

# Results from the FY 2016 NAQC Annual Survey of Quitlines

May 25, 2017  
2:00 – 3:30 PM EST

We'll get started at 2:00 pm ET

To mute your line: \*1

To unmute your line: \*1

For operator assistance: \*0

**DO NOT PUT YOUR LINE ON HOLD!**

# WEBINAR AGENDA

## **Introductions & Overview of Technology**

*Tasha Moses, MPA, NAQC*

## **Welcome**

*Linda Bailey, JD, MHS, NAQC*

## **Presentation of FY 2016 NAQC Annual Survey Results**

*Maria Rudie, MPH, NAQC*

## **Questions, Comments, and Discussion**

# Overview of Technology

- **Please keep your phone on Mute during the presentation**
  - **\*1 to Mute**
  - **\*1 to Unmute**
- **Please make sure your speakers on your computer and webinar portal are muted**
- **Please do not place your phone on hold.**
- **Note the feedback status button at the top of the portal screen**
- **Q&A Function**

# Welcome & Overview

**Linda Bailey, JD, MHS**  
**President & CEO**  
**NAQC**

# Results from the FY2016 NAQC Annual Survey of Quitlines

Presented by: Maria Rudie, MPH  
Research Manager  
NAQC

*May 24, 2017*

# Acknowledgements

<b>Partner</b>	<b>Contribution</b>
<b>NAQC Members</b>	<b>Funding for data collection</b>
<b>CDC OSH</b>	<b>Funding for analysis and dissemination of data</b>
<b>NAQC Annual Survey Workgroup: Anne Rechlin, Ann Wendland, Uma Nair, Becky Lien, Hilary Baca, and Kara Gordon</b>	<b>Review of Annual Survey questions</b>
<b>Meghan Mason, Analysis Consultant</b>	<b>Research partner with analysis of data</b>
<b>State Quitlines &amp; Service Providers</b>	<b>Sharing data &amp; providing feedback on survey instruments and process</b>
<b>NAQC Staff</b>	<b>Review of data and presentation</b>

# FY2016 Annual Survey Methods

- FY2016 - 11<sup>th</sup> Annual Survey of Quitlines
- Web-based survey with email and telephone follow-up
- Data gathered included:
  - Quitline services offered
  - Quitline budgets
  - Funding sources
  - Utilization
  - Demographics
  - Evaluation
- Fielded: October 3, 2016 – November 18, 2016
- Data Cleaning & Analysis: November 2016 – January 2017

# Key Changes from FY2015 to FY2016

- Annual Survey Questions
  - 56 Questions in FY15
  - 76 Questions in FY16 (Note: multiple skip patterns, so number answered were less)
- Addition of questions on:
  - amount of NRT provided by quitlines
  - provision of NRT to Medicaid enrollees
  - special outreach to specific populations
  - cost-sharing agreements
  - eligibility for quitline services
  - adoption of recommendations from NAQC Best Practice Guidance Papers
- Change in flow for reporting utilization data



# FY2016 Annual Survey Response Rates

- Survey sent to all 53 State Quitlines
  - In FY2016, the Asian Smokers' Quitline participated presenting data on a national quitline.
  - Note: The FY2013, FY2015 and FY2016 Annual Surveys were not conducted in Canada due to budgetary constraints.

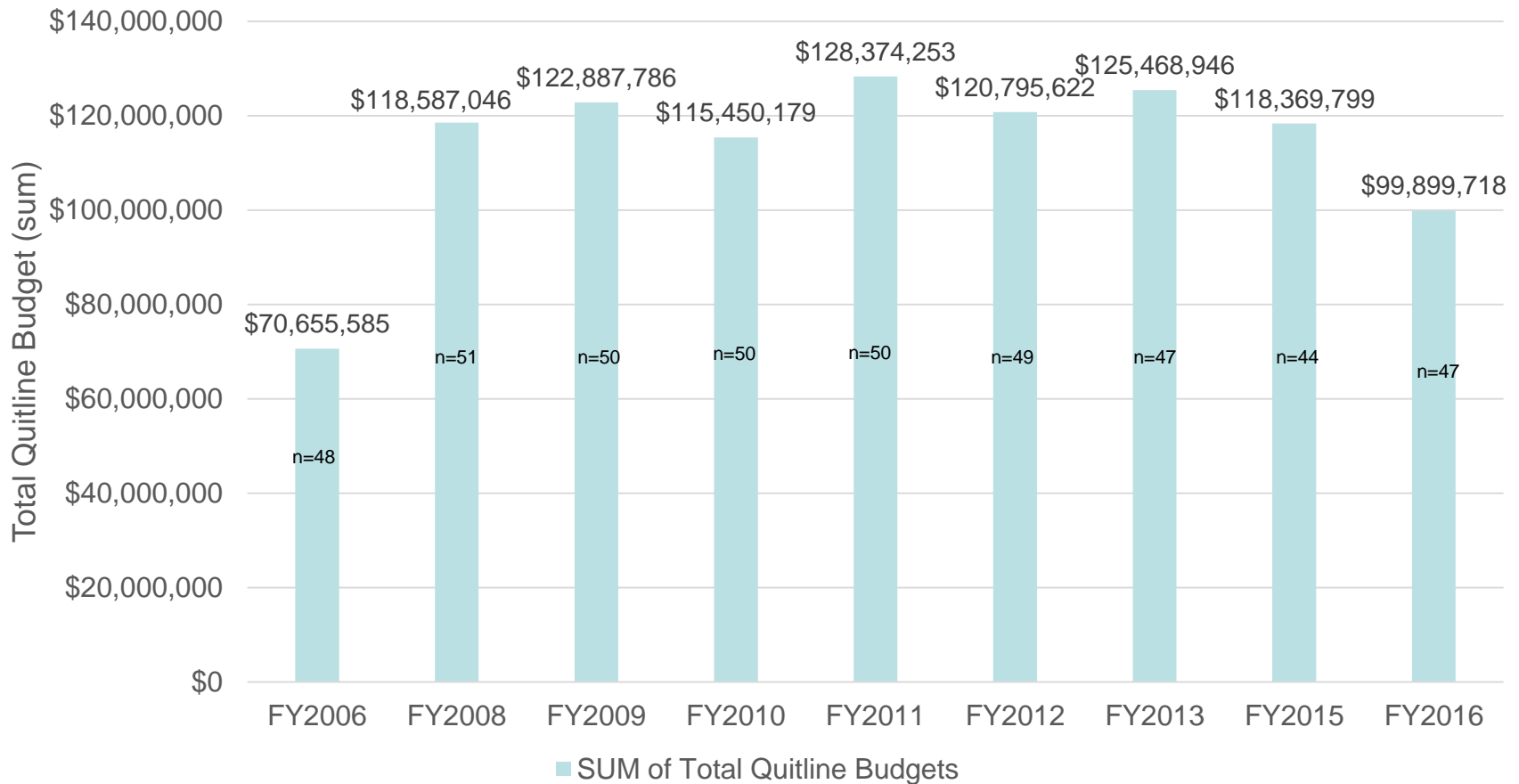


# State Quitline Budgets: FY2016

# Budget Highlights from State Quitlines: FY2016

FY2016 Key Budget Data for State Quitlines (N=50)	n	Amount
SUM of the Total Quitline Budget	47	\$99,899,718
Median Total Quitline Budget	47	\$1,384,256
Median Quitline Services & Medications Budget	45	\$784,256
FY2016 Overall Spending per Smoker	45	\$1.91

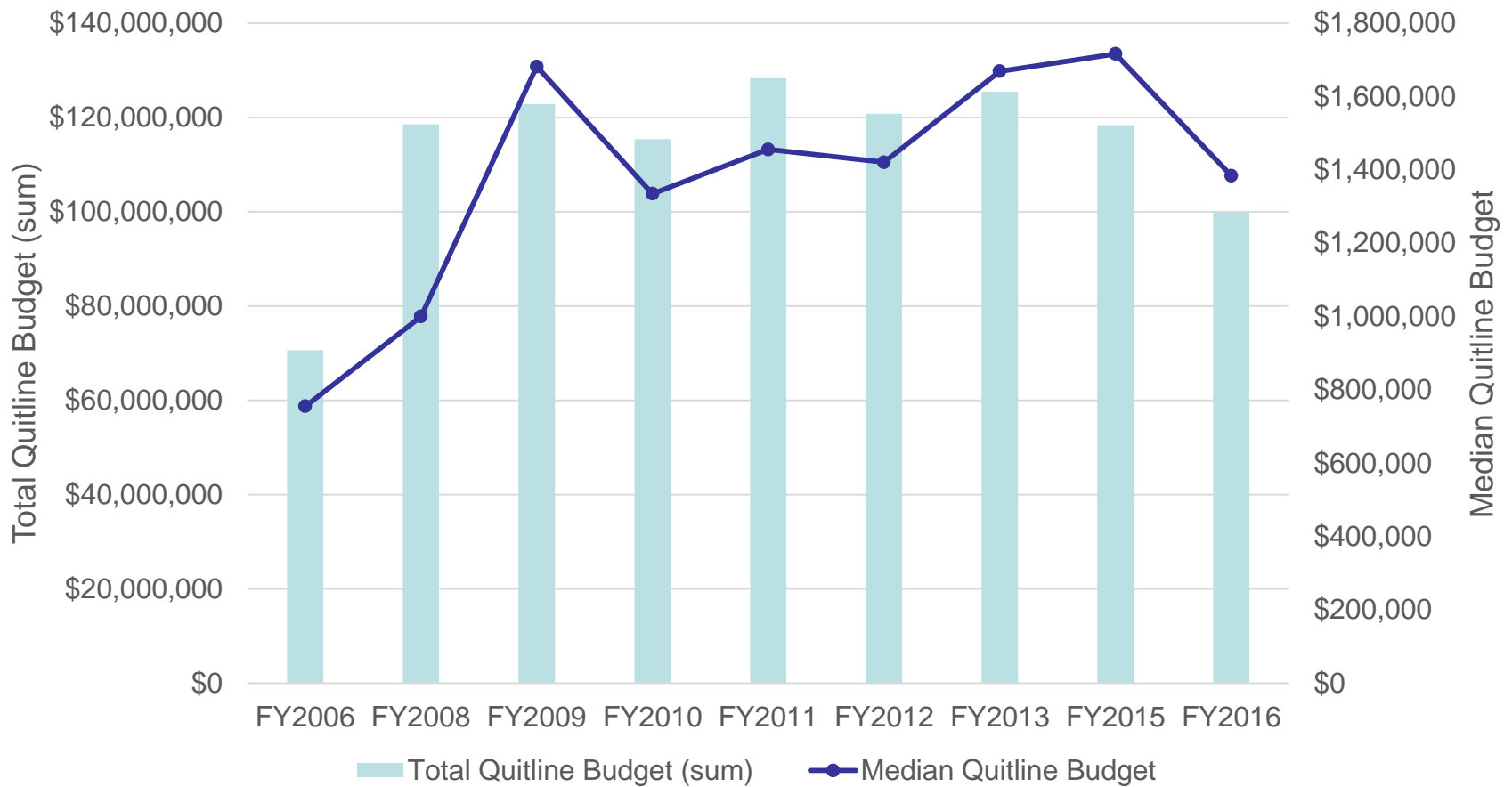
# SUM of the Total Quitline Budget for State Quitlines: FY2006 to FY2016



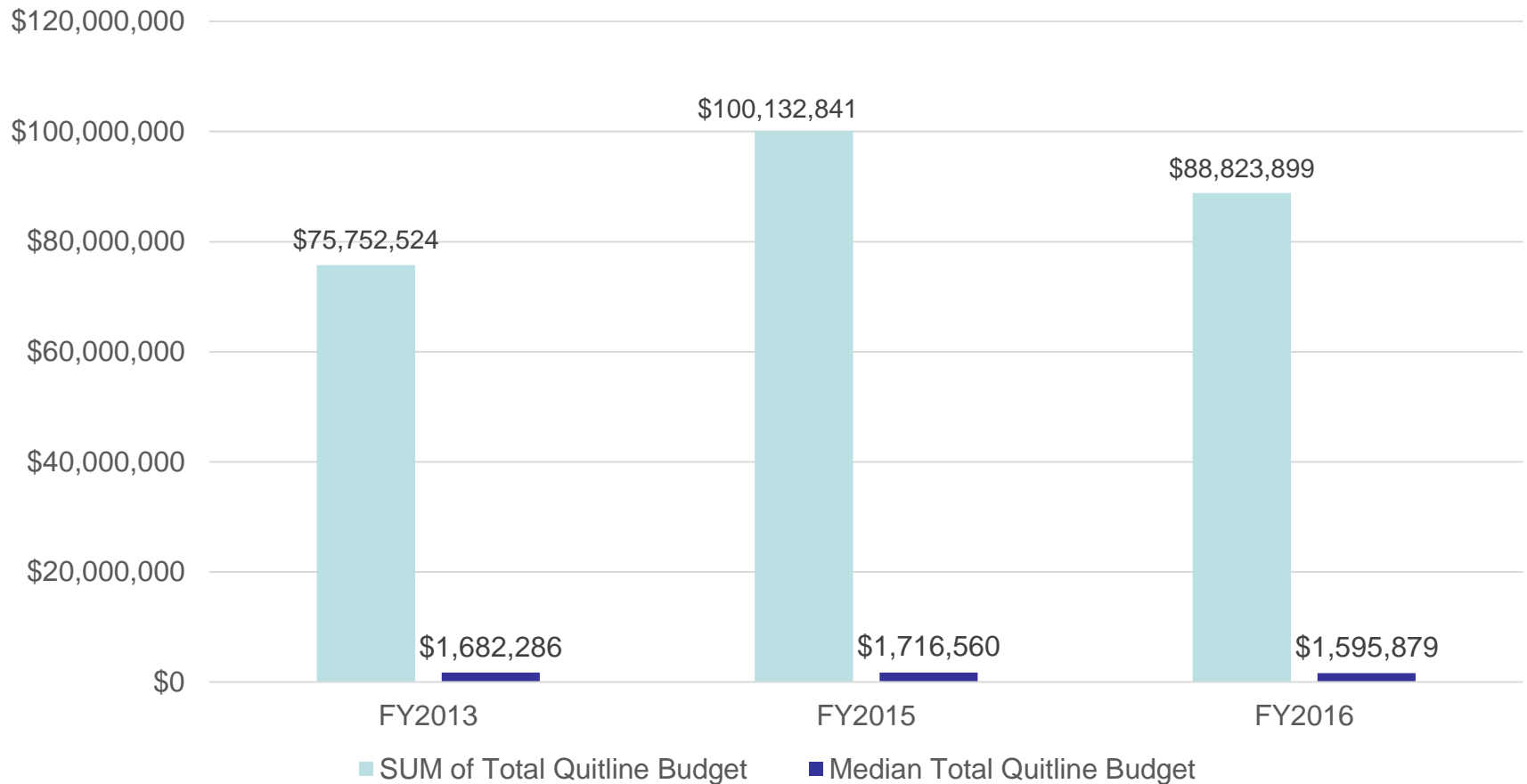
# Total Quitline Budget for State Quitlines: FY2008 to FY2016 Range (Low & High) and Median

Year	Range for Total Quitline Budget		Median Total Quitline Budget
	Low	High	
FY2008	\$100,000	\$24,538,157	\$1,000,000
FY2009	\$77,218	\$17,869,238	\$1,681,961
FY2010	\$175,700	\$15,019,979	\$1,335,000
FY2011	\$138,931	\$22,059,667	\$1,455,729
FY2012	\$165,530	\$23,298,313	\$1,421,032
FY2013	\$173,432	\$23,845,988	\$1,669,275
FY2015	\$159,589	\$18,169,841	\$1,716,560
FY2016	\$101,267	\$12,952,572	\$1,384,256

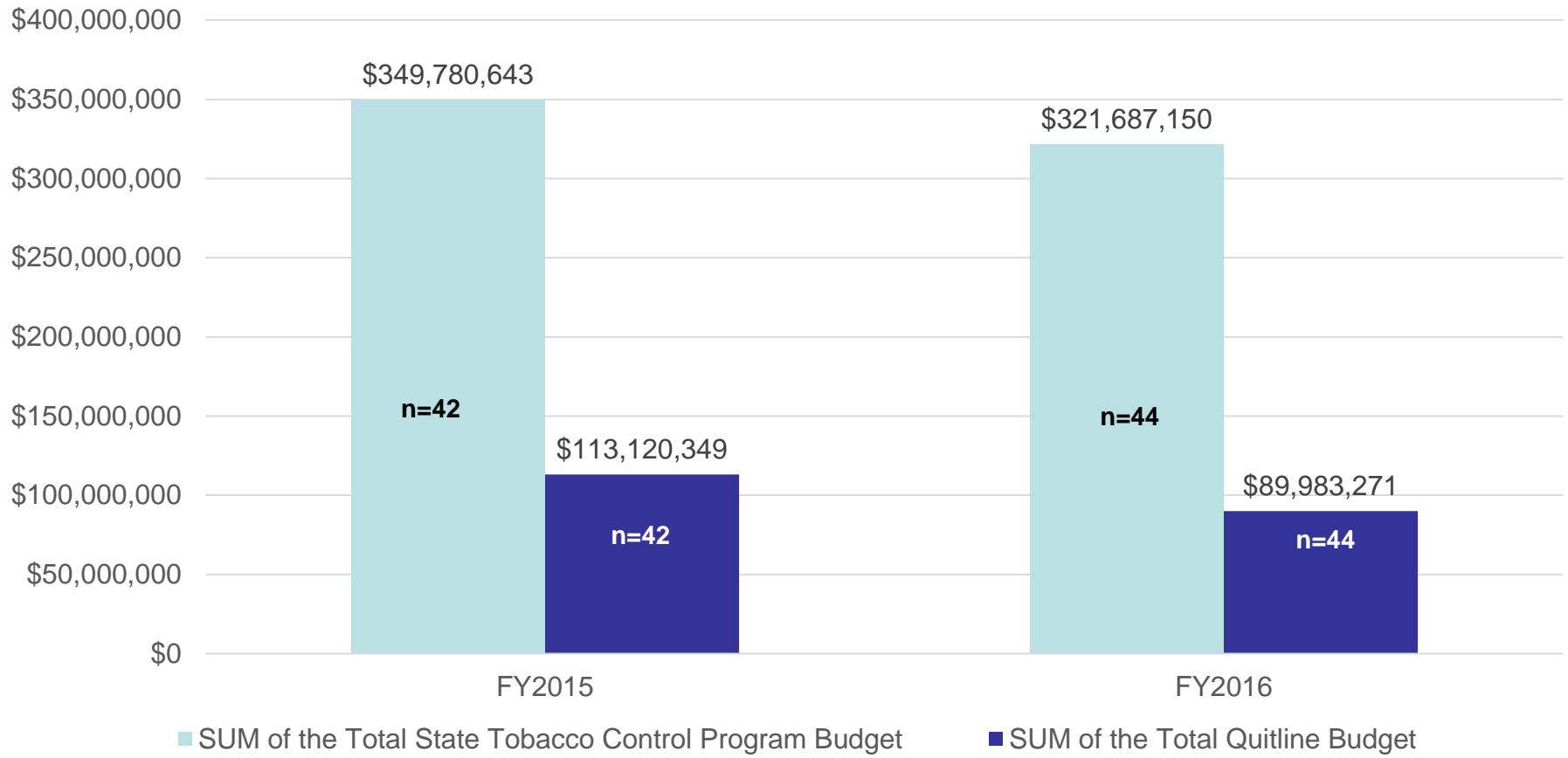
# Median and SUM Total Quitline Budget for State Quitlines: FY2006 – FY2016



