

2016 Tobacco Cessation Report



**YOU CAN QUIT.
WE CAN HELP.**

Introduction

- The 802Quits brand consists of three cessation services:
 - Quitline – Quit coaching over the phone and eight weeks of free nicotine replacement therapy (NRT)
 - The Quitline offers specialized coaching and participation incentives for registrants who are pregnant.
 - Quit Online – Online support, tools and two weeks of free NRT
 - Vermont Quit Partners (Quit in Person) – In person coaching and eight weeks of free NRT

- National Jewish Health is the vendor that manages Vermont's Quitline and Quit Online services and provides monthly data to the Health Department's Tobacco Control Program.
 - Vermont Quit Partners and related data is managed by Blueprint for Health, a program within the Agency of Human Services.

Use of Cessation Services – Quitline and Quit Online

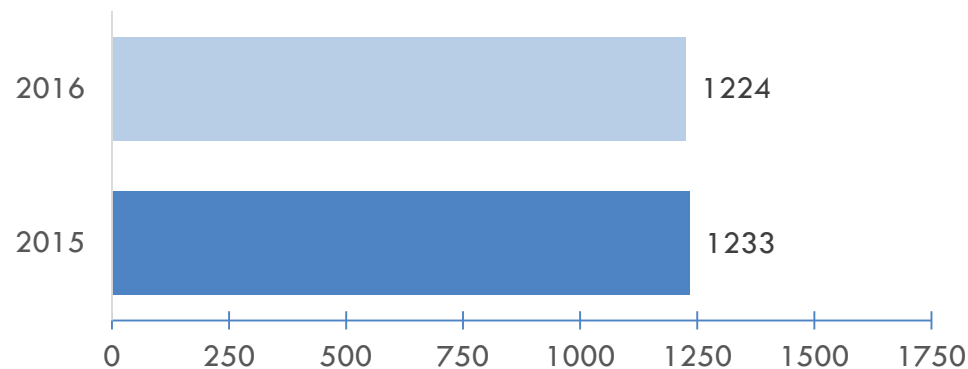
Quit by Phone numbers for 2016 are consistent with 2015 numbers.

Quit Online Data:
How data is reported changed in February 2016. Before that, the number of online participants included those who were also enrolled in the phone program.

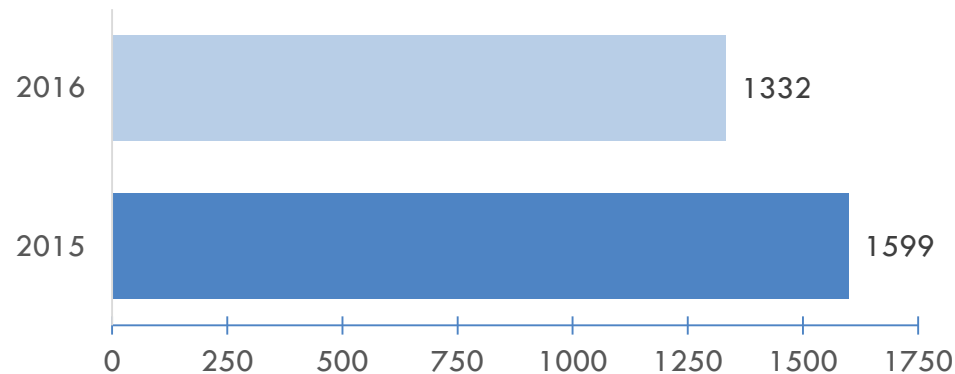
After February 2016, the number represents those enrolled in the online program only.

Use caution when comparing 2015 Quit Online data with 2016 data.

