



Health and Wellness Trust Fund NC Tobacco Quitline

Interim Report March – June 2006

Prepared by UNC School of Medicine
Tobacco Prevention and Evaluation Program



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A. Summary

This interim report summarizes NC Tobacco Quitline data for Health and Wellness Trust Fund (HWTF)-funded callers over time (Section B) and during the four month period of March to June 2006 (Section C). Youth and young adult data have been summarized in Sections D and E. Some data for callers funded by the Centers for Disease Control and Prevention (CDC) through the NC Tobacco Prevention and Control Branch (TPCB) have been included for comparison.

Key highlights from this report are as follows:

- Since the NC Tobacco Quitline was initiated in November 2005, 2465 people have called the Quitline. Of these callers, 83% were tobacco users. Forty-two percent (895) of all tobacco users were from HWTF-funded populations (i.e., youth, young adults, school or daycare employees, parents or caregivers of children under 18 who live in their homes).
- The highest numbers of HWTF-funded calls were made during the month of June 2006. The largest increase was in calls by youth and young adults. This increase in call volume coincides with the airing of a small-scale, Quitline TV media campaign in June, targeting adults, that was funded through the TPCB. June was the only month in which HWTF-funded calls exceeded TPCB-funded calls.
- In total, 48 youth (0-17 years old) and 213 young adults (18-24 years old) who use tobacco called the Quitline between November 2005 and June 2006.
- Seven percent (66) of all HWTF-funded, tobacco-using callers between November 2005 and June 2006 entered the Quitline via fax referral. The number of fax referrals increased during the months of Feb and Mar 2006. This coincides with a promotional mailing about the fax referral service sent to North Carolina health professionals in February 2006.
- Sixty-one percent of all HWTF-funded, tobacco-using callers between March and June 2006 were female. Youth and young adult callers were equally distributed between male and female. The majority of adult callers (e.g., primary caregivers) were female.
- Twenty-four HWTF-funded, tobacco using callers between March and June 2006 were either pregnant, planning a pregnancy, or breast feeding. Sixty-eight percent (15) of these callers were either a youth or young adult.
- Over one third of all HWTF-funded, tobacco using callers between March and June 2006 were African American.
- The majority of HWTF-funded, tobacco using callers between March and June 2006 used tobacco every day and were in the preparation stage of quitting.
- Most HWTF-funded, tobacco-using callers between March and June 2006 heard about the Quitline from TV/commercials, health professionals, and family or friends.

B. Quitline Data Over Time (November 2005 to June 2006)

The following tables summarize key data for HWTF-funded and TPCB-funded callers between the months of November 2005 and June 2006.

B.1. Total Number of Callers by Caller Type and Funding Source

Caller Type		Funding Source		Total	Percent
		HWTF	TPCB		
	Tobacco User	895	1148	2043	82.9
	Hang up	10	113	123	5.0
	General Public	3	114	117	4.7
	Proxy	23	65	88	3.6
	Provider	0	82	82	3.3
	Prank	3	7	10	0.4
	Wrong Number	0	2	2	0.1
Total		934	1531	2465	100.0

B.2. Number of Callers by Month and Funding Source (Tobacco Users Only) -- See Appendix F.1

Month		Funding Source		Total	Percent
		HWTF	TPCB		
	Nov 05	164	314	478	23.4
	Dec 05	41	62	103	5.0
	Jan 06	91	124	215	10.5
	Feb 06	134	150	284	13.9
	Mar 06	118	135	253	12.4
	Apr 06	66	92	158	7.7
	May 06	87	102	189	9.3
	Jun 06	194	169	363	17.8
Total		895	1148	2043	100.0

B.3. Number of Fax Referrals by Month and Funding Source (Tobacco Users Only)

Month		Funding Source		Total	Percent
		HWTF	TPCB		
	Nov 05	0	2	2	1.0
	Dec 05	3	5	8	4.0
	Jan 06	8	10	18	9.1
	Feb 06	11	37	48	24.2
	Mar 06	20	36	56	28.3
	Apr 06	7	15	22	11.1
	May 06	9	12	21	10.6
	Jun 06	8	15	23	11.6
Total		66	132	198	100.0

