

Comparing Smokeless Tobacco Users and Combustible Tobacco Users Contacting the PA Free Quitline

NATIONAL SUMMIT ON SMOKELESS TOBACCO PREVENTION

WEDNESDAY, OCTOBER 17, 2018

Presentation Overview

Description of PA Free Quitline

Tobacco Surveillance Data

PA Free Quitline Caller Characteristics

- Demographic Characteristics
- Service Use
- Quit Success

Discussion/Next Steps



Pennsylvania Free Quitline

The PA Free Quitline is a phone and web-based program available 24 hours a day/ 7 days a week

NRT (patch, gum, lozenge) is available to medically eligible adults

Specialized materials available

QUITLOGIX[®]

PA Free Quitline Data Collection

Intake Data

- Collects demographic and tobacco use characteristics from tobacco users interested in receiving Quitline services

Service Use Data

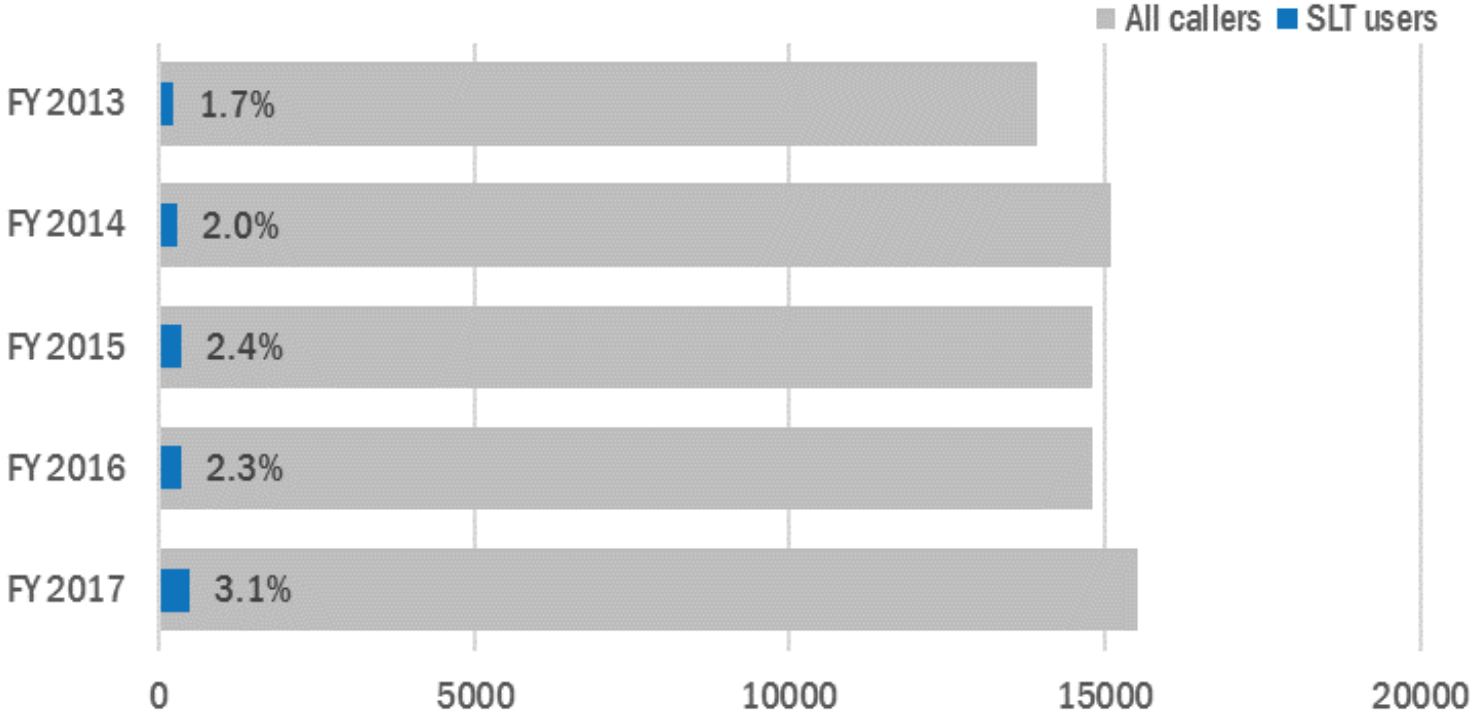
- Number of counseling calls and NRT provided by the Quitline

Follow-up Data

- Collect quit status and satisfaction 6 months following intake

Quitline Utilization by Smokeless Tobacco (SLT) Users

The proportion of PA Free Quitline callers using SLT has increased in the past 5 years



Across five years,

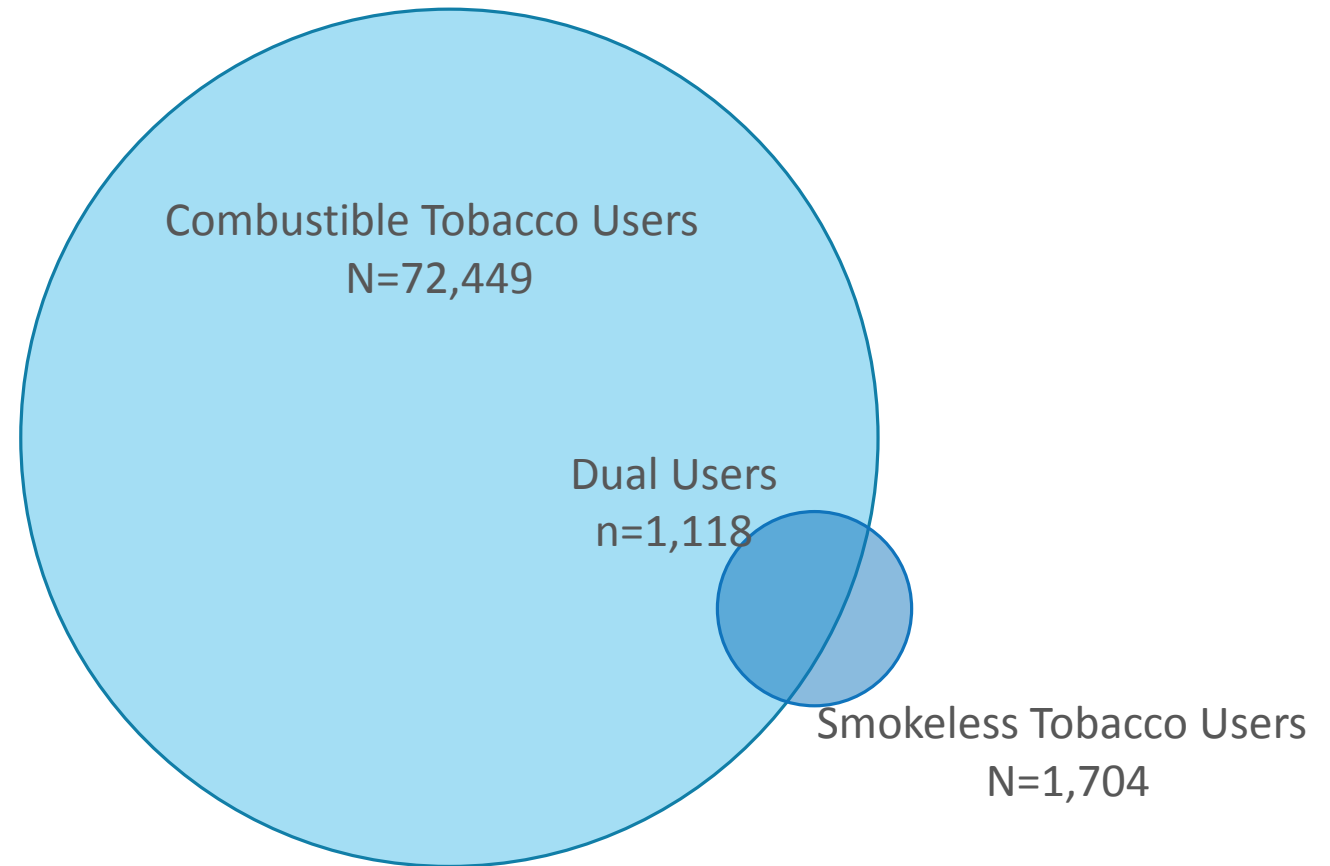
2.3% (n=1,704)

