

Evaluation of the Florida Quitline and Cessation Media Efforts

TAC Meeting Dec 7, 2009

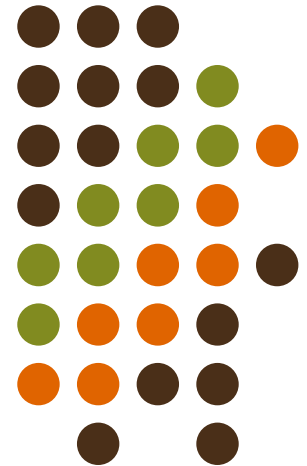


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Today's Presentation



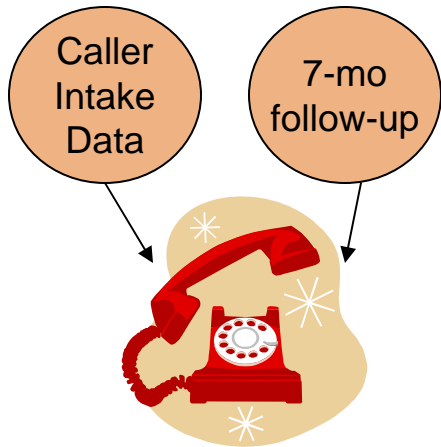
- 2009 Annual Reports: Conclusions and Recommendations
 - Quitline Evaluation
 - Media Evaluation
- Discussion



Evaluation Design



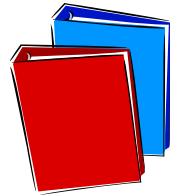
Evaluation of Quitline



Describes

- Number of Callers
- Callers' demographic & clinical characteristics
- Quit rates & what predicts them

Monthly & Yearly Reporting to DOH



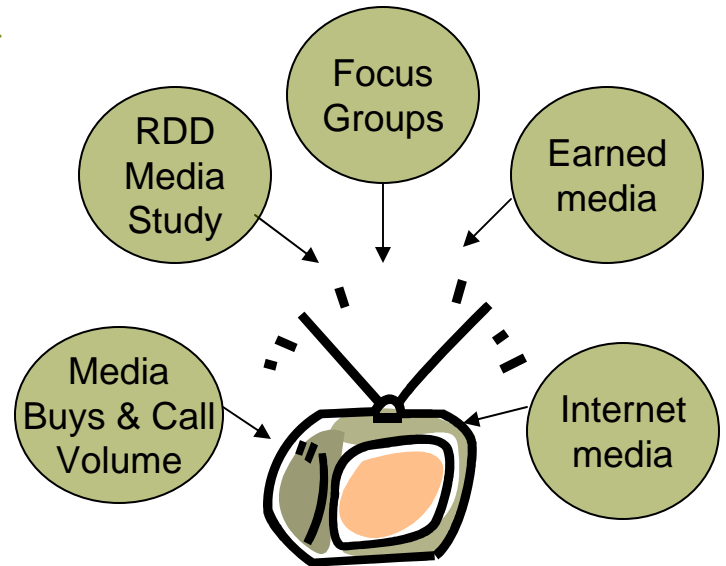
Online Query System



Provides

- Quitline caller data
- Customizable tables and charts by demographic, geographic and clinical characteristics

Evaluation of Quitline Media



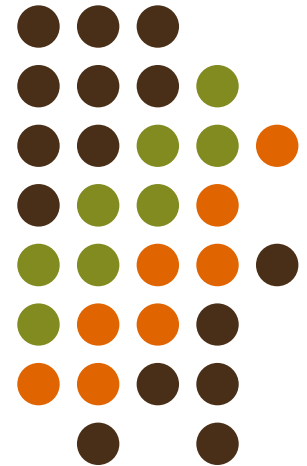
Describes

- Intensity & reach
- Receptivity
- Impact of media on awareness, attitudes and use of the quitline

Quitline Evaluation

Purpose:

- Monitor implementation of the Quitline
- Assess Quitline effectiveness





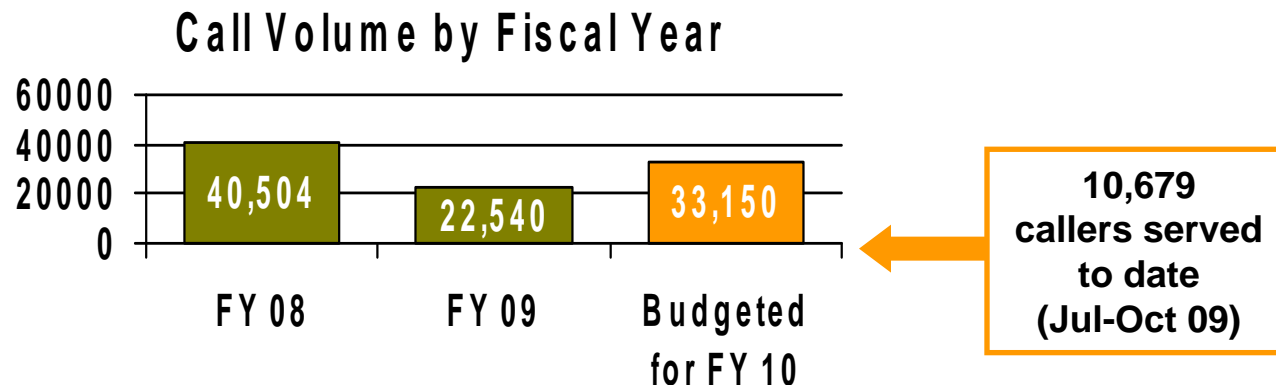
Quitline Call Volume

From FY 08 to FY 09:

- Call volume dropped by nearly half

For FY 2010:

- Funding increased: existing budget will serve 33,150 callers & provide NRT to 26,800
- Call volume projected to once again exceed resources