B.4. Number of HWTF-funded Callers by Month and HWTF Status (Tobacco Users Only) – See Appendix F.2

Month	HWTF Status						Total	Percent
	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee	Unknown HWTF		
Nov 05	7	33	107	8	7	2	164	18.3
Dec 05	2	6	27	2	4	0	41	4.6
Jan 06	5	20	60	6	0	0	91	10.2
Feb 06	7	23	85	7	12	0	134	15.0
Mar 06	5	19	79	5	10	0	118	13.2
Apr 06	1	16	44	3	2	0	66	7.4
May 06	3	19	51	6	8	0	87	9.7
Jun 06	18	77	87	4	8	0	194	21.7
Total	48	213	540	41	51	2	895	100.0

C. HWTF Quitline Data for Report Period (March - June 2006)

The following section presents detailed data for HWTF-funded callers during the four month period of March to June 2006. Each Interim Report focuses on consecutive four month periods.

C.1. Number of HWTF-funded Callers by Caller Type and Month

Caller Type		Month				Total	Percent
		March	April	May	June		
	General Public	2	0	0	0	2	0.4
	Hang up	0	0	1	3	4	0.8
	Proxy	1	1	2	4	8	1.7
	Tobacco User	118	66	87	194	465	97.1
Total		121	67	90	201	479	100.0

C.2. Number of HWTF-funded Callers by Age and Month (Tobacco Users Only)

Age		Month				Total	Percent
		March	April	May	June		
	0 to 17 years old	5	1	3	18	27	5.8
	18 to 24 years old	19	16	19	77	131	28.2
	25 to 34 years old	37	14	23	35	109	23.4
	35 to 44 years old	30	16	22	37	105	22.6
	45 years and older	27	19	20	27	93	20.0
Total		118	66	87	194	465	100.0

C.3. Number of HWTF-funded Callers by Gender (Tobacco Users Only)

Gender		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Female	13	65	170	12	23	283	60.9
	Male	14	66	91	6	5	182	39.1
Total		27	131	261	18	28	465	100.0

C.4. Number of HWTF-funded Callers by Pregnancy Status (Tobacco Users Only)

Pregnancy Status		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	None	25	118	253	17	28	441	94.8
	Breast Feeding	0	1	1	0	0	2	0.4
	Planning Pregnancy	0	3	2	1	0	6	1.3
	Pregnant	2	9	5	0	0	16	3.4
Total		27	131	261	18	28	465	100.0

C.5. Number of HWTF-funded Callers by Ethnicity (Tobacco Users Only)

Ethnicity		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Hispanic	0	6	7	1	2	16	3.4
	Non-Hispanic	27	120	247	17	25	436	93.8
	Not Collected	0	4	6	0	1	11	2.4
	Refused	0	1	1	0	0	2	0.4
Total		27	131	261	18	28	465	100.0

C.6. Number of HWTF-funded Callers by Race (Tobacco Users Only)

Race		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	American Indian or Alaskan Native	0	1	5	0	0	6	1.3
	Asian	0	0	2	0	0	2	0.4
	Black or African American	4	41	94	8	15	162	34.8
	White	22	76	143	10	10	261	56.1
	Other	1	8	9	0	2	20	4.3
	Not Asked/Collected	0	4	6	0	1	11	2.4
	Refused	0	1	2	0	0	3	0.6
Total		27	131	261	18	28	465	100.0

C.7. Number of HWTF-funded Callers by Language (Tobacco Users Only)

Language	Total	Percent
English	463	99.6
Spanish	2	0.4
Total	465	100.0

C.8. Number of HWTF-funded Callers by Type of Tobacco Use (Tobacco Users Only)

Type of Tobacco Use		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Cigarette	25	111	244	17	26	423	91.0
	Smokeless	1	3	5	0	0	9	1.9
	Cigar	0	2	1	1	0	4	0.9
	Multiple	1	11	7	0	0	19	4.1
	Unknown	0	4	4	0	2	10	2.2
Total		27	131	261	18	28	465	100.0

C.9. Number of HWTF-funded Callers by Cigarette Frequency (Tobacco Users Only)

