

Why Are African American Smokers More Likely to Call Quitlines than White Smokers?

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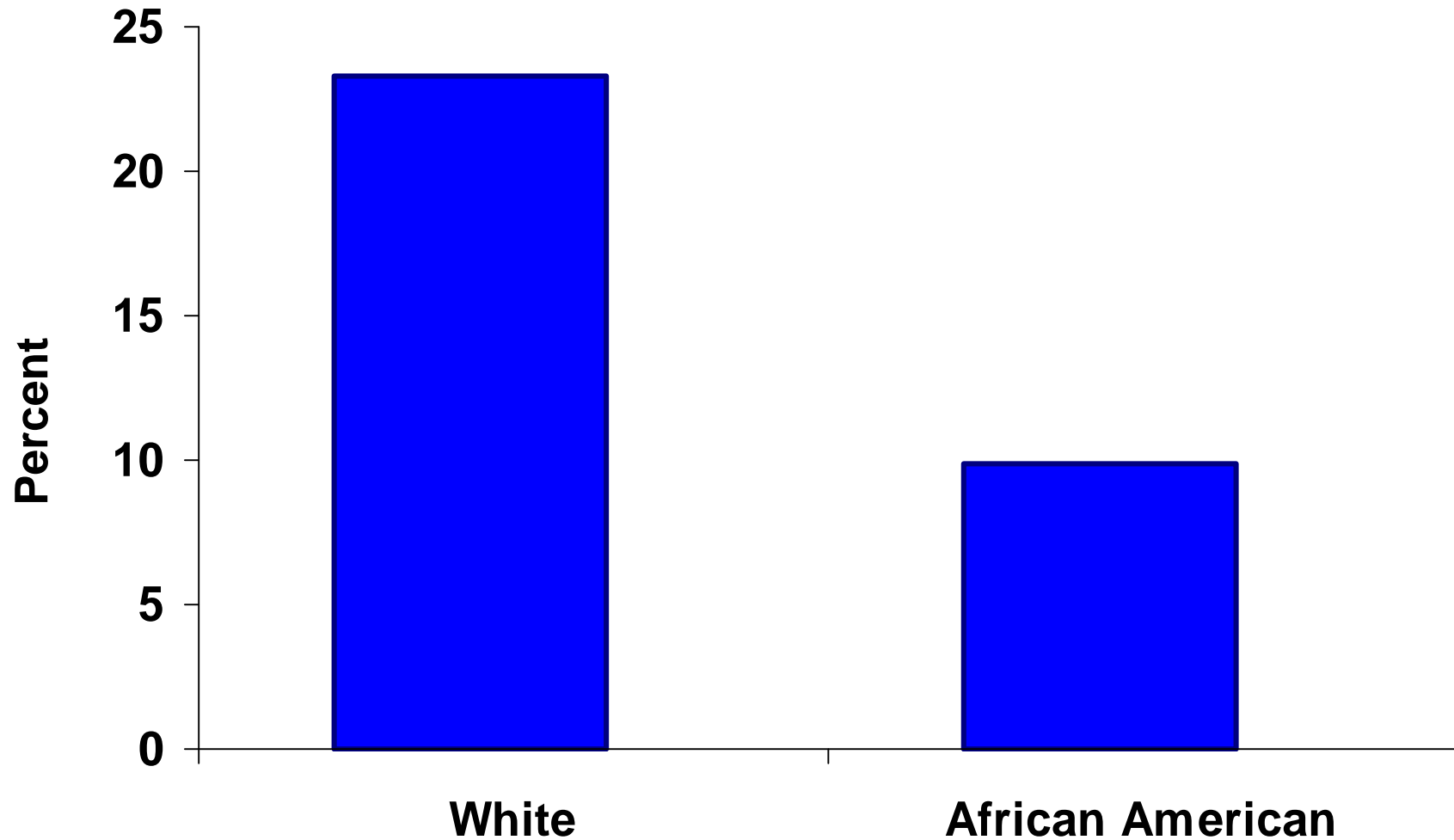
**Conference on Promising Practices:
Achieving Health and Social Equity in Tobacco Control**

New Orleans, April 27-28

Two Parts

- | **What?**
- | **Why?**

Use of Assistance to Quit Smoking



California Tobacco Survey (1993)

Why Are Smokers Not Seeking Help?

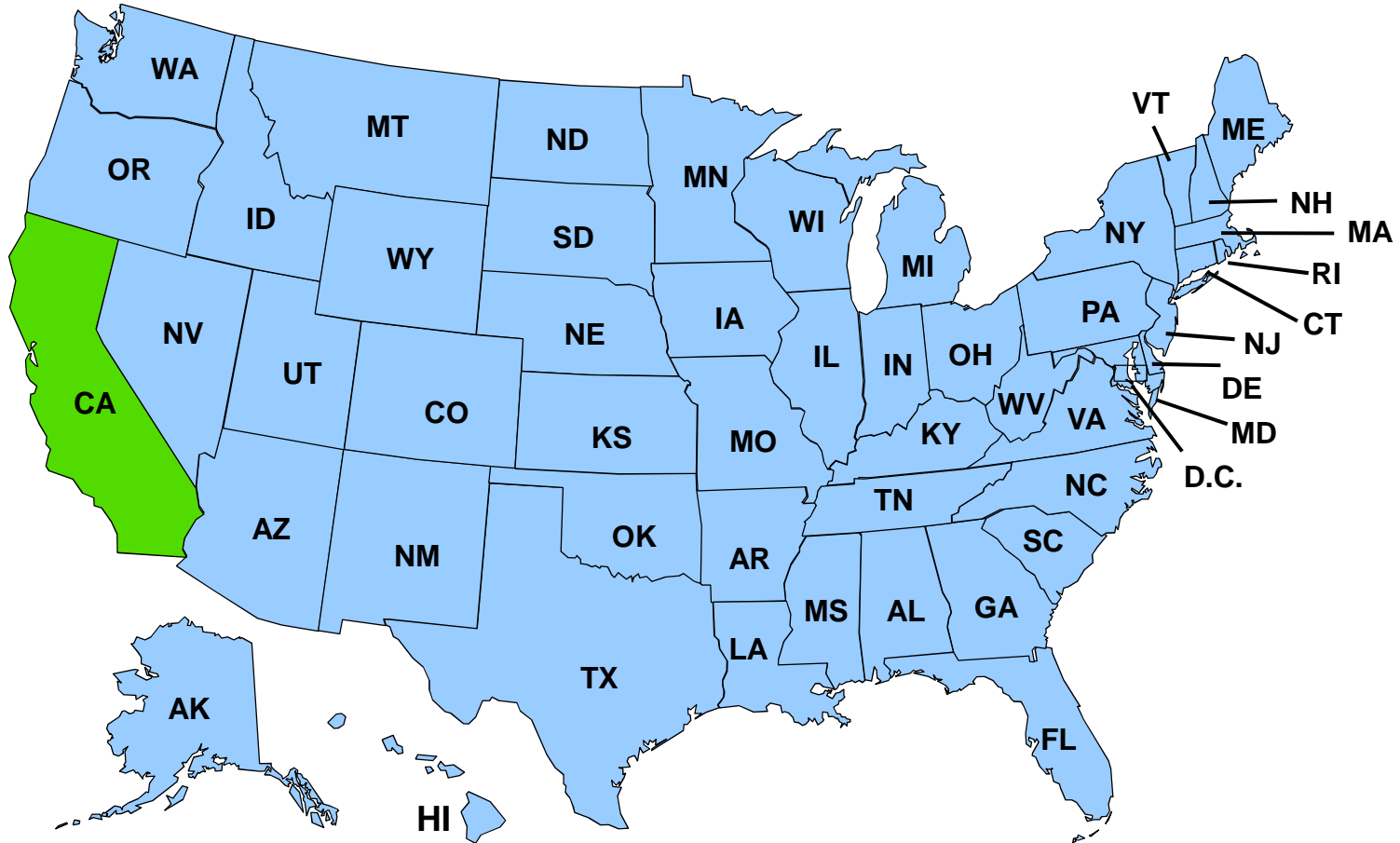
- | They are not attempting to quit smoking**
- | They don't know there is a service**
- | They don't think the benefits of the service outweigh the costs**
 - Money**
 - Transportation**
 - Loss of anonymity**

