



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

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

DATE PRINTED

10/29/2013

BID OPENING DATE:

11/13/2013

BID OPENING TIME

1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1						
ADDENDUM IS ISSUED:						
1. TO PROVIDE RESPONSES TO VENDORS' QUESTIONS REGARDING THE ABOVE SOLICITATION. QUESTION AND ANSWER PAGES ARE ATTACHED.						
2. TO PROVIDE A COPY OF THE 2011 TOBACCO CESSATION ANNUAL REPORT. SEE ATTACHMENT B WHICH IS INCLUDED.						
3. TO PROVIDE ADDENDUM ACKNOWLEDGEMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT IN THE DISQUALIFICATION OF YOUR BID.						
***** END OF ADDENDUM NO.1 *****						

SIGNATURE

TELEPHONE

DATE

TITLE

FEIN

ADDRESS CHANGES TO BE NOTED ABOVE

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

SOLICITATION NUMBER: EHP14047**Addendum Number: 1**

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☒ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☒ Other

Description of Modification to Solicitation:

1. To provide copy of the vendor questions and responses.
2. To provide copy of the 2011 Tobacco Cessation Annual Report.
3. To provide Addendum Acknowledgement form.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

EHP14047-Responses to Technical Questions

Question: Is there an incumbent contractor for this opportunity, and if so, who is it?

Response: The current evaluation contractor is Semloh Consulting.

Question: Is it the client's expectation that the majority of the work will be performed onsite, or is remote work acceptable?

Response: Remote work is acceptable.

Question: Can you elaborate on the nature of West Virginia University (WVU's) role for the opportunity and clarify the expected contractor's role in relationship with WVU? For example, can you clarify whether the contractor's role will be data gathering and analysis, or is the expectation that the contractor will collect the data and then support the University of West Virginia with the analysis?

Response: The contractor will work with the Quitline contractor to obtain the data and will provide DTP and Medicaid with requested reports. The contractor will work in collaboration with WVU to provide vetted data for reports.

Question: What is the anticipated/projected start date for this project?

Response: The anticipated start date is January 1, 2014.

Question: Please identify the current vendor providing telephone based tobacco use cessation Quitline services to the WV Department of Health and Human Resources?

Response: BeBetter Health is the current tobacco use cessation Quitline vendor.

Question: Has the WV Department of Health and Human Resources secured any previous evaluation of the WV Tobacco Cessation Quitline? If yes, will you

provide a copy of that evaluation and the name of the party/vendor that conducted the evaluation?

Response: Semloh Consulting is the current Quitline consultant. A copy of the 2011 Annual Report is attached.

Question: See Section 3.2-The successful vendor candidate is expected to be experienced in data manipulation software such as SPSS. Is there a preference for SPSS or will other software products such as SAS be equally acceptable.

Response: SPSS is preferred, but SAS will be acceptable.

Question: See Section 4.3-Is the Bureau for Public Health, Division of Tobacco Cessation a member of the North American Quitline Consortium (NAQC)? Will the vendor be able to access NAQC data/materials through the Division or will the vendor be required to join NAQC as a member organization?

Response: The Division of Tobacco Prevention is a member of the NAQC. The successful vendor will be added to NAQC as an associate member.

Question: See Section 4.4-Please explain the role of the West Virginia University Evaluation Oversight Coordinating Unit and the type/nature of collaboration that will be expected of the vendor?

Response: The Division of Tobacco Prevention contracts with West Virginia University's Prevention Research Center for assessment of the effectiveness of prevention and reduction efforts. Since 2001, the Center's tobacco-specific Evaluation, Oversight, and Coordination Unit has provided technical assistance to each DTP program and administration, and tailored autonomous feedback and independent evaluation monitoring for each intervention. Quitline evaluation vendor would need to collaborate with WV-PRC/EOCU for any potential reporting or data needs.

Question: See Section 5.2-Please describe/differentiate the type and nature of the consulting services that would be provided to the Division of Tobacco Prevention and those to be provided to the Bureau for Medical Services.

Response: The Division of Tobacco Prevention has attached their Annual Report as an example. For the Bureau for Medical Services, Medicaid, the successful vendor will provide tobacco cessation participation reports monthly and will provide success rate reports quarterly.

Question: Does the Department envision/expect the vendor to incur any out of state travel related to the project/work required to be performed?

Response: No out of state travel is anticipated. If the successful vendor is from outside West Virginia, yes out of state travel is needed, this must be included in the per hour cost for services provided.

Question: Given the collaboration the Department expects the vendor to have with the West Virginia University Evaluation Oversight Coordinating Unit, are meetings anticipated to occur in Morgantown, WV? If yes, how frequently?

Response: Potential bi-annual meeting in Morgantown should be anticipated.

Question: See Instructions to Vendors Submitting Bids, #6-How many convenience copies of the technical and cost proposals will the vendor be expected to submit to the Purchasing Division.

Response: This pertains to Request for Proposals, this is a Request for Quotation, one copy of the bid submission is required.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: EHP14047

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

<input type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input type="checkbox"/> Addendum No. 2	<input type="checkbox"/> Addendum No. 7
<input type="checkbox"/> Addendum No. 3	<input type="checkbox"/> Addendum No. 8
<input type="checkbox"/> Addendum No. 4	<input type="checkbox"/> Addendum No. 9
<input type="checkbox"/> Addendum No. 5	<input type="checkbox"/> Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Company

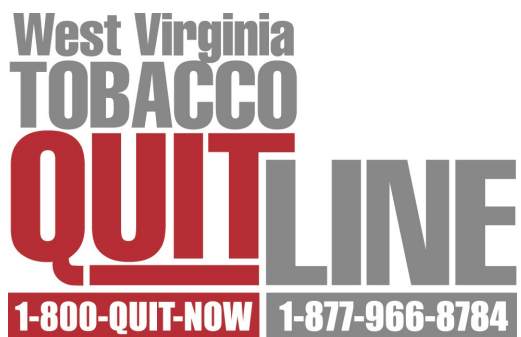
Authorized Signature

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

ATTACHMENT B



The West Virginia Tobacco Quitline Program

2011 Annual Report



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 1,574 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%) and 2,826 quitters. 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%) and 323 quitters, resulting in an *average program quit rate* of 19.5% (15.5% - 23.5%) with 1,574 quitters. 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 \$6.539 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).

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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.

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.

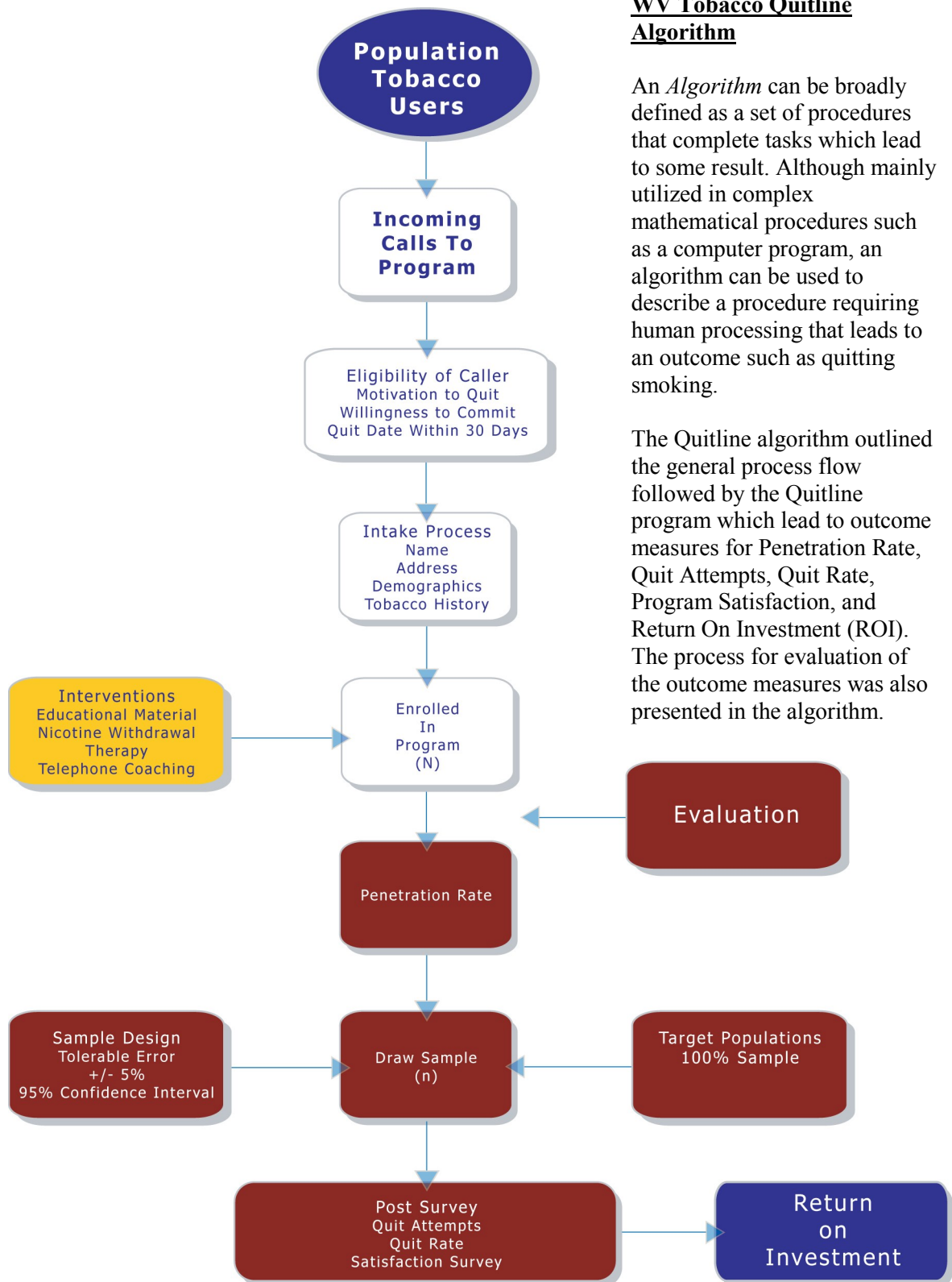
In May 2004, the BPH began to allow the underinsured populations of Medicare and Medicaid QMB (Qualified Member Benefits) to receive the same services as the uninsured population (educational materials, up to four phone coaching sessions, and an eight week supply of patches). Beginning in 2005, the NWT (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.

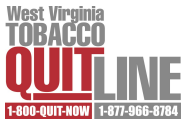
In 2007 the Adults 65 & Older category was expanded to ***Adults 55 & Older*** and a group for the ***Freedom From Smoking Clinic*** was added to the Special Populations. On November 15, 2007, with the Great American Smokeout, full services were opened up to all ***Other Insurance*** participants for 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 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

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

GOALS:

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

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)

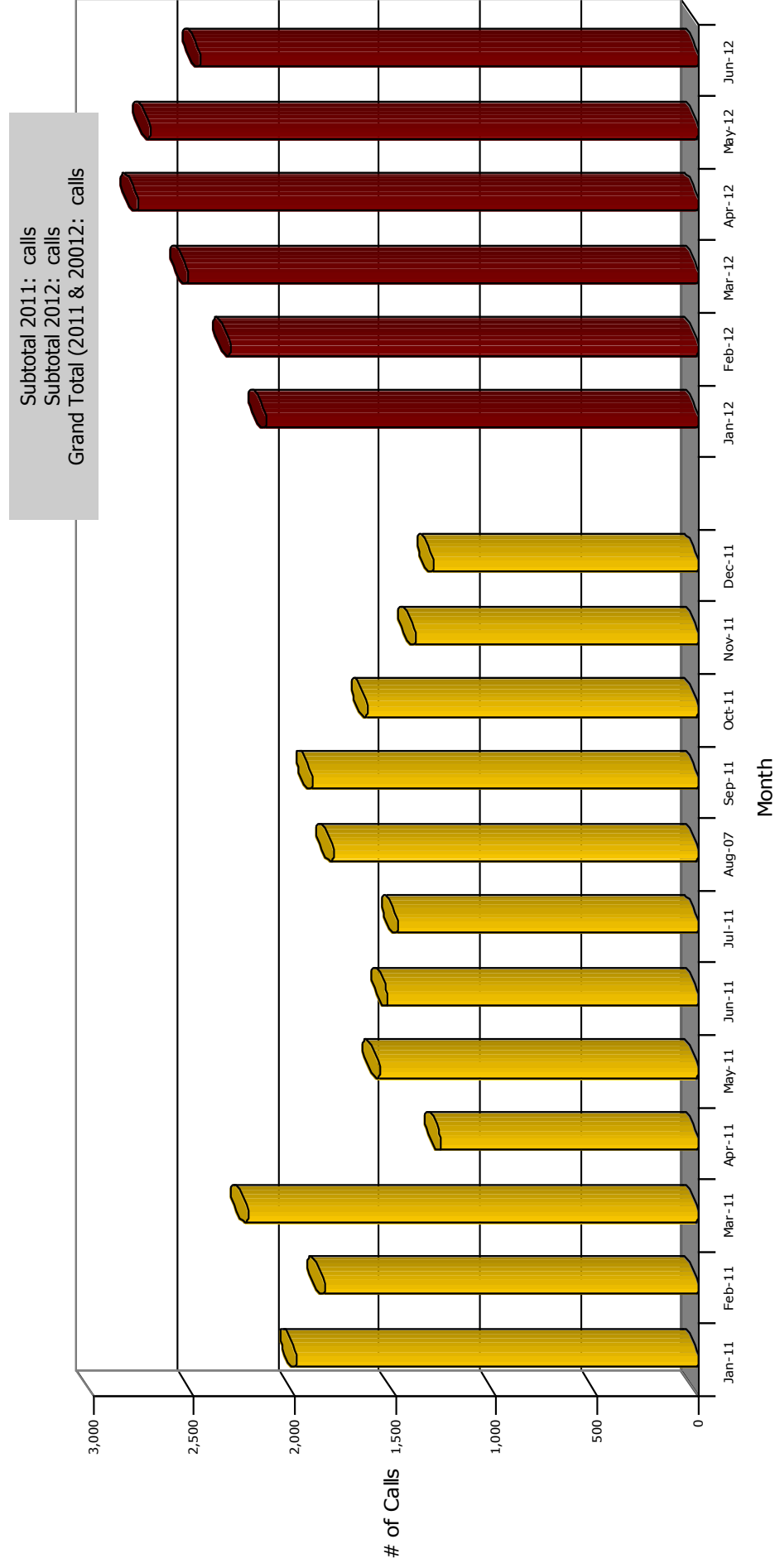
Summary

- 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
Subtotal 2011	20,026	100.0	
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
Subtotal 2012	14,958	100.0	
Grand Total 2011 + 2012	34,984		100.0

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 2,357 (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