Cigarette Frequency		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Every day	25	118	239	15	24	421	90.5
	Not at all	0	2	5	0	0	7	1.5
	Not Collected	1	9	10	1	2	23	4.9
	Some days	1	2	7	2	2	14	3.0
Total		27	131	261	18	28	465	100.0

C.10. Number of HWTF-funded Callers by Stage of Readiness to Change (Tobacco Users Only)

Stage		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	24 Hours	0	0	1	0	0	1	0.2
	Contemplation	2	5	16	1	1	25	5.4
	Preparation	24	119	229	13	24	409	88.0
	Action	1	3	10	4	2	20	4.3
	Maintenance	0	0	2	0	0	2	0.4
	Unknown	0	4	3	0	1	8	1.7
Total		27	131	261	18	28	465	100.0

C.11. How HWTF-funded Callers Entered the Quitline (Tobacco Users Only)

Entry Method		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Fax Referral	1	3	34	1	5	44	9.5
	Inbound English Phone Call	26	128	226	17	23	420	90.3
	Inbound Spanish Phone Call	0	0	1	0	0	1	0.2
Total		27	131	261	18	28	465	100.0

C.12. How HWTF-funded Callers Heard About the Quitline (Tobacco Users Only) -- Top 5 bolded, See Appendix F.3

How Heard About Quitline		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Brochure/Newsletter/Flyer	1	7	9	1	2	20	4.3
	Cigarette Pack (Quit Assist)	1	1	3	0	0	5	1.1
	Community Organization	2	0	2	1	0	5	1.1
	Does Not Remember	0	0	1	0	0	1	0.2
	Employer/Worksite	0	1	1	0	0	2	0.4
	Family/Friend	3	9	15	1	2	30	6.5
	Health Department	0	5	8	0	2	15	3.2
	Health Insurance	0	2	4	2	0	8	1.7
	Health Professional	3	12	78	1	10	104	22.4
	Newspaper/Magazine	1	1	7	1	2	12	2.6
	Not Collected	0	0	1	0	0	1	0.2
	Other	0	1	13	2	0	16	3.4
	Outdoor Ad	0	6	5	1	0	12	2.6
	Radio/Commercial	0	6	19	1	2	28	6.0
	Radio/News	0	0	1	1	0	2	0.4
	School/College event	0	2	2	1	0	5	1.1
	Student Health Services	0	0	1	0	0	1	0.2
	TV/Commercial	16	73	80	5	8	182	39.1
	TV/News	0	3	9	0	0	12	2.6
	Website	0	2	2	0	0	4	0.9
Total		27	131	261	18	28	465	100.0

C.13. Number of HWTF-funded Callers by Type of Service Requested (Tobacco Users Only)

Service Type		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	General Questions	0	4	5	0	1	10	2.2
	Intervention requested	26	122	255	18	27	448	96.3
	Materials Only	1	5	1	0	0	7	1.5
Total		27	131	261	18	28	465	100.0

C.14. Number of HWTF-funded Callers by County and Month (Tobacco Users Only) -- Top 5 bolded

County		Month				Total	Percent
		March	April	May	June		
ALAMANCE	0	1	0	2	3	0.6	
ALLEGHANY	0	1	0	0	1	0.2	
ANSON	0	1	0	1	2	0.4	
AVERY	1	0	0	0	1	0.2	
BEAUFORT	2	0	1	0	3	0.6	
BERTIE	1	1	0	0	2	0.4	
BRUNSWICK	0	2	2	3	7	1.5	
BUNCOMBE	3	3	2	9	17	3.7	
BURKE	2	2	0	0	4	0.9	
CABARRUS	1	1	1	3	6	1.3	
CALDWELL	1	0	1	2	4	0.9	
CARTERET	0	0	0	3	3	0.6	
CASWELL	1	0	0	0	1	0.2	
CATAWBA	4	1	2	9	16	3.4	
CHATHAM	0	1	2	1	4	0.9	
CHEROKEE	1	0	0	0	1	0.2	
CHOWAN	0	1	1	0	2	0.4	
CLEVELAND	0	0	0	3	3	0.6	
COLUMBUS	1	1	0	0	2	0.4	
CRAVEN	0	0	2	4	6	1.3	
CUMBERLAND	1	2	1	9	13	2.8	
DARE	2	0	0	0	2	0.4	
DAVIDSON	4	3	1	1	9	1.9	
DURHAM	4	3	8	3	18	3.9	
EDGECOMBE	1	0	1	0	2	0.4	
FORSYTH	7	3	5	1	16	3.4	
FRANKLIN	0	0	0	1	1	0.2	
GASTON	4	1	1	10	16	3.4	
GRANVILLE	0	0	0	1	1	0.2	
GUILFORD	5	5	8	17	35	7.5	
HALIFAX	1	0	0	0	1	0.2	

