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Use of the Vermont **Quit by Phone**  
Program by Pregnant Tobacco Users,  
FY 2011–FY 2013

**Final Report**

Prepared for

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Vermont Tobacco Evaluation and Review Board  
13 Baldwin Street  
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Prepared by

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The Behavioral Risk Factor Surveillance System (BRFSS) contains measures of current smoking in Vermont as well as measures of pregnancy that can be used to approximate the number of pregnant smokers in Vermont. According to the BRFSS, the age-adjusted prevalence of current cigarette smoking among Vermont adults was 20.2% in 2011 and 17.3% in 2012 (Table 1). Using pooled data from the 2011 and 2012 BRFSS, the prevalence of current cigarette smoking among pregnant women aged 18 to 44 was 20.8%. Of the estimated 81,000 current adult cigarette smokers in Vermont in 2012, approximately 800 (1%) were pregnant women, aged 18 to 44.

**Table 1. Estimated Pregnant Current Adult Cigarette Smokers in Vermont, BRFSS (2011/2012)**

Pregnancy Status	Year	Current Adult Cigarette Smoking Prevalence in Vermont	Estimated Current Adult Cigarette Smokers in Vermont <sup>a</sup>
<b>Overall</b>	2011	20.2%	95,000
	2012	17.3%	81,000
Pregnant women, aged 18 to 44 (N≈3,700) <sup>b</sup>	2011/2012	20.8% <sup>c</sup>	800 <sup>d</sup>

<sup>a</sup> Overall estimates are rounded to the nearest thousand. Estimates for pregnant women aged 18 to 44 are rounded to the nearest hundred.

<sup>b</sup> The estimated number of women aged 18 to 44 in Vermont who were pregnant was obtained by multiplying the total population of women aged 18 to 44 in Vermont in 2011 from the Census Bureau (approximately 107,000) by the percentage of women aged 18 to 44 in Vermont who were pregnant from pooled 2011/2012 BRFSS data (3.5%).

<sup>c</sup> The percentage of pregnant women aged 18 to 44 in Vermont who currently smoke cigarettes was obtained from pooled 2011/2012 BRFSS data.

<sup>d</sup> The estimated number of pregnant women aged 18 to 44 in Vermont who currently smoke cigarettes (rounded to the nearest hundred) was obtained by multiplying the total number of pregnant women aged 18 to 44 in Vermont (approximately 3,700) by the prevalence of current cigarette smoking among Vermont women aged 18 to 44 who were pregnant (approximately 20.8%).

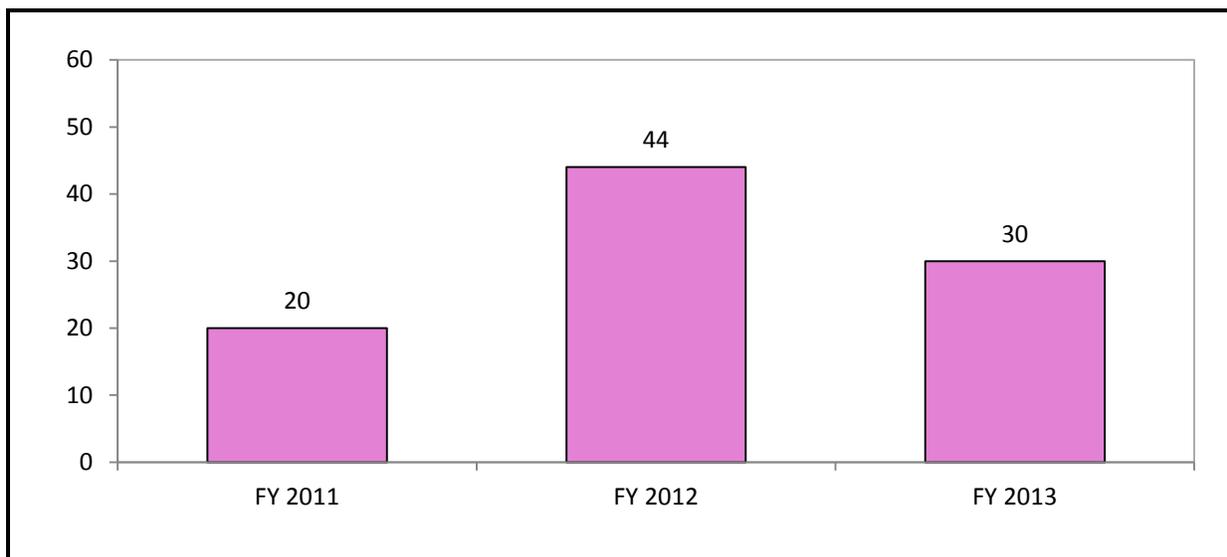
The Vermont Tobacco Control Program (VTCP) provides tobacco use cessation assistance through a variety of programs and services. The Vermont Quit Network is VTCP's flagship tobacco use cessation program, providing free tobacco use cessation counseling and nicotine replacement therapy (NRT) to Vermont tobacco users. The Vermont

