SNEAK PEEK: Updated Issue Paper on Calculating Quit Rates

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6 Steps for Calculating Quit Rates
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1. Obtain consent

2.

3.

4.

5.

6.
6 Steps for Calculating Quit Rates

1. Obtain consent
2. Who to include in quit rates
6 Steps for Calculating Quit Rates

1. Obtain consent
2. Who to include in quit rates
3. Conduct follow-up
4.
5.
6.
6 Steps for Calculating Quit Rates

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6 Steps for Calculating Quit Rates

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5. Report the quit rates
6. [Blank]
6 Steps for Calculating Quit Rates

1. Obtain consent
2. Who to include in quit rates
3. Conduct follow-up
4. Calculate the quit rates
5. Calculate supplemental quit rates
6. Report the quit rates
Obtain consent
Obtain consent and strive for an 85% consent rate.
Who to include in the quit rate
Participants can receive a variety of cessation interventions.
Include those who received phone counseling OR were sent meds or medication vouchers.
Conducting follow-up
Strive to obtain 400 completed surveys.

Confidence interval ranges for a 30% quit rate

Number of survey respondents
Strive to obtain 400 completed surveys.

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Confidence interval ranges for a 30% quit rate

Number of survey respondents
Response rate = ?
Strive to achieve a response rate of 50% to 70%.
If resources are limited, conduct a high quality survey less frequently.
Summary of key elements for conducting follow-up

1. Strive to obtain 400 completed surveys from a random sample.

2. Strive to achieve a response rate of 50%–70%.

3. If resources are limited, conduct a high quality survey less frequently, ≥ once every three years.
Calculating the standard NAQC quit rates
Calculate the 30-day point prevalence abstinence rate for traditional tobacco users.

Traditional tobacco quit rate = \[ \frac{\# \text{ survey respondents abstinent from traditional tobacco}}{\text{total \# survey respondents}} \]
The only constant is change ...
Calculate the 30-day point prevalence abstinence rate for tobacco and/or ENDS users.

\[
\text{Tobacco + ENDS quit rate} = \frac{\text{\# survey respondents abstinent from trad tobacco and/or ENDS}}{\text{total \# of survey respondents}}
\]
Reporting the standard NAQC quit rates
Report a 95% confidence interval.

Quit rate for traditional tobacco users
(N=400)

30.0% ± 34.8% ± 25.6%
Report the consent rate and response rate.

Quit rate for traditional tobacco users (N=400)

Consent Rate = 84%; Response Rate = 51%
Report key participant factors.
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Report key participant factors.
Take caution when comparing your quit rate to other quitlines.
Key elements for reporting the standard NAQC quit rates

1. Include a confidence interval and consent and response rates.
2. Report key participant factors.
3. Conduct a response bias analysis (optional).
Optional: Quit rates for internal use
For demographic & tobacco use characteristics of interest

- **age 18-24** (N=82)
  - 26.8% ± 38.0%
  - 17.8%

- **age 25+** (N=355)
  - 32.7% ± 37.9%
  - 27.9%
For program use characteristics of interest

- 1 call (N=207)
- 2 calls (N=172)
- 3 calls (N=101)
- 4+ calls (N=78)
For service use characteristics of interest

- **Quitline + integrated web** (N=578)
  - 31.1% (±35.1%)
  - 27.4%

- **Stand alone web only** (N=233)
  - 33.5% (±40.0%)
  - 27.5%
Strive to obtain 75 completed surveys for supplemental quit rates.
Other measures of success include 24-hour quit attempts, prolonged abstinence rates, & relapse rates.
Final consideration
Use a researcher or evaluator who...
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✓ has experience in quitline evaluation
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- has experience in quitline evaluation
- is independent of the counseling staff
Use a researcher or evaluator who...

- has experience in quitline evaluation
- is independent of the counseling staff
- is transparent in reporting
Use a researcher or evaluator who...

- has experience in quitline evaluation
- is independent of the counseling staff
- is transparent in reporting
- has demonstrated an ability to achieve adequate response rates
1. Obtain an 85% consent rate.
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2. Include those who receive phone counseling or meds in the quit rate.
1. Obtain an 85% consent rate.
2. Include those who receive phone counseling or meds in the quit rate.
3. Use a high quality survey design to obtain a 50%-70% response rate.
1. Obtain an 85% consent rate.
2. Include those who receive phone counseling or meds in the quit rate.
3. Use a high quality survey design to obtain a 50%-70% response rate.
4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.
1. Obtain an 85% consent rate.

2. Include those who receive phone counseling or meds in the quit rate.

3. Use a high quality survey design to obtain a 50%-70% response rate.

4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.

5. Report the confidence interval, consent & response rates, & participant characteristics.
1. Obtain an 85% consent rate.
2. Include those who receive phone counseling or meds in the quit rate.
3. Use a high quality survey design to obtain a 50%-70% response rate.
4. Calculate standard NAQC quit rate for: 1) Traditional tobacco users & 2) ENDS users.
5. Report the confidence interval, consent & response rates, & participant characteristics.
6. Option to calculate supplemental quit rates.
Share this with your people and start the discussion.