County	March	April	May	June	Total	Percent
HARNETT	1	0	1	1	3	0.6
HAYWOOD	0	1	0	3	4	0.9
HENDERSON	0	1	2	2	5	1.1
IREDELL	4	1	3	4	12	2.6
JOHNSTON	1	3	0	2	6	1.3
LEE	2	0	0	0	2	0.4
LENOIR	1	1	1	6	9	1.9
MACON	0	0	1	2	3	0.6
MARTIN	0	1	0	0	1	0.2
MCDOWELL	0	1	0	0	1	0.2
MECKLENBURG	23	5	9	26	63	13.5
MITCHELL	0	2	0	0	2	0.4
MONTGOMERY	0	0	0	1	1	0.2
MOORE	0	0	1	1	2	0.4
NASH	0	1	0	0	1	0.2
NEW HANOVER	3	1	0	2	6	1.3
ONslow	1	0	4	1	6	1.3
ORANGE	1	0	0	0	1	0.2
PAMLICO	0	0	0	1	1	0.2
PENDER	2	0	0	0	2	0.4
PERSON	1	0	0	1	2	0.4
PITT	0	1	4	1	6	1.3
POLK	0	1	1	1	3	0.6
RANDOLPH	1	0	0	6	7	1.5
RICHMOND	0	0	1	5	6	1.3
ROBESON	2	0	0	1	3	0.6
ROCKINGHAM	4	1	2	2	9	1.9
ROWAN	4	2	2	1	9	1.9
RUTHERFORD	1	0	0	0	1	0.2
SAMPSON	3	0	0	2	5	1.1
STANLY	0	0	0	3	3	0.6
STOKES	3	1	0	0	4	0.9
SURRY	0	1	0	1	2	0.4
TRANSYLVANIA	0	0	0	1	1	0.2
UNION	2	0	3	4	9	1.9
VANCE	2	2	0	1	5	1.1
WAKE	7	5	4	16	32	6.9
WATAUGA	0	0	0	1	1	0.2
WAYNE	0	1	2	4	7	1.5
WILKES	1	0	0	0	1	0.2
WILSON	0	0	2	2	4	0.9
YANCEY	0	0	1	0	1	0.2
Unknown	1	0	4	6	11	2.4
Total	118	66	87	194	465	100.0

C.15. Number of HWTF-funded Callers by County and HWTF status (Tobacco Users Only) -- Top 6 bolded for youth + young adults

