

# WHEN THE PHONES DON'T RING: LESSONS FROM A QUITLINE-BASED FREE NRT PILOT FOR COLLEGE STUDENTS

Anna McCullough, MSW, MSPH; Joseph Lee, MPH; Leah Ranney, PhD; Adam Goldstein, MD, MPH: UNC Tobacco Prevention & Evaluation Program

Barbara Moeykens, MS; Nidu Menon, PhD: North Carolina Health and Wellness Trust Fund

THE DIRECTOR OF TPEP RECEIVES FUNDING FOR THE NICOTINE DEPENDENCE PROGRAM FROM MANUFACTURERS OF SMOKING CESSATION PHARMACOTHERAPY.

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# Agenda

- Background
- NRT College Pilot Program Overview
- Evaluation Plan
- Results
- Conclusions and Recommendations



# Why NRT for College Students?

- ❑ Smoking prevalence is high among young adults
- ❑ Quitlines are an effective and evidence-based cessation resource
- ❑ Nicotine Replacement Therapy (NRT) improves quit rates over counseling alone
- ❑ Free NRT can increase Quitline caller volumes among young adult callers
- ❑ Unknown if low intensity promotion can be effective
- ❑ North Carolina Health and Wellness Trust Fund Tobacco-Free Colleges Initiative



# Colleges NRT Pilot: Overview

- College enrolled callers ages 18-29 eligible for 4 weeks of free NRT when enrolled in Quitline
- \$300,000 allocated = 4,800 students
- Five campuses across NC:
  - Four community colleges
  - One four-year campus
  - Total enrollment = 80,700 students
  - Estimated 14,100 NRT eligible students



# Colleges NRT Pilot: Promotion

- Promotion:
  - No funds allocated for paid NRT pilot promotion
  - QuitlineNC TV and radio promotions off air
  - Volunteer campus coordinators implemented campus promotions:
    - Flyers and referral cards
    - Electronic media messages
    - Presentations to campus groups

QuitlineNC is free, confidential and available 8 a.m. to 3 a.m., seven days a week. Call to meet your quit coach and double your chances of quitting for good.

1-800-QUIT-NOW  
QuitlineNC.com



QuitlineNC is now offering free Nicotine Replacement Therapy (NRT) for full-time Cape Fear Community College students, ages 18-29, who are North Carolina residents.

Enter Your Contact Information Here  
(Optional)

NRT supply is limited so enroll in quit coaching today!



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

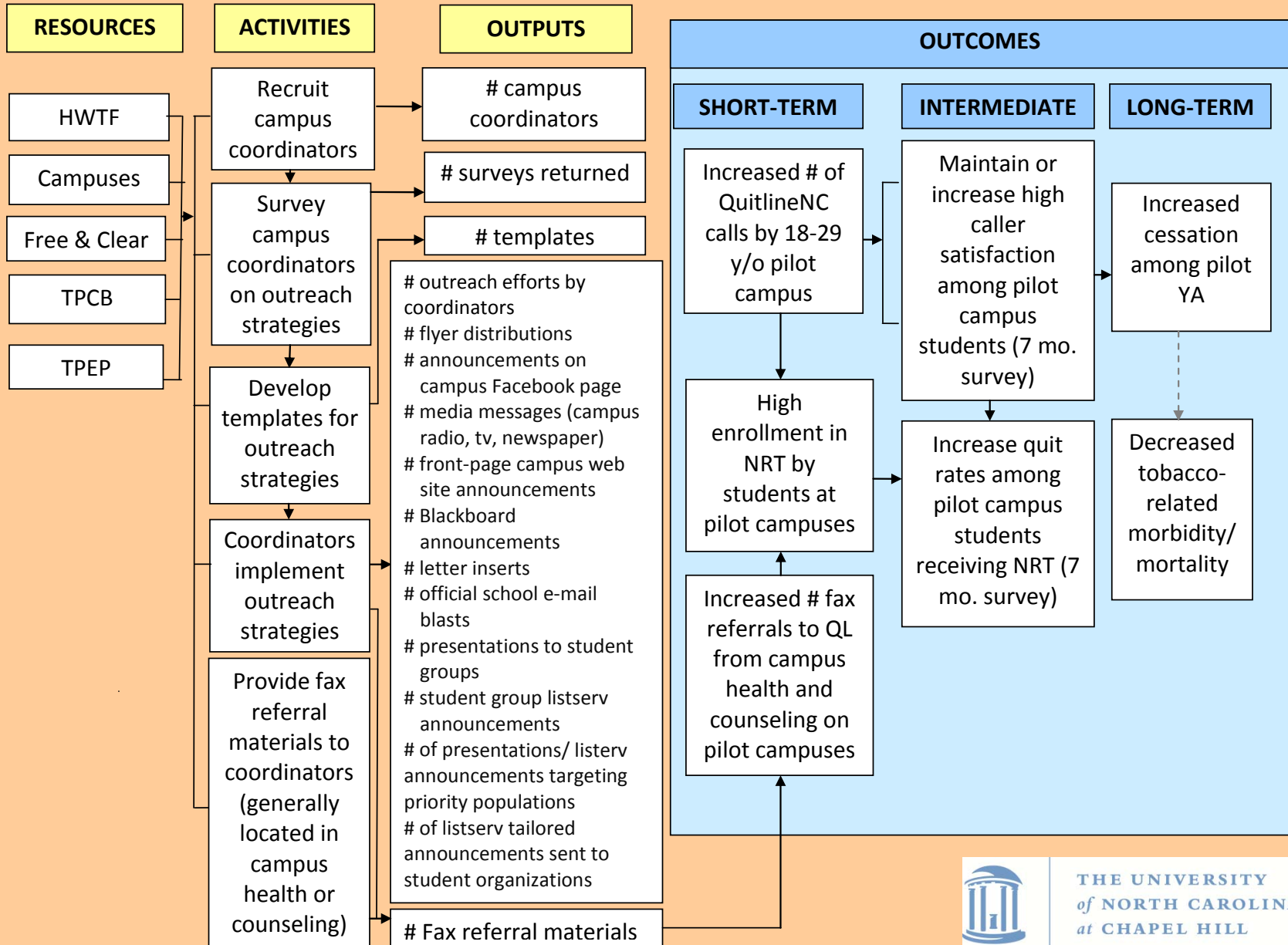
# Colleges NRT Pilot: Evaluation Question

