

The Importance of Providing a Comprehensive Tobacco Cessation Strategy in Pennsylvania

PPHA 2019

Presentation Overview

- Description of PA Tobacco Prevention and Control Program
- Regional cessation program
- PA Free Quitline
- Comparison of regional and Quitline clients
- Program outcomes
- Discussion/Next Steps

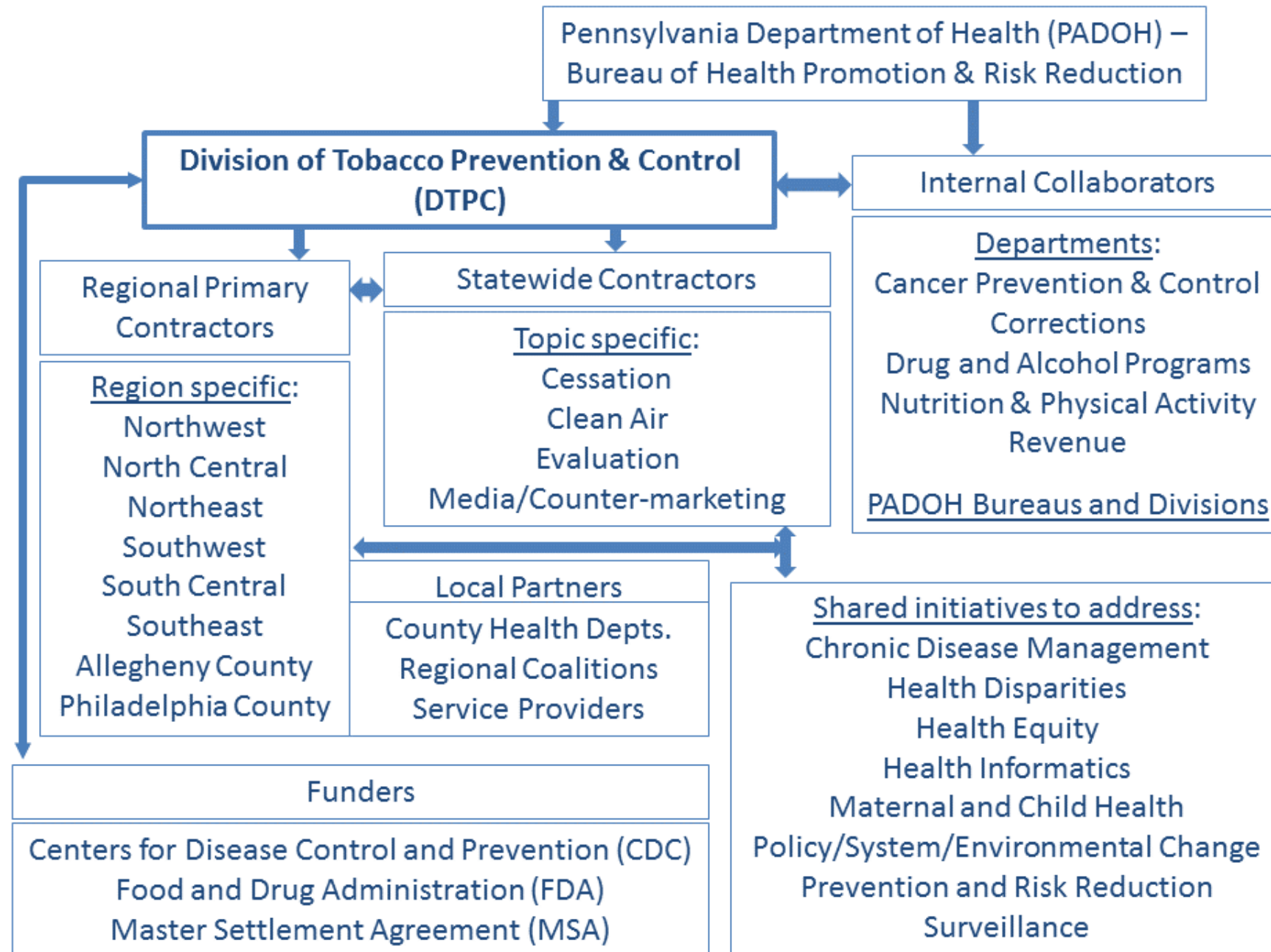
A Comprehensive Tobacco Prevention and Control Model