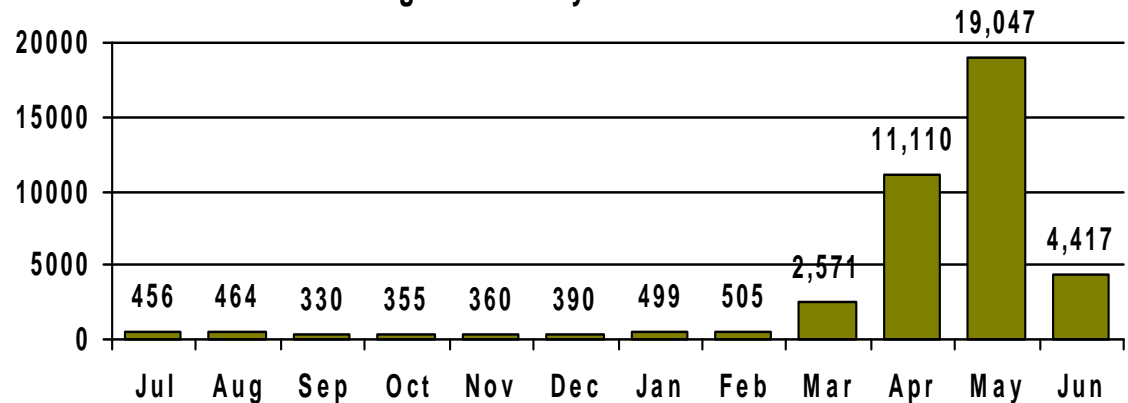
Call Volume Spikes



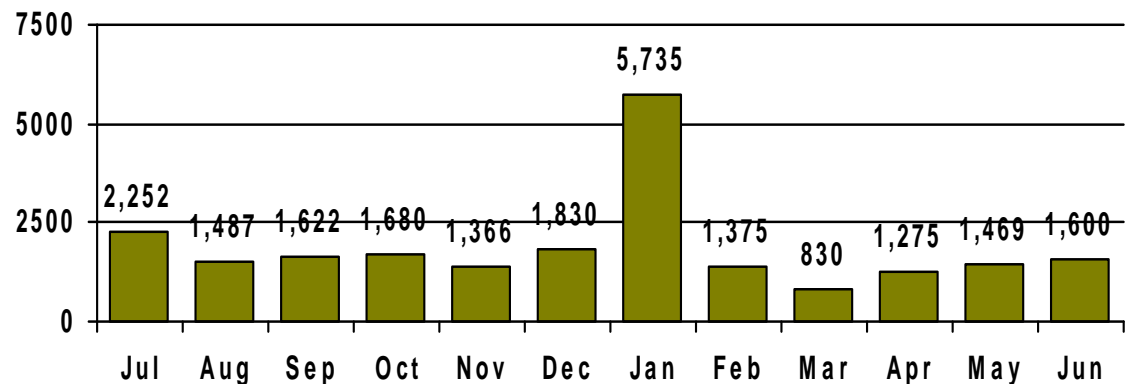
In both FY 08 and FY 09:

- Call volume uneven, with large spikes
- Demand exceeded available funding, resulting in suspension of NRT program

New Registrants by Month: FY 08



New Registrants by Month: FY 09



Call Volume Spikes



Consequences:

With uneven, spiking call volume:

- Unanswered and abandoned calls increase
- Quality of service declines

When NRT is suspended:

- Hang-ups increase
- Enrollment in counseling declines (from 92% to a low of 28%)
- Access to publicly funded cessation services is not equal for all Floridians (NRT unavailable during entire Spanish language media campaign)

Recommendations



Facilitate steady call volume

- BTPP: set targets for weekly call volume, allowing for seasonal, media, and event-influenced increases, without exceeding existing funding
- Media contractor: goal of cessation media should be to produce steadier call volume year-round (currently planned for FY 2010)

Minimize disruptions in Quitline services

- BTPP: develop contingency plans to rapidly adjust promotion and/or NRT delivery if demand exceeds capacity
- Quitline vendor: if NRT must be “shut off,” encourage callers to enroll in counseling, & provide info about accessing NRT and other medications

Recommendations



Strategies to better meet demand for services

- Reconsider the allocation of funds for counseling vs. NRT
 - Emerging evidence suggests the amount of free NRT can be reduced without reducing quit rates
 - More callers could be served, spending fewer dollars per caller, by limiting NRT eligibility based on income or insurance or otherwise directing NRT to callers with the greatest need
- Refer callers to other existing cessation programs (AHEC or community-based) and consider supplementing Quitline with lower-cost interventions such as web-based counseling
- Increase funding for Quitline
- As a long-term strategy, consider establishing cost-sharing with major health insurance providers (44% of callers have private-payer insurance)



Reaching Key Populations

Successes

- Quitline successfully reaching some high-risk and high-prevalence groups
 - young adults, uninsured, lower education levels

Opportunities

- Other groups under-utilize the Quitline.
 - tobacco users who are male, Latino/Hispanic, senior citizens, parents of children under 18

These groups may benefit from increased promotional efforts, or may be appropriate targets for other BTPP cessation programs



Delivering Effective Treatments



Counseling

- **Success:** More than 9 of 10 tobacco users who call the Quitline enroll in counseling
- **For further study:** How much counseling was actually delivered? Upcoming evaluation report (12/15) will provide results. This information can inform decisions about new quitline vendor contract, selecting counseling options

NRT

- In FY 2009, Quitline provided NRT to 11,544 callers
- Most NRT users (63%) receive 4-week supply
- Among new callers in FY 2009, 38% received NRT
- **Opportunities:** Some caller groups participate in the Quitline NRT benefit at lower rates:
 - females, African Americans, young adults, seniors, less than HS degree

Counselors should provide these callers with more education about NRT and promote its use as appropriate

Quitline Effectiveness:



Assisting Callers to Quit Tobacco

Success: Quit rates within an acceptable range

- 30.6% achieved 30-day abstinence at seven month follow-up*
- Comparable to other state quitlines that provide counseling plus NRT
- Within the quit rate range set by NAQC as part of 2015 Quitline Goals (30%-36%)

For further study (Dec 15, 2009 Quit Rate Report)

- Do some caller groups have higher or lower quit rates?
- How does the number of calls completed relate to quit rates?
- Recommendations: report findings can help improve Quitline quality

* Quit rate 30.6%, 95% confidence intervals 27.4% - 36.2%.
Sample: Aug-Nov 2008 enrollees (n=1,050); Responder sample size: n=449.
Consent rate = 94.9%. Survey response rate = 42.8%.
Please note that response rates lower than 50% should be interpreted with caution. Abstinence rates may be over-estimated.

Quitline Effectiveness



Assisting Callers to Use and Obtain Medications

- **Success:**
 - Overall, 75% of follow-up survey respondents used some stop-smoking medication since calling the Quitline
 - 60% use NRT
- **Opportunities:**
 - Use of Chantix, Zyban, was low. Counselors may provide more education about benefits of these drugs and about how to obtain them
- **For further study:** Medicaid cost sharing protocol in effect, but barriers may exist
 - By design, few Medicaid recipients get NRT from the Quitline
 - However, Medicaid recipients are less likely to use any stop-smoking medications compared to callers with other insurance
 - Preliminary results suggest Medicaid callers may have lower quit rates



Caller Satisfaction

Referral from family & friends is #1 way callers hear about Quitline (except during peak cessation media campaigns)

Caller satisfaction findings can be used as a promotional tool

Success

- Overall, 90% of callers were very satisfied or somewhat satisfied with the service they received from the Florida Quitline
- At least 93% felt counselors were compassionate, respectful, and helpful
- 93% would recommend Quitline to a friend; 75% say they have already done so

Opportunities:

Ratings are acceptable, but some room for improvement

- 86% received enough information about quitting
- 82% received enough support from counselors

Summary



After 7 years of operation, basic evaluation questions about Quitline performance have been answered

- Quitline serves large numbers, is effective in helping Floridians quit tobacco, and callers are satisfied with the services
- Challenges are balancing supply and demand for services, reaching under-represented smoker groups

Going forward...