Are small-scale, campus-based, earned media sufficient to promote a free NRT benefit and increase college student caller volume to the Quitline?



## Logic Model for Colleges NRT Demonstration Project

**Goal: Increase college student call volume to QuitlineNC by providing NRT on five college campuses**



# Colleges NRT Pilot: Methods

- ❑ Collected baseline data from July 1, 2009 through September 31, 2009
- ❑ Changed QuitlineNC intake protocol
- ❑ Developed simple web based monthly tracking tool to capture campus promotion activities

The screenshot shows a web browser window displaying a survey titled "Colleges NRT Demonstration Project Evaluation". The survey is hosted on Qualtrics. The current question is "2. Activities to promote awareness of Quitline NRT benefit". Below this, there is a sub-question "2(a). Please enter the number of social and electronic messages or campaigns:". This sub-question includes seven numbered items (2(b) through 2(h)) with corresponding input fields:

- 2(b). # Tweets (count only if sent by campus figures or campus accounts)
- 2(c). # Facebook updates (count only if on official campus pages)
- 2(d,e). # of email listserv "blasts" or mass emails to entire student body
- 2(d,f). # of email listserv "blasts" or mass emails to specific groups, clubs, or classes
- 2(g). # announcements placed on BlackBoard or other instructional web sites (do not include BlackBoard emails here)
- 2(h). # new postings on school web site (count only if in prominent places)

