

Vermont Tobacco Control Program

Cessation Report: 2020

Overview of 802Quits data



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802Quits Statistics at a Glance



- ❖ Services Provided: 4,747
 - ❖ Quitline Registrants: 968
 - ❖ Quit Online Registrants: 3,779
- ❖ Nicotine Replacement Therapy (NRT) Orders: 4,360
 - ❖ Quitline: 2,335
 - ❖ Online: 1,304
 - ❖ In-person: 721
- ❖ Total Referrals: 194
 - ❖ Fax Referrals: 181, Provider Web Referrals: 13
 - ❖ Number one source of fax referral is health care professionals.

It takes, on average 7 or more quit attempts before someone can be fully quit. In 2020, 94% of Quitline registrants had had a previous quit attempt.

Previous Quit Attempts	# of Responses
None	39
1 to 2	202
3 to 4	175
5 to 6	69
7 to 8	27
9 to 10	23
11 or more	70

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Quitline Reach

- ❖ Since 2018, the top three ways callers reported hearing about the Quitline were Doctor/Nurse/Health care Professional, TV/Commercial, and Family/Friend

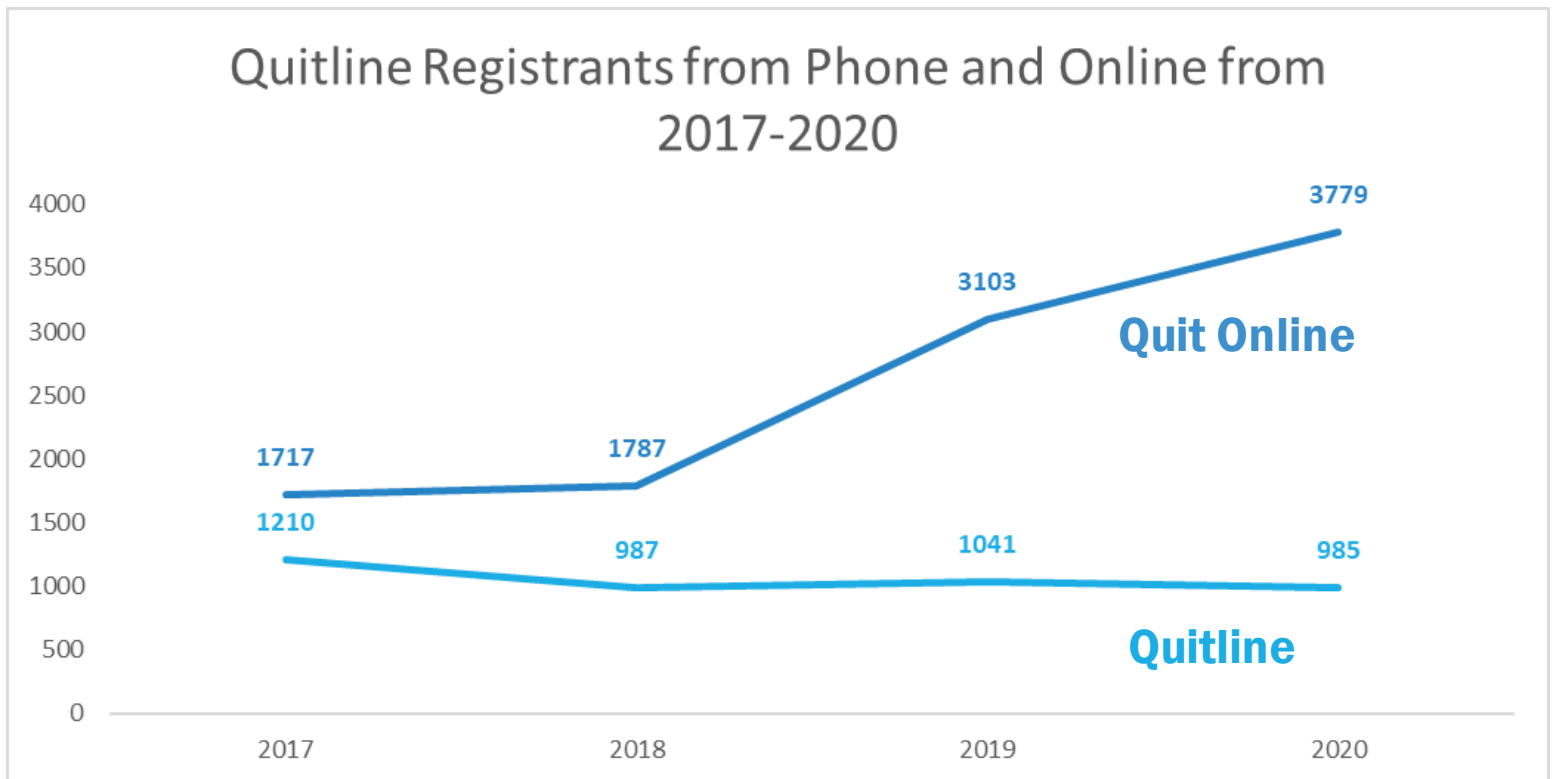
How Registrants Heard of 802Quits	Registrant Responses
TV/News/Commercial	260
Doctor/Nurse/Healthcare Professional	238
Relative/Family/Friends	159
Other	129
Web	97
Brochure/Newsletter/Flyer	42
Radio	22
Community Organization	14
Health Department	10
Employer/worksite	8
Health insurance	5



