

# Welcome Back

Quitline Registries for Continuously  
Engaging Participants in Cessation



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# Acknowledgments

- Study and work supported by grant SIP 013-73-Quitline Registries for Continuously Engaging Participants in Cessation from the Centers for Disease Control and Prevention
- Drs Kelly Carpenter and Jennifer McClure provided feedback on intervention content
- Andrew Hyland, Cheryl Rivard, Seshadri Srinivasa, and Susan Pike (Roswell Park Cancer Institute) and the NYS Smokers' Quitline supported the study implementation
- IVR intervention provided by Genesys, SMS by MoboMix, and emails by MailChimp
- Interdisciplinary Scientific Research (ISR) managed these platforms

- Quitline records can be used as registries
- Smokers proactively contacted are more likely to make a new Quitline assisted quit attempt
  - Phone call from staff or IVR works
  - Older smokers respond best

(\*)

Carlini BH, Zbikowski S, Javitz H, Deprey TM, Cummings S, Zhu S Telephone-Based Tobacco Cessation Treatment: Re-enrollment Among Diverse Groups. (2008) *American Journal of Preventive Medicine*, 35(1): 73-76.

Carlini BH, McDaniel AM, Weaver MT, Kauffman RM, Cerutti B, Stratton RM, Zbikowski SM.(2012) Reaching out, Inviting back: Using Interactive Voice Response (IVR) technology to recycle relapsed smokers back to Quitline treatment – a randomized controlled trial. *BMC Public Health* 12(1):507. doi: 10.1186/1471-2458-12-507.



# Our Questions

- Does time lapsed since last QL registration matter?
- Can we increase re-engagement?
  - Among young smokers – SMS and email
  - Among Caller ID screeners - Post card – IVR ID caller
  - Among those not willing to quit –call more than once
- Quit attempts and quit rates



Reality

## Change in QL vendor

- 4 month delay
  - compressed intervention
  - Time elapsed since last contact extended
- Data
  - Type of telephone not collected (mobile?)
  - Email – 30%

Intervention was preceded and overlapped with national and state TV media campaigns



# Overlapping Campaigns

## TV campaigns – state of New York, 2014(\*)

	January	February	March	April	May
50th Anniversary SG Report					
Tips Campaign 2014					
NYC NRT Give-away (NY city only)					
NYS Campaign- Reverse Damage					
Welcome Back Intervention					

# Registry and Study Sample

- Created a registry of NYSSQL participants who received services between 10/01/2012 and 9/30/2013= 26,696
- Selected a random sample (4002)

## Months



- 180 opted out
- 130 re-contacted the QL before the intervention started
- 11 Other: incarcerated, deceased
- 171 quit tobacco

