



State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

## Solicitation

NUMBER

EHP14047

PAGE

1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

ROBERTA WAGNER  
304-558-0067

V  
E  
N  
D  
O  
R

Semloh Consulting  
106 Phyllis Drive  
Charleston, WV 25302

S  
H  
I  
P  
T  
O

HEALTH AND HUMAN RESOURCES  
BPH - EPIDEMIOLOGY AND  
HEALTH PROMOTION  
VARIOUS LOCALES AS INDICATED

DATE PRINTED

10/10/2013

BID OPENING DATE:

11/13/2013

BID OPENING TIME

1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
THE WEST VIRGINIA PURCHASING DIVISION IS SOLICITING BIDS ON BEHALF OF THE WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES, BUREAU FOR PUBLIC HEALTH, DIVISION OF TOBACCO PREVENTION (DTP) AND THE BUREAU FOR MEDICAL SERVICES (MEDICAID) TO ESTABLISH A CONTRACT FOR CONSULTING SERVICES SPECIFIC TO EVALUATION AND REPORTING FOR THE WEST VIRGINIA TOBACCO CESSATION QUITLINE PER THE ATTACHED SPECIFICATIONS & INSTRUCTION TO BIDDERS.						
0001	50	HR	961-20			
CONSULTANT FOR WVDTP CESSATION QUITLINE CONSULTING SERVICES.						
0002	50	HR	961-20			
CONSULTANT FOR MEDICAID CESSATION QUITLINE CONSULTING SERVICES.						

11/12/13 10:09:05 AM  
West Virginia Purchasing Division

SIGNATURE

Alan P. Holmes  
DIRECTOR

TELEPHONE

304-344-3838

DATE

11/11/2013

TITLE

FEIN

ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

## Solicitation

NUMBER

EHP14047

PAGE

2

ADDRESS CORRESPONDENCE TO ATTENTION OF:

ROBERTA WAGNER  
304-558-0067

RFQ COPY

TYPE NAME/ADDRESS HERE

**VENDOR**

SEMLON CONSULTING  
106 PHYLLIS DRIVE  
CHARLESTON, WV 25302

SHIP TO

HEALTH AND HUMAN RESOURCES  
BPH - EPIDEMIOLOGY AND  
HEALTH PROMOTION  
VARIOUS LOCALES AS INDICATED

DATE PRINTED

10/10/2013

BID OPENING DATE: 11/13/2013

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
***** THIS IS THE END OF RFQ EHP14047 ***** TOTAL:						

SIGNATURE

Alan P. Holmes

TELEPHONE

ELEPHONE  
304-3443838

DATE

11/11/2013

TITLE
-------

DIRECTOR

FEIN

ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



# VENDOR PREFERENCE CERTIFICATE

Certification and application\* is hereby made for Preference in accordance with **West Virginia Code, §5A-3-37**. (Does not apply to construction contracts). **West Virginia Code, §5A-3-37**, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. ☒ **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. ☒ **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. ☐ **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. ☒ **Application is made for 5% resident vendor preference for the reason checked:**  
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. ☐ **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**  
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. ☐ **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**  
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. ☐ **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**  
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: SEMLON CONSULTING

Signed: Alan P. Johns

Date: 11/11/2013

Title: Director

## Consultant Hourly Rate for WVDTP :

Item	Est. Hours/Month	Rate/hour	Extended Price A
Cessation Quitline Consulting Services (See Item 4.1 through 4.4 )	50	\$ 60.00	\$ 3,000.00

\* Travel costs shall be included in hourly rate

## Consultant Hourly Rate for Medicaid:

Item	Est. Hours/Month	Rate/hour	Extended Price B
Cessation Quitline Consulting Services (See Item 4.1 through 4.4 )	50	\$ 60.00	\$ 3,000.00

\* Travel costs shall be included in hourly rate

Overall Total (Extended Price A+B) \$ 6,000.00

Note: Quantities (hours) listed are estimates and are for evaluation purposes only. Actual hours are not guaranteed or implied.

\*Award will be based on the lowest overall total bid meeting specifications.

## Bidder/Vendor Information:

Name: SEMLOH CONSULTING

Address: 106 PHYLLIS DRIVE  
CHARLESTON, WV 25302

Phone: 304-344-3838

Fax: 7036564993

E-mail: SEMLOH1@SUDDENLINK.NET

STATE OF WEST VIRGINIA  
Purchasing Division

## PURCHASING AFFIDAVIT

**MANDATE:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**DEFINITIONS:**

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

Vendor's Name: SEMLOH CONSULTING

Authorized Signature: Al P. Holmes Date: 11/14/13

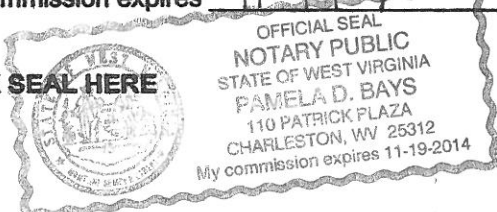
State of WV

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 4 day of November, 2013.

My Commission expires 11-19-14, 2014.

AFFIX SEAL HERE



NOTARY PUBLIC

Pamela D. Bays

Purchasing Affidavit (Revised 07/01/2012)

**CERTIFICATION AND SIGNATURE PAGE**

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

SEMLOH CONSULTING  
(Company)

Alan P. Holmes  
(Authorized Signature)

ALAN P. HOLMES, DIRECTOR  
(Representative Name, Title)

307-344-3838      7036564993  
(Phone Number)      (Fax Number)

11/11/2013  
(Date)

# Technical Proposal Solicitation EHP14047

---

SEMLOH Consulting

11/12/2013

## **Technical Proposal**

In response to RFP EHP14047, please find the following proposal for providing a contract for consulting services specific to evaluation and reporting for the West Virginia Tobacco Cessation Quitline enrollee data on behalf of the West Virginia Department of Health and Human Resources, Bureau for Public Health, Division of Tobacco Prevention and the Bureau for Medical Services.

### **Introduction:**

For the period of 2003 through 2013, SEMLOH Consulting has provided through Partners In Corporate Health, then beBetter Networks, Inc, a series of management, evaluation and reports for the West Virginia Tobacco Quitline. Starting in 2003 and continuing through 2012 SEMLOH Consulting has produced ten Annual Reports comprised of 6 month Quit Rates including a report of program operations and major findings of the West Virginia Tobacco Quitline. In addition to these 6 month Quit rate statistics, starting in 2007 and continuing for five years SEMLOH Consulting has produced an Annual Report Addendum: 6 & 12 Month Outcomes for the WV Tobacco Quitline.

All ten of these yearly reports and all of the five year Addendum 6 & 12 Month Outcome have included statistics for both the Bureau for Medical Services (Medicaid) as well as for the Bureau for Public Health (Insurance categories of Other Insurance and No Insurance and Special Populations).

### **Scope of Work:**

SEMLOH Consulting has for the past ten years and for the purpose of this RFP will continue to design and implement an assessment plan for the WV Tobacco Cessation Quitline. This assessment plan will include a comprehensive annual report detailing the Quitline protocols and performing evaluation and services included. Such analysis will include detailing caller satisfaction, quit rate calculations and will calculate a return on investment.

**Caller satisfaction** will include overall program satisfaction by Insurance type, by gender, by education, satisfaction with the enrollment process, the helpfulness of education materials, helpfulness of phone coaching, satisfaction with nicotine withdrawal therapy and participants most helpful of these services.

**Quit rate calculations** will include 6 month quit rates as well as quit attempts and quit relapse and will be presented by both the responder and intent to treat methodology by the demographics of Insurance type, age, gender, ethnicity, pregnancy status, motivation levels to quit, status of living with other tobacco user, number of coaching calls received, packs of cigarettes smoked, time of first tobacco used after awaking and type of tobacco product used. Quit rates will also be expressed in 95% confidence intervals (+/- 5% tolerable error rates) for the same demographic categories in order to determine statistical significance of quit rates.

**Return On Investment calculations** will be calculated for one year quit savings utilizing WV Bureau for Public Health West Virginia specific statistics and will include both economic as well as direct health care cost savings per quit tobacco user. Return on Investment will be calculated by determining these savings per dollar of program investment.

In addition to including satisfaction quit rate calculations and returns on investment, this report will also include detailed enrollment demographics by Insurance type, gender, age, education, region, ethnicity, and pregnancy status. Penetration ratios will be calculated for the history of the Quitline as well as for the present year by both region as well as county of enrollment.



The reporting of these elements will be presented in an Annual Report as detailed in the attached Presentation of Annual Report.

**Contracting services;**

SEMLOH Consulting will build relationships, clarify individual responsibilities and roles among all agencies and attend all meetings in the performance of this evaluation consulting services.

For a period from 1989 through 2001, the Director of SEMLOH Consulting has from the formation of the West Virginia Tobacco control program maintained a good working relationship with multiple agencies and nonprofit organizations throughout the state as well as with national agencies and organizations.

**NAQC Standards**

SEMLOH Consulting was a member of NAQC for five years and participated in monthly conference calls to establish and define NAQC standards on performance indicators, quitline performance standards, minimum data sets as well as evaluation protocols. In addition consultant has reviewed the literature on research performed and published on quitline performance and protocols and data issues related to the relevance of quitlines aggravated from individual quitlines throughout North America. SEMLOH Consulting will continue to monitor NAQC standards in evaluating tobacco cessation quitlines and follow all standards in the evaluations under this solicitation.

**Qualifications;**

**Master Degree**

The Director of SEMLOH Consulting holds a Master's Degree (Attached) in Business Administration from West Virginia University. This Master degree was heavily focused on quantitative research and included a Research Thesis on the Qualitative analysis of Utility Rate Reform utilizing statistical analysis of multiple rate structures utilizing SPSS and SAS computer programs.

In addition to this master's degree, the Director of SEMLOH consulting has through twenty five years of experience as 1) Director and creator of the West Virginia Health Statistics Center and 2) Director of the Office of Epidemiology and Health Promotion and 3) one of the founders of the WV Tobacco Coalition and initial 4) Director of the Division of Tobacco Prevention acquired vast knowledge and expertise in the areas of both epidemiology as well as health statistics. Consultant has twenty years of experience in twenty five program areas of Public Health including health statistics, statistical services, vital registration, chronic disease programs of diabetes, cardiovascular, tobacco cessation, tobacco advocacy, tobacco epidemiology, tobacco media advocacy, clean indoor air, injury control, osteoporosis, asthma, physical activity, cancer control, cancer registry, AIDS, infectious disease and disease surveillance, influenza, sexual transmitted diseases, and rabies control.

In addition for ten years as Director of SEMLOH Consulting, the consultant's focus has been particularly concentrated on elements of tobacco cessation epidemiology.

***Experience in computer Programs***

SEMLOH Consulting through its Director has a vast experience of 43 years in the areas of Microsoft Excel, Access, Word, Publisher and Power Point as well as SPSS and SAS.

Examples of utilization of these are displayed in the Attached Reports: The West Virginia Tobacco Quitline Program 2011 Annual Report and 2011 Annual Report Addendum 6 & 12 Month Outcomes.

***Work With WV Cessation Quitline Vendor.***

SEMLOH Consulting has for the past ten years and will for purposes of this proposal work with the successful WV Tobacco Cessation Quitline Vendor and its data analyst to generate such data that DTP and Medicaid requires and will provide written reports as needed. SEMLOH Consulting will advise the Quitline vendor as to required sampling procedures and minimum data to be collected on enrollments and post surveys.

***Skills Required***

SEMLOH Consulting through its Director has 41 years of experience as a Transmission Planning engineer, the Director of the Health Statistics Center, the Director of Epidemiology and Health Promotion and Director of SEMLOH Consulting in goal setting, planning and achieving an environment of team work and coordination. Within the Bureau of Public Health the Director has worked with multiple interagency as well as other state entities and with over eight different nonprofit organizations and coalitions exhibited the ability of achieving an environment of team work. In addition the Director has served on four statewide Associations (listed on resume.) In particular such planning and coordination has been experienced for over 15 years with the WV Tobacco Coalition.

Through a total of 57 publications (listed on resume) the Director has communicated through written reports and other electronic communications as well as through over 50 oral presentations at conferences and statewide meetings to present goals and present complex epidemiological issues to a wide audience.

***Resume***

A resume for Alan P. Holmes is attached for review.

***Mandatory Contract Service Deliverables***

4.1 SEMLOH Consulting has over the past ten years and will upon award of the contract meet with DTP and West Virginia University's evaluation oversight and coordinating unit to finalize the work plan for the evaluation of the Tobacco Quitline Program.

4.2 SEMLOH Consulting will submit monthly reports as required to cessation manager and Medicaid representative.

4.3 SEMLOH Consulting has for the past ten years and will for purposes of this contract assess Quitline quit rates using responder and intent to treat methodology for both 6 month (7 months after enrollment) point prevalence as well as for 12 month prevalence's. The methodology employed as well as standards set by the North American Quitline Consortium will be followed in reporting of this data. (See Presentation of Annual Report under scope of work)

SEMLOH Consulting will work with the WV Quitline Cessation Vendor to acquire requested post survey sample as well as required enrollment information required to calculate and present this information in two annual reports.

4.4 SEMLOH Consulting has for the past ten year and will for purposes of this proposal work under the guidance and with the collaboration of the West Virginia University's Evaluation Oversight Coordinating Unit to write quitline reports. Consultant was a member of the advisory council of the West Virginia University Prevention Research Center and was responsible for West Virginia University's responsibilities as the Evaluation Oversight Coordinating Unit DTP's Program evaluator. Consultant has over 30 years' experience in working with West Virginia University in the areas of health data and research.

#### ***9.1.1 Tobacco - Free Environment***

SEMLOH Consulting is a tobacco free entity and will adhere to a tobacco free environment at any event covered under the contractual or sub contractual agreements.

#### ***9.1.2 Acceptance of Tobacco Company Funding***

SEMLOH Consulting shall not accept funding or gifts from tobacco companies, nor engage in any external activities for pay underwritten by tobacco companies.

### ***10. Contract Manager***

The primary contract manager responsible for overseeing SEMLOH Consulting under this contract will be:

***Contract Manager:*** Alan P. Holmes

***Telephone Numbers:*** Land Line 304 344-3838

I Phone 304 549-9517

***Fax Number:*** 703 656-4993

***Email Address:*** semloh1@suddenlink.net

## **Presentation of Annual Report**

The following is an outline of the scope of work covered in the Annual Report.

### **Executive Summary & Summary of Statistics and Analysis**

#### **Program Overview**

WV Tobacco Quitline Algorithm, Exhibit 1

WV Tobacco Quitline Logic Model, Exhibit 2

Enrollment Process

#### *Incoming Calls*

Table 1, Incoming Calls, January 2015-June 2015

Exhibit 3, Incoming Calls, January 2015-June 2015

#### *Eligibility*

Table 2, Participant Level of Motivation

#### *Intake Process*

Table 3, Participant Enrollment by Month 2014

Exhibit 4, Enrollment Total by Agency by Month 2014

Exhibit 5, Enrollment by Agency by Month 2014

Table 4, Participant Enrollment January 2015-June 2015

Exhibit 6, Participant Enrollment January 2015-June 2015

Table 5, Comparison of Enrollment Totals July 2000-June 2012

Table 6, Participant Pregnant Population

Table 7, Participant Gender Distribution

Table 8, Participant Ethnicity

Table 9, Participant Ethnicity: Hispanic or Latino

Table 10, Participant Age Distribution

Exhibit 7, Participant Age Distribution

Table 11, Participant Education Background

Table 12, Participant Reported Referral

Table 13, Summary of Services Delivered

### **Penetration Ratio**

Table 14, Penetration Rates by County—2014

Exhibit 8, Penetration Rates by County—2014

Table 15, Penetration Rates by County—Cumulative 2002—2014

Exhibit 9, Penetration Rates by County—Cumulative 2002—2014

Table 16, Quitline Penetration Rates By Region 2014

Table 17, Penetration Rates By Regions (RTPCC) 2014

### **Evaluation**

Exhibit 10, Schematic of Quitline Populations

### ***Participant Satisfaction***

Table 18, Participant Overall Satisfaction with Program by Insurance Type

Table 19, Participant Overall Satisfaction with Program by Gender

Table 20, Participant Overall Satisfaction with Program by Education

Table 21, Participant Satisfaction of Enrollment Process

Table 22, Participant Reported Helpfulness of Educational Materials

Table 23, Participant Helpfulness of Phone Coaching Service

Table 24, Participant Satisfaction with NWT

Table 25, Participant Reported Most Helpful Service

### ***Quit Rate/Quit Attempts***

Exhibit 11, Quitline Populations

Exhibit 12, Demographic Levels of Quitline Statistics and Analysis

Table 26, Quit Rate & Quit Attempts Responder Methodology by Insurance

Table 27, Quit Rate & Quit Attempts Intent to Treat Methodology by Insurance

Table 28, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Insurance

Exhibit 13, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Insurance

Table 29, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Insurance

Exhibit 14, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Insurance

Table 30, Averaged Quit Rate Confidence Interval by Insurance

Exhibit 15, Averaged Quit Rate Confidence Interval by Insurance

Table 31 Averaged Quit Attempts Confidence Interval by Insurance

Exhibit 16, Averaged Quit Attempts Confidence Interval by Insurance

Table 32 , Quit Rate & Quit Attempts Responder Methodology by Overall  
Program Satisfaction

Table 33, Quit Rate & Quit Attempts Responder Methodology by Region

Table 34, Quit Rate & Quit Attempts Intent To Treat by Region

Table 35, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Region

Table 36, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Region

Table 37, Averaged Quit Rate Confidence Interval by Region

Exhibit 17, Averaged Quit Rate Confidence Interval by Region

Table 38, Quit Rate & Quit Attempts Responder Methodology by Gender



Table 39, Quit Rate & Quit Attempts Intent to Treat Methodology by Gender

Table 40, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Gender

Table 41, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Gender

Table 42, Averaged Quit Rate Confidence Interval by Gender

Exhibit 18 Averaged Quit Rate Interval by Gender

Table 43, Quit Rate & Quit Attempts Responder Methodology by Ethnicity

Table 44, Quit Rate & Quit Attempts Intent to Treat Methodology by Ethnicity

Table 45, Quit Rate & Quit Attempts Confidence Interval Completer/Responder  
Methodology by Ethnicity

Table 46, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Ethnicity

Table 47, Averaged Quit Rate Confidence Interval by Ethnicity

Exhibit 19 Averaged Quit Rate Confidence Interval by Ethnicity

Table 48, Quit Rate & Quit Attempts Responder Methodology by Pregnant

Table 49, Quit Rate & Quit Attempts Intent to Treat Methodology by Pregnant

Table 50, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Pregnant

Table 51, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Pregnant

Table 52, Averaged Quit Rate Confidence Interval by Pregnant

Exhibit 20 Averaged Quit Rate Confidence Interval by Pregnant

Table 53, Quit Rate & Quit Attempts Responder Methodology by Age

Table 54, Quit Rate & Quit Attempts Intent to Treat Methodology by Age

Table 55, Quit Rate & Quit Attempts Confidence Interval /Responder Methodology by Age

Table 56, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Age

Table 57, Averaged Quit Rate Confidence Interval by Age

Exhibit 21, Averaged Quit Rate Confidence Interval by Age

Table 58, Quit Rate & Quit Attempts Responder Methodology by Education

Table 59, Quit Rate & Quit Attempts Intent to Treat Methodology by Education

Table 60, Quit Rate & Quit Attempts Confidence Interval Completer/Responder Methodology by Education

Table 61, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Education

Table 62, Averaged Quit Rate Confidence Interval by Education

Exhibit 22, Averaged Quit Rate Confidence Interval by Education

Table 63, Quit Rate & Quit Attempts Responder Methodology by Motivation Level

Table 64, Quit Rate & Quit Attempts Intent to Treat Methodology by Motivation Level

Table 65, Quit Rate & Quit Attempts Confidence Interval Completer/Responder Methodology by Motivation Level

Table 66, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Motivation Level

Table 67, Averaged Quit Rate Confidence Interval by Motivation Level

Exhibit 23, Averaged Quit Rate Confidence Interval by Motivation Level

Table 68, Quit Rate & Quit Attempts Responder Methodology by Live With Other Smoker

Table 69, Quit Rate & Quit Attempts Intent to Treat Methodology by Live With Other Smoker

Table 70, Quit Rate & Quit Attempts Confidence Interval Responder  
Methodology by Live With Other Smoker

Table 71, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Live With Other Smoker

Table 72, Averaged Quit Rate Confidence Interval by Live With Other Smoker

Exhibit 24, Averaged Quit Rate Confidence Interval by Live With Other  
Smoker

Table 73, Quit Rate & Quit Attempts Responder Methodology by Number of  
Coaching Calls

Table 74, Quit Rate & Quit Attempts Intent to Treat Methodology by Number  
of Coaching Calls

Table 75, Quit Rate & Quit Attempts Confidence Interval  
Completer/Responder Methodology by Number of Coaching Calls

Table 76, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Number of Coaching Calls

Table 77, Averaged Quit Rate Confidence Interval by Number of Coaching  
Calls

Exhibit 25, Averaged Quit Rate Confidence Interval by Number of Coaching  
Calls

Table 78, Quit Rate & Quit Attempts Responder Methodology by Cigarette  
Packs

Table 79, Quit Rate & Quit Attempts Intent to Treat Methodology by Cigarette  
Packs

Table 80, Quit Rate & Quit Attempts Confidence Interval  
Completer/Responder Methodology by Cigarette Packs

Table 81, Quit Rate & Quit Attempts Confidence Interval Intent to Treat  
Methodology by Cigarette Packs

Table 82, Averaged Quit Rate Confidence Interval by Cigarette Packs

Exhibit 26, Averaged Quit Rate Confidence Interval by Cigarette Packs

Table 83, Quit Rate & Quit Attempts Responder Methodology by Time After Awakening

Table 84, Quit Rate & Quit Attempts Intent to Treat Methodology by Time After Awakening

Table 85, Quit Rate & Quit Attempts Confidence Interval Completer/Responder Methodology by Time After Awakening

Table 86, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Time After Awakening

Table 87, Averaged Quit Rate Confidence Interval by Time After Awakening

Exhibit 27, Averaged Quit Rate Confidence Interval by Time After Awakening

Table 88, Quit Rate & Quit Attempts Responder Methodology by Tobacco Type

Table 89, Quit Rate & Quit Attempts Intent to Treat Methodology by Tobacco Type

Table 90, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Tobacco Type

Table 91, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Tobacco Type

Table 92, Averaged Quit Rate Confidence Interval by Tobacco Type

Exhibit 28, Averaged Quit Rate Confidence Interval by Tobacco Type

### **Return On Investment**

Exhibit 29, ROI Algorithm

Table 93, Number of Quit Tobacco Users by Methodology

Table 94, Tobacco Cost Savings Per Smoker by Methodology

Table 95, Return On Investment Range by Methodology

Exhibit 30, Return On Investment Range by Methodology

Exhibit 31, Return On Investment High & Low Range by Methodology

Table 96, Average Return On Investment

Exhibit 32, Average Return On Investment

Exhibit 33, Average Cost Savings & Program Costs

## **Summary**

## **Appendix**

Table A1, Participant Tobacco Type Used

Table A2, Participant Lived with Other Tobacco Users

Table A3, Participant Worked with Other Tobacco Users

Table A4, Participant Reported Tobacco Breaks with Co-Workers

Table A5, Participant Previously Tried to Quit Using Tobacco

Table A6, Participant Previous Quit Attempts

Table A7, Participant Reported Reason for Quitting

Table A8, Participant Reported Reasons for Relapse

Table A9, Participant Confidence in Staying Quit

**Alan P. Holmes**

**304-344-3838 Office Charleston**

**I Phone**

**semloh1@suddenlink.net email**

## **EMPLOYMENT**

### **2003 – 2013 - Semloh Consulting:**

Director: Epidemiology, Evaluation, Research, Health Promotion Consulting

### **1988 – 2003 - West Virginia Department of Health and Human Resources**

Director: Office of Epidemiology and Health Promotion, Bureau for Public Health

### **1978 – 1988 - West Virginia Department of Health and Human Resources**

Director: Health Statistics Center, Bureau for Public Health

### **1978 – State of West Virginia: Governor's Office of Health Affairs**

Research Economist

### **1977 – State of West Virginia: Office of the Governor**

Staff Assistant for Research to Governor's Chief of Staff

### **1976 – 1977 - A. P. Holmes Consulting**

Director: Economic Modeling and Survey Research Consulting

### **1971 – 1976 - Allegheny Power Service Corporation**

Transmission Planning Engineer

## **EDUCATION**

### **1974 – 1975 - Fairmont State College**

Courses in Public Administration, Community Planning, Epidemiology, Survey Research

### **1970 – 1971 - West Virginia University**

**Masters of Business Administration (MBA)**

### **1965 – 1969 - West Virginia University**

**Bachelors of Electrical Engineering (BSEE)**



**RESEARCH PROJECTS/PUBLICATIONS**

West Virginia Tobacco Quit Line Annual Report Addendum 6 & 12 Month Outcomes – 2011  
West Virginia Tobacco Quit Line Annual Report – 2011  
West Virginia Tobacco Quit Line Annual Report Addendum 6 & 12 Month Outcomes – 2010  
West Virginia Tobacco Quit Line Annual Report – 2010  
West Virginia Tobacco Quit Line Annual Report Addendum 6 & 12 Month Outcomes – 2009  
West Virginia Tobacco Quit Line Annual Report – 2009  
West Virginia Tobacco Quit Line Annual Report – 2008  
Getting Better by Not Getting Worse – A Cohort Report on the Initial Phase of the Improve Your Score Program 2008 - 2009 Public Employee Insurance Agency  
West Virginia Tobacco Quit Line Annual Report Addendum: 6 & 12 Month outcomes - 2007  
West Virginia Tobacco Quit Line Annual Report - 2007  
West Virginia Tobacco Quit Line Annual Report - 2006  
A Marketing Study To Test the Impact of Provider Newsletters and Promotional Tools  
On Quitline Call Volumes – 2006  
The Janet Wells 2005 Media Campaign WV Tobacco Quitline - 2006  
West Virginia Tobacco Quit Line Annual Report - 2005  
Energy Corporation of America – A Cohort Assessment of Multiple Health Screenings 2001-2005  
PEIA Pathways To Wellness – Annual Report 2005  
Public Employees Insurance Agency – Weight Management Program Benefits-  
A Review of Pilot Participants 2004  
A Cohort Assessment of Multiple Health Screenings PEIA – 1998-2004  
PEIA Pathways To Wellness – Annual Report 2004  
Stepping Stones Pedometer Program W.V. Pathways to Wellness – 2004  
Health Screening Gender Differences WVPEIA - 2004  
An Assessment of Health Screenings W.V. Public Employees Insurance Agency – 2004  
West Virginia Tobacco Quit Line Annual Report - 2004  
West Virginia Tobacco Quit Line Annual Report – 2003  
WV Pathways to Wellness Stepping Stones Pedometer Program 2002/2003  
Tobacco Prevention in West Virginia – A Progress Report – 2003  
The Burden of Diabetes in West Virginia - 2002  
A Healthier Future for West Virginia – Health People 2010 – 2001  
The Burden of Cardiovascular Disease in West Virginia – 2001  
West Virginia Behavioral Risk Factor Surveillance System Annual Reports 1984 – 2001  
West Virginia Vital Statistic – Annual Reports 1978 – 2001  
Cancer in West Virginia – Incidence and Mortality – 1993 – 1999  
The Burden of Osteoporosis in West Virginia – 1998  
The Status of Leisure-Time Physical Activity in West Virginia – 1995  
Heart Disease and Stroke: Cardiovascular Disease in West Virginia - 1993  
West Virginia County Health Profiles – 1992 & 1998

Vietnam Veterans Mortality Study - 1989  
 A Readership Survey of AnchorScope – 1983  
 Drinking and Driving Among Young West Virginians – 1983  
 A Prevalence Survey of West Virginia Risk Factors – 1982  
 A Survey of Harrison County Attitudes on County Education – 1981  
 Health Care Facility Financial Disclosure – An Analysis of Profitability Hospitals FY1980 – 1982  
 Health Care Facility Financial Disclosure – An Analysis of Charges Hospitals FY 1980 - 1982  
 West Virginia Housing Development - \$100 Million Mortgage Bond Allocation Formulas – 1980  
 Study of Coal Group Employees Pittston Post – 1979  
 Survey of Residential First Mortgage Loan Markets – Six County Surveys – 1979  
 A Survey of Political Attitudes in Mercer County – 1978  
 Survey of West Virginia Coal Miners on 1978 Contract – 1978  
 Survey of Safety Issues on Coal Haulage – 1978  
 Survey of West Virginia Coal Miners – 1977  
 Study of Alternative Utility Rate Structures for the West Virginia State Legislature– 1977  
 A Survey of Political Attitudes in West Virginia – Rahall For Congress – 1976  
 A Survey of Political Attitudes in West Virginia – 14 Weekly Surveys-Rockefeller For Governor – 1976  
 A Survey of Southern West Virginia Coal Miners – 1975  
 A Study of Voter Turnout – 1974 for John D Rockefeller  
 Analysis of 1972 West Virginia Gubernatorial Election – for John D Rockefeller 1974  
 Feasibility of Service Charges – Hope Natural Gas Company - 1971

## **ASSOCIATIONS**

- **Healthy West Virginia Coalition** (1991-2003; Chair 1996-2003)
- **American Lung Association of West Virginia** (Board of Directors 1990-1993)
- **State Health Education Council** (1982-2003; Board of Director 1987-1994, 2001-2002; President 1988-1990; Treasurer 1993-1994)
- **Public Health Association** (1980-2003; Executive Council 1989-1991)

# West Virginia University

## THE GRADUATE SCHOOL

THIS DIPLOMA MAKES KNOWN THAT THE WEST VIRGINIA  
BOARD OF REGENTS UPON THE RECOMMENDATION OF THE FACULTY AND  
BY AUTHORITY OF THE STATUTES OF THE STATE HAS BY ITS OFFICERS  
SPECIALLY AUTHORIZED HERETO CONFERRED THE DEGREE

Master of Business Administration

UPON

Alan Haige Holmes

WHO IS ENTITLED TO ENJOY ALL THE RIGHTS, HONORS AND PRIVILEGES  
PERTAINING TO THAT DEGREE

IN TESTIMONY WHEREOF WE HAVE HEREUNTO SUBSCRIBED OUR NAMES AND  
CAUSED THE CORPORATE SEAL OF THE UNIVERSITY TO BE AFFIXED AT  
MORGANTOWN THIS FOURTEENTH DAY OF AUGUST, NINETEEN  
HUNDRED SEVENTY-ONE.



*James S. Harbauer*  
PRESIDENT OF THE UNIVERSITY  
*John C. Kiddle*  
DEAN OF THE SCHOOL

*Amos A. Bolen*  
PRESIDENT, WEST VIRGINIA BOARD OF REGENTS  
*Miner Woodard*  
CHANCELLOR, WEST VIRGINIA BOARD OF REGENTS



The West Virginia Tobacco Quitline Program  
2011 Annual Report Addendum  
6 & 12 Month Outcomes



Submitted by: **SEMLOH CONSULTING**

For: **beBetter**  
HEALTH

## WV Tobacco Quitline Addendum

### Executive Summary

**The West Virginia Tobacco Quitline Program 2011 Annual Report Addendum: Six and Twelve Month Outcomes** is a report of major findings from a twelve month follow-up survey administered by beBetter Health, Inc. This report presents post survey results at the 12 month point prevalence compared to results from the six month point prevalence for the period of January 1 through December 31, 2011 and includes only the Bureau for Public Health (BPH) enrollment categories: No Insurance & Special Populations and Other Insurance. Since the insurance types included in this study are different than the West Virginia Tobacco Quitline 2011 Annual Report, new six month statistics were calculated for baseline comparison.

The *six month responder* point prevalence abstinence or quit rate averaged 37.6% while the *twelve month rate* averaged 32.7% a relative quit rate decrease of 13.0%. The *six month intent to treat* point prevalence abstinence or quit rate averaged 4.7% while the twelve month rate averaged 3.6% a relative quit rate decrease of 23.4%. **In 2011 there was a recidivism or increase in total tobacco use from the 6 to 12 month period for the responder and intent to treat quit rates.** However there were no statistically significant differences between responder and intent to treat quit rates at six and twelve months.

Variations to these rates are noted within the report for the demographics of insurance type, gender, age, education, packs of cigarettes, time of first tobacco use after awaking and tobacco type. Whereas the overall relative *responder* quit rate *decreased* by 13.0% from six to twelve months, among *Other Insurance* types there was a 28.9% *increase* and a 23.5% *decrease* within the *No Insurance & Special Population* group.

While the overall quit rate decreased from 6 to 12 months certain demographic groups experienced no recidivism and quit rates increased from 6 to 12 months. Males exhibited a 2.6% increase, 2+ packs of cigarette user quit rates increased 142% and 31+ minute users for first tobacco use, quit rates increased 5.8%.

## WV Tobacco Quitline Table of Contents

<b>Executive Summary</b>	2
<b>Background</b>	6
<b>Enrollment Summary</b>	6
Table 1, Enrollment by Demographic Categories	7
<b>Evaluation—Analysis</b>	8
Table 2, Quit Rates by Insurance Responder Methodology—Six Month	19
Table 3, Quit Rates by Insurance Responder Methodology—Twelve Month	19
Table 4, Quit Rates by Insurance Intent To Treat (ITT) Methodology—Six Month	20
Table 5, Quit Rates by Insurance ITT Methodology—Twelve Month	20
Table 6, Quit Rates by Insurance Confidence Intervals Responder Methodology—Six Month	21
Table 7, Quit Rates by Insurance Confidence Intervals Responder Methodology—Twelve Month	21
Table 8, Quit Rates by Insurance Confidence Intervals ITT Methodology—Six Month	22
Table 9, Quit Rates by Insurance Confidence Intervals ITT Methodology—Twelve Month	22
Table 10, Quit Rates by Gender Responder Methodology—Six Month	23
Table 11, Quit Rates by Gender Responder Methodology—Twelve Month	23
Table 12, Quit Rates by Gender ITT Methodology—Six Month	24
Table 13, Quit Rates by Gender ITT Methodology—Twelve Month	24
Table 14, Quit Rates by Gender Confidence Interval Responder Methodology—Six Month	25
Table 15, Quit Rates by Gender Confidence Intervals Responder Methodology—Twelve Month	25
Table 16, Quit Rates by Gender Confidence Intervals ITT Methodology—Six Month	26
Table 17, Quit Rates by Gender Confidence Intervals ITT Methodology—Twelve Month,	26
Table 18, Quit Rates by Age Responder Methodology—Six Month	27
Table 19, Quit Rates by Age Responder Methodology—Twelve Month	27
Table 20, Quit Rates by Age ITT Methodology—Six Month	28
Table 21, Quit Rates by Age ITT Methodology—Twelve Month	28



Table 22, Quit Rates by Age Confidence Interval Responder Methodology—Six Month	29
Table 23, Quit Rates by Age Confidence Interval Responder Methodology—Twelve Month	29
Table 24, Quit Rates by Age Confidence Interval ITT Methodology—Six Month	30
Table 25, Quit Rates by Age Confidence Interval ITT Methodology—Twelve Month	30
Table 26, Quit Rates by Education Responder Methodology—Six Month	31
Table 27, Quit Rates by Education Responder Methodology—Twelve Month	31
Table 28, Quit Rates by Education ITT Methodology—Six Month	32
Table 29, Quit Rates by Education ITT Methodology—Twelve Month	32
Table 30, Quit Rates by Education Confidence Interval Responder Methodology—Six Month	33
Table 31, Quit Rates by Education Confidence Interval Responder Methodology—Twelve Month	33
Table 32, Quit Rates by Education Confidence Interval ITT Methodology—Six Month	34
Table 33, Quit Rates by Education Confidence Interval ITT Methodology—Twelve Month	34
Table 34, Quit Rates by # Packs Responder Methodology—Six Month	35
Table 35, Quit Rates by # Packs Responder Methodology—Twelve Month	35
Table 36, Quit Rates by # Packs ITT Methodology—Six Month	36
Table 37, Quit Rates by # Packs ITT Methodology—Twelve Month	36
Table 38, Quit Rates by # Packs Confidence Interval Responder Methodology—Six Month	37
Table 39, Quit Rates by # Packs Confidence Interval Responder Methodology—Twelve Month	37
Table 40, Quit Rates by # Packs Confidence Interval ITT Methodology—Six Month	38
Table 41, Quit Rates by # Packs Confidence Interval ITT Methodology—Twelve Month	38
Table 42, Quit Rates by Awakening Time Responder Methodology—Six Month	39
Table 43, Quit Rates by Awakening Time Responder Methodology—Twelve Month	39
Table 44, Quit Rates by Awakening Time ITT Methodology—Six Month	40
Table 45, Quit Rates by Awakening Time ITT Methodology—Twelve Month	40
Table 46, Quit Rates by Awakening Time Confidence Interval Responder Methodology—Six Month	41

Table 47, Quit Rates by Awakening Time Confidence Interval Responder Methodology—Twelve Month	41
Table 48, Quit Rates by Awakening Time Confidence Interval ITT Methodology—Six Month	42
Table 49, Quit Rates by Awakening Time Confidence Interval ITT Methodology—Twelve Month	42
Table 50, Quit Rates by Tobacco Type Responder Methodology—Six Month	43
Table 51, Quit Rates by Tobacco Type Responder Methodology—Twelve Month	43
Table 52, Quit Rates by Tobacco Type ITT Methodology—Six Month	44
Table 53, Quit Rates by Tobacco Type ITT Methodology—Twelve Month	44
Table 54, Quit Rates by Tobacco Type Confidence Interval Responder Methodology—Six Month	45
Table 55, Quit Rates by Tobacco Type Confidence Interval Responder Methodology—Twelve Month	45
Table 56, Quit Rates by Tobacco Type Confidence Interval ITT Methodology—Six Month	46
Table 57, Quit Rates by Tobacco Type Confidence Interval ITT Methodology—Twelve Month	46
<b>Summary Tables</b>	47
Table 58, Quit Rates Responder, ITT, Averaged—Six and Twelve Months	47
Table 59, Quit Rates Responder Rate Change—Six and Twelve Month	48
Table 60, Quit Rates ITT Rate Change—Six and Twelve Month	49
Table 61, Lost To Follow-Up, Post Surveys Selected, Lost To Follow-Up Changes—Six and Twelve Month	50

## **Background**

The WV Quitline Annual Report covered program operations and major findings for the WV Tobacco Quitline for the calendar year 2011 and included the Bureau for Public Health enrollment for the entire year for both the categories of No Insurance & Special Populations and Other Insurance and also included Medicaid for twelve months. That report presented results for the six month point prevalence by conducting post surveys seven months after enrollment.

In addition to this six month point prevalence, the Bureau for Public Health decided that quit or abstinence rates should be calculated at the 12 month point prevalence and conducted 13 after enrollment for the insurance categories of No Insurance & Special Populations and Other Insurance. Medicaid was not included in this study. This analysis includes enrollment for the Bureau of Public Health for the period of January through December 2011 and presents quit rates for both the six month and twelve month post survey and relative percentage changes from 6 to 12 months.

## **Enrollment Summary**

The total enrollment for the WV Tobacco Quitline for the Bureau for Public Health for the time period January 1 through December 31 was **5,717**(Table 1). The demographic focus of this twelve month analysis included insurance type, gender, age, education, number packs of cigarettes, time after awaking until 1st tobacco use and type tobacco. Enrollment by Insurer was overwhelmingly *No Insurance & Special Populations* with 91.7% compared to *Other* 8.3%. *Females* constituted 65.9%, while *males* accounted for just 34.1%.

The 35 - 54 year old group constituted the largest age category with **44.1%**, followed by  $\leq 34$  year (**30.7%**) and **25.2%** for the 55+ category. *High school graduates* were the most common educational category at **50.7%**, while *less than high school* was the lowest at **20.9%**. Measures of nicotine addiction were measured by first tobacco use after awaking at  $< 5$  minutes with **71.7 %** of enrollment, with **18.0%** for 6 to 30 minutes and **10.3%** for 31+ minutes. Type tobacco was overwhelmingly *cigarettes* with **95.9%** compared to only **4.1%** for *smokeless tobacco*.

**Table 1**  
**Enrollment**  
**By Demographic Category**  
**January - December 2011**

Demographic Category	Enrollment	
	#	%
<b>Insurance Total</b>	<b>5717</b>	100.00
No Insurance & Special Populations	5242	91.7
Other Insurance	475	8.3
<b>Gender Total</b>	<b>5716</b>	100.00
Male	1947	34.1
Female	3769	65.9
<b>Age Total</b>	<b>5713</b>	100.00
≤ 34	1753	30.7
35 - 54	2522	44.1
55+	1438	25.2
<b>Education Total</b>	<b>5707</b>	100.00
Less Than High School	1190	20.9
High School/GED	2896	50.7
Some/College Graduate	1621	28.4
<b># Packs Cigarettes Total</b>	<b>5555</b>	100.00
1 or Less	3398	61.2
>1 - < 2	1201	21.6
2+	956	17.2
<b>Time After Awakening Total</b>	<b>5702</b>	100.00
< 5 Minutes	4085	71.7
6 - 30 Minutes	1028	18.0
31+ Minutes	589	10.3
<b>Tobacco Type Total</b>	<b>5763</b>	100.00
Cigarettes	5524	95.9
Smokeless	239	4.1

## Evaluation

### Methodology

The 2011 Annual Report for the West Virginia Tobacco Quitline covered the period of January 1 through December 31, 2011 for the Bureau for Public Health's (BPH) two insurance categories of No Insurance & Special Populations and Other Insurance and the West Virginia Medicaid program and totaled 8,074 enrollees. The 2011 Annual Report utilized a six month point prevalence by conducting random sample post surveys by insurance type at seven months after enrollment and yielded quit statistics at the 95% confidence interval accurate to +/- 5% tolerable error.

The BPH, in addition to this six month point prevalence reported in the 2011 Annual Report, requested that a twelve month point prevalence be reported and analyzed in comparison to those statistics compiled at the six month point prevalence. A new post survey questionnaire was implemented for the twelve month surveys. For the twelve month study, Medicaid was excluded and new 6 month quit statistics were compiled to include just BPH No Insurance & Special Populations and Other Insurance. Samples selected for post surveys at this six month point prevalence were drawn from each month's enrollment and yielded a total sample of **1,549** and completed surveys of **194** from an enrollment of **5,717**.

Those individuals selected from January 1, 2011 through December 31, 2011 enrollments for No Insurance & Special Populations and Other Insurance who had been included in the 2011 Annual Report were the subjects of the twelve month follow-up surveys. A total of **5,717** individuals were enrolled in the BPH program from January through December with *No Insurance & Special Populations* composing **5,242** of these enrollments and *Other Insurance* accounting for **475** individuals. Enrollees selected during the six month point prevalence resulted in **1,549** selected for post surveys designed to yield results at the 95% confidence interval of +/- **2.2%**. *No Insurance & Special Populations* had **1,307** post surveys selected at six months yielding a +/- **2.4%** tolerable error, while **475** were selected for *Other Insurance* yielding a +/- **4.5%** error.

Quit statistics were compiled from this six month point prevalence with this sample and reported as *six month survey*. Thirteen months after enrollment these same 1,549 individuals were re-surveyed with a modified questionnaire from the six month survey. The same quit measurements reported for the six month survey were then reported for the twelve month surveys. Comparison statistics were then calculated by comparing quit rate and quit attempts for the responder and intent to treat methodologies along with 95% confidence intervals +/- 5% for the intent to treat method by type insurer. The difference between six and twelve months quit statistics constitute either the relapse or recidivism rate or increase in enrollees who quit from six to twelve months. These differences were calculated as *absolute* differences, which are the change in six month versus twelve month statistics. These *absolute* changes were then converted to *relative* change by dividing *absolute* values by the six month data and converted to a percentage.

## Analysis

### **Overall Program Quit Statistics (Insurance Type)—Responder Methodology**

Insurance type was selected to calculate the overall quit statistics since this was the most documented and complete demographic quit variable. Overall the **six month quit rate** was **37.6%** for the responder method with quit attempts of **80.9%** and quit relapse of **43.3%**. The No Insurance & Special Population group recorded the highest quit rate of **37.9%** compared to **35.7%** for the Other Population category. Quit attempts were highest for the Other Insurance group with an **82.1%** attempt rate (Table 2). ***The six month program quit rate (95 % confidence interval +/- 7.1%) was 30.5% to 44.7%, with no statistical difference between the two groups*** (Table 6).

The **twelve month quit rate** was **32.7%**, with quit attempts of **60.7%** and a relapse rate of **39.3%** (Table 3). The highest insurance group quit rate was **46.0%** among *Other Insurance* respondents for the twelve month prevalence. The twelve month quit rate confidence was **25.1% to 40.3%** with no statistical difference by insurance group (Table 7). ***The six and twelve month responder confidence intervals indicate no statistical significance between six and twelve month quit rates.***

The overall program change in quit rates between six and twelve months showed a decrease in quit rate at six months of **37.6%** to **32.7%** (twelve months), an **absolute decrease** of **4.9%**, and a **relative decrease** of **13.0%** (Table 59). The relative decrease is the percentage change from the base six month quit rate to the twelve month rate expressed as a percent of the base six month rate. While the actual change was a decrease of 4.9 (32.7 - 37.6) from base values, the effective decrease was 13.0% of the six month value [(32.7 - 37.6)/ 37.6] x 100%. A relative increase in quit rates from six to twelve months occurred in the *Other Population* group with a relative **increase** of **28.9%**, while the *No Insurance & Special Population Insurance* group had a **23.5 % relative decrease** (Table 59). However it must be noted that ***the responder quit rate for the six and twelve month periods were not statistically different.***

### **Overall Program Quit Statistics (Insurance Type)—Intent To Treat Methodology**

The intent to treat methodology factors in changes in the lost to follow-up rates at the six month compared to twelve month. The overall program quit rate for the **six month intent to treat method** was **4.7%** (Table 8). The highest rate occurred in the *No Insurance* group with **4.8%** compared to **4.1%** for the *Other Population* group. This difference occurred due to a lost to follow-up rate of **87.3%** for the *No Insurance* group and **88.4%** for *Other Insurance* respondents (Table 4). ***The six month confidence interval was 2.5% to 6.9% with no statistical differences between insurance groups*** (Table 8).

Quit rates for the **twelve month period** averaged **3.6%** overall, with the No Insurance & Special population group value at **2.9%**, with the Other Insurance at **7.2%** (Table 9). Quit attempts averaged **8.0%** across both insurance groups. During the twelve month survey lost to follow-up averaged **89.0%**, with *No Insurance* group at **89.9%** and *Other* group at **84.2%** (Table 5). The twelve month intent to treat confidence interval was **1.4% to 5.8%** with ***no statistical differences by insurance groups*** (Table 9).

The **change in intent to treat quit rates from six to twelve months** showed a decrease of **1.1%**, with a **relative change** of **- 23.4%** from the base six month rate of 4.7%. The greatest relative change occurred in the *Other Insurance* group with an increase of **75.6%** and the lowest a decrease of **39.6%** in the *No Insurance & Special Population* group (Table 60).



## Analysis - continued

### Gender Responder Methodology

The *six months quit rate* averaged 37.6% with females at a little higher rate of 39.7% compared to males at 34.2% (Table 10). *Quit attempts* averaged 80.9%, while *quit relapse* was 43.3%, considerably lower for females (38.0%) than males (52.1%). The 95% *confidence interval* for quit rate was recorded at 30.5 % to 44.7%, with no statistical difference between males (22.7% - 45.7%) and females (30.8% - 48.6%) (Table 14).