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Use of Cessation Services—Quitline and Quit Online

- ❖ Registrants to the Quitline decreased by about 6% between 2019 and 2020.
- ❖ Registrants to Quit Online increased by about 18% from 2019 to 2020.
- ❖ Treatment reach for 802Quits in 2020 was 3%.
 - ❖ Treatment reach is the number of unique tobacco users in Vermont who enrolled in the Quitline and received counseling and/or NRT divided by the total number of tobacco users in Vermont.
 - ❖ The national goal for reach is 6%. At 3% reach, Vermont is well above the national average reach of less than 1%.



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Quitline Registrant Demographics: Gender & Age

Gender	
Female	51%
Male	48%
Unspecified	0.2%
Gender Non-Conforming	0.2%
Transgender	0.2%

LGBT	
Yes	7.6%
No	92.4%

Age	
<18	0.3%
18 - 24	4.9%
25 - 34	16.5%
35-44	18.7%
45-54	18.0%
55-64	26.2%
65-74	13.9%
75-84	1.6%



- ❖ More females registered with 802Quits in 2020 than in 2019.
 - ❖ The prevalence of tobacco use among pregnant Vermonters is twice the national average. In 2020, 1.78% of Quitline registrants were pregnant.
- ❖ As seen in 2018, more registrants who identify as female used the Quitline services in 2020 than registrants who identify as male.
- ❖ In 2020, 0.6% of 802Quits registrants were gender non-conforming, transgendered, or unspecified.
- ❖ In 2020, there was nearly a 13% increase in LGBTQ registrants from 2019.
- ❖ More people ages 45 and older registered with 802Quits in 2020 than in 2019.

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Quitline Registrant Demographics: Race & Ethnicity

Race and Ethnicity		
	Percentage (%)	Total Responses (N)
White	95%	927
American Indian/Native Alaskan	3%	29
Black or African American	3%	25
Other Race	2%	17
Hispanic	1%	13
Asian	<1%	5