of PA Free Quitline Callers used SLT at intake.

Dual Use

About **two-thirds** (65.6%) of smokeless tobacco users also used a form of combustible tobacco.

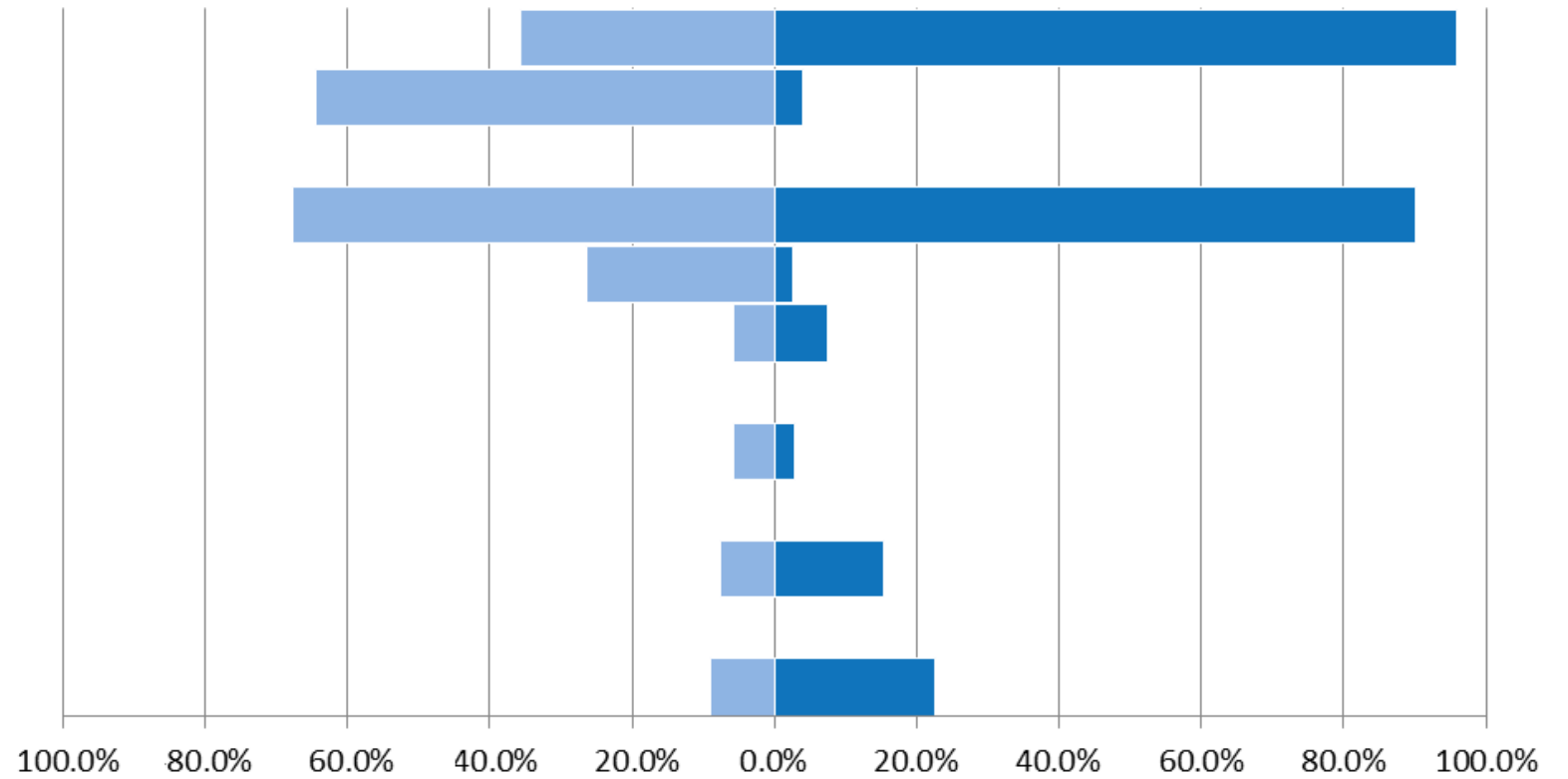
Distribution of PA Free Quitline callers:



Demographic Differences

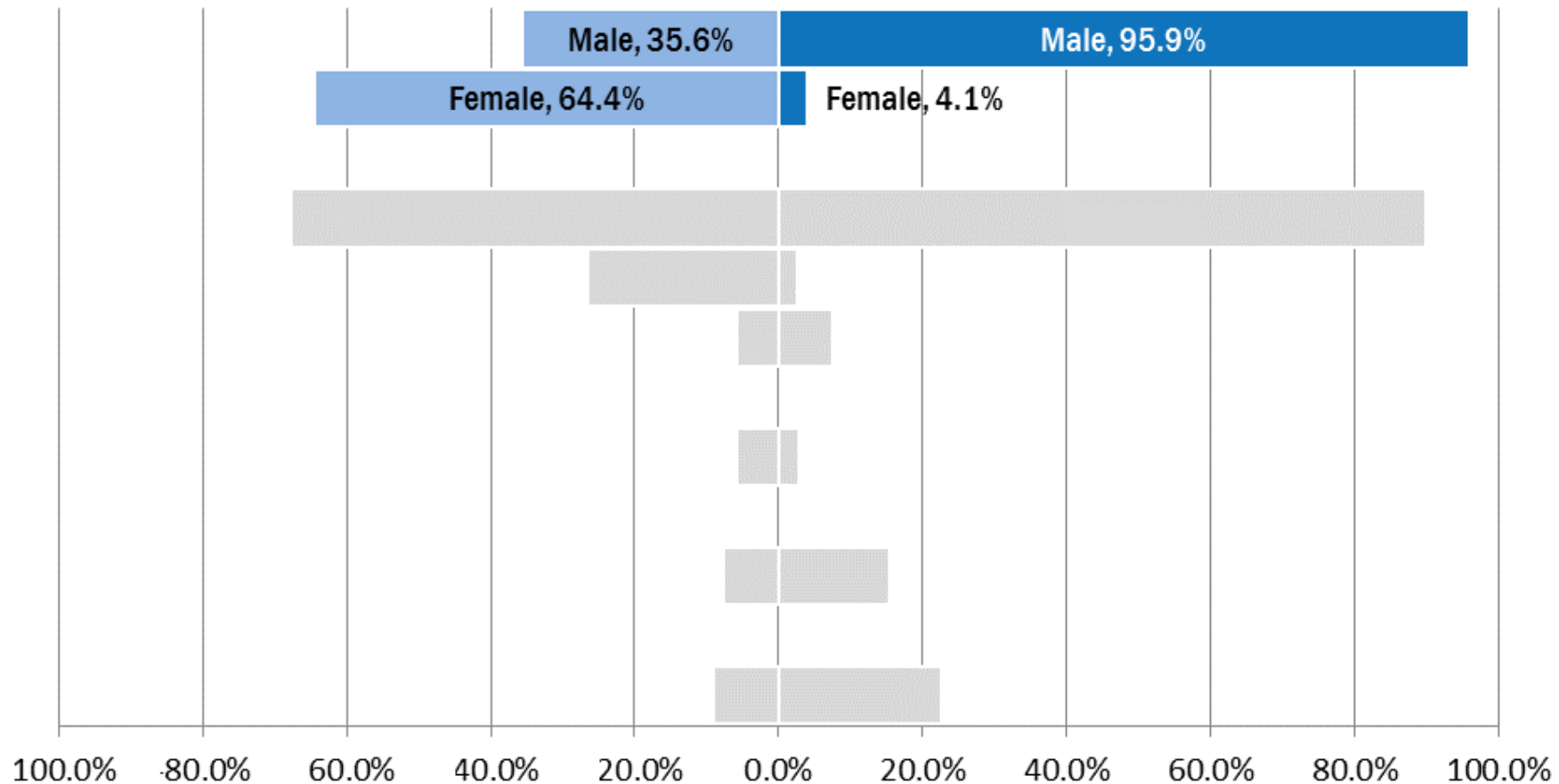
- Gender
- Race
- Ethnicity
- Veteran Status
- Rural/Urban
- Age

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



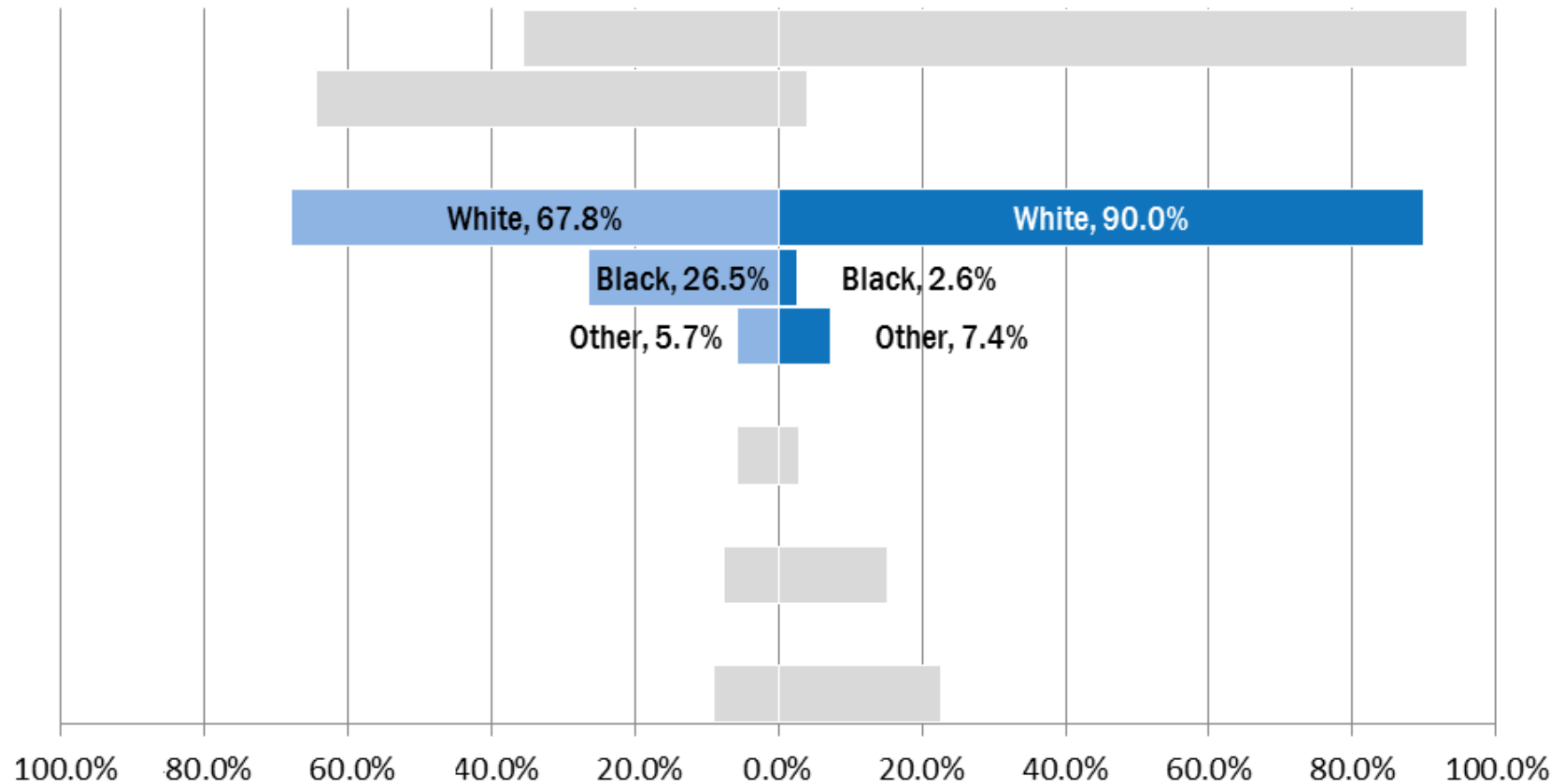
Smokeless tobacco users are significantly more likely to be male.