- The evaluation will focus on more complex questions
 - What is the quality of Quitline service delivery?
 - Is the 5-call program delivered as intended?
 - Do all smoker groups achieve similar outcomes?
- Continue to improve follow-up data collection

Vendor transfer

- Make use of existing evaluation findings to shape new Quitline vendor's services
- Monitor implementation of new service

Cessation Media Evaluation



Cessation Media Evaluation

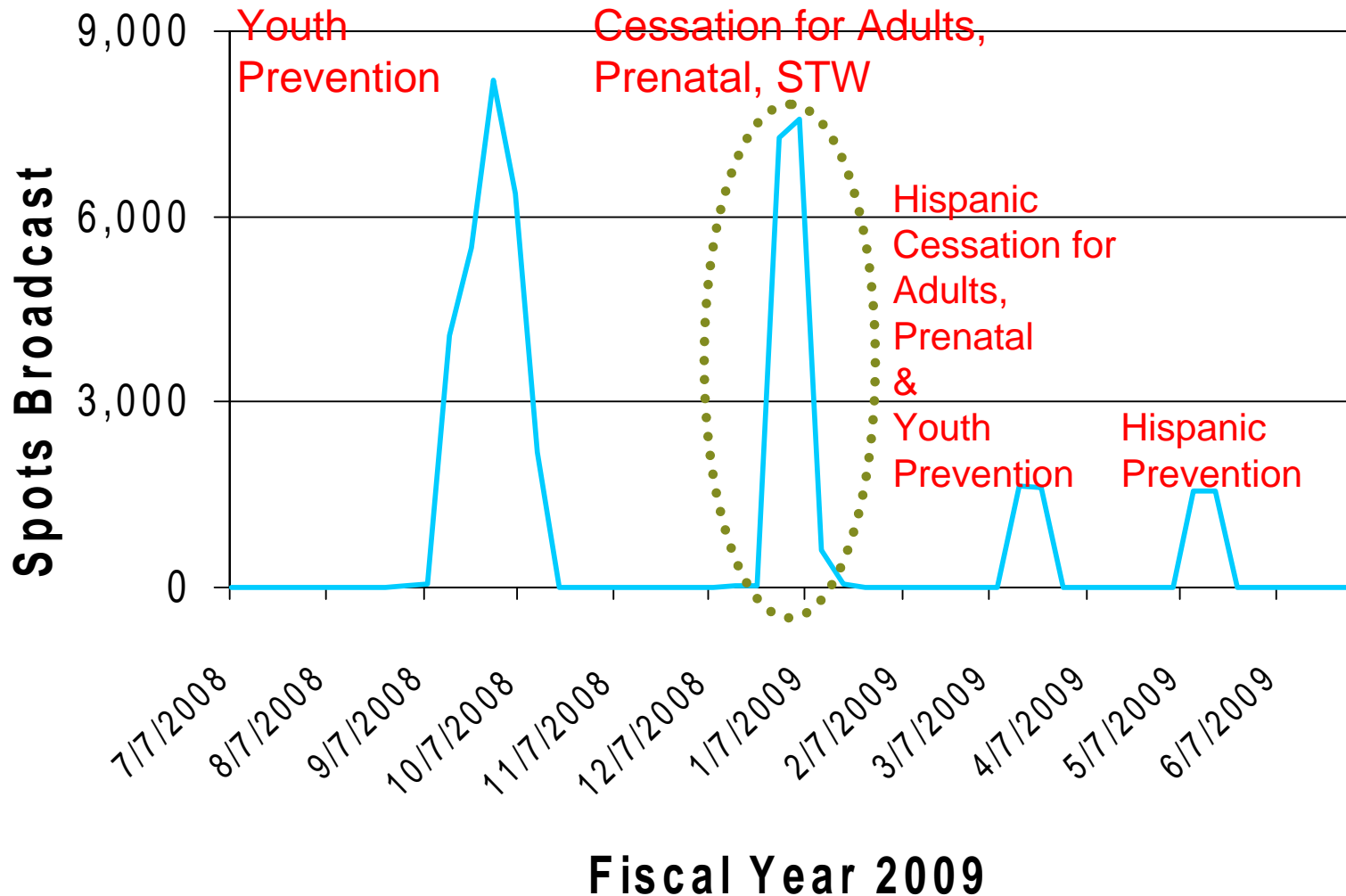
Examines Process and Outcomes



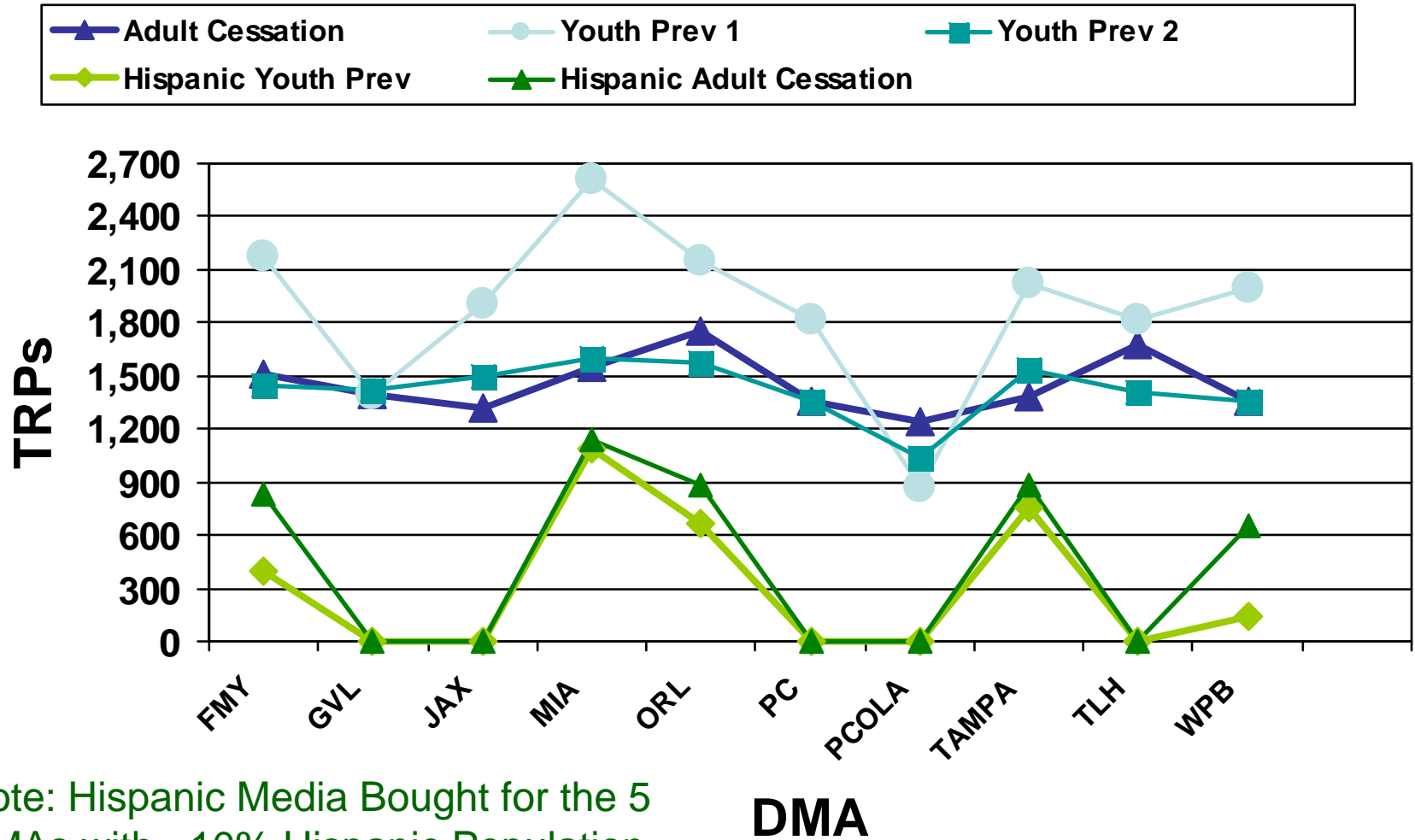
- Goal: To describe the relationship between cessation media and call volume
 - Description of media produced
 - Statistical modeling of media's impact on call volume