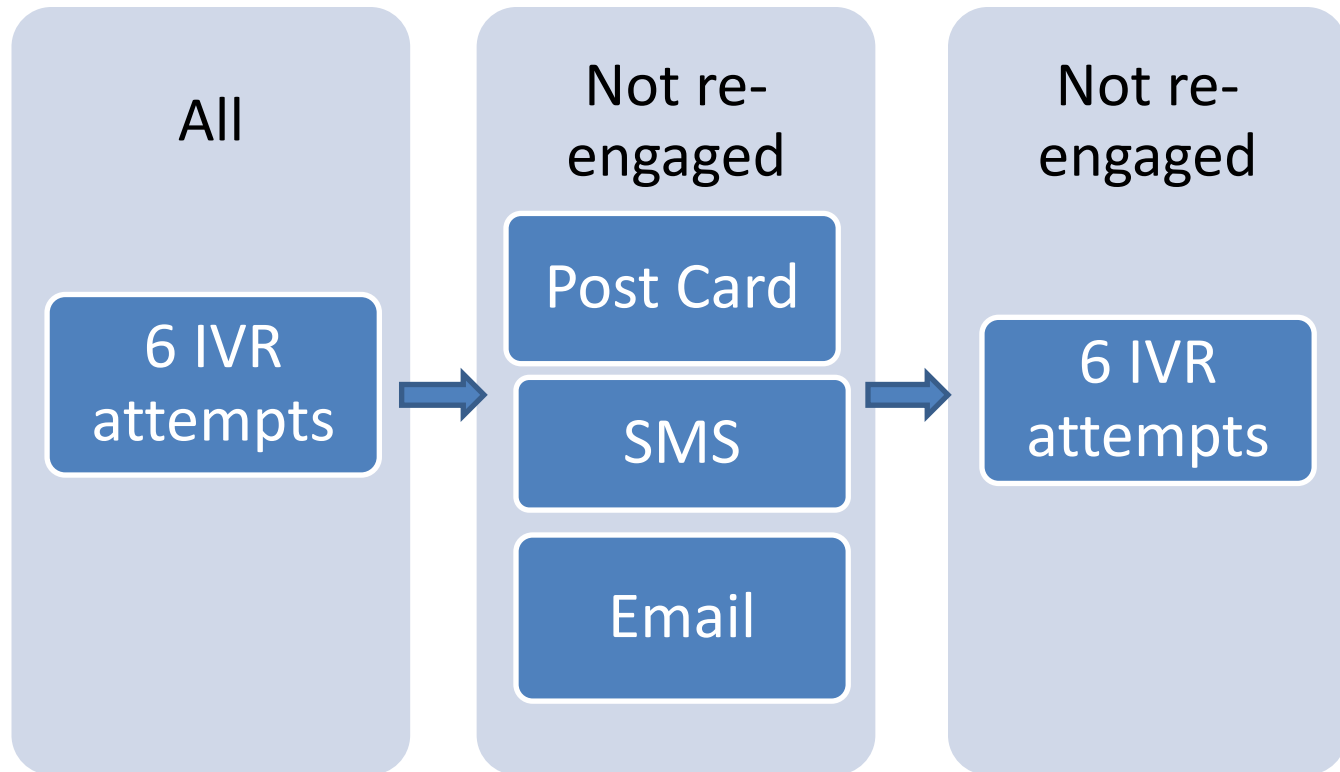
**Final sample - 3520**

# Sample Characteristics

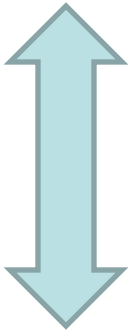
<b>Mean age (years)</b>		45.9
<b>Gender</b>	Female	54%
<b>Insurance</b>		
	Uninsured	24.6%
	Medicaid	35.0%
	Medicare	10.4%
<b>Race/ethnicity</b>	White	64.2%
<b>Education</b>	HS or less	59.2%
<b>Smoking patterns</b>		
	Smoke everyday	99.8%
	More than 20 years	47.5%
	20 or more cigs per day	58.5%
<b>Chronic Conditions</b>		
	Any	28.1%
	Depression	16.5%
	Asthma	12.7%
	Diabetes	11.1%
	Heart Disease	7.4%
	Cancer	3.0%



## 2- Month Intervention



- Confirm study participant is on the phone
- Assess smoking status
  - If ready to quit- Invite back
    - Transfer to QL for services
  - If not sure or do not accept invite-
    - Start messaging to assess barriers
    - Deliver messaging around barriers
- If not ready to quit or re-enroll
  - call one more time in 2 weeks (permission).







## New York State Smokers' Quitline

**1-866-NY-QUITS (1-866-697-8487)**

The NY State Department of Health Tobacco Control Program

Hello!

NY Smokers' Quitline is trying to contact you.

Our caller ID is 1-877-296-1550. Please consider answering our call next time we call you.

We haven't given up on you!

You can also call us at 1-866-NY-QUITS (1-866-697-8487) or visit us at [www.nysmokefree.com](http://www.nysmokefree.com)

- Still interested in quitting? Call the NY Smokers Quitline this week for FREE counseling and medicine. 1-866-NY-QUITS (1-866-697-8487)
- Quitting smoking for good takes several tries. Are you ready to try again? Call the NY Smokers Quitline this week 1-866-NY-QUITS (1-866-697-8487)