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



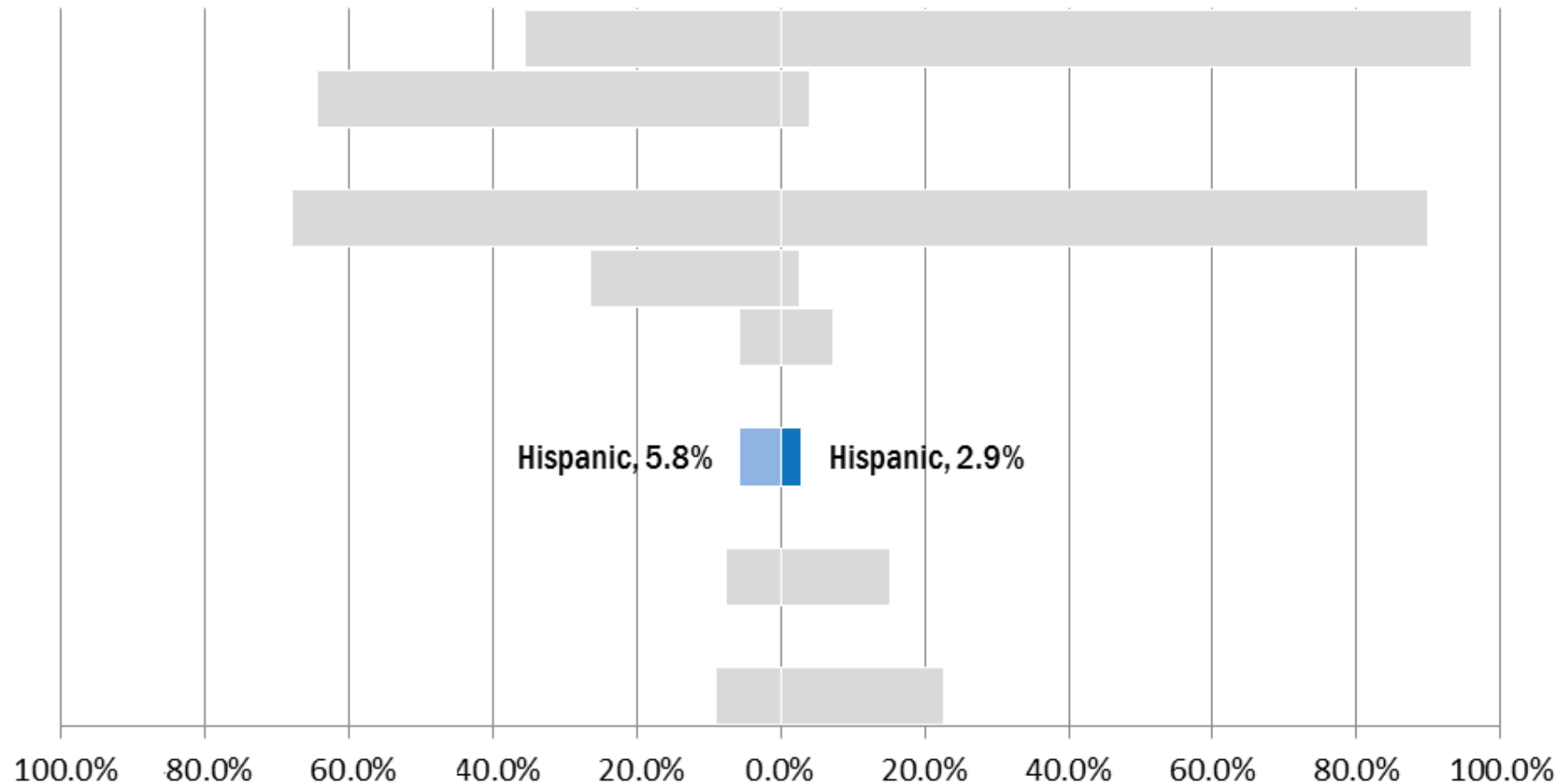
Smokeless tobacco users are significantly more likely to be White.

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



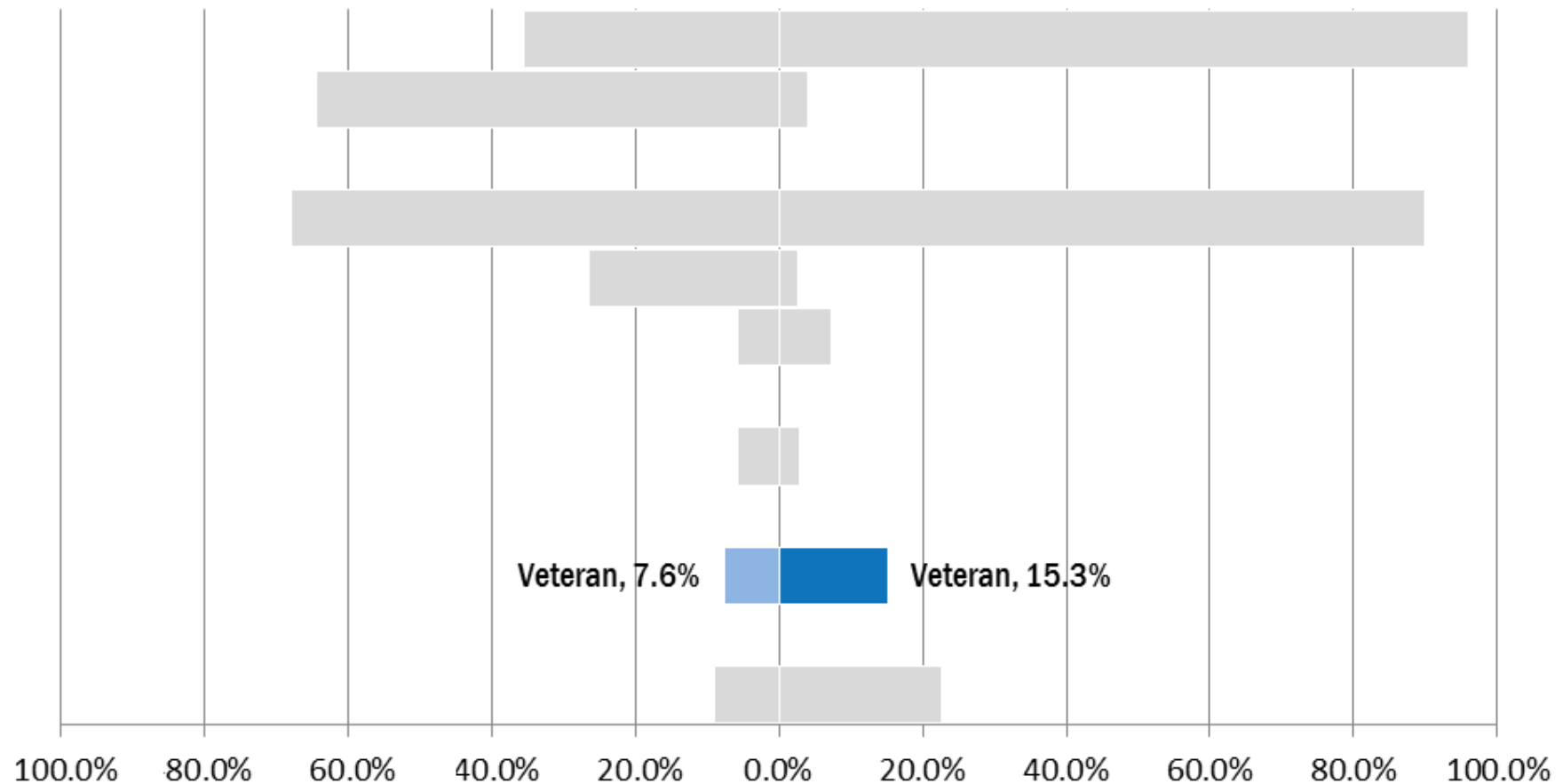
Smokeless tobacco users are significantly less likely to be Hispanic.

