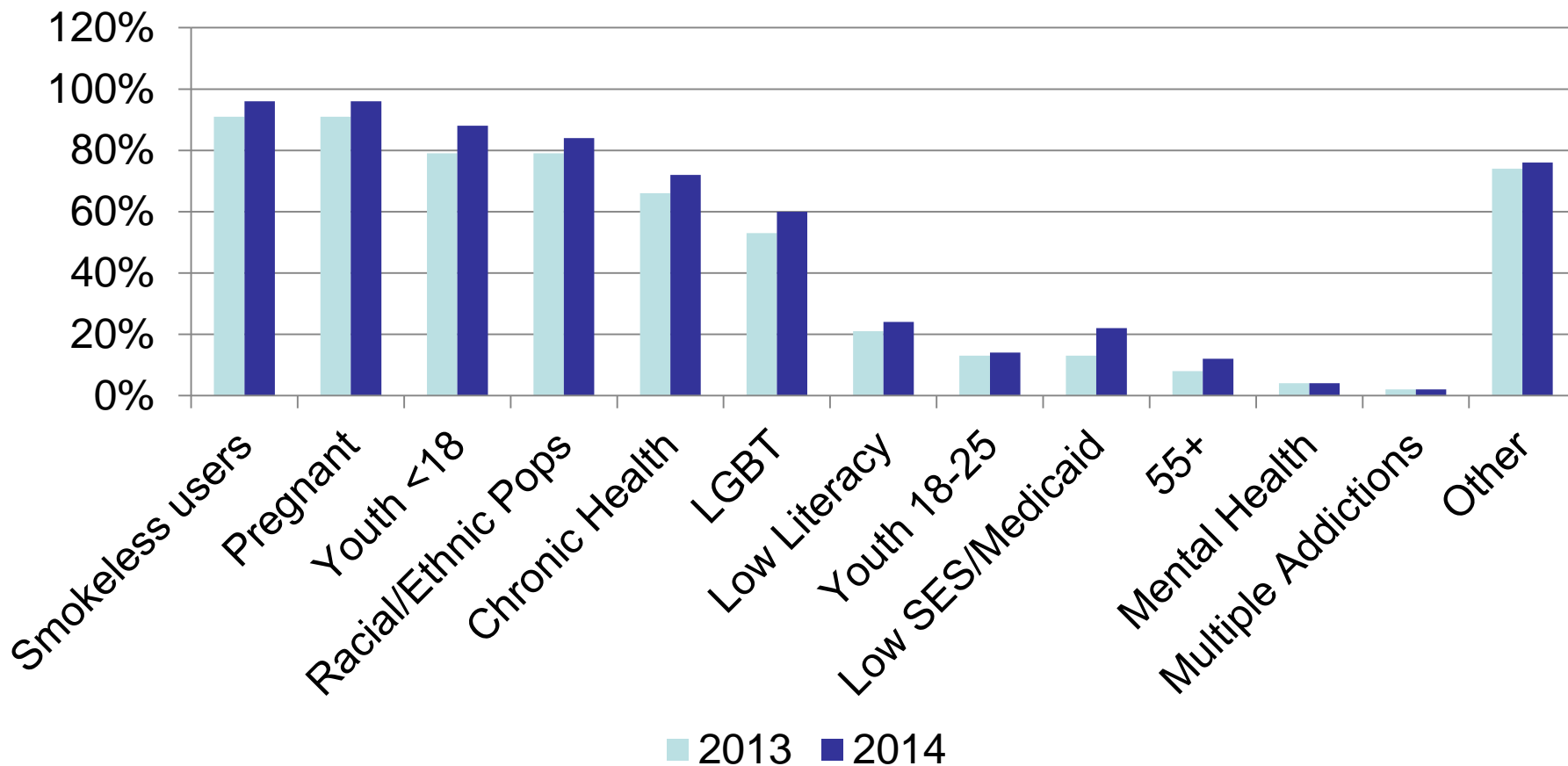
- **98% of state quitlines offer counseling in languages other than English.**
- **The vast majority (78%) of state quitlines offer “in-language menu prompt” for callers to indicated language preference.**
- **Top 5 languages offered by state quitlines based on # of people served in those languages.**
 - English
 - Spanish
 - Korean
 - Vietnamese
 - Mandarin

