CDC's Tips From Former Smokers (Tips) Campaign and Its Impact on Quitlines

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Centers for Disease Control and Prevention

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Outline

• Tips and calls to the quitline
  – National
  – States

• Changes during Tips
  – Caller characteristics
  – Intermediate cessation outcomes
  – Changes in cessation outcomes

• Annual changes in total calls to the quitline
Tips Implementation Strategies

**Tips 2012**
- 12 weeks (3/19 – 6/10)
- Radio Ads aired in 17 markets
- Approximately 1/3 ads tagged with 1-800-QUITNOW, 2/3 with [www.smokefree.gov](http://www.smokefree.gov)
- Average Weekly Market-level Weighted GRPs ranging from 92.9 – 125.3

**Tips 2013**
- 16 weeks (3/4 – 6/23) with pulsing (10 weeks on air and 6 weeks off air)
- Talk With Your Doctor (1 week)
- Approximately 2/3 ads tagged with 1-800-QUITNOW, 1/3 with [www.cdc.gov/Tips](http://www.cdc.gov/Tips) (9 weeks)
- Average Weekly Market-level Weighted GRPs ranging from 68.2 – 108.5

**Tips 2014 (wave 1)**
- Recycled Tips ads
- 9 weeks (2/3 – 4/6)

**Tips 2014 (wave 2)**
- New Tips ads
- 9 weeks (7/7 - 9/7)
Tips and Calls to 1-800-QUIT-NOW (National)
## Tips 2012 and Tips 2013 Multivariate Model Results

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Total GRP's (hundreds)</th>
<th>Counterfactuals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tips 2012</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRP* Coefficient</td>
<td>CI</td>
<td>P-value</td>
</tr>
<tr>
<td>45.74</td>
<td>(42.55, 48.94)</td>
<td>&lt;.0001</td>
</tr>
<tr>
<td><strong>Tips 2013</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50.47</td>
<td>(48.09, 52.85)</td>
<td>&lt;.0001</td>
</tr>
</tbody>
</table>

*GRP=Gross Rating Points: frequency of exposure X reach of the audience

All models controlled for media purchased by state, DMA smoking prevalence, area code population; percentages of the DMA population that were non-Hispanic Black or Hispanic; percentage of the DMA population that had a bachelor’s degree or higher; and the median annual household income in tens of thousands within the DMA
Results for Multivariate Model of the Relationship between Tips 2012 Campaign Media and State Specific Calls to 1-800-QUIT-NOW

Tips 2012 campaign media was associated with significant increases in calls to 1-800-QUIT-NOW in 47 states (including the District of Columbia).

Gross Rating Points (GRPs) are a measure of exposure to campaign media.

State Compared to National Effect

- GRP Effects Not Significantly Different than the National Effect (n = 31)
- GRP Effects Significantly Above the National Effect (n = 11)
- GRP Effects Significantly Below the National Effect (n = 5)
- States with Non-Significant GRP Effects (n = 4)

Lei Zhang, Ann Malarcher, Nathan Mann, et. al. State Variations in Quitline Calls during A National Tobacco Education Campaign, in press, American Journal of Health Promotion
Changes in Quitline Caller Characteristics during a National Tobacco Education Campaign

• **Evaluation Question:**
  – Did quitline caller characteristics, including demographics and smoking-related behaviors, change during the Tips campaign?

• **Analysis Strategy:**
  – During Tips campaign (3/19/2012 – 6/10/2012) compared to a similar time period in 2011 (3/21/2011 – 6/12/2011) in 20 states and D.C.
  – Compared caller characteristics by self-reported awareness of Tips during the campaign in 13 quitlines
  – Group differences were assessed using chi-square and t-tests, adjusted for clustering by state

• **Conclusions:**
  – Increased the reach of quitline services across all demographic and tobacco use groups
  – Particularly among those who were uninsured

Intermediate Cessation Outcomes among Quitline Callers During A National Tobacco Education Campaign

- **Evaluation Question:**
  - Did the Tips campaign have an impact on quitline callers’ intermediate cessation outcomes (24-hrs quit attempts and 7+day quits)?

- **Analysis Strategy:**
  - 22 states and D.C. quitline data on enrollment, service utilization, quit attempts and self-reported quitting during Tips campaign vs. a similar time period in 2011.
  - Multivariate models to examine Tips exposure (GRPs) and intermediate cessation outcomes, adjusted for confounding factors and stratified by tobacco control program funding

- **Conclusions:**
  - Greater numbers of callers reported positive intermediate cessation outcomes during the TIPS campaign, although proportionally fewer engaged in these behaviors compared to the previous year.
  - Higher TIPS campaign exposure was positively associated with intermediate cessation outcomes among persons from states with higher tobacco control funding.

Lei Zhang, Vickerman, Malarcher, and Mowery (2014). Intermediate Cessation Outcomes among Quitline Callers During A National Tobacco Education Campaign, Nicotine and Tobacco Research, 16(11), p. 1478-86
Cessation Outcomes among Quitline Callers during a National Tobacco Education Campaign: Evidence from Three States

• Evaluation Question:
  – Were quit outcomes (30+ day quits) assessed at 7-month after registering with the quitline related to Tips campaign exposure among tobacco users seeking help with quitting from state quitlines?

• Analysis Strategy:
  – 715 tobacco users from three quitlines (NE, NC, and TX)
  – Multivariate logistic regression controlling for participant characteristics and their service utilization

• Conclusions:
  – Callers achieved similar outcomes regardless of campaign exposure levels once enrolled in quitline counseling.

Manuscript is currently under review with Preventing Chronic Disease
## Annual Total Calls to the Quitline*

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Quitline Calls (National Quitline Data Warehouse)</th>
<th>% Change</th>
<th>Annual Calls to 1-800-QUIT-NOW (National Cancer Institute)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>970,197</td>
<td>--</td>
<td>481,108</td>
<td>--</td>
</tr>
<tr>
<td>2011</td>
<td>979,281</td>
<td>0.9%</td>
<td>488,022</td>
<td>1.4%</td>
</tr>
<tr>
<td>2012</td>
<td>1,184,260</td>
<td>20.9%</td>
<td>720,062</td>
<td>47.5%</td>
</tr>
<tr>
<td>2013</td>
<td>1,222,659</td>
<td>3.2%</td>
<td>639,391</td>
<td>-11.2%</td>
</tr>
<tr>
<td>2014</td>
<td>1,147,588</td>
<td>-6.1%</td>
<td>666,747</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

*Total call volume is for 39 states with complete NQDW data from 2010-2014.
THANK YOU

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