

Understanding the quitting experiences of uninsured tobacco users

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Heather Zook, MA



Professional
Data Analysts

Authors

Professional Data Analysts

Heather Zook, MA

Kate LaVelle, PhD

Gale Mason-Chagil, PhD

University of Oklahoma Health Sciences Center

Laura Beebe, PhD

Background

Adults with low SES have:

- Higher tobacco use
- More barriers to quitting
- Lower access to cessation support

Oklahoma Tobacco Helpline



A Program of TSET



ALL ACCESS



WEB COACH



INDIVIDUAL SERVICES

Purpose of study

To understand how the Oklahoma Tobacco Helpline can better support **uninsured** tobacco users

Methods

- Spring 2021
- Phone interviews with 42 uninsured Helpline participants
 - Phone or Individual Services (IS) programs
- Interviewed 2-3 months after registration



Takeaway

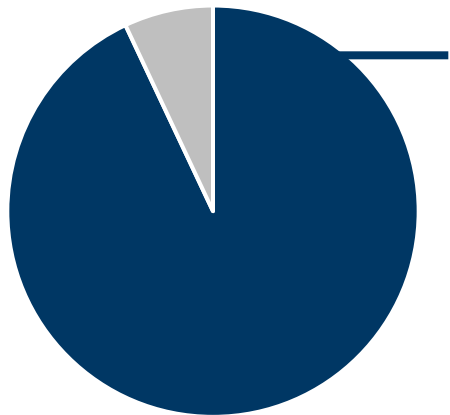
Uninsured tobacco users have complex quitting needs and experiences



Helpline experience

Phone program experience

- Generally positive experiences



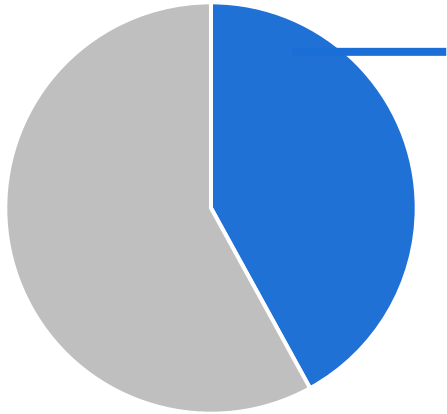
93% of Phone respondents would participate in **more phone counseling** to get more NRT



**IS respondents
felt they didn't
need or have
time for phone
counseling**

IS experience

- Half said they didn't need phone counseling
- About 1/3 said they didn't have time for it



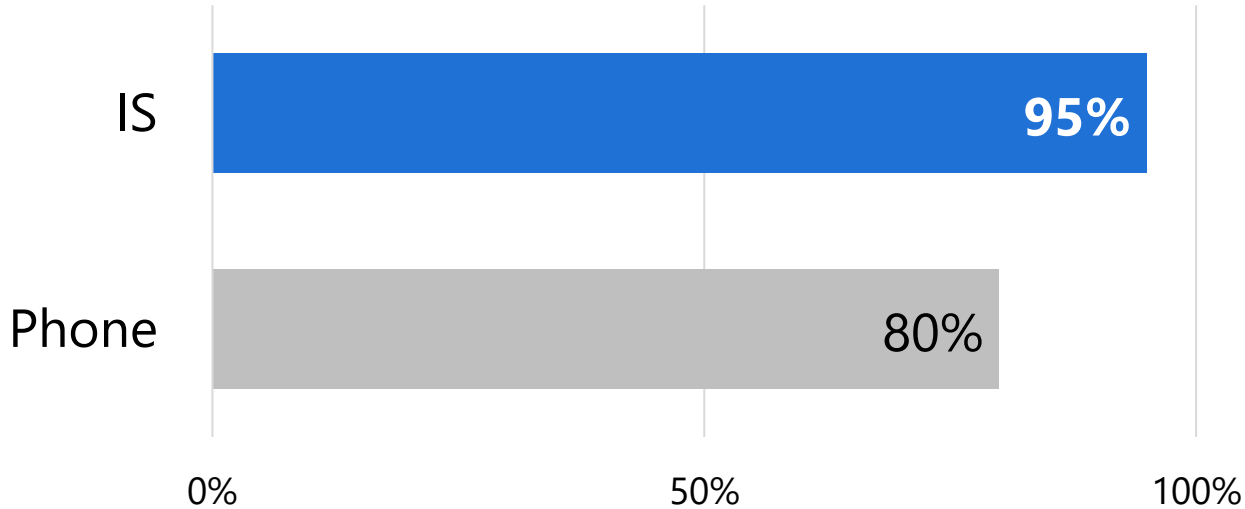
42% of IS respondents would **NOT participate in phone counseling** to get more NRT

A grayscale photograph showing a person's back with a white, oval-shaped transdermal patch applied. A hand is shown holding the patch in place. The patch has the word "nicorette" printed on it. The background is a soft, out-of-focus light gray.