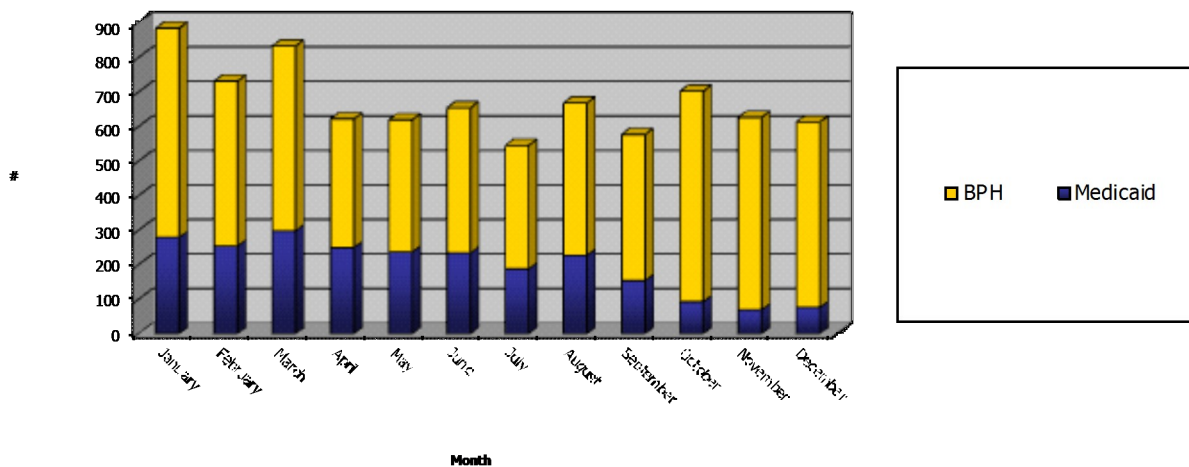


Exhibit 5 Enrollment By Agency By Month 2011

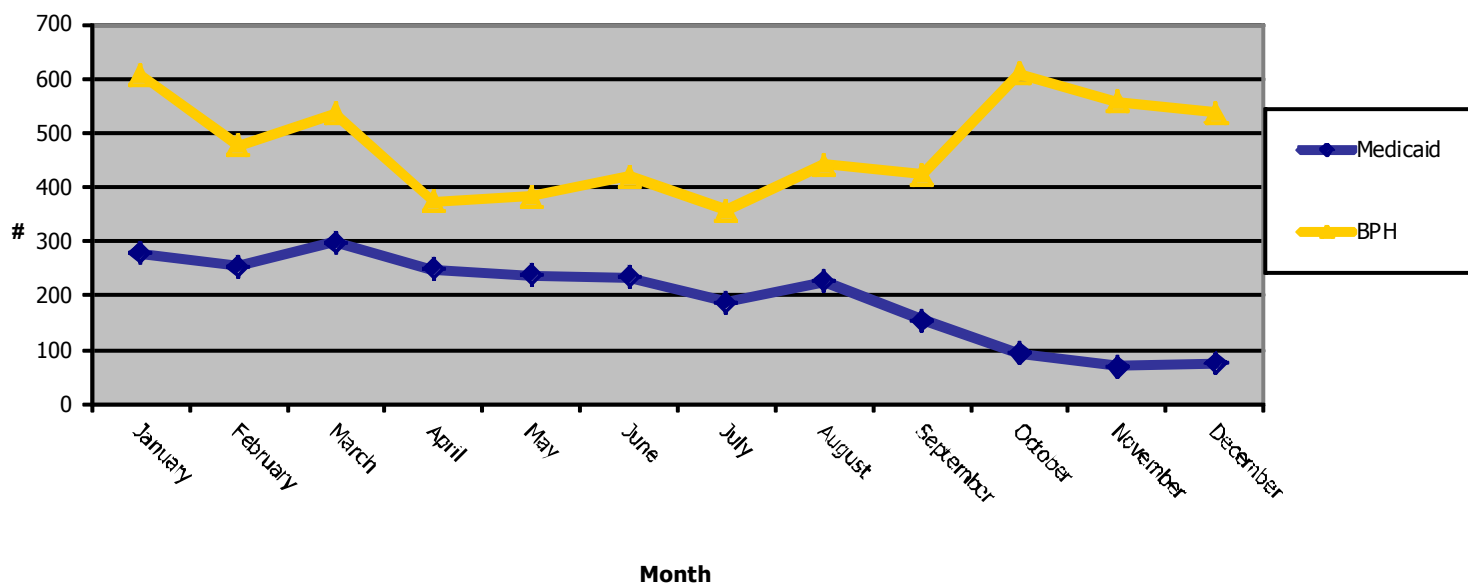


Table 4
Participant Enrollment
By Insurance Type and Month
January - June 2012



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

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

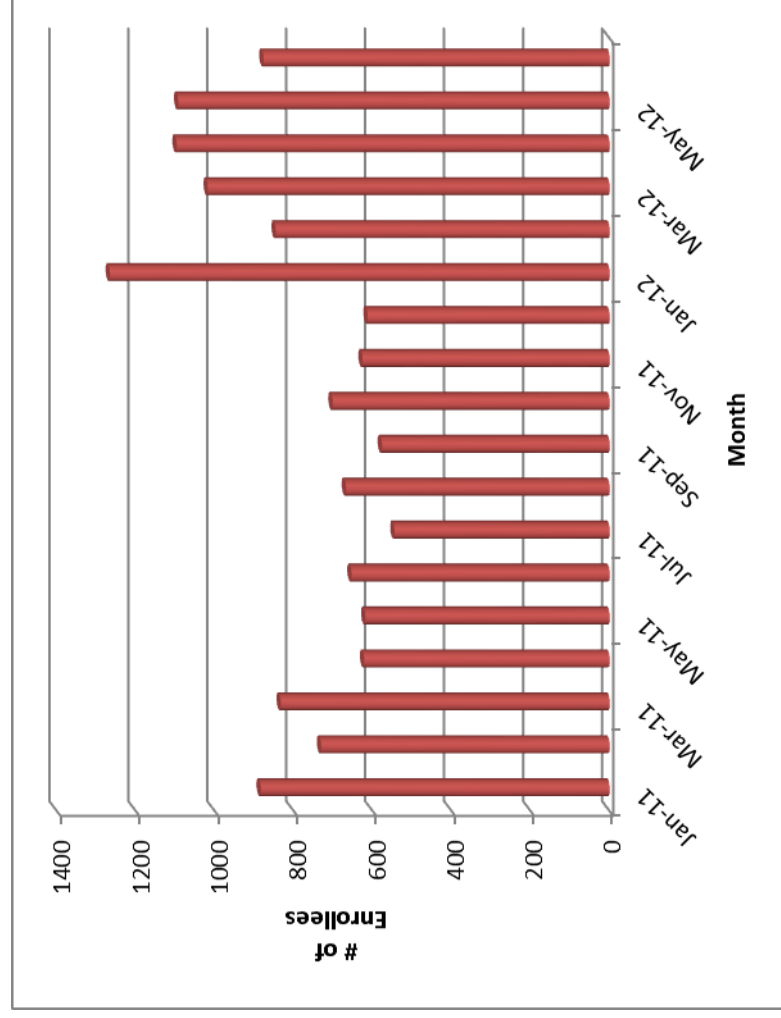


Table 5
Comparison of Enrollment Totals
By Insurance Type by Year
2000-2011

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

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
Total	269	100.0

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
Total¹	2688	33.3	5385	66.7	8073	100.0

¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

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

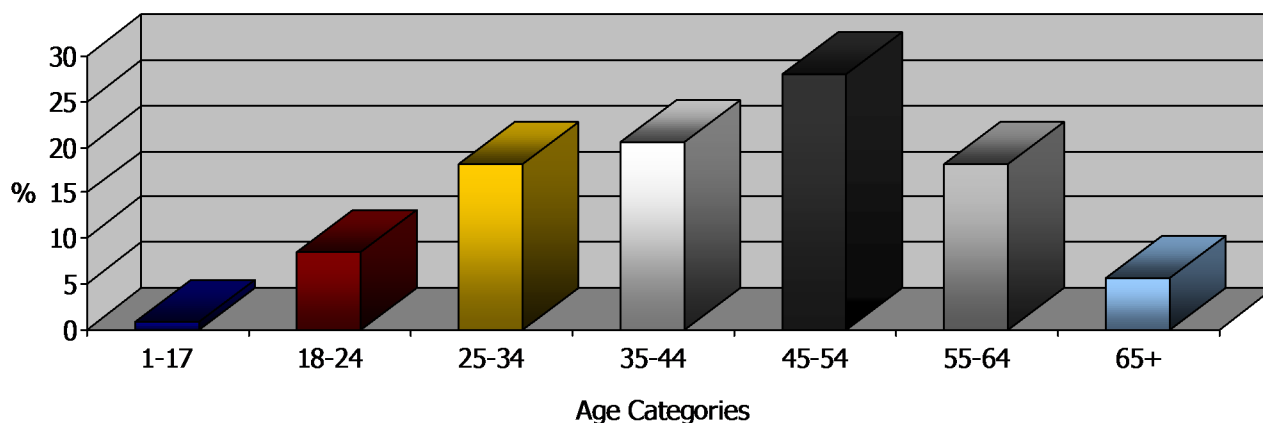
Hispanic or Latino	Yes		No		Refused or Not Ascertained		Total	
	#	%	#	%			#	%
WV Medicaid	0	0.0	2271	100.0	0	0.0	2271	100.0
No Insurance & Special Populations	6	0.12	4855	99.88	0	0.0	4861	100.0
Other Insurance	0	0.0	453	100.0	0	0.0	453	100.0
Total	6	0.08	7579	99.92	0	0.0	7585	100.0

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	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	15	0.6	131	5.6	325	13.8	565	24.0	849	36.1	398	16.9	70	3.0	2353	100.0
No Insurance & Special Populations	37	0.7	505	9.6	1077	20.5	1022	19.5	1296	24.7	949	18.1	359	6.9	5245	100.0
Other Insurance	3	0.6	53	11.3	78	16.7	81	17.3	123	26.3	110	23.5	20	4.3	468	100.0
Total¹	55	0.7	689	8.5	1480	18.3	1668	20.7	2268	28.1	1457	18.1	449	5.6	8066	100.0

Exhibit 7
Participant Age Distribution



¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

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	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	286	12.2	584	24.8	711	30.2	370	15.7	330	14.0	73	3.1	2354	100.0
No Insurance & Special Populations	321	6.1	803	15.3	1826	34.9	797	15.2	1094	20.9	396	7.6	5237	100.0
Other Insurance	16	3.4	55	11.6	184	38.7	89	18.7	79	16.6	52	11.0	475	100.0
Total¹	623	7.7	1442	17.9	2721	33.7	1256	15.6	1503	18.6	521	6.5	8066	100.0

¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

Table 12
Participant Reported Referral to Quitline
By Insurance Type
2011



Month	Physician		Faxed		PR & Communications ¹		Pharmacist		Media ²		Community Organization		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
Total³	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

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

² Media is TV, radio, newspaper, ad, internet, or other advertisements

³ 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 ¹		NWT ²	
	#	%	#	%	#	%	#	%	#	%
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
Total	8076	100.0	8076	100.0	7367	91.2	1885	79.9	3491	61.1

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.

¹ Percentage based on total number eligible for Rx, N=1885. ² 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

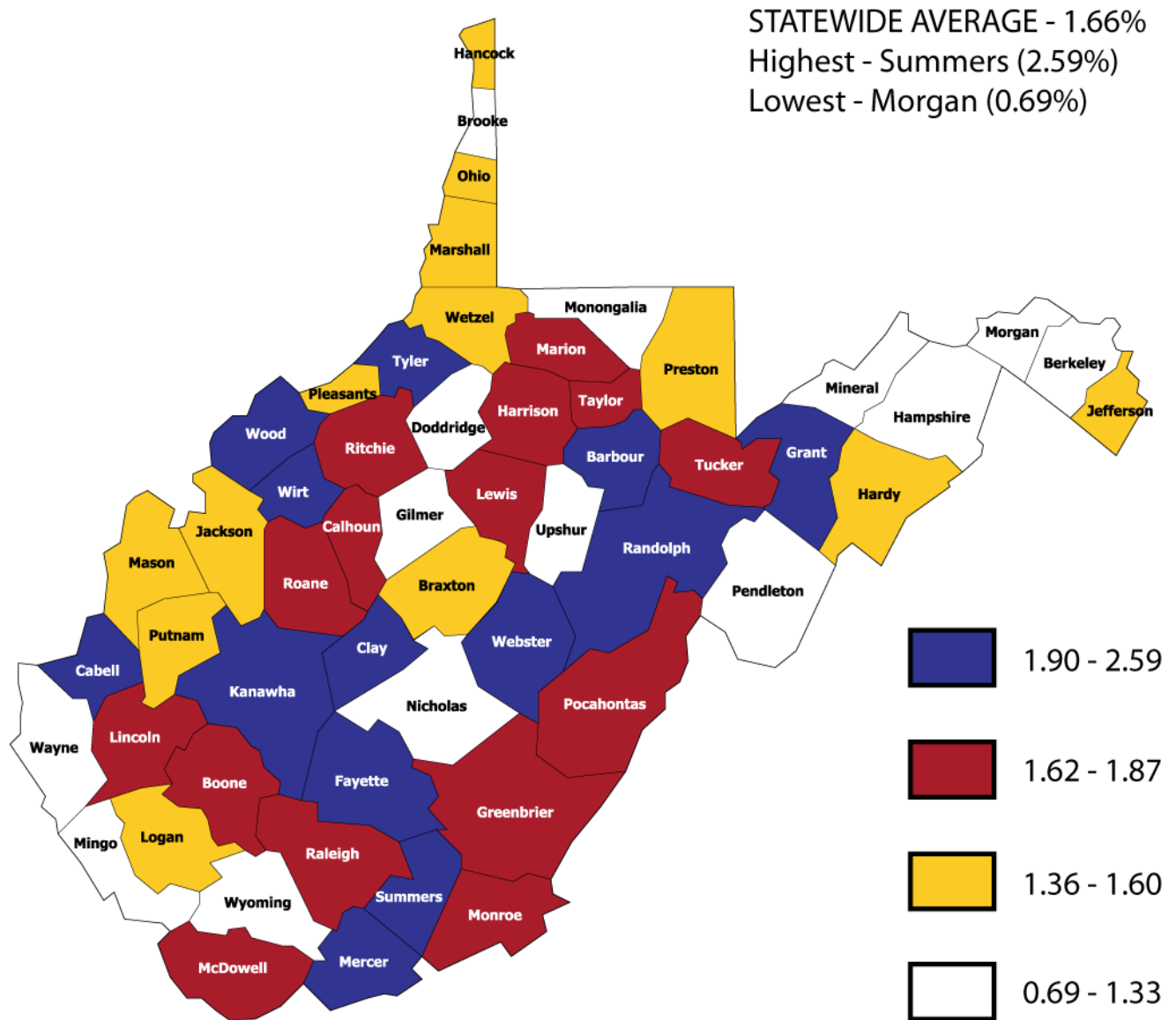


County	2011 Estimated Population Ages (18+)	2011 Estimated Adult Population Ages(18+)	2011 Estimated # Tobacco Users Ages(18+)	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Tobacco Users/ Enrollment (%)
Marshall	33	26215	8651	138	1.60
Ohio	33.1	35978	11909	185	1.55
Pleasants	36.2	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
Total¹	33.1	1465576	485106	8072	1.66

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

² Excludes out of state participants and college/universities

Exhibit 8 Quitline Penetration Rates¹ By County 2011



¹ Percentage Ratio of Quitline Enrollees to Number of Smokers by County

Table 15
Penetration Rates By County
Cumulative 2002-2011



County	Enrollment						Total Enrollment	Tobacco Population	Cumulative Penetration Rates
	2011	2010	2009	2008	2007	2002-			
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
TOTAL¹	8074	7896	9097	4366	2275	37157	68865	483465	14.24

