

Iowa Tobacco Cessation Program Evaluation: FY2015

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Executive Summary:

Iowa Tobacco Cessation Program Evaluation FY15

Prepared by the UNI Center for Social and Behavioral Research

July 2015

PURPOSE AND METHODOLOGY

This report presents findings for the fiscal year 2015 (FY15) of the Tobacco Control Program Evaluation conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). The study was funded by the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control (Tobacco Division). The purpose of this project is to evaluate Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. All Iowa residents who call Quitline Iowa are eligible to receive free tobacco cessation counseling. The primary goals of the evaluation are: 1) to assess tobacco quit rates among participants of Quitline Iowa; 2) to assess client satisfaction; and 3) to assess program consistency.

The study participant samples were created monthly by separating the intake data, provided by Alere Wellbeing (Seattle, WA), into 6- and 12-month periods (i.e., time since completion of cessation treatment). For most callers, counseling lasts about 1 month. Therefore, following up with callers 7 or 13 months after their first call helps ensure a 6-month or 12-month period of time from the end of treatment to follow-up. A random sample was then drawn from each group. In order to be part of the study, the smokers must have been 18 years or older, have provided a telephone number, and have consented to participate in the follow-up study. Due to the 7- or 13-month lags between intake and follow-up data collection, the intake data and corresponding follow-up data are collected during different time periods. The intake data that correspond to the follow-up data used in this report were collected from callers who first contacted Quitline Iowa between June 1, 2013 and November 30, 2014. The follow-up data used in this report were collected from July 1, 2014 through June 30, 2015. The follow-up questionnaire is provided in Appendix A.

Where possible, missing information (e.g. gender) was replaced with the most recent demographic information that had been archived for those individuals during the last 18 months. Only variables with less than 40% missing values were included in the analyses. There were 4,141 eligible respondents in 2014 and of those, interviews were completed with 1,374 (33.3% AAPOR RR1). The margin-of-error is (+/-) 2.6 percentage points at the 95% confidence level and data were not weighted. Among the completed follow-up interviews, 974 were completed 7 months after their first call and 400 were completed 13 months after their first call.

KEY FINDINGS

- At intake, about 8 in 10 callers who contacted Quitline Iowa had smoked one pack or less per day. Two in 10 callers smoked more than a pack of cigarettes per day. Most had their first tobacco product within 30 minutes of waking.
- Among all respondents, 27% said they had not smoked cigarettes or used other tobacco in the past 30 days (29% after 7 months and 24% after 13 months). Approximately three-fourths of respondents in both groups who said they had used tobacco in the past 30 days said they smoked every day in the last 30 days.
- Among respondents who said they had not quit smoking cigarettes, there were statistically significant decreases in the number of cigarettes smoked per day among both groups.
- There were no statistically significant differences in cessation rates by race, ethnicity, marital status, educational attainment, sexual orientation, or type of insurance.
- Among respondents in both groups (7-month and 13-month) who had smoked cigarettes in the past 30 days, approximately 7 in 10 smoked their first cigarette within 30 minutes of waking.
- Among all respondents, 33% said they have used e-cigarettes instead of smoking cigarettes at least once in their lifetime. Of those, 12% said they currently use e-cigarettes every day, 35% said some days, and 53% said not at all. E-cigarette use did not differ significantly by gender.
- The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days.
- A strong majority of respondents in both 7 and 13-month groups said they were either *very satisfied* or *mostly satisfied* with the services they received (71% and 69%, respectively). Satisfaction was much higher among respondents who had quit smoking than among those who had not (88% and 63%, respectively).
- Most respondents said they would likely recommend Quitline Iowa to a friend in need of similar services (90% in the 7-month group and 89% in the 13-month group). Respondents were more likely to say that they would recommend Quitline Iowa to a friend in need of similar services if they had quit smoking than respondents who had not quit smoking (96% and 87%, respectively).
- The overwhelming majority of those still smoking said they were going to keep trying to quit smoking (95%), the people at Quitline listened carefully to what they said (90%), and that by this time next year they will no longer be smoking cigarettes (89%).
- Among all respondents, 19% said they had visited the Quitline Iowa website.

CONCLUSIONS

This ongoing evaluation of Quitline Iowa shows that the service provides effective and high-quality tobacco cessation support to Iowans. Approximately one-fourth of all callers reached for follow-up interviews were able to quit using tobacco, even up to one year after treatment.

Section 1: Demographics and Tobacco Use at Intake

Demographic Characteristics

CSBR completed 1,374 follow-up interviews with Quitline Iowa callers between July 2014 and June 2015. Among the completed follow-up interviews, 974 were contacted 7 months after their first call and 400 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

Demographic characteristics of the sample can be seen in Table 1 on the next page. More than one-half of all respondents (62%) were female. Most were White (92%) and non-Hispanic (99%).

The average ages of respondents were as follows:

Total follow-up sample (n = 1,374):	48 years (range 18 to 84 years)
7-month follow-up group (n = 974):	48 years (range 18 to 84 years)
13-month follow-up group (n = 400):	49 years (range 18 to 83 years)

Table 1: Demographic characteristics of the sample at intake

		Total follow-up sample (n = 1,374)	7-month follow- up group (n = 974)	13-month follow-up group (n = 400)
Gender	Female	62%	62%	62%
	Male	38%	38%	38%
	Transgender	--	--	--
	Missing/refused	<1%	<1%	--
Race	White	91%	91%	90%
	Black	5%	4%	6%
	Asian	<1%	<1%	<1%
	American Indian/Alaska Native	1%	1%	1%
	Native Hawaiian/Pacific Islander	--	--	--
	Other	2%	2%	2%
	Missing/refused	1%	1%	<1%
Hispanic/Latino	Yes	1%	1%	<1%
Education	Less than high school	16%	16%	15%
	High school or GED	8%	1%	24%
	Some college	9%	5%	18%
	College degree	15%	16%	14%
	Graduate degree	--	--	--
	Missing/refused	52%	62%	30%
Marital status	Single	31%	31%	30%
	Married or domestic partnership	32%	30%	35%
	Divorced or separated	24%	24%	24%
	Widowed	5%	5%	6%
	Missing/refused	9%	10%	5%
Sexual orientation	Heterosexual	92%	91%	94%
	Homosexual	2%	2%	1%
	Bisexual	2%	2%	1%
	Missing/refused	4%	4%	3%
Health insurance	Private	26%	26%	26%
	Medicaid	26%	24%	32%
	Medicare	10%	10%	11%
	IowaCare	3%	1%	7%
	None	8%	8%	9%
	Missing/refused	26%	30%	15%

Note. -- denotes zero cases in that field

Note. Data collected reflects data collection at intake, collected by Alere Inc.

Tobacco Use at Intake

Approximately 2 in 10 callers smoked more than a pack of cigarettes per day at intake and almost half of respondents smoked between a half-pack and a full pack of cigarettes per day (Table 2). Almost half (47%) of respondents had their first tobacco within 5 minutes of waking. An additional 35% had their first tobacco between 6 and 30 minutes after waking (Table 2).

Table 2: Tobacco use at intake

		Total follow-up sample (n = 1,374)	7-month follow-up group (n = 974)	13-month follow-up group (n = 400)
Cigarettes per day	<1	10%	10%	10%
	1-10	24%	24%	24%
	11-20	46%	46%	47%
	21-30	11%	12%	9%
	31-40	7%	6%	8%
	41 or more	2%	2%	2%
	Missing/refused/not asked	--	--	--
Time to first tobacco				
	5 minutes or less	45%	45%	43%
	6-30 minutes	33%	34%	31%
	31-60 minutes	9%	8%	11%
	Longer than 60 minutes	8%	8%	8%
	Missing/refused/not asked	6%	5%	6%

Section 2: Tobacco Use at Follow-Up

Tobacco Use in the Past 30 Days

Among all respondents, 27% said they had not smoked cigarettes or used other tobacco in the past 30 days (29% after 7 months and 24% after 13 months; Figure 1). Among those respondents who said they had used tobacco in the past 30 days, 8% said they had not used any tobacco in the past 7 days (8% after 7 months and 8% after 13 months).

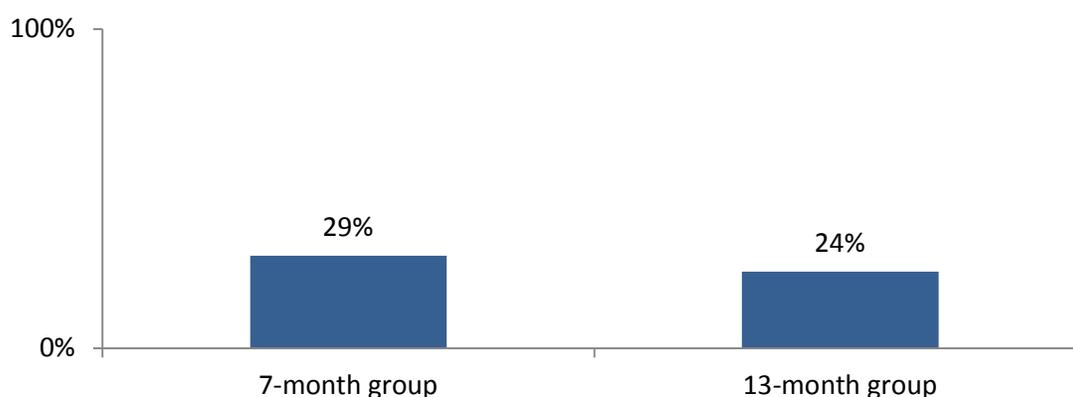


Figure 1: Percent of respondents who had not used any tobacco in the past 30 days at follow-up

Among respondents who said they had used tobacco in the past 30 days, the types of tobacco used can be seen in Table 3.

Table 3: Type of tobacco products used in past 30 days (among those who had not quit)

	7-month (n = 692)	13-month (n = 306)
Cigarettes	94%	92%
Cigars	7%	8%
Pipes	2%	<1%
Smokeless	4%	4%
Other	1%	1%

Note: Because some people use more than one type of tobacco, percentages sum to more than 100%.

Current Cigarette Use at Follow-Up

Approximately three-fourths of respondents in both the 7-month and 13-month groups who said they had used tobacco in the past 30 days said they smoked every day in the last 30 days (Figure 2; 77% and 77%, respectively). In both the 7-month group and the 13-month group, respondents said they smoked an average of 25 days in the past 30 days.