# Comparison of SUM Total Quitline Budget: 38 State Quitlines that provided Data in FY2013, FY2015 and FY2016



# Total State Tobacco Control Budget & Total Quitline Budget: FY2015 & FY2016





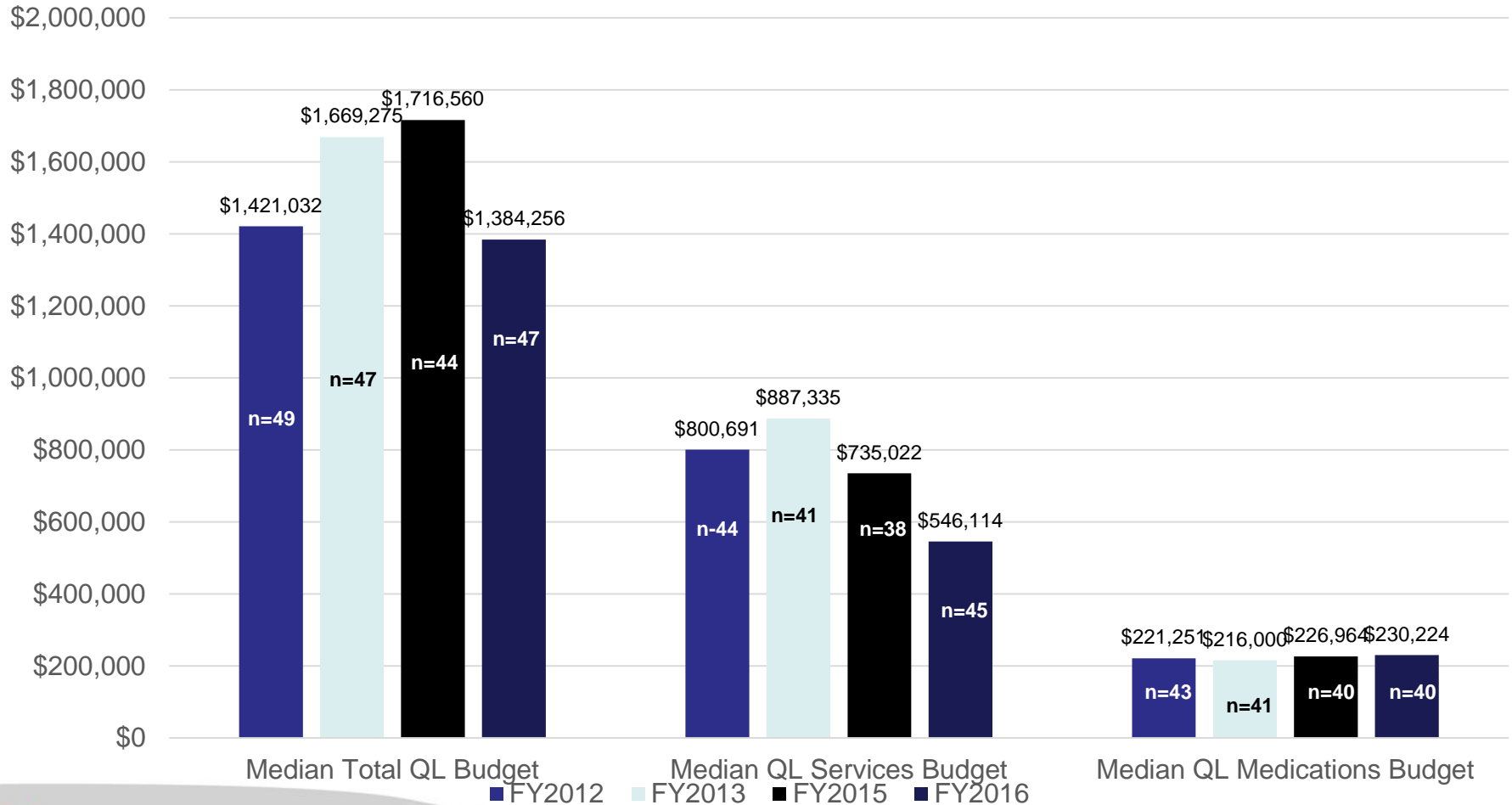
# State Quitline Budgets FY2016

Budget Category	N	Minimum	Maximum	Median
Total Quitline Budget	47	\$101,267	\$12,952,572	\$1,384,256
Quitline Services	45	\$14,613	\$4,552,423	\$546,114
Quitline Medications	40	\$4,546	\$1,354,507	\$230,224
Quitline Evaluation	36	\$500	\$649,949	\$50,000
Quitline Media/Promotions & Outreach	38	\$26,584	\$9,230,653	\$442,173

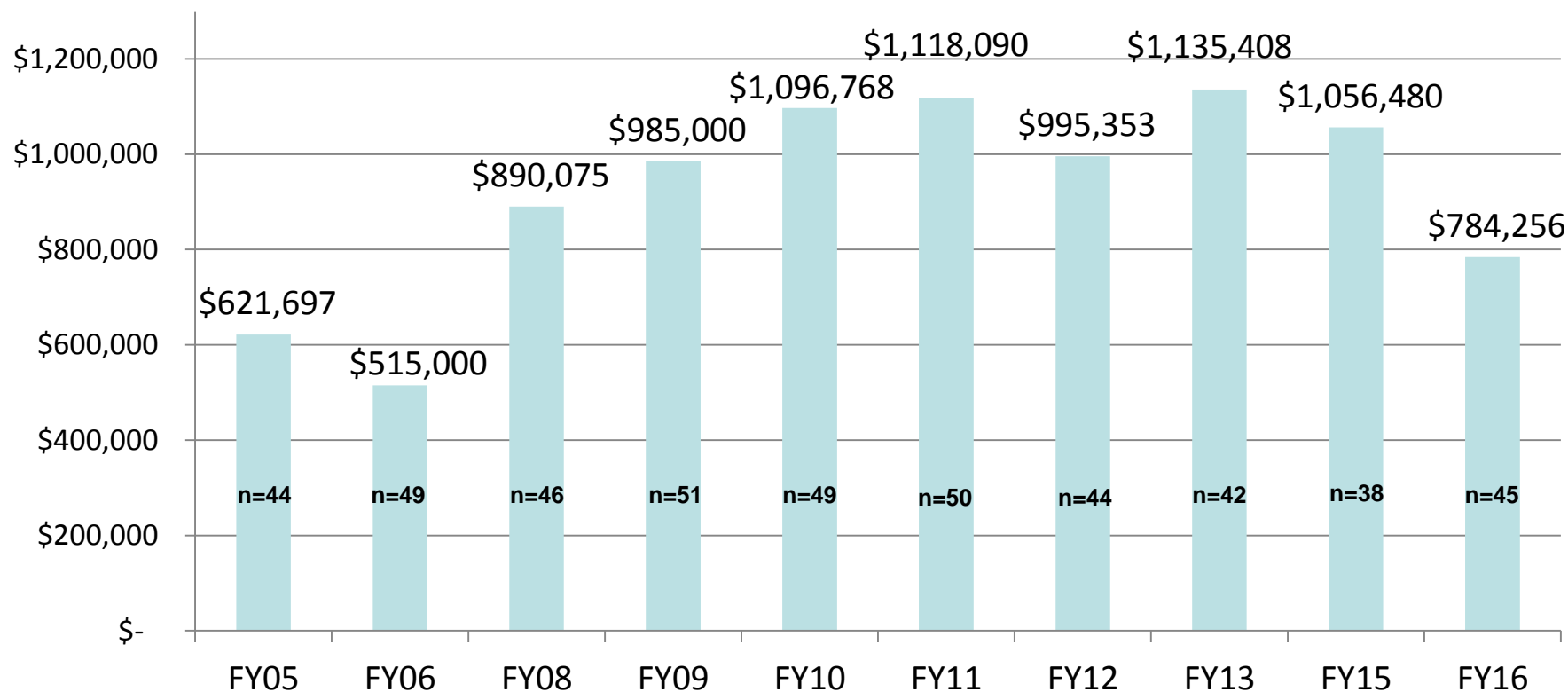
Quitline Services budget includes: screening, counseling, providing materials, overhead and administration fees, and fax referral operations. Quitline Services budget DOES NOT include medications, evaluation, media/promotions & outreach, research grants, general website support and onetime capital expenditures.

# Comparison of Median Quitline Budget Categories for State Quitlines

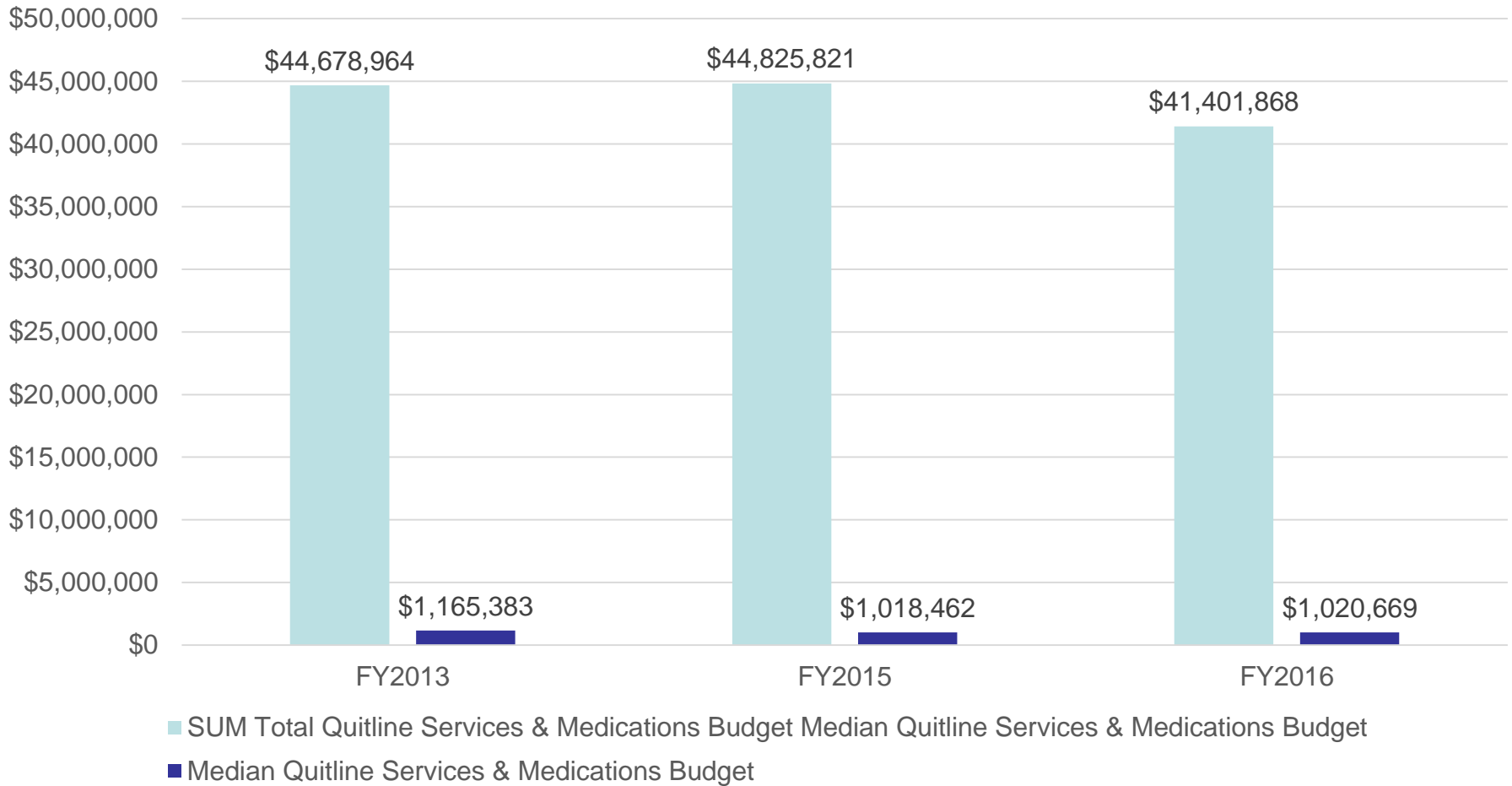
## FY2012, FY2013, FY2015 & FY2016



# Median Quitline Services and Medications Budgets for State Quitlines: FY2005 – FY2016

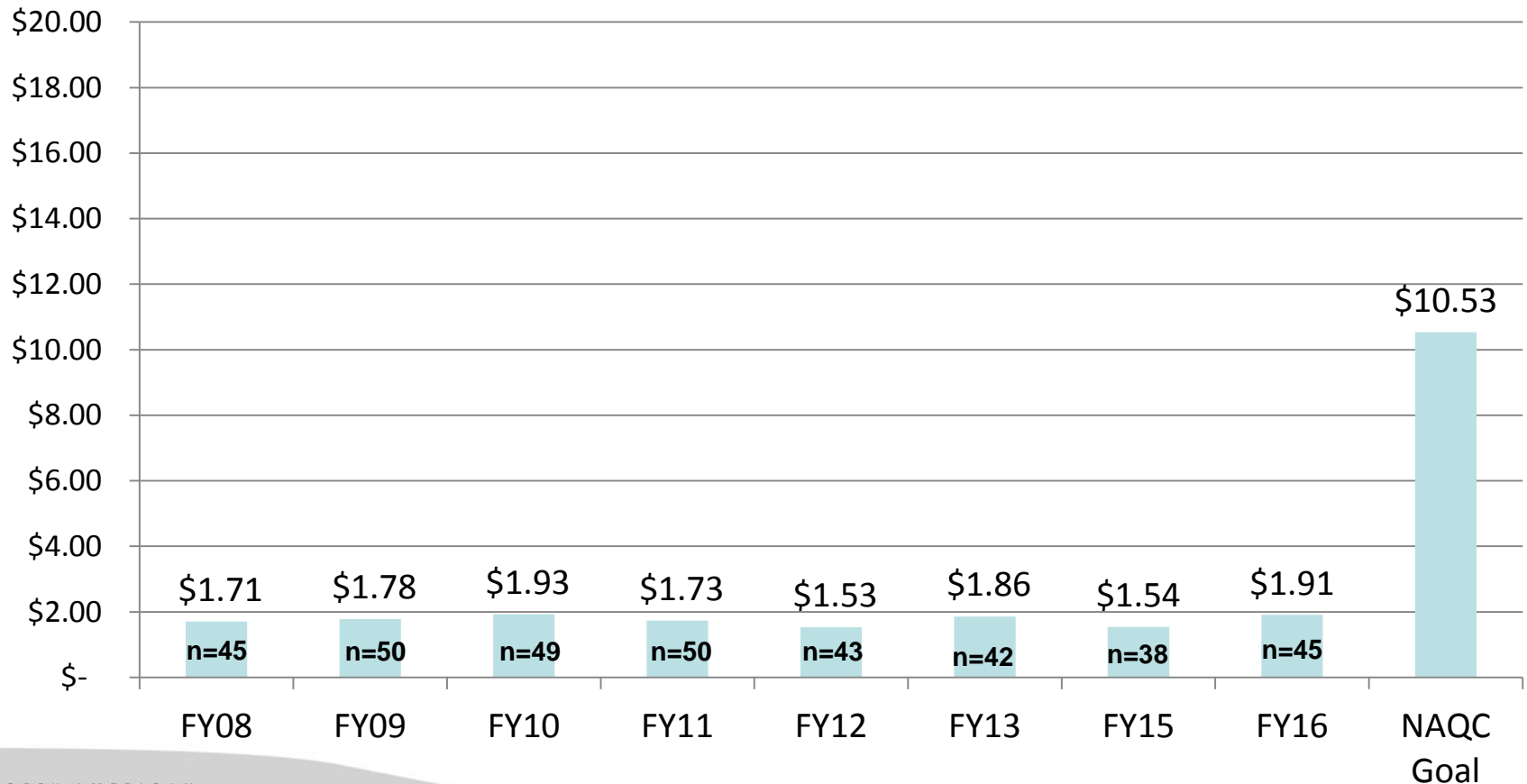


# Comparison of Quitline Services and Medications Budget: 32 State Quitlines that provided Data in FY2013, FY2015 & FY2016



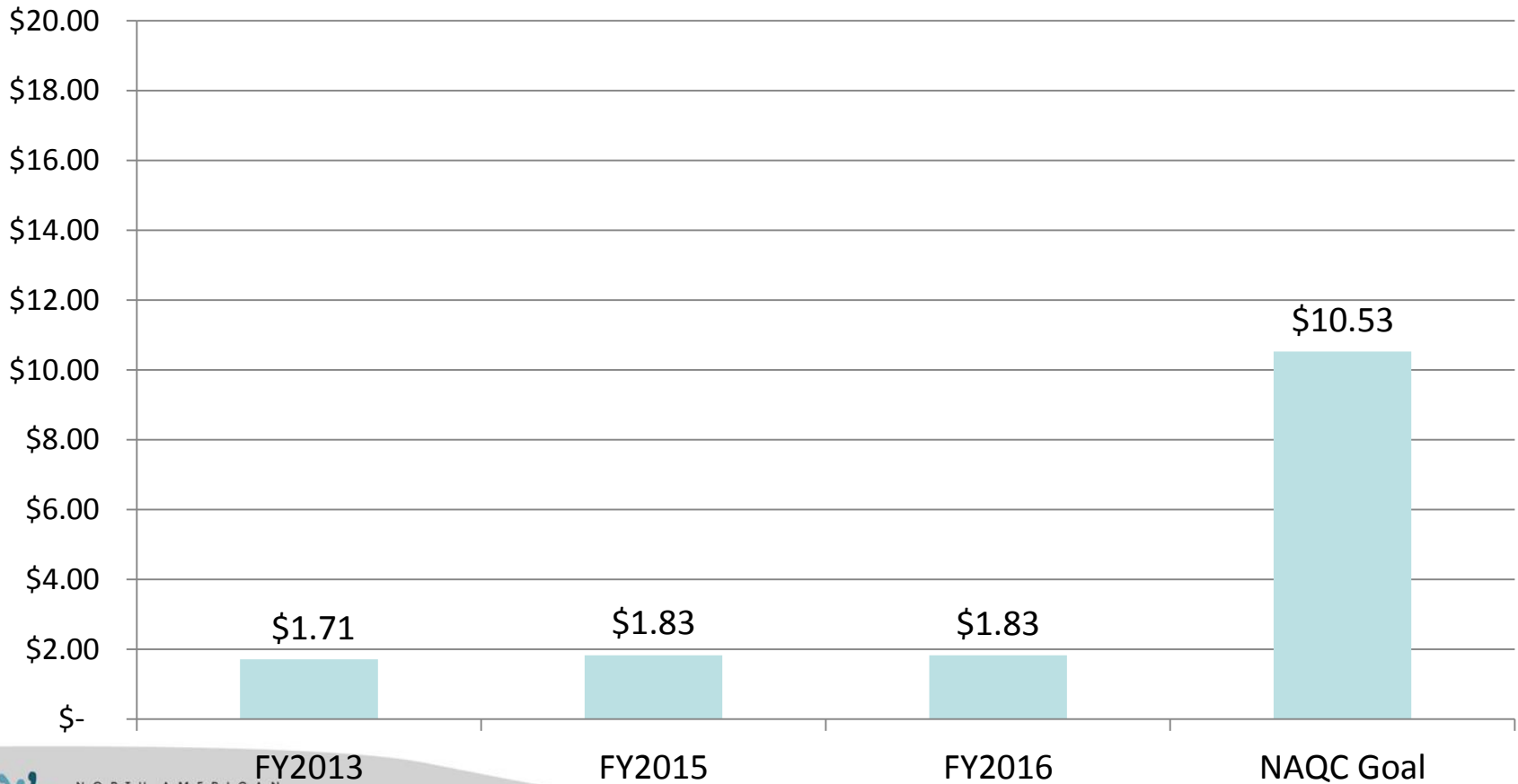
# Overall Quitline Spending Per Smoker\* for State Quitlines: FY2008-FY2016

\*Medications & Services



# Comparison of Overall Quitline Spending Per Smoker\*: 32 State Quitlines that provided Data in FY2013, FY2015 & FY2016

\*Medications & Services



## State Quitline Funding Sources: Amount from most Frequently Reported Funding Sources in FY2016 (N=50)

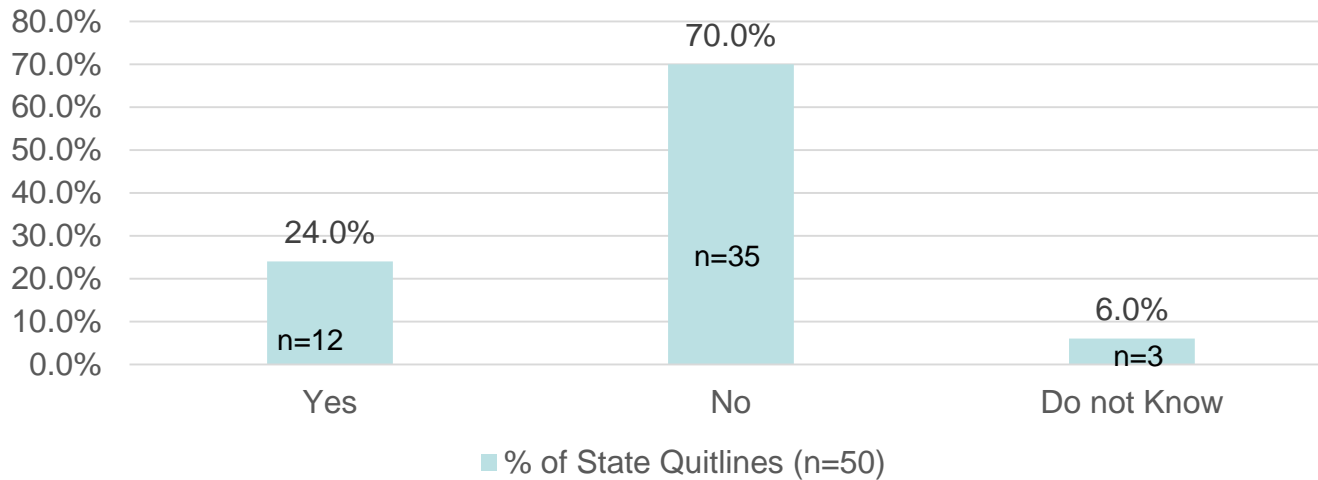
Funding Source	Number of State Quitlines Reporting Funds from Source	Sum Total Amount Received by Quitlines Reporting Funding Source	Sum Total Quitline Budget for	% Funding Source is of Sum Total Quitline Budget
CDC	35	\$9,657,707	\$60,012,651	16.9%
State Funds	23	\$47,230,207	\$57,674,218	81.9%
MSA/Tobacco Settlement Funds	17	\$24,321,897	\$39,146,684	62.1%

# QUITLINE SERVICES ELIGIBILITY



# Changes to Quitline Eligibility\*

## Percent of State Quitlines that Changed Eligibility Requirements since 2010 (N=50)



\*Data Source: FY2016 Annual Survey

# Changes to Quitline Eligibility\*

## How Eligibility Changed:

- Switched from serving only uninsured tobacco users to any tobacco user and created tiered NRT eligibility so uninsured received the most NRT.
- Expanded eligibility for counseling and medications for uninsured, underinsured and Medicaid enrollees whose benefits were maxed out.
- Stopped providing NRT to Medicaid enrollees due to change in state Medicaid law that expanded coverage to include all 7 FDA approved cessation medications.
- Limited text messaging service to only tobacco users who enrolled in phone counseling.
- Increased services to a multi-call protocol and NRT for uninsured callers.
- Restricted eligibility to Medicaid, uninsured and pregnant women.

