

Findings and Implications for the New York State Smokers' Quitline



Tuesday, November 19, 2019

Welcome

Facilitator:

Patricia Bax, RN, MS, NCTTP
 Marketing and Outreach Coordinator



Presenter:

Tony Astran, MPA, APR
 Public Information Specialist



Webinar Goal

To share analysis of our 2nd annual communication preferences survey with NYS Healthcare Professionals and NYS DOH Bureau of Tobacco Control contractors.

Webinar Objectives

At the close of this webinar, participants will be able to:

- 1. Identify communication platforms and tobacco cessation topics that best resonate with NYS healthcare professionals.
- Discuss emerging trends (as shown through survey results) that will shape the NYS Smokers' Quitline's marketing initiatives.
- Describe ways contractors can repurpose the survey data for localized outreach efforts.

Overview

- History of the Survey
- Participation Results
- Survey Questions
- Results and Dissections
- Upcoming Changes for 2020
- Implications of 2018 and 2019 Surveys
- Questions & Answers / Conclusion



CASAC Credits Pending

 Pending approval, 1.0 **CASAC Credit** will be available through **OASAS** upon completing an evaluation and passing a five-question multiple choice quiz.

Addiction Services and Supports



About Our Presenter



History of the Survey / Rationale



History of the Survey / Rationale

- New Position,
 New Approaches
- Part of Marketing Deliverable
- Avoid Assumptions
- Uncover Trends
- Build Connections and Generate Awareness



NYS-Licensed Healthcare Professionals











RESPIRATORY THERAPISTS



DENTISTS



MENTAL HEALTH PRACTITIONERS

2018

- Nearly 84,000 emails
- 1,588 fully completed surveys
- 1.89% completion rate

<u>2019</u>

- Nearly 133,000 emails
- 2,673 fully completed surveys
- 2.01% completion rate

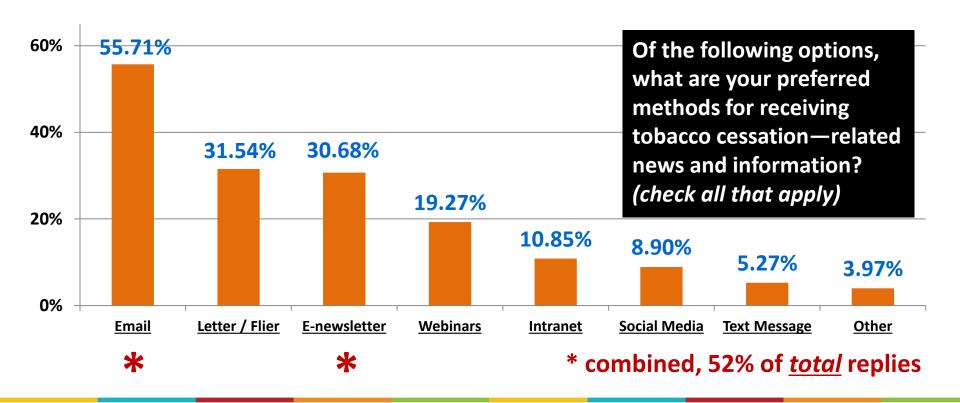
Demographic Questions

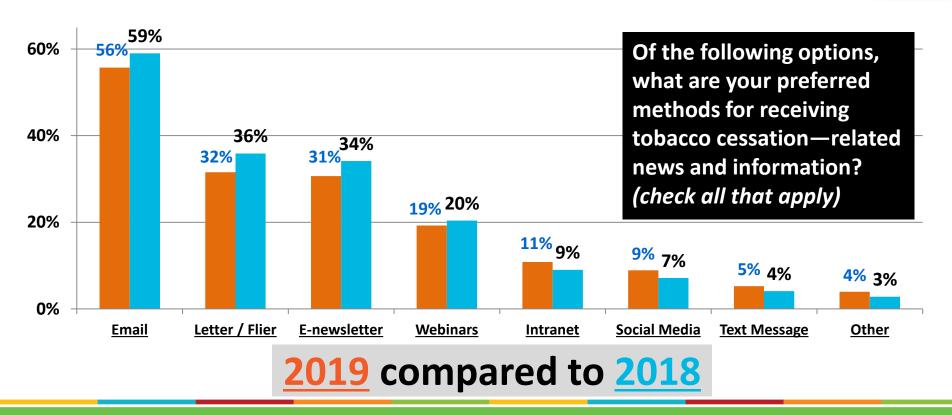
- Practice in NYS? (Yes/No)
- Specialty/Discipline
 - (21 choices)
- Type of Organization
 - (12 choices, including "other")
- Number of Employees
 - (5 choices: <10 through >1,000)
- Enter Zip Code



