

Greater Quitline Utilization by African Americans in California: Why? What's Next?

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Quitline Utilization Rates of African-American and White Smokers: The California Experience

- **Shu-Hong Zhu, PhD**
- **Phillip Gardiner, PhD**
- **Sharon Cummins, PhD**
- **Christopher Anderson, BA**
- **Shiushing Wong, PhD**
- **David Cowling, PhD**
- **Anthony Gamst, PhD**
- **Zhu, et al. (2011) *Am.J.Health Promot.* 25 (S5), S51-S58.**

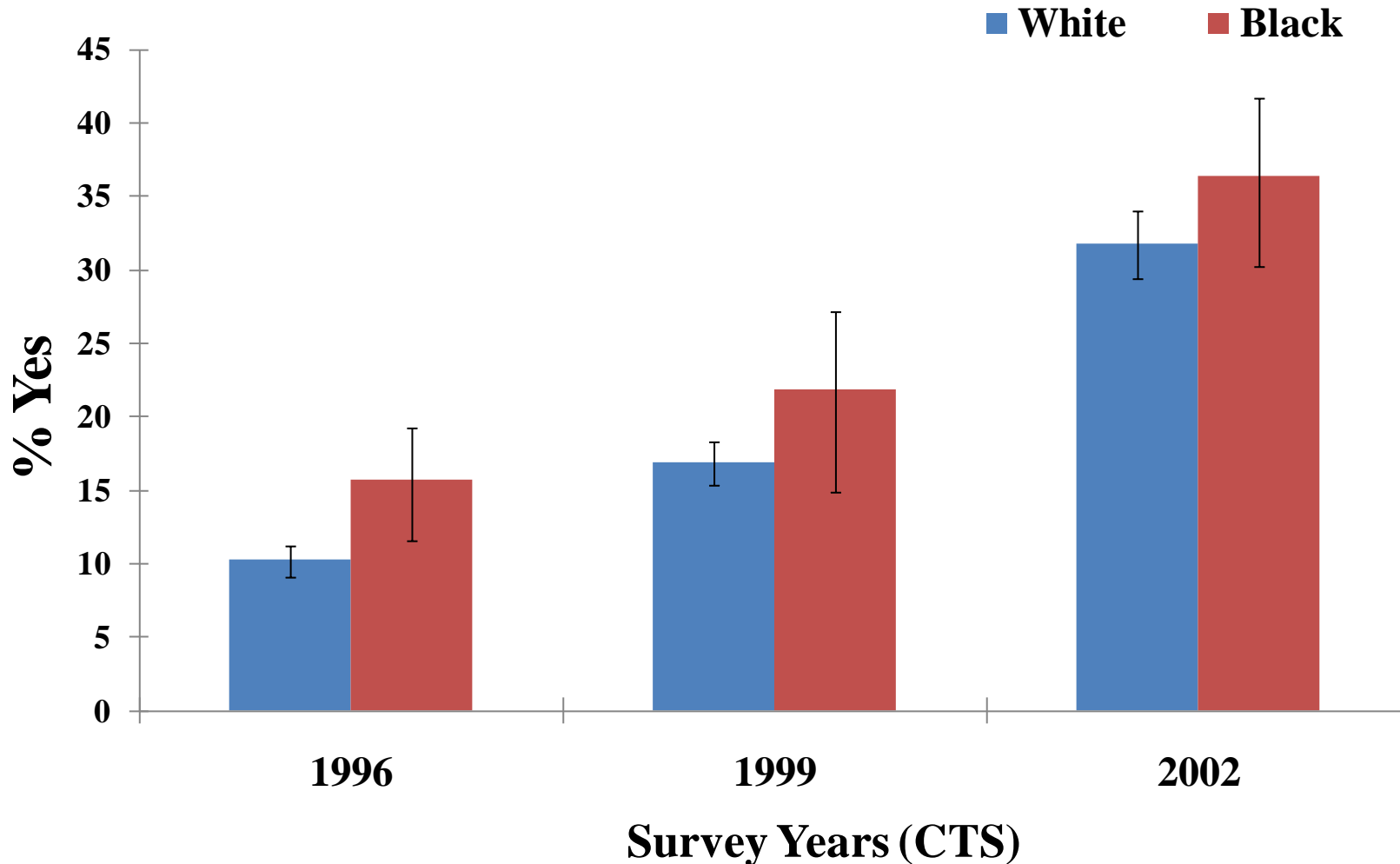
California Smokers' Helpline

- **The Helpline provides service in 6 languages**
 - **English, Spanish, Chinese (Mandarin/Cantonese), Korean, and Vietnamese.**
- **It has served > 500,000 tobacco users since its inception in 1992**
- **Our analysis includes 18 years of data (1992-2008)**

Where Do Smokers Hear about the Quitline?