- Established in 2002 using Master Settlement Agreement and CDC funding
- Designed to incorporate CDC's Best Practices for tobacco prevention and control:
 - State & Community Interventions
 - Mass-Reach Health Communication Interventions
 - Cessation Interventions
 - Surveillance & Evaluation
 - Infrastructure Administration & Management
- Contractors deliver services in eight regions across the state

Partnerships



- **Within PA Department of Health**
 - Bureau of WIC
 - Bureau of Health Promotion and Risk Reduction
 - Division of Cancer Prevention and Control
 - Division of Nutrition and Physical Activity
 - Division of Health Risk Reduction
- **American Lung Association**
- **Healthcare providers**
- **Healthcare systems**
 - E.g., UPMC
- **Employers**
- **Asian Smokers' Quitline**
- **Department of Public Welfare**
- **Department of Human Services**
- **Department of Corrections**
- **Department of Drug and Alcohol Programs**



Cessation Support in Pennsylvania

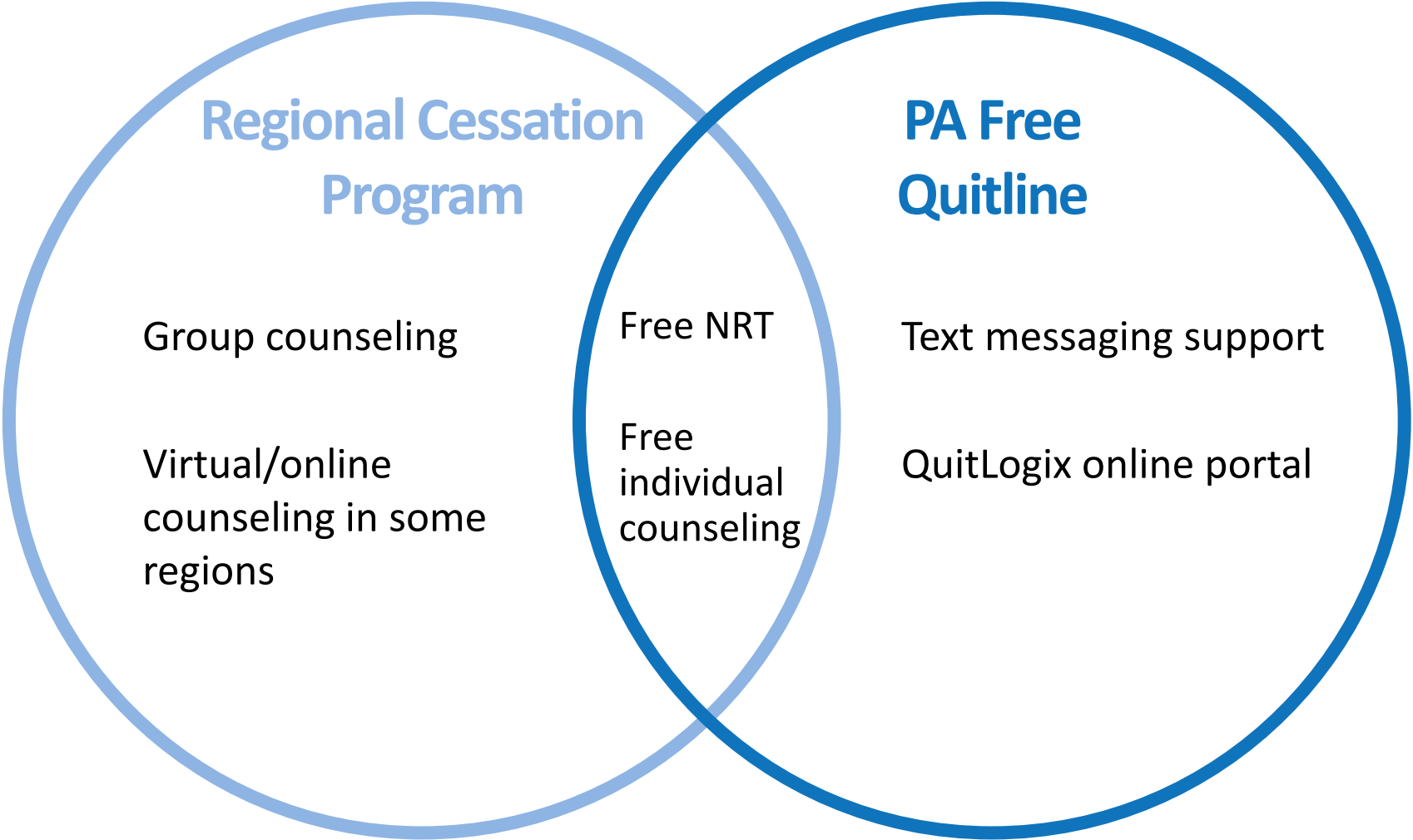
Complementary programming

- Local cessation group and individual treatment
- PA Free Quitline for telephone counseling (1-800-QUIT-NOW or 1-855-DEJELO-YA)

Interaction between programs

- Quitline data shared with regional primary contractors
- Referral between one another