Media	Budget
Broadcast Media	\$11,000,000
Internet Media	\$1,110,200
Print/Out of Home	\$1,000,000
Earned Media / PR Promotions	\$396,000
TOTAL	\$13,506,200

Broadcast Media: Lower levels for longer duration recommended



Broadcast Media: Approximately Equal Distribution by DMA



Note: Hispanic Media Bought for the 5 DMAs with >10% Hispanic Population

Earned Media: Successes & Opportunities



Successes:

- Reached areas with high numbers of smokers
 - Orlando, West Palm Beach, and Miami-Ft. Lauderdale all had high number of contacts during FY09
- Reached some areas with high smoking prevalence
 - Tallahassee area has several counties with high smoking rates – and had high level of contacts in FY09

Opportunities:

- Expand reach to Tampa area
 - Tampa area – relatively low PR contacts during FY09 but greatest number of smokers among all DMAs and has higher than average smoking prevalence compared to state
- Expand reach to high smoking prevalence areas
 - Several of the DMAs with highest smoking prevalence counties (Jacksonville, Gainesville, and Panama City) had moderate to low levels of PR contacts

Earned Media: Considerations for FY2010



- Assess use of PR activities to strategically support cessation
 - Continue to build strong relationships with media
 - Determine a balance between focusing on high prevalence vs. high population areas
 - Promote varied messages: how to quit, why to quit, messages on quitting on your own
 - Examining the funding of different PR strategies in light of their effectiveness and alignment with campaign goals (e.g., ANR / VNR)

Internet Media: Successes and Opportunities



Successes for Online Ad Buys and Websites

- Online media were strategically targeted toward key populations and reach was strong
 - Websites: 226,000 visits, primarily from Floridians (82%)
 - Online ad buys: 240 million potential viewers
 - TFF.com online ads: 220,000 interactions
- Research suggests that online media reaches a subset of people not reached by other forms of media

Opportunities

- Website users came from all DMAs, but the largest numbers of visits did not always come from the DMAs with the highest smoking prevalence, such as Miami or Tampa.
 - Some additional geo-targeting of internet media may be needed to reach these groups

Internet Media: Successes and Opportunities



- More may need to be done to keep web users engaged with the TFF websites—particularly www.tobaccofreeflorida.com.
 - The amount of time spent on these sites was short (e.g. 1-2 minutes) and only 10-14% came back more than once.
- An online user survey would shed light on who is using the TFF websites, which web users are converting to Florida Quitline callers, and what web users expect or need from TFF's online presence. This data could be used to inform future internet media efforts.

Internet Media Considerations for 2010



- Assess use of internet media to strategically support cessation
 - Continue use of internet media to reach populations who may not be reached by traditional media
 - Determine a balance between focusing on high prevalence vs. high population areas
 - Examine the funding of internet strategies in light of their effectiveness and alignment with campaign goals

Quitline Reach



- The reach of the Quitline among Florida tobacco users can be a measure of the success of the media vendor in driving callers to the Quitline