Primary Service Providers to State Quitline in 2013*



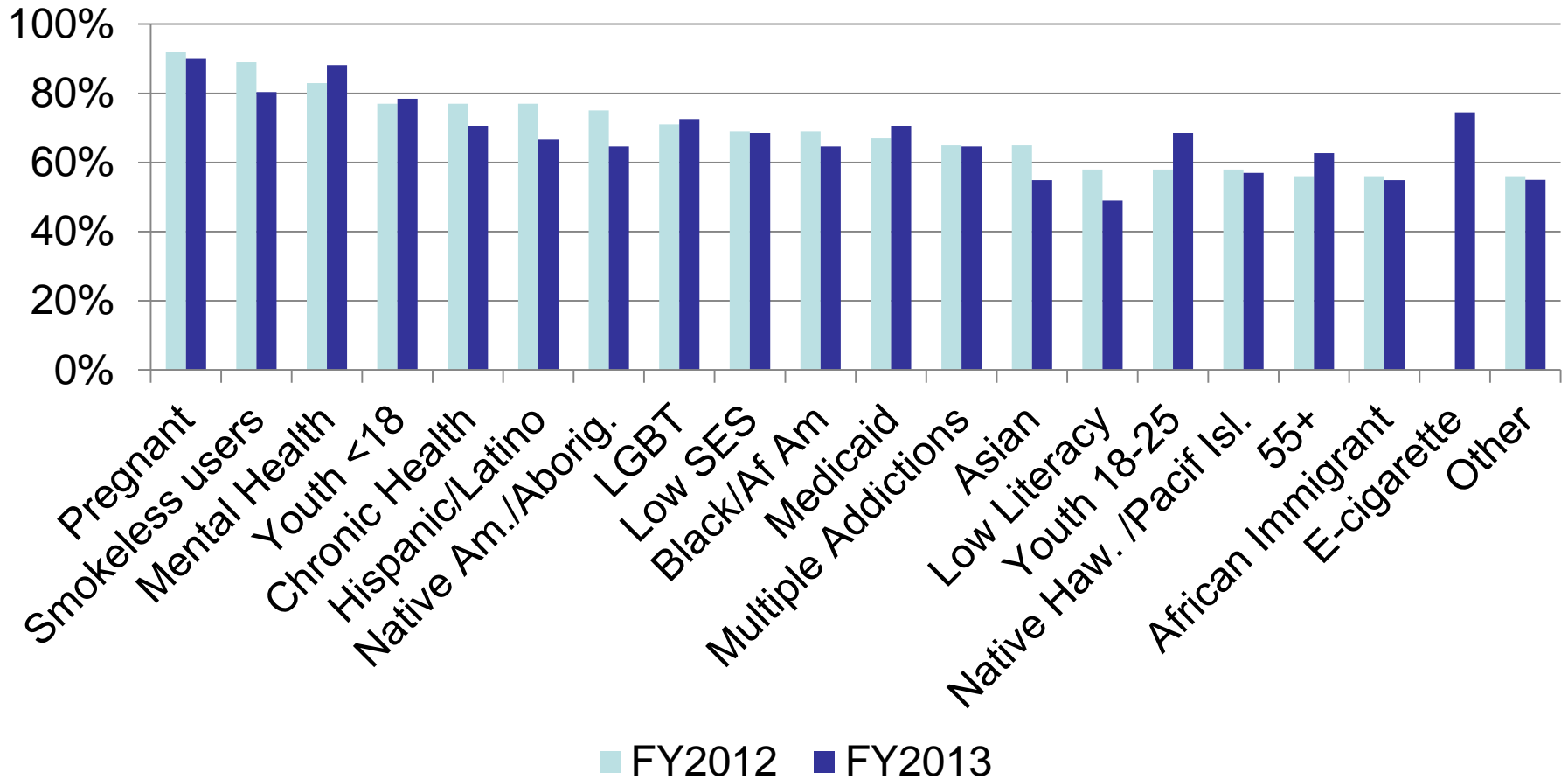
*NAQC Quitline Profile 2013

Specialized Materials for Special Populations 2013 vs. 2014*



*Data Source: NAQC Quitline Profile

Specialized Training for State Quitline Staff FY12 vs. FY2013*



*Data Source: FY2012 & FY2013 Annual Surveys

MEDICATIONS

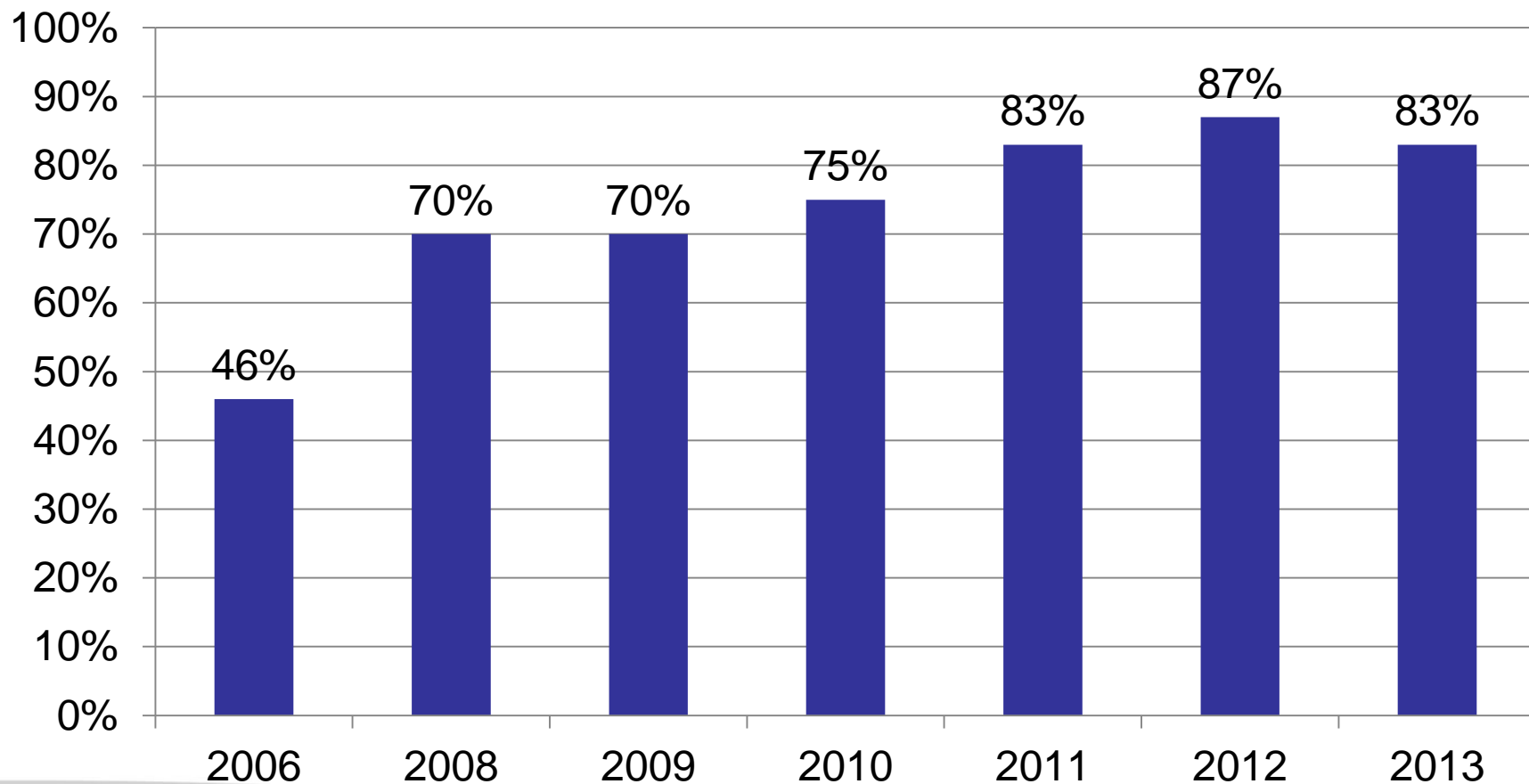
Provision of Cessation Medication 2013 vs. 2014*

	Patch	Gum	Lozenge	Zyban	Chantix	Nasal Spray	Inhaler	ANY Meds
2013: US (n=53)								
Free	46 (87%)	34 (64%)	26 (49%)	3 (6%)	3 (6%)	2 (4%)	2 (4%)	46 (87%)
Discounted	1 (2%)	1 (2%)	1 (2%)	2 (4%)	3 (6%)	1 (2%)	1 (2%)	3 (6%)
Voucher	1 (2%)	1 (2%)	1 (2%)	1 (2%)	3 (6%)	1 (2%)	1 (2%)	3 (6%)
2014: US (n=53)								
Free	44 (83%)	35 (66%)	24 (45%)	3 (6%)	3 (6%)	2 (4%)	2 (4%)	44 (83%)
Discounted	4 (8%)	4 (8%)	4 (8%)	5 (9%)	4 (8%)	2 (4%)	2 (4%)	5 (9%)
Voucher								5 (9%)

*Data Source: NAQC Quitline Profile

Percent of State Quitlines Providing Free Cessation Medication*

*Data Sources NAQC Profile Data



UTILIZATION

Utilization: Total Direct Calls FY2012 vs. FY2013

Total Direct Calls	N	Missing	Min	Max	Median	Mean	Sum
FY12 US (N=53)	52	1	340	185,546	15,356	26,208	1,336,602
FY13 US (N=51)	46	5	431	215,128	16,520	28,879	1,328,478

Total & Median Calls to State Quitlines: FY2005 – FY2013



Average number of minutes of counseling and number of counseling calls completed FY2012 vs. FY2013

Total Calls	N	Missing	Min	Max	Average
FY12: US (N=52)					
Average # of minutes of counseling	38	14	0	50	29.6
Average # of completed counseling calls	40	12	1	4	2.2
FY13: US (N=51)					
Average # of minutes of counseling	41	10	0	54	26.88
Average # of completed counseling calls	42	9	1	4	2.3

