

**Florida Department of Health  
Quit-for-Life Line  
2005 Evaluation Report  
and  
Quit Rate Report**

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Submitted by:

Christopher B. Sullivan, Ph.D.  
Image Research  
912 Shadowlawn Drive  
Tallahassee, FL 32312  
850-591-2821  
[sullivan@imageresearch.com](mailto:sullivan@imageresearch.com)  
[www.imageresearch.com](http://www.imageresearch.com)

## **Executive Summary**

### **2005 Florida Quit-for-Life Line Evaluation Report**

#### **Description of the Program**

The Florida Quit-for-Life-Line (Quitline) is a telephone-based tobacco cessation hotline that was established to meet the needs of Florida adults who use tobacco. The Florida Department of Health negotiated a contract with the American Cancer Society to operate the Quitline. The service began operation in December, 2001.

#### *Quit-for-Life Line Objectives*

The Florida Quit-for-Life Line staff established a set of goals in 2001 that continue to guide the smoking cessation hotline. These goals include:

- Objective 1. Establishment of a statewide telephone tobacco use cessation hotline for adults in Florida
- Objective 2. Use by adults in Florida of the telephone-based tobacco use cessation hotline increasing quarterly throughout the contract period
- Objective 3. Sustained abstinence from tobacco use among adults age 18 and above who use the Quit-for-Life Line
- Objective 4. Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-for-Life Line
- Objective 5. Decreased prevalence of tobacco use among adults who use the Quit-for-Life Line
- Objective 6. Reduction in Exposure To Environmental Tobacco Smoke (Second-Hand Smoke)

#### *Target Populations for the Quit-for-Life Line*

Several target populations were selected as the intended audience for the Quitline. These populations include:

- Floridians (Age 13 and Over) Who Smoke – 3,027 adults called the Quitline between July 2004 and May 2005.
- Parents Who Smoke and Who Have Children Under Age 18 In Household – 623 smokers called the Quitline with children under 18, with an estimated 1,161 children at risk.
- Pregnant Women – 78 pregnant women called the Quitline.
- DOH Employees and DOH Clients – 50 health employees called the Quitline

#### **Discussion of the Intake Data from Florida Residents Calling the Quitline**

Callers to the Florida Quitline are asked a set of intake questions when they call, and the answers are recorded by an American Cancer Society intake specialist. The goals of this

evaluation analysis are to confirm whether the Quitline reached its target populations and whether it had a positive effect on smoking cessation.

### *Calls from Florida Smokers to the Quitline*

The period of this evaluation covers calls from July 2004 to May 2005. A total of 13,027 Florida residents called the Quitline in this period, and all completed intake surveys, to become the base sample for this analysis.

- The Quitline averaged 275 calls per month in this period.
- 64.1% of the people calling the Quitline wanted to quit smoking.
- 61.8% of smokers requested counseling from the Quitline.

### *Target Population: Age and Gender of Adult Smokers*

- 52.4% of the Quitline clients are women compared to 29.6% who are men.
- 78.2% of the women called to quit smoking versus 77.6% of the men.
- Women smokers had a Quitline call rate of 0.071% of the female smoking population, almost twice that of male smokers, whose call rate was 0.040% of the smoking population.
- Quitline callers tend to be middle-aged, with 57.7% of them between 30 and 64.
- Women between 30 and 64 report smoking an average of 21 cigarettes per day.
- Men between 30 and 64 report smoking an average of 23 cigarettes per day.
- Women report making an average of 9 quit attempts before calling the Quitline, compared to an average of 14 quit attempts among men.
- 65.1% of women and 34.8% of men requested counseling.

### *Target Population: Race/Ethnicity of Adult Floridians Who Called the Quitline*

The race/ethnic makeup of callers to the Florida Quitline is predominantly White, followed by Hispanic and Black callers.

- 45% of all Floridians who called the Quitline were White, compared to 65.4% of the population in the 2000 US Census. The Quitline call rate for White smokers was 0.050%, slightly below average for all of Florida.
- 12% of Floridians who called the Quitline were Hispanic, compared to 16.8% of the population in the 2000 US Census. The Quitline call rate for Hispanic smokers was 0.067%, the highest in the state.
- 5% of Floridians calling the Quitline were Black, compared to 14.2% of the population in the 2000 US Census. The Quitline call rate for Black smokers was 0.042%, the lowest of the three.
- Between 90% and 95% of all race/ethnic groups calling the Quitline want to quit smoking.

- 63.1% of White smokers, 68.9% of Black smokers and 65.9% of Hispanic smokers who called the Quitline requested counseling.

*Target Population: DOH and County Health Employees*

- 50 health employees called the Quitline.

*Target Population: Pregnant Women*

- 78 pregnant women called the Quitline.
- 46.2% of the pregnant women had children under 18 in their household.

*Target Population: Children At Risk of Exposure to Second-hand Smoke*

- 20.6% of all smokers who called the Quitline had children under 18 in the household.
- 68.9% of households with children under 18 allow smoking somewhere in the house.
- An estimated 1,161 children live with smokers who have called the Quitline and who are at high risk of second-hand smoke.
- An estimated 513 of these children under 18 live in households with two smokers.
- 25.8% of all people calling the Quitline live with a smoker.

**Assessment of the Florida Quitline, July 2004 to May 2005**

The overall assessment of the Quitline is that the service is successful in providing counseling and smoking cessation materials to help Floridians reduce their consumption of tobacco products or to stop smoking entirely.

*How Effectively Did the Florida Quitline Meet the Goals of The Program?*

- 121% of the targeted 2,500 clients called the Florida Quitline between July 2004 and May 2005.
- 80.2% of Floridians who called the Quitline requested counseling, self-help services or information.
- Due to a lack of data, there is no information on counseling sessions with Quitline clients.
- The Quit Rate among smokers who call the Quitline is 18.2% at six months after counseling.

*How Well the Quitline Data Meet Program Needs*

- The intake survey data reports and dataset sent from the ACS were timely and accurate. They were very reliable.
- Data on the three and six month follow-up evaluations was generated upon request, but only up to April 2004.

- Some data elements were not reported by the ACS as contracted; for example, data from counseling sessions, time of day of calls, number of referrals made or coupons sent.

*Recommendations to Improve the Effectiveness of the Quit-for-Life Line Program*

- The Florida Quitline should target a greater number of smokers in Florida and motivate them to call. At present, the call rate is 0.054% based on 1,940 smokers calling in 2004-2005. The target for this call rate should be 0.1%, which would provide counseling services for 3,600 smokers per year.
- The Florida Quitline should continue to seek funding for smoking cessation communication campaigns. The dramatic increase in calls to the Quitline following one month of smoking cessation advertising in May 2005, indicates the importance of media presence in motivating smokers to call the Quitline.
- The Florida Quit-for-Life Line should continue working with smoking-cessation groups and medical professionals to increase awareness of the Quitline services, and to increase referrals from the medical community.
- The Florida Quit-for-Life Line should continue cooperating with North American Quitline Consortium to share Quitline data from other states using the minimum data set. The benefit of this action is that Florida's Quitline outcomes can be compared with the figures nation-wide, and thus can gauge its successfulness from a wider perspective.
- The evaluator should work more closely with the American Cancer Society to create more efficient Quitline data reporting and should continue to provide monthly report updates to the Quitline contract manager at the DOH and interested staff.

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# 2005 Quit-for-Life Line Evaluation Report

## **Florida Department of Health Quit-for-Life Line Draft Evaluation**

### **Introduction to the Quitline Evaluation and Quit Rate Report**

The 2005 Quitline Evaluation covers calls to the Florida Quitline from July 2004 to May 2005, and provides a summary of the information about callers provided by the intake survey administered to each caller. The analysis of the Florida Quitline focuses on the smoking cessation goals for specific target populations.

The Quit Rate Report summarizes the follow-up evaluation surveys conducted by the American Cancer Society (ACS) at three and six months. These surveys contain information on smoking behaviors, medications and satisfaction. The analysis of data is followed by an assessment of the Quitline and recommendations for its future activity.

The total report is divided into six sections. In Section I the objectives and background of the Florida Quit-for-Life Line (Quitline) are discussed, processes for receiving smoking cessation counseling, the target populations of interest and the evaluation methodology employed.

Section II examines the target populations of Floridians who called the Quitline between July 2004 and May 2005. The section then looks at the tobacco use behaviors of callers, the presence of children under 18 in the household, the presence of other smokers, and the implicit risks of second-hand smoke on the children. This is followed by a discussion of how callers heard about the Quitline.

Section III contains the quit rate report, which details the results of follow-up evaluations at three and six months.

Section IV of the evaluation assesses the effectiveness of the Quitline program. Section IV compares the results of the evaluation data analysis with the program goals of the Quitline to demonstrate whether its implementation was successful.

Section V contains specific recommendations from the evaluator concerning ways to improve and empower the Florida Quit-for-Life Line.

Section III includes appendices for Quitline logic models, intake survey, follow-up evaluations and data tables.

This evaluation is turned in to the Department of Health Quit-for-Life Line as a contracted deliverable, June 30, 2005. This evaluation would not be possible without the collegial help of staff in the Department of Health and the American Cancer Society, to whom thanks are given.

## I. Background and Objectives of the Florida Quit-for-Life Line

### Background

The Florida Quit-for-Life-Line (Quitline) is a toll-free, telephone-based tobacco cessation counseling hotline that was established to meet the needs of Florida adults who use tobacco and want to quit. The Quitline number is 1-877-U-CAN-NOW (1-877-822-6669) and is available 24 hours per day. The Quitline has served Floridians since December 2001.



The Florida Department of Health (DOH) contracts with the American Cancer Society (ACS) to operate Florida's Quitline. Inbound calls and counseling are handled through the ACS National Cancer Information Center (NCIC) in Austin, Texas. Staff members work around the clock to provide state-of-the-science medical information about cancer, counseling, referrals to local community programs and self-help materials.

For the Florida Quitline, the ACS has included Florida specific questions to their standardized intake forms, protocols, and databases. As part of the ACS intake assessment, Quitline callers are asked a set of questions that document their demographics, smoking patterns, social settings, and interest in Quitline services. Callers are also assessed for their readiness to change, or their "stage of change," i.e., their readiness to quit tobacco use. All pregnant smokers who call the Quitline are offered a specialized counseling protocol, specifically designed for prenatal smoking cessation.

The Quitline is intended to help Florida achieve its goals of reducing adult tobacco use, reducing exposure to environmental ("second-hand") tobacco smoke, and sustaining a coordinated, comprehensive statewide tobacco control initiative. The program can also help in meeting the Centers for Disease Control goals of eliminating exposure to second-smoke smoke, promoting quitting among adults and young people, and preventing the initiation of tobacco use among young people.

### Goals of the Florida Quitline

The goals of the Florida Quitline are short-term smoking cessation, long-term maintenance, and relapse prevention, as well as reducing exposure to second-hand smoke. Quitline services include assessing addiction, counseling, and selecting appropriate medications. The provision of these services is expected to:

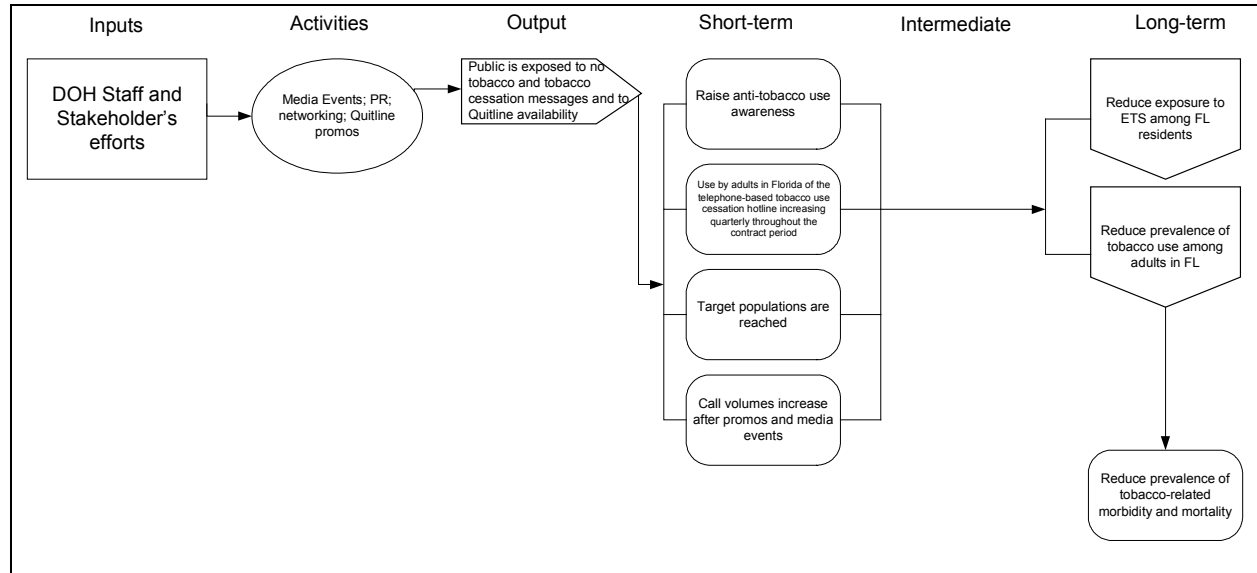
- 1) Increase a caller's understanding of the problem of tobacco use;
- 2) Increase initial self-efficacy and build a progressive sense of mastery in coping with the problem; and
- 3) Allow the caller to express emotions and thoughts related to his or her problems.

In the fall of 2001 the DOH and other stakeholders established a set of objectives for the Florida Quitline. These goals include:

- Objective 1. Establishment of a statewide telephone tobacco use cessation hotline for adults in Florida
- Objective 2. Use by adults in Florida of the telephone-based tobacco use cessation hotline increasing quarterly throughout the contract period
- Objective 3. Sustained abstinence from tobacco use among adults age 18 and above who use the Quit-for-Life Line
- Objective 4. Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-for-Life Line
- Objective 5. Decreased prevalence of tobacco use among adults who use the Quit-for-Life Line
- Objective 6. Reduction in Exposure To Environmental Tobacco Smoke (Second-Hand Smoke)

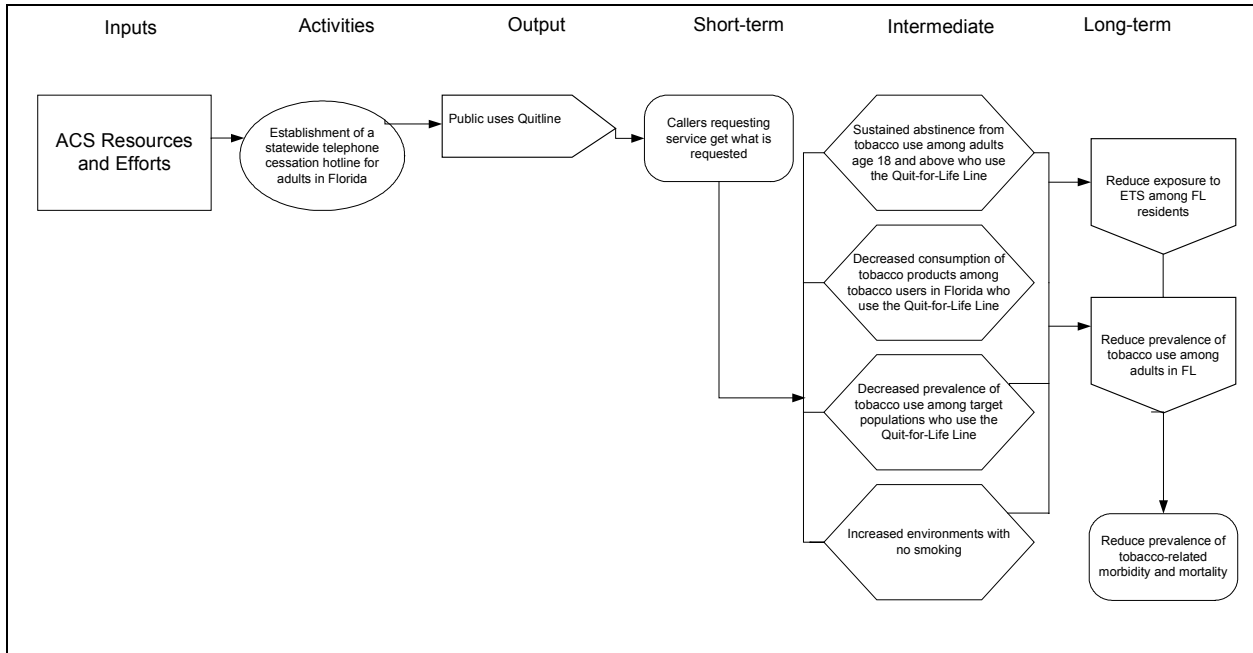
Along with these objectives, the DOH developed a set of logic models to portray the goals and expected outcomes from the perspective of both DOH and the ACS. The DOH goals, shown in Figure 1, represent the outcomes from DOH staff activities on behalf of the Quitline. These activities include Quitline promotion, public relations and media campaigns. The immediate effect of these activities is to raise the awareness in the public of the importance of smoking cessation and the availability of the Quitline. The model then links smoking cessation awareness with motivation among members of the target populations to call the Quitline and a resultant long-term decrease in the prevalence of tobacco use.

Figure 1. Department of Health Staff and Stakeholder Goals and Outcomes



The goals and the final outcomes for the American Cancer Society are similar to those of the DOH staff, but entail an intermediate set of steps relevant to the counseling role of the ACS, as shown in Figure 2. For the Quitline, the ACS accepts calls from the public and provides tobacco-cessation counseling and other services. The intermediate goals are to decrease tobacco consumption and sustain abstinence from tobacco use among the clients who call the

Figure 2. American Cancer Society Resources, Goals and Outcomes



Quitline. This in turn leads to the long-term goals of lowering the prevalence of tobacco use in Florida and decrease tobacco-related illness.

Quitline Services from the American Cancer Society

The Quitline is available for any tobacco user over the age of 13 who is a Florida resident. Non-residents who call from a Florida telephone number and who give a Florida address are not denied services since the system does not recognize them as non-residents. However, if callers give a non-Florida address, they will be referred to another Quitline.

Call volume is balanced over the entire Quitline staff in order to provide maximum coverage for the least amount of money. The Florida Quitline is able to handle changes in call volume due to media campaigns or outreach efforts by diverting existing staff as appropriate. Florida-specific training for intake specialists and counselors occurs prior to live calls being taken from Florida. Inbound service (for incoming calls) is provided 24 hours a day, 365 days a year, and proactive counseling appointments are provided 90 hours per week. Quitline telephone counselors generally schedule calls for evening hours when most callers prefer appointments. The Quitline does not provide counseling appointments on federal holidays (except New Year’s Day).

The telephone counseling protocol is formulated based on the stages of change model, as described in Table 1. Telephone counseling includes prompts and reminders, praising callers’ successes, and persuading them to increase self-efficacy expectations. The ACS uses these techniques, but also includes several other counseling strategies that have traditionally been used only in face-to-face therapy. For example, clients are encouraged to express their emotions about their tobacco use and the counselors systematically provide social reinforcement as they teach clients how to use self-help techniques. Community referrals, health care provider information and referrals, and other information are also provided at every stage, as appropriate.

Table 1. Stage of Change Based Call Handling

Stage of Change	Services Provided for Stage of Change
<i>Pre-Contemplation</i> - Individuals who are not aware of the need to change their behavior, and there is no intention to change in the foreseeable future	<ul style="list-style-type: none"> <li>• Provide brief motivational message and materials, if requested</li> </ul>
<i>Contemplation</i> – People who become aware that a problem exists and they engage in thinking about the problem and the need for change; however, they have not yet made a commitment to take action	<ul style="list-style-type: none"> <li>• Discuss and reinforce reasons for quitting</li> <li>• Provide motivational message</li> <li>• Assess if ready to set a quit date. If yes, proceed to preparation. If no, set date for check-in call back and provide “Set Yourself Free: Guide to Quitting Smoking”</li> <li>• Encourage them to call back when they are ready</li> </ul>
<i>Preparation</i> – Individuals who start getting ready to change in the next month, by combining intention and behavioral actions. They start making a plan for how they will change their problem behavior(s)	<ul style="list-style-type: none"> <li>• Start process to think about quit date</li> <li>• Send quit kit – “Break Away from the Pack”</li> <li>• Discuss pharmacological assistance</li> <li>• Offer counseling, self-help, and community or health care provider referral to every caller. If caller chooses counseling, set appointments</li> </ul>
<i>Action</i> – This stage involves putting the behavior-change plan into place and actually making the change in the personal environment and discontinuing the problem behavior (i.e., quitting smoking)	<ul style="list-style-type: none"> <li>• If participating in counseling, follow protocol for appointments</li> <li>• If not participating in counseling, provide motivational message and information and offer encouragement to call again for assistance</li> <li>• A special protocol has been developed for callers who join the program in this stage</li> </ul>
<i>Maintenance</i> – In this stage, individuals have consistently changed their problem behavior for at least 6 months (i.e., have stopped smoking) and continue to do so for an indeterminate period of time past the initial action	<ul style="list-style-type: none"> <li>• Provide brief, motivational messages to reinforce tobacco-free status</li> </ul>

All tobacco users who choose counseling are eligible for three proactive counseling appointments. These appointments can extend up to 110 minutes, depending on the needs of the caller. The appointments are scheduled to help the tobacco user prepare for the quit attempt and are timed to the relapse prevention curve. Evening and weekend appointments are available.

Florida Quitline scripting is specific to Florida programs and services, so information specialists follow scripted protocols that are relevant to Floridians. Specialists gather demographic data, screen tobacco users for their stage of change, and provide appropriate information and assistance. Tobacco users who are ready to quit are offered a choice of options, including a series of five proactive counseling appointments, self-help materials, and a referral to a community or health care provider service.

The survey tool used to deliver the intake and counseling protocol is database-driven using Siebel database software and scripting. Proven computer and telephone systems allow ACS to handle multiple, simultaneous in-coming and out-going calls. The existing telephone systems provide staff with information on the location of the caller to allow for geographic specific services. All Quitline services are tailored to individual caller's needs and concerns. Therefore, issues related to cultural norms and backgrounds are dealt with uniquely for each caller.

At least one-third of callers are expected to contact the Quitline for reasons other than a personal quit attempt, which holds true in the 2004-2005 data with 35.9% of clients calling for other reasons than to quit smoking. Table 2 describes how these calls are handled, depending on type of caller.

Table 2. Type of Caller and Call Handling Procedure

Type of Caller	Call Handling Procedure
Friend or family member of tobacco user	<ul style="list-style-type: none"> <li>• Answer questions</li> <li>• Provide written information</li> <li>• Provide support</li> <li>• When appropriate, assist in crafting a motivational quit using tobacco message to deliver to the tobacco user</li> </ul>
Non-smoker interested in environmental risk of tobacco	<ul style="list-style-type: none"> <li>• Answer questions</li> <li>• Provide written information</li> <li>• Provide referrals to resources in the community</li> </ul>
Media	<ul style="list-style-type: none"> <li>• Answer questions or refer based on Florida Department of Health procedures</li> </ul>
Community groups or teachers	<ul style="list-style-type: none"> <li>• Answer questions</li> <li>• Provide written information to distribute to members or students</li> <li>• Provide referrals to resources in their community</li> </ul>
Health care providers and organizations	<ul style="list-style-type: none"> <li>• Answer questions</li> <li>• Provide written information to distribute to members</li> <li>• When appropriate, work with them on ways to encourage their patients who use tobacco to use Quitline services</li> </ul>

The ACS has also made arrangements with pharmaceutical companies to provide coupons and rebates to reduce the cost of Nicotine Replacement Therapy (NRT) for callers. These coupons help make up the matching funds required of the ACS in the DOH contract. Since funds for the Quitline prohibit the direct purchase of pharmacotherapy products, ACS is required to provide a match of one dollar in pharmacotherapy assistance for every four dollars in the Quitline services contract.

Follow-up evaluations at three, six and twelve months are conducted on Quitline callers receiving counseling services. Questions in the follow-up evaluation include self-reports on smoking, quit attempts and cessation, medication use, and satisfaction with the Quitline counselors and with other services provided.

The Quitline has English and Spanish speakers available, as well as materials in both languages. At peak times, Spanish calls might be routed to a voicemail to avoid long delays. For Haitian Creole speakers, select ACS staff members in Florida can provide intake and counseling services. If they are not available, the Quitline finds other qualified counselors to provide the service on an as-needed basis. Callers can be routed to these staff either through a prompt on the initial messaging service or through a separate toll-free number; however, this is not available 24 hours a day due to limited staffing. Translation services for all other languages are provided through Language Line Services. This occurs through a three-way conversation with the caller, a translator, and the Quitline/ACS staff person. To date, there have been no reports provided of any Florida Quitline callers utilizing these services. A TDD service for the hearing-impaired is also available and has message-recording capability when it cannot be answered live. Calls are returned the same business day.

During the 2002-2003 fiscal year, DOH contracted for ACS to handle 4,000 calls to the Quitline, but due to budget cuts in the 2003-2004 fiscal year, DOH contracted with ACS to handle only 1,704 calls. During the 2004-2005 fiscal year, DOH contracted with ACS for 2,500 calls, and had received 3,027 calls by May of 2005.

### **Program Monitoring**

The monitoring of the Florida Quitline is conducted by the independent evaluation consultant, Image Research. The evaluator receives call data from the ACS on a monthly basis and maintains a local database of Quitline calls from the monthly data reports. The evaluator submits a monthly cumulative data report to DOH staff on each of the target populations identified by the Florida Quitline. In June 2004 the evaluator made an on-site visit to the ACS call center in Austin, Texas, to review intake and counseling practices and follow-up evaluation survey protocols and to discuss data needs for Quitline reports.

Information from ACS and DOH conference calls, e-mails and other correspondence and meetings help maintain program monitoring. Other information that can be used to determine future changes in the Quitline include services requested by and rendered to specific demographic populations, program participation and completion information, and outcomes found for target populations at three and six month follow-ups. Specific data collection protocols are discussed below.

### **Quitline Protocols for the Intake Survey**

All of the calls coming into the Florida Quitline are handled by a trained intake specialist. When a client calls, he or she is asked a battery of questions from the Florida Quitline Intake Survey. The intake survey is a research tool that records a variety of types of information about each caller. The intake survey is constructed to guide both the telephone counselor and caller to the appropriate questions for each case using identification questions, then demographic and tobacco-use questions, and finally questions about services. The types of questions in the survey include: demographic and social questions, questions to identify DOH employees or pregnant callers, questions on smoking and quitting activity, frequency of tobacco use, willingness to quit, smoking rules in the house, whether children under 18 or other smokers live in the house, how the caller heard about the Quitline and finally descriptions of services from which the caller can choose. Most of the data recorded in the intake session are made available to the DOH staff by the ACS. A copy of the Florida Quitline Intake Survey is available in Appendix C.

### Quitline Protocols for Counseling Sessions

Callers who request counseling are given three follow-up sessions scheduled before and after a date on which the caller decides to quit smoking. The counseling session asks the client about his or her smoking habits and offers medications for nicotine-replacement. The counselor then asks the client about his or her reasons for quitting and suggests the person write them down. Finally, the counselor helps the client set a date to stop smoking, and asks him or her to estimate the chances of quitting for good. The counselor also sets date for further counseling, the second just before the client's quit date and the third just after that quit date. The client receives postcards confirming these counseling dates as well as self-help materials in the mail. This counseling session is repeated four more times for the client. Copies of these sessions are available in Appendix F.

### Quitline Protocols for Three, Six and Twelve-Month Evaluations

The follow-up evaluations given at three, six and twelve months employ the same instrument, designed to give answers to the same questions at incremental intervals. Other Quitlines use a short form of the follow-up surveys at six and twelve months, but the Florida protocol uses the long form for each follow-up to provide a richer dataset. Information from these evaluations allow one to track changes in smoking activity and attempts and success at quitting, as well as changes in children at risk of second-hand smoke, smoking rules in the home, use of medications and satisfaction with the Quitline services. The satisfaction section of the 3-month evaluation survey asks respondents to rate the Quitline on a number of dimensions: helpfulness of the resources provided; aspects of their counseling experience such as their perceptions of the counselor's attitude, sincerity, compassion, helpfulness and overall quality of service; and finally, the respondents rate the quality of service of the Quitline, as exemplified by its staff on the telephones. A copy of the three-month evaluation is available in Appendix D and the six-month evaluation is available in Appendix E.

### Reports from the American Cancer Society

As part of its contract with DOH, ACS provides monthly data sets and data reports. These data reports present indicators for measuring objectives as well as other kinds of information. Monthly reports include the following

- Number of calls by county;
- Number of calls by stage of readiness to quit/disposition;
- Number of calls by age group (under 18, 18-29, 30-44, 45-64, 65 and over) by county;
- Other caller demographics, including sex, race, education level, marital status and ethnicity;
- Number of calls from Department of Health or County Health Department employees;
- Number of referrals made by county;
- Number of follow-up calls made by counseling staff;
- Time of day for all calls, including calls that are sent to voice mail;
- How callers heard about the hotline;
- Type of caller (client, relative, friend, etc.);
- Number of callers who were pregnant or thought they were;
- Number of callers who refuse to answer;

- Number of callers who are “warm transferred” to another service due to age of caller, lack of contract funds or other reasons;
- Number of callers who have “children under 18 living in the home;”
- Frequencies of number of children under 18 in household;
- Frequencies for “rules about smoking in the home;”
- Other information required by the evaluator and agreed to by all parties.

The ACS is also required to provide the DOH a quarterly match report on the total value of pharmacotherapy matches to date. These data include:

- Type of assistance (e.g., coupon for nicotine patches);
- Number of each type of assistance distributed through Quitline;
- Number of each type of assistance distributed through other outlet (list how distributed);
- Subtotal value of each type of assistance;
- Total value of pharmacotherapy provided.

ACS quarterly budgetary reports provide details of how much money the project is using, specifically program activities and amounts rendered. Direct and in-kind funding is determined by DOH and ACS, and monitored by DOH.

### Tracking of Quitline Promotions

The Florida Quitline was funded through a CDC grant to run a smoking cessation media campaign in several counties in Florida during May and June, 2005. Spanish radio ads were aired in Miami (Miami-Dade County), Tampa (Hillsborough County) and Orlando (Orange County) in May and June. English radio ads were broadcast in Gainesville (Marion County) and Tallahassee (Leon County) in May and June. English radio and TV ads were aired in June in Dixie, Holmes, Franklin, Citrus, Walton, Wakulla, Calhoun and Charlotte counties. Printed promotional materials were also distributed around the state, specifically targeting doctor’s offices.

Because the Quitline data for this evaluation ends in May, 2005, there is no analysis of the campaign outcomes. The results of the advertising on call patterns is noted in the general analysis.

### **Target Populations**

Target populations for the Florida Quitline include Floridians (age 14 and over) who smoke or use smokeless (spit) tobacco, parents who smoke and who have children under age 18 in their household, pregnant women and DOH employees. The rationale for targeting these populations are discussed below.

### Floridians (Age 13 and Over) Who Smoke

Smoking has devastating consequences for adults in Florida. Lung cancer accounted for 7.1% of all of cancer deaths in Florida in 2004. A DOH report estimated that in 1998 tobacco use accounted for one in five deaths and \$2.6 billion in hospital costs. More recent estimates published by Tobacco Free Friends (<http://www.tobaccofreekids.org>) show that there are 28,700 smoking-related deaths in Florida each year, and that smoking-caused health costs amounted

to \$5.82 billion in 2002<sup>1</sup>. The prevalence of smoking-related cancer and associated costs of health care make smokers in Florida a top priority for the Florida Quitline.

### Parents Who Smoke with Children Under Age 18 In Household

Studies show that second-hand tobacco smoke has serious health effects on adults and children, including non-smokers. Second-hand smoke contains more than 4,000 chemicals, including 43 cancer-causing agents and 200 poisons, and is known to cause cancer in humans. This problem is intensified for children, who are more likely to get pneumonia, bronchitis and other lung diseases, to have more ear infections, and a to develop asthma if they are exposed to second-hand smoke.

Youth tobacco use occurs within a family and community context, where adults model tobacco use behaviors, make tobacco products available to youth, and promote family and community norms that support youth tobacco use. Adolescents whose parents have quit smoking are less likely to be smokers and are more likely to quit if they do smoke. The earlier parents quit, the less likely their children are to become smokers. Promoting a smoke-free home might be a way for family members to encourage smokers to quit and to modify smokers' behavior in ways that would help them quit. Promoting the Quitline among adults, particularly young adults and parents, could result in reduced cigarette use for both youth and adults.

### Pregnant Women

Pregnant women can experience adverse health effects from smoking, including low birth weight babies, premature rupture of membranes, pre-term delivery, and a slightly increased risk of intrauterine growth retardation. A higher percentage of women stop smoking during pregnancy, both spontaneously and with assistance, than at other times in their lives. Pregnant smokers are offered extended or augmented counseling interventions that exceed the counseling advice to quit in the Florida Quitline.

### Department of Health and County Health Department Employees

In 2001, DOH conducted an employee survey to obtain information that would help DOH in considering new policies or promotions regarding tobacco use in the workplace. The prevalence of cigarette use among the DOH survey respondents was 14.4 percent, which is lower than the average prevalence rate of 22.3% in Florida. DOH headquarters launched a worksite wellness campaign, called Health In Site, which included promotion of tobacco-free lifestyles. Quitline promotions to DOH employees should result in employee participation in these campaigns.