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



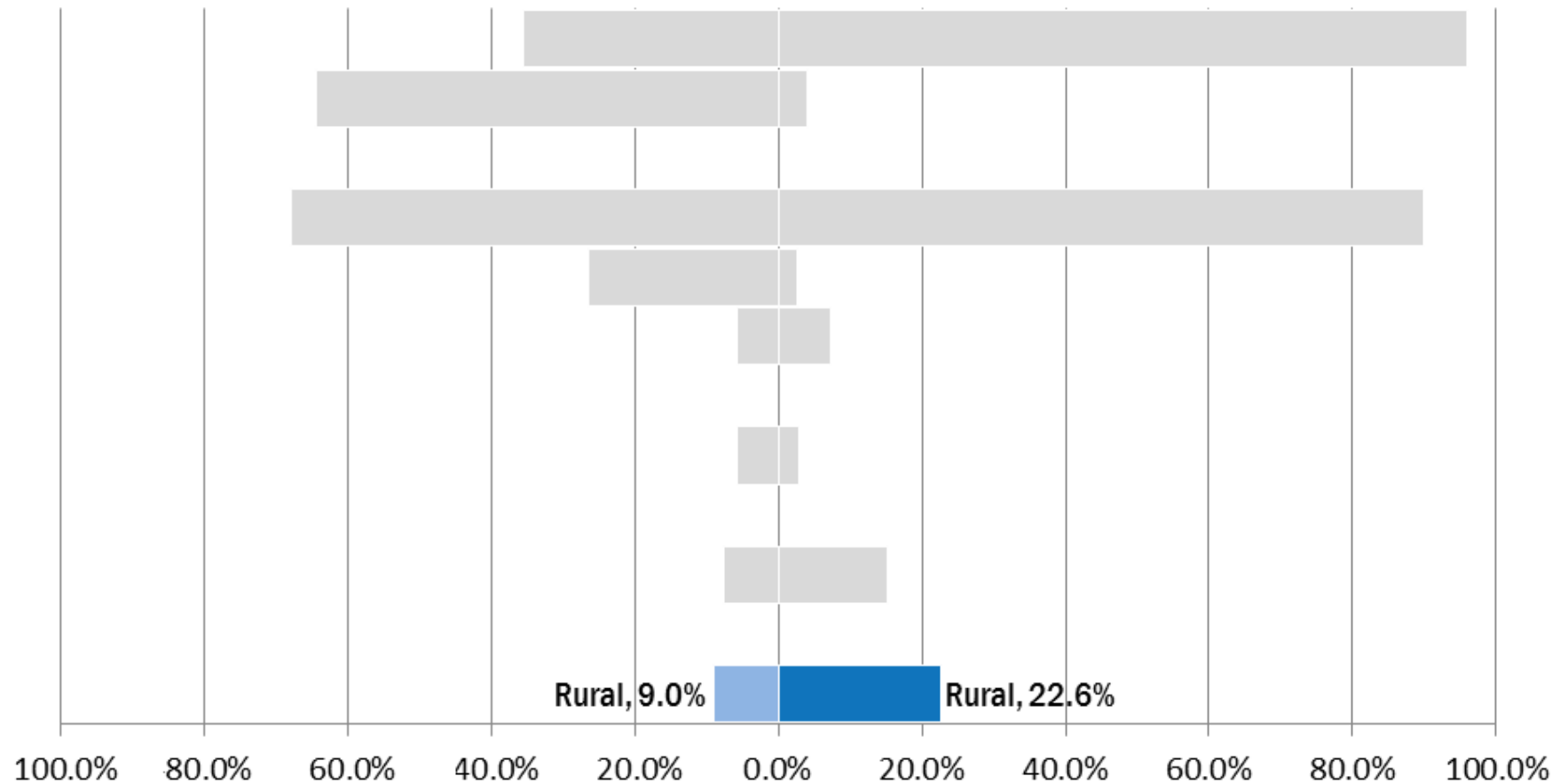
Smokeless tobacco users are significantly more likely to be military veterans.