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

² Excludes out of state participants and college/universities

Exhibit 9 Penetration Rates By County Cumulative 2002-2011

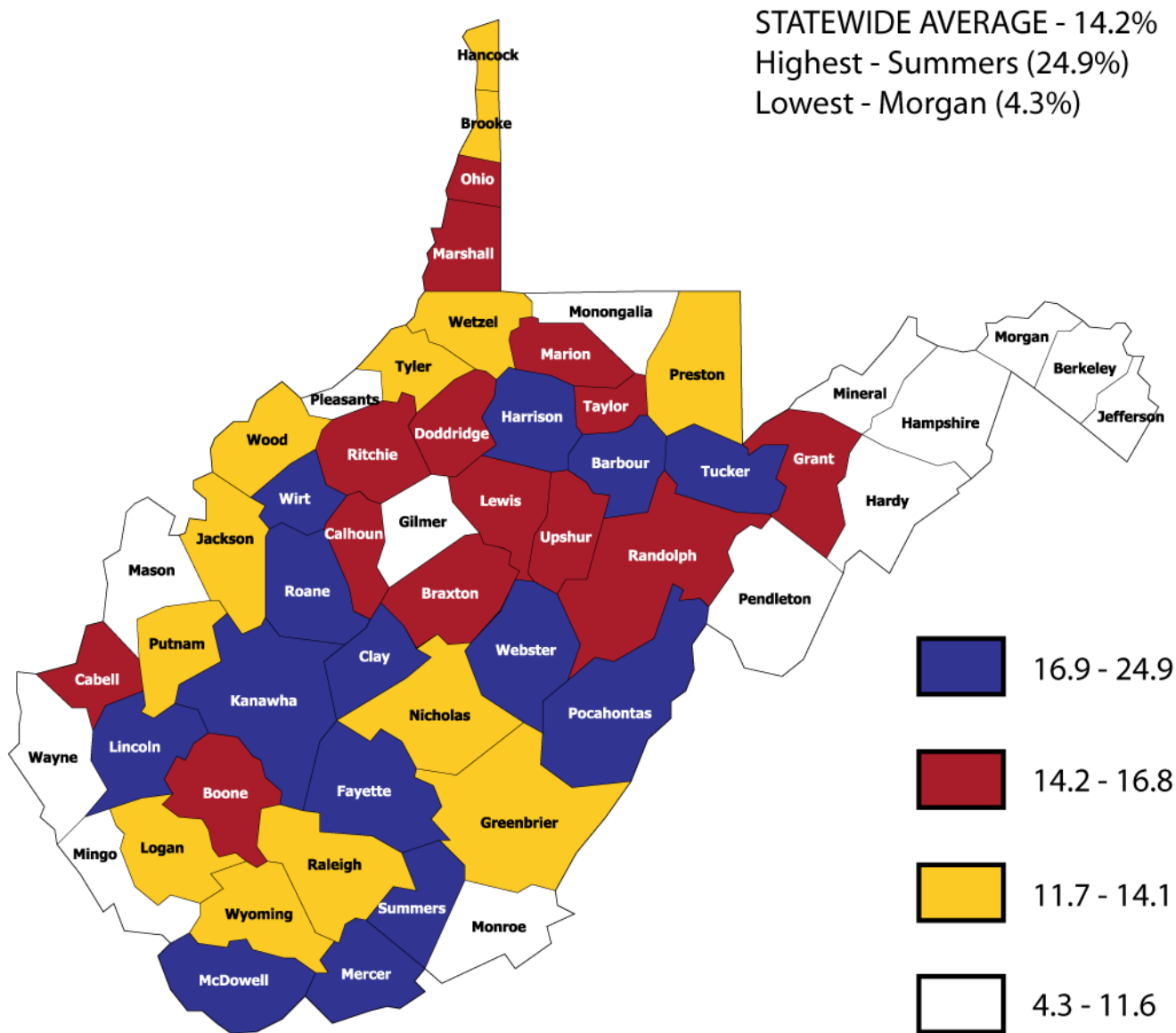


Table 16
Quitline Penetration Rates
By Region
2011



Region	County	2010 Estimated Population Ages (18+)	2010 Estimated Number of Tobacco Users	Number Enrolled in Quitline (01/01/11) - (12/31/11)	Penetration # Tobacco Users/ 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
Region A		126602	40271	590	1.47
	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
Region B		226,952	65,542	1028	1.57
	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
Region C		173,607	55,066	661	1.20
	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
Region D		56,098	18,108	337	1.86
	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
Region E		64,162	23,585	368	1.56

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 # Tobacco Users/ 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
Region F		104,578	36,987	701	1.90
	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
Region G		244,484	72,691	1435	1.97
	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
Region H		99,969	34,499	620	1.80
	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
Region I		198,724	72,050	1097	1.52
	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
Region J		170,400	64,820	1237	1.91

Table 17
Penetration Rates
by Regions (RTPCC)
2011

Region	Number Of Tobacco Users²	2011 Enrollment	Penetration Rate³ (%)
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
Total¹	483,619	8,074	1.66

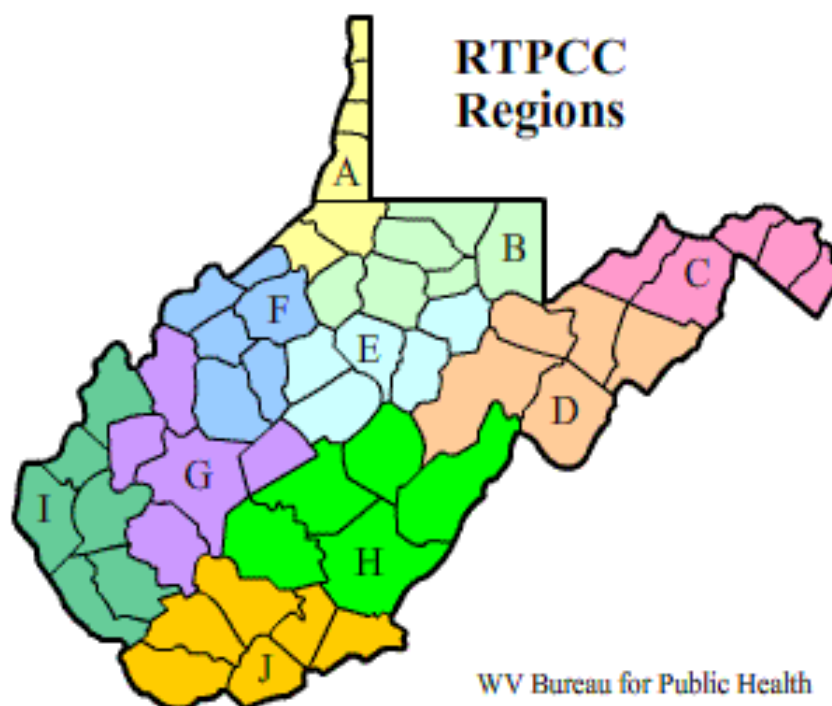
¹ Total number of tobacco users derived from adding regional numbers.

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.

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

³ 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.

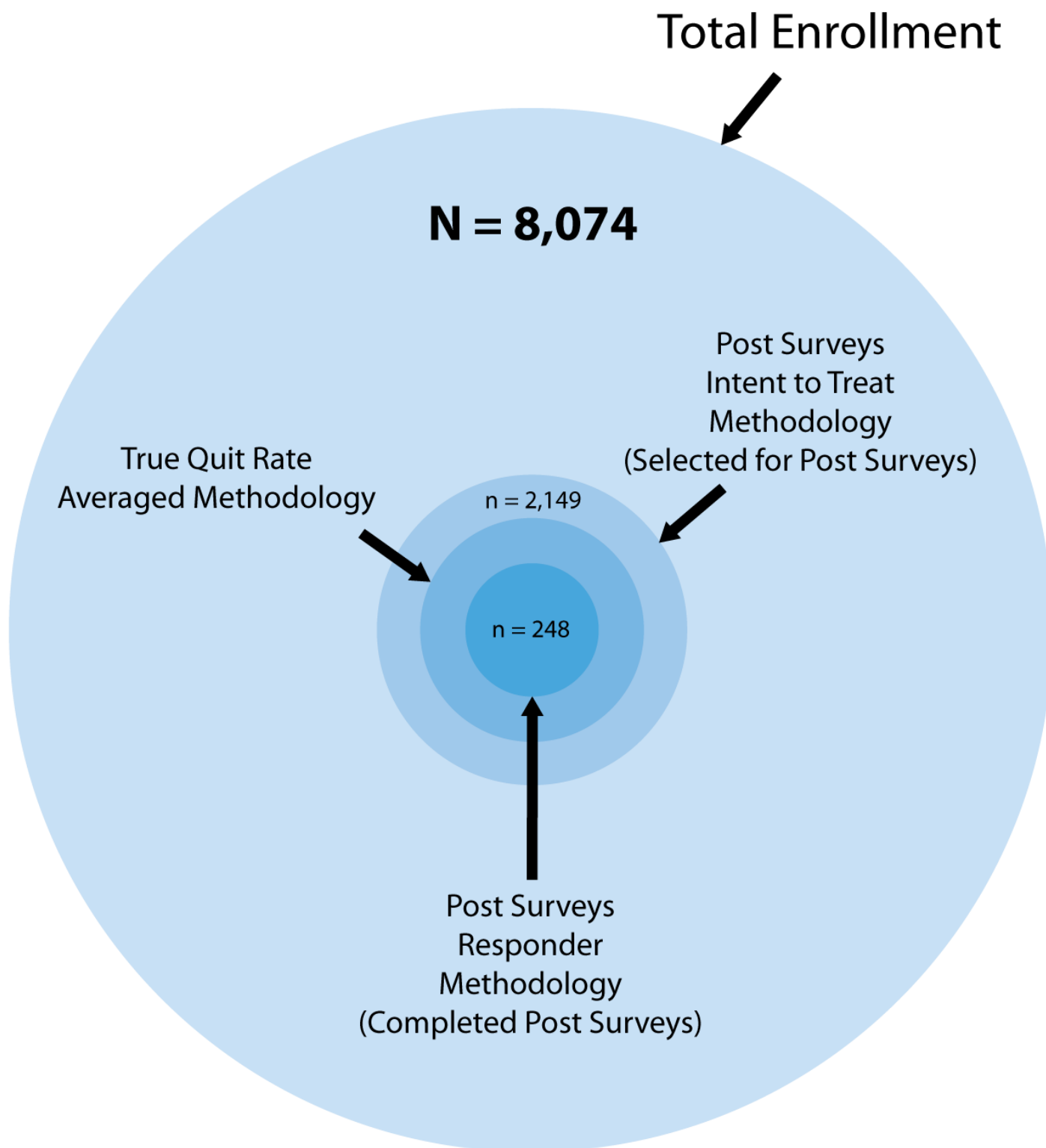
According to the West Virginia Health Statistics Center the estimated tobacco user population for 2011 was **483,619** calculated from the tobacco user prevalence by county from the Behavioral Risk Factor Surveillance System 2008-2010 (Table 14). The total enrollment of the Quitline for 2011 was 8,074 (**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 2011 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 **11.6%**. 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 41.4%)**. 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 statistically 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%(2.0% 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 262 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 **93.1%**, compared to the lowest group less than 18 with **69.2%**. The total lost to follow-up rate was **88.5%** (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% (15.3% 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 an “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% (11.5% 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
Total¹	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
Total¹	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
Total¹	159	65.4	75	30.9	9	3.7	243	100.0

¹ 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
Total¹	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
Total¹	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
Total¹	130	76.5	33	19.4	7	4.1	170	100.0

¹ 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	
	#	%	#	%	#	%	#	%
Less 18	1	100.0	0	0.0	0	0.0	1	100.0
18—24	16	64.0	8	32.0	1	4.0	25	100.0
25—34	39	65.0	17	28.3	4	6.7	60	100.0
35—44	21	60.0	14	40.0	0	0.0	35	100.0
45—54	39	67.2	16	27.6	3	5.2	58	100.0
55—64	31	66.0	15	31.9	1	2.1	47	100.0
65+	11	64.7	6	35.3	0	0.0	17	100.0
Total¹	158	65.0	76	31.3	9	3.7	243	100.0

¹ 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	
	#	%	#	%	#	%	#	%
WV Medicaid	32	82.1	3	7.7	4	10.2	39	100.0
No Insurance & Special Populations	66	71.0	20	21.5	7	7.5	93	100.0
Other Insurance	15	78.9	1	5.3	3	15.8	19	100.0
Total¹	113	74.8	24	15.9	14	9.3	151	100.0

Table 25
Participant Reported Most Helpful Services
By Insurance Type
2011

Insurance Type	Reading Materials		NWT		Phone Coaching		Total	
	#	%	#	%	#	%	#	%
WV Medicaid	8	25.8	12	38.7	11	35.5	31	100.0
No Insurance & Special Populations	14	17.7	58	73.4	7	8.9	79	100.0
Other Insurance	4	36.4	7	63.6	0	0.0	11	100.0
Total¹	26	21.5	77	63.6	18	14.9	121	100.0

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

Exhibit 11
WV Tobacco Quitline
Populations

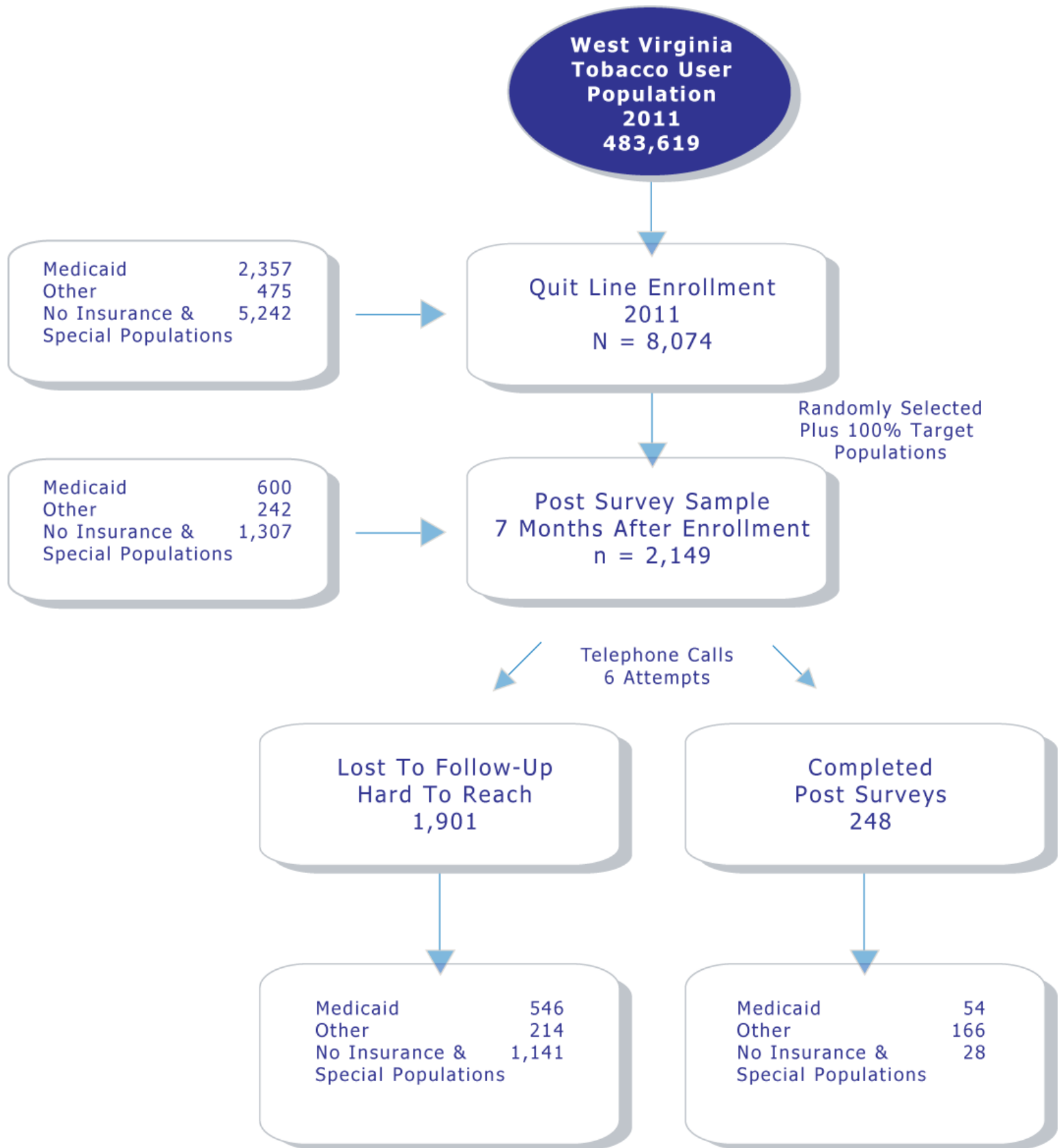


Exhibit 12
WV Tobacco Quitline

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 ¹ Yes		Quit ² Attempts
	#	%	#	%	#	%	#	%	%
WV Medicaid	54	100.0	10	18.5	30	55.6	14	25.9	81.5
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	248	100.0	47	19.0	114	46.0	87	35.0	81.0

¹Quit Rate = (Yes Quit)/Total Surveys

²Quit 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 ¹ Yes		Quit ² 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

¹Quit Rate = (Yes Quit)/Total Surveys

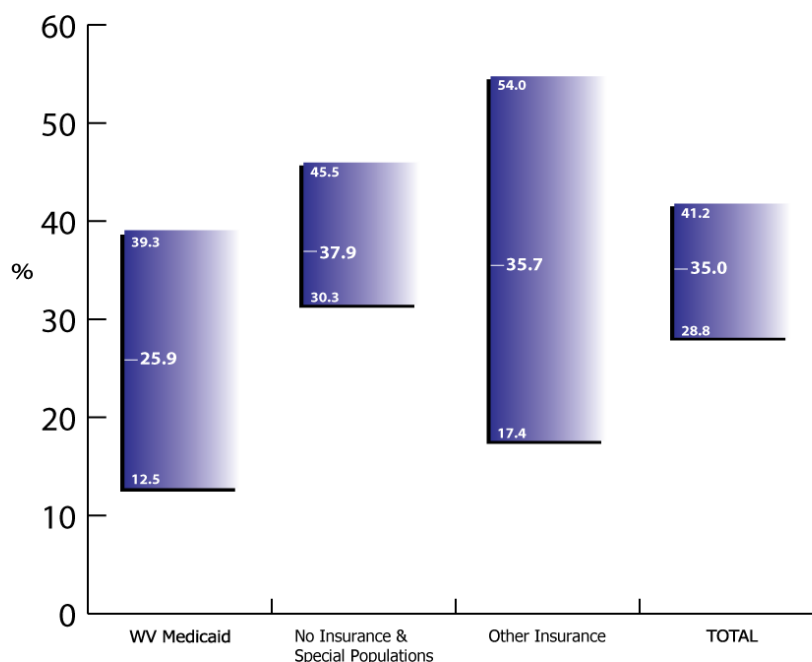
²Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