## **Evaluation Methodology**

The Department of Health created a statewide tobacco cessation telephone counseling service to reduce the prevalence of tobacco use among adults in Florida and to reduce exposure to second-hand smoke among adults and children. The Quitline was opened after an analysis of literature and data from tobacco surveys in Florida helped to develop the outcome measures for the Quitline and to identified priority target audiences. Objectives were established at a stakeholders' meeting and logic models for the Quitline's inputs, activities,

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<sup>1</sup> Campaign for Tobacco Free Kids (2005). Key State Specific Tobacco-Related Data and Rankings. Retrieved, October 8, 2005 from <http://tobaccofreekids.org/research/factsheets/pdf/0176.pdf>.

outputs and outcomes were developed. The evaluation methodology for the Quitline was established during this period, and has been followed for over two years.

### Current Surveillance and Evaluation Activities

The Florida Quitline is evaluated by an independent vendor, Image Research, that receives call data from the ACS every month. Data are collected by the ACS during the intake survey, during counseling sessions and during the three, six and twelve-month follow-up evaluations.

Data collected at intake include demographics, whether client is pregnant, reason for calling, smoking behaviors, quit attempts, smoking rules and whether client lives with a smoker or has children in the household, how the client heard about the Quitline and the services requested. These data are sent monthly from the ACS.

The counseling data asks about tobacco behavior, quit attempts and medications. The follow-up evaluations ask questions that include smoking behavior and quit attempts, medications and insurance, whether there are children in the household or if the client lives with a smoker, and a series of client satisfaction questions. The only data available to the evaluator are a count of complete counseling sessions, which is sent upon request and need to be joined to the intake survey records by the evaluator.

The follow-up evaluation data ask questions about smoking cessation and quitting success, smoking behavior, whether children live with the smoker, information on medications and Quitline satisfaction questions. These data are sent upon special request of the evaluator and need to be joined to the intake survey records by the evaluator.

The evaluator submits a monthly data report and narrative to the DOH, covering the pertinent target populations for the Florida Quitline. These include Gender, Age Group, Pregnant Callers, Ethnicity of Callers, Education Level, Marital Status, Department of Health Employee, Children Under 18 in Household, Live With a Smoker, Smoking Rules, Reason for Calling the Quitline, Willing to Quit Within 30 Days, How Heard About the Quitline, Interest in Services, Florida Region and Florida County. Each table in the report is cumulative from the beginning of the fiscal year to the latest month of data. The narratives discuss the changes in Quitline figures and trends over the fiscal year.

The final evaluation covers the target populations, at-risk populations, and follow-up evaluation data. Its goal is to determine whether the target and at-risk populations are being served, whether media campaigns were successful, whether there is a positive smoking cessation outcome reported during the follow-up evaluations and whether the client was satisfied with the Quitline services.

### Data Management Plan

ACS prepares a monthly data file with the raw data from the previous month's intake surveys and a monthly report file, which is sent electronically to DOH staff and Image Research. The summary tables sent by ACS provide reports for that month's calls for populations of interest. The report tables provide information on the number and frequency of calls by gender, age, race/ethnicity, education, marital status and whether the caller is a DOH employee. They also report:

- (a) whether callers have children under 18 in the household,

- (b) what the smoking rules are in all households,
- (c) the average number of cigarettes smoked,
- (d) the length of time caller has been a smoker,
- (e) how many times the caller has tried to quit, and
- (f) the caller's appropriate stage of change.
- (g) Finally, the report tables provide information on the location of callers by region in Florida and
- (h) how callers heard about the Florida Quitline.

The report tables published by ACS are useful as monthly summaries, but are not cumulative over the entire year.

The data file sent by the ACS each month contains client IDs, demographic data on clients who called the Quitline, and intake information and responses that are linked to the demographic information by a client ID. The majority of records have complete data, though a small number of callers do not complete the intake survey. The new data file received every month is appended to a cumulative database in Microsoft Access, Microsoft Excel and SPSS, and retained for analysis purposes.

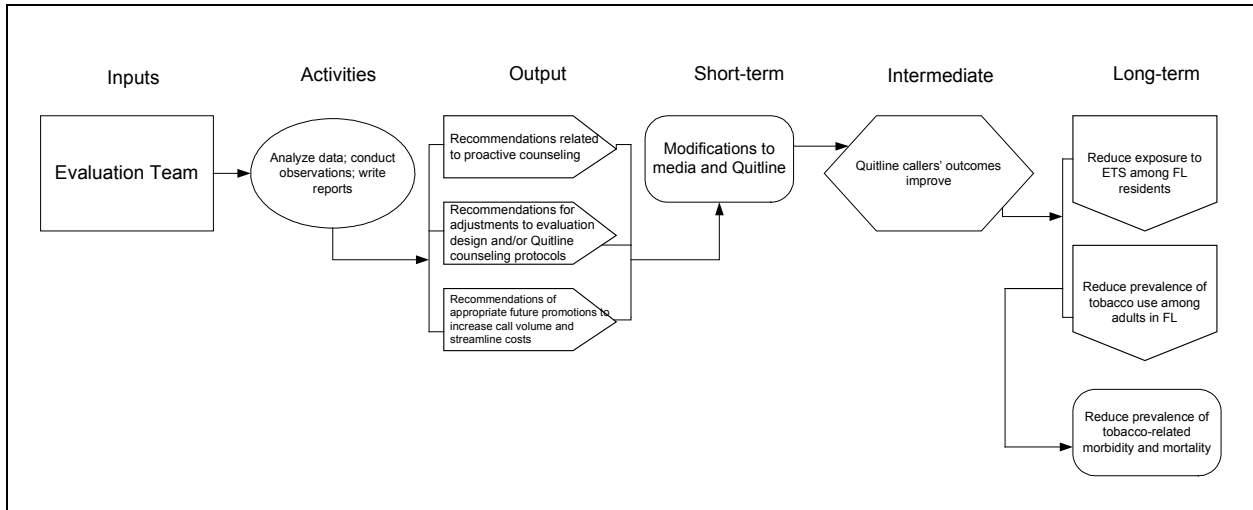
By contract, ACS is also responsible for sending counseling data and data files containing records of the quality assurance follow-up responses at three and six month intervals. These three files need to be joined to the intake records by client identification numbers and provide follow-up data on the effectiveness of the Quitline. Image Research takes the responsibility for maintaining all of the datasets in an integrated database. All data are backed up and are included on a CD with the final evaluation.

### Outcome Indicators for the Quitline Evaluation

The goals and objectives for the Florida Quitline provide a guide for the summary data that need to be measured and reported as indicative of positive outcomes. These data include demographic, behavioral and social indicators of importance. Use of the Quitline by various demographic groupings (such as race/ethnicity, gender, and age) is established from data provided monthly from the ACS database. The number of calls broken down by demographics and by service provided are used to assess the types of services being accessed by different populations.

The goals of the evaluation analysis are to confirm whether the Quitline reached its target populations and whether it provided appropriate counseling and referral services. Using the ACS intake surveys and the three- and six-month follow-up evaluation surveys it is possible to determine the outcomes of the ACS counseling sessions and referrals. The evaluation follows the logic path of the Florida Quitline Evaluation Goals and Outcomes Logic Model, shown in Figure 3.

Figure 3. Florida Quitline Evaluation Goals and Outcomes



The Florida Quitline Evaluation Goals and Outcomes Logic Model charts a path from the evaluation of the Quitline to use of evaluation recommendations to modify and improve the Quitline, to the eventual reduction of tobacco use and exposure to second-hand smoke. The model envisions short-term, intermediate and long-term goals for the Florida Quitline. This evaluation constitutes the major activity output leading to possible modifications in the Quitline media campaigns and ACS proactive counseling.

The intermediate goal of the evaluation is to improve the outcomes experienced by Quitline clients from their counseling sessions and other services, either by enabling them to quit altogether or by decreasing their tobacco use. These outcomes are estimated by using data from the three- and six-month follow-up evaluation reports, which are included in the Quit Rate Report in this evaluation. The long-term goal of the model is to reduce the prevalence of tobacco use, exposure to environmental tobacco smoke and tobacco-related health problems among Florida residents. This goal should be reflected in the smoking prevalence rates reported in surveys such as the Behavioral Risk Factor Surveillance System from the US Centers for Disease Control and Prevention and the Adult Tobacco Survey conducted by the DOH.

Indicators for the sustained abstinence from tobacco use come from self-reports of program participants who complete the program and who are still abstinent at follow-up. Indirect indicators are also obtained from the monthly ACS reports showing the number of responses to questions on self-efficacy assessment (for example, how long they've been quit, how much tobacco did they use, number of quit attempts, addiction level). Indicators for patterns of tobacco use and quit behavior following their call to the Quitline are obtained during the three-month follow-up evaluations. Related indicators are reduced consumption of tobacco products, and decreased tobacco usage among Quitline callers, both of which are reported by Quitline callers at the three- and six-month follow-up evaluations. Changes in the quantity and frequency of tobacco use following counseling are reported during these follow-up surveys.

The final objective of reducing exposure to environmental tobacco smoke (second-hand smoke) is measured using a question from the Behavioral Risk Factor Surveillance System (BRFSS), "Which statement best describes the rules about smoking in your home?" This

question was added Florida Quitline intake and follow-up forms. The number of callers who report changing their house rules from allowing smoking in the home to not allowing it at all indicates a reduction in second-hand smoke.

To indicate the number of children exposed to second-hand smoke, ACS included questions regarding whether children under 18 live in the caller's household and, if so, how many children. The number of children in the household of callers who change their house rules from "smoking is allowed in the home" to "smoking is not allowed at all in the home" could indicate the number of children no longer exposed to second-hand smoke in the home. A more reliable indicator is to calculate the number of children under 18 who live in homes where the smoker has quit for three or six months. This is a more accurate estimate.

Finally, the demographics of Quitline callers are aggregated into regional locations around the state of Florida: Panhandle (Region 1), Northeast (Region 2), North Central (Region 3), Tampa Bay (Region 4), South Central (Region 5), Palm Beach/Broward (Region 6), Dade/Monroe (Region 7). The regional groupings of counties allow comparison of different population groups in Florida. Which counties are grouped into each of the seven regions is shown in Appendix B.

## **II. Analysis of the Intake Data from Florida Residents Calling the Quitline**

### **Background to Evaluation of the Quitline**

The Florida Quit-for-Life Line (Quitline) began operations in December 2001 from the American Cancer Society (ACS) Call Center in Austin, Texas. The goal of the Florida Quitline is to provide telephone counseling to residents of Florida who want to stop using tobacco products. In its first three and a half years of activity, the Quitline has received over 9,800 calls from Floridians seeking counseling, referrals and informational materials on quitting smoking.

When someone calls the Quitline, he or she is asked a set of intake questions by the ACS counselor. In addition to demographic questions, the ACS counselor asks questions related to the caller's reason for calling, willingness to quit tobacco, tobacco use, household smoking rules, the presence of children under 18 in the household, how the caller heard about the Quitline, and a number of other, related questions. All callers are called back after three-months for a follow-up evaluation, and again at six-months. The follow-up evaluations determine whether the caller has quit smoking, or has at least made an attempt at quitting. The analysis contained in this evaluation uses data from the intake surveys of Floridians who called between July 2004 and May 2005. The Quit Rate Report analyses data from the three and six month follow-up evaluations of Quitline clients who called between December 2001 and April 2004.

The populations of interest in this evaluation include all adults in Florida who smoke, broken out by age, gender, race/ethnicity, education and marital status. A second population includes Florida Department of Health (DOH) and County Health employees. A third population of interest are those at risk from smoking, including pregnant women, callers with children under 18 and callers who live with smokers. For each of these groups the risk entails a danger of second-hand smoke, either for the fetus of a pregnant woman or for children in a smoking household. A second focus of interest in this evaluation is the reason Floridians call the Quitline, their smoking behaviors, previous attempts to quit smoking and the services that they request. A final area of interest in the evaluation is to understand how callers heard about the Florida Quitline in the 2004-2005 fiscal year, which saw a limited amount of state funds for Quitline counseling and about a quarter of a million dollars in a grant from the Centers for Disease Control (CDC) to fund a TV and radio advertising campaign in 13 counties in Florida.

### **Summary of Findings from the 2001-2003 Quitline Evaluation**

The period of the first Quitline evaluation covers calls from December 2001 to February 2003. A total of 3,996 Florida residents called the Quitline in this period, and 3,821 completed intake surveys, to become the base sample for the analysis. The Florida Quitline averaged 266 calls per month over these fifteen months, with 79% of the people calling the Quitline wanting to quit smoking. 54% of smokers requested counseling and referral services from the Quitline.

Among callers there were some clear gender and age distinctions. 58% of the Quitline clients were women, compared to 34% who were men. Quitline callers tended to be middle-aged, with 67% of them between 30 and 64. 46% of women and 44% of men requested counseling and referrals. The race/ethnic makeup of callers to the Florida Quitline was predominantly White, followed by Black and Hispanic callers. 55% of all Floridians who called the Quitline were White, 6.5% were Black and 5.9% were Hispanic. 52% of White smokers, 56% of Black smokers and 57% of Hispanic smokers who called the Quitline requested counseling and referrals.

Among the Quitline clients were 58 employees from the DOH or the county health departments; no health employees succeeded in quitting smoking. 54 pregnant women called the Quitline, 46% of whom had children under 18 in their household. Seven (13%) pregnant women succeeded in quitting smoking. 31% of all smokers who called the Quitline had children under 18 in the household, with 52% of them allowing smoking somewhere in the house. 28% of all people calling the Quitline lived with a smoker. An estimated 882 children lived with smokers and were at high risk of second-hand smoke.

The DOH ran a smoking cessation radio and television media campaign during January and February and then June through October, 2002. Over the course of the campaign 490 30-second radio commercials were aired over three months and 4,800 60-second television commercials were aired over five months. During the radio campaign, 83% of all people calling the Quitline were from Orlando. During the television campaign, 96% of all calls to the Quitline came from Orlando. Overall, 42.3% of all Floridians who called the Quitline lived in Orlando.

The three-month follow-up evaluation of all Quitline callers is conducted to determine the outcome of the Quitline call on helping the client stop smoking. 26% of all Quitline clients were contacted for the three-month follow-up evaluation. 61% of Quitline clients contacted had stopped smoking for one or more days in the three-month period and 16% of those contacted had quit smoking entirely. 15.6% of Quitline clients living with children under 18 quit smoking, with an estimated 104 children of Quitline clients no longer at risk of second-hand smoke in the home. 77% of Florida Smokers who quit smoking after calling the Quitline received counseling sessions. 84% of Quitline clients contacted during the three-month follow-up evaluation would recommend the Quitline to others who are trying to quit using tobacco.

The overall assessment of the 2003 Quitline evaluation was that it did succeed in helping Floridians reduce their consumption of tobacco products or to stop quitting entirely. 82% of the targeted 4,000 clients called the Florida Quitline in fiscal year 2002-2003 and 95.6% of all Floridians who called the Quitline received services. 16% (N=159) of all Quitline clients contacted in the three-month evaluation quit smoking. Extrapolating from these 16% of callers 524 Floridians potentially quit smoking after calling the Quitline.

### Summary of Findings from the 2003-2004 Quitline Evaluation

Between July 2003 and March 2004, 1,603 Floridians called the Quitline for help in quitting smoking and 1,586 completed the ACS intake survey to form the sample for the evaluation analysis. The Florida Quitline received an average of 176 calls per month in this period, although during the month of November the number of calls spiked at 303. The majority of people who called the Florida Quitline, 72.5% of all callers, did so to quit smoking tobacco. Two out of five callers, 41.6%, requested counseling services; smokers make up the overwhelming majority of callers asking for counseling (92.9%).

Floridians called the Quitline from every part of the state, but the greatest number of calls came from Tampa Bay (21.1%) and the North Central region area (20.9%). The Quitline call rate for the state was .032%, indicating that less than one third of one percent of smokers in Florida called the Quitline. Quitline call rates did vary by region. Adults made up the majority of calls to the Florida Quitline, with three women calling (65.5%) for every man (23.3%). About the same proportion of men and women called the Quitline to quit smoking (78.2% for women and 77.6% for men). The number of cigarettes smoked per day increased with the age of the caller, for both genders. Between 18 and 44, men smoked more cigarettes a day than women; for

smokers 45 and older the number of cigarettes smoked per day was almost equal – about a pack a day for both men and women.

The race/ethnic makeup of callers to the Florida Quitline is predominantly White (59% of callers), followed by Hispanic callers (6.9%) and Black callers (6.6%). Smoking is most prevalent among the White population (23.9%), while only 19.5% of Hispanics are smokers, and only 14.9% of Blacks. The Quitline call rates for each group also differ also, with .034% of White smokers calling, .029% of Black callers and only .020% of Hispanic callers calling the Quitline. The majority of callers had a high school degree and some college or technical school education (50.9%), followed by callers with less than a high school degree (13.4%) and callers with a college or graduate degree (11.9%).

Only 15 DOH employees and 17 County Health employees called the Quitline, for a total of 32; only 28.1% called to quit smoking. Only 42 pregnant callers called the Florida Quitline. All of the pregnant women called to seek help in quitting smoking, and all but two asked for counseling. More than half of the pregnant women had children under 18 in the household (54.8%) who were at risk of second-hand smoke. About one third of Quitline callers had children under 18 in the household (31.7% of all smokers). The average number of children in the smoking households was 1.8 per household, for an estimated 657 children of Quitline callers at risk of second-hand smoke. The children with the greatest risk of second-hand smoke live with the 175 callers who smoke and/or who live with a smoker.

A larger number of callers heard about the Quitline from an “Other” source (34.7%) than from the media (29.6%) or medical professionals (27.6%). The Other category is a catch-all for responses that don’t fall into coding selections. Other sources of information about the Quitline include ACS materials in print and on the web, the American Lung Association, Medicare, magazine stories, flyers, commercials from tobacco companies, Nicoderm boxes, various websites and posters in doctor’s offices.

For the 2003-2004 Quitline evaluation period, no data on three- or six- month follow-up calls were submitted by ACS. This lack of data made it impossible to estimate quit rates or client satisfaction with the Quitline.

## **Overview of Calls from Florida Residents to the Quitline, 2004-2005**

### Complete Versus Incomplete Intake Surveys

Between July 2004 and May 2005, 3,027 Floridians called the Quitline for help in quitting smoking. None of the callers declined to answer questions on the ACS intake survey, so all are included in this evaluation analysis.

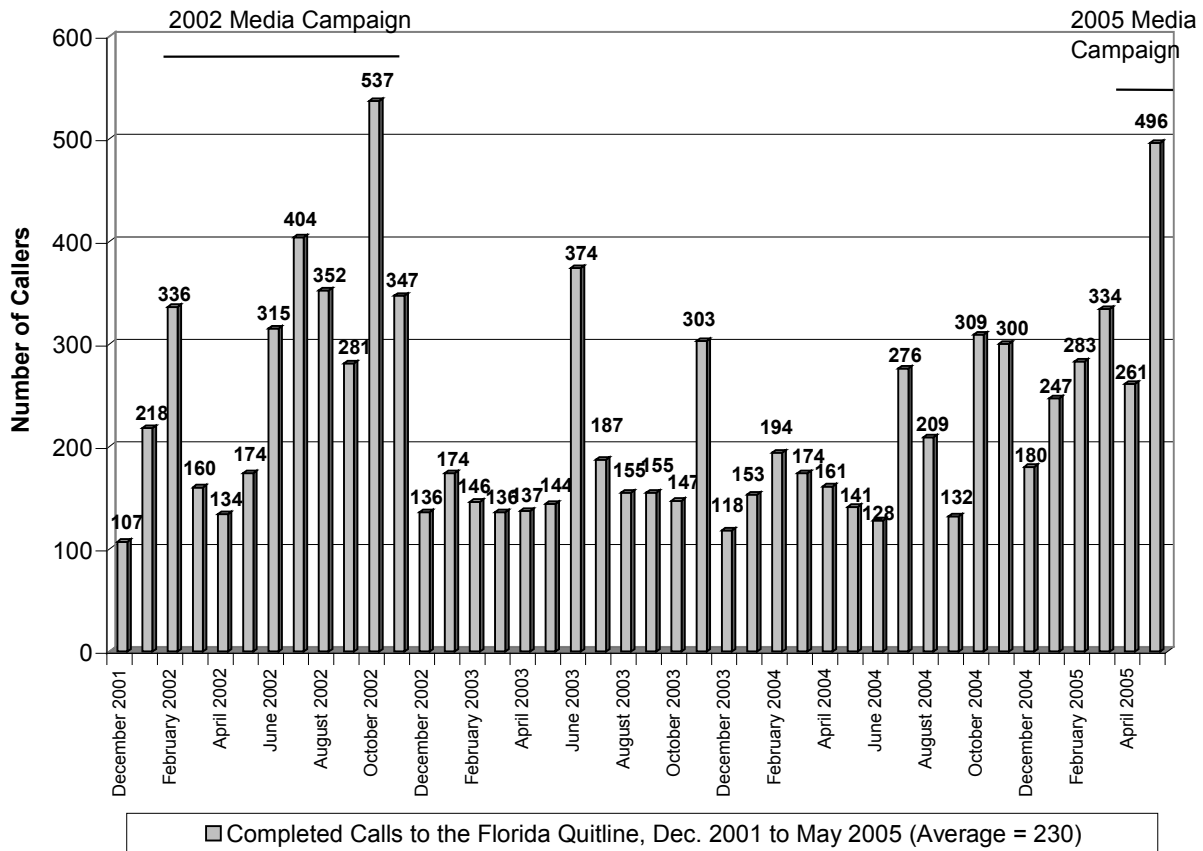
### Comparison of Calls Between December 2001 and May 2005

Between December 2001 and May 2005 the Florida Quitline received an average of 230 calls per month. This average was exceeded in the first ten months of the 2004-2005 fiscal year, with an average of 253 caller per month. However, the calls in May 2005, following one month of media campaign, doubled the average at 496; the eleven month average, therefore stands at 275 calls per month for the 2004-2005 fiscal year. Figure 4 shows a comparison of all completed calls from December 2001 to May 2005. When the chart is examined the large fluctuation of call volumes per month becomes apparent across the period.

The months with the highest call volumes of over 250 calls per month include February 2002, June through November 2002, June and November 2003, July 2004, October and November 2004 and February through May of 2005.

One explanation for the months with high call volume could be the presence of anti-smoking messages in the mass media. Between January and November 2002 the DOH conducted a smoking cessation campaign in the Orlando Metro area, which accounts for much of the call volume in that period. Calls in June 2003 could follow the well-publicized World No Tobacco Day on May 31. A heightened media coverage of smoking cessation also occurs in November during Lung Cancer Awareness Month, which includes the Great American Smokeout and could be related to the increase in calls in November 2003 and 2004. In May 2005 the DOH initiated a smoking cessation campaign in English and Spanish in a number of Florida counties, which correlates with the increased call volume.

Figure 4. Calls to the Florida Quitline by Month, 2001-2005



### Reasons for Calling the Florida Quitline

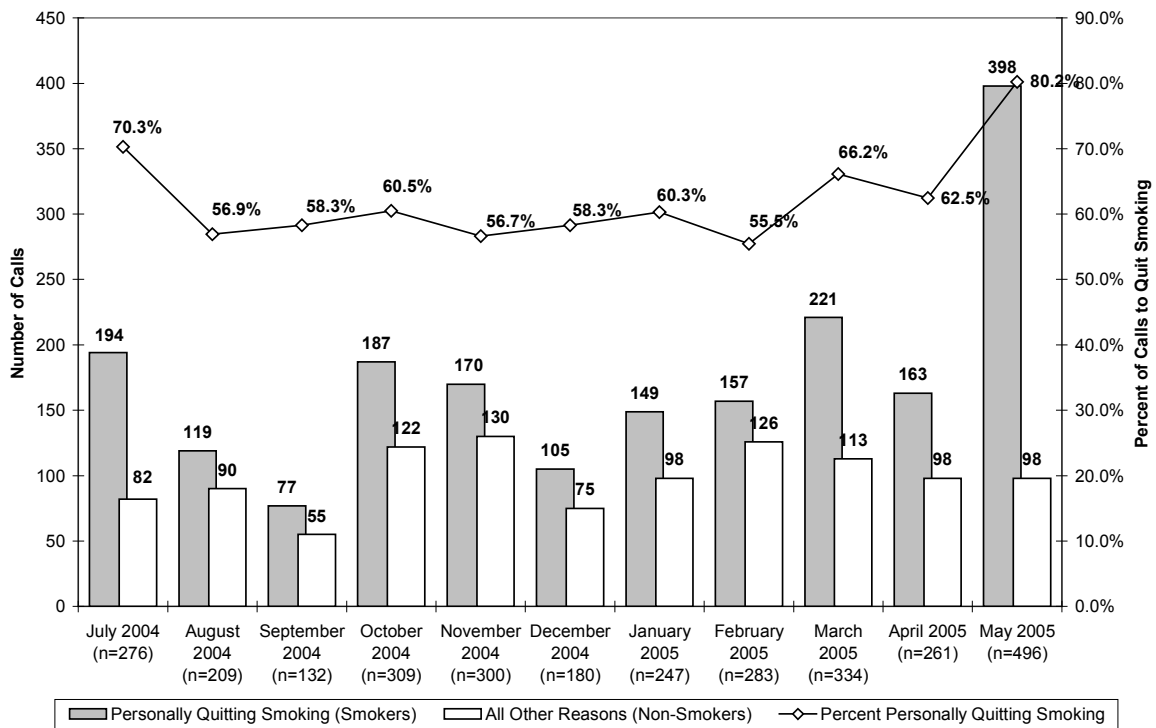
The majority of people calling the Florida Quitline do so to quit smoking tobacco, accounting for 64.1% of all callers, as shown in Table 3. Family members calling for someone and Other callers seeking information account for another 29.7% of callers. Callers who have already quit make up only 6.2% of the total. These figures show a decrease of 8 percentage points from 2003-2004 in the proportion of people calling to quit smoking, from 72.5% to 64.1%, and an increase in the number of family members or Others calling, from 20.3% to 29.7%

Table3. Reasons for Calling the Florida Quitline, July 2003 to May 2005

Reason for Calling the Quitline	July 2004-May 2005		July 2003-March 2004	
	Number of Calls	Percent	Number of Calls	Percent
Personally Quitting	1,940	64.1%	1,150	72.5%
Personally quitting – Smokeless Tobacco	0	0.0%	3	0.2%
Already Quit	188	6.2%	97	6.1%
Family Members (including spouses)/ Friend of Current Smoker	357	11.8%	142	9.0%
Other (examples: Drs. Office, Teachers, Community Orgs.)	542	17.9%	180	11.3%
Missing	0	0.0%	14	0.9%
<b>Total</b>	<b>3,027</b>	<b>100.0%</b>	<b>1,586</b>	<b>100.0%</b>

Over the 2004-2005 fiscal year, the number of Floridians calling the Quitline to quit smoking, generally stayed below the period average of 64.1%, except for July 2004 and May 2005, as shown in Figure 5. Note the percent of people calling to quit smoking rose 25 percentage points above average to 80.2% in May 2005, coincidental with the smoking cessation ad campaign.

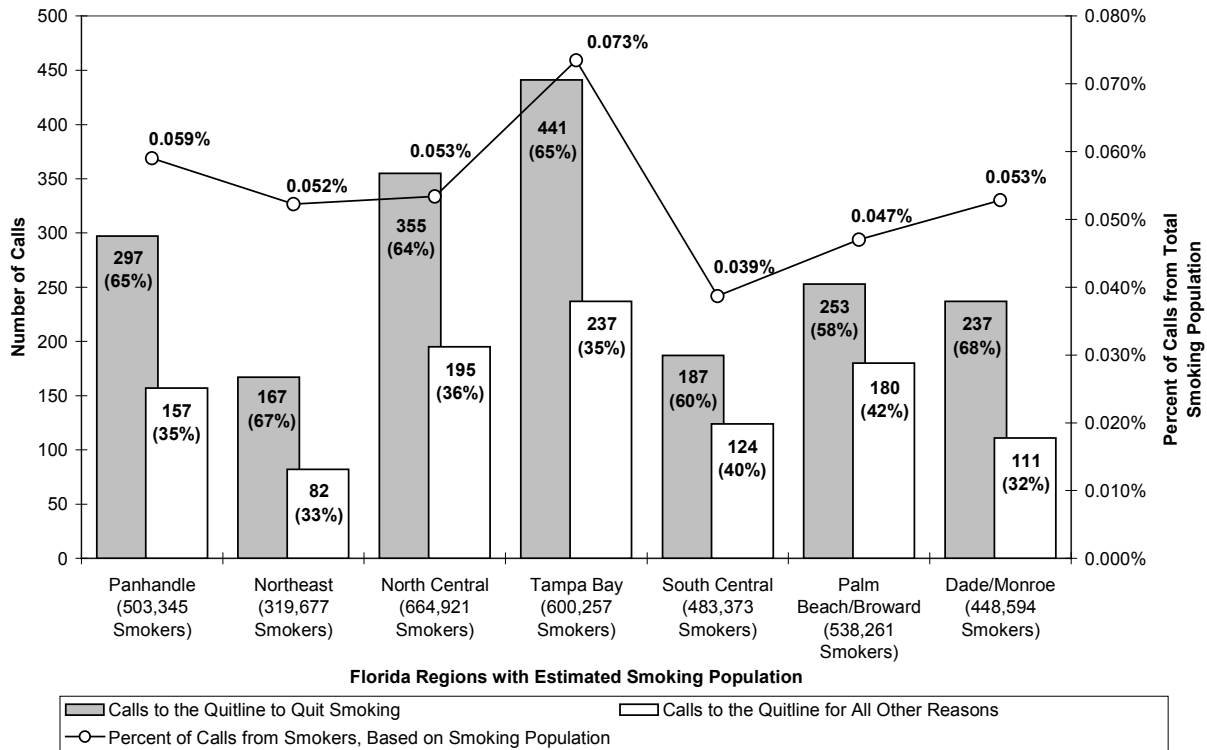
Figure 5. Calls to the Florida Quitline from Smokers and Non-Smokers by Month and Percent Calling to Quit Smoking, July 2004 to May 2005.



Floridians called the Quitline from every part of the state, though the number of calls differed by region, as shown in Figure 6. Almost one quarter of the calls came from Tampa Bay (n=441, 22.4%), followed by calls from the North Central region area (n=355, 18.2%) and the Panhandle (n=297, 15.0%). A smaller proportion of calls came from the other four regions of the state.

The proportion of calls from smokers in each region is fairly consistent at between 58% and 68% of callers. The two regions with the greatest percentage of smokers calling the Quitline are the Dade/Monroe (n=237, 68.1%), the Northeast (n=167, 67.1%), followed by the Panhandle, North Central and Tampa Bay, all with about 65% of callers wanting to quit smoking. These numbers do not reflect the smoking populations in each region, however. A second calculation was conducted to adjust the call rates to reflect the smoking population, based on the smoking prevalence in each region, as established by the 2002 BRFSS.

Figure 6. Calls to the Florida Quitline by Percent of Smoking Population and by Region of Florida, July 2004 to May 2005



Calculating the call rates based on smokers required several assumptions about the target populations. The first assumption was that people calling the Quitline to quit smoking would be classified as smokers, whereas people calling for all other reasons would be classified as non-smokers. The call rate among smokers is then calculated only for those who request help to quit smoking. The population of smokers in each region was calculated using data on smoking prevalence from the 2002 Behavioral Risk Factor Surveillance System (BRFSS) and published population figures from the 2000 US census, as shown in Table 4. An estimate of the smoking population for each region was then calculated by multiplying the prevalence rate times the population. The calls from smokers in each region was then used to calculate the proportion of calls from the smoking population, as is shown in the percentage line in Figure 6.

Table 4. Calculations to Determine Quitline Call Rates from Quitline Calls, US 2000 Census and BRFSS 2002 Data

Region	Calls to the Quitline to Quit Smoking	Calls to the Quitline for All Other Reasons	Population Estimates Based on 2000 US Census	Smoking Prevalence Rate Based on 2002 BRFSS	Smoking Population Estimate	Percent of Calls from Smokers, Based on Smoking Population
Panhandle	297	157	2,128,312	23.65%	503,345	0.059%
Northeast	167	82	1,428,088	22.38%	319,677	0.052%
North Central	355	195	2,782,053	23.90%	664,921	0.053%
Tampa Bay	441	237	2,529,213	23.73%	600,257	0.073%
South Central	187	124	2,027,581	23.84%	483,373	0.039%
Palm Beach/ Broward	253	180	2,754,209	19.54%	538,261	0.047%
Dade/Monroe	237	111	2,333,368	19.23%	448,594	0.053%
Total	1,937	1,086	15,982,824	22.26%	3,558,428	0.054%

From the secondary analysis of call rates from smokers, it is clear that the proportion of calls based on the smoking population gives a different picture of callers. The Tampa Bay Region has the largest number of callers and the highest Quitline call rate of .073%. Compare this with the South Central Region, in which only .039% of all smokers called the Quitline. After the Panhandle, with a call rate of .059%, the rest of Florida's regions have a call rate of about 50%. The average call rate across Florida is .054%, indicating that one half of one tenth of a percent of all smokers in Florida called the Quitline in 2004-2005. This is a slight increase over the 2003-2004 period, which had a statewide call rate of .032%.

Services Requested from the Florida Quitline

When clients call into the Quitline, they are offered a number of services to help them quit their use of tobacco. These services include counseling, referrals to smoking cessation resources, self-help materials, and smoking cessation information. Callers can choose the service they would like to receive. If they ask for counseling, they can receive up to three telephone counseling sessions to help them prepare to quit, select a quit date and take the action step to quit. Table 5 shows a percentage breakdown of the services requested by callers, grouped by the reason for the call. Because the majority of callers want to quit smoking, this group accounts for most of the services.

