Welcome Back

Quitline Registries for Continuously Engaging Participants in Cessation
Presenters

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- 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
What has been discovered (*)

- 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

(*)

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
Original plan changes

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(*)**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>50th Anniversary SG Report</td>
<td></td>
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<tr>
<td>Tips Campaign 2014</td>
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<tr>
<td>NYC NRT Give-away (NY city only)</td>
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<tr>
<td>NYS Campaign - Reverse Damage</td>
<td></td>
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<td>❁</td>
<td>❁</td>
</tr>
<tr>
<td>Welcome Back Intervention</td>
<td></td>
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<td>❁</td>
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</tbody>
</table>

(*) Denotes specific time periods for each campaign.
• Created a registry of NYSSQL participants who received services between 10/01/2012 and 9/30/2013 = 26,696

• Selected a random sample (4002)
Exclusions and final sample

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

Final sample - 3520
## Sample Characteristics

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

2- Month Intervention

- All
  - 6 IVR attempts

- Not re-engaged
  - Post Card
  - SMS
  - Email

- Not re-engaged
  - 6 IVR attempts
• 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
  o call one more time in 2 weeks (permission).
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
• 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 call also call us at 1-866-NY-QUITS (1-866-697-8487) or visit us at 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.
Results

Re-engagement in QL support

<table>
<thead>
<tr>
<th>(# per day)</th>
<th>112</th>
<th>129</th>
<th>429</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting for IRB approval</td>
<td>12/16 to 2/25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IRB statement sent</td>
<td>2/26 to 4/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intervention</td>
<td>4/2 to 6/1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

60% - IVR
Phase of re-engagement

- IVR intervention phase 1: 275
- Email/text & postcard phase: 35
- IVR intervention phase 2: 119
Who engaged in QL Support

<table>
<thead>
<tr>
<th></th>
<th>OR</th>
<th>95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>2.32</td>
<td>1.47</td>
</tr>
<tr>
<td>Emphysema</td>
<td>1.55</td>
<td>1.16</td>
</tr>
<tr>
<td>Age (per 10 years)</td>
<td>1.45</td>
<td>1.34</td>
</tr>
<tr>
<td>Tried to quit before</td>
<td>1.37</td>
<td>1.05</td>
</tr>
<tr>
<td>High school or more</td>
<td>1.28</td>
<td>1.03</td>
</tr>
<tr>
<td>Numbers of years smoking (per 10 years)</td>
<td>1.27</td>
<td>1.18</td>
</tr>
<tr>
<td>Live with other smokers</td>
<td>0.72</td>
<td>0.57</td>
</tr>
<tr>
<td>Insurance Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medicare vs. Medicaid</td>
<td>1.65</td>
<td>1.21</td>
</tr>
<tr>
<td>Uninsured vs. Medicaid</td>
<td>0.39</td>
<td>0.28</td>
</tr>
</tbody>
</table>

- 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.
3- Month Follow Up

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

Lessons learned

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 seem 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