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
	#	#	%	%	+ / - %
WV Medicaid	2357	54	12.5— 25.9 —39.3	68.1— 81.5 —94.9	13.4
No Insurance & Special Populations	5242	166	30.3— 37.9 —45.5	73.1— 80.7 —88.3	7.6
Other Insurance	475	28	17.4— 35.7 —54.0	63.8— 82.1 —100.0	18.3
Total	8074	248	28.8—35.0—41.2	74.8—81.0—87.2	6.2

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



¹Quit Rate = (Yes Quit)/Total Surveys

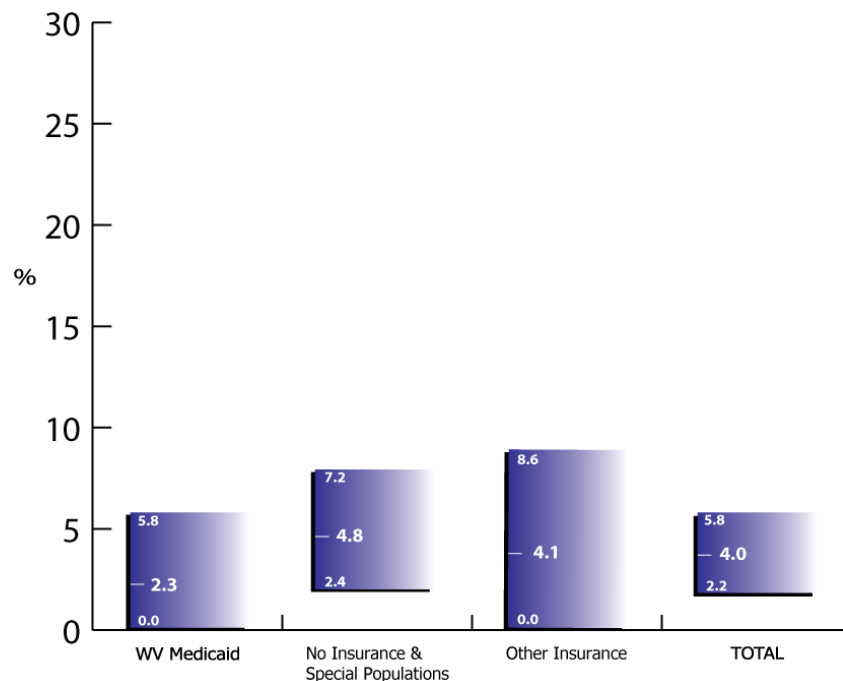
²Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

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
	#	#	%	%	+ / - %
WV Medicaid	2357	600	0.0 - 2.3 - 5.8	3.8 - 7.3 - 10.8	3.5
No Insurance & Special Populations	5242	1307	2.4 - 4.8 - 7.2	7.8 - 10.2 - 12.6	2.4
Other Insurance	475	242	0.0 - 4.1 - 8.6	5.0 - 9.5 - 14.0	4.5
Total	8074	2149	2.2 - 4.0 - 5.8	7.5 - 9.3 - 11.1	1.8

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



¹Quit Rate = (Yes Quit)/Total Surveys

²Quit 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
	%	%	%
WV Medicaid	12.5— 25.9 —39.3	0.0 - 2.3 —5.8	6.3 - 14.1 - 22.6
No Insurance & Special Populations	30.3— 37.9 —45.5	2.4 - 4.8 - 7.2	16.4 - 21.4 - 26.4
Other Insurance	17.4— 35.7 —54.0	0.0 - 4.1 - 8.6	8.7 - 19.9 - 31.3
Total	28.8—35.0—41.2	2.2 - 4.0 - 5.8	15.5 - 19.5 - 23.5

Exhibit 15
Averaged Quit Rate Confidence Interval
By Insurance Type
2011

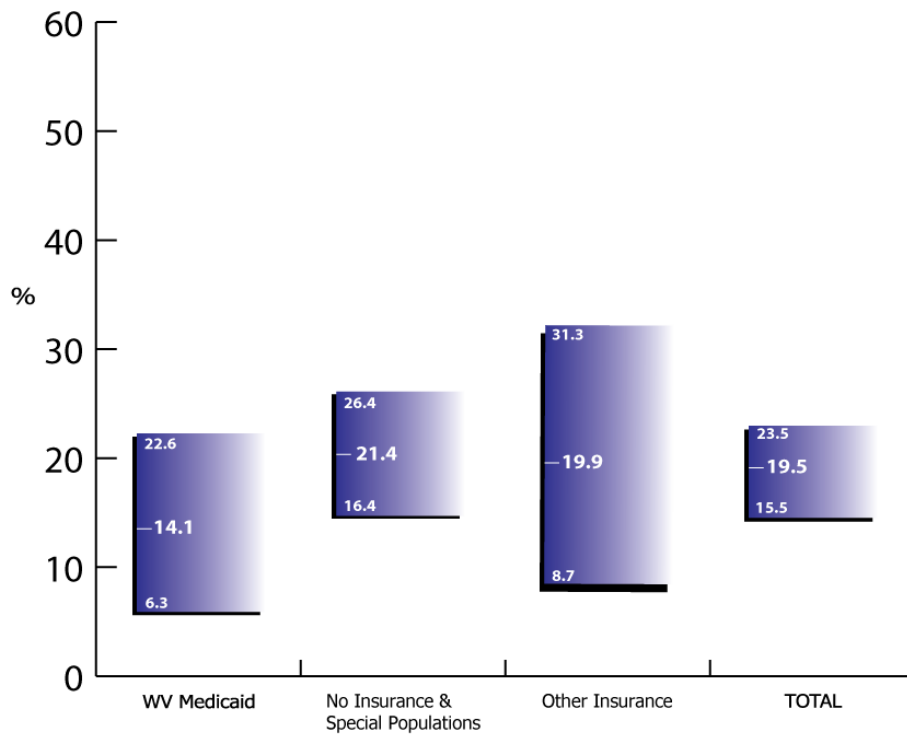


Table 31
Averaged Quit Attempts Confidence Interval
By Insurance Type
2011



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

Exhibit 16
Averaged Quit Attempts Confidence Interval
By Insurance Type
2011

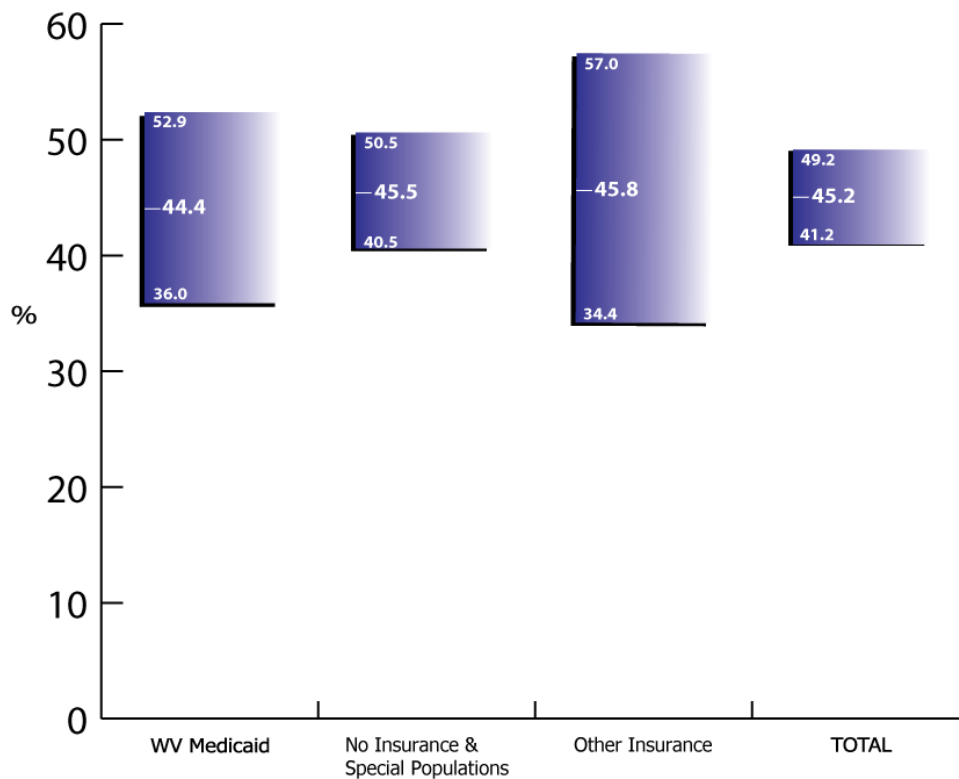


Table 32
Quit Rate and Quit Attempts Responder Methodology
By Overall Program Satisfaction
2011



Overall Program Satisfaction	Total		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² 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
Total³	241	100.0	45	18.7	109	45.2	87	36.1	81.3

¹Quit Rate = (Yes Quit)/Total Surveys

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

³ 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 ¹ Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
A	18	100.0	5	27.8	8	44.4	5	27.8	72.2
B	25	100.0	9	36.0	9	36.0	7	28.0	64.0
C	24	100.0	4	16.7	12	50.0	8	33.3	83.3
D	19	100.0	5	26.3	4	21.1	10	52.6	73.7
E	7	100.0	2	28.6	3	42.8	2	28.6	71.4
F	24	100.0	3	12.5	9	37.5	12	50.0	87.5
G	39	100.0	7	17.9	20	51.3	12	30.8	82.1
H	13	100.0	0	0.0	9	69.2	4	30.8	100.0
I	40	100.00	8	20.0	20	50.0	12	30.0	80.0
J	39	100.0	4	10.2	20	51.3	15	38.5	89.8
Total¹	248	100.0	47	19.0	114	45.9	87	35.1	81.0

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

¹ 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
	#	%	#	%	#	%	#	%	#	%	%
A	142	100.0	5	3.5	8	5.7	124	87.3	5	3.5	9.2
B	306	100.0	9	2.9	9	2.9	281	91.9	7	2.3	5.2
C	153	100.0	4	2.6	12	7.9	129	84.3	8	5.2	13.1
D	95	100.0	5	5.3	4	4.2	76	80.0	10	10.5	14.7
E	111	100.0	2	1.8	3	2.7	104	93.7	2	1.8	4.5
F	196	100.0	3	1.5	9	4.6	172	87.8	12	6.1	10.7
G	380	100.0	7	1.8	20	5.3	341	89.7	12	3.2	8.5
H	172	100.0	0	0.0	9	5.2	159	92.5	4	2.3	7.5
I	270	100.0	8	3.0	20	7.4	230	85.2	12	4.4	11.8
J	324	100.0	4	1.2	20	6.2	285	88.0	15	4.6	10.8
Total¹	2149	100.0	47	2.2	114	5.3	1901	88.5	87	4.0	9.3

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

¹ 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
	#	#	%	%	+/- %
A	590	18	3.8 - 27.8 - 51.0	49.0 - 72.2 - 95.4	23.2
B	1028	25	8.3 - 28.0 - 47.7	44.3 - 64.0 - 83.7	19.7
C	661	24	13.3 - 33.3 - 53.3	63.3 - 83.3 - 100.0	20.0
D	337	19	30.3 - 52.6 - 74.9	51.4 - 73.7 - 96.0	22.3
E	368	7	0.0 - 28.6 - 66.0	34.0 - 71.4 - 100.0	37.4
F	701	24	30.0 - 50.0 - 70.0	67.5 - 87.5 - 100.0	20.0
G	1436	39	15.0 - 30.8 - 46.6	66.3 - 82.1 - 97.9	15.8
H	621	13	3.4 - 30.8 - 58.2	72.6 - 100.0 - 100.0	27.4
I	1095	40	14.5 - 30.0 - 45.5	64.5 - 80.0 - 95.5	15.5
J	1237	39	22.7 - 38.5 - 54.3	74.0 - 89.8 - 100.0	15.8
Total¹	8073	248	28.8 - 35.1 - 41.4	74.7 - 81.0 - 87.3	6.3

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

¹ 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
	#	#	%	%	+/- %
A	590	142	0.0 - 3.5 - 10.8	1.9 - 9.2 - 16.5	7.3
B	1028	306	0.0 - 2.3 - 7.1	0.4 - 5.2 - 10.0	4.8
C	661	153	0.0 - 5.2 - 12.3	6.0 - 13.1 - 20.2	7.1
D	337	95	1.8 - 10.5 - 19.2	6.0 - 14.7 - 23.4	8.7
E	368	111	0.0 - 1.8 - 9.7	0.0 - 4.5 - 12.4	7.9
F	701	196	0.0 - 6.1 - 12.2	4.6 - 10.7 - 16.8	6.1
G	1436	380	0.0 - 3.2 - 7.6	4.1 - 8.5 - 12.9	4.4
H	621	172	0.0 - 2.3 - 8.8	1.0 - 7.5 - 14.0	6.5
I	1095	270	0.0 - 4.4 - 9.7	6.5 - 11.8 - 17.1	5.3
J	1237	324	0.0 - 4.6 - 9.4	6.0 - 10.8 - 15.6	4.8
Total¹	8073	2149	2.2 - 4.0 - 5.8	7.5 - 9.3 - 11.1	1.8

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

¹ 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
	%	%	%
A	3.8 - 27.8 - 51.0	0.0 - 3.5 - 10.8	1.9 - 15.7 - 30.9
B	8.3 - 28.0 - 47.7	0.0 - 2.3 - 7.1	4.2 - 15.2 - 27.4
C	13.3 - 33.3 - 53.3	0.0 - 5.2 - 12.3	6.7 - 19.3 - 32.8
D	30.3 - 52.6 - 74.9	1.8 - 10.5 - 19.2	16.1 - 31.6 - 47.1
E	0.0 - 28.6 - 66.0	0.0 - 1.8 - 9.7	0.0 - 15.2 - 37.9
F	30.0 - 50.0 - 70.0	0.0 - 6.1 - 12.2	15.0 - 28.1 - 41.1
G	15.0 - 30.8 - 46.6	0.0 - 3.2 - 7.6	7.5 - 17.0 - 27.1
H	3.4 - 30.8 - 58.2	0.0 - 2.3 - 8.8	1.7 - 16.6 - 33.5
I	14.5 - 30.0 - 45.5	0.0 - 4.4 - 9.7	7.3 - 17.2 - 27.6
J	22.7 - 38.5 - 54.3	0.0 - 4.6 - 9.4	11.4 - 21.6 - 31.9
Total	28.8 - 35.1 - 41.4	2.2 - 4.0 - 5.8	15.5 - 19.6 - 23.6

Exhibit 17
Averaged Quit Rate Confidence Interval
By Region
2011

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

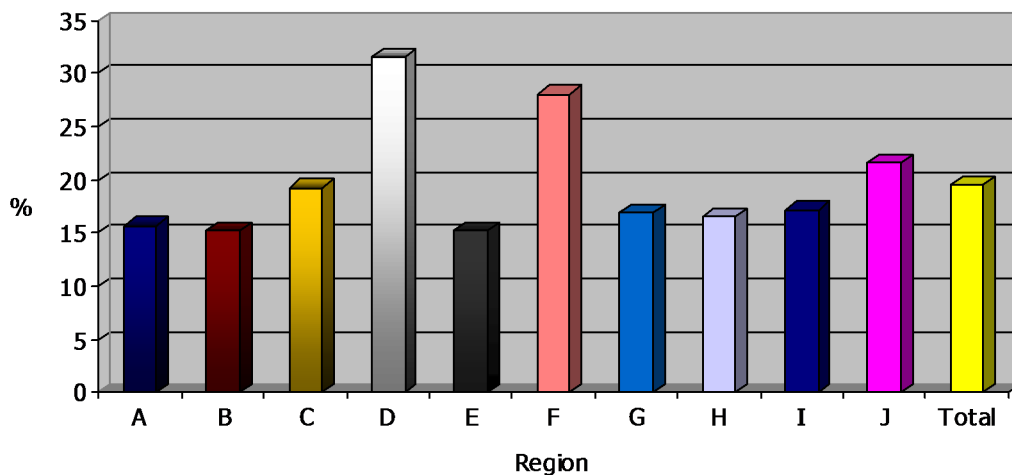


Table 38
Quit Rate and Quit Attempts Responder Methodology
By Gender
2011



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 ¹	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 ¹	2149	100.0	46	2.1	115	5.4	1901	88.4	87	4.1	9.5