Counseling services are the most requested service offered by the Quitline, requested by 43.3% of callers. Smokers make up the overwhelming majority of all callers asking for counseling, 61.8% (n=1,199). Requests for information are the next most popular service, with 33.4% of all callers asking for information. Interestingly, 91.2% of callers requesting information call for other reasons than to quit smoking. The majority are Other callers (n=542, 53.7%) followed by Family and Friends (n=357, 35.3%). Self help materials are requested by only 21.5% of callers (n=651), the vast majority of whom are trying to quit smoking.

Table 5. Types of Services Requested by Callers by Reason for Calling the Quitline

Interested in Service	Quitting Smoking	Percent of Smokers Requesting Service	Smokers as Percent of All Callers Requesting Service	Already Quit	Family/Friend of Current Smoker	Other	Total	Percent of All Callers Requesting Service.
Counseling	1,199	61.8%	91.5%	112	0	0	1,311	43.3%
Self-help	597	30.8%	91.7%	54	0	0	651	21.5%
Information	89	4.6%	8.8%	22	357	542	1,010	33.4%
Missing	55	2.8%	100.0%	0	0	0	55	1.8%
<b>Total</b>	<b>1,940</b>	<b>100.0%</b>	<b>64.1%</b>	<b>188</b>	<b>357</b>	<b>542</b>	<b>3,027</b>	<b>100.0%</b>
Percent	64.1%			6.2%	11.8%	17.9%	100.0%	

**Target Populations – Florida Adults Who Smoke**

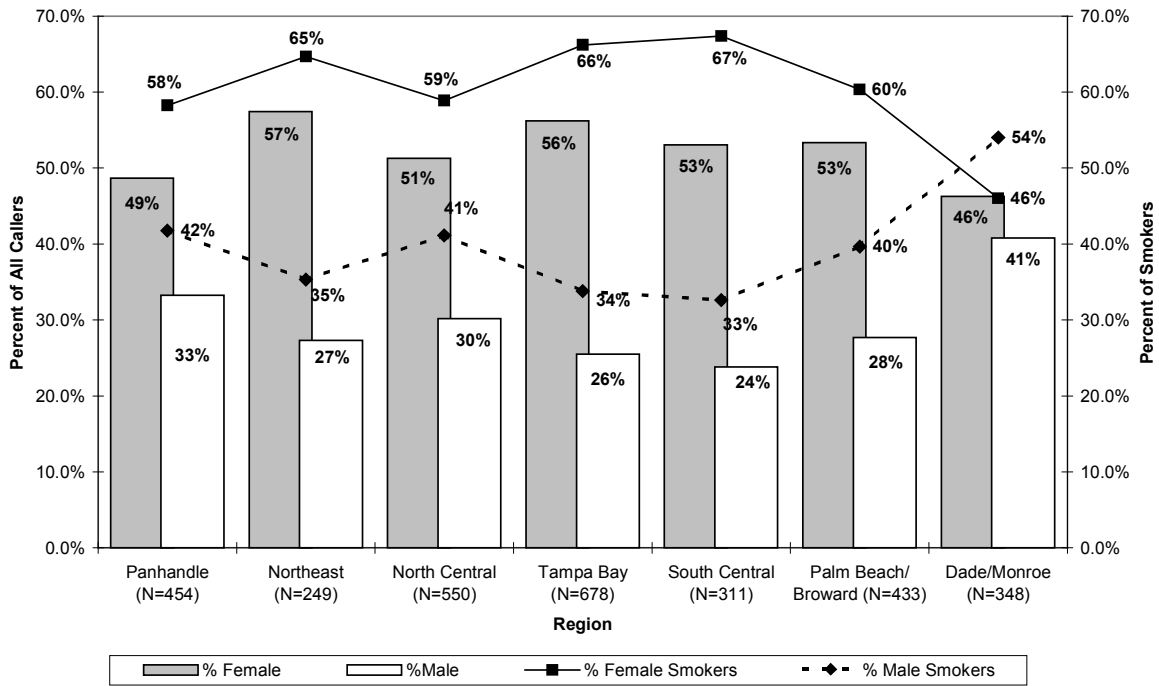
This section focuses on the demographic characteristics of the Florida Quitline target populations: Florida adults by gender, age, race/ethnicity and education, DOH employees, pregnant women, smokers with children under 18 in the household and clients who live with a smoker.

Age and Gender of Adult Floridians

Florida adults make up the majority of calls to the Florida Quitline. The gender of Quitline clients is split unevenly, with around 50% of calls from women (n=1,586, 52.4%) and only 30% of calls from men (n=895, 29.6%). These percentages change somewhat across the different regions of Florida, though the percentage of women calling the Quitline spans a percentage band between 46% and 57% across regions, as shown in Figure 7 by the columns. Between 24% and 33% of callers are men, except for the 41% of male callers from the Miami region. These percentages represent all callers, and show that about twice (1.8 times) as many women call the Quitline as men.

When smokers only are compared by gender, the disparity of calling between men and women becomes less pronounced, as shown in the lines in Figure 7. Women smokers call at a higher rate, in a percentage band of 58% to 67% of smokers calling the Quitline across all regions. Men smokers also call at a higher rate, in a band between 33% and 42% of men across regions. The difference in ratio between women and men smokers is smaller, with women smokers calling one and one half times more frequently (1.5 times). The only exception to this pattern is in the Dade/Monroe region, where 54% of smokers calling the Quitline are men, and 46% of callers women. This reversal of calling pattern compared to other regions is similar to the pattern of calls from Miami in 2003-2004.

Figure 7. Gender of Caller by Region of Call



While women call the Quitline more frequently than men across the state, their reasons for calling the Quitline differ in some respects. A comparison of reasons for calling the Quitline by men and women is shown in Table 6.

Table 6. Reason for Calling the Florida Quitline by Gender

Reason for Calling the Quitline	Women	% Women	Men	% Men	Missing	% Missing	Total
Quitting Smoking	1,171	73.8%	768	85.8%	1	28.2%	1,940
Already Quit	125	7.9%	63	7.0%	0	1.7%	188
Family/ Friend of Smoker	290	18.3%	64	7.2%	3	7.3%	357
Other	0	0.0%	0	0.0%	542	62.1%	542
<b>Total</b>	<b>1,586</b>	<b>100.0%</b>	<b>895</b>	<b>100.0%</b>	<b>546</b>	<b>100.0%</b>	<b>3,027</b>
Percent of Callers	52.4%		29.6%		18.0%		100.0%

Fewer men called the Quitline than women, however a greater proportion of the men are smokers (85.8%) than are women (73.8%) who call the Quitline. Conversely, women are more likely to call the Quitline out of concern for someone else (18.3%) than are men (7.2%). Women and men are similar in the percentage of callers who have already quit. Note that the Other category has no indication of gender, but comes to 18% of all callers.

Comparing the calls from men and women based on their smoking prevalence provides a revealing picture of the differences in Quitline calling behavior between the genders. Smoking prevalence is based on the 2002 Behavioral Risk Factor Surveillance Survey (BRFSS) which puts smoking prevalence among women at 20.2%, for a total of 1.6 million women smokers, and the prevalence of smoking among men at 24.5%, for a total of 1.9 million smokers. The calculations for comparing the Quitline call rate between men and women are shown in Table 7, as well as a comparison with call rates in 2003-2004.

Table 7. Calculations to Determine Quitline Call Rates for Men and Women from Quitline, 2000 Census and 2002 BRFSS Data

Gender	2000 US Census Florida Population	2002 BRFSS Smoking Prevalence	Estimated Smoking Population	Quitline Calls from Smokers, 2004-2005	Quitline Call Rate from Smokers, 2004-2005	Quitline Calls from Smokers, 2003-2004	Quitline Call Rate from Smokers, 2003-2004
Men	7,797,933	24.5%	1,910,494	768	0.040%	287	0.015%
Women	8,184,891	20.2%	1,653,348	1,171	0.071%	813	0.049%
Total	15,982,824	22.3%	3,563,842	1,939	0.054%	1,150	0.032%

When the frequency of Quitline calls by male and female smokers versus non-smokers is compared to the prevalence of smoking in Florida, based on the calculations in Table 4, the differences in their call rates stands out markedly, as shown in Table 7. Women have a Quitline call rate of 0.071% from the estimated population of female smokers compared to the call rate for men of 0.040%. The Quitline call rate for all smokers in Florida is 0.054% of the estimated smoking population. When compared to the Quitline call rates in 2003-2004, there is a marked improvement in the call rate in 2004-2005, especially among men, where the call rate increased almost threefold, from .015% to .040%. While this is still a very low rate of calling from smokers, there is a clear improvement in the rate of smokers calling the Quitline.

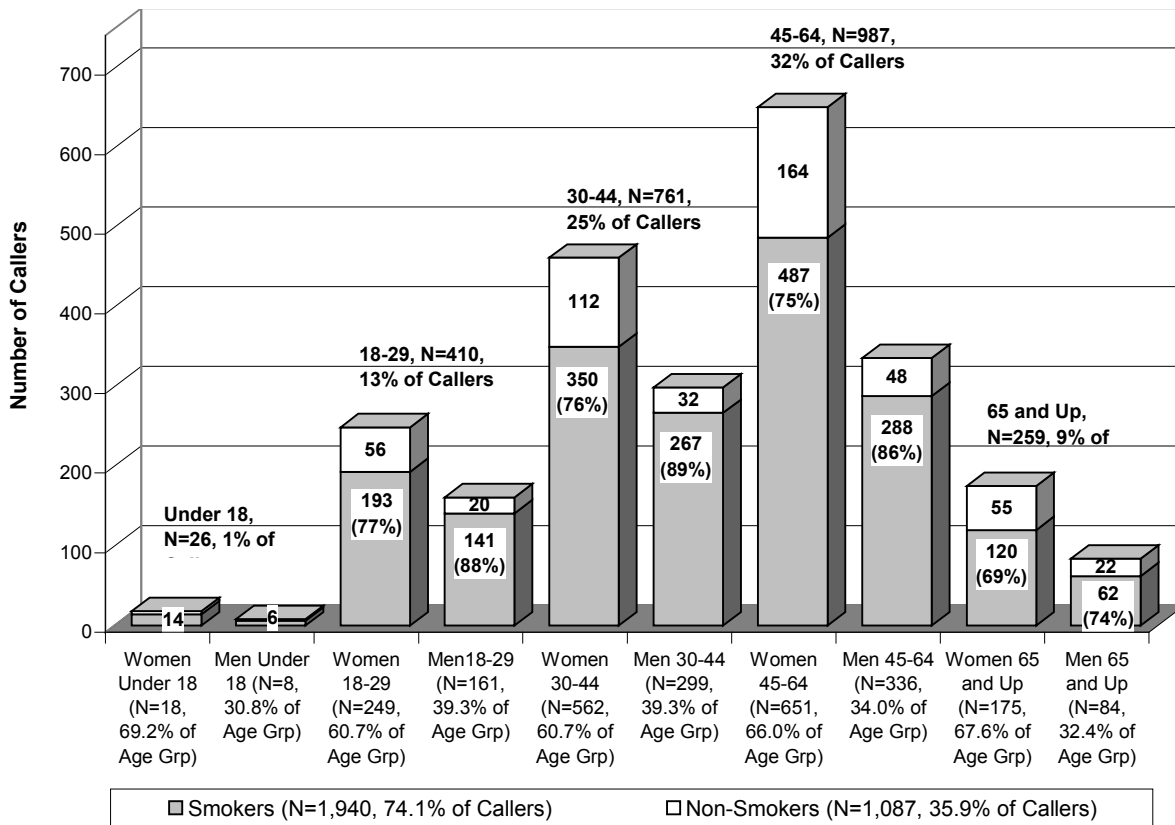
Table 8. Comparison of Age Groups Calling the Quitline by Smokers and Non-Smokers, July 2004 to May 2005

Age Group of Client	Quitting Smoking	Percent of Age Group Quitting Smoking	All Other Reasons	Percent Other Reasons	Total	Age Group as Percent of all Callers
Under 18	20	76.9%	6	23.1%	26	0.9%
18-29	334	81.5%	76	18.5%	410	13.5%
30-44	617	81.1%	144	18.9%	761	25.1%
45-64	775	78.5%	212	21.5%	987	32.6%
65 and Up	182	70.3%	77	29.7%	259	8.6%
Subtotal	1,928	78.9%	515	21.1%	2,443	80.7%
Missing	12	2.1%	572	97.9%	584	19.3%
Total	1,940	64.1%	1,087	35.9%	3,027	100.0%

When comparing calls to the Quitline across age groups, almost a third of the calls come from the 45-64 age group (n=987, 32.6%), and one quarter come from the 30-44 age group (n=761, 25.1%), as shown in Table 8. Fewer calls come from the 18-29 age group (n=410, 13.5%) and fewer still from the 65 and up age group (n=259, 8.6%). The 65 and up age group also has the fewest proportion of people calling to quit smoking (70.3%), and coincidentally the largest percentage of family and friends calling the Quitline at 24.7%. Among the age groups from 18 to 64, between 78.5% and 81.5% of callers contact the Quitline to quit smoking. The Under 18 age group has too few callers to draw conclusions. Across all age groups, 70.3% of clients called to quit smoking. Note that almost 20% of the age groups are missing, mostly due to the large number of people who call for information.

When comparing Quitline calls by gender across age groups, the proportion of callers of each gender is similar across age groups, as shown in Figure 8. In the two age groups, 18-29 and 30-44, 39.3% of callers were men. Of these men, 88% and 89% respectively called to quit smoking.

Figure 8. Comparison of Gender and Age of Quitline Clients by Smokers versus Non-Smokers, July 2004 to May 2005



In these two age groups, the proportion of callers who are women is higher, at 60.7%, but the percentage of women calling to quit smoking is about 10 percentage points lower at 77% and 76% respectively. In the 45-64 age group the proportion of men calling was lower (34%), but still showed a relatively high proportion of men calling to quit smoking at 85.7%. Again, the proportion of women in this age group calling to quit smoking was lower than the men, at 74.8%.

The oldest age group had a similar proportion of men calling, at 32.4%, but a lower proportion of men calling to quit smoking, at 73.8%. The proportion of women calling to quit smoking was also lower at 68.6%. There are too few callers in the under 18 group to arrive at any conclusions.

Figure 9. Number of Cigarettes Smoked per Day by Gender and Age Group

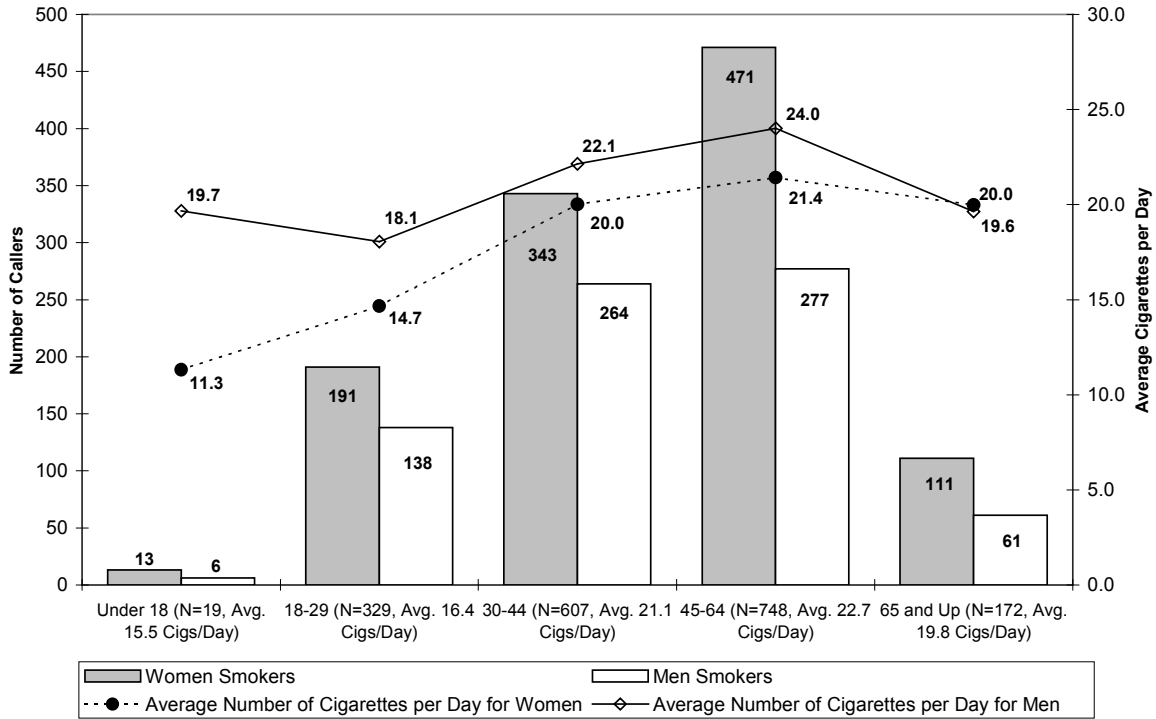


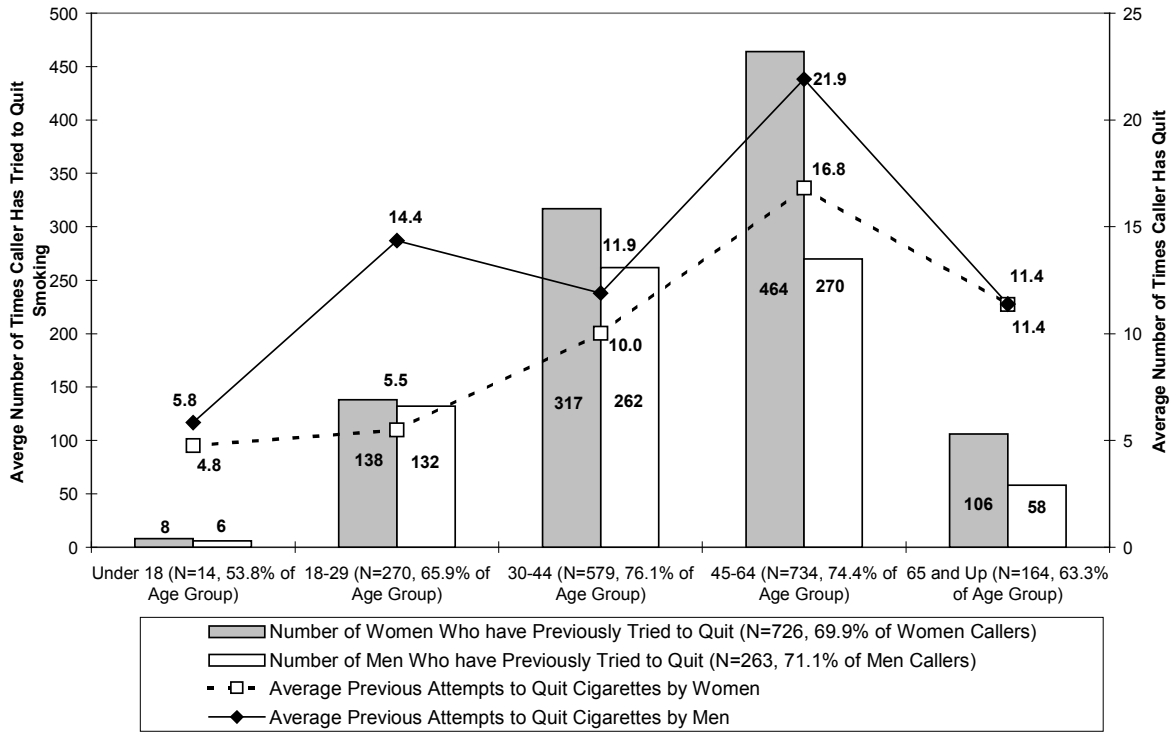
Figure 9 provides a comparison of the average number of cigarettes smoked by men and women smokers, by age group. Two findings stand out: callers tend to smoke more cigarettes per day as they grow older, and men smoke more than women. Callers in the under 18 age group smoked an average of 15.5 cigarettes per day, which is lower than the 16.4 cigarettes smoked by 18 to 29 year olds and for the other three age groups which average about 20 to 23 cigarettes per day. Men smoke more cigarettes per day than women, from seven more for under 18 smokers to three or four more in the next three age groups. Men and women over 65 smoked about the same number of cigarettes per day – about a pack a day for both men and women.

During the ACS intake interview, callers are asked how many times they have tried to quit smoking. Figure 10 shows how many men and women in each age group have tried to quit smoking and the average number of times they have attempted to quit. As a percentage of callers in each age group, the older a person becomes the more likely he or she is to attempt to quit smoking, from 53.8% in the Under 18 age group to 74.4% in the 45 to 64 age group. The 65 and Older age group drops by about ten percentage points, however, to 63.3% of the age group.

Overall men try to quit smoking more than women do, though both genders have increasing attempts to quit up to 65. Men make about 14.4 quit attempts in the 18-29 group, compared to 5.5 quit attempts for women. These number peak at 21.9 quit attempts for men in the 45-64 age group and 16.8 attempts for women. The number of quit attempts drops to 11.4 attempts for both men and women over 65. Because the number of quit attempts is a self-estimate, the

numbers must be treated as subjective measures. Nonetheless, it is clear that most people who call the Quitline have tried to quit smoking numerous times before they call.

Figure 10. Average Number of Times Men and Women Calling the Quitline Have Tried to Quit Smoking, by Age Group

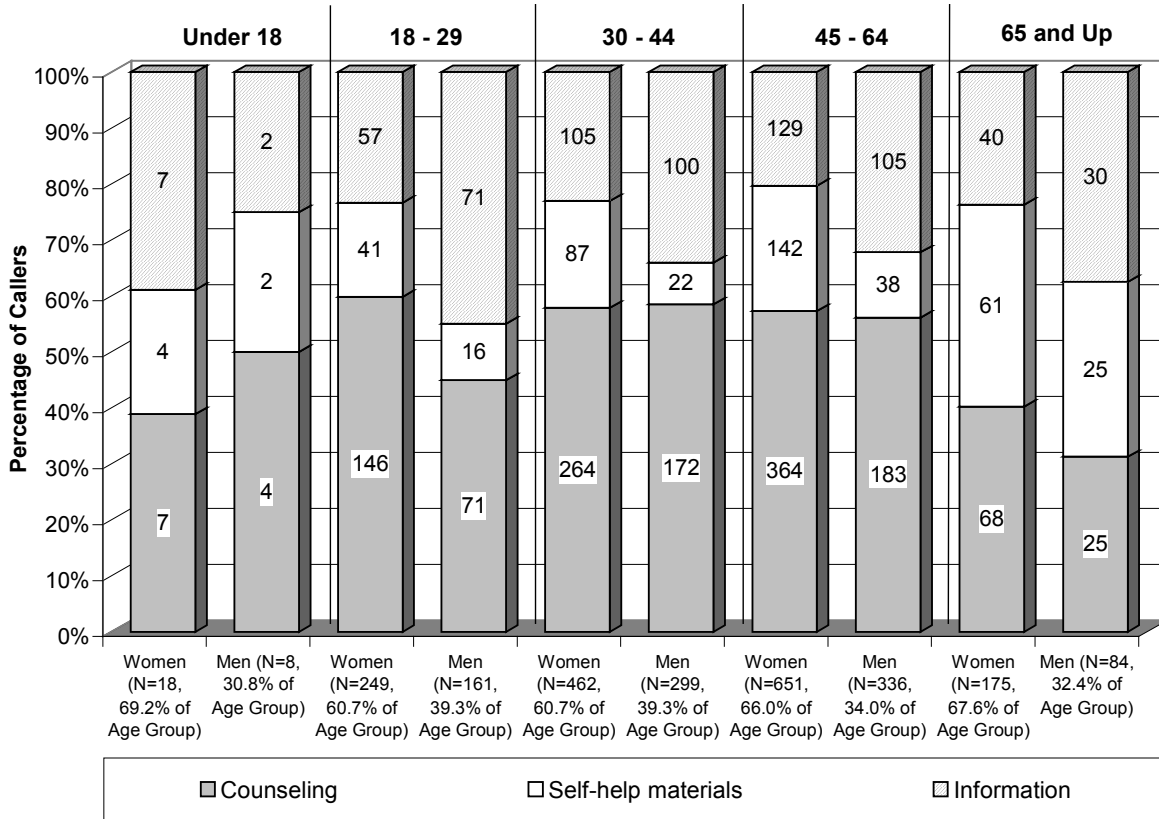


The final chart in the analysis of Florida adults shows the percentage of men and women requesting services in each age group, as shown in Figure 9. Counseling is the most requested service across genders and age groups, although men and women demonstrate dissimilar percentages in each age group.

The largest proportion of men and women requesting counseling is among the 30-44 age group, in which 57.4% of callers requested counseling; men and women in this age group request counseling in the same proportion. A similar breakdown occurs in the 45-64 age group, which has equal proportions of men (54.5%) and women (55.9%) requesting counseling. In the 18-29 age group more women request counseling, at 58.6%, than men, at 44.1%. This pattern holds true for the 65 and Older age group, which has the lowest proportion of callers asking for counseling, with men at 29.8% and women at 38.9%.

The next most requested service is self help materials, with 21.5% of all callers requesting this service. The proportion of men and women requesting self-help materials fluctuates by age group, and by age; across all ages men (34.7%) request a greater proportion of self-help than do women (21.4%). Women, request information twice as often as men, and these proportions also fluctuate with age group.

Figure 11. Request for Services by Age and Percentage of Men and Women

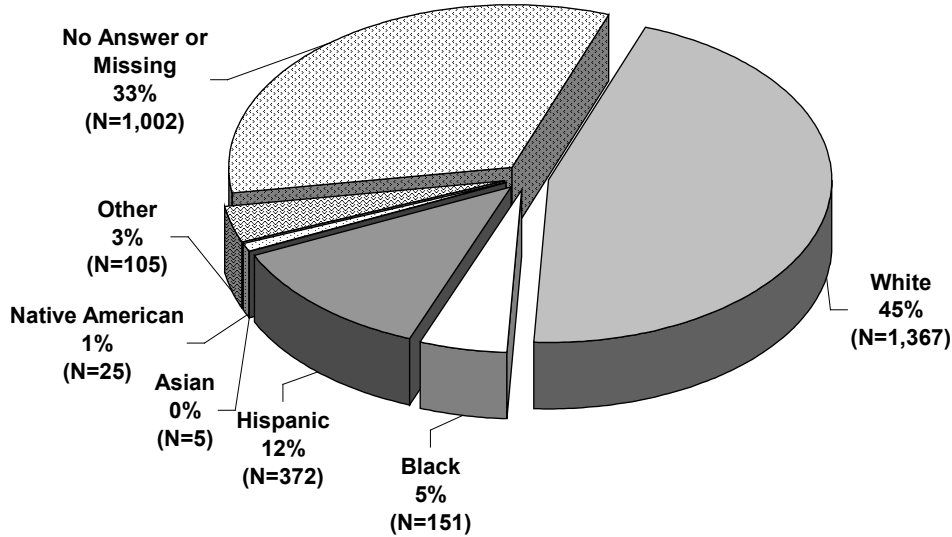


Race/Ethnicity of Adult Floridians Who Called the Quitline

The race/ethnic makeup of callers to the Florida Quitline is predominantly White, followed by Black and Hispanic callers, as shown in Figure 12. White callers account for 45.2% of all calls to the Quitline (n=1,367) and Black callers account for 6.6% (n=104) of calls, both lower than the previous year. There are more Hispanic callers than the previous year (n=372, 12.3%). Very few Native Americans (n=25, 0.8%) and only three Asians called the Quitline. The small numbers of non-White callers makes it difficult to come to any conclusions about these target populations, however. One third of the call are Missing n=1,002, 33.1%).

In terms of their call rates based on smoking prevalence, Whites call with a higher frequency than Blacks or Hispanics. An estimate of call rates among smokers was calculated based on the total population of Florida in the 2000 Census (15,982,378) broken out using the US Census percentages of each race/ethnic group: 65.4% are White, 14.2% are Black and 16.8% are Hispanic.

Figure 12. Race/Ethnicity of Callers to the Florida Quitline



Estimates of the smoking populations among these three racial/ethnic groups were calculated based on the 2002 BRFSS. According to the BRFSS, smoking prevalence is greater for Whites than for any other racial/ethnic group, at 23.9%. Hispanics have the next highest rate at 19.5% and Blacks have a smoking prevalence of 14.9%. The final estimates are shown in Table 9, below. Based on the figures from the US Census and the BRFSS, the population of smokers in Florida was estimated for each race/ethnic group; clearly the greatest number of smokers is among the White population.

Table 9. Smoking Population Estimates and Call Rates to the Quitline for White, Black and Hispanic Populations in Florida

	White	Black or African American	Hispanic or Latino
Population, 2000 Census	10,452,475	2,269,498	2,685,040
Smoking Prevalence, 2002 BRFSS	23.9	14.9	19.5
Estimated Number of Smokers	2,498,142	338,155	523,583
Calls to the Quitline from Smokers 2003-2004	856	98	105
Call Rate to the Quitline 2003-2004	0.034%	0.029%	0.020%
Calls to the Quitline from Smokers 2004-2005	1,237	142	353
Call Rate to the Quitline 2004-2005	0.050%	0.042%	0.067%

Based on the reasons for calling the Quitline, 1,237 Whites called to quit smoking (90.5% of White callers), with an estimated Quitline call rate of 0.050% - higher than the previous year.

Among Black callers, 142 were smokers (94.0% of all Black smokers), with an estimated call rate of 0.042%, eight percentage points lower than the call rates of the White smoking population, but higher than the previous year. Hispanics had 353 smoking callers (94.9% of Hispanic callers), three times the number in the previous year, with the highest Quitline call rate of 0.067%. The call rate figures indicate an improvement in the number of calls from smokers in all three ethnic groups. The increase in Hispanic calls is related to the large number of Hispanic calls following the airing of smoking cessation ads in Spanish in May 2005.

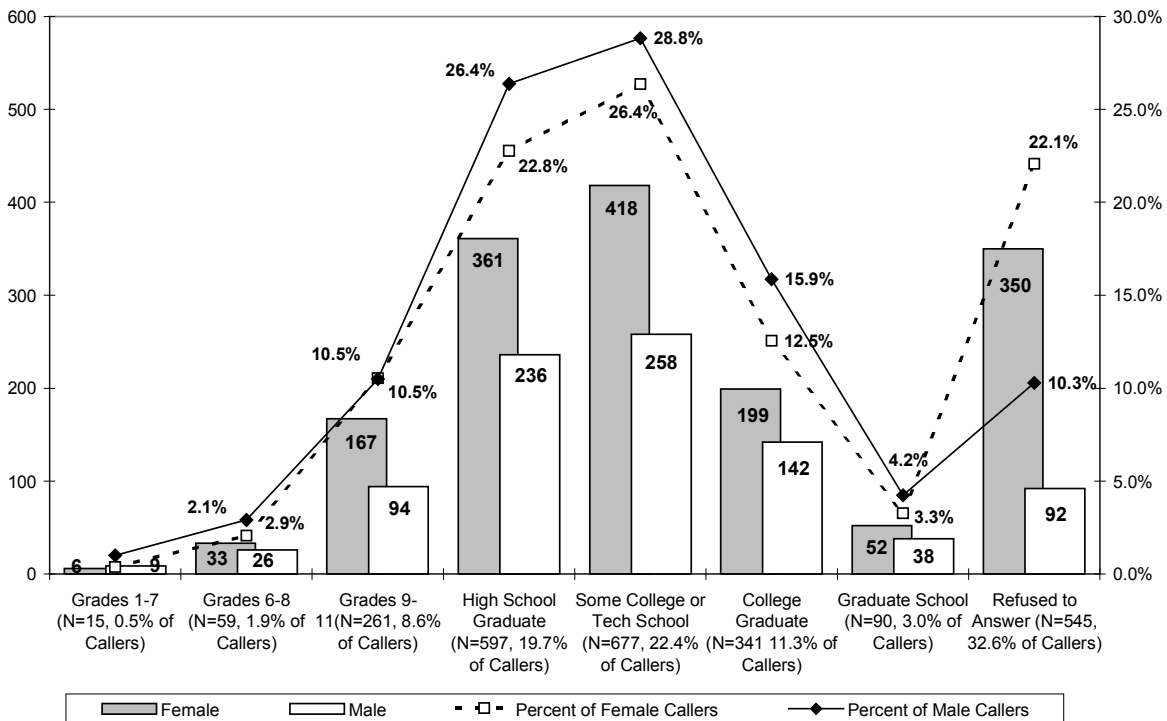
Requests for service from among members of different racial/ethnic groups are fairly similar across services. Requests for counseling were above 60% for all three of the major ethnic groups, with Black callers leading at 68.9% (104) of callers. Among Hispanic callers, 65.9% requested counseling (n=245) and 63.1% of White callers asked for counseling (n=862). Less than a third of the callers requested self-help materials, with 32.0% of White callers (n=437), 31.5% of Hispanic callers (n=117) and 27.2% of Black callers (n=41).

While the percentages for each ethnic/racial group show some fluctuation, which may be indicative of cultural differences, there are too few callers among non-White callers to determine whether variations in the requests for service are meaningful. Also, note that 98.2% of callers requesting information (n=971) have missing ethnic identification.

### Education Levels of Floridians Who Called the Quitline

The Florida Quitline intake survey asks callers for their educational background, using eight levels to pinpoint the amount of education that a caller has received, as shown in Figure 13.

Figure 13. Education Level of Callers to the Florida Quitline by Gender



The majority of Quitline callers have a high school degree (n=597, 19.7%) or some college or technical school education (n=677, 22.4%), as shown in Figure 13, for a total of 42.1% of callers. About one out of ten callers had less than a high school education (n=335, 11.0%) or a college degree (n=341, 11.3%). Only 3.0% had a graduate education (n=90).

