

# Trends in Quitline Funding, FY2009-FY2012: Implications for Cessation Services

Jessie E. Saul, Ph.D.<sup>1</sup>, Mignonne C. Guy, Ph.D.,<sup>2</sup> Linda Bailey, J.D., M.H.S.<sup>1</sup>

<sup>1</sup>North American Quitline Consortium; <sup>2</sup>Mayo Clinic Arizona

## Background

Tobacco cessation quitlines continue to play a prominent role in U.S. federal tobacco control strategy. The National Cancer Institute created a national toll-free portal linking all publicly-funded quitlines in the U.S. in 2004 (1-800-QUIT-NOW). The Food and Drug Administration's new warning labels for cigarette packs includes a reference to 1-800-QUIT-NOW. The appearance of new warning labels, scheduled for September 2012, has been delayed pending a final decision of a lawsuit filed by the tobacco industry against FDA (see <http://www.naquitline.org/news/76616/Update-on-Ruling-Against-New-Cigarette-Warnings-.htm>). While the U.S. toll-free number has been occasionally featured in national broadcast news since 2004, in March 2012, the U.S. Department of Health and Human Services launched the first national public education media campaign. The National Tobacco Education Campaign featured personal stories of tobacco users and focused on the subsequent negative health effects of tobacco use. Advertisements were tagged with the 1-800-QUIT-NOW number (see [http://www.cdc.gov/tobacco/campaign/tips/?s\\_cid=OSH\\_tips\\_D9011](http://www.cdc.gov/tobacco/campaign/tips/?s_cid=OSH_tips_D9011)), thus generating an increased demand for quitline services, generating nearly 200,000 calls in 12-weeks (see [http://www.cdc.gov/media/releases/2012/p0614\\_smoking\\_quitlines.html](http://www.cdc.gov/media/releases/2012/p0614_smoking_quitlines.html)).

In order to facilitate cessation for the greater numbers of smokers seeking to quit, the required increase in infrastructure development, promotion of quitlines, and demand for services necessitates a comparable increase in funding. To ensure the long-term sustainability of expanded quitline services, funding must be obtained from diverse sources. This study examines quitline budget data from the NAQC Annual Survey of Quitlines (Fiscal years 2009-2011). Overall quitline and tobacco control funding levels, number of funding sources, and proportion of funding from various sources are examined.

## Methods

NAQC has conducted an annual survey of all publicly-funded quitlines in the U.S. and Canada since 2004 with the exception of 2007. Quitlines reported budgetary data corresponding to each of their unique fiscal periods. Beginning in September 2009, all 53 publicly-funded quitlines in the United States (50 states, the District of Columbia, Guam, and Puerto Rico) were asked to complete the 2009 survey; the questionnaire was administered via e-mail with all 53 quitlines submitting a completed survey (100%). The FY2010 survey was fielded via web-based system from October – December 2010. Of the 53 U.S. quitlines, 52 completed a survey (98%). The budget section of the FY2011 survey was fielded via web-based system from August – October 2011 with 50 of 53 U.S. quitlines completing a survey (94%). The questionnaire included items on quitline budgets, including line items for quitline services (e.g., counseling, materials), medications, media, outreach, evaluation, other, and the total budget (the sum of the first six categories). Additional data were collected on total tobacco control program funding, which in most cases included the total quitline budget. The FY2011 survey requested data on both FY2011 budgets and FY2012 budgets. It is important to note that FY2012 budget data were collected while quitlines were either in the midst of FY2012 or had not yet started FY2012. Budget data for FY2012 should therefore be considered to be a snapshot in time, and not necessarily representative of final spending amounts.

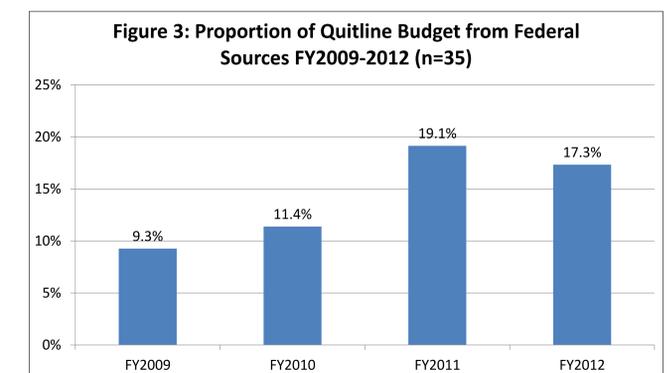
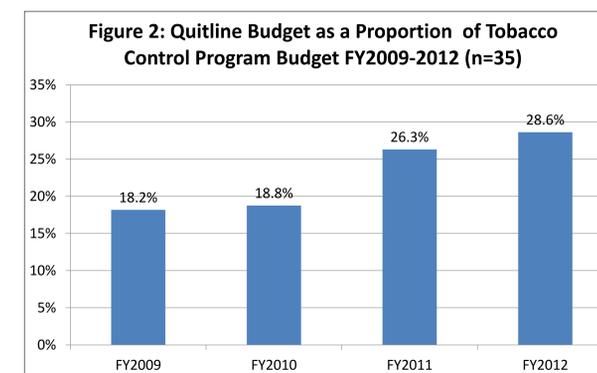
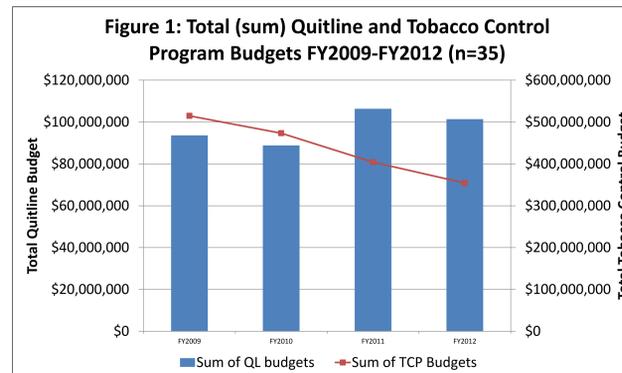
Data for all fiscal years were collected according to how each quitline defined its own fiscal year. Of the 53 U.S. quitlines, 41 (77.4%) reported a fiscal year of July 1 to June 30. The remaining quitlines reported fiscal years of April 1 to March 31 (n=3), October 1 to September 30 (n=3), January 1 to December 31 (n=2), March 31 to March 30 (n=2), June 1 to May 31 (n=1), and September 1 to August 31 (n=1).