¹ 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 - 34.0 - 43.8	78.2 - 88.0 - 97.8	9.8
Female	5385	148	27.7 - 35.8 - 43.9	68.9 - 77.0 - 85.1	8.1
Total ¹	8073	248	28.9 - 35.1 - 41.2	75.3 - 81.5 - 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 - 4.2 - 7.2	7.9 - 10.9 - 13.9	3.0
Female	5385	1345	1.6 - 4.0 - 6.4	6.1 - 8.5 - 10.9	2.4
Total ¹	8073	2149	2.2 - 4.1 - 6.0	7.6 - 9.5 - 11.4	1.9

¹ 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 - 34.0 - 43.8	1.2 - 4.2 - 7.2	13.2 - 19.1 - 25.5
Female	27.7 - 35.8 - 43.9	1.6 - 4.0 - 6.4	14.7 - 19.9 - 25.2
Total	28.9 - 35.1 - 41.2	2.2 - 4.1 - 6.0	15.6 - 19.6 - 23.6

Exhibit 18
Averaged Quit Rate Confidence Interval
By Gender
2011

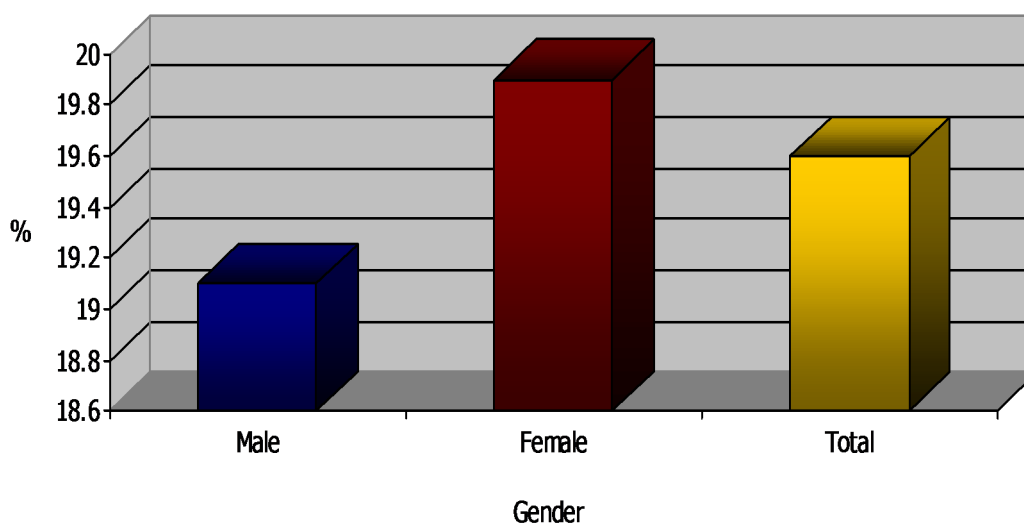


Table 43
Quit Rate and Quit Attempts Responder Methodology
By Ethnicity
2011



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 ¹	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 ¹	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



Ethnicity	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
White	7012	223	27.5 - 34.1 - 40.7	74.1 - 80.7 - 87.3	6.6
Non-White	375	15	14.7 - 40.0 - 65.3	54.7 - 80.0 - 100.0	25.3
Total¹	7387	238	28.1 - 34.5 - 40.9	74.3 - 80.7 - 87.1	6.4

Table 46
Quit Rate and Quit Attempts Confidence Interval Intent To Treat Methodology
By Ethnicity
2011

Ethnicity	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+/- %
White	7012	1922	2.0 - 4.0 - 6.0	7.5 - 9.4 - 11.3	1.9
Non-White	375	84	0.0 - 7.1 - 16.7	4.6 - 14.2 - 23.8	9.6
Total¹	7387	2006	2.1 - 4.1 - 6.1	7.7 - 9.6 - 11.5	1.9

¹ 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 - 34.1 - 40.7	2.0 - 4.0 - 6.0	14.8 - 19.1 - 23.4
Non-White	14.7 - 40.0 - 65.3	0.0 - 7.1 - 16.7	7.4 - 23.6 - 41.0
Total	28.1 - 34.5 - 40.9	2.1 - 4.1 - 6.1	15.1 - 19.3 - 23.5

Exhibit 19
Averaged Quit Rate Confidence Interval
By Ethnicity
2011

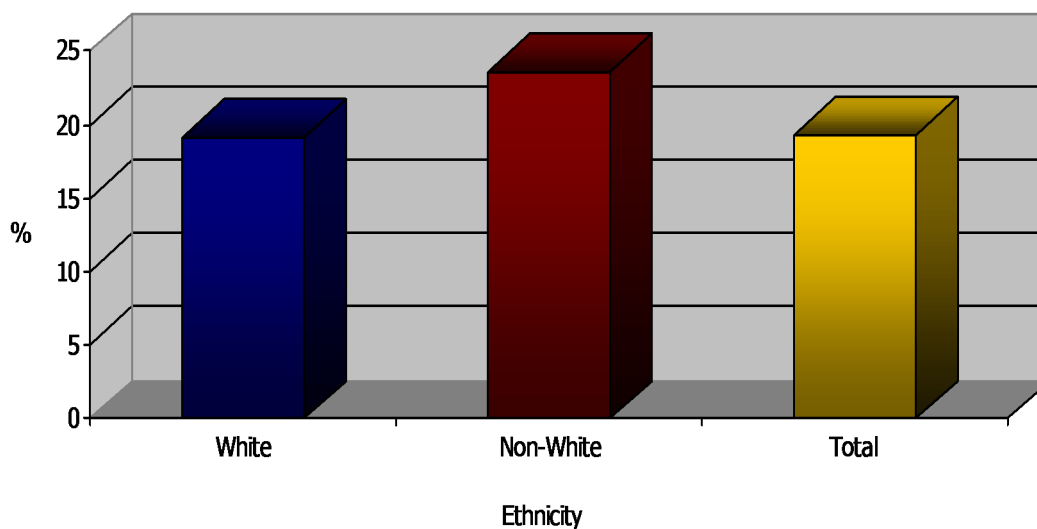


Table 48
Quit Rate and Quit Attempts Responder Methodology
By Pregnant
2011



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 - 43.8 - 68.0	57.1 - 81.3 - 100.0	24.2
No	5122	139	25.4 - 33.8 - 42.2	67.1 - 75.5 - 83.9	8.4
Total	5391	155	26.9 - 34.8 - 42.7	68.2 - 76.1 - 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 - 2.7 - 3.7	4.0 - 5.0 - 6.0	1.0
No	5122	1090	1.6 - 4.3 - 7.0	6.9 - 9.6 - 12.3	2.7
Total	5391	1352	1.6 - 4.0 - 6.4	6.3 - 8.7 - 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 - 43.8 - 68.0	1.7 - 2.7 - 3.7	10.7 - 23.3 - 35.9
No	25.4 - 33.8 - 42.2	1.6 - 4.3 - 7.0	13.5 - 19.1 - 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

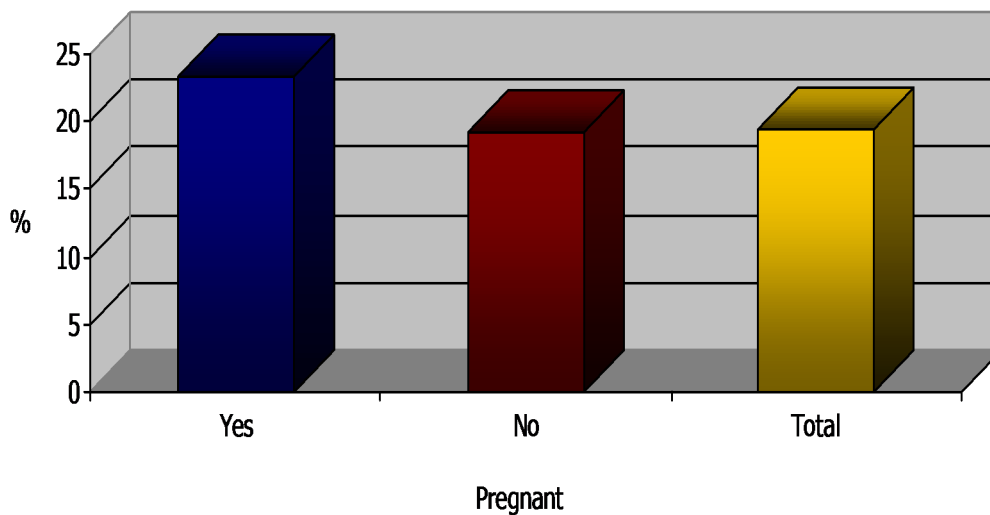


Table 53
Quit Rate and Quit Attempts Responder Methodology
By Age
2011



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
Total¹	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
Total¹	2149	100.0	56	2.6	106	4.9	1901	88.5	86	4.0	8.9

¹ Total excluded unknown values, thus differed from Total Post Surveys of n=337 and from Total Post Survey Sample of n=991.

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
	#	#	%	%	+/- %
Less 18	55	8	55.1 - 87.5 - 100.0	55.1 - 87.5 - 100.0	32.4
18-24	689	24	0.0 - 4.1 - 24.1	13.3 - 33.3 - 53.3	20.0
25-34	1480	66	27.4 - 39.4 - 51.4	69.8 - 81.8 - 93.8	12.0
35-44	1668	32	20.0 - 37.5 - 55.0	66.9 - 84.4 - 100.0	17.5
45-54	2268	53	18.5 - 32.1 - 45.7	63.8 - 77.4 - 91.0	13.6
55-64	1457	49	20.7 - 34.7 - 48.7	71.7 - 85.7 - 99.7	14.0
65+	449	16	13.0 - 37.5 - 62.0	56.8 - 81.3 - 100.0	24.5
Total¹	8066	248	28.4 - 34.7 - 41.0	71.1 - 77.4 - 83.7	6.3

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
	#	#	%	%	+/- %
Less 18	55	26	12.8 - 26.9 - 41.0	12.8 - 26.9 - 41.0	14.1
18-24	689	348	0.0 - 0.3 - 4.1	0.0 - 2.3 - 6.1	3.8
25-34	1480	674	1.0 - 3.8 - 6.6	5.2 - 8.0 - 10.8	2.8
35-44	1668	374	0.0 - 3.2 - 7.8	2.6 - 7.2 - 11.8	4.6
45-54	2268	458	0.0 - 3.7 - 7.9	4.8 - 9.0 - 13.2	4.2
55-64	1457	195	2.0 - 8.7 - 15.4	14.8 - 21.5 - 28.2	6.7
65+	449	74	0.0 - 8.1 - 18.7	7.0 - 17.6 - 28.2	10.6
Total¹	8066	2149	2.3 - 4.1 - 5.9	7.1 - 8.9 - 10.7	1.8

¹ 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
	%	%	%
Less 18	55.1 - 87.5 - 100.0	12.8 - 26.9 - 41.0	34.0 - 57.2 - 70.5
18-24	0.0 - 4.1 - 24.1	0.0 - 0.3 - 4.1	0.0 - 2.2 - 14.1
25-34	27.4 - 39.4 - 51.4	1.0 - 3.8 - 6.6	14.2 - 21.6 - 58.0
35-44	20.0 - 37.5 - 55.0	0.0 - 3.2 - 7.8	10.0 - 20.4 - 31.4
45-54	18.5 - 32.1 - 45.7	0.0 - 3.7 - 7.9	9.3 - 17.9 - 26.8
55-64	20.7 - 34.7 - 48.7	2.0 - 8.7 - 15.4	11.4 - 21.7 - 32.1
65+	13.0 - 37.5 - 62.0	0.0 - 8.1 - 18.7	6.5 - 22.8 - 40.4
Total	28.4 - 34.7 - 41.0	2.2 - 4.0 - 5.8	15.3 - 19.4 - 23.4

Exhibit 21
Averaged Quit Rate Confidence Interval
By Age Collapsed
2011

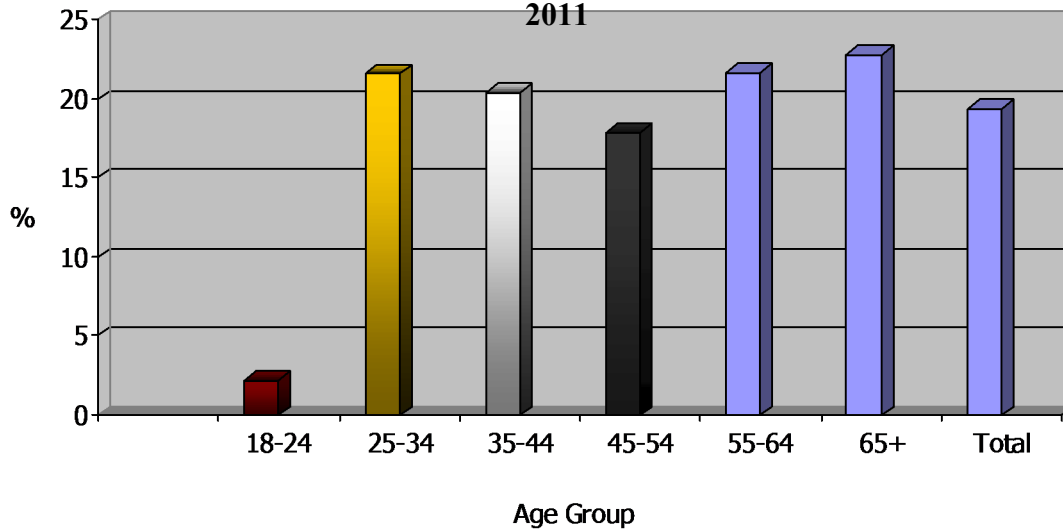


Table 58
Quit Rate and Quit Attempts Responder Methodology
By Education Level
2011



Education Groups	Total		Not Quit		Quit Relapse		Quit Rate Yes		Quit Attempts
	#	%	#	%	#	%	#	%	%
Less Than High School [≤ 8 th 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
Total¹	248	100.0	47	18.9	113	45.6	88	35.5	81.1

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 th 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
Total¹	2148	100.0	47	2.2	113	5.3	1900	88.4	88	4.1	9.4

¹ 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 - 25.0 - 38.2	72.5 - 85.7 - 98.9	13.2
High School/ GED	3977	116	24.5 - 33.6 - 42.7	66.8 - 75.9 - 85.0	9.1
Some/College Graduate	2024	76	34.7 - 46.0 - 57.3	74.2 - 85.5 - 96.8	11.3
Total ¹	8066	248	29.2 - 35.5 - 41.8	74.8 - 81.1 - 87.4	6.3

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 - 2.8 - 6.7	5.8 - 9.7 - 13.6	3.9
High School/ GED	3977	1045	1.0 - 3.7 - 6.4	5.7 - 8.4 - 11.1	2.7
Some/College Graduate	2024	606	2.4 - 5.8 - 9.2	7.3 - 10.7 - 14.1	3.4
Total ¹	8066	2148	2.3 - 4.1 - 5.9	7.6 - 9.4 - 11.2	1.8

¹ 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 - 25.0 - 38.2	0.0 - 2.8 - 6.7	5.9 - 13.9 - 22.5
High School/ GED	24.5 - 33.6 - 42.7	1.0 - 3.7 - 6.4	12.7 - 18.7 - 24.6
Some/College Graduate	34.7 - 46.0 - 57.3	2.4 - 5.8 - 9.2	18.6 - 25.9 - 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