\*Data Source: FY2016 Annual Survey

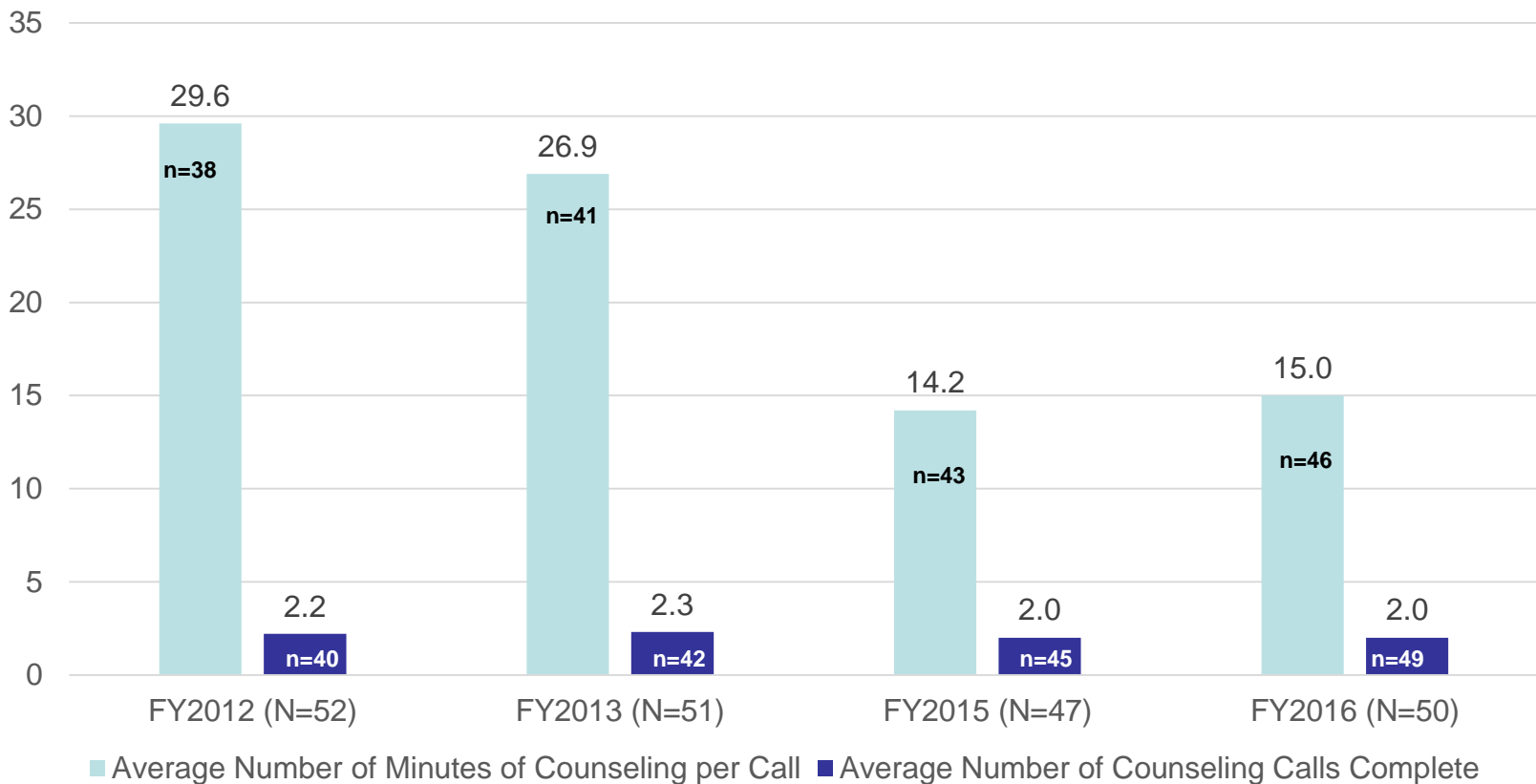
# DESCRIPTION of QUITLINE SERVICES

# Phone Counseling Services offered by State Quitlines: FY2013, FY2015 & FY2016\*

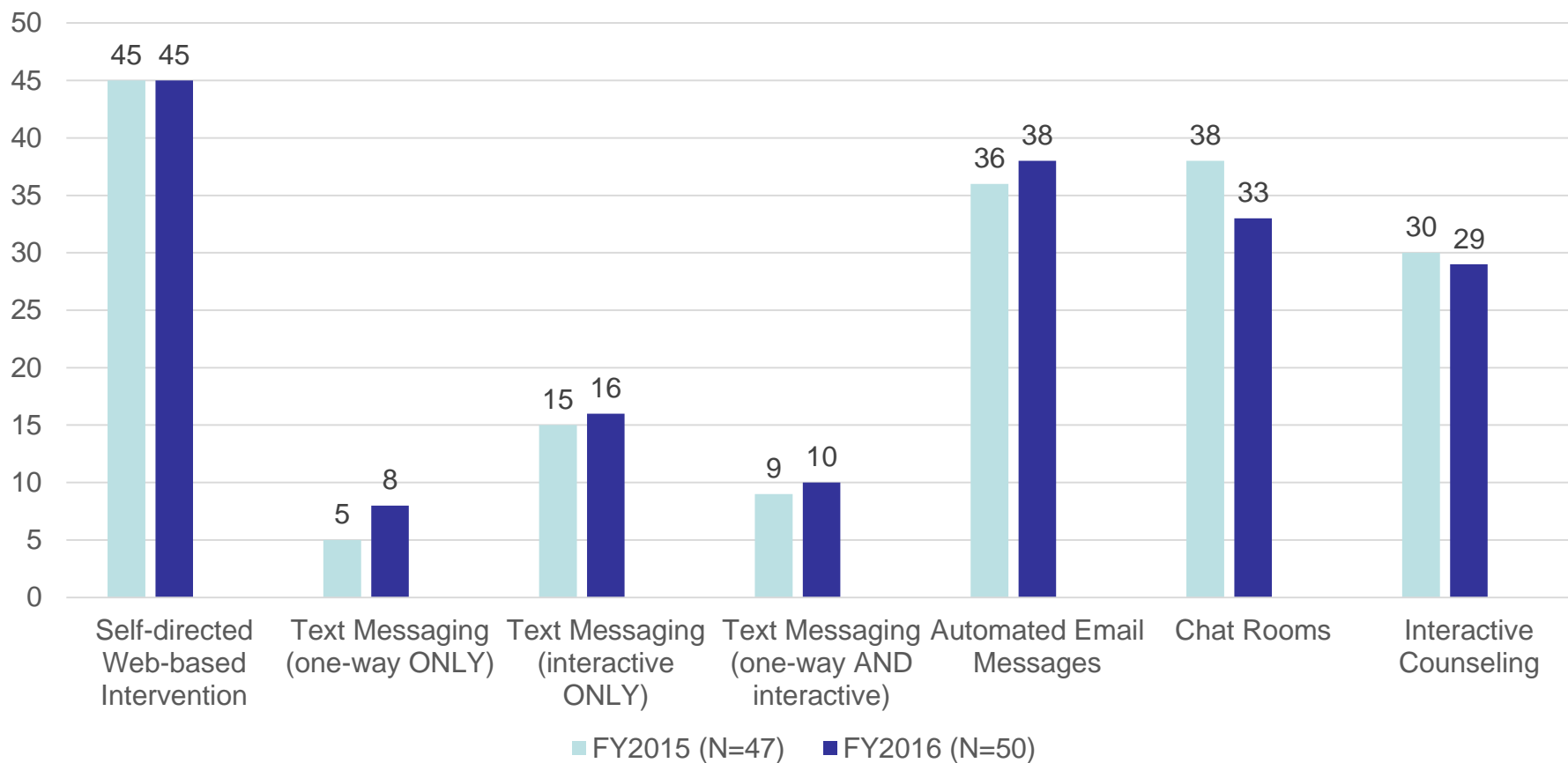
Phone Counseling Services	FY2013	FY2015	FY2016
	US N=53	US N=53	US N=53
	% (n)	% (n)	% (n)
Minimal/Brief Intervention—Client-initiated —1-10 minutes	34% (18)	36% (19)	39% (21)
Single Session Counseling more than 10 minutes—Client-initiated	66% (35)	70% (37)	73% (39)
Multiple Sessions - Client-initiated (i.e., reactive, client calls in for each follow up)	81% (43)	92% (49)	92% (49)
Multiple Sessions—Counselor-initiated (i.e., proactive, cessation specialist / counselor / coach calls client for follow up)	92% (49)	94% (50)	94% (50)

\*Data Source: NAQC Quitline Profile Data

# Average Number of Minutes of Counseling per Call and Average Number of Counseling Calls Completed FY2012, FY2013 FY2015 & FY2016\*

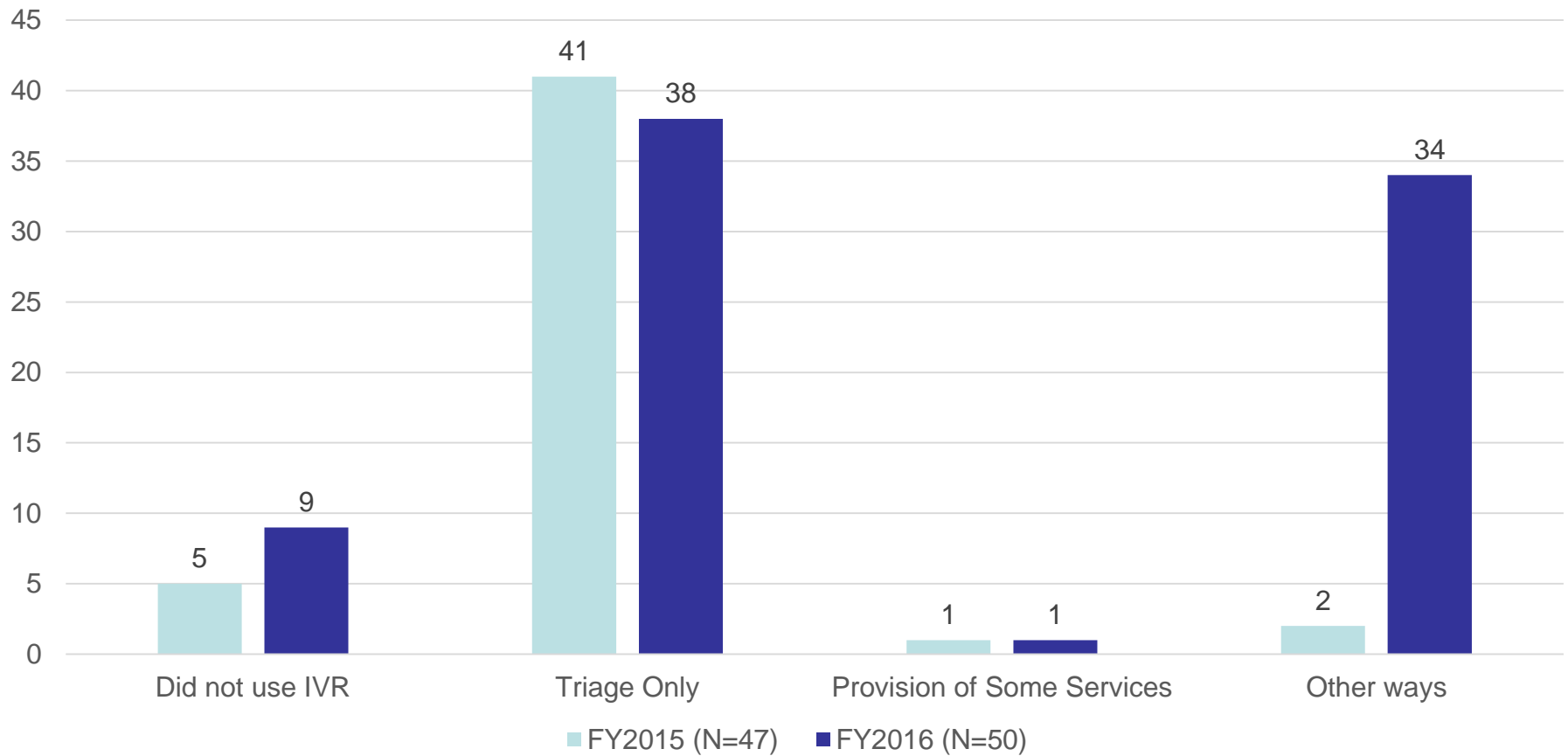


# Web-based and Mobile Cessation Services offered by State Quitlines: Comparison FY2015 & FY2016



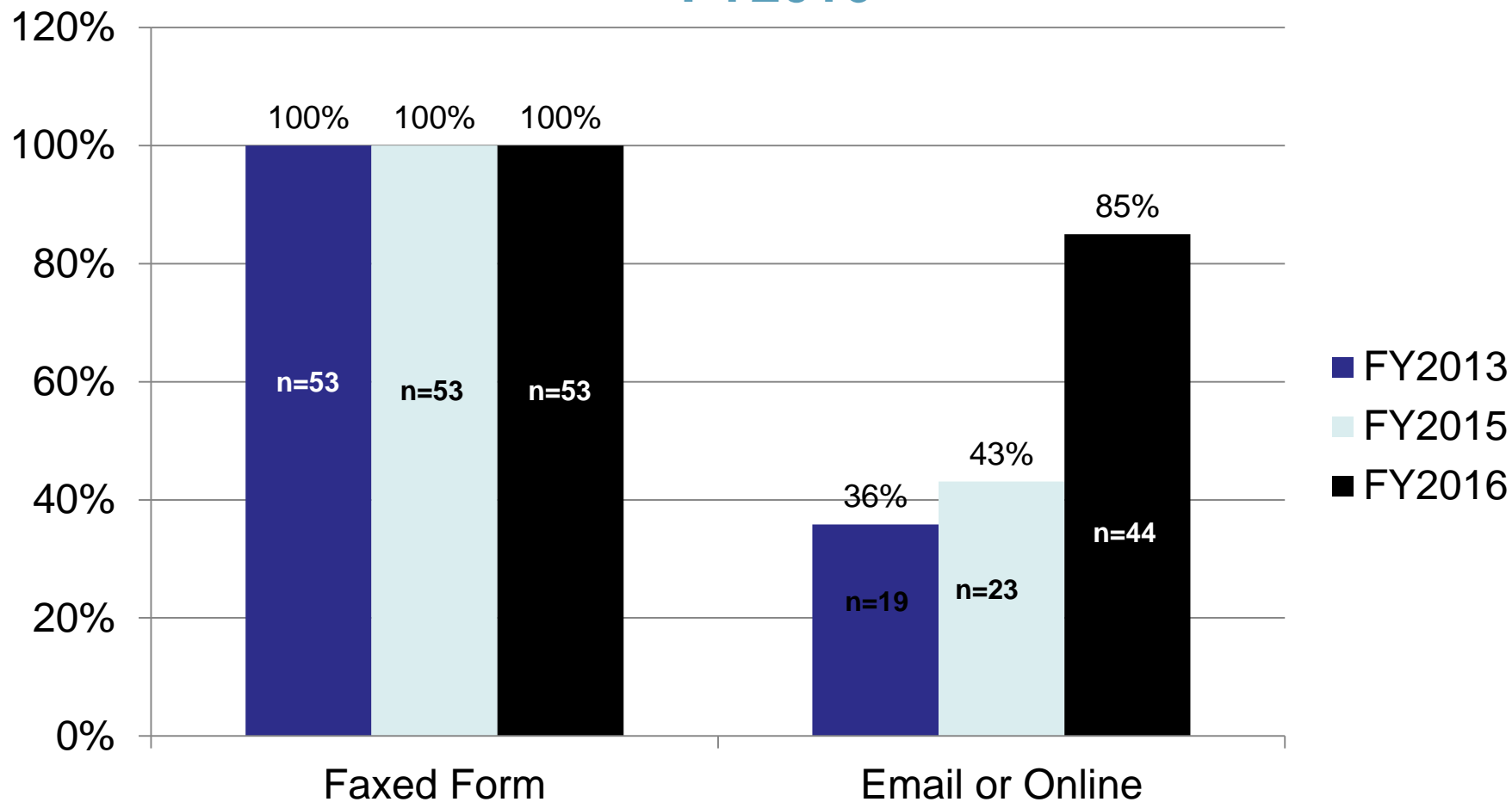
\*Data Source: NAQC Annual Survey

# Use of Interactive Voice Response (IVR)\*



\*Data Source: NAQC Annual Survey

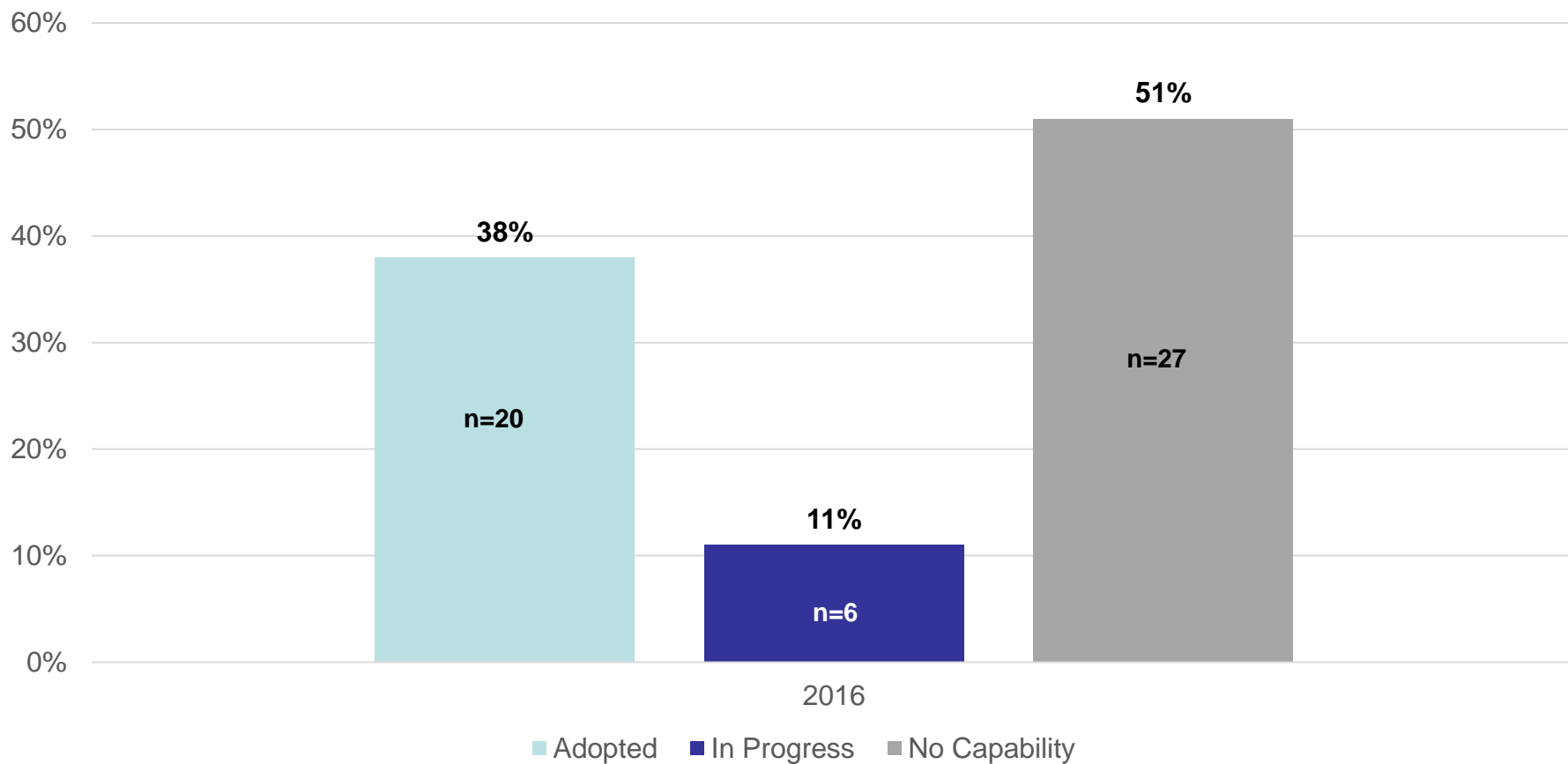
# Fax and Online Referral Methods offered to Providers by State Quitlines: Comparison FY2013, FY2015, FY2016\*