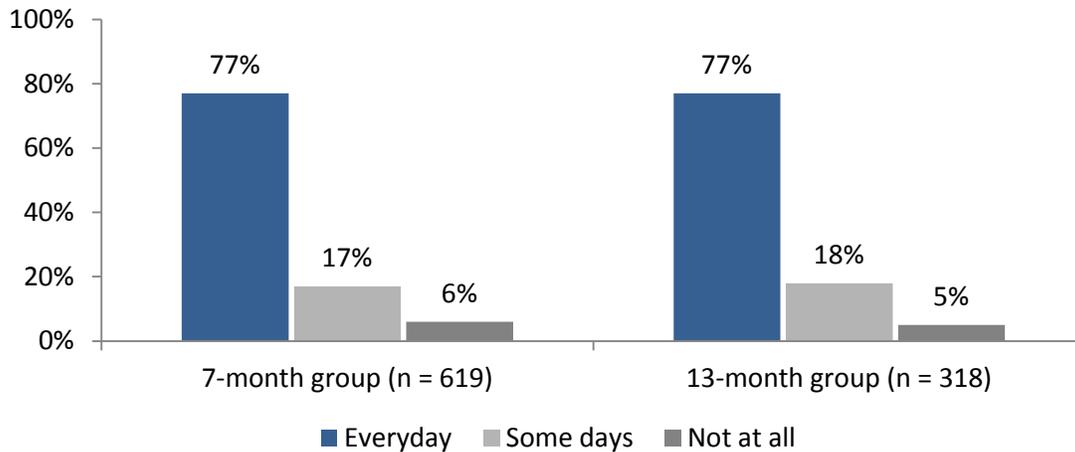


Figure 2: Current smoking behavior (among those who had not quit)

Among respondents who said they had not quit smoking cigarettes, there were statistically significant decreases in the number of cigarettes smoked per day at intake compared to follow-up. In the 7-month group, the average number of cigarettes smoked per day decreased from 19 at intake ($M = 18.6$, $SD = 11.3$) to 14 at follow-up ($M = 13.9$, $SD = 9.4$; $t(604) = -11.51$, $p < 0.001$). The eta squared statistic (.18) indicated a large effect size. In the 13-month group, the average number of cigarettes smoked per day decreased from 19 at intake ($M = 18.8$, $SD = 11.5$) to 15 at follow-up ($M = 15.4$, $SD = 10.1$; $t(262) = -4.77$, $p < 0.001$). The eta squared statistic (.08) indicated a moderate to large effect size.

In both the 7-month and 13-month follow-up groups, more than two-thirds of respondents who said they smoked between 1 to 2 packs per day at intake reduced their consumption during the follow-up period (Figures 3 and 4). A majority of respondents in both the 7-month and 13-month follow-up groups who said they smoked more than two packs per day at intake reduced their consumption at follow-up (7-month: 64%, 13-month: 80%). It is important to note that these findings are based on a small number of respondents (7-month: $n=11$, 13-month: $n=5$) and may not be generalizable. Future studies will be needed to examine the reliability of this finding.

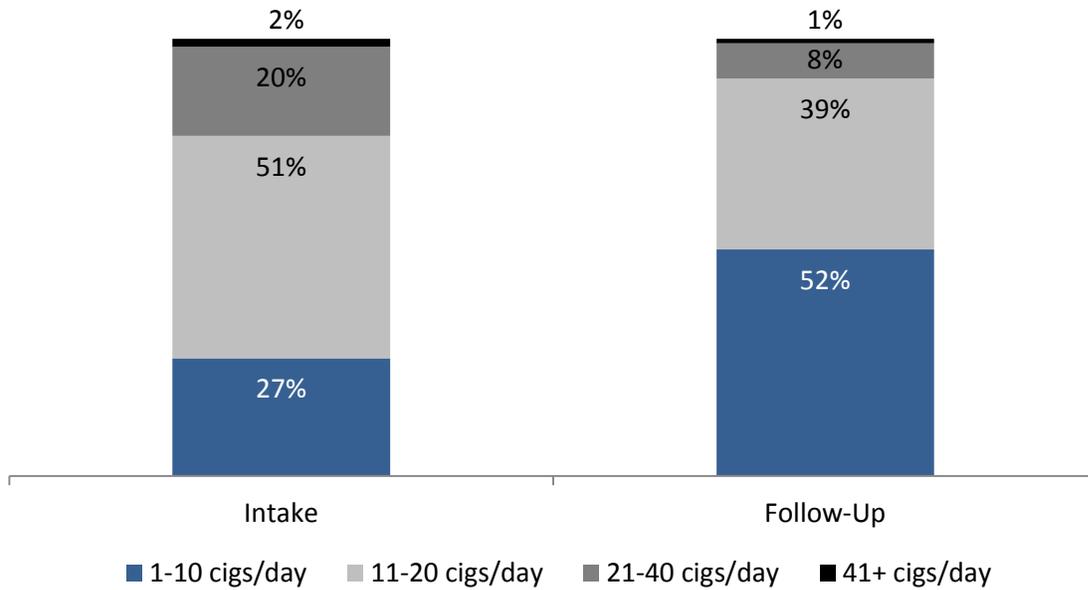


Figure 3: Cigarettes per day at intake and follow-up (7-month follow-up group)

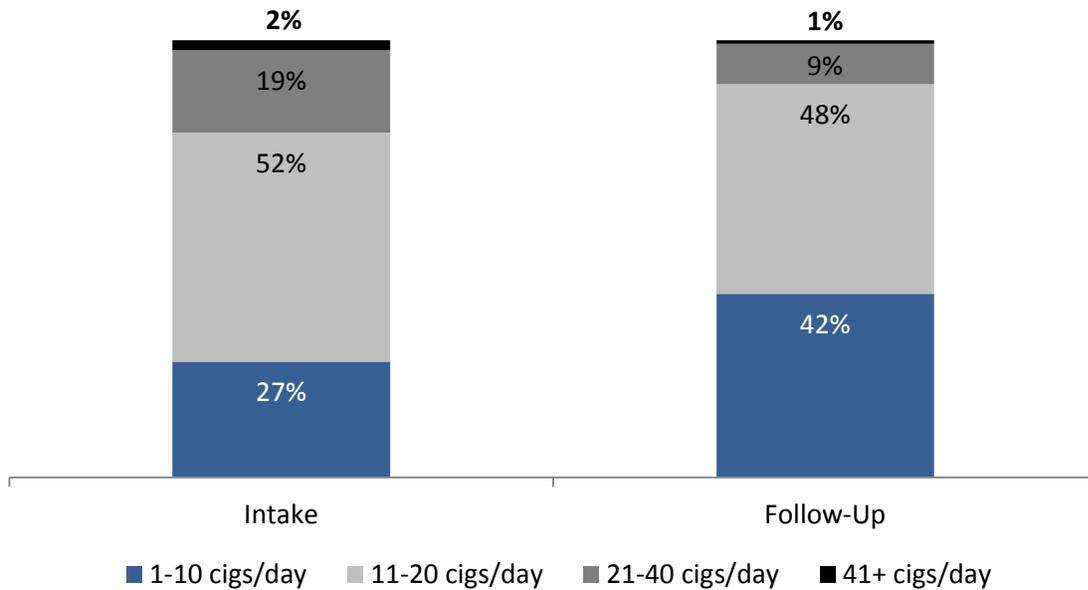


Figure 4: Cigarettes per day at intake and follow-up (13-month follow-up group)

Among respondents in both follow-up groups (7-month and 13-month) who had smoked cigarettes in the past 30 days, approximately two-thirds smoked their first cigarette within 30 minutes of waking (Figure 5).

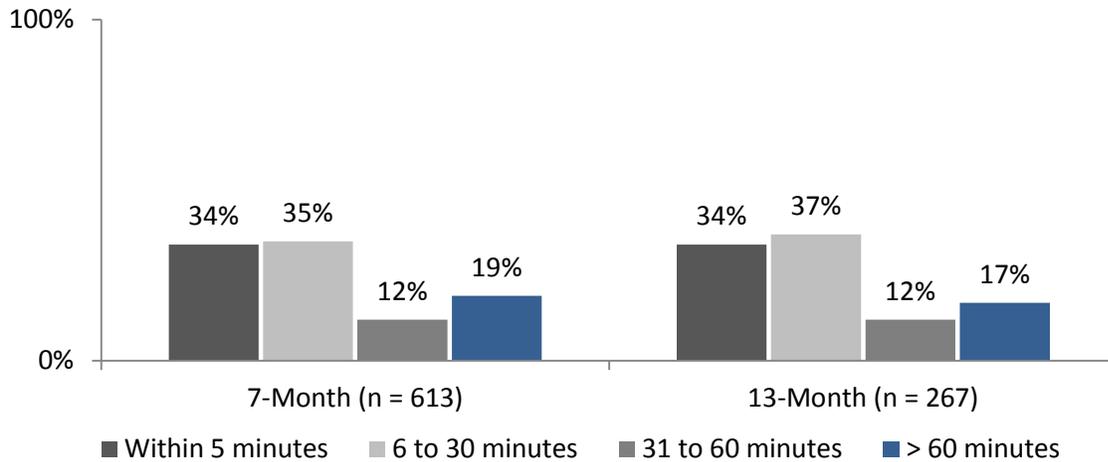


Figure 5: Time to first cigarette, among cigarette smokers, after waking at 7-month and 13-month follow-up group

From intake to follow-up (among respondents for whom the data were available), differences were reported in the length of time respondents in the 7-month follow-up group waited to have their first cigarette of the day (Figure 6).

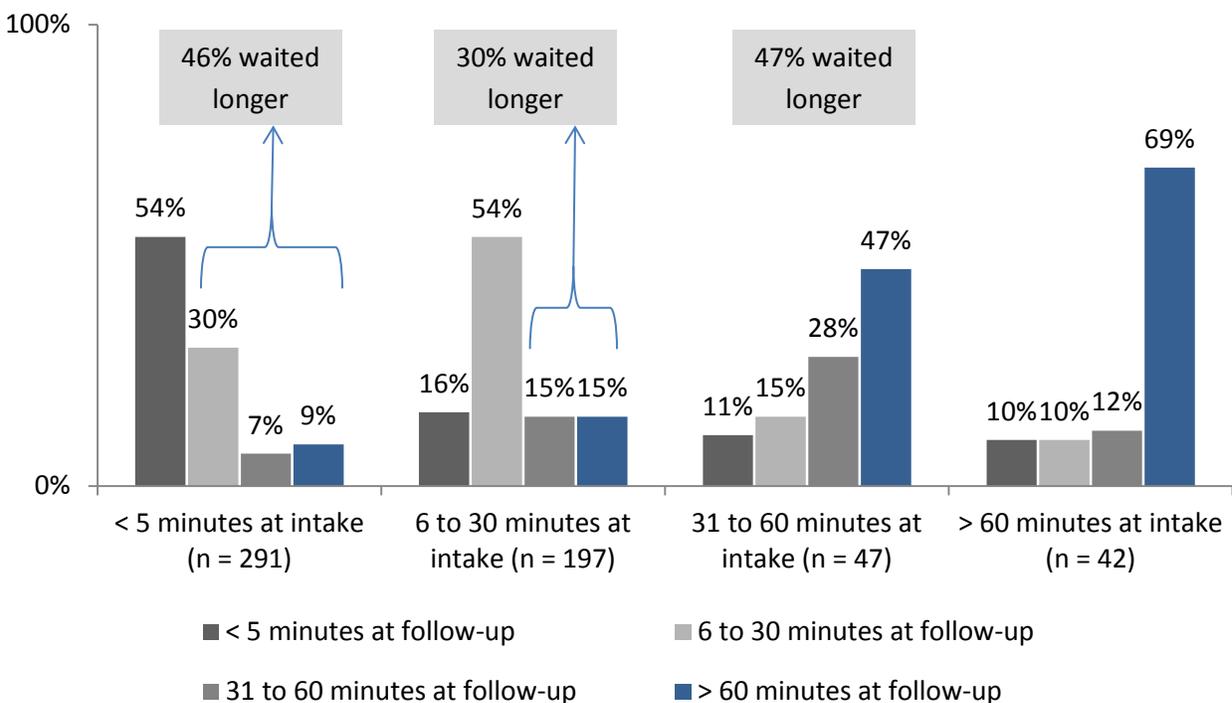


Figure 6: Change in length of time until first cigarette in 7-month follow-up group

Among respondents who waited less than five minutes to have their first cigarette, 46% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 30% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 47% waited longer at follow-up. Of note is the finding that among respondents who waited more than 60 minutes at intake, 32% decreased the length of time they waited during the follow-up period.