The *twelve month quit rate* by gender was 32.7% (Table 11) with a *confidence interval* of 25.1% to 40.3% and no gender differences (Table 15). Twelve month quit attempts were 72.0% and relapse 39.3%. Responder differences from six to twelve months indicated a *relative decrease* of 13.0%, with *males* experiencing a 2.6% increase as opposed to a 22.4% relative decrease for *females* (Table 59).

### Gender Intent To Treat Methodology

Table 12 shows *six month intent to treat quit rates* of 4.7%, *lost to follow-up* of 87.5%, *relapse* of 5.4%, and *quit attempts* of 10.1% (Table 12). *Confidence interval* for total by insurer was 2.5% to 6.9% with *no gender statistical differences* although males average a quit rate of 4.0% and females 5.2% (Table 16).

*Twelve month quit rates* were 3.6%, *quit attempts* 7.9%, *lost to follow-up* 89.0%, and *relapse* 4.3% (Table 13). *Confidence interval* ranged from 1.4% to 5.8%, with no gender differences (Table 17). *Six to twelve month intent to treat quit rates* experienced a relative decrease of 23.4%, with *males* exhibiting an increase of 10.0% and *females* a decrease of 42.3% (Table 60).

### Age Group—Responder Methodology

The *responder six month quit rate* as calculated by age resulted in a quit rate of 37.6%, quit relapse of 43.8%, and quit attempts of 81.4%. The  $\leq 34$  year age group quit rate was 39.2% compared to 34.3% for the 35 - 54 year group and 40.0% for the 55+ age group (Table 18). The six month quit rate confidence interval was 30.5% to 44.7%. There were *no differences in quit rates by age* (Table 22).

The quit statistics for the *twelve month* point prevalence indicated an overall quit rate of 32.9%, quit relapse of 39.5%, and quit attempts of 72.4% (Table 19). The 95% *confidence interval for twelve months* was 25.3% to 40.5%, *no statistical difference noted by age* (Table 23). The responder change in quit rates by age from six to twelve months resulted in a 4.7% decrease *absolute* and 12.5% decrease *relative*. The 35 - 54 group experienced a 7.2% relative decrease compared to a 2.6% decrease in the  $\leq 34$  year category, while the 55+ group experienced a relative 32.5% decrease. (Table 59)

### Age Group Intent To Treat Methodology

The *six month intent to treat quit rate* was 4.8%, with *quit attempts* of 10.3%, *relapse* of 5.5%, and a 87.4% *lost to follow-up* rate (Table 20). Confidence interval at 95% of 2.6% to 7.0% showed *no significant difference by age* (Table 24).

*Twelve month quit rates* averaged 3.6%, with a 7.9% *quit attempts*, 4.3% *relapse*, and 89.1% *lost to follow-up* rates (Table 21). The *quit rate confidence interval* was 1.4% to 5.8% (Table 25), with no difference between 6 and 12 months by age. The *six to twelve month change in intent to treat quit rates* averaged 1.2% drop *absolute* and a 25.0% *relative decrease*. The  $\leq 34$  age group experienced a 32.4% *relative decrease*, while the 35 - 54 age group from six to twelve months experienced a 4.3 % *relative increase* (Table 60).



## Analysis - continued

### Education Responder Methodology

*Six month responder quit rates* totaled **37.8%** for all education groups with the *some/college graduates* at **44.8%**, *high school* with **36.4 %**, and *less than high school* at **26.7%** (Table 26). Overall *confidence interval* was **30.7% to 44.9%** with no significant difference by education groups (Table 30).

*Twelve month quit rates* averaged **32.7%** (Table 27), with a *confidence interval* from **25.1% to 40.3%** and no statistical difference by education (Table 31). *Responder changes from six to twelve months* averaged **13.5% decrease** across all education levels in quit rates. *Less than high graduates & high school graduates* experienced a **12.4% decrease**, compared to a **19.2% decrease** among *college attendees* (Table 59).

### Education Intent To Treat Methodology

The *six month intent to treat quit rate* across all education groups was **4.7%**, with *lost to follow-up* of **87.6%**, *relapse* of **5.4%**, and *attempts* of **10.1%** (Table 28). Confidence interval ranged from **2.5% to 6.9%**, with no difference by education level (Table 32).

The *twelve month quit rate* averaged **3.6%** with a low of **3.2%** in the *less than high school group* (Table 33). Confidence intervals at the 95% level indicated a range overall from **1.5% to 5.7%**, with no education level differences (Table 33). Observing six to twelve month changes in quit rates showed an overall **23.4%** overall *relative decrease*. The *less than high school group* showed an increase in six to twelve month intent to treat quit rates (**2.9%** six month to **3.2%** twelve month), a **10.3% relative increase**. High school showed a decrease of **15.9%** while the *some college/graduate group* had a decrease of **42.9%** (Table 60).

### Addiction Levels - Packs of Cigarette Responder Methodology

At six months, *quit rates by packs of cigarettes smoked* showed a **37.7%** quit rate level, with a high of **42.1%** among the “*1 or less*” group and low of **18.2%** within the *2+ a day smokers* (Table 34). Confidence interval average was **30.1% to 45.3%** (Table 38).

*Twelve month responder quit rates* showed variation across consumption levels and averaged **33.1%** (Table 35). Confidence intervals at twelve months ranged from **24.8% to 41.4%** (Table 39). Overall the six to twelve quit rates *increased* a relative **0.8%**. (Table 59).

### Addiction Levels - Packs of Cigarette Intent To Treat Methodology

The *six month quit rate* of **4.4%** varied somewhat between addiction levels with the most addicted “*2+ packs*” indicating the lowest intent to treat rate at **1.8%** and “*> 1 less than 2*” averaged **4.7%** (Table 36). *Confidence intervals* varied from **2.1% to 6.7%** (Table 40).

The *twelve month quit rate* of **3.4%** showed a similar difference by packs smoked, and the *lost to follow-up rate* averaged **89.8%** (Table 37). *Intent to treat confidence intervals for twelve months* ranged from **1.1% to 5.7%**, with no difference of significance by addiction levels (Table 41). While overall drops in quit rates averaged **22.7%** (a relative decrease), the “*> 1 < 2*” *a day* addiction level showed no change compared to a decrease of **44.9%** for the “*1 or less*” level & a **150%** increase for “*2+*” (Table 60).

## Analysis - continued

### Addiction Level – Time After Awakening Responder Methodology

*Six month quit rates* by addiction levels varied from **34.5%** for those consuming tobacco at 6-30 minutes after awaking to **37.6%** for within 5 minutes to **40.0%** for the 31+ minutes (Table 42). However, due to small sample sizes, the averaged confidence interval of **30.4%** to **44.4%** showed no statistically significance differences by time after awaking despite apparent descriptive differences (Table 46).

At *twelve months* the quit rate overall was **32.7%** (Table 43) and the confidence interval of **25.1%** to **40.3%** indicated no statistical relationship by addiction levels (Table 47). However quit rates decreased with earlier tobacco use after awaking. The six to twelve month quit rate change averaged a relative decrease of **12.6%**. This increase ranged from **5.8% increase** for 31 + minutes to a decline of **18.9%** for the < 5 minute group (Table 59).

### Addiction Level – Time After Awakening Intent To Treat Methodology

The *six month quit rate* was **4.7%** with a lost to follow-up rate of **87.4%** (Table 44). The six month confidence interval of **2.5%** to **6.9%** indicated no statistical significance by time after awaking (Table 48).

The *twelve month quit rate* of **3.6%** was lowest at **3.1%** for the 6 - 30 minute group and highest (**6.3%**) within the 31+ group (Table 45). The **1.4%** to **5.8%** confidence rate for *twelve month abstinence* indicated no statistical difference between the three time levels (Table 49). Difference in quit rates from a six to twelve months showed a decrease of **23.4%** and varied from a **31.3%** decrease for the < 5 minute group to an increase of **8.6%** for the 31+ minute group (Table 60).

### Tobacco Type Responder Methodology

The overall *six month quit rate* was **37.1%**, but differed from **38.2%** for cigarettes to **33.3%** for smokeless (Table 50). The six month confidence interval for cigarettes was **30.6%** to **45.8%**, while insignificantly different for smokeless at **12.5%** to **54.1%**. (Table 54).

*Twelve month abstinence rate* was **33.3%** for both tobacco types combined but averaged **34.1%** for cigarettes and **31.0%** for smokeless (Table 51). *The twelve month confidence interval of 25.6% to 42.6% for cigarettes and the 17.0% to 45.0% for smokeless was not statistically different* (Table 55). Overall the difference between the six month and twelve month quit rates was a decrease of **10.2%** with *the decrease for smokeless (6.9%) was slightly different that for cigarettes (10.7%)* (Table 59).

### Tobacco Type Intent To Treat Methodology

*Six month quit rates* for cigarettes (**4.7%**) were higher than those for smokeless, (**3.1%**) with overall quit rate of **4.5%** (Table 52). Lost to follow-up rates were about the same and overall averaged **88.1%**. Confidence interval quit rates for smokeless was **1.7%** to **4.5%** and for cigarettes **2.4%** to **7.0%** and averaged **2.4%** to **6.6%** (Table 56).

*Twelve month quit rates for smokeless (5.6%) were higher than those for cigarettes at 3.4%* (Table 53). Cigarette twelve month quit rates (**1.1%** to **5.7%**) were statistically the same as smokeless (**4.5%** to **6.7%**) (Table 57). Intent to treat six to twelve month quit rates decreased for cigarettes from **4.7%** to **3.4%**, a relative decrease of **27.7%**. On the other hand quit rates for smokeless increased from **3.1%** at six months to **5.6%** at twelve months, a relative increase of **80.6%** (Table 60).

### Summary Analysis

The overall responder quit rate from 6 to 12 months showed a relative *decrease* of **13.0%**, thus more enrollees used tobacco at 12 months than 6 months. This change was essentially the same for smokeless and cigarette users. The intent to treat quit rates also showed a decrease between 6 and 12 months in part due to an increase in the lost to follow up.

Normal patterns would suggest there would have been a decrease in quit rates from 6 to 12 months due to recidivism or relapse and this did occur in responder quit rates. However this pattern was different in various demographic sub levels which suggest possible reasons for this expected increase. This decrease was more prevalent among females, 55+ years old and within the No Insurance and Special insurance group. The intent to treat quit rates decreased from six to twelve months by **23.4%**.

## Summary

### **Responder Overall Program: By Insurance Type Total**

#### ***Six Month Survey***

- Quit Rate (37.6%)
- Quit Attempts (80.9%)
- Quit Relapse (43.3%)

#### ***Twelve Month Survey***

- Quit Rate (32.7%)
- Quit Attempts (72.0%)
- Quit Relapse (39.3%)

#### ***Six to Twelve Relative Changes***

##### ***Responder overall***

- Quit Rate (- 13.0%)

### **Intent To Treat Overall Program: By Insurance Type Total**

#### ***Six Month Survey***

- Quit Rate (4.7%)
- Quit Attempts (10.1%)
- Quit Relapse (5.4%)
- Lost To Follow-Up (87.5%)

#### ***Twelve Month Survey***

- Quit Rate (3.6%)
- Quit Attempts (8.0%)
- Quit Relapse (4.4%)
- Lost To Follow-Up (89.0%)

#### ***Six to Twelve Relative Changes***

- Quit Rate ( - 23.4%)

### **Responder Quit Rates Six Month Survey**

#### **• Highest Quit Rates**

No Insurance & Special Population Insurance (37.9%)  
Females (39.7%)  
55 + Years (40.0%)  
Some/College Grad (44.8%)  
1 or less Packs of Cigarettes (42.1%)  
31+ Minutes After Awakening (40.0%)  
Cigarettes (38.2 %)

#### **• Lowest Quit Rates**

Other Insurance (35.7%)  
Male (34.2%)  
35 - 54 Years (34.3%)  
Less Than High School (26.7%)  
2 + Packs (18.2%)  
6 - 30 Minutes After Awakening (34.5)  
Smokeless (33.3%)

### **Responder Quit Rates Twelve Month Survey**

#### **• Highest Quit Rates**

Other Insurance (46.0%)  
Male (35.1%)  
≤ 34 Years (38.2%)  
Some/College Grad (36.2%)  
>1 - <2 Packs (40.6%)  
31 + Minutes After Awakening (42.3%)  
Cigarettes (34.1%)

#### **• Lowest Quit Rates**

No Insurance & Special Populations (29.0%)  
Females (30.8%)  
55+ Years (27.0%)  
Less Than High School (30.0%)  
2 + Packs (26.5%)  
Within 5 Minutes After Awakening (30.5%)  
Smokeless (31.0%)

### **Intent To Treat Quit Rates Six Month Survey**

#### **• Highest Quit Rates**

No Insurance & Special Populations Insurance (4.8%)  
Females (5.2%)  
55+ Years (9.4%)  
Some /College Graduates (6.3%)  
1 or less Packs of Cigarettes (4.9%)  
31+ Minutes After Awakening (5.8%)  
Cigarettes (4.7%)

#### **• Lowest Quit Rates**

Other Insurance (4.1%)  
Male (4.0%)  
≤ 34 Years (3.7%)  
Less Than High School (2.9%)  
2+ Packs (1.8%)  
6 - 30 Minutes After Awakening (3.9%)  
Smokeless (3.1%)

### **Intent To Treat Quit Rates Twelve Month Survey**

#### **• Highest Quit Rates**

Other Insurance (7.2%)  
Male (4.4%)  
55+ Years (5.3%)  
HS/GED (3.7%)  
>1 - <2 Packs (4.7%)  
31+ Minutes After Awakening (6.3%)  
Smokeless(5.6%)

- **Lowest Quit Rates**

- No Insurance & Special Populations (2.9%)
- Female (3.0%)
- ≤ 34 Years (2.5%)
- Less High School (3.2 %)
- 1 or less Packs (2.7%)
- 6 - 30 Minutes After Awakening (3.1%)
- Cigarettes (3.4%)

**Quit Rate Changes Six To Twelve Months– Relative Percentages**

- **Highest - Responder Methodology Increases**

- Other Insurance (28.9%)
- Male (2.6%)
- ≤ 34 Years (2.6%) decrease
- Less HS & High School/GED (12.4%) decrease
- 2+ Packs (142.3%)
- 31 + Minutes After Awakening (5.8%)
- Smokeless (6.9%) decrease

- **Lowest - Responder Methodology Increases**

- No Insurance & Special Populations Insurance (23.5%) decrease
- Female (22.4%) decrease
- 55+ Years (32.5%) decrease
- Some/College Grad (19.2%) decrease
- >1 - < 2 Packs (40.6%) decrease
- < 5 Minutes After Awakening (18.9%) decrease
- Cigarettes (10.7%) decrease

- **Highest - Intent To Treat Methodology Increases**

- Other Insurance (75.6%)
- Male ( 10.0%)
- 35-54 (4.3 %)
- Less than High School (10.3%)
- 2+ Packs (+ 150.0%)
- 31 + Minutes After Awakening (+ 8.6%)
- Smokeless (80.6%)

- **Lowest - Intent To Treat Methodology Increases**

- No Insurance & Special Populations Insurance (39.6%) decrease
- Female (42.5%) decrease
- 55+ Years (43.6%) decrease
- Some/College Grad (42.9%) decrease
- 1 or less Packs (44.9%) decrease
- < 5 Minutes After Awakening (31.3%) decrease
- Cigarettes (27.7%) decrease

## Significant Findings

The distribution of enrollment changed considerably from 2009 to 2010 to 2011 which caused a considerable change in lost to follow-up, thus intent to treat quit rates. Lost to follow up is much higher for younger age groups compared to older age groups.

### Enrollment Distribution by Age

≤ 34 Years	2009	32.7%	2010	34.3%	2011	30.7%
35 - 54	2009	47.1%	2010	45.2%	2011	44.1%
55 +	2009	20.2%	2010	20.5%	2011	25.2%

### Lost To Follow Up

2009	6 Month	LTF 68.4%
2010	6 Month	LTF 77.1%
2011	6 Month	LTF 87.5%
2009	12 Month	LTF 68.8%
2010	12 Month	LTF 82.5%
2011	12 Month	LTF 89.0%

- **Overall 6 to 12 month responder quit rates decreased**

Six month responder 37.6%

Twelve month responder 32.7%

Six to Twelve Month relative decrease 13.0%

- **Overall 6 to 12 month intent to treat quit rates decreased**

Six month Intent to treat quit rate 4.7%

Twelve month Intent to treat quit rate 3.6%

Six to Twelve Month relative decrease 23.4%

- **Tobacco Type**

Quit Rate Responder six to twelve month quit rate:

Cigarettes 10.7% decrease

Smokeless 6.9% decrease

Quit Rate Intent To Treat six to twelve month quit rate:

Cigarettes 27.7% decrease

Smokeless 80.6% increase

- **Gender**

Quit Rate Responder six to twelve months quit rate:

Males 2.6% increase

Females 15.8% decrease

- **Age**

Quit Rate Responder six to twelve month quit rate:

≤ 34 Years 2.6% decrease

35 - 54 Years 7.2% decrease

55+ Years 32.5% decrease



- **Education**

Quit Rate Responder six to twelve month quit rate:

Less H.S 12.4% decrease

HS Grad 12.4% decrease

Some/College Graduate 19.2% decrease

- **Packs of Cigarettes**

Quit Rate Responder six to twelve month quit rate:

1 or Less 0.0% no change

>1 < 2 40.6% decrease

2+ 142.3% increase

- **Time After Awakening**

Quit Rate Responder six to twelve month quit rate:

< 5 Minutes 18.9% decrease

6 - 30 Minutes 3.5% decrease

31+ Minutes 5.8% increase

- **Insurance Type**

Quit Rate Responder six to twelve month quit rate:

No Insurance & Special Populations 23.5% decrease

Other Insurance 28.9% increase

**Table 2**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Insurance Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Insurance Type	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
No Insurance & Special Populations	166	100.0	32	19.3	71	42.8	63	37.9	80.7
Other Insurance	28	100.0	5	17.9	13	46.4	10	35.7	82.1
Total	194	100.0	37	19.1	84	43.3	73	37.6	80.9

**Table 3**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Insurance Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Insurance Type	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
No Insurance & Special Populations	131	100.0	40	30.5	53	40.5	38	29.0	59.5
Other Insurance	37	100.0	7	18.9	13	35.1	17	46.0	64.9
Total	168	100.0	47	28.0	66	39.3	55	32.7	60.7

**Table 4**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Insurance Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Insurance Type	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
No Insurance & Special Populations	1307	100.0	32	2.5	71	5.4	1141	87.3	63	4.8	10.2
Other Insurance	242	100.0	5	2.1	13	5.4	214	88.4	10	4.1	9.5
Total	1549	100.0	37	2.4	84	5.4	1355	87.5	73	4.7	10.1

**Table 5**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Insurance Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Insurance Type	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
No Insurance & Special Populations	1299	100.0	40	3.1	53	4.1	1168	89.9	38	2.9	7.0
Other Insurance	234	100.0	7	3.0	13	5.6	197	84.2	17	7.2	12.8
Total	1533	100.0	47	3.0	68	4.4	1365	89.0	55	3.6	8.0

**Table 6**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Insurance Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Insurance Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
No Insurance & Special Populations	5242	166	30.3 - <b>37.9</b> - 45.5	73.1 - <b>80.7</b> - 88.3	7.6
Other Insurance	475	28	17.4 - <b>35.7</b> - 54.0	63.8 - <b>82.1</b> - 100.0	18.3
Total	5717	194	30.5 - 37.6 - 44.7	73.8 - 80.9 - 88.0	7.1

**Table 7**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Insurance Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Insurance Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
No Insurance & Special Populations	5242	131	20.4 - <b>29.0</b> - 37.6	50.9 - <b>59.5</b> - 68.1	8.6
Other Insurance	475	37	30.2 - <b>46.0</b> - 61.8	49.1 - <b>64.9</b> - 80.7	15.8
Total	5717	168	25.1 - 32.7 - 40.3	53.1 - 60.7 - 68.3	7.6

**Table 8**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Insurance Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Insurance Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
No Insurance & Special Populations	5242	1307	2.4 - <b>4.8</b> - 7.2	7.8 - <b>10.2</b> - 12.6	2.4
Other Insurance	475	242	0 - <b>4.1</b> - 8.6	5.0 - <b>9.5</b> - 14.0	4.5
Total	5717	1549	2.5 - 4.7 - 6.9	7.9 - 10.1 - 12.3	2.2

**Table 9**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Insurance Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Insurance Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
No Insurance & Special Populations	5242	1299	0.5 - <b>2.9</b> - 5.3	4.6 - <b>7.0</b> - 9.4	2.4
Other Insurance	475	234	2.5 - <b>7.2</b> - 11.9	8.1 - <b>12.8</b> - 17.5	4.7
Total	5717	1533	1.4 - 3.6 - 5.8	5.8 - 8.0 - 10.2	2.2

**Table 10**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Gender**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Gender	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Male	73	100.0	10	13.7	38	52.1	25	34.2	86.3
Female	121	100.0	27	22.3	46	38.0	48	39.7	77.7
Total	194	100.0	37	19.1	84	43.3	73	37.6	80.9

**Table 11**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Gender**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Gender	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Male	77	100.0	18	23.4	32	41.5	27	35.1	76.6
Female	91	100.0	29	31.9	34	37.3	28	30.8	67.1
Total	168	100.0	47	28.0	66	39.3	55	32.7	72.0

**Table 12**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Gender**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Gender	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	
Male	619	100.0	10	1.6	38	6.1	546	88.2	25	4.0	10.1
Female	930	100.0	27	2.9	46	4.9	809	87.0	48	5.2	10.1
Total	1549	100.0	37	2.4	84	5.4	1355	87.5	73	4.7	10.1

**Table 13**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Insurance Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Gender	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	
Male	613	100.0	18	2.9	32	5.2	536	87.5	27	4.4	9.6
Female	920	100.0	29	3.2	34	3.7	829	90.1	28	3.0	6.7
Total	1533	100.0	47	3.1	66	4.3	1365	89.0	55	3.6	7.9



**Table 14**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Responder Methodology By Gender**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	1947	73	22.7 - <b>34.2</b> - 45.7	74.8 - <b>86.3</b> - 97.8	11.5
Female	3769	121	30.8 - <b>39.7</b> - 48.6	68.8 - <b>77.7</b> - 86.6	8.9
Total	5716	194	30.5 - 37.6 - 44.7	73.8 - 80.9 - 88.0	7.1

**Table 15**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Gender**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	1947	77	23.9 - <b>35.1</b> - 46.3	65.4 - <b>76.6</b> - 87.8	11.2
Female	3769	91	20.4 - <b>30.8</b> - 41.2	57.7 - <b>68.1</b> - 78.5	10.4
Total	5716	168	25.1 - 32.7 - 40.3	64.4 - 72.0 - 79.6	7.6

**Table 16**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Gender**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	1947	619	0.7 - <b>4.0</b> - 7.3	6.8 - <b>10.1</b> - 13.4	3.3
Female	3769	930	2.4 - <b>5.2</b> - 8.0	7.3 - <b>10.1</b> - 12.9	2.8
Total	5716	1549	2.5 - 4.7 - 6.9	7.9 - 10.1 - 12.3	2.2

**Table 17**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Gender**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	1947	613	1.1 - <b>4.4</b> - 7.7	6.3 - <b>9.6</b> - 12.9	3.3
Female	3769	920	0.1 - <b>3.0</b> - 5.9	3.8 - <b>6.7</b> - 9.6	2.9
Total	5716	1533	1.4 - 3.6 - 5.8	5.7 - 7.9 - 10.1	2.2

**Table 18**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Age**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Age Group	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
≤34	79	100.0	19	24.1	29	36.7	31	39.2	75.9
35-54	70	100.0	7	10.0	39	55.7	24	34.3	90.0
55+	45	100.0	10	22.2	17	37.8	18	40.0	77.8
Total	194	100.0	36	18.6	85	43.8	73	37.6	81.4

**Table 19**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Age**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Age Group	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
≤34	55	100.0	14	25.4	20	36.4	21	38.2	74.6
35-54	75	100.0	18	24.0	33	44.0	24	32.0	76.0
55+	37	100.0	14	37.9	13	35.1	10	27.0	62.1
Total	167	100.0	46	27.6	66	39.5	55	32.9	72.4

**Table 20**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Age**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Age Group	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
≤34	828	100.0	19	2.3	29	3.5	749	90.5	31	3.7	7.2
35-54	520	100.0	7	1.4	39	7.5	450	86.5	24	4.6	12.1
55+	191	100.0	10	5.2	17	8.9	146	76.5	18	9.4	18.3
Total	1534	100.0	36	2.3	85	5.5	1345	87.4	73	4.8	10.3

**Table 21**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Age**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Age Group	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
≤34	840	100.0	14	1.7	20	2.4	785	93.4	21	2.5	4.9
35-54	502	100.0	18	3.6	33	6.6	427	85.0	24	4.8	11.4
55+	190	100.0	14	7.4	13	6.8	153	80.5	10	5.3	12.1
Total	1532	100.0	46	3.0	66	4.3	1365	89.1	55	3.6	7.9

**Table 22**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Responder Methodology By Age**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Age Group	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
≤ 34	1753	79	28.2 - <b>39.2</b> - 50.2	64.9 - <b>75.9</b> - 86.9	11.0
35-54	2522	70	22.5 - <b>34.3</b> - 46.1	78.2 - <b>90.0</b> - 100.0	11.8
55+	1438	45	25.3 - <b>40.0</b> - 54.7	63.1 - <b>77.8</b> - 92.5	14.7
Total	5713	194	30.5 - 37.6 - 44.7	74.3 - 81.4 - 88.5	7.1

**Table 23**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Age**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Age Group	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
≤ 34	1753	55	24.9 - <b>38.2</b> - 51.5	61.3 - <b>74.6</b> - 87.9	13.3
35-54	2522	75	20.6 - <b>32.0</b> - 43.4	64.6 - <b>76.0</b> - 87.4	11.4
55+	1438	37	10.8 - <b>27.0</b> - 43.2	45.9 - <b>62.1</b> - 78.3	16.2
Total	5713	167	25.3 - 32.9 - 40.5	64.8 - 72.4 - 80.0	7.6

**Table 24**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Intent To Treat Methodology By Age**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Age Group	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>≤ 34</b>	1753	828	1.2 - <b>3.7</b> - 6.2	4.7 - <b>7.2</b> - 9.7	2.5
<b>35 - 54</b>	2522	520	0.7 - <b>4.6</b> - 8.5	8.2 - <b>12.1</b> - 16.0	3.9
<b>55+</b>	1438	191	2.7 - <b>9.4</b> - 16.1	11.6 - <b>18.3</b> - 25.0	6.7
<b>Total</b>	<b>5713</b>	<b>1534</b>	<b>2.6 - 4.8 - 7.0</b>	<b>8.1 - 10.3 - 12.5</b>	<b>2.2</b>

**Table 25**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Age**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Age Group	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>≤ 34</b>	1753	840	0.0 - <b>2.5</b> - 5.0	2.4 - <b>4.9</b> - 7.4	2.5
<b>35 - 54</b>	2522	502	0.8 - <b>4.8</b> - 8.8	7.4 - <b>11.4</b> - 15.4	4.0
<b>55+</b>	1438	190	0.0 - <b>5.3</b> - 12.1	5.3 - <b>12.1</b> - 18.9	6.8
<b>Total</b>	<b>5713</b>	<b>1532</b>	<b>1.4 - 3.6 - 5.8</b>	<b>5.7 - 7.9 - 10.1</b>	<b>2.2</b>



**Table 26**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Education Level**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Education Level	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Less Than High School	30	100.0	4	13.3	18	60.0	8	26.7	86.7
High School /GED	96	100.0	21	21.9	40	41.7	35	36.4	78.1
Some /College Graduate	67	100.0	11	16.4	26	38.8	30	44.8	83.6
Total	193	100.0	36	18.7	84	43.5	73	37.8	81.3

**Table 27**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Education Level**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Education Level	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Less Than High School	30	100.0	12	40.0	9	30.0	9	30.0	60.0
High School /GED	91	100.0	22	24.2	40	43.9	29	31.9	75.8
Some /College Graduate	47	100.0	13	27.6	17	36.2	17	36.2	72.4
Total	168	100.0	47	28.0	66	39.3	55	32.7	72.0



**Table 28**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Education Level**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Education Level	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Less Than High School	279	100.0	4	1.4	18	6.5	249	89.2	8	2.9	9.4
High School/ GED	792	100.0	21	2.7	40	5.0	696	87.9	35	4.4	9.4
Some/ College Graduate	476	100.0	11	2.3	26	5.5	409	85.9	30	6.3	11.8
Total	1547	100.0	36	2.3	84	5.4	1354	87.6	73	4.7	10.1

**Table 29**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Education Level**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Education Level	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Less Than High School	279	100.0	12	4.3	9	3.2	249	89.3	9	3.2	6.4
High School/ GED	781	100.0	22	2.8	40	5.1	690	88.4	29	3.7	8.8
Some/ College Graduate	472	100.0	13	2.8	17	3.6	425	90.0	17	3.6	7.2
Total	1532	100.0	47	3.1	66	4.3	1364	89.0	55	3.6	7.9

**Table 30**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Responder Methodology By Education Level**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Education Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	1190	30	8.7 - <b>26.7</b> - 44.7	68.7 - <b>86.7</b> - 100.0	18.0
High School/ GED	2896	96	26.4 - <b>36.4</b> - 46.4	68.1 - <b>78.1</b> - 88.1	10.0
Some/ College Graduate	1621	67	32.8 - <b>44.8</b> - 56.8	71.6 - <b>83.6</b> - 95.6	12.0
Total	5707	193	30.7 - <b>37.8</b> - 44.9	74.2 - <b>81.3</b> - 88.4	7.1

**Table 31**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Education Level**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Education Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	1190	30	12.0— <b>30.0</b> —48.0	42.0— <b>60.0</b> —78.0	18.0
High School/ GED	2896	91	21.6— <b>31.9</b> —42.2	65.5— <b>75.8</b> —86.1	10.3
Some/ College Graduate	1621	47	21.8— <b>36.2</b> —50.6	58.0— <b>72.4</b> —86.8	14.4
Total	5707	168	25.1— <b>32.7</b> —40.3	64.4— <b>72.0</b> —79.6	7.6

**Table 32**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Intent To Treat Methodology By Education Level**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Education Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	1190	279	0.0 - <b>2.9</b> - 8.1	4.2 - <b>9.4</b> - 14.6	5.2
High School/ GED	2896	792	1.4 - <b>4.4</b> - 7.4	6.4 - <b>9.4</b> - 12.4	3.0
Some/ College Graduate	1621	476	2.4 - <b>6.3</b> - 10.2	7.9 - <b>11.8</b> - 15.7	3.9
Total	5707	1547	2.5 - <b>4.7</b> - 6.9	7.9 - <b>10.1</b> - 17.3	2.2

**Table 33**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Education Level**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Education Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	1190	279	0.0 - <b>3.2</b> - 8.4	1.2 - <b>6.4</b> - 11.6	5.2
High School/ GED	2896	781	0.6 - <b>3.7</b> - 6.8	5.7 - <b>8.8</b> - 11.9	3.1
Some/ College Graduate	1621	472	0.0 - <b>3.6</b> - 7.5	3.3 - <b>7.2</b> - 11.1	3.9
Total	5707	1532	1.5 - <b>3.6</b> - 5.7	5.8 - <b>7.9</b> - 10.0	2.1

**Table 34**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
# Packs Cigarettes	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
1 or Less	107	100.0	26	24.3	36	33.6	45	42.1	75.7
Greater Than 1 to Less Than 2	38	100.0	7	18.4	17	44.7	14	36.9	81.6
2 +	22	100.0	2	9.1	16	72.7	4	18.2	90.9
Total	167	100.0	35	21.0	69	41.3	63	37.7	79.0

**Table 35**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
# Packs Cigarettes	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
1 or Less	76	100.0	19	25.0	32	42.1	25	32.9	75.0
Greater Than 1 to Less Than 2	32	100.0	12	37.5	7	21.9	13	40.6	62.5
2 +	34	100.0	10	29.4	15	44.1	9	26.5	70.6
Total	142	100.0	41	28.9	54	38.0	47	33.1	71.1

**Table 36**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
# Packs Cigarettes	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
1 or Less	906	100.0	26	2.9	36	4.0	799	88.2	45	4.9	8.9
Greater Than 1 to Less Than 2	296	100.0	7	2.4	17	5.7	258	87.2	14	4.7	10.4
2 +	217	100.0	2	0.9	16	7.4	195	89.9	4	1.8	9.2
Total	1419	100.0	35	2.5	69	4.9	1252	88.2	63	4.4	9.3

**Table 37**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
# Packs Cigarettes	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
1 or Less	914	100.0	19	2.1	32	3.5	838	91.7	25	2.7	6.2
Greater Than 1 to Less Than 2	278	100.0	12	4.3	7	2.5	246	88.5	13	4.7	7.2
2 +	200	100.0	10	5.0	15	7.5	166	83.0	9	4.5	12.0
Total	1392	100.0	41	2.9	54	3.9	1250	89.8	47	3.4	7.3

**Table 38**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Responder Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
# Packs Cigarettes	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
1 or Less	3398	107	32.6 - <b>42.1</b> - 51.6	66.2 - <b>75.7</b> - 85.2	9.5
Greater Than 1 to Less Than 2	1201	38	20.9 - <b>36.9</b> - 52.9	65.6 - <b>81.6</b> - 97.6	16.0
2 +	956	22	0.0 - <b>18.2</b> - 39.3	69.8 - <b>90.9</b> - 100.0	21.1
Total	5555	167	30.1 - 37.7 - 45.3	71.4 - 79.0 - 86.6	7.6

**Table 39**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
# Packs Cigarettes	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
1 or Less	3398	76	21.6 - <b>32.9</b> - 44.2	63.7 - <b>75.0</b> - 86.3	11.3
Greater Than 1 to Less Than 2	1201	32	23.2 - <b>40.6</b> - 58.0	45.1 - <b>62.5</b> - 79.9	17.4
2 +	956	34	9.7 - <b>26.5</b> - 43.3	53.8 - <b>70.6</b> - 87.4	16.8
Total	5555	142	24.8 - 33.1 - 41.4	62.8 - 71.1 - 79.4	8.3



**Table 40**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Intent To Treat Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
# Packs Cigarettes	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>1 or Less</b>	3398	906	2.1 - <b>4.9</b> - 7.7	6.1 - <b>8.9</b> - 11.7	2.8
<b>Greater Than 1 to Less Than 2</b>	1201	296	0.0 - <b>4.7</b> - 9.7	5.4 - <b>10.4</b> - 15.4	5.0
<b>2 +</b>	956	217	0.0 - <b>1.8</b> - 7.8	5.5 - <b>9.2</b> - 15.2	6.0
<b>Total</b>	<b>5555</b>	<b>1419</b>	<b>2.1 - 4.4 - 6.7</b>	<b>7.0 - 9.3 - 11.6</b>	<b>2.3</b>

**Table 41**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Addiction Level—Packs of Cigarettes**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
# Packs Cigarettes	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>1 or Less</b>	3398	914	0.0 - <b>2.7</b> - 5.5	3.4 - <b>6.2</b> - 9.0	2.8
<b>Greater Than 1 to Less Than 2</b>	1201	278	0.0 - <b>4.7</b> - 10.0	1.9 - <b>7.2</b> - 12.5	5.3
<b>2 +</b>	956	200	0.0 - <b>4.5</b> - 10.8	5.7 - <b>12.0</b> - 18.3	6.3
<b>Total</b>	<b>5555</b>	<b>1392</b>	<b>1.1 - 3.4 - 5.7</b>	<b>5.0 - 7.3 - 9.6</b>	<b>2.3</b>



**Table 42**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Addiction Level—Time After Awakening**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Time After Awakening	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Within 5 Minutes	141	100.0	27	19.1	61	43.3	53	37.6	80.9
6 - 30 Minutes	29	100.0	6	20.7	13	44.8	10	34.5	79.3
31+ Minutes	25	100.0	4	16.0	11	44.0	10	40.0	85.8
Total	195	100.0	37	19.0	85	43.6	73	37.4	81.0

**Table 43**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Addiction Level—Time After Awakening**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Time After Awakening	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Within 5 Minutes	118	100.0	36	30.5	46	39.0	36	30.5	69.5
6 - 30 Minutes	24	100.0	5	20.8	11	45.9	8	33.3	79.2
31+ Minutes	26	100.0	6	23.1	9	34.6	11	42.3	76.9
Total	168	100.0	47	28.0	66	39.3	55	32.7	72.0

**Table 44**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Addiction Level—Time After Awakening**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Time After Awakening	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>Within 5 Minutes</b>	1113	100.0	27	2.4	61	5.5	972	87.3	53	4.8	10.3
<b>6 - 30 Minutes</b>	260	100.0	6	2.3	13	5.0	231	88.8	10	3.9	8.9
<b>31+ Minutes</b>	173	100.0	4	2.3	11	6.4	148	85.5	10	5.8	12.2
<b>Total</b>	<b>1546</b>	<b>100.0</b>	<b>37</b>	<b>2.4</b>	<b>85</b>	<b>5.5</b>	<b>1351</b>	<b>87.4</b>	<b>73</b>	<b>4.7</b>	<b>10.2</b>

**Table 45**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Addiction Level—Time After Awakening**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Time After Awakening	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>Within 5 Minutes</b>	1096	100.0	36	3.3	46	4.2	978	89.2	36	3.3	7.5
<b>6 - 30 Minutes</b>	258	100.0	5	1.9	11	4.3	234	90.7	8	3.1	7.4
<b>31+ Minutes</b>	174	100.0	6	3.4	9	5.2	148	85.1	11	6.3	11.5
<b>Total</b>	<b>1528</b>	<b>100.0</b>	<b>47</b>	<b>3.1</b>	<b>66</b>	<b>4.3</b>	<b>1360</b>	<b>89.0</b>	<b>55</b>	<b>3.6</b>	<b>7.9</b>

**Table 46**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Responder Methodology By Addiction Level—Time After Awakening**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	4085	141	29.3 - <b>37.6</b> - 45.9	72.6 - <b>80.9</b> - 89.2	8.3
<b>6 - 30 Minutes</b>	1028	29	16.2 - <b>34.5</b> - 52.8	61.0 - <b>79.3</b> - 97.6	18.3
<b>31+ Minutes</b>	589	25	20.4 - <b>40.0</b> - 59.6	66.2 - <b>85.8</b> - 100.0	19.6
<b>Total</b>	<b>5702</b>	<b>195</b>	<b>30.4 - 37.4 - 44.4</b>	<b>74.0 - 81.0 - 88.0</b>	<b>7.0</b>

**Table 47**  
**Quit Rate and Quit Attempts**  
**Confidence Intervals**  
**Responder Methodology By Addiction Level—Time After Awakening**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	4085	118	21.4 - <b>30.5</b> - 39.6	60.4 - <b>69.5</b> - 78.6	9.1
<b>6 - 30 Minutes</b>	1028	24	13.1 - <b>33.3</b> - 53.5	59.0 - <b>79.2</b> - 99.4	20.2
<b>31+ Minutes</b>	589	26	23.1 - <b>42.3</b> - 61.5	57.7 - <b>76.9</b> - 96.1	19.2
<b>Total</b>	<b>5702</b>	<b>168</b>	<b>25.1 - 32.7 - 40.3</b>	<b>64.4 - 72.0 - 79.6</b>	<b>7.6</b>

**Table 48**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Intent To Treat Methodology By Addiction Level—Time After Awakening**

Six Month Survey					
Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	4085	1113	2.2 - <b>4.8</b> - 7.4	7.7 - <b>10.3</b> - 12.9	2.6
<b>6 - 30 Minutes</b>	1028	260	0.0 - <b>3.9</b> - 9.3	3.5 - <b>8.9</b> - 14.3	5.4
<b>31+ Minutes</b>	589	173	0.0 - <b>5.8</b> - 12.2	5.8 - <b>12.2</b> - 18.6	6.4
<b>Total</b>	<b>5702</b>	<b>1546</b>	<b>2.5 - 4.7 - 6.9</b>	<b>8.0 - 10.2 - 12.4</b>	<b>2.2</b>

**Table 49**  
**Quit Rate and Quit Attempts Confidence Interval**  
**Intent To Treat Methodology By Addiction Level—Time After Awakening**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	4085	1096	0.7 - <b>3.3</b> - 5.9	4.9 - <b>7.5</b> - 10.1	2.6
<b>6 - 30 Minutes</b>	1028	258	0.0 - <b>3.1</b> - 8.5	2.0 - <b>7.4</b> - 12.8	5.4
<b>31+ Minutes</b>	589	174	0.0 - <b>6.3</b> - 12.7	5.1 - <b>11.5</b> - 17.9	6.4
<b>Total</b>	<b>5702</b>	<b>1528</b>	<b>1.4 - 3.6 - 5.8</b>	<b>5.7 - 7.9 - 10.1</b>	<b>2.2</b>

**Table 50**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Tobacco Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey									
Tobacco Type	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
<b>Cigarettes</b>	170	100.0	34	20.0	71	41.8	65	38.2	80.0
<b>Smokeless</b>	21	100.0	4	19.1	10	47.6	7	33.3	80.9
<b>Total</b>	<b>191</b>	<b>100.0</b>	<b>38</b>	<b>19.9</b>	<b>81</b>	<b>42.4</b>	<b>72</b>	<b>37.1</b>	<b>80.1</b>

**Table 51**  
**Quit Rate and Quit Attempts**  
**Responder Methodology By Tobacco Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey									
Tobacco Type	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
<b>Cigarettes</b>	135	100.0	37	27.4	52	38.5	46	34.1	72.6
<b>Smokeless</b>	42	100.0	10	23.8	19	45.2	13	31.0	76.2
<b>Total</b>	<b>177</b>	<b>100.0</b>	<b>47</b>	<b>26.6</b>	<b>71</b>	<b>40.1</b>	<b>59</b>	<b>33.3</b>	<b>73.4</b>

**Table 52**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Tobacco Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey											
Tobacco Type	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>Cigarettes</b>	1381	100.0	34	2.5	71	5.1	1211	87.7	65	4.7	9.8
<b>Smokeless</b>	228	100.0	4	1.7	10	4.4	207	90.8	7	3.1	7.5
<b>Total</b>	<b>1609</b>	<b>100.0</b>	<b>38</b>	<b>2.4</b>	<b>81</b>	<b>5.0</b>	<b>1418</b>	<b>88.1</b>	<b>72</b>	<b>4.5</b>	<b>9.5</b>

**Table 53**  
**Quit Rate and Quit Attempts**  
**Intent To Treat Methodology By Tobacco Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey											
Tobacco Type	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>Cigarettes</b>	1365	100.0	37	2.7	52	3.8	1230	90.1	46	3.4	7.2
<b>Smokeless</b>	232	100.0	10	4.3	19	8.2	190	81.9	13	5.6	13.8
<b>Total</b>	<b>1597</b>	<b>100.0</b>	<b>47</b>	<b>3.0</b>	<b>71</b>	<b>4.4</b>	<b>1420</b>	<b>88.9</b>	<b>59</b>	<b>3.7</b>	<b>8.1</b>



**Table 54**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Tobacco Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Cigarettes	5524	170	30.6 - <b>38.2</b> - 45.8	72.4 - <b>80.0</b> - 87.6	7.6
Smokeless	239	21	12.5 - <b>33.3</b> - 54.1	60.1 - <b>80.9</b> - 100.0	20.8
Total	5763	191	30.0 - 37.1 - 44.2	73.0 - 80.1 - 87.2	7.1

**Table 55**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Responder Methodology By Tobacco Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Cigarettes	5524	135	25.6 - <b>34.1</b> - 42.6	64.1 - <b>72.6</b> - 81.1	8.5
Smokeless	239	42	17.0 - <b>31.0</b> - 45.0	62.2 - <b>76.2</b> - 90.2	14.0
Total	5763	177	25.9 - 33.3 - 40.7	66.0 - 73.4 - 80.8	7.4



**Table 56**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Tobacco Type**  
**2011 Six Month Survey (BPH)**

Six Month Survey					
Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Cigarettes	5524	1381	2.4 - <b>4.7</b> - 7.0	7.5 - <b>9.8</b> - 12.1	<b>2.3</b>
Smokeless	239	228	1.7 - <b>3.1</b> - 4.5	6.1 - <b>7.5</b> - 8.9	<b>1.4</b>
Total	5763	1609	2.4 - 4.5 - 6.6	7.4 - 9.5 - 11.6	2.1

**Table 57**  
**Quit Rate and Quit Attempts Confidence Intervals**  
**Intent To Treat Methodology By Tobacco Type**  
**2011 Twelve Month Survey (BPH)**

Twelve Month Survey					
Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Cigarettes	5524	1365	1.1 - <b>3.4</b> - 5.7	4.9 - <b>7.2</b> - 9.5	<b>2.3</b>
Smokeless	239	232	4.5 - <b>5.6</b> - 6.7	12.7 - <b>13.8</b> - 14.9	<b>1.1</b>
Total	5763	1597	1.6 - 3.7 - 5.8	6.0 - 8.1 - 10.2	2.1

**Table 58**  
**Quit Rates**  
**Responder, Intent To Treat, Averaged**  
**2011 Six and Twelve Months (BPH)**

Demographic	Enrollment	Quit Rates					
		Responder		Intent To Treat		Averaged	
		Six Month	Twelve Month	Six Month	Twelve Month	Six Month	Twelve Month
		%	%	%	%	%	%
<b>Insurance Total</b>	<b>5717</b>	<b>37.6</b>	<b>32.7</b>	<b>4.7</b>	<b>3.6</b>	<b>21.2</b>	<b>18.2</b>
No Insurance & Sp Populations	5242	37.9	29.0	4.8	2.9	21.4	16.0
Other Insurance	475	35.7	46.0	4.1	7.2	19.9	26.6
<b>Gender Total</b>	<b>5716</b>	<b>37.6</b>	<b>32.7</b>	<b>4.7</b>	<b>3.6</b>	<b>21.2</b>	<b>18.2</b>
Male	1947	34.2	35.1	4.0	4.4	19.1	19.8
Female	3769	39.7	30.8	5.2	3.0	22.5	16.9
<b>Age Total</b>	<b>5713</b>	<b>37.6</b>	<b>32.9</b>	<b>4.8</b>	<b>3.6</b>	<b>21.2</b>	<b>18.3</b>
≤ 34	1753	39.2	38.2	3.7	2.5	21.5	20.4
35 - 54	2522	34.3	32.0	4.6	4.8	19.5	18.4
55+	1438	40.0	27.0	9.4	5.3	24.7	16.2
<b>Education Total</b>	<b>5707</b>	<b>37.8</b>	<b>32.7</b>	<b>4.7</b>	<b>3.6</b>	<b>21.3</b>	<b>18.2</b>
Less Than High School	1190	26.7	30.0	2.9	3.2	14.8	16.6
High School Graduate	2896	36.4	31.9	4.4	3.7	20.4	17.8
Some/ Coll. Grad	1621	44.8	36.2	6.3	3.6	25.6	19.9
<b># Packs Cigarettes Total</b>	<b>5555</b>	<b>37.7</b>	<b>38.0</b>	<b>4.4</b>	<b>3.4</b>	<b>21.1</b>	<b>20.7</b>
1 or Less	3398	42.1	42.1	4.9	2.7	23.5	22.4
>1 - < 2	1201	36.9	21.9	4.7	4.7	20.8	13.3
2+	956	18.2	44.1	1.8	4.5	10.0	24.3
<b>Time After Awakening Total</b>	<b>5702</b>	<b>37.4</b>	<b>32.7</b>	<b>4.8</b>	<b>3.6</b>	<b>21.1</b>	<b>18.2</b>
< 5 Minutes	4085	37.6	30.5	3.9	3.3	20.8	16.9
6 - 30 Minutes	1028	34.5	33.3	5.8	3.1	20.2	18.2
31+ Minutes	589	40.0	42.3	4.7	6.3	22.4	24.3
<b>Tobacco Type Total</b>	<b>5763</b>	<b>37.1</b>	<b>33.3</b>	<b>4.5</b>	<b>3.7</b>	<b>20.8</b>	<b>18.5</b>
Cigarettes	5524	38.2	34.1	4.7	3.4	21.5	18.8
Smokeless	239	33.3	31.0	3.1	5.6	18.2	18.3