QUESTION #6: Of the following options, what are your preferred methods for receiving tobacco cessation—related news and information? (Check all that apply.)







QUESTION #7: For general news, what local/regional media outlet (e.g., newspaper, TV station, radio station, online site) do you read, view, or listen to the most?

The New York Times





QUESTION #8: If you have adolescent patients (younger than age 21), do you screen them for tobacco use (any products: including cigarettes, e-cigarettes, cigars, hookah, etc.)?

- Yes → move to Question 9
- No → skip to Question 10



QUESTION #9: In the previous question, you indicated you do screen adolescent patients. Do you also offer them treatment? (Check all that apply.)

- I do NOT offer treatment
- Referral for counseling
- On-site counseling / intervention
- Quit apps
- Other (please specify)

- Information about / referral to the New York State Smokers' Quitline
- FDA-approved nicotine replacement therapy (NRT), such as patches, gum, lozenges, inhalers, nicotine spray, varenicline (Chantix®), and/or bupropion (Zyban®)

| | OVERALL | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> |
|---------------------------------------|---------|----------------|----------------|----------------|--------------|
| YES | 75.42% | 77.05% | 74.40% | 77.95% | 74.59% |
| Info about / referral to the Quitline | 45.54% | 59.56% | 58.60% | 47.32% | 39.64% |
| On-site counseling / intervention | 39.83% | 37.70% | 49.46% | 40.00% | 39.16% |
| Referral for counseling | 30.11% | 25.41% | 27.42% | 24.39% | 32.52% |
| FDA-approved NRT | 26.39% | 32.24% | 31.72% | 25.37% | 24.19% |

If you have adolescent patients (younger than age 21), do you screen them for tobacco use (any products: including cigarettes, e-cigarettes, cigars, hookah, etc.)?

| | OVERALL | <u>METRO</u> | <u>5 B's</u> | <u>L.I.</u> | <u>LHV</u> |
|---------------------------------------|---------|--------------|--------------|-------------|------------|
| YES | 75.42% | 74.59% | 71.50% | 80.31% | 78.57% |
| Info about / referral to the Quitline | 45.54% | 39.64% | 36.73% | 45.86% | 40.64% |
| On-site counseling / intervention | 39.83% | 39.16% | 40.14% | 36.94% | 39.04% |
| Referral for counseling | 30.11% | 32.52% | 34.29% | 31.53% | 27.27% |
| FDA-approved NRT | 26.39% | 24.19% | 26.39% | 20.38% | 21.93% |

If you have adolescent patients (younger than age 21), do you screen them for tobacco use (any products: including cigarettes, e-cigarettes, cigars, hookah, etc.)?

| | <u>OVERALL</u> | 常 | 3 | | | | | ADMIN |
|---|----------------|--------|--------|--------|--------|--------|--------|--------|
| YES | 75.42% | 81.91% | 72.56% | 74.29% | 79.64% | 70.90% | 66.36% | 67.95% |
| Info about / referral to the Quitline | 45.54% | 41.21% | 51.40% | 57.69% | 36.07% | 44.48% | 49.30% | 52.83% |
| On-site counseling / intervention | 39.83% | 47.43% | 32.77% | 23.08% | 20.55% | 50.00% | 67.71% | 37.74% |
| Referral for counseling | 30.11% | 28.46% | 35.57% | 46.15% | 27.40% | 23.10% | 22.54% | 30.19% |
| FDA- approved NRT | 26.39% | 37.64% | 26.05% | 30.77% | 14.16% | 16.55% | 8.45% | 20.75% |