- **Media campaign**
- **Healthcare providers**
- **Friends and families**
- **California Tobacco Control Organizations**
 - **Local Lead Agencies, CTCP, TRDRP, CDE, ANR**
 - **County health dept.**
 - **Volunteer org. (ACS, ALA, et al.)**
 - **Community-based organizations**

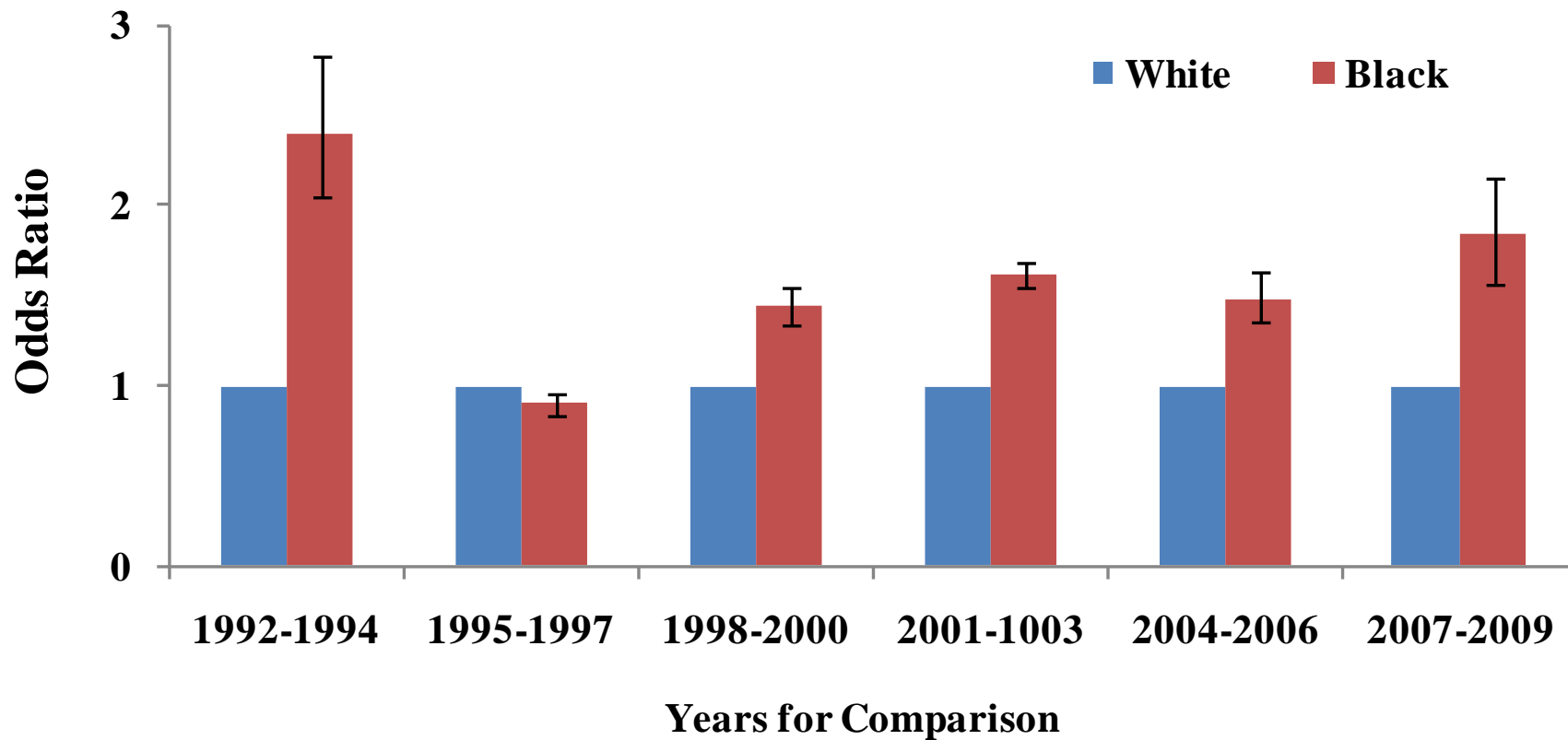
Percent of Smokers Having Heard of the State Quitline



Annual Call Rate to the California Quitline

	Averaged annual calls to quitline	Estimated number of smokers	% calling quitline per year
	<u>08/92-12/94</u>	<u>CTS 1993</u>	<u>Rate</u>
White	5,468	2,872,450	0.19
Black	1,304	285,735	0.46*
	<u>01/95-12/97</u>	<u>CTS 1996</u>	
White	8,354	2,514,488	0.33
Black	1,058	353,107	0.30*
	<u>01/98-12/00</u>	<u>CTS 1999</u>	
White	16,684	2,523,147	0.66
Black	2,848	299,763	0.95*
	<u>01/01-12/03</u>	<u>CTS 2002</u>	
White	26,666	2,041,890	1.31
Black	5,625	268,639	2.09*
	<u>01/04-12/06</u>	<u>CTS 2005</u>	
White	19,572	1,861,758	1.05
Black	5,190	334,990	1.55*
	<u>01/07-12/09</u>	<u>CTS 2009</u>	
White	17,927	1,650,486	1.05
Black	4,582	240,268	1.91*

Relative Odds of Calling a Quitline: (Black vs. White)



Where Did Smokers Hear about the Quitline?