Differences between men and women across education levels are slight but evident. About the same percentage of men and women below high school call the Quitline. There tends to be a greater proportion of men with a high school, tech school or college education than women. However, only one percentage point separates men and women with a graduate degree, and then women refused to answer in a much greater percentage than men, at 22.3% versus 10.3%.

**Department of Health or County Health Employees**

Employees of the DOH and County Health Offices called into the Quitline in small numbers. Only 27 Department of Health employees called between July 2004 and May 2005, and 23 County Health employees called, for a total of 50.

Table 10 shows the regions of Florida from which the health employees called. While there were callers from all parts of the state, the largest number were from the Panhandle and the North Central regions (n=11). Two out of five, or 40.7% of DOH employees called to quit smoking and 51.9% called for Other reasons, generally for information (55.6%). About one out of five DOH smoking employees (18.5%) requested counseling, and a quarter (25.9%) asked for self-help materials.

Table 10. Department of Health and County Health Employees Calling the Florida Quitline, by Region in Florida

Region	Department of Health Employee	County Health Employee	Total Health Employees	No	Missing	Total
Panhandle	5	6	11	440	3	454
Northeast	7	1	8	240	1	249
North Central	5	6	11	533	6	550
Tampa Bay	1	6	7	663	8	678
South Central	3	3	6	301	4	311
Palm Beach/Broward	3	1	4	426	3	433
Dade/Monroe	3	0	3	345	0	348
Missing	0	0	0	4	0	4
<b>Total</b>	<b>27</b>	<b>23</b>	<b>50</b>	<b>2,952</b>	<b>25</b>	<b>3,027</b>

## At-Risk Target Populations

### Pregnant Callers

Almost twice as many pregnant women called the Quitline between July 2004 and May 2005 (n=78) as called a year earlier (n=42). All but one of the of the pregnant women called to seek help in quitting smoking, and that one had already quit smoking. Almost all of them asked for counseling (92.3%). Almost half of the pregnant women who called the Quitline had children under 18 in the household (46.2%) who were at risk of second-hand smoke. This at-risk population will be examined in the following section.

### Children and Adults at Risk of Exposure to Environmental Tobacco Smoke

One of the major at-risk target populations for the Florida Quitline is children who risk exposure to environmental tobacco smoke (ETS). Table 11 shows those smokers who have children under 18 in the household. Among the Quitline callers who smoke, about one in five had children under 18 in the household (N=623, 20.6% of all smokers). Of the non-smokers who called with children under 18, 22 lived with a smoker, so these children are also at risk of second-hand smoke.

The total of households with children under 18 comes to 645. The average number of children in the smoking households was 1.8 per household. If the 625 households with one or more smokers is multiplied by 1.8, there are an estimated 1,161 children at risk of second-hand smoke. This population of children is also the most likely to be spared some of the risk of second-hand smoke, compared to other children in smoking households, because one parent has demonstrated a desire and willingness to quit smoking.

Table 11. Comparison of Smokers and Non-Smokers with Children Under 18 In the Household, Who Live with a Smoker

<b>Do You Live With a Smoker?</b>	<b>Smoker with Children Under 18</b>	<b>Non-Smoker with Children Under 18)</b>	<b>Total Households with Children at Risk of Second Hand Smoke</b>	<b>Total Children At Risk (Avg. Children in Household = 1.8)</b>
Yes, Live with a Smoker	263	22	285	513
No, Do Not Live with a Smoker	360		360	648
<b>Total</b>	<b>623</b>	<b>22</b>	<b>645</b>	<b>1,161</b>
Percentage	20.6%	1.7%	21.3%	

Another determinant of risk is if another adult in the household smokes, so that children under 18 run a higher risk of second-hand smoke because more than one person smokes in the household. Table 11 breaks down households with children under 18 and those with more than one smoker. The children with the greatest risk of ETS live with the 263 callers who smoke and

who live with a smoker, as shown in the first column. This doubles the risk of second-hand smoke for the approximately 513 children under 18 living in them.

One final measure of risk of second-hand smoke is whether smoking is allowed in the household. Children under 18 who live in households where smoking is allowed are at higher risk than those households where smoking is not allowed in the house. Table 12 shows that among Quitline callers, there were 645 households with one or more smokers; some homes do not permit smoking in the house and other homes do permit smoking. Of the estimated 1,161 children under 18 living with smokers, 711 children live in a household that does not allow smoking inside the house.

The rest of the 450 children living in the 250 homes that permit smoking (38.8% of the smoking households with children under 18) are at a higher risk for environmental tobacco smoke. Of this group there are an estimated 221 children living in 123 homes with two smokers, who allow smoking anywhere in the house. These children have their risk increased even more because the added frequency of a second smoker increases their chances of being exposed to ETS over what they would encounter with just one smoker. In the homes with two smokers who allow smoking anywhere, the children not only encounter more second-hand smoke, but they are still at high risk even if the person who called the Quitline is successful in quitting smoking. All of the children in homes with more than one smoker remain at risk of second-hand smoke until all smokers quit smoking.

Table 12. Comparison of Smoking Rules in Households with Children Under 18, and One or More Smokers in the Household

<b>Smoking Rules in the Household</b>	<b>Smoker, Living With Smoker</b>	<b>Smoker, Not Living With a Smoker</b>	<b>Non-Smoker Living with Smoker</b>	<b>Total</b>	<b>Children Under 18 at High Risk of Second-Hand Smoke in the House</b>
Smoking is not allowed anywhere inside your home	140	255	0	395	711
Smoking is allowed in some areas or at some times	51	58	1	110	198
Smoking is allowed anywhere inside the home	26	17	9	52	94
There are no rules about smoking inside the home	44	30	11	85	153
Refused to answer	2		1	3	5
<b>Total</b>	<b>263</b>	<b>360</b>	<b>22</b>	<b>645</b>	<b>1,161</b>

## How Callers Heard About the Florida Quitline

The measure used to determine how callers became aware of the Florida Quitline is a question in the intake survey that asks them how they heard about the Quitline telephone number. There are 22 possible responses plus an Other category, which are listed in Table 13 along with the frequency of responses for the eleven months of the Quitline sample. To simplify the analysis, similar modes of communication are grouped together; for example, radio, TV and the Internet are grouped as Electronic Media, and so forth. These groupings are also listed in Table 13, along with the frequency of responses for each aggregated communication type.

The way people heard about the Florida Quitline is affected by the types of communication campaigns the DOH can afford to run. During May and June, 2005, the DOH ran smoking cessation media campaign in several counties in Florida. Spanish radio ads were aired in Miami (Dade/Monroe region), Tampa (Tampa Bay region) and Orlando (North Central region) in May and June. English radio ads were broadcast in Gainesville (North Central region) and Tallahassee (Panhandle region) in May and June. English radio and TV ads were aired in June in Dixie, Holmes, Franklin, Walton, Wakulla and Calhoun counties (Panhandle region) Citrus County (North Central region), and Charlotte County (South Central region). The outcomes of this media campaign should be evident in the sources of information about the Quitline.

Looking at the response frequencies in Table 13, more clients calling the Quitline, 40.0%, cite an Other source of information about the Quitline than any other reason (N=1,210). When a caller cites this category, he or she is prompted to describe the source, as these 1,210 callers did. The Other category is a catch-all for responses that don't fall into the coding selections in the ACS intake survey. Unfortunately, the descriptions are as varied as the clients.

For example, 46 callers mention the AARP, but do so in ten different references: AARP magazine, AARP article, and so on. The most consistent reference is to the telephone book or the telephone, with 263 references about calling for information; however, these are stated 37 different ways. Callers cite ACS materials in print and on the web, the AARP, information on cigarette packs and from the Philip Morris website, magazine stories, flyers, Nicoderm boxes, various websites and posters in doctor's offices. There were numerous other citations of newspaper and magazine stories, interpersonal referrals and telephone numbers. Only one person mentioned chapstick containers, which was one publicity approach adopted by the DOH.

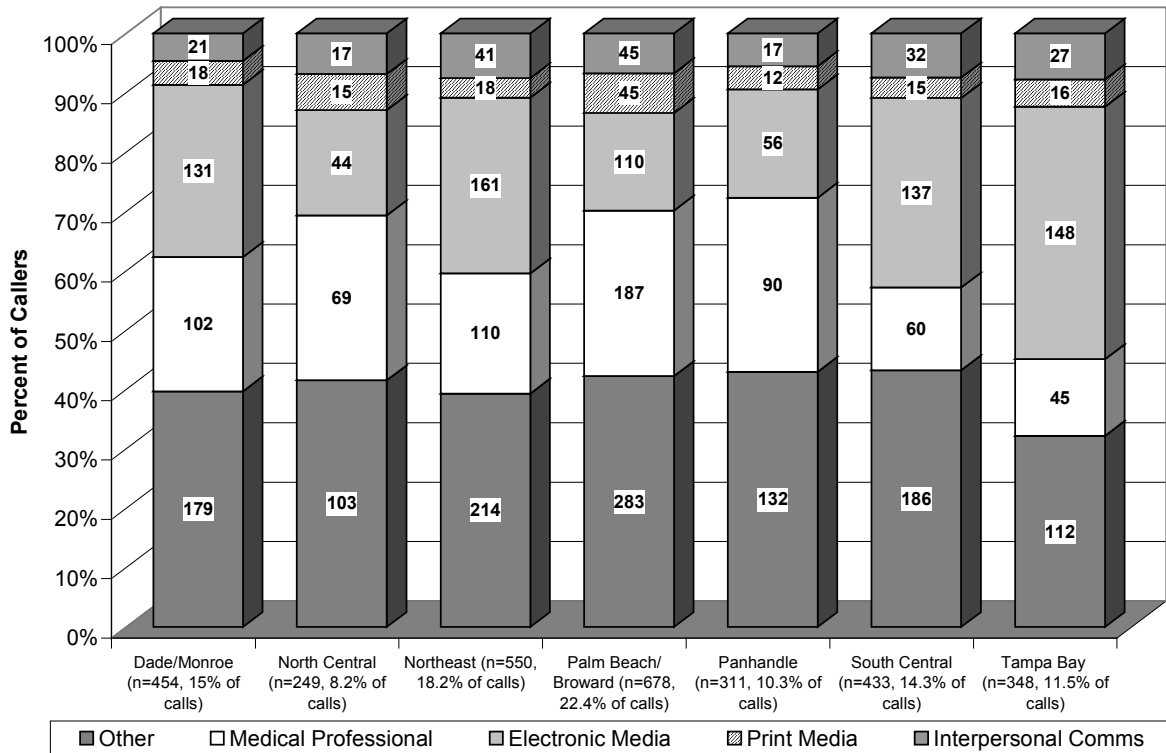
The second most frequent reference was to the electronic media, which make up 25.9% of all references to information sources (n=783). More than half of the clients, 55.9%, cite radio ads; another quarter cite the Internet, 26.2%; only 14.4% cite TV ads as sources of information about the Quitline. The next largest source of information came from medical professionals, 22.1% (n=670), with 87.9% of all information coming from doctors, the ACS office and county health departments. Since each of these information sources is a credible medical source, they should hopefully provide an added motivation for the Quitline client to quit smoking.

Interpersonal communication accounts for only 6.6% of clients who cite it as a source of information (n=200), followed by print media, which made up only 4.6% of all cited sources of information about the Quitline (N=139). The two most common methods of communication were flyers from work and newspaper ads, which make up 68.3% of all print references.

Table 13. Comparison of Original Source of Information with Source Aggregated by Type of Communication

How Client Heard About the Quitline	Number of Callers	Percent Within Comm'n Method	Percent of Callers	Source by Comm'n Method	Number of Callers	Percent of Callers
Flyer from work	59	42.4%	1.9%	Print Media	139	4.6%
Newspaper ad	36	25.9%	1.2%			
Flyer from community event	23	16.5%	0.8%			
Flyer from school	12	8.6%	0.4%			
Newspaper story	8	5.8%	0.3%			
Grocery Receipt	1	0.7%	0.0%			
Radio Ad	438	55.9%	14.5%	Electronic Media	783	25.9%
Internet/Website	205	26.2%	6.8%			
TV ad	113	14.4%	3.7%			
TV news story	20	2.6%	0.7%			
Radio News Story	7	0.9%	0.2%			
Doctor	208	31.0%	6.9%	Medical Professional	670	22.1%
ACS Office	157	26.8%	5.2%			
County Health Department	152	30.1%	5.0%			
Other health care provider	98	6.3%	3.2%			
Nurse	21	1.4%	0.7%			
Transferred from NCIC	17	0.4%	0.6%			
Dentist	8	0.2%	0.3%			
NCI - 800-Quit-Now	6	0.1%	0.2%			
Pharmacist	3	0.1%	0.1%			
Friend	124	62.0%	4.1%	Interpersonal Communication	200	6.6%
Relative	76	38.0%	2.5%			
Other	1,210		40.0%	Other	1,210	40.0%
Missing	25		0.8%	Missing	25	0.8%
Total	3,027		100.0%	Total	3,027	100.0%

Figure 14. How Callers Heard About the Quitline Telephone Number by Percentage of Callers and by Region in Florida



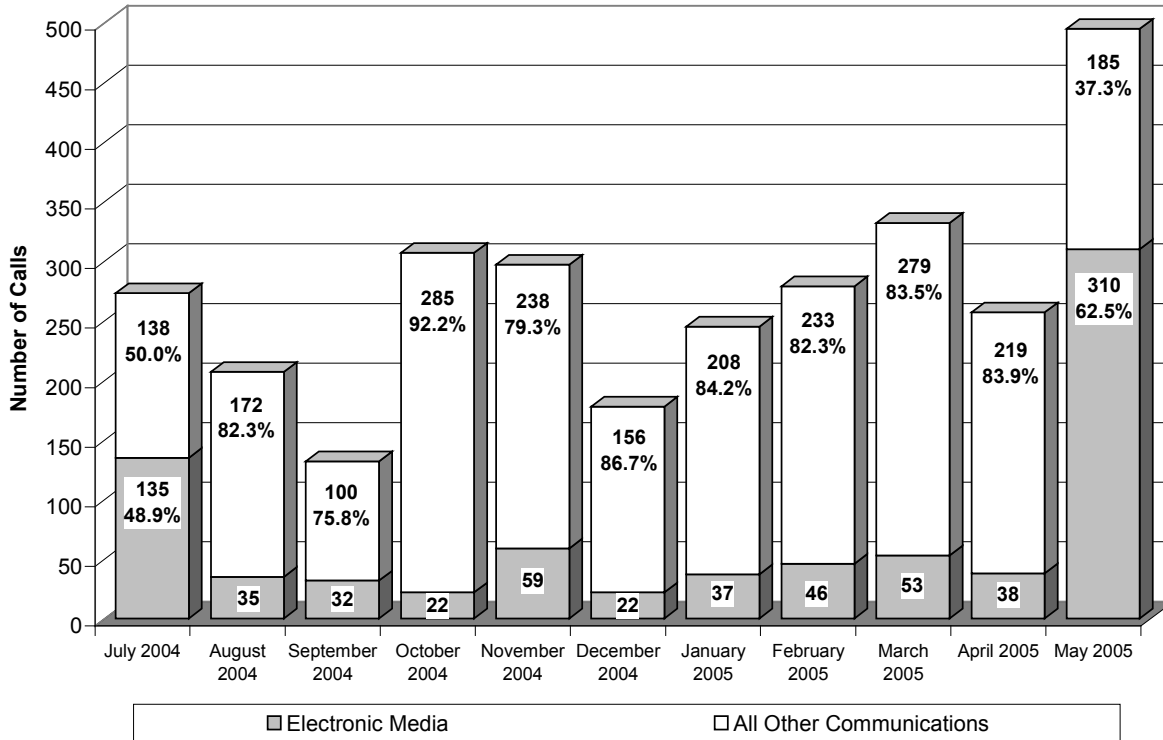
Sources of information about the Quitline varied in different regions of the state. Figure 14 compares the proportion of information sources in the seven regions of the state. The ways that people heard about the Quitline are ranked in terms of frequency, with the largest number of callers in the Other category on the bottom of each column and Interpersonal Communications on the top.

The Other category makes up between 30% and 40% of the ways people heard about the Quitline. Medical referrals vary somewhat among the regions, with 28.9% of Panhandle callers citing medical professionals (n=90), followed by North Central, 27.7% (n=69), and Palm Beach/Broward callers, 27.6% (n=187). Tampa Bay has fewest citations of information from medical professionals, with only 12.9% of callers from that region citing them as a source (n=45).

Citations of electronic media as a source of information about the Quitline range from a high percentage of 42.5% of callers from Tampa Bay (n=148) to a low of 16.2% of callers from the Palm Beach/Broward region (n=110). The second largest proportion of callers citing electronic media is from the South Central region, 31.6% (n=137), followed by 29.3% callers from the Northeast (n=161) and 28.9% of callers from Dade/Monroe (n=131).

Three of the four top regions correspond to the locations in the state where the DOH conducted its smoking cessation media campaign. The Panhandle, at 18.0% of callers (n=56) and the North Central region of the state with 17.7% of callers (n=44) show an unexpectedly low citation of electronic media as a source of information. Clearly, though, the media campaign had some impact in Tampa Bay, Dade/Monroe, and the South Central regions of the state.

Figure 15. Comparison of Electronic Media As a Source of Information about the Quitline Versus All Other Forms of Communication, July 2004 to May 2005



Another way to look at how the smoking cessation media campaign affected calls to the Quitline is to look when people cite the electronic media. Figure 15 compares references to electronic media with all other forms of communication between July 2004 and May 2005.

Between July 2004 and April 2005, the number of citations of electronic media as a source of information about the Quitline is quite low. The only exception is in July 2004, in which 48.9% of callers cited these media (n=135), although there was no known media campaign targeting smoking cessation at that time. During May 2005, the proportion of callers citing electronic media increased dramatically, to 62.5% of callers referring to television and radio ads (n=310). This sudden increase in the number of citations points to the efficacy of the media campaign, and its impact on listeners in the areas of the advertising. From this finding, it would appear that the communication campaign was success in convincing Floridians to call the Quitline.

### III. Florida Quitline Quit Rate Report

When a person calls the Florida Quitline to quit smoking, ACS counselors contact the person at three and six months after the call to determine whether the Quitline client had successfully quit or reduced smoking. During the call, the ACS counselor asks the client a number of questions including: whether he or she had quit or reduced smoking, whether there are children in the household, smoking rules in the household, whether the client lives with a smoker, what medications the client may have used, whether the client received counseling or referral materials and finally a set of satisfaction questions regarding the Quitline and the client's counseling session. In this analysis, follow-up survey data come from Floridians who had called the Quitline between December 2001 and April 2004.

The number of callers included in the three- and six-month evaluations are a percentage of the 6,402 Floridians who had called the Quitline in that period. The three-month sample contains 2,200 respondents, which equals 34.4% of callers. The six-month sample contains 1,635 respondents, which equals 25.5% of all callers.

The two sample groups do not contain an exact match of the same clients. Table 14 shows the patterns of sample matching between the three-month group and the six-month group. There are 982 respondents for which there is no matching follow-up call at six months; there are 416 respondents at six months, who were not surveyed at three months. There are 2,616 respondents in the entire sample, with 46.6% of them matched. The reporting tables thus present the responses for each group as independent samples, even if shown side by side. The two evaluation rounds should be used to indicate smoking cessation states at three and at six months from quitting for semi-independent groups of respondents.

Table 14. Sampling Match of Follow-up Evaluations at Three and Six Months

	N of Respondents	% of Respondents
3 Mo Respondents Match 6 Mo Respondents	1,218	46.6%
Respondents at 3 Mo with NO Matching Respondent at 6 Mo	982	37.5%
Respondents at 6 Mo with NO Matching Respondent at 3 Mo	416	15.9%
Total	2,616	100.0%

The first set of questions in the evaluation survey relate to smoking cessation. Among the initial survey questions, the Quitline counselor asks the client if he or she has stopped smoking for one or more days in the period following the call to the Quitline. Table 15 shows the frequency with which clients at three and six months answered. At three months, 63.3% (n=1,393) of the respondents had reduced tobacco consumption, even if only for a day. At six months, 66.8% (n=1,092) of respondents indicated they had reduced their tobacco consumption. These close percentages are consistent through much of the three- and six-month data.

If the answer is 'yes' to the first question, the counselor asks if the client has smoked in the past 48 hours. In this question, 36.6% of respondents at three months and 33.2% of respondents at six months had not smoked in that period. Each of the respondents who answered 'yes' to this question were then asked if he or she had used tobacco at all during the time period of the evaluation.

Table 15. Success at Smoking Reduction at Three Month and Six Month Follow-up Evaluations

Question on Evaluation	Response to Evaluation Question	Three Month Follow-up	Percent of Three Month Sample	Six Month Follow-up	Percent of Six Month Sample
During the past 3 months, have you stopped smoking [or using tobacco] for one day or longer?	Yes, Stopped Smoking One or More Days	1,393	63.3%	1,092	66.8%
	No, Have Not Stopped Smoking	806	36.6%	543	33.2%
	Total in Sample	2,199	100.0%	1,635	100.0%
	Missing	1	0.0%		
	Total	2,200	100.0%	1,635	100.0%
Have you used tobacco within the last 48 hours?	No, Have Not Smoked in Past 48 Hours	521	23.7%	413	25.3%
	Yes, Have Smoked in Past 48 Hours	872	39.6%	678	41.5%
	Total in Sample	1,393	63.3%	1,091	66.7%
	Missing	807	36.7%	544	33.3%
	Total	2,200	100.0%	1,635	100.0%

The number of respondents who answer 'no' to the question of having smoked in the prior three- or six-month period is used to calculate the quit rate. The first quit rate reported is the 'Point Prevalence' quit rate for callers, which divides the number who answer 'no' by the number of respondents in the evaluation.. The 'Intent to Quit' rate is calculated by dividing the number who answer 'no' by all Quitline callers during the base time period, in this instance from December 2001 to April 2004.

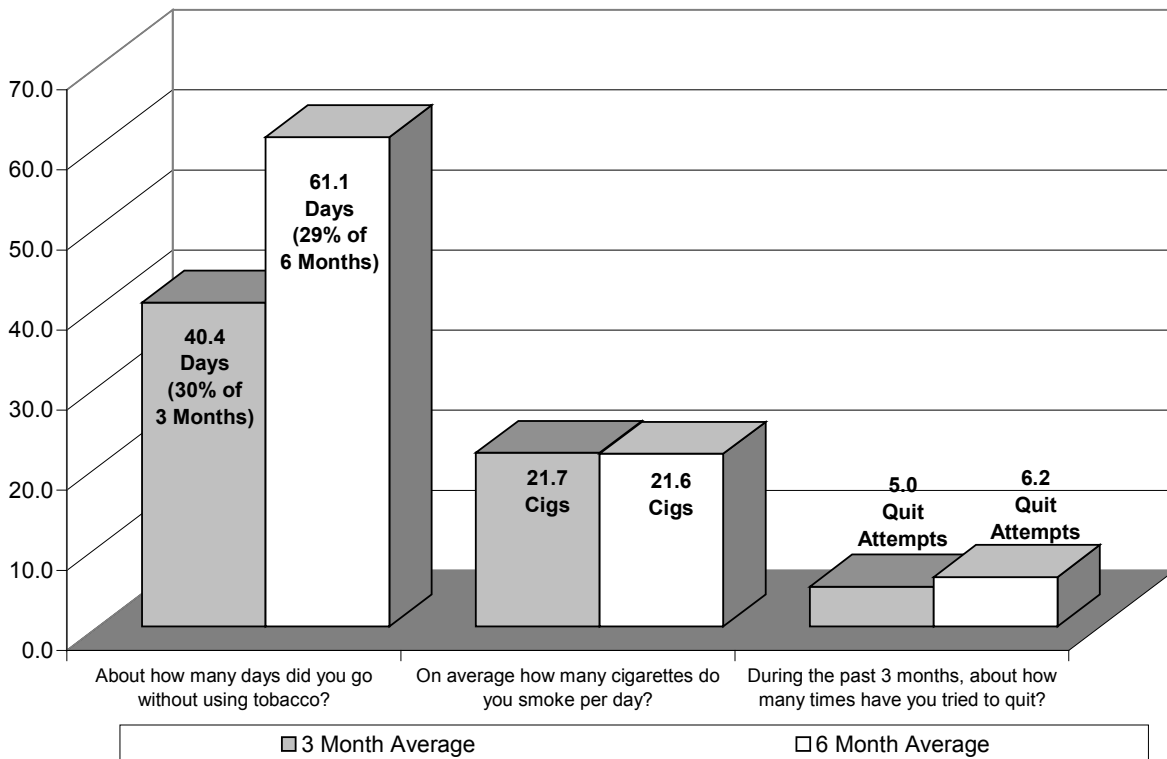
The Intent to Quit rate is generally lower and makes the assumption that people not contacted have continued to smoke. These rates are given in Table 16. At three months 17.4% of respondents indicated that they had not used tobacco for the entire period. At six months 18.2% of respondents had quit smoking. The Intent to Quit rates for these evaluations is 6.0% and 4.6%, respectively.

Table 16. Quit Rates at Three-Month and Six-Month Follow-up Evaluations

Question on Evaluation	Response to Evaluation Question	Three Month Follow-up	Point Prevalence Quit Rate	Intent to Quit Rate	Six Month Follow-up	Point Prevalence Quit Rate	Intent to Quit Rate
Have you used tobacco at all?	No, Have Not Used Tobacco	383	17.4%	6.0%	297	18.2%	4.6%
	Yes, Used Tobacco	135			114		
	Total in Sample	518	23.5%		411	25.1%	
	Missing	1,682	76.5%		1,224	74.9%	
	Total	2,200	100.0%		1,635	100.0%	

The respondents were asked several questions on their smoking habits and their attempts to quit during the follow-up evaluations. The first question concerned the number of days the person had gone with using tobacco, the second asked respondents how many cigarettes they smoked a day and the third question asked how many times the person had tried to quit smoking. The average of each answer is shown in Figure 16.

Figure 16. Average Days Without Smoking, Cigarettes Smoked per Day and Quit Attempts at 3- and 6-Month Follow-up Evaluations



Respondents at both three months (40.4 days, 30% of time) and six months (61.1 days, 29% of time) tried to go without smoking for about a third of the time period between the initial call and the follow-up survey. Both groups showed a measurable attempt to reduce smoking following the call to the Quitline. On average, each group smokes the same number of cigarettes, 22, or a little over a pack a day. This can be compared to the average number of cigarettes smoked in the time period from July 2004 to May 2005, which was a little lower, at 19.1 cigarettes per day.

Finally, both the three and six month group had tried to quit smoking several times, with an average of five times at three months and six times at six months. The first and last smoking measures indicate that respondents in both groups tried to quit smoking, and at least reduced smoking. However, those that smoke consume the same number of cigarettes per day.

Table 17. Children Under 18 in the Household Compared with Respondents Who Have Quit Smoking

<b>Do you have any children under 18 living in your household?</b>						
<b>Three Month Follow-up Evaluation</b>				<b>Six Month Follow-up Evaluation</b>		
	<b>N</b>	<b>%</b>	<b>Average Number of Children</b>	<b>N</b>	<b>%</b>	<b>Average Number of Children</b>
Yes	703	32.0%	1.8	508	31.1%	1.8
No	1,489	67.7%		1,122	68.6%	
Missing	8	0.4%		5	0.3%	
Total	2,200	100.0%	1,265	1,635	100.0%	914

An important consideration in smoking cessation is the influence of second-hand smoke, especially on children. Table 17 shows the number of respondents who had children in the house, 32% among the three-month group (n=703) and 31.1% among the six-month group (n=508). The average household had 1.8 children for each group, with an estimated 1,265 children at risk among the three-month group and 914 children at risk among the six-month group

Table 18 looks at respondents with children who have quit smoking. Since the question on using tobacco follows a series of eliminating questions, including households with children, the numbers for the three- and six-month groups are a small subset of all respondents. At three months, 72.8% (n=115) of people with children had quit smoking, which reduces the risk for an estimated 207 children, or 16.4% of all children at risk among the three-month group.

In the six-month group, a larger percentage, 79.8% (n=91), report quitting during the period, which reduces the risk for an estimated 164 children, or 17.9% of all children. These data demonstrate that one outcome of calling the Florida Quitline is a reduction of second-hand smoke for about one out of five children in smoking households.

Table 18. Children Under 18 in Households with Respondents Who Have Quit Smoking – Reducing the Risk of Second-Hand Smoke on Children

<b>Do you have any children under 18 living in your household?</b>						
		<b>Yes</b>	<b>% Yes of Subtotal</b>	<b>Total Children</b>	<b>No and Missing</b>	<b>Total</b>
<b>Have you used tobacco at all in past 3 months?</b>	<b>No</b>	115	72.8%	207	268	383
	<b>Yes</b>	43	27.2%	77	92	135
	<b>Subtotal</b>	158	100.0%	284		
	<b>Missing</b>	545	77.5%	981	1,137	1,682
	<b>Total</b>	703	100.0%	1,550	1,497	2,200
<b>Total Children Spared Second-Hand Smoke at Three Months</b>		207	16.4%			1,265
<b>Do you have any children under 18 living in your household?</b>						
		<b>Yes</b>	<b>% Yes of Subtotal</b>	<b>Total Children</b>	<b>No and Missing</b>	<b>Total</b>
<b>Have you used tobacco at all in past 6 months?</b>	<b>No</b>	91	79.8%	205	205	296
	<b>Yes</b>	23	20.2%	91	91	114
	<b>Subtotal</b>	114	100.0%	296		
	<b>Missing</b>	394	63.3%	709	830	1,224
	<b>Total</b>	622	100.0%	1,301	296	918
<b>Total Children Spared Second-Hand Smoke at Six Months</b>		164	9.4%			1,748

One of the services offered by the Florida Quitline is a \$20 coupon for nicotine replacement therapy (NRT) medications. Table 19 shows how many respondents received coupons, and of that number how many respondents used them. About one out of three respondents at both three months (n=646, 29.4%) and at six months (n=514, 31.4%) received coupons for NRTs. However only about one out of five people who received coupons used them, at both three months (n=117, 18.2%) and at six months (n=99, 19.3%).

Only 9.6% of respondents in the three-month follow-up evaluation had their medications covered by a health plan (n=211), while 42% of all respondents used medication (n=923), as shown in Table 20. In the six-month group only 11.1% of respondents had health plan coverage for medications (n=181) but once again a much higher proportion, 46.3% used medications to quit smoking (n=757).

Table 19. Respondents Who Received Nicotine Replacement Coupons, Compared to Clients Who Used Them

**Did client get any discount coupons for nicotine replacement products from the Quitline, and did client use them?**

	Three Month Follow-up Evaluation				Six Month Follow-up Evaluation			
	Received NRT from Quitline		Used NRT to Quit		Received NRT from Quitline		Used NRT to Quit	
	N	%	N	%	N	%	N	%
Yes	646	29.4%	117	18.2%	514	31.4%	99	19.3%
No	1,520	69.1%	526	81.8%	1,088	66.5%	413	80.7%
Missing	34	1.5%			33	2.0%		
Total	2,200	100.0%	643	100.0%	1,635	100.0%	512	100.0%

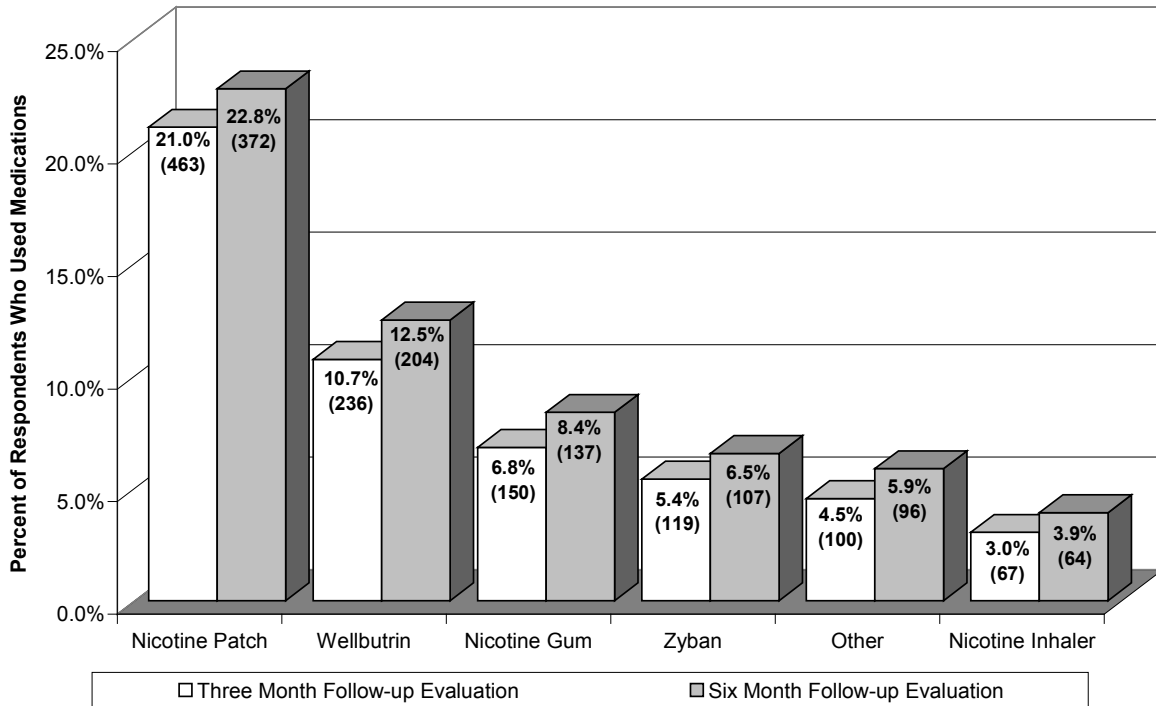
Table 20. Respondents Whose Medications Were Covered by Their Health Plan, Compared to Those Who Used Medications to Quit Smoking

<b>Did your health plan cover the medications to help you quit smoking?</b>							
<b>Three Month Follow-up Evaluation</b>		<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Missing</b>	<b>Total</b>
	Yes	206	22.3%	715	77.5%	2	923
Did you take any medications to help you quit smoking?	No	3	0.2%	8	0.6%	1,256	1,267
	Missing	2	20.0%	3	30.0%	5	10
	Total	211	9.6%	726	33.0%	1,263	2,200
<b>Six Month Follow-up Evaluation</b>		<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Missing</b>	<b>Total</b>
	Yes	181	23.9%	572	75.6%	4	757
Did you take any medications to help you quit smoking?	No		0.0%	2	0.2%	865	867
	Missing		0.0%	5	45.5%	6	11
	Total	181	11.1%	579	35.4%	875	1,635

When the use of medications is compared to quit rates, the results show a fairly even split. At three months, 48.3% of respondents who have quit smoking used medications (n=185) while 50.7% of those who quit smoking did not use medications (n=194). The same finding holds true at six months, with 48.8% those who quit smoking using medications (n=145) and 49.8% who quit smoking not using medications (n=148).