State Quitlines

- | **No transportation problem**
- | **Semi-anonymous**
- | **Free of charge**

State Quitlines in 1992

 Statewide Quitline  No Statewide Quitline



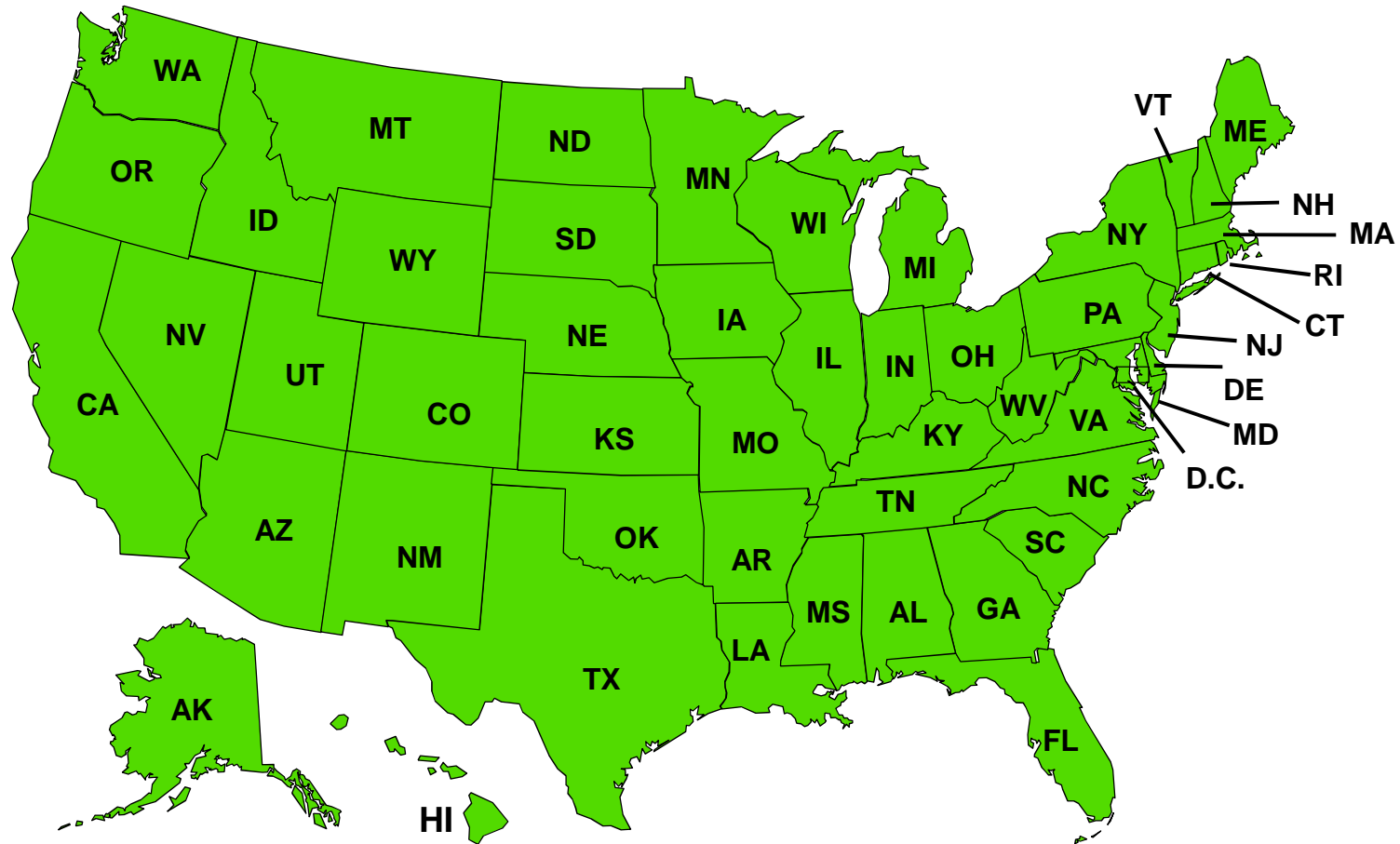
State Quitlines in 2004

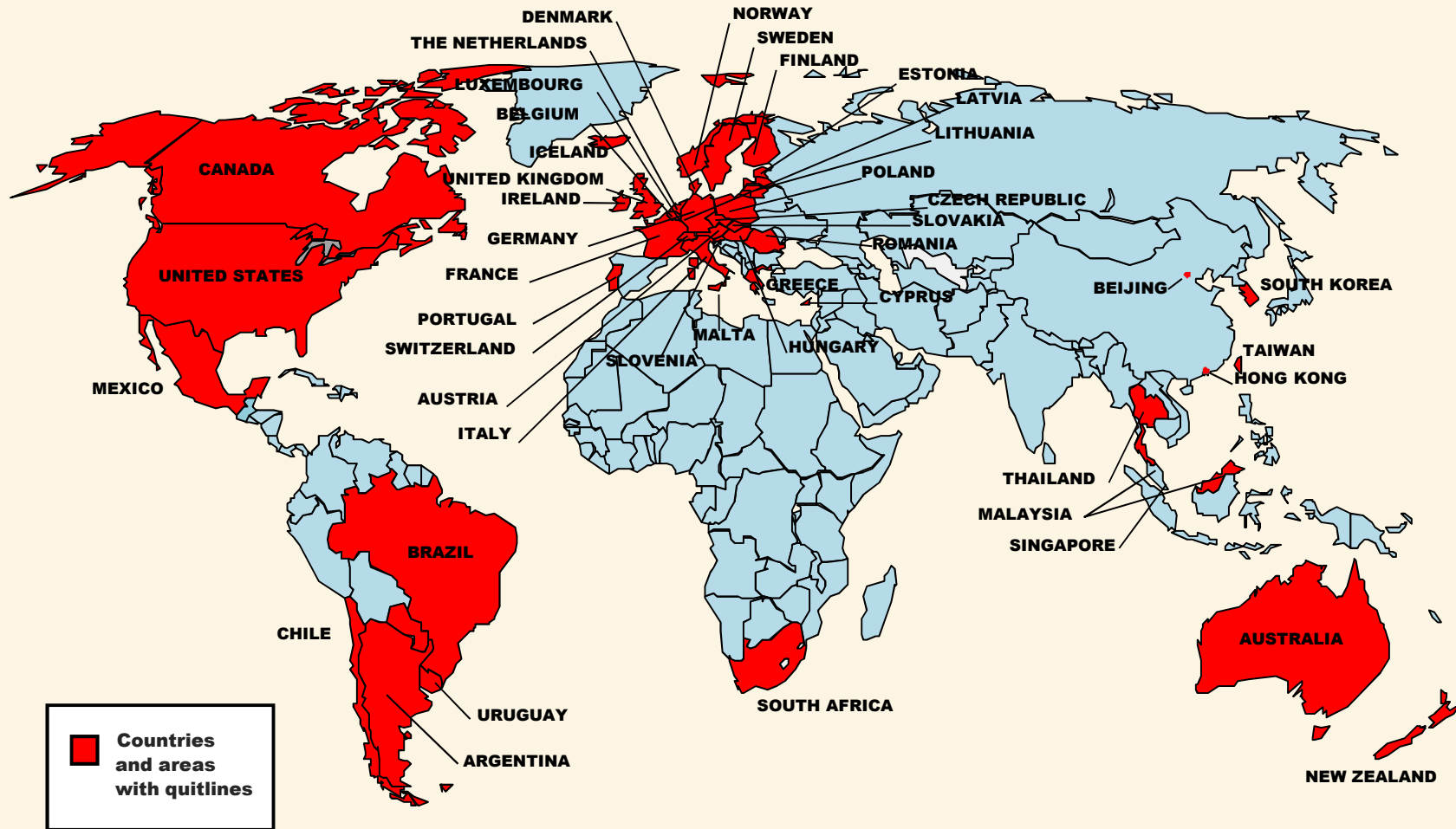


Source: CDC Office on Smoking and Health

<http://www.NAQC.org>

Quitline Coverage (In English) with 1-800-QUIT-NOW





The boundaries shown on this map do not imply any judgment on the legal status of any territory.

Evidence and Dissemination

- | **Evidence is now well established**
 - **Cochrane Review**
 - **Public Health Guidelines**
 - **U.S. Preventive Services Task Force**
- | **Dissemination**
 - **Leadership by public health officials**
 - **Continual involvement of researchers, operators, & policy makers**
- | **North American Quitline Consortium**