If you have adolescent patients (younger than age 21), do you screen them for tobacco use (any products: including cigarettes, e-cigarettes, cigars, hookah, etc.)?

| | <u>OVERALL</u> | <u>Dental</u> <u>Practice</u> | Primary Care Clinic |
|---------------------------------------|----------------|----------------------------------|------------------------|
| YES | 75.42% | 81.22% | 90.05% |
| Info about / referral to the Quitline | 45.54% | 32.50% | 56.35% |
| On-site counseling / intervention | 39.83% | 21.88% | 61.33% |
| Referral for counseling | 30.11% | 26.25% | 37.02% |
| FDA-approved NRT | 26.39% | 16.88% | 45.30% |
| I do NOT offer treatment | 16.17% | 33.13% | 7.18% |

If you have adolescent patients (younger than age 21), do you screen them for tobacco use (any products: including cigarettes, e-cigarettes, cigars, hookah, etc.)?

QUESTION #10: Which of the following tobacco cessation intervention methods do you practice at your organization? (Check all that apply.)

- 5 A's (Ask, Advise, Assess, Assist, Arrange)
- AAR (Ask-Advise-Refer)
- AAC (Ask-Advise-Connect)
- Ask and Act
- Other (please specify)

- 5 R's (Relevance, Risks, Rewards, Roadblocks, Repetition)
- Freshstart® (American Cancer Society)
- Freedom from Smoking® (American Lung Association)
- Motivational Interviewing
- I do not practice any tobacco cessation intervention methods



| | <u>OVERALL</u> | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> |
|--|----------------|----------------|----------------|----------------|--------------|
| Motivational Interviewing | 31.99% | 30.11% | 34.40% | 31.18% | 32.23% |
| I do not practice any tobacco cessation intervention methods | 30.64% | 31.37% | 28.40% | 30.80% | 30.96% |
| 5 A's (Ask, Advise, Assess, Assist, Arrange) | 21.89% | 20.84% | 26.40% | 19.39% | 21.97% |
| AAR (Ask-Advise-Refer) | 14.93% | 13.89% | 15.20% | 12.93% | 15.33% |

OTHER CHOICES (overall percentage listed):

Ask and Act (8.87%), Other (8.04%), 5 R's (6.06%), Ask-Advise-Connect (5.50%), Freedom from Smoking® / ALA (5.42%), Freshstart® / ACS (3.59%)

Which of the following tobacco cessation intervention methods do you practice at your organization? (Check all that apply.)

| | OVERALL | # | | | | | • | ADMIN |
|--|---------|--------|--------|--------|--------|--------|--------|--------|
| Motivational Interviewing | 31.99% | 35.54% | 24.19% | 25.71% | 14.91% | 50.61% | 55.14% | 28.21% |
| I do not practice any tobacco cessation intervention methods | 30.64% | 23.57% | 34.25% | 17.14% | 36.36% | 33.50% | 29.91% | 28.21% |
| 5 A's (Ask, Advise, Assess, Assist, Arrange) | 21.89% | 25.48% | 23.37% | 34.29% | 21.45% | 11.98% | 15.89% | 23.08% |
| AAR (Ask-Advise-Refer) | 14.93% | 16.31% | 13.11% | 31.43% | 24.73% | 9.29% | 6.54% | 23.08% |

following tobacco cessation intervention methods do you practice at your organization? (Check all that apply.)