Quit by Phone Registrants, 2015-2016



Quit Online Registrants, 2015-2016

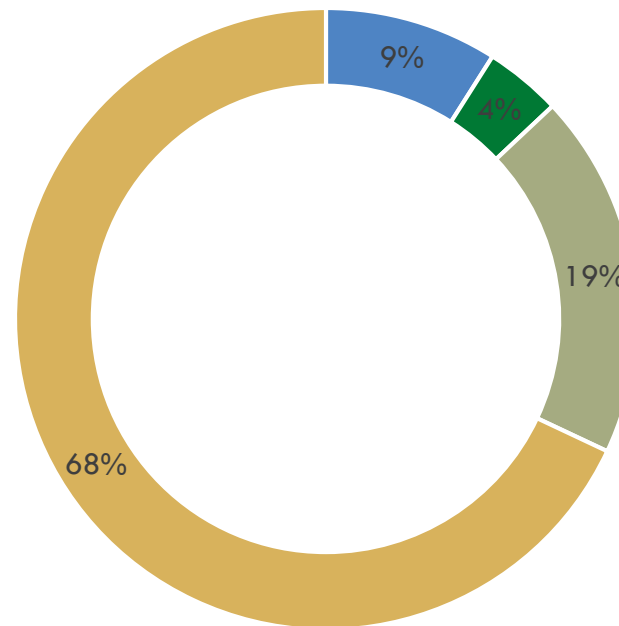


Fax Referral Activity – Quitline

Referral clients are contacted by phone three times, and messages are left requesting call back.

19% of provider fax referrals resulted in intake and/or enrollment.