California Smokers' Helpline

- | The Helpline provides service in 6 languages**
 - English, Spanish, Chinese (Mandarin/Cantonese), Korean, and Vietnamese.**
- | It has served over 500,000 tobacco users since its inception in 1992**
- | About 95% of those calling the quitline are ready to quit smoking within a month**

Where Do Smokers Hear about the Quitline?

- | Media campaign**
- | Healthcare providers**
- | Friends and families**
- | Others**
 - County health dept.**
 - Volunteer org. (ACS, ALA, et al.)**
 - Community-based organizations**

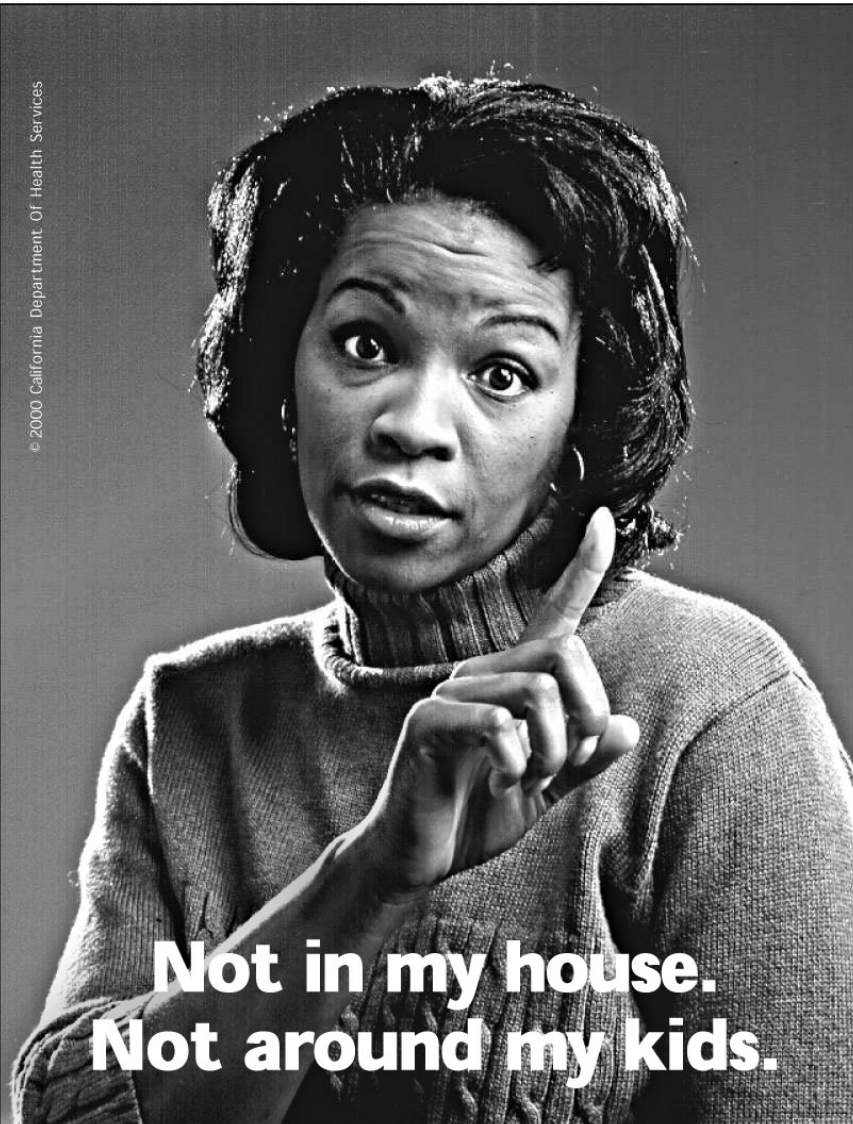
A photograph of two cowboys on horseback, silhouetted against a bright orange and yellow sunset sky. They are walking away from the camera on a grassy field, flanked by wooden fences. The scene is evocative and nostalgic.