County	HWTF Status					Total	Percent
	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
ALAMANCE	0	2	1	0	0	3	0.6
ALLEGHANY	0	0	1	0	0	1	0.2
ANSON	0	0	1	0	1	2	0.4
AVERY	0	0	1	0	0	1	0.2
BEAUFORT	0	0	2	1	0	3	0.6
BERTIE	0	0	2	0	0	2	0.4
BRUNSWICK	0	2	4	0	1	7	1.5
BUNCOMBE	1	6	9	0	1	17	3.7
BURKE	0	0	2	1	1	4	0.9
CABARRUS	1	3	2	0	0	6	1.3
CALDWELL	1	2	1	0	0	4	0.9
CARTERET	0	1	2	0	0	3	0.6
CASWELL	0	0	1	0	0	1	0.2
CATAWBA	0	4	10	0	2	16	3.4
CHATHAM	0	0	2	2	0	4	0.9
CHEROKEE	0	0	1	0	0	1	0.2
CHOWAN	0	0	2	0	0	2	0.4
CLEVELAND	1	1	1	0	0	3	0.6
COLUMBUS	0	0	2	0	0	2	0.4
CRAVEN	0	2	3	0	1	6	1.3
CUMBERLAND	2	2	9	0	0	13	2.8
DARE	1	1	0	0	0	2	0.4
DAVIDSON	1	1	7	0	0	9	1.9
DURHAM	0	3	14	0	1	18	3.9
EDGECOMBE	0	0	2	0	0	2	0.4
FORSYTH	0	3	11	1	1	16	3.4
FRANKLIN	0	1	0	0	0	1	0.2
GASTON	2	3	9	0	2	16	3.4
GRANVILLE	0	0	0	0	1	1	0.2
GUILFORD	3	12	17	2	1	35	7.5
HALIFAX	0	0	1	0	0	1	0.2
HARNETT	0	0	2	1	0	3	0.6
HAYWOOD	1	2	1	0	0	4	0.9
HENDERSON	1	1	3	0	0	5	1.1
IREDELL	1	1	8	0	2	12	2.6
JOHNSTON	0	1	5	0	0	6	1.3
LEE	0	0	2	0	0	2	0.4
LENOIR	0	3	3	1	2	9	1.9
MACON	0	0	3	0	0	3	0.6

County	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee	Total	Percent
MARTIN	0	0	0	1	0	1	0.2
MCDOWELL	0	0	1	0	0	1	0.2
MECKLENBURG	2	21	32	5	3	63	13.5
MITCHELL	0	1	1	0	0	2	0.4
MONTGOMERY	0	0	1	0	0	1	0.2
MOORE	0	1	0	1	0	2	0.4
NASH	0	0	1	0	0	1	0.2
NEW HANOVER	0	2	4	0	0	6	1.3
ONslow	0	1	5	0	0	6	1.3
ORANGE	0	0	1	0	0	1	0.2
PAMLICO	0	1	0	0	0	1	0.2
PENDER	1	0	1	0	0	2	0.4
PERSON	0	0	2	0	0	2	0.4
PITT	1	4	0	0	1	6	1.3
POLK	0	1	1	1	0	3	0.6
RANDOLPH	0	2	5	0	0	7	1.5
RICHMOND	1	2	3	0	0	6	1.3
ROBESON	0	1	2	0	0	3	0.6
ROCKINGHAM	1	1	6	0	1	9	1.9
ROWAN	1	4	4	0	0	9	1.9
RUTHERFORD	0	0	1	0	0	1	0.2
SAMPSON	0	1	3	0	1	5	1.1
STANLY	0	3	0	0	0	3	0.6
STOKES	0	0	3	0	1	4	0.9
SURRY	0	1	1	0	0	2	0.4
TRANSYLVANIA	0	0	1	0	0	1	0.2
UNION	1	2	6	0	0	9	1.9
VANCE	0	1	4	0	0	5	1.1
WAKE	2	10	17	1	2	32	6.9
WATAUGA	0	1	0	0	0	1	0.2
WAYNE	0	3	4	0	0	7	1.5
WILKES	0	0	1	0	0	1	0.2
WILSON	0	2	1	0	1	4	0.9
YANCEY	0	1	0	0	0	1	0.2
Unknown	1	7	2	0	1	11	2.4
Total	27	131	261	18	28	465	100.0

D. Youth (0-17) Data for Mar - Jun 06 (Tobacco Users Only, n= 27)

D.1. Month

		Total	Percent
	March	5	18.5
	April	1	3.7
	May	3	11.1
	June	18	66.7
	Total	27	100.0