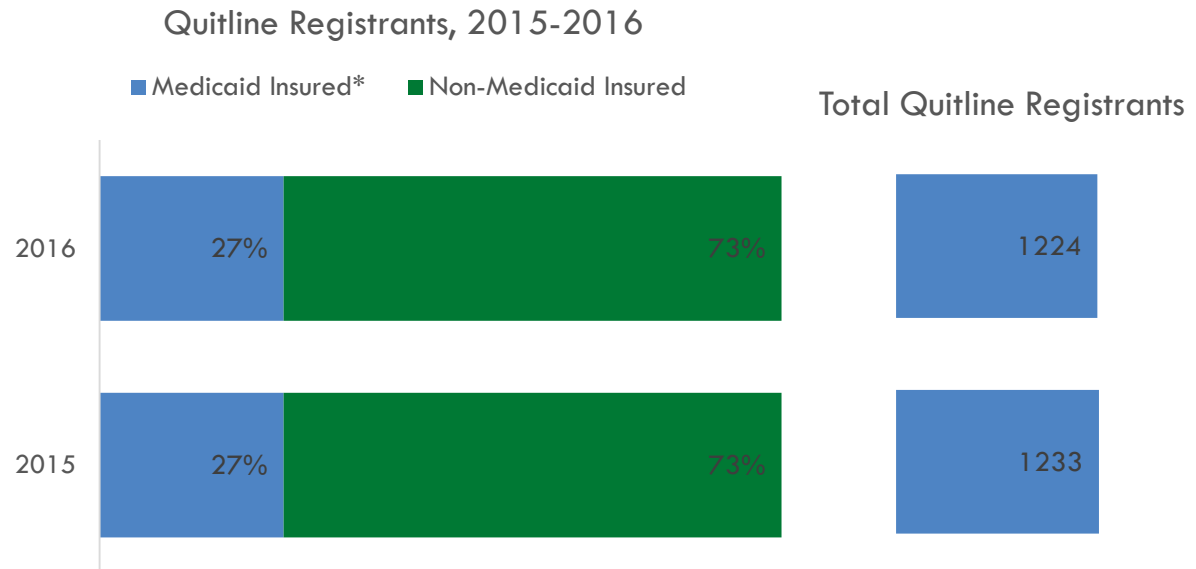
Quitline Fax Referral Outcomes, 2016



■ Already Participating ■ Declined ■ Successful Referral ■ Unreachable/Invalid

Quitline Registration – Medicaid Comparison

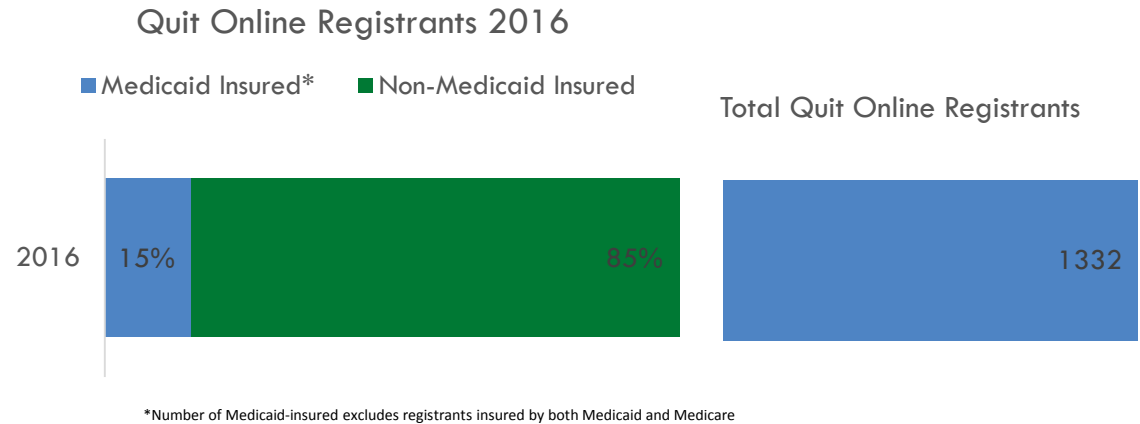
The number of Medicaid Quitline registrants remained stable from 2015 to 2016.



*Number of Medicaid-insured excludes registrants insured by both Medicaid and Medicare

Quit Online Registration: Medicaid Comparison

15% of Quit Online registrants report Medicaid as their insurance provider in 2016.



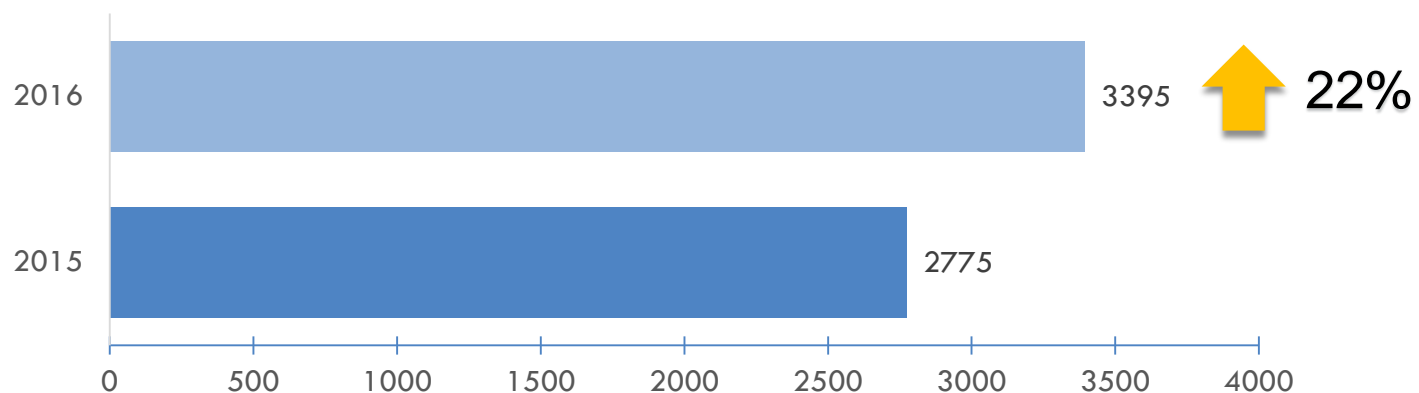
Data from National Jewish Health, accurate as of 5/31/2017

Reporting for this data changed in 2016. Prior to February 2016 the reported number of online participants included those who were also enrolled in the phone program. After this date the reported number represents those enrolled in the online program only. **Due to this, we are unable to compare 2015 and 2016 registrant numbers.**