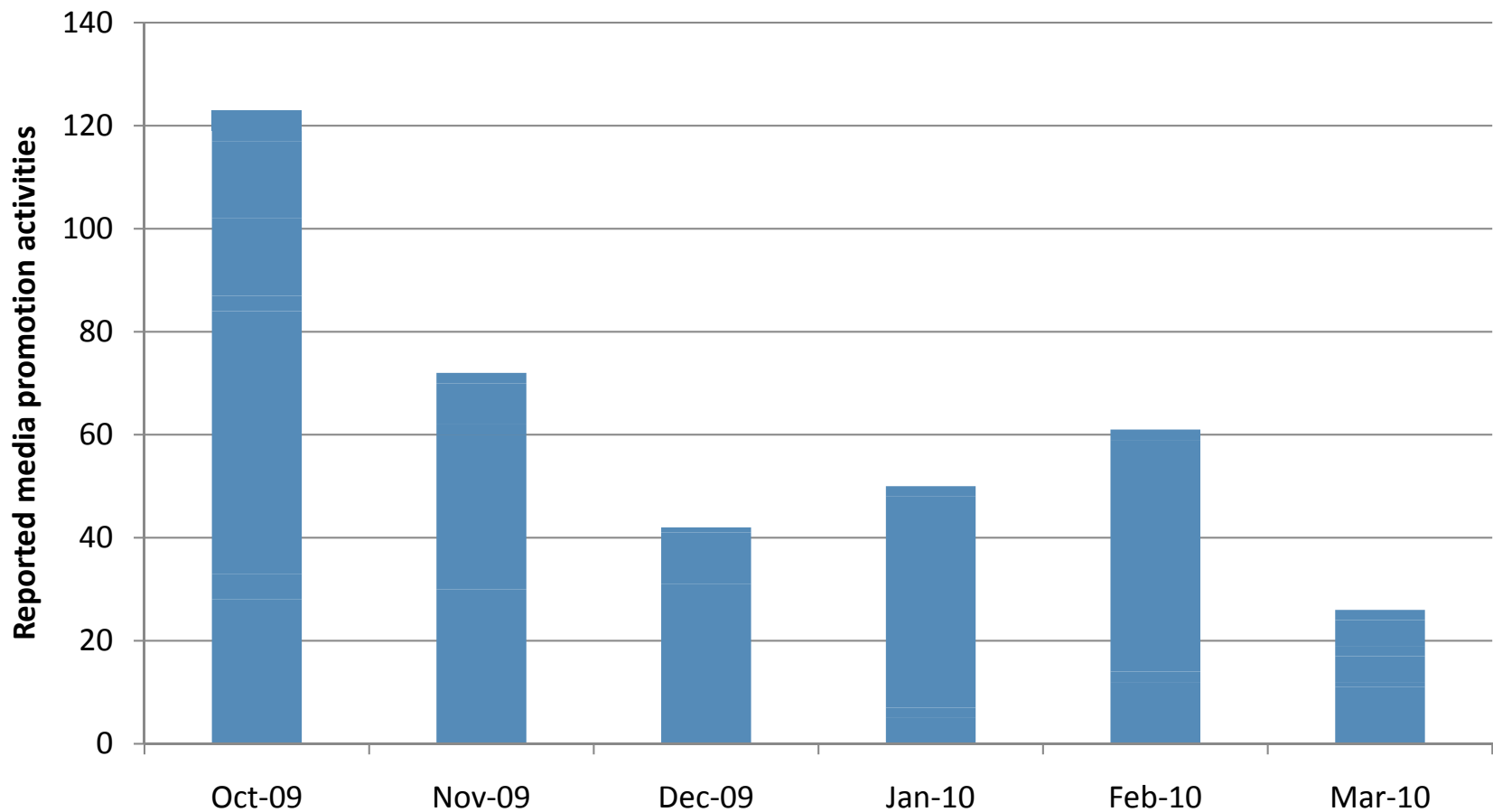
Below these items, there is another instruction: "Please enter the number of print messages or campaigns:". This is followed by three numbered items (2(i) through 2(k)) with corresponding input fields:

- 2(i). # of campus newspaper announcements (include ads, letters, op-eds, and news)
- 2(j). # of flyer campaigns (report campaigns, not individual flyers)
- 2(k). # of distributions of NRT referral cards