The most-used NRT for respondents was the nicotine patch, with 21.0% of the three-month group (n=463) and 22.8% of the six-month group (n=372) using this method, as shown in Figure 17. The second most widely used medication was Wellbutrin, with 10.7% of the three-month group (n=236) and 12.5% of the six-month group (n=204) using this medication. Nicotine gum is the third most popular medication followed by Zyban, both of which account for between 4.5% and 6.5% of respondents.

Figure 17. Comparison of Medications Taken to Quit Smoking for Three-Month and Six-Month Follow-up Evaluations



Clients calling the Quitline also received other services than coupons for NRTs, as shown in Figure 18. Among the three-month group, 53.5% received counseling (n=1,176), which is matched by the 54.4% of Quitline clients (n=889) who remembered receiving counseling among the six month group. An even greater proportion of clients received materials in the mail, 80.9% of all respondents at both three and six months. A smaller number of clients received referrals to community resources. Only 32.8% of the three-month group (n=721) and 31.1% of the six-month group (n=508).

One could ask whether Quitline clients who received counseling were more likely to quit smoking. Figure 19 shows a comparison of clients who received counseling and their success at quitting smoking at three and six months. In the three-month group, 383 respondents reported not smoking at all. Of that group, 62.4% (n=239) received counseling and 31.1% (n=119) did not receive counseling. This finding lends credence to the conclusion that counseling is a strong influence on quitting smoking, though there is no statistical significance in the differences. The ratio of people who had not smoked at six months is very similar, with 59.9% (n=178) receiving counseling and 30.0% (n=89) not receiving it. It is interesting to note that among the Quitline clients who continued to smoke, between 13% and 16% more people received counseling than did not.

Figure 18. Number and Percentage of Quitline Clients Receiving Quitline Services

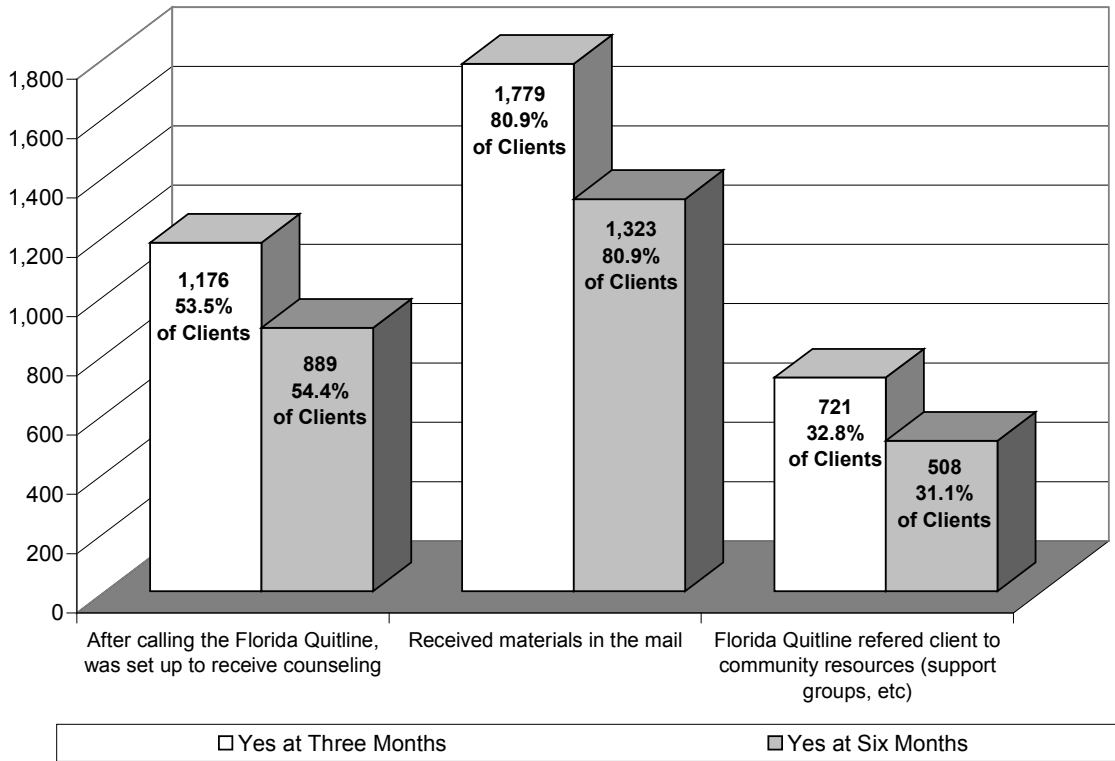
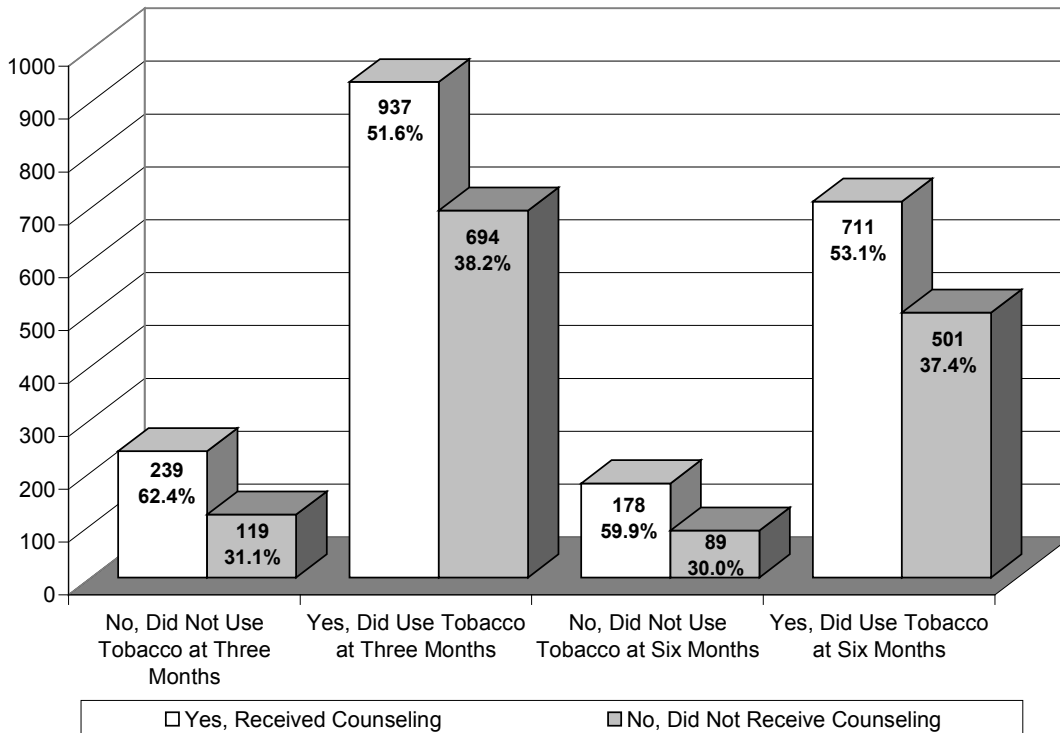


Figure 19. Number and Percentage of Quitline Clients Receiving Quitline Services

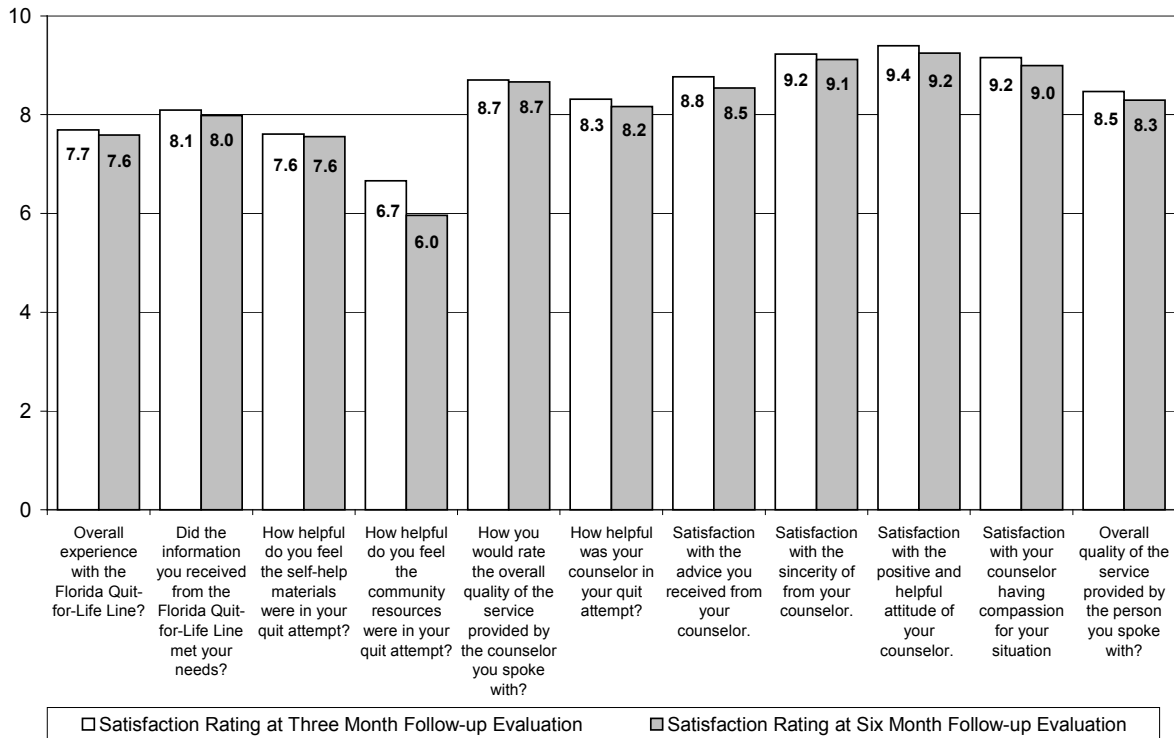


At the end of the follow-up evaluations, respondents are asked to rate their satisfaction with the Florida Quitline along a number of dimensions. The ratings use a ten point scale, with 10 being 'very' and 1 being 'not at all' for each dimension. Looking at all eleven dimensions, it is of interest to note that the satisfaction ratings for the three-month and six-month groups are very nearly the same, though the six-month ratings tend to be slightly lower. For purposes of discussion, only the more conservative, six-month ratings will be used. The highest satisfaction rating is 9.2 for "Satisfaction with the positive and helpful attitude of your counselor." This is followed by a 9.1 rating for the counselor's sincerity and a 9.0 rating for the counselor's satisfaction. These ratings are so close as to be almost the same.

The next set of ratings is equally positive, with the overall quality of service of the counselor receiving an 8.7, the counselor's advice receiving an 8.5 and the overall quality of service receiving an 8.3. While not as high ratings as those given for helpfulness and sincerity, these satisfaction answers demonstrate a positive experience with the counselors on the Florida Quitline.

A few ratings fall below 8.0. These are helpfulness of the self-help materials and the overall experience with the Florida Quitline, both of which received a 7.6. It is somewhat understandable that the self-help materials might receive a lower rating, but satisfaction with the overall experience of the Quitline is puzzling, given the high ratings assigned to the Quitline counselors. The lowest rating given is for the helpfulness of the community services, which is given a 6.0.

Figure 20. Satisfaction Ratings of Quitline Services At Three and Six Months After Calling the Florida Quitline



In general, most clients were satisfied with the Florida Quitline. The greatest satisfaction rating is given to the smoking cessation counselors, who appear quite successful in all of their attributes of helpfulness, sincerity and so on. Two other questions try to measure clients' satisfaction with the Quitline. One question asks if the respondent suffered a relapse, would he or she call the Quitline again. The majority of responses, 77.6% (n=1,707) answered positively in the three-month group, and 75.3% (n=1,231) in the six-month group. When asked if the respondent would recommend the Quitline to other smokers, 84.5% (n=1,859) of the three-month group answered 'yes' and 85.1% (n=1,391) of the six month group answered positively.

#### **IV. Assessment of the Florida Quitline, July 2004 to May 2005**

This section assesses the effectiveness of the Florida Quit-for-Life Line in two areas. The first assessment deals with how well the Florida Quitline achieved its program goals, as interpreted from the Department's contract with the American Cancer Society. A second assessment deals with the Quitline data collection procedures and processes. Both program goal and data are closely related. The program goals provide guidelines for prioritizing and collecting data, but unless the data are available and accurate, there is no way to know if the program is meeting its goals.

##### **How Effectively Did the Florida Quitline Meet the Goals of The Program?**

The Department's 2004-2005 Quit-for-Life Line contract with the American Cancer Society states: "The Department's major goals in creating a statewide tobacco use cessation telephone counseling service are to reduce the prevalence of tobacco use in Florida and to reduce exposure to environmental tobacco smoke ("second-hand smoke") among all people who reside in Florida, especially children and youth." The ACS is asked to demonstrate success in six areas:

Goal 1: Establishing a statewide telephone Quit-for-Life Line for tobacco users in Florida.

Goal 2: Maximizing the use of the Quit-for-Life Line throughout the contract period.

Goal 3: Sustained abstinence from tobacco use among tobacco users in Florida who use the Quit-For-Life Line.

Goal 4: Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-For-Life Line.

Goal 5: Decreased exposure to environmental tobacco smoke among callers and members of their household.

Goal 6: Decreased prevalence of tobacco use among target populations.

In the following section each of these goals will be discussed in light of the data from the Quitline intake surveys. Some of the goals cannot be assessed due to a lack of data. In general the American Cancer Society staff have been successful providing Quitline services during the fiscal year 2004-2005. The target number of people who called the Florida Quitline in this period matched the targeted populations, though to a greater and lesser extent depending on age, gender and race/ethnicity. More people called the Quitline in 2004-2005 than in previous years, and more called that was budgeted in this time period.

##### **Goal 1: Establishing a statewide telephone Quit-for-Life Line for tobacco users in Florida**

The Florida Quitline is now well-established as a smoking cessation counseling and referral hot-line. The ACS program staff are available during periods of operation. The results of the calls are recorded accurately and summary data reports on the calls are distributed in a timely fashion. Florida residents call the Quitline from all regions of the state, evidence of statewide availability, though some regions of the state contribute more callers than other regions. People of all ages call the Quitline, with more middle-aged people calling. The goal of establishing a Quitline as a public utility appears to be successful.

**Goal 2: Maximizing the use of the Quit-for-Life Line throughout the contract period**

The 2004-2005 ACS contract with the Department of Health required the ACS to answer calls to the Quitline from at least 2,500 Florida residents, and to offer referral and counseling services to at least 95% of these callers. The budget for the Florida Quitline during the 2004-2005 fiscal year was somewhat greater at \$150,000 than the \$120,000 budgeted for the prior fiscal year. The \$150,000 amount resulted in an increase in the number of Floridians who could call the Quitline, from 1,704 to 2,500. This increase in the number of people who can call the Florida Quitline is a positive step.

The true story of calls to the Quitline show that more people called than fit the budget. Between July 2004 and May 2005, 3,027 Florida residents had called the Florida Quitline, one thousand more than anticipated. This number averages out to 275 callers per month between July 2004 and May 2005. The number of callers in this period is a clear increase in Quitline calls over the prior year. From July 2003 to May 2004, 1,888 people called the Florida Quitline, for an average of 172 a month. Thus, there is a 60.3% increase in the number of people calling the Quitline in 2004-2005 and a 59.9% increase in the average number of callers per month. The call rate for smokers rose to 0.054% in this period, from the 0.032% rate in the previous year.

Between July 2004 and May 2005, 1,940 callers requested counseling services (64.1% of callers) to help them quit tobacco use. This is 22 percentage points above the proportion of callers requesting counseling, 21.6% (n=767), during the same time period in 2003-2004. The increase in the proportion of callers requesting counseling suggests a greater level of service being offered to Floridians calling the Quitline.

The DOH successfully submitted a proposal to the Centers for Disease Control (CDC) in 2004 for a \$225,000 grant to conduct a media campaign in specific counties of the state. The proposal was accepted and was funded. The advertising campaign took place in May and June of 2005. Only May 2005 is covered in this evaluation. In this month, 496 people contacted the Quitline, almost twice the average number of people calling the Quitline in previous months. The percentage of callers indicating they had heard about the Quitline over electronic services rose to 62.5% in May, a dramatic increase over previous months. From all evidence, the DOH communication campaign was successful in motivating people to call the Florida Quitline.

In sum, the Florida Quitline was maximized to a greater extent during the 2004-2005 contract period than in previous years. However, a 0.054% call rate is still too low for a fully functional state Quitline.

**Goal 3: Sustained abstinence from tobacco use among tobacco users in Florida who use the Quit-For-Life Line**

Data from follow-up evaluation calls at six months, for clients who called the Quitline between December 2001 and April 2004, indicate an 18.2% point prevalence quit rate among Floridians who called the Quitline. This is an increase over the 16% reported in the 2003-2004 Quitline evaluation, so this goal is met.

**Goal 4: Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-For-Life Line**

Data from follow-up evaluation calls at six months, for clients who called the Quitline between December 2001 and April 2004, indicate that that 63.3% of callers reduced their tobacco consumption after calling the Florida Quitline. This is an increase over the 61% reported in the 2002-2003 Quitline evaluation, so this goal is met.

### **Goal 5: Decreased exposure to environmental tobacco smoke among callers and members of their household**

Data from the Quit Rate report for smokers who called between December 2001 and April 2004 show that at three months, 72.8% (n=115) of people with children had quit smoking, which reduces the risk for an estimated 207 children, or 16.4% of all children at risk among the three-month group. In the six-month group, a larger percentage, 79.8% (n=91), report quitting during the period, which reduces the risk for an estimated 164 children, or 17.9% of all children. These data demonstrate that one outcome of calling the Florida Quitline is a reduction of second-hand smoke for about one out of five children in smoking households.

### **Goal 6: Decreased prevalence of tobacco use among target populations**

Data to test the success of this goal will have come from health surveys like the BRFSS, the Florida Adult Tobacco Survey and the Florida Youth Tobacco Survey. Given the relatively small number of people that the Quitline has serviced in the past years, the impact on population prevalence will be low to nonexistent.

### **How Well the Quitline Data Met Program Needs**

When the DOH contracted with the American Cancer Society for the Florida Quit-for-Life Line, a set of required service tasks were included in the contract. Many of service tasks generate information about the Quitline and its services or provide summaries of Quitline activities. The service tasks relevant to the data needs of the evaluation are listed below with a short assessment of how well the ACS performed its data reporting requirements, from the evaluator's perspective. In a number of cases important information about the Quitline was missing or not reported, which proved to be a hindrance to the Quitline evaluation.

#### **Contractual Service Tasks for ACS Reporting of Quitline Data**

- *The Provider will deliver telephone-based intake and referral, and self-help materials as core services.*

ACS has done an excellent job of delivering these services to Florida residents who have called the Quit-for-Life Line. The ACS staff completed intake interviews with 100% of the Floridians who called the Quitline. ACS received 651 (26.5% of callers) requests for referral and self-help materials. ACS did not provide any data on self-help materials mailed out, or the total number of referrals that were not requested.

- *The Provider will provide pro-active telephone-based counseling (three sessions for adults, three sessions for youth) to callers referred for counseling services.*

The ACS staff received requests for counseling from 1,311 (43.1%) of callers. No data on the counseling sessions were submitted by the ACS to the evaluator.

- *The Provider will provide pharmacotherapy assistance (coupons or the opportunity for discounts) to all adult counseling clients if appropriate as indicated in intake.*

No information on coupons sent by the ACS to callers was submitted to the evaluator.

- *The Provider will consult the Quitline evaluation contractor in the design of the program and program evaluation.*

The ACS did not consult with the current evaluator concerning program evaluation, but is responsive to requests for information and data.

- *The Provider will submit monthly activity reports and quarterly evaluation reports according to the evaluator's design and requirements. In addition, a download of all Quitline data will be sent to the department in a format compatible with department requirements, on a monthly basis and at the completion of the final three, six and twelve month follow-up calls.*

The ACS is expected to submit monthly activity reports and Quitline datasets to the evaluator and the DOH contract manager by the 15<sup>th</sup> of each month. The datasets and activity reports should include a list of topics, which cover the following data:

- Number of calls by county;
- Number of calls by stage of readiness to quit/disposition;
- Number of calls by age group (under 18, 18-29, 30-44, 45-64, 65 and over) by county;
- Other caller demographics, including sex, race, education level, marital status and ethnicity;
- Number of calls from Department of Health or County Health Department employees;
- Number of referrals made by county;
- Number of follow-up calls made by counseling staff;
- Time of day for all calls, including calls that are sent to voice mail;
- How callers heard about the hotline;
- Type of caller (client, relative, friend, etc.);
- Number of callers who were pregnant or thought they were;
- Number of callers who refuse to answer;
- Number of callers who are "warm transferred" to another service due to age of caller, lack of contract funds or other reasons;
- Number of callers who have "children under 18 living in the home;"
- Frequencies of number of children under 18 in household;
- Frequencies for "rules about smoking in the home;"
- Other information required by the evaluator and agreed to by all parties.

The ACS staff sent in monthly reports to the evaluator and DOH staff in a timely manner, with many, but not all of the data points listed above. The ACS reported on the following data elements in a monthly report: Note that there are summaries of data reported that go beyond the minimum requested, and provide some good information about the Quitline. However, other data fields are not reported at all, for example smoking rules in the household.

Number of Calls by Gender of Caller

Average Age by Gender of Caller

Frequency of Calls by Age Group of Caller

Number of Calls by Education Level of Caller

Number of Calls by Marital Status of Caller

Number of Calls by Race/ethnicity of Caller  
Do you have Children Under 18 in the home?  
Number of Children in the Home under 18  
Number of Calls by How Called Heard About Quitline  
Number of Calls by Type of Service Requested  
Average Number of Cigarettes Smoked per Day  
Average Number of Previous Quit Attempts  
How Long Have You Been Smoking  
Number of quit attempts during the past 12 months  
Stage of Change  
Florida - Daily Call Volume w/ Chart  
Florida - Call Volume by County  
Florida - How Heard - Other Responses

The ACS sent datasets from the intake survey to the evaluator generally in a timely manner each month. However, during the fall of 2003, the ACS changed its database to a Siebel server, and there was a disruption of data reporting for about three months. When the new datasets arrived the data were included in one file which facilitated updating. However, several fields were missing, requiring the evaluator to request their addition to the reported data. Some data remains missing from the mid-year changeover.

There was no information provided to the evaluator on the following data elements:

- Number of referrals made by county
- Number of follow-up calls made by counseling staff;
- Time of day for all calls, including calls that are sent to voice mail;
- Type of caller (client, relative, friend, etc.);
- Number of callers who refuse to answer;
- Number of callers who are “warm transferred” to another service due to age of caller, lack of contract funds or other reasons;

None of the quarterly evaluation reports called for as a service task were submitted to the evaluator. The evaluator requested the three-month and six-month follow-up evaluation data and received records for callers from December 2001 to April 2004, when the database server was updated, and a new database format initiated.

- *The Provider will provide any updated copies (electronic if possible) of the following to the contract manager:*
  - (a) *print screens*
  - (b) *data dictionary*
  - (c) *National Cancer Information Center (NCIC) procedures*
  - (d) *telephone counseling training materials*
  - (e) *community resource directory (CRD) that will be used for referral to local services*
  - (f) *all materials that will be included in the self-help materials package*

- (g) *intake form and follow-up form (Florida-specific forms that will be modified to meet the State of Florida's needs, and subject to approval by the contract manager prior to quitline telephone intake or counseling services being provided)*
- (h) *Written description of all program platforms and database languages that the provider uses or will use in performance of this contract.*

The contract between the DOH and ACS states that the ACS will share information about its Quitline activities noted above with the DOH project manager. The evaluator traveled to the ACS facility in Austin, Texas, in June 2004 for a tour of the facility, discussion with intake specialists and counselors, a presentation of calling protocols for the three and six month follow-up evaluations, and discussions of data reporting. ACS supplied data coding sheets and copies of the intake form, counseling protocols and follow-up evaluation forms. These are included in the appendices.

### **Data Required for Evaluation**

The data sent in the monthly intake survey datasets were sufficient to generate good picture of the calls from target populations to the Quitline. However, all of the data required for a thorough evaluation need to be sent, as indicated above. Several of the intake survey fields should be reported as well as the follow-up evaluation and counseling data.

The ACS should send information on all of the counseling sessions conducted with clients as well as the number of coupons sent and community referrals made. There should be an additional "services" file that can be linked to the intake survey and the follow-up evaluations. This information would be very useful in understanding the process by which the Quitline counselors help people to quit smoking or reduce the amount they smoke. This information should be included with each monthly report.

The ACS staff should be responsible for collecting and submitting all materials used in the Quitline to the evaluator. In general the data supplied were accurate, but more data necessary to the evaluation could be made available.

### **Quitline Protocols for Intake Survey**

The Quitline Protocols for Intake Survey are well thought out and sufficient for the information needed to determine the caller's demographic status, smoking behaviors and interest in services. A major problem from an analysis perspective, is the high number of missing records in the dataset.

### **Quitline Protocols for Three and Six Month Evaluations**

The three-month and six-month, and twelve-month follow-up evaluations consist of the same instrument, with the same questions asked over again. Many other Quitlines use shorter forms for their six- and twelve-month follow-up evaluations. The Florida Quitline decided to stay with the long form to generate the maximum amount of information possible.

### **Summary**

Overall, the ACS provided excellent intake and counseling services to Florida callers to the Quitline. More callers were accepted than were contracted for several months before the end of the contract. Caller satisfaction with the Quitline services as a whole, was 7.6 points on a 10-point scale. Data on caller satisfaction ins provided in the Quit Rate Report.

## 2005 Quit-for-Life Line Evaluation Report

The data reports and datasets submitted by the ACS were in general excellent. The lack of counseling data is a hindrance to the evaluation, and creates an information “hole” about the services provided to Quitline clients. As specified in the ACS contract, staff should provide data on these services in a timely manner. Follow-up evaluation data should be provided on a biennial basis.

## **V. Recommendations to Improve the Effectiveness of the Quit-for-Life Line Program and the Program Evaluation**

### **Recommendations to Improve the Quitline Program for Upcoming Year, 2005-2006**

1. The Florida Quitline should target a greater number of smokers in Florida and motivate them to call. At present, the call rate is 0.054% based on 1,940 smokers calling. The target for this call rate should be 0.1%, which would provide counseling services for 3,600 smokers.
2. The Florida Quitline should continue to seek funding for smoking cessation communication campaigns. The dramatic increase in calls to the Quitline following one month of smoking cessation advertising in May 2005, indicates the importance of media presence in motivating smokers to call the Quitline.
  - 2.1. The media campaign should target specific Florida regions based on the reports of differential call rates. For example the South Central Region has the lowest call rate of all Florida's regions, and should be targeted with a media campaign.
  - 2.2. The media campaign should target minority race/ethnic groups to increase their participation in Quitline services. For example, Hispanic smokers called the Quitline at much higher rates following the advertising campaign in May 2005. These targeted ads should be continued.
  - 2.3. The media campaign should focus specific target groups, for example pregnant women with children under 18 in the household, or young people between 18 and 29, who call the Quitline the least.
3. The Florida Quit-for-Life Line should continue working with smoking-cessation groups and medical professionals to increase awareness of the Quitline services, and to increase referrals from the medical community.
  - 3.1. The Florida Quit-for-Life Line should continue working with health maintenance organizations and insurance companies to generate awareness of Quitline services in these organizations and among their clients.
4. The Florida Quit-for-Life Line should continue cooperating with North American Quitline Consortium to share Quitline data from other states using the minimum data set. The benefit of this action is that Florida's Quitline outcomes can be compared with the figures nation-wide, and thus can gauge its successfulness from a wider perspective.

### **Recommendations to Improve the Quitline Evaluation for Upcoming Year, 2005-2006**

5. The evaluator should work more closely with the American Cancer Society to create more efficient Quitline data reporting.

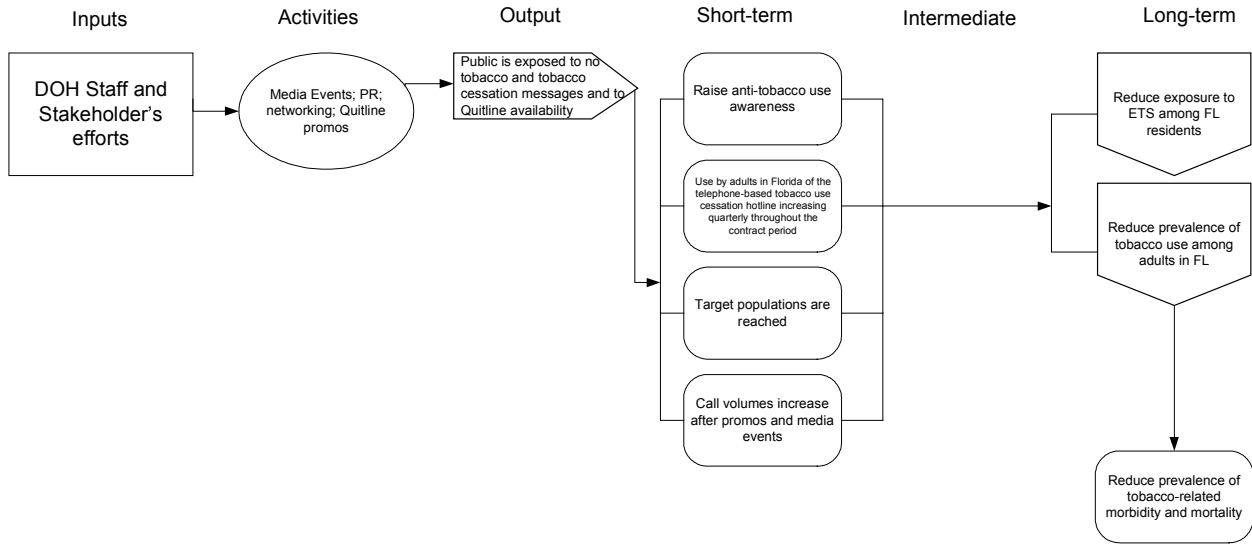
## 2005 Quit-for-Life Line Evaluation Report

- 5.1. The ACS monthly data reporting of the intake survey data, containing all relevant data fields should continue to be delivered timely for inclusion in the evaluator's dataset and monthly report.
  - 5.2. Follow-up evaluations at three, six and twelve months should be reported biennially.
  - 5.3. Quitline counseling and referral services should be summarized for each client and reported biennially.
6. The evaluator should continue to provide monthly and quarterly report updates to the Quitline contract manager at the DOH and interested staff.
- 6.1. The evaluator should submit monthly reports to the DOH project manager and interested parties at DOH and in county health departments around the state.

