

Integrating Cessation with Smoke-free Policy Implementation

Julie B. Doetsch, MA
Tobacco Program Manager
Illinois Department of Public Health
Office of Health Promotion

Presentation Outline

1. Describe Smoke-free Illinois Act (SFI)
2. Describe Quitline and cessation in Illinois
3. Explain factors influencing integration of Quitline and cessation with SFI
4. Materials integrating Quitline and cessation with SFI
5. Anticipated outcomes
6. Recommendations

1. Smoke-free Illinois Act Description

- Senate Bill 500 was passed by both houses on May 1, 2007
- Sent to Governor for signature on May 30, 2007
- Governor signed the bill in July 25, 2007
- The effective date of the law [PA 95-0017] was January 1, 2008
- Just over 5 months for implementation activities:
 - drafting the rules, posting rules for public comment and trying to get them adopted
 - building IL Dept. of Public Health (IDPH) infrastructure
 - conducting education for local health departments, businesses and general public

1. Smoke-free Illinois Act Description

- Prior to passage of SFI over 50% of Illinois' population was covered by some type of smoke-free ordinance
- SFI prohibits smoking in all indoor public places and workplaces (e.g., bars, restaurants, gaming facilities, including casinos, and private clubs)
- Exemptions are few:
 - Retail tobacco stores that derive over 80% of their profits from the sale of tobacco and tobacco products and that do not have a restaurant, food or liquor license
 - private homes, not used for licensed child care
 - nursing homes and long-term care facilities
 - and up to 25% of hotel and motel sleeping rooms

1. Smoke-free Illinois Act Description

- Enforcing agencies:
 - IDPH
 - State-certified local health departments (LHD)
 - Local law enforcement

1. Smoke-free Illinois Act Description

- No additional funding for SFI implementation activities
- Implementation conducted with:
 - existing MSA funds
 - existing staff expertise internal and external to IDPH (database & Web site development)
 - efforts and expertise from, and funds of, voluntary organization partners to conduct statewide media and educational activities

2. Quitline and Cessation Efforts in Illinois

- IDPH Tobacco-Free Communities (ITFC) program cessation efforts:
 - Fund 95 local health departments to conduct tobacco prevention & cessation
 - Live Free-Tobacco Free college policy focused initiative to reduce secondhand smoke exposure, promote cessation and change social norms
 - Break the Habit program
 - Illinois Tobacco Quitline
- Within existing funding determined that Quitline would be best option to meet increased cessation interest

2. Quitline and Cessation Efforts in Illinois

- Illinois Tobacco Quitline:
 - Toll-free service available at **866-QUIT-YES (866-784-8937)**.
 - Funded by state appropriation of \$1M annually
 - Operated by the American Lung Association of Illinois/Iowa
 - Staffed by certified cessation counselors
 - Free service
 - Proactive calls from counselors
- Callers receive:
 - On-going counseling through the Quitline counselors, and/or
 - Referrals from Quitline counselors to quit programs available at local health departments, hospitals or health centers in the caller's area

2. Quitline and Cessation Efforts in Illinois

- Quitline promoted statewide by:
 - Print ads, promotional materials and some radio and television
 - Local health departments
 - must promote the Quitline within their jurisdiction (n=95)
 - Break the Habit program (n=53)
 - Coordinated approaches include
 - HFS mailings to public aid recipients and providers
 - DHS referrals from Family Case Management/WIC clinics
 - fax referral system in local health departments, health care provider systems, private physicians' offices
 - Quitline Web site available at www.quityes.org that provides information to people interested in quitting smoking

3. Factors influencing integration of Quitline and cessation with SFI

- Recognized that SFI would increase cessation interest
- Have existing Quitline service and statewide promotion activities
- Focus of IDPH and partners was to build SFI infrastructure and conduct education campaigns
- Quitline operated by American Lung Association of IL/IA; easy coordination/integration with SFI
- SFI education included promoting Quitline services

