



July 14, 2011

Coffee break call

Speaker: Dr. Phil Gardiner, TRDRP

Topic: Utilization of Quitlines by African American Smokers

Question and Answers:

Q: Do you have outcome data?

A: Yes, although it is unpublished data at this point. The data indicate that African Americans benefit equally compared to other groups.

Q: Do you have any information on how the media was broken up into specific types?

A: The California media campaign was conducted mainly through television. Even I see the ads, and I don't watch a lot of television. If the question is whether we are able to differentiate the impact of radio vs. television, it is hard to say anything about differential impact of different type. The impact was proportional to the amount of media in a given type, mostly from TV and radio.

Q: Did you have media that specifically targeted African Americans, or did you focus on targeting general messages at "black" radio stations?

A: Both types have played out over the course of the campaigns.

Q: Phil had a question about menthol – do quitlines collect data on menthol use? It would be to our benefit to know about who is calling in, who is smoking menthol, etc.

Response: The MDS contains a standard optional question on whether the cigarettes a caller uses regularly are menthol cigarettes. This would be a good start to answering Phil's question. If quitlines currently use the menthol question, and are interested in sharing information, please contact Phil or Jessie.

Q: Do you have information on the demographic breakdown of callers?

A: Send an email to Phil Gardiner or Shu-Hong Zhu re: demographic breakdowns and we'll send data to you.