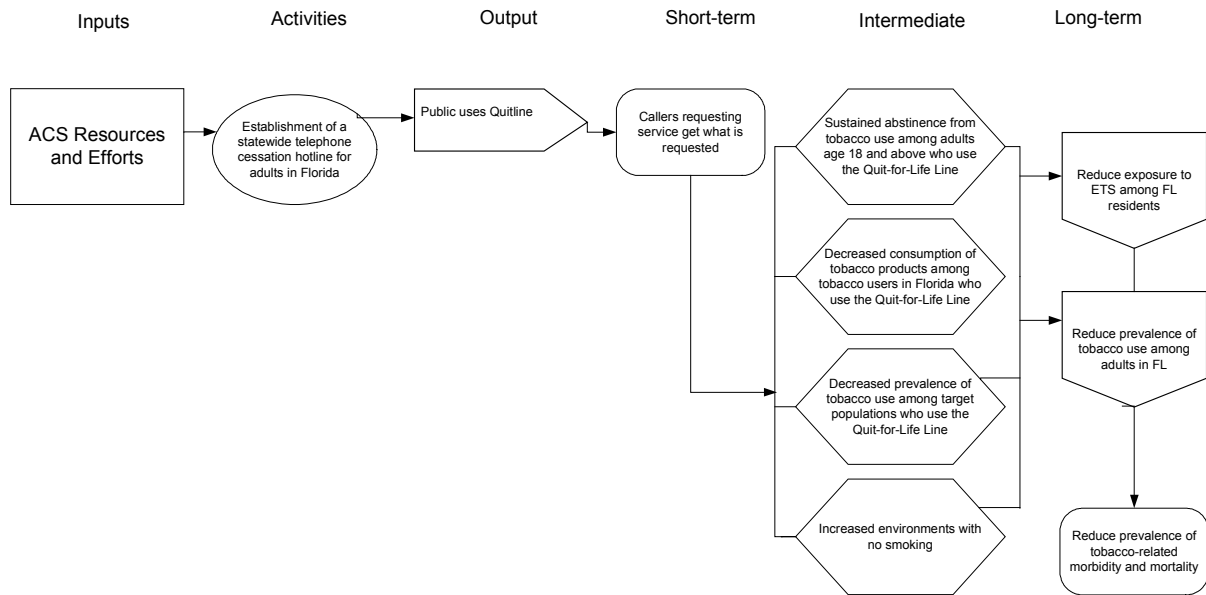
**Appendix A**  
**Evaluation Logic Models**

## Evaluation Logic Models

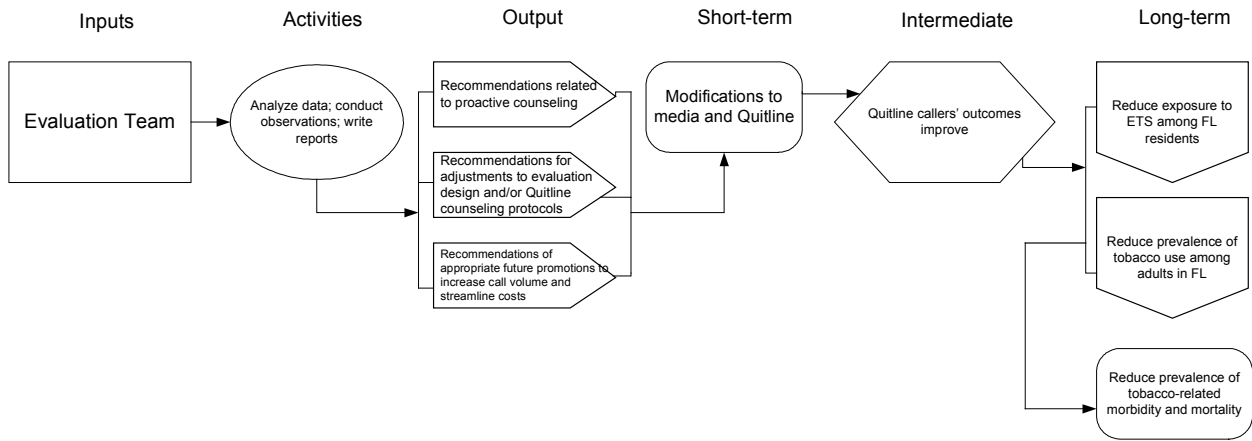
### 1. DOH Staff and Stakeholder Goals and Outcomes



## 2. ACS Resources, Goals and Outcomes



### 3. Evaluation Goals and Outcomes



**Appendix B**  
**Florida Regions**

### Florida Regions

**Panhandle:**

Alachua, Bay, Bradford, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Putnam, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton, Washington

**North East:**

Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia

**North Central:**

Brevard, Citrus, Hernando, Lake, Marion, Orange, Osceola, Seminole, Sumter

**Tampa Bay:**

Hillsborough, Manatee, Pasco, Pinellas

**South Central:**

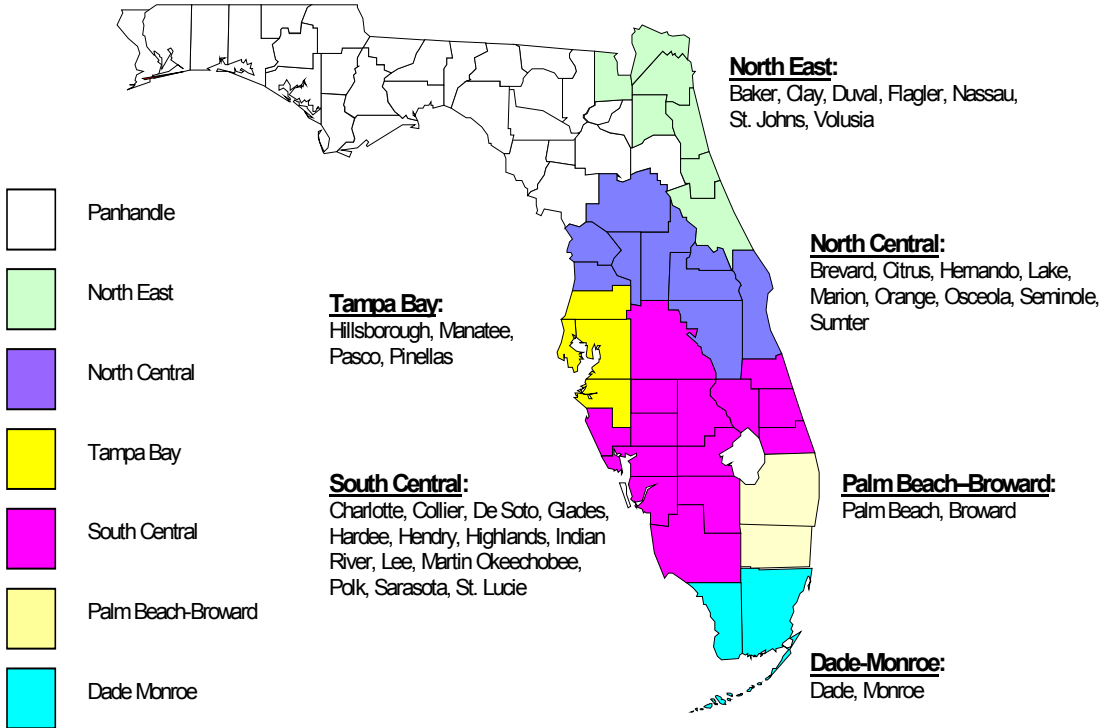
Charlotte, Collier, De Soto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Martin Okeechobee, Polk, Sarasota, St. Lucie

**Palm Beach-Broward:**

Palm Beach, Broward

**Dade-Monroe:**

Dade, Monroe



Panhandle (Region 1)	Alachua, Bay, Bradford, Calhoun, Columbia, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Levy, Liberty, Madison, Okaloosa, Putnam, Santa Rosa, Suwannee, Taylor, Union, Wakulla, Walton, Washington
Northeast (Region 2)	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
North Central (Region 3)	Brevard, Citrus, Hernando, Lake, Marion, Orange, Osceola, Seminole, Sumter
Tampa Bay (Region 4)	Hillsborough, Manatee, Pasco, Pinellas
South Central (Region 5)	Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Indian River, Lee, Martin, Okeechobee, Polk, Sarasota, St. Lucie
Palm Beach/Broward (Region 6)	Palm Beach, Broward
Dade/Monroe (Region 7)	Dade, Monroe

Source: Florida Department of Health

**Appendix C**  
**Quit-for-Life Line Survey Intake Survey**

**Quit-for-Life Line Survey Intake Survey**

**(Collect Infonet Demographic Information)**

Date: \_\_\_\_\_

Caller Name: \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

D.O.B.: \_\_\_\_\_

1. Can you tell me what county you live in? \_\_\_\_\_
2. Are you a Department of Health or County Health Department employee?  
 Yes-Dept. of Health     Yes-County Health     No

**Indicate reason for call**

3.  Personally quitting – Cigarettes  
 Personally quitting – Smokeless Tobacco  
 Already Quit  
 Family/Friend of current smoker  
 Other (examples: Drs. office, Teachers, Community Orgs., etc, pipe and/or cigar smokers)
4. How did you hear about this phone number?

- Newspaper story     Newspaper ad     TV news story  
 TV ad/Describe Ad \_\_\_\_\_  
 Radio news story     Radio ad     Doctor     Dentist  
 Pharmacist     Nurse     Other health care provider

Flyer from school     Flyer from work     Flyer from community

Friend     Relative     Internet/Website

County Health Department

Other/Describe Ad \_\_\_\_\_

**If caller is under 18 go to # 5**

**If calling for family member or friend go to # 5A**

**Already quit go to # 15**

**Personally quitting cigarettes go to # 7**

**Personally quitting smokeless tobacco go to # 7B**

**If "Other", handle per standard NCIC procedures. If applicable, order appropriate materials according to caller's needs. End Call.**

**If caller indicates they are pregnant, you may refer them to the Great Start phone number: 1-866-667-8278**

5. Since you are under 18, we are only able to offer you self-help materials and referrals to smoking cessation resources in your community. What would you like?

- Yes – Materials only  
 Yes – Community Resources only (**Look in CRD**)  
 Yes – Materials and Community Resources(**Look in CRD**)  
 No

Is there anything else I can do for you today?

Thank you for calling your American Cancer Society, good bye.

**(If applicable, order Quitline Only, Self-help materials (# 0020.90)**

*Refer caller to the Quitline phone number for their area: 1-877-822-6669. If applicable, refer to CID for "caller appropriate" materials then press continue.*

**5A** That's great that you want to help your friend or family member to quit. It's a tough decision and smoker's can use all the help they can get.

There are some different types of brochures I can send you. There are some that talk about all the different ways to quit and others that focus more on the effects of smoking on your health. You can read them yourself and perhaps give them to the person you want to help.

Also, please try and encourage your friend or family member to give us a call when they are ready to quit, we're here to help. Do you have our Quitline phone number?

Is there anything else I can do for you today?

- Yes (**Handle per Standard NCIC procedures, go to # 6**)  
 No (**go to # 6**)

6. Thank you for calling your American Cancer Society. Good bye. **(If applicable, order caller specific materials, end call)**

7. We have several services that you can choose from to help you quit smoking. I will describe what we have available for you but first I'd like to ask you a few more demographic questions, would that be okay?

- Yes (go to # 14)
- No (go to # 10)
- Insists on more information (go to # 8)

7B. We have several services that you can choose from to help you quit using tobacco. I will describe what we have available for you but first I'd like to ask you a few more demographic questions, would that be okay?

- Yes (go to #15)
- No (go to # 11)
- Insists on more information (go to # 9)

8. There are three services...

The Counseling Program consists of five counseling sessions held over the course of one month and scheduled around your quit date. These sessions help you to learn more about your smoking habits, prepare you for the day you quit, and support you in your efforts to remain quit.

The self-help materials are a package of three booklets called "Break Away From the Pack". They help prepare you for your quit date and give you skills to remain a non-smoker.

We can also provide Community Referrals where we look in your area or surrounding communities for support groups or other services available to smokers.

If you are interested in any of these, I will need to gather a little more demographic information, will that be okay?

- Yes (go to # 14)
- No (go to #10)

9. There are three services...

The Counseling Program consists of five counseling sessions held over the course of one month and scheduled around your quit date. These sessions help you to learn more about your tobacco use, prepare you for the day you quit, and support you in your efforts to remain quit.

The Self-help materials are designed to help you quit by preparing you for your quit date and teach you skills to help you remain tobacco free.

We can also provide Community Referrals where we look in your area or surrounding communities for support groups or other services available to tobacco users.

If you are interested in any of these free services I will need to gather a little more information, will that be okay?

- Yes (go to # 15)
- No (go to # 11)

10. Are you interested in trying to quit smoking within 30 days?

- Yes (go to # 12)
- No (go to # 31)

11. Are you interested in trying to quit using tobacco within 30 days?

- Yes (**go to # 13**)  
 No (**go to smokeless tobacco protocol # 6**)

12. I'd like to ask you a couple of questions about your smoking. You're currently smoking on a regular basis, is that right?

- Current Smoker (**go to # 23**)  
 Already Quit (**go to # 23**)

13. I'd like to ask you a couple of questions about your tobacco use (**go to # 23**)

14. You're currently smoking on a regular basis, is that right?

- Current Smoker  
 Already Quit

15. Do you have access to the Internet for your personal use?

- Yes  
 No

16. Do you have email?

- Yes (**Collect address**) \_\_\_\_\_  
 No

**If Already Quit go to # 17. Otherwise, go to # 19**

17. We are offering some help for people who have already quit smoking. I will describe what we have available for you in more detail but first I need to gather some additional information, will that be okay?

- Yes (**go to # 19**)       No (**go to # 18**)

18. Okay, but please feel free to call us back at another time, we're here to help. Is there anything else I can do for you today?

Thank you for calling your American Cancer society, good bye.

19. What is the highest grade or year of school you completed?

- Never attend school or only Kindergarten  
 Grades 1-7 (some Grade School)       High School Graduate or GED  
 Grades 6-8 (some Jr. High School)       Some College or Technical School  
 Grades 9-11 (some High School)       College graduate  
 Graduate School  
 Refused to answer

20. What is your marital status?

- Single    Married    Widowed    Divorced  
 Separated    Refused to answer

21A. Do you have any children under 18 living in your household?

- Yes (go to # 21B)    No (go to # 22)

21B. How many? \_\_\_\_\_

22. What is your ethnic background?

- White  
 Black  
 Hispanic  
 Asian  
 American/Native Indian  
 Other \_\_\_\_\_  
 Refused to answer

23. Which statement best describes the rules about smoking in your home?

- Smoking is not allowed anywhere inside your home  
 Smoking is allowed in some areas or at some times  
 Smoking is allowed anywhere inside the home  
 There are no rules about smoking inside the home  
 I don't know  
 Refused to answer

**If Personally Quitting Smokeless Tobacco, go to Smokeless Tobacco protocol # 1  
Otherwise go to # 24**

**For MALE CALLERS, do not ask the following question go to # 25**

**If caller asks why you are asking this question say: "Because we have a program specifically designed for pregnant women who want to quit smoking"**

24. May I ask if you are currently pregnant?

- Yes (go to Great Start Legacy protocol)    No (go to # 25)

25. Do you live with a smoker?

- Yes (go to # 26)    No (go to # 28; If AQ, go to # 27)

26. Are they willing to quit with you?

- Yes (go to # 28; If AQ, go to # 27)    No (go to # 28; If AQ, go to # 27)

27. That's great that you've quit smoking, how many days have you been quit?

- 24 hours or less
- 1 - 3 days
- 4 - 7 days
- 8 - 14 days
- More than 14 days

**(go to # AQ session # 1)**

28. How long have you been smoking?

- less than six months
- six months to one year
- one to five years
- six to ten years
- greater than ten years

29. On the average, about how many cigarettes do you smoke a day? \_\_\_\_\_

**If caller refused to answer demographic questions but has indicated that they were interested in quitting, go to # 40. Otherwise go to # 30**

30. Are you willing to make a serious quit attempt in the next 30 days?

- Yes **(go to # 40)**
- No **(go to # 31)**

31. Even though you're not ready to quit right now, there are a couple of things that can help you get ready to quit. If you have a few minutes, I can discuss them with you?

- Yes **(go to # 32)**
- No **(go to # 36)**

32. Can you tell me some of the reasons why you're thinking about quitting?

- health benefits
- cost
- family pressure
- peer pressure
- right thing to do
- work is/going smoke-free
- smell/dirty habit
- role model
- doctor
- pregnant
- health/well being of others
- other \_\_\_\_\_

**(If Health Benefits was NOT mentioned go to # 33 otherwise go to # 35)**

33. I noticed that you didn't mention the effects of smoking on your health. Are you aware of the significant health benefits from quitting?

- Yes **(go to # 36)**
- No **(go to # 34)**

34. The materials I'm going to send you contain some good information about the health risks of smoking and the benefits from quitting. I think you may find it very useful in preparing to quit. **(go to #36)**

35. It sounds like you have some really good reasons for wanting to quit. That can be very helpful in terms of your motivation to stay quit. **(go to # 36)**

36. The last thing I'd like to mention is that you should seriously consider using one of the available medications to help you quit when you're ready. Research has shown that use of one or more of these products can double your chances of quitting successfully. Would you like some information about the available medications now?

- Yes (go to # 37)       No For those who have selected "no" at Q #31, go to Q # 39 otherwise go to # 38

37. Nicotine replacement products include nicotine gum, patches, nasal spray and the inhaler. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It can be used alone or in combination with nicotine replacement products. One clinical study showed that using Zyban plus a nicotine patch was much more effective than either method alone. However, if you consider using a combination of products we highly recommend you talk with your Doctor first. **(For those who have selected "no" at Q #31, go to Q # 39 otherwise go to # 38)**

38. I hope this has helped you prepare for quitting. Please remember when you're ready to quit in the next 30 days, call us, we'll be glad to help. **(go to # 39)**

39. When you're ready to quit, call us, our program might be able to help. In the mean time, I'll send you some information about quitting and how to prepare for it. Is there anything else I can do for you today?  
Thank you for calling your American Cancer Society, good bye. **(end call)**  
**Order "Set Yourself Free: A Smokers Guide"**

40. As previously mentioned, there are three options available to you; self-help materials, telephone counseling supplemented with materials, and/or referrals to smoking cessation resources in your community. Are you interested in any of these services?

- Counseling (go to # 41)       Counseling & Referrals (go to # 41)  
 Self-Help Materials (go to # 41)       Referrals Only (go to # 41)  
 Self-Help Materials & Referrals (go to # 41)  
 No Help Wanted (go to # 45)

41. I just have a few more questions for you.

42. Do you have a cigarette within the first 15 minutes after you wake up?

- Yes       No

43. During the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

- Yes       No

44. Since you began smoking regularly, how many times have you tried to quit? \_\_\_\_\_

45. On a scale of 0-100%, where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_

- Counseling (go to # 52)
- Counseling & Referrals (go to # 49)
- Self-Help Materials (go to # 46)
- Self-Help Materials & Referrals (go to # 46)
- Referrals Only (go to # 46)
- No Help Wanted (go to # 47)

**If caller asks about the coupons say: "The coupons are worth \$5 each and can be used towards the purchase of over the counter nicotine replacement products."**

46. I want to mention that you should seriously consider using one of the available medications to help you quit when you're ready. Research shows that use of one or more of these products can double your chances of quitting successfully. Also, included in the materials that you'll be receiving are discount coupons provided by the State of Florida for nicotine replacement products, should you decide to use them. Would you like some information about these products?

- Yes (go to # 48)
- No
  - Self-Help Materials (go to # 50)
  - Referrals Only (go to # 49)
  - Self-Help Materials & Referrals (go to # 49)

47. I want to mention that you should seriously consider using one of the available medications to help you quit when you're ready. Research shows that use of one or more of these products can double your chances of quitting successfully. Also, we will be sending you discount coupons provided by the State of Florida for nicotine replacement products, should you decide to use them. Would you like some information about these products?

- Yes (go to # 48)
- No (go to # 57)

48. Nicotine replacement products include nicotine gum, patches, nasal spray and the inhaler. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It can be used alone or in combination with nicotine replacement products. One clinical study showed that using Zyban plus a nicotine patch was much more effective than either method alone. However, if you consider using a combination of products we highly recommend you talk with your Doctor first. Do you have any questions?

- Self-Help Materials (go to # 50)
- Referrals Only (go to # 49)
- Self-Help Materials & Referrals (go to # 49)
- No Help Wanted (go to # 57)

**(Look up referrals in CRD)**

49. Let me look up the community resource information you requested.

- Counseling & Referrals (**go to # 52**)
- Referrals only (**go to # 57A**)
- Self-Help Materials & Referrals (**go to # 50**)

50. You've elected to receive self-help materials to help you quit smoking. We have some new materials that we'll send you right away. They consist of 3 booklets that can help you quit for good by teaching you various skills.

Booklet 1 goes over things you should know about quitting and how to prepare for your quit date.

The second booklet shows you what you need to do to get through your first few days, especially the methods you can use to handle nicotine withdrawal symptoms. If you are strongly addicted to tobacco, this booklet also provides information on the available medications that you and your Doctor might want to consider.

The third booklet focuses on the situations that can cause you to relapse and how you can prepare yourself to handle them. Together, these three booklets tell you almost everything you might need to know about how to stop smoking.

Do you have any questions?

I want to let you know that one of our evaluation staff may call in a few months just to see how you're doing with your quit attempt, would that be alright? \_\_\_\_ (**go to # 51**)

51. Is there anything else I can do for you today?

Thank you for calling you American Cancer Society, good bye.

**Order Quitline Only – Self-Help Materials (item # 0020.90) and FI discount coupons # 0001.00**

**If caller asks about the coupons say: "The coupons are worth \$5 each and can be used towards the purchase of over the counter nicotine replacement products."**

52. You've elected to receive telephone counseling supplemented by self-help materials. I'm going to send you the materials today and I want to let you know that included in the materials will be discount coupons provided by the State of Florida for nicotine replacement products, should you decide to use them. If a counselor is available would you like to have your 1st counseling session now? It takes about 10 minutes..

- No (**go to # 54**)
- Yes. Transfer to Counselor. If Counselor is unavailable (**go to # 53**)  
**(Order Quitline Only – Counseling Materials (item # 0020.90) and FI discount coupons # 0001.00**

53. I'm sorry, all of our counselors are currently busy. Let's set up a date and time that a counselor can call you back. Can you give me at least a 3 to 4 hour block of time on a specific day that you can be contacted?

Date \_\_\_\_\_ Block of Time \_\_\_\_\_ (**go to # 55**)

54. Let's set up a date and time that a counselor can call you back. Can you give me at least a 3 to 4 hour block of time on a specific day that you can be contacted?

Date \_\_\_\_\_ Block of Time \_\_\_\_\_ **(go to # 55)**

55. Is there anything else I can do for you today?

- Yes – **(Handle per standard NCIC procedures and go to # 56)**  
 No – **(go to # 56)**

56. Thank you for calling your American Cancer Society, good bye.  
**(Order Quitline Only – Counseling Materials (item # 0020.90) and FI discount coupons # 0001.00)**

57. Is there anything else I can do for you today?  
Thank you for calling your American Cancer Society, good bye.  
**Order FI discount coupons # 0001.00**

57A. I want to let you know that one of our evaluation staff may call in a few months just to see how you're doing with your quit attempt, would that be alright? \_\_\_\_ **(go to # 57)**

### **Already Quit Counseling Sequence**

1. I can send you some information that can help you remain quit and if you're interested, you can talk to one of our counselors about any problems with quitting that you may be experiencing.

\_\_\_ Self help materials only **(go to # 2)** \_\_\_ Counselor **(go to # 8)**  
\_\_\_ Nothing wanted **(go to # 2)**

2. I'd like to ask you one more question. Are you using any medications to help you quit?

3. The reason I ask is that withdrawal symptoms are among the most common reasons why people relapse. Research has shown that use of one or more of the available medications to help you quit can nearly double your chances of quitting for good. Would you like some information about these products?

4. There are 2 types of medications, nicotine replacement therapy, or NRT and Zyban. Nicotine replacement therapy includes products such as nicotine gum, patches, nasal spray and the inhaler. The gum and the patch can be bought from any drug store. The inhaler and nasal spray require a prescription. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It is recommended that you talk with your doctor to determine if it's is right for you.

5. I'm going to send you the materials to help you remain quit today. Included in these materials will be discount coupons that the State of Florida is providing for you to use should you decide to use nicotine replacement products. We also have access to Community Resource information. There might be a program or support group in your area. Would you like me to look that information up for you?

Give caller Quitline phone number if necessary 1-877-822-6669

6. I just want to let you know that we do have a program that is designed to help people quit smoking. If you should have trouble and relapse you might consider giving us a call to help you quit again for good. Do you have our quitline number? I also want to let you know that one of our evaluation staff may be calling you in a few months to see how you're doing with your quit attempt. Would that be okay?

7. Is there anything else I can do for you today? Thank you for calling your American Cancer Society, good bye.

**If applicable, Order CID "Quitting smoking". Also order FL discount coupons, fulfillment number 0001.00**

8. Let me see if a counselor is available

If Counselor is available, **go to # 12**. If Counselor is unavailable **(go to # 9)**

**(Order CID doc "Quitting Smoking" and FI discount coupons # 0001.00**

9. I'm sorry, all of our counselors are currently busy. Let's set up a date and time that a counselor can call you back. Can you give me at least a 3 to 4 hour block of time on a specific day that you can be contacted?

Date \_\_\_\_\_ Block of Time \_\_\_\_\_ **(go to # 10)**

10. Is there anything else I can do for you today?

Yes – **(Handle per standard NCIC procedures and go to # 11)**

No – **(go to # 11)**

11. Thank you for calling your American Cancer Society, good bye. **(go to # 14)**

**(Order CID doc "Quitting Smoking" and FI discount coupons # 0001.00**

12. Yes a counselor is available, I will transfer you now. **(go to # 13)**

13. Hi (client name) that's great that you've quit smoking, how's it going so far? Do you mind if I call you by your first name? **(go to # 15)**

14. Hi this is (counselor name) from your American Cancer Society, may I speak with (client name). I understand you've recently quit smoking and you'd like some help remaining quit. May I call you by your first name?

**(If caller indicates that they have relapsed they are routed back to the service options for personally quitting)**

15. Are you taking any of the available medications to help you quit?

Yes. Which ones? **(go to #16)**

Nicotine gum  Nicotine patch  Nicotine Inhaler  Nicotine Nasal Spray  
 Zyban  Other medication (please list) \_\_\_\_\_

No. Would you like a little information about them?

Yes **(go to 17)**

No **(go to # 18)**

16. How are they working for you?

Do you have any questions about them? **(go to # 18)**

17. Nicotine replacement products include nicotine gum, patches, nasal spray and the inhaler. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It can be used alone or in combination with nicotine replacement products. However, if you consider using a combination of products we highly recommend you talk with your Doctor first.

**Do you have questions? (answer any questions and then go to # 18)**

18. Have you been having any problems with physical withdrawal symptoms?

**(If yes and are not already on medications)** These symptoms are normal and should go away as soon as your body has adjusted to not having nicotine. But if you're having severe problems with these symptoms, you could either consider using one or more of the available medications or you might want to give your Doctor a call, Okay?

**(If yes and are on medications)** These symptoms are normal and should go away as soon as your body has adjusted to not having nicotine. But if you're having severe problems with these symptoms, I would suggest that you give your Doctor a call, okay?

**(If no)** That's great.

**(go to # 19)**

19. Are you noticing certain situations or circumstances where your desire to smoke is especially strong?

Yes **(go to # 21)**

No **(go to # 20)**

20. In case this changes let's go over a few things that could be useful for you. **(go to # 23)**

21. What do you think is the hardest situation for you to handle without smoking?

---

22. And how are you handling that situation now? \_\_\_\_\_ -

23. It's important that you know that the length of time that a craving or urge lasts largely depends on what you do about it. For example, if you just sit there waiting for it to go away, it can seem like an eternity. But, if you actively do something to combat the craving whether it's taking a walk or cleaning out a closet, you'll find that it can go away in a matter of minutes. Does that make sense?

24. When trying to think about different things or "strategies" you can do to combat a craving, keep in mind that whatever you choose should be easy to do, not unpleasant and, reasonably effective in eliminating the craving or urge to smoke. You might even have to experiment with various strategies to find a set that work best for you. It would also be a good idea for you to write these things down so you'll have a plan next time you have a strong craving, okay?

25. Why don't we take your toughest situation and come up with some strategies that you can use to handle it without smoking so you can get a good idea of how this process works. You mentioned you were having a hard time with \_\_\_\_\_. What do you think you can do in this situation instead of smoking?

26. Another thing that can be helpful for you is to become more aware of some of the thoughts you might be having about smoking. It's very common for someone who has recently quit to try and talk themselves into having "just one". For instance, you might have a thought like "you know, just one cigarette isn't going to kill me and it doesn't mean that I'm really smoking again either". Sound familiar?  
Well, you can counter these thoughts by saying something like "wait a minute one cigarette might be all it takes to turn me back into a smoker and then I'll have to start this whole process over again"! Does that make sense? You'll find that if you make yourself use these counter thoughts eventually you'll do it automatically.

27. On a scale of 0-100%, where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_

28. I think it's great that you've quit smoking and I hope we've been able to help you remain quit. I want to let you know a couple of things.  
We have a program that is designed to help people quit smoking. If you should have trouble and relapse, call us we're here to help. Do you have our quitline number?  
(1-877-822-6669)

Included in the materials that you will be receiving are discount coupons that the State of Florida is providing for you to use should you decide to use nicotine replacement products. **(If caller asks about the coupons say: "The coupons are worth \$5 each and can be used towards the purchase of over the counter nicotine replacement products.")**

We also have access to Community Resource Information. There might be a program or support group in your area. Would you like me to look that information up for you?

Yes (look in CRD then go to # 29)

No (go to #29)

29. I want to let you know that one of our evaluation staff may call in a few months just to see how you're doing with your quit attempt, would that be alright? \_\_\_\_\_

30. Is there anything else I can do for you today? Thank you for calling your American Cancer Society, good bye.

### Smokeless Tobacco Protocol

1. Do you live with a tobacco user or someone who smokes?

Yes (go to # 2)  No (go to # 3)

2. Are they willing to quit with you?

Yes  No

3. How long have you been using tobacco?

less than six months  six months to one year  one to five years  
 six to ten years  greater than ten years

4. On the average, about how many times do you dip (or chew) a day? \_\_\_\_\_

If caller refused to answer demographic Q's, go to # 17

5. Are you willing to make a serious quit attempt in the next 30 days?

Yes (go to # 17)  No (go to # 6)

6. Even though you're not ready to quit right now, there are a couple of things that can help you get ready to quit. If you have a few minutes, I can discuss them with you?

Yes (go to # 8)  No (go to # 7)

7. When you're ready to quit, call us, our program might really be able to help. In the mean time, I'll send you some information about quitting and how to prepare for it. (go to # 12)

8. Can you tell me some of the reasons why you're thinking about quitting?

health benefits  cost  family pressure  
 peer pressure  right thing to do  smell/dirty habit  role model   
doctor  dentist  
 other \_\_\_\_\_

(If Health Benefits was NOT mentioned go to # 9 otherwise go to # 11)

9. I noticed that you didn't mention the effects of smoking on your health. Are you aware of the significant health benefits from quitting?

Yes (go to # 12)       No (go to # 10)

10. The materials we'll be sending you talk quite a bit about the negative effects of tobacco use on your health. It also talks about the immediate and long-term health benefits from quitting. But I can give you some information about this now if you'd like?.

No - Well, you can review that information when you receive our materials, OK? Let's move on to the next set of questions. (go to # 12)

Yes – The most serious health effect is cancer of the mouth and pharynx. You can also develop sores in the mouth that can lead to cancer. Gum recession, tooth abrasion and bone loss around the teeth are also common. The chances of avoiding these things are significantly increased upon quitting. The disappearance of sores in the mouth and gums is a readily visible benefit to quitting. It might be a good idea to give your Doctor or Dentist a call for more information. (go to # 12)

11. It sounds like you have some really good reasons for wanting to quit. That can be very helpful in terms of your motivation to stay quit. (go to # 12)

12. The last thing I'd like to mention is that you should seriously consider using one of the available medications to help you quit when you're ready. Research has shown that use of one or more of these products can greatly increase your chances of quitting successfully. I can give you some information about the available products now if you'd like?

Yes (go to # 13)       No

**For those who have selected "no" at Q #14, go to Q # 15)**

13. Nicotine replacement products include nicotine gum, patches, nasal spray and the inhaler. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It can be used alone or in combination with nicotine replacement products. However, if you consider using a combination of products we highly recommend you talk with your Doctor first.

**For those who have selected "no" at Q #14, go to Q # 15)**

14. I hope this has helped you prepare for quitting. Please remember when you're ready to quit in the next 30 days call us, we'll be glad to help. (go to # 15)

15. Is there anything else I can do for you today?

- Yes – (Handle per standard NCIC procedures and go to # 16)
- No (go to # 16)

**(Order "Quitting Spitting" fulfillment item # 2090.00)**

16. Thank you for calling your American Cancer Society. Good bye. **(End call)**
17. As previously mentioned, there are three options available to you; self-help materials, telephone counseling supplemented with materials, and/or referrals to smoking cessation resources in your community. Are you interested in any of these services?
- Counseling (go to # 18)
  - Counseling & Referrals (go to # 18)
  - Self-Help Materials (go to # 18)
  - Referrals Only (go to # 18)
  - Self-Help Materials & Referrals (go to # 18)
  - No Help Wanted (go to # 23)
18. I just have a few more questions for you.
19. Do you dip or chew minutes within the first 20 minutes after you wake up?
- Yes
  - No
20. Since you began using tobacco regularly, how many times have you tried to quit? \_\_\_\_\_
21. On a scale of 0-100%, where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_
- Counseling (go to # 27) (because they are covered in the first counseling session, medications are not mentioned at this time)
  - Counseling and referrals (go to # 25) (because they are covered in the first counseling session, medications are not mentioned at this time)
  - Self-Help Materials (go to # 22)
  - Self-Help Materials & Referrals (go to # 22)
  - Referrals Only (go to # 22)
22. I want to mention is that you should seriously consider using one of the available medications to help you quit when you're ready. Research has shown that use of one or more of these products can greatly increase your chances of quitting successfully. Also, included in the materials that you'll be receiving are discount coupons provided by the State of Florida for nicotine replacement products should you decide to use them. I can give you some information about the available products now if you'd like?
- Yes (go to # 24)
  - No
  - Self-Help Materials (go to # 26) Referrals Only (go to # 25)
  - Self-Help Materials & Referrals (go to # 25)

23. I want to mention is that you should seriously consider using one of the available medications to help you quit when you're ready. Research has shown that use of one or more of these products can greatly increase your chances of quitting successfully. Also, included in the materials that you'll be receiving are discount coupons provided by the State of Florida for nicotine replacement products should you decide to use them. I can give you some information about the available products now if you'd like?

- Yes (go to # 24)  
 No (go to # 32)

24. Nicotine replacement products include nicotine gum, patches, nasal spray and the inhaler. These products significantly reduce withdrawal symptoms by supplying your body with low doses of nicotine. Because they address the physical cause of withdrawal symptoms, they have the advantage of reducing multiple withdrawal symptoms at the same time. Zyban is a prescription medication that has been shown to reduce withdrawal symptoms such as anxiety and irritability. When taken as prescribed, Zyban takes about 1 week to start working. It can be used alone or in combination with nicotine replacement products. However, if you consider using a combination of products we highly recommend you talk with your Doctor first.