I miss my lung, Bob.

California Department Of Health Services.
Funded By The Tobacco Tax Initiative.

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**Not in my house.
Not around my kids.**

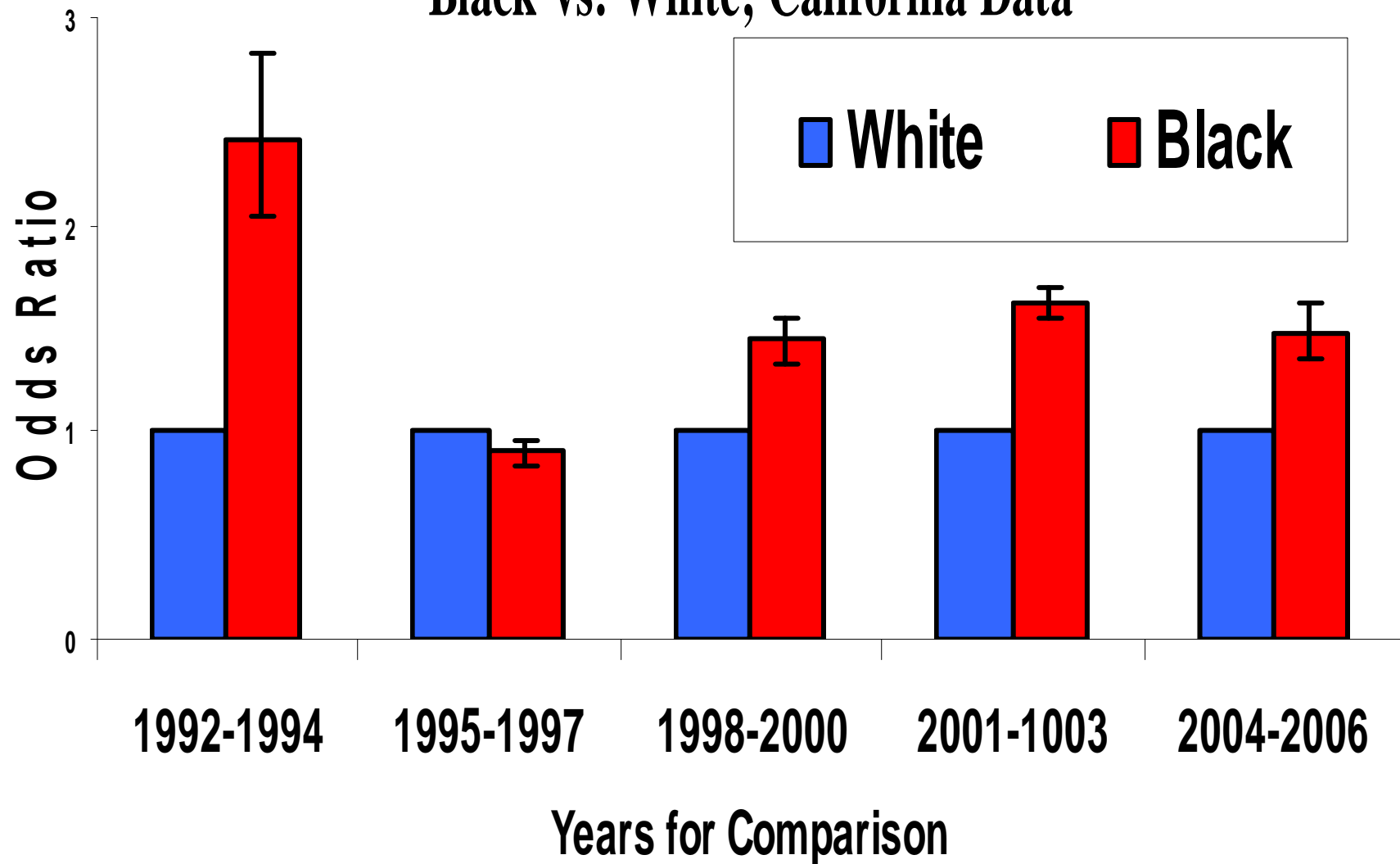
Secondhand smoke makes over 300,000 children sick each year. You have the power to protect your children from secondhand smoke. Use it to make sure that no one smokes in your home, or anywhere around your children. You have every right and a responsibility to choose what is best for them. If you or someone you know needs help quitting, call 1-800-NO-BUTTS for free information and advice.