Which of the

OTHER CHOICES (overall percentage listed):

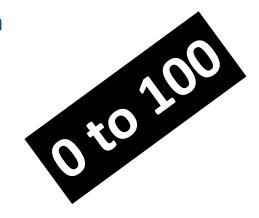
Ask and Act (8.87%), Other (8.04%), 5 R's (6.06%), Ask-Advise-Connect (5.50%), Freedom from Smoking® / ALA (5.42%), Freshstart® / ACS (3.59%)

| | <u>OVERALL</u> | <u>Dental</u> <u>Practice</u> | Primary Care Clinic |
|--|----------------|----------------------------------|------------------------|
| Motivational Interviewing | 31.99% | 16.24% | 48.76% |
| I do not practice any tobacco cessation intervention methods | 30.64% | 35.03% | 10.95% |
| 5 A's (Ask, Advise, Assess, Assist, Arrange) | 21.89% | 22.34% | 41.29% |
| AAR (Ask-Advise-Refer) | 14.93% | 24.37% | 14.93% |
| Ask and Act | 8.87% | 8.63% | 15.42% |

Which of the following tobacco cessation intervention methods do you practice at your organization? (Check all that apply.)

"Slider" Questions

- 11. How <u>well-trained</u> do you consider yourself as a HCP who can treat tobacco use and dependence?
- 12. How <u>effective</u> do you consider yourself as a HCP who can treat tobacco use and dependence?
- **13**. How frequently do you <u>directly refer</u> your tobacco-using patients to the New York State Smokers' Quitline?
- 14. How frequently do you <u>indirectly refer</u> your tobaccousing patients to the New York State Smokers' Quitline?
- **15**. How likely are you to <u>recommend</u> the New York State Smokers' Quitline's services to a fellow HCP?



| | OVERALL | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> |
|--|---------|----------------|----------------|----------------|--------------|
| How <u>well-trained</u> do you consider yourself as a HCP who can treat tobacco use and dependence? | 48.36% | 48.87% | 50.31% | 51.56% | 47.32% |
| How <u>effective</u> do you consider yourself as a HCP who can treat tobacco use and dependence? | 45.88% | 45.15% | 46.46% | 49.01% | 45.49% |
| How frequently do you <u>directly refer</u> your tobacco-using patients to the New York State Smokers' Quitline? | 31.09% | 33.71% | 30.88% | 32.16% | 30.16% |
| How frequently do you <u>indirectly refer</u> your tobacco-using patients to the New York State Smokers' Quitline? | 45.04% | 48.71% | 48.73% | 49.41% | 42.90% |
| How likely are you to <u>recommend</u> the New York State Smokers' Quitline's services to a fellow HCP? | 56.74% | 60.43% | 63.03% | 55.27% | 54.96% |

Each question included a slider from 0 to 100.

| | OVERALL | # | | | | | | <u>ADMIN</u> |
|---|---------|--------|--------|--------|--------|--------|--------|--------------|
| How <u>well-trained</u> do you consider yourself as a HCP who can treat tobacco use and dependence? | 48.36% | 52.28% | 46.74% | 62.37% | 41.39% | 46.79% | 51.86% | 50.95% |
| How <u>effective</u> do you consider yourself as a HCP who can treat tobacco use and dependence? | 45.88% | 49.69% | 44.62% | 55.00% | 38.62% | 43.83% | 51.20% | 48.26% |
| How frequently do you <u>directly</u> <u>refer</u> your tobacco-using patients to the NYSSQL? | 31.09% | 31.33% | 32.99% | 48.11% | 23.77% | 28.14% | 30.18% | 39.56% |
| How frequently do you indirectly refer your tobacco-using patients to the NYSSQL? | 45.04% | 44.92% | 47.45% | 69.09% | 38.80% | 41.57% | 40.06% | 52.19% |
| How likely are you to <u>recommend</u> the NYSSQL services to a fellow HCP? | 56.74% | 52.45% | 60.47% | 76.20% | 46.14% | 58.20% | 60.32% | 68.87% |

Each question included a slider from 0 to 100.

