



North Carolina Health and Wellness Trust Fund Quitline NC

Interim Report July - October 2006

Prepared for:
North Carolina Health and Wellness Trust Fund



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Report completed: January 5, 2007

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A. Summary

This interim report summarizes NC Tobacco Quitline (i.e., Quitline NC) data for Health and Wellness Trust Fund (HWTF)-funded callers over time (Section B) and during the four month period of July to October 06 (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:

- 4132 people called Quitline NC during Year 1 of its operation (Nov 05–Oct 06). Of these callers, 73% were tobacco users. Ninety-six percent (1275) of all callers from HWTF-funded populations (i.e., youth, young adults, school or daycare employees, parents or caregivers of children under 18) were tobacco users.
- A small scale Quitline NC TV media campaign, funded by the TPCB, was aired during the months of June and part of July 06. This campaign, which targeted adults, appeared to increase HWTF-funded calls to an all time high during the month of June (particularly calls by young adults). HWTF-funded calls subsequently declined but remained relatively stable in the months following this campaign.
- In total, 72 youth (0-17 years old) and 315 young adults (18-24 years old) who use tobacco called Quitline NC during Year 1.
- Eight percent (104) of all HWTF-funded, tobacco-using callers during Year 1 entered Quitline NC via the fax referral service.
- Residents from 72% of North Carolina counties used the HWTF-funded portion of Quitline NC between July-October 06.
- Ten percent (23) of all HWTF-funded, female, tobacco using callers between July-October 06 were either pregnant, planning a pregnancy, or breast feeding. Seventy percent (16) of these callers were either a youth or young adult.
- Thirty-two percent of all HWTF-funded, tobacco-using callers between July-October 06 were African American. Seven percent were Hispanic and 2% were American Indian.
- Ninety-five percent of HWTF-funded, cigarette-using callers between July-October 06 were everyday smokers.
- Eighty-two percent of all HWTF-funded, tobacco-using callers between July-October 06 were in the preparation stage of quitting (i.e., Quitline NC is reaching those ready to quit).
- Most HWTF-funded, tobacco-using callers between July-October 06 heard about Quitline NC from TV/commercials, health professionals, and family or friends. The number of callers who reported hearing about the Quitline from a cigarette pack (Quit Assist) increased considerably (500%) during July-October 06 compared to March-June 06.
- Thirty-four young adults (33% of all young adult callers) and one youth who called between July-October 2006 reported that they currently attend college. Forty-seven (38%) of all youth and young adult callers during this time reported that they currently worked full-time.

B. Quitline NC Data Over Time (Year 1)

The following tables summarize key data for HWTF-funded and TPCB-funded callers for between the months of November 2005 and October 2006 (Year 1). Due to some data adjustments made by the Quitline vendor between November 05 and June 06, TPCB data reported below may have changed slightly from data reported in the previous Interim Report (March-June 06). This report does not include End-Of-Program (EOP) results.

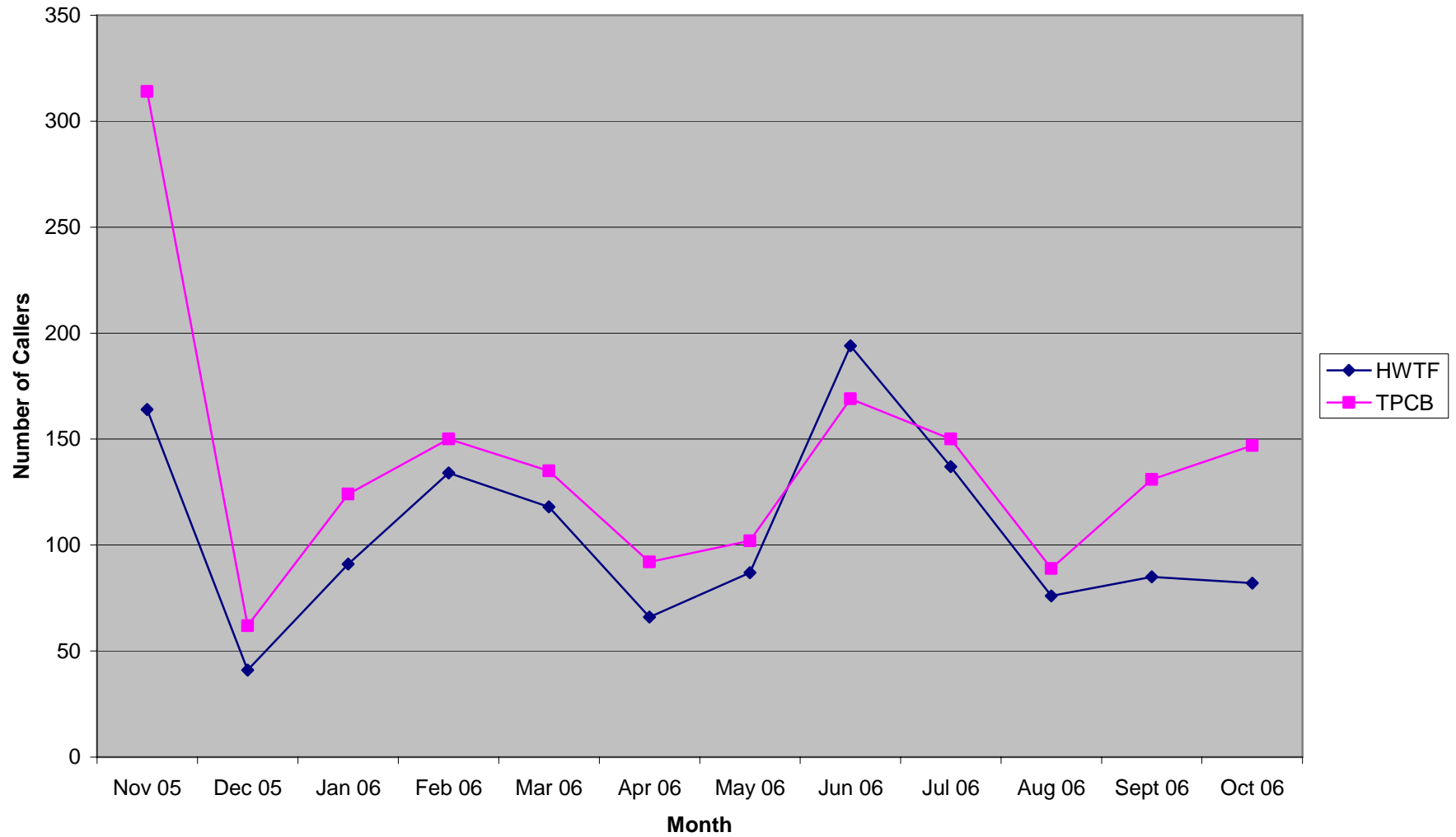
B.1. Total Number of Callers by Caller Type and Funding Source

