



Surveillance & Evaluation Webinar Series Presents:

PRACTICAL QUITLINE EVALUATION METHODS THAT DO NOT REQUIRE NEW DATA COLLECTION

Thursday, July 30, 2020

The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.

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TIPS FROM FORMER SMOKERS® CAMPAIGN QUITLINE EVALUATION ARTICLES

JULY 30, 2020

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Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health



How to Access *Tips*[®] Quitline Articles



1. www.cdc.gov/tips/



2. www.cdc.gov/tipsimpact

Types of Evaluation

- **Campaign Attributable Increases in Quitline Calls**
 - (2013) Impact of a National Tobacco Education Campaign on Weekly Numbers of Quitline Calls and Website Visitors
 - (2012) Increases in Quitline Calls and Smoking Cessation Website Visitors during a National Tobacco Education Campaign
- **Measuring Cessation Outcomes**
 - (2015) Cessation Outcomes Among Quitline Callers in Three States During a National Tobacco Education Campaign
 - (2014) Intermediate cessation outcomes among quitline callers during a national tobacco education campaign
- **Characteristics**
 - (2015) Changes in Quitline Caller Characteristics During a National Tobacco Education Campaign
 - (2020) National Trends and State-Level Variation in the Duration of Incoming Quitline Calls to 1 800 QUIT NOW during 2012–2015
- **Location**
 - (2018) Impact of U.S. Antismoking TV Ads on Spanish-Language Quitline Calls
 - (2016) The Influence of State-specific Quitline Numbers on Call Volumes during a National Tobacco Education Campaign Promoting 1-800-QUIT-NOW
 - (2016) The Impact of a National Tobacco Education Campaign on State-Specific Quitline Calls
 - (2015) The Dose–Response Relationship Between Tobacco Education Advertising and Calls to Quitlines in the United States, March–June, 2012