From intake to follow-up (among respondents for whom the data were available), differences were also reported in the length of time respondents in the 13-month follow-up group waited to have their first cigarette of the day (Figure 7).

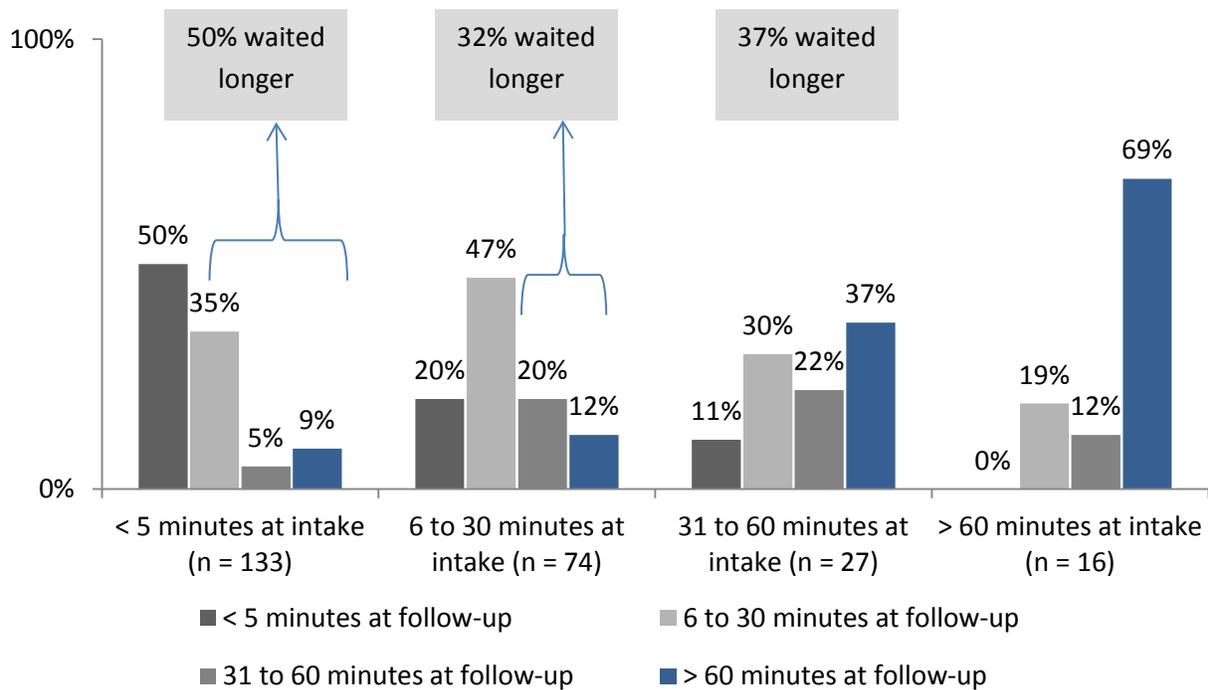


Figure 7: Change in length of time until first cigarette in 13-month follow-up group

Among respondents who waited less than five minutes to have their first cigarette, 50% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 32% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 37% waited longer at follow-up. Of note is the finding that among respondents who waited more than 60 minutes at intake, 31% decreased the length of time they waited during the follow-up period.

Demographic Differences in Tobacco Use

Respondents who said they had used tobacco in the past 30 days were compared to those who said they had not used tobacco in the past 30 days to determine demographic differences. There were no significant differences in quit rates by age, race, Hispanic ethnicity, marital status, educational attainment, sexual orientation, or type of insurance. Respondents who had quit in the past 30 days ($M = 1.35, SD = .479$) were more likely to be male than respondents who had not quit in the past 30 days ($M = 1.44, SD = .497; t(1371) = -2.8, p = .005$). The magnitude of the differences in the means (mean difference = .08, 95% CI: -0.14 to -0.024) was very small (eta squared = .005).

A Chi-square test for independence indicated a small but not significant association between insurance type and use of medications ($X^2(1, n = 1021) = .695, p = .74, phi = 0.12$).

Respondents who reported having Medicaid or IowaCare insurance said they use medications at a slightly higher rate than those with different types of insurance (Table 4).

Table 4: Use of medications and/or products by type of insurance

	Response %
Medicaid/IowaCare insurance	
Yes	65.8%
No	35.2%
All other insurance	
Yes	63.6%
No	36.4%

Cessation rates among respondents with Medicaid or IowaCare insurance were compared to cessation rates among respondents with other types of insurance. Respondents with Medicaid or IowaCare insurance ($M = 1.25, SD = .431$) were significantly more likely to have quit smoking in the past 30 days than respondents with other types of insurance ($M = 1.32, SD = .466; t(1020) = -2.5, p = .012$). The magnitude of the differences in the means (mean difference = .07, 95% CI: -0.128 to -0.016) was very small (eta squared = .006).

Section 3: E-Cigarette Use

Among all respondents, 33% said they have used e-cigarettes instead of smoking cigarettes. A Chi-square test for independence indicated a small, significant association between follow-up cohort and past use of e-cigarettes, $X^2(1, n = 1373) = 4.46, p = .035, phi = -.06$. Respondents in the 7-month follow-up cohort were less likely than respondents in the 13-month follow-up cohort to report ever using e-cigarettes. A Chi-square test for independence indicated a small, significant association between quitting in the past 30 days and having ever used e-cigarettes among the 7-month follow-up cohort, $X^2(1, n = 973) = 22.15, p < .001, phi = .15$. Respondents in the 7-month follow-up cohort who had quit in the past 30 days were less likely than respondents in the same cohort who had not quit in the past 30 days to report ever using e-cigarettes. This trend was present in the 13-month follow-up cohort, but was not statistically significant, $X^2(1, n = 400) = 3.36, p = .067, phi = .10$.

Among those who reported ever using e-cigarettes, 12% said they currently use e-cigarettes every day, 35% said some days, and 53% said not at all. Current e-cigarette use did not differ significantly across follow-up cohorts. Among respondents who had ever used e-cigarettes, when asked why they use e-cigarettes, the most common reason provided was to help quit smoking regular cigarettes (Figure 8). There were no statistically significant differences between the 7-month and 13-month follow-up cohorts on reasons for using e-cigarettes.

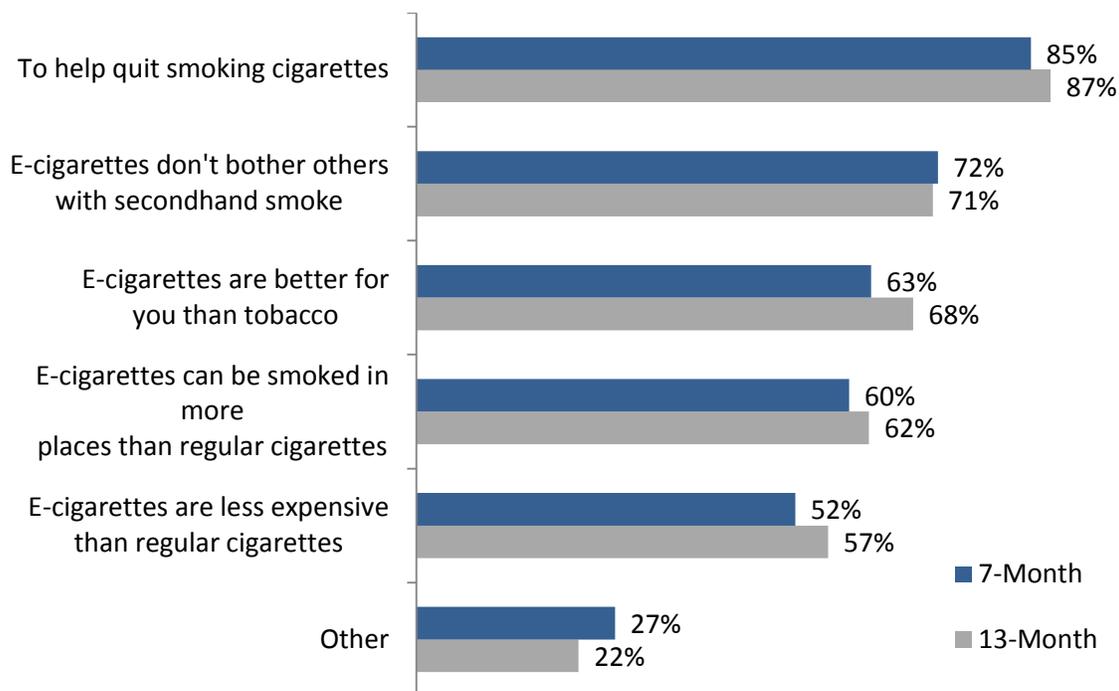


Figure 8: Reasons for using e-cigarettes among respondents reporting having ever used e-cigarettes

Section 4: Tobacco Cessation

Intention to Quit

The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days (see Figures 9 and 10 for 7-month and 13-month follow-up groups). However, the sample sizes for all products other than cigarettes were very small. Therefore, confidence in the precision of the estimates reported is diminished.