*Registrants can choose multiple races

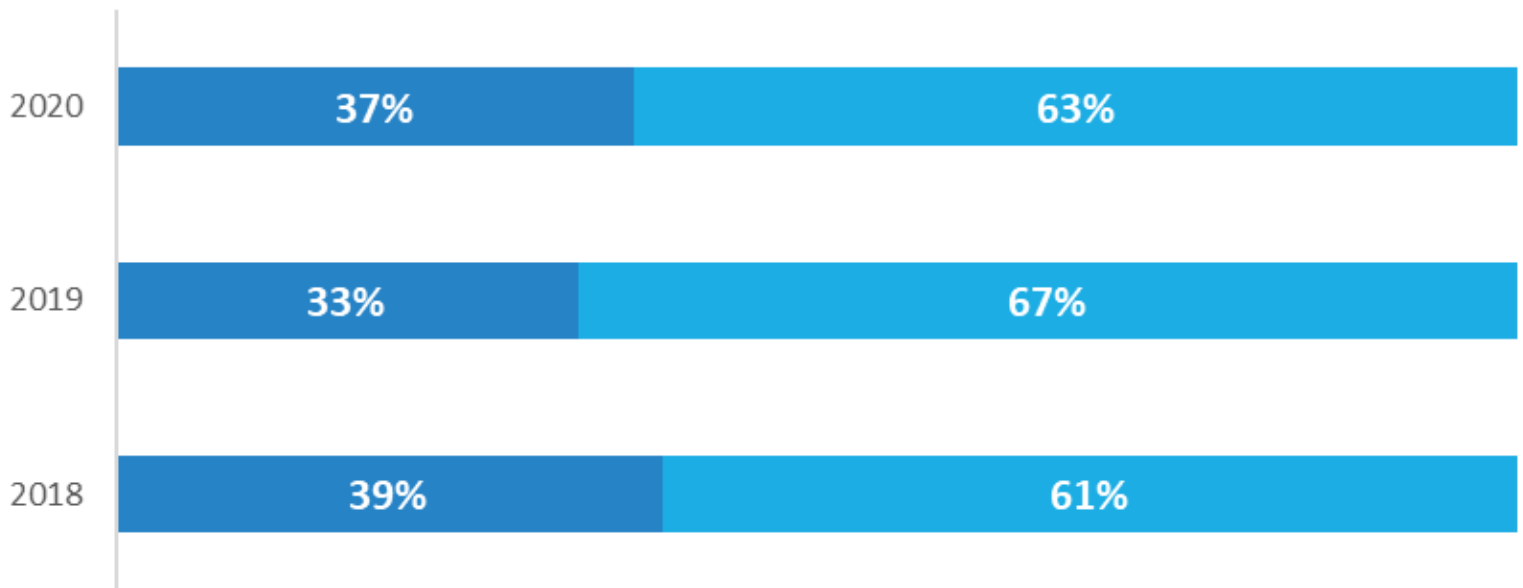
- ❖ Most of registrants report their race as White (94.9% of registrants).
- ❖ The second largest reported race for 2020 was American Indian or Native Alaskan.
- ❖ Of the 29 registrants that reported as American Indian or Native American, 6 (16.7%) reported Abenaki as their principal tribe.
- ❖ The third largest reported race for 2020 was Black or African American—a 52% increase in reported race from 2019.

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Quitline Registrant Demographics: Insurance

Total Registrants (Quitline & Quit Online): 2018-2020

■ Medicaid Insured* ■ Non-Medicaid Insured



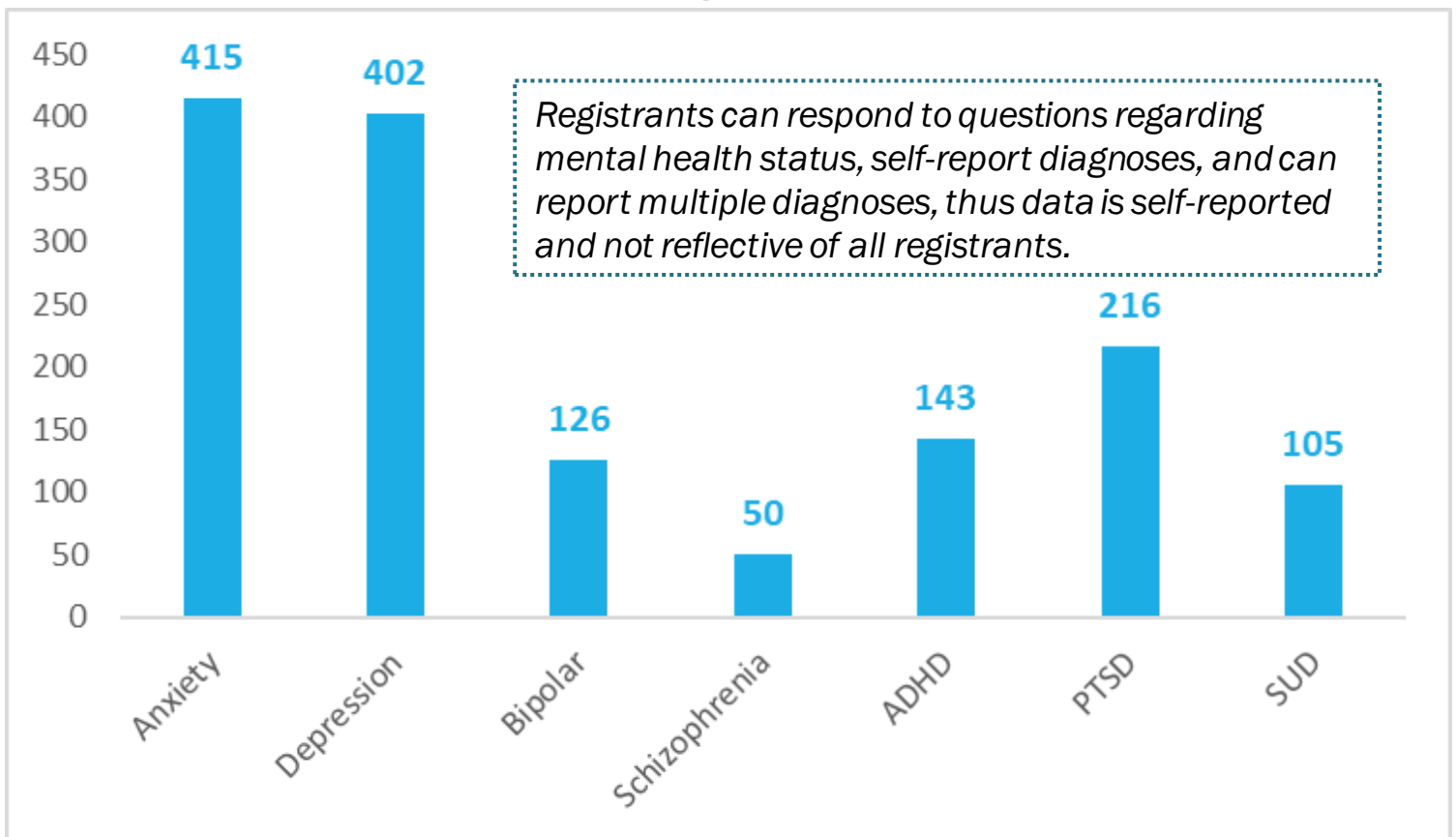
*Number of Medicaid-insured excludes registrants insured by both Medicaid and Medicare