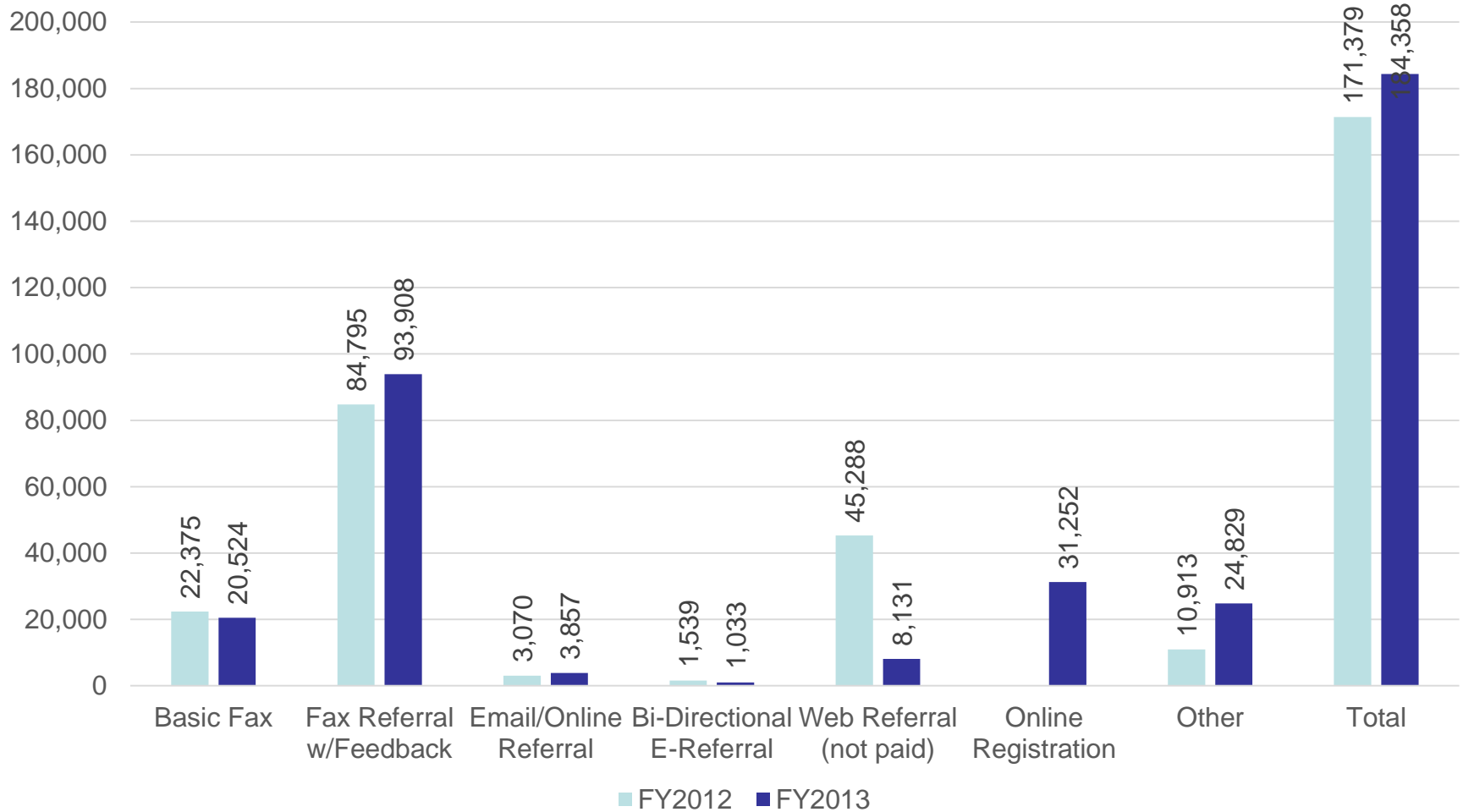
Promotional Reach of State Quitlines FY 2005-2013



Referrals Received by State Quitlines in FY2013

Referrals	N	N reporting 1 or more	Median (min, max)	Sum
Basic fax-referral	46	34	67 (0, 5295)	20,524
Fax-referral with feedback	45	41	1198 (0,10793)	93,908
Email and/or online referral	35	12	0 (0, 2257)	3,857
Fully automated, bi-directional electronic referral	38	6	0 (0, 695)	1,033
Community organization networks	33	5	0 (0, 476)	584
Online advertising (paid)	34	1	0 (0, 423)	423
Web referrals (links, not paid ads)	42	27	5 (0, 2065)	8,131
Online Registration	39	14	0 (0, 26364)	31,252
Central call center	34	1	0 (0, 2)	2
Other referral sources	37	3	0 (0, 13772)	24,829
QUITLINE Total	47	47	1956 (8, 33196)	184,358

Sum of Referrals Received FY2012 vs. FY2013



State Quitline Referrals that Received Medications/Counseling FY2012 vs. FY2013

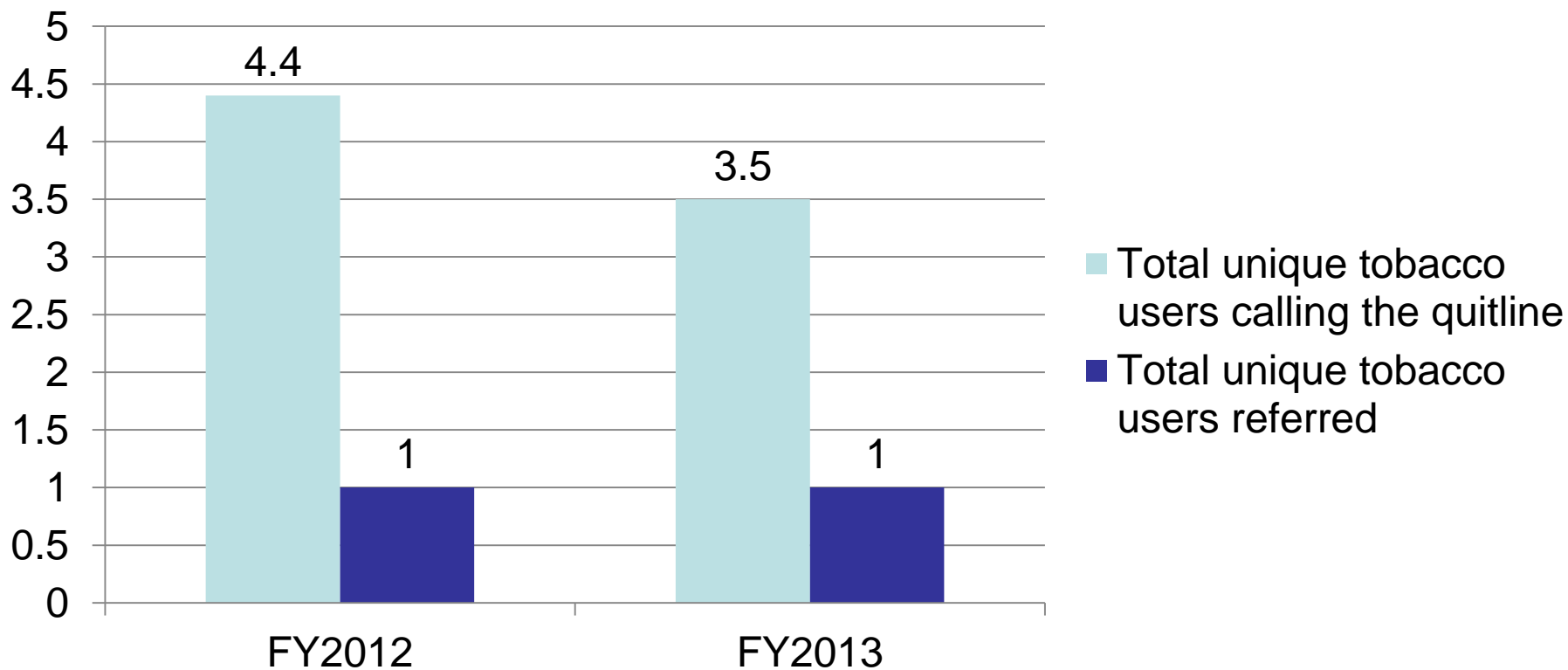
	N	Total referrals	Total referrals receiving counseling or medication	Proportion of referrals receiving counseling or medication
FY2012	44	110,974	38,599	35%
FY2013	41	120,648	42,224	35%

N = number of quitlines reporting both total number of referrals and total referrals receiving counseling or medications.