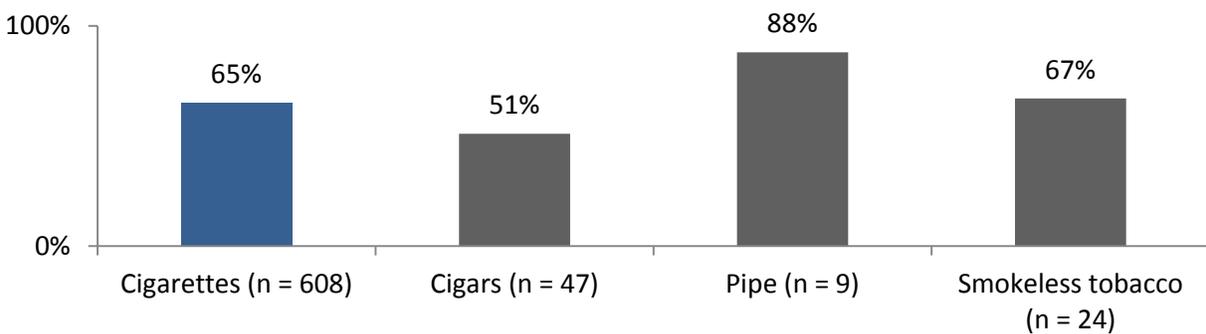


Figure 9: Intention to quit using tobacco products in 7-month follow-up group

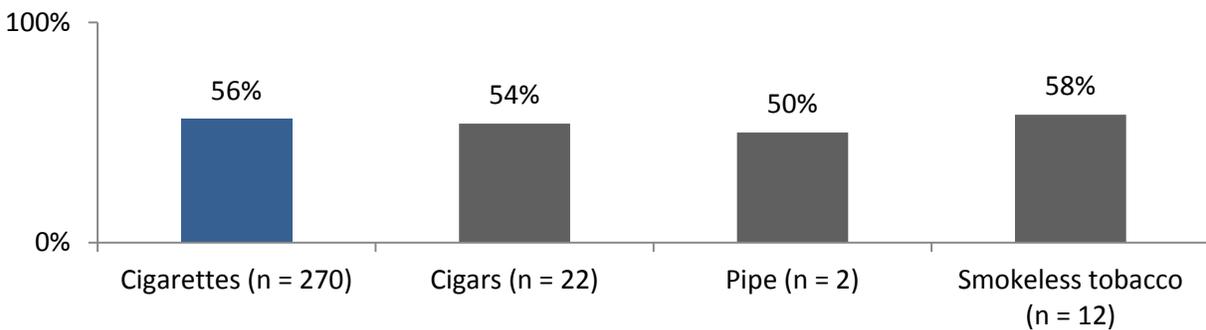


Figure 10: Intention to quit using tobacco products in 13-month follow-up group

Cessation Attempts

The percent of respondents still smoking who said they had stopped using tobacco for 24 hours or longer was 82% (82% in the 7-month group and 83% in the 13-month group). Among those who attempted to quit (i.e. stopped for 24 hours or longer), approximately 4 in 10 in the 7-month follow-up and 3 in 10 in the 13-month follow-up groups made only one quit attempt during the follow-up period (Figures 11 and 12).

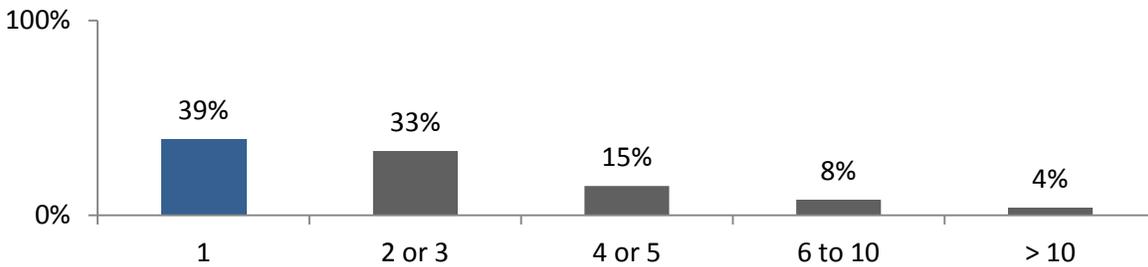


Figure 11: Number of quit attempts in 7-month follow-up period (among those who attempted)

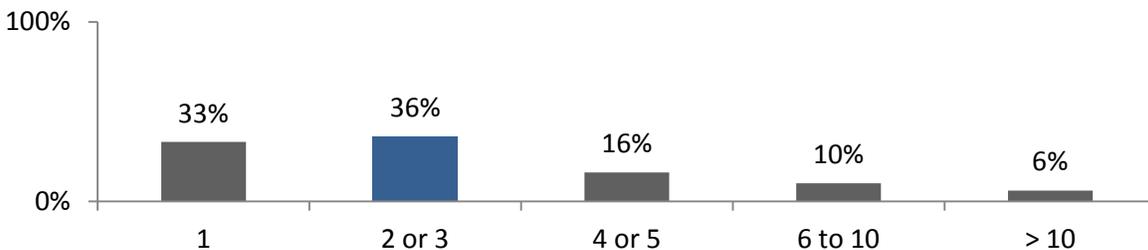


Figure 12: Number of quit attempts in 13-month follow-up period (among those who attempted)

Among all respondents (7-month and 13-month groups combined) who made a quit attempt during the follow-up period, respondents who had quit in the past 30 days ($M = 2.69$, $SD = 5.537$) had a significantly lower number of quit attempts than respondents who had not quit in the past 30 days ($M = 3.58$, $SD = 5.785$; $t(1116) = 2.387$, $p = .017$). The magnitude of the differences in the means (mean difference = .890, 95% CI: 0.159 to 1.622) was very small (eta squared = .005).

Among all respondents, 66% said they used any products or medications during the follow-up period to help them quit using tobacco (68% in the 7-month group and 61% in the 13-month group). The most commonly used products or medications among all respondents who said they used something to help them quit were nicotine patches (51%) and Chantix (38%) (Figure 13).

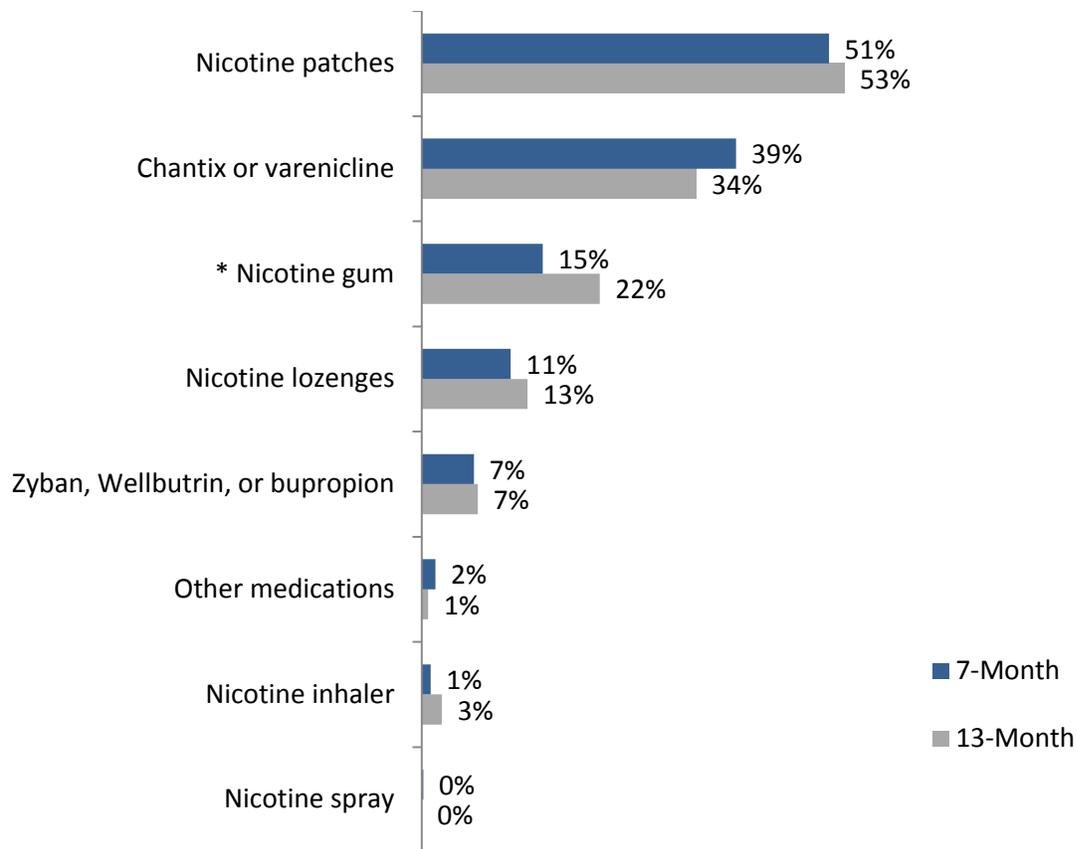


Figure 13: Types of products or medications used (among those who used medication)

Note. * indicates a statistically significant difference across follow-up cohorts.

Respondents in the 7-month follow-up cohort ($M = .15$, $SD = .358$) were less likely to report using nicotine gum than respondents in the 13-month follow-up cohort ($M = .22$, $SD = .417$; $t(380) = -2.378$, $p = .018$). The magnitude of the differences in the means (mean difference = $-.072$, 95% CI: $-.131$ to $-.012$) was small (eta squared = $.015$). A Chi-square test for independence indicated a small, significant association between the use of products or medications and cessation, but only for the 7-month group. In the 7-month group, 74% of “quit respondents” and 66% of “not quit respondents” said they used products or medications $X^2(1, n = 973) = 5.94$, $p = .012$, $phi = -.08$. In the 13-month group, 67% of quit respondents and 59% of not quit respondents said they used products or medications $X^2(1, n = 400) = 1.7$, $p = .193$, $phi = -.07$. The effect in the 13-month group was small, and comparable to the effect in the 7-month group, but was not statistically significant.

Regarding cessation services (not including products or medications) used by all respondents during the follow-up period, 81% said they used no assistance other than Quitline Iowa, 9% followed advice from a health professional, <1% used a website, <1% used a telephone program other than Quitline Iowa, 2% said they used a counseling program, 2% said they used self-help materials, and 6% said they used some other kind of assistance.

Section 5: Additional Findings

Satisfaction

A majority of respondents in both the 7 and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received (71% and 69%, respectively; Figure 14). Most also said they would likely recommend Quitline Iowa to a friend in need of similar services (90% in the 7-month group and 89% in the 13-month group; see Figure 15).