Nicotine Replacement Therapy Orders

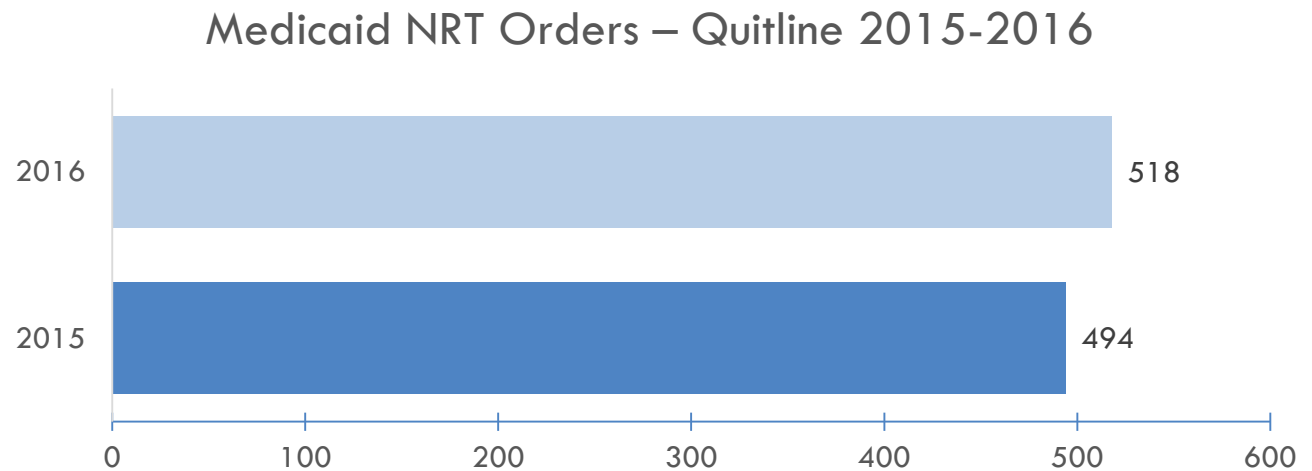
There was a 22% increase in overall Nicotine Replacement Therapy (NRT) orders.

NRT Orders – Quitline & Quit Online 2015-2016



Nicotine Replacement Therapy Orders by Vermonters Insured by Medicaid

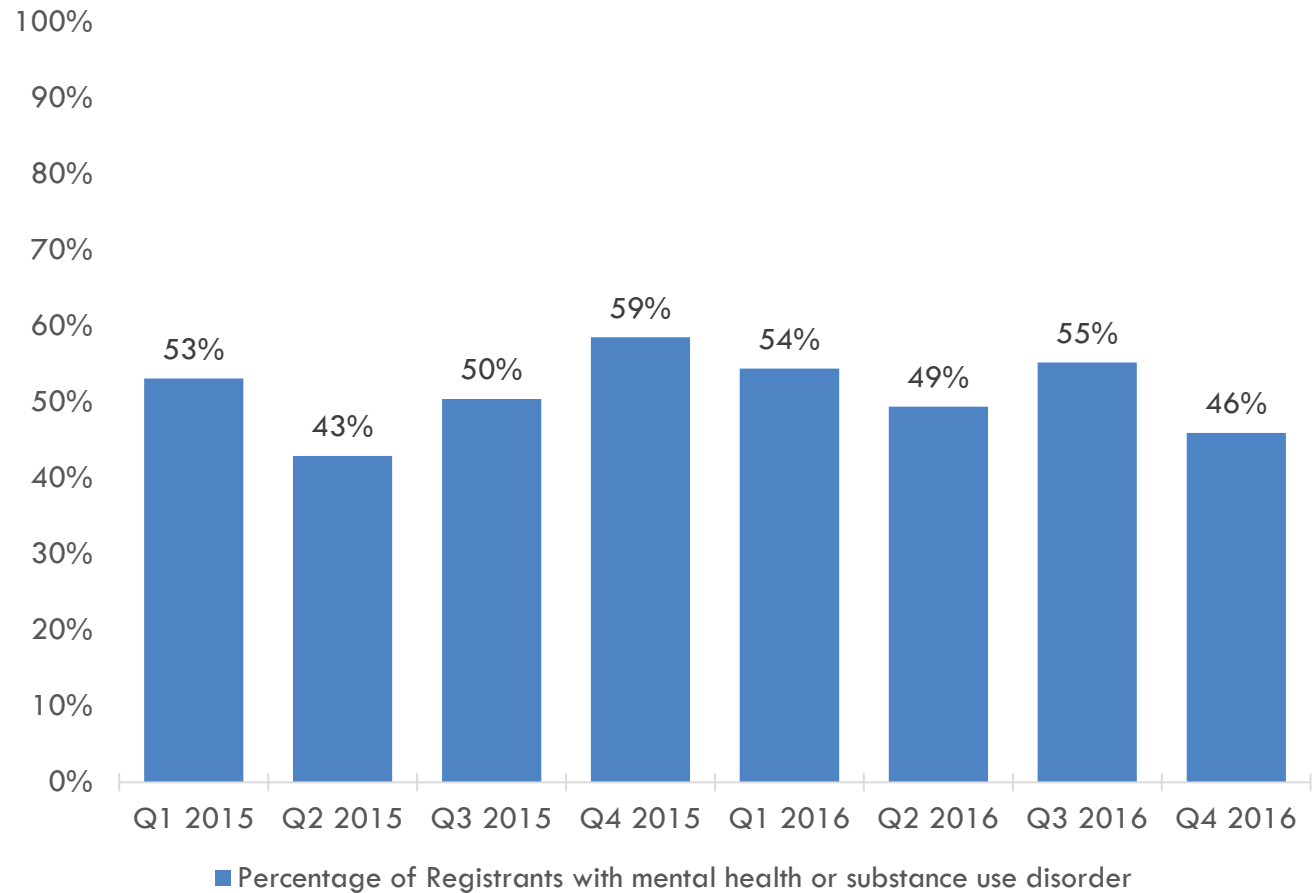
NRT orders for Medicaid insured registrants remained fairly similar from 2015 to 2016.