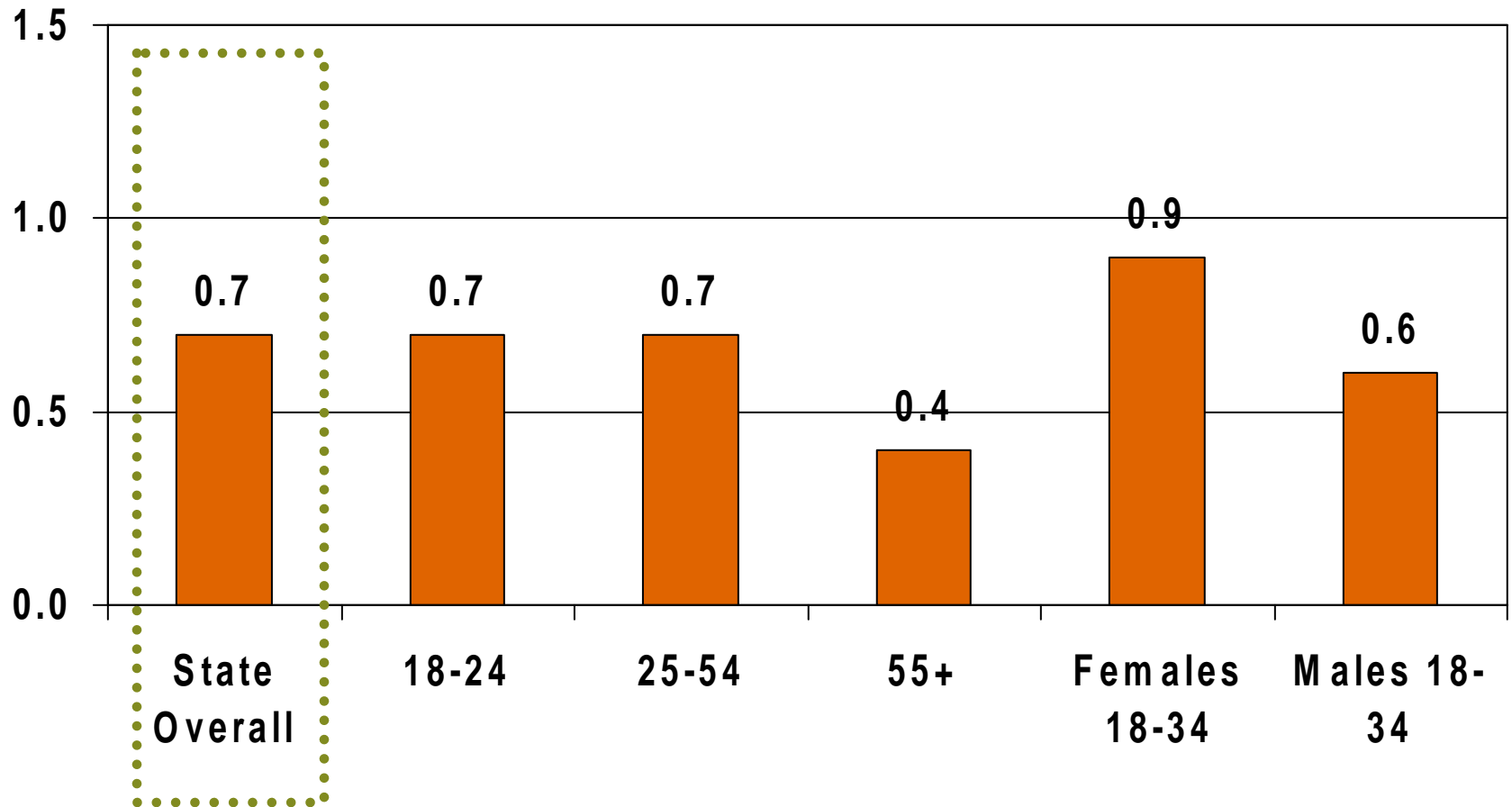
**Promotional
Reach**

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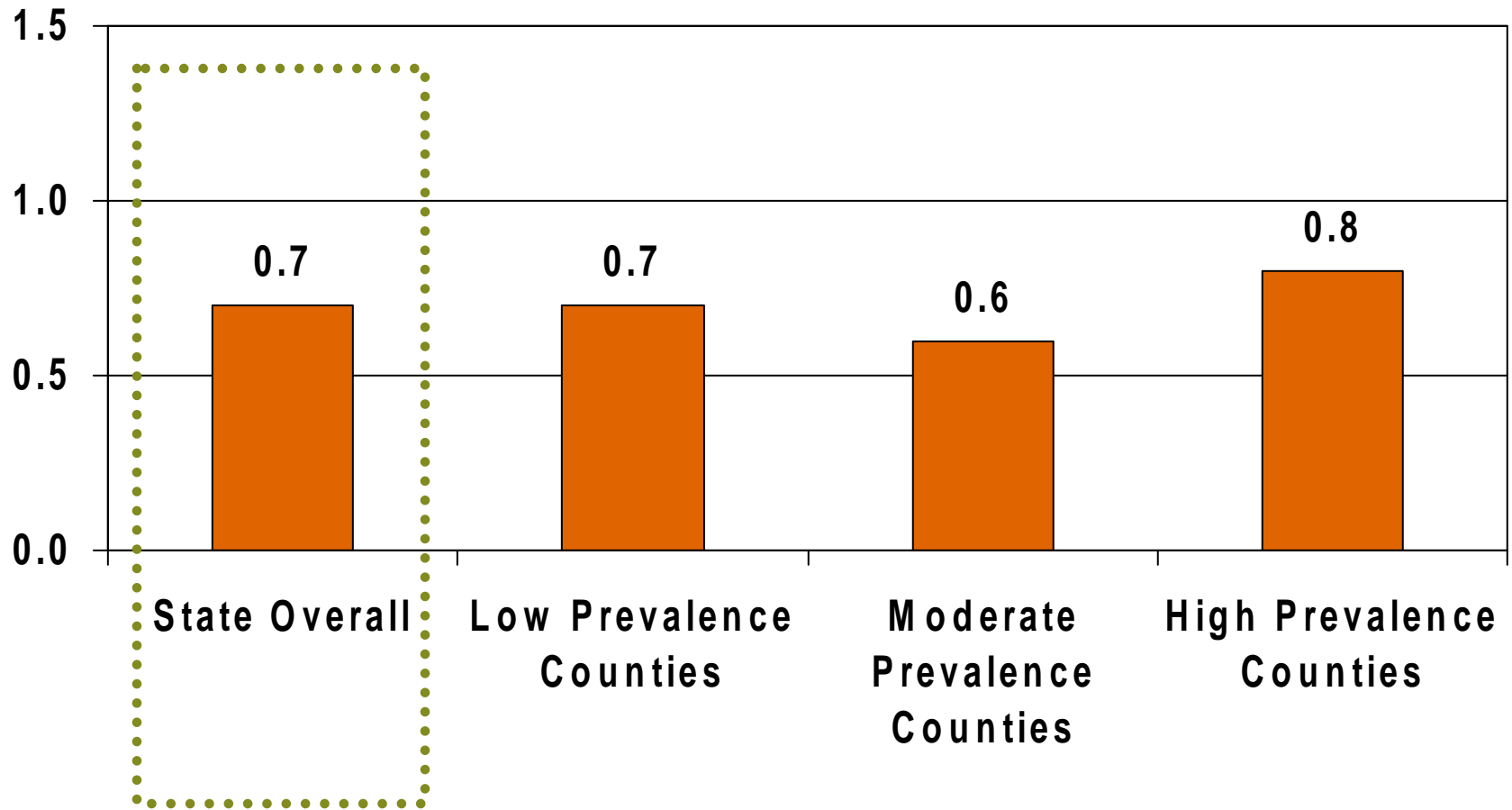
Number of tobacco users in FY 2009
calling the Quitline to ask for help with
personally quitting or staying quit

Number of tobacco users in FL (BRFSS 2008)

Reach is Consistent Across Target Groups



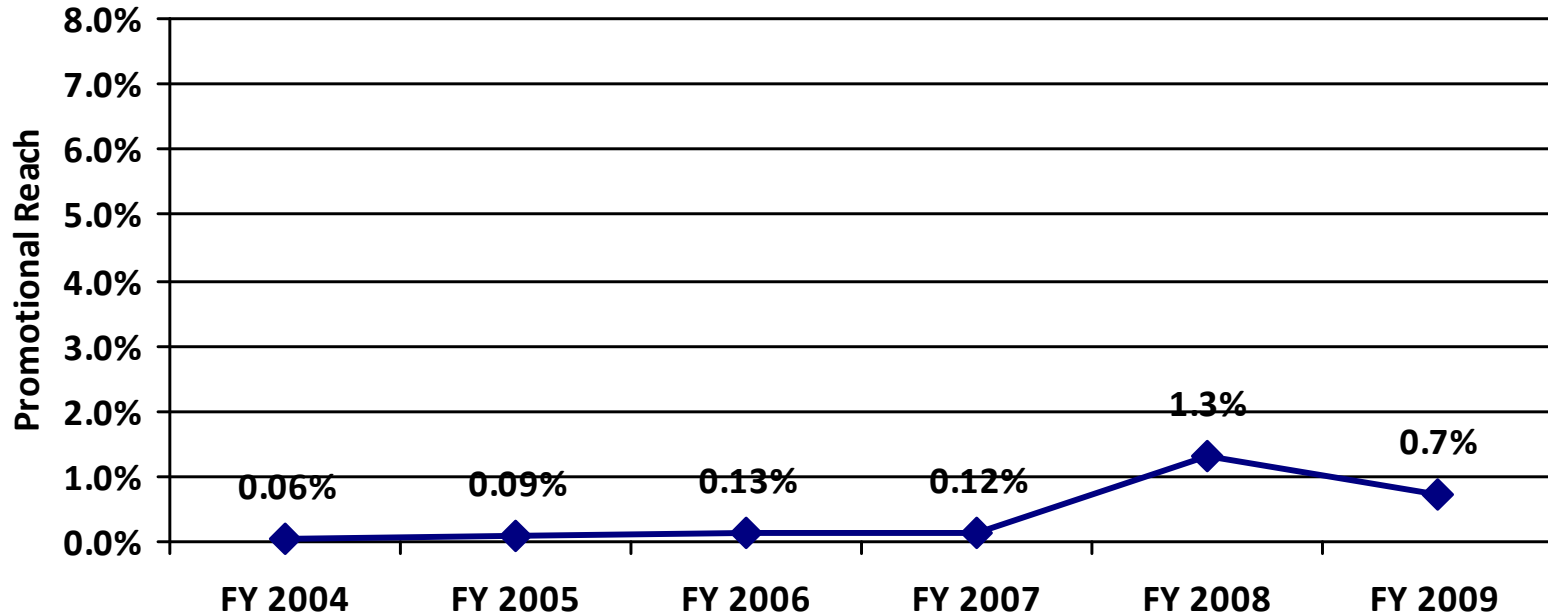
Reach is Consistent Across Prevalence Groups





Is Reach “Good Enough”?