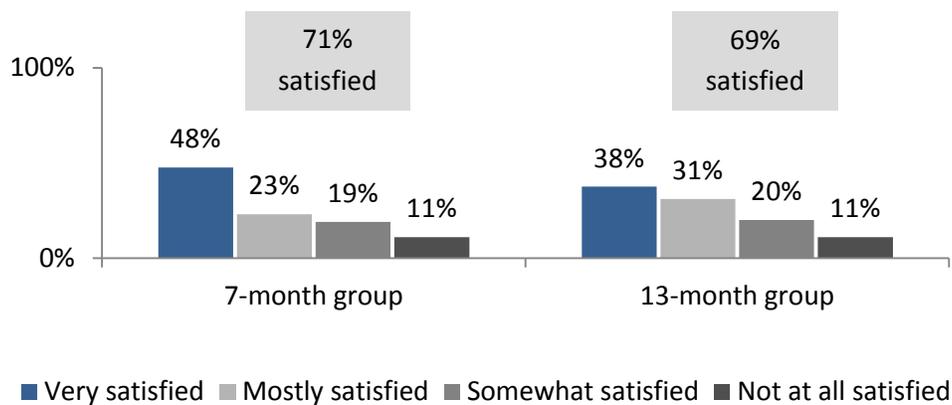


Figure 14: Satisfaction with Quitline Iowa services (7-month and 13-month comparison)

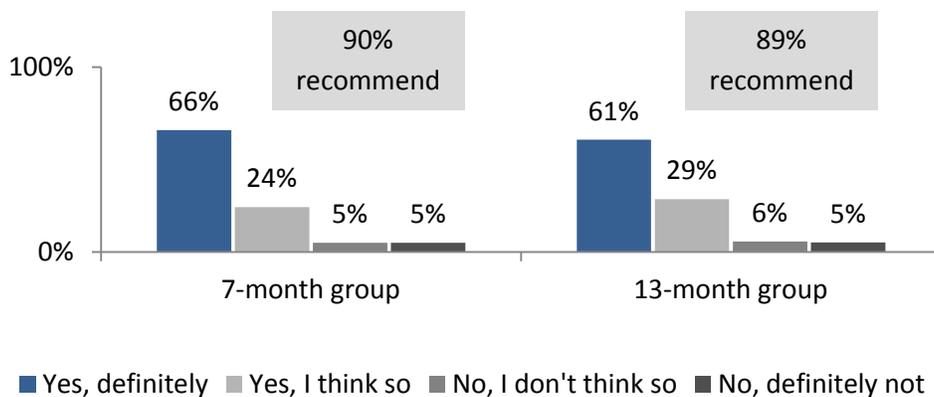


Figure 15: Would recommend Quitline Iowa to others (7-month and 13-month comparison)

Follow-up respondents who had not smoked in the past 30 days ($M = 1.49$, $SD = .787$) reported significantly higher levels of satisfaction with Quitline services than among those who had not ($M = 2.14$, $SD = 1.059$; $t(1351) = 12.28$, $p < .001$) (Figure 16). The magnitude of the differences

in the means (mean difference = .65, 95% CI: .548 to .756) was moderately large (eta squared = .1). Among respondents who said they had not used tobacco in the past 30 days, 88% said they were either *very satisfied* or *mostly satisfied*. Among respondents who said they had used tobacco in the past 30 days (i.e. had not quit), 63% were *very satisfied* or *mostly satisfied*.

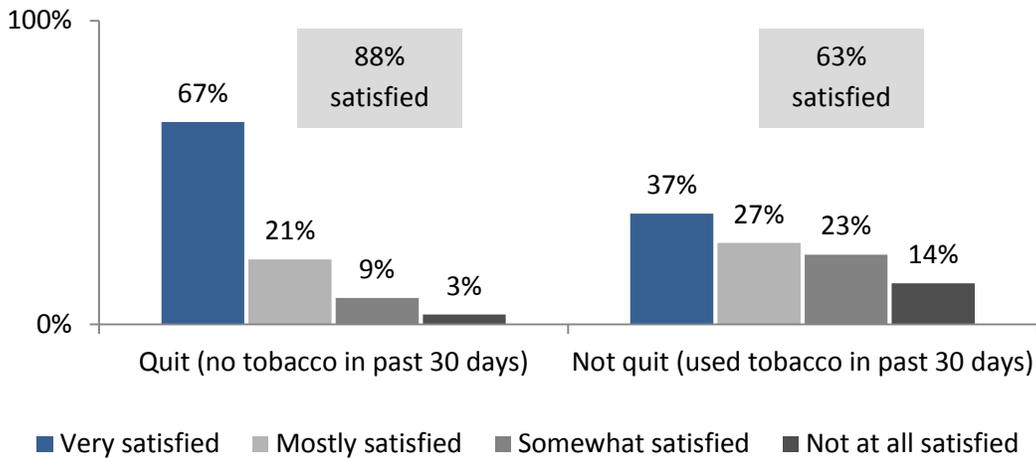


Figure 16: Satisfaction with Quitline Iowa services (quit versus not quit comparison)

Follow-up respondents who had not smoked in the past 30 days ($M = 1.27$, $SD = .601$) were also more likely than those who had not quit ($M = 1.6$, $SD = .859$; $t(1347) = 7.78$, $p < .001$) to say they would recommend Quitline Iowa to a friend in need of similar help (Figure 17). The magnitude of the differences in the means (mean difference = .32, 95% CI: .242 to .405) was small to moderate (eta squared = .04).

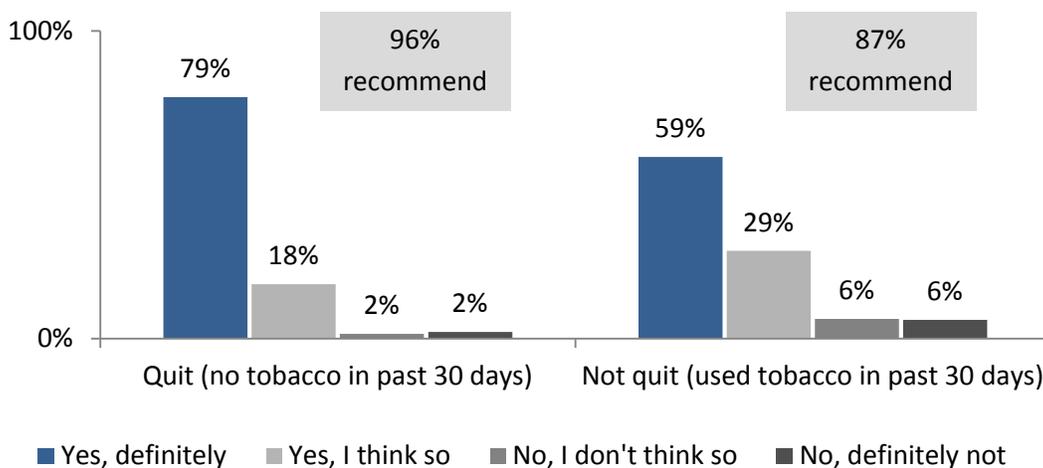


Figure 17: Would recommend Quitline Iowa to others (quit versus not quit comparison)

Respondents who had not quit smoking were asked how strongly they agreed with a series of statements about their smoking behavior, cessation, and the services they received through Quitline Iowa. The 4 Likert-type response options were *strongly agree*, *agree*, *disagree*, and *strongly disagree*. The *strongly agree* and *agree* response options were combined to show the proportion of respondents who agreed with each statement (Figure 18). Respondents in the 7-month cohort ($M = 1.66$, $SD = .711$) were more likely to report that by this time next year they will no longer be smoking cigarettes than respondents in the 13-month cohort ($M = 1.79$, $SD = .741$; $t(789) = -2.23$, $p = .026$) but less likely to report ($M = 2.75$, $SD = .962$) that calling Quitline did not make it easier to quit ($M = 2.58$, $SD = .942$; $t(871) = 2.39$, $p = .017$). In both cases the magnitude of the differences in the means was very small (eta squared = .006).

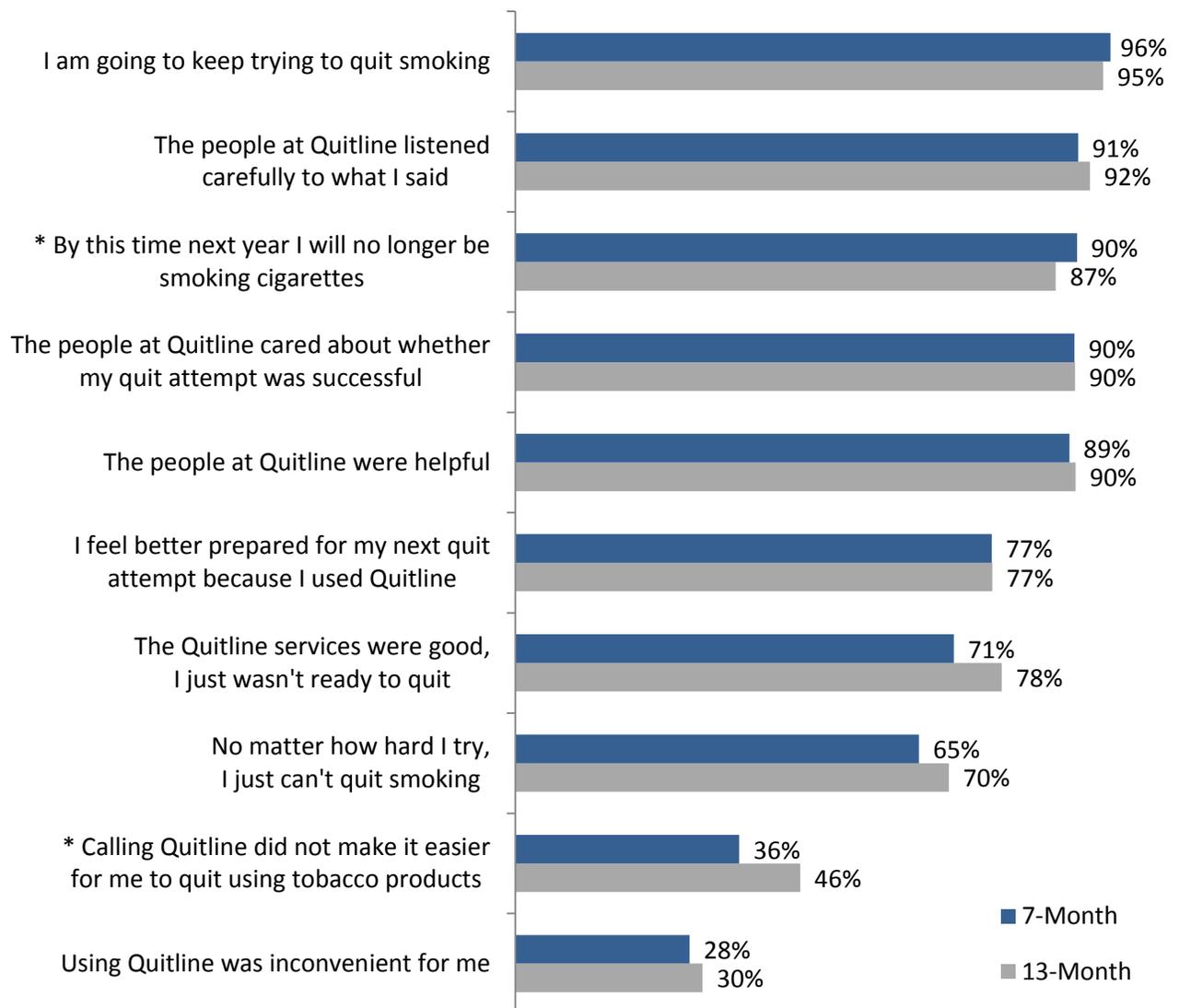


Figure 18: Perceptions about smoking, cessation, and Quitline services (among those who did not quit smoking).

Note. * indicates a statistically significant difference across follow-up cohorts.

Website Use

Among all respondents, 19% said they had visited the Quitline Iowa website. A Chi-square test for independence indicated a small but significant association between having smoked in the past 30 days and ever visiting the Quitline website $\chi^2(1, n = 1358) = 5.9, p = .02, \phi = -.07$.