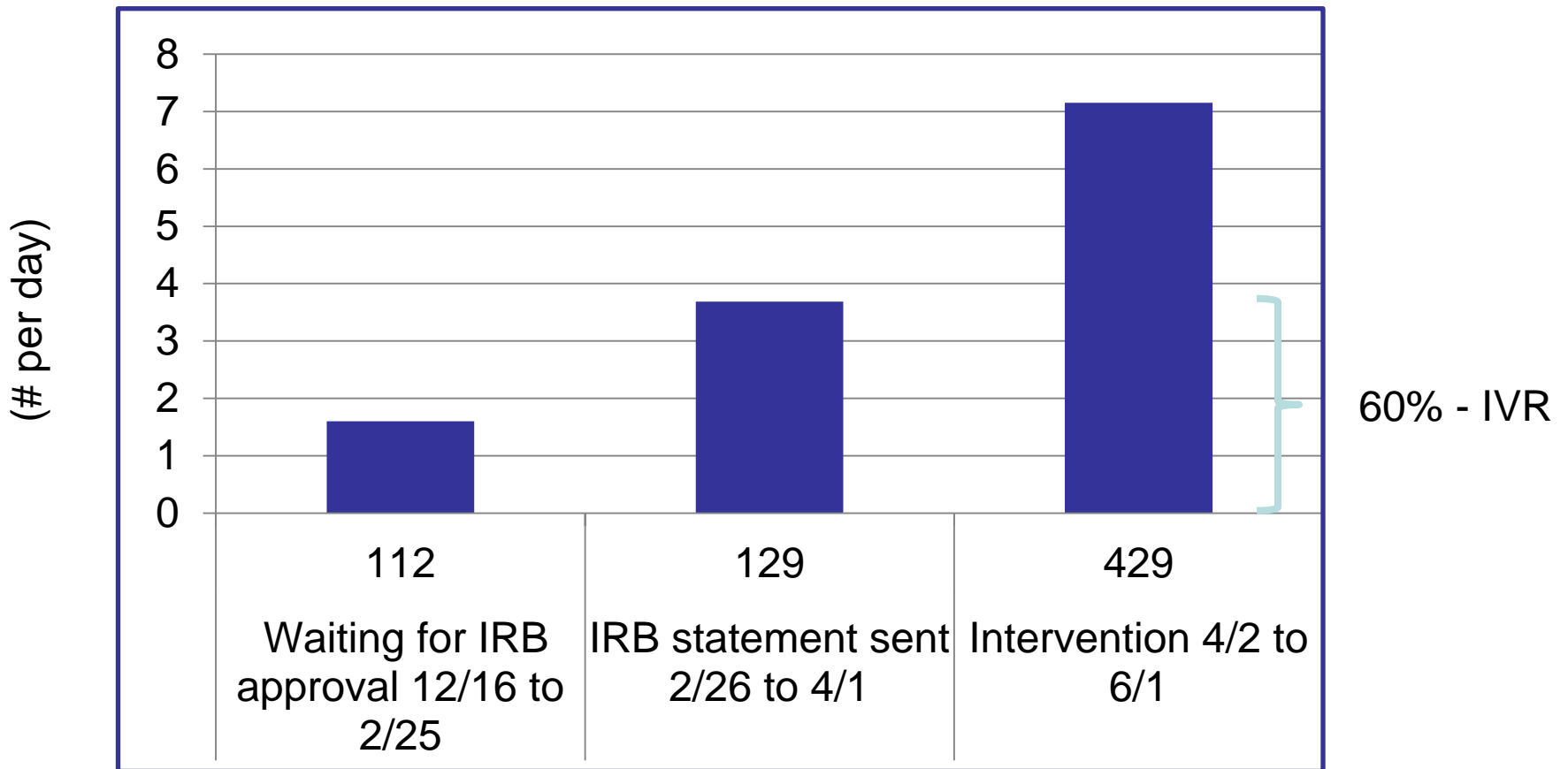
Subject: New York State Smokers' Quitline is here for you!

We know quitting smoking is hard so if you quit- congratulations! If you have not quit, we are here to offer you more help. To apply for FREE nicotine patches and help with your quit plan; click here [link] to request a call from a Quit Coach. Or, click here [link] to apply online for free nicotine patches.

