

Wisconsin Tobacco Quit Line Conference Call Notes

Conducted by: UW-CTRI & UW Extension,
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Quit Line call process

- UW-CTRI contracts with Group Health Cooperative to man the Wisconsin Tobacco Quit Line; Group Health Cooperative is located in Seattle and manages the quit lines for other states as well.
- When people call, registration staff know they are from Wisconsin program and answer accordingly
- Registration staff collect demographic information and how caller heard about Quit Line, and what information/services callers are looking for.
- Send Quit Kit and refer to specialist if caller wants.
- Specialist determines where caller is in quit process and what service caller wants. Design quit plan and register caller for Free and Clear Program, if interested. Free and Clear Program offers callers 4 additional follow-up calls timed based on needs of caller and customized around quit plan. Proactive calls placed to caller.
- When not staffed live, have after-hours line. Tip line with prerecorded messages that provide tips for callers, additional support, asks callers to leave name and phone number. Someone gets back to them within the next business day.
- Wisconsin Quit Line hours (as of 5/03):
Mon – Thurs 9am – 8pm, Fri 9am – 5pm, Sat 9am – 1pm
- Group Health Cooperative extended an invitation to visit the call center in Seattle to see how they operate. Contact a UW-CTRI Outreach Specialist to set up.

Compendium

- Compendium is a Word document that lists available cessation resources by county; Provides contact information only; Available on UW-CTRI website
- Quit Line also keeps additional information updated in a database that is utilized by Group Health Cooperative. Additional information includes hours, cycles of operation, program length, Program type, costs, access to pharmacotherapy, etc. Specialists provide this more detailed information to callers.
- Programs listed in the Compendium are not screened, evaluated or directly promoted by the Quit Line staff or UW-CTRI
- Coalitions can add programs to the Compendium by completing a Community Cessation Program Information form and sending to UW-CTRI Outreach staff
- Compendium is sent out to callers who request a Quit Kit
- Updated by Quit Line Coordinator periodically

Fax Referral Project

- Program is available for employers or health care providers; Informal informed consent required; Standard form that patients/employees can fill out to give permission to Quit Line to contact them directly
- Turned around within 2 days. Fax information back to employer/clinic/referral source (contacted/not, sent materials/not, etc.) Information not detailed due to HIPPA regulations.

- Contact UW CTRI Regional Outreach Specialists or Quit Line Coordinator to get set up with the program.
- Question: If there should only be one contact person for the FAX Referral Project per site, how do handle very large clinics/systems? FAX Referral Project can be set up for individual clinics or departments within a larger system if necessary.
- Question: Can local health departments use the fax referral process for First Breath clients? Yes. The First Breath Program (via Lisette Jehn, WWHF) is already set up to use the FAX Referral Project for postpartum follow-up.
- Question: Is demographic screening information collected on individuals using the FAX Referral Project? Quit Line Coordinator will look into this.

Monthly report (March 2003)

- Distributed via UW CTRI Regional Outreach Specialists the fourth week of the month following the time period the data was collected
- Data is reported by region, county and zip code
- Columns:
 - Month = Number during month of report
 - Monthly % = percent of that line item per the total number during month of report
 - Cumulative/Grant Year to Date = Number from May 2001 thru current month of report
 - % Grant Year to Date = percent of that line item per the total number from May 2001 thru current month of report
- Group Health Cooperative inquired whether a column for annual numbers would be helpful; Coalitions felt that this would be very helpful
- Data reported = Standard call information, Quit Kits sent, After Hours Line, quit date calls made, Free and Clear Registrations, Senior Patch Program summary, referrals made, caller demographics, Fax Referral Project summary, how callers heard about the Quit Line, health plan information, etc.
- Note: Outgoing calls to individuals on the Fax Referral Project are not recorded in total incoming calls; Incoming calls are tracked with an automated system that counts incoming calls only
- How callers heard about Quit Line column: 6 categories are Wisconsin-specific, others are standard for Group Health Cooperative
 - Specialists interpret where items will be recorded and therefore may categorize differently. For example, one may interpret dentist as healthcare provider, while others will categorize as other.
 - Group Health Cooperative's experience in other states is that it is unlikely that a caller will report WIC. Will report clinic or health department instead.
 - UW-CTRI is looking at possibly making changes to the six Wisconsin specific categories; Contact them if you have requests
- Attempt letter - do not make contact with caller after three attempts. Send letter if have address.
- Caller demographics are not included for those who call after hours
- "Clinic pilot" will be changed to say "Fax referral".
- How are clinic pilot and fax referral counted? UW-CTRI and Group Health Cooperative are discussing how to count fax referrals at this time.
- Quit Line registration staff ask about insurance coverage. Some coverage categories are duplicative. Consumer/caller doesn't always know the correct

name of their plan when name/company changes. Registration staff can check database to find out about coverage; usually only know they “may” be covered for cessation and the caller should call plan.