Respondents who had smoked in the past 30 days were less likely to report ever visiting the Quitline website. Respondents who have Medicare or IowaCare were less likely than those who do not to have ever visited the Quitline website $\chi^2(1, n = 1010) = 5.3, p = .02, \phi = -.08$. A t-test was conducted to compare the ages for respondents who had ever visited the Quitline website and those who had not. There was a significant difference in age for those who had visited the Quitline website ($M = 45.1, SD = 12.9$) and those who had not ($M = 49.3, SD = 12.3; t(370) = -4.66, p < .001$, two-tailed). The magnitude of the differences in the means (mean difference = -4.14, 95% CI: -5.89 to -2.39) was small (eta squared = .016). No significant differences were found when comparing follow-up groups, gender, or use of medication.

The mean helpfulness rating of the website was 3.9 on a scale of 1 to 5 where 1 was *not at all helpful* and 5 was *extremely helpful*. A majority of respondents who visited the website (68%) rated the website as a 4 or 5 on that scale. A t-test was conducted to compare the scores for respondents who had and had not smoked in the past 30 days. Respondents who had smoked in the past 30 days rated the website higher ($M = 4.2, SD = .99$) and those who had not ($M = 3.8, SD = 1.4; t(187) = -3.23, p = .001$, two-tailed). The magnitude of the differences in the means (mean difference = -.45, 95% CI: -.74 to -.16) was small to moderate (eta squared = .037).

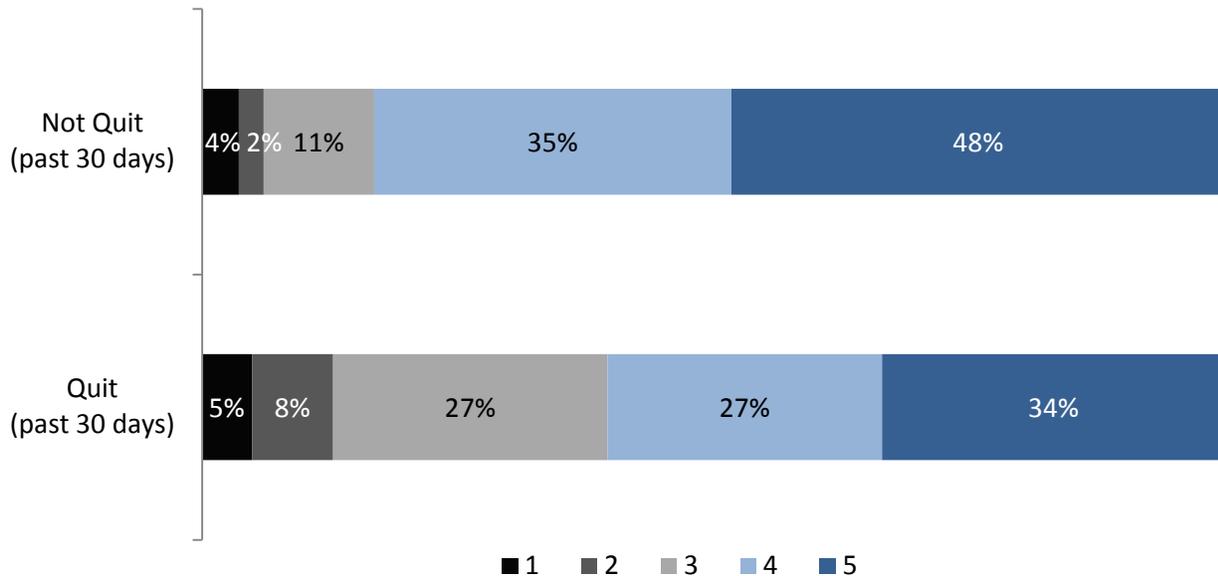


Figure 19: Helpfulness of Quitline website by 30-day cessation status

Section 6: Summary and Conclusions

CSBR completed 1,374 follow-up interviews with Quitline Iowa callers between July 2014 and June 2015. Results of the FY15 evaluation were consistent with results from previous years. In FY15, the 30-day point prevalence rate of cessation in the 7-month follow-up cohort was 29%; it was 27% in FY14 and 24% in FY13 for the 7-month group. In the 13-month cohort, the cessation rate was 24% in FY15, compared to 24% in FY14 and 22% in FY13. Among Quitline Iowa callers still using tobacco products, there was a reduction in both the number of cigarettes smoked per day and the number of days per month on which they smoked. This trend was continued in FY15 from previous years of the evaluation. Those still using tobacco tended to delay the length of time they waited to have their first cigarette of the day, indicating a possible reduction in addiction over the follow-up period.

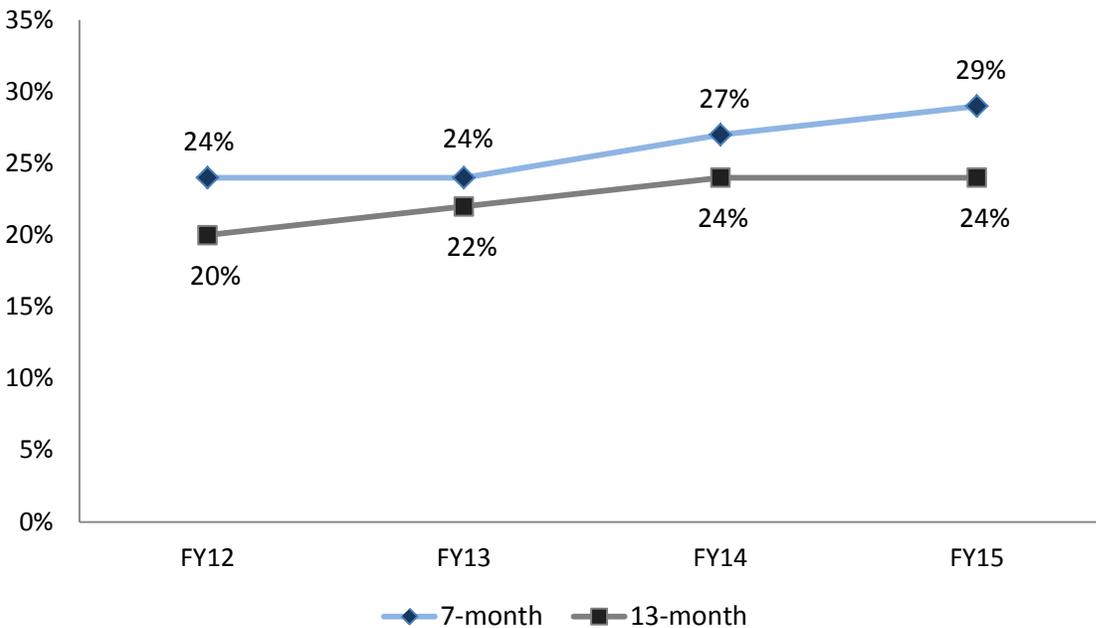


Figure 20: 30-day point prevalence rate of cessation by follow-up cohort (FY12 to FY15)

Consistency of these findings indicates that over time, about one-fifth to one-fourth of all callers to Quitline Iowa will successfully quit smoking for up to one year.

Use of e-cigarettes was assessed in FY15, and a large majority of users of e-cigarettes said they do so as a way to help quit smoking cigarettes (85%). This is consistent with previous years' findings where in FY14 85% and FY13 89% of e-cigarette users said they did so to help quit smoking cigarettes.

A majority of respondents in both 7 and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received and most also said they would likely recommend Quitline Iowa to a friend in need of similar services. Not surprisingly, satisfaction was much higher among follow-up respondents who had quit smoking than among those who had not. Most respondents expressed positive feelings toward Quitline Iowa and their future quit attempts: a majority said they were going to keep trying to quit smoking (95%), the people at Quitline listened carefully to what they said (90%), that by this time next year they will no longer be smoking cigarettes (89%).

Appendix A:

Quitline Follow-Up Questionnaire

Confidentiality

We are conducting a program evaluation of Quitline Iowa. We would like to ask you a few questions about your experience with Quitline Iowa. For most people this takes about 5-10 minutes. The information we receive is used to improve the program. Whether or not you decide to answer our questions has no effect on your eligibility to receive Quitline services. There are no foreseeable risks to your participation, nor are there any direct benefits to you. You do not have to answer any question you do not want to, and you can end the interview at any time. Any information you give me will be confidential. If you have any questions about the program or this evaluation, I will provide a name and telephone number to call to get more information.

May I proceed with the interview?

SF1. Overall, how satisfied were you with the service you received from the Quitline?
Were you...

1. Very satisfied,
2. Mostly satisfied,
3. Somewhat satisfied, or
4. Not at all satisfied?

7. Don't know
9. Refused

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her? Would you say...

1. Yes, definitely,
2. Yes, I think so,
3. No, I don't think so, or
4. No, definitely not?

7. Don't know
9. Refused

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days?

1. Yes
2. No **SKIP TO SF9**

7. Don't know **SKIP TO SF9**
9. Refused **SKIP TO SF9**

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days?

1. Yes
2. No

7. Don't know
9. Refused

SF4. What types of tobacco have you used in the past 30 days? Have you used...

- a. Cigarettes?
 - b. Cigars, cigarillos, or little cigars?
 - c. Pipe? [This is a traditional pipe, not a water pipe or hookah]
 - d. Chewing tobacco, snuff, or dip such as Skoal, Copenhagen, Grizzley, Red Man, or Day's Work?
 - e. Other?
-
1. Yes
 2. No

 7. Don't know
 9. Refused

OF4e1. What types of other products do you use? [Select all that apply]

01. Bidis
02. Kreteks
03. Tobacco pouches or "Snus"
04. Tobacco orbs
05. Tobacco strips
06. Water pipes or hookahs
07. Other [Specify]

- 77. Don't know
- 99. Refused

IF SF4a <1> SKIP TO SF5b

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?
[Note: "currently" refers to right now, today.]

- 1. Everyday **SKIP TO SF6a**
- 2. Some days
- 3. Not at all **SKIP TO SF5b**

- 7. Don't know
- 9. Refused

OF5a1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

- 77. Don't know
- 99. Refused

SF6a. How many cigarettes do you smoke per day on the days that you smoke?

[If caller says over 100, confirm 20 cigarettes = 1 pack. If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of cigarettes {1 – 140}

- 777. Don't know
- 999. Refused

IF SF4b <1> SKIP TO SF5c

SF5b. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all? [Note: "currently" refers to right now, today.]

- 1. Everyday **SKIP TO SF6b**
- 2. Some days
- 3. Not at all **SKIP TO SF5c**

- 7. Don't know
- 9. Refused

OF5b1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6b. How many cigars, cigarillos, or little cigars do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of cigars, cigarillos, or little cigars {1 – 140}

777. Don't know

999. Refused

IF SF4c <1> SKIP TO SF5d

SF5c. Do you currently smoke a pipe every day, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6c**

2. Some days

3. Not at all **SKIP TO SF5d**

7. Don't know

9. Refused

OF5c1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6c. How many pipes do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of pipes {1 – 140}

777. Don't know

999. Refused

IF SF4d <1> SKIP TO SF5e

SF5d. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6d**
2. Some days
3. Not at all **SKIP TO SF5e**

7. Don't know
9. Refused

OF5d1. How many days did you chew in the last 30 days?