**Table 59**  
**Quit Rates**  
**Responder Rate Change**  
**2011 Six and Twelve Months (BPH)**

Demographic	Quit Rate Responder Changes			
	Six Month	Twelve Month	Change Twelve to Six Month	
	%	%	Absolute %	Relative %
<b>Insurance Total</b>	<b>37.6</b>	<b>32.7</b>	<b>-4.9</b>	<b>-13.0</b>
No Insurance & Sp Populations	37.9	29.0	-8.9	-23.5
Other Insurance	35.7	46.0	+10.3	+28.9
<b>Gender Total</b>	<b>37.6</b>	<b>32.7</b>	<b>-4.9</b>	<b>-13.0</b>
Male	34.2	35.1	+0.9	+2.6
Female	39.7	30.8	-8.9	-22.4
<b>Age Total</b>	<b>37.6</b>	<b>32.9</b>	<b>-4.7</b>	<b>-12.5</b>
≤ 34	39.2	38.2	-1.0	-2.6
35 - 54	34.3	32.0	-2.3	-7.2
55+	40.0	27.0	-13.0	-32.5
<b>Education Total</b>	<b>37.8</b>	<b>32.7</b>	<b>-5.1</b>	<b>-13.5</b>
Less Than High School	26.7	30.0	+3.3	-12.4
High School Graduate	36.4	31.9	-4.5	-12.4
Some/ Coll. Grad	44.8	36.2	-8.6	-19.2
<b># Packs Cigarettes Total</b>	<b>37.7</b>	<b>38.0</b>	<b>+0.3</b>	<b>+0.8</b>
1 or Less	42.1	42.1	0.0	0.0
>1 - < 2	36.9	21.9	-15.0	-40.6
2+	18.2	44.1	+25.9	+142.3
<b>Time After Awakening Total</b>	<b>37.4</b>	<b>32.7</b>	<b>-4.7</b>	<b>-12.6</b>
< 5 Minutes	37.6	30.5	-7.1	-18.9
6 - 30 Minutes	34.5	33.3	-1.2	-3.5
31+ Minutes	40.0	42.3	+2.3	+5.8
<b>Tobacco Type Total</b>	<b>37.1</b>	<b>33.3</b>	<b>-3.8</b>	<b>-10.2</b>
Cigarettes	38.2	34.1	-4.1	-10.7
Smokeless	33.3	31.0	-2.3	-6.9

**Table 60**  
**Quit Rates**  
**Intent To Treat Rate Change**  
**2011 Six and Twelve Months (BPH)**

Demographic	Quit Rate Intent To Treat Changes			
	Six Month	Twelve Month	Change Twelve to Six Month	
	%	%	Absolute %	Relative %
<b>Insurance Total</b>	<b>4.7</b>	<b>3.6</b>	<b>- 1.1</b>	<b>- 23.4</b>
No Insurance & Sp Populations	4.8	2.9	- 1.9	- 39.6
Other Insurance	4.1	7.2	+ 3.1	+ 75.6
<b>Gender Total</b>	<b>4.7</b>	<b>3.6</b>	<b>- 1.1</b>	<b>- 23.4</b>
Male	4.0	4.4	+ 0.4	+ 10.0
Female	5.2	3.0	- 2.2	- 42.3
<b>Age Total</b>	<b>4.8</b>	<b>3.6</b>	<b>- 1.2</b>	<b>- 25.0</b>
≤ 34	3.7	2.5	- 1.2	- 32.4
35 - 54	4.6	4.8	+ 0.2	+ 4.3
55+	9.4	5.3	- 4.1	- 43.6
<b>Education Total</b>	<b>4.7</b>	<b>3.6</b>	<b>- 1.1</b>	<b>- 23.4</b>
Less Than High School	2.9	3.2	+ 0.3	+ 10.3
High School Graduate	4.4	3.7	- 0.7	- 15.9
Some/ Coll. Grad	6.3	3.6	- 2.7	- 42.9
<b># Packs Cigarettes Total</b>	<b>4.4</b>	<b>3.4</b>	<b>- 1.0</b>	<b>- 22.7</b>
1 or Less	4.9	2.7	- 2.2	- 44.9
>1 - < 2	4.7	4.7	0.0	0.0
2+	1.8	4.5	+ 2.7	+ 150.0
<b>Time After Awakening Total</b>	<b>4.7</b>	<b>3.6</b>	<b>- 1.1</b>	<b>- 23.4</b>
< 5 Minutes	4.8	3.3	- 1.5	- 31.3
6 - 30 Minutes	3.9	3.1	- 0.8	- 20.5
31+ Minutes	5.8	6.3	+ 0.5	+ 8.6
<b>Tobacco Type Total</b>	<b>4.5</b>	<b>3.7</b>	<b>- 0.8</b>	<b>- 17.8</b>
Cigarettes	4.7	3.4	- 1.3	- 27.7
Smokeless	3.1	5.6	+ 2.5	+ 80.6

**Table 61**  
**Lost To Follow-Up, Post Surveys Selected, Lost To Follow-Up Changes**  
**Absolute & Relative**  
**2011 Six and Twelve Months (BPH)**

Demographic	Six Months			Twelve Months			Change 12 to Six Months	
	Post Surveys Selected	Lost To Follow-Up	Lost To Follow-Up	Post Surveys Selected	Lost To Follow-Up	Lost To Follow-Up	Absolute Change	Relative Change
	#	#	%	#	#	%	%	%
<b>Insurance Total</b>	<b>1549</b>	<b>1355</b>	<b>87.5</b>	<b>1533</b>	<b>1365</b>	<b>89.0</b>	<b>+ 1.5</b>	<b>+ 1.7</b>
No Insurance & Sp Populations	1307	1141	87.3	1299	1168	89.9	+2.6	+ 3.0
Other Insurance	242	214	88.4	234	197	84.2	- 4.2	- 4.8
<b>Gender Total</b>	<b>1549</b>	<b>1355</b>	<b>87.5</b>	<b>1533</b>	<b>1365</b>	<b>89.0</b>	<b>+ 1.5</b>	<b>+ 1.7</b>
Male	619	546	88.2	613	536	87.5	- 0.7	- 0.8
Female	930	809	87.0	620	829	90.1	+ 3.1	+ 3.6
<b>Age Total</b>	<b>1534</b>	<b>1345</b>	<b>87.4</b>	<b>1532</b>	<b>1365</b>	<b>89.1</b>	<b>+ 1.7</b>	<b>+ 1.9</b>
≤ 34	828	749	90.5	840	785	93.4	+ 2.9	+ 3.2
35 - 54	520	450	86.5	502	427	85.0	- 1.5	- 1.7
55+	191	146	76.5	190	153	80.5	+ 4.0	+ 5.2
<b>Education Total</b>	<b>1547</b>	<b>1354</b>	<b>87.6</b>	<b>1532</b>	<b>1364</b>	<b>89.0</b>	<b>+ 1.4</b>	<b>+ 1.6</b>
Less Than High School	279	249	89.2	279	249	89.3	+ 0.1	+ 0.1
High School Graduate	792	696	87.9	781	690	88.4	+ 0.5	+ 0.6
Some/ Coll. Grad	476	409	85.9	472	425	90.0	+ 4.1	+ 4.8
<b># Packs Cigarettes Total</b>	<b>1419</b>	<b>1252</b>	<b>88.2</b>	<b>1392</b>	<b>1250</b>	<b>89.8</b>	<b>+ 1.6</b>	<b>+ 1.8</b>
1 or Less	906	799	88.2	914	838	91.7	+ 3.5	+ 4.0
>1 - < 2	296	258	87.2	278	246	88.5	+ 1.3	+ 1.5
2+	217	195	89.9	200	166	83.0	- 6.9	- 7.7
<b>Time After Awakening Total</b>	<b>1546</b>	<b>1351</b>	<b>87.4</b>	<b>1528</b>	<b>1360</b>	<b>89.0</b>	<b>+1.6</b>	<b>+ 1.8</b>
< 5 Minutes	1113	972	87.3	1096	978	89.2	+ 1.9	+ 2.2
6 - 30 Minutes	260	231	88.8	258	234	90.7	+ 1.9	+ 2.1
31+ Minutes	173	148	85.5	174	148	85.1	- 0.4	- 0.5
<b>Tobacco Type Total</b>	<b>1609</b>	<b>1418</b>	<b>88.1</b>	<b>1597</b>	<b>1420</b>	<b>88.9</b>	<b>+ 0.8</b>	<b>+ 0.9</b>
Cigarettes	1381	1211	87.7	1365	1230	90.1	+ 2.4	+ 2.7
Smokeless	228	207	90.8	232	190	81.9	- 8.9	- 9.8





The West Virginia Tobacco Quitline Program

# 2011 Annual Report



*Living Smoke Free!*

Submitted by: **SEMLOH CONSULTING**  
For:



## WV Tobacco Quitline Executive Summary



**The West Virginia Tobacco Quitline 2011 Annual Report** is a report of program operations and major findings for the WV Tobacco Quitline administered by beBetter Networks, Inc. for the 2011 calendar year. This report included the Bureau for Public Health (BPH) enrollment for the entire year divided into two categories: No Insurance & Special Populations and Other Insurance and Medicaid.

In 2011, the WV Tobacco Quitline received 20,026 incoming calls and enrolled 8,074 West Virginians in a program that assisted 835 individuals in quitting tobacco use with a return on investment (ROI) of 751% for the Bureau of Public Health only. No Insurance & Special Populations contained the majority of enrollees with 5,242 (64.9%) followed by Other Insurance 475 (5.9%) and Medicaid 2,357 (29.2%). Since 2000 the program has enrolled over 77,523 participants for a *cumulative penetration rate* of 16.0% of the state's tobacco user population; in 2011 the program reached 1.66% of this population.

The majority of enrollees were *female* (66.7%), white (94.9%), fell into the *45 to 54 year age group* (28.1%), high school graduates (49.3%), and cigarette smokers (93.9%) who smoked 1 pack of cigarettes a day (39.1%), within 5 minutes after awaking (72.6%). The main source of referrals to the program came from *family and friends* (33.5%), followed by physicians (31.5%).

A sample of 2,149 enrollees was randomly (except for target populations of pregnant, 18-34 years and smokeless) selected for a six month post-survey to collect data on the number of tobacco quitters, quit attempts, and overall satisfaction with the program. Completed surveys totaled 248 with 1,901 (88.5%) lost to follow-up. The overwhelming majority, 70.7%, of participants, were *very satisfied*; 23.9% were *mostly/somewhat satisfied* and only 5.4% were *dissatisfied*.

Two methodologies, as recommended by the North American Quitline Consortium, were used to calculate quit rate and quit attempt ranges, which were expressed for the total program with an error rate of +/- 1.8% at the 95% confidence interval. The *responder* method (including only those who completed post surveys) yielded an overall quit rate of 35.0% (28.8% - 41.2%). The *intent to treat* method (including lost to follow-up enrollees counted as tobacco users) yielded an overall quit rate of 4.0% (2.2% - 5.8%), resulting in an *average program quit rate* of 19.5% (15.5% - 23.5%). No Insurance & Special Populations had an average quit rate of 21.4% (16.4% - 26.4%); Other Insurance – 19.9% (8.7% - 31.3%) and Medicaid – 14.1% (16.3% - 22.6%). *Quit attempts* for the program averaged 45.2%, with Other Insurance – 45.8%, No Insurance & Special Populations – 45.5%, and Medicaid – 44.4%, .

During 2011 increased emphasis was directed to the *18-34 year old population*, while continuing emphasis was given to *pregnant* and *smokeless target* populations, necessitating the need for reliable quit statistics for these populations. Post surveys were completed on all of the smokeless and pregnant populations and three fourths of the 18-34 population rather than sampling a part of them. This over sampling, altered the intent to treat quit rates due to the large lost to follow up rate of the 18-34 year population. Intent to treat quit rates were much lower compared to previous years.



## WV Tobacco Quitline Executive Summary

---



Quit rates for pregnant compared to non-pregnant females were *not statistically different*. Pregnant females responder quit rate was 43.8% (19.6% - 68.0%) compared to 33.8% (25.4% - 42.2%) for *non-pregnant* females. *Cigarette only* tobacco users had a responder quit rate of 36.0% (29.2% - 42.8%) compared to *all smokeless* at 33.3% (16.9% - 49.7%). The 18-34 year age group showed a 39.4% (27.4% - 51.4%) quit rate. A special study of the 18-34 population will be completed in a supplemental report for 2010 and 2011 combined as part of a special targeted population funded separately in 2010 and 2011.

The BPH ROI analysis was included in this report, however Medicaid ROI was not included. All other statistics encompassed both Medicaid and BPH enrollees. The BPH *investment* in this program for cigarettes only was \$869,800 including Quitline operational costs, nicotine withdrawal therapy (NWT), and all other associated administrative fees. The one year *total average cost savings*, including both direct health care and productivity costs, was \$7.125 million yielding an *average ROI* of 751%. Thus, for every \$1 invested in the program, there was an average cost savings of **\$7.51**.

The WV Tobacco Quitline began operations in 2000 when the WV Medicaid and PEIA programs contracted with *beBetter Networks, Inc. (formerly Partners in Corporate Health, Inc.)* to develop and administer a tobacco cessation program that offered telephonic coaching and NWT. In March 2002 the BPH joined in sponsoring the program by expanding services to the uninsured (No Insurance) and private insured citizens (Other Insurance), thus providing a statewide tobacco cessation service to all citizens of West Virginia. However, in 2003 due to financial constraints, services for Other Insurance participants was limited. For the purposes of this report we have categorized participants based on the services provided (i.e. No Insurance & Special Populations were separated from Other Insurance).

**WV Tobacco Quitline  
Table of Contents**



<b>Executive Summary &amp; Summary of Statistics and Analysis</b>	<b>i</b>
<b>I. Program Overview</b>	<b>1</b>
<b>II. WV Tobacco Quitline Algorithm, Exhibit 1</b>	<b>3</b>
<b>III. WV Tobacco Quitline Logic Model, Exhibit 2</b>	<b>5</b>
<b>IV. Enrollment Process</b>	<b>6</b>
<b>A. Incoming Calls</b>	<b>6</b>
1. Table 1, Incoming Calls, January 2011-June 2012	7
2. Exhibit 3, Incoming Calls, January 2011-June 2012	8
<b>B. Eligibility</b>	<b>9</b>
1. Table 2, Participant Level of Motivation	10
<b>C. Intake Process</b>	<b>11</b>
1. Table 3, Participant Enrollment by Month 2011	14
2. Exhibit 4, Enrollment Total by Agency by Month 2011	15
3. Exhibit 5, Enrollment by Agency by Month 2011	15
4. Table 4, Participant Enrollment January 2012-June 2012	16
5. Exhibit 6, Participant Enrollment January 2012-June 2012	17
6. Table 5, Comparison of Enrollment Totals July 2000-June 2012	18
7. Table 6, Participant Pregnant Population	19
8. Table 7, Participant Gender Distribution	19
9. Table 8, Participant Ethnicity	20
10. Table 9, Participant Ethnicity: Hispanic or Latino	20
11. Table 10, Participant Age Distribution	21
12. Exhibit 7, Participant Age Distribution	21
13. Table 11, Participant Education Background	22
14. Table 12, Participant Reported Referral	23
15. Table 13, Summary of Services Delivered	24
<b>V. Penetration Ratio</b>	<b>25</b>
1. Table 14, Penetration Rates by County—2011	27
2. Exhibit 8, Penetration Rates by County—2011	29
3. Table 15, Penetration Rates by County—Cumulative 2002—2011	30
4. Exhibit 9, Penetration Rates by County—Cumulative 2002—2011	32
5. Table 16, Quitline Penetration Rates By Region 2011	33
6. Table 17, Penetration Rates By Regions (RTPCC) 2011	35

<b>VI. Evaluation</b>	<b>36</b>
1. Exhibit 10, Schematic of Quitline Populations	37
<b>A. Participant Satisfaction</b>	<b>38</b>
1. Table 18, Participant Overall Satisfaction with Program by Insurance Type	55
2. Table 19, Participant Overall Satisfaction with Program by Gender	55
3. Table 20, Participant Overall Satisfaction with Program by Education	55
4. Table 21, Participant Satisfaction of Enrollment Process	56
5. Table 22, Participant Reported Helpfulness of Educational Materials	56
6. Table 23, Participant Helpfulness of Phone Coaching Service	56
7. Table 24, Participant Satisfaction with NWT	57
8. Table 25, Participant Reported Most Helpful Service	57
<b>B. Quit Rate/Quit Attempts</b>	<b>58</b>
1. Exhibit 11, Quitline Populations	58
2. Exhibit 12, Demographic Levels of Quitline Statistics and Analysis	59
3. Table 26, Quit Rate & Quit Attempts Responder Methodology by Insurance	60
4. Table 27, Quit Rate & Quit Attempts Intent to Treat Methodology by Insurance	61
5. Table 28, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Insurance	62
6. Exhibit 13, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Insurance	62
7. Table 29, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Insurance	63
8. Exhibit 14, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Insurance	63
9. Table 30, Averaged Quit Rate Confidence Interval by Insurance	64
10. Exhibit 15, Averaged Quit Rate Confidence Interval by Insurance	64
11. Table 31 Averaged Quit Attempts Confidence Interval by Insurance	65
12. Exhibit 16, Averaged Quit Attempts Confidence Interval by Insurance	65
13. Table 32 , Quit Rate & Quit Attempts Responder Methodology by Overall Program Satisfaction	66
14. Table 33, Quit Rate & Quit Attempts Responder Methodology by Region	67
15. Table 34, Quit Rate & Quit Attempts Intent To Treat by Region	68

## WV Tobacco Quitline Table of Contents continued

---

16. Table 35, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Region	69
17. Table 36, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Region	70
18. Table 37, Averaged Quit Rate Confidence Interval by Region	71
19. Exhibit 17, Averaged Quit Rate Confidence Interval by Region	71
20. Table 38, Quit Rate & Quit Attempts Responder Methodology by Gender	72
21. Table 39, Quit Rate & Quit Attempts Intent to Treat Methodology by Gender	72
22. Table 40, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Gender	73
23. Table 41, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Gender	73
24. Table 42, Averaged Quit Rate Confidence Interval by Gender	74
25. Exhibit 18 Averaged Quit Rate Interval by Gender	74
26. Table 43, Quit Rate & Quit Attempts Responder Methodology by Ethnicity	75
27. Table 44, Quit Rate & Quit Attempts Intent to Treat Methodology by Ethnicity	75
28. Table 45, Quit Rate & Quit Attempts Confidence Interval Completer/Responder Methodology by Ethnicity	76
29. Table 46, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Ethnicity	76
30. Table 47, Averaged Quit Rate Confidence Interval by Ethnicity	77
31. Exhibit 19 Averaged Quit Rate Confidence Interval by Ethnicity	77
32. Table 48, Quit Rate & Quit Attempts Responder Methodology by Pregnant	78
33. Table 49, Quit Rate & Quit Attempts Intent to Treat Methodology by Pregnant	78
34. Table 50, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Pregnant	79
35. Table 51, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Pregnant	79
36. Table 52, Averaged Quit Rate Confidence Interval by Pregnant	80
37. Exhibit 20 Averaged Quit Rate Confidence Interval by Pregnant	80
38. Table 53, Quit Rate & Quit Attempts Responder Methodology by Age	81
39. Table 54, Quit Rate & Quit Attempts Intent to Treat Methodology by Age	81

## WV Tobacco Quitline Table of Contents continued

40. Table 55, Quit Rate & Quit Attempts Confidence Interval /Responder Methodology by Age	82
41. Table 56, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Age	82
42. Table 57, Averaged Quit Rate Confidence Interval by Age	83
43. Exhibit 21, Averaged Quit Rate Confidence Interval by Age	83
44. Table 58, Quit Rate & Quit Attempts Responder Methodology by Education	84
45. Table 59, Quit Rate & Quit Attempts Intent to Treat Methodology by Education	84
46. Table 60, Quit Rate & Quit Attempts Confidence Interval Completer/ Responder Methodology by Education	85
47. Table 61, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Education	85
48. Table 62, Averaged Quit Rate Confidence Interval by Education	86
49. Exhibit 22, Averaged Quit Rate Confidence Interval by Education	86
50. Table 63, Quit Rate & Quit Attempts Responder Methodology by Motivation Level	87
51. Table 64, Quit Rate & Quit Attempts Intent to Treat Methodology by Motivation Level	87
52. Table 65, Quit Rate & Quit Attempts Confidence Interval Completer/ Responder Methodology by Motivation Level	88
53. Table 66, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Motivation Level	88
54. Table 67, Averaged Quit Rate Confidence Interval by Motivation Level	89
55. Exhibit 23, Averaged Quit Rate Confidence Interval by Motivation Level	89
56. Table 68, Quit Rate & Quit Attempts Responder Methodology by Live With Other Smoker	90
57. Table 69, Quit Rate & Quit Attempts Intent to Treat Methodology by Live With Other Smoker	90
58. Table 70, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Live With Other Smoker	91
59. Table 71, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Live With Other Smoker	91
60. Table 72, Averaged Quit Rate Confidence Interval by Live With Other Smoker	92

## WV Tobacco Quitline Table of Contents continued

---

61. Exhibit 24, Averaged Quit Rate Confidence Interval by Live With Other Smoker	92
62. Table 73, Quit Rate & Quit Attempts Responder Methodology by Number of Coaching Calls	93
63. Table 74, Quit Rate & Quit Attempts Intent to Treat Methodology by Number of Coaching Calls	93
64. Table 75, Quit Rate & Quit Attempts Confidence Interval Completer/ Responder Methodology by Number of Coaching Calls	94
65. Table 76, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Number of Coaching Calls	94
66. Table 77, Averaged Quit Rate Confidence Interval by Number of Coaching Calls	95
67. Exhibit 25, Averaged Quit Rate Confidence Interval by Number of Coaching Calls	95
68. Table 78, Quit Rate & Quit Attempts Responder Methodology by Cigarette Packs	96
69. Table 79, Quit Rate & Quit Attempts Intent to Treat Methodology by Cigarette Packs	96
70. Table 80, Quit Rate & Quit Attempts Confidence Interval Completer/ Responder Methodology by Cigarette Packs	97
71. Table 81, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Cigarette Packs	97
72. Table 82, Averaged Quit Rate Confidence Interval by Cigarette Packs	98
73. Exhibit 26, Averaged Quit Rate Confidence Interval by Cigarette Packs	98
74. Table 83, Quit Rate & Quit Attempts Responder Methodology by Time After Awakening	99
75. Table 84, Quit Rate & Quit Attempts Intent to Treat Methodology by Time After Awakening	99
76. Table 85, Quit Rate & Quit Attempts Confidence Interval Completer/ Responder Methodology by Time After Awakening	100
77. Table 86, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Time After Awakening	100
78. Table 87, Averaged Quit Rate Confidence Interval by Time After Awakening	101
79. Exhibit 27, Averaged Quit Rate Confidence Interval by Time After Awakening	101
80. Table 88, Quit Rate & Quit Attempts Responder Methodology by Tobacco Type	102
81. Table 89, Quit Rate & Quit Attempts Intent to Treat Methodology by Tobacco Type	103

**WV Tobacco Quitline**  
**Table of Contents continued**



82. Table 90, Quit Rate & Quit Attempts Confidence Interval Responder Methodology by Tobacco Type	104
83. Table 91, Quit Rate & Quit Attempts Confidence Interval Intent to Treat Methodology by Tobacco Type	105
84. Table 92, Averaged Quit Rate Confidence Interval by Tobacco Type	106
85. Exhibit 28, Averaged Quit Rate Confidence Interval by Tobacco Type	106
<b>VII. Return On Investment</b>	<b>107</b>
1. Exhibit 29, ROI Algorithm	109
2. Table 93, Number of Quit Tobacco Users by Methodology	110
3. Table 94, Tobacco Cost Savings Per Smoker by Methodology	111
4. Table 95, Return On Investment Range by Methodology	112
5. Exhibit 30, Return On Investment Range by Methodology	112
6. Exhibit 31, Return On Investment High & Low Range by Methodology	113
7. Table 96, Average Return On Investment	114
8. Exhibit 32, Average Return On Investment	114
9. Exhibit 33, Average Cost Savings & Program Costs	114
<b>VIII. Summary</b>	<b>115</b>
<b>IX. Appendix</b>	<b>121</b>
A. Table A1, Participant Tobacco Type Used	122
B. Table A2, Participant Lived with Other Tobacco Users	123
C. Table A3, Participant Worked with Other Tobacco Users	124
D. Table A4, Participant Reported Tobacco Breaks with Co-Workers	125
E. Table A5, Participant Previously Tried to Quit Using Tobacco	126
F. Table A6, Participant Previous Quit Attempts	127
G. Table A7, Participant Reported Reason for Quitting	128
H. Table A8, Participant Reported Reasons for Relapse	129
I. Table A9, Participant Confidence in Staying Quit	130



# WV Tobacco Quitline Program Overview



## **Program Background & History**

The West Virginia Tobacco Quitline, administered by beBetter Networks, Inc., was first launched as the YNOTQUIT Program on July 01, 2000, as a service for West Virginia Medicaid recipients and members of the West Virginia Public Employees Insurance Agency. Developed out of an existing program entitled Individual Risk Management Activities, the program was patterned after successful Quitlines in California, Massachusetts and Arizona, as well as the CDC's Best Practices Guidelines.

Initially the program was made available to approximately 500,000 individuals from the two original participating state agencies. In March 2002, the program received sponsorship by the West Virginia Bureau for Public Health and was available to all 1.8 million West Virginia citizens. Over the course of seven years of operations the WV Tobacco Quitline has received over x calls and enrolled more than x individuals.

## **Program Description & Processes**

### ***Marketing the Quitline***

The Quitline has been marketed through the use of brochures, posters and various mass media including TV, newspaper, and Internet. One of the initial focuses of the program's marketing efforts was on the provider community (physicians, pharmacies, dentists, clinics, etc.). Provider Information Guides, which outline program services and detail how providers can engage the program, as well as brochures and posters were distributed by direct mailing to over 6,600 locations across the state and through trainings provided by the West Virginia State Medical Association. More recently, special promotional campaigns have been employed through but not limited to television ads, newspaper ads/articles, billboards and community ads, direct mailings, and brochures, that supported the Quitline.

### ***Enrollment Process***

To enroll in the WV Tobacco Quitline a participant called the toll free number (1.877.966.8784) and completed a survey of approximately forty questions with a Tobacco Cessation Specialist. These questions referred to the participant's demographics, tobacco use and history, readiness and reasons to quit, referrals, and any relevant medical history. Once the participant was enrolled, he/she received educational materials, phone coaching services, and based on eligibility, nicotine withdrawal therapy (NWT) or prescription authorization for NWT products and Zyban.

### ***Delivered Service Highlights***

The Quitline provided each participant with a tailored educational packet based on needs, interests, and readiness to quit identified during the intake process. Contents of these packets included information on spit tobacco use, smoking during pregnancy, teen tobacco use, second-hand-smoke and several other topics in correlation with survey responses. The materials were also customized to client literacy levels.

beBetter managed the process of pre-authorization of NWT's for clients who were covered by WV Medicaid or PEIA. The NWT's available included patches, gum, lozenges, inhalers, nasal spray, and Zyban. During the authorization process Tobacco Cessation Specialists acted as troubleshooters between the providers and pharmacies to ensure NWT prescriptions were filled.

An innovative program involving direct mailing of the nicotine patch to West Virginia residents enrolled in the program began in March 2002. From March 2002 until June 2003, any non-Medicaid resident was eligible to receive this service, five phone coaching sessions, and tailored educational materials free of charge. Participants were required to complete and return forms and documentation prior to distribution of the product. In some cases, physician consent was also required before patch distribution. beBetter distributed the nicotine patch directly to individuals' homes via ground shipping methods.

## WV Tobacco Quitline Program Overview continued



In 2003, this service, along with the prescription authorization process for Medicaid and PEIA members, led the Quitline to its highest enrollment month ever: January 2003 with 1,568 individual enrollments. On May 1, 2003 West Virginia raised the tax on cigarettes from 17 cents to 55 cents per pack. This increase in price encouraged WV residents to quit tobacco and consequently gave the Quitline yet another record enrollment: highest daily enrollment of 116 individuals on May 6, 2003.

Due to financial constraints and the great demand for the Quitline's benefits (free patches, coaching sessions, and educational materials), services were changed in late June 2003. Residents with no insurance, pregnant women, or those covered by PEIA remained eligible for free services modified to fit budgetary caps. The number of allowable coaching sessions was lowered to four and yearly enrollment caps for uninsured participants were established. Those who were covered by a private insurer, the under-insured (or as we will refer to them, Other Insurance), were eligible for reduced services from the Quitline: free educational materials, one free coaching session, and nicotine patches at a discounted rate. In addition, a yearly cap of approximately 165 participants was established. For this reason, on July 1, 2003, PEIA opened the program (for free services) to all PEIA PPB members and PEIA HMOs: Healthplan and Carelink.

In May 2004, the BPH began to allow the underinsured populations of Medicare and Medicaid QMB (Qualified Member Benefits) to receive the same services as the uninsured population (educational materials, up to four phone coaching sessions, and an eight week supply of patches). Beginning in 2005, the NWT (patches) was distributed in two shipments of four weeks each. This allowed for financial savings as not all participants called back in order to receive their second shipment. This also can be one explanation for the increase in call volume in 2005 from previous years. In the Fall of 2005 another special population was approved for the program: WV College Students. This population also was eligible for the same services as uninsured. Beginning in 2005, enrollment caps were based on the yearly budget amount.

In 2006 several other special populations were added to receive the full services. The following groups were eligible to enroll for educational materials, up to four proactive coaching sessions, unlimited reactive coaching sessions for one year, and two shipments of four weeks of NWT in the form of patches, gum or lozenges: *No Insurance, Medicare, Medicaid QMB, Pregnant Women & Household Members of Pregnant Women, College Students & Faculty, Military Personnel & Families, Youth 24 Years & Younger, Adults 65 & Older, and Partnership for African American Churches (PAAC) Members*. These groups were categorized as **No Insurance & Special Populations** in this report based on the services provided. Also in 2006, services for the *Other Insurance* group were expanded to include educational materials, up to two proactive coaching sessions, unlimited reactive coaching sessions for one year, and two weeks of NWT in the form of patches, gum or lozenges. Beginning in September 2006, PEIA members were no longer serviced through the WV Tobacco Quitline.

In 2007 the Adults 65 & Older category was expanded to *Adults 55 & Older* and a group for the *Freedom From Smoking Clinic* was added to the Special Populations. On November 15, 2007, with the Great American Smokeout, full services were opened up to all *Other Insurance* participants for a limited time. This included educational materials, up to four proactive coaching sessions, unlimited reactive coaching sessions for one year, and two shipments of four weeks of NWT in the form of patches, gum or lozenges. In 2008 the following groups were added to the Special Populations: *Diabetic and Family, Legacy, Asthma, LGBT (Lesbian, Gay, Bi-sexual and Transgender), and Wise Woman*.

The tremendous success and quit rates of the WV Tobacco Quitline were attributed in large part to the success of the phone coaches. The majority of coaches held a Masters degree in counseling or a health-related field and received over 70 hours of focused training on the coaching process as well as tobacco addiction.

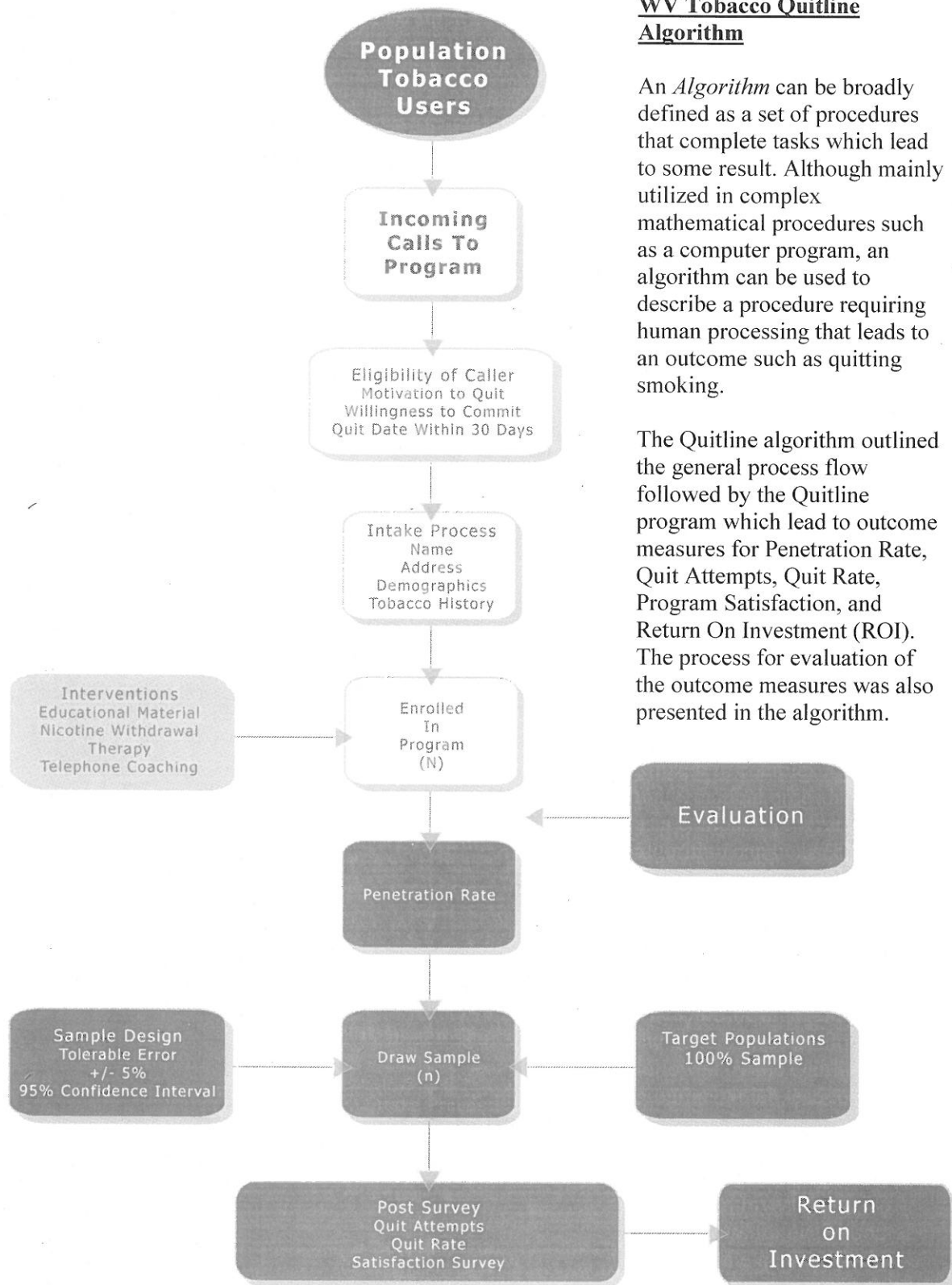
# Exhibit 1 WV Tobacco Quitline Algorithm



## WV Tobacco Quitline Algorithm

An *Algorithm* can be broadly defined as a set of procedures that complete tasks which lead to some result. Although mainly utilized in complex mathematical procedures such as a computer program, an algorithm can be used to describe a procedure requiring human processing that leads to an outcome such as quitting smoking.

The Quitline algorithm outlined the general process flow followed by the Quitline program which lead to outcome measures for Penetration Rate, Quit Attempts, Quit Rate, Program Satisfaction, and Return On Investment (ROI). The process for evaluation of the outcome measures was also presented in the algorithm.



## WV Tobacco Quitline Logic Model

---



A logic model is a diagram that outlines the flow of *inputs* and *activities* for a program necessary to achieve the *goals* of that program. The products of the program include *outputs* that are required to deliver *outcomes*, which are categorized as *immediate*, *intermediate* and *long term*.

Also included in this model are the *interventions* that lead to outputs and outcomes. Overlaying all of these elements are the *evaluations* required at each level to measure the progress for achieving these outputs and outcomes. In summary, a logic model is designed to provide a one page simplified, easy to understand overview of a complicated program. The Quitline logic model is presented in Exhibit 2.

The *goals* of the WV Tobacco Quitline were threefold:

- 1) A reduction in the number of tobacco users in West Virginia
- 2) An increase in the number of healthier and happier citizens
- 3) A reduction in health care and productivity costs for state and private insurers

## Exhibit 2 WV Tobacco Quitline Logic Model

### INPUTS

- Intake operators
- Telephone coaches
- Fulfillment specialists
- Nicotine Withdrawal Therapy products
- Educational materials
- Management information system
- Telephonic management system

### ACTIVITIES

- Respond to telephone inquiries
- Assessment of incoming calls
- Answering pharmacy/physicians/participants questions
- Perform eligibility assessment
- Administer screening questionnaire
- Authorize prescriptions
- Distribute educational material
- Distribute NWT products
- Assign phone coaches
- Make coaching calls
- Administer post survey questionnaire

### EVALUATION

- Number of enrollees
- Demographics on enrollees

### OUTPUTS

Enrollment in program

### INTERVENTIONS

- Education materials
- Nicotine Withdrawal products
- Telephone coaching

### GOALS:

- Reduction in the number of tobacco users in West Virginia
- Increase in healthier and happier citizens
- Reduction in health care and productivity costs

### OUTCOMES

#### (IMMEDIATE)

- Satisfaction with program
- Better educated enrollees as to harmful effects of tobacco use
- Attempts to quit
- Move from contemplation to preparation

#### (INTERMEDIATE)

- Enrollee remains quit for 6 months
- Reduction in health care and economic costs
- Positive economic return

#### (LONG TERM)

Reduction in incidence of chronic disease and premature deaths

### (EVALUATION)

- POST SURVEY
- Satisfaction survey responses
  - Usefulness of educational material responses
  - Quit Attempts
  - Reenrollment change in motivation (stages of change)

- Six Month Quit Rates
- Calculation of cost savings from smokers
- Calculation of return on investment

- Change in incidence of chronic diseases
- Reduction in premature deaths from chronic disease

## WV Tobacco Quitline Enrollment Process



### **Incoming Calls**

#### **Methodology**

Any state resident, physician, pharmacy or other interested organization had access to the West Virginia Tobacco Quitline for inquiries, requests and program enrollment. Callers were provided with a toll-free telephone number, 877.YNOTQUIT (877.966.8784). Callers were identified as either a potential participant, pharmacy/physician or other interested agency and directed appropriately. All incoming calls were reported on a monthly basis for the entire Quitline. Voice mail was available for non-business hours and high call volume situations. Tobacco Cessation Specialists were available Monday through Friday from 8 a.m. to 8 p.m. Beginning October 1, 2007, the call center hours expanded to Monday through Friday from 8 a.m. to 9 p.m. and Saturday and Sunday from 8 a.m. to 5 p.m.

#### **Analysis**

Beginning in 2005, participants receiving eight weeks of NWT delivered by mail were required to call the Quitline to order the second shipment of four weeks of NWT. This has driven an increase in incoming call volume in the past three years. In August 2006, PEIA separated from the WV Tobacco Quitline and from January through September 2007, Medicaid separated from the Quitline, thus explaining the decrease in call volume beginning the latter part of 2006. A total of 20,026 telephone calls was received by the Quitline in 2011. From January through June 2012, an additional 14,958 calls were received, totaling 34,984 calls for the 18 month period. Table 1 demonstrates the corresponding percentage of calls received per month based on the year (or half year) as well as the total 18 month period.

Exhibit 3 portrays the variances from month to month in call volume. The highest call volume was obtained in May 2011 (2,230 calls). Incoming call volumes remained fairly consistent throughout 2011 with slightly higher volumes in the first three months and again in August and September. April 2012 demonstrated a spike in calls (2,778)

#### **Summary**

- Incoming callers ranged from enrollees to pharmacies and physicians to various other interested organizations.
- Quitline operating hours were expanded in October 2007 from Monday through Friday, 8 a.m. to 8 p.m. to Monday through Friday, 8 a.m. to 9 p.m. and Saturday and Sunday, 8 a.m. to 5 p.m.
- Voice mail was available during non-business hours and high call volume times.
- In 2011, there was a total of 20,026 calls.
- A total of 34,984 calls were received during the 18 month period.
- The highest call volume (2,778) was obtained in April 2012 and the lowest call volume (1,275) was in April 2011.

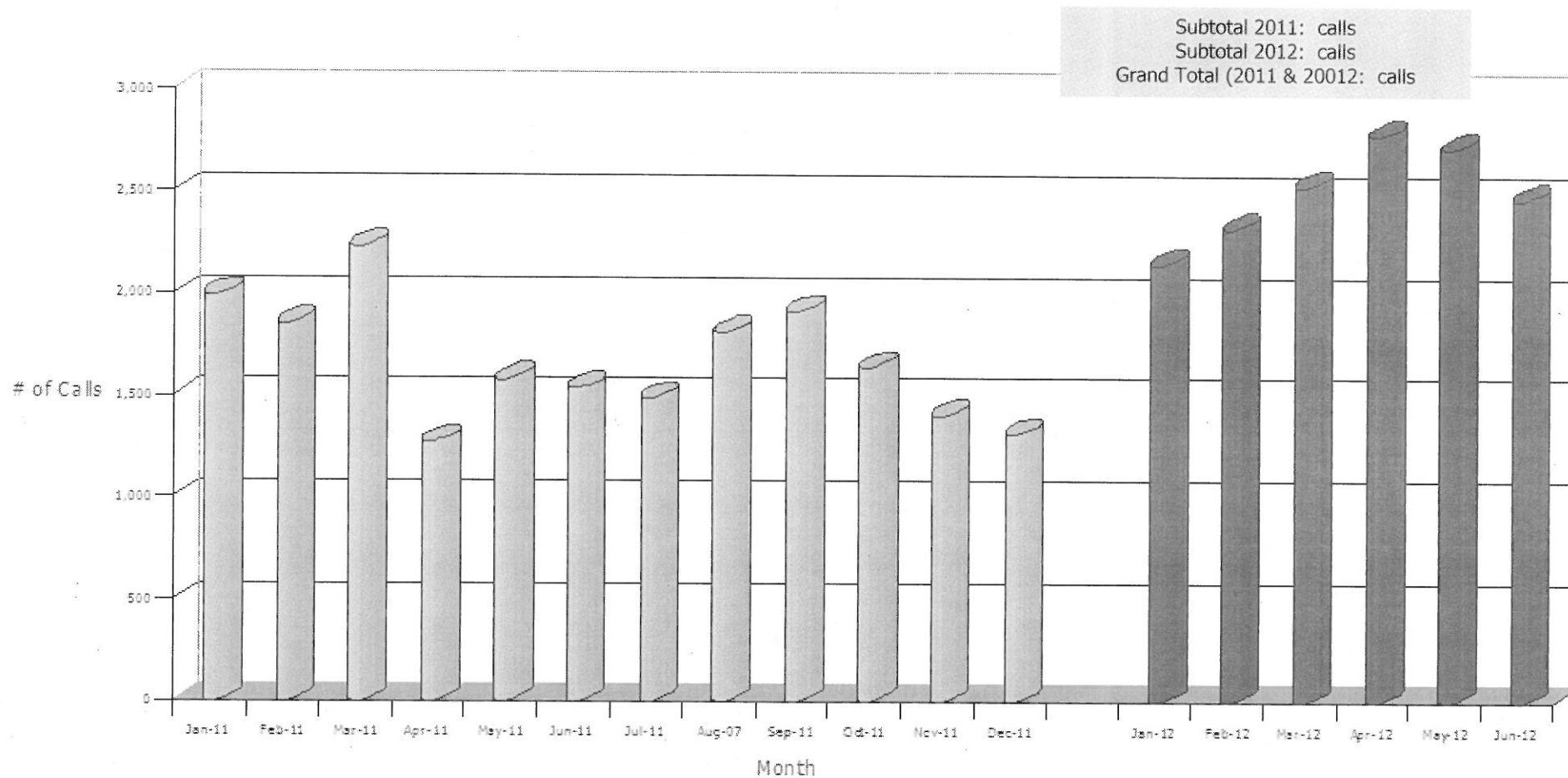


**Table 1**  
**Incoming Calls**  
**January - December 2011 and January - June 2012**  
**By Month**

Month	#	% Subtotal	% Grand Total
January 2011	1990	9.9	5.7
February 2011	1853	9.3	5.3
March 2011	2230	11.1	6.4
April 2011	1275	6.4	3.6
May 2011	1581	7.9	4.5
June 2011	1538	7.7	4.4
July 2011	1487	7.4	4.2
August 2011	1809	9.0	5.2
September 2011	1912	9.5	5.5
October 2011	1637	8.2	4.7
November 2011	1402	7.0	4.0
December 2011	1312	6.6	3.8
<b>Subtotal 2011</b>	<b>20,026</b>	<b>100.0</b>	
January 2012	2143	14.3	6.1
February 2012	2318	15.5	6.6
March 2012	2532	16.9	7.2
April 2012	2778	18.6	7.9
May 2012	2717	18.2	7.8
June 2012	2470	16.5	7.1
<b>Subtotal 2012</b>	<b>14,958</b>	<b>100.0</b>	
<b>Grand Total 2011 + 2012</b>	<b>34,984</b>		<b>100.0</b>



**Exhibit 3**  
**Incoming Calls**  
**January 2011 - June 2012**  
**By Month**



## WV Tobacco Quitline Enrollment Process



### **Eligibility**

### **Methodology**

Participants were required to meet specific eligibility criteria prior to enrollment and receipt of services. Medicaid was contacted to verify eligibility of Medicaid and uninsured (No Insurance) participants. All BPH (No and Other Insurance and Special Populations) participants were required to be a state resident and provide either a valid driver's license number or proof of state residency, faxed, or mailed to the Quitline.

Once a participant was identified by sponsoring agency and benefit coverage was verified, the participant was asked screening questions to further determine his/her eligibility to enroll in the program. The participant's motivation to quit using tobacco, based on a scale from one to ten (ten being the most motivated answer and one being the least motivated to quit using tobacco), was obtained in order to determine the participant's readiness to quit. The participant's planned quit date was also captured during this time. Beginning in 2003, willingness to quit was incorporated into the screening tool.

Due to financial constraints, beginning in July 2003, participants were required to meet specific screening scores in order to be enrolled in the program. A participant must give an answer of 7 or above on a scale of 1-10 expressing his/her desire to quit. He/she must answer an 8 or above on a scale of 1-10 for motivation to quit tobacco. Finally, unless the participant has already started the quit process (such as cutting back or using NWT), he/she must state his/her quit date will be within one month of the enrollment date. If the participant did not meet the specific screening scores, he/she would be placed in "holding" for a period of 30 days and was asked to re-evaluate the plan for quitting. He/she would be eligible to enroll and re-screened after this holding period.

