

## The Impact of Program Funded NRT on Quit Rates: Arizona's Cessation Service Experience

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## Tobacco Cessation Program Evaluation: The Effect of Nicotine Replacement Therapy (NRT+)

- Opportunity to address effectiveness in “real world” setting
  - Versus “efficacy” in clinical trials
- Methodological challenges
- Background, purpose, method, results

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## Background: Arizona Department of Health Services Tobacco Education and Prevention Program (ADHS TEPP)

- Program funded NRT+
  - Eligibility criteria: at least 18 years of age, enrolled in cessation service, and no contraindications
- Intensive cessation services
  - ASHLine phone counseling
  - Multi-session community-based classes

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## Purpose of this Study

- Utilization of ADHS TEPP NRT+ benefit
- Impact of NRT+ use on intensive cessation service quit rates

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## Methods

- Data sources: 05-06 data
  - Cessation services
    - Client intake information- cross-sectional individual data, including demographics and tobacco use
  - NRT+ distribution system - longitudinal individual transaction data
- Defining NRT+ transactions
  - Redeemed NRT+ vouchers
  - Uncertain about the use of redeemed NRT+

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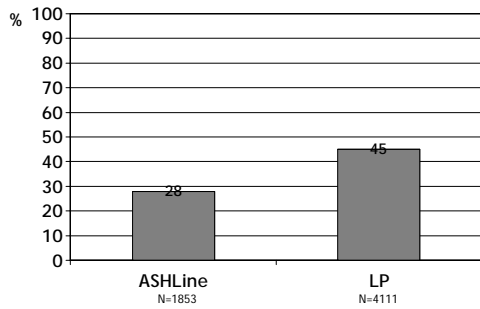
## Methods: Statistics

- Descriptive statistics for utilization of ADHS TEPP NRT+ benefit
- Quit rates: clients with vs. without NRT+

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### Results: Percent of Clients Who Redeemed Vouchers



### Results: NRT Redemption and Demographics

Demographics	% NRT+ redemption
Male	37%
Female	42%
18-24 years old	18%
24-34 years old	23%
34-44 years old	39%
44-54 years old	42%
54-64 years old	49%
Above 65 years old	49%
Less than high school	29%
High school graduates and above	42%
Hispanic	24%
Non-Hispanic	43%

### Results: Redemption of NRT Vouchers

Overall Redemption of NRT+	
Number of clients who redeemed vouchers	2370
% of Patch only	64%
% of Lozenge only	15%
% of Gum only	8%
% of Zyban only	2%
% of Mixed use	11%

### Results: NRT+ by ASHLine and LP

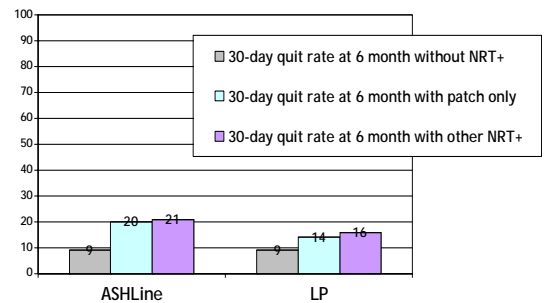
ASHLine		LP	
Number of clients who redeemed vouchers	521	Number of clients who redeemed vouchers	1849
% of Patch only	62%	% of Patch only	65%
% of Lozenge only	15%	% of Lozenge only	15%
% of Gum only	10%	% of Gum only	7%
% of Zyban only	2%	% of Zyban only	2%
% of Mixed use	10%	% of Mixed use	11%

### Results: Quit rate and NRT+

#### 30-day quit rate at 6 month follow-up

ASHLine		LP	
Percent of all clients reached by phone	46% (N=843)	Percent of all clients reached by phone	45% (N=1836)
without NRT+ trans	9%	without NRT+ trans	9%
with NRT+ trans	20%	with NRT+ trans	15%

### Results: Quit Rate by NRT+ Type:



## Conclusions

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- About 40% of cessation clients had NRT+ transaction
- Patches were the most popular type of NRT+ redeemed, and quit rates for those with patch transaction were similar with other type of NRT+
- NRT+ redemption was associated with quit rates
- Further study should examine the relationship between NRT+ redemption and actual use

## Methodology Challenges

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- Data management:
  - Repeated clients
  - Voucher distribution
  - Inexact matches between two datasets
- Program implementation:
  - 50% discount vs. Free NRT+
  - Difference in program protocols among counties
  - Real NRT+ use? Walk home with it!
- Future direction:
  - Data input system
  - Program development and implementation
  - Analysis strategies: look into individual characteristics and longitudinal data carefully