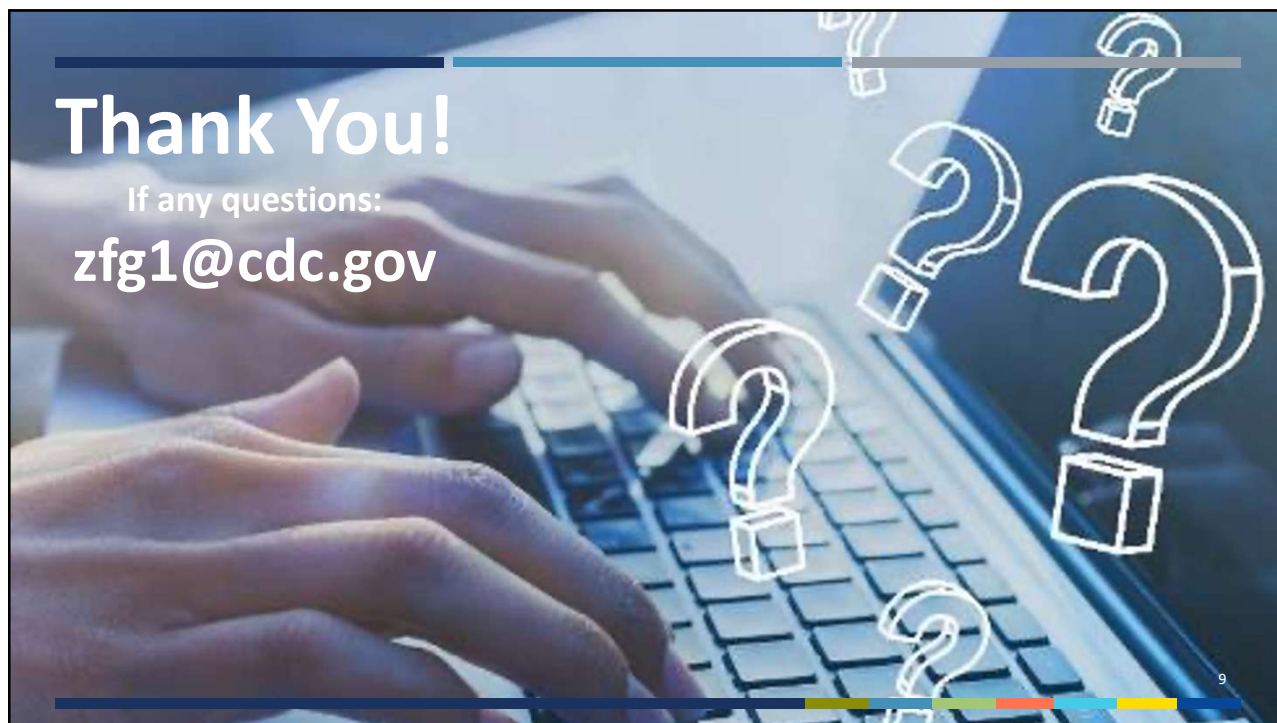


**Tips® Quitline
Article Links**

- National Trends and State-Level Variation in the Duration of Incoming Quitline Calls to 1 800 QUIT NOW during 2012–2015. <https://doi.org/10.1017/jsc.2020.9>
- The Influence of State-specific Quitline Numbers on Call Volumes during a National Tobacco Education Campaign Promoting 1-800-QUIT-NOW. <https://doi.org/10.1093/ntr/ntw100>
- The Dose–Response Relationship Between Tobacco Education Advertising and Calls to Quitlines in the United States, March–June, 2012. <http://dx.doi.org/10.5888/pcd12.150157>
- Changes in Quitline Caller Characteristics During a National Tobacco Education Campaign. <https://doi.org/10.1093/ntr/ntu271>
- The Impact of a National Tobacco Education Campaign on State-Specific Quitline Calls. <https://doi.org/10.1177/0890117116646344>
- Impact of U.S. Antismoking TV Ads on Spanish-Language Quitline Calls. <https://doi.org/10.1016/j.amepre.2018.05.025>
- Cessation Outcomes Among Quitline Callers in Three States During a National Tobacco Education Campaign. <http://dx.doi.org/10.5888/pcd12.150024>
- Intermediate Cessation Outcomes Among Quitline Callers During a National Tobacco Education Campaign. <https://doi.org/10.1093/ntr/ntu105>
- Impact of a National Tobacco Education Campaign on Weekly Numbers of Quitline Calls and Website Visitors—United States, March 4–June 23, 2013. CDC. *MMWR Morb Mortal Wkly Rep*
- Increases in Quitline Calls and Smoking Cessation Website Visitors during a National Tobacco Education Campaign—March 19–June 10, 2012. CDC. <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6134a2.htm>

Thank You!

If any questions:
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Practical Qitline Evaluation Methods That Do Not Require New Data Collection

CDC Evaluators' Network
July 30, 2020

ClearWay
MINNESOTA

Overview

- Utilization-focused evaluation principles
- Examples of applying these principles without collecting new data
- Key take-aways

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Utilization-focused Evaluation Principles

- Focuses on **intended use** by **intended users**
- Emphasizes **close collaboration** between program staff and evaluators
- Creates **actionable** information

Michael Quinn Patton. Utilization-Focused Evaluation, 4th ed.

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Case Study



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Home / Services to help

QUITPLAN® SERVICES

Quit your own way

QUITPLAN® Services offers a wide array of tools to help you quit your own way, because everyone is different. Choose the individual services that work best for you, or sign up for the QUITPLAN Helpline for the complete program.

Individual QUITPLAN® Services

- Text Messaging**
Tips, games and reminders texted right to your phone. Available to Minnesota adults (18 or older).
- Starter Kit Patches, Gum or Lozenges**
Two weeks of free of patches, gum or lozenges to get you started. Available to Minnesota adults (18 or older).
- Email Program**
A series of emails full of tips, advice and encouragement.
- Quit Guide**
A resourceful guide to help you quit.

Sign up

QUITPLAN® Helpline

You will receive one-on-one phone coaching sessions with trained tobacco counselors, plus additional integrated tools. Minnesota adults may also receive free patches, gum or lozenges.

Sign up

Measuring program reach

What Did We Want to Know?



How well were priority populations represented among all QUITPLAN Services participants?

Was this consistent with state data on commercial tobacco use in priority populations?

Who Wanted to Know and Why?