### **Analysis**

Participants' motivation to quit was fairly consistent across all three agencies with the majority (84.4%) with a motivation of "10" and an additional 7.2% in the nine and 8.4% with a motivation of "8" (Table 2).

### **Summary**

- Participants were required to meet specific criteria to be eligible to enroll and receive services.
- Screening questions helped better determine the participant's readiness to quit at enrollment.
- Participant must answer 7 or higher (on a 1-10 scale) for desire to quit.
- Participant must answer 8 or higher (on a 1-10 scale) for motivation to quit.
- Participant's quit day must be within 30 days of the enrollment date.
- Participant must express a willingness to quit.
- If the participant did not meet eligibility criteria, he/she was placed into a 30-day holding period.
- All enrollees (100.0%) scored an eight or above (ten being the highest) for motivation to quit using tobacco. Participants not scoring in this range were placed into holding as described above.

**Table 2**  
**Participant Level of Motivation in Quitting Upon Enrollment**  
**By Insurance Type**  
**2011**



<i>(On a scale from 1 to 10, 10 being the most positive)</i>								
Insurance Type	10		9		8		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	1936	84.4	178	7.7	181	7.9	2295	100.0
No Insurance & Special Populations	4335	84.2	373	7.2	440	8.6	5148	100.0
Other Insurance	407	86.8	17	3.6	45	9.6	469	100.0
Total	6678	84.4	568	7.2	666	8.4	7912	100.0

## WV Tobacco Quitline Enrollment Process



### **Intake Process**

#### **Methodology**

After eligibility was determined for a participant, information was collected to enroll the caller in the program. The participant's contact information (address, phone, etc.) was collected for distribution of educational materials, contact by a phone coach, and distribution of NWT where applicable. Information specific to demographics, tobacco history, referral sources, reasons for quitting, and relevant medical history were obtained at this time as well.

During the intake process, if the participant was a Medicaid member and had obtained a physician's order for NWT, this information was collected. Upon completion of the intake process, a Tobacco Cessation Specialist faxed the prescription information to Rational Drug Therapy Program for further processing and approval. The participant may then take the prescription to be filled to a local pharmacy one to two business days after enrollment. If a problem occurred and the prescription could not be filled, the Quitline staff acted as liaisons to troubleshoot any circumstances.

After enrollment was completed, participants were provided with educational materials (tailored to their needs) by mail and to phone coaching. Participants covered by BPH were eligible to receive free NWT (patches, gum or lozenges) by mail after completion of required waivers and documentation. Physicians were contacted if the participant reported a health condition or illness.

#### **Analysis**

##### ***Enrollment***

In 2011, 8,074 participants enrolled in the WV Tobacco Quitline. BPH No Insurance & Special Populations comprised the largest enrollment with 5,242 (64.9%), followed by Medicaid with 2,359 (29.2%) and Other Insurance 475 (5.9%). Peak total enrollment occurred in January with 884 enrollees (10.9% of year total), followed by March 833 (10.3%), and February (731). Lowest enrollment occurred in July (545) and September (577) (Table 3, Exhibits 4-6).

Medicaid's peak enrollment month was March (298), followed by January (278) and February (254). The Bureau For Public Health's No Insurance enrollment peaked in January (558), followed by March (489) and February (431). The lowest enrollment occurred in July (323). Other Insurance peaked in January and August with 48. The first six months of 2012 yielded 6,197 additional enrollments (Table 4 and Exhibit 6). The highest enrollment months for 2012 were January (1266) and April (1097).

Demonstrated in Table 5, the enrollment numbers for Medicaid remained relatively consistent from inception of the program on July 01, 2000 through year six. There was a slight decrease in year seven. Medicaid only had enrollments in the WV Tobacco Quitline for three months in year eight, thus the significantly lower number of enrollments. The BPH Other funded program had shown a great increase in year 2003. The drop in enrollment numbers since then can be attributed to the budgetary caps instated in 2003. Except for 2009 BPH Other has had relatively stable enrollment numbers over the past five years.

##### ***Pregnant Enrollments***

In 2011 there were a total of 269 pregnant enrollees. No Insurance & Special Populations encompassed the majority with 177 (65.8%), while Medicaid had a total of 91 (33.8%) (Table 6).

## WV Tobacco Quitline Enrollment Process continued

### ***Gender***

Females comprised 5,385(66.7%) and males 2,688(33.3%) of enrollments. The distribution across each program leaned strongly to female enrollments (Table 7).

### ***Ethnicity***

Of the 7,585 enrollees, 92.5% were White, 2.2% were Black/African American, 0.3% were American Indian/Alaskan Native, 0% were Asian, and 5.0% were Other, Don't Know or Refused (Table 8). Of the total enrollments, 0.08% also reported being Hispanic/Latino (Table 9).

### ***Age***

About a quarter (28.1%) of the participants fell in the age group of 45-54. Following closely were the age brackets of 35-44 (20.7%) , 25-34 (18.3%) and 55-64 (18.1%). The lowest enrollment age bracket belongs to the 1-17 age group (0.7%) (Table 10 & Exhibit 7).

### ***Education***

The majority of enrollees were high school graduates (33.7%), followed by some college (18.6%). The category of 8th grade or below represented only 7.7% and some high school 17.9% of the total population (Table 11). Only 6.5% were college graduates.

### ***Tobacco History***

All insurance types were fairly consistent in the type of tobacco used with 94.0% of the participants smoking cigarettes, 3.6% using smokeless tobacco (chew & snuff) and another 0.9% smoking cigars or pipes. Poly users (participants using more than one tobacco type, including Snus) comprised 1.5% of enrollments (Table A1).

About half of all participants (45.2%) lived with other tobacco users (Table A2). Those that worked with other tobacco users encompassed 25.2% of the population and those that did not work with other tobacco users made up 74.8% (Table A3). Over 77.9% of the participants that worked with other tobacco users reported that they take tobacco breaks with co-workers, leaving just 22.1% of the population reporting that did not take tobacco breaks with co-workers (Table A4).

The majority of participants (61.9%) had previously tried to quit using tobacco (Table A5). Of those that tried to quit before, most (64.2%) had tried one or two times previously, 23.2% had tried three or four times, 8.6% had five or six prior attempts, and 4.0% had tried seven or more times (Table A6).

### ***Referrals***

In 2011, the highest number of referrals to the Quitline came from friends & family (33.5%). Physicians also made a large contribution to the number of referrals the Quitline received (31.5%). With pharmacist contributing 10.4%. Media sources (TV, radio, newspaper, internet, and ads) contributed with 5.9% of referrals. PR and communications (such as newsletters, brochures, mailings, and special promotions) referrals had (8.7%). Additional referral sources were employers/coworkers (0.6%), insurance providers (0.7%), and faxed (5.0%) (Table 12).

## WV Tobacco Quitline Enrollment Process continued



### *Summary of Services*

Table 13 demonstrates a summary of the services provided by insurance type. All participants that enrolled in the program were mailed educational materials. The total percentage that received coaching sessions was 91.2%. Medicaid had the highest number of participants receiving coaching (91.2%). The percentage of Medicaid participants that requested prescriptions for NWT/Zyban was 93.0%. BPH participants that completed and returned required documentation were shipped free NWT, which included 3491 (61.1%) individuals.

Please note that only Medicaid received prescription authorizations. BPH participants had the option to receive delivered NWT. Also note that only BPH participants and Medicaid re-enrollees were required to receive phone coaching; all other Medicaid participants could choose to decline this service. Many participants, however, were unable to be reached upon multiple attempts at various time periods and therefore did not receive phone coaching services.

### Summary

- Highest enrollment volumes in 2011 were January (10.9%) and March (10.3%).
- Medicaid's peak enrollment month in 2011 was March (12.6%). No Insurance & Special Population peak enrollment month in 2011 was January (10.6%) and Other Insurance was January (10.1%).
- For the first six months of 2011, the total enrollment was 6,197.
- From July 01, 2000, to December 31, 2011, the total enrollment was 77,523.
- Of the 269 pregnant enrollees, 65.8% were No Insurance & Special Population members.
- The majority of enrollees were female (66.7%).
- The majority of enrollees (92.7%) were White, 2.2% were Black/African American, 0.3% were American Indian/Alaskan Native, 0% were Asian, and 5.0% reported Other, I Don't Know or Refused. A total of 0.08% were also Hispanic/Latino.
- Age distribution was equally distributed between two groups: 25-34 (18.3%) and 55-64 (18.1%), with 45-54 (28.1%) the largest.
- The majority of enrollees were high school graduates (33.7%) or had some college education (18.6%).
- Cigarettes were the most prevalent type of tobacco used (94.0%).
- Just under half of all participants lived with other tobacco users (45.2%).
- A total of 25.2% of participants worked with tobacco users.
- Over 77.9% of the participants took tobacco breaks with co-workers.
- Most enrollees tried to quit previously (61.9%); the majority of this group had tried once or twice previously (64.2%).
- Referrals for 2011 were predominately made by family and friends (33.5%) followed by physicians (31.5%).
- Participants were eligible to receive educational materials, phone coaching, prescription authorization (Medicaid) and NWT (BPH).
- All enrollees received educational materials (100%).
- The majority of participants received phone coaching (91.2%) with Medicaid demonstrating the highest (93.0%).
- Over half (61.1%) of BPH enrollees also received NWT through the mail.
- Nearly 60.5% of Medicaid members were assisted with prescription authorization.

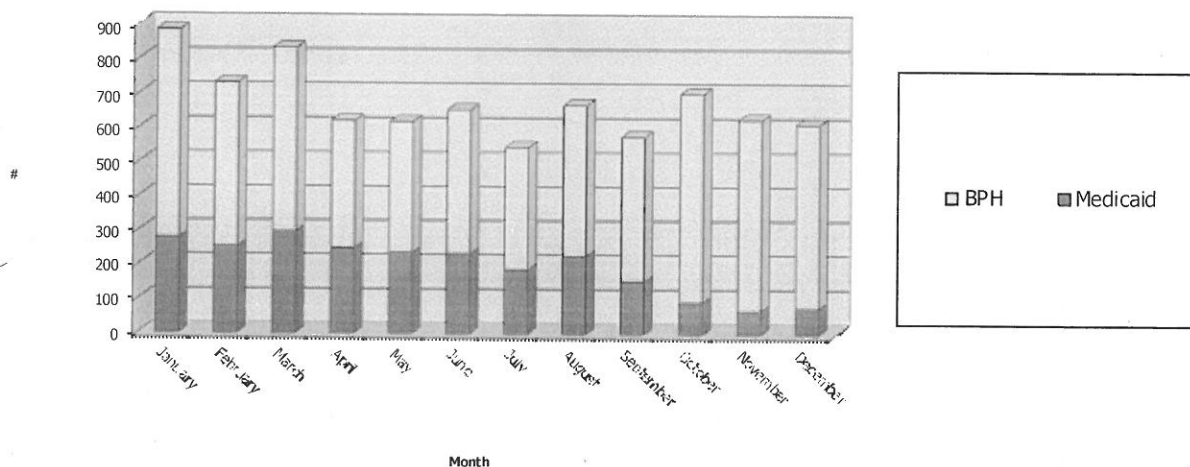


**Table 3**  
**Participant Enrollment**  
**By Insurance Type and Month**  
**2011**

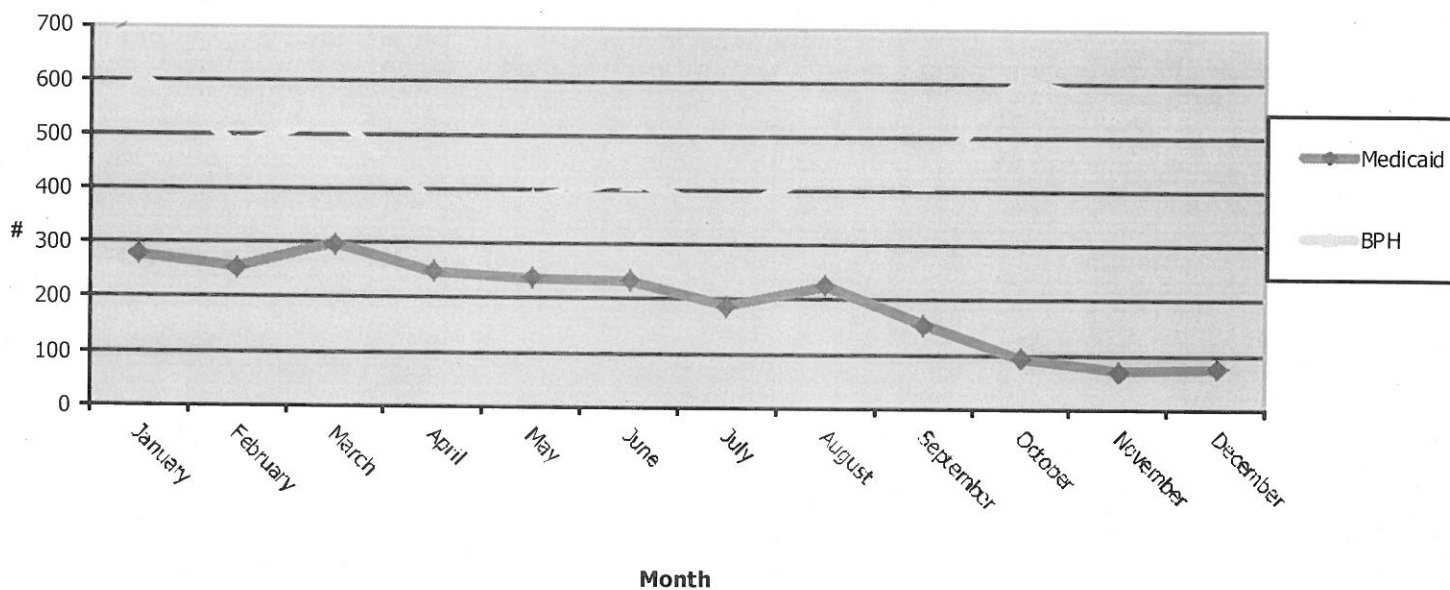
Insurance Type	January 2011		February 2011		March 2011		April 2011		May 2011		June 2011		July 2011		August 2011		September 2011		October 2011		November 2011		December 2011		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	278	11.8	254	10.8	298	12.6	249	10.6	237	10.1	234	9.9	188	8.0	227	9.6	154	6.5	93	4.0	69	2.9	76	3.2	2357	100.0
No Insurance & Special Populations	558	10.6	431	8.2	489	9.3	350	6.7	357	6.8	376	7.2	323	6.2	393	7.5	388	7.4	572	10.9	512	9.8	493	9.4	5242	100.0
Other Insurance	48	10.1	46	9.6	46	9.7	23	4.8	25	5.3	44	9.3	34	7.1	48	10.1	35	7.4	37	7.8	45	9.5	44	9.3	475	100.0
Total	884	10.9	731	9.1	833	10.3	622	7.7	619	7.7	654	8.1	545	6.7	668	8.3	577	7.1	702	8.7	626	7.8	613	7.6	8074	100.0



### Exhibit 4 Enrollment Total by Agency By Month 2011



### Exhibit 5 Enrollment By Agency By Month 2011



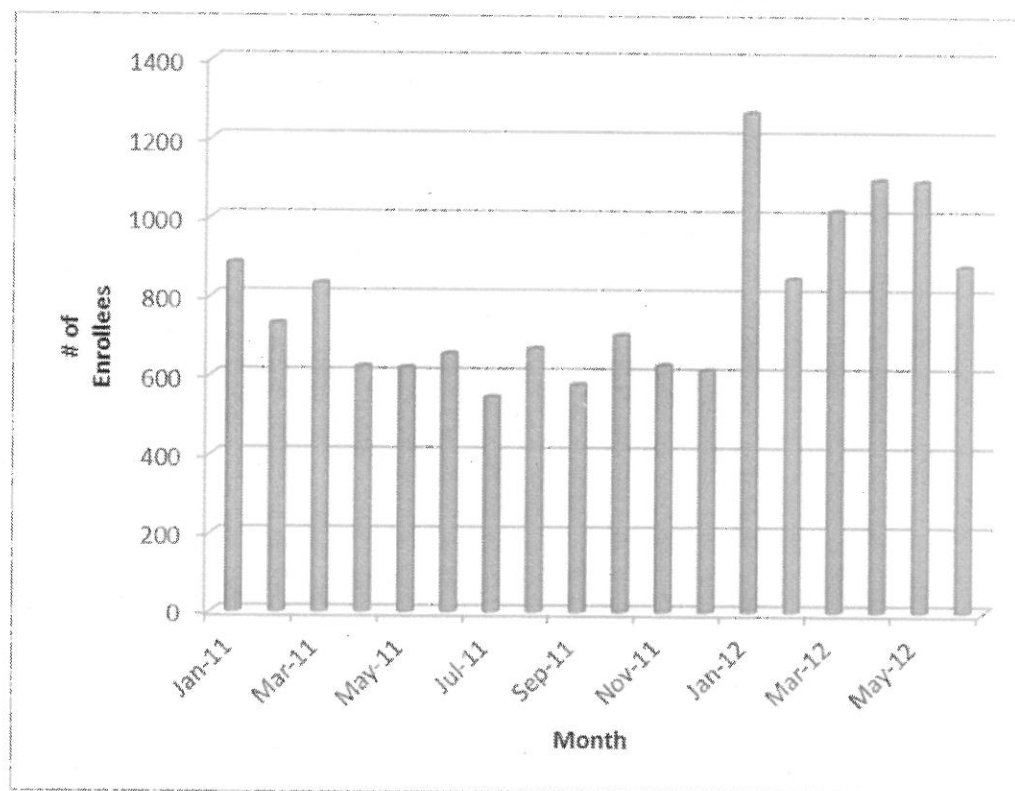
**Table 4**  
**Participant Enrollment**  
**By Insurance Type and Month**  
**January - June 2012**



Insurance Type	January 2012		February 2012		March 2012		April 2012		May 2012		June 2012		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	162	9.8	259	15.6	294	17.7	323	19.4	343	20.6	281	16.9	<b>1662</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	1003	24.5	526	12.9	644	15.7	693	16.9	696	17.0	532	13.0	<b>4094</b>	<b>100.0</b>
<b>Other Insurance</b>	101	22.9	61	13.8	80	18.2	81	18.4	54	12.2	64	14.5	<b>441</b>	<b>100.0</b>
<b>Total</b>	<b>1266</b>	<b>20.4</b>	<b>846</b>	<b>13.7</b>	<b>1018</b>	<b>16.4</b>	<b>1097</b>	<b>17.7</b>	<b>1093</b>	<b>17.6</b>	<b>877</b>	<b>14.2</b>	<b>6197</b>	<b>100.0</b>

**Exhibit 6**  
**Participant Enrollment**  
**January 2011 - June 2012**  
**By Month**

Subtotal 2011: 8074 participants  
Subtotal 2012: 6197 participants  
Grand Total (2011 & 2012): 14,271 participants



**Table 5**  
**Comparison of Enrollment Totals**  
**By Insurance Type by Year**  
**2000-2011**

<b>Insurance Type</b>	<b>Year One-Three (July 01 2000- Dec 31, 2002)</b>	<b>Year Four (Jan 01 - Dec 31, 2003)</b>	<b>Year Five (Jan 01 - Dec 31, 2004)</b>	<b>Year Six (Jan 01 - Dec 31, 2005)</b>	<b>Year Seven (Jan 01 - Dec 31, 2006)</b>	<b>Year Eight (Jan 01- Dec 31, 2007)</b>	<b>Year Nine (Jan 01- Dec 31, 2008)</b>	<b>Year Ten (Jan 01- Dec 31, 2009)</b>	<b>Year Eleven (Jan 01- Dec 31 2010)</b>	<b>Year Twelve (Jan 01- Dec 31 2011)</b>	<b>Total</b>
<b>WV Medicaid</b>	10,072	3,187	3,406	3,177	2,681	370	1,770	2,935	2,178	2,357	32,133
<b>PEIA</b>	3,580	1,137	907	850	639	<b>7,113</b>					
<b>No Insurance &amp; Special Populations</b>	1,822	2,735	1,996	2,173	1,914	1,185	1,979	4,826	5,292	5,242	29,164
<b>Other Insurance</b>	2,187	2,819	64	82	298	740	618	1,326	504	475	9,113
<b>Total</b>	<b>17,661</b>	<b>9,878</b>	<b>6,373</b>	<b>6,282</b>	<b>5,532</b>	<b>2,295</b>	<b>4,367</b>	<b>9,087</b>	<b>7,974</b>	<b>8,074</b>	<b>77,523</b>

**Table 6**  
**Participant Pregnant Population**  
**By Insurance Type**  
**2011**

Pregnant Enrollments		
Insurance Type	#	%
WV Medicaid	91	33.8
No Insurance & Special Populations	177	65.8
Other Insurance	1	0.4
<b>Total</b>	<b>269</b>	<b>100.0</b>

**Table 7**  
**Participant Gender Distribution**  
**By Insurance Type**  
**2011**

Insurance Type	Male		Female		Total	
	#	%	#	%	#	%
WV Medicaid	741	31.4	1616	68.6	2357	100.0
No Insurance & Special Populations	1770	33.8	3471	66.2	5241	100.0
Other Insurance	177	37.3	298	62.7	475	100.0
<b>Total<sup>1</sup></b>	<b>2688</b>	<b>33.3</b>	<b>5385</b>	<b>66.7</b>	<b>8073</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=2,295.

**Table 8**  
**Participant Ethnicity**  
**By Insurance Type**  
**2011**



Ethnicity	White		Black/ African American		Asian		Native Hawaiian		Amer Indian or Alaska Native		Other, Don't Know or Refused		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	2130	93.8	74	3.3	0	0.0	0	0.0	10	0.4	57	2.5	2271	100.0
No Insurance & Special Populations	4459	91.7	92	1.9	1	0.0	0	0.0	12	0.3	297	6.1	4861	100.0
Other Insurance	423	3.4	5	1.1	0	0.0	1	0.2	1	0.2	23	5.1	453	100.0
Total	7012	92.5	171	2.2	1	0.0	1	0.0	23	0.3	377	5.0	7585	100.0

**Table 9**  
**Participant Ethnicity: Hispanic or Latino**  
**By Insurance Type**  
**2011**

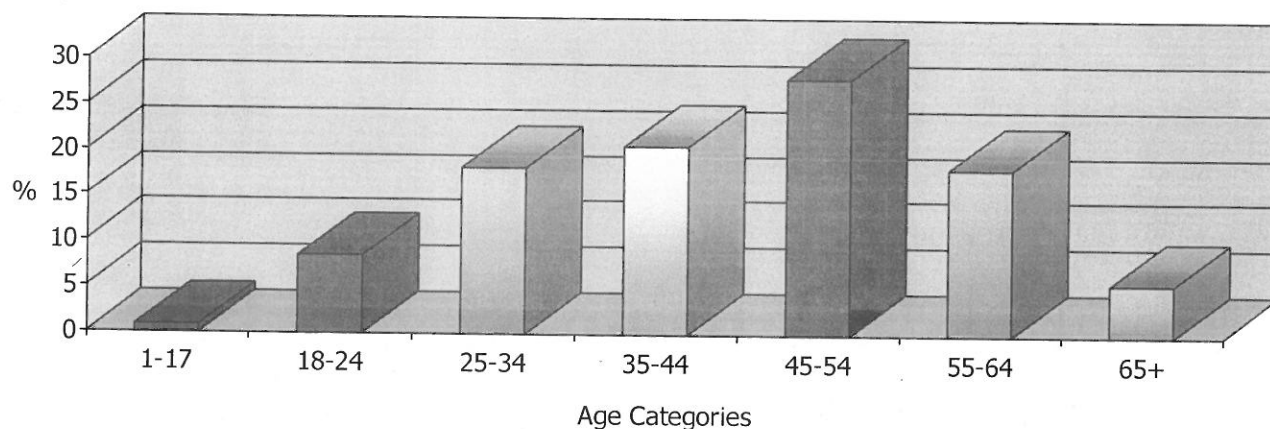
Hispanic or Latino	Yes		No		Refused or Not Ascertained		Total	
	#	%	#	%			#	%
WV Medicaid	0	0.0	2271	100.0	0	0.0	2271	100.0
No Insurance & Special Populations	6	0.12	4855	99.88	0	0.0	4861	100.0
Other Insurance	0	0.0	453	100.0	0	0.0	453	100.0
Total	6	0.08	7579	99.92	0	0.0	7585	100.0

**Table 10**  
**Participant Age Distribution**  
**By Insurance Type**  
**2011**



Insurance Type	1-17		18-24		25-34		35-44		45-54		55-64		65+		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	15	0.6	131	5.6	325	13.8	565	24.0	849	36.1	398	16.9	70	3.0	<b>2353</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	37	0.7	505	9.6	1077	20.5	1022	19.5	1296	24.7	949	18.1	359	6.9	<b>5245</b>	<b>100.0</b>
<b>Other Insurance</b>	3	0.6	53	11.3	78	16.7	81	17.3	123	26.3	110	23.5	20	4.3	<b>468</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>55</b>	<b>0.7</b>	<b>689</b>	<b>8.5</b>	<b>1480</b>	<b>18.3</b>	<b>1668</b>	<b>20.7</b>	<b>2268</b>	<b>28.1</b>	<b>1457</b>	<b>18.1</b>	<b>449</b>	<b>5.6</b>	<b>8066</b>	<b>100.0</b>

**Exhibit 7**  
**Participant Age Distribution**



<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=2,295.



**Table 11**  
**Participant Educational Background**  
**By Insurance Type**  
**2011**



Insurance Type	Less Than 9th Grade		Some High School		High School Graduate		GED		Some College		College Graduate		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	286	12.2	584	24.8	711	30.2	370	15.7	330	14.0	73	3.1	<b>2354</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	321	6.1	803	15.3	1826	34.9	797	15.2	1094	20.9	396	7.6	<b>5237</b>	<b>100.0</b>
<b>Other Insurance</b>	16	3.4	55	11.6	184	38.7	89	18.7	79	16.6	52	11.0	<b>475</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>623</b>	<b>7.7</b>	<b>1442</b>	<b>17.9</b>	<b>2721</b>	<b>33.7</b>	<b>1256</b>	<b>15.6</b>	<b>1503</b>	<b>18.6</b>	<b>521</b>	<b>6.5</b>	<b>8066</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=2,295.

**Table 12**  
**Participant Reported Referral to Quitline**  
**By Insurance Type**  
**2011**



Month	Physician		Faxed		PR & Communica-tions <sup>1</sup>		Pharmacist		Media <sup>2</sup>		Community Organiza-tion		Employer/ Coworker		Family/ Friend		Insurance Provider		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	1087	43.7	45	1.8	152	6.1	580	23.3	85	3.4	41	1.6	1	0.0	480	19.3	19	0.8	2490	100.0
No Insurance & Special Populations	1566	27.9	354	6.3	556	9.9	292	5.2	366	6.5	265	4.7	40	0.7	2144	38.1	40	0.7	5623	100.0
Other Insurance	15	4.0	27	7.2	26	7.0	10	2.7	50	13.4	7	1.9	13	3.5	222	59.5	3	0.8	373	100.0
Total <sup>3</sup>	2668	31.5	426	5.0	734	8.7	882	10.4	501	5.9	313	3.7	54	0.6	2846	33.5	62	0.7	8486	100.0

<sup>1</sup> PR and Communications is newsletter, pamphlet/brochure, postcard/mailling, or other special promotions and social networking.

<sup>2</sup> Media is TV, radio, newspaper, ad, internet, or other advertisements

<sup>3</sup>Total excluded unknown answers by participants, thus was less than the Total Enrollments of N=8,074

**Table 13**  
**Summary of Services Delivered**  
**By Insurance Type**  
**2011**



Insurance Type	Enrollment		Educational Materials		Phone Coaching		Prescription Authorization <sup>1</sup>		NWT <sup>2</sup>	
	#	%	#	%	#	%	#	%	#	%
WV Medicaid	2359	100.0	2359	100.0	2195	93.0	1885	79.9		
No Insurance & Special Populations	5242	100.0	5242	100.0	4738	90.4			3,171	60.5
Other Insurance	475	100.0	475	100.0	434	91.4			320	67.4
<b>Total</b>	<b>8076</b>	<b>100.0</b>	<b>8076</b>	<b>100.0</b>	<b>7367</b>	<b>91.2</b>	<b>1885</b>	<b>79.9</b>	<b>3491</b>	<b>61.1</b>

*The table demonstrates the number of individuals that received each service in 2011. It does not reflect the total number of services provided, i.e. total number of coaching sessions, etc.*

<sup>1</sup> Percentage based on total number eligible for Rx, N=1885. <sup>2</sup> Percentage based on total number eligible for NWT, N=3491.

## WV Tobacco Quitline Penetration Ratio 2012



### Methodology

The West Virginia Behavioral Risk Factor Surveillance System (WVBRFSS) for the 2008 to 2010 time period indicated that the prevalence of adult tobacco use in West Virginia was 33.1%. Using the U.S. Census estimates for 2010, the estimated 18 year and older population in West Virginia was 1,465,576 and the estimated number of adult tobacco users was 485,106. County tobacco use prevalence rates were calculated using a three year combined WVBRFSS county prevalence (Table 14).

In 2011 the WV Tobacco Quitline had a total in-state county of residence enrollment of 8,072 individuals (colleges and universities excluded). About 99.3% of these were eighteen years or older; therefore, for purposes of this analysis, it was assumed that all of the participants were over 18 years.

The outreach of a program to its target population is measured by a penetration rate. The 2011 Quitline was a limited program. While open to any tobacco user in West Virginia, the WV Tobacco Quitline essentially covered any tobacco user in West Virginia however Other Insurance participants were only eligible for limited services. For purposes of methodology and analysis the population was considered to be tobacco users, 18 years and older, subject to these limitations. A state and county penetration rate for the WV Tobacco Quitline was calculated by dividing the state/county enrollment by the estimated number of tobacco users in the state/county.

### Analysis

The 2011 statewide penetration rate was 1.66%. **Twenty four** counties had a penetration rate greater to or equal to the state average and **thirty-one** were lower. County rates varied from a high of 2.59% in Summers to a low of 0.69% in Morgan (Table 14). Since inception of the program on July 1, 2000 through December 2011, there has been a total Quitline enrollment of **77,523**. Since the beginning of the Quitline in 2000, the cumulative penetration rate has been **16.0%** of the 2011 tobacco user population.

To determine geographic patterns of penetration, county penetration rates were calculated and ranked from highest to lowest. The state average (1.66%) was compared to the county rankings, and counties were placed in groups of 13 to 15 with two quadrants falling at or below the average and two above. Therefore, 13 counties comprised the highest quadrant with a penetration range of 1.90% to 2.59%, while the lowest quadrant ranged from 0.69% to 1.33%. To visually picture penetration rates by geographic areas, a shaded map was developed that presented the county penetration by four shaded levels (Exhibit 8).

Some patterns were evident by analyzing this map. The eastern panhandle had five counties in the lowest penetration quadrant. Three southern counties also fell in this lower quadrant. The Northern Panhandle had all four counties in the lowest two quadrant. The highest penetration rates were seen in the north central and central counties. A second band of high penetration counties fell in the south eastern counties of Mercer, Fayette and Summers.

## WV Tobacco Quitline Penetration Ratio Continued 2011

A table of cumulative penetration rates accumulated from 2002 through 2011 was compiled to smooth out the yearly rates (Table 15). A map (Exhibit 9) was displayed showing the ten year cumulative penetration. The statewide cumulative average penetration for 2002 through 2011 was **14.24%\***. Counties were divided into four quadrants with the highest penetration counties falling into a penetration range from 16.9% (Tucker) to 24.9% (Summers). The lowest penetration county for the ten year period was Morgan with 4.3%.

The eastern panhandle region showed seven counties in the lowest penetration quadrant. The highest cumulative penetration counties tended to group in the center of the state. The West Virginia Tobacco Prevention program maintains ten regional coalitions comprised of five to six counties per region. In this report the 2011 WV Tobacco Quitline enrollment by region was determined (Tables 16 & 17). Average enrollment was 147 but ranged from a low of 337 in Region D (Randolph, Tucker, Hardy, Pendleton, and Grant) to a high of 1435 in Region G (Fayette, Greenbrier, Nicholas, Pocahontas, and Webster).

The number of tobacco users were calculated using the 2008-2010 Behavioral Risk Factor Surveillance tobacco users prevalence and estimated number of users by county, then totaled for each region. Penetration rates were calculated for each of these regions. The statewide penetration average was 1.66% and varied from a low of 1.20% in Region C (Mineral, Hampshire, Berkeley, Jefferson, and Morgan) to a high of 1.97% in Region G (Greenbrier, Nicholas, Pocahontas, and Webster).

\*Penetration rates utilize the estimated number of tobacco users as the denominator for the year of analysis. As the number of tobacco users declines, this denominator will decline, thus raising the cumulative penetration rate due to this factor in addition to increasing by the additional enrollment in the year of analysis.

### Summary

- Since inception of the Quitline (July 2000 through December 2011), the cumulative penetration rate was 16.0% of the tobacco user population.
- Statewide penetration rate for 2011 was 1.66%.
- County range of penetration rates in 2011 — Morgan 0.69% to Summers 2.59%.
- Ten year lowest penetration — Eastern Panhandle (5).
- Ten year highest penetration — central counties (8) and southern counties (3).
- Highest 2011 regional penetration rate — Region G 1.97%.
- Lowest 2011 regional penetration rate — Region C 1.20%.

**Table 14**  
**Quitline Penetration Rates**  
**By County**  
**2011**



County	2011 Estimated Population Ages (18+)	2011 Estimated Adult Population Ages(18+)	2011 Estimated # Tobacco Users Ages(18+)	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Tobacco Users/ Enrollment (%)
Summers	33.8	11404	3855	100	2.59
Wirt	31.7	4516	1432	35	2.44
Mercer	33.3	49472	16474	399	2.42
Barbour	36.5	12987	4740	114	2.40
Kanawha	29	153329	44465	994	2.24
Webster	37.8	7180	2714	60	2.21
Randolph	35.2	23699	8342	178	2.13
Fayette	33.3	36583	12182	251	2.06
Grant	26.5	9380	2486	51	2.05
Clay	41.9	7167	3003	59	1.96
Cabell	30.4	77411	23533	460	1.95
Wood	33.5	67965	22768	443	1.95
Tyler	36.2	7283	2636	50	1.90
Harrison	30.1	53927	16232	304	1.87
McDowell	51.7	17,699	9150	171	1.87
Marion	31.7	45213	14333	263	1.83
Calhoun	41.9	6113	2561	47	1.83
Monroe	33.8	10664	3604	66	1.83
Pocahontas	30.7	7159	2198	40	1.82
Roane	41.9	11689	4898	89	1.82
Ritchie	36.2	8241	2983	53	1.78
Greenbrier	33.8	28364	9587	165	1.72
Tucker	34.4	5771	1985	34	1.71
Raleigh	37.4	62479	23367	400	1.71
Boone	37.7	19004	7165	117	1.63
Lincoln	37.7	16790	6330	103	1.63
Lewis	36.2	12975	4697	76	1.62
Taylor	36.5	13381	4884	79	1.62



**Table 14**  
**Quitline Penetration Rates**  
**By County continued**  
**2011**



County	2011 Estimated Population Ages (18+)	2011 Estimated Adult Population Ages(18+)	2011 Estimated # Tobacco Users Ages(18+)	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Tobacco Users/ Enrollment (%)
Marshall	33	26215	8651	138	1.60
Ohio	33.1	35978	11909	185	1.55
Pleasants	36.2	6054	2192	34	1.55
Jefferson	24.7	40794	10076	152	1.51
Jackson	31.7	22622	7171	107	1.49
Putnam	25.7	42362	10887	158	1.45
Hardy	30.7	11016	3382	49	1.45
Braxton	37.8	11514	4352	63	1.45
Preston	34.4	26968	9277	129	1.39
Wetzel	36.2	13119	4749	66	1.39
Hancock	23.8	24515	5835	81	1.39
Mason	39.2	21392	8386	116	1.38
Logan	43.7	29249	12782	174	1.36
Nicholas	37.8	20683	7818	104	1.33
Pendleton	30.7	6232	1913	25	1.31
Upshur	34.7	19250	6680	87	1.30
Berkeley	33.6	77953	26192	328	1.25
Monongalia	22.8	80937	18454	227	1.23
Wyoming	44.8	18682	8370	101	1.21
Wayne	38	32959	12524	149	1.19
Hampshire	39.6	18578	7357	86	1.17
Mingo	40.6	20923	8495	95	1.12
Doddridge	36.2	6526	2362	26	1.10
Brooke	33.3	19492	6491	70	1.08
Mineral	26.5	22341	5920	57	0.96
Gilmer	41.9	7436	3116	26	0.83
Morgan	39.6	13941	5521	38	0.69
<b>Total<sup>1</sup></b>	<b>33.1</b>	<b>1465576</b>	<b>485106</b>	<b>8072</b>	<b>1.66</b>

<sup>1</sup> Individual county number of tobacco users may not add to state totals due to rounding.

<sup>2</sup> Excludes out of state participants and college/universities



**West Virginia  
TOBACCO  
QUITLINE**  
1-800-QUIT-NOW 1-877-868-9784



**Table 15**  
**Penetration Rates By County**  
**Cumulative 2002-2011**



County	Enrollment						Total Enrollment	Tobacco Population	Cumulative Penetration Rates
	2011	2010	2009	2008	2007	2002-2006			
Summers	100	87	109	50	32	582	960	3855	24.91
Webster	60	86	73	42	26	325	612	2714	22.55
Mercer	399	419	418	199	123	1837	3395	16474	20.61
Clay	59	67	64	25	17	373	605	3003	20.15
Kanawha	994	1066	1255	566	253	4360	8494	44465	19.10
Fayette	251	281	252	149	74	1289	2296	12182	18.85
Roane	89	77	130	79	25	522	922	4898	18.83
Wirt	35	25	22	18	8	159	267	1432	18.65
Lincoln	103	108	115	64	25	741	1156	6330	18.26
Harrison	304	320	381	204	124	1607	2940	16232	18.11
Pocahontas	40	49	37	22	10	236	394	2198	17.93
McDowell	171	142	252	96	27	937	1625	9150	17.76
Barbour	114	70	114	54	24	437	813	4740	17.15
Tucker	34	26	37	9	6	224	336	1985	16.93
Boone	117	136	151	83	28	690	1205	7165	16.82
Lewis	76	88	84	39	23	466	776	4697	16.52
Marshall	138	175	187	100	65	749	1414	8651	16.35
Marion	263	233	286	178	100	1247	2307	14333	16.10
Braxton	63	61	69	55	24	424	696	4352	15.99
Randolph	178	135	166	79	36	688	1282	8342	15.37
Cabell	460	416	494	233	108	1887	3598	23533	15.29
Ritchie	53	42	44	34	17	253	443	2983	14.85
Grant	51	53	32	21	10	202	369	2486	14.84
Doddridge	26	32	44	26	12	210	350	2362	14.82
Calhoun	47	25	58	21	12	214	377	2561	14.72
Taylor	79	86	90	51	18	392	716	4884	14.66
Ohio	185	119	290	121	55	932	1702	11909	14.29
Upshur	89	142	123	56	47	497	954	6680	14.28

**Table 15**  
**Penetration Rates By County continued**  
**Cumulative 2002-2011**

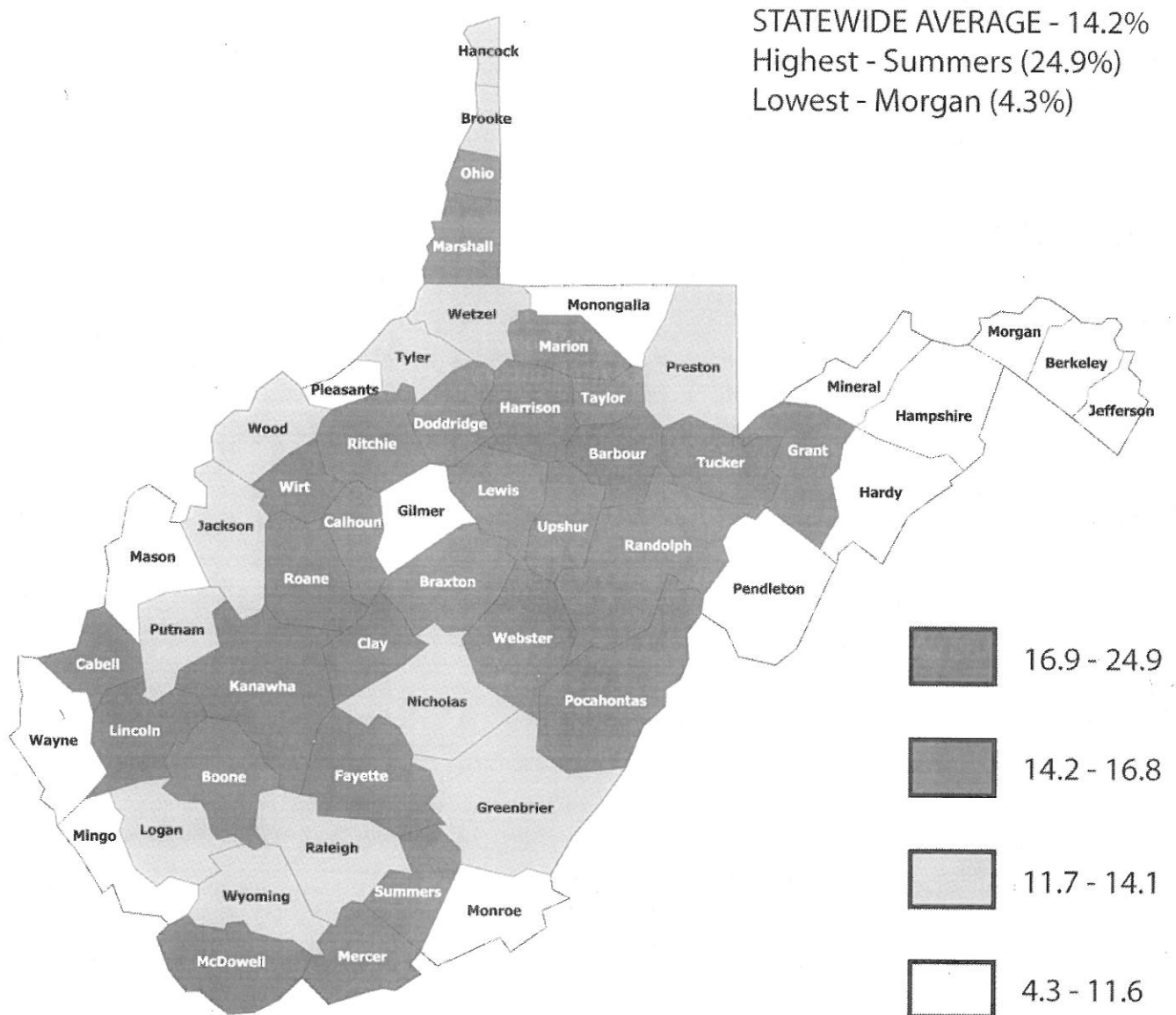


County	Enrollment						Total Enrollment	Tobacco Population	Cumulative Penetration Rates
	2011	2010	2009	2008	2007	2002-2006			
Wetzel	66	70	100	47	17	373	673	4749	14.17
Tyler	50	32	37	20	15	218	372	2636	14.11
Wood	443	373	456	200	113	1604	3189	22768	14.01
Wyoming	101	134	181	62	25	664	1167	8370	13.94
Nicholas	104	83	115	47	28	706	1083	7818	13.85
Putnam	158	176	200	71	47	819	1471	10887	13.51
Jackson	107	82	112	48	32	585	966	7171	13.47
Hancock	81	88	156	56	31	372	784	5835	13.44
Greenbrier	165	129	176	72	49	675	1266	9587	13.21
Preston	129	132	141	73	52	694	1221	9277	13.16
Logan	174	183	244	87	48	861	1597	12782	12.49
Brooke	70	67	92	64	44	472	809	6491	12.46
Raleigh	400	373	341	197	87	1463	2861	23367	12.24
Mingo	95	104	119	51	11	612	992	8495	11.68
Mason	116	111	89	51	24	578	969	8386	11.56
Pleasants	34	26	32	10	11	140	253	2192	11.54
Monroe	66	42	41	29	12	203	393	3604	10.90
Monongalia	227	215	227	101	81	1082	1933	18454	10.47
Mineral	57	88	99	41	25	288	598	5920	10.10
Gilmer	26	26	18	14	17	201	302	3116	9.69
Wayne	149	144	184	64	20	636	1197	12524	9.56
Hardy	49	47	41	23	15	145	320	3382	9.46
Pendleton	25	38	20	8	6	75	172	1913	8.99
Hampshire	86	85	95	35	18	241	560	7357	7.61
Jefferson	152	129	86	59	41	272	739	10076	7.33
Berkeley	328	312	269	140	69	621	1739	26192	6.64
Morgan	38	41	49	22	8	77	235	5521	4.26
<b>TOTAL<sup>1</sup></b>	<b>8074</b>	<b>7896</b>	<b>9097</b>	<b>4366</b>	<b>2275</b>	<b>37157</b>	<b>68865</b>	<b>483465</b>	<b>14.24</b>

<sup>1</sup> Individual county number of tobacco users may not add to state totals due to rounding.