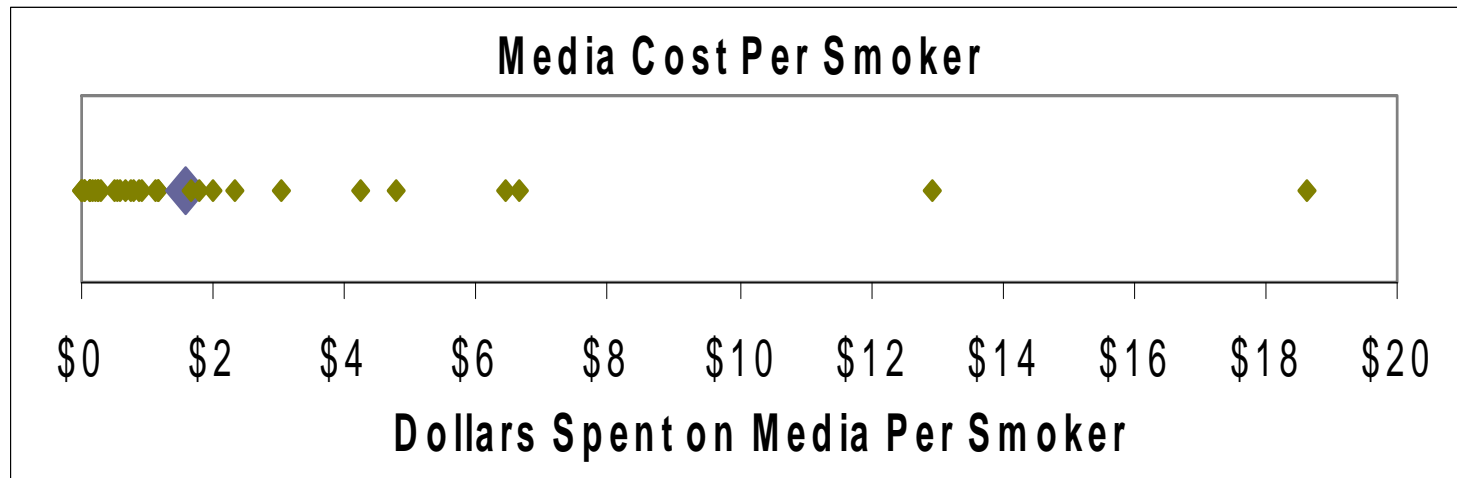
- Decline from FY 2008
- Typical state quitline reach is 1% - 2%
- CDC and NAQC recommend a 6% - 8% reach



Lower than average reach, higher than average spending per smoker



- In FY08, Florida spent \$1.58 on media per smoker in the state. It ranks 11th highest among 36 state quitlines responding to the 2008 NAQC survey.



- Media cost per smoker was calculated using Fiscal Year 2008 quitline media budget from the 2008 NAQC Annual Quitline Survey. The number of smokers in the state was from 2008 BRFSS data. Media cost per smoker was available for 36 of the 53 United States quitlines.

Quitline Funding and Services Critical to Increased Reach



- CDC and NAQC 6% - 8% recommendation
 - Based on CDC recommended budgets for Quitline and Media
 - Florida spending below CDC recommendations
- In FY 2009 the maximum number of clients was served given Quitline funding
 - Even if media buys were doubled, reach would not have increased in FY 2009
- Two factors would allow more individuals to be served:
 - Increase budget for Quitline counseling
 - Reallocating budget from NRT to counseling
- Without changes to Quitline funding or services, FY 2010 reach will be no more than 1.09%

Other Strategies to Increase Reach



- Building referral networks: “the gift that keeps on giving”
 - Patient care settings: Hospitals, clinics, AHECS
 - Training & education
 - Proactive physician referral programs (fax, other)
- Consider greater reliance on radio
- Using non-broadcast media to drive smokers to the Quitline
- Consider that many Floridians may be quitting tobacco based on media messages, but not calling the Quitline

Reach Recommendations



- BTPP
 - Set a realistic target reach between 1% and 8%
 - Determine the role of the media and physician / fax referral networks in meeting this reach
 - Allocate funds to the Quitline, cessation media, and physician / fax referral (as necessary) accordingly
- Media Vendor
 - Implement evidence-based media strategies, e.g., NAQC Issue Paper *Increasing reach of tobacco cessation quitlines: A review of the literature and promising practices*
 - Ensure varied promotions (TV / radio / online / non-broadcast, paid / earned) that are consistent over time
 - NRT promotion using non-TV media
 - Strategic placement of paid media

Cessation Media: Theory of Change



Process Measure

Exposure to Media

Immediate Outcomes

Awareness of Quitline and Website

Attitudes toward the Quitline

Attitudes towards smoking & quitting

Discussion of smoking & quitting with family & friends

Intermediate Outcomes

Calls to the Quitline

Visits to Websites

Other Quitting Behaviors
- Use stop-smoking meds, advice, counseling and other aids
- Make quit attempt