D.2. Age

		Total	Percent
	12	1	3.7
	14	3	11.1
	15	3	11.1
	16	7	25.9
	17	13	48.1

D.3. Gender

		Total	Percent
	Female	13	48.1
	Male	14	51.9

D.4. Race

		Total	Percent
	Black or African American	4	14.8
	Other	1	3.7
	White	22	81.5

D.5. Readiness to Change Stage

		Total	Percent
	Contemplation	2	7.4
	Preparation	24	88.9
	Action	1	3.7

D.6. Type of Service Requested

		Total	Percent
	Intervention requested	26	96.3
	Materials Only	1	3.7

D.7. County -- Top 3 bolded

	Total	Percent
BUNCOMBE	1	3.7
CABARRUS	1	3.7
CALDWELL	1	3.7
CLEVELAND	1	3.7
CUMBERLAND	2	7.4
DARE	1	3.7
DAVIDSON	1	3.7
GASTON	2	7.4
GUILFORD	3	11.1
HAYWOOD	1	3.7
HENDERSON	1	3.7
IREDELL	1	3.7
MECKLENBURG	2	7.4
PENDER	1	3.7
PITT	1	3.7
RICHMOND	1	3.7
ROCKINGHAM	1	3.7
ROWAN	1	3.7
UNION	1	3.7
WAKE	2	7.4
Unknown	1	3.7

D.8. How Youth Heard About the Quitline -- Top 2 bolded

	Total	Percent
Brochure/Newsletter/Flyer	1	3.7
Cigarette Pack (Quit Assist)	1	3.7
Community Organization	2	7.4
Family/Friend	3	11.1
Health Professional	3	11.1
Newspaper/Magazine	1	3.7
TV/Commercial	16	59.3

E. Young Adults (18-24) Data for Mar – Jun 06 (Tobacco Users Only, n= 131)

E.1. Month

		Total	Percent
	March	19	14.5
	April	16	12.2
	May	19	14.5
	June	77	58.8
	Total	131	100.0

E.2. Age

		Total	Percent
	18	19	14.5
	19	19	14.5
	20	20	15.3
	21	23	17.6
	22	18	13.7
	23	17	13.0
	24	15	11.5

E.3. Gender

		Total	Percent
	Female	65	49.6
	Male	66	50.4

E.4. Race

		Total	Percent
	American Indian or Alaskan Native	1	0.8
	Black or African American	41	31.3
	Not Asked	4	3.1
	Other	8	6.1
	Refused	1	0.8
	White	76	58.0

E.5. Readiness to Change Stage

		Total	Percent
	Contemplation	5	3.8
	Preparation	119	90.8
	Action	3	2.3
	Unknown	4	3.1

E.6. Type of Service Requested

	Total	Percent
General Questions	4	3.1
Intervention requested	122	93.1
Materials Only	5	3.8