**Secondhand Smoke Kills.
1-800-NO-BUTTS**

Annual Call Rate to the California Quitline

	Averaged annual calls to quitline	Estimated number of smokers	% calling quitline per year
	08/92-12/94	CTS 1993	Rate
White	5,468	2,872,450	0.19
Black	1,304	285,735	0.46*
	01/95-12/97	CTS 1996	
White	8,354	2,514,488	0.33
Black	1,058	353,107	0.30*
	01/98-12/00	CTS 1999	
White	16,684	2,523,147	0.66
Black	2,848	299,763	0.95*
	01/01-12/03	CTS 2002	
White	26,666	2,041,890	1.31
Black	5,625	268,639	2.09*
	01/04-12/06	CTS 2005	
White	19,572	1,861,758	1.05
Black	5,190	334,990	1.55*

Relative Likelihood of Calling A Quitline: Black vs. White, California Data

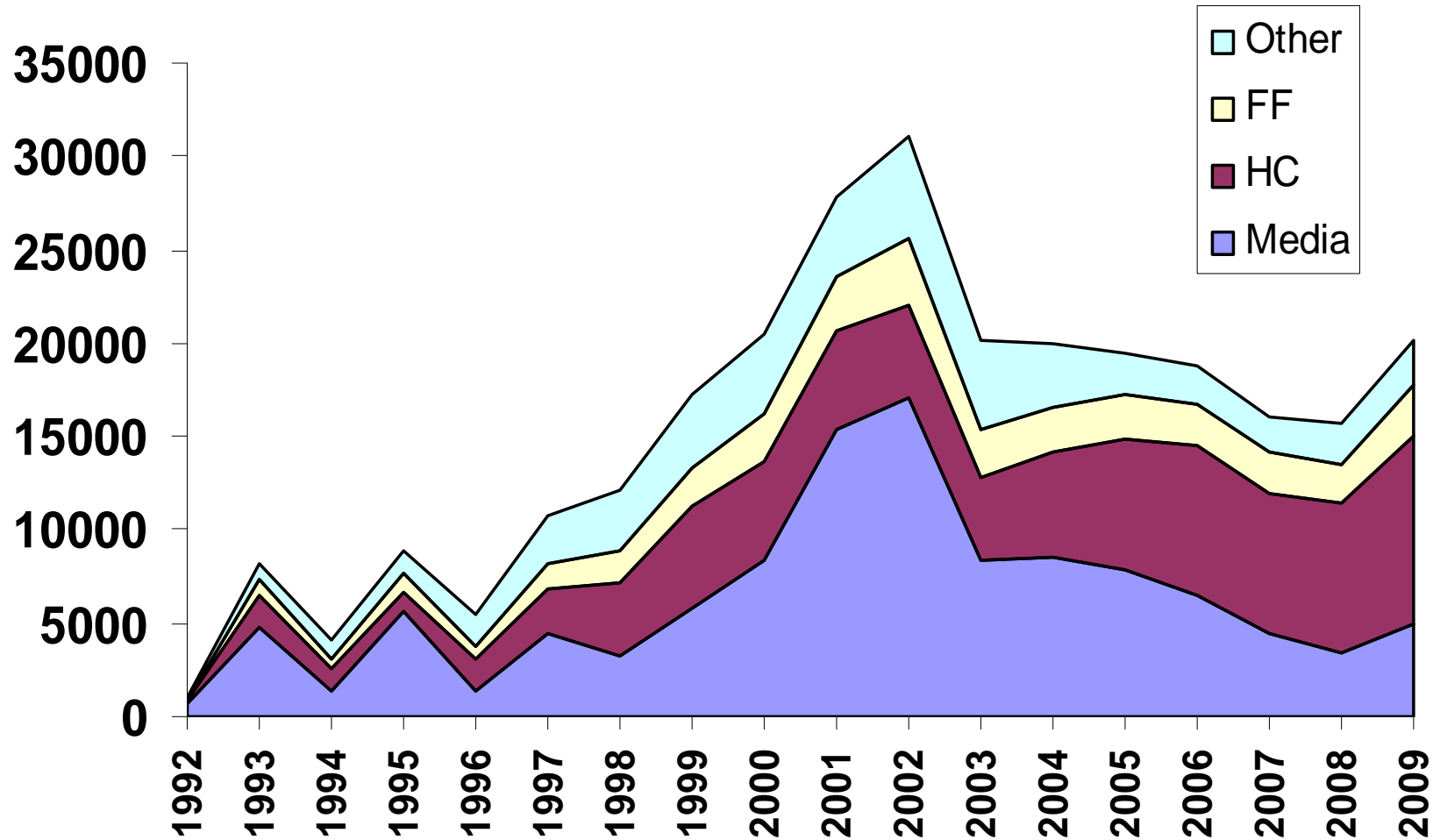


Source: Zhu et al. (2010) unpublished paper

Where Did Smokers Hear about the Quitline?