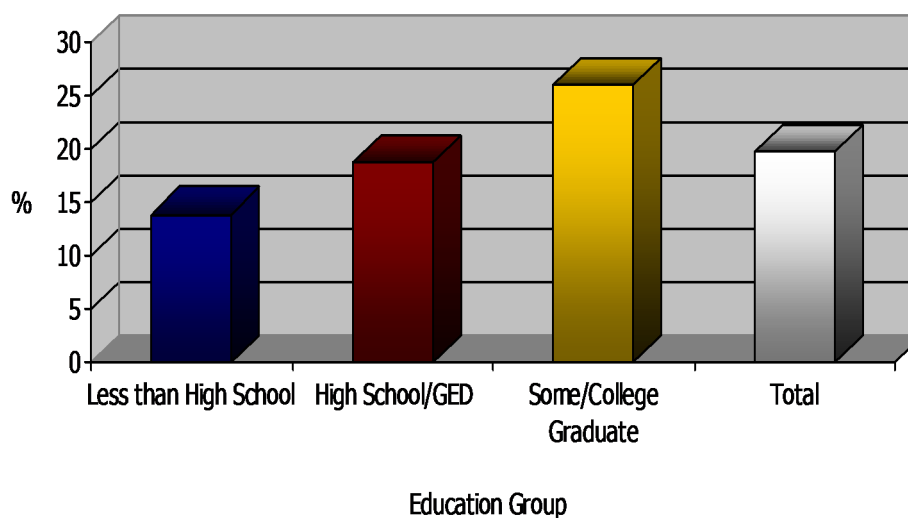


Table 63
Quit Rate and Quit Attempts Responder Methodology
By Motivation Level
2011



Motivation ¹ Scale	Total Post Surveys		Not Quit		Quit Relapse		Quit Rate ² Yes		Quit ³ Attempts
	#	%	#	%	#	%	#	%	%
10	197	100.0	39	19.8	90	45.7	68	34.5	80.2
9	24	100.0	5	20.8	11	45.8	8	33.4	79.2
8	21	100.0	5	23.8	9	42.9	7	33.3	76.2
Total⁴	242	100.0	49	20.2	110	45.5	83	34.3	79.8

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
	#	%	#	%	#	%	#	%	#	%	%
10	1772	100.0	39	2.2	90	5.1	1575	88.9	68	3.8	8.9
9	159	100.0	5	3.2	11	6.9	135	84.9	8	5.0	11.9
8	202	100.0	5	2.5	9	4.4	181	89.6	7	3.5	7.9
Total⁴	2133	100.0	49	2.3	110	5.1	1891	88.7	83	3.9	9.0

¹Motivation Scale—Rate your current level of motivation; your willingness to work hard at quitting (1 to 10)

²Quit Rate = (Yes Quit)/Total Surveys

³Quit Attempts = (Yes Quit + Quit Relapse)/Total Surveys

⁴Total 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
	#	#	%	%	+/- %
10	6678	197	27.5 - 34.5 - 41.5	73.2 - 80.2 - 87.2	7.0
9	568	24	13.4 - 33.4 - 53.4	59.2 - 79.2 - 99.2	20.0
8	666	21	11.8 - 33.3 - 54.8	54.7 - 76.2 - 97.7	21.5
Total¹	7912	242	28.0 - 34.3 - 40.6	73.5 - 79.8 - 86.1	6.3

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
	#	#	%	%	+/- %
10	6678	1772	1.8 - 3.8 - 5.8	6.9 - 8.9 - 10.9	2.0
9	568	159	0.0 - 5.0 - 11.7	5.2 - 11.9 - 18.6	6.7
8	666	202	0.0 - 3.5 - 9.4	2.0 - 7.9 - 13.8	5.9
Total¹	7912	2133	2.0 - 3.9 - 5.8	7.1 - 9.0 - 10.9	1.9

¹ 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 - 34.5 - 41.5	1.8 - 3.8 - 5.8	14.7 - 19.2 - 23.7
9	13.4 - 33.4 - 53.4	0.0 - 5.0 - 11.7	6.7 - 19.2 - 32.6
8	11.8 - 33.3 - 54.8	0.0 - 3.5 - 9.4	5.9 - 18.4 - 32.1
Total	28.0 - 34.3 - 40.6	2.0 - 3.9 - 5.8	15.0 - 19.1 - 23.2

Exhibit 23
Averaged Quit Rate Confidence Interval
By Motivation Level
2011

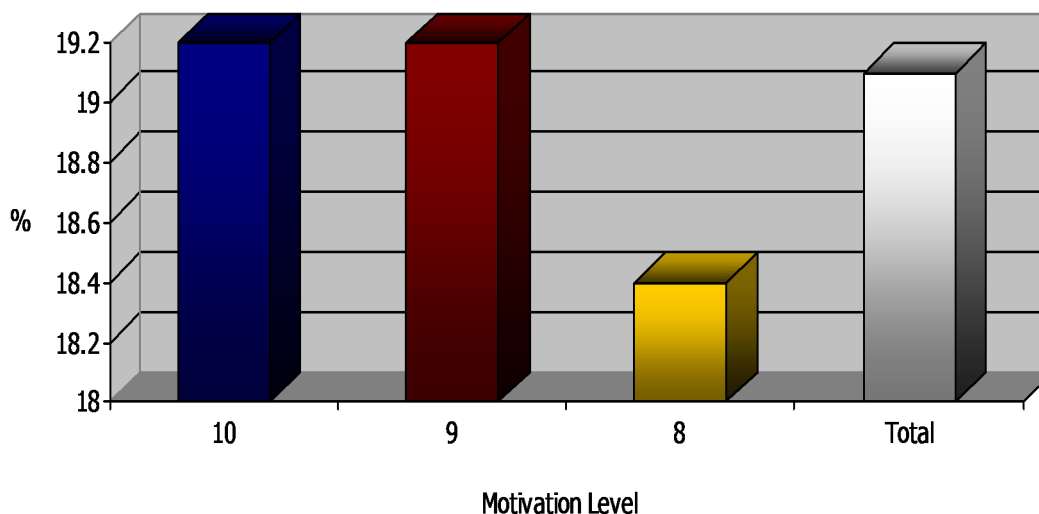


Table 68
Quit Rate and Quit Attempts Responder Methodology
By Live with Other Smoker
2011



Live With Other Smoker	Total Post Surveys		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² 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
Total³	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
Total³	2131	100.0	47	2.2	114	5.3	1883	88.4	87	4.1	9.4

¹Quit Rate = (Yes Quit)/Total Surveys

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

³Total 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
	#	#	%	%	+/- %
Yes	3619	103	11.5 - 26.2 - 35.9	67.0 - 76.7 - 86.4	9.7
No	4392	145	33.2 - 41.4 - 49.6	75.9 - 84.1 - 92.3	8.2
Total¹	8011	248	28.7 - 35.0 - 41.3	74.7 - 81.0 - 87.3	6.3

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
	#	#	%	%	+/- %
Yes	3619	1010	0.0 - 2.7 - 5.4	5.1 - 7.8 - 10.5	2.7
No	4392	1121	2.7 - 5.3 - 7.9	8.2 - 10.8 - 13.4	2.6
Total¹	8011	2131	2.2 - 4.1 - 6.0	7.5 - 9.4 - 11.3	1.9

¹ 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 - 26.2 - 35.9	0.0 - 2.7 - 5.4	5.8 - 14.5 - 20.7
No	33.2 - 41.4 - 49.6	2.7 - 5.3 - 7.9	18.0 - 23.4 - 28.8
Total	28.7 - 35.0 - 41.3	2.2 - 4.1 - 6.0	15.5 - 19.6 - 23.7

Exhibit 24
Averaged Quit Rate Confidence Interval
By Live with Other Smoker
2011

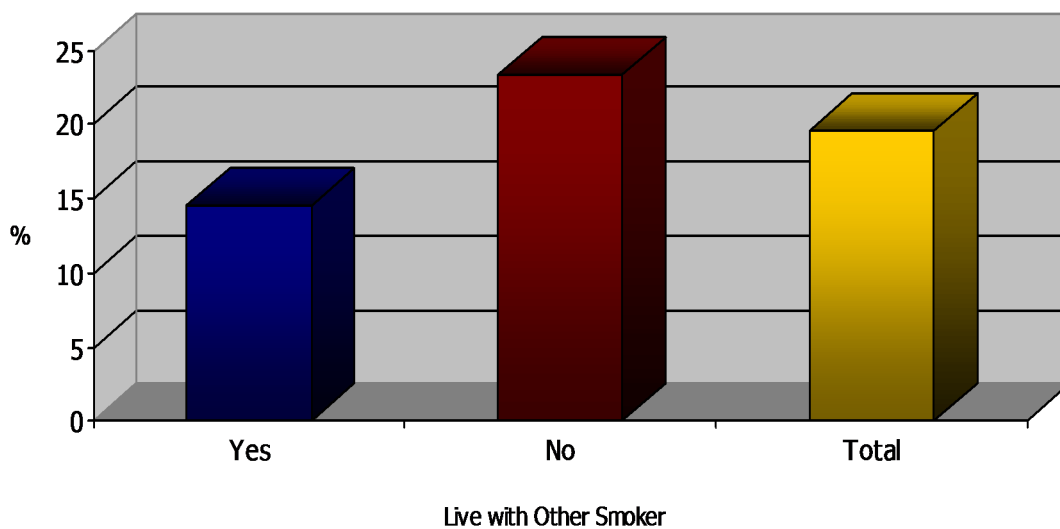


Table 73
Quit Rate and Quit Attempts Responder Methodology
By Number of Coaching Calls
2011



Number of Coaching Calls	Total Post Survey		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² 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
Total³	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
Total³	2159	100.0	47	2.2	114	5.3	1911	88.5	87	4.0	9.3

¹Quit Rate = (Yes Quit)/Total Surveys

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

³ 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 - 8.3 - 36.9	38.1 - 66.7 - 95.3	28.6
1	1802	31	8.0 - 25.8 - 43.6	49.9 - 67.7 - 85.5	17.8
2	1486	29	23.0 - 41.4 - 59.8	64.4 - 82.8 - 100.0	18.4
3	1100	39	17.6 - 33.3 - 49.0	61.2 - 76.9 - 92.6	15.7
4+	3055	137	30.4 - 38.7 - 47.0	77.8 - 86.1 - 94.4	8.3
Total¹	8166	248	28.8 - 35.1 - 41.4	74.8 - 81.1 - 87.4	6.3

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 - 0.5 - 6.4	0.0 - 3.9 - 9.8	5.9
1	1802	579	0.0 - 1.4 - 4.8	0.2 - 3.6 - 7.0	3.4
2	1486	412	0.0 - 2.9 - 7.1	1.6 - 5.8 - 10.0	4.2
3	1100	288	0.0 - 4.5 - 9.6	5.3 - 10.4 - 15.5	5.1
4+	3055	675	4.5 - 7.9 - 11.3	14.1 - 17.5 - 20.9	3.4
Total¹	8166	2159	2.2 - 4.0 - 5.8	7.5 - 9.3 - 11.1	1.8

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
	%	%	%
0	0.0 - 8.3 - 36.9	0.0 - 0.5 - 6.4	0.0 - 4.4 - 21.7
1	8.0 - 25.8 - 43.6	0.0 - 1.4 - 4.8	4.0 - 13.6 - 24.2
2	23.0 - 41.4 - 59.8	0.0 - 2.9 - 7.1	11.5 - 22.2 - 33.5
3	17.6 - 33.3 - 49.0	0.0 - 4.5 - 9.6	8.8 - 18.9 - 29.3
4+	30.4 - 38.7 - 47.0	4.5 - 7.9 - 11.3	17.5 - 23.3 - 29.2
Total	28.8 - 35.1 - 41.4	2.2 - 4.0 - 5.8	15.5 - 19.6 - 23.6

Exhibit 25
Averaged Quit Rate Confidence Interval
By Number of Coaching Calls
2011

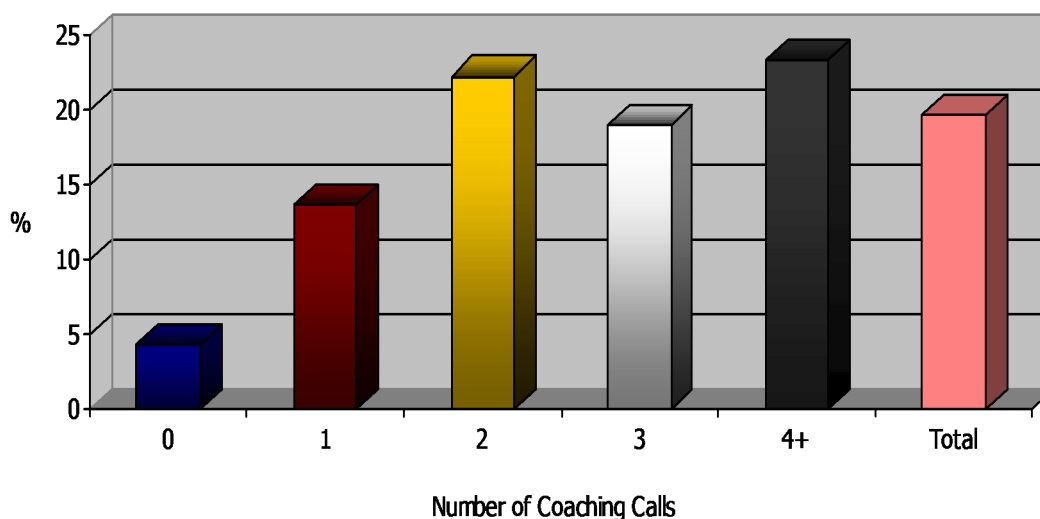


Table 78
Quit Rate and Quit Attempts Responder Methodology
By Addiction Level—Packs of Cigarettes
2011



# Packs	Total Post Survey		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² 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
Total³	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
Total³	1969	100.0	43	2.2	94	4.8	1752	88.9	80	4.1	8.9

¹Quit Rate = (Yes Quit)/Total Surveys

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

³Total 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
	#	#	%	%	%
Less 1	1569	47	15.4 - 29.8 - 44.2	45.2 - 59.6 - 74.0	14.4
1	3075	86	37.1 - 47.7 - 58.3	58.0 - 68.6 - 79.2	10.6
1–2	1681	49	20.6 - 34.7 - 48.8	36.9 - 51.0 - 65.1	14.1
2	1163	29	5.8 - 24.1 - 42.4	16.2 - 34.5 - 52.8	18.3
2+	381	6	0.0 - 16.7 - 57.1	0.0 - 16.7 - 57.1	40.4
Total¹	7869	217	30.2 - 36.9 - 43.6	50.0 - 56.7 - 63.4	6.7

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
	#	#	%	%	%
Less 1	1569	478	0.0 - 2.9 - 6.7	3.1 - 6.9 - 10.7	3.8
1	3075	774	2.2 - 5.3 - 8.4	5.7 - 8.8 - 11.9	3.1
1–2	1681	400	0.0 - 4.3 - 8.7	5.9 - 10.3 - 14.7	4.4
2	1163	250	0.0 - 2.8 - 8.4	4.8 - 10.4 - 16.0	5.6
2+	381	67	0.0 - 1.5 - 12.6	0.0 - 9.0 - 20.1	11.1
Total¹	7869	1969	2.1 - 4.4 - 6.1	6.9 - 8.9 - 10.9	2.0

¹ 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 - 29.8 - 44.2	0.0 - 2.9 - 6.7	7.7 - 16.4 - 25.5
1	37.1 - 47.7 - 58.3	2.2 - 5.3 - 8.4	19.7 - 26.5 - 33.4
1-2	20.6 - 34.7 - 48.8	0.0 - 4.3 - 8.7	10.3 - 19.5 - 28.8
2	5.8 - 24.1 - 42.4	0.0 - 2.8 - 8.4	2.9 - 13.5 - 25.4
2+	0.0 - 16.7 - 57.1	0.0 - 1.5 - 12.6	0.0 - 9.1 - 34.9
Total	30.2 - 36.9 - 43.6	2.1 - 4.4 - 6.1	16.2 - 20.7 - 24.9

Exhibit 26
Averaged Quit Rate Confidence Interval
By Addiction Level—Packs of Cigarettes
2011