- Self-Help Materials (go to # 26)       Referrals Only (go to # 25)  
 Self-Help Materials & Referrals (go to # 25)  
 No Help Wanted (go to # 32)

**(Look up referrals in CRD)**

25. Let me look up the community resource information you requested.

- Referrals only (go to # 32)  
 Self-Help Materials & Referrals (go to # 26)  
 Counseling and Referrals (go to # 27)

26. You've elected to receive self-help materials to help you defeat your dependence on tobacco. We have some a new self-help guide that we'll send you right away. It can help you quit for good by teaching you various skills.

There are 3 sections to the guide. The first section goes over things you should know about quitting and how to prepare for your quit date.

The second section shows you what you need to do to get through your first few days, especially the methods you can use to handle nicotine withdrawal symptoms. If you are strongly addicted to tobacco, this section also provides information on the available medications that you and your Doctor might want to consider.

The third section focuses on the situations that can cause you to relapse and how you can prepare yourself to handle them. This guide tells you almost everything you might need to know about how to stop your dependence on tobacco.

Do you have any questions?

**Order Quitline Only – Self-Help Materials (item # 1499.00 and FL coupons # 0001.00)**

Is there anything else I can do for you today? Thank you for calling your American Cancer Society. Good bye.

27. You've elected telephone counseling supplemented by our self-help guide to help you quit smoking. I will send the materials to you today. Also, included in the materials that you'll be receiving are discount coupons provided by the State of Florida for nicotine replacement products should you decide to use them.

If a counselor is available, would you like to have your 1st counseling session now? It takes about 15 minutes.

No (**go to # 29**)

Yes. Transfer to Counselor. If Counselor is unavailable (**go to # 28**)

**(Order Quitline Only – Counseling Materials (item # 1499.00 and FI coupons # 0001.00)**

28. I'm sorry, all of our counselors are currently busy. Let's set up a date and time that a counselor can call you back. Can you give me at least a 3 to 4 hour block of time on a specific day that you can be contacted?

Date \_\_\_\_\_ Block of Time \_\_\_\_\_ (**go to # 30**)

29. Let's set up a date and time that a counselor can call you back. Can you give me at least a 3 to 4 hour block of time on a specific day that you can be contacted?

Date \_\_\_\_\_ Block of Time \_\_\_\_\_ (**go to # 30**)

30. Okay [client's name], a counselor will call you on [day, date] at [time]. (**go to # 31**)

31. Is there anything else I can do for you today? Thank you for calling your American Cancer Society. Good bye.

32. Is there anything else I can do for you today?

Yes – (**Handle per standard NCIC procedures**)

No

Thank you for calling your American Cancer Society. Good bye.  
**(If appropriate order FI coupons # 0001.00)**



**Appendix D**  
**Three-Month Follow-up Evaluation**

**FLORIDA – 3 MONTH EVALUATION**

CONSENT PROTOCOL FOR FOLLOW-UP INTERVIEWS

Constituent ID

\_\_\_\_\_

Date of Evaluation / /2002

1. This is \_\_\_\_\_ calling from the Quitline evaluation research unit at the Florida Quit-for-Life Line.

May I speak with \_\_\_\_\_

If client is not there, when is a good time to call back? \_\_\_\_\_

Repeat introduction if appropriate.

We are studying the effects of the assistance you recently received from the Quitline project. This interview will take 5 to 10 minutes to complete. May I have your permission to continue?

If yes, continue below.

If no, thank the person for her or his time and ask what time is better.

Callback date and time \_\_\_\_\_

The purpose of the interview is to find out about your tobacco use and your efforts to stop smoking after your call to the Florida Quit-for-Life Line.

It is important that you know that your participation is entirely voluntary. You may decide not to take part or to quit the interview at any time without penalty.

There will be no risk or discomfort to you in providing responses to the questions asked in this interview; however, should you feel uncomfortable in providing a response to a specific question, you may skip that question.

**Your participation will benefit the Florida Quit-for-Life Line and other tobacco users by providing useful information on the effectiveness of the assistance that we've provided you.**

Your answers will be kept confidential. Your name will not be known to anyone nor will it be used in any reports or publications from this study.

Are you willing to participate in this interview?

If yes, say "Good, thank you." and continue on the next page.

**If no, thank the person for her or his time, probe for why not, and describe below.**

I'd like to ask you a few questions about your smoking status since you contacted the Florida Quit-for-Life Line.

1. During the past 3 months, have you stopped smoking [or using tobacco] for one day or longer?

\_\_\_\_ 1 Yes (go to 1a)

\_\_\_\_ 0 No (**go to 3 for smokers;  
go to 4 for spit  
tobacco users**)

- 1a. Have you used tobacco within the last 48 hours?

\_\_\_\_ 1 Yes (**go to 2**)

\_\_\_\_ 0 No (go to 1b)

- 1b. Have you used tobacco at all?

\_\_\_\_ 1 Yes (go to 1c)

\_\_\_\_ 0 No (**go to 2**)

- 1c. On about how many days did you use tobacco? \_\_\_\_ Days

- 1d. When was the last day you used tobacco? \_\_\_\_\_

2. About how many days did you go without using tobacco? \_\_\_\_\_ Days (go to 5)

**If spit tobacco user, go to #4.**

-----

3. On average how many cigarettes do you smoke per day? \_\_\_\_\_ Cigarettes

- 3a. Do you have a cigarette within the first 15 minutes after you wake up?

\_\_\_\_ 1 Yes (go to 5)

\_\_\_\_ 0 No (**go to 5**)

---

**[Spit tobacco users only]**

4. On average, about how many times do you dip (or chew) a day?"

\_\_\_\_ Number of times

4a. Do you dip or chew within the first 15 minutes after you wake up?

\_\_\_\_\_ 1 Yes (go to 6)  
\_\_\_\_\_ 0 No (go to 6)

-----  
5. During the past 3 months, about how many times have you tried to quit?

times

\_\_\_\_\_ Number of

6. Do you live with a smoker [or tobacco user]?

\_\_\_\_\_ 1 Yes (go to 7)  
\_\_\_\_\_ 0 No (go to 8)

**7. Has that person tried to quit tobacco with you?**

\_\_\_\_\_ 1 Yes  
\_\_\_\_\_ 0 No

8. Do you have any children under 18 living in your household?

\_\_\_\_\_ 1 Yes (go to 8a)  
\_\_\_\_\_ 0 No (go to 9)

8a. How many? \_\_\_\_\_

9. Which statement best describes the rules about smoking in your home?

1. Smoking is not allowed anywhere inside your home
2. Smoking is allowed in some areas or at some times
3. Smoking is allowed anywhere inside the home
4. There are no rules about smoking inside the home
5. I don't know
6. Refused to answer

**10. Did you get any discount coupons for nicotine replacement products from the Quitline?**

\_\_\_\_\_ 1 Yes (go to 10a)  
\_\_\_\_\_ 0 No (go to 11)

10a. Did you use those coupons?

\_\_\_\_\_ 1 Yes (go to 11)  
\_\_\_\_\_ 0 No (go to 11)

11. Did you take any medications to help you quit smoking?

- \_\_\_\_\_ 1 Yes (go to 11a)  
\_\_\_\_\_ 0 No (go to 12)

11a.(If yes) Which ones did you take?

- \_\_\_\_\_ 1. Nicotine gum  
\_\_\_\_\_ 2. Nicotine patch  
\_\_\_\_\_ 3. Nicotine inhaler  
\_\_\_\_\_ 4. Zyban  
\_\_\_\_\_ 5. Wellbutrin  
\_\_\_\_\_ 6. Other medication(s)  
List \_\_\_\_\_  
\_\_\_\_\_

11b. Did your health plan cover the medications (to help you quit smoking)?

- \_\_\_\_\_ 1 Yes (go to p.5, #1)  
\_\_\_\_\_ 0 No (go to p.5, #1)  
\_\_\_\_\_ 2 Don't know (go to p.5, #1)

12. Can you tell me why you didn't use a medication to help you quit? (Eval staff - select the phrase that most accurately describes the response. If none are appropriate, choose other and define)

- \_\_\_\_\_ 1. Cost  
\_\_\_\_\_ 2. Concern that nicotine-based medicines could harm them  
\_\_\_\_\_ 3. Difficulty of getting a prescription (for Zyban/inhaler)  
\_\_\_\_\_ 4. Used NRT in the past and didn't work  
\_\_\_\_\_ 5. Used Zyban in the past and didn't work  
\_\_\_\_\_ 6. Used both NRT and Zyban in past and didn't work  
\_\_\_\_\_ 7. Want to quit without medicine  
\_\_\_\_\_ 8. Don't think that medicines are effective/help much  
\_\_\_\_\_ 9. Other - define \_\_\_\_\_

12a. Does your health plan cover medications to help you quit smoking?

- \_\_\_\_\_ 1 Yes (go to p.5, #1)  
\_\_\_\_\_ 0 No (go to p.5, #1)  
\_\_\_\_\_ 2 Don't know (go to p.5, #1)

Now I'd like to ask you about your satisfaction with our services.

**1. If you were to have a relapse, would you use the Quitline again?**

- \_\_\_\_\_ 1 Yes  
\_\_\_\_\_ 0 No

**2. Would you recommend the Quitline to others who are trying to quit tobacco use?**

\_\_\_\_\_ 1 Yes  
\_\_\_\_\_ 0 No

Could you please rate the next question for me on a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent"

3. Please tell me how you would rate your overall experience with the Florida Quit-for-Life Line?  
\_\_\_\_\_ (If 1, 2, or 3 go to 4)  
**(If 4 or more go to 5)**

4. Can you tell me why you feel that way?

PROBE: Are there any other reasons?

5. On a scale from 1 to 10, where "1" represents "did not meet expectations," and "10" represents "exceeded expectations", overall, how would you say the information you received from the Florida Quit-for-Life Line met your needs?

6. Did you receive our materials in the mail? \_\_\_\_\_

\_\_\_\_\_ 1 Yes (go to 7)  
\_\_\_\_\_ 0 No (go to 8)  
\_\_\_\_\_ 2 Don't recall (go to 8)

7. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful do you feel the self-help materials were in your quit attempt?  
\_\_\_\_\_

8. Did the Florida Quit-for-Life Line refer you to any community resources (support groups, etc.)?

\_\_\_\_\_ 1 Yes (go to 9)  
\_\_\_\_\_ 0 No (**go to 10**)  
\_\_\_\_\_ 2 Don't recall (**go to**

**10)**

9. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful do you feel the community resources were in your quit attempt?  
\_\_\_\_\_

10. After you called the Florida Quit-for-Life Line were you set up to receive counseling?

\_\_\_\_\_ 1 Yes (go to 11)  
\_\_\_\_\_ 2 No (**go to 18**)  
\_\_\_\_\_ 3 Don't know (**go to**

**18)**

11. On a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent" please tell me how you would rate the overall quality of the service provided by the counselor you spoke with?

\_\_\_\_\_ (If 1, 2, or 3 go to 12)  
(If 4 or more go to 13)

12. Ok, is there anything in particular that you can tell us about why you feel that way?

PROBE: Are there any other reasons?

13. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful was your counselor in your quit attempt?

\_\_\_\_\_

14. On a scale of 1 - 10, where "1" represents "not at all satisfied" and "10" represents "extremely satisfied", please rate your satisfaction with the advice you received from your counselor.

\_\_\_\_\_

On a scale from 1 to 10, where "1" represents "did not meet expectations," and "10" represents "exceeded expectations", please rate your counselor(s) on the following attributes:

15. Their sincerity \_\_\_\_\_

16. Having a positive and helpful attitude \_\_\_\_\_

17. Having compassion for your situation \_\_\_\_\_ (go to 20)

18. On a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent" please tell me how you would rate the overall quality of the service provided by the person you spoke with?

\_\_\_\_\_ (If 1, 2, or 3 go to 19)  
(If 4 or more go to 20)

19. Ok is there anything in particular that you can tell us about why you feel that way?

PROBE: Are there any other reasons? (**go to 21**)

20. What parts of the telephone assistance or self-help materials were most useful to you?

21. How could this service be improved in the future?

This concludes the interview. You will be contacted again in about 3 months to see how you are doing. Please feel free to ask questions you may have about the interview or about your rights as a research subject. Do you have any questions now?

If other questions occur to you later, we have a number that you can call. Do you have a pen and paper? You may contact Dr. Alfred McAlister, the principal investigator at (713) 500-9676. And for concerns specifically about your rights as a research subject, you can call the Committee for the Protection of Human Subjects at (713) 500-5827. Thank you for your participation on behalf of your Florida Quit-for-Life Line.

**Appendix E**  
**Six-Month Follow-up Evaluation**

**FLORIDA – 6 MONTH EVALUATION**

CONSENT PROTOCOL FOR FOLLOW-UP INTERVIEWS

Constituent ID

\_\_\_\_\_

Date of Evaluation / /2004

1. This is \_\_\_\_\_ calling from the Quitline evaluation research unit at the Florida Quit-for-Life Line.

May I speak with \_\_\_\_\_

If client is not there, when is a good time to call back? \_\_\_\_\_

Repeat introduction if appropriate.

We are studying the effects of the assistance you recently received from the quitline project. This interview will take 5 to 10 minutes to complete. May I have your permission to continue?

If yes, continue below.

If no, thank the person for her or his time and ask what time is better.

Callback date and time \_\_\_\_\_

The purpose of the interview is to find out about your tobacco use and your efforts to stop smoking after your call to the American Cancer Society's Quitline.

It is important that you know that your participation is entirely voluntary. You may decide not to take part or to quit the interview at any time without penalty.

There will be no risk or discomfort to you in providing responses to the questions asked in this interview; however, should you feel uncomfortable in providing a response to a specific question, you may skip that question.

**Your participation will benefit the American Cancer Society and other tobacco users by providing useful information on the effectiveness of the assistance that we've provided you.**

Your answers will be kept confidential. Your name will not be known to anyone nor will it be used in any reports or publications from this study.

Are you willing to participate in this interview?

If yes, say "Good, thank you." and continue on the next page.

**If no, thank the person for her or his time, probe for why not, and describe below.**

I'd like to ask you a few questions about your smoking status since you contacted the Florida Quit-for-Life Line.

2. During the past 6 months, have you stopped smoking [or using tobacco] for one day or longer?

\_\_\_ 1 Yes (go to 1a)

\_\_\_ 0 No (go to 3 for smokers;  
go to 4 for spit tobacco users)

1a. Have you used tobacco within the last 48 hours?

\_\_\_ 1 Yes (go to 2)

\_\_\_ 0 No (go to 1b)

1b. Have you used tobacco at all?

\_\_\_ 1 Yes (go to 1c)

\_\_\_ 0 No (go to 2)

1c. On about how many days did you use tobacco? \_\_\_ Days

1d. When was the last day you used tobacco? \_\_\_\_\_

2. About how many days did you go without using tobacco? \_\_\_\_\_ Days (go to 5)

**If spit tobacco user, go to #4.**

---

3. On average how many cigarettes do you smoke per day? \_\_\_\_\_ Cigarettes

3a. Do you have a cigarette within the first 15 minutes after you wake up?

\_\_\_ 1 Yes (go to 5)

\_\_\_ 0 No (go to 5)

---

**[Spit tobacco users only]**

5. On average, about how many times do you dip (or chew) a day?"

\_\_\_ Number of times

4a. Do you dip or chew within the first 15 minutes after you wake up?

\_\_\_ 1 Yes (go to 6)

\_\_\_ 0 No (go to 6)

---

5. During the past 6 months, about how many times have you tried to quit?

\_\_\_ Number of times

6. Do you live with a smoker [or tobacco user]?

\_\_\_ 1 Yes (go to 7)

\_\_\_ 0 No (go to 8)

---

7. Has that person tried to quit tobacco with you?

\_\_\_\_ 1 Yes  
\_\_\_\_ 0 No

8. Do you have any children under 18 living in your household?

\_\_\_\_ 1 Yes (go to 8a)  
\_\_\_\_ 0 No (go to 9)

8a. How many? \_\_\_\_\_

9. Which statement best describes the rules about smoking in your home?

1. Smoking is not allowed anywhere inside your home
2. Smoking is allowed in some areas or at some times
3. Smoking is allowed anywhere inside the home
4. There are no rules about smoking inside the home
5. I don't know
6. Refused to answer

10. Did you get any discount coupons for nicotine replacement products from the Quitline?

\_\_\_\_ 1 Yes (go to 10a)  
\_\_\_\_ 0 No (go to 11)

10a. Did you use those coupons?

\_\_\_\_ 1 Yes (go to 11)  
\_\_\_\_ 0 No (go to 11)

11. Did you take any medications to help you quit smoking?

\_\_\_\_ 1 Yes (go to 11a)  
\_\_\_\_ 0 No (go to 12)

11a.(If yes) Which ones did you take?

- \_\_\_\_ 1. Nicotine gum  
\_\_\_\_ 2. Nicotine patch  
\_\_\_\_ 3. Nicotine inhaler  
\_\_\_\_ 4. Zyban  
\_\_\_\_ 5. Wellbutrin  
\_\_\_\_ 6. Other medication(s)  
List \_\_\_\_\_  
\_\_\_\_\_

11b. Did your health plan cover the medications (to help you quit smoking)?

\_\_\_\_ 1 Yes (go to p.5, #1)  
\_\_\_\_ 0 No (go to p.5, #1)  
\_\_\_\_ 2 Don't know (go to p.5, #1)

12. Can you tell me why you didn't use a medication to help you quit? (Eval staff - select the phrase that most accurately describes the response. If none are appropriate, choose other and define)

- 1. Cost
- 2. Concern that nicotine-based medicines could harm them
- 3. Difficulty of getting a prescription (for Zyban/inhaler)
- 4. Used NRT in the past and didn't work
- 5. Used Zyban in the past and didn't work
- 6. Used both NRT and Zyban in past and didn't work
- 7. Want to quit without medicine
- 8. Don't think that medicines are effective/help much
- 9. Other - define \_\_\_\_\_

12a. Does your health plan cover medications to help you quit smoking?

1 Yes (go to p.5, #1)

0 No (go to p.5, #1)

2 Don't know (go to p.5, #1)

Now I'd like to ask you about your satisfaction with our services.

1. If you were to have a relapse, would you use the Quitline again?

\_\_\_\_\_ 1 Yes  
\_\_\_\_\_ 0 No

2. Would you recommend the Quitline to others who are trying to quit tobacco use?

\_\_\_\_\_ 1 Yes (go to 22 <next question>)  
\_\_\_\_\_ 0 No (go to 22 <next question>)

22. Did the Florida Quit-for-Life Line give you a better understanding of the options and resources available?

(EVALUATOR: If client asks, "Options and Resources" refer to quitting smoking)

\_\_\_\_\_ 1 Yes (go to 3 <next question>)  
\_\_\_\_\_ 0 No (go to 3 <next question>)

Could you please rate the next question for me on a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent"

3. Please tell me how you would rate your overall experience with the Florida Quit-for-Life Line?

\_\_\_\_\_ (If 1, 2, or 3 go to 4)  
**(If 4 or more go to 5)**

4. Can you tell me why you feel that way?

PROBE: Are there any other reasons?

5. On a scale from 1 to 10, where "1" represents "did not meet expectations," and "10" represents "exceeded expectations", overall, how would you say the information you received from the Florida Quit-for-Life Line met your needs?

6. Did you receive our materials in the mail?

\_\_\_\_\_ 1 Yes (go to 7)  
\_\_\_\_\_ 0 No (go to 8)  
\_\_\_\_\_ 2 Don't recall (go to 8)

7. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful do you feel the self-help materials were in your quit attempt?

8. Did the Florida Quit-for-Life Line refer you to any community resources (support groups, etc.)?

\_\_\_\_\_ 1 Yes (go to 9)  
\_\_\_\_\_ 0 No (**go to 10**)  
\_\_\_\_\_ 2 Don't recall (**go to**

**10)**

9. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful do you feel the community resources were in your quit attempt? \_\_\_\_\_

10. After you called the Florida Quit-for-Life Line were you set up to receive counseling?

- \_\_\_\_\_ 1 Yes (go to 11)
- \_\_\_\_\_ 2 No (**go to 18**)
- \_\_\_\_\_ 3 Don't know (**go to 18**)

11. On a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent" please tell me how you would rate the overall quality of the service provided by the counselor you spoke with?

\_\_\_\_\_ (If 1, 2, or 3 go to 12)  
(If 4 or more go to 13)

12. Ok, is there anything in particular that you can tell us about why you feel that way?

PROBE: Are there any other reasons?

13. On a scale of 1 - 10, where "1" represents "not at all helpful" and "10" represents "extremely helpful", how helpful was your counselor in your quit attempt? \_\_\_\_\_

14. On a scale of 1 - 10, where "1" represents "not at all satisfied" and "10" represents "extremely satisfied", please rate your satisfaction with the advice you received from your counselor. \_\_\_\_\_

On a scale from 1 to 10, where "1" represents "did not meet expectations," and "10" represents "exceeded expectations", please rate your counselor(s) on the following attributes:

15. Their sincerity \_\_\_\_\_

16. Having a positive and helpful attitude \_\_\_\_\_

17. Having compassion for your situation \_\_\_\_\_ (**go to 20**)

18. On a scale from 1 to 10, where "1" represents "Poor," and "10" represents "Excellent" please tell me how you would rate the overall quality of the service provided by the person you spoke with?

\_\_\_\_\_ (If 1, 2, or 3 go to 19)  
(If 4 or more go to 20)

19. Ok is there anything in particular that you can tell us about why you feel that way?

PROBE: Are there any other reasons? (**go to 21**)

20. What parts of the telephone assistance or self-help materials were most useful to you?

21. How could this service be improved in the future?

This concludes the interview. You will be contacted again in about 6 months to see how you are doing. Please feel free to ask questions you may have about the interview or about your rights as a research subject. Do you have any questions now?

If other questions occur to you later, we have a number that you can call. Do you have a pen and paper? You may contact Dr. Alfred McAlister, the principal investigator at (713) 500-9676. And for concerns specifically about your rights as a research subject, you can call the Committee for the Protection of Human Subjects at (713) 500-5827. Thank you for your participation on behalf of your Florida Quit-for-Life Line.

**Appendix F**  
**Quitline Counseling Sessions**

**Counselor Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

**Client Name:** \_\_\_\_\_

**Con. ID:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Time Zone** \_\_\_\_\_

### SESSION 1

1. Hi this is \_\_\_\_\_, from your American Cancer Society; may I speak with \_\_\_\_\_?

\_\_\_ Yes (continue w/ session)

\_\_\_ No (reschedule) Date: \_\_\_\_\_ Time \_\_\_\_\_

\_\_\_ No Contact (enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

\_\_\_ 3 Attempts

2. Is it ok if I call you by your first name?

3. I'd like to give you a little information about how our counseling program works. As previously mentioned, your calls may be monitored for quality assistance but any information you provide will remain private and confidential. However, we are required by law to report any reference of harm to yourself or others. We'll be sending you our self-help booklets that will help you learn skills about how to quit smoking. We'll then have four more short sessions in addition to this one. Your next session will be right before your quit date and the others will be scheduled within the two weeks after you quit. Today, I'd like to ask you some questions so we can plan the best way for you to get ready to quit.

**(IF YES TO ANY Q's # 4 through 7, go to # 8)**

**(IF NO TO All Q's # 4 through 7, go to # 9)**

4. Do you normally smoke within 10 or 20 minutes after you wake up in the morning? \_\_\_\_\_

5. Do you usually smoke even when you are sick? \_\_\_\_\_

6. Do you feel withdrawal symptoms of any kind when you go without smoking? \_\_\_\_\_

7. Do you sometimes smoke more than 10 cigarettes per day? \_\_\_\_\_

8. Based on your answers, it seems you are most likely physically addicted to nicotine. Using the patch, nicotine gum or a prescription medication like Zyban could greatly increase your chances of quitting for good. You can read about these medications in the booklets we're sending you. But you should go ahead and consult your doctor or your pharmacist now to find out what might be best for you.

9. Based on your answers, you may not be seriously addicted to nicotine. However, you still might want to consider using one of the available medications to help you quit. The materials you'll be receiving

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have information about these products and you can also talk to your Dr. to determine which medication may work best for you.

10. Now let's talk about your reasons for quitting. Can you tell me about them?

---

*(please list)*

11. It sounds like you're really ready to quit. To keep your motivation up, I suggest you write those reasons down on a piece of paper and put them somewhere you will see them, like on your bathroom mirror or refrigerator. **(go to # 12)**

12. Now let's set a quit date for you. I think it's best to set it for about two weeks from now. That will give you plenty of time to receive the booklets and prepare a bit before you quit. We'll also set your 2<sup>nd</sup> and 3<sup>rd</sup> appointments. The 2<sup>nd</sup> one should occur about 2 days before your quit date and your 3<sup>rd</sup> appointment the day after your quit date. I'll be sending you a reminder postcard with these dates and times on it if that's all right? \_\_\_ Yes \_\_\_ No

Quit Date \_\_\_\_\_  
Session 2 Date \_\_\_\_\_ Time \_\_\_\_\_ Counselor \_\_\_\_\_  
Session 3 Date \_\_\_\_\_ Time \_\_\_\_\_ Counselor \_\_\_\_\_

**(if yes to addiction question otherwise go to # 14)**

13. I just want to remind you, if you decide to use one of the medications to help you quit, don't forget to talk to your doctor or pharmacist about which one may be right for you. If you are going to use Zyban you need to get a prescription and start taking it at least 7 days before you quit, OK?

14. When you get your booklets, read them carefully, especially booklets 1 and 2, to get ready for our next call. And don't forget to write or mark down a list of your reasons for quitting and put it where you can see it.

**1- 877-"Yes-Quit" (877-937-7848)**

15. Do you have our quit line number? Give us a call if you don't receive the self-help booklets within a week so we can make sure they're sent out to you right away. If you're not in at our scheduled time, our policy is to call you back within 10 minutes if possible. We'll then try to contact you again 2 more times. After the 3rd attempt, you would need to call us back to continue with the program. If you're not there when we call, do we have your permission to leave information about your counseling sessions on your machine or with anyone who answers?

\_\_\_ Yes \_\_\_ No

16. I'd like to ask you one last question. On a scale of 0 to 100 where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_

17. OK, I'll talk to you on the \_\_\_\_\_ at \_\_\_\_\_. Thank you Good-bye.

**SESSION 2**

**Date** \_\_\_\_\_

1. Hi this is \_\_\_\_\_, from your American Cancer Society; may I speak with \_\_\_\_\_?

\_\_\_ Yes (continue w/ session)

\_\_\_ No (reschedule) Date: \_\_\_\_\_ Time \_\_\_\_\_

\_\_\_ No Contact (enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

\_\_\_ 3 Attempts

2. Did you get the self-help booklets we sent you? **(If no, check address and arrange re-mailing but tell client you can go on now anyway).**

3. Are you ready to quit on \_\_\_\_\_? \_\_\_ Yes **(go to # 5)** \_\_\_ No **(go to # 4)**

4. All right, we can set the date again but we only like to do this once, OK? We'll have to reschedule this and your 3<sup>rd</sup> appointment too. **(Set date and arrange new appointments for sessions 2-and 3. if this happens again on second appointment urge client to: "Call back again when you're really ready")**

New QD

Session 2 Date \_\_\_\_\_ Time \_\_\_\_\_

Session 3 Date \_\_\_\_\_ Time \_\_\_\_\_

5. That's great! Did you talk to your doctor or pharmacist about a medication to help you quit?

\_\_\_ Yes**(go to # 6)** \_\_\_ No **(go to # 7)**

6. Have you decided to use one of them?

\_\_\_ Yes**(go to # 8)** \_\_\_ No **(go to # 9)**

7. Are you planning on using any of them?

\_\_\_ Yes**(go to # 8)** \_\_\_ No **(go to #9)**

8. Which one(s)?

\_\_\_ Nicotine gum \_\_\_ Nicotine patch \_\_\_ Nicotine inhaler \_\_\_ Nicotine Nasal Spray

\_\_\_ Zyban \_\_\_ Other medication (please list) \_\_\_\_\_ **(go to # 10)**

9. Well, many people have quit without these medications. We can always revisit the issue if withdrawal symptoms or cravings become real problem, OK? **(go to # 10)**

10. Here's something else we recommend: Find somebody who will agree to give you some support and encouragement during your quit attempt. We can encourage you over the phone, but it would be best for you to find someone you know to support you. Do you have any ideas? **(Praise any positive answers)**

11. Now I want to ask if you've thought about or started learning things to do instead of smoking to relax when you're stressed out, angry or depressed?

\_\_\_ Yes **(go to # 12)** \_\_\_ No **(go to # 13)**

12. Can you give me an example? **(if example given, praise and go to # 14, If no example given, go to # 13)**
13. It's going to be helpful for you to take a little time out to come up with a list of things that you can do instead of smoking while in some of these types of situations. For example, deep breathing is a nice technique where you take five seconds to slowly breathe in through your nose and five seconds to slowly breath out through your mouth. Doing it three or more times can help you relax. **(go to # 15)**
14. Good, the self-help booklets talk about how you can reduce stress with something as simple as taking a walk every day. They also list several other things you can do in different situations. It would be a good idea to read them carefully, OK? **(go to # 15)**
15. Now, I want to ask you this: What are the times or situations when the desire to smoke is the strongest? \_\_\_\_\_ **(go to # 17)**  
**If no good responses are given and go to # 16)**
16. Well, OK? \_\_\_\_\_ **(go to # 17)**
17. What do you think you can do instead of smoking? \_\_\_\_\_
18. Let's take a couple of minutes now and talk about something else. Negative thoughts can defeat you before you even get started. For example, sometimes a smoker who is about to quit starts telling him or herself "I can't do it, I've tried before and I just can't do it!" What would you tell yourself if you started thinking like that? **If no reasonable response, go to # 19 otherwise go to # 20)**
19. Well, how about trying something like this: " I'm more ready to quit now and this time I really think I can do it". Can you say that to yourself?
20. OK, I think you have an excellent chance of quitting for good this time. Just read the self-help booklets carefully and follow as many instructions as you can.
21. Your next appointment is set for [session 3 date/time]. Good luck and don't forget, if you haven't done it already, to make a list of your reasons for quitting and put it up somewhere you will see it every day. Above all, get rid of all your cigarettes just before you quit.
22. I'd like to ask you one last question. On a scale of 0 to 100 where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_
23. OK, I'll talk to you on the \_\_\_\_\_ at \_\_\_\_\_. Thank you Good-bye.

**SESSION 3**

**Date** \_\_\_\_\_

1. Hi this is \_\_\_\_\_, from your American Cancer Society; may I speak with \_\_\_\_\_?

\_\_\_ Yes (continue w/ session)

\_\_\_ No (reschedule) Date: \_\_\_\_\_ Time \_\_\_\_\_

\_\_\_ No Contact (enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

(enter in date \_\_\_\_\_)

\_\_\_ 3 Attempts

2. Your quit date was \_\_\_\_\_. How are you doing?

\_\_\_ No attempt made (**go to # 3**)

\_\_\_ Attempt made but not successful (**had a cig. w/in 6 hours of this call - go to # 6**)

\_\_\_ Successful Attempt, Not Currently Smoking (**go to # 9**)

3. It often takes more than one try before someone attempts to quit for good. Let's set a new quit date, Okay?

\_\_\_ Yes (**go to # 5**)

\_\_\_ No (**go to # 4**)

4. Please call us back when you're ready, we're here to help. (**close and exit**)

5. After we set your new quit date, let's go over the last session again so you can get better prepared.

**(Set new quit date and recycle to session 2.1)**

(Angela chged 3-5 to 5-7)

6. Many times it takes someone **5 to 7** serious attempts before they're able to quit for good. Do you want to set a new date and try again?

\_\_\_ Yes (**go to # 8**)

\_\_\_ No (**go to # 7**)

7. Please call us back when you're ready, we're here to help. (**Closing and exit**)

8. Let's go over the last session to help you get better prepared for your next quit attempt. (**Set new quit date and recycle to session 2.1**)

9. That's great! Let's go over some things to help you remain a non-smoker.

**(Ask Question # 10 only if "NO" was answered to # 6 in Session 2)**

**(Ask Question # 15 only if "YES" was answered to # 6 in Session 2)**

10. Did you go to a pharmacy or talk with your doctor for medications to help you quit?

\_\_\_ Yes (**go to # 11**)

\_\_\_ No (**go to # 12**)

11. Have you decided on one?

\_\_\_ Decided not to use any (**go to # 13**)

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Nicotine gum  Nicotine patch  Nicotine inhaler  Nicotine Nasal Spray  
 Zyban  Other medication (please list) \_\_\_\_\_  
**(go to # 14)**

12. Have you decided to use any?

No **(go to # 13)**  
 Nicotine gum  Nicotine patch  Nicotine inhaler  Nicotine Nasal Spray  
 Zyban  Other medication (please list) \_\_\_\_\_  
**(go to # 14)**

13. If you start having trouble with withdrawal symptoms, you might want to consider using one of them, Okay? **(go to # 16)**

14. Great, if you use them correctly, medications like this can double your odds of quitting. Make sure you follow the product instructions carefully. **(go to # 16 or # 17)**

15. How is *(medication indicated in Session 1 or 2)* working for you?  
**(go to # 16 or # 17)**

**(Ask question # 16 only if client indicated that they do NOT live with a smoker at Intake otherwise, go to # 17)**

**Condition on # 13, 14 and 15**

16. Here's something else important: If possible, it would be helpful to you if you could avoid being around other people who are smoking. The smell of cigarette smoke can make it hard to stay quit during the first week or two. Do you think you can do that? **(go to # 21)**

**Condition**

17. You mentioned earlier that you lived with a smoker, right?

Yes **(go to # 18)**  No **(go to # 19)**

18. Have you asked them not to smoke in the house and not give you any cigarettes even if you ask for one?

Yes **(go to # 19)**  No **(go to # 20)**

19. That's good. It might also be helpful if you could avoid being around other people who smoke for a week or two when you're trying to quit, Okay? **(go to # 21)**

20. You might want to consider doing that. It can really be helpful to not smell cigarette smoke while you're trying to quit. Even a week or two would be good so consider talking to him or her about it, Okay? **(go to # 21)**

21. Let's talk for a minute about stress. What can you do to handle stress without smoking?

**(if good example is given)** That's great! **(go to # 22)**

**(if no good example)** You probably need to work on learning ways to deal with stress without smoking. For example, the self-help booklets recommend deep breathing and getting more exercise. It could be really helpful to read through booklets 2 & 3 again, Okay? **(go to # 22)**

22. How about substitutes? Have you found other things you could do instead of smoking?

Yes (**go to # 23**)       No (**go to # 24**)

23. Can you give me a couple of examples?

24. It's going to be important for you to think about the times where you'll want to smoke the most and learn to do something else instead. It can be something as simple as chewing gum or using mints. The self-help booklets have ideas on this too.