	<u>Media</u>	<u>HC Providers</u>	<u>Friends/Family</u>	<u>Others</u>
<u>1992-1994</u>				
White	0.100	0.042	0.020	0.028
Black	0.340*	0.037	0.030*	0.049*
<u>1995-1997</u>				
White	0.152	0.068	0.041	0.071
Black	0.160	0.047*	0.030*	0.062*
<u>1998-2000</u>				
White	0.230	0.195	0.082	0.150
Black	0.461*	0.205	0.088	0.189*
<u>2001-2003</u>				
White	0.665	0.240	0.151	0.232
Black	1.249*	0.315*	0.176*	0.329*
<u>2004-2006</u>				
White	0.411	0.367	0.126	0.138
Black	0.807*	0.450*	0.134	0.148
<u>2007-2009</u>				
White	0.257	0.523	0.137	0.131
Black	0.706*	0.856*	0.175*	0.170*

Reasons for Greater Quitline Utilization by African Americans

- Doesn't require Health Insurance; Free
- It is Convenient; during working hours after working hours; your car, your home, the park, etc. Travel not necessary (costs)
- More Quit attempts
- Anonymity
- Greater exposure to TV
- Distrust of the Healthcare system

Smoking Prevalence California Adults, by race and ethnicity (1990-2008)

	1990	1993	1996	1999	2002	2005	2008
Male							
African American	26.4	23.6	23.1	23.2	20.5	21.1	16.3
Non-Hispanic White	21.0	19.8	18.8	19.4	17.9	15.8	14.6
Hispanic	23.0	20.8	18.9	19.8	18.3	16.4	15.1
Asian/Pacific Isl	21.3	17.4	17.5	18.4	17.5	16.0	12.8
Female							
African American	21.8	16.8	18.6	15.6	16.2	17.4	12.1
Non-Hispanic White	18.1	17.4	15.8	16.0	14.1	12.7	10.8
Hispanic	11.5	8.9	8.8	8.9	7.2	6.8	5.3
Asian/Pacific Isl	7.0	5.5	6.7	7.4	6.3	5.9	3.8
(California Tobacco Survey, CTS)							

The Road Forward

- Accurate Picture and Assessment
- Reestablish California's Ethnic Networks
- Normalize Participatory Research
- Ban Menthol and Shut Down racialized Marketing on the part of the tobacco industry

The Great Leap Forward

	Youth	Adult	+/-
• AfrAm	10.0 _a	22.4 _b	+2.24
• White	29.4 _a	23.6 _b	-.197

a: MTF 2003

b: Nat'l Health Interview Survey, 2002

Toward a More Accurate Picture and Assessment Smoking Prevalence

- The Problem: RDDTS, Household surveys and School-based surveys reflect tobacco use of higher SES groups
 - Poor inner city residents (fewer phones, less stable and lacking trust)
 - High incarceration rates for some groups
 - Low and episodic school attendance
 - Cell phones, texting and tweeting

Reestablish California's Ethnic Networks

- Dedicated tobacco control funds for the African American Community
- Collectively develop and cooperatively execute an aggressive on the ground coordinated plan and series of campaigns to stem the tide of tobacco use in California Black Community
- Coordinate work amongst and between Latino, Asian Pacific islander, American Indian Alaska Native, African American LGBT, and Low SES networks

Participatory Research

- Should be come a standard in tobacco control
- Long-term partnership (not just for the grant period)
- Involvement by all partners in all aspects of the research
- Equity distribution of funds and job opportunities
- Tobacco control must be placed in context of poor and disenfranchised communities

Get Rid of Menthol

- Ban Menthol products and menthol in cigarettes
- The ultimate candy-flavoring with unique sensory stimulation that makes the poison go down easier.
- Would save hundreds of thousands of lives

If Menthol Were Banned 100,000s of Lives would be saved

2010 – 2050

All Menthol Smokers Black Menthol Smokers

10%	323,107	91,744
20%	478,154	164,465
30%	633,252	237,317

(Levy, et al., 2011)

Oust the tobacco industry!

- Stricter controls on tobacco industry marketing in poor and disparate communities
- Specifically restrict advertising in American Indian and African American communities where tobacco use is the greatest and the mortality the most, respectively.

What's at Stake?



TRDRP

- Research for a Healthier California
- www.trdrp.org
- phillip.gardiner@ucop.edu
- Grant funding
- Scientific Conferences
- Dissemination of Research Findings