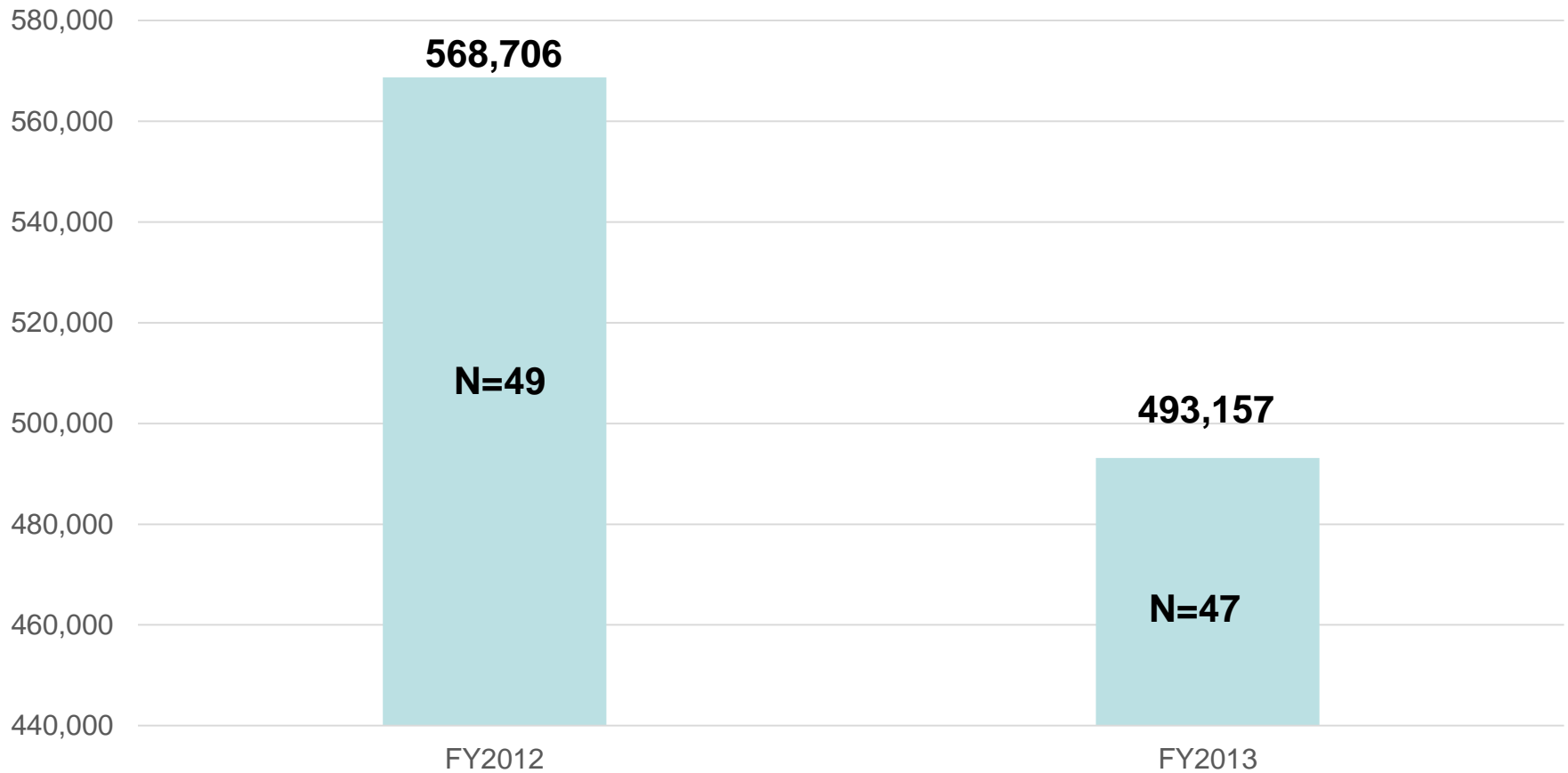
State Quitlines Utilization – Received Service FY2013

Tobacco Users Who Received Service	N	Missing	Median (Min,Max)	Sum
US (N=51)				
Self-help Materials	46	5	66 (0, 6561)	31,363
Any amount of counseling by phone	48	3	4456 (116, 51212)	388,501
Any amount of counseling by web	37	14	0 (0, 2337)	4,429
Medication received	46	5	3324 (0, 62177)	320,042
Total served with either counseling or medications	50	1	4712 (179, 66854)	446,373

State Quitlines: Ratio of Direct calls from Unique Tobacco Users to Referrals of Unique Tobacco Users FY2012 to FY2013



Completed Intake/Registrations for State Quitlines: FY2012 vs. FY2013



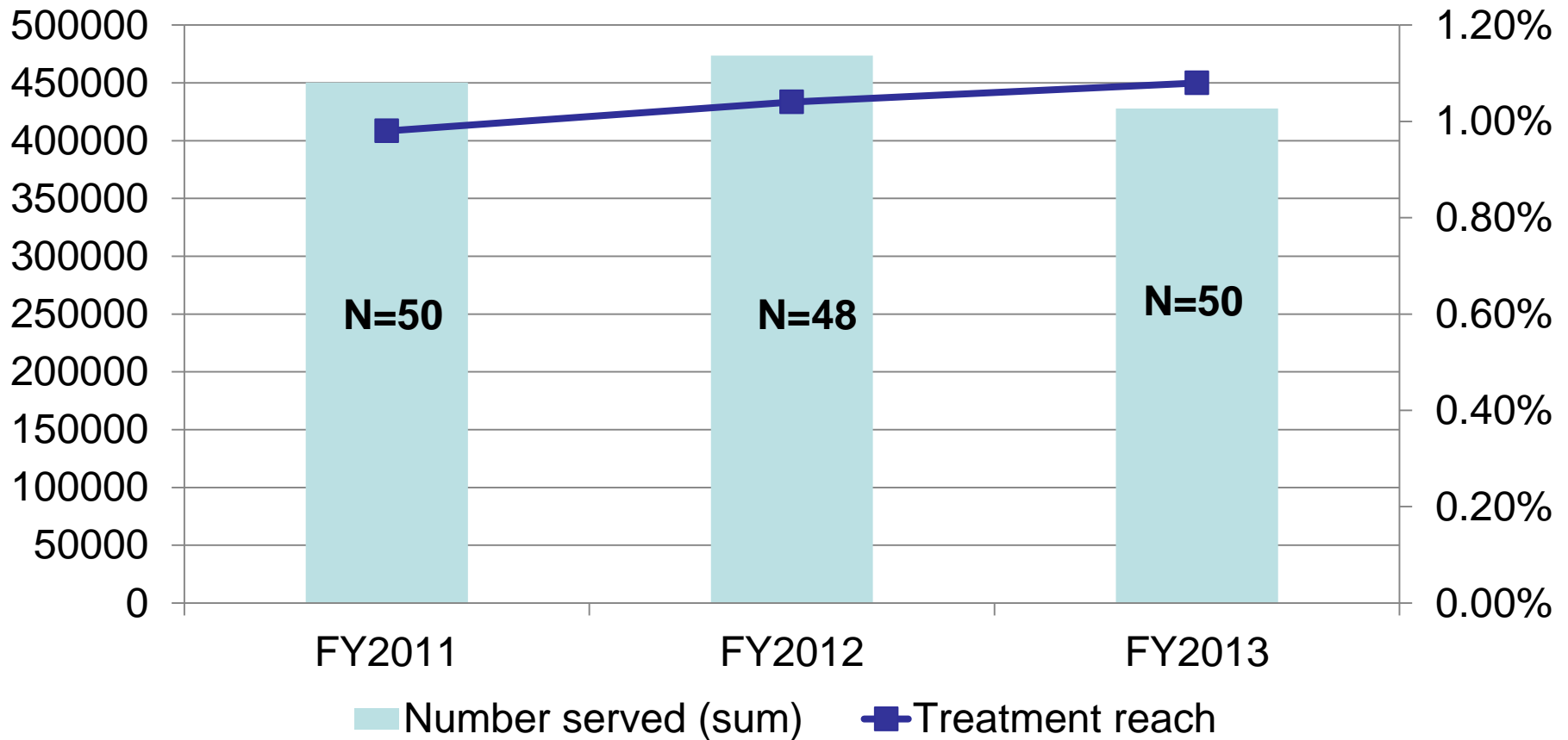
Registration Reach for State Quitlines: FY 2009-2013