- ❖ More than a third of 802Quits registrants are Medicaid Insured.
- ❖ There was a relative increase in the number of Medicaid Quitline phone registrants by 15% from 2019 to 2020, despite the decrease in total registrants during the same time period.
- ❖ The number of Quit Online registrants increased relatively by more than 50% from 2018 to 2019. The proportion of Medicaid registrants has remained about 12% since 2017.
- ❖ In March 2020, a Medicaid and Uninsured financial incentive was added to 802Quits phone and online protocol.

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Behavioral Health & Substance Use Disorder

- ❖ Behavioral health disorders, in addition to substance use disorders are associated with higher smoking rates and health impacts caused by tobacco.
- ❖ Approximately 59% of registrants to the Quitline report a mental health or substance use disorder.
 - ❖ This percentage has remained consistent over the past three years, but did increase by 11% from 2019 to 2020.
- ❖ In 2020, 243 802Quits registrants responded “yes” to Behavioral Health Conditions (BH). 61% of those registrants opted-in to NJH’s Behavioral Health protocol (a more in-depth tobacco cessation protocol for registrants with BH conditions).

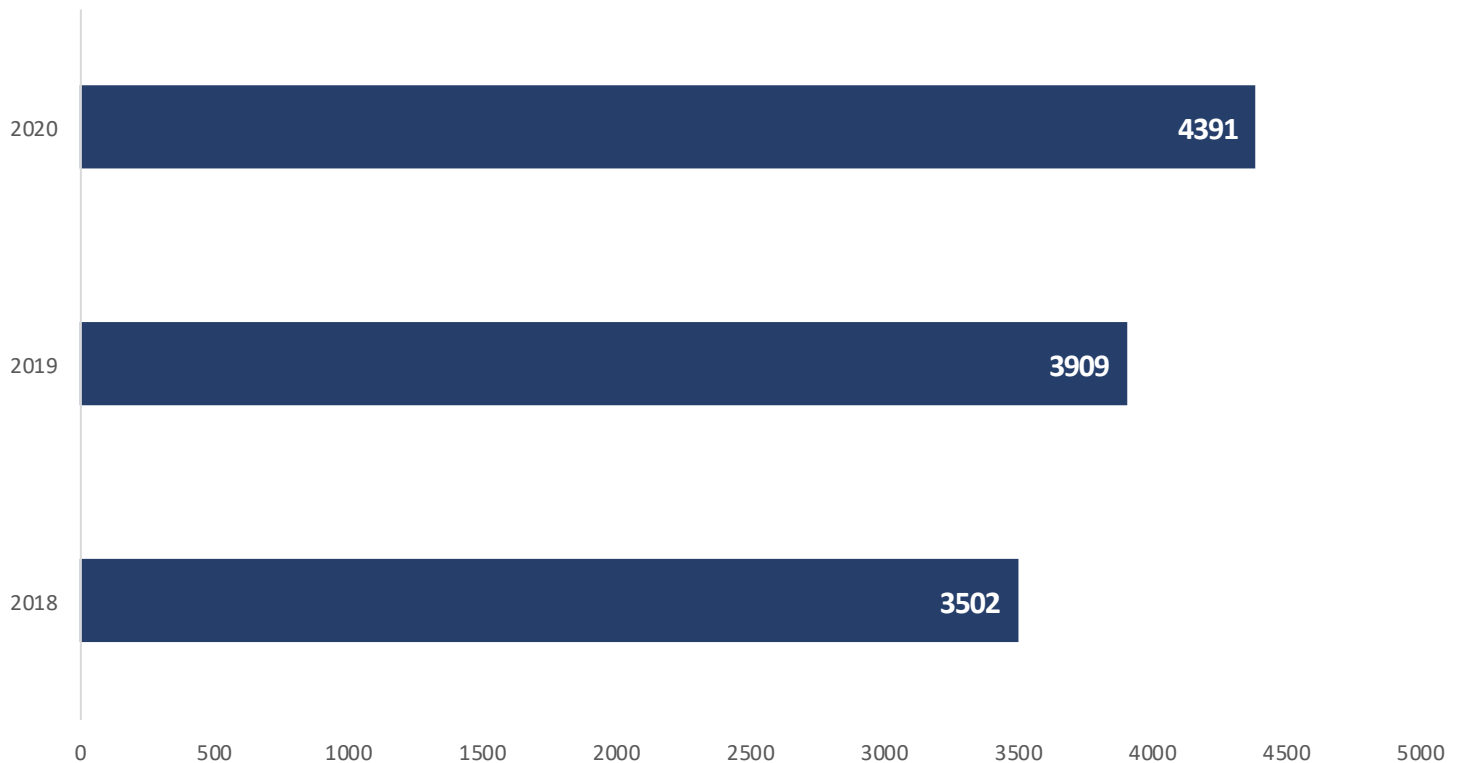


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Nicotine Replacement Therapy (NRT) Orders

- ❖ Free NRT remains a strong driver for Vermonters to use 802Quits services. Dual treatment offers both long- and short-acting NRT (e.g. patch and gum) to manage withdrawal symptoms.
- ❖ In 2020, 4,391 orders were placed. This is ~11% increase from 2019.
- ❖ NRT orders for Medicaid insured registrants decreased by 4% between 2019 and 2020.

Nicotine Replacement Therapy Orders: All Quitline Registrants



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Quitline Registrant Demographics and 2019 BRFSS Highlights

Race*	
White	95%
American Indian/Native Alaskan	3%