- Programs/referrals section: referrals made to different community resources from compendium. Zeros for a month mean no referrals that month but referrals have been made in the past.

Quarterly report

- Quit Line Coordinator organizes and sends out about a month after the quarter ends to BVK.
- BVK (Molly Callahan) sends the reports to coalitions and the media with press releases. If coalitions do not receive this via e-mail, contact Molly Callahan or Quit Line Coordinator
- Data is reported by state, region and county; Offers similar information as monthly reports
- Quarterly report is more narrative than monthly report; Gives the reader an idea of what UW-CTRI Regional Outreach Specialists and coalitions have done that influence calls.
- Page 5 of the 4th Quarter 2002 Report has a great example of a graphic showing impact of interventions.

Scenarios (see attached MS Word document – 29KB)

- Knowing what data is collected can assist in evaluation at the coalition level. Working smarter needs to be a goal of busy coalition leaders and one way of accomplishing that is improving your successes and not repeating activities that aren't having a local impact – and not spending a lot of time and resources evaluating
- Developed hypothetical situations used as examples only; Scenarios are based upon existing contracted objectives and activities occurring at the local level.
- Some of the scenarios provide deliverables for DPH, while others offer supportive information that can improve programming.
- Not research level statistical data – self-reported, definitions loose, no cause and effect, external variables, measures behavior change only.
- Monitoring of changes in Quit Line reports are best combined with other interventions (focus groups, program awareness, etc.)
- There is a lot of data already reported by county and zip code; If information you need is not available on reports, requests can be made to UW-CTRI Regional Outreach Specialists. If possible, notify ahead of time so that ROS can verify if indeed being collected. Anticipate it taking approximately 2-3 weeks for data to be pulled out and sent to coalition. There is a possibility of collecting additional information for specific promotions. Contact Quit Line Coordinator at least 4 weeks in advance of data collection for this.
- Question: How does a coalition determine a baseline when there will never be a time when zero promotion is occurring? Each coalition has to tightly define what their baseline is. The baseline can be determined during a “business as usual” phase before a specific promotion occurs. Data can be looked at again during or after an intervention; Compare intervention rates to baseline rates to determine impact of intervention.
- First scenario:

- Evaluation - Monitor changes in “school” columns on How Heard about Quit Line section; Also monitor callers under 18 years of age and callers within zip codes from specific school district
- Scenario two:
 - Many definitions of health care provider (nurses, school nurses, dentists, physicians)
 - Assume working with county that has a high PNCC caseload; PNCC clients must be pregnant or within 3 months postpartum, and can’t have private insurance (most cases)
 - Evaluation – Monitor changes in callers reporting pregnancy, callers reporting Medicaid plan covering specific geographic area, and those reporting hearing about the Quit Line from the health department
- Scenario three:
 - Example only; Not insinuating that these activities are not worthwhile
 - Evaluation – Monitor changes in how people heard about the Quit Line; Was newspaper/radio effective? Were brochures or community events effective? Where did increases in calls come from?
 - If no increases in calls were demonstrated, should a time consuming and/or expensive initiative be repeated?
- Scenario four:
 - Evaluation – Monitor changes in individuals indicating hearing about the Quit Line from worksite/pay stub, those calling from health plan utilized by worksite and possibly zip code if confident that employees live within specific area

Questions and answers

- Do people think a tip sheet on how to use Quit Line data and analysis tips, would be helpful? Yes.
- What have coalitions done that has been successful in getting people to use the QL?
 - Grant County used BVK second hand smoke ads, shrunk into half-sheet size, promoted pizza place that went smoke free, attached to pizza boxes with QL promotion (just started so no indication of success yet.)
 - Iowa Co. got pharmacists to put on bags (just starting too.)
 - Julie Hladky has completed a tip sheet on various promotional activities to use with QL. Can get most updated copy from Julie.
- How do family/concerned friends get handled when they call QL? Send quit kit materials with ideas on how to help.
- When caller wants a mailed packet only, does the QL follow up? Random sample survey of callers who request materials on satisfaction and quit status.
- Can coalitions get the Quit Line logo to use for promotional activities? Yes. Contact UW-CTRI Outreach Specialists for logos. Other promotional materials that coalitions can use include “Ask Dr. Fiore” articles for print media.
- Can Quit Kits be sent to workplaces? Yes. Call the Quit Line to request this.