Expanding Reach

Three States’ Experience with a New Quitline Model
NAQC Conference, March 20-21, 2017
Introduction
Problem: Declining QUITPLAN Services volumes
Why Change Services?

Increase Quit Attempts
QUITPLAN® SERVICES

Quit your own way

QUITPLAN® Services offers a wide array of tools to help you quit your own way, because everyone is different. Choose the individual services that work best for you, or sign up for the QUITPLAN Helpline for the complete program.

Individual QUITPLAN® Services

- **Text Messaging**
  Tips, games and reminders texted right to your phone. Available to Minnesota adults (18 or older).

- **Starter Kit**
  Patches, Gum or Lozenges
  Two weeks of free of patches, gum or lozenges to get you started. Available to Minnesota adults (18 or older).

- **Email Program**
  A series of emails full of tips, advice and encouragement.

- **Quit Guide**
  A resourceful guide to help you quit.

QUITPLAN® Helpline

You will receive one-on-one phone coaching sessions with trained tobacco counselors, plus additional integrated tools. Minnesota adults may also receive free patches, gum or lozenges.

Sign up
No Judgments, Just Help
success
Three States’ Stories

2014  2015  2016

X     X     X

Minnesota

Oklahoma

Florida
OKLAHOMA’S STORY
2015-2016

Stephen R. Gillaspy, PhD
Laura A. Beebe, PhD
Overview

• Background and motivation for implementing new services
• Implementation: process, challenges, and lessons learned
• New media and media tracking
• Service utilization and outcomes
Background

- Launched in August 2003
- Funded by the Oklahoma Tobacco Settlement Endowment Trust, Oklahoma State Department of Health
  - Cost-share with State Medicaid & State Employees
- Almost 350,000 registrations by tobacco users (August 2003 – December 2016)
- FY16 Treatment reach = 4.4%
- Consistently ranked as one of the top performing state quitlines by NAQC
Declining Call Volume

Tobacco Users Registering for Services
ClearWay Model → Oklahoma

• Process:
  • Paradigm Shift
  • Timeline
    • July 2013 - Begin transition of helpline oversight to Oklahoma Tobacco Research Center (OTRC)
    • July 2014 - Funders Alliance Meeting & ClearWay presentation
    • August 2014 – How would ClearWay Model look in OK?
    • July 2015 – Soft launch of new services

• Players
  • TSET Leadership and TSET Media
  • OTRC
  • ClearWay Leadership
  • External Consultant
  • Helpline Vendor - Alere / Optum
ClearWay Model → Oklahoma

• Challenges:
  • Service selection and parameters
  • Cost
    • Buildout
    • Maintenance
  • Evaluation
  • Media
ClearWay Model → Oklahoma

• Lessons learned:
  • Cut and paste – NOT
  • Cost projections
  • Evaluation questions
  • Quality assurance
Interview Study during Soft Launch

Purpose: identify potential service delivery issues and provide insight into sampling and terminology for outcome study

41 completed interviews

Numerous strengths identified

A few barriers needed clarification/ follow-up with quitline service provider
No judgments. Just help.

- ~$3M campaign with $2.2M dedicated to media placement
- Primary target audience: tobacco users aged 35-64, blue collar, low SES
- Paid media: TV, radio, print, digital, sponsorships, outdoor
- Earned media & interactive social media presence
New Media and Helpline Awareness

- Media tracking survey fielded April – May 2016
- Phone survey of cell phones and landlines, n=502
- Targeted sample of smokers and non-smokers who live with a smoker

Awareness of the Oklahoma Tobacco Helpline, 2015 and 2016

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td></td>
<td>69%</td>
<td>73%</td>
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2016 Awareness by Smoking Status*

Awareness of the Oklahoma Tobacco Helpline by smoking status, 2016

- Smokers: 72%
- Nonsmokers: 73%

Recall of “1-800-QUITNOW” or “Oklahoma Tobacco Helpline” by smoking status, 2016

- Smokers: 42%
- Nonsmokers: 25%

*Nonsmokers who live with a smoker
2016 Media Brand Attitudes among Smokers

- Have a message I approve of: 86% strongly agree, 5% somewhat agree
- Were relevant to me: 78% strongly agree, 14% somewhat agree
- Made a strong argument for quitting smoking: 73% strongly agree, 12% somewhat agree
- Grabbed my attention: 71% strongly agree, 10% somewhat agree
- Made me feel more concerned about smoking: 61% strongly agree, 10% somewhat agree
- Were powerful: 55% strongly agree, 32% somewhat agree
- Taught me something new: 49% strongly agree, 11% somewhat agree
Response to New Service Offerings