Mental Health or Substance Use Disorder – Quitline Registrants by Quarter 2015-2016

About 50% of registrants to the Quitline report a mental health or substance abuse disorder.

This percentage has remained consistent over the past two years.

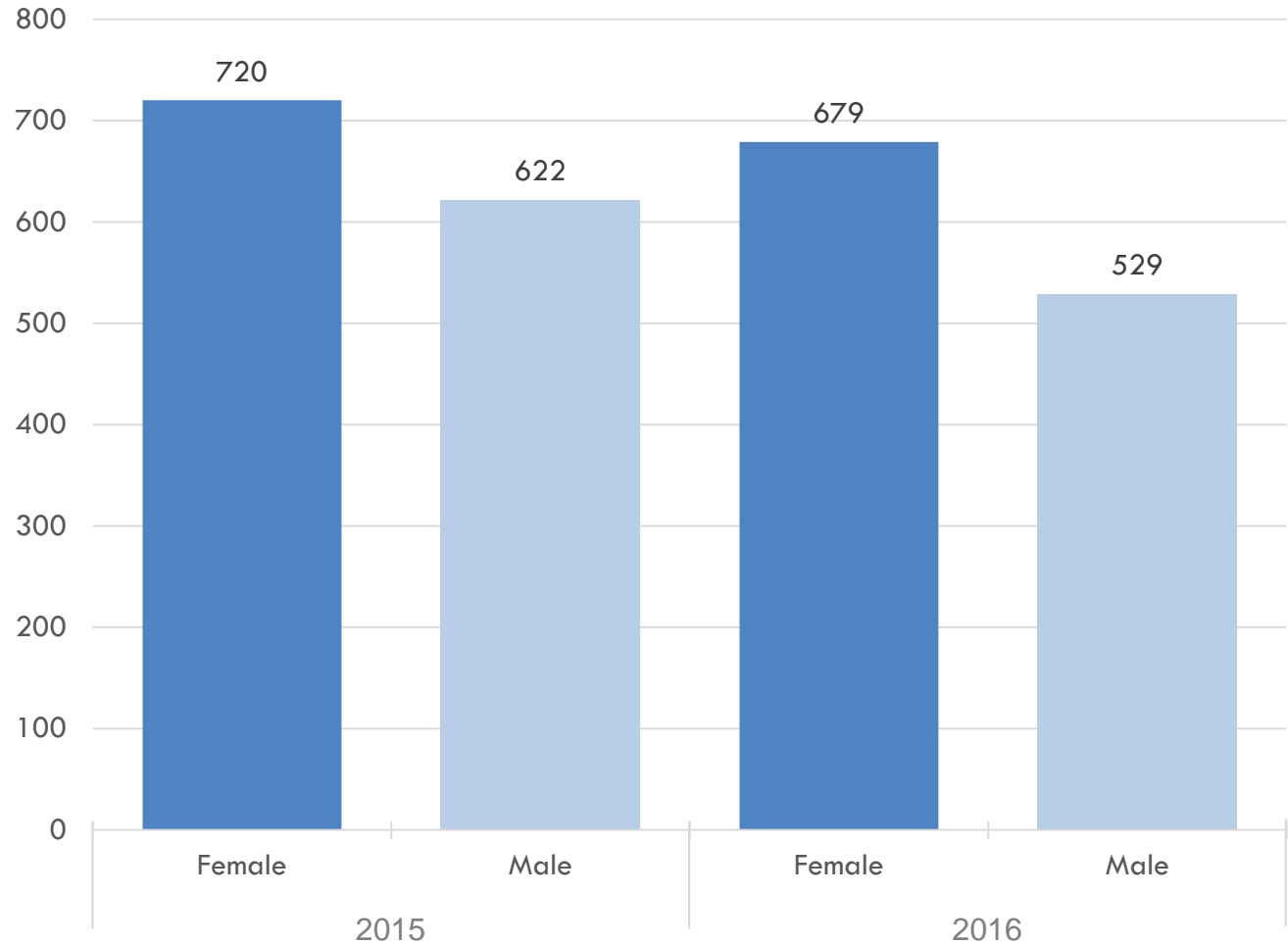


Quitline Registrants by Gender 2015-2016