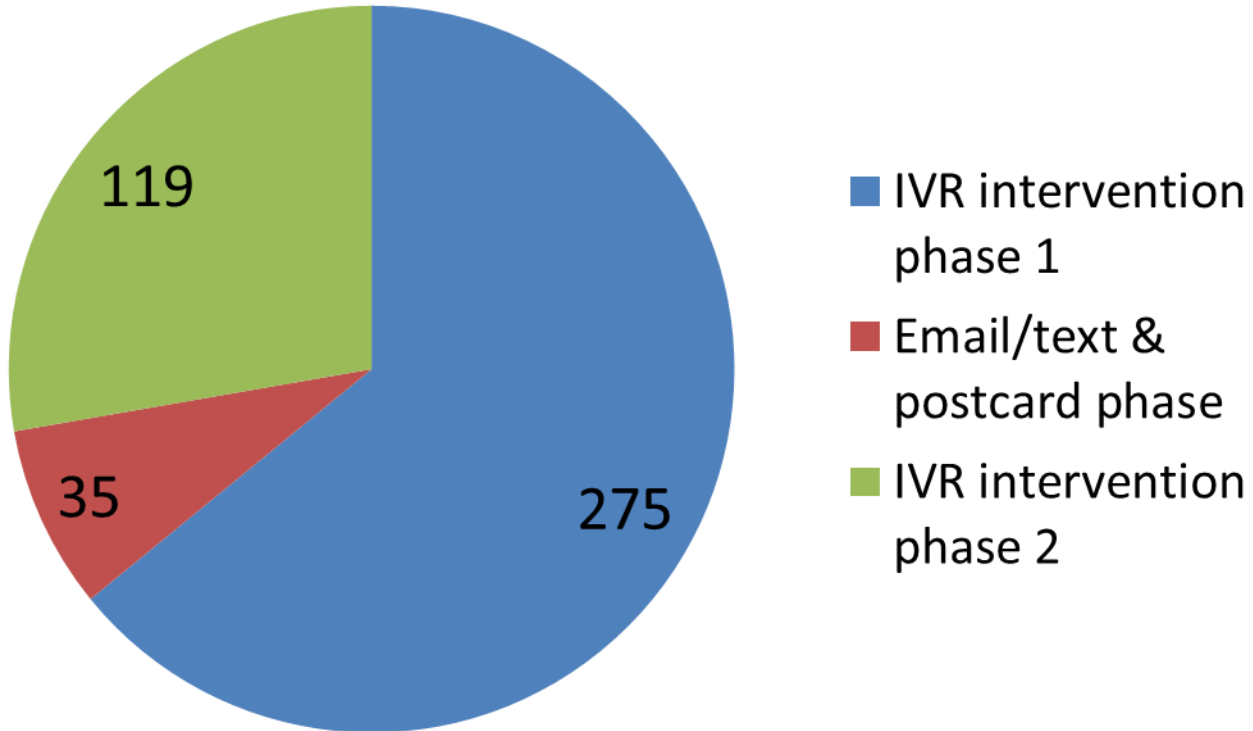
You can also call us at 1-866-NY-QUITS (1-866-697-8487) or visit us at [www.nysmokefree.com](http://www.nysmokefree.com)

We know quitting is hard. Call or click us today. Please do not reply to this email. Replies to this message are routed to an unmonitored mailbox.

## Re-engagement in QL support



# Phase of re-engagement



	OR	95% CI	
Cancer	2.32	1.47	3.68
Emphysema	1.55	1.16	2.10
Age (per 10 years)	1.45	1.34	1.57
Tried to quit before	1.37	1.05	1.79
High school or more	1.28	1.03	1.58
Numbers of years smoking (per 10 years)	1.27	1.18	1.36
Live with other smokers	0.72	0.57	0.91
Insurance Status			
Medicare vs. Medicaid	1.65	1.21	2.25
Uninsured vs. Medicaid	0.39	0.28	0.55

- Non-significant – Period of previous QL service, gender, Race/ethnicity, time for first cigarette, diabetes, heart disease, depression, asthma, confidence and motivation, private vs. Medicaid
- All variables were collected by the time of previous QL use.



- 53% response (n=229)
  - 25% (n=56) reported quit (7 day point prevalence)
  - 80% (n=183) made a quit attempt (24+)

## Our Questions

- Text and email were not effective on reaching younger smokers
- Repeated interventions for less motivated smokers were not feasible
- Time since last contact does not seem to matter
- Post card to inform IVR ID caller may increase responses to IVR interventions

## New Information

- Proactive interventions seems specially helpful to reach older and chronically ill smokers
- Proactive interventions can generate new assisted quit attempts during times of intense national and local mass media campaigns

# Questions

