Creative Systems Change: Oklahoma Tobacco Helpline Integration with 2-1-1 Crisis Helpline

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Learning Objectives:

• By the end of the session, participants will be able to:
  • Describe the process of integrating Helpline screening and referral with a statewide crisis hotline;
  • Identify challenges and strengths of implementing Helpline referrals within a crisis hotline environment; and
  • Review the cost of implementing and maintaining the 2-1-1 referral system; and
  • Compare enrollment rates to other referral systems.
Presentation Overview:

• Background
  • Oklahoma Tobacco Helpline
  • HeartLine and 2-1-1

• Project Overview
  • Goals
  • Evaluation

• Project Progress

• Future Projects
Background

• Quitlines reach 1-2% of tobacco users annually.
• Certain populations use tobacco at higher rates, including:
  • low SES
  • those with co-morbidities (chronic and behavioral health conditions).
Oklahoma Tobacco Helpline

• Began offering services in 2003
• Almost 350,000 tobacco users have registered since launch of Helpline (August 2003 – Dec 2016).
  • Not unique individuals --this includes duplicates if they registered more than once
• Helpline Services
  • At least one call with Quit Coach
  • At least two weeks of nicotine replacement therapy (NRT)
• Web Coach
• Individual Services
  • NRT starter kit
  • Email support
  • Text support
  • Printed Quit Guide
Demographic Comparison: OK Tobacco Helpline Registrants and Smokers in OK, FY16

- Non-white: Helpline 25%, All smokers 32%
- 24 or under: Helpline 10%, All smokers 13%
- Male: Helpline 42%, All smokers 53%
- Uninsured: Helpline 39%, All smokers 23%
Quitline Reach

National Quitline Reach vs. Oklahoma Tobacco Helpline Reach
FY2011 - 2016

NAQC annual survey not conducted for FY2014, no results available yet for FY2016
Data source: NAQC annual survey results
What is 2-1-1 Heartline?

- 2-1-1 Heartline is a 24-hr call center in Oklahoma
  - Connects people in crisis to information and resources.
  - Over 4700 community agencies and programs in their database.
  - Trained individuals staffing the phones.
- 281,639 families served in 2016

Help for Oklahomans in Need
Who calls 2-1-1 Heartline?

• Top five needs:
  • Utility assistance
  • Healthcare
  • Housing
  • Food & meals
  • Mental health/addictions
Who calls Heartline?

CALLER DEMOGRAPHICS

AGE OF 2-1-1 CALLERS

- 39% UNDER 20
- 38% 21-40
- 14% 41-60
- 8% 61-80
- 1% 80+

- Suicide is the second leading cause of death in Oklahoma youth (10-24)
- Oklahoma is ranked No. 11 in the nation for rate of suicide deaths

22% OF OKLAHOMA ADULTS SUFFER FROM MENTAL ILLNESS.
Helpline and 2-1-1

• Began in 2015 pilot to screen and refer to the Helpline.

• Direct transfer, electronic referral or provide toll-free number.
Project Goals:

• To successfully integrate tobacco screening and direct referrals to the Oklahoma Tobacco Helpline into HeartLine, the state 2-1-1 service provider.

• To determine the actual cost for HeartLine to screen and refer to the Helpline.

• To determine the return on investment for this project.
Project Overview:

• Two year pilot project

• Collaborators
  • HeartLine
  • Oklahoma Tobacco Helpline – Oklahoma Tobacco Research Center
  • Oklahoma State Department of Health
  • OU College of Public Health

• Funders
  • Oklahoma Tobacco Helpline – Tobacco Settlement Endowment Trust (TSET)
  • Oklahoma State Department of Health
Evaluation Methods:

• Mixed Methods approach

• Data Sources
  • 2-1-1 data
  • Helpline data
  • Interview data
    • Qualitative interviews - 3 weeks
  • Follow-up data
    • Quantitative Surveys - 7 month follow-up
Evaluation Questions:

• 2-1-1 Callers
  • How many 2-1-1 callers are screened for tobacco use?
  • How many are tobacco users?
  • What are the characteristics of screened callers?
  • What are the characteristics of identified tobacco users?

• Referral Process
  • How many identified tobacco users agree to be transferred to the Oklahoma Tobacco Helpline (OTH) for cessation services?
  • How many are warm transferred to OTH? How many are referrals (fax or e) to OTH?
  • How many are reached by OTH (warm transfer or call-back to referral)?
  • How many are enrolled in services (warm transfer or call-back to referral)?

• What is the actual cost for 2-1-1 staff to screen and refer tobacco users to the Helpline?
Evaluation Questions (cont.):

- **Utilization**
  - What are the Helpline service utilization patterns of 2-1-1 tobacco users?
  - What services do they enroll in?
  - How much service do they receive (# calls, amount of NRT)?

- **Experience**
  - What are the tobacco users’ perspectives on how the 2-1-1 transfer and referral process to the Helpline works?
  - What do they like about the process?
  - What do they not like about the process?