| | <u>OVERALL</u> | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> | | | | |
|--|----------------|----------------|----------------|----------------|--------------|--|--|--|--|
| <u>2019</u> | | | | | | | | | |
| How frequently do you directly refer your tobacco-using patients to the New York State Smokers' Quitline? | 31.09% | 33.71% | 30.88% | 32.16% | 30.16% | | | | |
| How frequently do you <u>indirectly refer</u> your tobacco-using patients to the New York State Smokers' Quitline? | 45.04% | 48.71% | 48.73% | 49.41% | 42.90% | | | | |
| | | 2018 | | | \sim | | | | |
| How frequently do you directly refer your tobacco-using patients to the New York State Smokers' Quitline? | 26.51% | 32.07% | 30.69% | 29.68% | 23.37% | | | | |
| How frequently do you <u>indirectly refer</u> your tobacco-using patients to the New York State Smokers' Quitline? | 37.81% | 44.81% | 44.10% | 42.97% | 33.45% | | | | |

Each question included a slider from 0 to 100.

| | <u>OVERALL</u> | # | | | | | | <u>ADMIN</u> | | |
|--|----------------|--------|-------------|--------|--------|--------|--------|--------------|--|--|
| | <u>2019</u> | | | | | | | | | |
| How frequently do you directly refer your tobacco-using patients to the NYSSQL? | 31.09% | 31.33% | 32.99% | 48.11% | 23.77% | 28.14% | 30.18% | 39.56% | | |
| How frequently do you indirectly refer your tobacco-using patients to the NYSSQL? | 45.04% | 44.92% | 47.45% | 69.09% | 38.80% | 41.57% | 40.06% | 52.19% | | |
| | | | <u>2018</u> | | | | | | | |
| How frequently do you directly refer | 26.51% | 24.57% | 32.64% | 38.25% | 18.77% | 21.65% | 21.79% | 39.25% | | |
| How frequently do you indirectly refer | 37.81% | 35.91% | 45.38% | 58.07% | 30.64% | 30.71% | 28.69% | 50.00% | | |

Each question included a slider from 0 to 100.

QUESTION #16: Please check all of the New York State Smokers' Quitline benefits of which you are aware.

- Quit Coaches at the Quitline are available seven days a week by calling 1-866-NY-QUITS (1-866-697-8487)
- The Quitline offers resources at its website and through social media
- Downloadable and printable fact sheets and brochures are available online at www.nysmokefree.com
- Quitline Coach support and resources are offered in both English and Spanish
- Quitline Coach support is available via translator for 100+ languages
- The Quitline provides a free two-week starter kit of nicotine replacement therapy for those who qualify
- The Quitline has provider patient referral programs to assist in efforts to help patients quit
- Other (please specify)
- None

| | <u>2018</u> | <u>2019</u> | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> |
|---|-------------|-------------|----------------|----------------|----------------|--------------|
| Quit coaches available 7 days a week at 1-866-NY-QUITS | 43.39% | 45.98% | 53.68% | 52.40% | 49.81% | 42.18% |
| Resources available through website and social media | 39.04% | 40.25% | 47.58% | 45.20% | 50.95% | 35.73% |
| Downloadable / printable fact sheets and brochures online | 40.74% | 41.26% | 47.37% | 48.80% | 45.63% | 37.66% |
| English and Spanish support and resources available | 26.70% | 25.51% | 26.74% | 24.00% | 25.86% | 25.23% |
| Coach support available via translator for 100+ languages | 10.01% | 11.04% | 9.68% | 14.00% | 9.89% | 10.98% |
| Free two-week NRT starter kit available | 33.12% | 33.11% | 39.16% | 40.40% | 38.78% | 29.45% |
| Patient referral programs | 28.40% | 29.55% | 34.32% | 31.60% | 32.32% | 27.34% |
| None | 31.55% | 27.42% | 21.05% | 19.60% | 23.57% | 31.02% |

Please check all of the **New York State** Smokers' Quitline benefits of which you are aware.

QUESTION #17: What tobacco and cessation related topics are of most interest to you? (Check all that apply.)