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



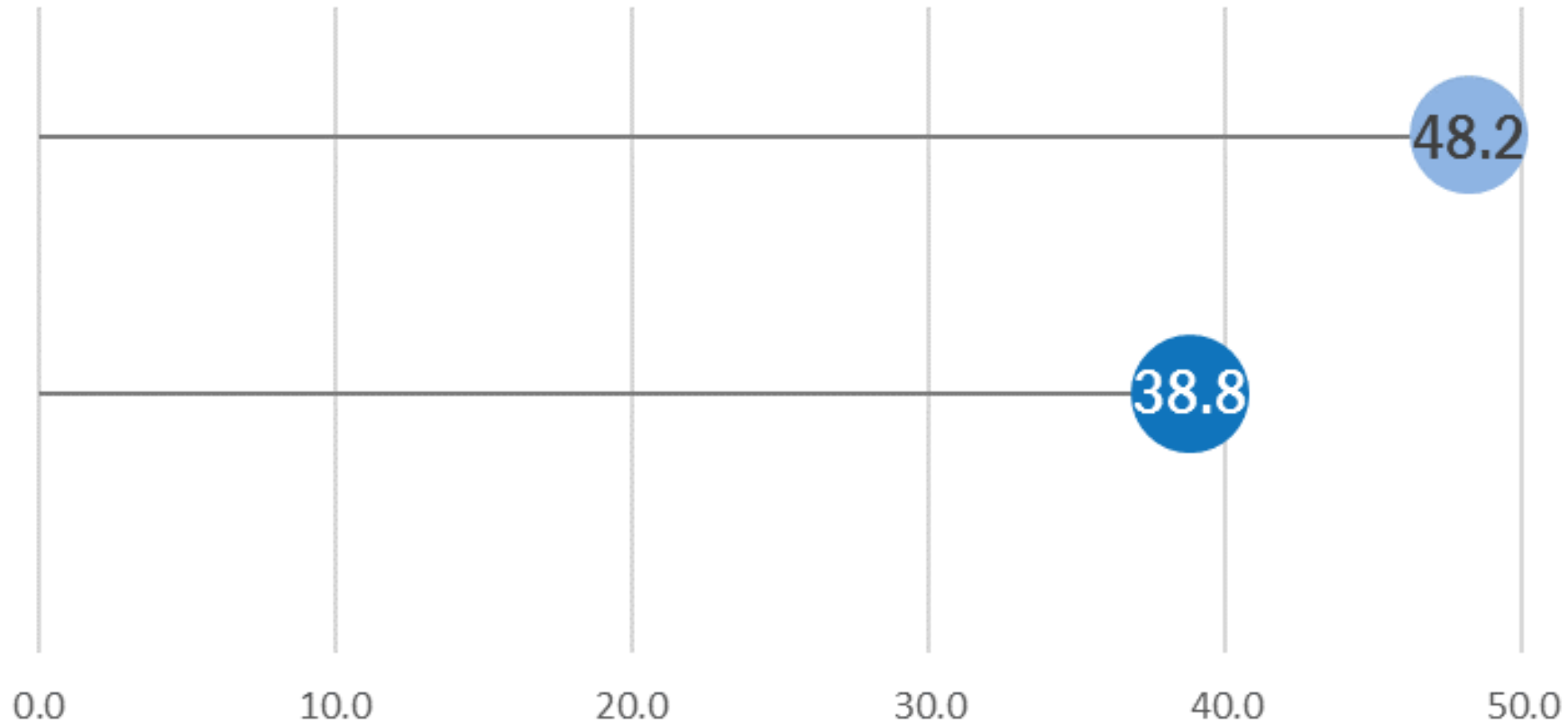
Smokeless tobacco users are significantly more likely to live in rural areas.

Demographic Differences between **Combustible Tobacco** vs. **Smokeless Tobacco**



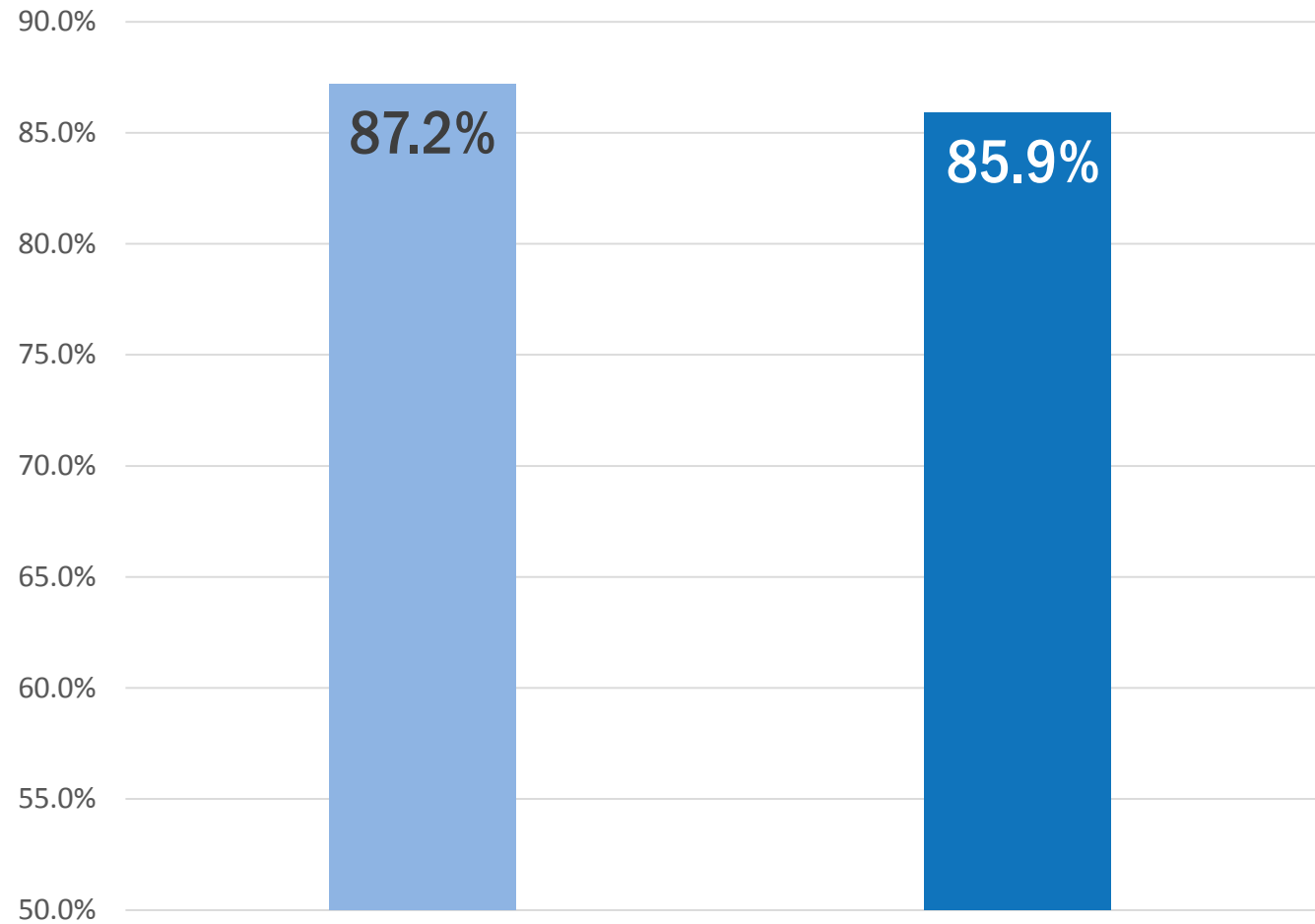
Smokeless tobacco users are significantly younger than combustible tobacco users.

