

Annual Population Reach of Tobacco Cessation Services in New York City

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Presenter Disclosures

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- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

“No relationships to disclose”

Objectives

- Describe population reach of cessation services among state quitlines in the US
- Discuss NYC's comprehensive tobacco control program
- Present population reach of cessation services in NYC from 2005-2008
- Identify factors related to the high population reach in NYC

Background

Characteristics of State Quitlines in the US

- Provide phone-based cessation support including counseling, medications, and educational materials
- Support provided to a diverse group of smokers in terms of demographics and smoking characteristics
- Demonstrated effectiveness of quitlines in promoting quit attempts and increasing quit rates

Annual Population Reach among US Quitlines

- Population reach
 - The proportion among the total smoker population who access quitline services
 - Ranges from 1% to 7% (average 2% to 3%)
- Variability in reach related to
 - Policy interventions (e.g. tax increases)
 - Operational issues (e.g. expanded hours)
 - Medication availability (e.g. free/discounted)
 - Media funding level

Tobacco Control in NYC Since 2002

- Prevalence was constant at 21.6% (1993 – 2002)
- Mayor Bloomberg and Health Dept. made tobacco control No. 1 priority (2002)
- Implemented comprehensive tobacco control program (per 1999 CDC Best Practices)

NYC's Five-Point Plan for Tobacco Control

- Taxation
- Legal action
- Cessation
- Education
- Evaluation



Methods

Data Sources

- Annual adult smoker population
 - NYC Community Health Survey (CHS): annual telephone survey of 10,000 NYC adults conducted since 2002
- Calls to 3-1-1
 - 311, NYC's non-emergency information line, provides transfers to the NYS Smokers' Quitline, educational materials and referrals to cessation clinics
- Calls to NYS Smokers' Quitline
 - Provides counseling, free Nicotine Replacement Therapy (NRT), educational materials and referrals to cessation clinics
- Calls for Nicotine Patch and Gum Program
 - NYC's annual large-scale, time-limited free NRT giveaway conducted with 311

Measures of Annual Population Reach (2005-2008)

- Proportion of smokers who called for cessation services

of calls for cessation services in NYC

adult smokers

- Proportion of unique smokers who received cessation services

of unique callers who received services

adult smokers

Results

Table 1. Proportion of smokers who called for cessation services

	2005		2006		2007		2008	
	n	col%	N	col%	n	col%	n	col%
Adult Smoker Population	1,151,000	n/a	1,065,000	n/a	1,006,000	n/a	959,000	n/a
Total demand for cessation services	105,666	9%	140,704	13%	129,046	13%	142,270	15%
311	20,254	2%	47,060	4%	43,507	4%	52,260	5%
New York State Smokers' Quitline	23,987	2%	38,321	4%	48,376	5%	57,282	6%
Nicotine Patch and Gum Program	61,425	5%	55,323	5%	37,163	4%	32,728	3%