Caller Type		Funding Source		Total	Percent
		HWTF	TPCB		
	General Public	4	365	369	8.9
	Hang up	14	342	356	8.6
	Prank	5	50	55	1.3
	Provider	1	165	166	4.0
	Proxy	28	122	150	3.6
	Tobacco User	1275	1745	3020	73.1
	Wrong Number	0	16	16	0.4
Total		1323	2805	4132	100.0

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

Month		Funding Source		Total	Percent
		HWTF	TPCB		
	NOV 05	164	314	478	15.8
	DEC 05	41	62	103	3.4
	JAN 06	91	124	215	7.1
	FEB 06	134	150	284	9.4
	MAR 06	118	145	263	8.7
	APR 06	66	103	169	5.6
	MAY 06	87	116	203	6.7
	JUN 06	194	214	408	13.5
	JUL 06	137	150	287	9.5
	AUG 06	76	89	165	5.5
	SEP 06	85	131	216	7.2
	OCT 06	82	147	229	7.6
Total		1275	1745	3020	100.0

**Table 1: HWTF and TPCB call volume over time (Tobacco Users Only, n=3020)
November 2005 - October 2006**



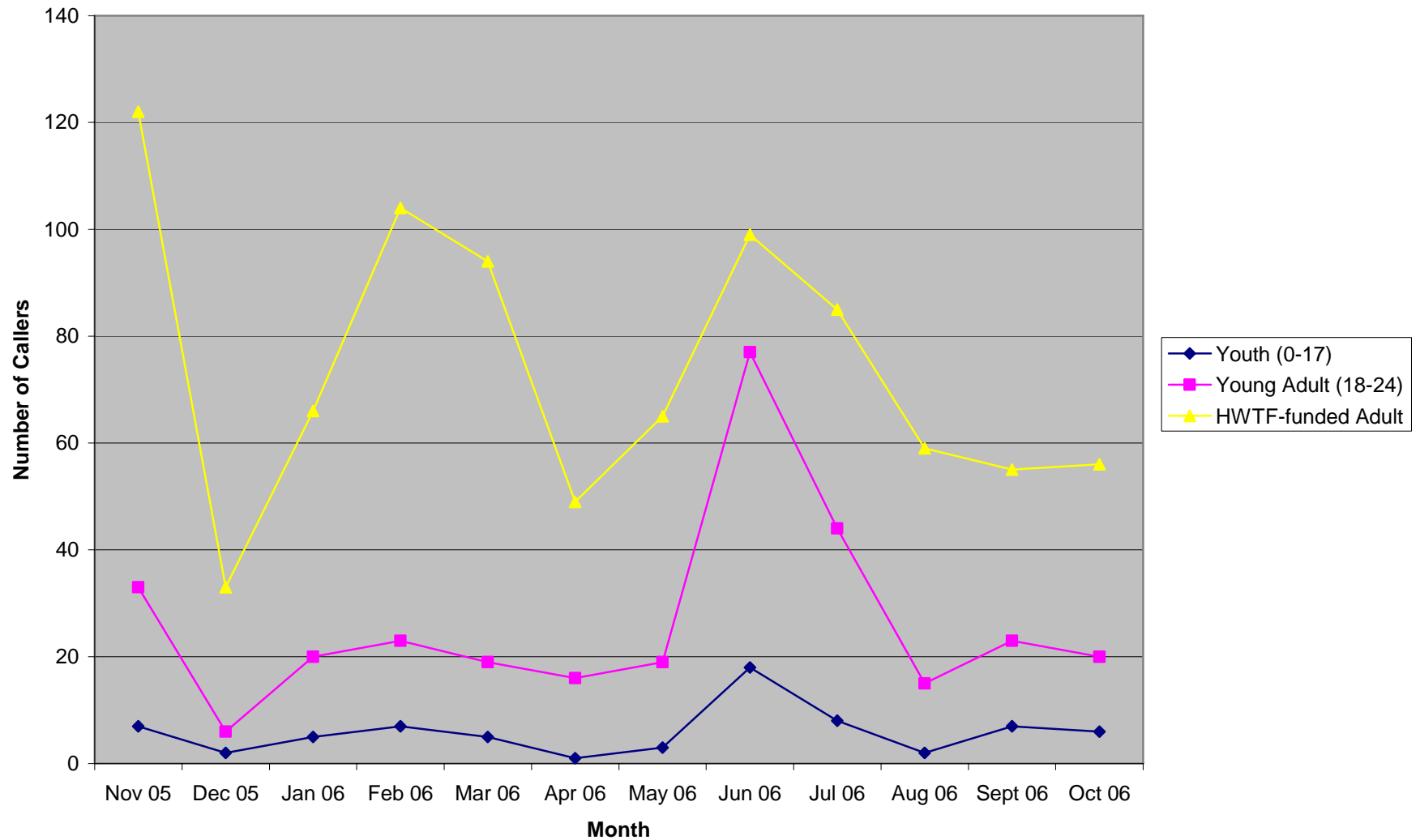
B.3. Number of Fax Referrals by Month and Funding Source (Tobacco Users Only)

Month	Funding Source		Total	Percent
	HWTF	TPCB		
NOV 05	0	2	2	0.7
DEC 05	3	5	8	2.9
JAN 06	8	10	18	6.4
FEB 06	11	37	48	17.1
MAR 06	20	36	56	20.0
APR 06	7	15	22	7.9
MAY 06	9	12	21	7.5
JUN 06	8	15	23	8.2
JUL 06	15	16	31	11.1
AUG 06	9	10	19	6.8
SEP 06	7	5	12	4.3
OCT 06	7	13	20	7.1
Total	104	176	280	100.0

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

Month	HWTF Status					Total	Percent
	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