\*Data Source: NAQC Quitline Profile

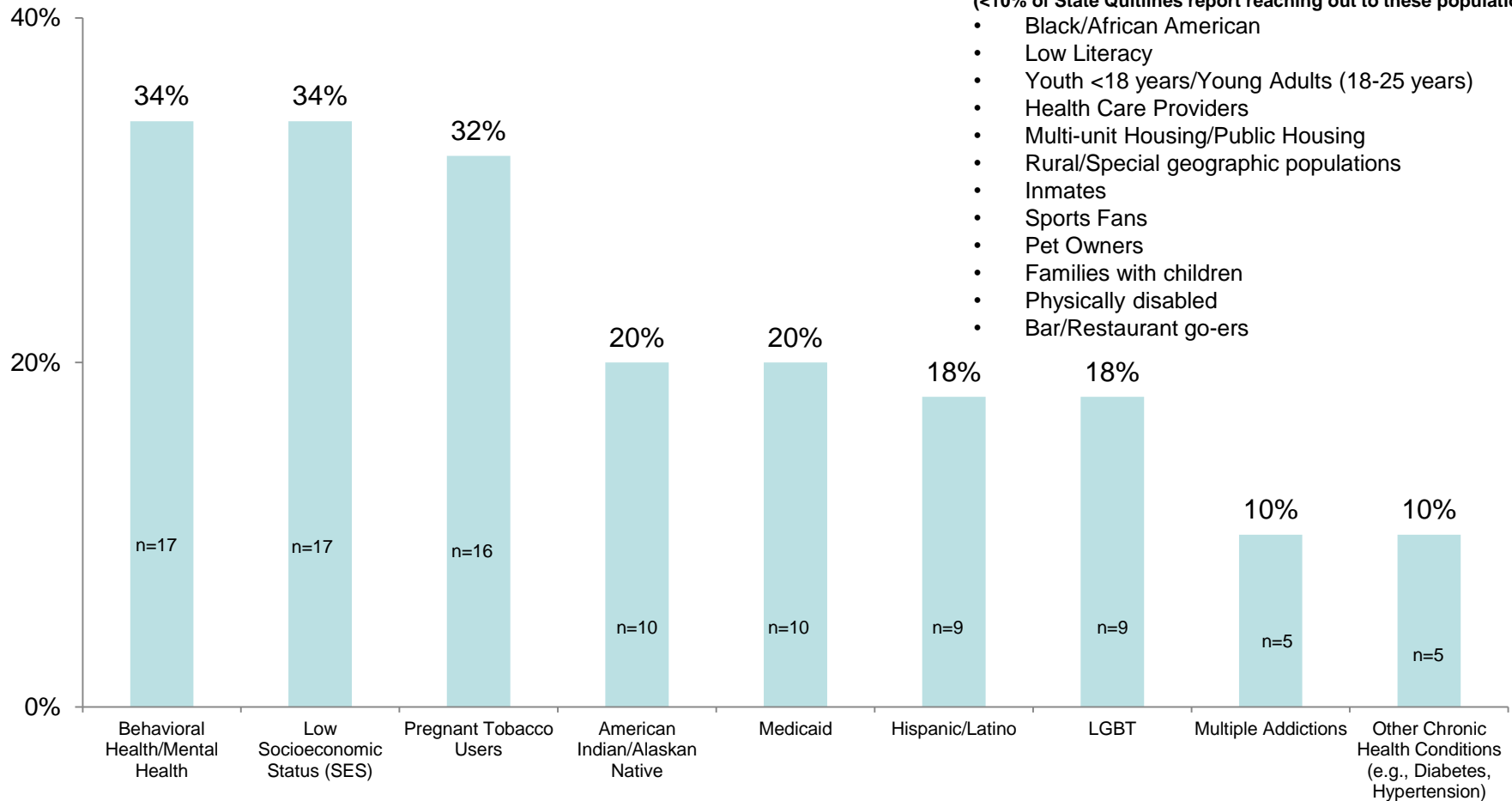


# eReferral Capacity among State Quitlines\*



\*Data Source: [2016 Quitline Vendor eReferral Survey](#)

# Outreach to Special Populations - FY2016\*



## Other Populations

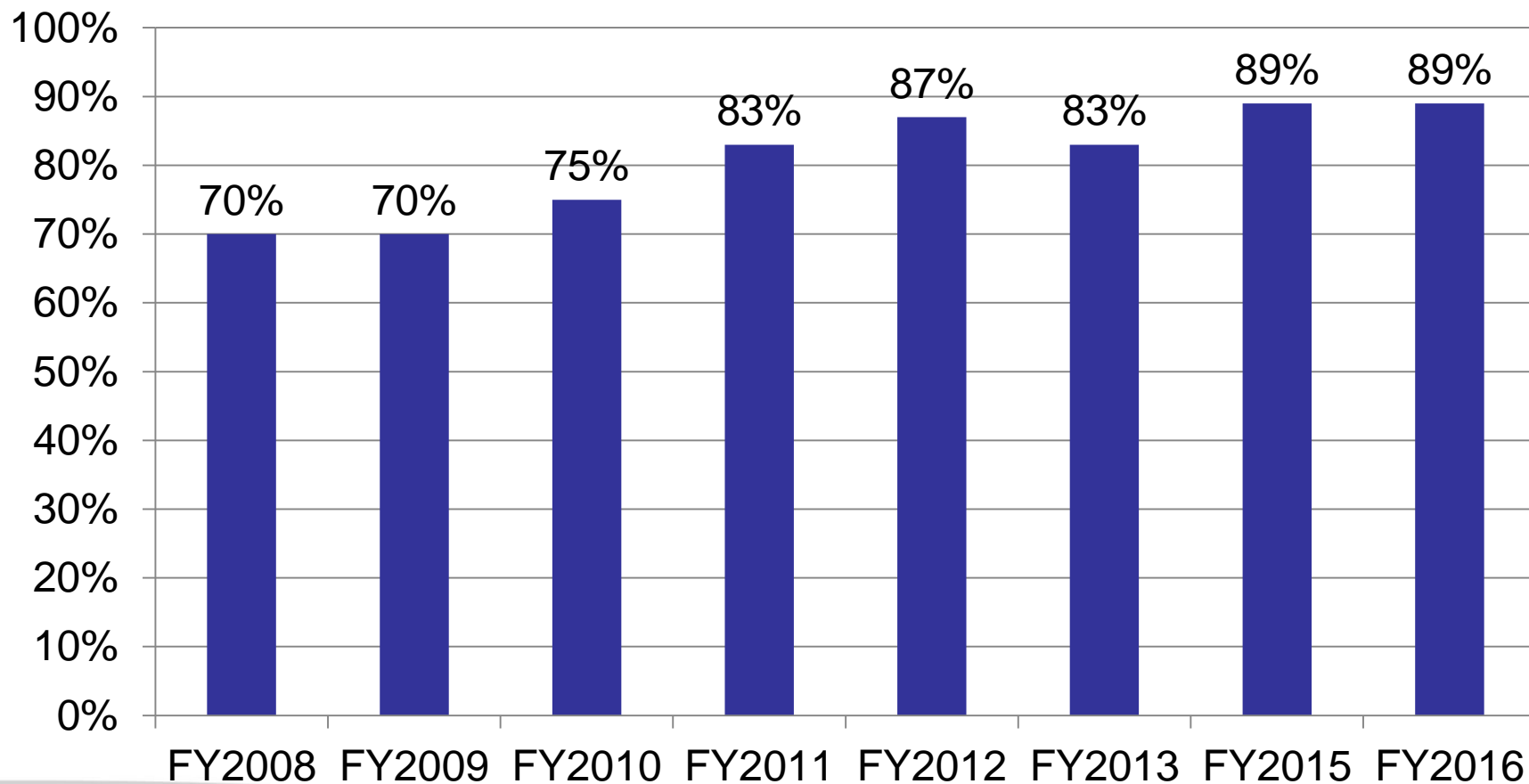
(<10% of State Quiltlines report reaching out to these populations):

- Black/African American
- Low Literacy
- Youth <18 years/Young Adults (18-25 years)
- Health Care Providers
- Multi-unit Housing/Public Housing
- Rural/Special geographic populations
- Inmates
- Sports Fans
- Pet Owners
- Families with children
- Physically disabled
- Bar/Restaurant go-ers

# MEDICATIONS

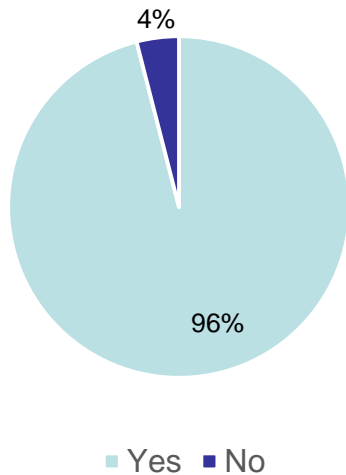
# Percent of State Quitlines providing Free Cessation Medication\*

\*Data Sources NAQC Profile Data

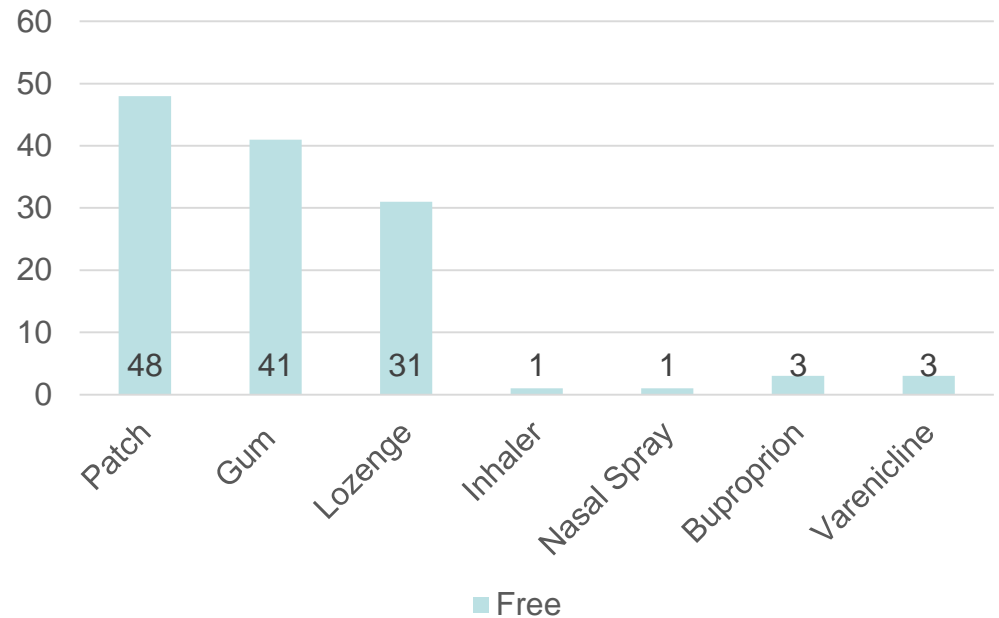


# FY2016 Cessation Medications\*

State Quitlines that offered Cessation Medication in FY2016 (N=50)



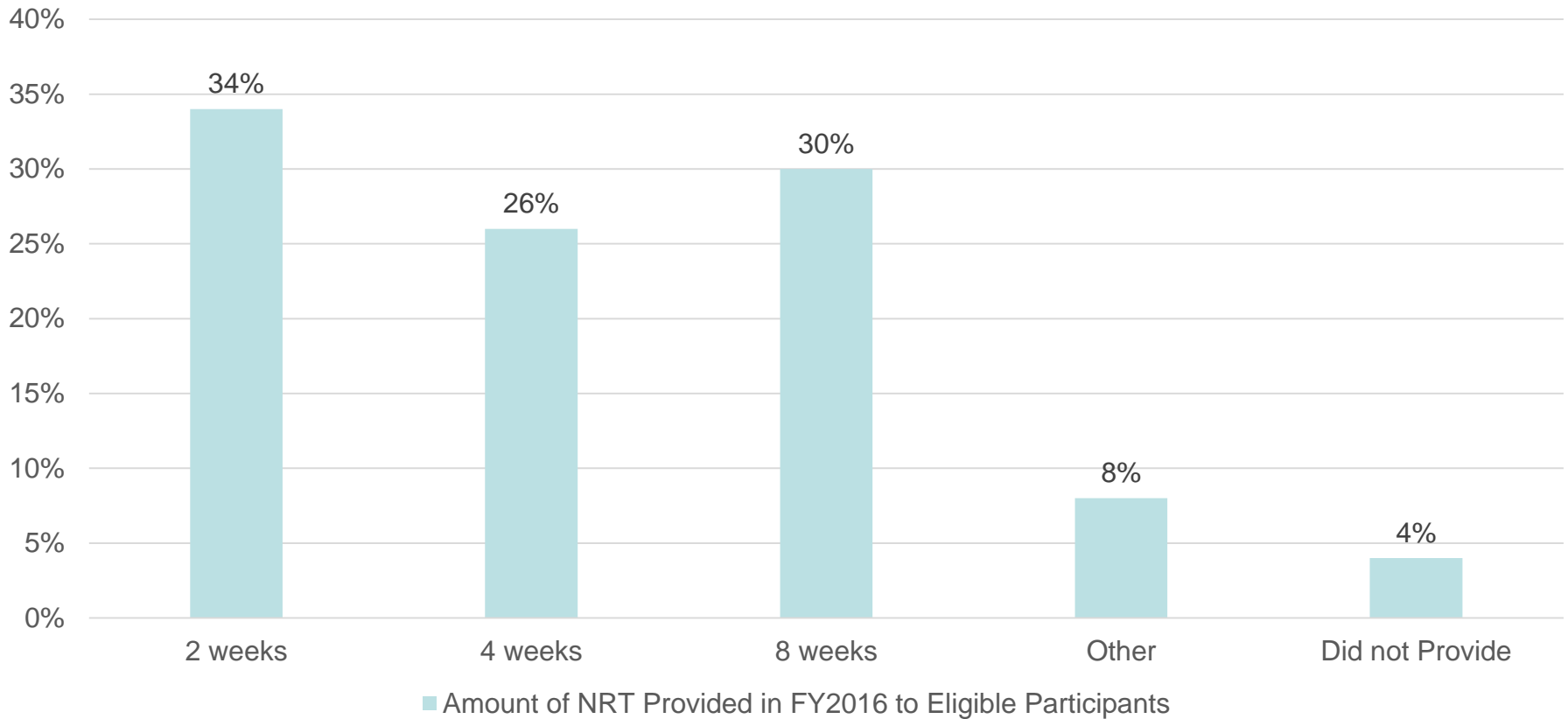
Number of State Quitlines offering Free Cessation Medication



\*Data Source: FY2016 Annual Survey

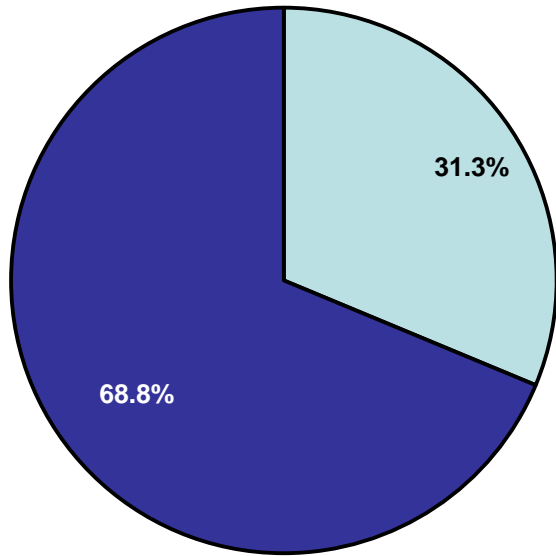
# FY2016 Cessation Medications

Amount of NRT provided in FY2016 to Eligible Participants  
(N=50)\*



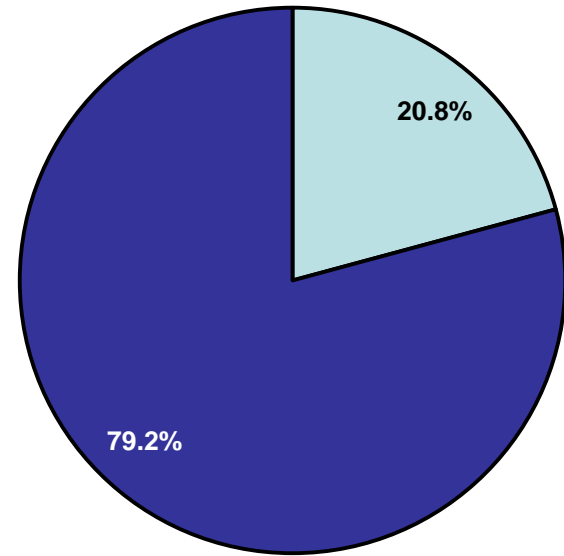
# FY2016 Cessation Medications

Quitline Provided more NRT to Specific Populations



□ Yes ■ No

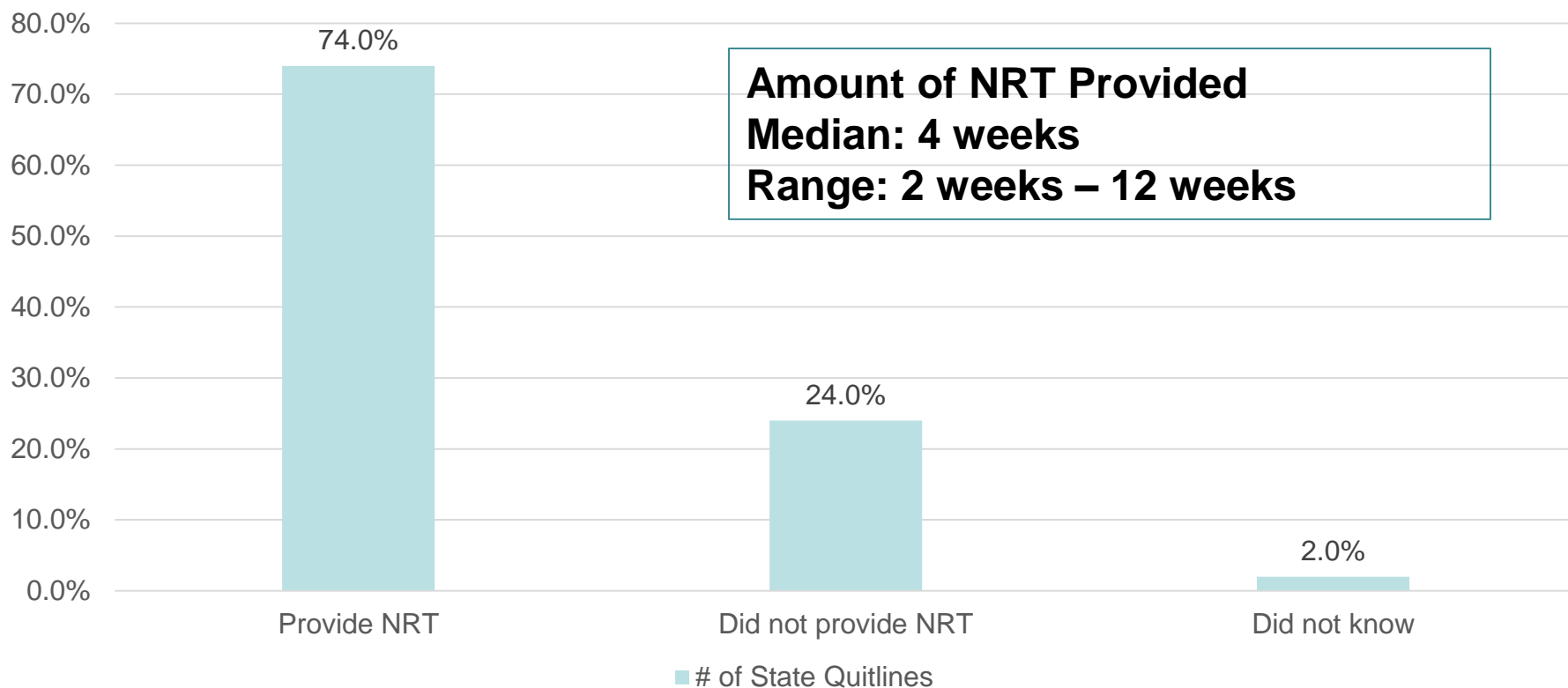
Amount of NRT provided decreased in FY2016



□ Yes ■ No

# Provision of NRT for Medicaid Enrollees\*

State Quitline providing NRT to Medicaid Enrollees (n=50)