<sup>2</sup> Excludes out of state participants and college/universities

# Exhibit 9 Penetration Rates By County Cumulative 2002-2011





**Table 16**  
**Quitline Penetration Rates**  
**By Region**  
**2011**



Region	County	2010 Estimated Population Ages (18+)	2010 Estimated Number of Tobacco Users	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Smokers/ Enrollment (%)
	Brooke	19492	6491	70	1.08
	Hancock	24515	5835	81	1.39
	Marshall	26215	8651	138	1.60
	Ohio	35978	11909	185	1.55
	Tyler	7283	2636	50	1.90
	Wetzel	13119	4749	66	1.39
<b>Region A</b>		<b>126602</b>	<b>40271</b>	<b>590</b>	<b>1.47</b>
	Doddridge	6526	2362	26	1.10
	Harrison	53927	16232	304	1.87
	Marion	45213	14333	263	1.83
	Monongalia	80937	18454	227	1.23
	Preston	26968	9277	129	1.39
	Taylor	13381	4884	79	1.62
<b>Region B</b>		<b>226,952</b>	<b>65,542</b>	<b>1028</b>	<b>1.57</b>
	Berkeley	77953	26192	328	1.25
	Hampshire	18578	7357	86	1.17
	Jefferson	40794	10076	152	1.51
	Mineral	22341	5920	57	0.96
	Morgan	13941	5521	38	0.69
<b>Region C</b>		<b>173,607</b>	<b>55,066</b>	<b>661</b>	<b>1.20</b>
	Grant	9380	2486	51	2.05
	Hardy	11016	3382	49	1.45
	Pendleton	6232	1913	25	1.31
	Randolph	23699	8342	178	2.13
	Tucker	5771	1985	34	1.71
<b>Region D</b>		<b>56,098</b>	<b>18,108</b>	<b>337</b>	<b>1.86</b>
	Barbour	12987	4740	114	2.41
	Braxton	11514	4352	63	1.45
	Gilmer	7436	3116	26	0.83
	Lewis	12975	4697	76	1.62
	Upshur	19250	6680	89	1.33
<b>Region E</b>		<b>64,162</b>	<b>23,585</b>	<b>368</b>	<b>1.56</b>

**Table 16**  
**Quitline Penetration Rates**  
**By Region continued**  
**2011**



Region	County	2010 Estimated Population Ages (18+)	2010 Estimated Number of Tobacco Users	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Smokers/ Enrollment (%)
	Calhoun	6113	2714	47	1.73
	Pleasants	6054	2192	34	1.55
	Ritchie	8241	2983	53	1.78
	Roane	11689	4898	89	1.82
	Wirt	4516	1432	35	2.44
	Wood	67965	22768	443	1.95
<b>Region F</b>		<b>104,578</b>	<b>36,987</b>	<b>701</b>	<b>1.90</b>
	Boone	19004	7165	117	1.63
	Clay	7167	3003	59	1.96
	Jackson	22622	7171	107	1.49
	Kanawha	153329	44465	994	2.24
	Putnam	42362	10887	158	1.45
<b>Region G</b>		<b>244,484</b>	<b>72,691</b>	<b>1435</b>	<b>1.97</b>
	Fayette	36583	12182	251	2.06
	Greenbrier	28364	9587	165	1.72
	Nicholas	20683	7818	104	1.33
	Pocahontas	7159	2198	40	1.82
	Webster	7180	2714	60	2.21
<b>Region H</b>		<b>99,969</b>	<b>34,499</b>	<b>620</b>	<b>1.80</b>
	Cabell	77411	23,533	460	1.95
	Lincoln	16,790	6,330	103	1.63
	Logan	29,249	12,782	174	1.36
	Mason	21,392	8,386	116	1.38
	Mingo	20,923	8,495	95	1.12
	Wayne	32,959	12,524	149	1.190
<b>Region I</b>		<b>198,724</b>	<b>72,050</b>	<b>1097</b>	<b>1.52</b>
	McDowell	17699	9150	171	1.87
	Mercer	49,472	16,474	399	2.42
	Monroe	10,664	3,604	66	1.83
	Raleigh	62,479	23,367	400	1.71
	Summers	11,404	3,855	100	2.59
	Wyoming	18,682	8,370	101	1.21
<b>Region J</b>		<b>170,400</b>	<b>64,820</b>	<b>1237</b>	<b>1.91</b>

**Table 17**  
**Penetration Rates**  
**by Regions (RTPCC)**  
**2011**



Region	Number Of Tobacco Users <sup>2</sup>	2011 Enrollment	Penetration Rate <sup>3</sup> (% )
A	40,271	590	1.47
B	65,542	1028	1.57
C	55,066	661	1.20
D	18,108	337	1.86
E	23,585	368	1.56
F	36,987	701	1.90
G	72,691	1435	1.97
H	34,499	620	1.80
I	72,050	1097	1.52
J	64,820	1237	1.91
<b>Total<sup>1</sup></b>	<b>483,619</b>	<b>8,074</b>	<b>1.66</b>

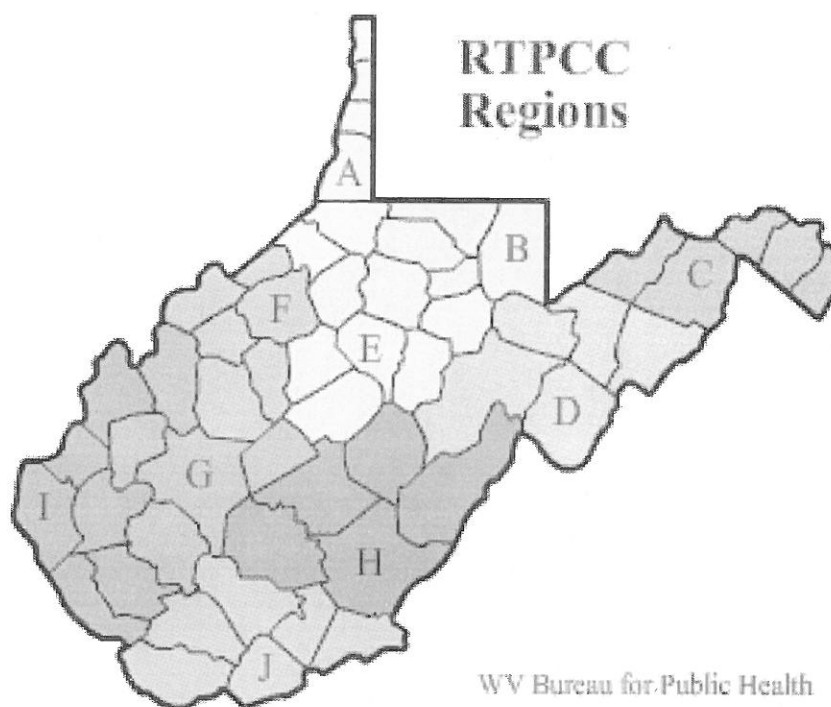
<sup>1</sup> Total number of tobacco users derived from adding regional numbers.

Due to BRFSS methodology changes in 2011, 2010 numbers were used for 2011 number of users

Total may not agree to state total due to rounding.

<sup>2</sup> Estimated number of tobacco users= (estimated population ≥ 18) x (prevalence averaged 2008-2010BRFSS).

<sup>3</sup> Penetration Rate = (number of enrollees/estimated number of tobacco users) x 100%





## WV Tobacco Quitline Evaluation



### Methodology

The primary outcomes of the WV Tobacco Quitline consisted of enrollee satisfaction with the program, attempts to quit tobacco use, the number and quit rate of those successfully quitting at six months and the return on investment of the program.

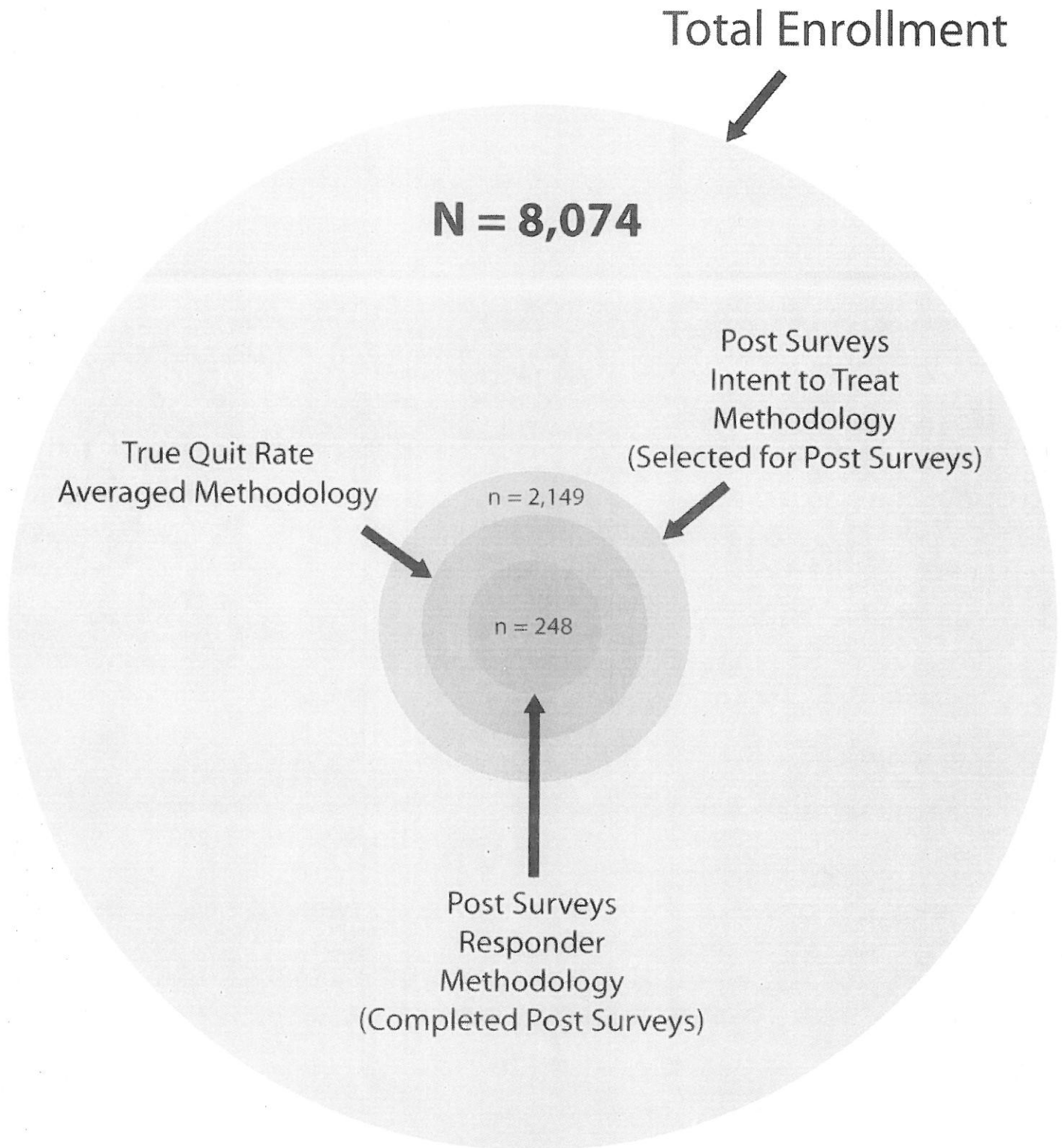
According to the West Virginia Health Statistics Center the estimated tobacco user population for 2011 was **483,619** calculated from the tobacco user prevalence by county from the Behavioral Risk Factor Surveillance System 2008-2010 (Table 14). The total enrollment of the Quitline for 2011 was 8,074 (**Medicaid 2,357, Other Insurance 475 and No Insurance & Special Populations 5,242**). Post-surveys were conducted on **2,149** individuals by drawing a stratified random sample from each of the three populations (**Medicaid 600, No Insurance & Special Populations 1,307 and Other Insurance 242** {Exhibit 11}). These samples were selected with a sufficient sample size from these populations to derive smoking quit rates at the  $\pm 5\%$  tolerable error at the 95% confidence interval for the *intent to treat* methodology. In addition, due to small populations and the requirement of information on quit rates for these targeted populations, pregnant enrollees & smokeless tobacco users, were not sampled and instead all enrollees were selected for post surveys.

There were two quit rate methodologies utilized for the 2011 WV Tobacco Quitline report as recommended by the North American Quitline Consortium (NAQC) minimum data set guidelines. The first is a *conservative* methodology (*intent to treat*) for which *lost to follow-up* respondents are assumed to still be smokers although no information is available for this assumption. This model is based on rigid research protocols and is used principally for research purposes. The second is a more *liberal* methodology (*completer or responder*) that excluded the lost to follow-up population from the post-surveys and only included those respondents who could be reached in the post-surveys. This method ignores any assumptions concerning the tobacco use status of the lost to follow-up individuals. Both of these methodologies are recommended by the North American Quitline Consortium as outcome measures of tobacco abstinence. A more accurate measure of Quitline outcomes is a combination of these two methods. Therefore an averaged value was calculated which averages these two method values (Exhibit 15).

Instead of measuring the entire population, the process of sampling part of the population was used; therefore, the results were subject to sampling error (tolerable error) at a 95% confidence level. Tolerable error was expressed as a range in which the true value to be measured would fall in a selected confidence level. In 2008 the total post-survey sample was selected to ensure a minimum response at a  $\pm 5\%$  confidence interval for *each type* of insurer for the intent to treat model. Therefore, the total number of randomly selected post-surveys totaled **2,149**, which ensured an overall total sample confidence interval of  $\pm 1.8\%$ .

With the conservative methodology (*intent to treat*) all **2,149** selected responses were utilized in this calculation of confidence intervals. However, in the liberal methodology (*responder*) there were **1,901** *lost to follow-up* responses that were excluded from the calculation and therefore the sample used was only **248** ( $2149 - 1901$ ). Thus, the confidence interval was calculated from a smaller sample (**248**) and the total sample confidence interval was  $\pm 6.2\%$  (Table 28). Therefore, for statistical significance to be used to conclude whether quit rates were truly different between types of insurer or other demographics, confidence ranges were expressed for each sampled quit rate and quit attempts. The tolerable error by insurer at the 95% confidence level was as follows: **WV Medicaid intent to treat** methodology  $\pm 3.5\%$ , **responder**  $\pm 13.4\%$ ; **No Insurance & Special Populations**  $\pm 2.4\%$  to  $\pm 7.6\%$ ; **Other Insurance**  $\pm 4.5\%$  to  $\pm 18.3\%$  (Tables 28 & 29).

Exhibit 10  
Schematic of Quitline Populations  
2008



## WV Tobacco Quitline Evaluation



### Analysis

#### Participant Satisfaction

##### Overall Program Satisfaction

The overall satisfaction with the Quitline program was **70.7% very satisfied**, **23.9% mostly/somewhat satisfied** and **5.4% dissatisfied** (Table 18). Satisfaction (very + mostly/somewhat) varied from a high of **100%** within *Other Insurance* to a low of **93.5%** among the *No Insurance & Special Populations*. Satisfaction by gender showed little variation with **73.5%** very satisfied among *males* and **70.3%** among *females* (Table 19). Overall program satisfaction increased with the level of enrollee education with **64.2%** of participants with *less than high school* education very satisfied, while among *some/college graduates* this level was **72.0%** (Table 20). Satisfaction indicated little variation by age with a “very satisfied high level of **67.2%** in the 45-54 group and a low of **60.0%** in the 35-44 category (Table 21A).

##### Enrollment Satisfaction

Satisfaction with the enrollment process averaged **69.4% very satisfied**, **25.3% mostly/somewhat** and **5.3% dissatisfied** (Table 21). The *Other Insurance* category marked the lowest enrollment satisfaction with **58.3%** very satisfied while Medicaid had the highest at **71.7%**.

##### Helpfulness of Educational Materials

Overall **59.0%** of participants considered educational material to be *very helpful*. *Other* provided the highest rate at **73.3%**, followed by *No Insurance* at **57.9%** and *Medicaid* with **55.2%**. Another **30.2%** overall considered educational material to be *mostly/somewhat helpful*.

*Medicaid* recorded the highest level with **34.5%**. The highest level of those who considered educational materials to be not helpful were the *No Insurance* enrollees at **6.7%**. Overall **10.8%** selected *not helpful* (Table 22).

##### Helpfulness of Phone Coaching

Participant reported helpfulness of the *phone coaching services* varied across insurers averaging **76.5% very helpful** (*Medicaid* **86.1%** & *Other Insurance* **70.0%** lowest). *Mostly/somewhat satisfied* was **19.4%** across all insurers and *dissatisfied* **4.1%** (Table 23).

##### NWT Satisfaction

Participant satisfaction with *NWT* varied between a high of **82.1% very satisfied** among *Medicaid* and a low of **71.0%** with *No Insurance* with an average *very satisfied* response of **74.8%** (Table 24). Overall **9.3%** expressed dissatisfaction with *NWT* and was twice as high for *Other Insurance* compared to *No Insurance & Special Populations*.

##### Participant Reported Most Helpful Service

*NWT* (Nicotine Withdrawal Therapy) was selected by **63.6%** of enrollees as the most helpful service. The second most helpful service was *reading material* selected by **21.5%** of participants, followed by *phone coaching* **14.9%**. The highest level of *NWT* was noted by *No Insurance* at **73.4%**, while *Other Insurance* selected *reading material* as **36.4%** as opposed to *No Insurance* at **17.7%**. (Table 25).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### **West Virginia Tobacco Populations**

There were five populations of interest in this report: 1) Total *state tobacco user* population for 2011 (483,619), 2) the **Quitline** 2011 enrollment (8,074), 3) total *post-survey random selected* population (2,149), 4) *lost to follow-up* population (1,901), and 5) *completed* post-surveys (248) (Exhibit 11). Quitline statistical analysis was conducted over three main areas 1) *penetration level statistics*, 2) *quit statistics* and 3) *financial analysis* (Exhibit 12).

The protocol for post-surveys requires that six telephone call attempts be made to reach the randomly selected enrollees approximately seven months after enrollment (NAQC definition of six month point prevalence). These calls were distributed over a time-period, which included two daytime calls, two evening, and two weekend calls to increase the probability of completing the post-survey.

### Type Insurer

#### **Type Insurer - Quit or Abstinence Rate (Responder Methodology)**

A total of 248 telephone surveys from 2149 selected participants were completed approximately seven months after the participant enrolled in the Quitline using the responder methodology. Unreachable or lost to follow-up callers (1901) were ignored as to their quit status. **Other Insurance** represented 5.9% of completed surveys, **No Insurance & Special Populations** 64.9%, and **Medicaid** 29.2%.

The **overall** quit rate for the WV Tobacco Quitline in 2011 using the responder methodology was **35.0%** (Table 26) with a 95% confidence range of **28.8%** to **41.2%** (Table 28). This represents a +/- **6.2%** design tolerable error at the **95%** confidence level. (The quit rate adjusted to exclude over-sampling would not have resulted in a statistically significant different quit rate.)

The highest quit rate was for **No Insurance & Special Populations** with a quit rate of **37.9%**. However due to possible sampling error, the range of the quit rate for **No Insurance & Special Populations** was **30.3%** to **45.5%**. **Medicaid** had the lowest quit rate at **25.9%** (**12.5 %** to **39.3%**). **Other Insurance** recorded a **35.7%** rate with a 95% confidence interval of **17.4%** to **54.0%**.

#### **Type Insurer - Quit Attempts (Responder Methodology)**

Quit Attempts (Table 28) for the *responder* methodology for the Quitline in 2011 averaged **81.0%** (**74.8%** to **87.2%**). **Other Insurance** recorded the highest quit attempts with **82.1%**, followed by **Medicaid** **81.5%** and by **No Insurance & Special Populations** at **80.7%**.

## WV Tobacco Quitline Evaluation



### Analysis continued

#### **Type Insurer - Quit Rates (Intent to Treat Methodology)**

The overall quit rate for the *intent to treat* methodology (included lost to follow-up enrollees as still using tobacco) was **4.0% (2.2% - 5.8%)** (Table 29). The lost to follow-up participants averaged 88.5% of the selected post surveys. The highest percentage of lost callers was in the **Medicaid** at **91.0%**, **Other Insurance** followed by **88.4%** and **No Insurance & Special Populations** **87.3%** (Table 27). *The targeted special population of 18-34 year olds which has the highest level of lost to follow up caused the total lost to follow up to be much higher than in Quitlines prior to 2010.*

**Other Insurance** had a quit rate of **4.1% (0.0% to 8.6%)**, **No Insurance & Special Populations** **4.8% (2.4% to 7.2%)**, and **Medicaid** **2.3% (0.0% to 5.8%)** (Table 29).

#### **Type Insurer - Quit Attempts (Intent to Treat Methodology)**

Overall quit attempts for the 2011 Quitline averaged **9.3% (7.5% to 11.1%)** (Table 29). **No Insurance & Special Populations** had the highest rate of **10.2%**, **Other Insurance** with at **9.5%** and **Medicaid** **7.3%**.

#### **Type Insurer - Averaged Quit Rates**

While quit rates for the *responder* methodology for the total program was **35.0%** and the *intent to treat* model **4.0%**, for purposes of inferring the *true* quit rate these two methods were averaged. The *true* quit rate is unknown due to the inability to reach the lost to follow-up selected for post surveys.

The overall program average quit rate was **19.5% (15.5% to 23.5%)**. The lowest rate was within the **Medicaid** population at **14.1% (6.3% to 22.6%)**. **Other Insurance** averaged **19.9% (8.7% to 31.3%)** while **No Insurance & Special Populations** averaged **21.4% (16.4% to 26.4%)** (Table 30).

#### **Type Insurer – Averaged Quit Attempts**

The total program average quit attempts was **45.2% (41.2% to 49.2%)**. Quit attempts by insurer did not vary substantially with **Medicaid—44.4%**, **No Insurance & Special Populations—45.5%** and **Other—45.8%** (Table 31). No statistical differences were noted by type of insurer (Exhibit 16).

#### **Overall Program Satisfaction - Quit or Abstinence Rate (Responder Methodology)**

The overall quit rate for those responding to the question on overall program satisfaction was **36.1%**. Those who were *very satisfied* with the program had the highest quit rate of **40.1%**, while enrollees selecting *mostly/somewhat satisfied* had lower quit rates with **29.3%** and *dissatisfied* at **22.4%** (Table 32).

#### **Overall Program Satisfaction - Quit Attempts (Responder Methodology)**

Overall quit attempts averaged **81.3%**, however there was a descriptive relationship between quit attempts and program satisfaction. The *most satisfied (very)* had quit attempts of **78.3%**, while those *mostly/somewhat satisfied* averaged **88.0%**. The lowest level of attempts **78.0%** was recorded for those with the lowest satisfaction level (*dissatisfied*) (Table 32).



## WV Tobacco Quitline Evaluation



### Analysis continued

#### Region

##### **Region - Quit Rate (Responder Methodology)**

Quit rates or abstinence by region showed variance from a low of **27.8% (3.8% to 51.0%)** in *Region A* to a high of **52.6% (30.3% to 74.9%)** in *Region D*. These compare to an average quit rate by region of **35.1% (28.8% to 46.4%)**. However due to small sample sizes, none of the differing quit rates over the regions were considered statistically significant (Tables 33 & 35).

##### **Region - Quit Attempts (Responder Methodology)**

Overall quit attempts averaged **81.0% (74.7% to 87.3%)** for all ten regions. Quit attempts ranged from a low of **64.0%** in *Regions B* to a high of **100.0%** in *Region H*. Small sample sizes lead to no statistical significant difference in quit attempts (Table 35).

##### **Region - Quit Rate (Intent To Treat Methodology)**

The overall intent to treat quit rate for the ten regions averaged **4.0% (2.2% to 5.8%)**. The range of rates varied from a low of **1.8%** in *Region E* to a high of **10.5%** in *Region D*. The small sample size by region translates to no statistical significance in intent to treat quit rates (Tables 34 & 36).

##### **Region - Quit Attempts (Intent To Treat Methodology)**

Overall quit attempts averaged **9.3% (7.5% to 11.1%)**, while *Region D* showed the highest regional rate at **14.7%** and *Region E* the lowest with **4.5%**. No statistical significance differences were noted (Table 36).

##### **Region - Average Quit Rate**

The overall average quit rate by region was **19.6% (15.5% to 23.6%)**. *Region D* had the highest average of **31.6%**, while *Regions B* and *E* showed the lowest with **15.2%** (Table 37).

#### Gender

##### **Gender - Quit Rate (Responder Methodology)**

Quit rates were higher among females than males but were not of statistical significance. Males had a quit rate of **34.0% (25.2% to 43.8%)**. Among females the quit rate was **35.8% (27.7% to 43.9%)**. This compares to a total rate of **35.1% (28.9% to 41.2%)** (Tables 38 & 40).

##### **Gender - Quit Attempts (Responder Methodology)**

Quit attempts like quit rates were higher for males compared to females but not statistically. Males had quit attempts of **88.0%** compared to **77.0%** for females with the total averaging **81.5%** (Table 40).

##### **Gender - Quit Rate (Intent To Treat Methodology)**

Overall quit rates by gender averaged **4.1% (2.2% to 6.0%)** (Tables 39 & 41). The rate for males was highest at **4.2% (1.2% to 7.2%)**. Females averaged **4.0% (1.6% to 6.4%)**, not a statistically different rate. Lost to follow-up was slightly higher for females (**89.0%**) compared to males with **87.6%** (Table 39). For females, not a significant difference (Table 41).



## WV Tobacco Quitline Evaluation



### Analysis continued

#### **Gender - Averaged Quit Rates**

The overall average quit rate was **19.6% (15.6% to 23.6%)**. Among males the averaged rate was **19.1% (13.2% to 25.5%)**. Females showed an average rate of **19.9% (14.7% to 25.2%)**, not statistically different (Table 42 & Exhibit 18).

### Ethnicity

#### **Ethnicity**

United States 2011 census estimates for West Virginia reports that 94.1% of the population was White, 3.5% Black, 0.2% American Indian, 0.7% Asian and 0.4% two or more races. Due to small sample sizes as well as small non-white population, quit rate data by ethnicity will be reported as White and Non-White.

#### **Ethnicity - Quit Rate (Responder Methodology)**

Quit or abstinence rates for the *white* population was **34.1% (27.5% to 40.7%)** and was slightly lower than for *non-whites* at **40.0% (14.7 to 65.3%)**, although not statistically significant. Overall the responder quit rate for both ethnicity categories was **34.5% (28.1% to 40.9%)** (Tables 43 & 45).

#### **Ethnicity - Quit Attempts (Responder Methodology)**

Quit attempts were the same for *non-whites* and *whites* at **80.0%** compared to **80.7%**, not statistically significant. Overall quit attempts averaged **80.7% (74.3% to 87.1%)** (Table 45).

#### **Ethnicity - Quit Rate (Intent To Treat Methodology)**

Lost to follow-up was higher for *white* **88.4%** as opposed to **82.2%** for the *non-white* population but of no statistical significance due to small sample sizes. Quit rates for the intent to treat method indicated a statistically insignificant higher rate **7.1% (0.0% to 16.7%)** in the *non-white* population compared to **4.0% (2.1% to 6.0%)** among *whites*. Overall intent to treat abstinence rates were **4.1% (2.1% to 6.1%)** (Tables 44 & 46).

#### **Ethnicity - Quit Attempts (Intent To Treat Methodology)**

Quit attempts were also higher in the *non-white* versus *white* category at **14.2%** compared to **9.4%**, not statistically significant. Averaged quit attempts for intent to treat was **9.6% (7.7% to 11.5%)** (Table 46).

#### **Ethnicity - Average Quit Rate**

Averaged quit rates were lower for the *white* population **19.1%** than for *non-whites* **23.6%**. Together quit rates for the averaged methods were **19.3% (15.1% to 23.5%)** (Table 47 & Exhibit 19).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### Pregnant

Accordingly pregnant women were designated a “*target* population” in 2008 within the Tobacco Prevention Program in West Virginia. As a target population, all enrollees were selected for 6 month post surveys rather than selecting only a random sample. Comparisons of abstinence rates for *pregnant* versus *not-pregnant* females were selected to present pregnant statistics. The total enrollment of females in the WV Tobacco Quitline was 5391 with 269 of these *pregnant* and 5122 *not-pregnant*. While all *pregnant* enrollees were surveyed, 246 or **93.9%** of these were lost to follow-up resulting in completed surveys of 16 of the 269 selected. Among *not-pregnant* females 1090 of the 5122 were selected for post surveys (21.2%) with 951 or **87.3%** lost to follow-up, resulting in a completed sample of 139.

#### **Pregnant - Quit Rate (Responder Methodology)**

Quit rates were descriptively lower among *not-pregnant* females **33.8%** (25.4% to 42.2%) compared to *pregnant* females **43.8%** (19.6% to 68.0%). The overall quit or abstinence rate for all women was **34.8%** (26.9% to 42.7%) (Tables 48 & 50).

#### **Pregnant - Quit Attempts (Responder Methodology)**

Quit attempts were lower among *not-pregnant* than *pregnant* enrollees **75.5%** versus **81.3%**, while overall quit attempts averaged **76.1%** (68.2% to 84.0%) (Table 50).

#### **Pregnant - Quit Rate (Intent To Treat Methodology)**

Lost to follow-up was higher within the *pregnant* group at **93.9%** as opposed to **87.3%** within the *not-pregnant* comparison, although not a significant difference (Table 49). Intent to treat abstinence rates were higher for *not-pregnant* enrollees at **4.3%** (1.6% to 7.0% ) than for pregnant enrollees at **2.7%** (Table 51).

#### **Pregnant - Quit Attempts (Intent To Treat Methodology)**

While quit rates were higher for *not-pregnant* compared to *pregnant*, for quit attempts the *pregnant* rate **5.0%** was lower than *not-pregnant* **9.6%** (Table 51).

#### **Pregnant - Average Quit Rate**

Combining the two methodologies by averaging quit rate responder with intent to treat resulted in slightly higher quit rates for *pregnant* females **23.3%** (**10.7%** to **35.9%** ), while *not-pregnant* enrollees averaged **19.1%** (**13.5%** to **24.6%** ) (Table 52 & Exhibit 20).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### Age

##### **Age - Quit Rate (Responder Methodology)**

Age information collected for enrollees was grouped into seven categories 1) less than 18, 2) 18-24 years, 3) 25-34 years, 4) 35-44 years, 5) 45-54 years, 6) 55-64 years and 7) 65+ years. The highest quit rate was observed for the less than 18 year group with a rate of **87.5% (55.1% to 100.0%)**. The lowest rate occurred in the 18-24 group with a quit rate of **4.1% (0% to 24.1%)**. The average for all ages was **34.7% (28.4% to 41.0%)** (Tables 53 & 55).

##### **Age - Quit Attempts (Responder Methodology)**

While the overall quit attempts was **77.4%** for all ages, the less than 18 group had the highest rate with **87.5%**, with the lowest (**33.3%**) in the 18-24 year interval. No statistical differences were observed (Table 55).

##### **Age - Quit Rate (Intent To Treat Methodology)**

The lost to follow-up percentage was highest among the 18-24 age group with **92.9%**, compared to the lowest group less than 18 with **69.2%**. The total lost to follow-up rate was **88.2%** (Table 54).

For all ages, the quit rate averaged **4.1%**. The highest rate occurred in the less than 18 age group with **26.9%**. The 55-64 age group averaged **8.7%** (Table 56). ***Intent to treat quit rate for the less than 18 group was statistically higher than four other groups: 18-24, 25-34, 35-44, and 45-54.***

##### **Age - Quit Attempts (Intent To Treat Methodology)**

Overall quit attempts for all age groups was **8.9%**, while the highest rate occurred in the less than 18 category at **26.9%** and the lowest was **2.3%** among the 18-24 year age group (Table 56).

##### **Age - Averaged Quit Rates**

The averaged quit rate for the responder and intent to treat methodology was **19.4% (15.4% to 23.4%)**. The highest averaged rate occurred in the less than 18 age group with a quit rate of **57.2% (34.0% to 70.5%)**. The lowest of **2.2% (0% to 14.1%)** was recorded among 18-24 year old enrollees (Table 57 & Exhibit 21).

#### Education

##### **Education - Quit Rate (Responder Methodology)**

Enrollees were asked to give their educational background. Data was analyzed within the educational categories of 1) *Less than high school* which consisted of  $\leq$  8th grade or some high school, 2) *High School/GED* which consisted of high school graduates or GED graduates, and 3) *Some College/College Graduates* which consisted of those with some college, college graduates and graduate degrees.

The overall completer/responder quit rate for all education groups was **35.5% (29.2% to 41.8%)**. The highest rate was observed in the *Some College/Graduate* group at **46.0% (34.7% to 57.3%)**. The lowest quit rate of **25.0% (11.8% to 38.2%)** in the *Less Than High School* group. The *High School/GED* category had a quit rate of **33.6% (24.5% to 42.7%)** (Tables 58 & 60).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### **Education - Quit Attempts (Responder Methodology)**

There were no statistical differences for quit attempts. The highest attempts were among the *less than high school* group at **85.7%**, compared to **75.9%** for the *High School/GED* category, and **85.5%** for the *Less Than High School*. Overall quit attempts averaged **81.1%** (Table 60).

#### **Education - Quit Rate (Intent To Treat Methodology)**

While overall quit rates averaged **4.1%** (**2.3% to 5.9%**), the *Some/College Graduate* Group at **5.8%** (**2.4% to 9.2%**) was higher than the *Less Than High School* at **2.8%** (**0% to 6.7%**) and *High School/GED* enrollees at **3.7%** (**1.0% to 6.4%**) (Tables 59 & 61).

#### **Education - Quit Attempts (Intent To Treat Methodology)**

Quit attempts in the *Some/College Graduate* group at **10.7%** compared to the other two education categories: **8.4%** for *High School/GED* and **9.7%** for *Less Than High School*. Overall quit attempts averaged **9.4%** (Table 61).

#### **Education - Averaged Quit Rates**

The average quit rates for all educational groups was **19.8%** (**15.8% to 23.9%**). The quit rate average for the *Some/College Graduate* group of **25.9%** was higher than the *Less Than High School* rate of **13.9%**. The *High School/GED* group had a quit rate of **18.7%**, not statistically different than the other groups (Table 62 & Exhibit 22).

### Motivation

#### **Motivation Level - Quit Rate (Responder Methodology)**

There were no statistical differences between quit rates among motivation levels. The overall quit rate was **34.3%** (**28.0% to 40.6%**). The highest rate of **34.5%** was for those with a motivation level of "10". The lowest occurred at **33.3%** among those with a "8" motivation level (Tables 63 & 65).

#### **Motivation Level - Quit Attempts (Responder Methodology)**

Quit attempts averaged **79.8%** and ranged from **80.2%** for a *motivation level of "10"* to a low of **76.2%** for a *motivation level of "8"* (Table 65).

#### **Motivation Level - Quit Rate (Intent To Treat Methodology)**

Overall the intent to treat quit rate averaged **3.9%** (**2.0% to 5.8%**). The lowest quit rate was for the "8" level and averaged **3.5%** (**0% to 9.4%**) and the highest rate was for the "9" level with **5.0%** (**0% to 11.7%**) (Tables 64 & 66).

#### **Motivation Level - Quit Attempts (Intent To Treat Methodology)**

Quit attempts averaged **9.0%** with a range of **11.9%** for *motivation level of "9"* compared to **7.9%** for "8" and **8.9%** for "10" (Table 66).

#### **Motivation Level - Averaged Quit Rates**

The overall averaged quit rate was **19.1%** (**15.0% to 23.2%**). There were no statistical differences in the average quit rate with a low of **18.4%** for the level "8" to **19.2%** for level "9" and level "10" (Table 67 & Exhibit 23).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### Live With Other Smokers

##### **Live With Other Smokers - Quit Rate (Responder Methodology)**

The quit rate averaged **35.0% (28.7% to 41.3% )** and showed no statistical differences between enrollees that lived with other smokers and those who did not. Those *living with other smokers* averaged **26.2% (16.5% to 35.9% )** while those *not living with other smokers* averaged **41.4% (33.2% to 49.6% )** (Tables 68 & 70).

##### **Live With Other Smokers - Quit Attempts (Responder Methodology)**

Quit Attempts averaged **81.0%** and showed no statistical differences whether the enrollee lived with other smokers or not. Quit attempts for those who *lived with other smokers* was **76.7% ,** while those who *didn't* averaged **84.1%** (Table 70).

##### **Live With Other Smokers - Quit Rate (Intent To Treat Methodology)**

The quit rate for the intent to treat methodology averaged **4.1% (2.2% to 6.0% )**. While those who *didn't live with other smokers* averaged **5.3% (2.7% to 7.9% )** compared to **2.7% (0% to 5.4% )** who *did*, not a statistical difference (Tables 69 & 71).

##### **Live With Other Smokers - Attempts (Intent To Treat Methodology)**

Quit attempts averaged **9.4% ,** with those *not living with other smokers* averaging **10.8%** compared to **7.8%** for those who *did* (Table 71).

##### **Live With Other Smokers - Averaged Quit Rates**

Although there were no statistical differences, those who *didn't live with other smokers* averaged a combined quit rate of **23.4%** compared to those who *did live with other smokers* at **14.5% ,** averaging **19.6%** combined (Table 72 & Exhibit 24).

#### Number Of Coaching Calls

##### **Number Of Coaching Calls - Quit Rate (Responder Methodology)**

Quit rates for all number of coaching calls averaged **35.1% (28.8% to 41.4% )**. There were no statistical differences between quit rates and the number of coaching calls. Those receiving *2 coaching calls* experienced the highest quit rate of **41.4% (23.0% to 59.8% )**. On the other end of the spectrum, those with *0 calls* showed a quit rate of **8.3% (0.0% to 36.9% )** (Tables 73 & 75).

##### **Number Of Coaching Calls - Quit Attempts (Responder Methodology)**

The overall quit attempts for all coaching calls was **81.1%** . Quit attempts varied from **86.1%** for those receiving *4+ calls*, to a low of **66.7%** for the *0 call* group. There were no statistical differences noted (Table 75).

##### **Number Of Coaching Calls - Quit Rate (Intent To Treat Methodology)**

With quit rates for the intent to treat model averaging **4.0% (2.2% to 5.8% )**, those receiving *4+ calls* **7.9% (4.5% to 11.3% )** were *descriptively higher* than those receiving only *0 calls* **0.5% (0.0% to 6.4% )** (Tables 74 & 76).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### **Number Of Coaching Calls - Quit Attempts (Intent To Treat Methodology)**

Overall quit attempts regardless of the number of calls were 9.3% . *Quit attempts for the 4+ coaching calls at 17.5% were statistically higher than the other three groups of 0,1 and 2 calls* (Table 76).

#### **Number Of Coaching Calls - Averaged Quit Rates**

The average quit rate for all number of coaching calls was 19.6% (15.5% to 23.6% ). No statistical differences occurred between groups. Quit rates varied from a low of 4.4% (0.0% to 21.7% ) for the 0 call group to a high of 23.3% (17.5% to 29.2% ) for the 4+ call group (Table 77 & Exhibit 25).

### Addiction Level – Packs of Cigarettes

The level of addiction can be measured from the dose of nicotine consumed as represented by the variable of number of packs of cigarettes smoked per day. Addiction level as measured by Packs of Cigarettes as well as Time After Awakening are two variables by which quit or abstinence rates can be measured.

#### **Addiction Level – Packs of Cigarettes - Quit Rate (Responder Methodology)**

Regardless of the number of packs smoked per day, the overall responder quit rate was 36.9% (30.2% to 43.6% ). While there were no statistical difference in quit rates by levels of consumption, descriptive difference were apparent. The highest quit rate (1 pack) was noted for the lower level of addiction at 47.7% (37.1% to 58.3% ). On the other hand the lowest quit rate of 16.7% (0% to 57.1% ) was recorded for the highest level of addiction (2+ packs per day) (Tables 78 & 80).

#### **Addiction Level – Packs of Cigarettes - Quit Attempts (Responder Methodology)**

The total quit attempts was 56.7% (50.0% to 63.4% ). There were no statistical difference in quit attempts and levels of addiction nor were there any descriptive trends noted between quit attempts and addiction levels (Table 80).

#### **Addiction Level – Packs of Cigarettes - Quit Rate (Intent To Treat Methodology)**

The overall intent to treat quit rate was 4.4% (2.1% to 6.1% ). While no statistical difference existed, descriptive trends associating quit rate intent to treat and addiction levels were observed. The highest quit rate of 5.3% was recorded at the addictive level of 1 pack per day. The lowest abstinence was noted for the highest addiction of 2+ packs at 1.5% (Tables 79 & 81).

#### **Addiction Level – Packs of Cigarettes - Quit Attempts (Intent To Treat Methodology)**

Quit attempts show no statistical differences, however trends were observed between higher quit attempts and lower levels of addiction. The highest quit attempts of 10.4% was noted at 2 packs with decreasing attempts measured with increased addiction resulting in the lowest quit attempts of 6.9% for less 1 packs (Table 81).

#### **Addiction Level – Packs of Cigarettes – Averaged Quit Rate**

Total averaged quit rates was 20.7% (16.2% to 24.9% ). The less than 1 pack averaged rate was 16.4% while the highest addiction level of 2+ packs was noted at 9.1% (Table 82 & Exhibit 26).



## WV Tobacco Quitline Evaluation



### Analysis continued

#### Addiction Level – Time After Awakening

The time of the first cigarette (tobacco product) after waking in the morning was an indicator of level of addiction with those selecting *within 5 minutes* as more addicted than those who waited *6-30 minutes*, *31-60 minutes*, and those choosing *60+ minutes* as least addictive.

#### **Addiction Level –Time After Awakening- Quit Rate (Responder Methodology)**

While categories of addiction were too small to show statistical significance, time after awakening indicates that levels of addiction and quit rate were descriptively related if not statistically. Overall **35.2% (28.9% to 41.5%)** had quit tobacco use at the six month point prevalence. Those who indicated that it was *60+ minutes* after awakening before they used their first tobacco of the day had a **40.0%** abstinence rate. While **37.6%** of the *31-60 minutes* category quit tobacco, both the *within 5 minutes* (**34.2%**) and *6-30 minutes* (**37.5%**) showed lower quit rates (Tables 83 & 85).

#### **Addiction Level -Time After Awakening— Quit Attempts (Responder Methodology)**

Overall **79.7% (73.4% to 86.0%)** of post survey participants either quit and relapsed or quit for a period of 30 days prior to the six month post survey period. Quit attempts were also descriptively related to addiction levels. Those with the greatest addiction levels (*within 5 & 6-30 minutes*) had the highest quit attempts at **79.5% & 85.0%**. Lesser level of addiction (*31-60 minutes*) indicated an **68.8%** rate of quit attempts and the lowest level of addiction of *60+ minutes* showed a **60.0%** quit attempt level (Table 85).

#### **Addiction Level -Time After Awakening— Quit Rate (Intent To Treat Methodology)**

Lost to follow-up ranged from a low of **88.6%** at *within 5 and 6-31 minutes* to a high of **87.9%** at *31-60 minutes*, showing little variation across addiction levels. While overall intent to treat abstinence rates averaged **4.1% (2.2% to 6.0%)** there was variation between addiction levels. Those who exhibited higher addiction levels (*within 5 and 6-30 minutes*) recorded quit rates of **3.9%** and **4.3%**. On the other hand lesser levels of addiction (*31-60 and 60+ minutes*) showed higher descriptive abstinence rates of **4.5%** and **5.2%** (Tables 84 & 86).

#### **Addiction Level -Time After Awakening— Quit Attempts (Intent To Treat Methodology)**

Similar to the relationship between quit rates and addiction levels, quit attempts also were descriptively related. The overall quit attempt rate averaged **4.1% (2.2% to 6.0%)**. Lower levels of addiction (*31-60 and 60+ minutes*) recorded quit attempts of **4.5%** and **5.2%**. Substantially lower levels of quit attempts existed with the two higher levels of addiction (*within 5 and 6-30 minutes*) at **3.9%** and **4.3%** (Table 86).

#### **Addiction Level -Time After Awakening— Average Quit Rates**

The averaged overall quit rate was **19.7% (15.6% - 23.8%)**. Averaged quit rates varied by levels of addiction as measured by time after awakening. The highest quit rate of **22.6%** covered the *60+ minutes* category of least addiction while the two highest levels of addiction averaged **19.1%** for *within 5 minutes* and **20.9%** for *6-30 minutes* (Table 82 & Exhibit 27).

## WV Tobacco Quitline Evaluation



### Analysis continued

#### Tobacco Type

Tobacco type was collected at time of enrollment in one of seven categories 1) cigarette users only, 2) chewing tobacco user only, 3) snuff user only, 4) snus user only, 5) cigar user only, 6) pipe user only, 7) poly users (a combination of at least two of the preceding categories). Smokeless only was a combination of chewing tobacco, snuff or snus.

#### **Tobacco Type - Quit Rate (Responder Methodology)**

*All tobacco types combined had a quit rate of 35.3% (29.1% to 41.5% ) (Tables 88 & 90)*

*Cigarettes only 36.0% (29.2% to 42.8% )*

*Combined smokeless (chew, snuff, snus) 33.3% (16.9% to 49.7% )*

*Chew only 33.0% (0% to 71.4% )*

*Snuff only 45.0% ( 23.6% to 66.4% )*

*Poly users 0% (0% to 0% )*

*Cigar 25.0%(0—73.0%*

There were no snus or pipe only selected for post surveys.

#### **Tobacco Type — Quit Attempts (Responder Methodology)**

*All tobacco types combined had quit attempts of 79.9% (73.7% to 86.1% ) (Table 90)*

*Cigarettes only 79.6% (72.8% to 86.4% )*

*Combined smokeless (chew, snuff, snus) 81.0% (65.4% to 98.2% )*

*Chew only 100.0% (61.9% to 100.0% )*

*Snuff only 70.0% ( 48.6% to 91.4% )*

*Poly users 0% (0% to 0% )*

*Cigar 75.0% (27.0% - 100.0%)*

There were no statistical difference by tobacco type.

#### **Tobacco Type — Quit Rate (Intent To Treat Methodology)**

*All tobacco types combined had a quit rate of 3.8% (2.1% to 5.5% ) (Tables 89 & 91)*

*Cigarettes only 3.9% (1.9% to 5.9% )*

*Combined smokeless (chew, snuff, snus) 3.8% (2.7% to 4.9% )*

*Chew only 3.8% ( 1.9% to 5.7% )*

*Snuff only 3.9% ( 2.3% to 5.5% )*

*Poly users 0% (0% to 0% )*

*Cigars 5.9% (0 - 26.5%)*

*Pipes 0.0% (0 - 0.0%)*

## WV Tobacco Quitline Evaluation

---



### Analysis continued

#### **Tobacco Type — Quit Attempts (Intent To Treat Methodology)**

*All tobacco types* combined had quit attempts of **8.5%** (**6.8% to 10.2%**) (Table 91)

*Cigarettes only* **8.7%** (**6.7% to 10.7%**)

*Combined smokeless* (chew, snuff, snus) **9.3%** (**8.2% to 10.4%**)

*Chew only* **11.5%** (**9.6% to 13.4%**)

*Snuff only* **6.1%** (**4.5% to 7.7%**)

*Cigars* **17.7%** (**0 to 38.3%**)

*Pipes* **20.0%** (**0% to 20.0%**)

#### **Tobacco Type — Average Quit Rates**

*All tobacco types* combined had an averaged quit rate of **19.6%** (**15.6% to 23.1%**) (Table 92)

*Combined smokeless* (chew, snuff, snus) **18.9%** (**9.8% to 27.3%**)

*Cigarettes only* **20.0%** (**15.6% to 24.4%**)

*Chew only* **18.6%** (**1.0% to 38.6%**)

*Snuff only* **24.5%** (**13.0% to 36.0%**)

*Cigars* **15.5%** (**0% to 49.8%**)

## WV Tobacco Quitline Evaluation



### Summary

#### *Participant Satisfaction*

- Overall satisfaction with the Quitline program was **70.7%** very satisfied, **23.9%** mostly/somewhat satisfied, and **5.4%** dissatisfied. Very satisfied among males was **73.5%** and females **70.3%**. Very satisfied by education was highest with Some/College Graduate **72.0%** and lowest for Less High School **61.7%**. Satisfaction by age varied from **67.2%** very satisfied for 45 to 54 years and lowest for 35 - 44 years with **60.0%**
- Satisfaction of enrollment process was 69.4% very satisfied, 25.3% mostly/somewhat satisfied, and 5.3% dissatisfied.
- Over half (59.0%) said educational materials were very helpful, 30.2% mostly/somewhat helpful, and 10.8% not helpful.
- Helpfulness of phone coaching services indicated very helpful at 76.5%, mostly/somewhat helpful at 19.4%, and 4.1% not helpful.
- Satisfaction with NWT varied by type of insurance with a total of 74.8% very satisfied, Medicaid was 82.1%, No Insurance & Special Populations 71.0%, and Other Insurance 78.9% very satisfied.
- NWT were ranked the most helpful service at 63.6%, reading materials at 21.5%, and phone coaching at 14.9%.