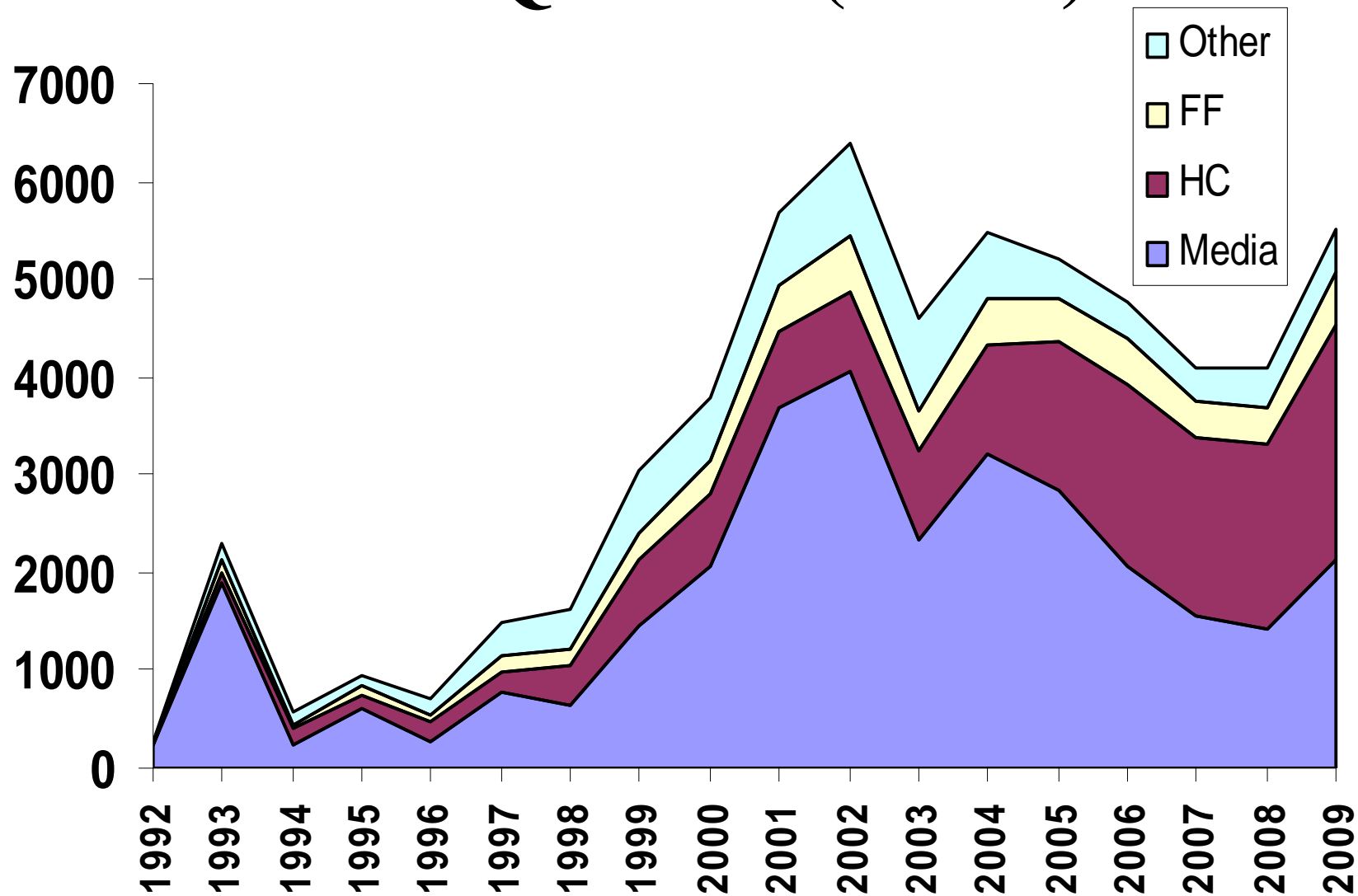
	<u>Media</u>	<u>HC Providers</u>	<u>Friends/Family</u>	<u>Others</u>
<u>1992-1994</u>				
White	0.100	0.042	0.020	0.028
Black	0.340*	0.037	0.030*	0.049*
<u>1995-1997</u>				
White	0.152	0.068	0.041	0.071
Black	0.160	0.047*	0.030*	0.062*
<u>1998-2000</u>				
White	0.230	0.195	0.082	0.150
Black	0.461*	0.205	0.088	0.189*
<u>2001-2003</u>				
White	0.665	0.240	0.151	0.232
Black	1.249*	0.315*	0.176*	0.329*
<u>2004-2006</u>				
White	0.411	0.367	0.126	0.138
Black	0.807*	0.450*	0.134	0.148

Where Did the Smokers Hear about the Quitline (White)?



Source: the California Smokers' Helpline

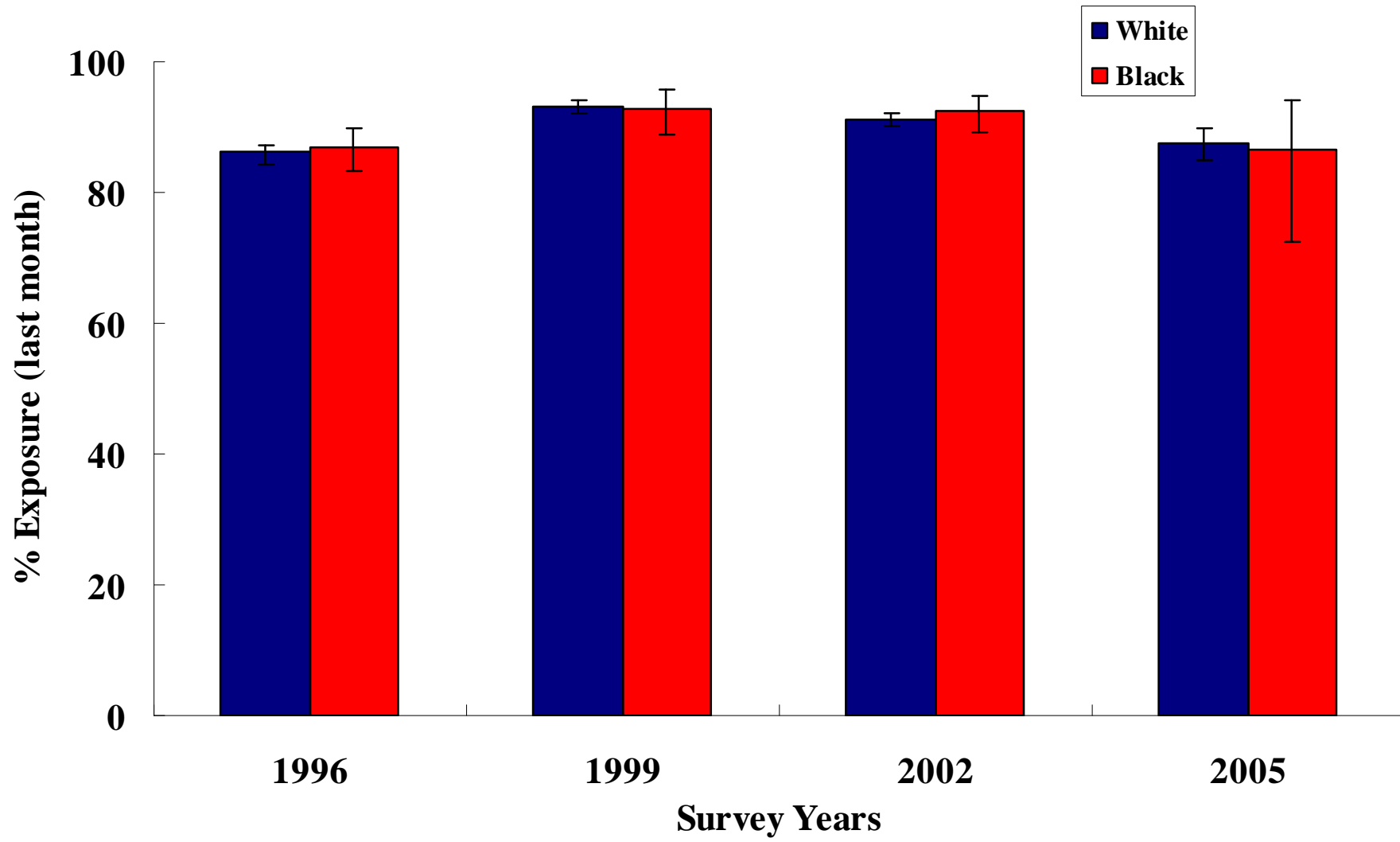
Where Did the Smokers Hear about the Quitline (Black)?