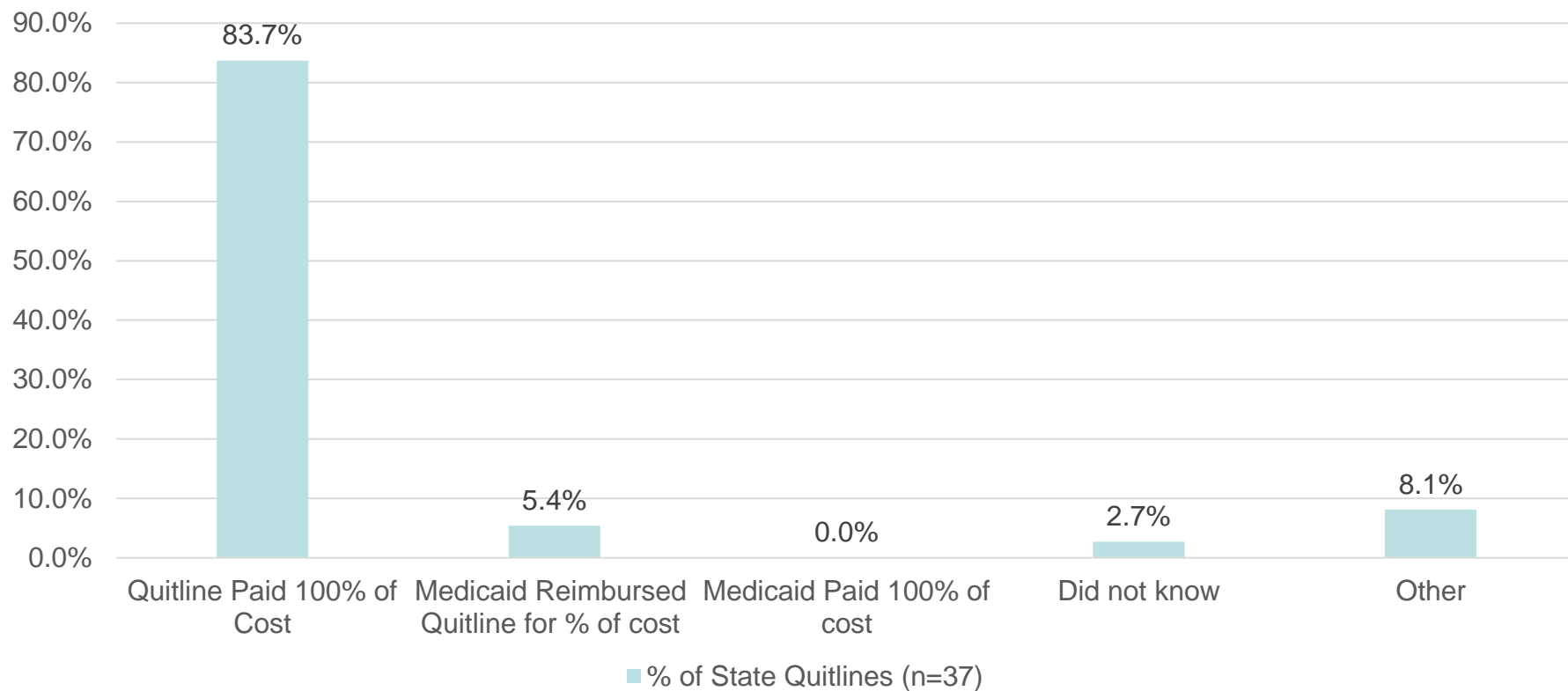


\*Data Source: FY2016 Annual Source



# Provision of NRT for Medicaid Enrollees\*

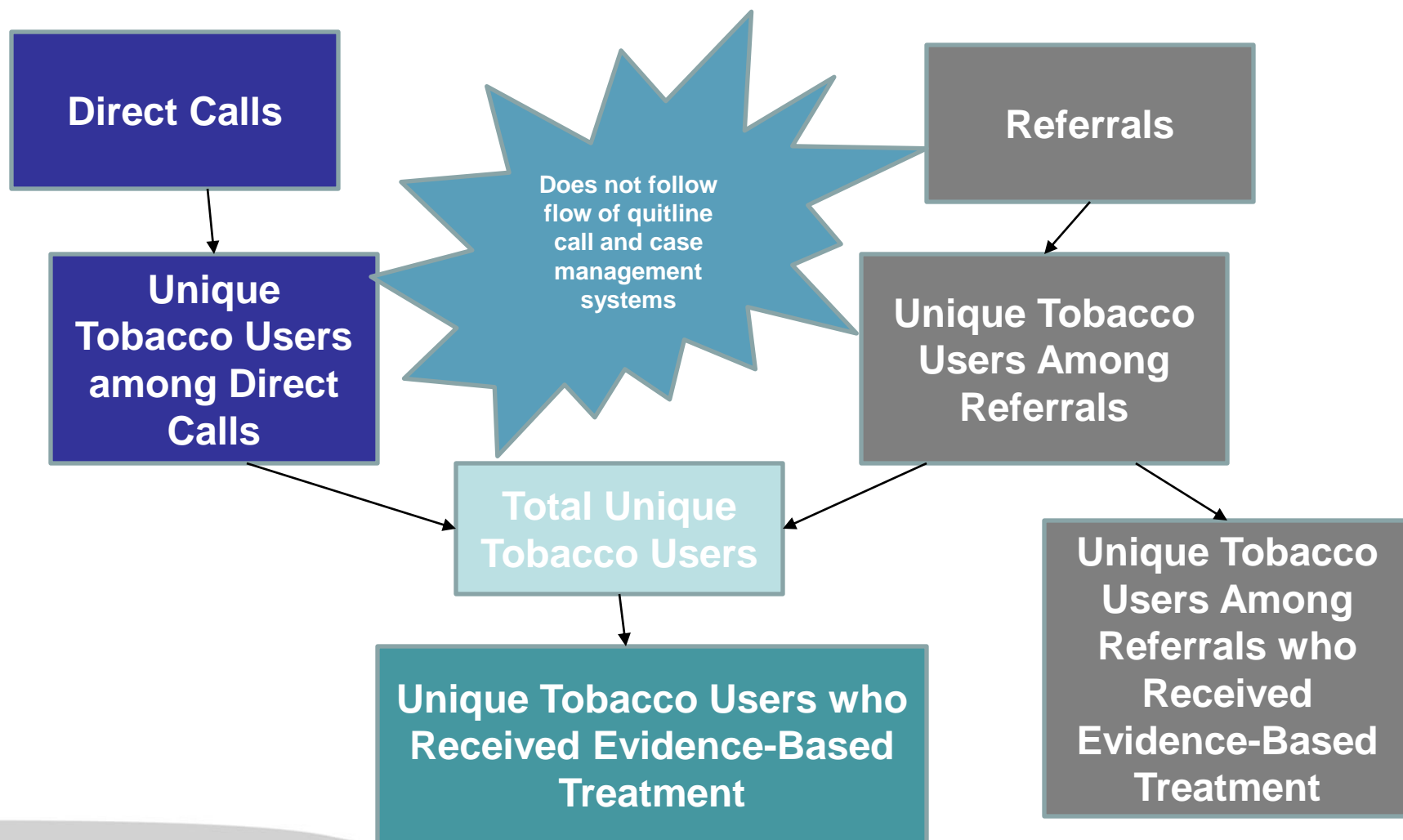
## Who pays for NRT provided to Medicaid Enrollees



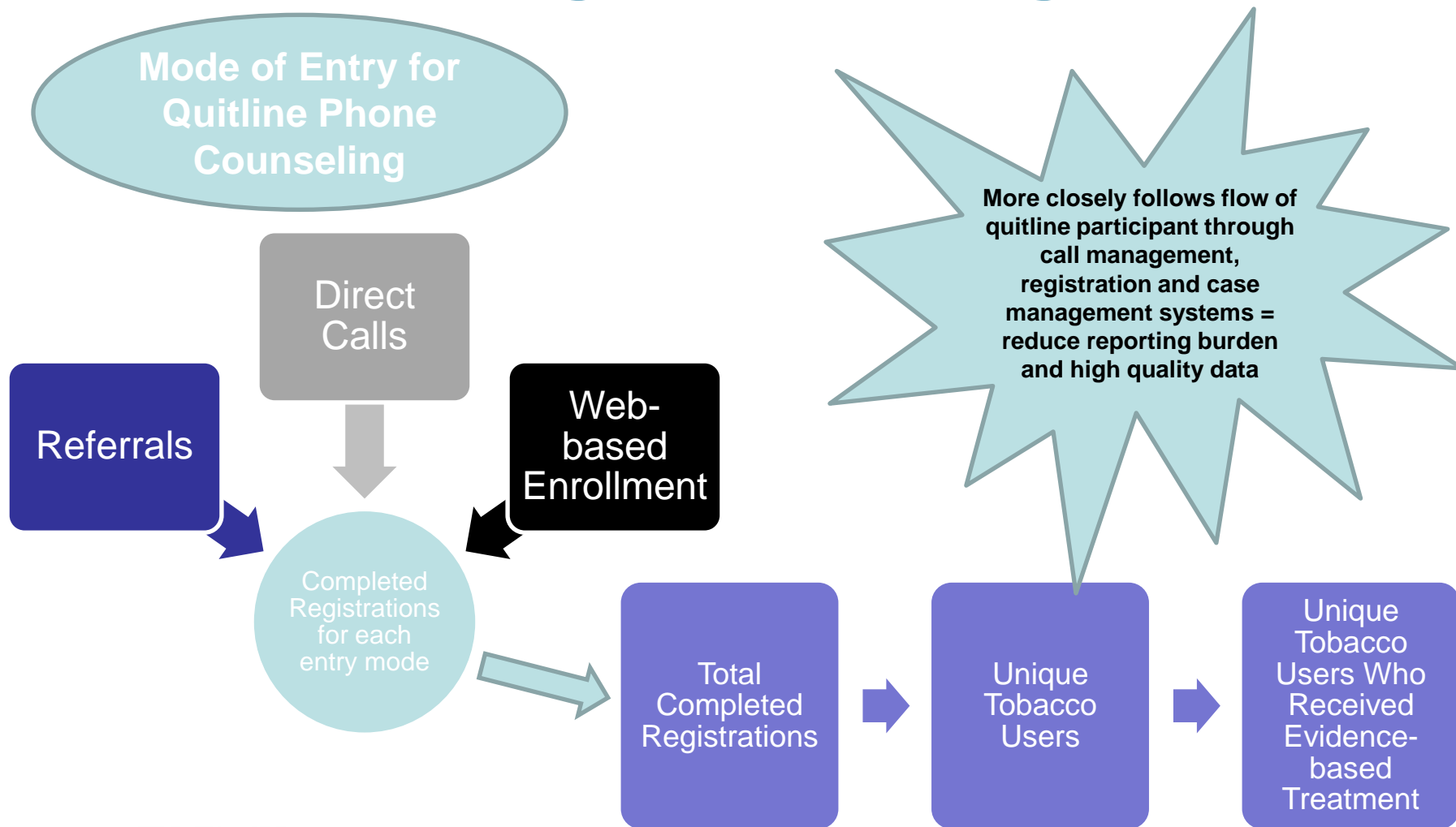
\*Data Source: FY2016 Annual Survey

# UTILIZATION

# Reporting of Utilization Data – FY2015



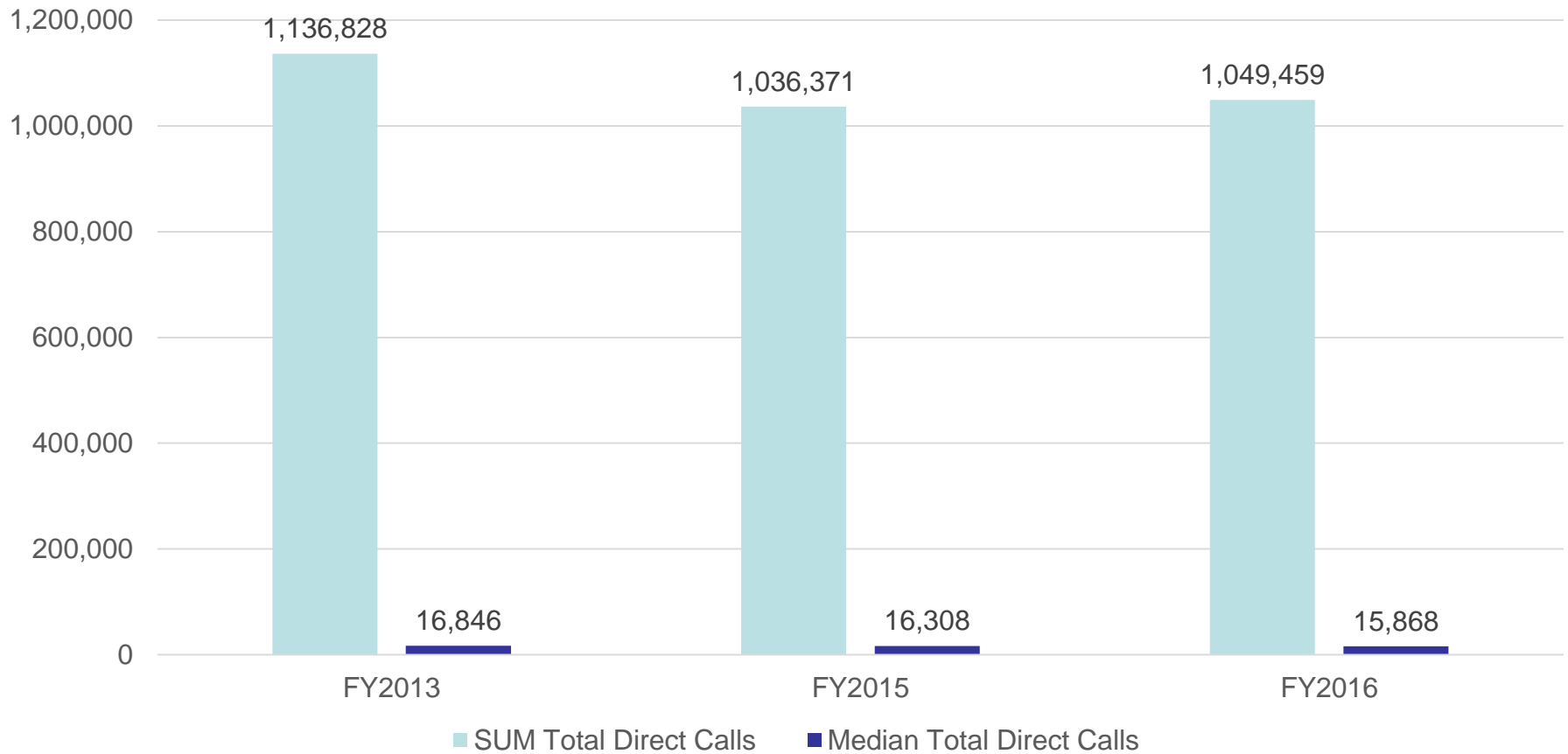
# FY2016 - Change in Reporting Utilization



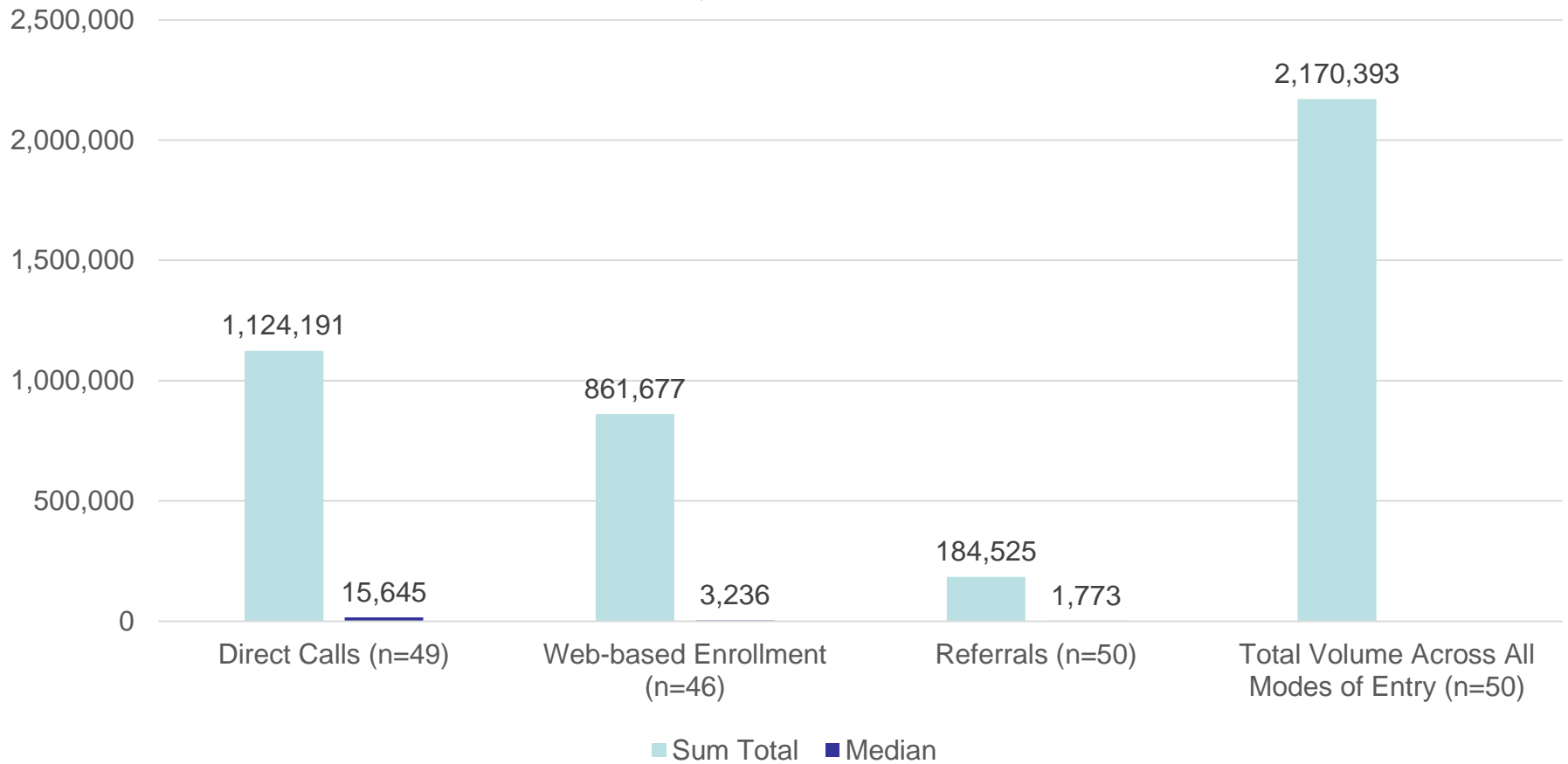
# Utilization: Total Direct Calls to State Quitlines FY2012, FY2013, FY2015 & FY2016

Total Direct Calls	n	Missing	Min	Max	Median	Sum
<b>FY2012 US (N=53)</b>	52	1	340	185,546	15,356	1,336,602
<b>FY2013 US (N=51)</b>	46	5	431	215,128	16,520	1,328,478
<b>FY2015 US (N=47)</b>	47	0	226	167,545	16,241	1,065,408
<b>FY2016 US (N=50)</b>	49	1	274	134,733	15,645	1,124,191

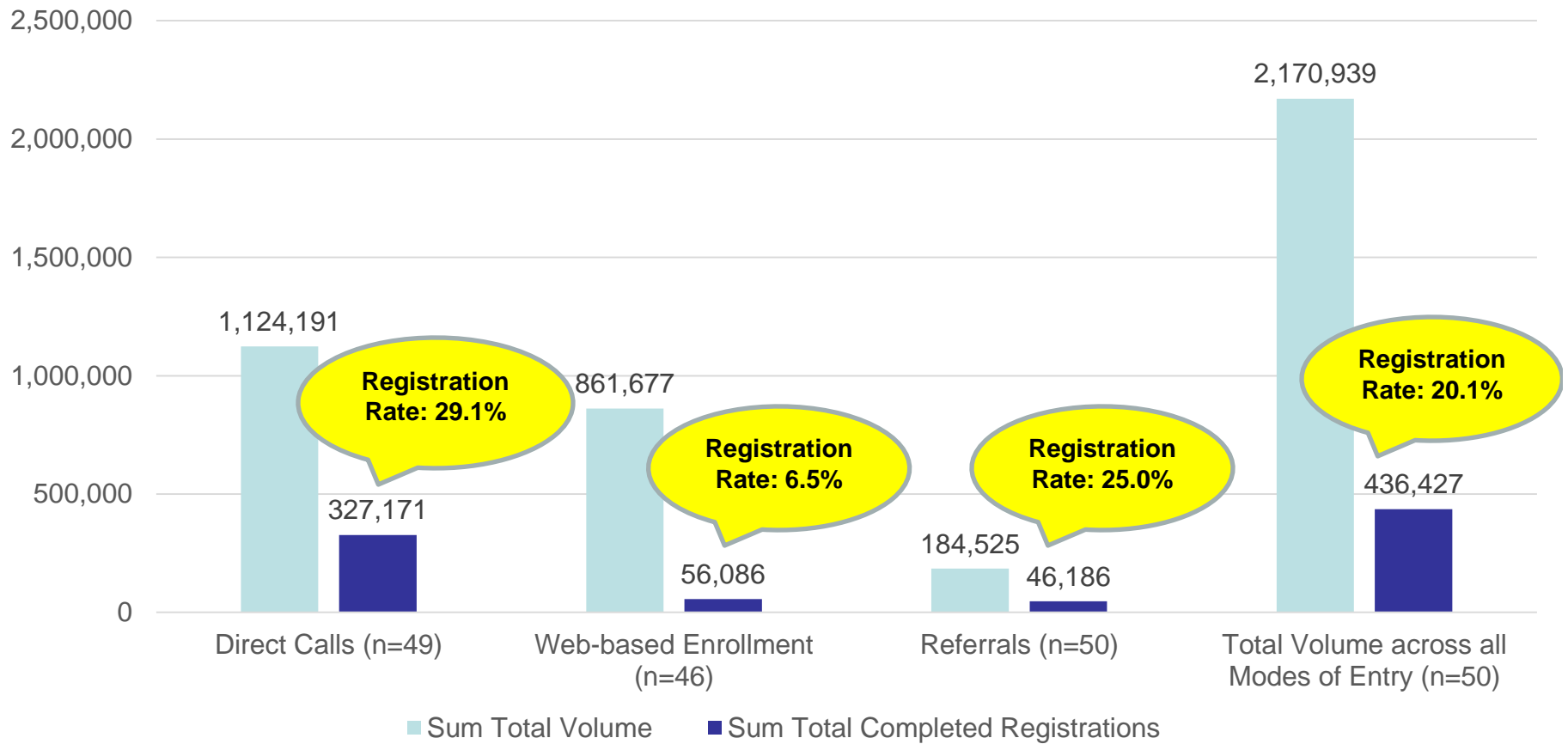
# Comparison: Direct Calls for 43 State Quitlines that provided Data in FY2013, FY2015 & FY2016