US	N	Min	Max	Mean	Actual
2009	49	0.16%	9.84%	1.89%	1.22%
2010	52	0.12%	7.26%	1.71%	1.30%
2011	50	0.17%	5.37%	1.54%	1.17%
2012	48	0.19%	4.79%	1.59%	1.29%
2013	47	0.01%	5.33%	1.52%	1.22%

Treatment Reach FY09-FY13

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%

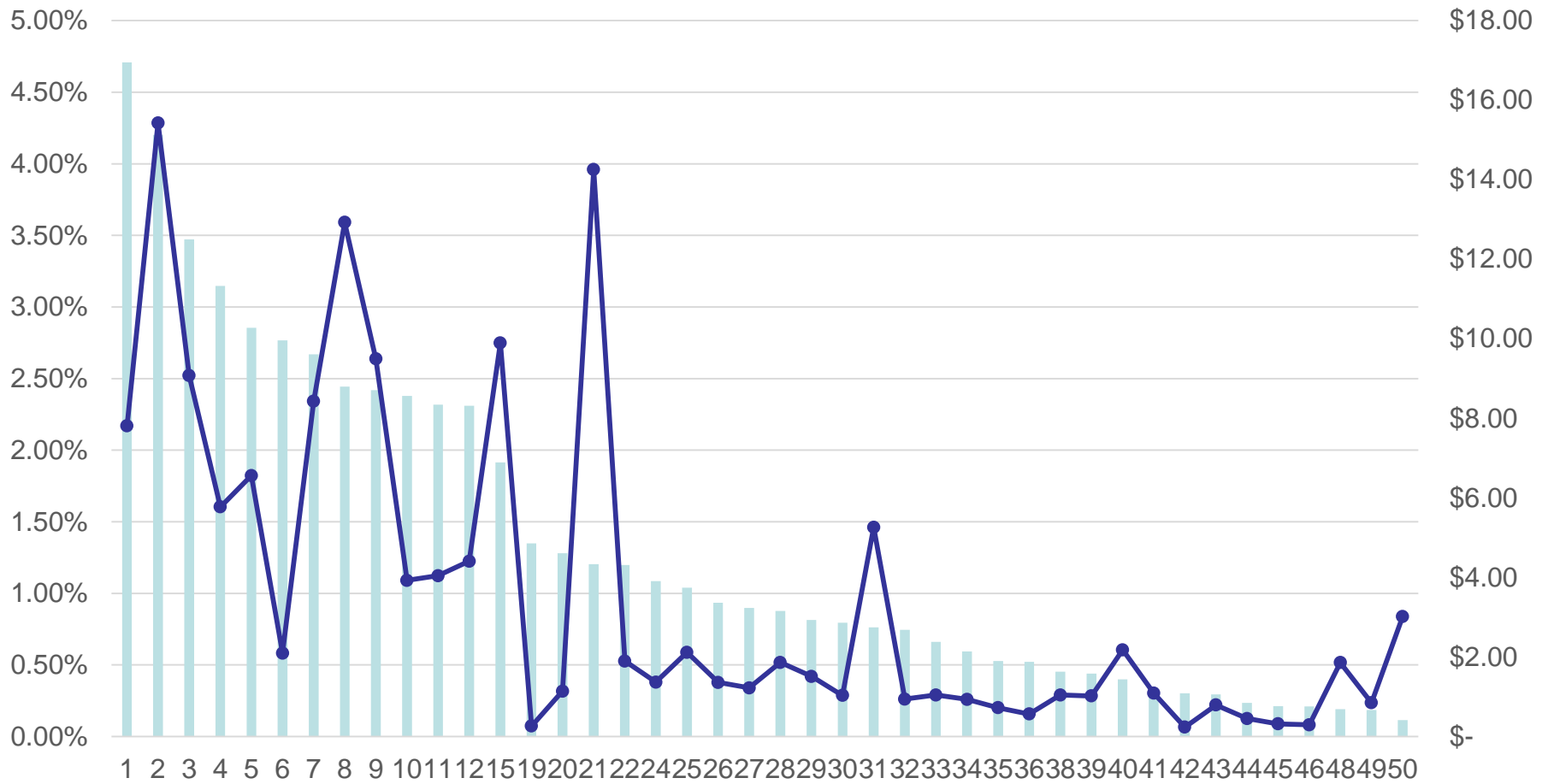
Treatment Reach of State Quitlines FY2011- FY2013



Where are State Quitlines with Reach?

Reach	Promotional reach (# of unique tobacco users calling) Reach (N)	Registration reach (# of unique tobacco users completing an intake) Reach (N)	Treatment reach (# of unique tobacco users receiving evidence based services) Reach (N)
FY2012	1.16% (43)	1.29% (48)	1.04% (48)
FY2013	1.07% (47)	1.22% (47)	1.08% (50)