NOV 05	8	33	108	8	7	164	12.9
DEC 05	2	6	27	2	4	41	3.2
JAN 06	5	20	60	6	0	91	7.1
FEB 06	7	23	85	7	12	134	10.5
MAR 06	5	19	79	5	10	118	9.3
APR 06	1	16	44	3	2	66	5.2
MAY 06	3	19	51	6	8	87	6.8
JUN 06	18	77	87	4	8	194	15.2
JUL 06	8	44	78	4	3	137	10.7
AUG 06	2	15	47	5	7	76	6.0
SEP 06	7	23	51	2	2	85	6.7
OCT 06	6	20	54	1	1	82	6.4
Total	72	315	771	53	64	1275	100.0

**Table 2: HWTF populations call volume over time (Tobacco Users Only, n=1275)
November 2005 - October 2006**



C. HWTF Quitline NC Data for Report Period (July - October 2006)

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

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

Caller Type	Month				Total	Percent
	JUL 06	AUG 06	SEP 06	OCT 06		
General Public	1	0	0	0	1	0.3
Hang up	2	0	1	1	4	1.0
Prank	1	0	1	0	2	0.5
Provider	0	0	0	1	1	0.3
Proxy	3	1	1	0	5	1.3
Tobacco User	137	76	85	82	380	96.7
Total	144	77	88	84	393	100.0

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

Age	Month				Total	Percent
	JUL 06	AUG 06	SEP 06	OCT 06		
0 to 17 years old	8	2	7	6	23	6.1
18 to 24 years old	44	15	23	20	102	26.8
25 to 34 years old	30	15	18	22	85	22.4
35 to 44 years old	32	21	25	16	94	24.7
45 years and older	23	23	12	18	76	20.0
Total	137	76	85	82	380	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	11	53	144	9	9	226	59.5
Male	12	49	86	3	4	154	40.5
Total	23	102	230	12	13	380	100.0

