

# Alabama Tobacco Quitline Expansion Evaluation 2014-2018

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# Spoiler alert!

- Quitline Expansion grant funding began in August 2014
- **Long Term Project Objective:** By July 31, 2018, increase the proportion of Quitline tobacco users who quit tobacco for 30 days or longer from 28.8 percent to 30 percent.
- Current quit rate based on 2018 data or “the proportion of Quitline tobacco users who quit tobacco for 30 days or longer”
  - Responder Quit rate = **38.29%**
  - ITT Quit rate = **18.16%**

# Annual Objective #1

- **“Increase the number of tobacco users who call the Quitline” (based on NAQC reports)**
  - 2014: 17,838 (1,487/month)
  - 2015: 24,861 (2,072/month)
  - 2016: 31,793 (2,649/month)
  - 2017: 34,248 (2,854/month)
  - 2018: 25,813 (2,151/month)

## Annual objective #2

- “Increase the number of health care provider referrals to the Quitline”
  - 2015: 4,132 (344/month)
  - 2016: 6,915 (576/month)
  - 2017: 5,148 (429/month)
  - 2018: 4,220 (352/month)

## Alabama Quitline Six-Month Follow-up Survey - Four Years of Outcomes, February 2015-December 2018

Participant Group	Callers Reached	Number Who Quit	Responder Quit Rate	ITT Quit Rate
Year 1: Feb 2015 - Jan 2016	1438	433	30.11%	6.00%
Year 2: Feb 2016 - Jan 2017	1848	455	24.62%	5.12%
Year 3: Feb 2017 - Jan 2018	2344	876	37.37%	12.68%
Year 4: Feb 2018 - Dec 2018*	1781	682	38.29%	18.16%

\*11 months of data available

# User Satisfaction ratings

- Percent of users satisfied with the Quitline
  - 2016: 70.3%
  - 2017: 83.5%
  - 2018: 95.8%

# CDC recommended evaluation “steps”

- **1. Engage Stakeholders**
- **2. Describe the program**
- **3. Focus the evaluation design**
- **4. Gather credible evidence**
- **5. Justify conclusions**
- **6. Ensure use of evaluation findings and share lessons learned**

*Alabama Tobacco Quitline Capacity Expansion Program*  
**Quarterly Evaluation Reporting Form**



**Respondent Name:**

**Respondent Position:**

**Report Date:**

**Organization Name:**

**Project Period:**

Have each of these activities been completed according to plan? (**we will provide a list and include target dates/responsible parties, etc. if available**)

*Please address the following:*

Activity description	Timeline	Responsible Party	Completed?