NRT experience

Most tried the free NRT

IS more likely to try the NRT



**2/3 said they
received
enough NRT
to help them
quit**

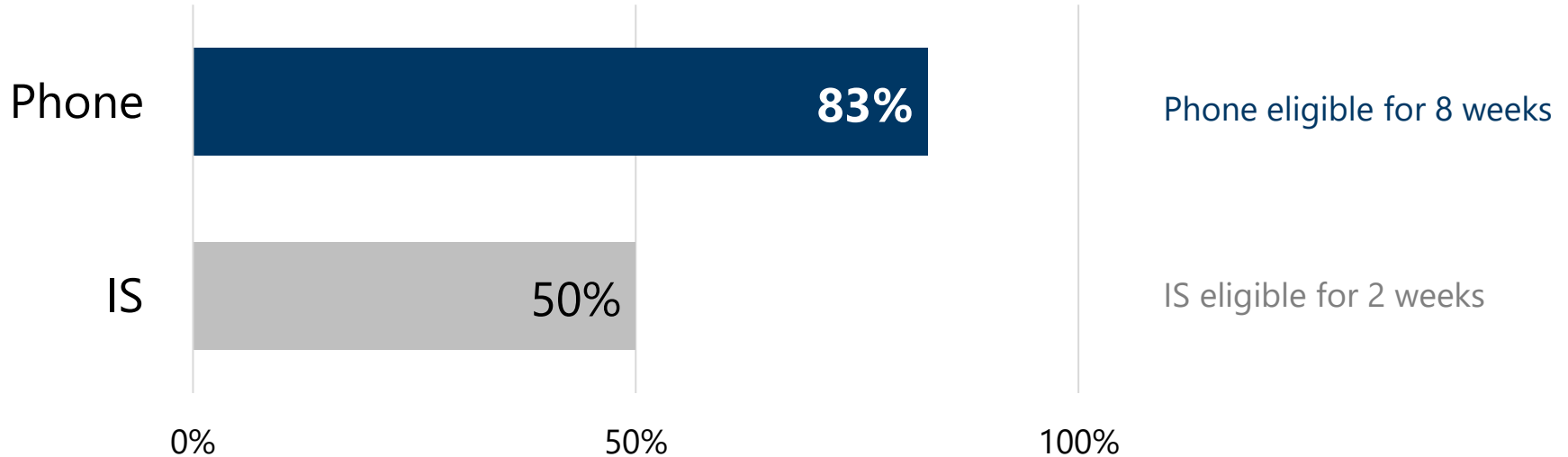


“I have plenty of gum”



“I'm confident enough
in my quit and with
how things are going
[that I don't need
more].”

Phone more likely to say they received enough NRT to quit

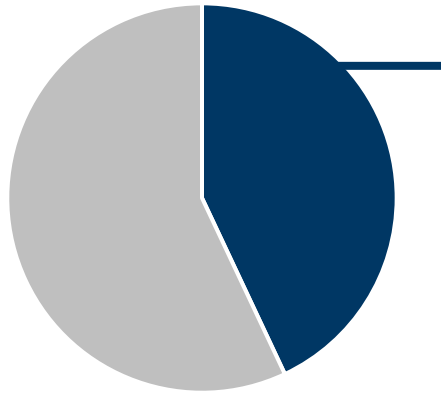


Majority interested in more NRT

- **Interested in more, regardless of whether they felt they already received enough to quit**
- Poor reactions or didn't like the NRT they received
- Wanted more NRT to have in reserve

Unaware of NRT eligibility

- Unaware they were eligible for more NRT
- Didn't understand eligibility, amount available



43% of Phone respondents shipped the first 4 weeks of NRT were **unaware** they could receive more NRT

A grayscale photograph of a person's hands holding a lit cigarette. The person's face is blurred in the background. The text "Quitting experience" is overlaid in the center in a bold, dark blue font.

Quitting experience

Motivations for enrolling

- Improve health
- Felt ready
- Family
- Financial cost
- Previous attempts
- Smell of smoke

Barriers to quitting

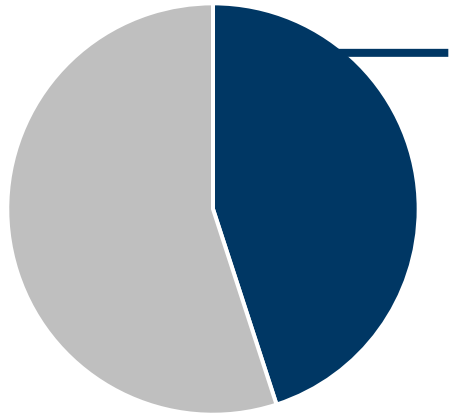
- Physical cravings and habits
- Daily routines
- Stress management and boredom



“It's just a trigger, whenever you get bored or get mad at something...”

Barriers to quitting (continued)

- Social environment



45% of respondents live with other tobacco users

Potential impacts on quitting

- Asked about impact of employment, health insurance, and COVID pandemic on ability to quit
- Mixed responses for each
- Many said “no impact”



Future considerations

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- Ensure uninsured participants understand NRT eligibility and processes
- **Consider offering more than 2 weeks of NRT to uninsured participants outside of phone counseling**
- Consider developing a process to connect uninsured participants with free healthcare resources

A light-colored dog, possibly a pit bull mix, is standing on its hind legs. Its right front paw is raised high, touching the wall. The dog is looking upwards and to the left. The background is a plain, light-colored wall. The word "Questions?" is overlaid in a large, bold, dark blue font across the center of the image.

Questions?

*Thank
you!*



Heather Zook, MA

Senior Evaluator I

Professional Data Analysts

www.pdastats.com



Link to presentation and
other resources