Intended users:

Program management team, marketing team, research and evaluation team

Intended use:

Where are we doing well?

Where can we improve?

Nicotine & Tobacco Research, Volume 16, Number 4 (April 2014) 491–495

BRIEF REPORT

The Reach Ratio—A New Indicator for Comparing Quitline Reach Into Smoking Subgroups

H. Sharon Campbell PhD^{1,2}, N. Bruce Baskerville PhD^{2,3}, Lynda M. Hayward PhD², K. Stephen Brown PhD^{2,4}, Deborah J. Ossip PhD⁵

What is a Reach Ratio?

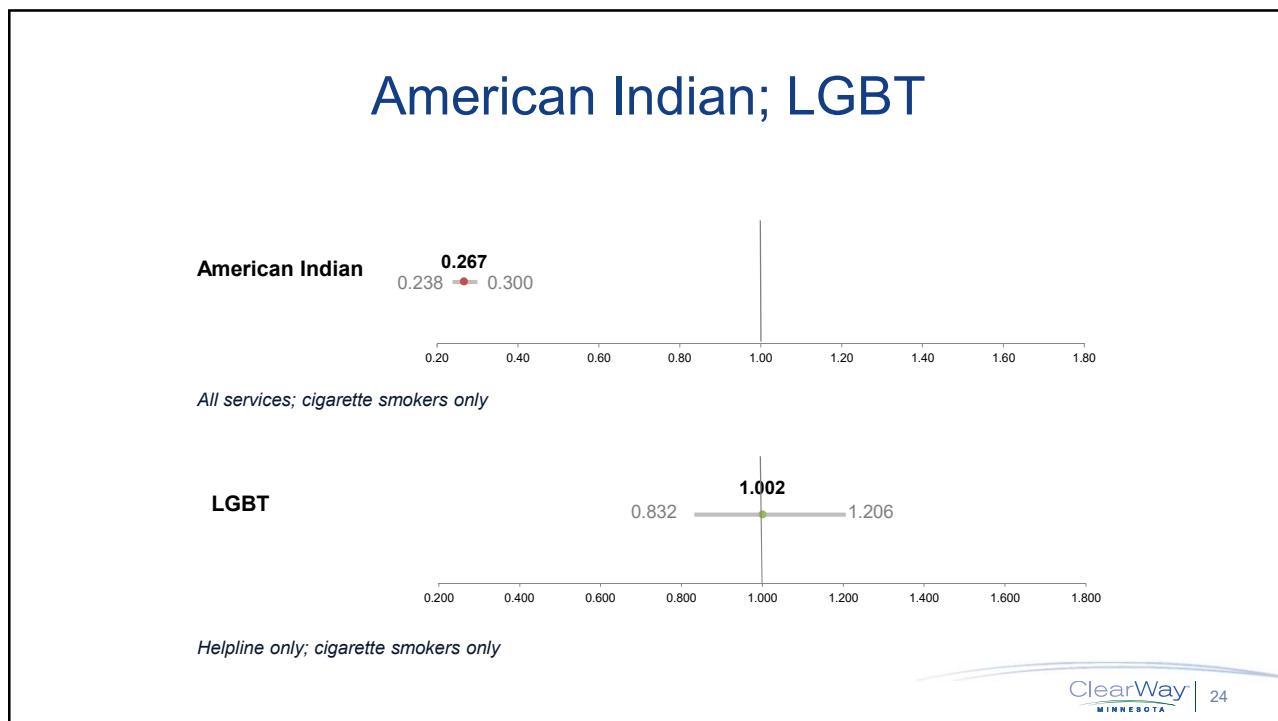
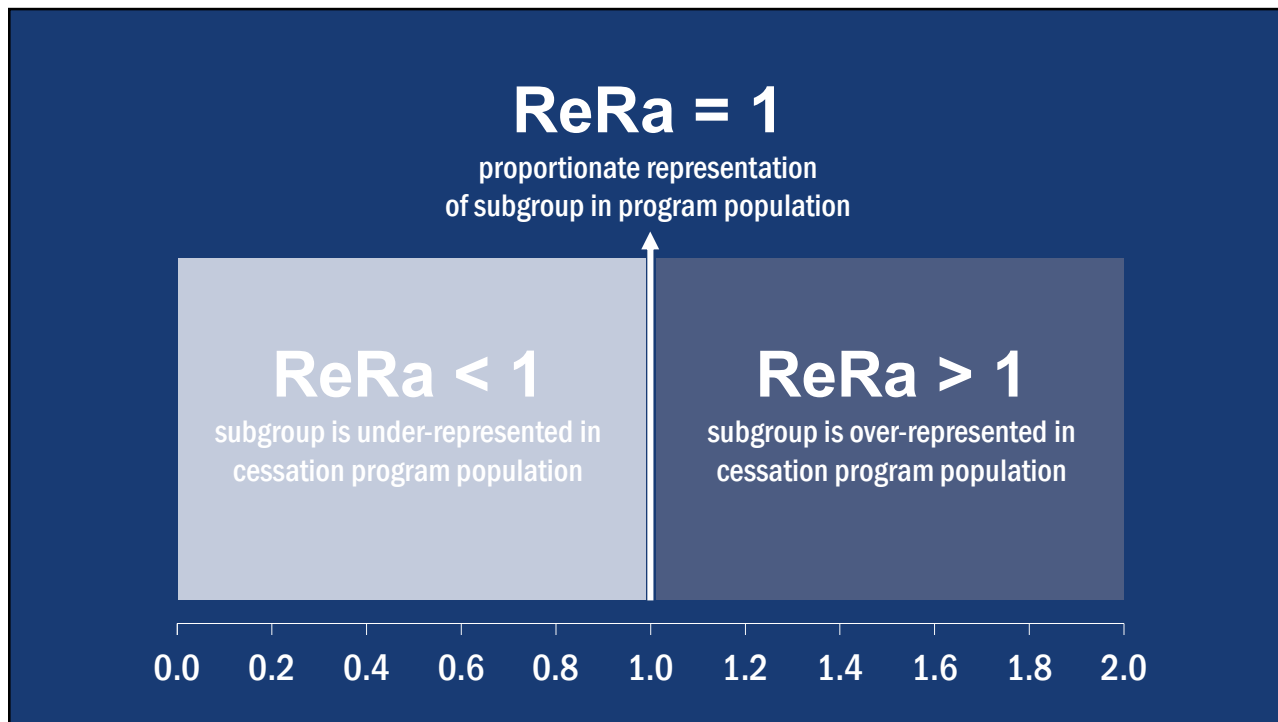
A reach ratio (ReRa) compares the proportion of **quitline participants** from a subgroup to the proportion of the **target population of tobacco users** from the same subgroup