Tobacco Users Registering for Services

43% increase in number of tobacco users registering for services

FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16

37,061
Enrollment and utilization FY16

ALL ACCESS
A comprehensive package of services that includes:
- Coaching call(s)
- Web coaching
- Supportive text messages
- Helpful emails
- A Quit Guide and other materials
- At least a two-week supply of FREE patches, gum or lozenges

WEB COACH
A private online community where you can access helpful digital tools, develop your own Quit Plan and track your progress. You’ll receive:
- Helpful emails
- Web coaching
- Supportive text messages
- A Quit Guide
- A FREE Starter Kit with a two-week supply of patches, gum or lozenges

INDIVIDUAL SERVICES
A customized program that fits your needs. Choose the resources that are right for you, including:
- Supportive text messages
- Helpful emails
- A Quit Guide
- A FREE Starter Kit with a two-week supply of patches, gum or lozenges
Services Requested, FY16

Individual services 43%

Multiple call 35%

Single call 11%

WebCoach 9%

General questions 2%

Services received among those requesting Individual Services:

- NRT: 91%
- Text Messages: 22%
- Email: 24%
Enrollment combinations

- Individual Services: NRT only: 25%
- Individual Services: NRT + 1 or more other: 16%
- Phone + NRT only: 13%
- Phone + NRT + 1 or more other: 23%

Represents 76% of participants
Re-enrollment patterns

- 1739 participants enrolled in services 2 to 4 times between July 2015 and June 2016, for a total of 1809 re-enrollments.
- The most common re-enrollment was participants upgrading from Individual Services to the Telephone program (43%), followed by participants re-enrolling in the Telephone program (33%).

![Diagram showing re-enrollment patterns]

1st enrollment
- Telephone program: N=601
- Individual Services: N=778
- Web coach: N=129

Re-enrollment
- Telephone program
- Telephone program
- Telephone program
Oklahoma Helpline
New Services Outcome Study

Prepared for the University of Oklahoma Health Science Center
Prepared by Professional Data Analysts, Inc.
Emily Subialka Nowariak, MA; Sara Richter, MS
February 24, 2017
Satisfaction with Services, FY16

- **Telephone**
  - Not at all: 3.3%
  - Somewhat: 13.6%
  - Mostly: 21.3%
  - Very: 61.8%

- **WebCoach**
  - Not at all: 4.5%
  - Somewhat: 18.2%
  - Mostly: 25.8%
  - Very: 51.5%

- **Individual Services**
  - Not at all: 4.6%
  - Somewhat: 15.0%
  - Mostly: 24.6%
  - Very: 55.8%
30-day abstinence at the 7-month follow-up

- Telephone (n=762): 36.6%, 33.1%, 29.8%
- WebCoach (n=133): 41.1%, 32.3%
- Individual Services (n=697): 32.2%, 28.7%, 25.4%
Conclusions/Discussion

- Replicating ClearWay model
- Importance of evaluating new media
- Monitoring registrations and utilization of services – enrollment patterns
- Expanded reach
- Good outcomes
What’s Next?

• 2-1-1 Project
• Medicaid
• Pregnant participants
• Web-portal
• Quality Assurance
Acknowledgments

• Jessie E. Saul, Ph.D., North American Research & Analysis, Inc.
• Paola Klein, MHR, CTTS, Oklahoma Tobacco Research Center
• Tracey Strader, MSW former TSET Executive Director
• Sjonna Paulson, APR, Director of Health Communication - TSET
• Emily Subialka Nowariak, MS and Sara Richter, MS, PDA
• Ashley White, MPH, Sooner Survey Center
Questions?
Tobacco Free Florida

NAQC Meeting – March 20, 2017
Jane Parker, Florida Department of Health
Tobacco Cessation Manager
Who Does Tobacco Free Florida Serve?
Phone Quit Evolution

Enrollments:

- 2007 – 4,103
- 2012 – 62,666
- 2015 – 45,118
- 2016 – 40,360
WEB Quit Evolution

Enrollments:

2013 – 21,732

2015 – 14,533

2016 – 12,852

Began in 2011 – 9,136
Florida’s Numbers are Large … What is the Problem?