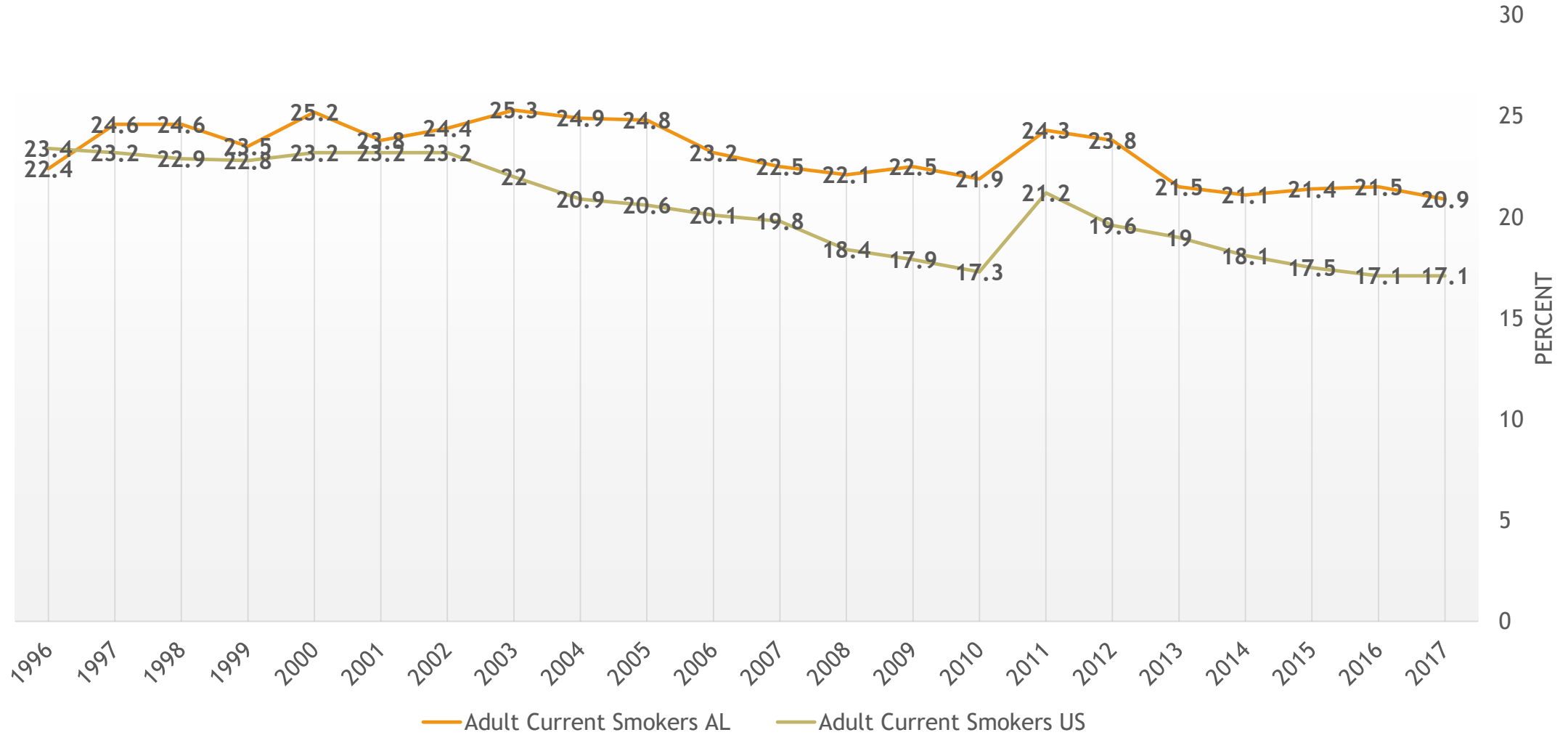


	A	B	C	D	E
<b>1</b>	<b>ADPH Tobacco Prevention and Control Evaluation Data Tracking-2018-19</b>				
2	<b>Staff name:</b>	Florine Croxton			
3	<b>Date range of report:</b>	May 1-May 30			
4	<b>Activity</b>	<b>Current Month</b>	<b>Previous Total</b>	<b>Current Total</b>	<b>Notes: Please provide descriptions and/or details, as applicable</b>
5	<b>Other Goals</b>				
6	Coalition presentations-Taskforce		0	0	
7	Workgroup meetings-Taskforce		0	0	
8	Webinars and video conferences-Taskforce		0	0	
9	Workgroup conference calls-Taskforce		0	0	
10	Coalition presentations-QL		0	0	
11	Conference calls-CDC		0	0	
12	Webinars-CDC		0	0	
13	Site visits-CDC		0	0	
14	Special projects-CDC		0	0	
15	Federal financial reports submitted		0	0	
16	CDC progress reports submitted		0	0	
17	Requests for State Health Officers attention		0	0	
18	Outcomes of requests to SHO		0	0	
19	In-kind match by division directors/admin staff		0	0	
20	Program leaders participating in the Chron Dis Coord Comm		0	0	
21	Demonstrations of commitment by the SHO		0	0	
22	New TFA executive committee members		0	0	
23	TFA executive board activities		0	0	

# Project Period Objective: Adult Prevalence

- 2014: 23.8% of Alabama adults were current smokers
- 2016: 21.5%
- PPO: 21.0% (by August of 2018)
- 2017 (BRFSS): 20.9%

Figure 1. Smoking prevalence among Alabama adults 18+, 1996 - 2017  
Source: BRFSS 2018





Thank you!

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