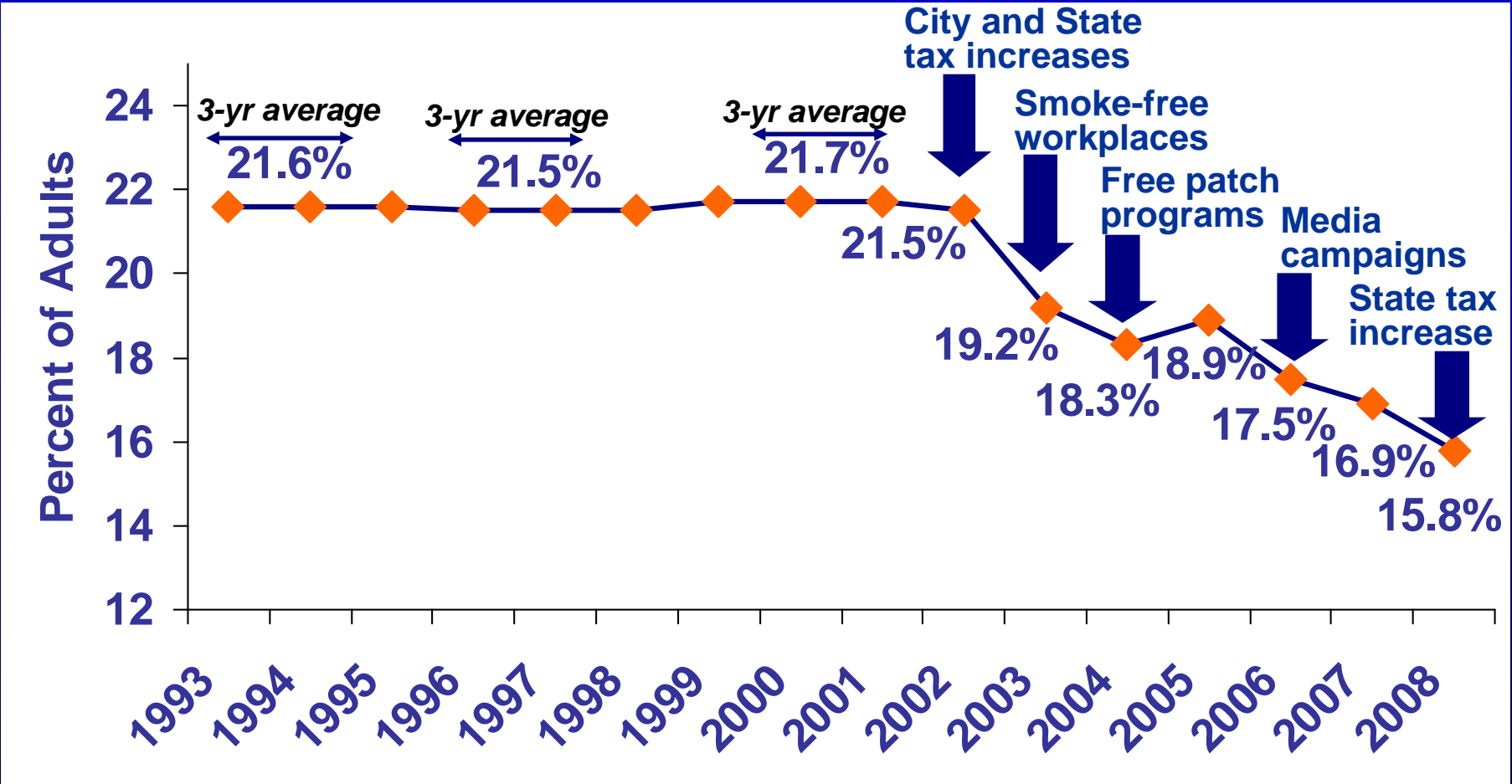
Table 2. Proportion of unique smokers who received cessation services

	2005		2006		2007		2008	
	n	col%	n	col%	n	col%	n	col%
	Adult Smoker Population	1,151,000	n/a	1,065,000	n/a	1,006,000	n/a	959,000
Total supply of cessation services	56,786	4.93%	55,246	5.19%	55,286	5.50%	56,952	5.94%
Educational materials (311)	528	0.05%	969	0.09%	519	0.05%	406	0.04%
Counseling Only (NYS Smokers Quitline)	937	0.08%	1,198	0.11%	1,685	0.17%	1,511	0.16%
Free NRT (NYS Smokers Quitline)	9,592	0.83%	17,439	1.64%	19,833	1.97%	25,487	2.66%
Free NRT (Nicotine Patch & Gum Program)	45,729	3.97%	35,640	3.35%	33,249	3.31%	29,548	3.08%

Summary of Results I

- Adult smoking prevalence decreased 27% from 2002-2008 (21.5% to 15.8%), with 350,000 fewer NYC smokers

Adult Smoking in NYC Down 27% Since 2002



Summary of Results II

- Overall, the proportion of smokers who called for cessation services increased from 9% to 15% from 2005-2008. The largest increase occurred between 2005 and 2006 (9% to 13%), following the addition of hard-hitting media
- The proportion of unique smokers who received cessation services was consistent over time (5% to 6% from 2005-2008)
- Free NRT provided by the NYS Smokers' Quitline or the NPGP comprised the largest proportion of services provided (5% to 6% from 2005-2008)