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

Pregnancy Group		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	None	10	38	138	9	8	203	89.8
	Breast Feeding	0	0	1	0	0	1	0.4
	Planning Pregnancy	1	5	1	0	1	8	3.5
	Pregnant	0	10	4	0	0	14	6.2
Total		11	53	144	9	9	226	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	2	9	12	0	2	25	6.6
	Non-Hispanic	18	89	214	12	11	344	90.5
	Not Asked	3	4	4	0	0	11	2.9
Total		23	102	230	12	13	380	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	7	0	0	8	2.1
	Black or African American	6	28	77	6	4	121	31.8
	Not Asked	3	4	4	0	0	11	2.9
	Other	1	7	11	1	1	21	5.5
	Refused	0	0	1	0	0	1	0.3
	White	13	62	130	5	8	218	57.4
Total		23	102	230	12	13	380	100.0

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

		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
Language								
	English	23	97	227	12	12	371	97.6
	Spanish	0	5	3	0	1	9	2.4
Total		23	102	230	12	13	380	100.0

C.8. Highest Level of Education Attained by HWTF-funded Callers (Tobacco Users Only)

		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
Highest Level of Education								
	Less than grade 9	0	4	14	0	0	18	4.7
	Grade 9-11, no degree	0	24	36	1	1	62	16.3
	High School Degree	0	32	60	1	5	98	25.8
	GED	0	7	15	0	0	22	5.8
	Some College or University	0	29	65	5	4	103	27.1
	College or University Degree	0	2	35	5	3	45	11.8
	Not Asked/Collected	23	4	5	0	0	31	8.2
Total		23	102	230	12	13	380	100.0

C.9. Number of HWTF-funded Callers by Type of Tobacco Use (Tobacco Users Only)

		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
Type of Tobacco Use								
	Cigarette	18	88	214	11	13	344	90.5
	Smokeless	0	2	3	0	0	5	1.3
	Cigar	0	1	2	0	0	3	0.8
	Other	0	0	1	0	0	1	0.3
	None	3	4	4	0	0	11	2.9
	Multiple	2	7	6	1	0	16	4.2
Total		23	102	230	12	13	380	100.0

C.10. Number of HWTF-funded Callers by Cigarette Frequency (Cigarette Users Only)

Cigarette Use Frequency		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Every day	15	83	206	11	13	328	95.4
	Some days	3	1	5	0	0	9	2.6
	Not at all	0	4	3	0	0	7	2.0
Total		18	88	214	11	13	344	100.0

C.11. 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		
	Precontemplation	1	0	1	0	0	2	0.5
	Contemplation	2	2	11	1	1	17	4.5
	Preparation	16	83	189	10	12	310	81.6
	Action	1	12	24	1	0	38	10.0
	Maintenance	0	1	0	0	0	1	0.3
	Unknown	3	4	5	0	0	12	3.2
Total		23	102	230	12	13	380	100.0

C.12. 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	3	5	26	2	2	38	10.0
	Inbound English Phone Call	20	94	203	10	11	338	88.9
	Inbound Spanish Phone Call	0	3	1	0	0	4	1.1
Total		23	102	230	12	13	380	100.0