The proportion of those registrants who identify as female and male are similar when comparing 2015 to 2016.

Female:
2015 2016
54% vs 56%

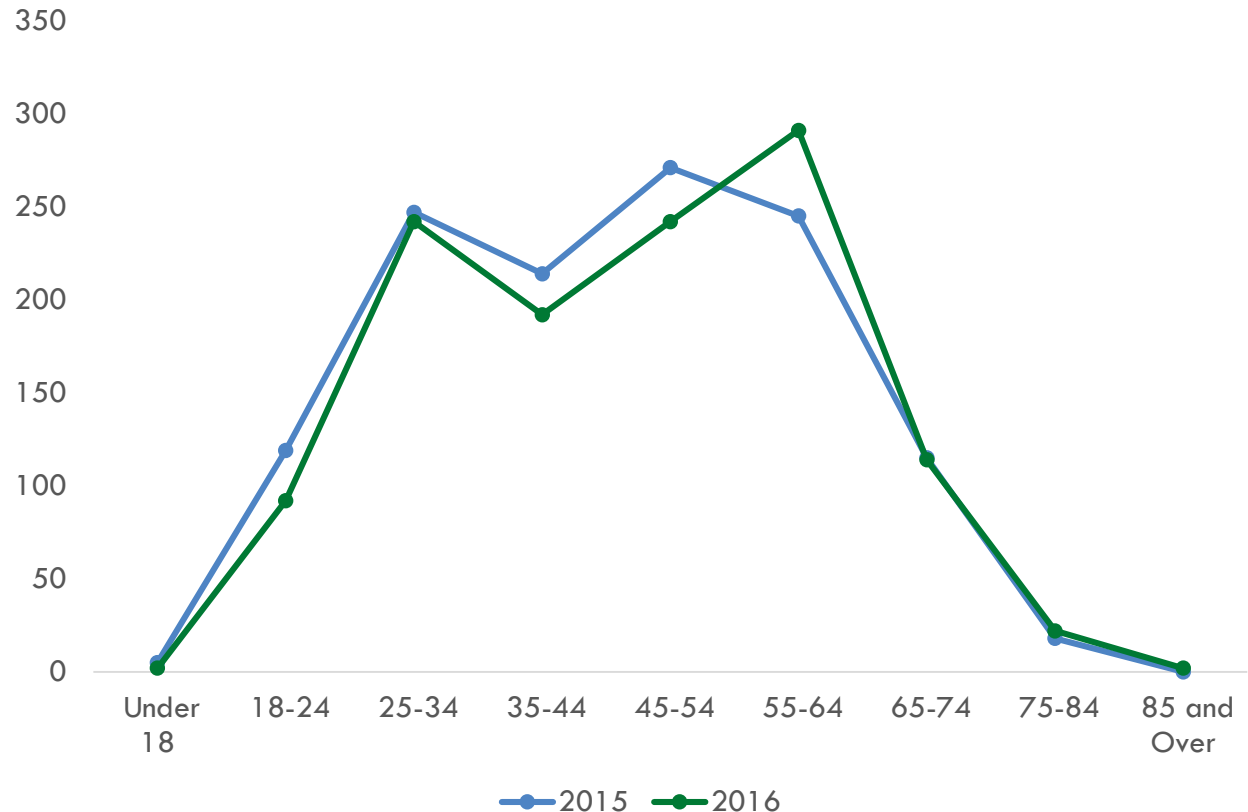
Male:
2015 2016
46% vs 44%



Quitline Registrants by Age 2015-2016

When comparing the number of registrants by age bracket, the numbers are consistent between 2015 and 2016.