Conclusions

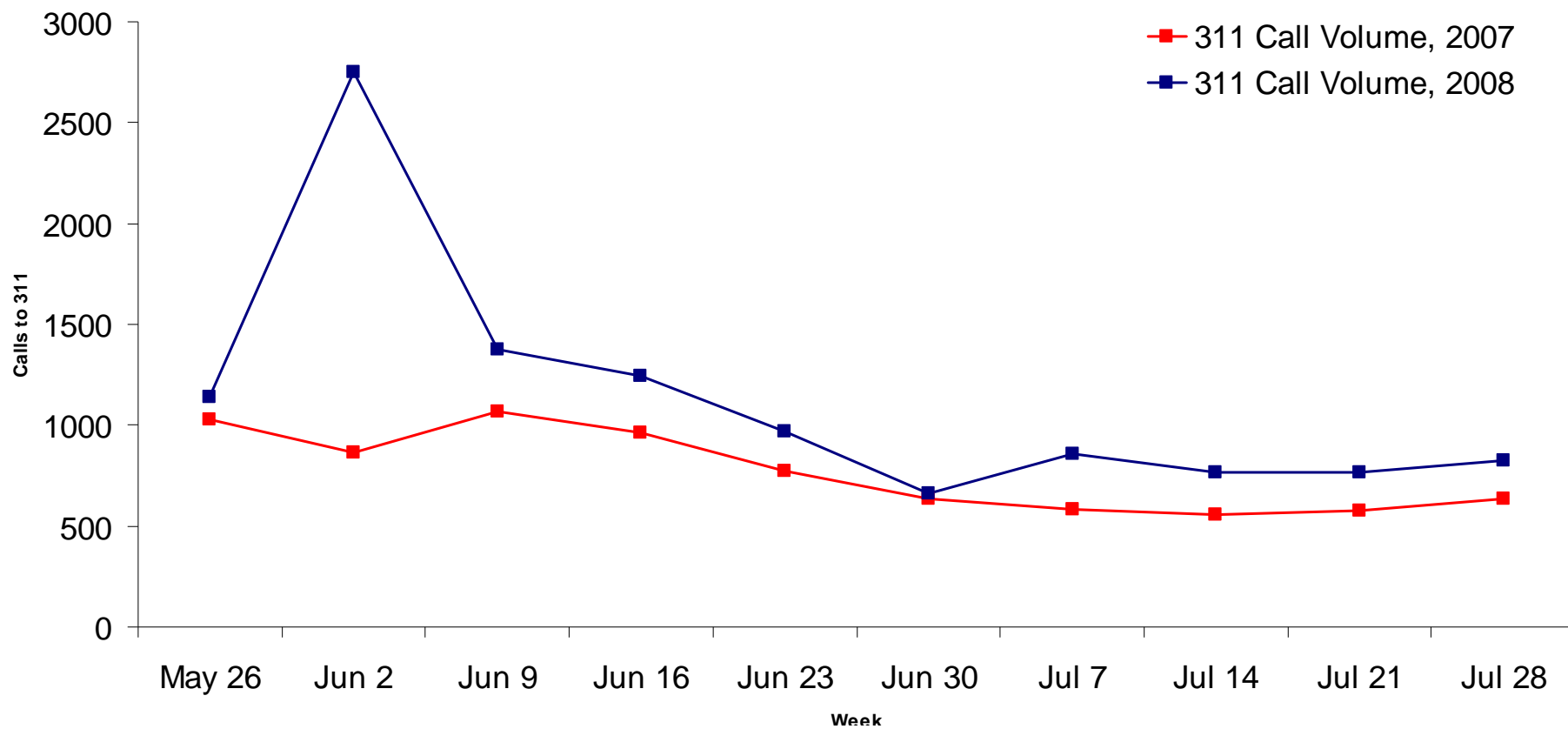
Conclusions

- NYC's overall population reach (smokers who called for cessation services) is higher than other reports in the literature (15% in NYC in 2008 vs. 7% in other locales)
- NYC's treatment reach (smokers who received cessation services) is consistent with other quitlines (up to 6% in NYC vs. 7% in other locales).
 - Eligibility criteria for receipt of NRT is not consistent across programs and years (NPGP v. NYS Smoker's Quitline)
- While % of smokers who called for cessation services increased following the addition of hard-hitting media, the % of smokers who were unique, eligible, called for themselves, and were motivated to complete the required screening was consistent

Factors Related to High Population Reach in NYC

- Availability of free NRT (NPGP, NYS Smokers' Quitline)
- High cigarette taxes
 - 2002 NYC/NYS= \$7 per pack. Highest combined city/state cigarette tax in U.S
 - 2008 NYS= \$8.50 per pack; Highest combined city/state cigarette tax in U.S
- Hard-hitting media
 - Air numerous large-scale, hard-hitting media campaigns each year, including TV, print, radio and outdoor ads

June 3, 2008 Media Campaign Calls to 311 for Quit Smoking Assistance, 2007 v. 2008