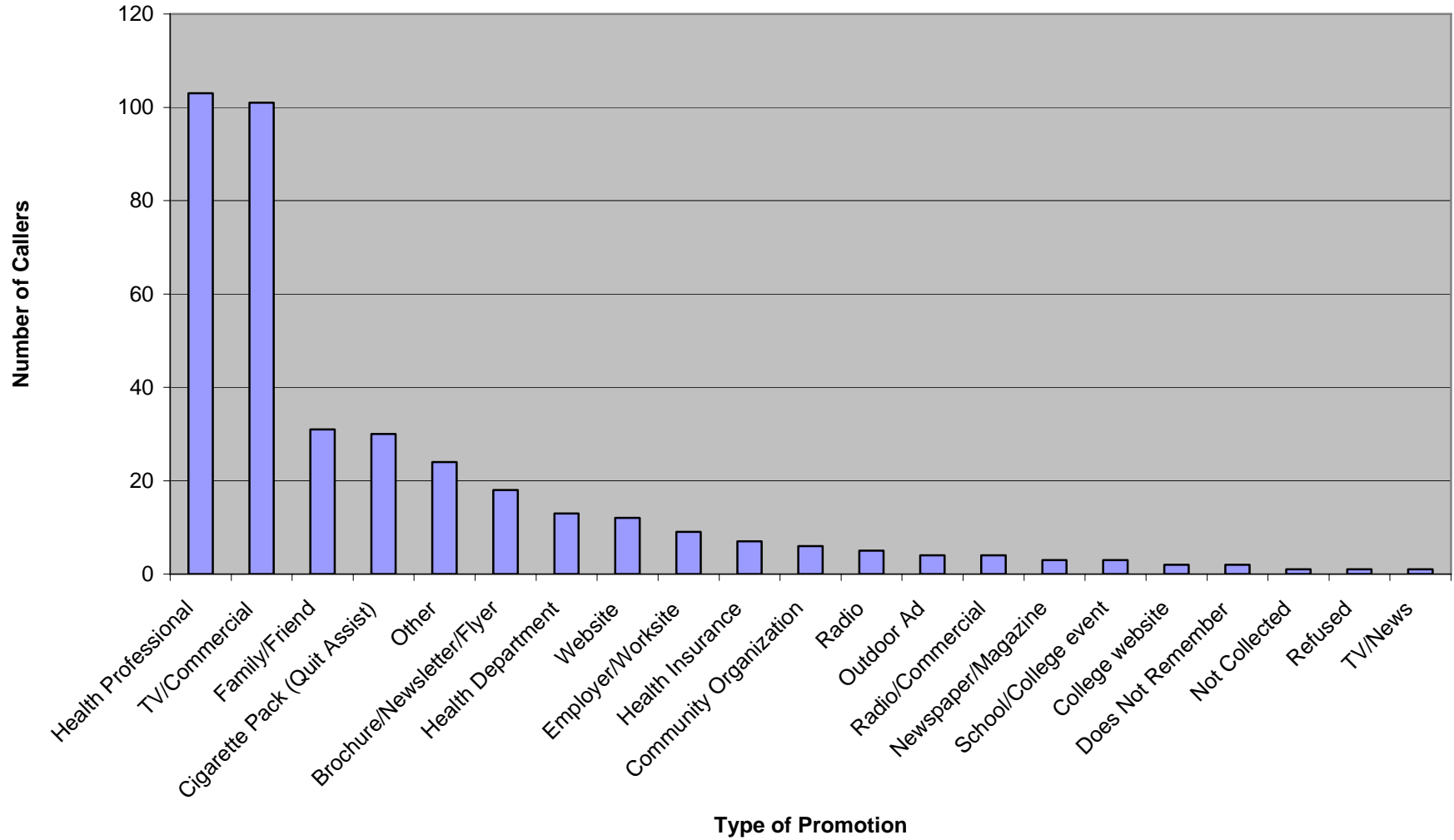
C.13. How HWTF-funded Callers Heard About the Quitline (Tobacco Users Only) -- Top 5 bolded, See Table 3

How Heard About Quitline NC		HWTF Status					Total	Percent
		Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
	Brochure/Newsletter/Flyer	1	6	11	0	0	18	4.7
	Cigarette Pack (Quit Assist)	5	10	15	0	0	30	7.9
	College website	0	1	1	0	0	2	0.5
	Community Organization	1	1	2	1	1	6	1.6
	Does Not Remember	0	1	0	0	1	2	0.5
	Employer/Worksite	0	2	7	0	0	9	2.4
	Family/Friend	3	3	21	1	3	31	8.2
	Health Department	1	3	9	0	0	13	3.4
	Health Insurance	0	0	6	1	0	7	1.8
	Health Professional	4	18	74	4	3	103	27.1
	Newspaper/Magazine	0	1	2	0	0	3	0.8
	Not Collected	0	0	1	0	0	1	0.3
	Other	2	4	14	1	3	24	6.3
	Outdoor Ad	0	1	3	0	0	4	1.1
	Radio	1	0	4	0	0	5	1.3
	Radio/Commercial	0	3	1	0	0	4	1.1
	Refused	0	0	1	0	0	1	0.3
	School/College event	0	2	0	1	0	3	0.8
	TV/Commercial	5	41	53	1	1	101	26.6
	TV/News	0	0	0	0	1	1	0.3
	Website	0	5	5	2	0	12	3.2
Total		23	102	230	12	13	380	100.0

C.14. 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	3	4	4	0	0	11	2.9
	Intervention Requested	19	98	223	12	13	365	96.1
	Materials Only	1	0	3	0	0	4	1.1
Total		23	102	230	12	13	380	100.0

**Table 3: How HWTF-funded callers heard about the Quitline between July-October 2006
(HWTF Tobacco users only, n=380)**



C.15. Number of HWTF-funded Callers by County and Month (Tobacco Users Only) -- Top 5 bolded