# FY2016 – Volume by Mode of Entry to Quitline

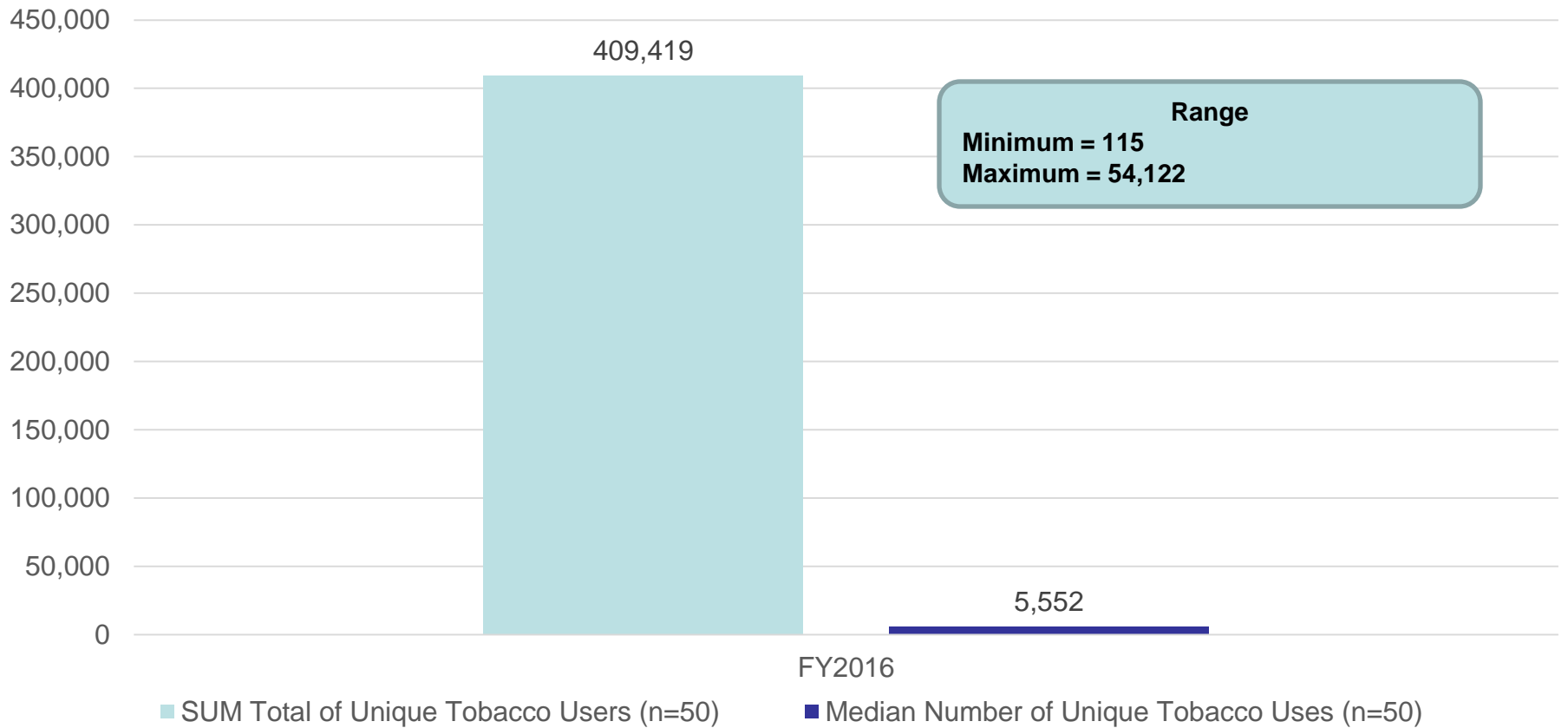


# FY2016 – Registration Rate by Mode of Entry to Quitline

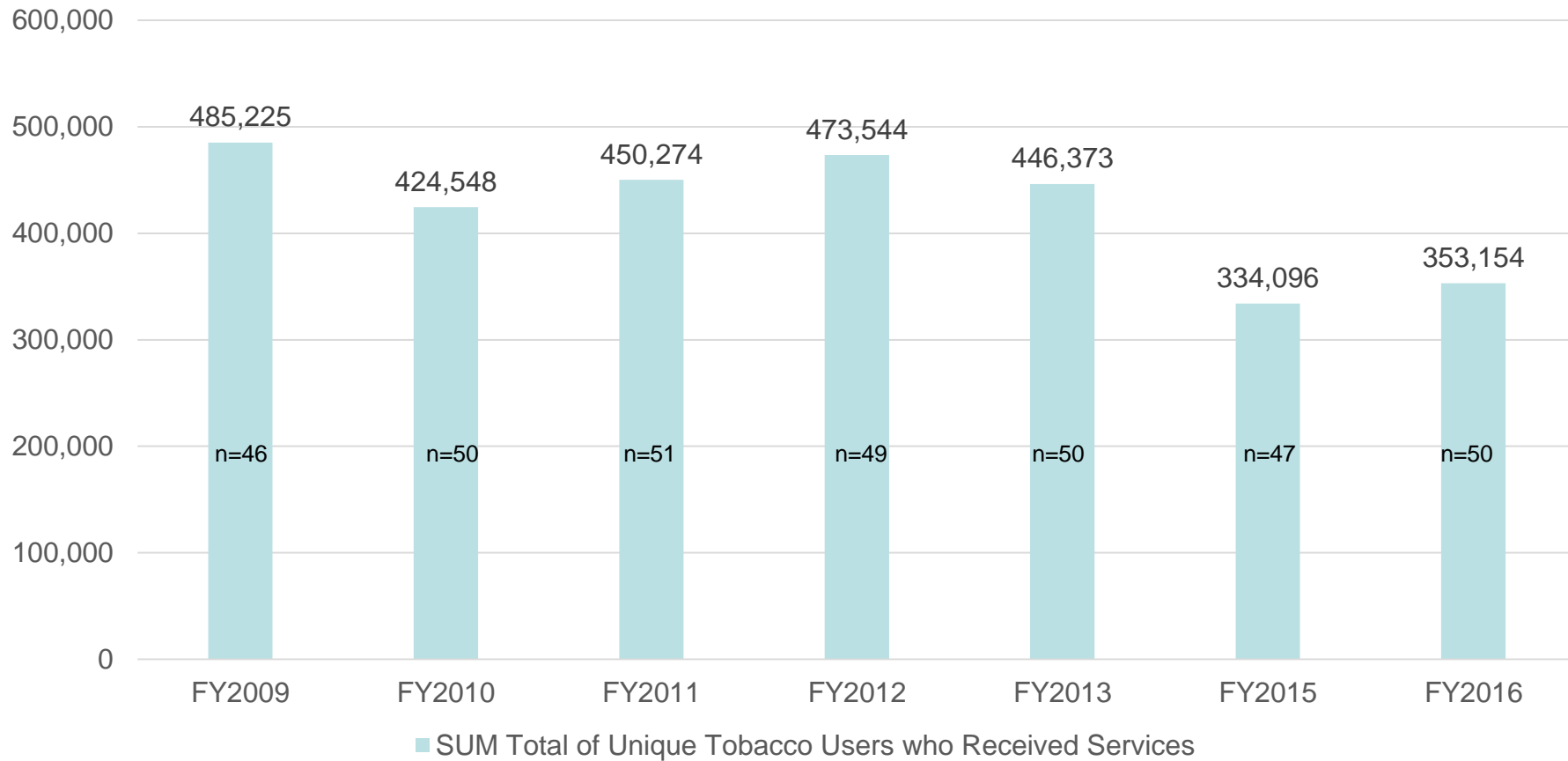




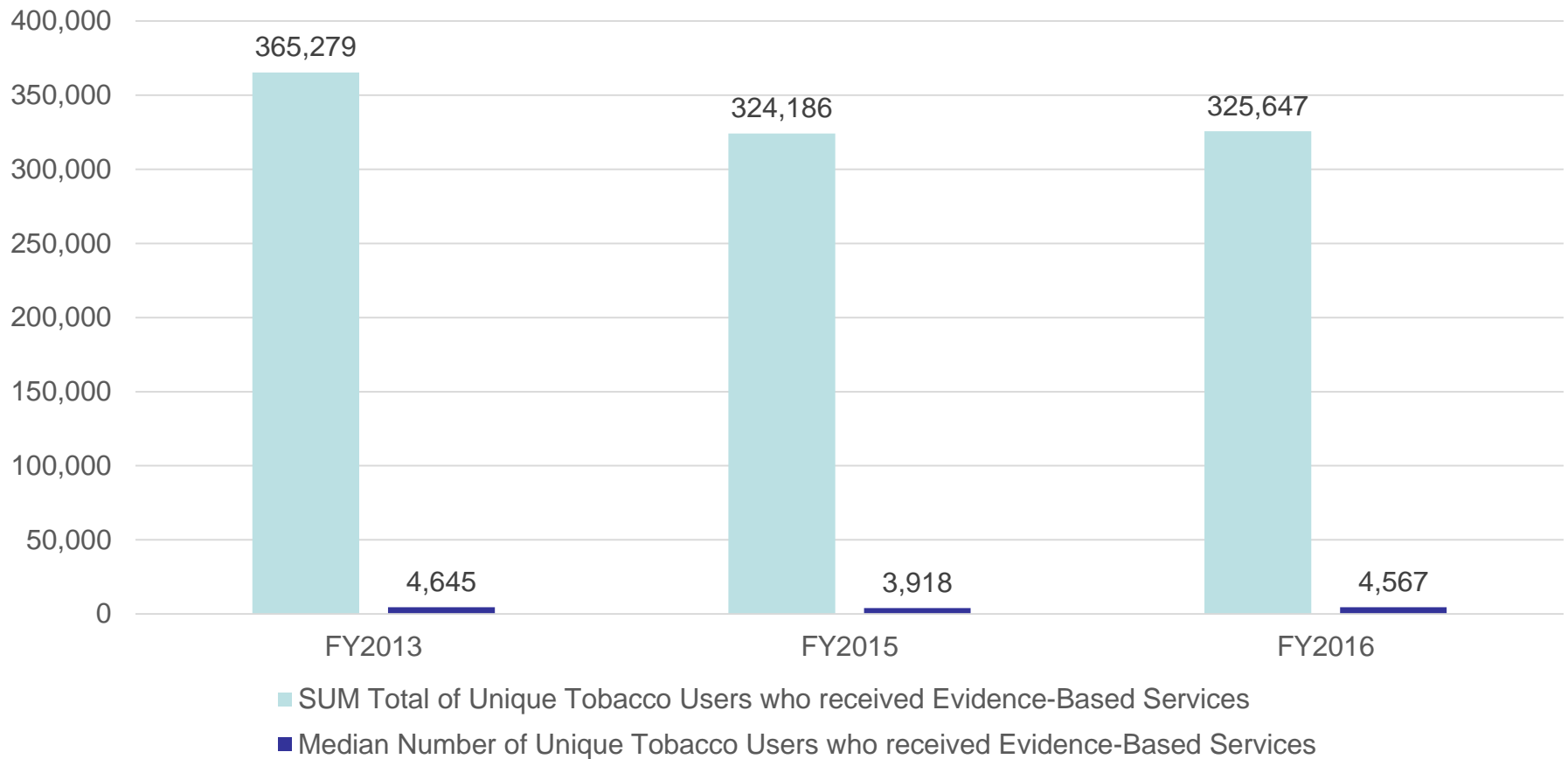
# FY2016 - Unique Tobacco Users



# Unique Tobacco Users who Received Evidence Based Services: FY2009 - FY2016



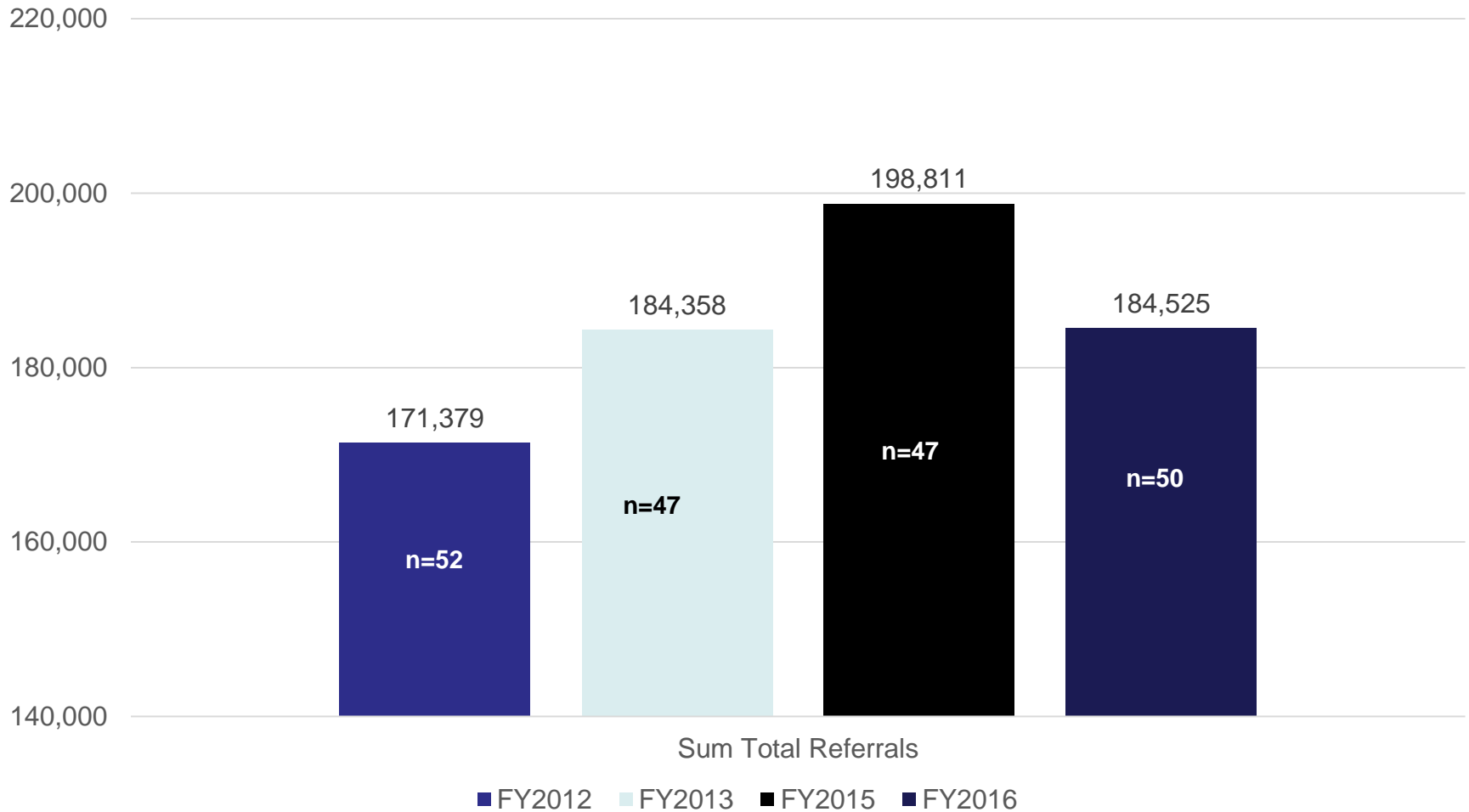
# Comparison: Unique Tobacco Users who Received Evidence-Based Services for 45 State Quitlines that provided Data in FY2013, FY2015 and FY2016



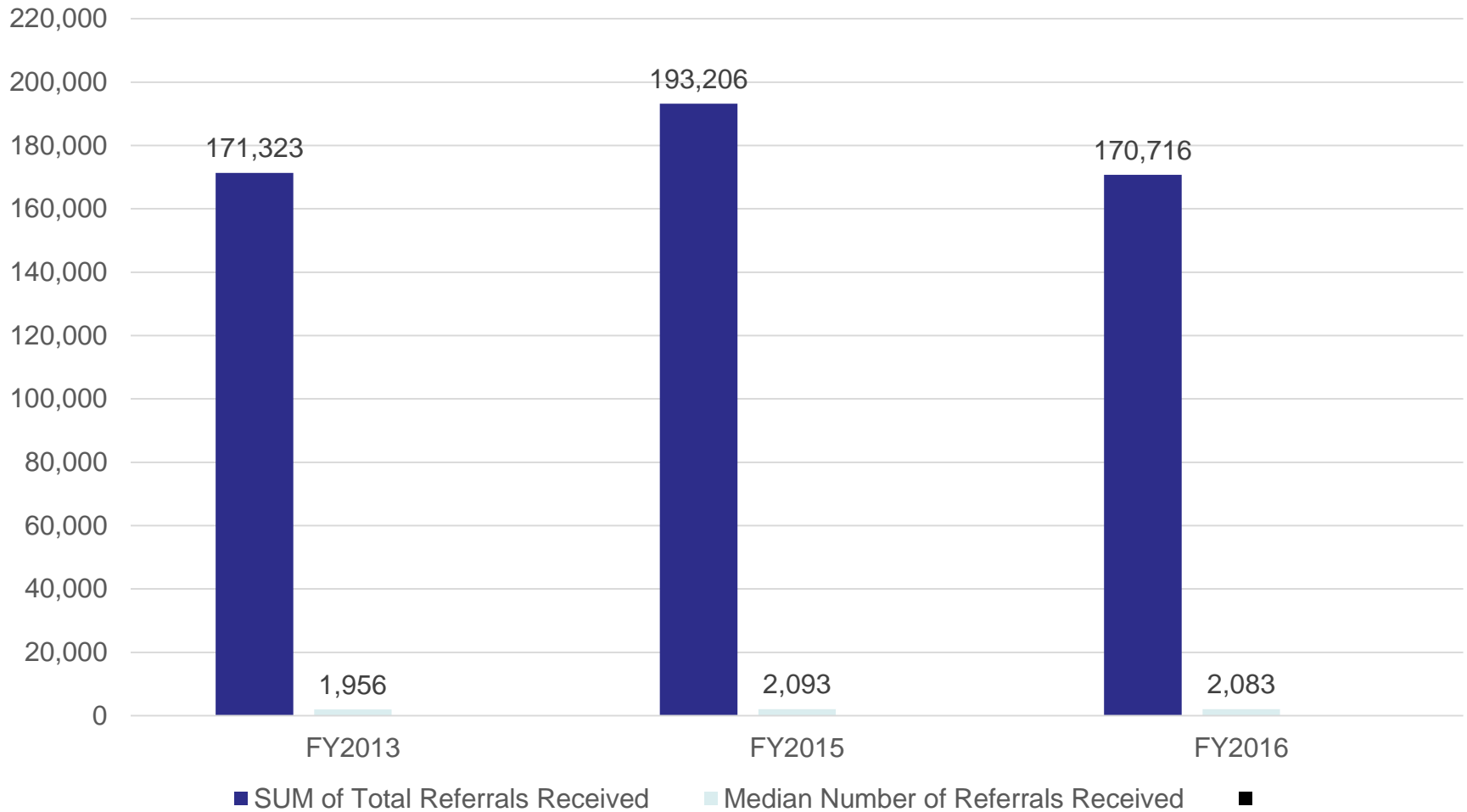
# Referrals Received by State Quitlines in FY2016

Referrals	N Reporting Referral Source	N Reporting # Referrals from Source	Median (Minimum to Maximum)	Sum
Fax Referral Form	50	50	1,457 (53 to 10,996)	138,630
Email or Online Referral	36	34	205 (0 to 8,018)	23,358
Electronic Health Record (EHR) – transmitted directly from an EHR to the quitline	24	23	102 (0 to 3,265)	18,341
Other Referral Modes	4	4	9 (0 to 31)	40
<b>Total</b>	<b>50</b>	<b>50</b>	<b>1,773 (53 to 16,954)</b>	<b>184,525</b>

# Referrals Received by State Quitlines FY2012, FY2013, FY2015 & FY2016



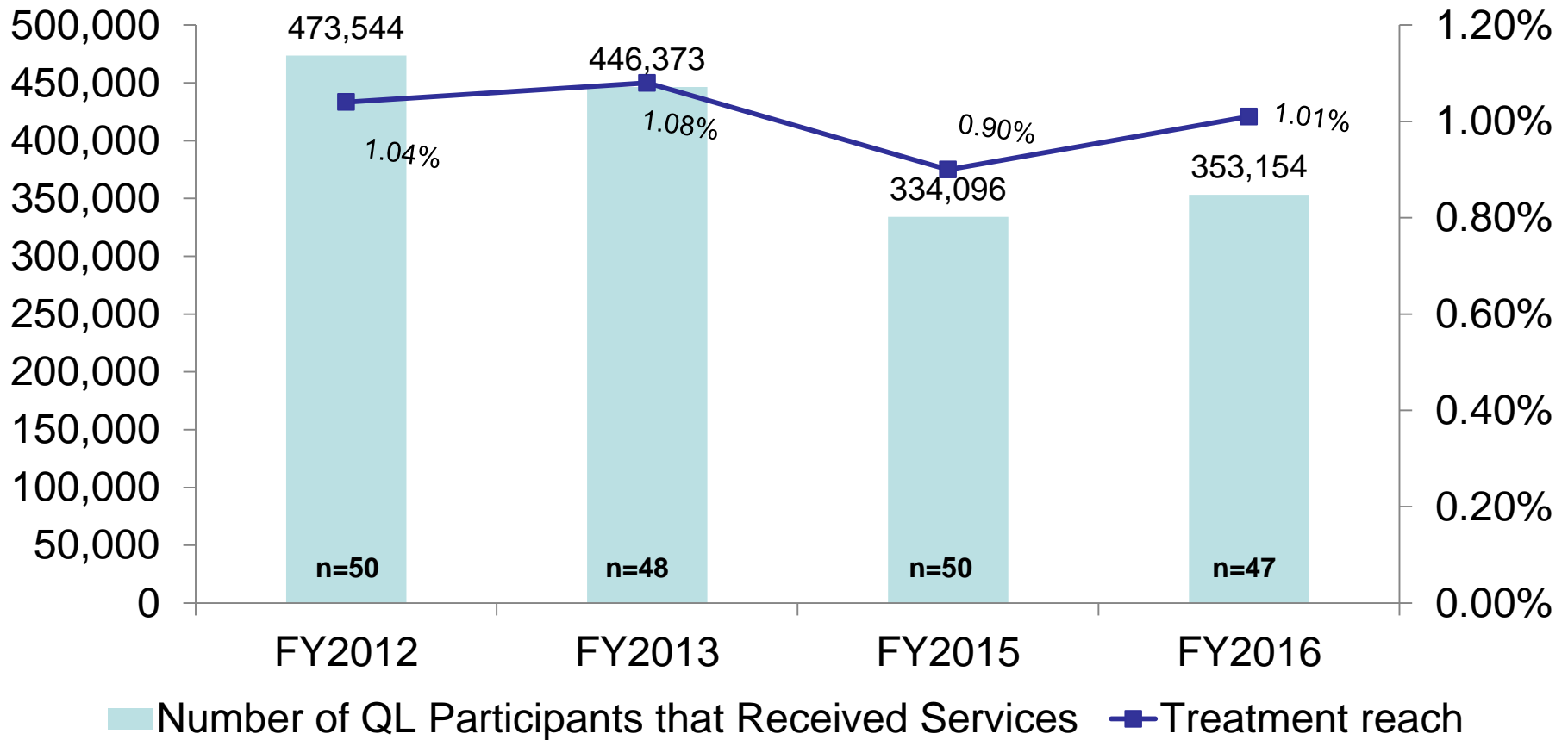
# Comparison: Referrals Received by 43 State Quitlines that provided Data in FY2013, FY2015 & FY2016