[] = number of days {1 – 30}

77. Don't know
99. Refused

SF6d. How many pouches or tins do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of pouches or tins {1 – 140}

777. Don't know
999. Refused

IF SF4e <1> SKIP TO SF7

SF5e. Do you currently use other tobacco products everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6e**
2. Some days
3. Not at all **SKIP TO SF7**

7. Don't know
9. Refused

OF5e. How many days did you use other tobacco products in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6e1-7. How many [OTHER TOBACCO PRODUCT] do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of [UNIT] {1 – 140}

777. Don't know

999. Refused

IF SF4a <1> SKIP TO OF71

SF7. How soon after you wake up do you smoke your first cigarettes?

1. Within 5 minutes
2. 6 to 30 minutes
3. 31 to 60 minutes
4. More than 60 minutes

7. Don't know

9. Refused

IF SF4b,c,d,or e <1> SKIP TO SF8a

OF71. How soon after you wake up do you use tobacco other than cigarettes?

1. Within 5 minutes
2. 6 to 30 minutes
3. 31 to 60 minutes
4. More than 60 minutes

7. Don't know

9. Refused

IF SF4a <1> SKIP TO SF8b

SF8a. Do you intend to quit using cigarettes within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4b <1> SKIP TO SF8c

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4c <1> SKIP TO SF8d

SF8c. Do you intend to quit using a pipe within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4d <1> SKIP TO SF8e

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4e1-7 <1> SKIP TO SF9

SF8e1-7. Do you intend to quit using [OTHER TOBACCO PRODUCT] within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

SF9. Since you first called the quitline on [INTAKE DATE], [**seven or thirteen**] months ago, did you stop using tobacco for 24 hours or longer because you were trying to quit?

1. Yes
2. No **SKIP TO OF10**

7. Don't know
9. Refused

OF91. How many times did you stop using tobacco for 24 hours or longer? For example, if you stopped for 2 days and started smoking again, and then stopped for a week and started smoking again, that counts as 2 quits.

[Interviewer: only intentional quit periods should be counted.]

[] = number of quits {1 – 76}

76. 76 or more
77. Don't know
99. Refused

OF10. When was the last time you used any type of tobacco, even a puff or pinch?

MM/DD/YYYY

01/01/1999. Don't know or Refused

SF11a. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any medications and/or products to help you quit?

1. Yes **SKIP TO SF11**
2. No

7. Don't know
9. Refused

SF11. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any of the following products or medications to help you quit?
[Read and select all that apply.]

01. Nicotine patches,
02. Nicotine gum,
03. Nicotine lozenges,
04. Nicotine spray,
05. Nicotine inhaler,
06. Zyban, also called Wellbutrin or bupropion,
07. Chantix, also called varenicline,
08. Other medications to help you quit? [Specify]

66. No products or medication **SKIP TO SF12**
77. Don't know
99. Refused

SF11b. Where did you get your products or medications? (check all that apply)

01. Iowa Quitline
02. Pharmacy
03. Other [SPECIFY]

SF12. Other than the quitline or medications, did you use any other kinds of assistance to help you quit over the past **[seven or thirteen]** months, such as advice from a health professional, or other kinds of quitting assistance?

[Interviewer: Let respondent free-respond and prompt with response categories if needed.]

- 01. Advice from a health professional
- 02. Website [Specify]
- 03. Telephone program [Specify]
- 04. Counseling program [Specify]
- 05. Self-help materials [Specify]

- 06. Something else [Specify]

- 66. No other assistance
- 77. Don't know
- 99. Refused

ECIG1. Do you ever use e-cigarettes instead of smoking cigarettes?

Note: e-cigarettes are also called electronic, or vapor cigarettes

- 1 Yes
- 2 No **SKIP TO NQ5**

- 7 Don't know/Not sure
- 9 Refused

ECIG2. Do you currently use e-cigarettes every day, some days, or not at all?

- 1 Everyday
- 2 Some Days
- 3 Not at all

- 7 Don't know/Not Sure
- 9 Refused

ECIG3. Why do you use e-cigarettes? Just answer yes or no for each one.

- a. To help quit smoking cigarettes
- b. E-cigarettes are better for your health than tobacco
- c. E-cigarettes are less expensive than regular cigarettes
- d. E-cigarettes can be smoked in more places than regular cigarettes
- e. E-cigarettes don't bother others with secondhand smoke
- f. Other (specify: _____)

1 Yes

2 No

7 Don't know/Not Sure

9 Refused

NQ5. Please tell me how strongly you agree or disagree with the following statements.

- a. The people at Quitline listened carefully to what I said.
- b. The people at Quitline cared about whether my quit attempt was successful.
- c. Using Quitline was inconvenient for me.
- d. The people at Quitline were helpful.

IFSF4A<1>, SKIP TO WQ1a

NQ6. Please tell me how strongly you agree or disagree with the following statements.

- a. I feel better prepared for my next quit attempt because I used Quitline.
- b. Calling Quitline did not make it easier for me to quit using tobacco products.
- c. The Quitline services were good, I just wasn't ready to quit.
- d. No matter how hard I try, I just can't quit smoking.
- e. I am going to keep trying to quit smoking.
- f. By this time next year, I will no longer be smoking cigarettes.

Would you say you...

1. Strongly agree,

2. Agree,

3. Disagree, or

4. Strongly disagree?

7. Don't know/Not sure

8. Respondent has quit within the last 30 days

9. Refused

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org?

1. Yes
2. No **SKIP TO CLOSE**

7. Don't know **SKIP TO CLOSE**
9. Refused **SKIP TO CLOSE**

WQ1b. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?

[] = rating

7. Don't know
9. Refused

CLOSE

That's all the questions I have. The answers of all the participants interviewed will be combined to describe people's experiences with the program and to guide its future development. If you have questions about this survey you may call Mitchell Avery at (319) 273-2105. Thank you for your time and cooperation with this survey. Good-bye.

Appendix B:

Item Frequency Tables

SF1. Overall, how satisfied were you with the service you received from the Quitline?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Very satisfied	459	47.1	47.6	146	36.5	37.5
Mostly satisfied	222	22.8	23.0	122	30.5	31.4
Somewhat satisfied	181	18.6	18.8	77	19.3	19.8
Not at all satisfied	102	10.5	10.6	44	11.0	11.3
Don't know/Not sure	9	0.9	--	9	2.3	--
Not asked/No response	1	0.1	--	2	0.5	--

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her? Would you say...?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes, definitely	632	64.9	65.8	236	59.0	60.7
Yes, I think so	233	23.9	24.3	111	27.8	28.5
No, I don't think so	47	4.8	4.9	22	5.5	5.7
No, definitely not	48	4.9	5.0	20	5.0	5.1
Don't know/Not sure	13	1.3	--	10	2.5	--
Not asked/No response	1	0.1	--	1	0.3	--

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	692	71.0	71.0	306	76.5	76.5
No	282	29.0	29.0	94	23.5	23.5
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	--	--	--	--	--	--

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	635	65.2	91.8	280	70.0	91.5
No	57	5.9	8.2	26	6.5	8.5
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	282	29.0	--	94	23.5	--

SF4. What types of tobacco have you used in the past 30 days? Have you used...

	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
a. Cigarettes						
Yes	654	67.1	94.5	281	70.3	91.8
No	38	3.9	5.5	25	6.3	8.2
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	282	29.0	--	94	23.5	--
b. Cigars, cigarillos, or little cigars						
Yes	49	5.0	7.1	23	5.8	7.5
No	643	66.0	92.9	282	70.5	92.5
Don't know/Not sure	--	--	--	1	0.3	--
Not asked/No response	282	29.0	--	94	23.5	--
c. Pipe						
Yes	11	1.1	1.6	2	0.5	0.7
No	681	69.9	98.4	304	76.0	99.3
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	282	29.0	--	94	23.5	--
d. Chewing tobacco, snuff, or dip						
Yes	27	2.8	3.9	13	3.3	4.2
No	665	68.3	96.1	293	73.3	95.8
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	282	29.0	--	94	23.5	--
e. Other						
Yes	8	0.8	1.2	3	0.8	1.0
No	684	70.2	98.8	303	75.8	99.0
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	282	29.0	--	94	23.5	--

OF4e1. What types of other products do you use? [Select all that apply]						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Bidis	--	--	--	--	--	--
Kreteks	--	--	--	--	--	--
Tobacco pouches or snus	--	--	--	--	--	--
Tobacco orbs	--	--	--	--	--	--
Tobacco strips	--	--	--	--	--	--
Water pipes or hookahs	--	--	--	--	--	--
Other	8	0.8	100.0	3	0.8	100.0
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	966	99.2	--	397	99.3	--

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	501	51.4	76.6	216	54.0	76.9
Some days	112	11.5	17.1	51	12.8	18.1
Not at all	41	4.2	6.3	14	3.5	5.0
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	320	32.9	--	119	29.8	--

OF5a1. How many days did you smoke in the last 30 days? (Calculated Variable) SF6a. How many cigarettes do you smoke per day on the days that you smoke?				
	7-Month Follow-Up		13-Month Follow-Up	
	Days in past 30	Cigarettes/day	Days in past 30	Cigarettes/day
Mean	25.4	13.9	25.4	15.4
Range	0-30	1-60	0-30	1-75
Don't know/Not sure %	0.4	0.9	0.3	1.3
Not asked/No response %	33.3	37.1	30.0	33.3

SF5b. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	22	2.3	44.9	11	2.8	47.8
Some days	21	2.2	42.9	11	2.8	47.8
Not at all	6	0.6	12.2	1	0.3	4.3
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	925	95.0	--	377	94.3	--

SF5c. Do you currently smoke a pipe everyday, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	2	0.2	18.2	--	--	--
Some days	6	0.6	54.5	--	--	--
Not at all	3	0.3	27.3	2	0.5	100.0
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	963	98.9	--	398	99.5	--

SF5d. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	12	1.2	44.4	6	1.5	46.2
Some days	13	1.3	48.1	4	1.0	30.8
Not at all	2	0.2	7.4	3	0.8	23.1
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	947	97.2	--	387	96.8	--

SF5e. Do you currently use other tobacco products everyday, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	3	0.3	37.5	2	0.5	66.7
Some days	4	0.4	50.0	1	0.3	33.3
Not at all	1	0.1	12.5	--	--	--
Don't know/Not sure	--	--	--	--	--	--
Not asked/No response	966	99.2	--	397	99.3	--

SF7. How soon after you wake up do you smoke your first cigarette?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Within 5 minutes	207	21.3	34.2	90	22.5	34.1
6 to 30 minutes	212	21.8	35.0	97	24.3	36.7
31 to 60 minutes	71	7.3	11.7	31	7.8	11.7
More than 60 minutes	115	11.8	19.0	46	11.5	17.4
Don't know/Not sure	6	0.6	--	3	0.8	--
Not asked/No response	363	37.3	--	133	33.3	--