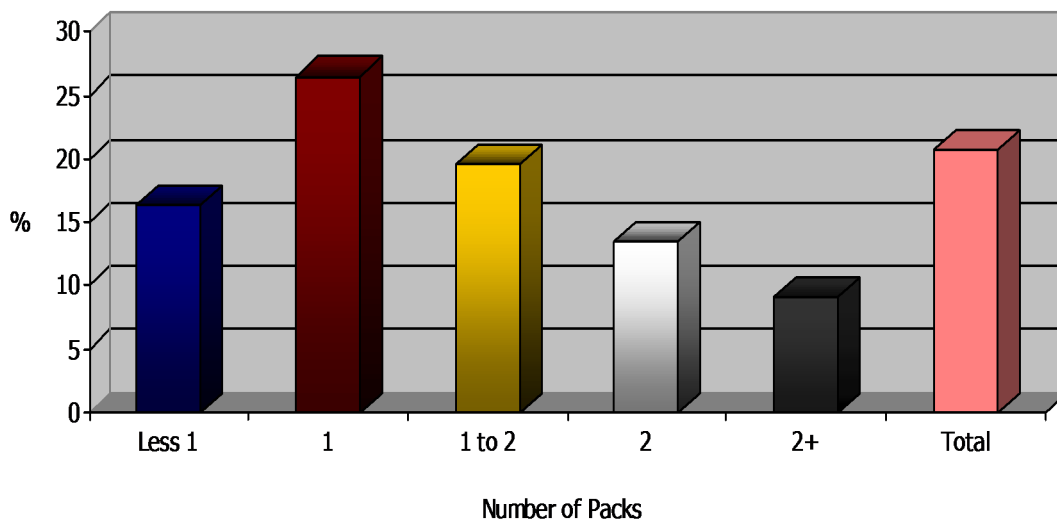


Table 83
Quit Rate and Quit Attempts Responder Methodology
By Addiction Level—Time After Awakening
2011



Time After Awakening	Total Post Survey		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² 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
Total³	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
Total³	2144	100.0	50	2.3	110	5.1	1897	88.5	87	4.1	9.2

¹Quit Rate = (Yes Quit)/Total Surveys

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

³Total 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
	#	#	%	%	+/- %
Within 5 Minutes	5758	181	26.9 - 34.2 - 41.5	72.2 - 79.5 - 86.8	7.3
6-30 Minutes	1426	40	21.9 - 37.5 - 53.3	69.4 - 85.0 - 100.0	15.6
31-60 Minutes	502	16	13.0 - 37.6 - 62.2	44.2 - 68.8 - 93.4	24.6
60+ Minutes	245	10	9.1 - 40.0 - 70.9	29.1 - 60.0 - 90.9	30.9
Total¹	8074	247	28.9 - 35.2 - 41.5	73.4 - 79.7 - 86.0	6.3

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
	#	#	%	%	+/- %
Within 5 Minutes	5758	1585	1.8 - 3.9 - 6.0	1.8 - 3.9 - 6.0	2.1
6-30 Minutes	1426	350	0.0 - 4.3 - 8.9	0.0 - 4.3 - 8.9	4.6
31-60 Minutes	502	132	0.0 - 4.5 - 12.0	0.0 - 4.5 - 12.0	7.5
60+ Minutes	245	77	0.0 - 5.2 - 14.6	0.0 - 5.2 - 14.6	9.4
Total¹	8074	2144	2.2 - 4.1 - 6.0	2.2 - 4.1 - 6.0	1.9

¹ 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 - 34.2 - 41.5	1.8 - 3.9 - 6.0	14.4 - 19.1 - 23.8
6-30 Minutes	21.9 - 37.5 - 53.3	0.0 - 4.3 - 8.9	11.0 - 20.9 - 31.1
31-60 Minutes	13.0 - 37.6 - 62.2	0.0 - 4.5 - 12.0	6.5 - 21.1 - 37.1
60+ Minutes	9.1 - 40.0 - 70.9	0.0 - 5.2 - 14.6	4.6 - 22.6 - 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

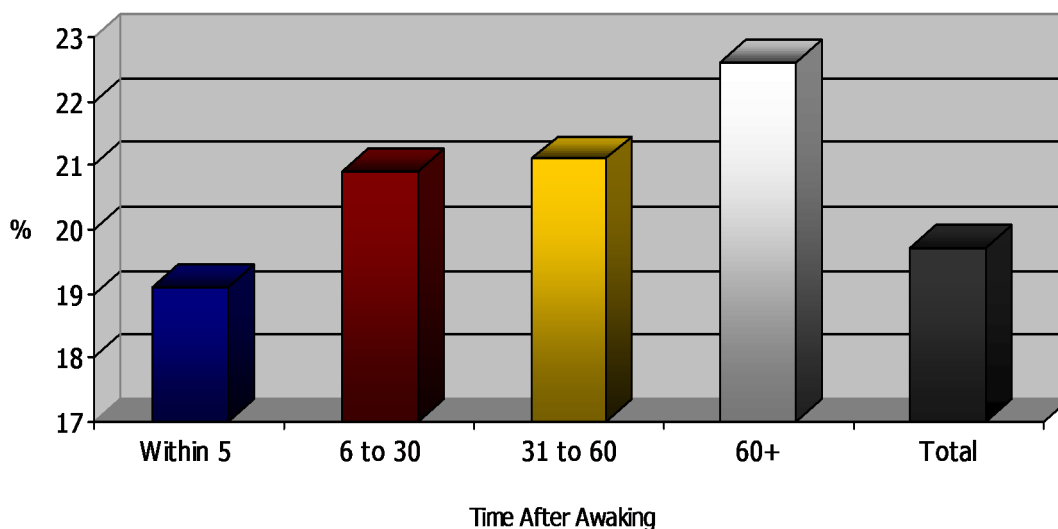


Table 88
Quit Rate and Quit Attempts Responder Methodology
By Tobacco Type
2011



Tobacco Type	Total Post Survey		Not Quit		Quit Relapse		Quit Rate ¹ Yes		Quit ² Attempts
	#	%	#	%	#	%	#	%	%
Cigarettes Only	211	100.0	43	20.4	92	43.6	76	36.0	79.6
Smokeless³ Only	33	100.0	6	18.2	16	48.5	11	33.3	81.8
Chew Only	6	100.0	0	0.0	4	66.7	2	33.3	100.0
Snuff Only	20	100.0	6	30.0	5	25.0	9	45.0	70.0
Snus Only	7	100.0	0	0.0	7	100.0	0	0.0	100.0
Cigars Only	4	100.0	1	25.0	2	50.0	1	25.0	75.0
Pipes Only	1	100.0	0	0.0	1	100.0	0	0.0	100.0
Poly Users	0	100.0	0	0.0	0	0.0	0	0.0	0.0
Total	249	100.0	50	20.1	111	44.6	88	35.3	79.9

¹Quit Rate = (Yes Quit)/Total Surveys

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

³Smokeless 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
	#	%	#	%	#	%	#	%	#	%	%
Cigarettes Only	1932	100.0	43	2.2	92	4.8	1721	89.1	76	3.9	8.7
Smokeless² Only	291	100.0	6	2.1	16	5.5	258	88.6	11	3.8	9.3
Chew Only	52	100.0	0	0.0	4	7.7	46	88.5	2	3.8	11.5
Snuff Only	231	100.0	6	2.6	5	2.2	211	91.3	9	3.9	6.1
Snus Only	8	100.0	0	0.0	7	87.5	1	12.5	0	0.0	87.5
Cigars Only	17	100.0	1	5.9	2	11.8	13	76.4	1	5.9	17.7
Pipes Only	5	100.0	0	0.0	1	20.0	4	80.0	0	0.0	20.0
Poly Users	96	100.0	0	0.0	0	0.0	96	100.0	0	0.0	0.0
Total¹	2341	100.0	50	2.1	111	4.7	2092	89.4	88	3.8	8.5

¹ Total excluded unknown values, thus may differ from Total Post Survey Sample of n=2,149.

² 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



Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+ / -%
Cigarettes Only	7683	211	29.2— 36.0 —42.8	72.8— 79.6 —86.4	6.8
Smokeless² Only	301	33	16.9— 33.3 —49.7	65.4— 81.8 —98.2	16.4
Chew Only	53	6	0.0— 33.3 —71.4	61.9— 100.0 —100.0	38.1
Snuff Only	246	20	23.6— 45.0 —66.4	48.6— 70.0 —91.4	21.4
Snus Only	2	7	0.0— 0.0 —0.0	42.0— 100.0 —100.0	58.0
Cigars Only	64	4	0.0— 25.0 —73.0	27.0— 75.0 —100.0	48.0
Pipes Only	5	1	0.0— 0.0 —0.0	18.4— 100.0 —100.0	81.6
Poly Users	126	0	0.0— 0.0 —0.0	0.0— 0.0 —0.0	—
Total¹	8179	249	29.1—35.3—41.5	73.7—79.9—86.1	6.2

¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

² 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



Tobacco Type	Enrollment	Sample	Quit Rate Confidence Interval	Quit Attempts Confidence Interval	Tolerable Error
	#	#	%	%	+ / -%
Cigarettes Only	7683	1932	1.9— 3.9 —5.9	6.7— 8.7 —10.7	2.0
Smokeless² Only	301	291	2.7— 3.8 —4.9	8.2— 9.3 —10.4	1.1
Chew Only	53	52	1.9— 3.8 —5.7	9.6— 11.5 —13.4	1.9
Snuff Only	246	231	2.3— 3.9 —5.5	4.5— 6.1 —7.7	1.6
Snus Only	8	2	0.0— 0.0 —0.0	29.5— 87.5 —100.0	58.0
Cigars Only	64	17	0.0— 5.9 —26.5	0.0— 17.7 —38.3	20.6
Pipes Only	5	5	0.0— 0.0 —0.0	0.0— 20.0 —20.0	0
Poly Users	126	96	0.0— 0.0 —0.0	0.0— 0.0 —0.0	5.0
Total¹	8179	2341	2.1—3.8—5.5	6.8—8.5—10.2	1.7

¹ Total excluded unknown values, thus may differ from Total Enrollments of N=8,074 and from Total Post Survey Sample of n=2,149.

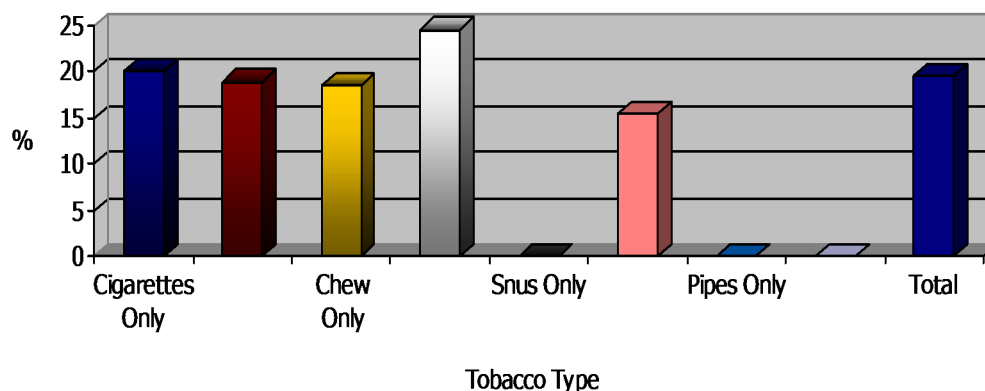
² Smokeless Only includes the total to chew, snuff and snus

Table 92
Averaged Quit Rate Confidence Interval
By Tobacco Type
2011



Tobacco Type	Quit Rate Responder Confidence Interval	Quit Rate Intent To Treat Confidence Interval	Quit Rate Averaged Confidence Interval
	%	%	%
Cigarettes Only	29.2— 36.0 —42.8	1.9— 3.9 —5.9	15.6— 20.0 —24.4
Smokeless¹ Only	16.9— 33.3 —49.7	2.7— 3.8 —4.9	9.8— 18.9 —27.3
Chew Only	0.0— 33.3 —71.4	1.9— 3.8 —5.7	1.0— 18.6 —38.6
Snuff Only	23.6— 45.0 —66.4	2.3— 3.9 —5.5	13.0— 24.5 —36.0
Snus Only	0.0— 0.0 —0.0	0.0— 0.0 —0.0	0.0— 0.0 —0.0
Cigars Only	0.0— 25.0 —73.0	0.0— 5.9 —26.5	0.0— 15.5 —49.8
Pipes Only	0.0— 0.0 —0.0	0.0— 0.0 —0.0	0.0— 0.0 —0.0
Poly Users	0.0— 0.0 —0.0	0.0— 0.0 —0.0	0.0— 0.0 —0.0
Total	29.1—35.3—41.5	2.1—3.8—5.5	15.6—19.6—23.1

Exhibit 28
Averaged Quit Rate Confidence Interval
By Tobacco Type
2011



¹ 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

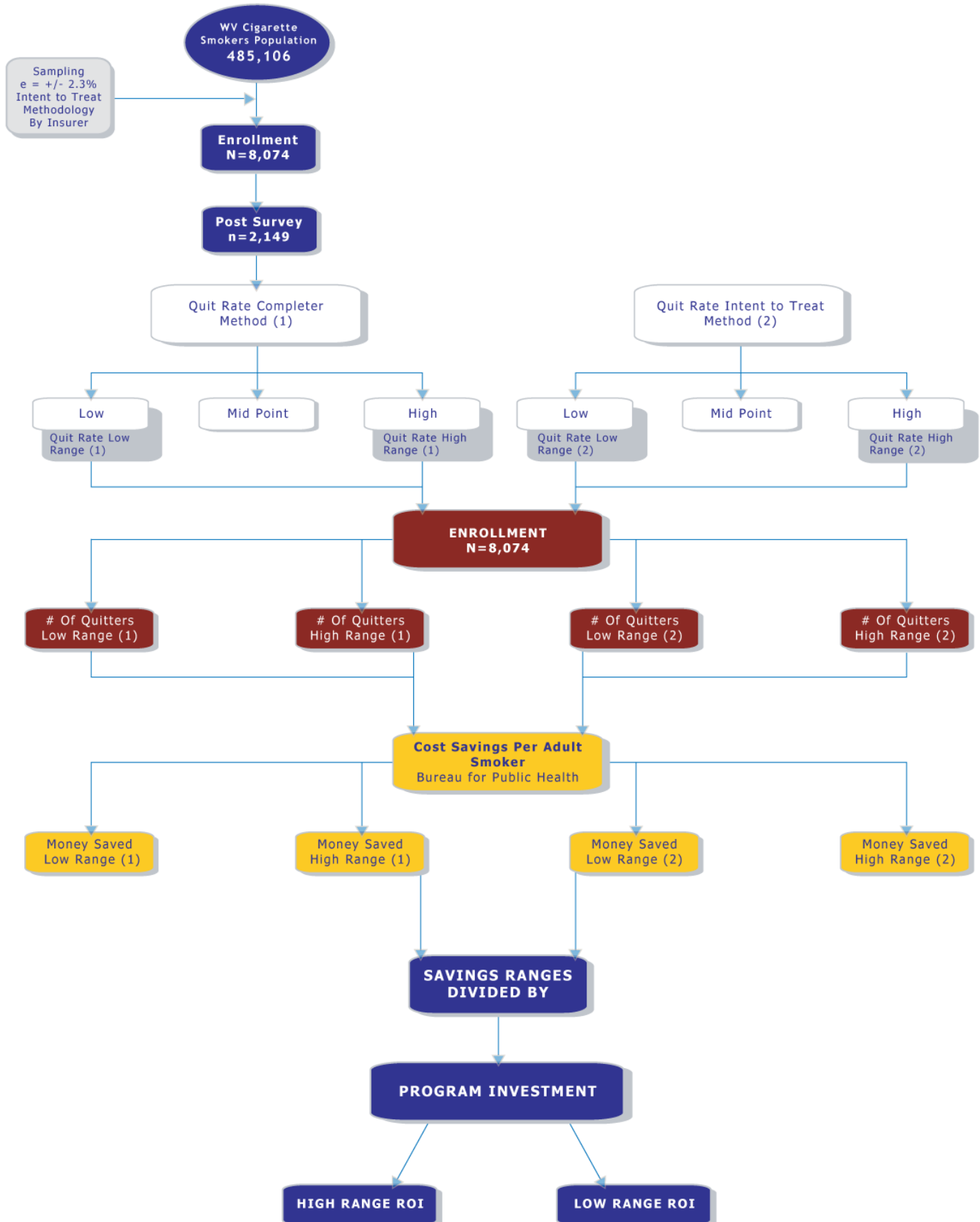


Table 93
Number of Quit Cigarette Smokers Responder & Intent To Treat Methodology
Bureau of Public Health Only
2011



Insurance Type	Quit Rate Range				Enrollees ³	Number Quitters ¹			
	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 ²	29.2	42.8	1.9	5.9	5,370	1,568	2,298	102	317

¹Range of Number Quitters = (Enrollees) (Low Quit Rate) to (Enrollees) (High Quit Rate): Average number of quitters = Low Quitters Intent to Treat + High Quitters Responder

²Bureau for Public Health = Number Quitters Other Insurance + Number Quitters No Insurance & Special Populations

³Enrollment 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 ²				Total Cost Savings ¹ 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)
BPH	1,568	2,298	102	317	8,544	12,522	556	1,727

¹Cost 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

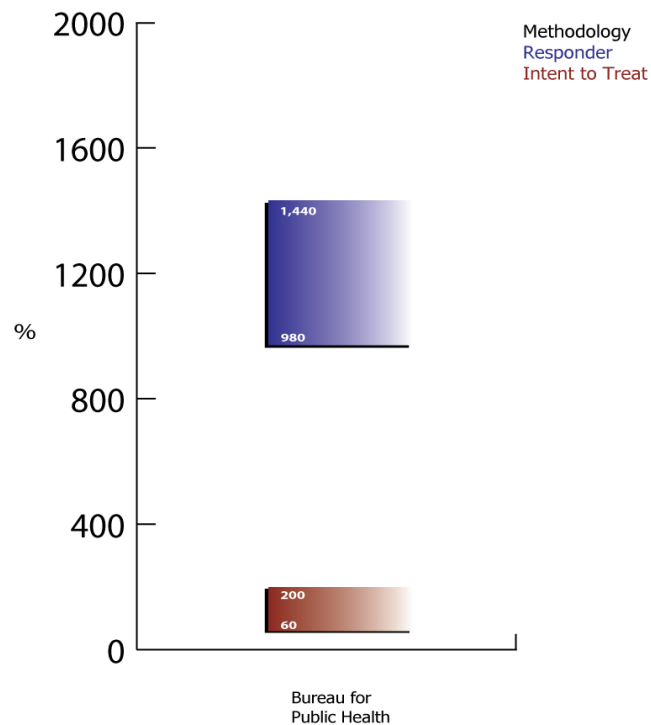
²Total was computed from sum of the Agency number of quitters rather than statewide sample.