3. Factors influencing integration of Quitline and cessation with SFI

- Partners involved in SFI planning and implementation:
 - American Cancer Society (ACS)
 - American Heart Association (AHA)
 - American Lung Association Illinois/Iowa (ALA)
 - IL Assoc. of Public Health Administrators (IAPHA)
 - Illinois Coalition Against Tobacco (ICAT)
 - Respiratory Health Association (RHA)

3. Factors influencing integration of Quitline and cessation with SFI

- Capitalized on Quitline services that offered greatest capacity to handle increased cessation interest
- Existing Quitline capacity increased in summer 2007:
 - Added 2.5 FTE telephone counseling staff
 - Increased hours of operation (+two hours) 7:00 a.m. to 9:00 p.m.
 - Voice message back-up system for after hours calls
 - Quitline Web site launched December 2007 to provide cessation information at any time

4. Smoke-free Integration with Quitline

- ALA integrated Quitline promotion with SFI education tool kits:
 - Business forum targeted Chicago-area business executives, health and wellness directors and human resources directors
 - Public education through integration with asthma awareness campaigns
- ACS, AHA, ALA, ICAT, RHA developed and mailed SFI tool kit to businesses

4. Smoke-free Integration with Quitline

- Web sites include SFI business and hospitality education guides and Quitline info
 - IDPH:
http://www.smoke-free.illinois.gov/sf_info.htm
 - Partner organizations:
www.smokefreeillinois.org/impres/SFGuide.pdf
 - ACS:
<http://www.smokefreeillinois.net/>

4. Smoke-free Integration with Quitline

- Iterative links between smoke-free Web sites and cessation resources:
 - www.smoke-free.illinois.gov IDPH's site
 - www.smokefreeillinois.org/ IL partners: ALA, IL Coalition Against Tob., AHA, IL Acad. of Fam. Phys., IL Public Hlth. Assoc.
 - www.smokefreeillinois.net/ ACS's site
 - www.lungil.org/tobacco/ ALA's site

4. Smoke-free Illinois Act Integration with Quitline

- ALA produced television ad promoting SFI as an opportunity to consider quitting smoking available at:
www.lungil.org/tobacco/sfi.cfm
 - Outlet: WBBM television in Chicago
 - Duration: November 2007 – January 2008
 - Length: 29 seconds
 - Content:
 - Describes SFI Act prohibition on smoking in indoor public places and workplaces
 - “So let today be the day you quit smoking...”
 - Provides information about Quitline services
 - Toll-free Quitline phone number posted as banner throughout ad

4. Smoke-free Integration with Quitline

- Additional SFI awareness activities:
 - ACS television campaign about law going into effect
 - Illinois Liquor Control Commission education to liquor control agents and businesses
 - Illinois Retail Merchants Association mailing to members
 - LHDs efforts (e.g., business forums, mailings, information kits)
 - Earned and paid print media throughout state