- The science of tobacco addiction
- Latest research on electronic nicotine device systems, such as e-cigarettes
- How to get reimbursed for Medicaid
- Billing/coding/insurance for tobacco-related treatments
- Other (please specify)

- Pharmacotherapy and other evidence-based treatments for tobacco addiction
- Effective counseling for your patients to quit smoking
- The Quitline's Opt-to-Quit™ patient referral program
- Side effects of nicotine replacement treatments (NRT)
- I am not interested in tobacco and cessation related topics
- Don't know / refuse to answer

TOP TOPICS OF INTEREST IN 2019

- 1. Effective counseling 61.13%
- 2. Pharmacotherapy/treatments 48.75%
- **3.** E-cigarettes 46.05%
- 4. Side effects of NRT 38.68%
- 5. The science of addiction 38.38%
- 6. Opt-to-Quit[™] 36.63%

TOP TOPICS OF INTEREST IN 2018

- 1. Effective counseling 66.56%
- 2. Pharmacotherapy/treatments 55.54%
- 3. Opt-to-Quit[™] 50.57%
- 4. E-cigarettes 43.07%
- 5. Side effects of NRT 41.94%
- 6. The science of addiction 36.52%



| <u>OVERALL</u> | <u>Western</u> | <u>Central</u> | <u>Capital</u> | <u>Metro</u> | <u>5 B's</u> | Long Island | <u>LHV</u> |
|----------------|----------------|----------------|----------------|--------------|--------------|-------------|------------|
| 46.05% | 56.00% | 41.60% | 48.67% | 43.27% | 39.30% | 48.08% | 52.52% |
| #3 | #2 | #3 | #3 | #3 | #4 | #3 | #2 |



Odd discrepancies by region only for interest in the topic of:

"latest research on electronic nicotine device systems, such as e-cigarettes"

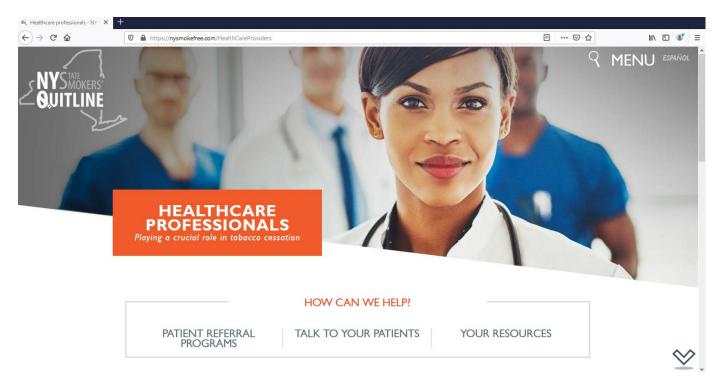


2019 HCP COMMUNICATION SURVEY

QUESTION #18: Our website, nysmokefree.com, was revamped in August 2018. Which sections of the website do you find helpful for your tobacco dependence treatment efforts? (Check all that apply.)

| 25.25% | Quitting Tobacco (how to quit, medications, etc.) |
|----------------|--|
| 19.04% | Staying Quit (slip-ups, managing stress, triggers, etc.) |
| 17.81 % | Facts & FAQs (what's in a cigarette, e-cigarettes, etc.) |
| 16.57% | Tools & Resources (local cessation programs, print materials, etc.) |
| 5.54% | News Room (e-newsletters, press releases, expert database, etc.) |
| 14.48% | Healthcare Professionals (patient referral programs, resources for providers/patients/office, etc.) |
| 6.06% | None of the above |
| 58.89% | I haven't visited nysmokefree.com in the past year |

2019 HCP COMMUNICATION SURVEY



Primary Care Clinic

23.38%

Dental Practice

15.74%

OVERALL

14.48%

Private Practice (n=767)

10.82%

2019 HCP COMMUNICATION SURVEY

QUESTION #19: Have you downloaded resource materials, saved helpful links, and/or printed pages from *nysmokefree.com*?

| | <u>OVERALL</u> | * | | | Â | | | <u>ADMIN</u> |
|-----|----------------|--------|--------|--------|--------|--------|--------|--------------|
| YES | 18.82% | 14.65% | 22.66% | 45.71% | 11.64% | 18.34% | 16.82% | 30.77% |
| NO | 81.18% | 85.35% | 77.34% | 54.29% | 88.36% | 81.66% | 83.18% | 69.23% |