## Results

### Quitline funding vs. Tobacco control funding over time

For this analysis, data from the 35 U.S. quitlines that reported both total quitline budget and total tobacco control program (TCP) budget for FY2009 – FY2012 were included. Total quitline budgets decreased from FY2009 to FY2010, stabilized in FY2011, and again decreased in FY2012 while TCP budgets consistently decreased over the four year period (see Figure 1).

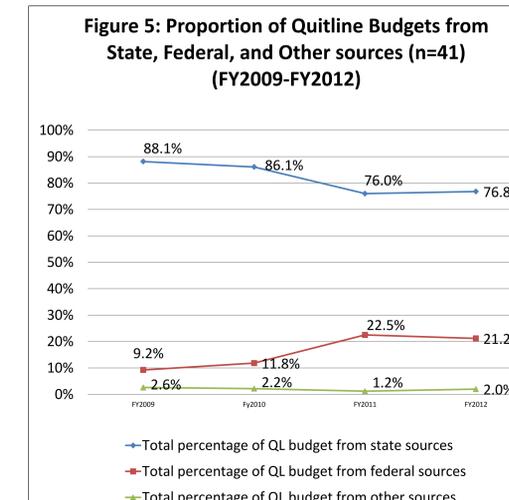
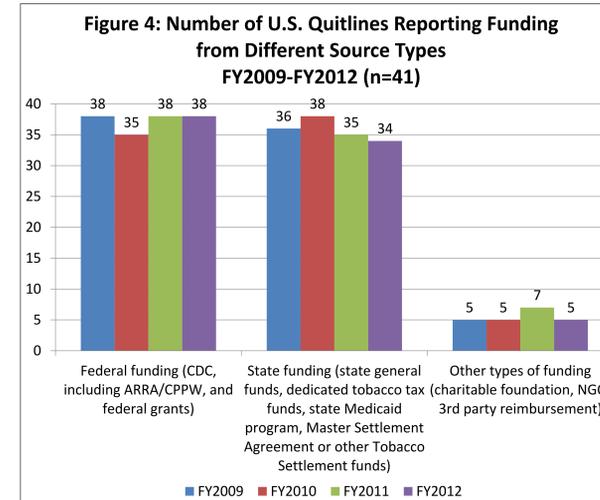
Quitline budgets represented slightly more than 18% of TCP budgets in FY2009 and FY2010, but increased to 28.6% of TCP budgets by FY2012 (see Figure 2). At the same time, the proportion of quitline budgets from federal sources (including ARRA stimulus funding) nearly doubled (9.3% in FY2009, 17.3% in FY2012) (see Figure 3).



Figures 4 and 5 present data for the 41 U.S. quitlines that reported both total quitline budgets and proportions of budgets from different sources for all four years (FY2009 – FY2012).

### Funding from Different Sources

Of the 41 quitlines reporting budget and proportion of budget from different sources for all four years (FY2009-FY2012), the number of quitlines that reported receiving funding from different funding types did not vary much by year. In particular, the number of quitlines reporting "Other" funding (not state or federal) is consistently low over the four year period (see Figure 4).



While the number of quitlines that reported receiving funding from different types of source varied little over the four year period, the proportion of quitline budget funds coming from those different source types changed from FY2009 to FY2012. State funds constituted 88% of quitline budgets in FY2009, but only 77% of quitline budgets in FY2012. Conversely, Federal funds constituted only 9% of quitline budgets in FY2009, and more than doubled by FY2012 at 21.2%. Other funds represented between 1% and 3% of quitline budgets for the four year period.

## Discussion

These results suggest that while states have managed to protect quitline funding in the midst of significant cuts to other areas of tobacco control program budgets, quitlines' reliance on federal funding has grown over time. To date, the number of quitlines successfully receiving funding from sources other than federal or state funds has not increased. As the availability of stimulus funding for quitlines ends, it is unclear whether states will be able to continue to protect quitline funding. To do so, strategies geared toward long-term sustainability of quitlines, including partnering with state Medicaid programs to obtain the 50% federal match for quitline services, and development of public-private partnerships, will be critical. NAQC is currently focusing on both of these strategies, and will continue to provide technical assistance to quitlines to enhance their capacity to engage in sustainable solutions for the future.