E.7. County -- Top 3 bolded

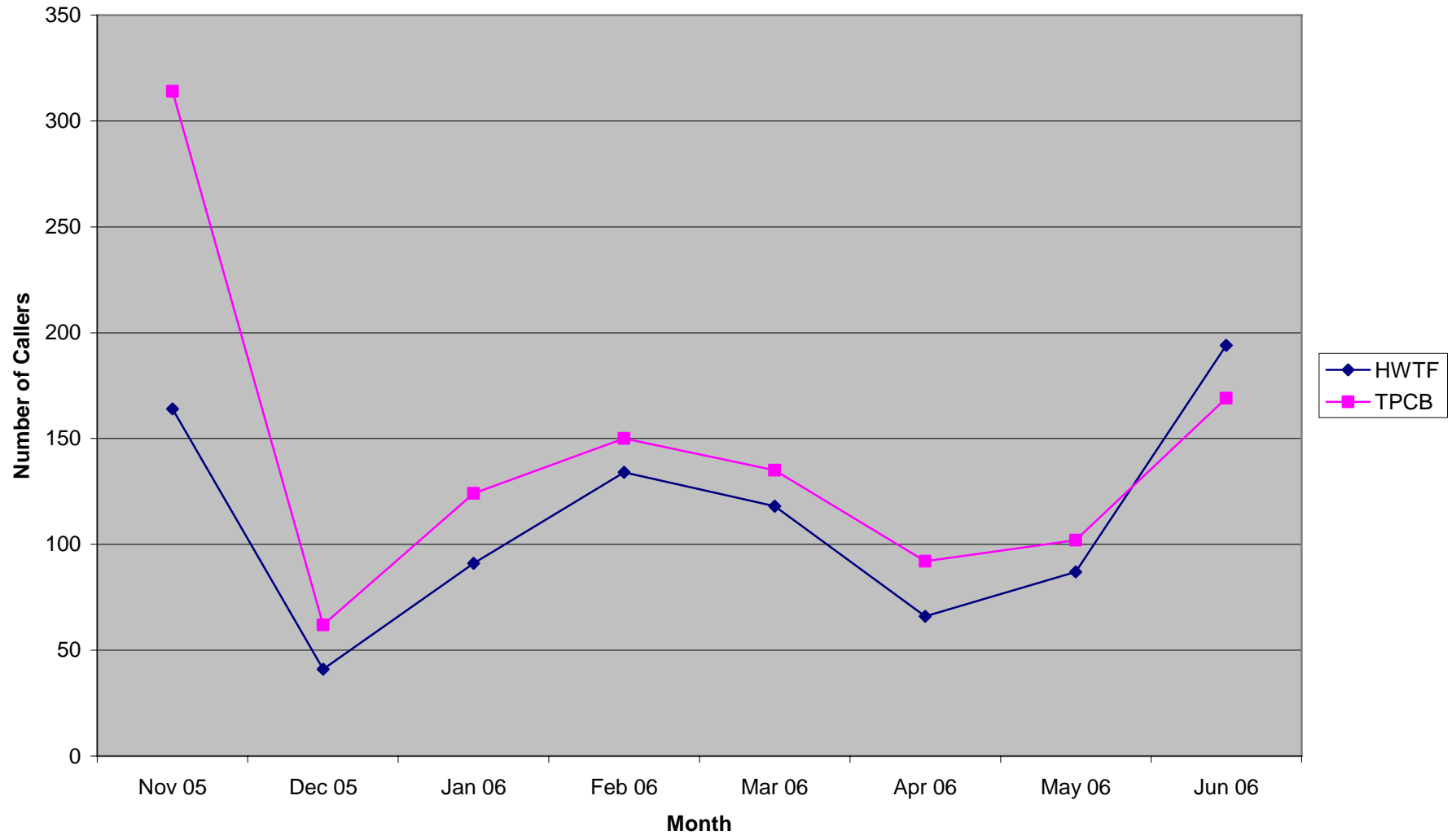
	Total	Percent
ALAMANCE	2	1.5
BRUNSWICK	2	1.5
BUNCOMBE	6	4.6
CABARRUS	3	2.3
CALDWELL	2	1.5
CARTERET	1	0.8
CATAWBA	4	3.1
CLEVELAND	1	0.8
CRAVEN	2	1.5
CUMBERLAND	2	1.5
DARE	1	0.8
DAVIDSON	1	0.8
DURHAM	3	2.3
FORSYTH	3	2.3
FRANKLIN	1	0.8
GASTON	3	2.3
GUILFORD	12	9.2
HAYWOOD	2	1.5
HENDERSON	1	0.8
IREDELL	1	0.8
JOHNSTON	1	0.8
LENOIR	3	2.3
MECKLENBURG	21	16.0
MITCHELL	1	0.8
MOORE	1	0.8
NEW HANOVER	2	1.5
ONSLOW	1	0.8
PAMLICO	1	0.8
PITT	4	3.1
POLK	1	0.8
RANDOLPH	2	1.5
RICHMOND	2	1.5
ROBESON	1	0.8
ROCKINGHAM	1	0.8
ROWAN	4	3.1
SAMPSON	1	0.8
STANLY	3	2.3

		Total	Percent
	SURRY	1	0.8
	UNION	2	1.5
	VANCE	1	0.8
	WAKE	10	7.6
	WATAUGA	1	0.8
	WAYNE	3	2.3
	WILSON	2	1.5
	YANCEY	1	0.8
	Unknown	7	5.3