#### *Reasons for Quitting and Relapse (Tables A7 & A8)*

The top five reasons for quitting were:

1. Personal health (70.6%)
2. For the Children (9.4%)
3. Financial (6.5%)
4. Tired of it (3.4%)
5. Family/Friends Support (3.1%)

The top five reasons for relapse were:

1. Stress and Nerves (77.9%)
2. Nicotine Addition (5.0%)
3. Socialize With Smokers (3.5%)
4. Not Really Ready (3.5%)
5. Enjoyed Too Much (2.1%)

#### *Participant Confidence in Staying Quit (Tables A9)*

- All of the respondents were very confident in staying quit (100.0%)

#### *Quit Rates*

- Post-survey telephone methodology:
  - Random sample - 2149 of 8074 enrolled
  - Tolerable error +/- 1.8% at 95% confidence level for intent to treat methodology
  - Tolerable error +/- 6.2% at 95% confidence level for responder methodology
- Total quit rate at six months:
  - 19.5% - averaged methodology
  - 4.0% - intent to treat methodology
  - 35.0% - responder methodology

## WV Tobacco Quitline Evaluation



### Summary Continued

- **Quit Rates by Insurer**

- WV Medicaid

- 14.1%- averaged methodology
    - 2.3%- intent to treat methodology
    - 25.9%- responder methodology

- No Insurance & Special Populations

- 21.4%- averaged methodology
    - 4.8%- intent to treat methodology
    - 37.9%- responder methodology

- Other Insurance

- 19.9%- averaged methodology
    - 4.1%- intent to treat methodology
    - 35.7%- responder methodology

### **Quit Rates (Responder Methodology)**

- **Highest Quit Rates:**

- No Insurance & Special Populations - 37.9%
  - Program Satisfaction - Very Satisfied - 40.1%
  - Region - D - 52.6%
  - Gender - Females - 35.8%
  - Ethnicity - Nonwhite - 40.0%
  - Females - Pregnant - 43.8%
  - Age - Less than 18 Years – 87.5%
  - Education - Some/College Graduate – 46.0%
  - Motivation - 10 – 34.5%
  - Live Other Smokers - No - 41.4%
  - Coaching Calls - 2 – 41.4%
  - Addiction Level—Packs of Cigarettes - 1 Pack– 47.7%
  - Addiction Level—Time After Waking - 60+ Minutes - 40.0%
  - Tobacco type - Snuff Only - 45.0%

- **Lowest Quit Rates:**

- Medicaid - 25.9%
  - Program Satisfaction - Dissatisfied - 22.4%
  - Region - A– 27.8%
  - Gender - Males - 34.0%
  - Ethnicity - White - 34.1%
  - Females - Not-Pregnant - 33.8%
  - Age - 18-24 Years - 4.1%
  - Education - Less Than High School – 25.0%
  - Motivation - 8– 33.3%
  - Live Other Smokers - Yes - 26.2%
  - Coaching Calls - 0 - 8.3%
  - Packs of Cigarettes - 2+ - 16.7%
  - Addiction Level—Time After Waking - Within 5 Minutes - 34.2%
  - Tobacco Type - Suus - 0.0%

## WV Tobacco Quitline Evaluation



### Summary Continued

#### ***Quit Attempts***

- Overall Quit Attempts – 45.2% (average)
- Quit Attempts by Insurer:
  - WV Medicaid – 44.4% (average)
  - No Insurance & Special Populations – 45.5% (average)
  - Other Insurance – 45.8% (average)
- **Highest Quit Attempts (Responder Methodology):**
  - Other Insurance 82.1%
  - Program Satisfaction - Mostly/Somewhat Satisfied - 88.0%
  - Region - H - 100.0%
  - Gender - Males - 88.0%
  - Ethnicity - White - 80.7%
  - Females - Pregnant - 81.3%
  - Age - Less Than 18 Years – 87.5%
  - Education - Less than High School – 85.7%
  - Motivation - 10– 80.2%
  - Live Other Smokers - No - 84.1%
  - Coaching Calls - 4+ – 86.1%
  - Addiction Level—Packs of Cigarettes - 1 Pack– 68.6%
  - Addiction Level—Time After Waking - 6 -30 Minutes - 85.0%
  - Tobacco type - Chew Only, Snus, Pipe —100.0%
- **Lowest quit attempts (Responder methodology):**
  - No Insurance & Special Populations 80.7%
  - Program Satisfaction - Dissatisfied - 78.0%
  - Region - B – 64.0%
  - Gender - Females - 77.0%
  - Ethnicity - Non White - 80.0%
  - Females - Not Pregnant - 75.5%
  - Age - 18-24 Years - 33.3%
  - Education - High School/GED – 75.9%
  - Motivation - 8 - 76.2%
  - Live Other Smokers - Yes - 76.7%
  - Coaching Calls - 0 - 66.7%
  - Packs of Cigarettes - 2+ - 16.7%
  - Addiction Level—Time After Waking - 60+ Minutes - 60.0%
  - Tobacco Type - Snuf Only - 70.0%



## WV Tobacco Quitline Evaluation

---



### Summary Continued

#### Statistical Significance Observations

- Intent to treat quit rate for the less 18 age group was statistically higher than that for four other groups, 18-24, 25-34, 35-44 and 45-54
- Quit Attempts for the 4+ coaching call at 17.5% were statistically higher than the other three groups of 0, 1, and 2 calls

**Table 18**  
**Participant Overall Satisfaction with the Program**  
**By Insurance Type**  
**2011**

Insurance Type	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	33	78.5	7	16.7	2	4.8	42	100.0
No Insurance & Special Populations	98	79.0	32	23.0	9	6.5	124	100.0
Other Insurance	14	58.3	10	41.7	0	0.0	24	100.0
Total <sup>1</sup>	145	70.7	49	23.9	11	5.4	205	100.0

**Table 19**  
**Participant Overall Satisfaction with the Program**  
**By Gender**  
**2011**

Insurance Type	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
Male	61	73.5	21	25.3	1	1.2	83	100.0
Female	97	70.3	33	23.9	8	5.8	138	100.0
Total <sup>1</sup>	158	71.5	54	24.4	9	4.1	221	100.0

**Table 20**  
**Participant Overall Satisfaction with the Program**  
**By Education**  
**2011**

Education Groups	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
Less Than High School	34	64.2	15	28.3	4	7.5	53	100.0
High School/ GED	71	61.7	39	33.9	5	4.4	115	100.0
Some/College Graduate	54	72.0	21	28.0	0	0.0	75	100.0
Total <sup>1</sup>	159	65.4	75	30.9	9	3.7	243	100.0

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248.

**Table 21**  
**Participant Satisfaction of Enrollment Process**  
**By Insurance Type**  
**2011**



Insurance Type	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	33	71.7	11	23.9	2	4.4	46	100.0
No Insurance & Special Populations	98	70.5	32	23.0	9	6.5	139	100.0
Other Insurance	14	58.3	10	41.7	0	0.0	24	100.0
Total <sup>1</sup>	145	69.4	53	25.3	11	5.3	209	100.0

**Table 22**  
**Participant Reported Helpfulness of Educational Materials**  
**By Insurance Type**  
**2011**

Insurance Type	Very Helpful		Mostly/Somewhat Helpful		Not Helpful		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	16	55.2	10	34.5	3	10.3	29	100.0
No Insurance & Special Populations	55	57.9	29	30.5	11	11.6	95	100.0
Other Insurance	11	73.3	3	20.0	1	6.7	15	100.0
Total <sup>1</sup>	82	59.0	42	30.2	15	10.8	139	100.0

**Table 23**  
**Participant Reported Helpfulness of Phone Coaching Services**  
**By Insurance Type**  
**2011**

Insurance Type	Very Helpful		Mostly/Somewhat Helpful		Not Helpful		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	31	86.1	4	11.1	1	2.8	36	100.0
No Insurance & Special Populations	85	74.6	25	21.9	4	3.5	114	100.0
Other Insurance	14	70.0	4	20.0	2	10.0	20	100.0
Total <sup>1</sup>	130	76.5	33	19.4	7	4.1	170	100.0

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248.

**Table 21-A**  
**Participant Overall Satisfaction with the Program**  
**By Age Group**  
**2011**



Age Groups	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
<b>Less 18</b>	1	100.0	0	0.0	0	0.0	<b>1</b>	<b>100.0</b>
<b>18–24</b>	16	64.0	8	32.0	1	4.0	<b>25</b>	<b>100.0</b>
<b>25–34</b>	39	65.0	17	28.3	4	6.7	<b>60</b>	<b>100.0</b>
<b>35–44</b>	21	60.0	14	40.0	0	0.0	<b>35</b>	<b>100.0</b>
<b>45–54</b>	39	67.2	16	27.6	3	5.2	<b>58</b>	<b>100.0</b>
<b>55–64</b>	31	66.0	15	31.9	1	2.1	<b>47</b>	<b>100.0</b>
<b>65+</b>	11	64.7	6	35.3	0	0.0	<b>17</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>158</b>	<b>65.0</b>	<b>76</b>	<b>31.3</b>	<b>9</b>	<b>3.7</b>	<b>243</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248.

**Table 24**  
**Participant Satisfaction with NWT**  
**By Insurance Type**  
**2011**



Insurance Type	Very Satisfied		Mostly/Somewhat Satisfied		Dissatisfied		Total	
	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	32	82.1	3	7.7	4	10.2	<b>39</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	66	71.0	20	21.5	7	7.5	<b>93</b>	<b>100.0</b>
<b>Other Insurance</b>	15	78.9	1	5.3	3	15.8	<b>19</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>113</b>	<b>74.8</b>	<b>24</b>	<b>15.9</b>	<b>14</b>	<b>9.3</b>	<b>151</b>	<b>100.0</b>

**Table 25**  
**Participant Reported Most Helpful Services**  
**By Insurance Type**  
**2011**

Insurance Type	Reading Materials		NWT		Phone Coaching		Total	
	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	8	25.8	12	38.7	11	35.5	<b>31</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	14	17.7	58	73.4	7	8.9	<b>79</b>	<b>100.0</b>
<b>Other Insurance</b>	4	36.4	7	63.6	0	0.0	<b>11</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>26</b>	<b>21.5</b>	<b>77</b>	<b>63.6</b>	<b>18</b>	<b>14.9</b>	<b>121</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248

Exhibit 11  
WV Tobacco Quitline  
Populations

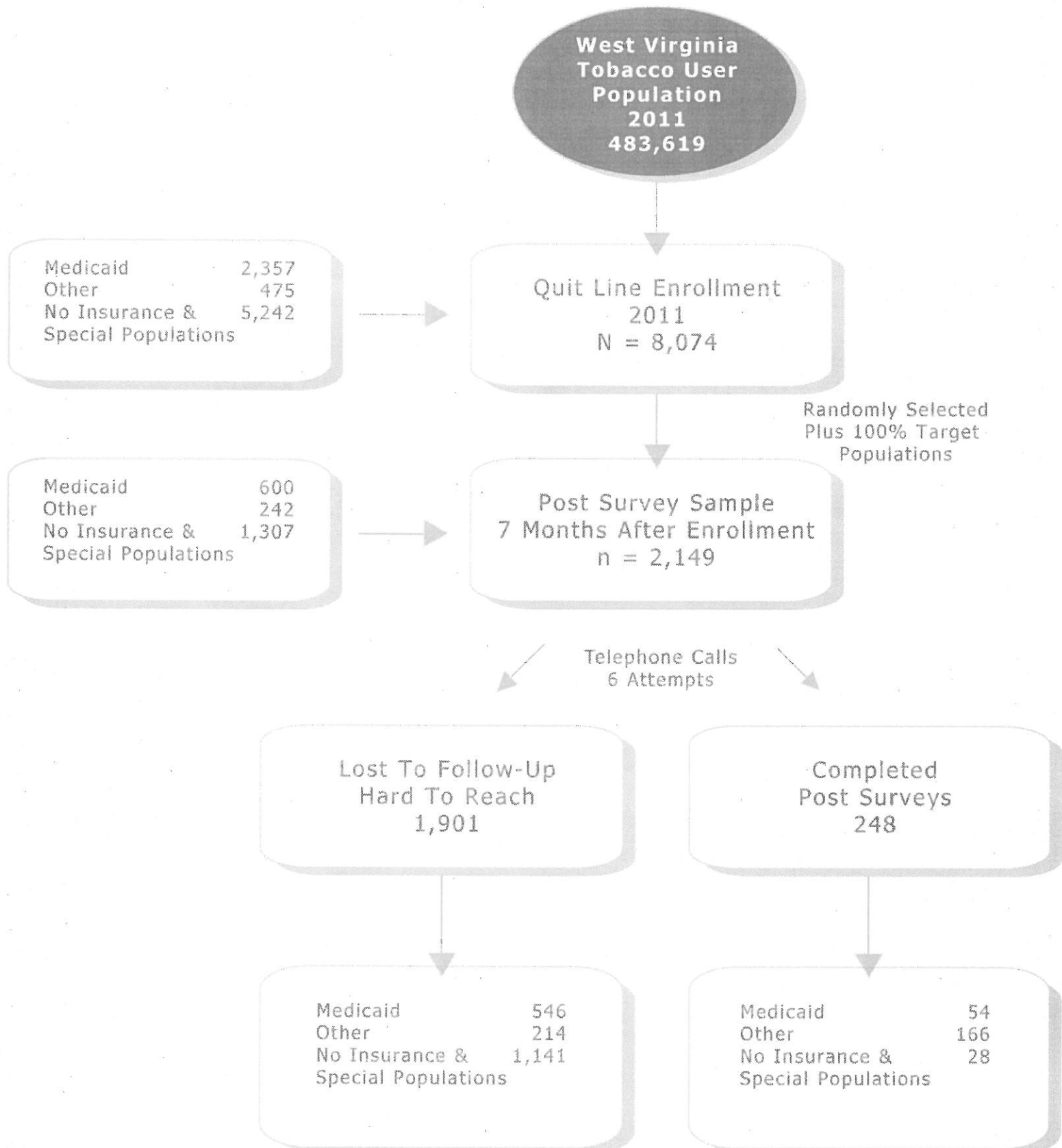




Exhibit 12  
WV Tobacco Quitline

Demographic Levels of Quitline Statistics and Analysis



**Demographics**

County  
Region

**Penetration Level Statistics**

Year – County  
Cumulative – County  
Year – Region

**Demographics**

Insurance Type  
Program Satisfaction  
Region  
Gender  
Ethnicity  
Pregnancy  
Age  
Education  
Motivation  
Live With Other Smoker  
Number of Coaching Calls  
Daily Packs of Cigarettes  
Time After Awakening  
Tobacco Type

**Quit Statistics**

Enrollment  
Post Survey Sample Selected  
Lost To Follow-Up  
Post Surveys Completed  
Quit/Abstinence Rates – Completer  
Quit Attempts – Completer  
Quit/Abstinence Rates - Intent To Treat  
Quit Attempts – Intent To Treat  
Quit/Abstinence Rates – Averaged

**Demographic**

Insurance Type

**Financial Analysis**

Return on Investment – %  
Return on Investment – \$

**Table 26**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Insurance Type**  
**2011**



Insurance Type	Total		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
<b>WV Medicaid</b>	54	100.0	10	18.5	30	55.6	14	25.9	81.5
<b>No Insurance &amp; Special Populations</b>	166	100.0	32	19.3	71	42.8	63	37.9	80.7
<b>Other Insurance</b>	28	100.0	5	17.9	13	46.4	10	35.7	82.1
<b>Total</b>	<b>248</b>	<b>100.0</b>	<b>47</b>	<b>19.0</b>	<b>114</b>	<b>46.0</b>	<b>87</b>	<b>35.0</b>	<b>81.0</b>

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

**Table 27**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Insurance Type**  
**2011**

Insurance Type	Total		Not Quit		Quit Relapse		Lost To Follow-up		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	#	%	%
WV Medicaid	600	100.0	10	1.7	30	5.0	546	91.0	14	2.3	7.3
No Insurance & Special Populations	1307	100.0	32	2.5	71	5.4	1141	87.3	63	4.8	10.2
Other Insurance	242	100.0	5	2.1	13	5.4	214	88.4	10	4.1	9.5
Total	2149	100.0	47	2.2	114	5.3	1901	88.5	87	4.0	9.3

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

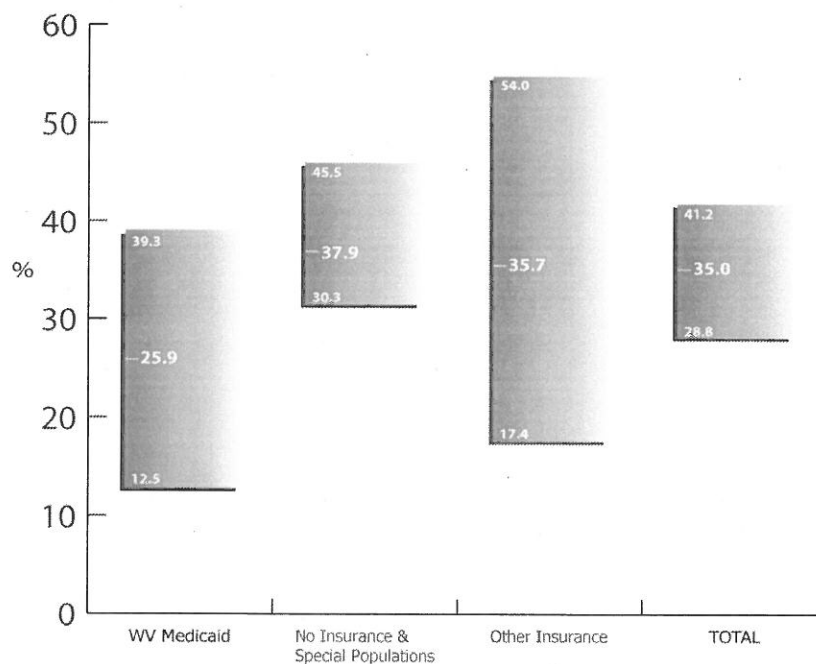
<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

**Table 28**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Insurance Type**  
**2011**



Type Of Insurance	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+ / - %
<b>WV Medicaid</b>	2357	54	12.5— <b>25.9</b> —39.3	68.1— <b>81.5</b> —94.9	13.4
<b>No Insurance &amp; Special Populations</b>	5242	166	30.3— <b>37.9</b> —45.5	73.1— <b>80.7</b> —88.3	7.6
<b>Other Insurance</b>	475	28	17.4— <b>35.7</b> —54.0	63.8— <b>82.1</b> —100.0	18.3
<b>Total</b>	<b>8074</b>	<b>248</b>	<b>28.8—35.0—41.2</b>	<b>74.8—81.0—87.2</b>	<b>6.2</b>

**Exhibit 13**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Insurance Type**  
**2011**



<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

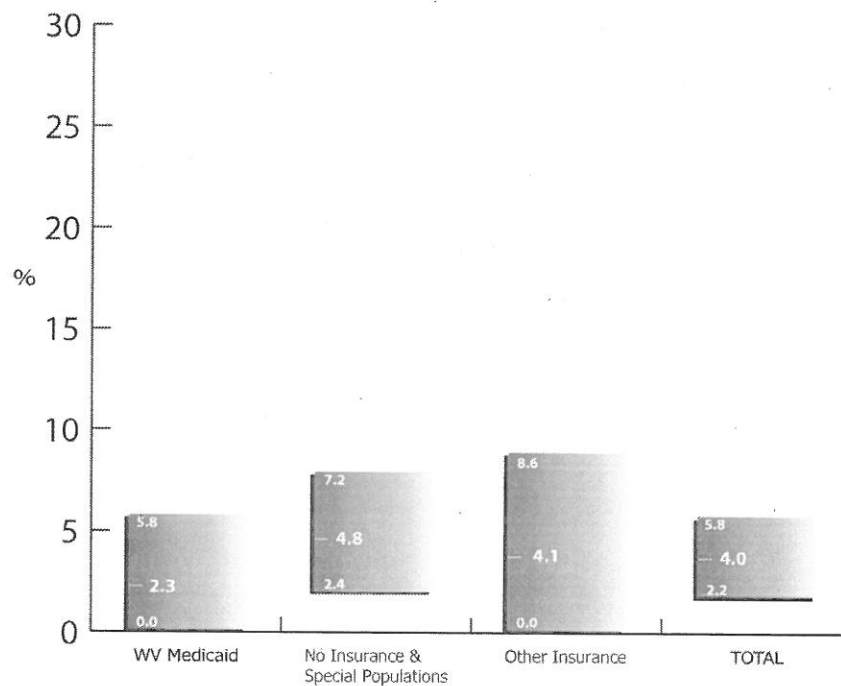
<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

**Table 29**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Insurance Type**  
**2011**



Type Of Insurance	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>WV Medicaid</b>	2357	600	0.0 - <b>2.3</b> —5.8	3.8 - <b>7.3</b> - 10.8	3.5
<b>No Insurance &amp; Special Populations</b>	5242	1307	2.4 - <b>4.8</b> - 7.2	7.8 - <b>10.2</b> - 12.6	2.4
<b>Other Insurance</b>	475	242	0.0 - <b>4.1</b> - 8.6	5.0 - <b>9.5</b> - 14.0	4.5
<b>Total</b>	<b>8074</b>	<b>2149</b>	<b>2.2 - 4.0 - 5.8</b>	<b>7.5 - 9.3 - 11.1</b>	<b>1.8</b>

**Exhibit 14**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Insurance Type**  
**2011**



<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

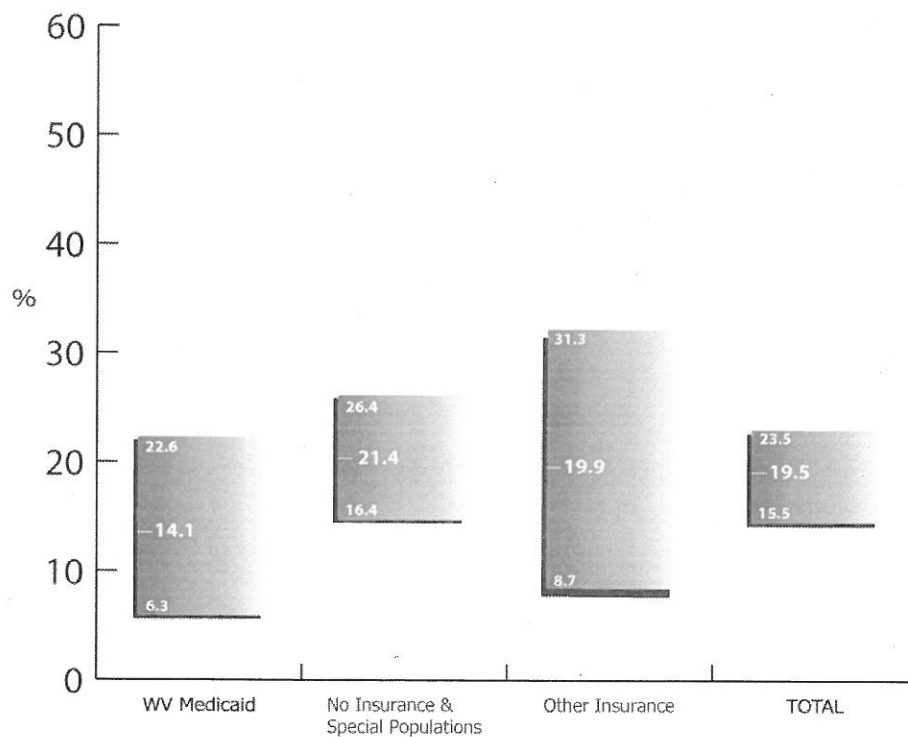
<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

**Table 30**  
**Averaged Quit Rate Confidence Interval**  
**By Insurance Type**  
**2011**



Type Of Insurance	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
<b>WV Medicaid</b>	12.5— <b>25.9</b> —39.3	0.0 - <b>2.3</b> —5.8	6.3 - <b>14.1</b> - 22.6
<b>No Insurance &amp; Special Populations</b>	30.3— <b>37.9</b> —45.5	2.4 - <b>4.8</b> - 7.2	16.4 - <b>21.4</b> - 26.4
<b>Other Insurance</b>	17.4— <b>35.7</b> —54.0	0.0 - <b>4.1</b> - 8.6	8.7 - <b>19.9</b> - 31.3
<b>Total</b>	<b>28.8—35.0—41.2</b>	<b>2.2 - 4.0 - 5.8</b>	<b>15.5 - 19.5 - 23.5</b>

**Exhibit 15**  
**Averaged Quit Rate Confidence Interval**  
**By Insurance Type**  
**2011**



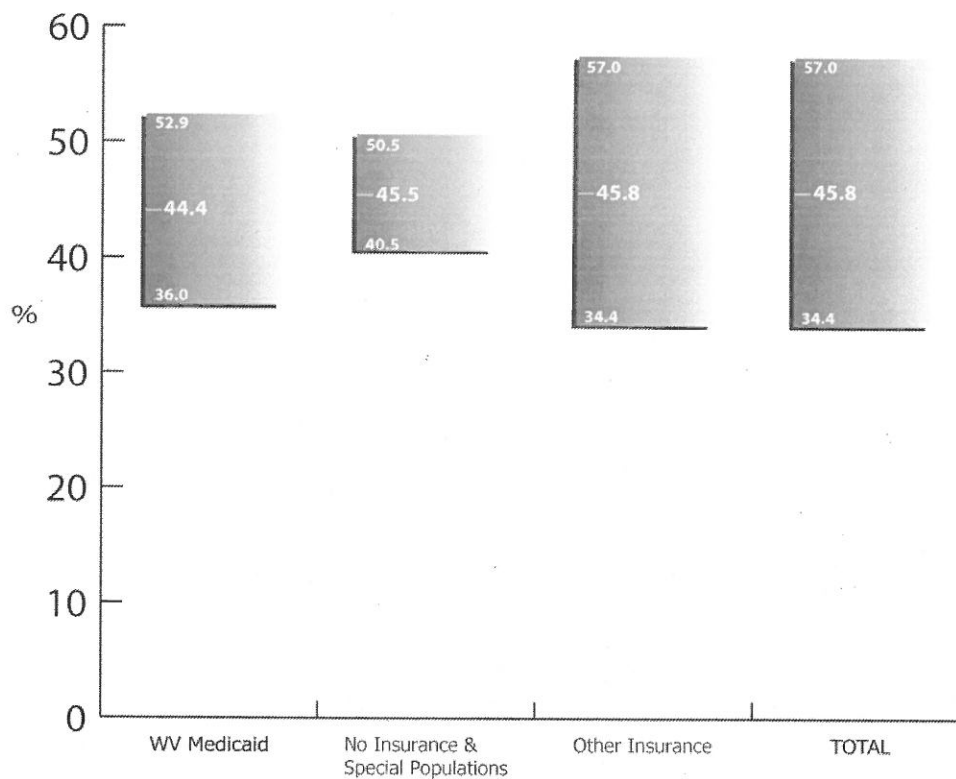


**Table 31**  
**Averaged Quit Attempts Confidence Interval**  
**By Insurance Type**  
**2011**



Type Of Insurance	Quit Attempts Responder Confidence Interval	Quit Attempts Intent To Treat Confidence Interval	Quit Attempts Averaged Confidence Interval
	%	%	%
WV Medicaid	68.1— <b>81.5</b> —94.9	3.8 - <b>7.3</b> - 10.8	36.0 - <b>44.4</b> - 52.9
No Insurance & Special Populations	73.1— <b>80.7</b> —88.3	7.8 - <b>10.2</b> - 12.6	40.5 - <b>45.5</b> - 50.5
Other Insurance	63.8— <b>82.1</b> —100.0	5.0 - <b>9.5</b> - 14.0	34.4 - <b>45.8</b> - 57.0
Total	74.8— <b>81.0</b> —87.2	7.5 - <b>9.3</b> - 11.1	41.2 - <b>45.2</b> - 49.2

**Exhibit 16**  
**Averaged Quit Attempts Confidence Interval**  
**By Insurance Type**  
**2011**



**Table 32**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Overall Program Satisfaction**  
**2011**



Overall Program Satisfaction	Total		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
Very Satisfied	157	100.0	34	21.7	60	38.2	63	40.1	78.3
Mostly/Somewhat Satisfied	75	100.0	9	12.0	44	58.7	22	29.3	88.0
Dissatisfied	9	100.0	2	22.2	5	55.6	2	22.4	78.0
<b>Total<sup>3</sup></b>	<b>241</b>	<b>100.0</b>	<b>45</b>	<b>18.7</b>	<b>109</b>	<b>45.2</b>	<b>87</b>	<b>36.1</b>	<b>81.3</b>

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248.

**Table 33**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Region**  
**2011**



Region	Total		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
<b>A</b>	18	100.0	5	27.8	8	44.4	5	27.8	72.2
<b>B</b>	25	100.0	9	36.0	9	36.0	7	28.0	64.0
<b>C</b>	24	100.0	4	16.7	12	50.0	8	33.3	83.3
<b>D</b>	19	100.0	5	26.3	4	21.1	10	52.6	73.7
<b>E</b>	7	100.0	2	28.6	3	42.8	2	28.6	71.4
<b>F</b>	24	100.0	3	12.5	9	37.5	12	50.0	87.5
<b>G</b>	39	100.0	7	17.9	20	51.3	12	30.8	82.1
<b>H</b>	13	100.0	0	0.0	9	69.2	4	30.8	100.0
<b>I</b>	40	100.00	8	20.0	20	50.0	12	30.0	80.0
<b>J</b>	39	100.0	4	10.2	20	51.3	15	38.5	89.8
<b>Total<sup>1</sup></b>	<b>248</b>	<b>100.0</b>	<b>47</b>	<b>19.0</b>	<b>114</b>	<b>45.9</b>	<b>87</b>	<b>35.1</b>	<b>81.0</b>

*See Table 16 for list of counties corresponding to each region.*

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248.

**Table 34**  
**Quit Rate and Quit Attempts Intent To Treat Methodology**  
**By Region**  
**2011**



Region	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>A</b>	142	100.0	5	3.5	8	5.7	124	87.3	5	3.5	9.2
<b>B</b>	306	100.0	9	2.9	9	2.9	281	91.9	7	2.3	5.2
<b>C</b>	153	100.0	4	2.6	12	7.9	129	84.3	8	5.2	13.1
<b>D</b>	95	100.0	5	5.3	4	4.2	76	80.0	10	10.5	14.7
<b>E</b>	111	100.0	2	1.8	3	2.7	104	93.7	2	1.8	4.5
<b>F</b>	196	100.0	3	1.5	9	4.6	172	87.8	12	6.1	10.7
<b>G</b>	380	100.0	7	1.8	20	5.3	341	89.7	12	3.2	8.5
<b>H</b>	172	100.0	0	0.0	9	5.2	159	92.5	4	2.3	7.5
<b>I</b>	270	100.0	8	3.0	20	7.4	230	85.2	12	4.4	11.8
<b>J</b>	324	100.0	4	1.2	20	6.2	285	88.0	15	4.6	10.8
<b>Total<sup>1</sup></b>	<b>2149</b>	<b>100.0</b>	<b>47</b>	<b>2.2</b>	<b>114</b>	<b>5.3</b>	<b>1901</b>	<b>88.5</b>	<b>87</b>	<b>4.0</b>	<b>9.3</b>

*See Table 16 for list of counties corresponding to each region.*

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Survey Sample of n=2149.

**Table 35**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Region**  
**2011**



Region	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>A</b>	590	18	3.8 - <b>27.8</b> - 51.0	49.0 - <b>72.2</b> - 95.4	23.2
<b>B</b>	1028	25	8.3 - <b>28.0</b> - 47.7	44.3 - <b>64.0</b> - 83.7	19.7
<b>C</b>	661	24	13.3 - <b>33.3</b> - 53.3	63.3 - <b>83.3</b> - 100.0	20.0
<b>D</b>	337	19	30.3 - <b>52.6</b> - 74.9	51.4 - <b>73.7</b> - 96.0	22.3
<b>E</b>	368	7	0.0 - <b>28.6</b> - 66.0	34.0 - <b>71.4</b> - 100.0	37.4
<b>F</b>	701	24	30.0 - <b>50.0</b> - 70.0	67.5 - <b>87.5</b> - 100.0	20.0
<b>G</b>	1436	39	15.0 - <b>30.8</b> - 46.6	66.3 - <b>82.1</b> - 97.9	15.8
<b>H</b>	621	13	3.4 - <b>30.8</b> - 58.2	72.6 - <b>100.0</b> - 100.0	27.4
<b>I</b>	1095	40	14.5 - <b>30.0</b> - 45.5	64.5 - <b>80.0</b> - 95.5	15.5
<b>J</b>	1237	39	22.7 - <b>38.5</b> - 54.3	74.0 - <b>89.8</b> - 100.0	15.8
<b>Total<sup>1</sup></b>	<b>8073</b>	<b>248</b>	<b>28.8 - 35.1 - 41.4</b>	<b>74.7 - 81.0 - 87.3</b>	<b>6.3</b>

*See Table 16 for list of counties corresponding to each region.*

<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=2,149 and from Total Post Surveys of n=248.

**Table 36**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Region**  
**2011**



Region	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>A</b>	590	142	0.0 - <b>3.5</b> - 10.8	1.9 - <b>9.2</b> - 16.5	7.3
<b>B</b>	1028	306	0.0 - <b>2.3</b> - 7.1	0.4 - <b>5.2</b> - 10.0	4.8
<b>C</b>	661	153	0.0 - <b>5.2</b> - 12.3	6.0 - <b>13.1</b> - 20.2	7.1
<b>D</b>	337	95	1.8 - <b>10.5</b> - 19.2	6.0 - <b>14.7</b> - 23.4	8.7
<b>E</b>	368	111	0.0 - <b>1.8</b> - 9.7	0.0 - <b>4.5</b> - 12.4	7.9
<b>F</b>	701	196	0.0 - <b>6.1</b> - 12.2	4.6 - <b>10.7</b> - 16.8	6.1
<b>G</b>	1436	380	0.0 - <b>3.2</b> - 7.6	4.1 - <b>8.5</b> - 12.9	4.4
<b>H</b>	621	172	0.0 - <b>2.3</b> - 8.8	1.0 - <b>7.5</b> - 14.0	6.5
<b>I</b>	1095	270	0.0 - <b>4.4</b> - 9.7	6.5 - <b>11.8</b> - 17.1	5.3
<b>J</b>	1237	324	0.0 - <b>4.6</b> - 9.4	6.0 - <b>10.8</b> - 15.6	4.8
<b>Total<sup>1</sup></b>	<b>8073</b>	<b>2149</b>	<b>2.2 - 4.0 - 5.8</b>	<b>7.5 - 9.3 - 11.1</b>	<b>1.8</b>

*See Table 16 for list of counties corresponding to each region.*

<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=2,149 and from Total Post Survey Sample of n=248.

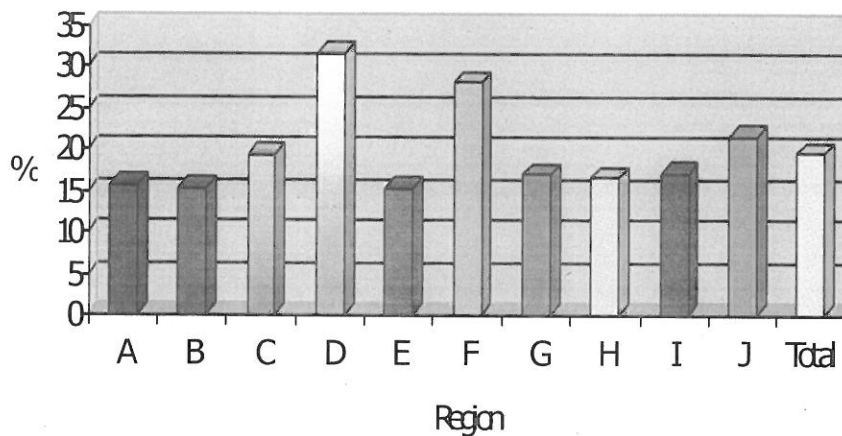
**Table 37**  
**Averaged Quit Rate Confidence Interval**  
**By Region**  
**2011**



Region	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
<b>A</b>	3.8 - <b>27.8</b> - 51.0	0.0 - <b>3.5</b> - 10.8	1.9 - <b>15.7</b> - 30.9
<b>B</b>	8.3 - <b>28.0</b> - 47.7	0.0 - <b>2.3</b> - 7.1	4.2 - <b>15.2</b> - 27.4
<b>C</b>	13.3 - <b>33.3</b> - 53.3	0.0 - <b>5.2</b> - 12.3	6.7 - <b>19.3</b> - 32.8
<b>D</b>	30.3 - <b>52.6</b> - 74.9	1.8 - <b>10.5</b> - 19.2	16.1 - <b>31.6</b> - 47.1
<b>E</b>	0.0 - <b>28.6</b> - 66.0	0.0 - <b>1.8</b> - 9.7	0.0 - <b>15.2</b> - 37.9
<b>F</b>	30.0 - <b>50.0</b> - 70.0	0.0 - <b>6.1</b> - 12.2	15.0 - <b>28.1</b> - 41.1
<b>G</b>	15.0 - <b>30.8</b> - 46.6	0.0 - <b>3.2</b> - 7.6	7.5 - <b>17.0</b> - 27.1
<b>H</b>	3.4 - <b>30.8</b> - 58.2	0.0 - <b>2.3</b> - 8.8	1.7 - <b>16.6</b> - 33.5
<b>I</b>	14.5 - <b>30.0</b> - 45.5	0.0 - <b>4.4</b> - 9.7	7.3 - <b>17.2</b> - 27.6
<b>J</b>	22.7 - <b>38.5</b> - 54.3	0.0 - <b>4.6</b> - 9.4	11.4 - <b>21.6</b> - 31.9
<b>Total</b>	<b>28.8</b> - <b>35.1</b> - <b>41.4</b>	<b>2.2</b> - <b>4.0</b> - <b>5.8</b>	<b>15.5</b> - <b>19.6</b> - <b>23.6</b>

**Exhibit 17**  
**Averaged Quit Rate Confidence Interval**  
**By Region**  
**2011**

*See Table 16 for list of counties corresponding to each region.*





**Table 38**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Gender**  
**2011**



Gender	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Male	100	100.0	12	12.0	54	54.0	34	34.0	88.0
Female	148	100.0	34	23.0	61	41.2	53	35.8	77.0
Total <sup>1</sup>	248	100.0	46	18.5	115	46.4	87	35.1	81.5

**Table 39**  
**Quit Rate and Quit Attempts Intent To Treat Methodology**  
**By Gender**  
**2011**

Gender	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Male	804	100.0	12	1.5	54	6.7	704	87.6	34	4.2	10.9
Female	1345	100.0	34	2.5	61	4.5	1197	89.0	53	4.0	8.5
Total <sup>1</sup>	2149	100.0	46	2.1	115	5.4	1901	88.4	87	4.1	9.5

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2149.

**Table 40**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Gender**  
**2011**



Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	2688	100	25.2 - <b>34.0</b> - 43.8	78.2 - <b>88.0</b> - 97.8	9.8
Female	5385	148	27.7 - <b>35.8</b> - 43.9	68.9 - <b>77.0</b> - 85.1	8.1
Total <sup>1</sup>	8073	248	28.9 - <b>35.1</b> - 41.2	75.3 - <b>81.5</b> - 87.7	6.2

**Table 41**  
**Quit Rate and Quit Attempts Confidence Interval Intent To Treat Methodology**  
**By Gender**  
**2011**

Gender	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Male	2688	804	1.2 - <b>4.2</b> - 7.2	7.9 - <b>10.9</b> - 13.9	3.0
Female	5385	1345	1.6 - <b>4.0</b> - 6.4	6.1 - <b>8.5</b> - 10.9	2.4
Total <sup>1</sup>	8073	2149	2.2 - <b>4.1</b> - 6.0	7.6 - <b>9.5</b> - 11.4	1.9

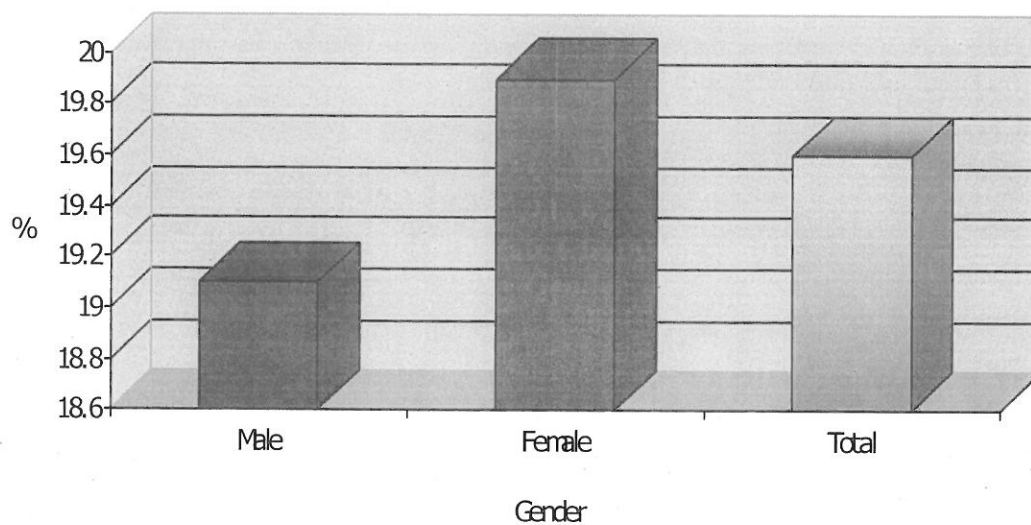
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074, Total Post Surveys of n=2,149 and from Total Post Survey Sample of n=248.