32% at Primary Care Clinics; 14% at Private Practices and Dental Practices

Final Questions – All OPTIONAL

QUESTION #20: Have you used any tobacco products – such as cigarettes, cigars, chewing tobacco, or electronic nicotine delivery systems (ENDS / e-cigarettes) – for your personal time in the past month? [YES / NO]

QUESTION #21: In the optional comment box below, please share details about how resources at *nysmokefree.com* assist your tobacco dependence treatment efforts.

QUESTION #22: Please feel free to provide a comment about the services from the New York State Smokers' Quitline.

What Should We Change for 2020?

- Change Healthcare Providers to Healthcare Professionals
- Add the following new categories for type of organization:
 - School or university
 - Home health care
 - Nursing home / skilled nursing facility
- Eliminate Admin category as a selection for type of professional (too broad)
- Additional questions for e-cigarettes



How Did the 2018 Survey Help?

| WHO | WHAT | WHERE | | |
|---|---|--|--|--|
| Nurses; respiratory therapists | Insurance; Medicaid benefits | Metro and Western Regions; hospitals and academic medical centers | | |
| Social workers; mental health professionals | NYSSQL materials; education on e-cigarettes and pharmacotherapy | Central and Capital Regions; behavioral health organizations and academic medical centers | | |
| Physicians; social workers | Opt-to-Quit™ | Metro Region (especially Long Island) and Capital Region; primary care clinics | | |
| All – but especially mental health professionals | NYSSQL materials; education on side effects of NRT and the science of addiction | Small private practices and behavioral health organizations throughout New York State <i>except</i> the Metro Region | | |

How Did the 2018 Survey Help?



Having trouble viewing this email? View in prowser,

Quick Quips

Welcome to the Spring/Summer 2019 issue of *Quitters Always Win!* – a periodical e-newsletter from the New York State Smokers' Quitline (Quitline) devoted to the human stories behind its team members, partners, and those who receive our tobacco cessation services.

We always welcome hearing your ideas and suggestions for future stories and/or ways to make the content even more relevant to meet your tobacco dependence treatment needs. Reach out anytime to Tony Astran, Public Information Specialist for the Ouitline, at anthony.astran@roswelloark.org or 716-845-8239.

During the CDC's Office of Smoking and Health's Year of Cessation in 2019, each quarter focuses on a particular topic. The focus for Q3 – July through September – is quitlines. Accordingly, the Quitline will have special communication forthcoming in The Check-Up and social media to celebrate and amplify key messages.

If you missed our webinar on Exploring Combination Therapy for Smoking Cessation: A Provider and Quitine Intervention on Tuesday, June 11, it is now available on-demand by visiting the Online News Room.



Success Story: Michelle R.

Michelle R. of Syracuse, now 45, said she began smoking at age 18 because her parents smoked, Michelle was fortunate to be able to quit on her first attempt last summer. Support and medication from the Quitline played a major role in her success, and a heart-to-heart conversation with her son (pictured) was the final impetus to become tobacco-free.



Focus for 2019-2020



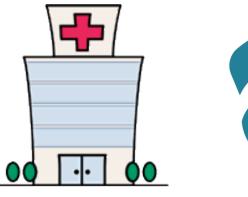






Using the Data: An Example







- 62% prefer email
- Ask-Advise-Refer and"Do Not Practice": both 24%
- Low scores in "well-trained" and "effective" (35%), but receptive to recommending the Quitline (57%) and providing an indirect referral (47%)
- Above-average awareness
- Top topics: E-cigarettes (53%), pharmacotherapy (50%), effective counseling (47%)

Questions?



Contact Us Anytime!

Patricia Bax, RN, MS, NCTTP
716-845-4365
patricia.bax@roswellpark.org

Tony Astran, MPA, APR 716-845-8239 anthony.astran@roswellpark.org

https://www.nysmokefree.com/NewsRoom