County	Month				Total	Percent
	JUL 06	AUG 06	SEP 06	OCT 06		
ALAMANCE	2	1	0	4	7	1.8
ALEXANDER	0	0	3	2	5	1.3
ANSON	0	1	1	0	2	0.5
ASHE	0	0	0	1	1	0.3
AVERY	1	1	0	0	2	0.5
BLADEN	2	0	1	0	3	0.8
BRUNSWICK	1	0	0	0	1	0.3
BUNCOMBE	8	1	4	2	15	3.9
BURKE	2	0	0	0	2	0.5
CABARRUS	4	3	1	2	10	2.6
CALDWELL	1	0	0	0	1	0.3
CARTERET	1	1	1	0	3	0.8
CASWELL	0	3	0	0	3	0.8
CATAWBA	2	2	1	0	5	1.3
CHATHAM	0	3	2	1	6	1.6
CHOWAN	1	0	0	0	1	0.3
CLAY	0	2	1	0	3	0.8
CLEVELAND	3	1	2	0	6	1.6
COLUMBUS	1	1	4	0	6	1.6
CRAVEN	3	0	0	0	3	0.8
CUMBERLAND	4	3	2	4	13	3.4
DAVIDSON	0	1	3	1	5	1.3
DAVIE	0	0	1	0	1	0.3
DURHAM	6	7	7	4	24	6.3
EDGECOMBE	0	0	1	0	1	0.3
FORSYTH	2	2	1	0	5	1.3
FRANKLIN	1	0	0	1	2	0.5
GASTON	7	0	3	7	17	4.5
GRANVILLE	1	0	0	1	2	0.5
GUILFORD	9	5	3	4	21	5.5
HALIFAX	0	0	0	1	1	0.3
HARNETT	0	0	0	1	1	0.3
HAYWOOD	0	1	1	0	2	0.5
HENDERSON	3	1	3	0	7	1.8
HERTFORD	0	1	0	0	1	0.3
IREDELL	4	0	2	1	7	1.8
JACKSON	1	0	0	0	1	0.3
JOHNSTON	1	1	0	0	2	0.5
LEE	0	1	1	1	3	0.8
LENOIR	3	0	0	0	3	0.8
MARTIN	0	0	0	1	1	0.3
MCDOWELL	0	0	1	0	1	0.3

County (contd.)	JUL 06	AUG 06	SEP 06	OCT 06	Total	Percent
MECKLENBURG	15	6	8	7	36	9.5
MOORE	1	1	0	0	2	0.5
NASH	0	0	0	1	1	0.3
NEW HANOVER	2	1	0	3	6	1.6
ONSLOW	3	0	0	3	6	1.6
ORANGE	2	1	1	0	4	1.1
PASQUOTANK	0	1	1	0	2	0.5
PERQUIMANS	0	0	0	1	1	0.3
PERSON	1	1	0	0	2	0.5
PITT	1	0	0	2	3	0.8
RANDOLPH	3	0	2	2	7	1.8
RICHMOND	0	1	0	0	1	0.3
ROBESON	0	0	1	7	8	2.1
ROCKINGHAM	3	0	2	1	6	1.6
ROWAN	3	4	1	1	9	2.4
RUTHERFORD	1	1	0	0	2	0.5
SCOTLAND	0	0	0	1	1	0.3
STANLY	1	1	0	0	2	0.5
STOKES	0	1	1	0	2	0.5
SURRY	0	0	0	1	1	0.3
TYRRELL	0	0	0	1	1	0.3
UNION	1	1	2	2	6	1.6
VANCE	2	1	1	0	4	1.1
WAKE	9	8	6	3	26	6.8
WARREN	1	0	0	0	1	0.3
WASHINGTON	0	0	1	0	1	0.3
WATAUGA	2	0	0	1	3	0.8
WAYNE	1	0	0	2	3	0.8
WILKES	2	2	1	0	5	1.3
WILSON	4	0	1	1	6	1.6
Unknown	5	2	6	3	16	4.2
Total	137	76	85	82	380	100.0

C.16. Number of HWTF-funded Callers by County and HWTF status (Tobacco Users Only) -- Top 4 bolded for youth + young adults

County	HWTF Status					Total	Percent
	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee		
ALAMANCE	0	2	5	0	0	7	1.8
ALEXANDER	3	1	1	0	0	5	1.3
ANSON	0	1	1	0	0	2	0.5
ASHE	0	0	1	0	0	1	0.3
AVERY	0	0	2	0	0	2	0.5
BLADEN	0	0	3	0	0	3	0.8
BRUNSWICK	0	0	1	0	0	1	0.3
BUNCOMBE	0	5	9	1	0	15	3.9
BURKE	0	0	2	0	0	2	0.5
CABARRUS	0	2	8	0	0	10	2.6
CALDWELL	0	1	0	0	0	1	0.3
CARTERET	0	0	3	0	0	3	0.8
CASWELL	0	0	3	0	0	3	0.8
CATAWBA	0	2	3	0	0	5	1.3
CHATHAM	0	1	4	0	1	6	1.6
CHOWAN	0	0	1	0	0	1	0.3
CLAY	1	0	2	0	0	3	0.8
CLEVELAND	1	3	2	0	0	6	1.6
COLUMBUS	0	1	5	0	0	6	1.6
CRAVEN	0	1	2	0	0	3	0.8
CUMBERLAND	0	3	9	1	0	13	3.4
DAVIDSON	0	1	4	0	0	5	1.3
DAVIE	0	0	1	0	0	1	0.3
DURHAM	2	6	13	3	0	24	6.3
EDGECOMBE	0	0	1	0	0	1	0.3
FORSYTH	0	2	2	0	1	5	1.3
FRANKLIN	1	0	1	0	0	2	0.5
GASTON	0	1	16	0	0	17	4.5
GRANVILLE	0	1	1	0	0	2	0.5
GUILFORD	2	0	16	1	2	21	5.5
HALIFAX	0	0	1	0	0	1	0.3
HARNETT	0	1	0	0	0	1	0.3
HAYWOOD	1	1	0	0	0	2	0.5
HENDERSON	0	4	3	0	0	7	1.8
HERTFORD	0	0	1	0	0	1	0.3
IREDELL	0	2	5	0	0	7	1.8
JACKSON	0	0	1	0	0	1	0.3
JOHNSTON	0	0	2	0	0	2	0.5
LEE	0	1	1	0	1	3	0.8
LENOIR	0	0	3	0	0	3	0.8