From Florida’s independent cessation evaluation:

• The reach of Florida’s three cessation programs (phone, WEB, and in person) of 1.83% and the average U.S. quitline reach is 1.52%

• Tobacco users who seek the help of the Tobacco Free Florida programs are **5 to 11 times more likely to quit** than those who try on their own
Florida’s Numbers are Large … What is the Problem?
From Florida’s independent media and overall program evaluation:

• Smokers with high exposure (49.5%) to Florida’s media campaign also had higher levels of quit attempts

• 98% of smokers will make their own quit attempts without seeking treatment from the Tobacco Free Florida programs

• However … Tobacco users who seek the help of the Tobacco Free Florida programs are 5 to 11 times more likely to quit than those who try on their own
It was Time for Change
QUIT YOUR WAY MENU

PHONE QUIT

GROUP QUIT

WEB QUIT
Try web quit. Get access to virtual tools, tips and support that will help you quit tobacco.
- Quit Coach 24/7
- 2 weeks nicotine patches
- Track your progress
- Blogs

MORE QUIT TOOLS
We understand, you may want to quit but you want to do it on your own terms. You can still access FREE tools to get you started. Choose one. Choose two. Choose as many as you need. Or use them in addition to our Phone, Group, and Web services.

2 WEEK STARTER KIT  TEXT2QUIT  EMAIL TIPS  QUIT GUIDE
Quit Your Way

• Easy to access
• Flexible and available 24/7
• Under the smoker’s control
• Rebranding began in August 2016 with a soft launch of the website
QUIT YOUR WAY MENU

QUIT YOUR WAY

Quitting tobacco isn’t easy. Finding help should be. Tobacco Free Florida offers free tools and services to help you get started. Just pick the one that’s right for you and get the support you need.

PHONE QUIT
A Quit Coach® is waiting for your call to help you on your journey to be tobacco free.
- Quit Coach® 24/7
- 2 weeks nicotine patches or gum
- Custom plan
- 3 calls from Quit Coach®
- 1-877-U-CAN-NOW (1-877-822-6669)

GROUP QUIT
Register for a session with trained facilitators along with others who want to quit like you.
- Led by a trained specialist
- 2 to 4 weeks nicotine patches, gum or lozenges
- Convenient times & locations
- Group support

WEB QUIT
Get 24/7 access to Web Quit, where you’ll find 2 weeks nicotine patches or gum, a progress tracker and blogs where you can share your story.
- Available 24/7
- 2 weeks nicotine patches or gum
- Track your progress
- Blogs

MORE QUIT TOOLS
But wait, there are more ways to quit! Choose what you need or use them in addition to our Phone, Group and Web services.
- Available 24/7
- 2 weeks nicotine patches
- Texting support
- Quit Guide & helpful emails

tobaccofreeflorida.com/quityourway

1-877-U-CAN-NOW | (1-877-822-6669)
Tobacco Free Florida Website Update
Why Reinvent the Wheel?
Thank you Minnesota!

Florida was able to brand the “No Judgement” print and broadcast materials and switched up the “How to Quit” media.
Florida’s Experience with Individual Services
Individual Services

The soft launch began in January 2016, when Individual Services became available to those using the Quitline.

From January 24, 2016 to June 30, 2016 –8,581 tobacco users accessed Individual Services.
Individual Services

In August 2016, TobaccoFreeFlorida.com launched Individual Services, Quit Your Way, and the Minnesota advertisements began on broadcast media.

From July 1, 2016 to February 19, 2017 - 25,067 tobacco users enrolled for Individual Services.
Individual Services

Yes, in a little more than 1 year Florida has enrolled 34,648 tobacco users for Individual Services which serves:

• Highest number of males
• Highest proportion of uninsured
• Medicare, less than high school education, and started under the age of 18
Individual Services

Preliminary findings show a **26.7% quit rate** for the Nicotine Replacement Therapy (NRT) Starter Kits!