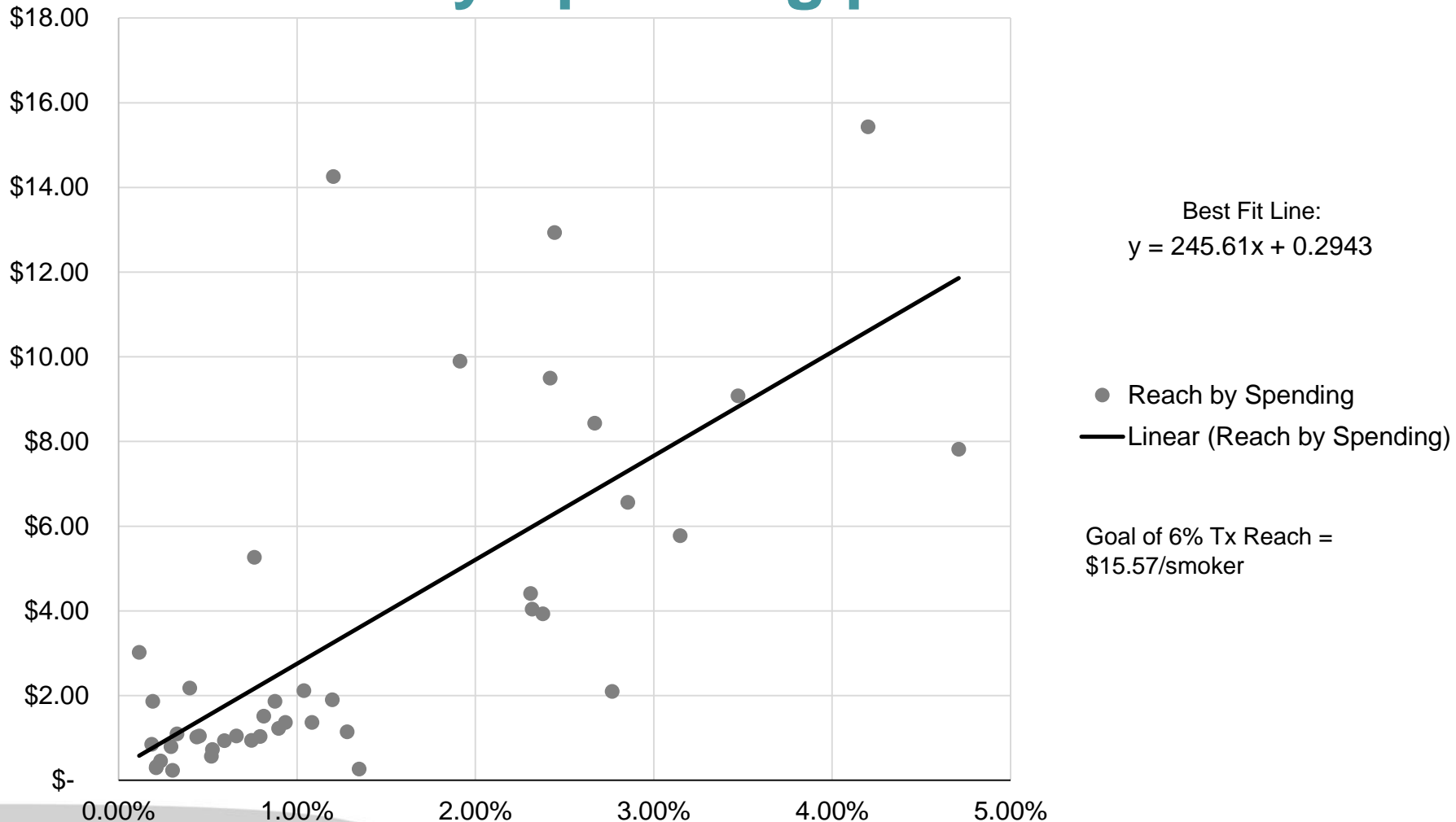
Treatment reach and Spending per Smoker for State Quitlines: FY13



2013 Treatment Reach (smokers)

2013 Spending per Smoker

FY2013: State Quitline Treatment Reach by Spending per Smoker



DEMOGRAPHICS OF CALLERS

Note: Our original intention was to ask quitlines to report demographics on **ONLY** those tobacco users who received counseling or medications. Six state quitlines were only able to report on the population of tobacco users completing an intake questionnaire. Similar to FY2012, for FY2013 this inconsistency in the numbers reported in this section may be slightly larger than the population who received counseling or medications.

State Quitline Utilization: Gender FY2012 vs. FY2013

	Quitline		Number of Callers			
	N	Missing	Min	Max	Mean	Sum
FY2012 (N=52)						
Male	49	3	57	39,018	4,021	197,024
Female	49	3	80	41,502	5,603	274,525
FY2013 (N=51)						
Male	47	4	49	32,964	3,970	186,608
Female	47	4	70	36,471	5,610	263,692

State Quitline Utilization: Age FY2012 vs. FY2013

	Quitline		Age of Callers		
	N	Missing	Min*	Max**	Mean***
FY2012 (N=52)	44	8	13	112	44.2
FY2013 (N=51)	42	9	12	113	44.9

- *Min = the least of the minimum ages reported
- **Max = the greatest of the maximum ages reported
- ***Mean = the average of the mean ages reported

State Quitline Utilization: Level of Education US

FY2012 vs. FY2013

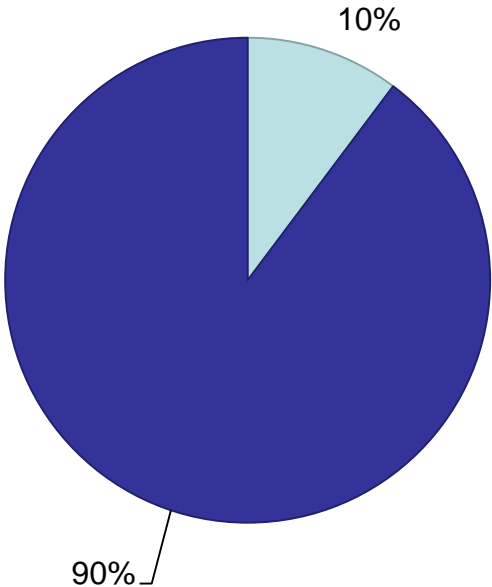
	Quitline		Number of Callers			
	N	Missing	Min	Max	Mean	Sum
FY2012 (N=52)						
< Grade 9	50	2	4	1,940	338	16,893
Grade 9-11, no degree	49	3	27	7,393	1,274	62,440
GED/HS degree	50	2	56	19,401	3,050	152,492
Some college or university	50	2	26	17,090	2,357	117,862
College or university degree	50	2	23	12,938	1,388	69,392
FY2013 (N=51)						
< Grade 9	44	7	4	2,178	347	15,251
Grade 9-11, no degree	46	5	32	8,000	1,302	59,889
GED/HS degree	46	5	43	20,569	3,178	146,186
Some college or university	46	5	27	17,156	2,370	109,002
College or university degree	46	5	11	13,377	1,423	65,456

State Quitline Utilization: Race & Ethnicity FY2013

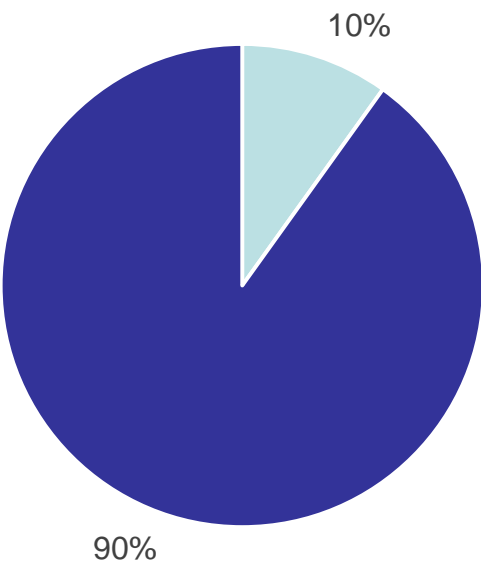
	Quitline		Number of Callers			
	N	Missing	Min	Max	Mean	Sum
FY2013 (N=51)						
Hispanic or Latino	44	7	0	9,974	919	40,421
White	45	6	6	47,572	6,651	299,290
Black or African American	45	6	1	9,624	1,541	69,367
Asian	45	6	0	3,432	158	7,119
Native Hawaiian or Pacific Islander	43	8	0	1,061	39	1,687
American Indian or Alaskan Native	44	7	0	3,427	238	10,483
Other	45	6	6	6,146	517	23,279