# Treatment Reach FY2009-FY2016

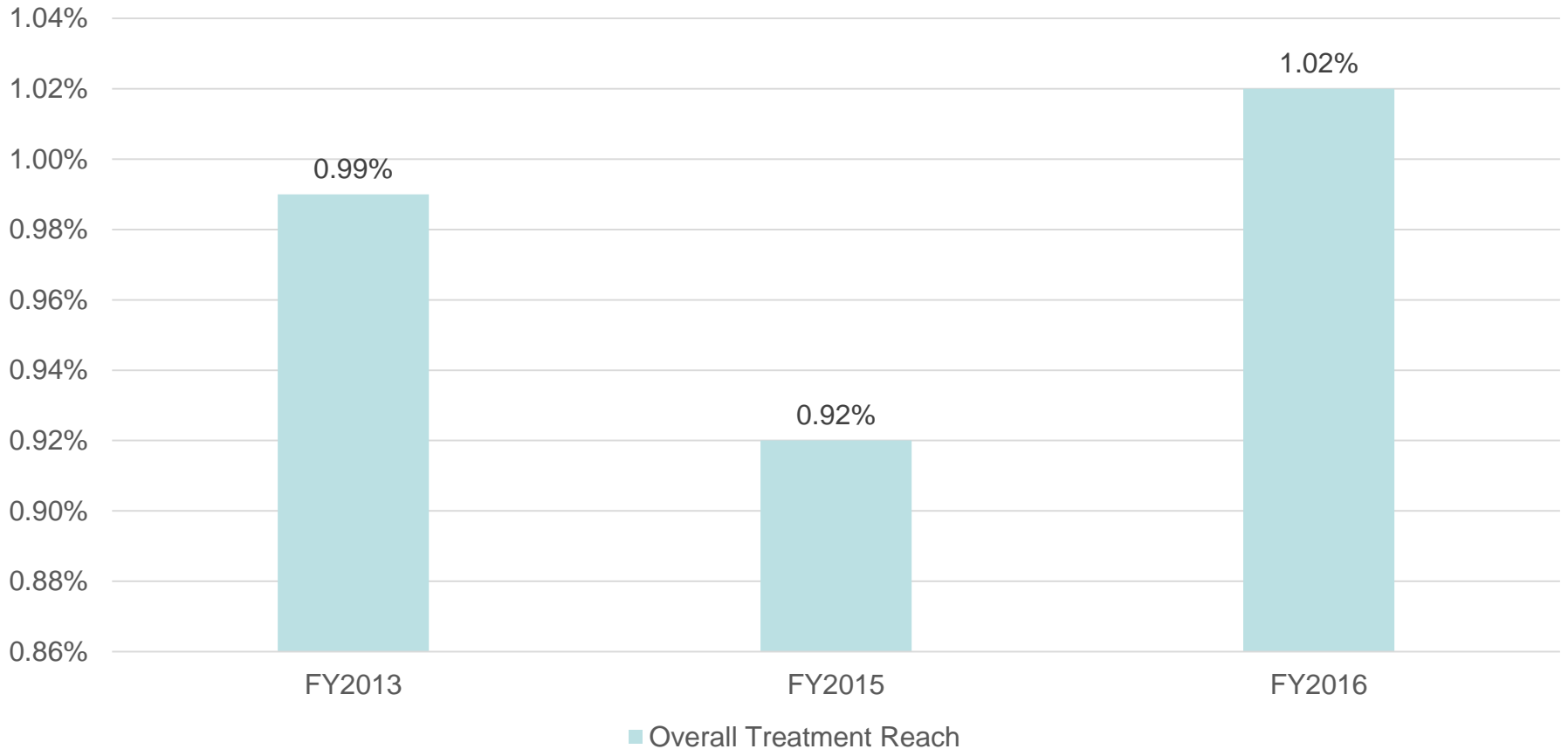
US	N	Min	Max	Mean	Actual
2009	46	0.05%	7.25%	1.57%	1.19%
2010	50	0.05%	6.66%	1.45%	1.09%
2011	50	0.13%	4.30%	1.28%	0.98%
2012	48	0.16%	4.41%	1.32%	1.04%
2013	50	0.12%	4.70%	1.34%	1.08%
2015	47	0.06%	3.38%	1.10%	0.90%
2016	50	0.16%	6.03%	1.40%	1.01%

# Treatment Reach of State Quitlines FY2011- FY2016

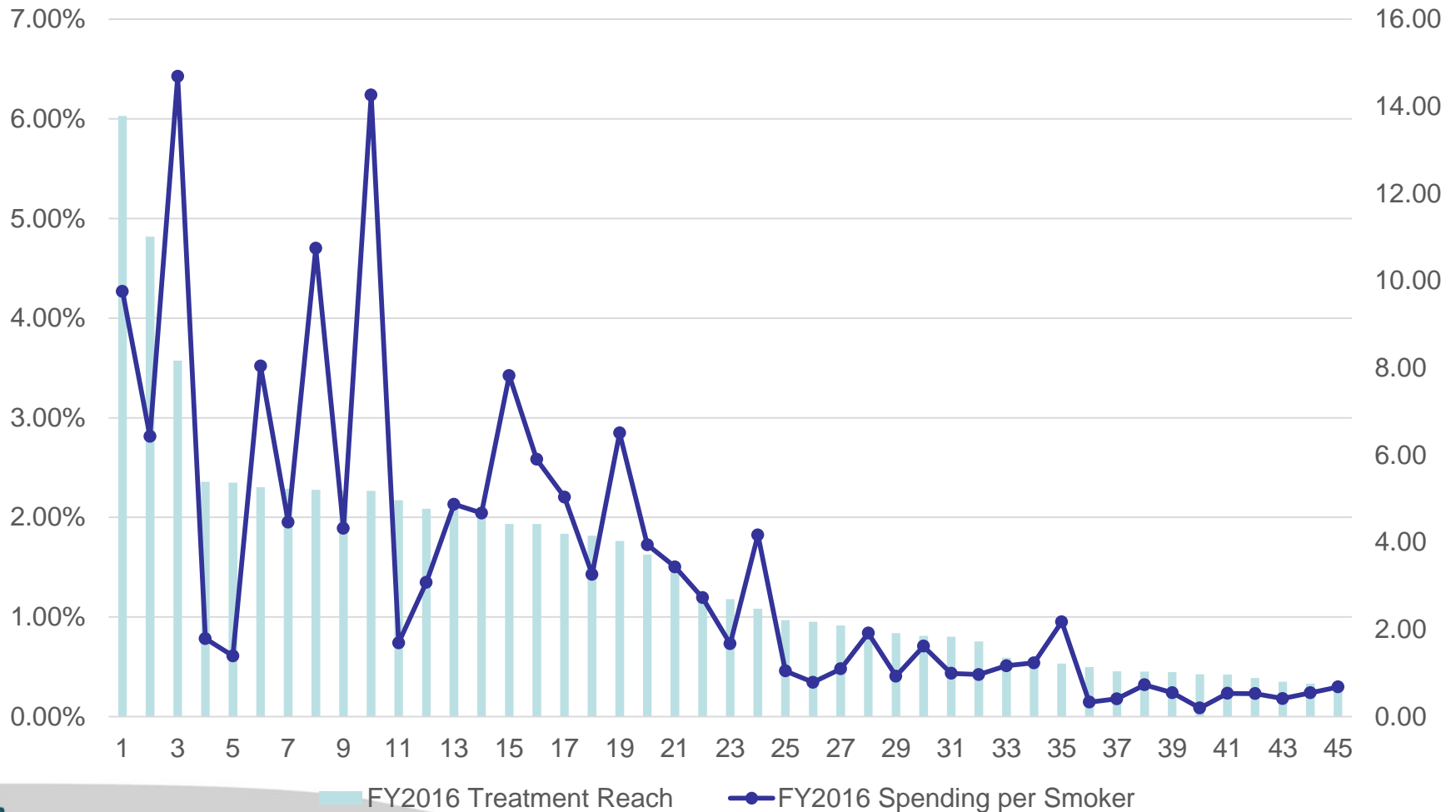




# Comparison: Treatment Reach for 45 State Quitlines that provided Data in FY2013, FY2015 and FY2016



# Treatment Reach and Spending Per Smoker for State Quitlines: FY2016



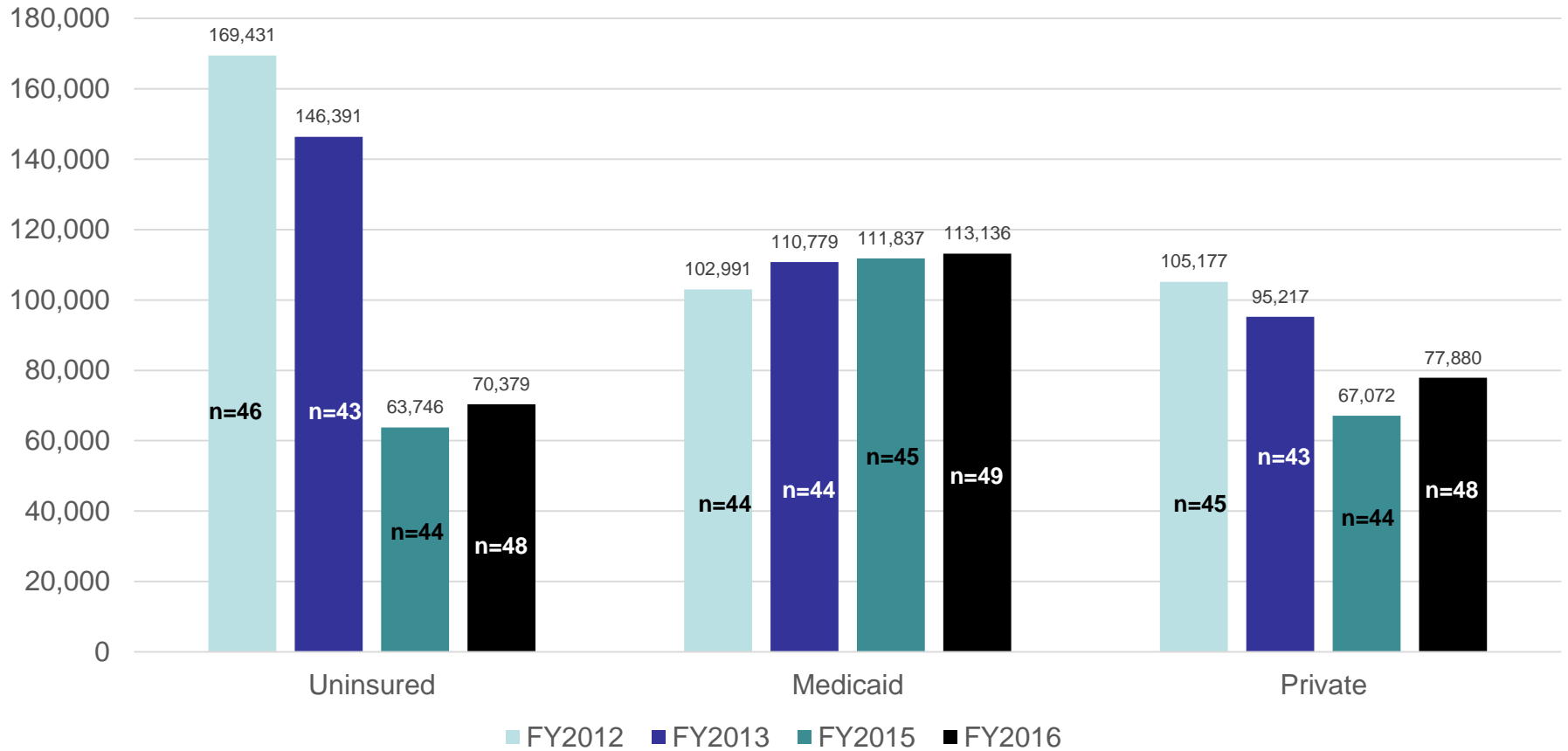
# DEMOGRAPHICS OF CALLERS

Note: Our original intention was to ask quitlines to report demographics on **ONLY** those tobacco users who received counseling or medications. Similar to FY2012, FY2013 and FY2015, a few state quitlines were only able to report on the population of tobacco users completing an intake questionnaire. Meaning the number reported in this section may be slightly larger than the population who received counseling or medications.

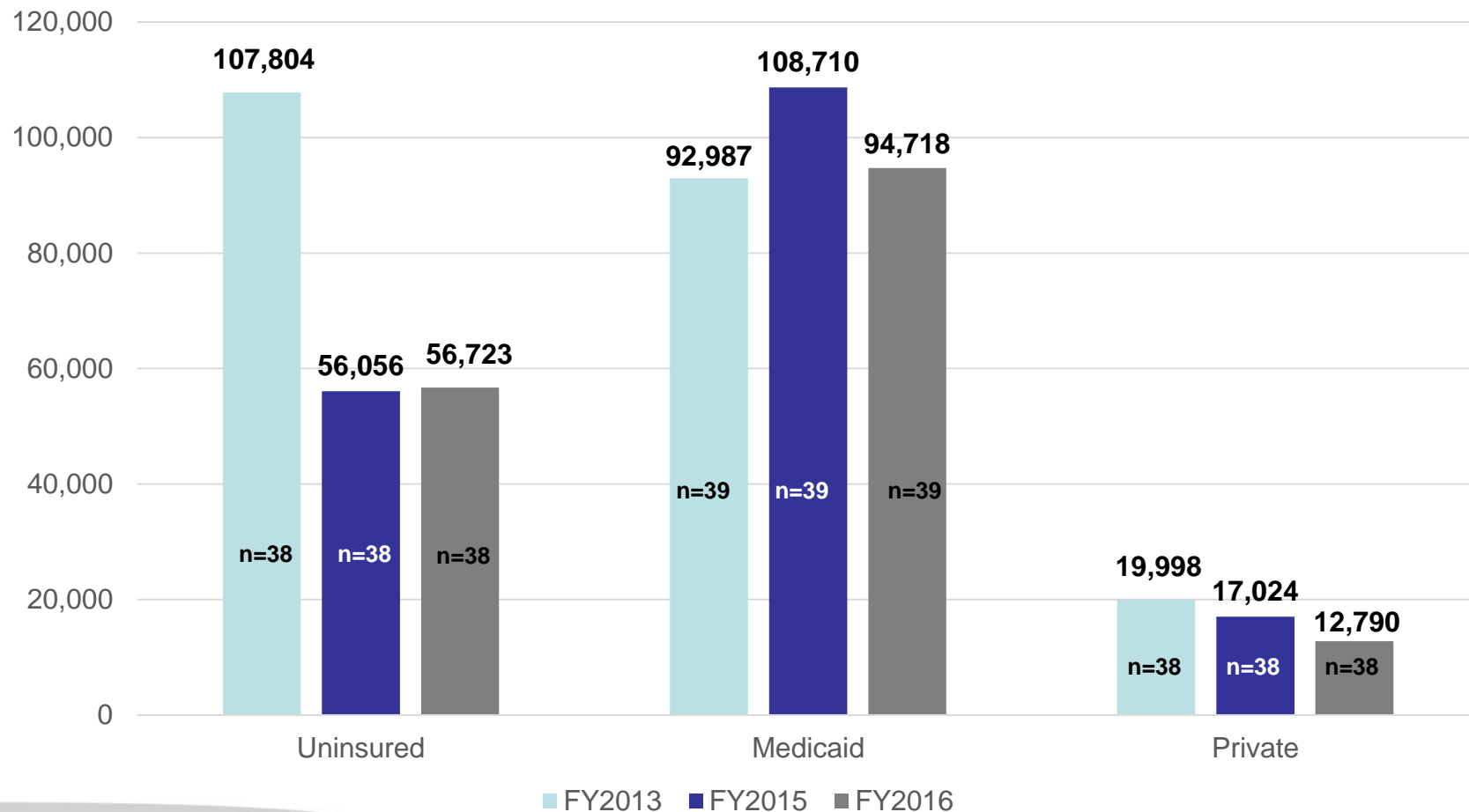
# DEMOGRAPHICS OF CALLERS

- Nearly 60% of quitline callers are Female.
- Median age of quitline callers is 50 years old.
- Over half of callers have a GED/HS diploma or less for educational attainment.
- Nearly 70% of quitline callers are White.
- Nearly 90% of quitline callers are non-Hispanic/Latino.
- 80% of quitline callers identify as Straight.

# State Quitlines: Insurance Status of Callers in FY2012, FY2013, FY2015 & FY2016



# Comparison: Key Insurance Status for 38 State Quitlines that provided Data in FY2013, FY2015 and FY2016



# Screening for Chronic Health Conditions: State Quitlines FY2015 and FY2016

	<b>Number of State Quitlines that screen for Chronic Health Conditions N (%)</b>
FY2015 (N=47)	47 (100%)
FY2016 (N=50)	49 (98%)

# Screening for Behavioral Health Conditions: State Quitlines FY2015 – FY2016

	<b>Number of State Quitlines that screen Behavioral Health Conditions N (%)</b>
FY2015 (N=47)	39 (83%)
FY2016 (N=50)	43 (86%)

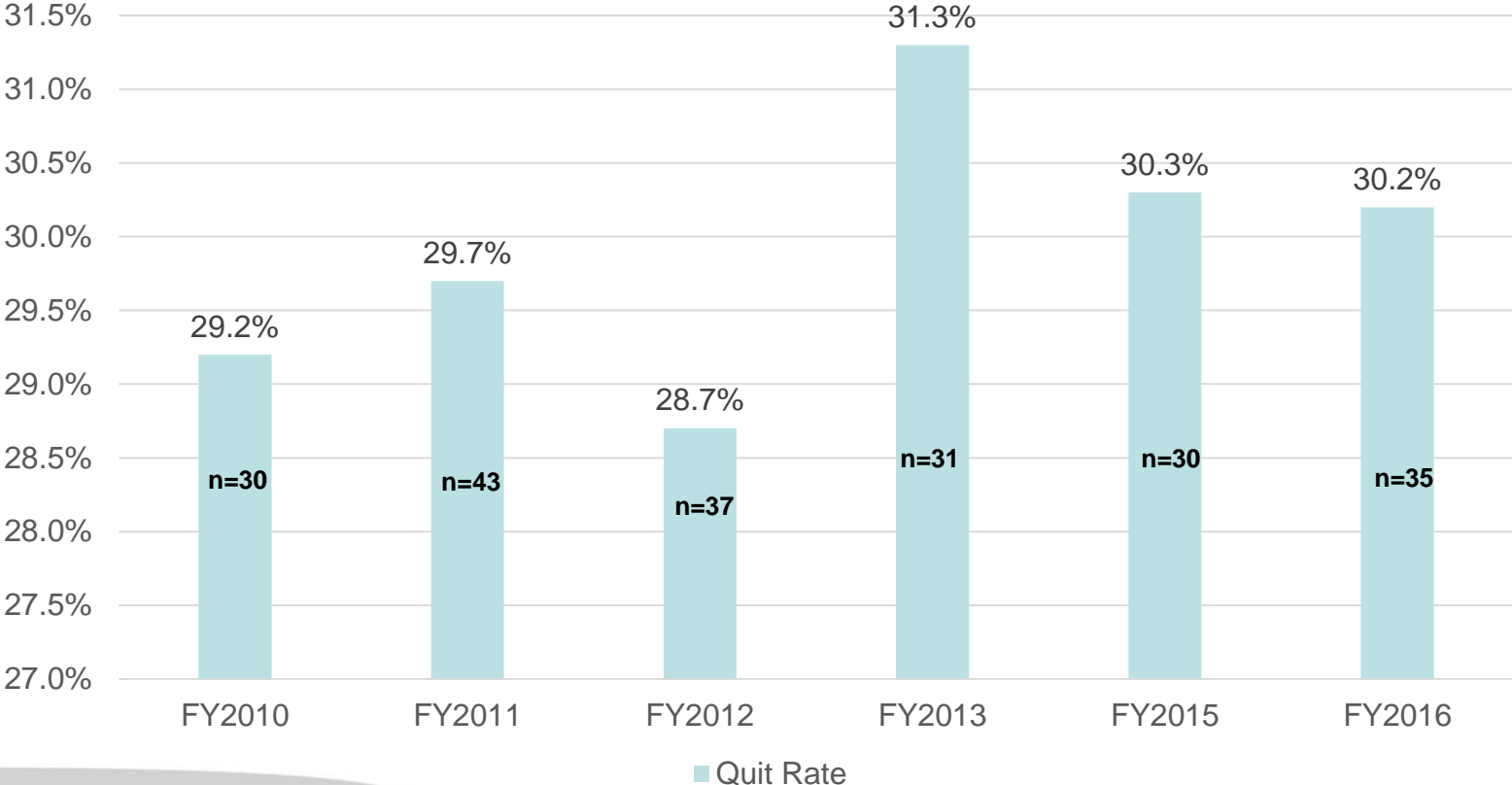


# EVALUATION

# Evaluation FY2016

- 37 state quitlines (74.0%) reported evaluation data
- Response rates averaged 33.6%, ranging from 17.0% to 57.4% (n=35)
- 4 state quitlines reported a response rate of 50% or greater, as recommended in the 2009 “Measuring Quit Rates” NAQC Best Practice Paper