Source: the California Smokers' Helpline

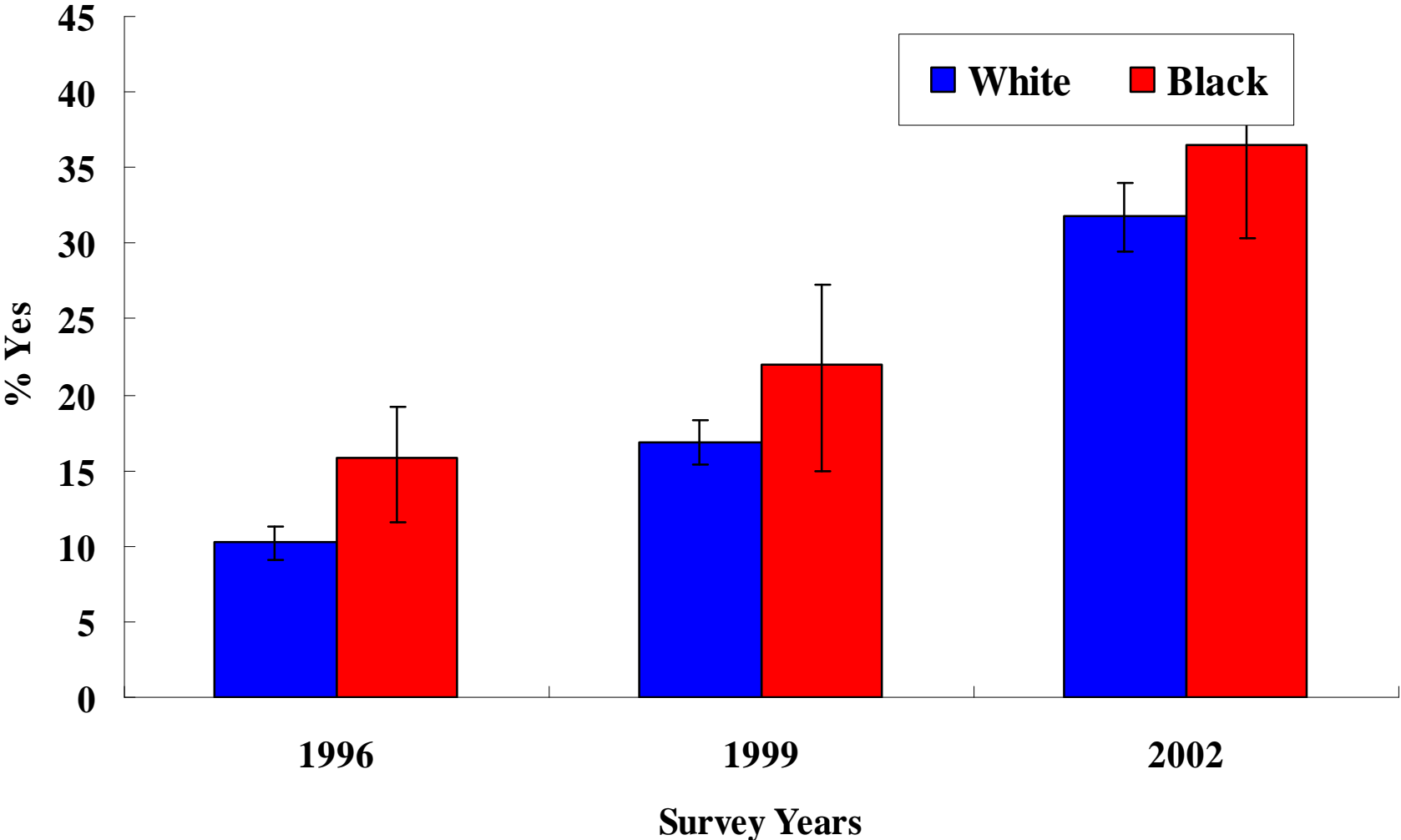
**Are African Americans
More Likely To Be Exposed
to Media?**

Media Exposure (Black vs. White) CTS 1996-2005



**Are African Americans More
Likely to Hear about the
Quitline?**

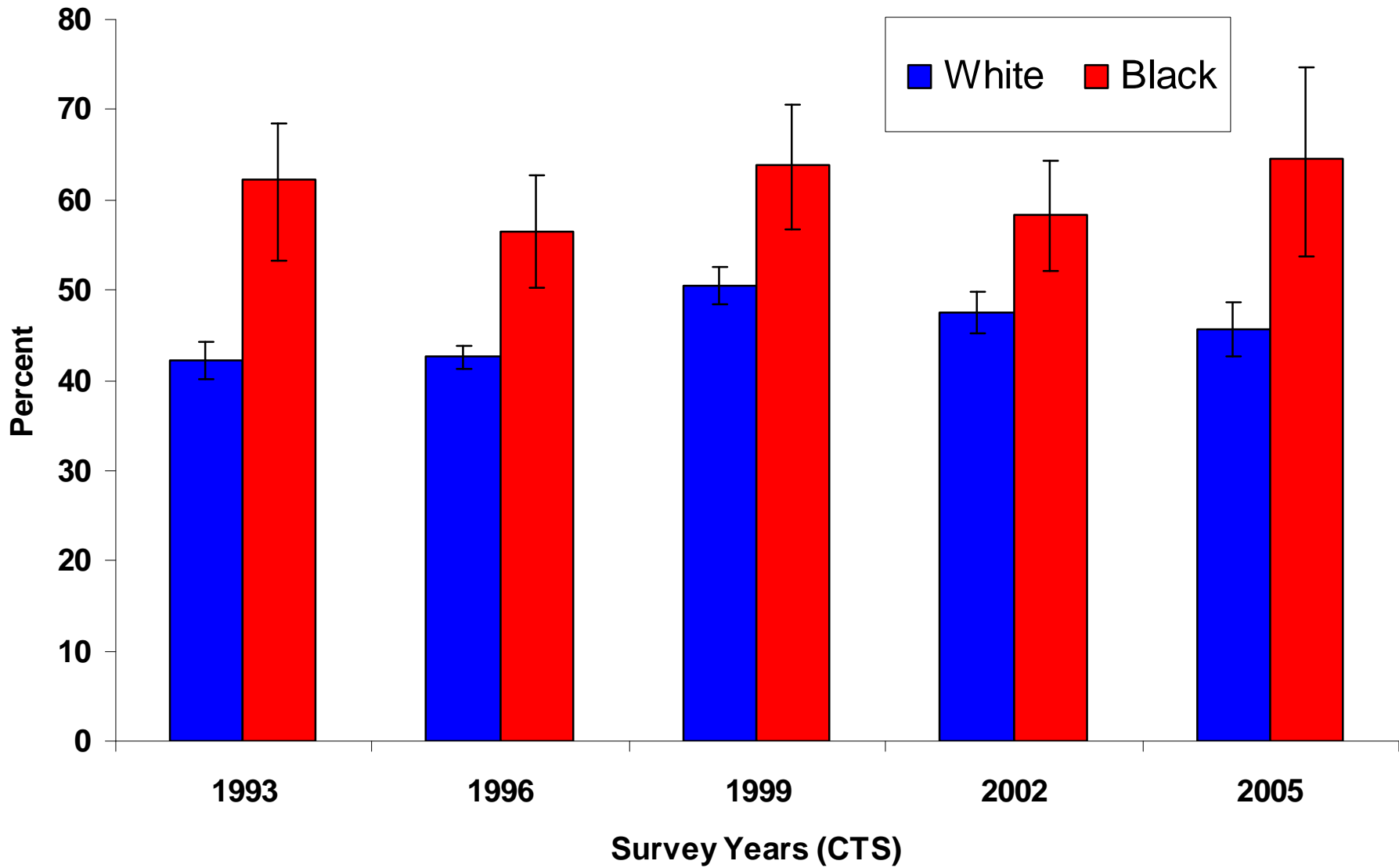
Have you heard of the quitline (CTS)?