State Quitline Utilization: Ethnicity FY2012 vs. FY2013

FY2012

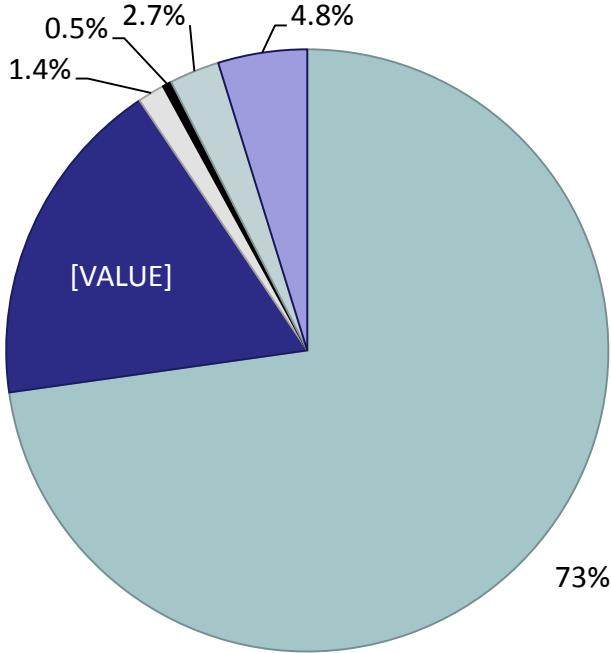


FY2013



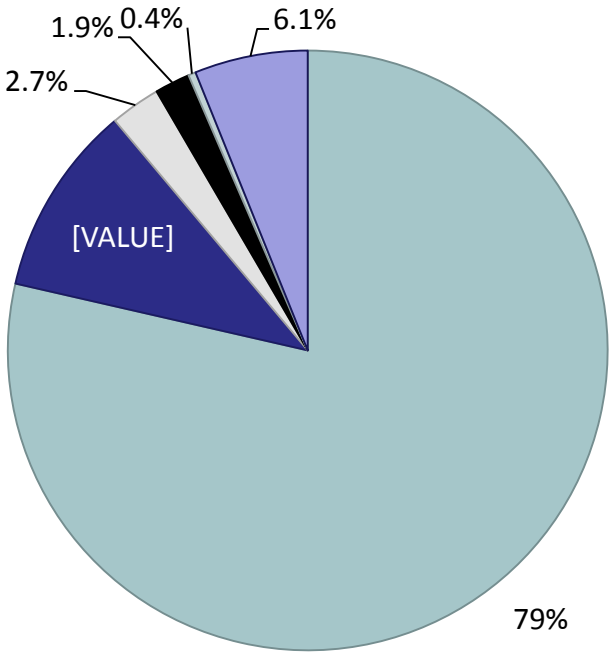
State Quitline Utilization: Race FY2012 vs. FY2013

FY2012



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

FY2013



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

State Quitlines Utilization: Sexual Orientation

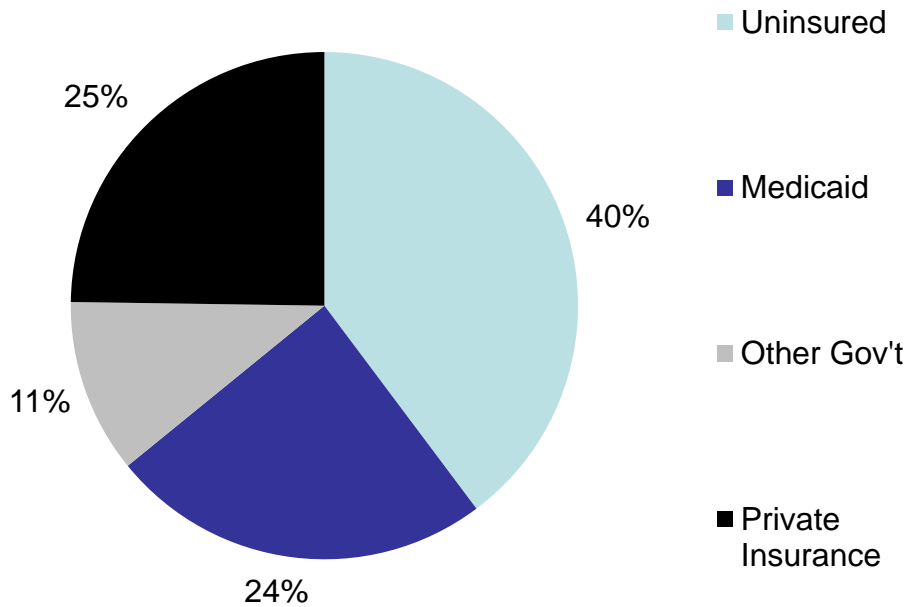
	Quitline		Number of Callers			
	N	Missing	Min	Max	Mean	Sum
FY2013						
Straight	34	17	0	32,466	6,426	218,501
Gay or lesbian	34	17	0	2,087	242	8,236
Bisexual	33	18	0	1,022	160	5,294
Transgender	31	20	0	57	7	216
Other	32	19	0	274	52	1,653
Refused	32	19	0	1,910	208	6,651
Missing	32	19	0	30,936	1,861	59,546

State Quitlines: Insurance Status of Callers FY2013

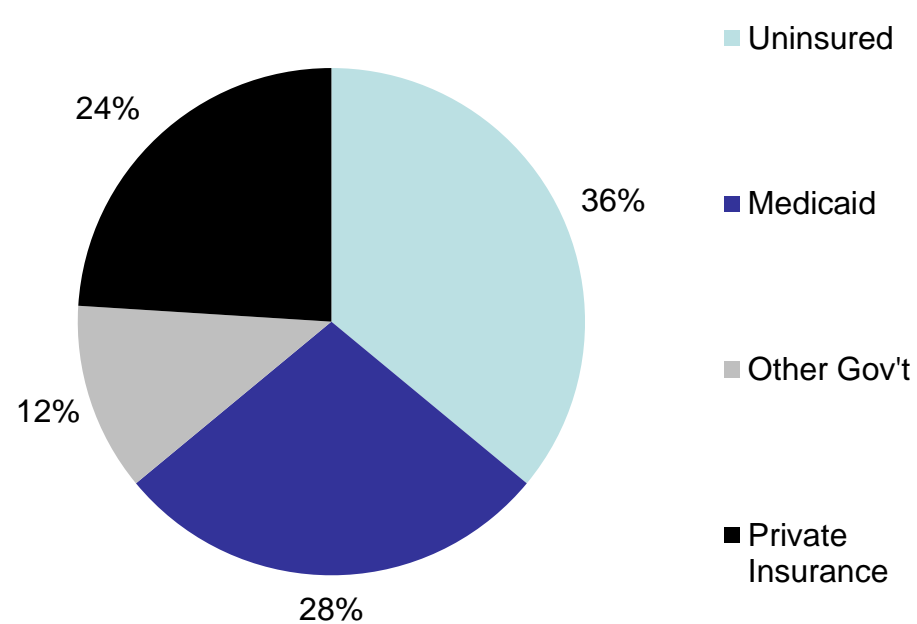
Insurance Type	Quitline		Number of Callers			
	N	Missing	Min	Max	Mean	Sum
FY2013						
None	43	8	28	28,607	3,404	146,391
Medicaid	44	7	41	17,602	2,518	110,779
Other Gov't- provided insurance (e.g., Medicare, Military)	44	7	3	8,307	1,188	49,875
Private	43	8	45	19,998	2,214	95,217

