Background
Since 2002, the Pennsylvania Tobacco Prevention and Control Program has provided telephone-based cessation counseling through the PA Free Quitline. As part of the 2010 PA Free Quitline nicotine replacement therapy (NRT) initiative, Pennsylvania worked with Alere (now known as Free and Clear Inc.) to conduct a quit success and satisfaction level follow-up survey, structured to allow comparisons between callers who received NRT and those who did not. This poster presents some key findings from the analysis between the two samples.

Methods
Two time-based samples of participants were randomly drawn from participants who were at least 18 years old, agreed to set a quit date, and completed at least one counseling session. The first sample includes participants whose first call was completed during the NRT initiative and who received a 4-week supply of NRT patches, while the second includes participants whose first call followed the initiative and did not receive NRT.

Discussion
Past analyses have shown the effectiveness of NRT initiatives at increasing call volume although this does not result in callers completing more counseling calls. Preliminary evidence from this analysis demonstrates that tailored initiatives aimed at groups that may benefit from receiving NRT more greatly should be considered. Only males and those with lower than a high school education were found to show a statistically significant difference in quit rates between the two samples. However, NRT should not be discounted as a tool for successful intervention, as many demographic groups who received NRT reported being significantly more satisfied with the Quitline services they received compared to those that did not receive NRT.

Key Quit Rate Differences
- **Gender**: Male+35% 185 26% 185 Female 27% 243 27% 243
- **Age**: 18-24 years old 20 (4%) 23 (6%) 25-44 years old 115 (25%) 111 (29%) 45-64 years old 276 (60%) 208 (54%) 65 years old or more 51 (11%) 44 (11%)
- **Race**: White 371 (81%) 285 (75%) Black 65 (14%) 75 (20%) Other 22 (5%) 25 (6%)
- **Hispanic**: Hispanic or Latino 10 (2%) 14 (4%) Non-Hispanic or Latino 446 (96%) 365 (96%) Less than high school 57 (13%) 52 (15%) High school or GED 286 (63%) 133 (37%) Some college/technical 129 (30%) 93 (26%) College or more 62 (14%) 79 (22%)
- **Education**: 40% of respondents who received NRT were satisfied with the Quitline services they received compared to those who did not receive NRT at p<.001.

Treatment Characteristics
- **Call length**: Average of 6.6 minutes, with call length ranging from 1 minute to 36 minutes.

Overall, 97% of the NRT group was very, mostly, or somewhat satisfied with the Quitline services they received compared to 90% of the non-NRT group.

Significant differences were found across various demographic and treatment characteristics.

- Females, whites, non-Hispanics as well as the privately insured and callers who received only one counseling call who received NRT were significantly more satisfied than those who did not receive NRT at p<.001.

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**Callers Satisfaction with Quitline Services**

<table>
<thead>
<tr>
<th>Call Length</th>
<th>NRT</th>
<th>Non-NRT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 call</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>2 calls</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>3+ calls</td>
<td>38%</td>
<td>38%</td>
</tr>
</tbody>
</table>

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**Notes:**
- 31 Satisfaction rate includes responders who were somewhat, mostly, and very satisfied with the Quitline services they received.
- **Significance levels:** p<.005, **p<.01, ***p<.001.