Tobacco users ordered:
- 90% NRT
- 17% Text2Quit
- 25% Motivational E-mails
- 57% Quit Guide
Additional Cessation Projects

**E-Referral**
E-Referral statewide in Florida’s 67 county health departments
Fax Referrals from 2,234 in FY12 to 28,691 in FY16
34 Hospitals using fax referrals have selected tobacco core measures

**CareerSource Florida**
CareerSource staff discuss tobacco use with unemployed Floridians
Achieved 26% quit rate and reaches more low socioeconomic tobacco users than other referral sources
E-Referral implementation is underway
Florida’s Changes Are Working

Thank You
Minnesota’s Story
March 2014 – February 2017
Presentation Outline

• Impact of changes to QUITPLAN Services
• Outcomes
• Key utilization findings
• What’s new since launching in 2014
All adult Minnesotans

Uninsured and underinsured
Increase in Tobacco Users Served

![Graph showing increase in tobacco users served from FY2013 to FY2016]

- **New Services**
- **Old Services**
Over the last 3 years . . . .

We have served more than 48,000 tobacco users

That represents more than:
- 37,000 Starter Kits
- 24,700 Quit Guides by mail
- 13,000 Email subscriptions
- 9,700 Text subscriptions
- 6,500 Helpline enrollments
Quit Attempts: The majority of participants quit for at least 24 hours.

83.7% Overall (n=1170)
81.4% Helpline (n=312)
84.0% Individual Services (n=858)

Survey participants enrolled between May – July 2014
QUITPLAN Services Quit Rates: Tobacco free for 30 days at seven-month follow-up

- Overall (n=1170): 26.1%
- Helpline (n=312): 29.6%
- Individual Services (n=858): 25.5%

Survey participants enrolled between May – July 2014
Helpline and Individual QUITPLAN Services (IQPS) Enrollments
Web versus Phone Enrollments

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<thead>
<tr>
<th></th>
<th>FY2015</th>
<th>FY2016</th>
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<tbody>
<tr>
<td>Web Enrollments</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Phone Enrollments</td>
<td>40%</td>
<td>50%</td>
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Method of Enrollment

Individual QUITPLAN Services

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<th>FY2015</th>
<th>FY2016</th>
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<tbody>
<tr>
<td>Phone</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Web</td>
<td>70%</td>
<td>70%</td>
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Helpline

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<th></th>
<th>FY2015</th>
<th>FY2016</th>
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<tr>
<td>Phone</td>
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</tr>
<tr>
<td>Web</td>
<td>10%</td>
<td>0%</td>
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What Individual QUITPLAN Services Do People Select?
January – December 2016

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent Selecting</th>
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<tbody>
<tr>
<td>Starter Kits</td>
<td>90.7%</td>
</tr>
<tr>
<td>Quit Guides</td>
<td>51.9%</td>
</tr>
<tr>
<td>Texting Program</td>
<td>34.8%</td>
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<tr>
<td>Email Program</td>
<td>33.7%</td>
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Starter Kit Trivia

• What percent of starter kit participants order another starter kit within 12 months?
  
  3.9%
  (Sample: July – Dec. 2015 enrollees)

• What percent are participating in the follow-up call?
  
  24.5%
What’s New?

**Programming**
- Reengagement
- Combination therapy (Helpline)
- Continued focus on improving tobacco user experience (e.g. intake process)

**Marketing and Outreach**
- Educating providers and community partners
What’s New (continued)

• New approaches to better reach our key audiences:
  - Infomercial
  - Social media (e.g. boosted posts on Facebook)
  - Continuation of media campaign (t.v., radio, out of home)
Conclusions
Three Take-Aways

• Offering choices has had a positive impact on state quitlines

• Adding service choices potentially increases the population health impact of state quitlines

• Each state’s experience has been unique
Questions for the panel

• What is the one thing about changing your services and promotions that has surprised you the most?

• If a state is considering implementing a similar model, what are the top three things you would encourage them to consider before moving forward?

• Based on this experience, what can states facing budget constraints consider doing to try to increase reach?
Thank you
Questions
Contact information

- Paula Keller – pkeller@clearwaymn.org
- Stephen Gillaspy – Stephen-Gillaspy@ouhsc.edu
- Laura Beebe – Laura-Beebe@ouhsc.edu
- Jane Parker – Jane.Parker@flhealth.gov
- Randi Lachter – rlachter@clearwaymn.org