State Quitlines: Insurance Status of Callers FY2012 vs. FY2013

FY2012



FY2013



State Quitlines: Treatment Reach for Priority Populations FY2011 – FY2013

FY	Overall Treatment Reach	Afr Am	AI/AN	Asian	Latino	<HS Ed
FY2011	0.98%	1.09% (1>6%; 9>3%)	1.45% (1>6%; 6>3%)	0.39% (1>6%; 2>3%)	0.78% (1>6%; 1>3%)	0.72% (0>6%; 4>3%)
FY2012	1.04%	1.33% (2>6%; 9>3%)	1.63% (2>6%; 9>3%)	0.63% (1>6%; 1>3%)	0.85% (0>6%; 0>3%)	0.77% (0>6%; 1>3%)
FY2013	1.08%	0.96 (0>6%; 1>3%)	0.80% (0>6%; 0>3%)	0.47% (0>6%; 0>3%)	0.60% (0>6%; 0>3%)	0.90% (0>6%; 2>3%)

Screening for Chronic Health or Behavioral Health Conditions: State Quitlines FY2012 vs. FY2013

	Number of state quitlines that screen for chronic health or behavioral health conditions N (%)
FY2012 (n=50)	41 (79%)
FY2013 (n=48)	40 (83.3%)

EVALUATION

Evaluation FY13

- **36 state quitlines (68%) reported evaluation data.**
- **30 state quitlines (83%) conducted evaluation activities during calendar year 2013.**
- **22 state quitlines (61%) surveyed tobacco users who registered for services beginning in 2012.**
- **15 state quitlines (42%) extended registration into 2013.**

NAQC Standard Quit Rate Methodology

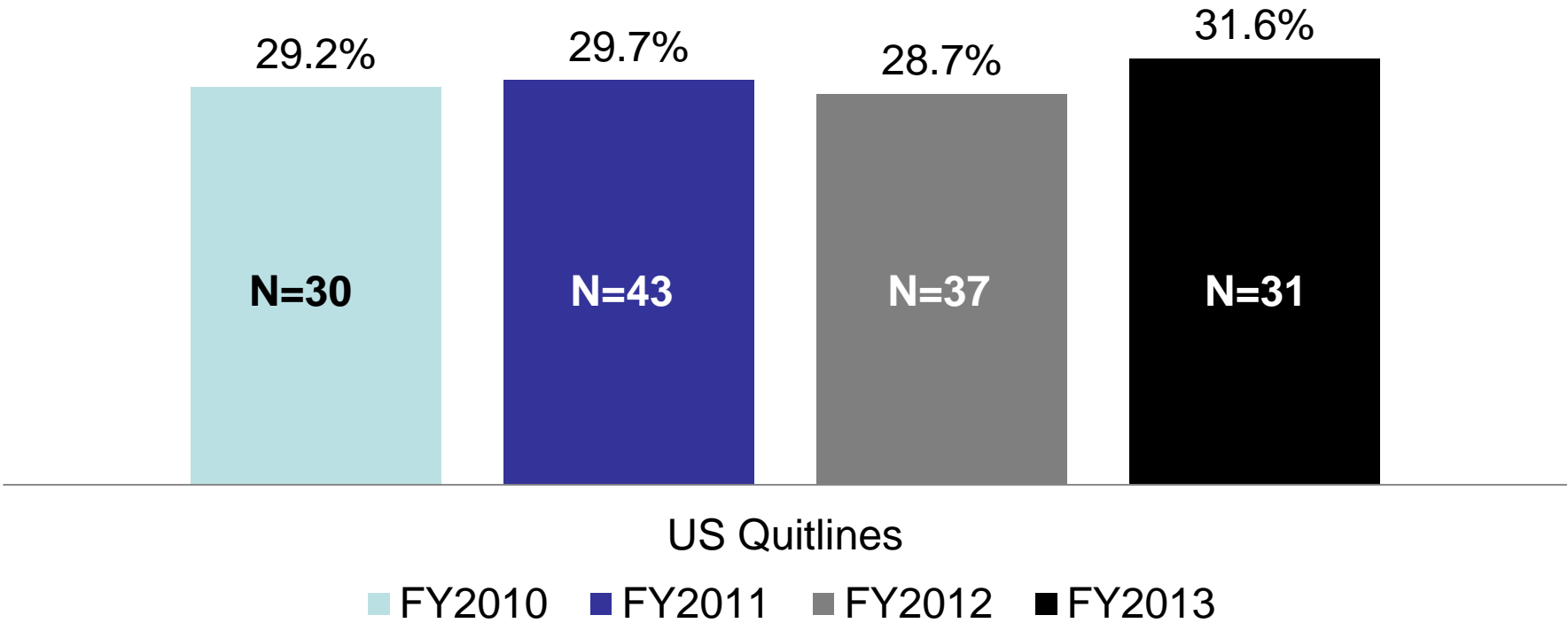
- 30-day point-prevalence-abstinence measured at 7 months after registration
- Quit rate should be calculated on all tobacco users seeking treatment who register for services and consent to the evaluation and *receive at least minimal evidence-based treatment.*

Source: NAQC. (2009). *Measuring Quit Rates. Quality Improvement Initiative* (L. An, MD, A. Betzner, PhD, M.L. Luxenberg, PhD, J. Rainey, BA, T. Capesius, MPH, & E. Subialka, BA). Phoenix, AZ.. Available at http://www.naquitline.org/resource/resmgr/docs/naqc_issuepaper_measuringquit.pdf

Quit Rate Context: FY2013

- Consent rates averaged 93.7%, ranging from 68.8% to 100% (n=31)
- Response rates averaged 41.4%, ranging from 13.2% to 58.8% (n=30)
 - 6 state quitlines reported a response rate of 50% or greater, as recommended in the “Measuring Quit Rates” NAQC Issue Paper.
 - Down from 11 state quitlines in FY2012.

NAQC Standard Quit Rates FY2010-FY2013



Quit Rates for State Quitlines

	FY 2010	FY 2011	FY 2012	FY2013
# quitlines \geq 30% quit rate	12/29 (41%)	16/42 (38%)	18/37 (49%)	16/31 (51%)
# quitlines $>$ 20% quit rate	27/29 (93%)	40/42 (95%)	34/37 (92%)	29/31 (100%)

Resources

- Final powerpoint presentation posted on the 2013 survey page
- FY2013 benchmarking data have been sent to individual quitlines
- Quitline Profiles will be updated (metrics section)
 - **Deadline Extended to Thursday, April 30th** to opt out of Benchmarking data update to NAQC Quitline Profiles.

Funding Sources for the FY 2013 NAQC Annual Survey of Quitlines

Centers for Disease Control and Prevention,
Office on Smoking and Health

NAQC Membership Dues

Recommended Citation:

North American Quitline Consortium. 2013. Results from the 2013 NAQC Annual Survey of Quitlines.

Available at

<http://www.naquitline.org/?page=2013Survey>

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

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