There was a slight shift to older Vermonters using the service.

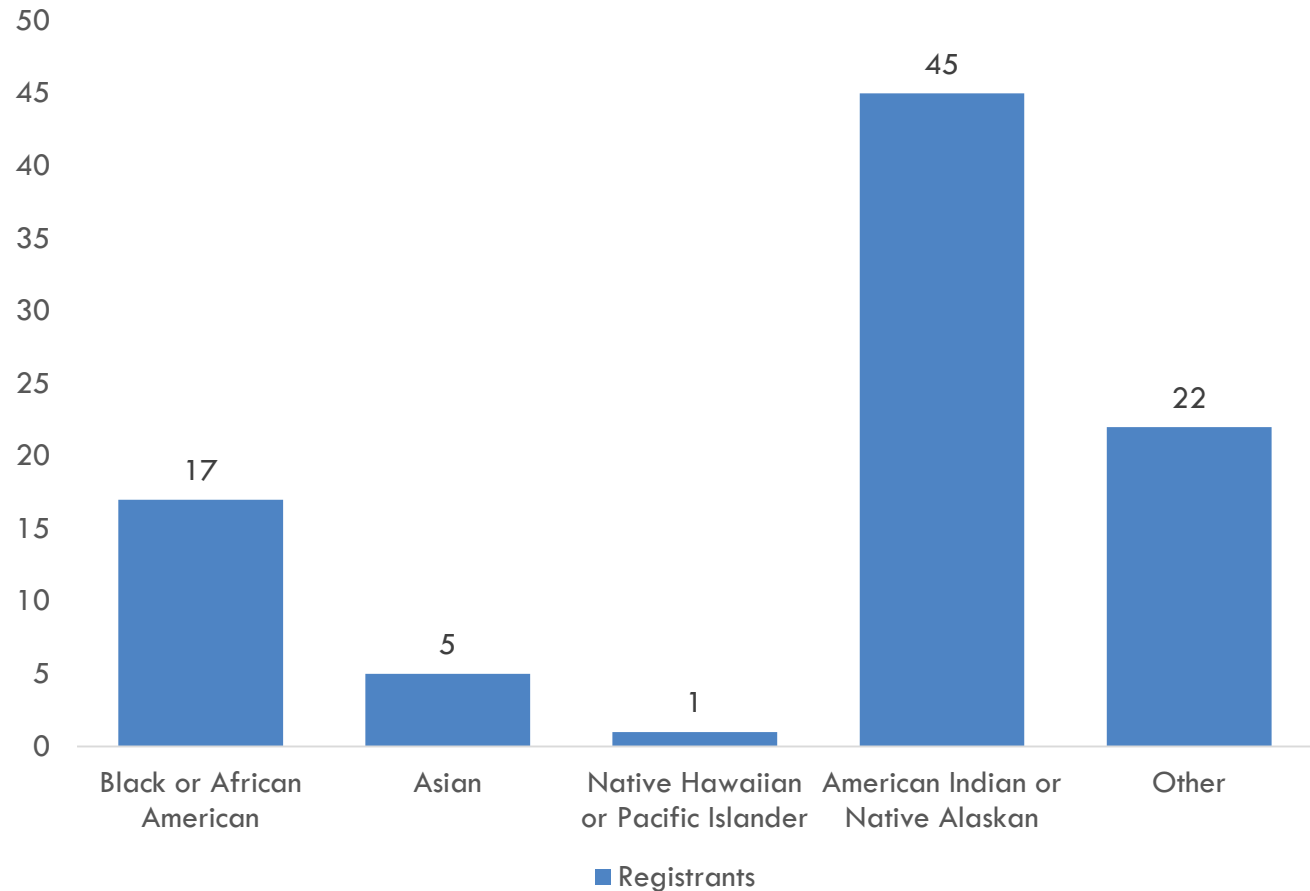


Registrants by Reported Race, 2016

The majority of registrants report their race as White (1,131 registrants).

The second largest reported race for 2016 was American Indian or Native Alaskan (45 registrants).