Average Age, **Combustible Tobacco** vs **Smokeless Tobacco Users**



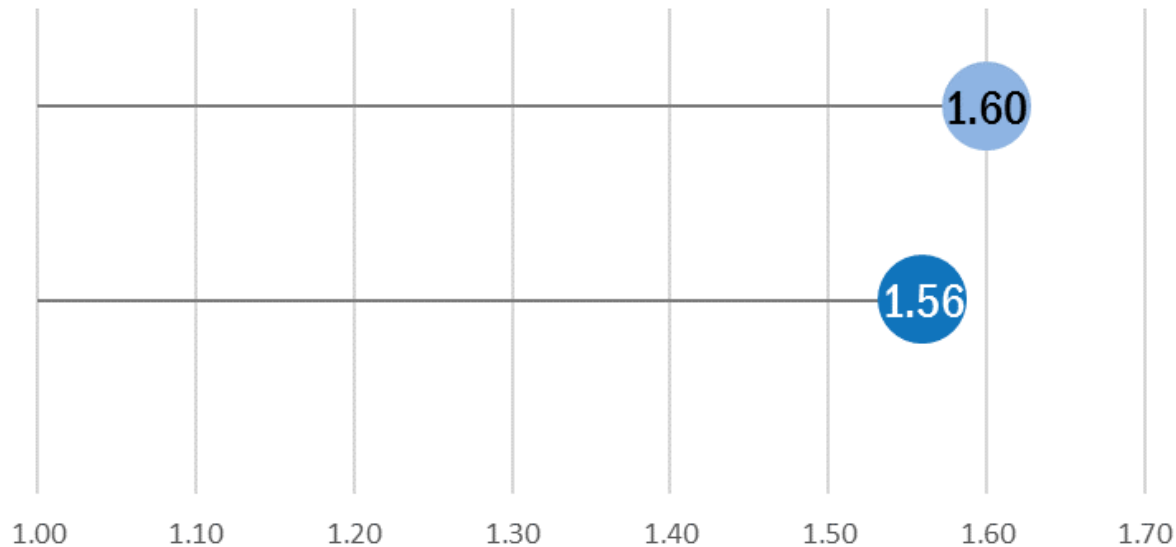
Service Use Differences

Smokeless tobacco users were equally as likely to enroll in Quitline services as combustible tobacco users

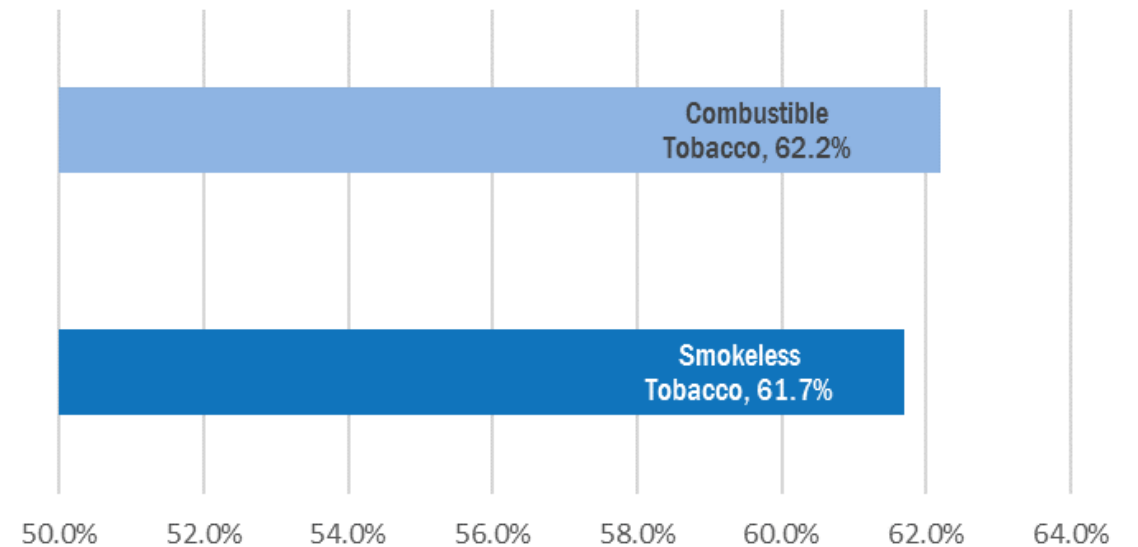


Smokeless tobacco users received comparable levels of service to combustible tobacco users

Average number of counseling calls, **Combustible Tobacco** vs **Smokeless Tobacco** Users