County (contd.)	Youth	Young Adult	Primary Caregiver	School Employee	Both Caregiver & Employee	Total	Percent
MARTIN	0	0	1	0	0	1	0.3
MCDOWELL	1	0	0	0	0	1	0.3
MECKLENBURG	2	16	16	2	0	36	9.5
MOORE	0	1	0	0	1	2	0.5
NASH	0	0	1	0	0	1	0.3
NEW HANOVER	1	0	4	0	1	6	1.6
ONSLOW	0	3	3	0	0	6	1.6
ORANGE	0	1	3	0	0	4	1.1
PASQUOTANK	0	0	2	0	0	2	0.5
PERQUIMANS	1	0	0	0	0	1	0.3
PERSON	0	1	1	0	0	2	0.5
PITT	0	0	3	0	0	3	0.8
RANDOLPH	0	4	3	0	0	7	1.8
RICHMOND	0	0	1	0	0	1	0.3
ROBESON	0	2	6	0	0	8	2.1
ROCKINGHAM	0	1	4	1	0	6	1.6
ROWAN	0	2	6	0	1	9	2.4
RUTHERFORD	0	1	1	0	0	2	0.5
SCOTLAND	0	1	0	0	0	1	0.3
STANLY	0	1	1	0	0	2	0.5
STOKES	0	1	1	0	0	2	0.5
SURRY	0	1	0	0	0	1	0.3
TYRRELL	0	0	1	0	0	1	0.3
UNION	1	2	3	0	0	6	1.6
VANCE	0	1	2	0	1	4	1.1
WAKE	1	8	12	2	3	26	6.8
WARREN	0	1	0	0	0	1	0.3
WASHINGTON	0	0	1	0	0	1	0.3
WATAUGA	1	1	1	0	0	3	0.8
WAYNE	0	0	3	0	0	3	0.8
WILKES	1	0	3	0	1	5	1.3
WILSON	0	2	4	0	0	6	1.6
Unknown	3	8	4	1	0	16	4.2
Total	23	102	230	12	13	380	100.0

C.17. Number of Youth and Young Adult Callers Who Are Currently Attending School (Tobacco Users Only)

		HWTF Status		Total	Percent
		Youth	Young Adult		
Currently Attending School					
	Yes	14	43	57	45.6
	No	6	53	59	47.2
	Not Collected	3	6	9	7.2
Total		23	102	125	100.0

C.18. Current School Attended by Youth and Young Adult Callers (Tobacco Users Only)*

		HWTF Status		Total	Percent
		Youth	Young Adult		
School Status					
	College	1	34	35	61.4
	High School	12	9	21	36.8
	Grade School	1	0	1	1.8
Total		14	43	57	100.0

* Includes callers under 24 years old responding "Yes" to "Are you Currently Attending School?" (n=57)

C.19. Number of Youth and Young Adult Callers Who Are Currently Working (Tobacco Users Only)

		HWTF Status		Total	Percent
		Youth	Young Adult		
Currently Working					
	Yes	8	59	67	
	No	12	37	49	
	Not Collected	0	1	1	
	Unknown	3	5	8	
Total		23	102	125	100.0

C.20. Type of Employment for Youth and Young Adult Callers (Tobacco Users Only)*

		HWTF Status		Total	Percent
		Youth	Young Adult		
Work Status					
	Part Time	6	12	18	26.9
	Full Time	2	45	47	70.1
	Unknown	0	2	2	3.0
Total		8	59	67	100.0

* Includes callers under 24 years old responding "Yes" to "Are you Currently Working?" (n=67)

D. Youth (0-17) Data for Jul - Oct 06 (Tobacco Users Only, n= 23)

D.1. Month

		Total	Percent
	JUL 06	8	34.8
	AUG 06	2	8.7
	SEPT 06	7	30.4
	OCT 06	6	26.1

D.2. Age

		Total	Percent
	12	1	4.3
	13	1	4.3
	14	1	4.3
	15	1	4.3
	16	12	52.2
	17	7	30.4

D.3. Gender

		Total	Percent
	Female	11	47.8
	Male	12	52.2

D.4. Ethnicity/Race

		Total	Percent
	Hispanic	2	8.7
	Black or African American	6	26.0
	Other	1	4.3
	White	13	56.5