Table 95
Return On Investment Range Cigarette Smokers Only
BPH
2011



Agency	Total Cost Savings Cigarette Smokers Only				Program Costs ² Cigarette Smokers & BPH Only (\$000)	Return on Investment (ROI) ¹ 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



¹Return on Investment = (Cost Savings/Program Costs) x 100%.

² 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

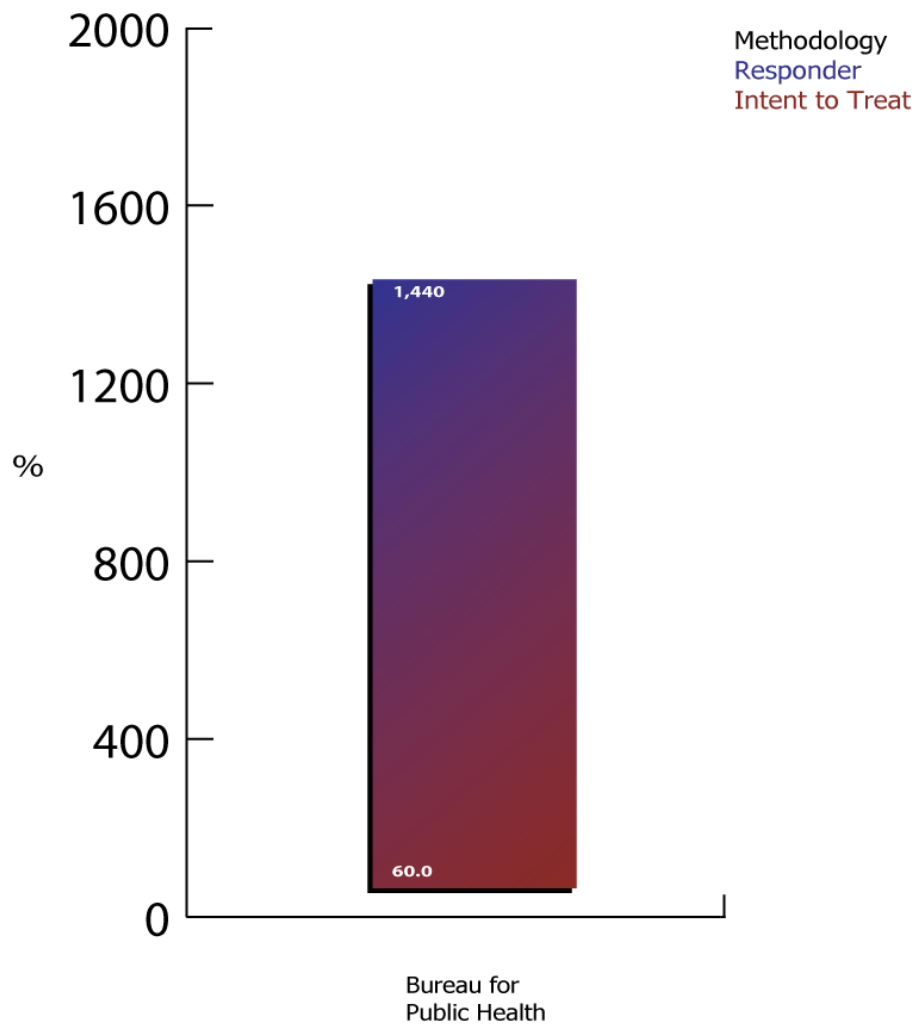


Table 96
Average Return On Investment
By West Virginia State Agency
2011

Agency	Average ¹ Cost Savings (\$000)	Actual Cigarette Program Costs (\$000)	Average ROI ² (%)
BPH	6,539	869.8	7.51

Exhibit 32
Average Return On Investment
Bureau for Public Health
2011

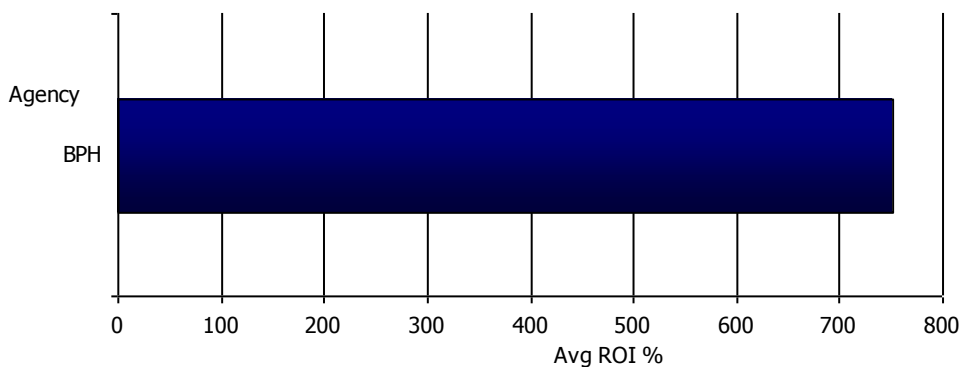
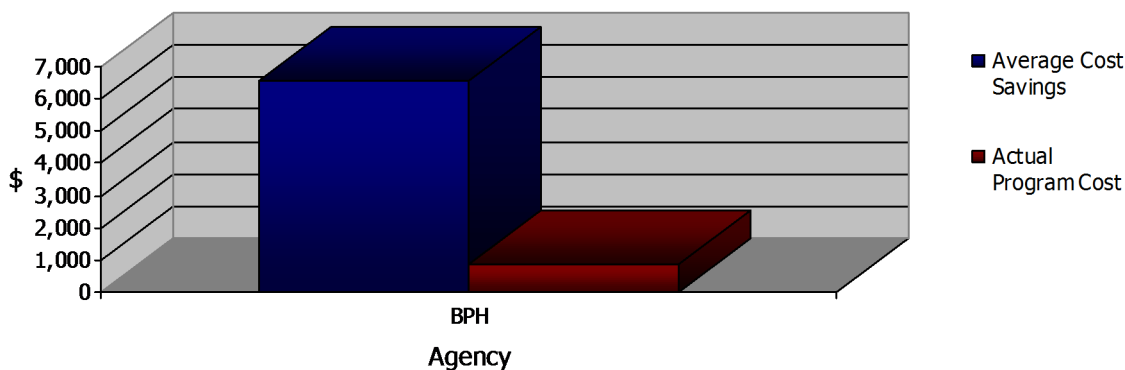


Exhibit 33
Average Cost Savings & Actual Program Cost
Bureau for Public Health
2011



¹Average Cost Savings = (Low Value + High Value)/2

²Average Return on Investment = (Average Cost Savings/Actual Program Costs)

WV Tobacco Quitline Summary Analysis
By Category
2011



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 – 1,200
- Average Cost Savings BPH – \$ 6.539 million
- 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	
	#	%	#	%	#	%	#	%
<i>Insurance</i>	<i>8074</i>	<i>100.0</i>	<i>2149</i>	<i>100.0</i>	<i>1901</i>	<i>100.0</i>	<i>248</i>	<i>100.0</i>
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
<i>Region</i>	<i>8074</i>	<i>100.0</i>	<i>2149</i>	<i>100.0</i>	<i>1901</i>	<i>100.0</i>	<i>248</i>	<i>100.0</i>
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
<i>Gender</i>	<i>8073</i>	<i>100.0</i>	<i>2149</i>	<i>100.0</i>	<i>1901</i>	<i>100.0</i>	<i>248</i>	<i>100.0</i>
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
<i>Ethnicity</i>	<i>7387</i>	<i>100.0</i>	<i>2006</i>	<i>100.0</i>	<i>1768</i>	<i>100.0</i>	<i>238</i>	<i>100.0</i>
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
<i>Pregnant</i>	<i>5391</i>	<i>100.0</i>	<i>1352</i>	<i>100.0</i>	<i>1197</i>	<i>100.0</i>	<i>155</i>	<i>100.0</i>
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
<i>Age</i>	<i>8066</i>	<i>100.0</i>	<i>2110</i>	<i>100.0</i>	<i>1862</i>	<i>100.0</i>	<i>248</i>	<i>100.0</i>
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	
	#	%	#	%	#	%	#	%
<i>Education</i>	8066	100.0	2148	100.0	1900	100.0	248	100.0
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
<i>Motivation</i>	7895	100.0	2133	100.0	1891	100.0	242	100.0
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
<i>Live Smoker</i>	8011	100.0	2131	100.0	1883	100.0	248	100.0
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
<i># Coach Calls</i>	8166	100.0	2159	100.0	1911	100.0	248	100.0
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
<i>Packs of Cigarettes</i>	7869	100.0	1969	100.0	1752	100.0	217	100.0
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
<i>Time After Awake</i>	7931	100.0	2144	100.0	1897	100.0	247	100.0
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	
	#	%	#	%	#	%	#	%
<i>Tobacco Type</i>	<i>8179</i>	<i>100.0</i>	<i>2341</i>	<i>100.0</i>	<i>2092</i>	<i>100.0</i>	<i>249</i>	<i>100.0</i>
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
Quit Statistics



Demographic	Enrollment	Quit Rates		
		Responder	Intent To Treat	Averaged
		%	%	%
<i>Insurance</i>	8074	35.0	4.0	19.5
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
<i>Region</i>	8074	35.1	4.0	19.6
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
<i>Gender</i>	8073	35.1	4.1	19.6
Male	2688	34.0	4.2	19.1
Female	5385	35.8	4.0	19.9
<i>Ethnicity</i>	7387	34.5	4.3	19.4
White	7012	34.1	4.1	19.1
Non-White	375	40.0	7.1	23.6
<i>Pregnant</i>	5391	34.8	4.0	19.4
Female – Yes	5122	43.8	2.7	23.3
Female – No	269	33.8	4.3	19.1
<i>Age</i>	8066	34.7	4.0	19.4
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
<i>Education</i>	8066	35.5	4.1	19.8
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
<i>Motivation</i>	7895	34.3	3.9	19.1
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
Quit Statistics**



Demographic	Enrollment (#)	Quit Rates		
		Responder	Intent To Treat	Averaged
		%	%	%
<i>Live Smoker</i>	<i>8011</i>	<i>35.0</i>	<i>4.1</i>	<i>19.6</i>
Yes	3619	26.2	2.7	14.5
No	4392	41.4	5.3	23.4
<i># Coach Calls</i>	<i>8166</i>	<i>35.1</i>	<i>4.0</i>	<i>19.6</i>
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
<i>Packs of Cigarettes</i>	<i>7869</i>	<i>36.9</i>	<i>4.4</i>	<i>20.7</i>
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
<i>Time After Awake</i>	<i>7931</i>	<i>35.2</i>	<i>4.1</i>	<i>19.7</i>
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
<i>Tobacco Type</i>	<i>8179</i>	<i>35.3</i>	<i>3.8</i>	<i>19.6</i>
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 ¹	7680	94.0	53	0.6	246	3.0	64	0.8	5	0.1	0	0.0	126	1.5	8174	100.0

¹ Total excluded unknown/refused values, thus differed from Total Enrollments of N= 8074.

Table A2
Participant Lived with Other Tobacco Users
By Insurance Type
2011



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
WV Medicaid	1013	43.3	1326	56.7	2339	100.0
No Insurance & Special Populations	2391	46.0	2807	54.0	5198	100.0
Other Insurance	215	45.4	259	54.6	474	100.0
Total¹	3619	45.2	4392	54.8	8011	100.0

¹ Total excluded unknown/refused values, thus differed from Total Enrollments of N=8,074.

Table A3
Participant Worked with Other Tobacco Users
By Insurance Type
2011



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
WV Medicaid	193	8.2	2162	91.8	2355	100.0
No Insurance & Special Populations	1564	29.9	3674	70.1	5238	100.0
Other Insurance	342	46.8	389	53.2	731	100.0
Total¹	2099	25.2	6225	74.8	8324	100.0

¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

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

¹ Total included only those that work with tobacco users, Total N=2,099.

Table A5
Participant Previously Tried to Quit Using Tobacco
By Insurance Type
2011



Insurance Type	Yes		No		Total	
	#	%	#	%	#	%
WV Medicaid	1396	59.4	954	40.6	2350	100.0
No Insurance & Special Populations	3293	62.9	1939	37.1	5232	100.0
Other Insurance	300	63.2	175	36.8	475	100.0
Total¹	4989	61.9	3068	38.1	8057	100.0

¹ Total excluded unknown values, thus differed from Total Enrollments of N=8,074.

Table A6
Participant Previous Quit Attempts
By Insurance Type
2011



Insurance Type	1-2		3-4		5-6		7 +		Total	
	#	%	#	%	#	%	#	%	#	%
WV Medicaid	862	63.5	325	24.0	118	8.7	51	3.8	1356	100.0
No Insurance & Special Populations	1991	64.0	723	23.2	268	8.6	130	4.2	3112	100.0
Other Insurance	201	68.4	58	19.7	24	8.2	11	3.7	294	100.0
Total¹	3054	64.2	1106	23.2	410	8.6	192	4.0	4762	100.0

¹ Total included only those participants that tried to quit previously, N=4,989.

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	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	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	2980	100.0
No Insurance & Special Populations	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	6997	100.0
Other Insurance	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	583	100.0
Total ¹	7461	70.6	138	1.3	688	6.5	189	1.8	327	3.1	992	9.4	102	1.0	357	3.4	306	2.9	10560	100.0

¹ Total included multiple answer choices from participants, thus was greater than Total Enrollments of N=8,074.

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	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
WV Medicaid	1	2.9	1	2.9	0	0.0	29	82.7	0	0.0	1	2.9	0	0.0	3	8.6	35	100.0
No Insurance & Special Populations	2	2.2	6	6.6	3	3.3	69	75.8	1	1.1	4	4.4	1	1.1	5	5.5	91	100.0
Other Insurance	0	0.0	0	0.0	2	13.3	12	80.0	0	0.0	0	0.0	1	6.7	0	0.0	15	100.0
Total	3	2.1	7	5.0	5	3.5	110	77.9	1	0.7	5	3.5	2	1.4	8	5.7	141	100.0

Table A9
Participant Confidence in Staying Quit¹
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

¹ Table represents only those participants that remained quit at evaluation, not those that quit then relapsed.