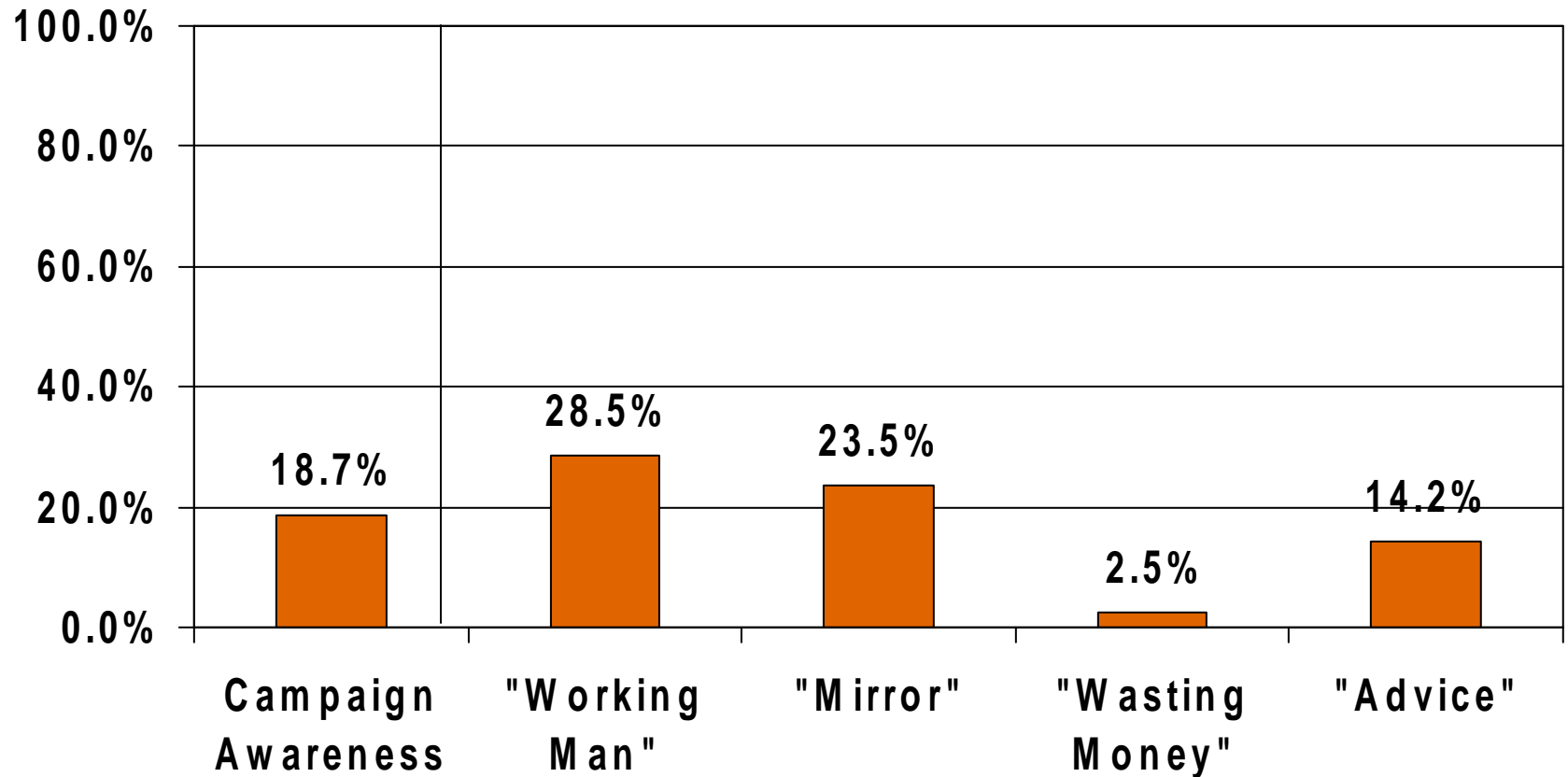
Long Term Outcomes

Cessation 7 months post attempt

Decreased prevalence



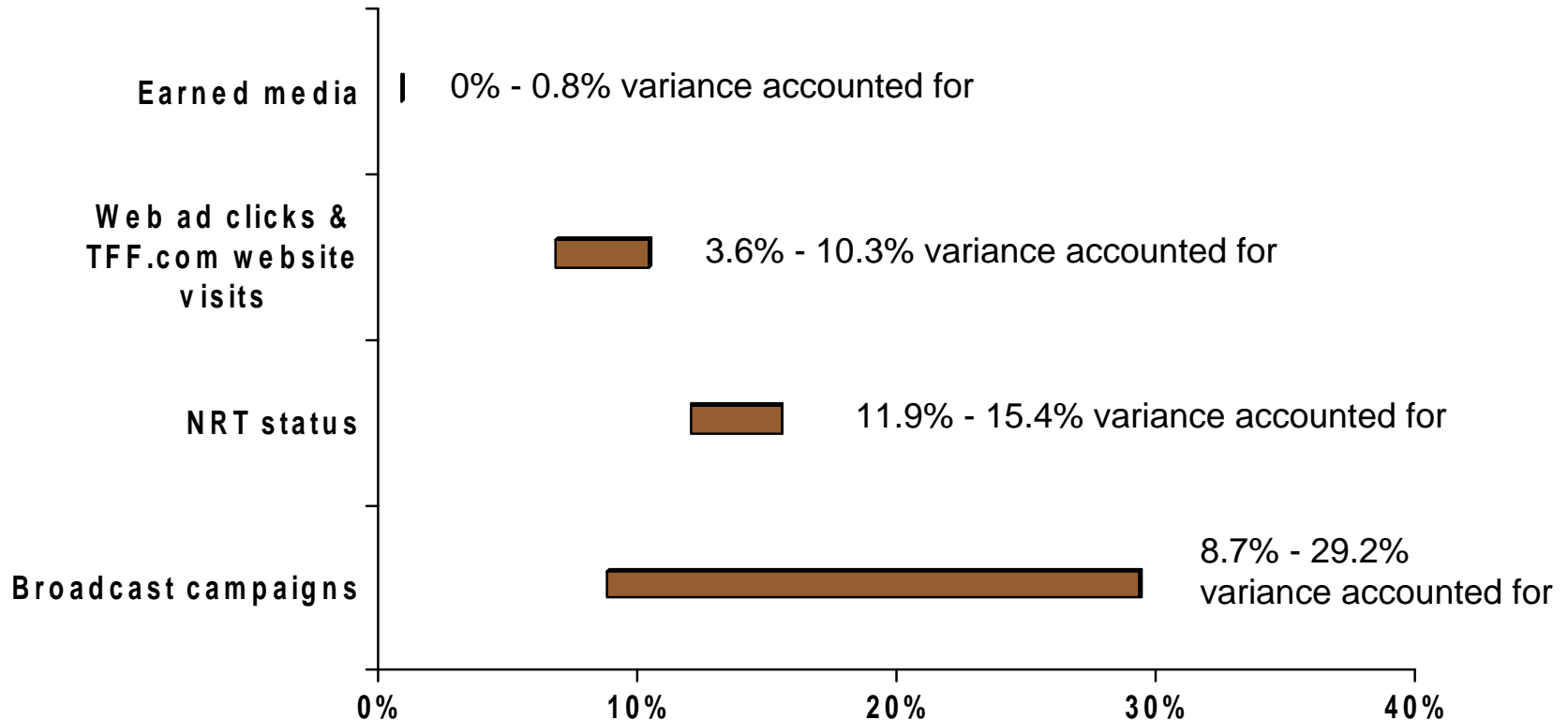
Exposure to Cessation Media: Confirmed Theme or Event Awareness



Media Efforts Impact Call Volume: 25-54 year olds



Range* of Variance in Call Volume Accounted For



* Based on unique variance (predictor block entered last) and simple variance (predictor block entered first)

Percent of remaining variance in Call Volume explained after covariates are entered into the model

Impact of All Media Types on Call Volume



Media Component	Impact on Call Vol	Subgroup Effect
Earned Media	None	---
Discussion of Tax Increase	Small +	Least: Males 18-34
Online cessation advertising	Mod +	Most: 25-54, 55+ Least: Females 18-34
Other online advertising	None	---
TFF.com visits	Mod +	Most: 25-54, 55+ Least: Hisp 25-54
NRT – Message No NRT	Mod -	Most: 25-54
NRT – NRT available	Mod +	Most: 25-54
Broadcast media	Strong +	Most: 25-54, 55+ Least: Hisp 25-54