D.5. Readiness to Change Stage

		Total	Percent
	Precontemplation	1	4.3
	Contemplation	2	8.7
	Preparation	16	69.6
	Action	1	4.3

D.6. Entry to Quitline

		Total	Percent
	Fax Referral	3	13.0
	Inbound English Call	20	87.0

D.7. County

		Total	Percent
	ALEXANDER	3	13.0
	DURHAM	2	8.7
	GUILFORD	2	8.7
	MECKLENBURG	2	8.7
	CLAY	1	4.3
	CLEVELAND	1	4.3
	FRANKLIN	1	4.3
	HAYWOOD	1	4.3
	MCDOWELL	1	4.3
	NEW HANOVER	1	4.3
	PERQUIMANS	1	4.3
	UNION	1	4.3
	WAKE	1	4.3
	WATAUGA	1	4.3
	WILKES	1	4.3
	Unknown	3	13.0

D.8. How Youth Heard About the Quitline

		Total	Percent
	Cigarette Pack (Quit Assist)	5	21.7
	TV/Commercial	5	21.7
	Health Professional	4	17.4
	Family/Friend	3	13.0
	Other	2	8.7
	Brochure/Newsletter/Flyer	1	4.3
	Community Organization	1	4.3
	Health Department	1	4.3
	Radio	1	4.3

D.9. School and Employment

		Total	Percent
	Currently In School	14	60.9
	Currently Working	8	34.8

E. Young Adults (18-24) Data for Jul – Oct 06 (Tobacco Users Only, n=102)

E.1. Month

		Total	Percent
	JUL 06	44	43.1
	AUG 06	15	14.7
	SEPT 06	23	22.5
	OCT 06	20	19.6

E.2. Age

		Total	Percent
	18	23	22.5
	19	15	14.7
	20	11	10.8
	21	14	13.7
	22	10	9.8
	23	14	13.7
	24	15	14.7

E.3. Gender

		Total	Percent
	Female	53	52.0
	Male	49	48.0

E.4. Ethnicity/Race

		Total	Percent
	Hispanic	9	8.8
	American Indian or Alaskan Native	1	1.0
	Black or African American	28	27.5
	Not Asked	4	4.0
	Other	7	6.9
	White	62	60.8

E.5. Readiness to Change Stage

		Total	Percent
	Contemplation	2	2.0
	Preparation	83	81.4
	Action	12	11.8
	Maintenance	1	1.0
	Unknown	4	3.9

E.6. Entry to Quitline

		Total	Percent
	Fax Referral	5	4.9
	Inbound English Call	94	92.2
	Inbound Spanish Call	3	2.9

E.7. County -- Top 4 bolded

		Total	Percent
	ALAMANCE	2	2.0
	ALEXANDER	1	1.0
	ANSON	1	1.0
	BUNCOMBE	5	4.9
	CABARRUS	2	2.0
	CALDWELL	1	1.0
	CATAWBA	2	2.0
	CHATHAM	1	1.0
	CLEVELAND	3	2.9
	COLUMBUS	1	1.0
	CRAVEN	1	1.0
	CUMBERLAND	3	2.9
	DAVIDSON	1	1.0
	DURHAM	6	5.9
	FORSYTH	2	2.0
	GASTON	1	1.0
	GRANVILLE	1	1.0
	HARNETT	1	1.0
	HAYWOOD	1	1.0
	HENDERSON	4	3.9
	IREDELL	2	2.0
	LEE	1	1.0
	MECKLENBURG	16	15.7
	MOORE	1	1.0
	ONslow	3	2.9
	ORANGE	1	1.0
	PERSON	1	1.0
	RANDOLPH	4	3.9
	ROBESON	2	2.0
	ROCKINGHAM	1	1.0
	ROWAN	2	2.0
	RUTHERFORD	1	1.0
	SCOTLAND	1	1.0
	STANLY	1	1.0
	STOKES	1	1.0
	SURRY	1	1.0
	UNION	2	2.0

	County (contd.)	Total	Percent
	VANCE	1	1.0
	WAKE	8	7.8
	WARREN	1	1.0
	WATAUGA	1	1.0
	WILSON	2	2.0
	Unknown	8	7.8

E.8. How Young Adults Heard About the Quitline

	Total	Percent
TV/Commercial	41	40.2
Health Professional	18	17.6
Cigarette Pack (Quit Assist)	10	9.8
Brochure/Newsletter/Flyer	6	5.9
Website	5	4.9
Other	4	3.9
Family/Friend	3	2.9
Health Department	3	2.9
Radio/Commercial	3	2.9
Employer/Worksite	2	2.0
School/College event	2	2.0
College website	1	1.0
Community Organization	1	1.0
Does Not Remember	1	1.0
Newspaper/Magazine	1	1.0
Outdoor Ad	1	1.0

E.9. School and Employment

	Total	Percent
Currently In School	43	42.2
Currently Working	59	57.8