Provider referral and buy-in remain critical



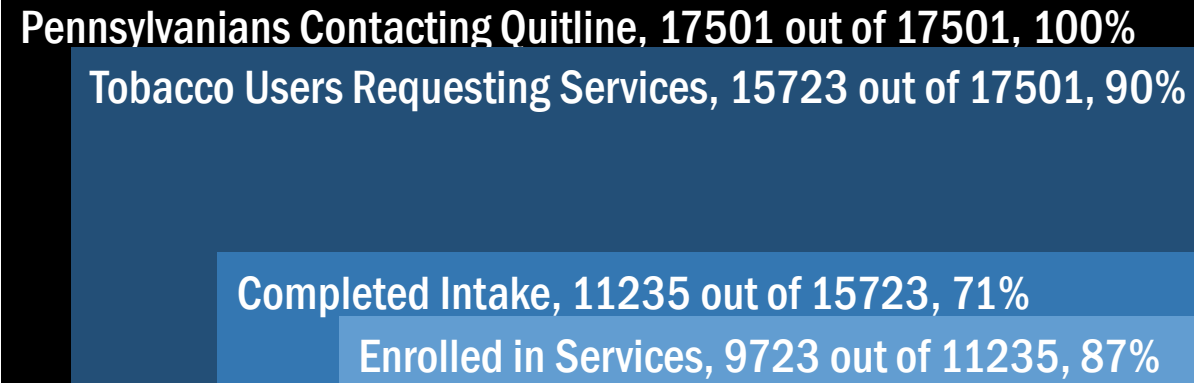
Regional Cessation Program

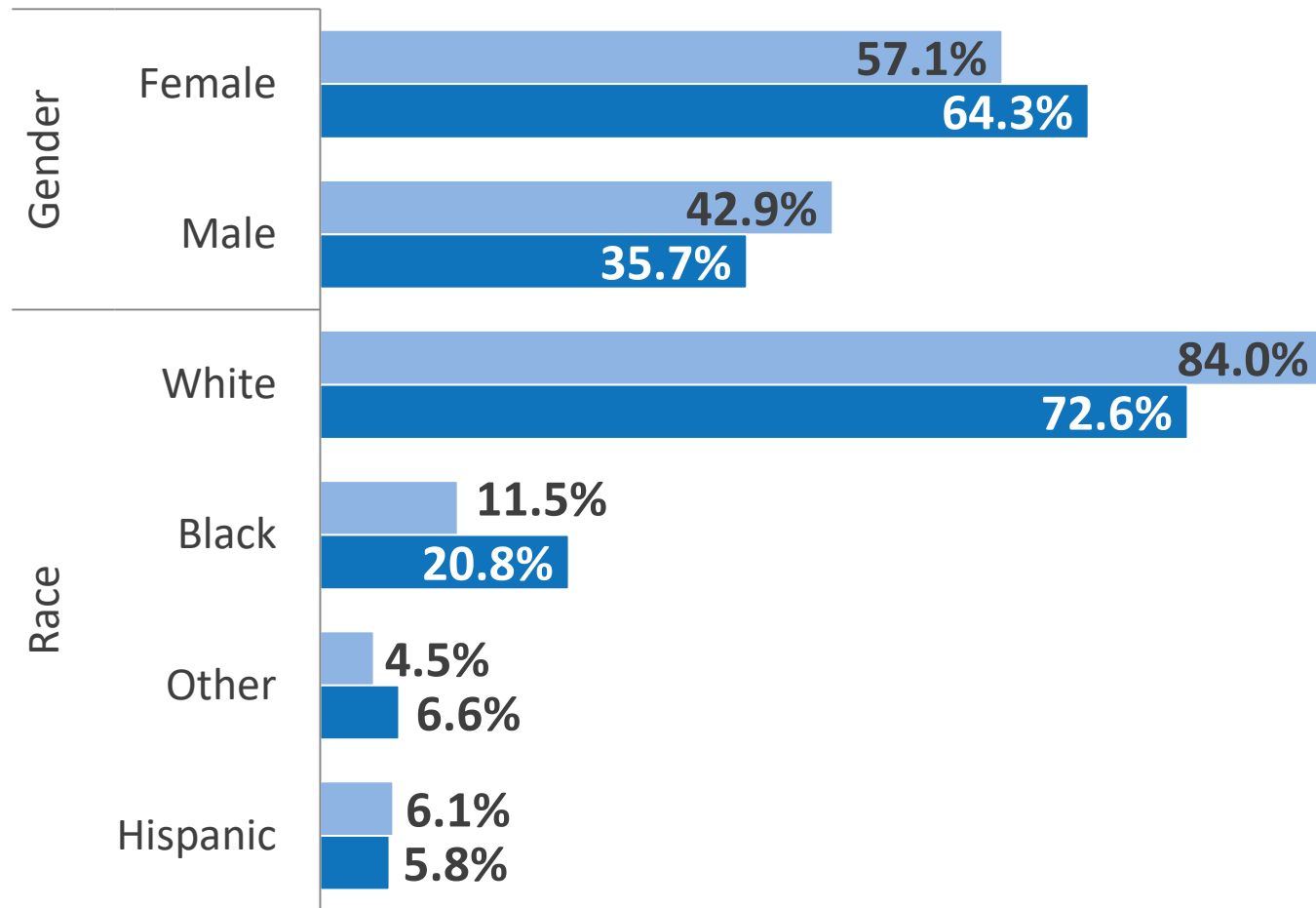
- Regional cessation is delivered by service providers across eight regions in PA.
 - Services are funded by the PA Department of Health
 - Service providers range from hospital systems to in-house counselors
- Type of service providers vary across regions
 - Group and individual classes
 - Participants can receive coupons for NRT
- Tobacco users are referred to services from a variety of sources (i.e. health care providers, family/friends, TV/radio, web sites, PA Free Quitline)
- Each region/service provider responsible for its own marketing of cessation services.

