

Georgia Tobacco Quit Line Data Analysis for the North Central Health District within the Georgia Department of Public Health, 2013-2015

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ABSTRACT

The purpose of this project was to describe the participation and utilization patterns by residents in the North Central Health District (NCHD) contacting the Georgia Tobacco Quit Line (GTQL). Monthly GTQL reports from 2013-2015 were analyzed to determine the effectiveness of the program using five specified categories of significance to health promotions. The data reveals modest utilization of the GTQL by residents during the study period and a definite opportunity for public health department promotion of this service to current tobacco users.

INTRODUCTION

The Georgia Tobacco Quit Line is a public health service, monitored by Georgia Department of Public Health, Tobacco Use Prevention Program, to provide telephone and web-based counseling services in accordance with the United States Public Health Service Treating Tobacco Use and Dependence Clinical Practice Guidelines (GDPH, 2016). This study sought to describe the participation and utilization patterns by residents in the 13 central Georgia counties of North Central Health District (NCHD) from 2013-2015. This information was needed to determine if current methods of referral to the GTQL were effective.

METHODS

Monthly GTQL reports from 2013-2015, provided to the NCHD by the Georgia Tobacco User Prevention Program, were reviewed for demographic and services data. An extraction was completed to assess only the data that pertained to the counties within the NCHD. The data was then categorized to address the focus areas of interest to the NCHD. The five categories were: (1) how did you hear about the program; (2) registered participant per county (monthly and year totals); (3) summary of Services-Intervention requested, multiple call program, which pharmacotherapy, materials sent, and web coach; (4) pregnancy program data- type of tobacco and age; and (5) uninsured demographics report- county, race, tobacco type.

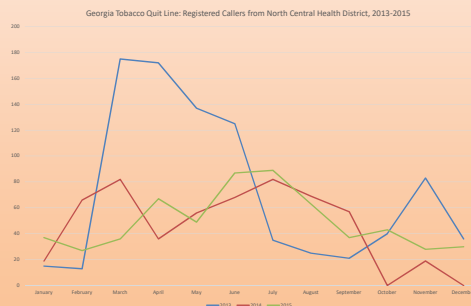


Figure 1. The number of registered participants from the NCHD within the Georgia Tobacco Quit Line, 2013-2015

RESULTS

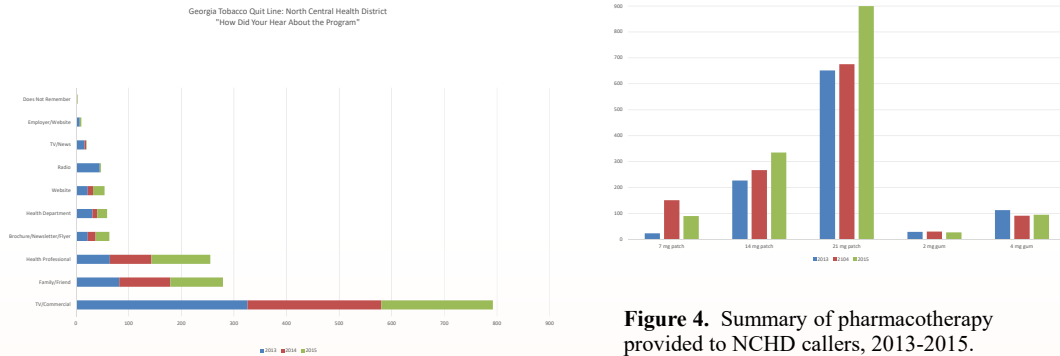


Figure 2. "How did you hear about the program?" from NCHD Georgia Tobacco Quit Line users, 2013-2015

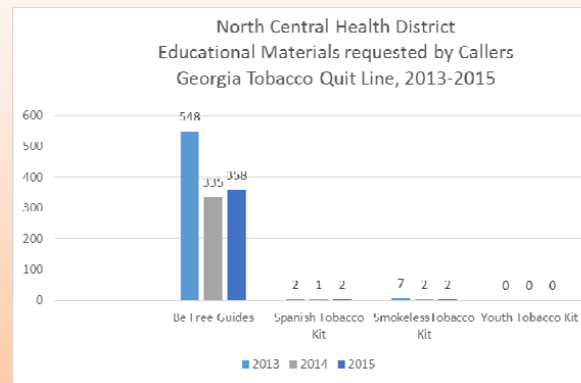


Figure 3. Educational materials requested by GTQL callers, 2013-2015.

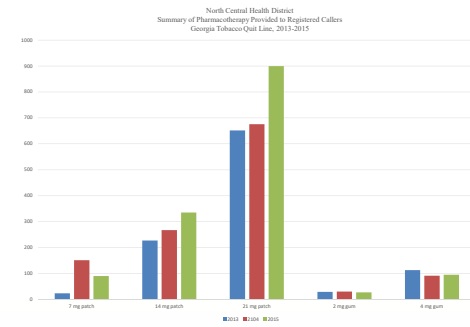


Figure 4. Summary of pharmacotherapy provided to NCHD callers, 2013-2015.

CONCLUSIONS

Documented promotion of the GTQL via NCHD facilities is extremely low. The majority of the participants did not hear about the program from a health department themselves, but from a television commercial.

Free educational materials were requested readily in 2013, but minimal requests in the past two years.

Pharmacotherapy with nicotine replacement patches (21mg, 14mg, and 7mg, respectively) was preferred over nicotine replacement gum.

Utilization of the GTQL fax referral system versus depending on the tobacco user to call the GTQL has a higher success rate for interventions.