



November 2003 to May 31, 2005 Statistics

Total Callers	2,891
Health Care Providers	120
Tobacco Users	2,771
Enrollees	1,099
Enrollees Having Treatment Plan Quit Date	650
Enrollees Not Having a Treatment Plan Quit Date	449
Quit Kits Sent Out	1,113
Pre-Contemplation Kits Sent Out	1,617

Gender	Percent	Age	Percent
Female	62%	25 to 34	20%
Male	37%	35 to 44	20%
Other	1%	45 to 54	24%

Economic Status	Percent	How Were Callers Informed about the Quitline	Percent
\$0 to \$14,999	60%	Written Materials	34%
\$15,000 to \$24,999	14%	Television Ads	28%

The majority of the callers specified Medicaid or Blue Cross Blue Shield as their health care provider.

Cessation Results

Three-month cessation survey results:
Of respondents, 35% were abstinent.

Six-month cessation survey results:
Of respondents, 64% were abstinent.


Fax referral


Health care providers that work with pregnant smokers will be encouraged to fax a referral form to the Kansas Tobacco Quitline. The Quitline will call the patient directly. In partnership with the University of Kansas Medical Center, Area Health Education Center, ten health care provider trainings will be offered in late Summer 2005. Health care providers from across the state will be trained in the 5-A's approach to assisting pregnant women in their tobacco cessation efforts. The trainings will be open to all physicians and clinics that serve pregnant women.

If you have any questions please call Julia Francisco, Tobacco Use Prevention Director at 316-337-6050.





American Cancer Society Kansas Tobacco Quitline Services

 **Live response 24 hours a day, 7 days a week, 365 days a year.**
Kansas Tobacco Quitline intake, information about cessation medication, and support during a quit attempt is available throughout this time period.

 **Proactive counseling is available:**


Monday thru Thursday	6am - 10pm CST
Friday	6am - 8pm CST
Saturday-Sunday	8am - 6pm CST


 **Five-session, 210-minute protocol**
Proactive counseling. Pregnant smokers and those callers who have indicated depression will receive a five-session protocol. It is anticipated that 40% of callers will receive this counseling.


 **Four-session, 105-minute protocol**
All other callers will receive the four-session protocol. It is anticipated that 60% of callers will receive this counseling.

Follow up assistance is provided to individuals who are interested in counseling, and counseling sessions are scheduled around times when relapse is most likely.

Callers not ready to quit in 30 days will be provided information to help them when they do attempt to quit, questions are answered and encouragement is given. They are asked if they are interested in receiving referrals to resources in their community. Cessation rates calculated following one month of counseling and six months of follow-up time.

 **Local Cessation Resources**
The Tobacco Use Prevention Program and the Kansas Tobacco Quitline will work with the American Cancer Society Heartland Division and American Cancer Society field staff to maintain a computerized Community Resource Database that contains local tobacco use cessation resources.

 **Call Center**
The American Cancer Society Kansas Tobacco Quitline is answered in the National Cancer Information Center call center in Austin, Texas.

 **Experience**
Delaware, Florida, New Hampshire, Massachusetts, Rhode Island, Pennsylvania, Texas and Vermont have Quitline contracts with the American Cancer Society.

If you have any questions please call Julia Francisco, Tobacco Use Prevention Director at 316-337-6050.