PA Free Quitline

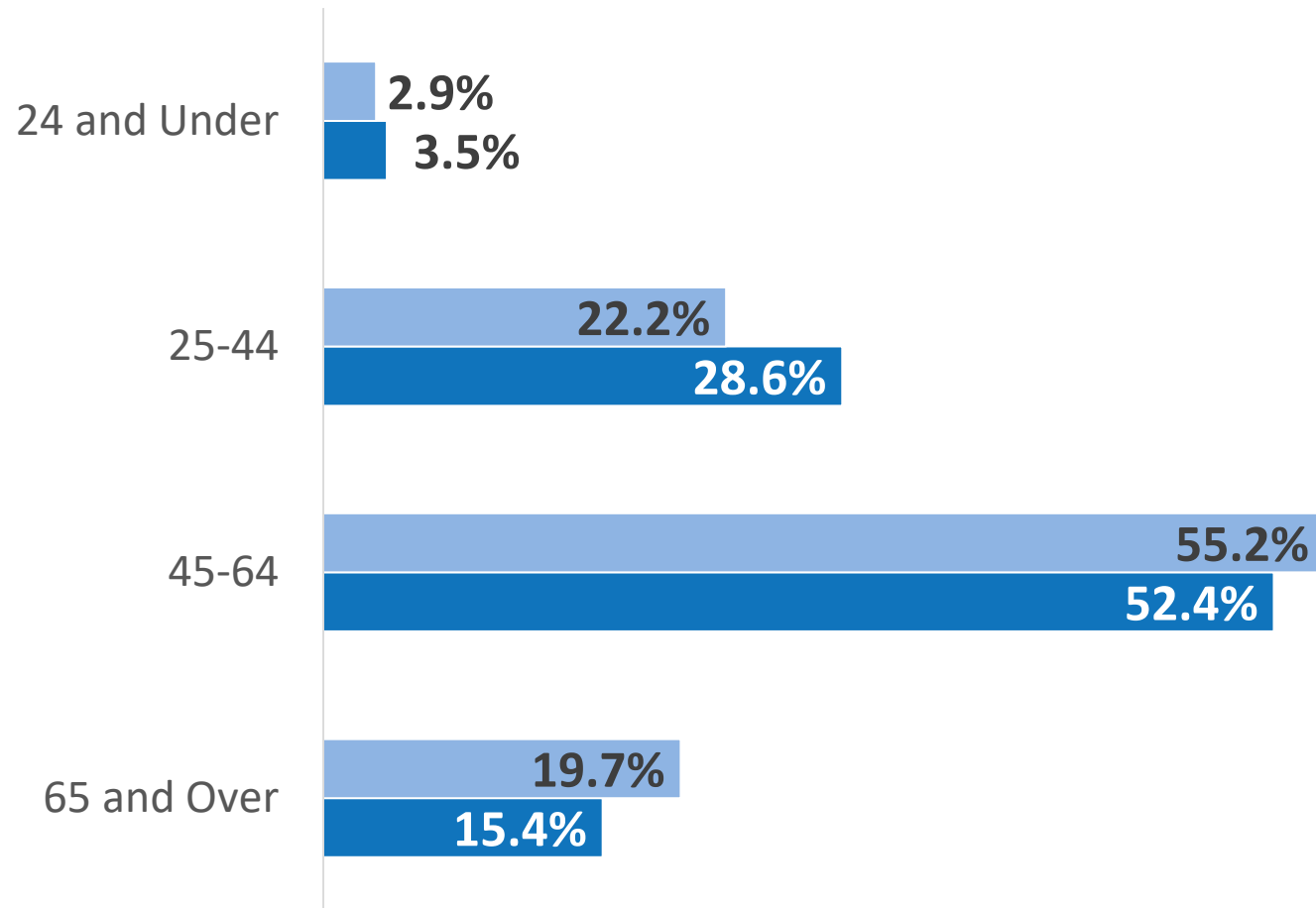
- The PA Free Quitline is a phone and web-based program available 24 hours a day/ 7 days a week
- Specialized materials available
- Intake Data: Collects demographic and tobacco use characteristics from tobacco users interested in receiving Quitline services
- Service Use Data: Number of counseling calls and NRT provided by the Quitline
- Follow-up Data: Collect quit status and satisfaction 6 months following intake