5. SFI and Quitline Anticipated Outcomes

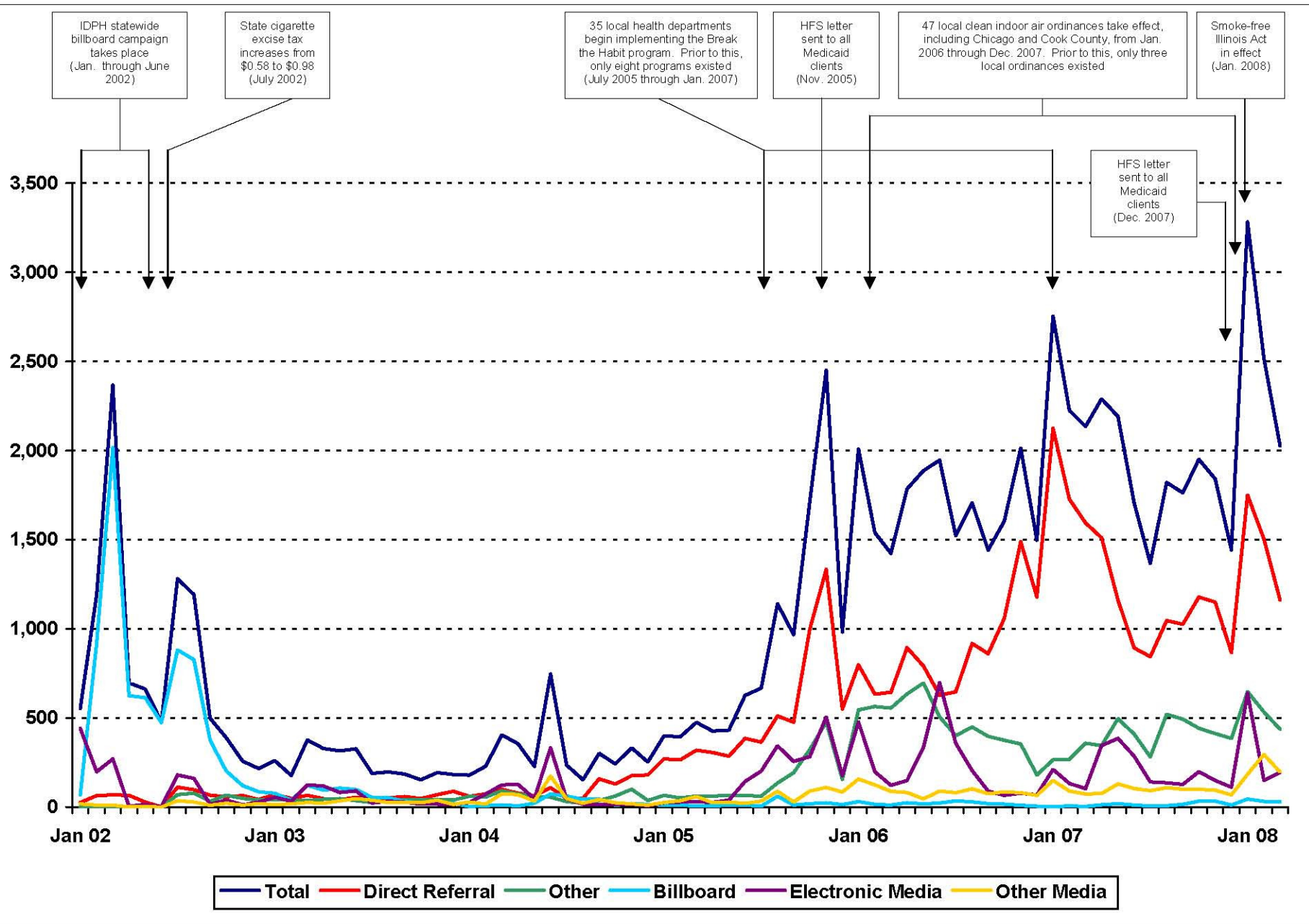
- Calls to the Quitline increased after SFI

	January	February	March
2008	3,284	2,518	2,026
2007	2,755	2,225	2,136
% Change	19.2%	13.2%	-5.1%

5. SFI and Quitline Anticipated Outcomes

- Quitline calls tracked by detailed call source and grouped into distinct categories
- Spikes in call volume can be analyzed by detailed or grouped call source
- Events tracked to determine if other factors prompt calls (e.g., excise tax increase)

Illinois Tobacco Quitline Number of Calls by Source and Month January 2002 through March 2008



5. SFI and Quitline Anticipated Outcomes

- March 2008 fewer Quitline calls compared to March 2007:
 - Enforcement
 - Amendments pending SB 2707
 - Provides that enforcement agencies can issue citations and that IDPH can conduct hearings
 - Further defines exemptions

6. Recommendations

- Coordinate with partner organizations for mutually beneficial delegation of duties based on organization resources and target audiences:
 - Media = ACS (general public) and ALA (business/Quitline)
 - General public/business education = all Partners
 - Training enforcement agencies = IDPH
 - Building SFI enforcement infrastructure = IDPH
- Avoid duplicating efforts to maximize limited resources (see point above)
- Communicate
- Web sites for education information and “No Smoking” signs
- Database development to track public complaints and provide tracking tools for enforcing agencies

Smoke-free Illinois Information

- Contact:

Julie Doetsch

(217) 785-1054

Julie.Doetsch@illinois.gov