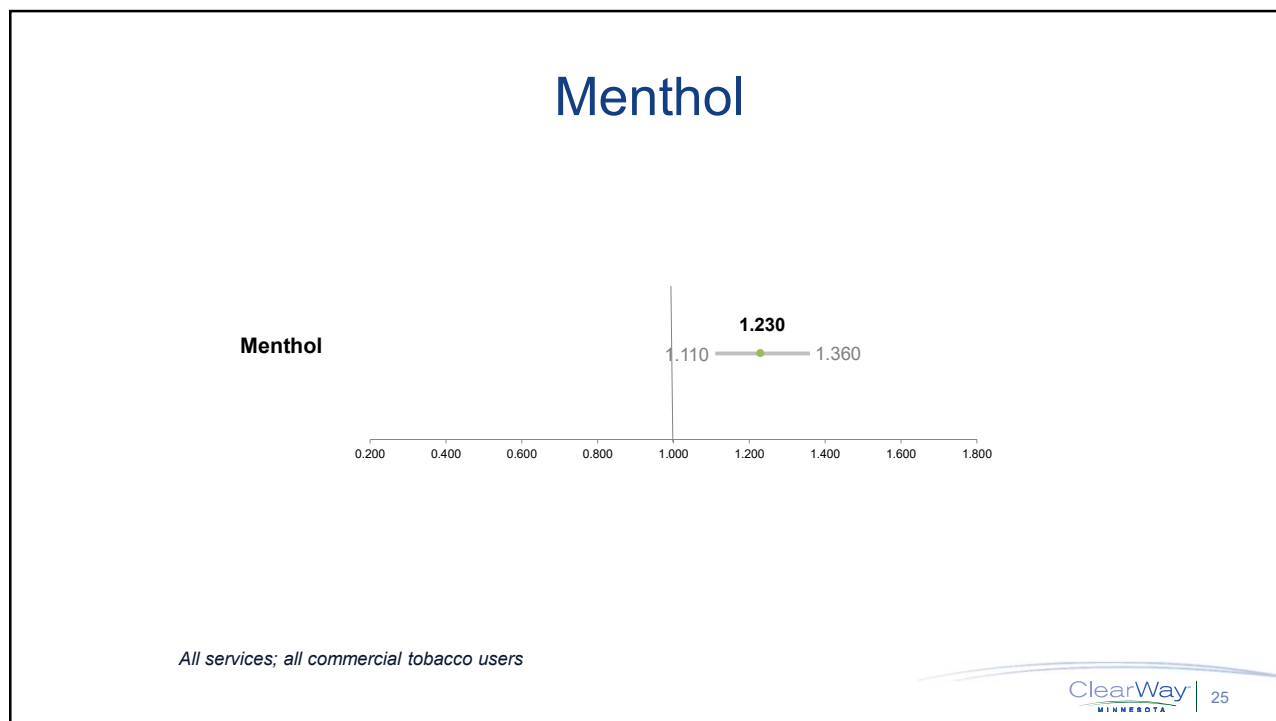
What Data Do You Need?