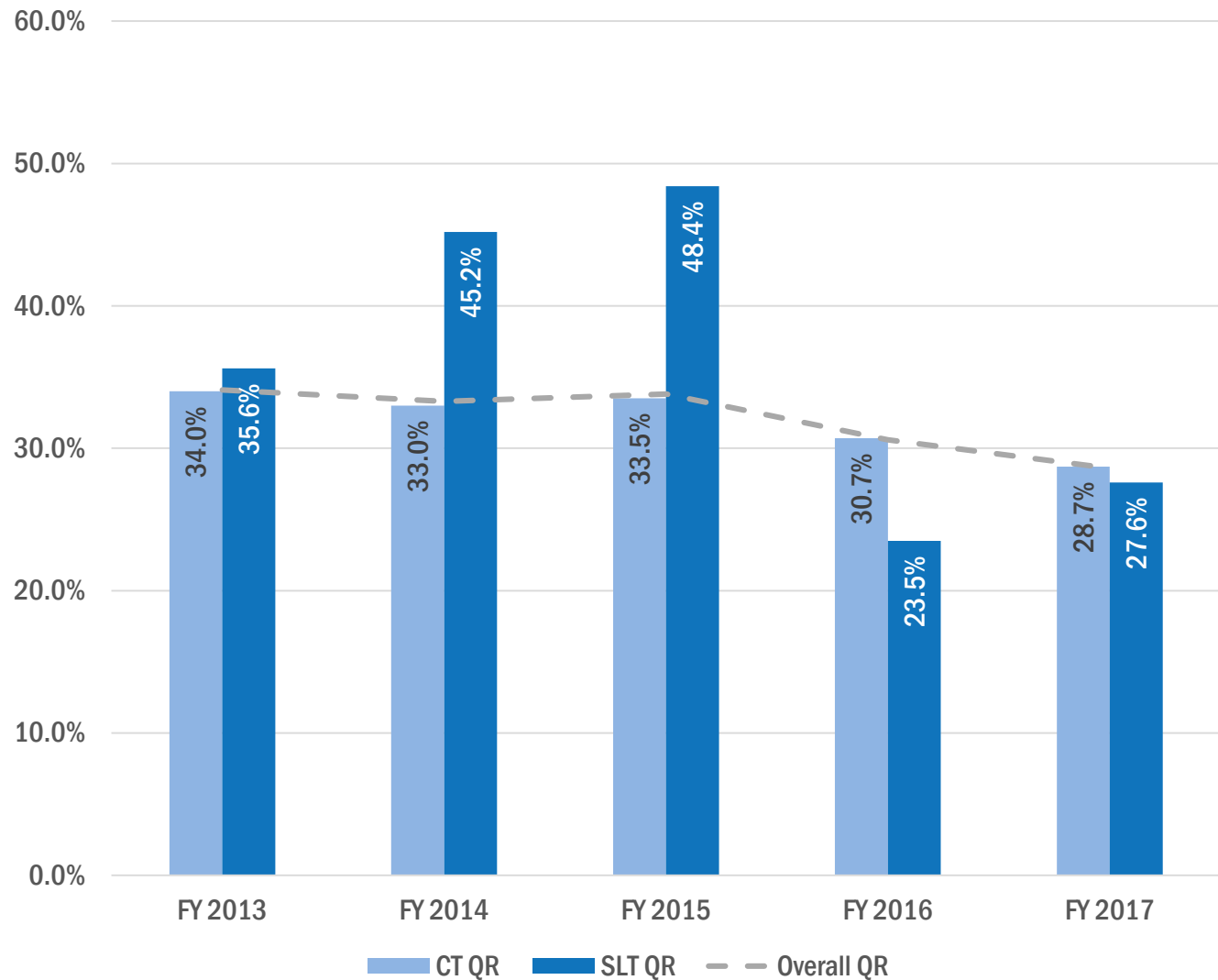
Proportion of **Combustible Tobacco** vs **Smokeless Tobacco** Users Receiving NRT



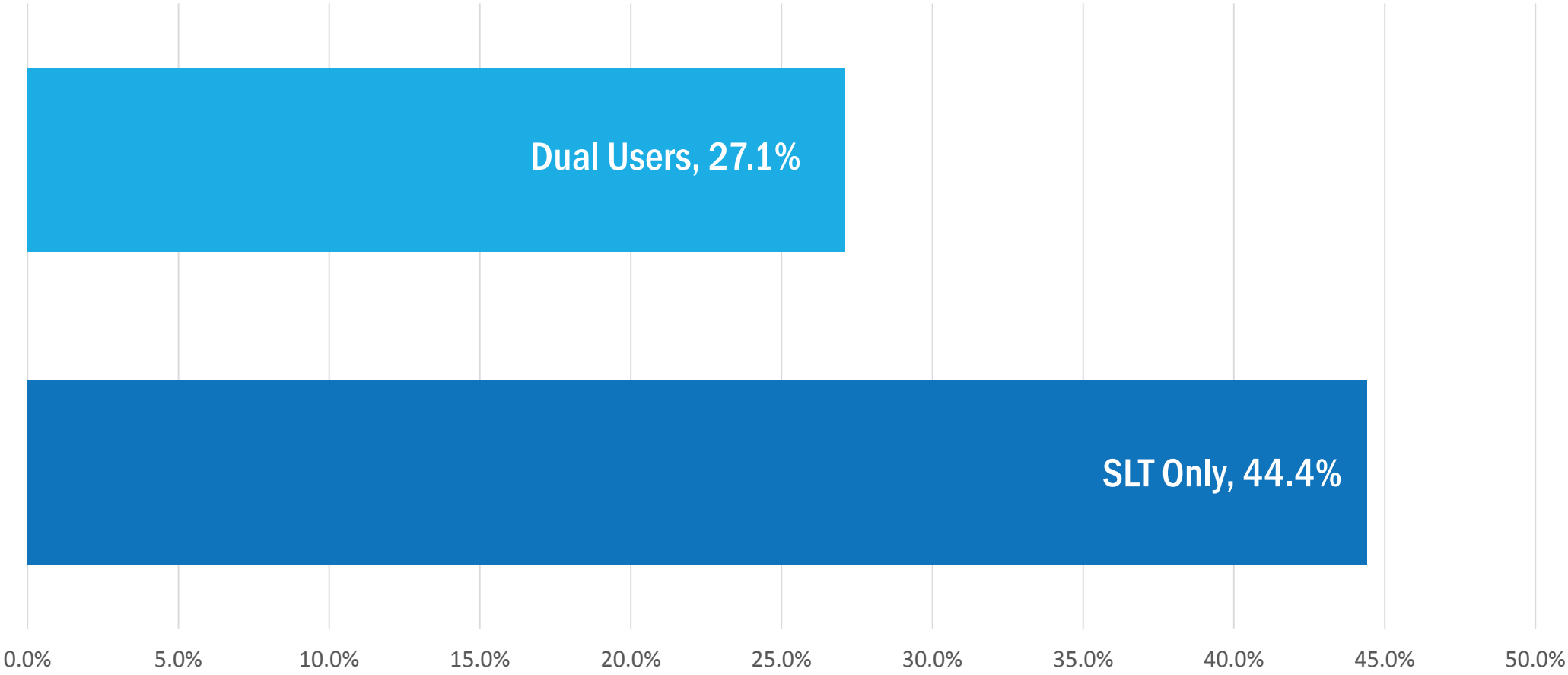
Quit Success

Smokeless tobacco users were equally as likely to quit at 6-month follow-up as combustible tobacco users

** Interpret SLT rates with caution due to small sample size



Dual users were significantly less likely to quit.



Discussion

Smokeless tobacco users contacting the PA Free Quitline differ from combustible tobacco users demographically, but are equally as likely to enroll in services.

Once enrolled, smokeless tobacco users utilize Quitline services comparably to combustible tobacco users.

Smokeless tobacco users are equally as likely as combustible tobacco users to be quit at 6 month follow-up, but dual users are significantly less likely to quit than those using smokeless tobacco only.

Next Steps

Continue to analyze intake and service use data for trends related to type of tobacco used, demographic characteristics of callers, and levels of services received.

Gather feedback from smokeless tobacco users on the Quitline's specialized materials.

As more follow-up data is collected and sample sizes grow, future analyses will explore why dual users are less likely to quit than those using smokeless tobacco alone.

Thank you!

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