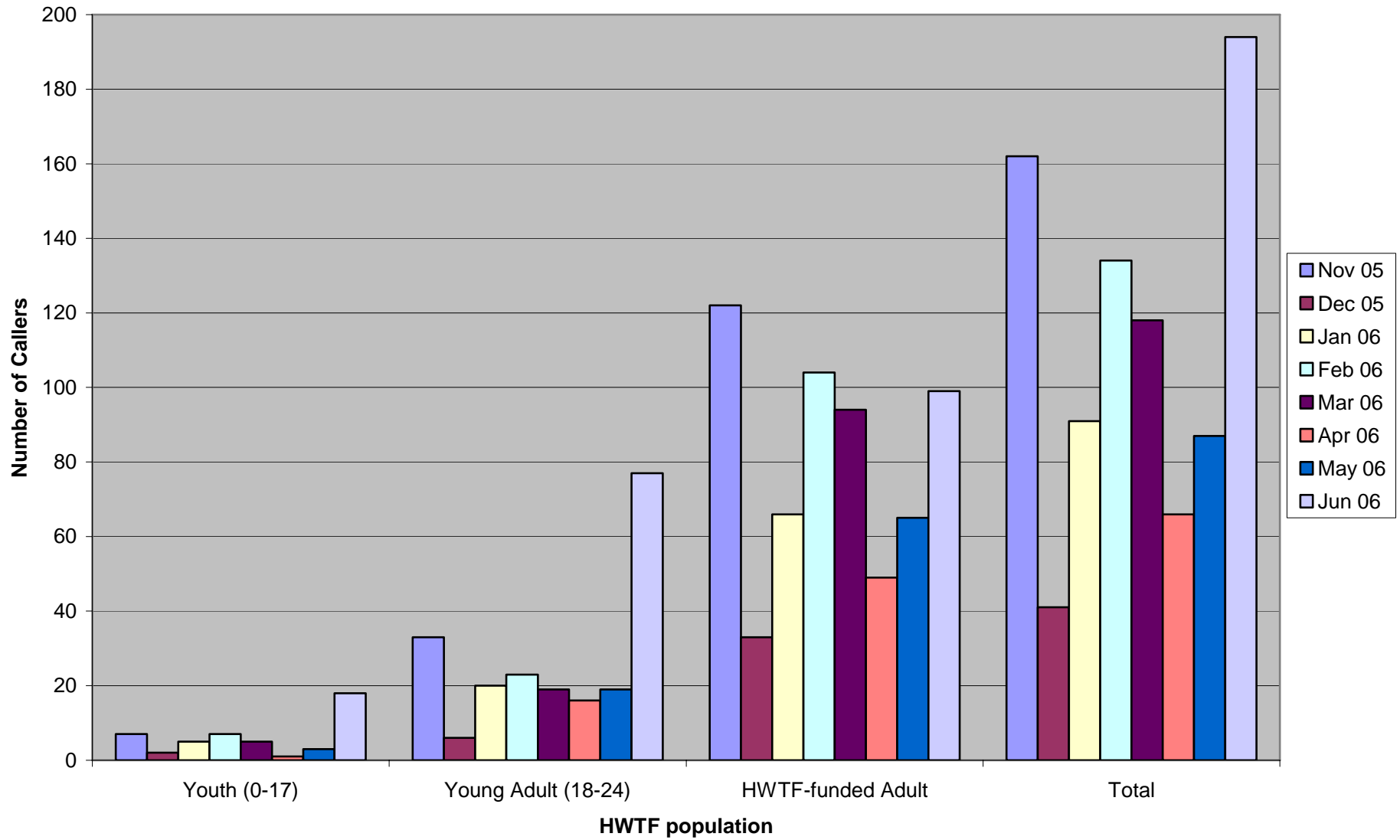
E.8. How Young Adults Heard About the Quitline -- Top 3 bolded

		Total	Percent
	Brochure/Newsletter/Flyer	7	5.3
	Cigarette Pack (Quit Assist)	1	0.8
	Employer/Worksite	1	0.8
	Family/Friend	9	6.9
	Health Department	5	3.8
	Health Insurance	2	1.5
	Health Professional	12	9.2
	Newspaper/Magazine	1	0.8
	Other	1	0.8
	Outdoor Ad	6	4.6
	Radio/Commercial	6	4.6
	School/College event	2	1.5
	TV/Commercial	73	55.7
	TV/News	3	2.3
	Website	2	1.5

**Appendix F.1: HWTF and TPCB call volume over time (Tobacco Users Only, n=2043)
November 2005 - June 2006**



**Appendix F.2: Calls by HWTF populations over time (HWTF Tobacco Users Only, n=895)
November 2005 - June 2006**



**Appendix F.3: How HWTF-funded callers heard about the Quitline between March-June 2006
(HWTF Tobacco users only, n=465)**