- Participant demographics (service provider data extracts)
- Census data
- State-level commercial tobacco use rates for your populations of interest

Formula

$$\frac{\text{\% of participants that reside in a region}}{\text{\% of all tobacco users that reside in region}} = \frac{25\%}{25\%} = 1.0$$





- ## How Did We Use This?
- Support development of American Indian Quitline
 - Inform grant-making
 - Assess promotional campaigns
- ClearWay
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Lessons Learned

- Take care when interpreting results
 - Differences in available data across sources
 - More/less current data
 - Small numbers
- Consider using reach ratios to measure change over time

Measuring reengagement in services

What Did We Want to Know?



- What percentage of participants re-enrolled in our program after their initial enrollment?
- Did this percentage differ after we implemented a reengagement outreach process?

Re-enrollment vs. Reengagement

- **Re-enrollment:** participants who re-enroll in a program **regardless** of outreach efforts
- **Reengagement:** participants who re-enroll in a program **after proactive outreach**

Who Wanted to Know and Why?

Intended users:

Program management team, service provider

Intended use:

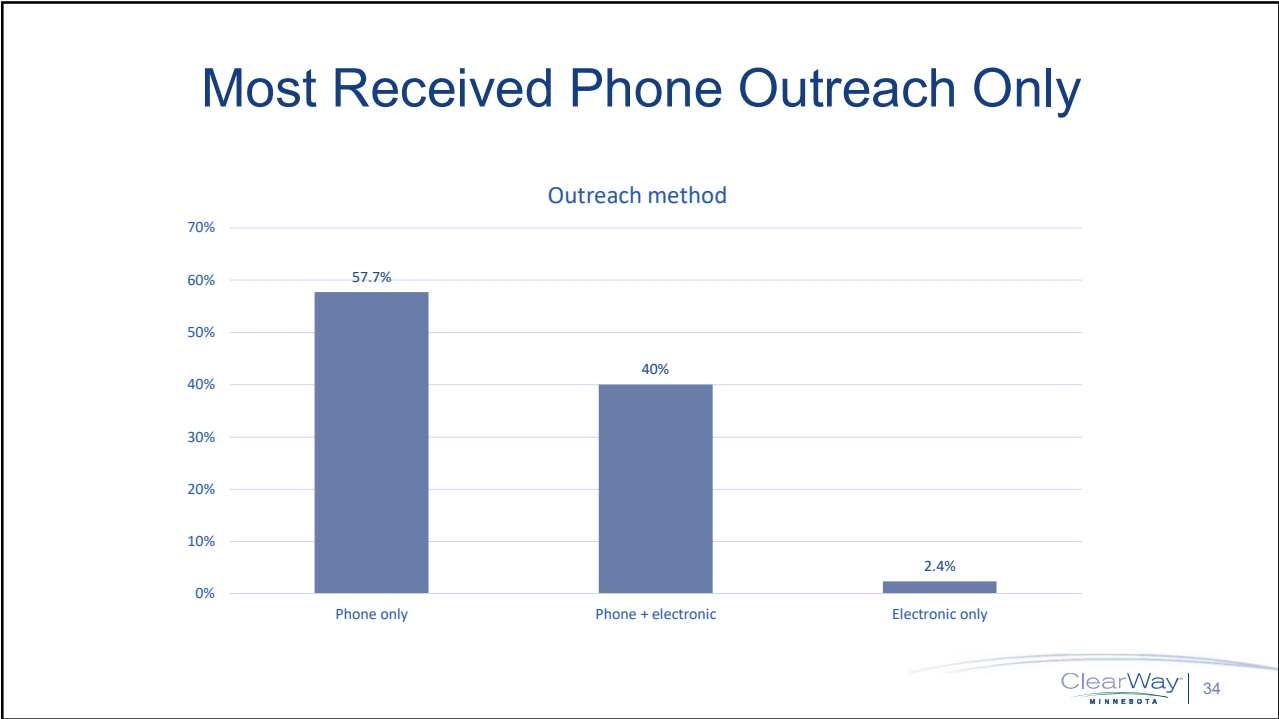
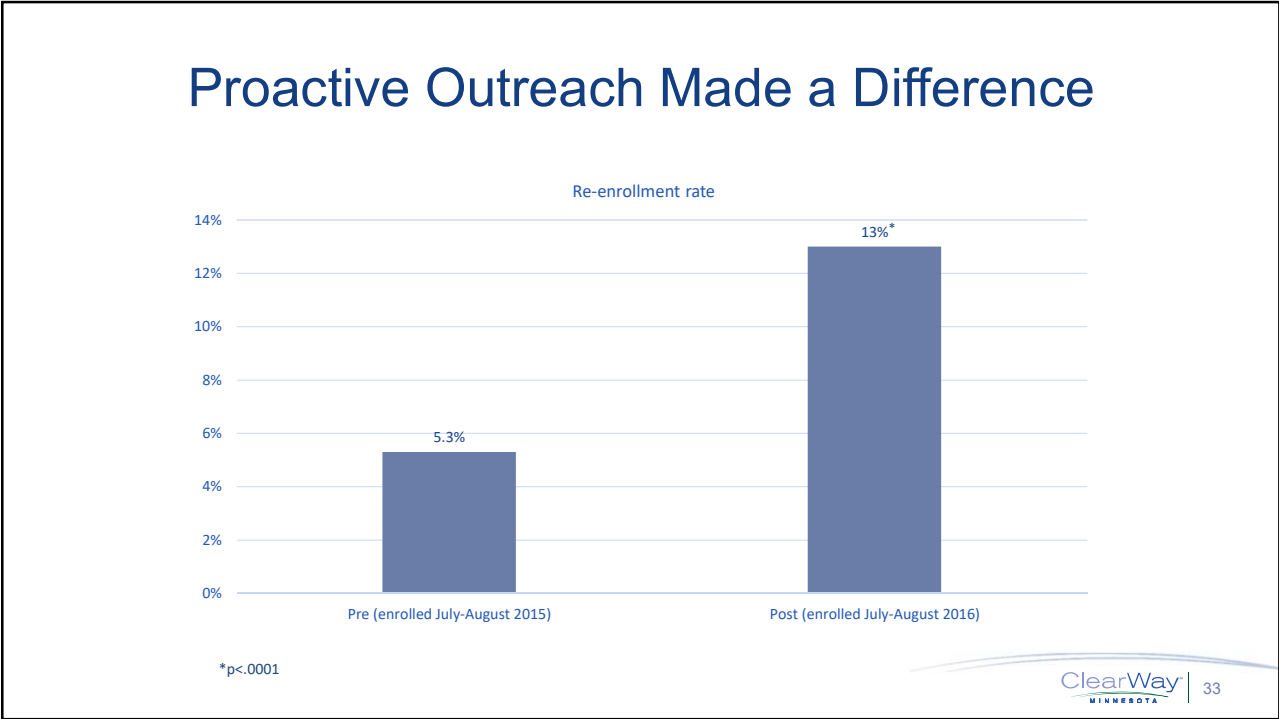
Was there a benefit from adding this process to our program?