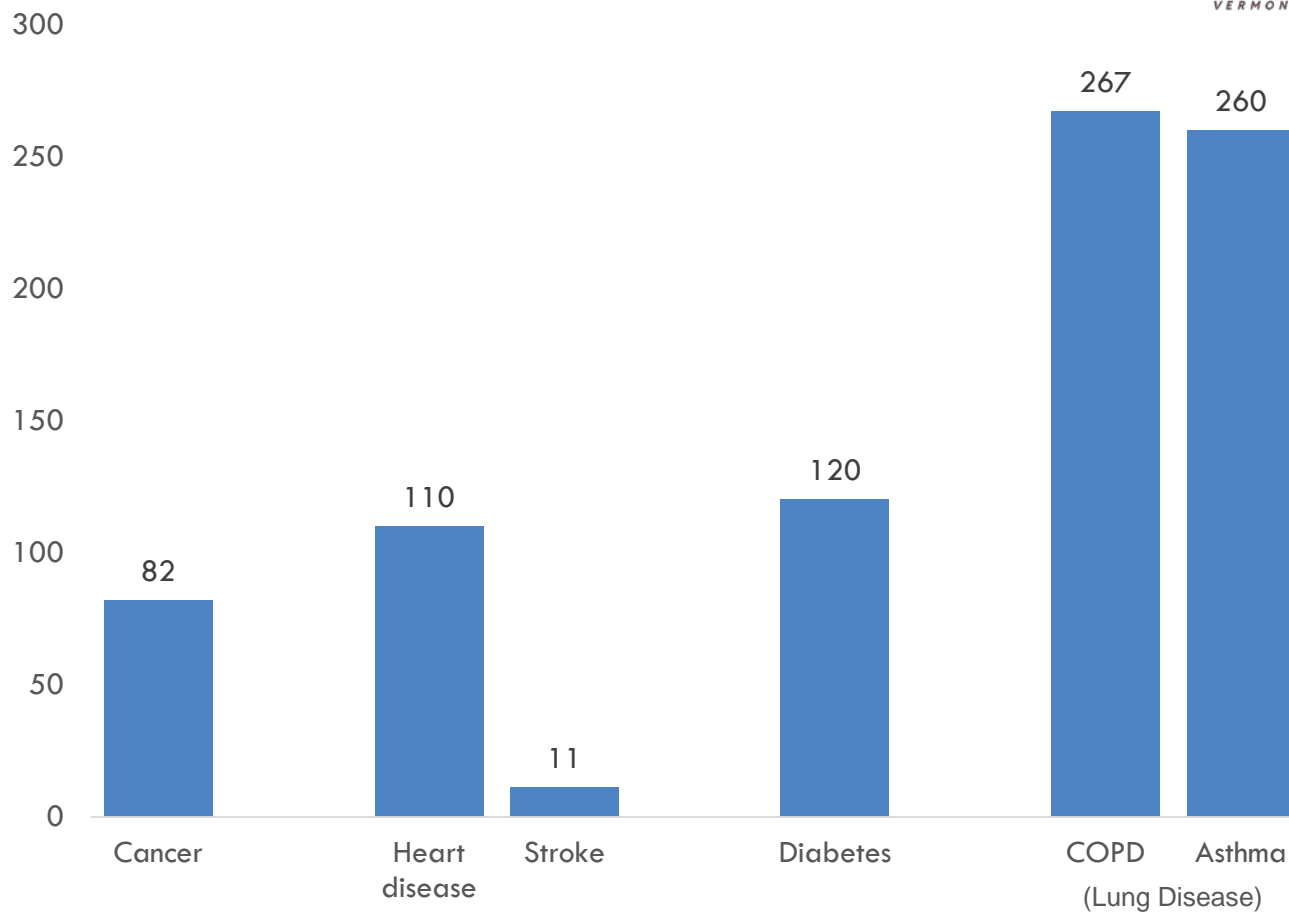
18 of these registrants (40%) reported Abenaki as their principal tribe.



Registrants Who Report a Chronic Disease

3 > 4 > 50
VERMONT

Of registrants who reported a chronic disease, the majority reported having Chronic Obstructive Pulmonary Disease (COPD) and/or Asthma.



Data from National Jewish Health, accurate as of 5/31/2017