Zhu et al. (2010) Unpublished paper

**Are More African Americans
Trying to Quit?**

Quit Attempts: Black vs. White (CTS)



Summary

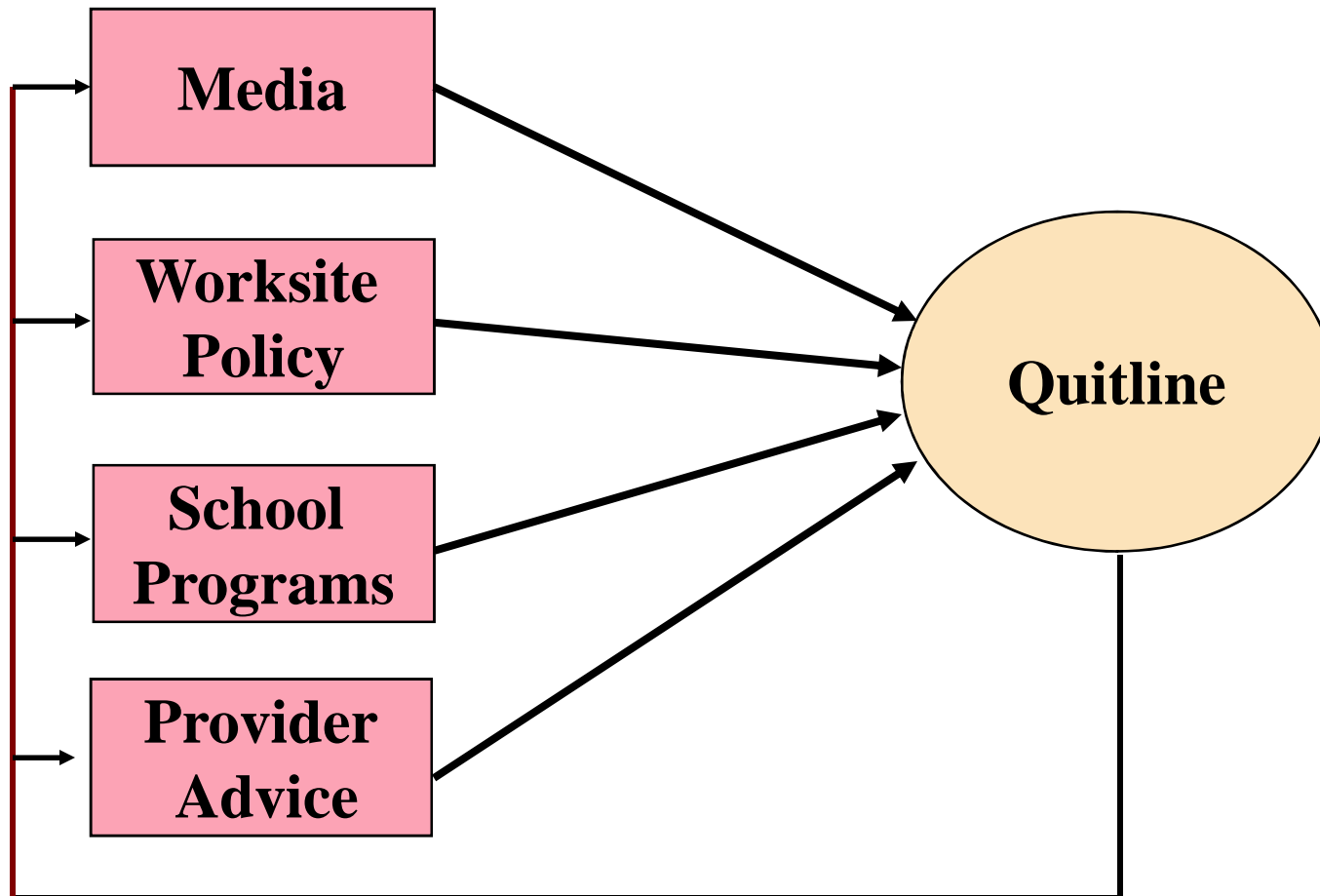
- | **African American smokers respond well to outreach efforts for the California Smokers' Helpline.**
 - **In fact, African American smokers are more likely to call the quitline than White smokers**
 - **This has been found in other quitline data as well**
- | **The main reason for the higher utilization rate is that the population quit attempt rate is higher among African American smokers.**

Other Relevant Results

(reported elsewhere)

- | Among those calling the Helpline, African American smokers are more likely to choose counseling**
- | The effect sizes for telephone counseling are comparable for White and African American smokers**
- | African American and White smokers are equally satisfied with quitline service (about 84% for both groups)**

The Role of a Quitline in a Population-Based Framework



Source: California Smokers' Helpline



Conclusion

- | **African American smokers respond well to the outreach efforts for the California Smokers' Helpline.**
 - More can be done
- | **Quitlines, especially when combined with the anti-smoking media campaign, are a good way to help African American smokers quit**

Acknowledgment

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Thank you!

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