Broadcast Media Drill Down: Impact of Media Campaigns on Call Volume



Broadcast Campaign	Impact on Call Vol	Subgroup Effect
English Cessation Campaign	Mod +	All Groups Most: 25-54, 55+ Least: Hisp 25-54
Hispanic Cessation Campaign	Small +	For Groups Hisp 25-54, 12-24
Youth Prevention Campaign 1	Mod +	All Groups except 55+
Youth Prevention Campaign 2	None	---
Hispanic Youth Prevention Campaign	None	---

Broadcast Media Drill Down: Impact of Ads on Outcomes



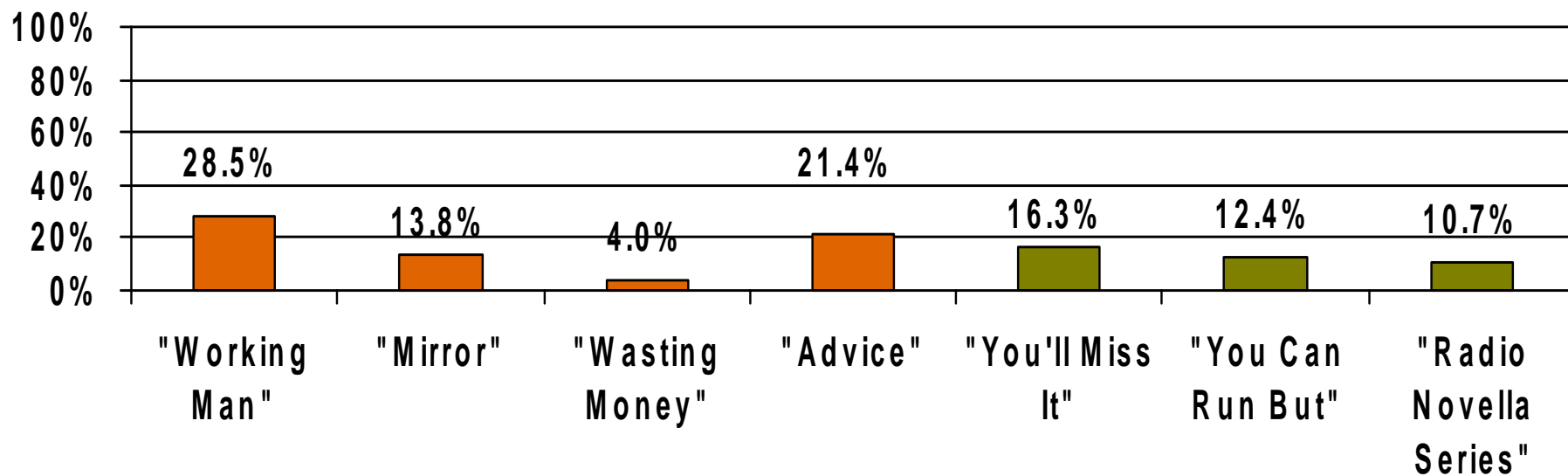
Outcomes	Media Elements				
	Post Cessation Campaign	Awareness of "Working Man"	Awareness of "Mirror"	Awareness of "Wasting \$"	Awareness of "Advice"
Campaign Awareness			✓		
Awareness of Quitline / Web		✓	✓		
Thoughts about Quitting					
Quitting Behaviors		✓			
Attitude: Smoking Drawbacks		✓			
Attitude: Quitting Feels Better			✓		
Attitude: Should Quit Pregnant			✓		
Attitude: Pro-smoker	✓				
Attitude: Quitline					

Exposure to Cessation Media: Hispanic Smokers/Recent Quitters



Exposure was relatively low

Percentage of Hispanic smokers/recent quitters aware of each ad



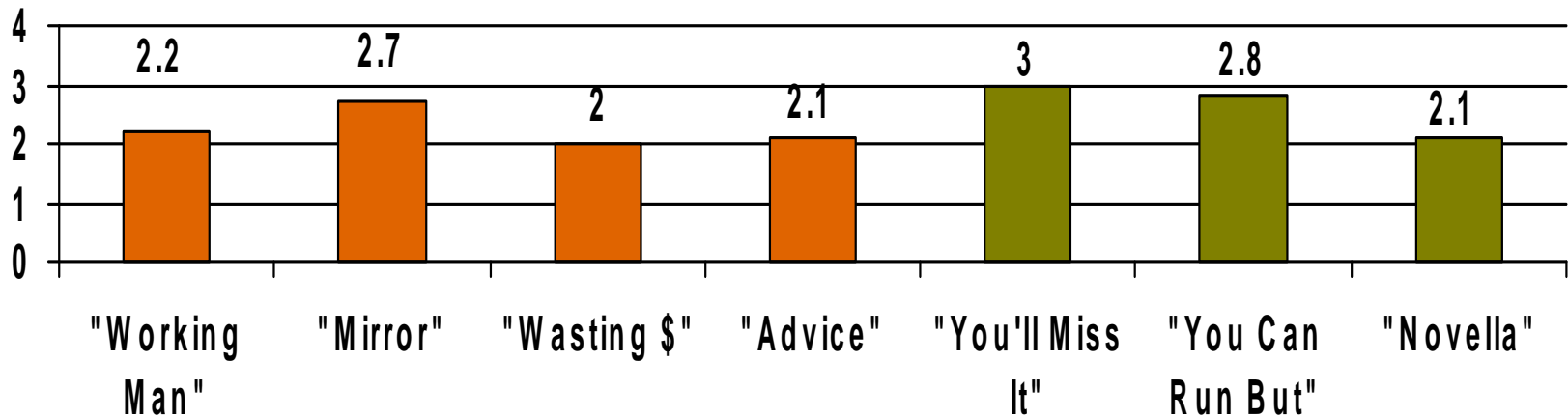
Receptivity to Ads: Hispanic Smokers/Recent Quitters



Those who saw the ads responded positively

Receptivity of Hispanic smokers/recent quitters to each ad

Receptivity Score (0-4)



Awareness of Spanish Ads Associated with Outcomes



Outcomes	Spanish Media Ads		
	Awareness of "You'll Miss It"	Awareness of "You Can Run But"	Awareness of "Radio Novella"
Campaign Awareness	✓		✓
Awareness of Quitline / Web			
Thoughts about Quitting	✓		
Quitting Behaviors			
Attitude: Smoking Drawbacks	✓	✓	
Attitude: Quitting Feels Better		✓	
Attitude: Should Quit Pregnant			
Attitude: Pro-smoker			✓
Attitude: Quitline			
Attitude: Smoking Rules			
Attitude: Hispanic Family Attitudes	✓		

Conclusion on the Spanish Cessation Campaign



- The Spanish cessation campaign was moderately successful in driving callers to the Quitline
- However, some areas for improvement are low confirmed awareness of ads and a mixed effect on outcomes
- The literature is mixed on the efficacy of population-specific campaigns and this study also provides mixed findings

Final Conclusions and Recommendations



- The TFF cessation media campaign has achieved important successes in influencing the beliefs and actions of tobacco users
- Some areas for improvement include relatively low awareness of advertisements and a mixed effect on outcomes
- Moving forward, cessation media strategies used should be considered from a public health perspective and the literature on tobacco control media



Questions?

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