- **Outcomes**
  - What are the 7-day and 30-day point prevalence abstinence rates among 2-1-1 tobacco users who enroll with the Helpline at 7-month follow-up?
  - What is the impact of the 2-1-1 Helpline referral program (Impact = Reach x Efficacy)?
  - What is the return on investment (ROI) for the 2-1-1 referral program?
## Time Line:

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<thead>
<tr>
<th>Activity</th>
<th>FY17</th>
<th>FY18</th>
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<tbody>
<tr>
<td>Planning, soft launch of referral system</td>
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<td>Qualitative interviews with 10 participants</td>
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<td>Interview report</td>
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<td>Preliminary service utilization report</td>
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<td>7-mo follow-up surveys</td>
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<td>X N=10</td>
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<td>ROI and Impact analyses</td>
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<td>Final report</td>
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Screening and Referral Process

2-1-1 caller

- Accepted survey, screened for tobacco use
- Declined/not asked, not screened

- Not a tobacco user, not referred
- Tobacco user, referred

- Warm transfer
- Electronic transfer
- Provided OTH number
Results: Referral Rates

• From September 9, 2016 – January 5, 2017:
  • 10,725 total callers to 2-1-1
  • 6056 screened (56%)
  • Of those screened, 1202 reported tobacco use (20%)
  • Of the 1202 tobacco users, 569 (48%) accepted a referral
  • An additional 113 (10%) were already enrolled in the Helpline
Quitting History and Intentions of 2-1-1 Tobacco Users (n=1202)

Quit Attempt in Past Month

- Quit attempt in past 30 days: 57%
- No quit attempt in past 30 days: 41%
- Not asked: 2%

Intention to Quit

- Intend to quit in next 30 days: 54%
- No intent to quit in next 30 days: 44%
- Not asked: 2%
Demographics of 2-1-1 Callers vs. Referrals

- **Non-white**: 40% (Referrals), 50% (All 211 callers)
- **Male**: 27% (Referrals), 24% (All 211 callers)
- **Uninsured**: 28% (Referrals), 19% (All 211 callers)
- **24 or under**: 8% (Referrals), 10% (All 211 callers)
Referrals by Mode (n=569 accepted referrals)

- Direct (warm) transfer (n=65) - 11%
- Electronic referral (n=138) - 24%
- Number given (participant had to call Helpline, n=366) - 64%
2-1-1 Referrals matched to Helpline Registration*
Direct Transfer (n=65), E-referral (n=138), and Gave phone number (n=366)

- No match (n=307) 53%
- Matched to Helpline registration prior to 2-1-1 call (n=168) 30%
- Matched to Helpline registration same day/after 2-1-1 call (n=94) 17%

Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 4/1/2004 – 1/31/2017
Registration Matches by Referral Mode*

Percent of referrals with match to Helpline registration on the same day or after the 2-1-1 call

- 30% for Electronic referral (n=42 matches)
- 31% for Direct transfer (n=20 matches)
- 9% for Gave phone number (n=33 matches)

Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 9/9/2016 – 1/31/2017
Referral Outcomes for E-referrals (n=138)

- No referral/registration found (n=49)
- Referral not found but registration found (n=17)
- Accepted services (n=22)
- Declined/Unreachable but registered later (n=2)
- Declined services (n=10)
- Unreachable (n=38)

30% registered for services

Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 9/9/2016 – 1/31/2017
Helpline program enrollment among ALL 2-1-1 referrals

Referrals from Sept 9, 2016 – Jan 5, 2017 matched to registration dates 9/9/2016 – 1/31/2017
Discussion

• Fewer tobacco users than we expected
  • Those not screened (in crisis, refused survey) may have much higher tobacco use rates than those screened (not in crisis, accepted survey)
  • “Refused” highest proportion of those not surveyed (nearly 60%)
  • “Forgot” only 7% of those not surveyed
  • Explored with 2-1-1: how do we lower refusal rate?

• Higher proportion of those accepting a transfer in the “Given Number” category than expected
  • Conversations with 2-1-1 staff, different process than 2-1-1 is used to
Discussion

• Smaller proportion of “Direct Transfers” registering than expected
  • Conversation with 2-1-1 – staff not waiting until Helpline answers
  • Change in protocol as a result

• Much smaller proportion of 2-1-1 callers who registered for Helpline services in “Given Number” category
  • Matches our expectations
  • Can/should we try to increase numbers of direct and e-referrals?
  • Possible future directions for 2-1-1 (direct transfers for other programs)
Future Directions

• Complete current project

• Additional call lines
  • Gambling Hotline

• Additional call centers
  • Tulsa 2-1-1

• Research Questions and Grant Opportunities
Special Thanks

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• Christin Kirchenbauer, MPH
  • Cessation Systems Coordinator, Center for the Advancement of Wellness, OSDH
Questions?

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2-1-1 Referrals*

*Data from 2-1-1 dashboards