# NAQC Standard Quit Rates FY2010-FY2016



# NAQC Best Practice Paper Recommendations

## **FY2016 Annual Survey**

New questions on the adoption of  
recommendations from NAQC Issue  
Papers

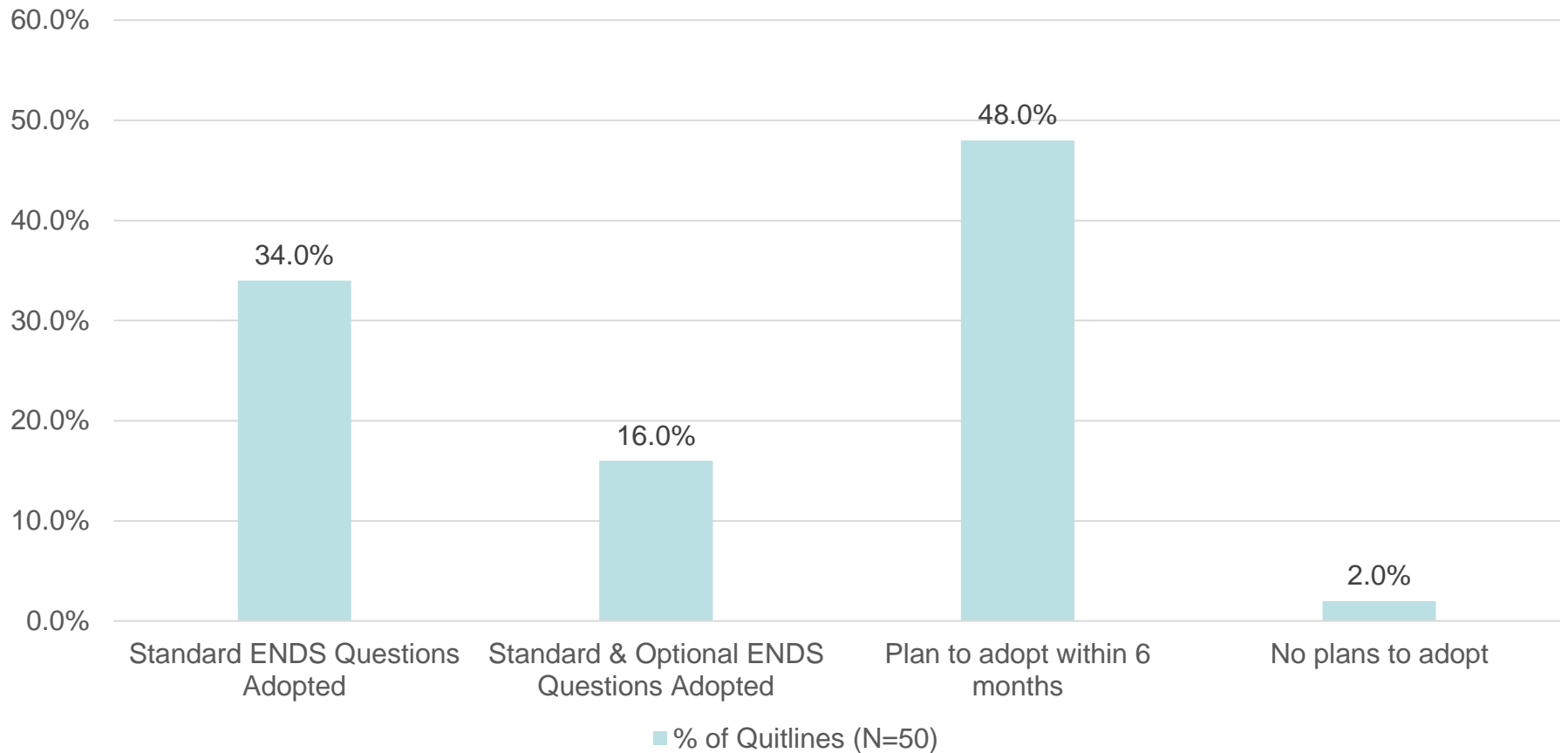
## **NAQC Best Practices Papers**

- ENDS MDS Questions
- 2015 Update, Calculating Quit Rates
- Pregnancy and Postpartum
- Integration of Cessation Medications

# MDS: Questions on Electronic Nicotine Delivery Systems (ENDS)

- September 2015 - [MDS ENDS Report](#)
  - Workgroup convened and made recommendations for new STANDARD and OPTIONAL MDS Questions
  - NAQC requested adoption by **January 1, 2016**

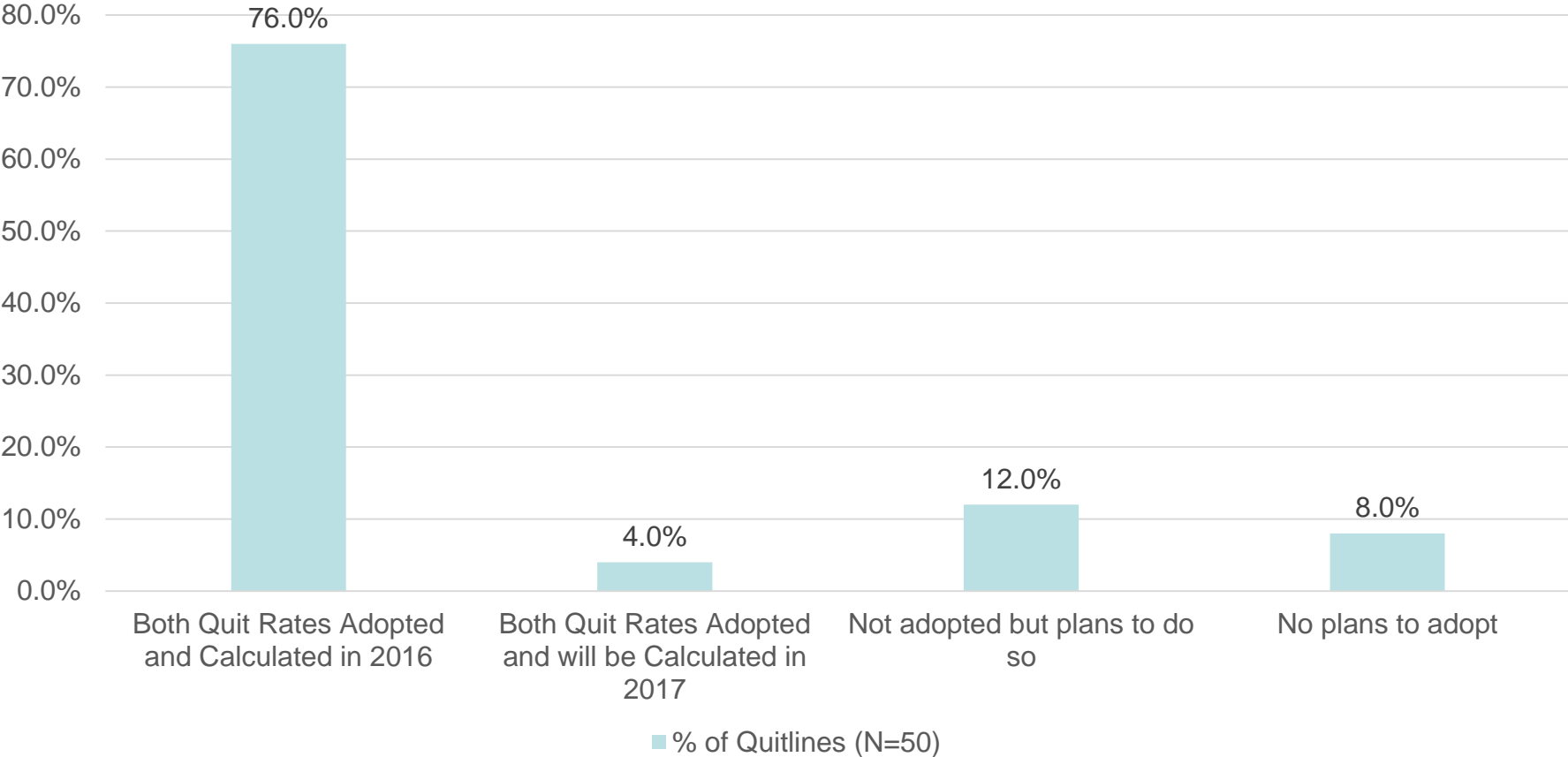
# MDS: Questions on Electronic Nicotine Delivery Systems (ENDS)



# NAQC Best Practice Paper: Calculating Quit Rates, 2015 Update

- September, 2015 – [Calculating Quit Rates, 2015 Update](#)
- Recommendation for two Quit Rates
  - Conventional Tobacco Quit Rate
  - Conventional Tobacco plus ENDS Quit Rate
- NAQC requested adoption for evaluation conducted **after January 1, 2016.**

# NAQC Best Practice Paper: 2015 Update, Calculating Quit Rates

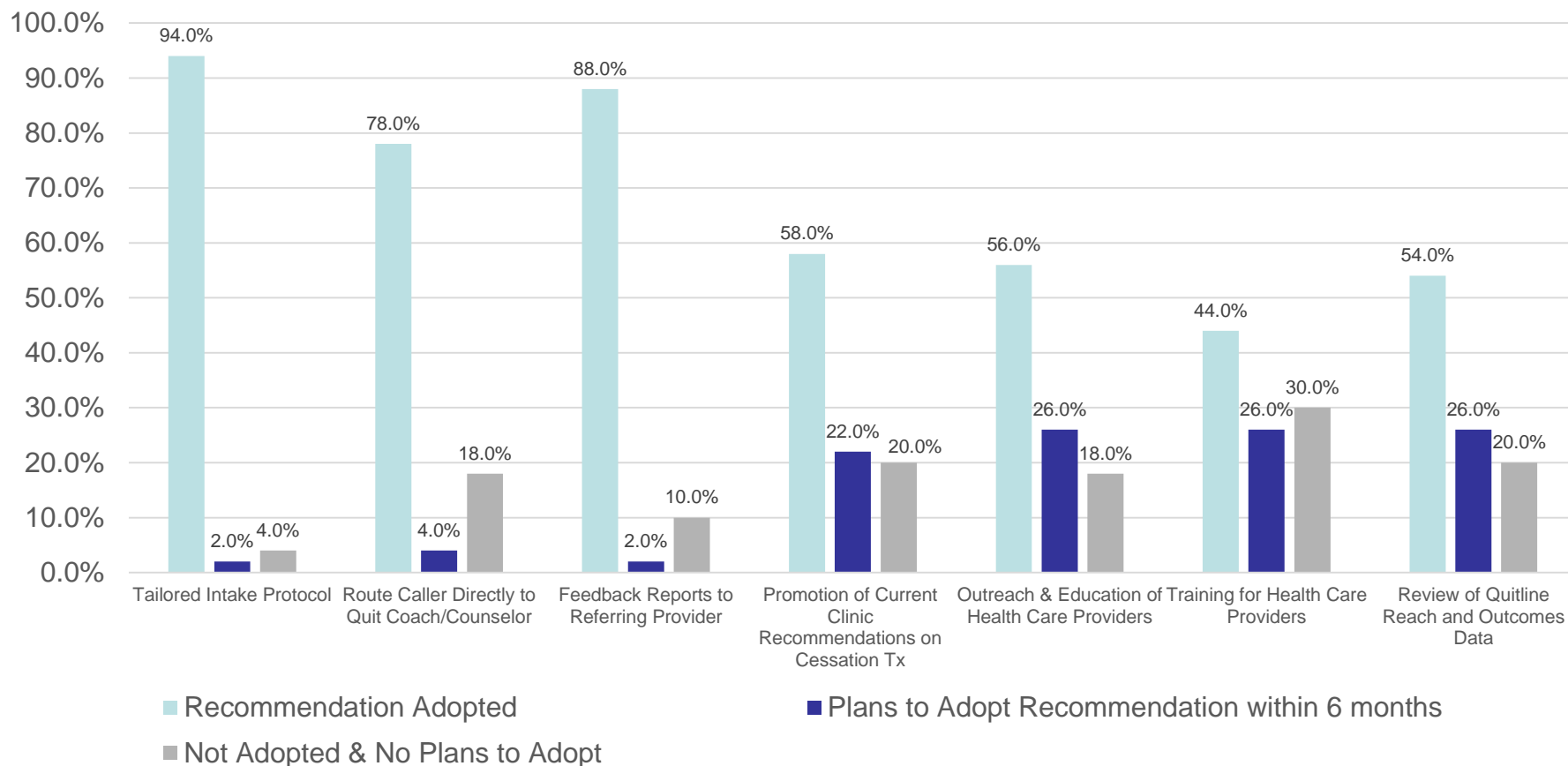




# NAQC Best Practice Paper: Quitline Services for Pregnant and Postpartum Women: Learning from Current Literature and Practice

- December 2014 – Quitline Services for Pregnant and Postpartum Women
- 7 recommendations made:
  - Tailored intake protocol
  - Route directly to coach/counselor
  - Feedback reports to referring providers
  - Promotion of current clinical recommendations
  - Outreach & education to Health Care providers
  - Training Health Care providers
  - Review of Quitline data on outcomes and reach

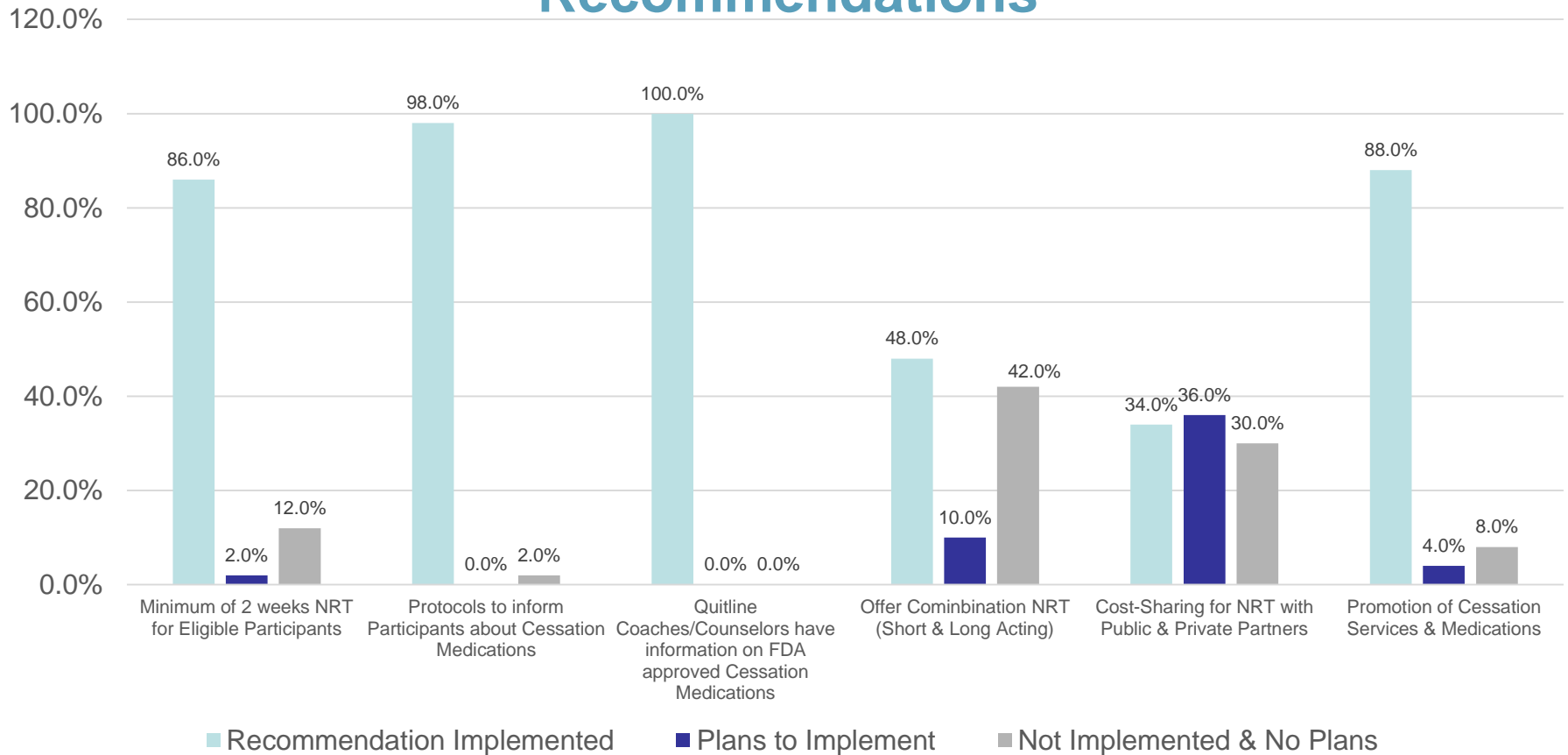
# NAQC Best Practice Paper: Quitline Services for Pregnant and Postpartum Women: Learning from Current Literature and Practice



# NAQC Best Practice Paper: Integration of Tobacco Cessation Medications in State & Provincial Quitlines: A Review of the Evidence & the Practice with Recommendations

- 2009 – Integration of Tobacco Cessation Medications
- 6 recommendations made:
  - Provide a minimum of 2 weeks NRT to all eligible participants
  - Protocols to inform quitline participants about cessation medications
  - Quitline Counselors have information on all FDA approved cessation medications
  - Offer combination of short and long acting NRT
  - Cost-sharing for NRT with public & private partners
  - Promotion of cessation services & medications

# NAQC Best Practice Paper: Integration of Tobacco Cessation Medications in State & Provincial Quitlines: A Review of the Evidence & the Practice with Recommendations



# NAQC Goal for Key Quitline Metrics

Key Metric	NAQC Goal	FY2016
Spending per Smoker	\$10.53	\$1.91 (\$0.20 to \$14.69)
Treatment Reach	$\geq 6\%$	1.01% (0.16% to 6.03%)
Quit Rates	$\geq 30\%$	30.2% (18.3% to 43.2%)

# FY2016: Top States for Key Quitline Metrics

	Spending per Smokers	Treatment Reach	Quit Rate
<b>Top States in FY2016</b>	South Dakota	Idaho	South Dakota
	Maine	Oklahoma	Arizona
	Delaware	South Dakota	Rhode Island
	Idaho	West Virginia	Montana
	Wyoming	New York	North Carolina

# Resources

- Final PowerPoint slides posted on the 2016 survey page.
- FY2016 Benchmarking and Quitline Metrics were sent in early May.
- FY2016 Quitline Metrics were posted to NAQC profiles on May 17.
- Please visit: <http://map.naquitline.org/>

## **Recommended Citation:**

North American Quitline Consortium. 2016. Results from the 2016 NAQC Annual Survey of Quitlines.

Available at

<http://www.naquitline.org/?page=2016Survey>



For more information on the survey or on NAQC's data request and review process, please contact:

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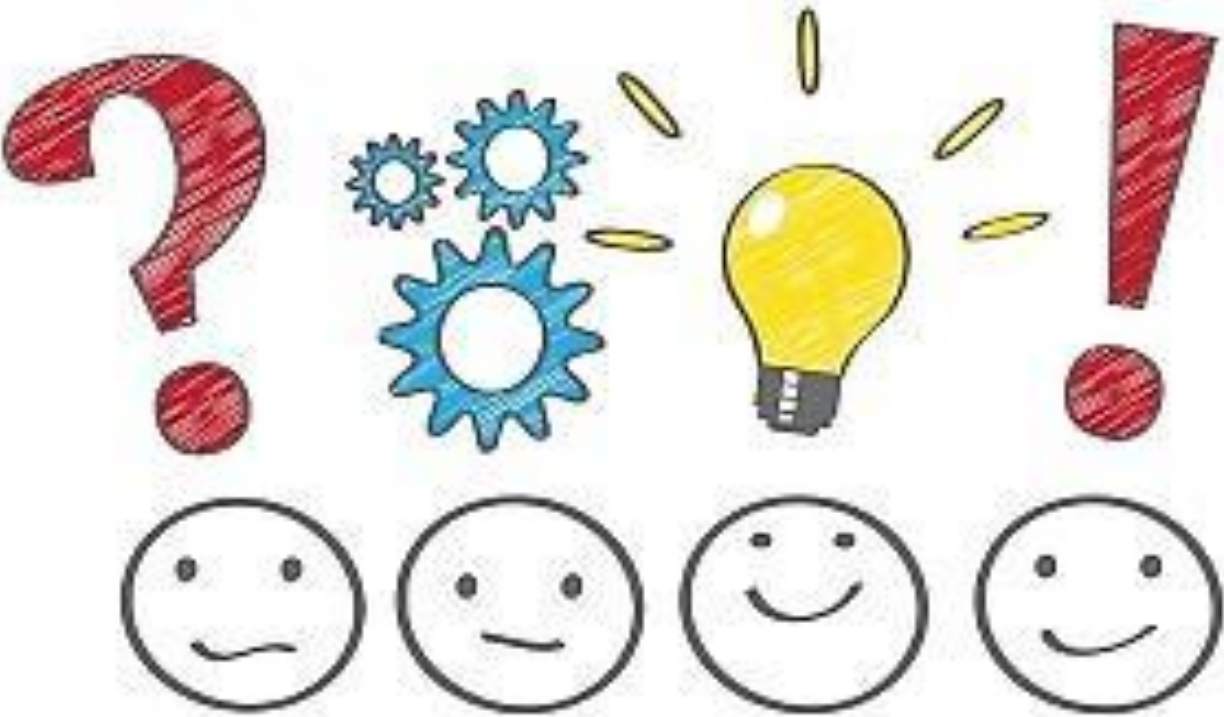
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# Questions, Comments and Discussion



# EVALUATION FORM

Please take a few minutes to complete the webinar evaluation form. Your feedback will be used to help inform further webinars. Click the link below to complete the survey.

<https://www.surveymonkey.com/r/23TXTJF>

**Thank you for your participation!**