Quitline FY18 Intake and Enrollment

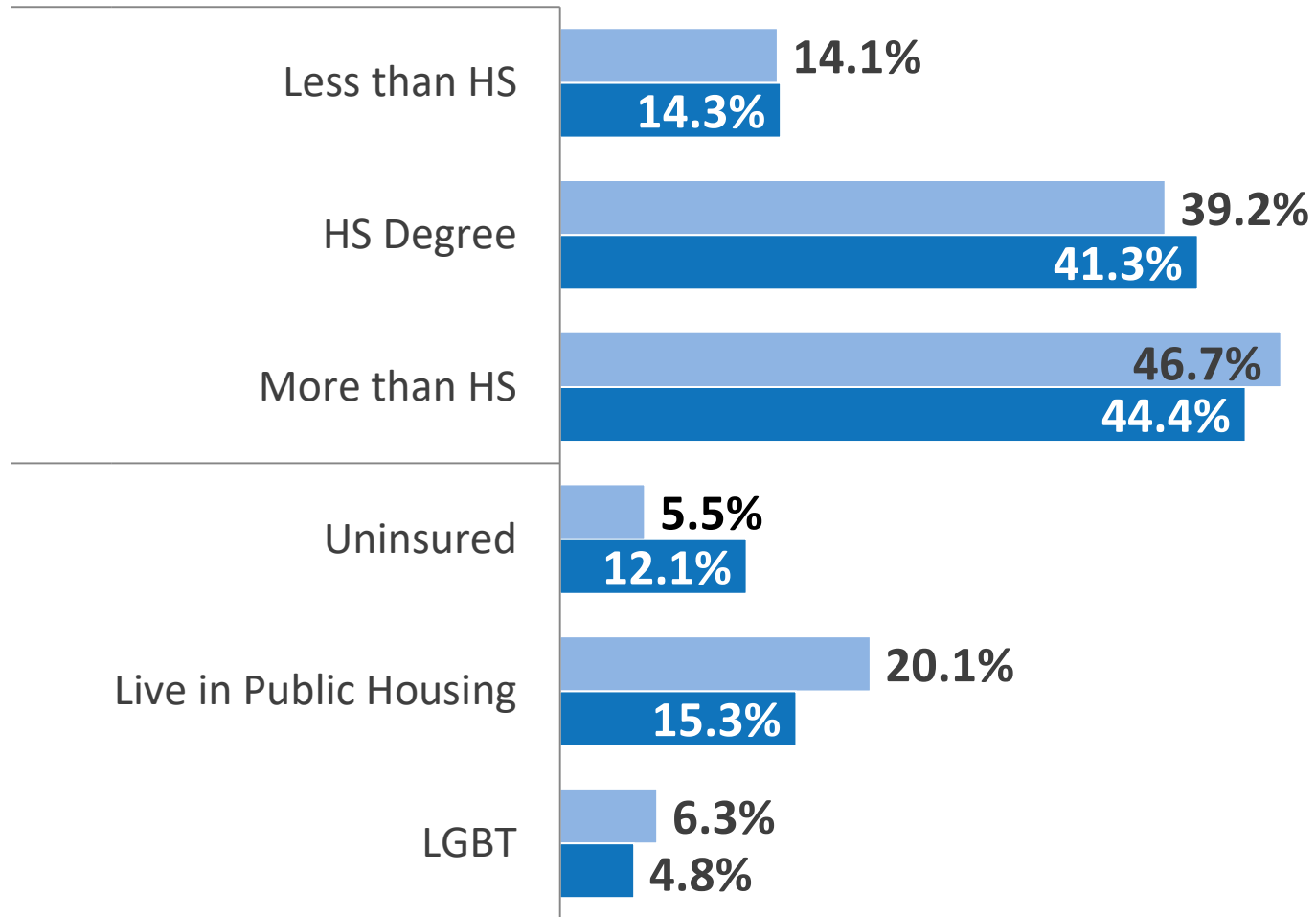




Both **regional cessation** participants and **Quitline** callers were predominately **White** and **female**.



Both **regional cessation** participants and **Quitline** callers were predominately **ages 45 or older**.