Black or African American	3%
Other Race	2%
Hispanic	1%
Asian	<1%

*Registrants can choose multiple races

E-Cigarette Use	
Yes	11%
No	89%

Armed Forces	
Yes	10%
No	90%

Insurance	
Medicare	26%
Medicaid	21%
Uninsured	13%
All Other	33%

Chronic Conditions [^]	
Asthma	19%
High Blood Pressure	16%
COPD	11%
Heart Disease	6%
Diabetes	6%
Cancer	4%

[^]Percentage is out of people that filled out a medical history report (n=985), **not** all registrants

Age	
<18	<1%
18 - 24	6%
25 - 44	31%
45 - 64	46%
≥ 65	17%

Menthol Tobacco Use	
Yes	23%
No	77%



Highlights from BRFSS 2019 Data:

- ❖ The rate of tobacco use for Vermonters of Color (16%) was approximately the same as the rate of tobacco use for White Vermonters (17%). However, Vermonters of Color were nearly 40% more likely to have made a quit attempt in the last year than White Vermonters.
- ❖ Over 50% of Vermonters living with COPD (Chronic Obstructive Pulmonary Disease) also use tobacco products regularly. However, only 11% of 802 Quit registrants have COPD—indicating many Vermonters with COPD who use tobacco are not ready to quit.
- ❖ LGBTQ+ Vermonters use tobacco more than non-LGBTQ+ Vermonters (19% vs 16%). This higher rate of use does not correspond to higher quit rates, as more non-LGBTQ+ Vermonters (53%) made quit attempts in the last year than LGBTQ+ Vermonters (31%).

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Quitline Referral Activity

- ❖ In 2020, there were a total of 194 referrals, a 44% decrease from 2019.
 - ❖ Total number of referrals has been on the decline for several years (significantly down from 578 referrals in 2017).
- ❖ Most fax referrals in Vermont came from health care professionals, with the other types of referrals being web.
- ❖ In the first two weeks, only 10% of referrals successfully connect with the Quitline. However, in the next 6 months, 17% of referrals successfully connect with the Quitline, indicating that not all referrals are at the action stage of change.