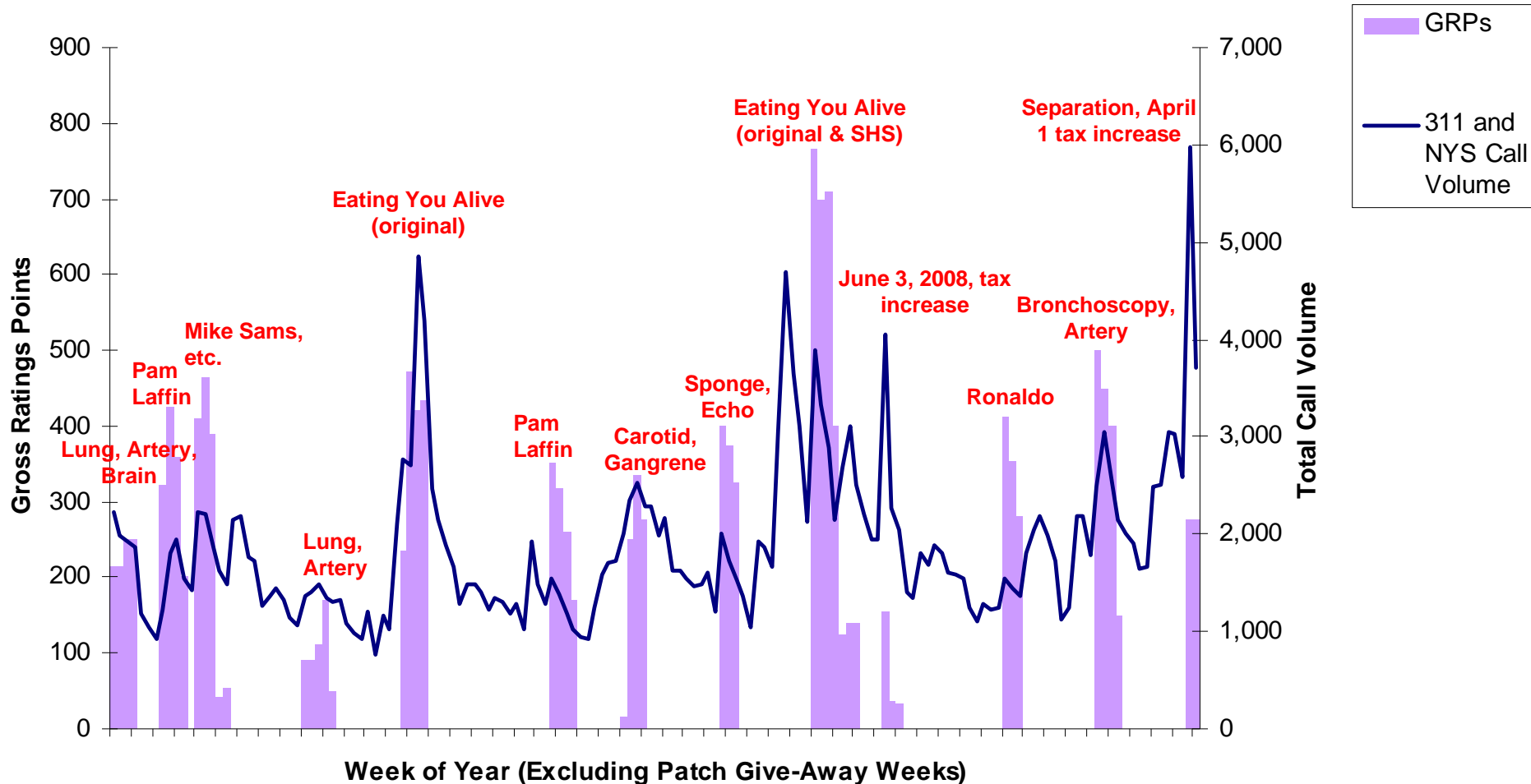


* 2007 dates not included on x-axis; 2007, 2008 data matched by day of week

Hard-Hitting Media (2006 to present)



Jan 2006 – April 2009 Anti-Smoking Campaign Gross Ratings Points & Total Call Volume



Limitations

- Effectiveness of cessation services in increasing quit rates or attempts to quit was not assessed
 - Evaluations of the NPGP estimate that one-third of smokers who received NRT quit at 6 months
- Demographic and other data related to smoking behaviors were not assessed in this analysis

Recommendations for Increasing Population Reach

- Locales with adequate funding:
 - Provide free NRT
 - Air hard-hitting media
- Locales with limited funding:
 - Create and sustain partnerships to provide ongoing assistance
 - Generate earned media through special events and promoting programs and data
- City/State collaboration enables us to:
 - Track quit smoking assistance data at the city and state level
 - Coordinate media efforts, including co-tagging TV ads with 311 and the NYS Smokers' Quitline

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Thank You! Questions?