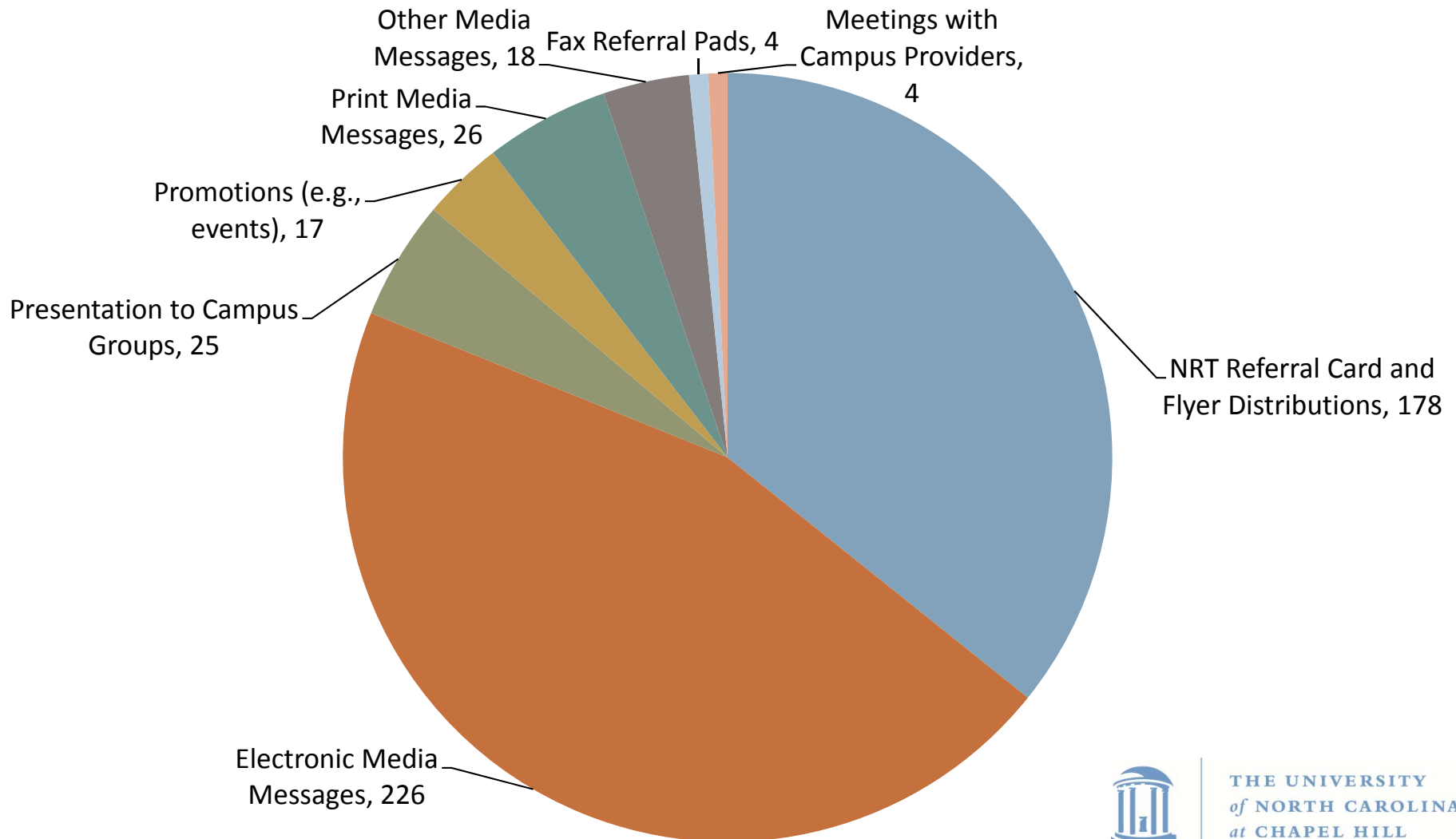




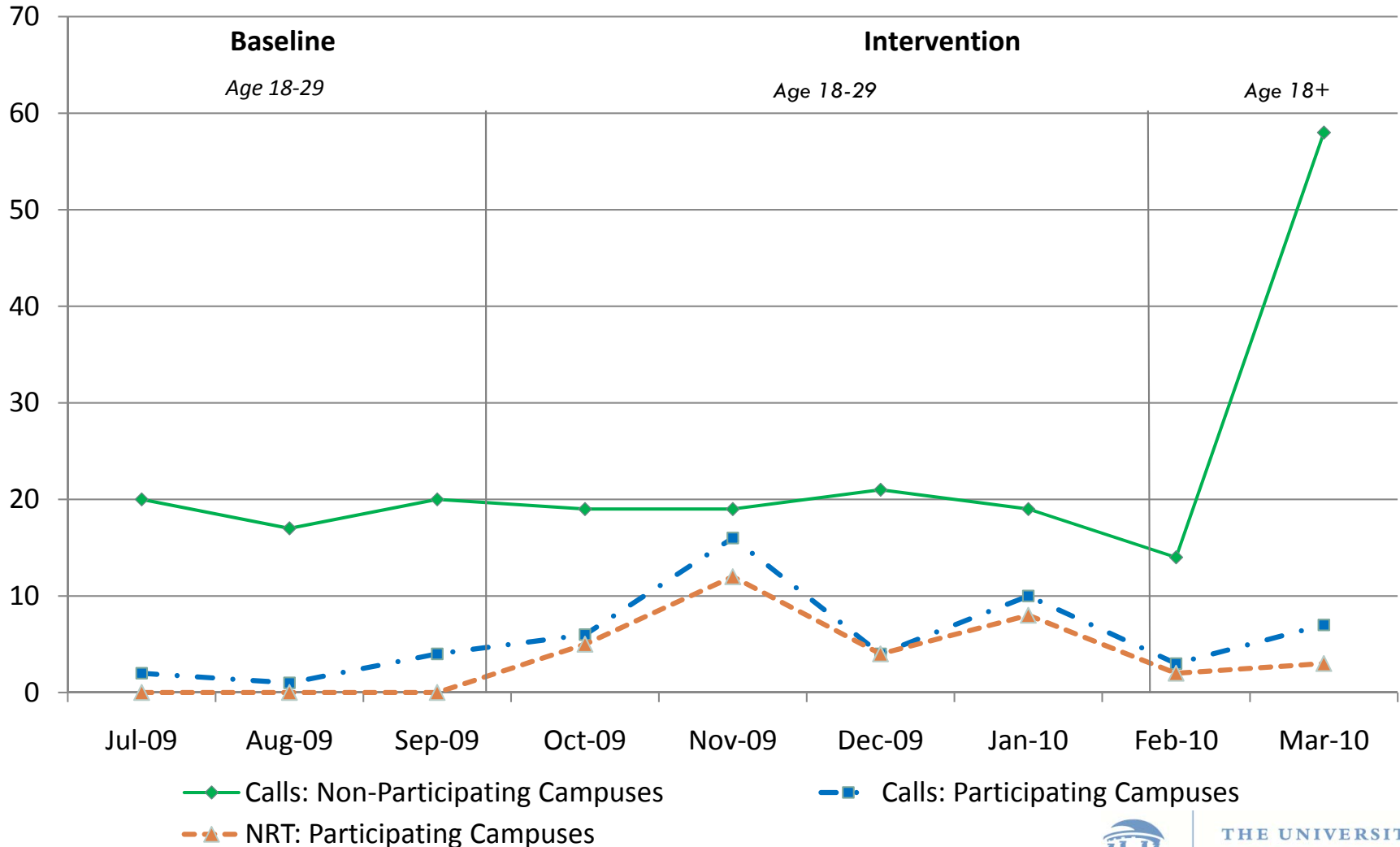
# Colleges NRT Pilot: Promotional Outreach