What outreach method(s) had the greatest impact?

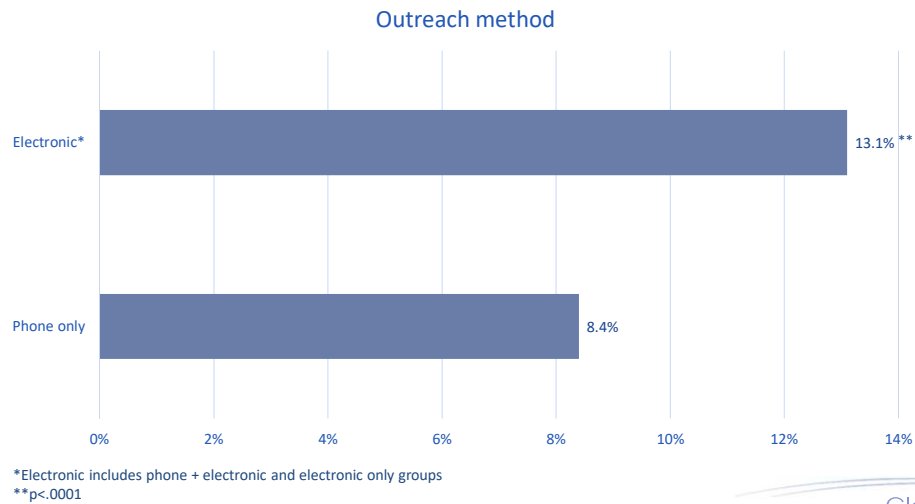
What Data Did We Need?

Participant enrollment data (service provider data extracts)

- Initial registration date
- Whether a participant received proactive outreach
- Types of outreach received
 - Phone
 - Electronic (text and email)
 - Both
- Subsequent registration date



Receiving Electronic Outreach Was Most Effective



How Did We Use This?

- Continued reengagement process
- Augment scarce promotional dollars
- Shared with our service provider

Lessons Learned

- Understand your data
- Spend sufficient time defining how to attribute an individual's re-enrollment to a specific outreach message/method
- Consider impact of opt-in requirements for email and text messaging when interpreting results

Key Take-Aways

Key Take-Aways

- Utilization-focused evaluation principles can help guide evaluation planning
- Collecting new data isn't always necessary
- Collaboration among program staff, evaluator and service provider fosters success

Resources - Reach Ratios

- Campbell HS, Baskerville NB, Hayward LM, Brown KS, Ossip DJ. The reach ratio--a new indicator for comparing quitline reach into smoking subgroups. *Nicotine Tob Res.* 2014;16(4):491-495. doi:10.1093/ntr/ntt192
- Lien B, Nowariak ES, Lachter R. Real-world application of reach ratios: A tool to monitor quitline reach among priority populations. 2017 NAQC conference, https://cdn.ymaws.com/www.naquitline.org/resource/resmgr/conference_2017/Lien_Becky_Day2_Track3.pdf
- D'Silva J, Lien RK, Lachter R, Keller PA. Utilizing reach ratios to assess menthol cigarette smoker enrollment in quitline services. Accepted for publication, *Am J Prev Med.*

Resources – Reengagement

- Vickerman KA, Keller PA, Deprey M, Lachter RB, Jenssen J, Dreher M. Never Quit Trying: Reengaging Tobacco Users in Statewide Cessation Services. *J Public Health Manag Pract.* 2018;24(3):e25-e33. doi:10.1097/PHH.0000000000000635
- Keller PA, Vickerman KA, Lien RK, Zook H, Lachter RB. Keep trying: Reengaging tobacco users in statewide cessation services. Poster presentation, 10th Annual Conference on the Science of Dissemination and Implementation in Health.