**Table 42**  
**Averaged Quit Rate Confidence Interval**  
**By Gender**  
**2011**



Gender	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Male	25.2 - <b>34.0</b> - 43.8	1.2 - <b>4.2</b> - 7.2	13.2 - <b>19.1</b> - 25.5
Female	27.7 - <b>35.8</b> - 43.9	1.6 - <b>4.0</b> - 6.4	14.7 - <b>19.9</b> - 25.2
Total	28.9 - <b>35.1</b> - 41.2	2.2 - <b>4.1</b> - 6.0	15.6 - <b>19.6</b> - 23.6

**Exhibit 18**  
**Averaged Quit Rate Confidence Interval**  
**By Gender**  
**2011**



**Table 43**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Ethnicity**  
**2011**



Ethnicity	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
White	223	100.0	43	19.3	104	46.6	76	34.1	80.7
Non-White	15	100.0	3	20.0	6	40.0	6	40.0	80.0
Total <sup>1</sup>	238	100.0	46	19.3	110	46.2	82	34.5	80.7

**Table 44**  
**Quit Rate and Quit Attempts Intent To Treat Methodology**  
**By Ethnicity**  
**2011**

Ethnicity	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
White	1922	100.0	43	2.2	104	5.4	1699	88.4	76	4.0	9.4
Non-White	84	100.0	3	3.6	6	7.1	69	82.2	6	7.1	14.2
Total <sup>1</sup>	2006	100.0	46	2.3	110	5.5	1768	88.1	82	4.1	9.6

Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 45**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Ethnicity**  
**2011**



<b>Ethnicity</b>	<b>Enrollment</b>	<b>Sample</b>	<b>Quit Rate Confidence Interval</b>	<b>Quit Attempts Confidence Interval</b>	<b>Tolerable Error</b>
	<b>#</b>	<b>#</b>	<b>%</b>	<b>%</b>	<b>+/- %</b>
<b>White</b>	7012	223	27.5 - <b>34.1</b> - 40.7	74.1 - <b>80.7</b> - 87.3	6.6
<b>Non-White</b>	375	15	14.7 - <b>40.0</b> - 65.3	54.7 - <b>80.0</b> - 100.0	25.3
<b>Total<sup>1</sup></b>	<b>7387</b>	<b>238</b>	<b>28.1 - 34.5 - 40.9</b>	<b>74.3 - 80.7 - 87.1</b>	<b>6.4</b>

**Table 46**  
**Quit Rate and Quit Attempts Confidence Interval Intent To Treat Methodology**  
**By Ethnicity**  
**2011**

<b>Ethnicity</b>	<b>Enrollment</b>	<b>Sample</b>	<b>Quit Rate Confidence Interval</b>	<b>Quit Attempts Confidence Interval</b>	<b>Tolerable Error</b>
	<b>#</b>	<b>#</b>	<b>%</b>	<b>%</b>	<b>+/- %</b>
<b>White</b>	7012	1922	2.0 - <b>4.0</b> - 6.0	7.5 - <b>9.4</b> - 11.3	1.9
<b>Non-White</b>	375	84	0.0 - <b>7.1</b> - 16.7	4.6 - <b>14.2</b> - 23.8	9.6
<b>Total<sup>1</sup></b>	<b>7387</b>	<b>2006</b>	<b>2.1 - 4.1 - 6.1</b>	<b>7.7 - 9.6 - 11.5</b>	<b>1.9</b>

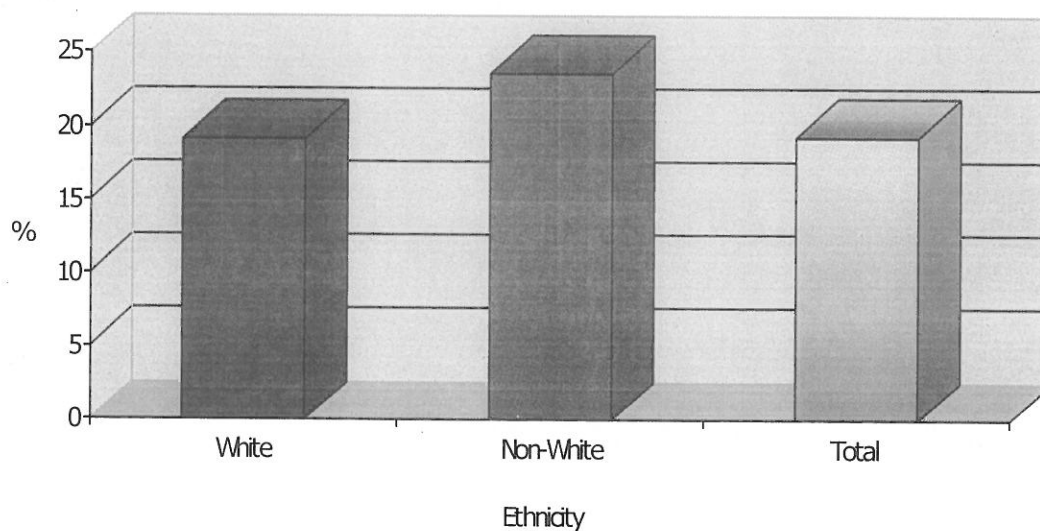
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074, from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 47**  
**Averaged Quit Rate Confidence Interval**  
**By Ethnicity**  
**2011**



Ethnicity	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
White	27.5 - <b>34.1</b> - 40.7	2.0 - <b>4.0</b> - 6.0	14.8 - <b>19.1</b> - 23.4
Non-White	14.7 - <b>40.0</b> - 65.3	0.0 - <b>7.1</b> - 16.7	7.4 - <b>23.6</b> - 41.0
Total	28.1 - <b>34.5</b> - 40.9	2.1 - <b>4.1</b> - 6.1	15.1 - <b>19.3</b> - 23.5

**Exhibit 19**  
**Averaged Quit Rate Confidence Interval**  
**By Ethnicity**  
**2011**



**Table 48**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Pregnant**  
**2011**



Female Pregnant	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Yes	16	100.0	3	18.7	6	37.5	7	43.8	81.3
No	139	100.0	34	24.5	58	41.7	47	33.8	75.5
Total	155	100.0	37	23.9	64	41.3	54	34.8	76.1

**Table 49**  
**Quit Rate and Quit Attempts Intent To Treat Methodology**  
**By Pregnant**  
**2011**

Female Pregnant	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Yes	262	100.0	3	1.1	6	2.3	246	93.9	7	2.7	5.0
No	1090	100.0	34	3.1	58	5.3	951	87.3	47	4.3	9.6
Total	1352	100.0	37	2.7	64	4.7	1197	88.6	54	4.0	8.7



**Table 50**  
**Quit Rate and Quit Attempts Confidence Interval Completer/Responder Methodology**  
**By Pregnant**  
**2011**



Female Pregnant	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Yes	269	16	19.6 - <b>43.8</b> - 68.0	57.1 - <b>81.3</b> - 100.0	24.2
No	5122	139	25.4 - <b>33.8</b> - 42.2	67.1 - <b>75.5</b> - 83.9	8.4
Total	5391	155	26.9 - <b>34.8</b> - 42.7	68.2 - <b>76.1</b> - 84.0	7.9

**Table 51**  
**Quit Rate and Quit Attempts Confidence Interval Intent To Treat Methodology**  
**By Pregnant**  
**2011**

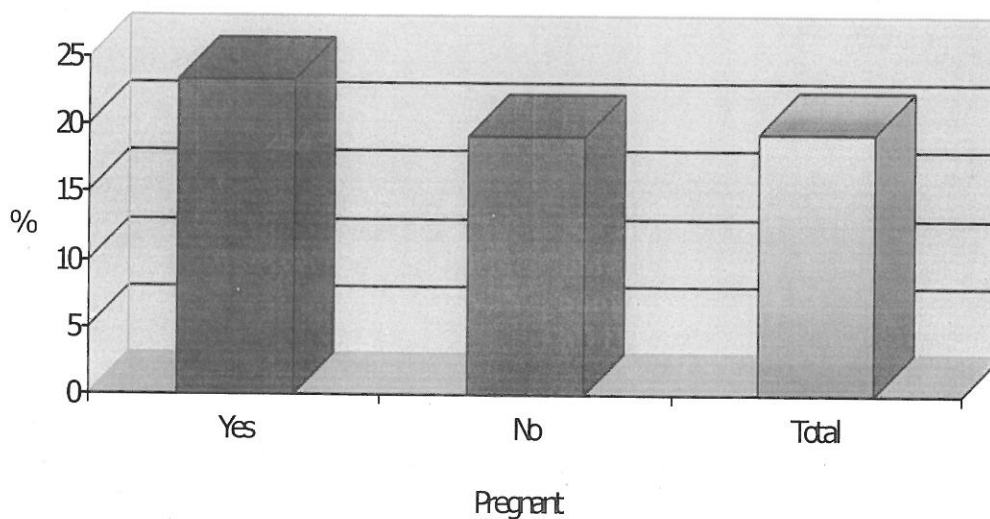
Female Pregnant	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Yes	269	262	1.7 - <b>2.7</b> - 3.7	4.0 - <b>5.0</b> - 6.0	1.0
No	5122	1090	1.6 - <b>4.3</b> - 7.0	6.9 - <b>9.6</b> - 12.3	2.7
Total	5391	1352	1.6 - <b>4.0</b> - 6.4	6.3 - <b>8.7</b> - 11.1	2.4

**Table 52**  
**Averaged Quit Rate Confidence Interval**  
**By Pregnant**  
**2011**



Female Pregnant	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Yes	19.6 - <b>43.8</b> - 68.0	1.7 - <b>2.7</b> - 3.7	10.7 - <b>23.3</b> - 35.9
No	25.4 - <b>33.8</b> - 42.2	1.6 - <b>4.3</b> - 7.0	13.5 - <b>19.1</b> - 24.6
Total	26.9 - 34.8 - 42.7	1.6 - 4.0 - 6.4	14.3 - 19.4 - 24.6

**Exhibit 20**  
**Averaged Quit Rate Confidence Interval**  
**By Pregnant**  
**2011**



**Table 53**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Age**  
**2011**



Age Groups	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Less 18	8	100.0	1	12.5	0	0.0	7	87.5	87.5
18-24	24	100.0	16	66.7	7	29.2	1	4.1	33.3
25-34	66	100.0	12	18.2	28	42.4	26	39.4	81.8
35-44	32	100.0	5	15.6	15	46.9	12	37.5	84.4
45-54	53	100.0	12	22.6	24	45.3	17	32.1	77.4
55-64	49	100.0	7	14.3	25	51.0	17	34.7	85.7
65+	16	100.0	3	18.7	7	43.8	6	37.5	81.3
Total <sup>1</sup>	248	100.0	56	22.6	106	42.7	86	34.7	77.4

**Table 54**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Age**  
**2011**

Age Groups	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Less 18	26	100.0	1	3.9	0	0.0	18	69.2	7	26.9	26.9
18-24	348	100.0	16	4.6	7	2.0	324	93.1	1	0.3	2.3
25-34	674	100.0	12	1.8	28	4.2	608	90.2	26	3.8	8.0
35-44	374	100.0	5	1.3	15	4.0	342	91.5	12	3.2	7.2
45-54	458	100.0	12	2.6	24	5.3	405	88.4	17	3.7	9.0
55-64	195	100.0	7	3.6	25	12.8	146	74.9	17	8.7	21.5
65+	74	100.0	3	4.0	7	9.5	58	78.4	6	8.1	17.6
Total <sup>1</sup>	2149	100.0	56	2.6	106	4.9	1901	88.5	86	4.0	8.9

**Table 55**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Age**  
**2011**



Age Groups	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Less 18</b>	55	8	55.1 - <b>87.5</b> - 100.0	55.1 - <b>87.5</b> - 100.0	32.4
<b>18-24</b>	689	24	0.0 - <b>4.1</b> - 24.1	13.3 - <b>33.3</b> - 53.3	20.0
<b>25-34</b>	1480	66	27.4 - <b>39.4</b> - 51.4	69.8 - <b>81.8</b> - 93.8	12.0
<b>35-44</b>	1668	32	20.0 - <b>37.5</b> - 55.0	66.9 - <b>84.4</b> - 100.0	17.5
<b>45-54</b>	2268	53	18.5 - <b>32.1</b> - 45.7	63.8 - <b>77.4</b> - 91.0	13.6
<b>55-64</b>	1457	49	20.7 - <b>34.7</b> - 48.7	71.7 - <b>85.7</b> - 99.7	14.0
<b>65+</b>	449	16	13.0 - <b>37.5</b> - 62.0	56.8 - <b>81.3</b> - 100.0	24.5
<b>Total<sup>1</sup></b>	<b>8066</b>	<b>248</b>	<b>28.4 - 34.7 - 41.0</b>	<b>71.1 - 77.4 - 83.7</b>	<b>6.3</b>

**Table 56**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Age**  
**2011**

Age Groups	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Less 18</b>	55	26	12.8 - <b>26.9</b> - 41.0	12.8 - <b>26.9</b> - 41.0	14.1
<b>18-24</b>	689	348	0.0 - <b>0.3</b> - 4.1	0.0 - <b>2.3</b> - 6.1	3.8
<b>25-34</b>	1480	674	1.0 - <b>3.8</b> - 6.6	5.2 - <b>8.0</b> - 10.8	2.8
<b>35-44</b>	1668	374	0.0 - <b>3.2</b> - 7.8	2.6 - <b>7.2</b> - 11.8	4.6
<b>45-54</b>	2268	458	0.0 - <b>3.7</b> - 7.9	4.8 - <b>9.0</b> - 13.2	4.2
<b>55-64</b>	1457	195	2.0 - <b>8.7</b> - 15.4	14.8 - <b>21.5</b> - 28.2	6.7
<b>65+</b>	449	74	0.0 - <b>8.1</b> - 18.7	7.0 - <b>17.6</b> - 28.2	10.6
<b>Total<sup>1</sup></b>	<b>8066</b>	<b>2149</b>	<b>2.3 - 4.1 - 5.9</b>	<b>7.1 - 8.9 - 10.7</b>	<b>1.8</b>

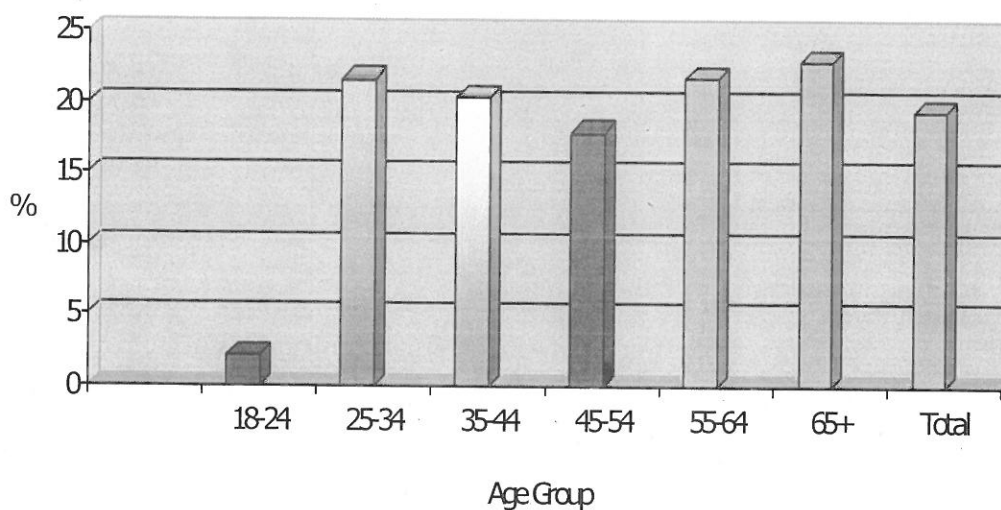
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 57**  
**Averaged Quit Rate Confidence Interval**  
**By Age Collapsed**  
**2011**



Age Group	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
<b>Less 18</b>	55.1 - <b>87.5</b> - 100.0	12.8 - <b>26.9</b> - 41.0	34.0 - <b>57.2</b> - 70.5
<b>18-24</b>	0.0 - <b>4.1</b> - 24.1	0.0 - <b>0.3</b> - 4.1	0.0 - <b>2.2</b> - 14.1
<b>25-34</b>	27.4 - <b>39.4</b> - 51.4	1.0 - <b>3.8</b> - 6.6	14.2 - <b>21.6</b> - 58.0
<b>35-44</b>	20.0 - <b>37.5</b> - 55.0	0.0 - <b>3.2</b> - 7.8	10.0 - <b>20.4</b> - 31.4
<b>45-54</b>	18.5 - <b>32.1</b> - 45.7	0.0 - <b>3.7</b> - 7.9	9.3 - <b>17.9</b> - 26.8
<b>55-64</b>	20.7 - <b>34.7</b> - 48.7	2.0 - <b>8.7</b> - 15.4	11.4 - <b>21.7</b> - 32.1
<b>65+</b>	13.0 - <b>37.5</b> - 62.0	0.0 - <b>8.1</b> - 18.7	6.5 - <b>22.8</b> - 40.4
<b>Total</b>	<b>28.4 - 34.7 - 41.0</b>	<b>2.2 - 4.0 - 5.8</b>	<b>15.3 - 19.4 - 23.4</b>

**Exhibit 21**  
**Averaged Quit Rate Confidence Interval**  
**By Age Collapsed**  
**2011**



**Table 58**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Education Level**  
**2011**



Education Groups	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	
Less Than High School [≤ 8 <sup>th</sup> grade & Some HS]	56	100.0	8	14.3	34	60.7	14	25.0	85.7
High School/ GED	116	100.0	28	24.1	49	42.3	39	33.6	75.9
Some College/ College Graduates [College grad & Grad degree]	76	100.0	11	14.5	30	39.5	35	46.0	85.5
<b>Total<sup>1</sup></b>	<b>248</b>	<b>100.0</b>	<b>47</b>	<b>18.9</b>	<b>113</b>	<b>45.6</b>	<b>88</b>	<b>35.5</b>	<b>81.1</b>

**Table 59**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Education Level**  
**2011**

Education Groups	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	
Less Than High School [≤ 8 <sup>th</sup> grade & Some HS]	497	100.0	8	1.6	34	6.9	441	88.7	14	2.8	9.7
High School/ GED	1045	100.0	28	2.7	49	4.7	929	88.9	39	3.7	8.4
Some College/ College Graduates [College grad & Grad degree]	606	100.0	11	1.8	30	4.9	530	87.5	35	5.8	10.7
<b>Total<sup>1</sup></b>	<b>2148</b>	<b>100.0</b>	<b>47</b>	<b>2.2</b>	<b>113</b>	<b>5.3</b>	<b>1900</b>	<b>88.4</b>	<b>88</b>	<b>4.1</b>	<b>9.4</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.



**Table 60**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Education Level**  
**2011**



Education Groups	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	2065	56	11.8 - <b>25.0</b> - 38.2	72.5 - <b>85.7</b> - 98.9	13.2
High School/ GED	3977	116	24.5 - <b>33.6</b> - 42.7	66.8 - <b>75.9</b> - 85.0	9.1
Some/College Graduate	2024	76	34.7 - <b>46.0</b> - 57.3	74.2 - <b>85.5</b> - 96.8	11.3
<b>Total<sup>1</sup></b>	<b>8066</b>	<b>248</b>	<b>29.2 - 35.5 - 41.8</b>	<b>74.8 - 81.1 - 87.4</b>	<b>6.3</b>

**Table 61**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Education Level**  
**2011**

Education Groups	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
Less Than High School	2065	497	0.0 - <b>2.8</b> - 6.7	5.8 - <b>9.7</b> - 13.6	3.9
High School/ GED	3977	1045	1.0 - <b>3.7</b> - 6.4	5.7 - <b>8.4</b> - 11.1	2.7
Some/College Graduate	2024	606	2.4 - <b>5.8</b> - 9.2	7.3 - <b>10.7</b> - 14.1	3.4
<b>Total<sup>1</sup></b>	<b>8066</b>	<b>2148</b>	<b>2.3 - 4.1 - 5.9</b>	<b>7.6 - 9.4 - 11.2</b>	<b>1.8</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

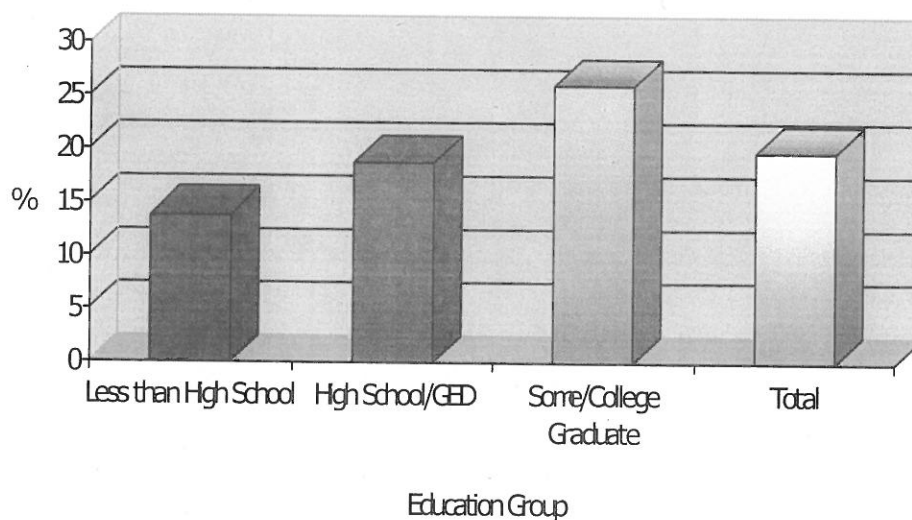


**Table 62**  
**Averaged Quit Rate Confidence Interval**  
**By Education Level**  
**2011**



Education Groups	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Less Than High School	11.8 - <b>25.0</b> - 38.2	0.0 - <b>2.8</b> - 6.7	5.9 - <b>13.9</b> - 22.5
High School/ GED	24.5 - <b>33.6</b> - 42.7	1.0 - <b>3.7</b> - 6.4	12.7 - <b>18.7</b> - 24.6
Some/College Graduate	34.7 - <b>46.0</b> - 57.3	2.4 - <b>5.8</b> - 9.2	18.6 - <b>25.9</b> - 33.3
Total	29.2 - 35.5 - 41.8	2.3 - 4.1 - 5.9	15.8 - 19.8 - 23.9

**Exhibit 22**  
**Averaged Quit Rate Confidence Interval**  
**By Education Level**  
**2011**



**Table 63**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Motivation Level**  
**2011**



Motivation <sup>1</sup> Scale	Total Post Surveys		Not Quit		Quit Relapse		Quit Rate <sup>2</sup> Yes		Quit <sup>3</sup> Attempts
	#	%	#	%	#	%	#	%	%
<b>10</b>	197	100.0	39	19.8	90	45.7	68	34.5	80.2
<b>9</b>	24	100.0	5	20.8	11	45.8	8	33.4	79.2
<b>8</b>	21	100.0	5	23.8	9	42.9	7	33.3	76.2
<b>Total<sup>4</sup></b>	<b>242</b>	<b>100.0</b>	<b>49</b>	<b>20.2</b>	<b>110</b>	<b>45.5</b>	<b>83</b>	<b>34.3</b>	<b>79.8</b>

**Table 64**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Motivation Level**  
**2011**

Motivation Level	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>10</b>	1772	100.0	39	2.2	90	5.1	1575	88.9	68	3.8	8.9
<b>9</b>	159	100.0	5	3.2	11	6.9	135	84.9	8	5.0	11.9
<b>8</b>	202	100.0	5	2.5	9	4.4	181	89.6	7	3.5	7.9
<b>Total<sup>4</sup></b>	<b>2133</b>	<b>100.0</b>	<b>49</b>	<b>2.3</b>	<b>110</b>	<b>5.1</b>	<b>1891</b>	<b>88.7</b>	<b>83</b>	<b>3.9</b>	<b>9.0</b>

<sup>1</sup>Motivation Scale—Rate your current level of motivation; your willingness to work hard at quitting (1 to 10)

<sup>2</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>3</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>4</sup>Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 65**  
**Quit Rate and Quit Attempts Confidence Interval Completer/Responder Methodology**  
**By Motivation Level**  
**2011**



Motivation Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>10</b>	6678	197	27.5 - <b>34.5</b> - 41.5	73.2 - <b>80.2</b> - 87.2	7.0
<b>9</b>	568	24	13.4 - <b>33.4</b> - 53.4	59.2 - <b>79.2</b> - 99.2	20.0
<b>8</b>	666	21	11.8 - <b>33.3</b> - 54.8	54.7 - <b>76.2</b> - 97.7	21.5
<b>Total<sup>1</sup></b>	<b>7912</b>	<b>242</b>	<b>28.0 - 34.3 - 40.6</b>	<b>73.5 - 79.8 - 86.1</b>	<b>6.3</b>

**Table 66**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Motivation Level**  
**2011**

Motivation Level	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>10</b>	6678	1772	1.8 - <b>3.8</b> - 5.8	6.9 - <b>8.9</b> - 10.9	2.0
<b>9</b>	568	159	0.0 - <b>5.0</b> - 11.7	5.2 - <b>11.9</b> - 18.6	6.7
<b>8</b>	666	202	0.0 - <b>3.5</b> - 9.4	2.0 - <b>7.9</b> - 13.8	5.9
<b>Total<sup>1</sup></b>	<b>7912</b>	<b>2133</b>	<b>2.0 - 3.9 - 5.8</b>	<b>7.1 - 9.0 - 10.9</b>	<b>1.9</b>

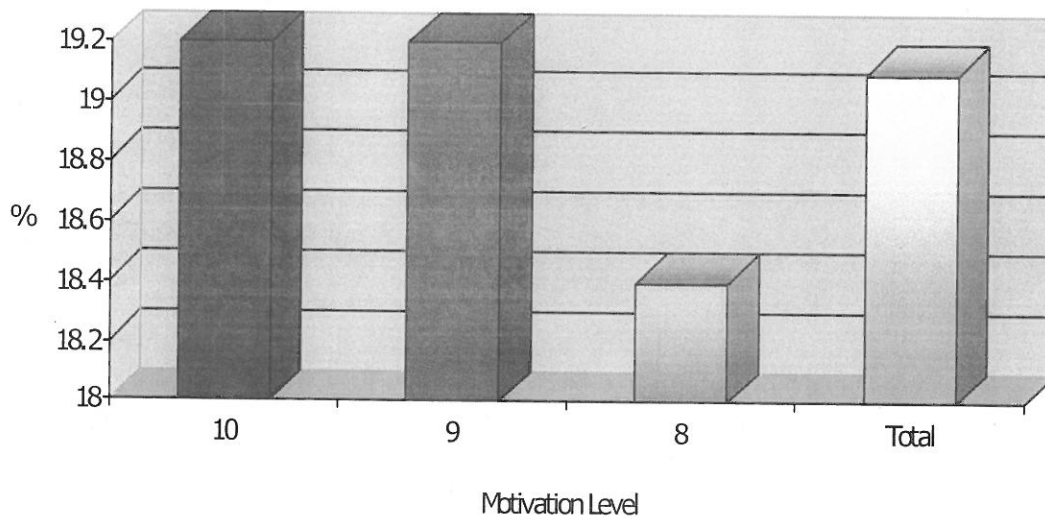
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 67**  
**Averaged Quit Rate Confidence Interval**  
**By Motivation Level**  
**2011**



Motivation Level	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
10	27.5 - <b>34.5</b> - 41.5	1.8 - <b>3.8</b> - 5.8	14.7 - <b>19.2</b> - 23.7
9	13.4 - <b>33.4</b> - 53.4	0.0 - <b>5.0</b> - 11.7	6.7 - <b>19.2</b> - 32.6
8	11.8 - <b>33.3</b> - 54.8	0.0 - <b>3.5</b> - 9.4	5.9 - <b>18.4</b> - 32.1
Total	28.0 - <b>34.3</b> - 40.6	2.0 - <b>3.9</b> - 5.8	15.0 - <b>19.1</b> - 23.2

**Exhibit 23**  
**Averaged Quit Rate Confidence Interval**  
**By Motivation Level**  
**2011**



**Table 68**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Live with Other Smoker**  
**2011**

Live With Other Smoker	Total Post Surveys		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
Yes	103	100.0	24	23.3	52	50.5	27	26.2	76.7
No	145	100.0	23	15.9	62	42.7	60	41.4	84.1
Total <sup>3</sup>	248	100.0	47	19.0	114	46.0	87	35.0	81.0

**Table 69**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Live with Other Smoker**  
**2011**

Live With Other Smoker	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Yes	1010	100.0	24	2.4	52	5.1	907	89.8	27	2.7	7.8
No	1121	100.0	23	2.1	62	5.5	976	87.1	60	5.3	10.8
Total <sup>3</sup>	2131	100.0	47	2.2	114	5.3	1883	88.4	87	4.1	9.4

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup>Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 70**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Live with Other Smoker**  
**2011**



Live With Other Smoker	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Yes</b>	3619	103	11.5 - <b>26.2</b> - 35.9	67.0 - <b>76.7</b> - 86.4	9.7
<b>No</b>	4392	145	33.2 - <b>41.4</b> - 49.6	75.9 - <b>84.1</b> - 92.3	8.2
<b>Total<sup>1</sup></b>	<b>8011</b>	<b>248</b>	<b>28.7 - 35.0 - 41.3</b>	<b>74.7 - 81.0 - 87.3</b>	<b>6.3</b>

**Table 71**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Live with Other Smoker**  
**2011**

Live With Other Smoker	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Yes</b>	3619	1010	0.0 - <b>2.7</b> - 5.4	5.1 - <b>7.8</b> - 10.5	2.7
<b>No</b>	4392	1121	2.7 - <b>5.3</b> - 7.9	8.2 - <b>10.8</b> - 13.4	2.6
<b>Total<sup>1</sup></b>	<b>8011</b>	<b>2131</b>	<b>2.2 - 4.1 - 6.0</b>	<b>7.5 - 9.4 - 11.3</b>	<b>1.9</b>

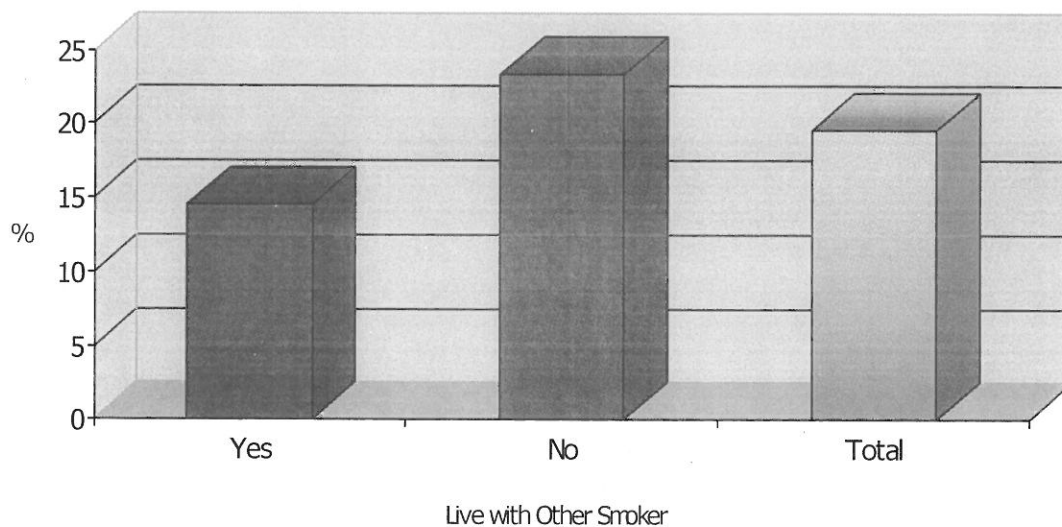
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 72**  
**Averaged Quit Rate Confidence Interval**  
**By Live with Other Smoker**  
**2011**



Live With Other Smoker	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Yes	11.5 - <b>26.2</b> - 35.9	0.0 - <b>2.7</b> - 5.4	5.8 - <b>14.5</b> - 20.7
No	33.2 - <b>41.4</b> - 49.6	2.7 - <b>5.3</b> - 7.9	18.0 - <b>23.4</b> - 28.8
Total	28.7 - 35.0 - <b>41.3</b>	2.2 - 4.1 - <b>6.0</b>	15.5 - 19.6 - <b>23.7</b>

**Exhibit 24**  
**Averaged Quit Rate Confidence Interval**  
**By Live with Other Smoker**  
**2011**





**Table 73**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Number of Coaching Calls**  
**2011**



Number of Coaching Calls	Total Post Survey		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
0	12	100.0	4	33.3	7	58.4	1	8.3	66.7
1	31	100.0	10	32.3	13	41.9	8	25.8	67.7
2	29	100.0	5	17.2	12	41.4	12	41.4	82.8
3	39	100.0	9	23.1	17	43.6	13	33.3	76.9
4+	137	100.0	19	13.9	65	47.4	53	38.7	86.1
Total <sup>3</sup>	248	100.0	47	18.9	114	46.0	87	35.1	81.1

**Table 74**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Number of Coaching Calls**  
**2011**

Number of Coaching Calls	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
0	205	100.0	4	2.0	7	3.4	193	94.1	1	0.5	3.9
1	579	100.0	10	1.7	13	2.2	548	94.7	8	1.4	3.6
2	412	100.0	5	1.2	12	2.9	383	93.0	12	2.9	5.8
3	288	100.0	9	3.1	17	5.9	249	86.5	13	4.5	10.4
4+	675	100.0	19	2.8	65	9.6	538	79.7	53	7.9	17.5
Total <sup>3</sup>	2159	100.0	47	2.2	114	5.3	1911	88.5	87	4.0	9.3

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup> Excluded Unknowns

**Table 75**  
**Quit Rate and Quit Attempts Confidence Interval Completer/Responder Methodology**  
**By Number of Coaching Calls**  
**2011**



Number Of Coaching Calls	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
0	723	12	0.0 - <b>8.3</b> - 36.9	38.1 - <b>66.7</b> - 95.3	28.6
1	1802	31	8.0 - <b>25.8</b> - 43.6	49.9 - <b>67.7</b> - 85.5	17.8
2	1486	29	23.0 - <b>41.4</b> - 59.8	64.4 - <b>82.8</b> - 100.0	18.4
3	1100	39	17.6 - <b>33.3</b> - 49.0	61.2 - <b>76.9</b> - 92.6	15.7
4+	3055	137	30.4 - <b>38.7</b> - 47.0	77.8 - <b>86.1</b> - 94.4	8.3
<b>Total<sup>1</sup></b>	<b>8166</b>	<b>248</b>	<b>28.8 - 35.1 - 41.4</b>	<b>74.8 - 81.1 - 87.4</b>	<b>6.3</b>

**Table 76**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Number of Coaching Calls**  
**2011**

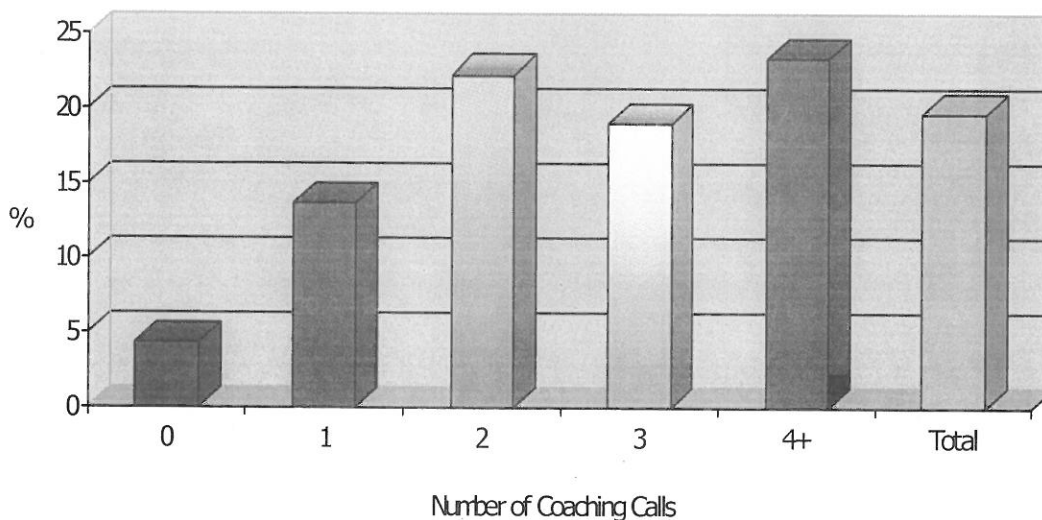
Number Of Coaching Calls	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
0	723	205	0.0 - <b>0.5</b> - 6.4	0.0 - <b>3.9</b> - 9.8	5.9
1	1802	579	0.0 - <b>1.4</b> - 4.8	0.2 - <b>3.6</b> - 7.0	3.4
2	1486	412	0.0 - <b>2.9</b> - 7.1	1.6 - <b>5.8</b> - 10.0	4.2
3	1100	288	0.0 - <b>4.5</b> - 9.6	5.3 - <b>10.4</b> - 15.5	5.1
4+	3055	675	4.5 - <b>7.9</b> - 11.3	14.1 - <b>17.5</b> - 20.9	3.4
<b>Total<sup>1</sup></b>	<b>8166</b>	<b>2159</b>	<b>2.2 - 4.0 - 5.8</b>	<b>7.5 - 9.3 - 11.1</b>	<b>1.8</b>

**Table 77**  
**Averaged Quit Rate Confidence Interval**  
**By Number of Coaching Calls**  
**2011**



Number of Coaching Calls	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
<b>0</b>	0.0 - <b>8.3</b> - 36.9	0.0 - <b>0.5</b> - 6.4	0.0 - <b>4.4</b> - 21.7
<b>1</b>	8.0 - <b>25.8</b> - 43.6	0.0 - <b>1.4</b> - 4.8	4.0 - <b>13.6</b> - 24.2
<b>2</b>	23.0 - <b>41.4</b> - 59.8	0.0 - <b>2.9</b> - 7.1	11.5 - <b>22.2</b> - 33.5
<b>3</b>	17.6 - <b>33.3</b> - 49.0	0.0 - <b>4.5</b> - 9.6	8.8 - <b>18.9</b> - 29.3
<b>4+</b>	30.4 - <b>38.7</b> - 47.0	4.5 - <b>7.9</b> - 11.3	17.5 - <b>23.3</b> - 29.2
<b>Total</b>	<b>28.8</b> - <b>35.1</b> - <b>41.4</b>	<b>2.2</b> - <b>4.0</b> - <b>5.8</b>	<b>15.5</b> - <b>19.6</b> - <b>23.6</b>

**Exhibit 25**  
**Averaged Quit Rate Confidence Interval**  
**By Number of Coaching Calls**  
**2011**



**Table 78**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Addiction Level—Packs of Cigarettes**  
**2011**



# Packs	Total Post Survey		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	
Less 1	47	100.0	14	29.8	19	40.4	14	29.8	59.6
1	86	100.0	18	20.9	27	31.4	41	47.7	68.6
1–2	49	100.0	8	16.3	24	40.0	17	34.7	51.0
2	29	100.0	3	10.4	19	65.5	7	24.1	34.5
2+	6	100.0	0	0.0	5	83.3	1	16.7	16.7
Total <sup>3</sup>	217	100.0	43	19.8	94	43.3	80	36.9	56.7

**Table 79**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Addiction Level—Packs of Cigarettes**  
**2011**

# Packs	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	
Less 1	478	100.0	14	2.9	19	4.0	431	90.2	14	2.9	6.9
1	774	100.0	18	2.3	27	3.5	688	88.9	41	5.3	8.8
1–2	400	100.0	8	2.0	24	6.0	351	87.7	17	4.3	10.3
2	250	100.0	3	1.2	19	7.6	221	88.4	7	2.8	10.4
2+	67	100.0	0	0.0	5	7.5	61	91.0	1	1.5	9.0
Total <sup>3</sup>	1969	100.0	43	2.2	94	4.8	1752	88.9	80	4.1	8.9

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup>Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 80**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Addiction Level—Packs of Cigarettes**  
**2011**



# Packs	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	%
<b>Less 1</b>	1569	47	15.4 - <b>29.8</b> - 44.2	45.2 - <b>59.6</b> - 74.0	14.4
<b>1</b>	3075	86	37.1 - <b>47.7</b> - 58.3	58.0 - <b>68.6</b> - 79.2	10.6
<b>1-2</b>	1681	49	20.6 - <b>34.7</b> - 48.8	36.9 - <b>51.0</b> - 65.1	14.1
<b>2</b>	1163	29	5.8 - <b>24.1</b> - 42.4	16.2 - <b>34.5</b> - 52.8	18.3
<b>2+</b>	381	6	0.0 - <b>16.7</b> - 57.1	0.0 - <b>16.7</b> - 57.1	40.4
<b>Total<sup>1</sup></b>	<b>7869</b>	<b>217</b>	<b>30.2 - 36.9 - 43.6</b>	<b>50.0 - 56.7 - 63.4</b>	<b>6.7</b>

**Table 81**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Addiction Level—Packs of Cigarettes**  
**2011**

# Packs	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	%
<b>Less 1</b>	1569	478	0.0 - <b>2.9</b> - 6.7	3.1 - <b>6.9</b> - 10.7	3.8
<b>1</b>	3075	774	2.2 - <b>5.3</b> - 8.4	5.7 - <b>8.8</b> - 11.9	3.1
<b>1-2</b>	1681	400	0.0 - <b>4.3</b> - 8.7	5.9 - <b>10.3</b> - 14.7	4.4
<b>2</b>	1163	250	0.0 - <b>2.8</b> - 8.4	4.8 - <b>10.4</b> - 16.0	5.6
<b>2+</b>	381	67	0.0 - <b>1.5</b> - 12.6	0.0 - <b>9.0</b> - 20.1	11.1
<b>Total<sup>1</sup></b>	<b>7869</b>	<b>1969</b>	<b>2.1 - 4.4 - 6.1</b>	<b>6.9 - 8.9 - 10.9</b>	<b>2.0</b>

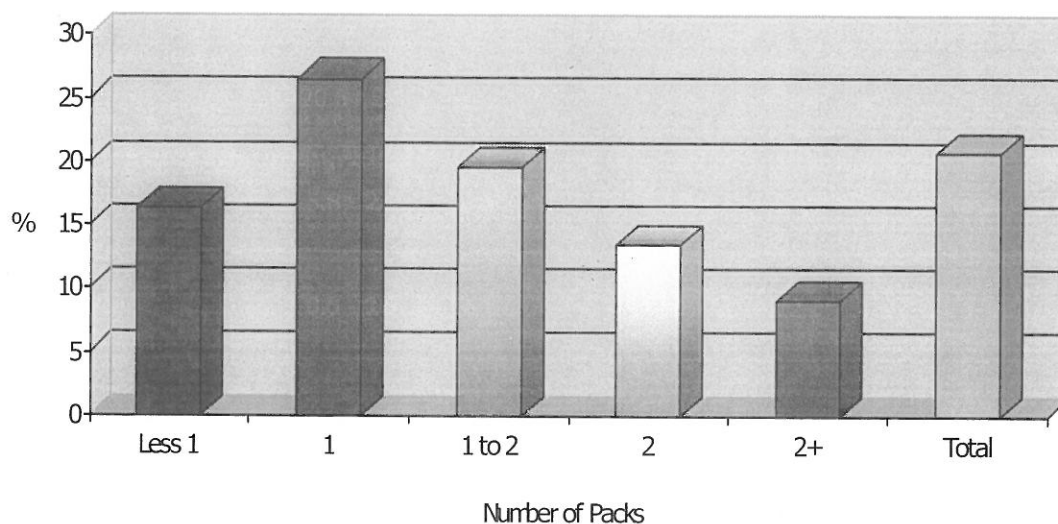
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 82**  
**Averaged Quit Rate Confidence Interval**  
**By Addiction Level—Packs of Cigarettes**  
**2011**



# Packs	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Less 1	15.4 - <b>29.8</b> - 44.2	0.0 - <b>2.9</b> - 6.7	7.7 - <b>16.4</b> - 25.5
1	37.1 - <b>47.7</b> - 58.3	2.2 - <b>5.3</b> - 8.4	19.7 - <b>26.5</b> - 33.4
1-2	20.6 - <b>34.7</b> - 48.8	0.0 - <b>4.3</b> - 8.7	10.3 - <b>19.5</b> - 28.8
2	5.8 - <b>24.1</b> - 42.4	0.0 - <b>2.8</b> - 8.4	2.9 - <b>13.5</b> - 25.4
2+	0.0 - <b>16.7</b> - 57.1	0.0 - <b>1.5</b> - 12.6	0.0 - <b>9.1</b> - 34.9
Total	<b>30.2</b> - <b>36.9</b> - <b>43.6</b>	<b>2.1</b> - <b>4.4</b> - <b>6.1</b>	<b>16.2</b> - <b>20.7</b> - <b>24.9</b>

**Exhibit 26**  
**Averaged Quit Rate Confidence Interval**  
**By Addiction Level—Packs of Cigarettes**  
**2011**





**Table 83**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Addiction Level—Time After Awakening**  
**2011**

Time After Awakening	Total Post Survey		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
Within 5 Minutes	181	100.0	37	20.5	82	45.3	62	34.2	79.5
6-30 Minutes	40	100.0	6	15.0	19	47.5	15	37.5	85.0
31-60 Minutes	16	100.0	5	31.2	5	31.2	6	37.6	68.8
60+ Minutes	10	100.0	2	20.0	4	40.0	4	40.0	60.0
Total <sup>3</sup>	247	100.0	50	20.3	110	44.5	87	35.2	79.7

**Table 84**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Addiction Level—Time After Awakening**  
**2011**

Time After Awakening	Total		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
Within 5 Minutes	1585	100.0	37	2.3	82	5.2	1404	88.6	62	3.9	9.1
6-30 Minutes	350	100.0	6	1.7	19	5.4	310	88.6	15	4.3	9.7
31-60 Minutes	132	100.0	5	3.8	5	3.8	116	87.9	6	4.5	8.3
60+ Minutes	77	100.0	2	2.6	4	5.2	67	87.0	4	5.2	10.4
Total <sup>3</sup>	2144	100.0	50	2.3	110	5.1	1897	88.5	87	4.1	9.2

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup>Total excluded unknown values, thus may differ from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.



**Table 85**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Addiction Level—Time After Awakening**  
**2011**



Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	5758	181	26.9 - <b>34.2</b> - 41.5	72.2 - <b>79.5</b> - 86.8	7.3
<b>6-30 Minutes</b>	1426	40	21.9 - <b>37.5</b> - 53.3	69.4 - <b>85.0</b> - 100.0	15.6
<b>31-60 Minutes</b>	502	16	13.0 - <b>37.6</b> - 62.2	44.2 - <b>68.8</b> - 93.4	24.6
<b>60+ Minutes</b>	245	10	9.1 - <b>40.0</b> - 70.9	29.1 - <b>60.0</b> - 90.9	30.9
<b>Total<sup>1</sup></b>	<b>8074</b>	<b>247</b>	<b>28.9 - 35.2 - 41.5</b>	<b>73.4 - 79.7 - 86.0</b>	<b>6.3</b>

**Table 86**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Addiction Level—Time After Awakening**  
**2011**

Time After Awakening	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
<b>Within 5 Minutes</b>	5758	1585	1.8 - <b>3.9</b> - 6.0	1.8 - <b>3.9</b> - 6.0	2.1
<b>6-30 Minutes</b>	1426	350	0.0 - <b>4.3</b> - 8.9	0.0 - <b>4.3</b> - 8.9	4.6
<b>31-60 Minutes</b>	502	132	0.0 - <b>4.5</b> - 12.0	0.0 - <b>4.5</b> - 12.0	7.5
<b>60+ Minutes</b>	245	77	0.0 - <b>5.2</b> - 14.6	0.0 - <b>5.2</b> - 14.6	9.4
<b>Total<sup>1</sup></b>	<b>8074</b>	<b>2144</b>	<b>2.2 - 4.1 - 6.0</b>	<b>2.2 - 4.1 - 6.0</b>	<b>1.9</b>

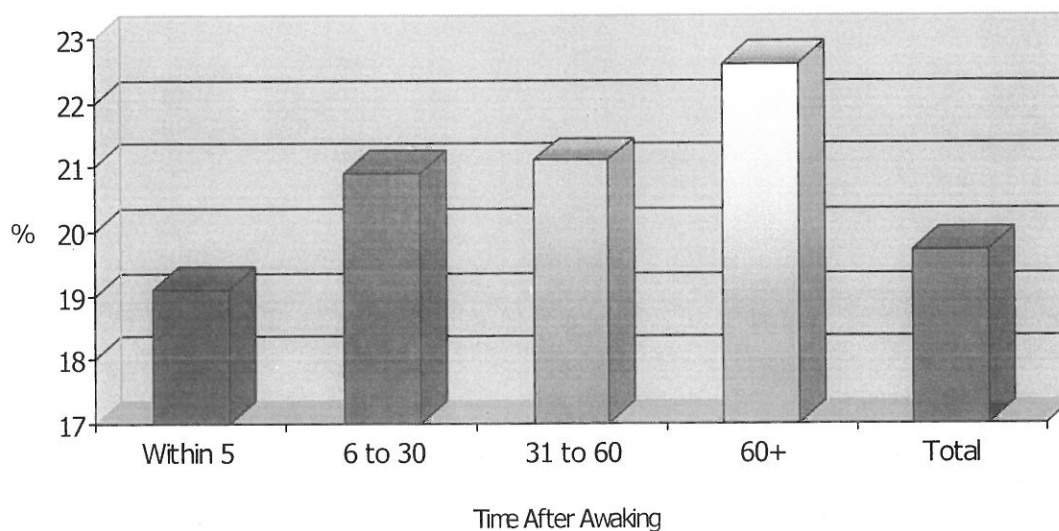
<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 from Total Post Surveys of n=248 and from Total Post Survey Sample of n=2,149.

**Table 87**  
**Averaged Quit Rate Confidence Interval**  
**By Addiction Level—Time After Awakening**  
**2011**



Time After Awakening	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Within 5 Minutes	26.9 - <b>34.2</b> - 41.5	1.8 - <b>3.9</b> - 6.0	14.4 - <b>19.1</b> - 23.8
6-30 Minutes	21.9 - <b>37.5</b> - 53.3	0.0 - <b>4.3</b> - 8.9	11.0 - <b>20.9</b> - 31.1
31-60 Minutes	13.0 - <b>37.6</b> - 62.2	0.0 - <b>4.5</b> - 12.0	6.5 - <b>21.1</b> - 37.1
60+ Minutes	9.1 - <b>40.0</b> - 70.9	0.0 - <b>5.2</b> - 14.6	4.6 - <b>22.6</b> - 42.8
Total	28.9 - 35.2 - 41.5	2.2 - 4.1 - 6.0	15.6 - 19.7 - 23.8

**Exhibit 27**  
**Averaged Quit Rate Confidence Interval**  
**By Addiction Level—Time After Awakening**  
**2011**



**Table 88**  
**Quit Rate and Quit Attempts Responder Methodology**  
**By Tobacco Type**  
**2011**



Tobacco Type	Total Post Survey		Not Quit		Quit Relapse		Quit Rate <sup>1</sup> Yes		Quit <sup>2</sup> Attempts
	#	%	#	%	#	%	#	%	%
<b>Cigarettes Only</b>	211	100.0	43	20.4	92	43.6	76	36.0	79.6
<b>Smokeless<sup>3</sup> Only</b>	33	100.0	6	18.2	16	48.5	11	33.3	81.8
<b>Chew Only</b>	6	100.0	0	0.0	4	66.7	2	33.3	100.0
<b>Snuff Only</b>	20	100.0	6	30.0	5	25.0	9	45.0	70.0
<b>Snus Only</b>	7	100.0	0	0.0	7	100.0	0	0.0	100.0
<b>Cigars Only</b>	4	100.0	1	25.0	2	50.0	1	25.0	75.0
<b>Pipes Only</b>	1	100.0	0	0.0	1	100.0	0	0.0	100.0
<b>Poly Users</b>	0	100.0	0	0.0	0	0.0	0	0.0	0.0
<b>Total</b>	<b>249</b>	<b>100.0</b>	<b>50</b>	<b>20.1</b>	<b>111</b>	<b>44.6</b>	<b>88</b>	<b>35.3</b>	<b>79.9</b>

<sup>1</sup>Quit Rate = (Yes Quit)/Total Surveys

<sup>2</sup>Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

<sup>3</sup>Smokeless Only includes the total to chew, snuff and snus

**Table 89**  
**Quit Rate and Quit Attempts Intent to Treat Methodology**  
**By Tobacco Type**  
**2011**



Tobacco Type	Total Post Surveys		Not Quit		Quit Relapse		Lost To Follow-Up		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	#	%	%
<b>Cigarettes Only</b>	1932	100.0	43	2.2	92	4.8	1721	89.1	76	3.9	8.7
<b>Smokeless<sup>2</sup> Only</b>	291	100.0	6	2.1	16	5.5	258	88.6	11	3.8	9.3
<b>Chew Only</b>	52	100.0	0	0.0	4	7.7	46	88.5	2	3.8	11.5
<b>Snuff Only</b>	231	100.0	6	2.6	5	2.2	211	91.3	9	3.9	6.1
<b>Snus Only</b>	8	100.0	0	0.0	7	87.5	1	12.5	0	0.0	87.5
<b>Cigars Only</b>	17	100.0	1	5.9	2	11.8	13	76.4	1	5.9	17.7
<b>Pipes Only</b>	5	100.0	0	0.0	1	20.0	4	80.0	0	0.0	20.0
<b>Poly Users</b>	96	100.0	0	0.0	0	0.0	96	100.0	0	0.0	0.0
<b>Total<sup>1</sup></b>	<b>2341</b>	<b>100.0</b>	<b>50</b>	<b>2.1</b>	<b>111</b>	<b>4.7</b>	<b>2092</b>	<b>89.4</b>	<b>88</b>	<b>3.8</b>	<b>8.5</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Post Survey Sample of n=2,149.