# Colleges NRT Pilot: Promotional Activities



# Colleges NRT Pilot: Outcomes



# Colleges NRT Pilot: Evolution

Month	Program Activities/Changes
July	<ul style="list-style-type: none"><li>QuitlineNC intake questions are modified to provide baseline data</li></ul>
October	<ul style="list-style-type: none"><li>Colleges NRT project launches on 5 campuses to students who are residents of North Carolina, age 18-29, and clinically eligible for NRT; campuses begin promotions</li></ul>
December	<ul style="list-style-type: none"><li><b>Evaluation team alerts Demonstration Project team that call volume remains low; suggests opening program to all NC college students, reaching out to independent organizations working with college students, marketing the program as a time-limited opportunity, leveraging Colleges Initiative grantees, and issuing a statewide press release</b></li></ul>
January	<ul style="list-style-type: none"><li>The State Health Plan provides free NRT for state employees via QuitlineNC</li><li><b>NRT available for students of all ages from five pilot campuses</b></li></ul>
March	<ul style="list-style-type: none"><li>State Health Plan enrollment changes announced requiring smokers to be enrolled in a quit plan to keep the same level of coverage</li><li>After a QuitlineNC media blackout, QuitlineNC radio and TV promotions begin.</li><li><b>NRT available to all college students ages 18-29 in NC, on a time-limited basis</b></li><li><b>Formal five campus demonstration project ends</b></li></ul>



# Colleges NRT Pilot:

- Oregon:
  - ▣ Roger's Diffusion of Innovation theory used for low cost promotion of free NRT for all QL callers
  - ▣ Reached 1.2% of adult smokers in 3 month period
- Washington:
  - ▣ Standard paid media plan used to promote free NRT for young adults only
  - ▣ Dramatically increased caller volumes and quit rates among young adult smokers
- North Carolina:
  - ▣ No paid media; no theory based strategy for low or no cost promotion
  - ▣ No substantial increase in target population caller volume



# Colleges NRT Pilot: Conclusions

- ❑ Small-scale, low cost, campus-based promotions of a free NRT benefit are not sufficient to meaningfully increase college student Quitline caller volume.
- ❑ Optimize opportunities to increase Quitline utilization and impact by:
  - ❑ Leveraging existing paid media promotions to reach target audiences
  - ❑ Strategically engaging relevant partners in achieving high visibility earned media



# Questions?

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Find our full evaluation report at:

<http://www.tpep.unc.edu/nrt.htm>

For more information, please contact either:

Anna McCullough

[annamc@unc.edu](mailto:annamc@unc.edu)

919-843-2746

Joseph Lee

[jose.lee@unc.edu](mailto:jose.lee@unc.edu)

919-966-8948

Thank you!