25. Now let's talk about risky situations. When do you think you'll want to smoke the most and what do you think you can do to resist it?

**(if good example) Great (go to # 26)**

**(if no good example) It would be a good idea to work on this. Think of when you'll want to smoke the most and get ready for those situations. Booklets 2 and 3 have some suggestions. (go to # 26)**

26. Just remember, the key is to find other things to do besides smoking. As your sense of taste improves after quitting, you might enjoy food more and sometimes eating becomes one substitute for smoking. That's not necessarily bad, but some people have a concern about gaining weight when they quit smoking. Is this a concern for you?

No (**go to # 27**)

Yes – It's possible that you might gain a little weight but not everyone does. There are things you can do to help avoid it like eating low or no fat foods and things like carrot and celery sticks. But if you do gain a little weight, you can worry about losing it after you're successful in quitting. You'll probably feel better too so exercising might be easier. (**go to # 27**)

27. Do you have any questions before we end today?

28. I'd like to ask you one last question. On a scale of 0 to 100 where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_\_

29. Let's go ahead and set our next appointment for about 5 to 7 days from now. (set 4<sup>th</sup> counseling session date/time).

30. I'll talk to you on the \_\_\_\_\_ at \_\_\_\_\_. Thank you Good-bye.

SESSION 2.1

Date \_\_\_\_\_

(RECYCLING RELAPSES OR THOSE WHO DON'T QUIT ON FIRST QUIT DATE)

**Counselors: You must know the following before you begin the session:**

**1. Medication status: Yes/No?; If yes, what kind?**

**2. If client indicated they “live w/ a smoker”**

**(For clients who made an attempt but failed)**

1. Let's talk about the thing or things that got in your way from quitting this time. Was there something that happened in particular?

**(Allow client to describe relapse causes)**

**1A. (For those who made no attempt at all)** Let's talk about the thing or things that made you decide not to try and quit on the day you planned?

**(Allow client to describe relapse causes)**

2. What do you think you could have done differently to not give in to the urge to smoke? **(Praise any appropriate responses)**
3. OK, let's go over the basics again.

**Ask Q # 4 if client indicated that they were planning on getting a medication in Session 3**

**Ask Q # 5 if client indicated that they were using a medication in Session 3**

4. Did you get a medication to help you quit?  
\_\_\_ No – Well, you might want to rethink that since you had trouble quitting next time. Maybe you could re-read pages 8 and 9 in booklet 1 and ask you doctor or pharmacist what they think, but medications can really help you quit, OK? **(go to # 5)**  
\_\_\_ Yes - Great, that can really improve your odds of quitting permanently this time.  
**(go to # 6)**
5. How is the medication working for you? **(go to # 6)**
6. Did you find someone who will give you support and encouragement during your quit attempt?  
\_\_\_ Yes - That's great. In the self-help booklets, you can look at page 8 in book 2 for ideas on how to use this support to help you quit.

\_\_\_ No - It would probably be helpful to you if you had some type of social support while you're going through this process. Think about everyone you know and try and decide on someone you can talk to. Also, look on page 8 in booklet 2 for ideas on how to use this support to help you quit, OK?

**(If client indicated that they do NOT live with a smoker at intake go to # 7 otherwise, go to # 8)**

7. Here's something else important: If at all possible, it would be helpful to you if you could avoid being around other people who are smoking. The smell of cigarette smoke can really be tempting during the first week or two of quitting. Do you think you can do that? **(go to # 12)**

8. You mentioned earlier that you lived with a smoker, right?

\_\_\_ Yes **(go to # 9)** \_\_\_ No **(go to # 10)**

9. Have you been able to ask them not to smoke in the house and not to give you any cigarettes even if you ask for one?

\_\_\_ Yes **(go to # 9)** \_\_\_ No **(go to # 11)**

10. That's great. It might also be helpful if you could avoid being around other people who smoke for a week or two if that's at all possible, OK? **(go to # 12)**

11. Well, you might want to consider doing that. It can really be helpful to you to not smell cigarette smoke while you're going through this. Even a week or 2 would be helpful so consider talking to him or her about it, OK? **(go to # 13)**

12. Great. You might even consider avoiding being around others who smoke if that's at all possible. Even a week or two can help, OK? **(go to # 13)**

13. Let's talk a bit about things you can do instead of smoking if you are stressed out, angry or depressed. What can you do to relax? **(If no good response to request go to # 14)**

14. OK, you'll find this quitting process a little easier for you if you could learn about ways to relax and deal with stress or without smoking. We recommend a deep breathing technique and getting more exercise. The self-help booklets have a lot of information of this too, OK?

15. Tell me about things you can use as substitutes for smoking. **(Praise any reasonable responses, go to # 16)** \_\_\_\_\_

*(Please list response(s))*

**(If no good response)** In booklet 2 has lots of information about the things that people can do instead of smoking. Gum, lozenges, anything like that can help. **(go to # 16)**

16. OK, now you might start telling yourself "I can't do it, I've tried before and I just can't do it!" What will you tell yourself now if you start thinking like that?

**(If no reasonable response is given)** Well, this time it will be different, because you know more. You can use your past attempts to your advantage, does that make sense? **(go to # 17)**

17. Do you have any ideas about how you can keep from smoking again if you run into the same things that got in your way last time? **(go to # 18)**

**(If this is a recycle at session 5, go to # 21 otherwise go to # 18)**

18. OK, you're learning and I have a better feeling about your chances this time. Let's set your new quit-date for tomorrow or the next day and your next appointment a day or two after that. **(Set quit date and next appointment)**

19. Read through the self-help booklets again, especially book 2, Do you have any questions before we end today? I have one last question for you. On a scale of 0 to 100 where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time? \_\_\_\_

20. Good bye and I'll talk to you on \_\_\_\_\_. Thank you, good-bye. **(End session)**

21. OK, well this is your final session, how are you feeling about that? I think you're going to be fine. I know you can do this. Just remember everything we've talked about, how to generate substitutions for cigarettes in hard situations, being aware of your own thoughts and read through the booklets periodically, OK?

22. I just have a few questions for you before we end today, OK?

23. How do you feel about the assistance that we have provided?

24. What were some of the most useful things?

25. Was there anything you didn't find useful?

26. Was there anything that you didn't like?

27. Would you recommend this service to a friend who wants to stop smoking?

28. On a scale of 0-100, where 0 is no chance and 100 is absolutely, what do you think your chances are for being able to quit for good this time?

29. Do you have any final questions or concerns? Ok, it was really great talking with you. Good luck to you. Thank you, good-bye



**Appendix G**  
**Quitline Data Coding Sheet**

**Florida Quitline Variables Reported Monthly from the ACS Intake Survey**

**Coding Sheet For Quitline Variables, Descriptions and Values**

**ACS Intake Survey Questions for Florida Quitline**

<b>Number</b>	<b>Variable Name</b>	<b>Codes</b>
Generated	month Month and year of Call	Month and Year e.g., July 2005
Generated	yrmonth Numeric Month	Month Number
Generated	seqyear Year of Call	Year Number e.g., 2005
Generated	qlseqmo Sequential Month of Call Since December 2001	Number of Sequential Month e.g., 44 (July 2005)
1	qcidsid Caller ID Assigned by ACS	ID Number
2	contdate ACS Call Date	Date
3	gender Gender of Client	Female Male Missing Unspecified
4	dob Date of Birth of Client - No Longer Reported by Acs	Date
5	age Age of Client	Number
Generated	agegroup Agegroup of Client	Under 18 18-29 30-44 45-64 65 and Up Missing
6	edlevel Education Level of Client	Never attended school or only Kinder Grades 1-5 (some Grade School) Grades 6-8 (some Jr. High School) Grades 9-11 (some High School)

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Number	Variable Name	Codes
		High School Graduate or GED Some College or Technical School College Graduate Graduate School Refused to answer Missing
7	ethnic Ethnicity of Client	American Indian or Native American Asian Black Hispanic Missing Other Refused to answer White
8	ethothr Other Ethnicity of Client	American Indian or Native American Asian Black Hispanic Missing Other Refused to answer White
9	marital Marital Status of Client	Single Married Separated Divorced Widowed Refused to answer Missing
10	pregnant Currently Pregnant?	Pregnant Not Pregnant Missing
11	cigxday Number of Cigarettes Smoked per Day	Number
12	hhqline How Client Heard About the Quitline	ACS Office County Health Department Dentist Doctor
		Flyer from community event Flyer from school

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Number	Variable Name	Codes
		Flyer from work Friend Grocery Receipt Internet/Website Missing NCI - 800-Quit-Now Newspaper ad Newspaper story Nurse Other Other health care provider Pharmacist Radio Ad Radio News Story Relative Transferred from NCIC TV ad TV news story Wal-Mart Health Fair
Generated	howheard How Caller heard About the Quitline	Print Media Electronic Media Medical Professional Interpersonal Communications Other Missing
13	hhtype Type of Communication	Ads News Referrals Other Missing
14	hhqloth Other Source of Information About Quitline	Open Text Field
15	tv_ad Recall TV Ad?	Open Text Field
16	prevquit Previous Attempts to Quit	Number
17	quiti12 Whether Client has Quit in the Last 12 Months	Yes No Missing

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<b>Number</b>	<b>Variable Name</b>	<b>Codes</b>
18	quitstge Stage of Quitting	Action Contemplation Missing
19	smokdur How Long Client Has Smoked	Less than six months Six months to one year One to five years Six to ten years Greater than ten years Missing
20	whycall  Reason for Call	Personally Quitting Personally quitting – Smokeless Tobacco Family Members (including spouses)/Friend of Current Smoker Other (examples: Drs. office Teachers Community Orgs) Already Quit Missing
21	referral Did Client Get a Referral?	Yes No Missing
22	svcreq Service Requested by Client	Counseling Self-help materials Info Missing
23	tobuse Tobacco Use by Client	Cigarettes Cigars Smokeless Non-smoker Missing
24	empdoh Employee of Department of Health	Yes - Dept. Yes - County No Missing
25	numchild Number of Children in Household	Number
26	under18 Children Under 18 in Household	Yes No Missing

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Number	Variable Name	Codes
27	smkrules Smoking Rules in the Household	Smoking is not allowed anywhere inside your home Smoking is allowed in some areas or at some times Smoking is allowed anywhere inside the home There are no rules about smoking inside the home I don't know Refused to answer Missing
28	livwsmkr Do You Live With a Smoker?	Yes No Missing
29	quitwith Is Your Companion Willing to Quit With You?	Yes No Not Sure Missing
30	longquit How Long Has Client Been Quit?	24 hours or less 1 - 3 Days 4 - 7 Days 4 - 14 Days 8 - 14-days Greater than 2 weeks Missing
31	inbound Source of Call	ACS Inbound Call Fax Referral Missing
32	county Florida County of Caller	1: Alachua 2: Baker 3: Bay 4: Bradford 5: Brevard 6: Broward 7: Calhoun 8: Charlotte 9: Citrus 10: Clay 11: Collier 12: Columbia

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Number	Variable Name	Codes
		13: Dade
		14: Desoto
		15: Dixie
		16: Duval
		17: Escambia
		18: Flagler
		19: Franklin
		20: Gadsden
		21: Gilchrist
		22: Glades
		23: Gulf
		24: Hamilton
		25: Hardee
		26: Hendry
		27: Hernando
		28: Highlands
		29: Hillsborough
		30: Holmes
		31: Indian River
		32: Jackson
		33: Jefferson
		34: Lafayette
		35: Lake
		36: Lee
		37: Leon
		38: Levy
		39: Liberty
		40: Madison
		41: Manatee
		42: Marion
		43: Martin
		44: Monroe
		45: Nassau
		46: Okaloosa
		47: Okeechobee
		48: Orange
		49: Osceola
		50: Palm Beach
		51: Pasco
		52: Pinellas
		53: Polk
		54: Putnam
		55: Santa Rosa
		56: Sarasota
		57: Seminole
		58: St. Johns

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Number	Variable Name	Codes
		59: St. Lucie 60: Sumter 61: Suwannee 62: Taylor 63: Union 64: Volusia 65: Wakulla 66: Walton 67: Washington
Generated	region Florida DOH Region of Call	Panhandle (Region 1) Northeast (Region 2) North Central (Region 3) Tampa Bay (Region 4) South Central (Region 5) Dade/Monroe (Region 7) Palm Beach/Broward (Region 6)
33	zip Zip Code of Caller	Zip code
34	st State	Florida

**Appendix H**

**Data Tables to Accompany Quitline Evaluation Figures**

Table for Figure 4. Calls to the Florida Quitline by Month, 2001-2005

**Completed Versus Not Completed Calls to the Florida Quitline  
December 2001-May 2005**

Month of Calls	Completed Calls to the Florida Quitline	Percent	Did Not Complete Intake Survey	Percent	Total
December 2001	107	93.9%	7	6.1%	114
January 2002	218	89.0%	27	11.0%	245
February 2002	336	96.8%	11	3.2%	347
March 2002	160	97.0%	5	3.0%	165
April 2002	134	96.4%	5	3.6%	139
May 2002	174	96.7%	6	3.3%	180
June 2002	315	89.5%	37	10.5%	352
July 2002	404	90.6%	42	9.4%	446
August 2002	352	91.0%	35	9.0%	387
September 2002	281	100.0%	0	0.0%	281
October 2002	537	100.0%	0	0.0%	537
November 2002	347	100.0%	0	0.0%	347
December 2002	136	100.0%	0	0.0%	136
January 2003	174	100.0%	0	0.0%	174
February 2003	146	100.0%	0	0.0%	146
March 2003	136	97.1%	4	2.9%	140
April 2003	137	95.8%	6	4.2%	143
May 2003	144	96.0%	6	4.0%	150
June 2003	374	97.4%	10	2.6%	384
July 2003	187	98.4%	3	1.6%	190
August 2003	155	93.9%	10	6.1%	165
September 2003	155	97.5%	4	2.5%	159
October 2003	147	100.0%	0	0.0%	147

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<b>Month of Calls</b>	<b>Completed Calls to the Florida Quitline</b>	<b>Percent</b>	<b>Did Not Complete Intake Survey</b>	<b>Percent</b>	<b>Total</b>
November 2003	303	100.0%	0	0.0%	303
December 2003	118	100.0%	0	0.0%	118
January 2004	153	100.0%	0	0.0%	153
February 2004	194	100.0%	0	0.0%	194
March 2004	174	100.0%	0	0.0%	174
April 2004	161	100.0%	0	0.0%	161
May 2004	141	100.0%	0	0.0%	141
June 2004	128	100.0%	0	0.0%	128
July 2004	276	100.0%	0	0.0%	276
August 2004	209	100.0%	0	0.0%	209
September 2004	132	100.0%	0	0.0%	132
October 2004	309	100.0%	0	0.0%	309
November 2004	300	100.0%	0	0.0%	300
December 2004	180	100.0%	0	0.0%	180
January 2005	247	100.0%	0	0.0%	247
February 2005	283	100.0%	0	0.0%	283
March 2005	334	100.0%	0	0.0%	334
April 2005	261	100.0%	0	0.0%	261
May 2005	496	100.0%	0	0.0%	496
<b>Total</b>	<b>9,655</b>	<b>97.8%</b>	<b>218</b>	<b>2.2%</b>	<b>9,873</b>
<b>Average</b>	<b>230</b>	<b>97.0%</b>	<b>5</b>	<b>3.0%</b>	<b>235</b>

Table for Figure 5. Calls to the Florida Quitline from Smokers and Non-Smokers by Month and Percent Quitting Smoking, 2003-2004

**Calls to the Florida Quitline from Smokers and Non-Smokers by Month,  
July 2004 to May 2005**

<b>Month of Call</b>	<b>Personally Quitting Smoking (Smokers)</b>	<b>Percent Personally Quitting Smoking</b>	<b>All Other Reasons (Non-Smokers)</b>	<b>Percent Calling for All Other Reasons</b>	<b>Total</b>
July 2004	194	70.3%	82	29.7%	276
August 2004	119	56.9%	90	43.1%	209
September 2004	77	58.3%	55	41.7%	132
October 2004	187	60.5%	122	39.5%	309
November 2004	170	56.7%	130	43.3%	300
December 2004	105	58.3%	75	41.7%	180
January 2005	149	60.3%	98	39.7%	247
February 2005	157	55.5%	126	44.5%	283
March 2005	221	66.2%	113	33.8%	334
April 2005	163	62.5%	98	37.5%	261
May 2005	398	80.2%	98	19.8%	496
<b>Total</b>	<b>1,940</b>	<b>64.1%</b>	<b>1,087</b>	<b>35.9%</b>	<b>3,027</b>
<b>Average</b>	<b>176.4</b>	<b>64.1%</b>	<b>98.8</b>	<b>35.9%</b>	<b>275.2</b>

Table for Figure 6. Calls to the Florida Quitline by Percent of Smoking Population and by Region of Florida

**All Calls to the Florida Quitline by Region of Florida with Smoking Prevalence  
by Region  
July 2004 to May 2005**

Region	Calls to the Quitline to Quit Smoking	Calls to the Quitline for All Other Reasons	Population Estimates Based on 2000 Census	Smoking Prevalence Rate Based on 2002 BRFSS	Smoking Population Estimate	Percent of Calls from Smokers, Based on Smoking Population
Panhandle	297	157	2,128,312	23.65%	503,345	0.059%
Northeast	167	82	1,428,088	22.38%	319,677	0.052%
North Central	355	195	2,782,053	23.90%	664,921	0.053%
Tampa Bay	441	237	2,529,213	23.73%	600,257	0.073%
South Central	187	124	2,027,581	23.84%	483,373	0.039%
Palm Beach/ Broward	253	180	2,754,209	19.54%	538,261	0.047%
Dade/Monroe	237	111	2,333,368	19.23%	448,594	0.053%
<b>Total</b>	<b>1,937</b>	<b>1,086</b>	<b>15,982,824</b>	<b>22.26%</b>	<b>3,558,428</b>	<b>0.054%</b>

Table for Figure 7. Gender of Caller by Region of Call by Percentage of Smokers

**Comparison of Smokers by Gender of Callers and by Region of Call,  
July 2004 to May 2005**

<b>Florida DOH Region of Call</b>	<b>Female Callers</b>	<b>% Female</b>	<b>Male Callers</b>	<b>%Male</b>	<b>Missing</b>	<b>Total</b>	<b>% Callers by Region</b>
Panhandle	221	48.7%	151	33.3%	82	454	15.0%
Northeast	143	57.4%	68	27.3%	38	249	8.2%
North Central	282	51.3%	166	30.2%	102	550	18.2%
Tampa Bay	381	56.2%	173	25.5%	124	678	22.4%
South Central	165	53.1%	74	23.8%	72	311	10.3%
Palm Beach/ Broward	231	53.3%	120	27.7%	82	433	14.3%
Dade/Monroe	161	46.3%	142	40.8%	45	348	11.5%
Missing	2	50.0%	1	25.0%	1	4	0.1%
<b>Total</b>	<b>1,586</b>	<b>52.4%</b>	<b>895</b>	<b>29.6%</b>	<b>546</b>	<b>3,027</b>	<b>100.0%</b>
<b>Average</b>	<b>52.4%</b>		<b>29.6%</b>		<b>18.0%</b>	<b>100.0%</b>	

<b>Florida DOH Region of Call</b>	<b>Female Smokers</b>	<b>% Female Smokers</b>	<b>Male Smokers</b>	<b>% Male Smokers</b>	<b>Missing</b>	<b>Total Smokers</b>	<b>% Smokers by Region</b>
Panhandle	173	58.2%	124	41.8%	0	297	15.3%
Northeast	108	64.7%	59	19.9%	0	167	8.6%
North Central	209	58.9%	146	49.2%	0	355	18.3%
Tampa Bay	292	66.2%	149	50.2%	0	441	22.7%
South Central	126	67.4%	61	20.5%	0	187	9.6%
Palm Beach/ Broward	152	60.1%	100	33.7%	0	252	13.0%
Dade/Monroe	109	46.0%	128	43.1%	0	237	12.2%
Missing	2	66.7%	1	0.3%	0	3	0.2%
<b>Total</b>	<b>1,171</b>	<b>60.4%</b>	<b>768</b>	<b>39.6%</b>	<b>0</b>	<b>1,939</b>	<b>100.0%</b>
<b>Average</b>	<b>60.4%</b>		<b>39.6%</b>		<b>0%</b>	<b>25.4%</b>	

Table for Figure 8. Comparison of Gender and Age of Quitline Clients by Smokers versus Non-Smokers, July 2004 to May 2005

**Comparison of Gender and Age of Quitline Clients  
by Smokers versus Non-Smokers, July 2004 to May 2005**

Agegroup	Female	Percent Female	Male	Percent Male	Unknown Gender	Percent Unknown	Total
<b>Smokers</b>							
Under 18	14	70.0%	6	30.0%		0.0%	20
18-29	193	57.8%	141	42.2%		0.0%	334
30-44	350	56.7%	267	43.3%		0.0%	617
45-64	487	62.8%	288	37.2%		0.0%	775
65 and Up	120	65.9%	62	34.1%		0.0%	182
Missing	7	58.3%	4	33.3%	1	8.3%	12
Subtotal	1,171	60.4%	768	39.6%	1	0.1%	1,940
<b>Non-Smokers</b>							
Under 18	4	66.7%	2	33.3%		0.0%	6
18-29	56	73.7%	20	26.3%		0.0%	76
30-44	112	77.8%	32	22.2%		0.0%	144
45-64	164	77.4%	48	22.6%		0.0%	212
65 and Up	55	71.4%	22	28.6%		0.0%	77
Missing	24	4.2%	3	0.5%	545	95.3%	572
Subtotal	415	38.2%	127	11.7%	545	50.1%	1,087
<b>Total</b>	<b>1,586</b>	<b>52.4%</b>	<b>895</b>	<b>29.6%</b>	<b>546</b>	<b>18.0%</b>	<b>3,027</b>

Table for Figure 9. Number of Cigarettes Smoked per Day by Gender and Age Group

**Average Number of Cigarettes Smoked per Day by Callers to the Florida Quitline, by Age Group and Gender, July 2004 to May 2005**

<b>Age Group Based on Reported Age</b>	<b>Women Smokers</b>	<b>Men Smokers</b>	<b>Total</b>	<b>Average Number of Cigarettes per Day for Women</b>	<b>Average Number of Cigarettes per Day for Men</b>	<b>Average Cigs for Age Group</b>
Under 18	13	6	19	11.3	19.7	15.5
18-29	191	138	329	14.7	18.1	16.4
30-44	343	264	607	20.0	22.1	21.1
45-64	471	277	748	21.4	24.0	22.7
65 and Up	111	61	172	20.0	19.6	19.8
<b>Total</b>	<b>1,129</b>	<b>746</b>	<b>1,875</b>	<b>17.5</b>	<b>20.7</b>	<b>19.1</b>

Table for Figure 10. Average Number of Times Men and Women Calling the Quitline Have Tried to Quit Smoking, by Age Group

**Average Number of Times Men and Women Calling the Quitline Have Tried to Quit Smoking, by Age, July 2004 to May 2005**

<b>Age Group</b>	<b>Women - Previous Quit Attempts</b>	<b>Women - Average Attempts to Quit</b>	<b>Men - Previous Quit Attempts</b>	<b>Men - Average Attempts to Quit</b>	<b>Total Attempts to Quit</b>	<b>Percent of Total in Age Group</b>	<b>Total in Age Group</b>
Under 18	8	4.8	6	5.8	14	53.8%	26
18-29	138	5.5	132	14.4	270	65.9%	410
30-44	317	10.0	262	11.9	579	76.1%	761
45-64	464	16.8	270	21.9	734	74.4%	987
65 and Up	106	11.4	58	11.4	164	63.3%	259
Missing	5	3.0	3	18.7	1	0.2%	584
<b>Total of Gender</b>	<b>1,038</b>	<b>8.6</b>	<b>731</b>	<b>14.0</b>	<b>1,762</b>	<b>58.2%</b>	<b>3,027</b>
<b>% Gender</b>	<b>34.3%</b>		<b>24.1%</b>				

Table for Figure 11. Request for Services by Age and Percentage of Men and Women

**Request for Services by Age and Percentage of Men and Women, July 2004 to May 2005**

Age Group	Counseling		Information		Self-Help		Missing	Total		
	Women	Men	Women	Men	Women	Men		Women	Men	Total
Under 18	7	4	4	2	7	2	0	18	8	26
18-29	146	71	41	16	57	71	8	249	161	410
30-44	264	172	87	22	105	100	11	462	299	761
45-64	364	183	142	38	129	105	26	651	336	987
65 and Up	68	25	61	25	40	30	10	175	84	259
Missing	5	2	24	3	2	3	545	31	7	38
<b>Total</b>	<b>854</b>	<b>457</b>	<b>359</b>	<b>106</b>	<b>340</b>	<b>311</b>	<b>600</b>	<b>1,586</b>	<b>895</b>	<b>3,027</b>

Table for Figure 12. Race/Ethnicity of Callers to the Florida Quitline

**Race/Ethnic Background of Callers to the Florida Quitline  
July 2004 to May 2005**

<b>Race/Ethnic Background</b>	<b>Number of Callers</b>	<b>Percent</b>
White	1,367	45.2%
Black	151	5.0%
Hispanic	372	12.3%
Asian	5	0.2%
Native American	25	0.8%
Other	105	3.5%
No Answer	1,002	33.1%
<b>Total</b>	<b>3,027</b>	<b>100.0%</b>

Table for Figure13. Education Level of Callers to the Florida Quitline by Gender

**Comparison of Education Level with Gender of Callers to the Florida Quitline, July 2004 to May 2005**

<b>Education Level</b>	<b>Female</b>	<b>Percent of Female Callers</b>	<b>Male</b>	<b>Percent of Male Callers</b>	<b>Unknown or Missing</b>	<b>Total</b>
Grades 1-7 (some Grade School)	6	0.4%	9	1.0%	0	15
Grades 6-8 (some Jr. High School)	33	2.1%	26	2.9%	0	59
Grades 9-11 (some High School)	167	10.5%	94	10.5%	0	261
High School Graduate or GED	361	22.8%	236	26.4%	0	597
Some College or Technical School	418	26.4%	258	28.8%	1	677
College Graduate	199	12.5%	142	15.9%	0	341
Graduate School	52	3.3%	38	4.2%	0	90
Missing	350	22.1%	92	10.3%	545	987
<b>Total</b>	<b>1,586</b>	<b>52.4%</b>	<b>895</b>	<b>29.6%</b>	<b>546</b>	<b>3,027</b>

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Table for Figure 14. How Callers Heard About the Quitline Telephone Number by Percentage of Callers and by Region in Florida

Region of Call	Electronic Media	Print Media	Medical Profess'l	Inter-personal Comms	Other	Missing	Total	% of Calls
Dade/Monroe	131	18	102	21	179	3	454	15.0%
North Central	44	15	69	17	103	1	249	8.2%
Northeast	161	18	110	41	214	6	550	18.2%
Palm Beach/ Broward	110	45	187	45	283	8	678	22.4%
Panhandle	56	12	90	17	132	4	311	10.3%
South Central	137	15	60	32	186	3	433	14.3%
Tampa Bay	148	16	45	27	112		348	11.5%
Missing	2		1		1		4	0.1%
Total	789	139	664	200	1,210	25	3,027	100.0%
Percentage	26.1%	4.6%	21.9%	6.6%	40.0%	0.8%	100.0%	

Table for Figure 16. Average Days Without Smoking, Cigarettes Smoked per Day and Quit Attempts at 3- and 6-Month Follow-up Evaluations

**Average Days Without Smoking, Cigarettes Smoked per Day and Quit Attempts at 3- and 6-Month Follow-up Evaluations, December 2001 to April 2004**

Tobacco Usage	Three Month Follow-up Evaluation			Six Month Follow-up Evaluation		
	N	3 Month Average	Std. Deviation	N	6 Month Average	Std. Deviation
About how many days did you go without using tobacco?	1,346	40.4	50.3	1,033	61.1	79.9
On average how many cigarettes do you smoke per day?	818	21.7	11.8	576	21.6	13.5
During the past 3 months, about how many times have you tried to quit?	2,054	5.0	16.0	1,545	6.2	24.5

Table for Figure 17. Comparison of Medications Taken to Quit Smoking for Three-Month and Six-Month Follow-up Evaluations

**Comparison of Medications Taken to Quit Smoking for Three-Month and Six-Month Follow-up Evaluations**

<b>Medication</b>	<b>Three Month Follow-up Evaluation</b>		<b>Six Month Follow-up Evaluation</b>	
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>
Nicotine Patch	463	21.0%	372	22.8%
Wellbutrin	236	10.7%	204	12.5%
Nicotine Gum	150	6.8%	137	8.4%
Zyban	119	5.4%	107	6.5%
Other	100	4.5%	96	5.9%
Nicotine Inhaler	67	3.0%	64	3.9%
Missing	1,065	48.4%	655	40.1%
<b>Total</b>	<b>2,200</b>	<b>100.0%</b>	<b>1,635</b>	<b>100.0%</b>

Table for Figure 18. Number and Percentage of Quitline Clients Receiving Quitline Services

	<b>Three Month Follow-up Evaluation</b>		<b>Six Month Follow-up Evaluation</b>	
	<b>Yes at Three Months</b>	<b>% Yes at Three Months</b>	<b>Yes at Six Months</b>	<b>% Yes at Six Months</b>
After calling the Florida Quitline, was set up to receive counseling	1,176	53.5%	889	54.4%
Received materials in the mail	1,779	80.9%	1,323	80.9%
Florida Quitline refered client to community resources (support groups, etc)	721	32.8%	508	31.1%

Table for Figure 19. Number and Percentage of Quitline Clients Receiving Quitline Services

		<b>Three Month Follow-up Evaluation</b>					
		<b>No</b>	<b>%</b>	<b>Yes</b>	<b>%</b>	<b>Total</b>	<b>%</b>
After you called the Florida Quit-for-Life Line were you set up to receive counseling?	Yes, Received Counseling	239	62.4%	937	51.6%	1,176	53.5%
	No, Did Not Receive Counseling	119	31.1%	694	38.2%	813	37.0%
	Don't Know	8		74		82	
	Missing	17	4.4%	112	6.2%	129	5.9%
	<b>Total</b>	<b>383</b>	<b>100%</b>	<b>1,817</b>	<b>100%</b>	<b>2,200</b>	<b>100%</b>
		<b>Six Month Follow-up Evaluation</b>					
		<b>No</b>	<b>%</b>	<b>Yes</b>	<b>%</b>	<b>Total</b>	<b>%</b>
After you called the Florida Quit-for-Life Line were you set up to receive counseling?	Yes, Received Counseling	178	59.9%	711	53.1%	889	54.4%
	No, Did Not Receive Counseling	89	30.0%	501	37.4%	590	36.1%
	Don't Know	14		53		67	
	Missing	16	5.4%	73	5.5%	89	5.4%
	<b>Total</b>	<b>297</b>	<b>100%</b>	<b>1338</b>	<b>100%</b>	<b>1635</b>	<b>100%</b>

Table for Figure 20. Satisfaction Ratings of Quitline Services At Three and Six Months After Calling the Florida Quitline

<b>Satisfaction Ratings of Quitline Services At Three and Six Months After Calling the Florida Quitline</b>				
<b>Satisfaction Ratings</b>				
<b>Satisfaction Rating on a 10-Point Scale</b>	<b>Three Month Sample</b>	<b>Satisfaction Rating at Three Month Follow-up Evaluation</b>	<b>Six Month Sample</b>	<b>Satisfaction Rating at Six Month Follow-up Evaluation</b>
Overall experience with the Florida Quit-for-Life Line?	1,943	7.7	1,491	7.6
Did the information you received from the Florida Quit-for-Life Line met your needs?	1,854	8.1	1,423	8.0
How helpful do you feel the self-help materials were in your quit attempt?	1,612	7.6	1,230	7.6
How helpful do you feel the community resources were in your quit attempt?	174	6.7	151	6.0
How you would rate the overall quality of the service provided by the counselor you spoke with?	906	8.7	706	8.7
How helpful was your counselor in your quit attempt?	846	8.3	681	8.2
Satisfaction with the advice you received from your counselor.	857	8.8	689	8.5
Satisfaction with the sincerity of from your counselor.	869	9.2	695	9.1
Satisfaction with the positive and helpful attitude of your counselor.	872	9.4	695	9.2
Satisfaction with your counselor having compassion for your situation	864	9.2	685	9.0
Overall quality of the service provided by the person you spoke with?	963	8.5	706	8.3