<sup>2</sup> Smokeless Only includes the total to chew, snuff and snus

**Table 90**  
**Quit Rate and Quit Attempts Confidence Interval Responder Methodology**  
**By Tobacco Type**  
**2011**



<b>Tobacco Type</b>	<b>Enrollment</b>	<b>Sample</b>	<b>Quit Rate Confidence Interval</b>	<b>Quit Attempts Confidence Interval</b>	<b>Tolerable Error</b>
	<b>#</b>	<b>#</b>	<b>%</b>	<b>%</b>	<b>+/-%</b>
<b>Cigarettes Only</b>	7683	211	29.2— <b>36.0</b> —42.8	72.8— <b>79.6</b> —86.4	6.8
<b>Smokeless<sup>2</sup> Only</b>	301	33	16.9— <b>33.3</b> —49.7	65.4— <b>81.8</b> —98.2	16.4
<b>Chew Only</b>	53	6	0.0— <b>33.3</b> —71.4	61.9— <b>100.0</b> —100.0	38.1
<b>Snuff Only</b>	246	20	23.6— <b>45.0</b> —66.4	48.6— <b>70.0</b> —91.4	21.4
<b>Snus Only</b>	2	7	0.0— <b>0.0</b> —0.0	42.0— <b>100.0</b> —100.0	58.0
<b>Cigars Only</b>	64	4	0.0— <b>25.0</b> —73.0	27.0— <b>75.0</b> —100.0	48.0
<b>Pipes Only</b>	5	1	0.0— <b>0.0</b> —0.0	18.4— <b>100.0</b> —100.0	81.6
<b>Poly Users</b>	126	0	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0	—
<b>Total<sup>1</sup></b>	<b>8179</b>	<b>249</b>	<b>29.1—35.3—41.5</b>	<b>73.7—79.9—86.1</b>	<b>6.2</b>

<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

<sup>2</sup> Smokeless Only includes the total to chew, snuff and snus

**Table 91**  
**Quit Rate and Quit Attempts Confidence Interval Intent to Treat Methodology**  
**By Tobacco Type**  
**2011**



<b>Tobacco Type</b>	<b>Enrollment</b>	<b>Sample</b>	<b>Quit Rate Confidence Interval</b>	<b>Quit Attempts Confidence Interval</b>	<b>Tolerable Error</b>
	<b>#</b>	<b>#</b>	<b>%</b>	<b>%</b>	<b>+/-%</b>
<b>Cigarettes Only</b>	7683	1932	1.9— <b>3.9</b> —5.9	6.7— <b>8.7</b> —10.7	2.0
<b>Smokeless<sup>2</sup> Only</b>	301	291	2.7— <b>3.8</b> —4.9	8.2— <b>9.3</b> —10.4	1.1
<b>Chew Only</b>	53	52	1.9— <b>3.8</b> —5.7	9.6— <b>11.5</b> —13.4	1.9
<b>Snuff Only</b>	246	231	2.3— <b>3.9</b> —5.5	4.5— <b>6.1</b> —7.7	1.6
<b>Snus Only</b>	8	2	0.0— <b>0.0</b> —0.0	29.5— <b>87.5</b> —100.0	58.0
<b>Cigars Only</b>	64	17	0.0— <b>5.9</b> —26.5	0.0— <b>17.7</b> —38.3	20.6
<b>Pipes Only</b>	5	5	0.0— <b>0.0</b> —0.0	0.0— <b>20.0</b> —20.0	0
<b>Poly Users</b>	126	96	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0	5.0
<b>Total<sup>1</sup></b>	<b>8179</b>	<b>2341</b>	<b>2.1—3.8—5.5</b>	<b>6.8—8.5—10.2</b>	<b>1.7</b>

<sup>1</sup> Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 and from Total Post Survey Sample of n=2,149.

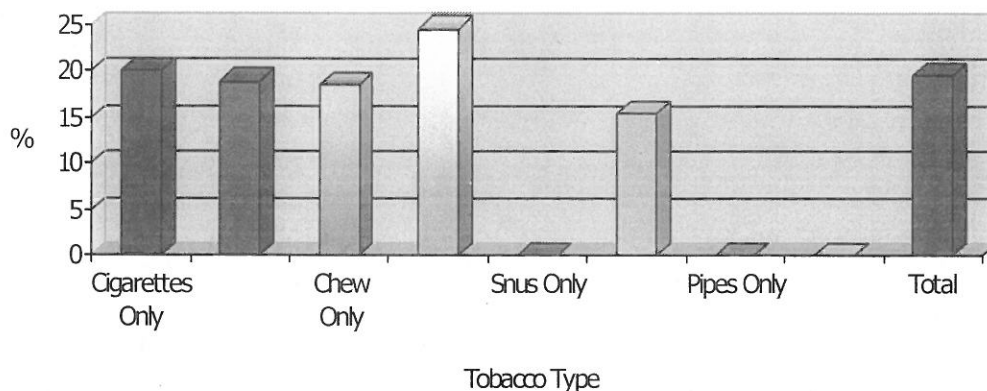
<sup>2</sup> Smokeless Only includes the total to chew, snuff and snus

**Table 92**  
**Averaged Quit Rate Confidence Interval**  
**By Tobacco Type**  
**2011**



<b>Tobacco Type</b>	<b>Quit Rate Responder Confidence Interval</b>	<b>Quit Rate Intent To Treat Confidence Interval</b>	<b>Quit Rate Averaged Confidence Interval</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Cigarettes Only</b>	29.2— <b>36.0</b> —42.8	1.9— <b>3.9</b> —5.9	15.6— <b>20.0</b> —24.4
<b>Smokeless<sup>1</sup> Only</b>	16.9— <b>33.3</b> —49.7	2.7— <b>3.8</b> —4.9	9.8— <b>18.9</b> —27.3
<b>Chew Only</b>	0.0— <b>33.3</b> —71.4	1.9— <b>3.8</b> —5.7	1.0— <b>18.6</b> —38.6
<b>Snuff Only</b>	23.6— <b>45.0</b> —66.4	2.3— <b>3.9</b> —5.5	13.0— <b>24.5</b> —36.0
<b>Snus Only</b>	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0
<b>Cigars Only</b>	0.0— <b>25.0</b> —73.0	0.0— <b>5.9</b> —26.5	0.0— <b>15.5</b> —49.8
<b>Pipes Only</b>	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0
<b>Poly Users</b>	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0	0.0— <b>0.0</b> —0.0
<b>Total</b>	<b>29.1—35.3—41.5</b>	<b>2.1—3.8—5.5</b>	<b>15.6—19.6—23.1</b>

**Exhibit 28**  
**Averaged Quit Rate Confidence Interval**  
**By Tobacco Type**  
**2011**



<sup>1</sup> Smokeless Only includes the total to chew, snuff and snus



## WV Tobacco Quitline Return On Investment (ROI)

---

### Methodology: ROI Algorithm

An algorithm was described earlier as a set of procedures that completes tasks which lead to a result. Algorithms are designed to explain in a simplified manner a series of complex tasks. In this case the complex tasks are those program elements designed to assist enrollees in the Quitline to quit the use of tobacco products, most often cigarettes. While the achievement of converting tobacco users to non-tobacco users was the principle outcome of the WV Tobacco Quitline, another measure of success was to demonstrate a positive return on the investment in the program. The economic success of a program can be determined if the benefits of the program outweigh the costs. The economic indicator of success can be expressed as a cost benefit ratio or as the return on investment (ROI).

All companies, whether for-profit or not-for-profit, ultimately must demonstrate the economic worth of a program. Any investment in a health program will hopefully lead to healthier, happier, and more productive employees. However, the ability to continue any wellness program often depends on the measurement and achievement of positive economic indicators such as the return on investment.

The calculation or determination of the savings and costs of a tobacco cessation program can be very complex. A Quitline algorithm (Exhibit 29) was presented to describe the complex set of procedures that lead to the benefits and costs of the program. This process can be described as starting with the population at risk (in this case the *cigarette smoking population* of West Virginia) and their *enrollment* into the Quitline. To determine the success of the program (in this case the percentage of people that enrolled who quit smoking or *quit rate*) a sample of enrollees was randomly selected and in a telephone survey answered a series of questions (*post-survey*). The principle question concerned their success in quitting smoking.

Two different sampling methods were used (*intent to treat* and *responder*). To determine the number of participants who quit, calculations were made for each method. Likewise, since sampling was utilized to determine the successful quitters, the percentage was expressed in a range (*quit rate low and high*). From this range the possible number of quitters in the range (*number of quitters low and high*) can be determined by applying this range of quitters to the starting enrolled population.

The ROI calculation requires a cost savings per smoker. A literature review was conducted to determine this figure and since a West Virginia study was available, the decision was made to use this report. The Bureau for Public Health's Health Statistics Center conducted and published a study, *Tobacco is Killing (and Costing Us) 2005–2009* that presented the Estimated Smoking-Attributable Productivity Losses plus Direct Health Care Costs Per Adult Smoker (2004). The cost savings per adult smoker was **\$4,600**.

This 2004 cost base was then adjusted to 2011 costs using inflation factors for Direct Health Care Costs and Lost Productivity. Thus 2011 cost savings per smoker of **\$5,449** was determined (Table 94). Since Medicaid was not included, only the Bureau of Public Health was considered for the ROI analysis. See end note for Table 94 for a more detailed explanation.

## WV Tobacco Quitline Return On Investment (ROI) continued

The 2011 cost savings of \$5,449 was multiplied by the number of quitters to determine the *dollars saved within the low and high ranges*. These figures represent the economic outcome of the program. However, to achieve an outcome, inputs (*program investment*) into the program were required. Since this analysis determines the cost due to cigarette smokers only, the BPH program costs was adjusted to include only those costs associated with cigarette cessation. See end note for Table 95 for a more detailed explanation. The return on investment can then be calculated by dividing the dollars saved (in a range) by the program investment to finally arrive at a *low and high ROI*.

### Analysis

To determine the number of participants who quit smoking cigarettes, the *responder* and *intent to treat* quit rates were multiplied by the number of cigarette enrollees to generate a range of quitters by insurer type. The total BPH state (all types of insured) cigarette quit rate was **36.0% (responder)** and **3.9% (intent to treat)** and the total BPH cigarette enrollees were **5,370** thus generating a range of quitters from **1568 to 2298 (responder)** and **102 to 317 (intent to treat)** (Table 93).

The ROI calculation requires the funding agency's program investment. Since the Bureau for Public Health funded the No Insurance & Special Populations and Other Insurance participants, the number of quit smokers for these two types of insured were combined. Table 94 displays the quit number ranges for the BPH. This cost savings was then multiplied by the range of the number of quitters to generate the WV Tobacco Quitline total cost savings by agency (Table 94). This data indicates that the total state cost savings ranged from a low of **\$0.556 million (intent to treat low)** to a high of **\$12.522 million (responder high)**.

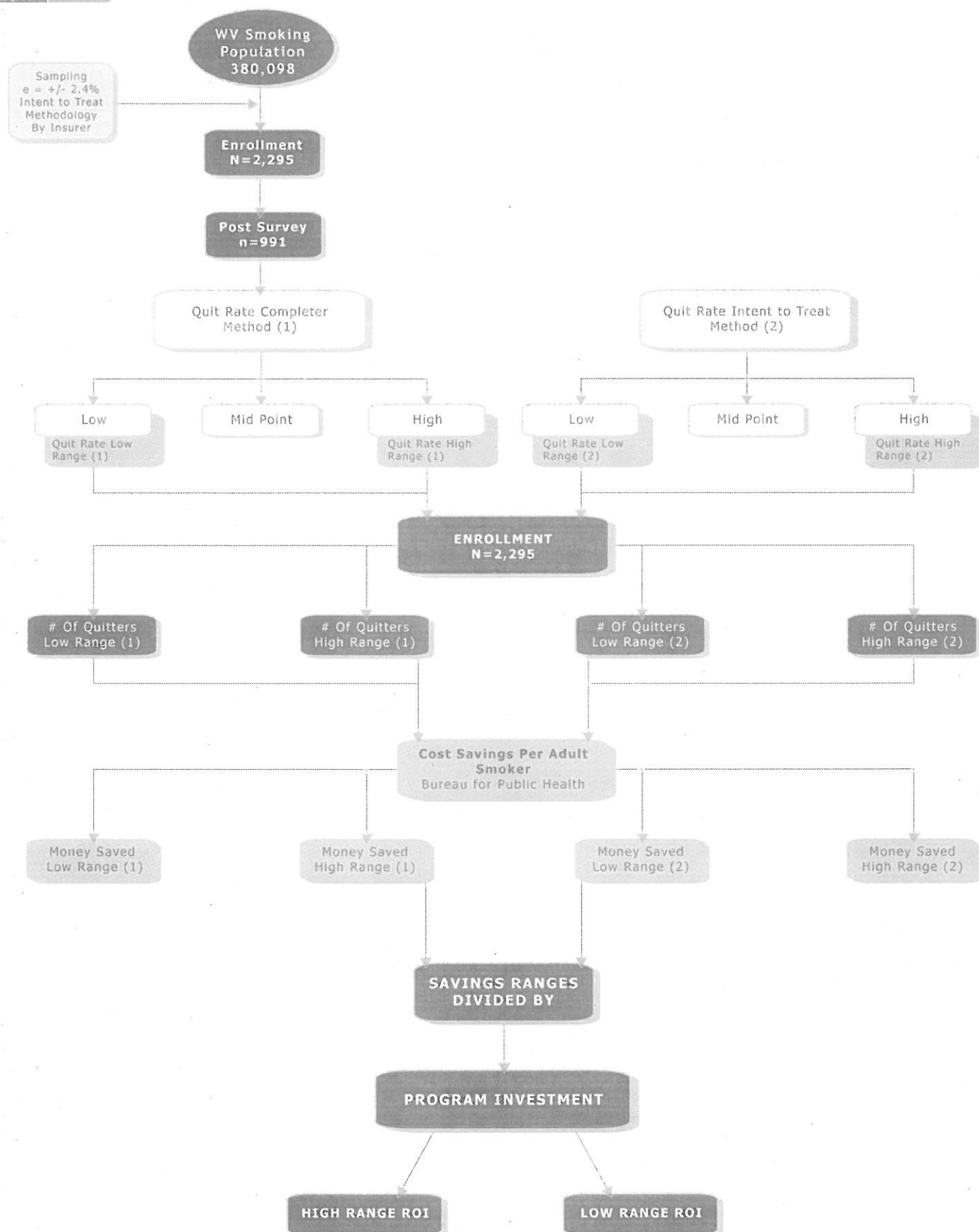
Program expenditures for the Bureau For Public Health were collected for 2011. The program expenditures included operational costs, nicotine withdrawal therapy and all other associated administrative fees. The total 2011 estimated expenditures for the BPH cigarette portion of the WV Tobacco Quitline were **\$869,800** (Table 95).

The range of program *cost savings* were divided by the program *costs (investment)* and multiplied by 100 to calculate the ROI range (Table 95). The total BPH ROI ranged from **60% (intent to treat low)** to **1,440% (responder high)** (Exhibits 30 & 31).

While return on investment is often expressed as a range due to the assumptions that must be made in the calculations, for ease of presentation an average agency ROI was calculated by averaging the low and high range values (Table 96). The total BPH ROI in 2011 for the WV Tobacco Quitline was **751%** (Exhibit 32).

A second method to understand the economic benefits of the WV Tobacco Quitline was to present the program investment and the cost savings in a bar chart which was a cost benefit approach. The net savings of the program can then be visualized as the difference between these two figures (Exhibit 33) and the cost benefit ratio for the total program was **7.51**. For every \$1 dollar invested in the WV Tobacco Quitline, the benefit was \$7.51.

## Exhibit 29 Quitline ROI Algorithm



**Table 93**  
**Number of Quit Cigarette Smokers Responder & Intent To Treat Methodology**  
**Bureau of Public Health Only**  
**2011**



Insurance Type	Quit Rate Range				Enrollees <sup>3</sup>	Number Quitters <sup>1</sup>			
	Responder		Intent To Treat			Responder		Intent To Treat	
	Low %	High %	Low %	High %	#	Low #	High #	Low #	High #
No Insurance & Special Populations & Other Insurance	29.2	42.8	1.9	5.9	5,370	1,568	2,298	102	317
Total Bureau for Public Health <sup>2</sup>	29.2	42.8	1.9	5.9	5,370	1,568	2,298	102	317

<sup>1</sup>Range of Number Quitters = (Enrollees) (Low Quit Rate) to (Enrollees) (High Quit Rate): Average number of quitters = Low Quitters Intent to Treat + High Quitters Responder

<sup>2</sup>Bureau for Public Health = Number Quitters Other Insurance + Number Quitters No Insurance & Special Populations

<sup>3</sup>Enrollment of Cigarette Smokers (All Insurers) = 7,683. Total Enrollment All Users = 8,179

% Enrollment Cigarette Smokers = 93.9%

Enrollment of BPH only = 5,717

Enrollment of BPH Cigarette smokers = 5,717 (.939) = 5,370

**Table 94**  
**Quitline Tobacco Costs Savings per Cigarette Smoker**  
**By BPH and Methodology**  
**2011**



Agency	Number Quitters <sup>2</sup>				Total Cost Savings <sup>1</sup> At \$ 5,449 /Cigarette Smoker			
	Responder		Intent To Treat		Responder		Intent To Treat	
	Low (#)	High (#)	Low (#)	High (#)	Low (\$000)	High (\$000)	Low (\$000)	High (\$000)
<b>BPH</b>	1,568	2,298	102	317	8,544	12,522	556	1,727

<sup>1</sup>Cost savings per smoker of \$4,600 per year from Tobacco is Killing (and Costing) Us 2005—2009. inflated to 2011 costs, using inflation factors for Direct Health Care Costs and for Lost Productivity Cost. This report calculated SAMMEC (Smoking Attributed Mortality, Morbidity and Economic Costs) by combining Annual smoking-attributable productivity direct health care costs (SAE)—2005-2009 \$ 1,070,000,000) and SAPL (Annual Smoking Attributed Productivity Losses 2004 -\$709,000,000) .

The SAPL costs were assumed to be 2007 base and adjusted to 2011 by inflating them by the United States Bureau of Labor Statistics 2008,2009,2010 and 2011 Cost Index Private Industry Workers all workers. The SAE costs were assumed to be 2004 base and adjusted to 2011 by inflating them by the United States Bureau of Labor Statistics 2005,2006,2007,2008,2009,2010 and 2011 Medical Care Services Cost Index US Cities

The Total figure SAMMEC (\$2,108,900,000) was then divided by the 387,028 Number of Cigarette Smokers 2007 to arrive at the \$5,449 per Cost Savings per Cigarette Smoker

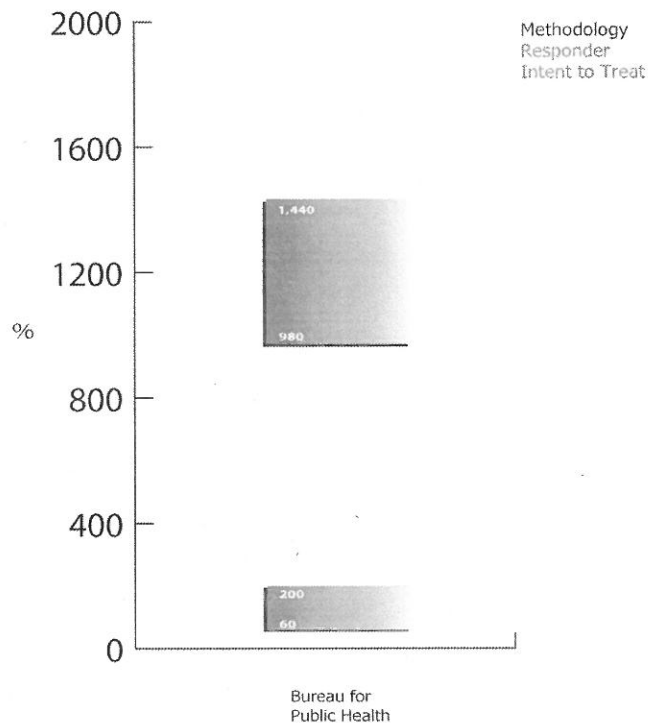
<sup>2</sup>Total was computed from sum of the Agency number of quitters rather than statewide sample.

**Table 95**  
**Return On Investment Range Cigarette Smokers Only**  
**BPH**  
**2011**



Agency	Total Cost Savings Cigarette Smokers Only				Program Costs <sup>2</sup> Cigarette Smokers & BPH Only (\$000)	Return on Investment (ROI) <sup>1</sup> Cigarette Smokers Only			
	Responder		Intent To Treat			Responder		Intent To Treat	
	Low (\$000)	High (\$000)	Low (\$000)	High (\$000)		Low (%)	High (%)	Low (%)	High (%)
BPH	8,544	12,522	556	1,727	869.8	9.8	14.4	0.6	2.0

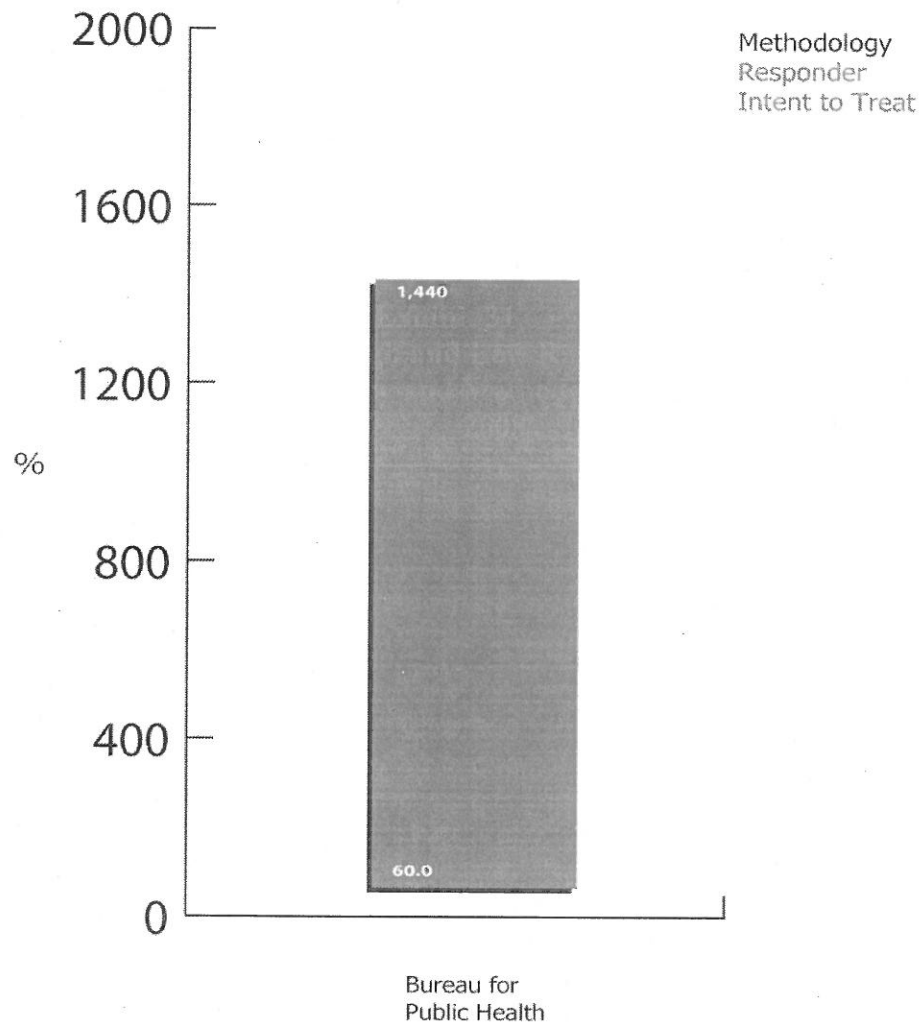
**Exhibit 30**  
**Return On Investment Range**  
**2011**



<sup>1</sup>Return on Investment = (Cost Savings/Program Costs) x 100%.

<sup>2</sup>Total Program Costs BPH—\$926,000. Cigarette costs = .9393 x \$926,000 = \$869,800

**Exhibit 31**  
**ROI High and Low Range**  
**By Agency and Methodology**  
**2008**



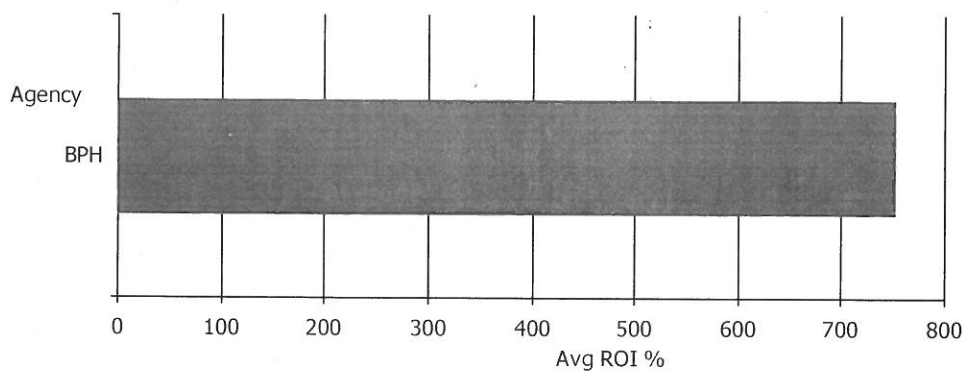


**Table 96**  
**Average Return On Investment**  
**By West Virginia State Agency**  
**2011**

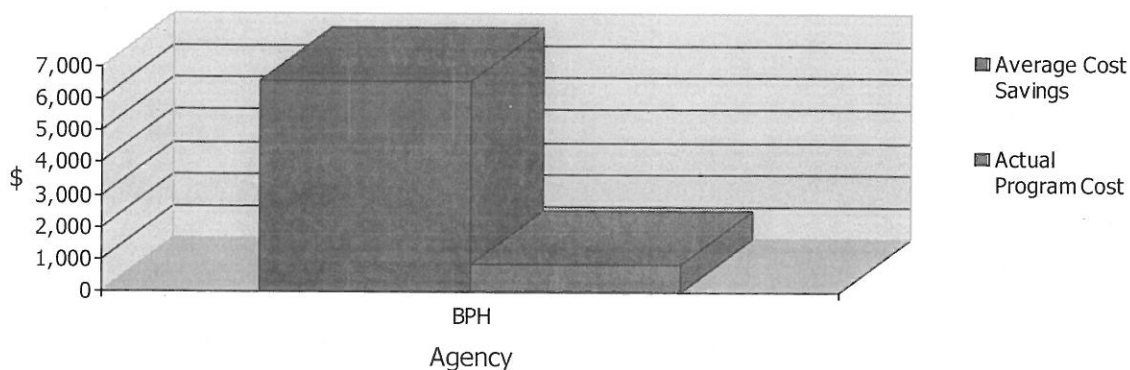


Agency	Average <sup>1</sup> Cost Savings (\$000)	Actual Cigarette Program Costs (\$000)	Average ROI <sup>2</sup> (%)
BPH	6,539	869.8	7.51

**Exhibit 32**  
**Average Return On Investment**  
**Bureau for Public Health**  
**2011**



**Exhibit 33**  
**Average Cost Savings & Actual Program Cost**  
**Bureau for Public Health**  
**2011**



<sup>1</sup>Average Cost Savings = (Low Value + High Value)/2

<sup>2</sup>Average Return on Investment = (Average Cost Savings/Actual Program Costs)

## WV Tobacco Quitline Summary Analysis

### By Category

2007



#### ***Enrollment***

- WV Medicaid – 2,357
- No Insurance & Special Populations – 5,242
- Other Insurance – 475
- Total – 8,074

#### ***Penetration Rate (Cigarette Smokers Only)***

- Penetration Rate (2011) – 1.66%
- Penetration Rate (2000 to 2011) – 14.2%
- Highest County Summers – 2.59%
- Lowest County Morgan – 0.69%

#### ***Program Satisfaction (Very Satisfied + Mostly/Somewhat Satisfied)***

- WV Medicaid – 95.2%
- No Insurance & Special Populations – 93.5%
- Other Insurance – 100.0%
- Total – 94.6%

#### ***Quit Rate (Responder Methodology)***

- WV Medicaid – 25.9%
- No Insurance & Special Populations – 37.9%
- Other Insurance – 35.7%
- Total – 35.0%

#### ***Quit Attempts (Responder Methodology)***

- WV Medicaid – 81.5%
- No Insurance & Special Populations – 80.7%
- Other Insurance – 82.1%
- Total – 81.0%

#### ***Quit Rate (Intent to Treat Methodology)***

- WV Medicaid – 2.3%
- No Insurance & Special Populations – 4.8%
- Other Insurance – 4.1%
- Total – 4.0%

#### ***Return On Investment (ROI)***

- BPH # Quitters –
- Average Cost Savings BPH – \$ 6.539million
- BPH Cigarette– Program Investment – \$869.8
- BPH – Return On Investment (ROI) – 751%

**Table 97**  
**WV Tobacco Quitline**  
**Summary Analysis 2011**  
**Quit Statistics**



Demographics	Enrollment		Post Surveys					
			Post Surveys Selected		Lost To Follow-Up		Post Surveys Completed	
	#	%	#	%	#	%	#	%
<b>Insurance</b>	<b>8074</b>	<b>100.0</b>	<b>2149</b>	<b>100.0</b>	<b>1901</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
Medicaid	2359	29.2	600	27.9	546	28.7	54	21.8
No Insurance & Special Populations	5242	64.9	1307	60.8	1141	60.0	166	66.9
Other Insurance	475	5.9	242	11.3	214	11.3	28	11.3
<b>Region</b>	<b>8074</b>	<b>100.0</b>	<b>2149</b>	<b>100.0</b>	<b>1901</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
A	590	7.3	142	6.6	124	6.5	18	7.3
B	1028	12.7	306	14.2	281	14.8	25	10.1
C	661	8.2	153	7.1	129	6.8	24	9.7
D	337	4.2	95	4.4	76	4.0	19	7.7
E	368	4.6	111	5.2	104	5.5	7	2.8
F	701	8.7	196	9.1	172	9.0	24	9.7
G	1436	17.8	380	17.7	341	17.9	39	15.7
H	621	7.7	172	8.0	159	8.4	13	5.2
I	1095	13.5	270	12.6	230	12.1	40	16.1
J	1237	15.3	324	15.1	285	15.0	39	15.7
<b>Gender</b>	<b>8073</b>	<b>100.0</b>	<b>2149</b>	<b>100.0</b>	<b>1901</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
Male	2688	33.3	804	37.4	704	37.0	100	40.3
Female	5385	66.7	1345	62.6	1197	63.0	148	59.7
<b>Ethnicity</b>	<b>7387</b>	<b>100.0</b>	<b>2006</b>	<b>100.0</b>	<b>1768</b>	<b>100.0</b>	<b>238</b>	<b>100.0</b>
White	7012	94.9	1922	95.8	1699	96.1	223	93.7
Non-White	375	5.1	84	4.2	69	3.9	15	6.3
<b>Pregnant</b>	<b>5391</b>	<b>100.0</b>	<b>1352</b>	<b>100.0</b>	<b>1197</b>	<b>100.0</b>	<b>155</b>	<b>100.0</b>
Female – Yes	5122	95.0	262	19.4	246	20.6	16	10.3
Female – No	269	5.0	1090	80.6	951	79.4	139	89.7
<b>Age</b>	<b>8066</b>	<b>100.0</b>	<b>2110</b>	<b>100.0</b>	<b>1862</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
Less 18	55	0.7	26	1.2	18	1.0	8	3.2
18-24	689	8.5	338	16.0	314	16.9	24	9.7
25-34	1480	18.3	672	31.9	606	32.5	66	26.6
35-44	1668	20.7	377	17.9	345	18.5	32	12.9
45-54	2268	28.1	429	20.3	376	20.2	53	21.4
55-64	1457	18.1	194	9.2	145	7.8	49	19.8
65+	449	5.6	74	3.5	58	3.1	16	6.4

**Table 97 continued**  
**WV Tobacco Quitline**  
**Summary Analysis 2011**  
**Quit Statistics**



Demographics	Enrollment		Post Surveys					
			Post Surveys Selected		Lost To Follow-Up		Post Surveys Completed	
	#	%	#	%	#	%	#	%
<b>Education</b>	<b>8066</b>	<b>100.0</b>	<b>2148</b>	<b>100.0</b>	<b>1900</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
Less Than High School	2065	25.6	497	23.2	441	23.2	56	22.6
High School Graduate	3977	49.3	1045	48.6	929	48.9	116	46.8
Some/College Grad	2024	25.1	606	28.2	530	27.9	76	30.6
<b>Motivation</b>	<b>7895</b>	<b>100.0</b>	<b>2133</b>	<b>100.0</b>	<b>1891</b>	<b>100.0</b>	<b>242</b>	<b>100.0</b>
10	6678	84.6	1772	83.1	1575	83.3	197	81.4
9	551	7.0	159	7.4	135	7.1	24	9.9
8	666	8.4	202	9.5	181	9.6	21	8.7
<b>Live Smoker</b>	<b>8011</b>	<b>100.0</b>	<b>2131</b>	<b>100.0</b>	<b>1883</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
Yes	3619	45.2	1010	47.4	907	48.2	103	41.5
No	4392	54.8	1121	52.6	976	51.8	145	58.5
<b># Coach Calls</b>	<b>8166</b>	<b>100.0</b>	<b>2159</b>	<b>100.0</b>	<b>1911</b>	<b>100.0</b>	<b>248</b>	<b>100.0</b>
0	723	8.9	205	9.5	193	10.1	12	4.8
1	1802	22.1	579	26.8	548	28.7	31	12.5
2	1486	18.2	412	19.1	383	20.0	29	11.7
3	1100	13.4	288	13.3	249	13.0	39	15.7
4+	3055	37.4	675	31.3	538	28.2	137	55.3
<b>Packs of Cigarettes</b>	<b>7869</b>	<b>100.0</b>	<b>1969</b>	<b>100.0</b>	<b>1752</b>	<b>100.0</b>	<b>217</b>	<b>100.0</b>
Less 1	1569	19.9	478	24.3	431	24.6	47	21.6
1	3075	39.1	774	39.3	688	39.3	86	39.6
1-2	1681	21.4	400	20.3	351	20.0	49	22.6
2	1163	14.8	250	12.7	221	12.6	29	13.4
2+	381	4.8	67	3.4	61	3.5	6	2.8
<b>Time After Awake</b>	<b>7931</b>	<b>100.0</b>	<b>2144</b>	<b>100.0</b>	<b>1897</b>	<b>100.0</b>	<b>247</b>	<b>100.0</b>
Within 5 Minutes	5758	72.6	1585	73.9	1404	74.0	181	73.3
6-30 Minutes	1426	18.0	350	16.3	310	16.4	40	16.2
31-60 Minutes	502	6.3	132	6.2	116	6.1	16	6.5
60+ Minutes	245	3.1	77	3.6	67	3.5	10	4.0

Table 97 continued  
WV Tobacco Quitline  
Summary Analysis 2011  
Quit Statistics



Demographics	Enrollment		Post Surveys					
			Post Surveys Selected		Lost To Follow-Up		Post Surveys Completed	
	#	%	#	%	#	%	#	%
<b><i>Tobacco Type</i></b>	<b><i>8179</i></b>	<b><i>100.0</i></b>	<b><i>2341</i></b>	<b><i>100.0</i></b>	<b><i>2092</i></b>	<b><i>100.0</i></b>	<b><i>249</i></b>	<b><i>100.0</i></b>
Cigarette	7683	93.9	1932	82.5	1721	82.3	211	84.7
Chew	53	0.7	52	2.2	46	2.2	6	2.4
Snuff	246	3.0	231	9.9	211	10.1	20	8.1
Snus	2	0.0	8	0.4	1	0.0	7	2.8
[All Smokeless]	301	3.7	291	12.5	258	12.3	33	13.3
Cigar	64	0.8	17	0.7	13	0.6	4	1.6
Pipe	5	0.0	5	0.2	4	0.2	1	0.4
Poly	126	1.6	96	4.1	96	4.6	0	0.0

**Table 98**  
**WV Tobacco Quitline**  
**Summary Analysis 2011**



Demographic	Enrollment	Quit Rates		
		Responder	Intent To Treat	Averaged
		%	%	%
<b>Insurance</b>	<b>8074</b>	<b>35.0</b>	<b>4.0</b>	<b>19.5</b>
Medicaid	2359	25.9	2.3	14.1
No Insurance & Special Populations	5242	37.9	4.8	21.4
Other Insurance	475	35.7	4.1	19.9
<b>Region</b>	<b>8074</b>	<b>35.1</b>	<b>4.0</b>	<b>19.6</b>
A	590	27.8	3.5	15.7
B	1028	28.0	2.3	15.2
C	661	33.3	5.2	19.3
D	337	52.6	10.5	31.6
E	368	28.6	1.8	15.2
F	701	50.0	6.1	28.1
G	1436	30.8	3.2	17.0
H	621	30.8	2.3	16.6
I	1095	30.0	4.4	17.2
J	1237	38.5	4.6	21.6
<b>Gender</b>	<b>8073</b>	<b>35.1</b>	<b>4.1</b>	<b>19.6</b>
Male	2688	34.0	4.2	19.1
Female	5385	35.8	4.0	19.9
<b>Ethnicity</b>	<b>7387</b>	<b>34.5</b>	<b>4.3</b>	<b>19.4</b>
White	7012	34.1	4.1	19.1
Non-White	375	40.0	7.1	23.6
<b>Pregnant</b>	<b>5391</b>	<b>34.8</b>	<b>4.0</b>	<b>19.4</b>
Female – Yes	5122	43.8	2.7	23.3
Female – No	269	33.8	4.3	19.1
<b>Age</b>	<b>8066</b>	<b>34.7</b>	<b>4.0</b>	<b>19.4</b>
Less 18	55	87.5	26.9	57.2
18-24	689	4.1	0.3	2.2
25-34	1480	39.4	3.8	21.6
35-44	1668	37.5	3.2	20.4
45-54	2268	32.1	3.7	17.9
55-64	1457	34.7	8.7	21.7
65+	449	37.5	8.1	22.8
<b>Education</b>	<b>8066</b>	<b>35.5</b>	<b>4.1</b>	<b>19.8</b>
Less Than High School	2065	25.0	2.8	13.9
High School Graduate	3977	33.6	3.7	18.7
Some/College Grad	2024	46.0	5.8	25.9
<b>Motivation</b>	<b>7895</b>	<b>34.3</b>	<b>3.9</b>	<b>19.1</b>
10	6678	34.5	3.8	19.2
9	551	33.4	5.0	19.2
8	666	33.3	3.5	18.4



**Table 98 –continued  
WV Tobacco Quitline  
Summary Analysis 2011**



Demographic	Enrollment (#)	Quit Rates		
		Responder	Intent To Treat	Averaged
		%	%	%
<b><i>Live Smoker</i></b>	<b><i>8011</i></b>	<b><i>35.0</i></b>	<b><i>4.1</i></b>	<b><i>19.6</i></b>
Yes	3619	26.2	2.7	14.5
No	4392	41.4	5.3	23.4
<b><i># Coach Calls</i></b>	<b><i>8166</i></b>	<b><i>35.1</i></b>	<b><i>4.0</i></b>	<b><i>19.6</i></b>
0	723	8.3	0.5	4.4
1	1802	25.8	1.4	13.6
2	1486	41.4	2.9	22.2
3	1100	33.3	4.5	18.9
4+	3055	38.7	7.9	23.3
<b><i>Packs of Cigarettes</i></b>	<b><i>7869</i></b>	<b><i>36.9</i></b>	<b><i>4.4</i></b>	<b><i>20.7</i></b>
Less 1	1569	29.8	2.9	16.4
1	3075	47.7	5.3	26.5
1–2	1681	34.7	4.3	19.5
2	1163	24.1	2.8	13.5
2+	381	16.7	1.5	9.1
<b><i>Time After Awake</i></b>	<b><i>7931</i></b>	<b><i>35.2</i></b>	<b><i>4.1</i></b>	<b><i>19.7</i></b>
Within 5 Minutes	5758	34.2	3.9	19.1
6–30 Minutes	1426	37.5	4.3	20.9
31–60 Minutes	502	37.6	4.5	21.1
60+ Minutes	245	40.0	5.2	22.6
<b><i>Tobacco Type</i></b>	<b><i>8179</i></b>	<b><i>35.3</i></b>	<b><i>3.8</i></b>	<b><i>19.6</i></b>
Cigarette	7683	36.0	3.9	20.0
Chew	53	33.3	3.8	18.6
Snuff	246	45.0	3.9	24.5
Snus	2	0.0	0.0	0.0
[All Smokeless]	301	33.3	3.8	18.9
Cigar	64	25.0	5.9	15.5
Pipe	5	0.0	0.0	0.0
Poly	126	0.0	0.0	0.0



## Appendix

**Table A1**  
**Participant Tobacco Type Used**  
**By Insurance Type**  
**2011**



Insurance Type	Cigarette		Chewing Tobacco		Snuff		Cigar		Pipe		Other		Poly		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	2159	94.9	9	0.4	53	2.3	23	1.0	1	0.0	0	0.0	33	1.4	2275	100.0
No Insurance & Special Populations	5074	93.8	41	0.7	166	3.1	39	0.7	4	0.1	0	0.0	86	1.6	5410	100.0
Other Insurance	450	92.0	3	0.6	27	5.5	2	0.4	0	0.0	0	0.0	7	1.5	489	100.0
Total <sup>1</sup>	7680	94.0	53	0.6	246	3.0	64	0.8	5	0.1	0	0.0	126	1.5	8174	100.0

<sup>1</sup> Total excluded unknown/refused values, thus differed from Total Enrollments of N=2,295.

**Table A2**  
**Participant Lived with Other Tobacco Users**  
**By Insurance Type**  
**2011**



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
<b>WV Medicaid</b>	1013	43.3	1326	56.7	<b>2339</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	2391	46.0	2807	54.0	<b>5198</b>	<b>100.0</b>
<b>Other Insurance</b>	215	45.4	259	54.6	<b>474</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>3619</b>	<b>45.2</b>	<b>4392</b>	<b>54.8</b>	<b>8011</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown/refused values, thus differed from Total Enrollments of N=2,295.

**Table A3**  
**Participant Worked with Other Tobacco Users**  
**By Insurance Type**  
**2011**



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
<b>WV Medicaid</b>	193	8.2	2162	91.8	<b>2355</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	1564	29.9	3674	70.1	<b>5238</b>	<b>100.0</b>
<b>Other Insurance</b>	342	46.8	389	53.2	<b>731</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>2099</b>	<b>25.2</b>	<b>6225</b>	<b>74.8</b>	<b>8324</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=2,295.

**Table A4**  
**Participant Reported Tobacco Breaks with Co-Workers**  
**By Insurance Type**  
**2011**



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
WV Medicaid	161	78.2	45	21.8	206	100.0
No Insurance & Special Populations	1246	78.3	345	21.7	1591	100.0
Other Insurance	157	74.8	53	25.2	210	100.0
Total	1564	77.9	443	22.1	2007	100.0

<sup>1</sup> Total included only those that work with tobacco users, Total N=982.

**Table A5**  
**Participant Previously Tried to Quit Using Tobacco**  
**By Insurance Type**  
**2011**



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
<b>WV Medicaid</b>	1396	59.4	954	40.6	<b>2350</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	3293	62.9	1939	37.1	<b>5232</b>	<b>100.0</b>
<b>Other Insurance</b>	300	63.2	175	36.8	<b>475</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>4989</b>	<b>61.9</b>	<b>3068</b>	<b>38.1</b>	<b>8057</b>	<b>100.0</b>

<sup>1</sup> Total excluded unknown values, thus differed from Total Enrollments of N=2,295.

**Table A6**  
**Participant Previous Quit Attempts**  
**By Insurance Type**  
**2011**



Insurance Type	1-2		3-4		5-6		7 +		Total	
	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	862	63.5	325	24.0	118	8.7	51	3.8	<b>1356</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	1991	64.0	723	23.2	268	8.6	130	4.2	<b>3112</b>	<b>100.0</b>
<b>Other Insurance</b>	201	68.4	58	19.7	24	8.2	11	3.7	<b>294</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>3054</b>	<b>64.2</b>	<b>1106</b>	<b>23.2</b>	<b>410</b>	<b>8.6</b>	<b>192</b>	<b>4.0</b>	<b>4762</b>	<b>100.0</b>

<sup>1</sup> Total included only those participants that tried to quit previously, N=1,905.



**Table A7**  
**Participant Reported Reason for Quitting**  
**By Insurance Type**  
**2011**



Reasons	Personal Health		Personal Goal		Financial Reasons		Pregnant		Family or Friend Support		For the Children		Death of a Loved One		Tired of It		Bad Habit		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	2215	74.3	27	1.0	156	5.2	65	2.2	64	2.2	251	8.4	34	1.1	105	3.5	63	2.1	<b>2980</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	4802	68.6	106	1.5	491	7.0	124	1.8	246	3.5	703	10.1	64	0.9	234	3.3	227	3.3	<b>6997</b>	<b>100.0</b>
<b>Other Insurance</b>	444	76.2	5	0.9	41	7.0	0	0.0	17	2.9	38	6.5	4	0.7	18	3.1	16	2.7	<b>583</b>	<b>100.0</b>
<b>Total<sup>1</sup></b>	<b>7461</b>	<b>70.6</b>	<b>138</b>	<b>1.3</b>	<b>688</b>	<b>6.5</b>	<b>189</b>	<b>1.8</b>	<b>327</b>	<b>3.1</b>	<b>992</b>	<b>9.4</b>	<b>102</b>	<b>1.0</b>	<b>357</b>	<b>3.4</b>	<b>306</b>	<b>2.9</b>	<b>10560</b>	<b>100.0</b>

<sup>1</sup> Total included multiple answer choices from participants, thus was greater than Total Enrollments of N=2,295.

**Table A8**  
**Participant Reported Reasons for Relapse**  
**By Insurance Type**  
**2011**



Insurance Type	Enjoyed Too Much		Nicotine Addiction		Socialize With Smokers		Stress/ Nerves		Not Motivated Enough		Not Really Ready		Weight Mgt. Issues		I Don't Know		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>WV Medicaid</b>	1	2.9	1	2.9	0	0.0	29	82.7	0	0.0	1	2.9	0	0.0	3	8.6	<b>35</b>	<b>100.0</b>
<b>No Insurance &amp; Special Populations</b>	2	2.2	6	6.6	3	3.3	69	75.8	1	1.1	4	4.4	1	1.1	5	5.5	<b>91</b>	<b>100.0</b>
<b>Other Insurance</b>	0	0.0	0	0.0	2	13.3	12	80.0	0	0.0	0	0.0	1	6.7	0	0.0	<b>15</b>	<b>100.0</b>
<b>Total</b>	<b>3</b>	<b>2.1</b>	<b>7</b>	<b>5.0</b>	<b>5</b>	<b>3.5</b>	<b>110</b>	<b>77.9</b>	<b>1</b>	<b>0.7</b>	<b>5</b>	<b>3.5</b>	<b>2</b>	<b>1.4</b>	<b>8</b>	<b>5.7</b>	<b>141</b>	<b>100.0</b>

**Table A9**  
**Participant Confidence in Staying Quit<sup>1</sup>**  
**By Insurance Type**  
**2011**



Insurance Type	Very Confident		Somewhat Confident		Not Confident		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	17	22.1	0	0.0	0	0.0	17	100.0
No Insurance & Special Populations	52	67.5	0	0.0	0	0.0	52	100.0
Other Insurance	8	10.4	0	0.0	0	0.0	8	100.0
Total	77	100.0	0	0.0	0	0.0	77	100.0

<sup>1</sup>Table represents only those participants that remained quit at evaluation, not those that quit then relapsed.