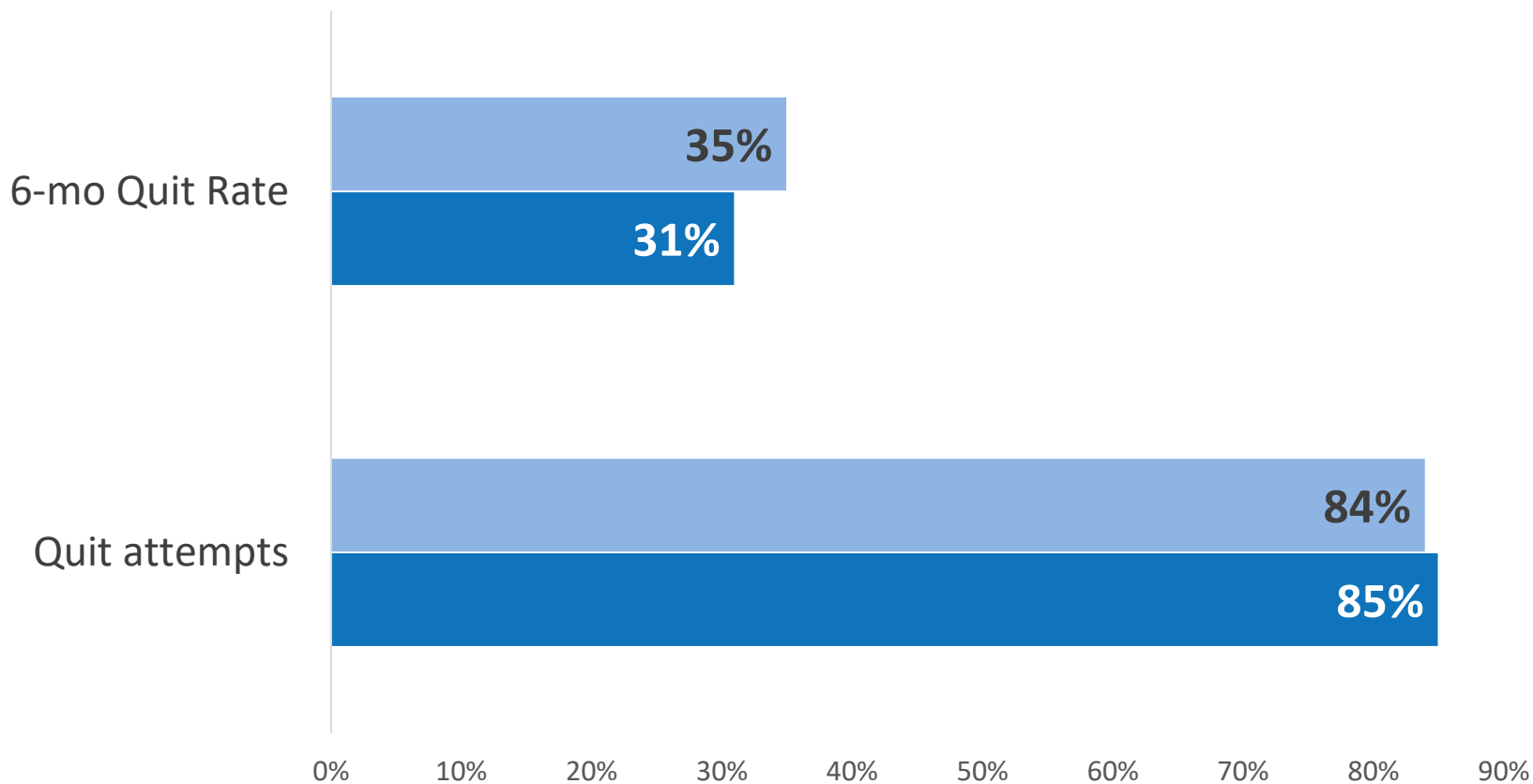


The majority of **regional cessation** participants and **Quitline** callers had at least a **high school degree**.

Quitline callers were more likely to be **uninsured** than regional cessation participants ($p < .001$).

Regional cessation participants were more likely to live in **public housing** ($p < .001$), and identify as **LGBT** ($p = .002$) than **Quitline** callers.

Outcomes and Quit Success



About one-third of **regional cessation** participants and **Quitline** enrollees had quit at six-month follow-up.

A comparable proportion of **regional cessation** participants and **Quitline** enrollees had made a quit attempt.

Conclusions

- Continued examination of complementary programming is essential for decision-making and discussions on improving access to cessation services.
- The two treatment programs differ in terms of race and insurance status, but have similar age, education, and Hispanic ethnicity distributions.
- Both local and Quitline services have helped a diverse group of tobacco users successfully quit and attempt to quit.

Next Steps

- Expansion of pilots into new populations disparately impacted by tobacco use
- Continued data tracking and comparison
- Continued collaboration between regional cessation programs and the PA Free Quitline

Thank you!

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