SF8a. Do you intend to quit using cigarettes within the next 30 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	394	40.5	64.8	151	37.8	55.9
No	214	22.0	35.2	119	29.8	44.1
Don't know/Not sure	45	4.6	--	11	2.8	--
Not asked/No response	321	33.0	--	119	29.8	--

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	24	2.5	51.1	12	3.0	54.5
No	23	2.4	48.9	10	2.5	45.5
Don't know/Not sure	1	0.1	--	1	0.3	--
Not asked/No response	926	95.1	--	377	94.3	--

SF8c. Do you intend to quit using a pipe within the next 30 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	8	0.8	88.9	1	0.3	50.0
No	1	0.1	11.1	1	0.3	50.0
Don't know/Not sure	1	0.1	--	--	--	--
Not asked/No response	964	99.0	--	398	99.5	--

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	16	1.6	66.7	7	1.8	58.3
No	8	0.8	33.3	5	1.3	41.7
Don't know/Not sure	2	0.2	--	1	0.3	--
Not asked/No response	948	97.3	--	387	96.8	--

SF9. Since you first called the Quitline on [intake date], did you stop using tobacco for 24 hours or longer because you were trying to quit?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	829	85.1	85.4	341	85.3	85.5
No	142	14.6	14.6	58	14.5	14.5
Don't know/Not sure	3	0.3	--	1	0.3	--
Not asked/No response	--	--	--	--	--	--

OF91. How many times did you stop using tobacco for 24 hours or longer?		
	7-Month number of quit attempts	13-Month number of quit attempts
Mean	3.15	3.72
Range	1-76	1-60
Don't know/Not sure	3.8	4.8
Not asked/No response	14.6	14.5

SF11a. Since you first called the Quitline [7 or 13] months ago, have you used any medications to help you quit?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	664	68.2	68.2	243	60.8	60.8
No	309	31.7	31.8	157	39.3	39.3
Don't know/Not sure	1	0.1	--	--	--	--
Not asked/No response	--	--	--	--	--	--

SF11. Since you first called the Quitline [7 or 13] months ago, have you used any of the following products or medications to help you quit? [Select all that apply]						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Nicotine patches	337	34.6	50.8	128	32.0	52.7
Nicotine gum	100	10.3	15.1	54	13.5	22.2
Nicotine lozenges	74	7.6	11.1	32	8.0	13.2
Nicotine spray	1	0.1	0.2	--	--	--
Nicotine inhaler	7	0.7	1.1	6	1.5	2.5
Zyban (Wellbutrin / bupropion)	43	4.4	6.5	17	4.3	7.0
Chantix (varenicline)	260	26.7	39.2	83	20.8	34.2
Other medications	11	1.1	1.7	2	0.5	0.8
No products or medication	4	0.4	0.6	1	0.3	0.4
Don't know/Not sure	--	--	--	1	0.3	0.4
Not asked/No response	310	31.8	--	157	39.3	--

SF12. Other than the Quitline or medications, did you use any other kinds of assistance to help you quit over the past [7 or 13] months, such as advice from a health professional, or other kinds of quitting assistance? [Free response. List was not read.]						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Advice from a health professional	99	10.2	10.2	30	7.5	7.5
Website	9	0.9	0.9	1	0.3	0.3
Telephone program	2	0.2	0.2	--	--	--
Counseling program	23	2.4	2.4	2	0.5	0.5
Self-help materials	12	1.2	1.2	9	2.3	2.3
Something else	59	6.1	6.1	29	7.3	7.3
No other assistance	784	80.5	80.5	331	82.8	82.8
Don't know	3	0.3	0.3	1	0.3	0.3
Not asked/No response	--	--	--	--	--	--

ECIG2. Do you currently use e-cigarettes every day, some days, or not at all?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Everyday	31	3.2	10.2	21	5.3	14.1
Some days	117	12.0	38.4	43	10.8	28.9
Not at all	157	16.1	51.5	85	21.3	57.0
Don't know/Not sure	1	0.1	--	--	--	--
Not asked/No response	668	68.6	--	251	62.8	--

ECIG3a. Why do you use e-cigarettes? To help quit smoking cigarettes...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	257	26.4	84.5	130	32.5	87.2
No	47	4.8	15.5	19	4.8	12.8
Don't know/Not sure	1	0.1	--	--	--	--
Not asked/No response	669	68.7	--	251	62.8	--

ECIG3b. Why do you use e-cigarettes? E-cigarettes are better for your health than tobacco...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	172	17.7	62.5	95	23.8	68.3
No	103	10.6	37.5	44	11.0	31.7
Don't know/Not sure	30	3.1	--	10	2.5	--
Not asked/No response	669	68.7	--	251	62.8	--

ECIG3c. Why do you use e-cigarettes? E-cigarettes are less expensive than regular cigarettes...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	152	15.6	52.1	82	20.5	56.6
No	140	14.4	47.9	63	15.8	43.4
Don't know/Not sure	14	1.4	--	4	1.0	--
Not asked/No response	668	68.6	--	251	62.8	--

ECIG3d. Why do you use e-cigarettes? E-cigarettes can be smoked in more places than regular cigarettes...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	178	18.3	59.5	89	22.3	62.2
No	121	12.4	40.5	54	13.5	37.8
Don't know/Not sure	7	0.7	--	6	1.5	--
Not asked/No response	668	68.6	--	251	62.8	--

ECIG3e. E-cigarettes don't bother others with secondhand smoke...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	210	21.6	71.7	103	25.8	71.0
No	83	8.5	28.3	42	10.5	29.0
Don't know/Not sure	13	1.3	--	4	1.0	--
Not asked/No response	668	68.6	--	251	62.8	--

ECIG3f. Why do you use e-cigarettes? Other ...						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	83	8.5	27.3	33	8.3	22.3
No	221	22.7	72.7	115	28.8	77.7
Don't know/Not sure	2	0.2	--	1	0.3	--
Not asked/No response	668	68.6	--	251	62.8	--

NQ5 & NQ6. Please tell me how strongly you agree or disagree with the following statements.						
	7-Month Follow-Up			13-Month Follow-Up		
NQ5a. The people at Quitline listened carefully to what I said	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	564	57.9	59.0	204	51.0	51.6
Agree	301	30.9	31.5	161	40.3	40.8
Disagree	59	6.1	6.2	17	4.3	4.3
Strongly disagree	32	3.3	3.3	13	3.3	3.3
Don't know/Not sure	16	1.6	--	5	1.3	--
Refused	2	0.2	--	--	--	--
Not asked	--	--	--	--	--	--
NQ5b. The people at Quitline cared about whether my quit attempt was successful	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	513	52.7	54.3	188	47.0	48.3
Agree	337	34.6	35.7	162	40.5	41.6
Disagree	49	5.0	5.2	27	6.8	6.9
Strongly disagree	46	4.7	4.9	12	3.0	3.1
Don't know/Not sure	28	2.9	--	10	2.5	--
Refused	1	0.1	--	1	0.3	--
Not asked	--	--	--	--	--	--
NQ5c. Using Quitline was inconvenient for me	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	91	9.3	9.8	33	8.3	8.5
Agree	168	17.2	18.1	84	21.0	21.6
Disagree	361	37.1	39.0	160	40.0	41.1
Strongly disagree	306	31.4	33.0	112	28.0	28.8
Don't know/Not sure	42	4.3	--	7	1.8	--
Refused	6	0.6	--	4	1.0	--
Not asked	--	--	--	--	--	--

NQ5d. The people at Quitline were helpful	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	518	53.2	54.2	191	47.8	48.5
Agree	334	34.3	34.9	164	41.0	41.6
Disagree	61	6.3	6.4	30	7.5	7.6
Strongly disagree	43	4.4	4.5	9	2.3	2.3
Don't know/Not sure	16	1.6	--	6	1.5	--
Refused	2	0.2	--	--	--	--
Not asked	--	--	--	--	--	--
NQ6a. I feel better prepared for my next quit attempt because I used Quitline	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	243	24.9	39.2	95	23.8	36.3
Agree	232	23.8	37.4	106	26.5	40.5
Disagree	95	9.8	15.3	47	11.8	17.9
Strongly disagree	50	5.1	8.1	14	3.5	5.3
Don't know/Not sure	26	2.7	--	15	3.8	--
Refused	--	--	--	--	--	--
Not asked	328	33.7	--	123	30.8	--
NQ6b. Calling Quitline did not make it easier for me to quit using tobacco products	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	79	8.1	12.9	37	9.3	14.1
Agree	141	14.5	23.1	83	20.8	31.7
Disagree	245	25.2	40.1	95	23.8	36.3
Strongly disagree	146	15.0	23.9	47	11.8	17.9
Don't know/Not sure	32	3.3	--	14	3.5	--
Refused	6	0.6	--	5	1.3	--
Not asked	325	33.4	--	119	29.8	--

NQ6c. The Quitline services were good, I just wasn't ready to quit	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	195	20.0	32.1	85	21.3	32.6
Agree	233	23.9	38.4	119	29.8	45.6
Disagree	115	11.8	18.9	42	10.5	16.1
Strongly disagree	64	6.6	10.5	15	3.8	5.7
Don't know/Not sure	34	3.5	--	15	3.8	--
Refused	5	0.5	--	1	0.3	--
Not asked	328	33.7	--	123	30.8	--
NQ6d. No matter how hard I try, I just can't quit smoking	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	187	19.2	30.5	77	19.3	28.8
Agree	211	21.7	34.4	109	27.3	40.8
Disagree	150	15.4	24.5	67	16.8	25.1
Strongly disagree	65	6.7	10.6	14	3.5	5.2
Don't know/Not sure	23	2.4	--	7	1.8	--
Refused	7	0.7	--	4	1.0	--
Not asked	331	34.0	--	123	30.8	--
NQ6e. I am going to keep trying to quit smoking	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	364	37.4	58.0	142	35.5	52.2
Agree	237	24.3	37.7	115	28.8	42.3
Disagree	17	1.7	2.7	11	2.8	4.0
Strongly disagree	10	1.0	1.6	4	1.0	1.5
Don't know/Not sure	11	1.1	--	3	0.8	--
Refused	2	0.2	--	3	0.8	--
Not asked	333	34.2	--	122	30.6	--

NQ6f. By this time next year, I will no longer be smoking cigarettes	Number	Overall %	Valid %	Number	Overall %	Valid %
Strongly agree	252	25.9	45.5	88	22.0	37.1
Agree	248	25.5	44.8	118	29.5	49.8
Disagree	42	4.3	7.6	24	6.0	10.1
Strongly disagree	12	1.2	2.2	7	1.8	3.0
Don't know/Not sure	87	8.9	--	40	10.0	--
Refused	3	0.3	--	3	0.8	--
Not asked	330	33.9	--	120	30.1	--

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org?						
	7-Month Follow-Up			13-Month Follow-Up		
	Number	Overall %	Valid %	Number	Overall %	Valid %
Yes	194	19.9	20.2	62	15.5	15.7
No	768	78.9	79.8	334	83.5	84.3
Don't know/Not sure	11	1.1	--	4	1.0	--
Not asked/No response	1	0.1	--	--	--	--