Quit Network provides telephone counseling through the **Quit by Phone** program, in-person group cessation counseling through the **Quit in Person** program, and Web-based cessation support through the **Quit Online** program. Each of the Vermont Quit Network programs also directly ships free NRT to tobacco users who register with the program and meet eligibility requirements. This brief report summarizes use of the **Quit by Phone** program by pregnant Vermont tobacco users from fiscal year (FY) 2011 through FY 2013. Over this period, VTCP has provided additional cessation support for pregnant smokers through its **Quit by Phone** program, including additional counseling sessions (a total of 10 for pregnant smokers compared with 5 for all other smokers). In FY 2013 with a new service provider, National Jewish Health, VTCP also offered pregnant smokers a dedicated

quit coach and an incentivized program. Participants receive a \$5 gift card upon completion of each counseling session and a \$10 card if post-partum. National Jewish Health also provides NRT to pregnant smokers with medical provider consent.

Quit Network registrants are tobacco users who provide information about themselves to the Quit Network program during the intake process and agree to receive services from the Quit Network. Figure 1 presents the number of pregnant tobacco users who registered to receive services from the **Quit by Phone** program from FY 2011 through FY 2013.

**Figure 1. Pregnant Tobacco Users Who Registered to Receive Services from the Quit by Phone Program, FY 2011–FY 2013**



Note: FY 2013 does not include data for July 2012.

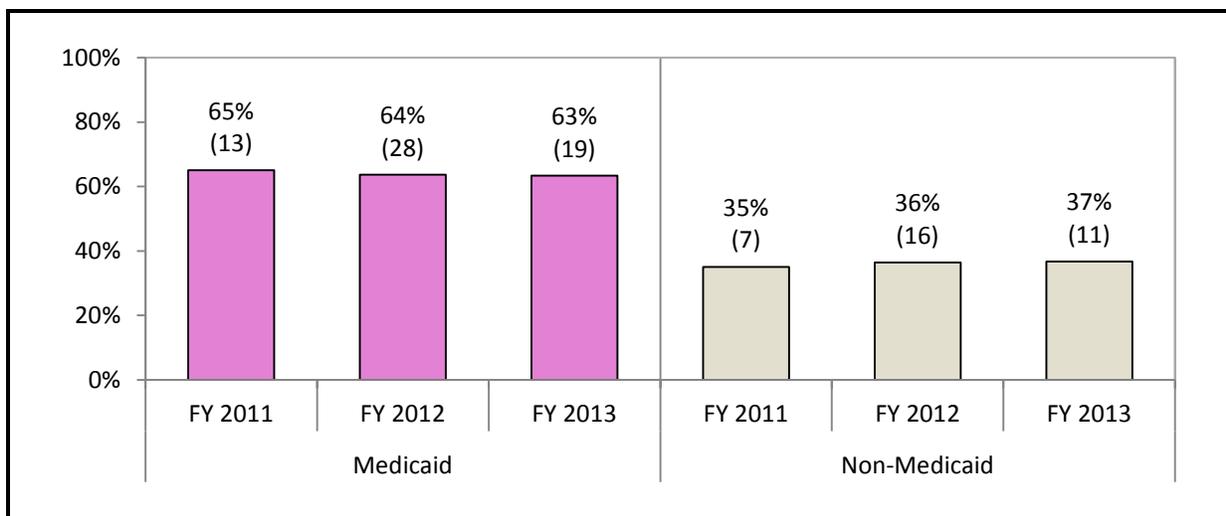
Table 2 presents a demographic breakdown of the pregnant tobacco users who registered to receive services from the **Quit by Phone** program from FY 2011 through FY 2013. From FY 2011 through FY 2013, women aged 18 to 44 accounted for the majority of pregnant tobacco users who registered to receive services from the **Quit by Phone** program, followed by women aged 24 to 44. The proportion of pregnant tobacco users who registered with the **Quit by Phone** program that had less than a high school education increased from 15% in FY 2011 to 33% in FY 2013. Over the same period, the percentage of pregnant tobacco users who registered for the **Quit by Phone** program dropped from 60% in FY 2011 to 30% in FY 2013. The majority of pregnant current adult smokers who registered for the **Quit by Phone** program from FY 2011 through FY 2013 were Medicaid-insured (Figure 2).

The majority of pregnant women who used the **Quit by Phone** program from FY 2011 through FY 2013 were Medicaid-insured. The percentage of pregnant tobacco users who registered for the **Quit by Phone** program that were Medicaid-insured was 65% in FY 2011, 64% in FY 2012 and 63% in FY 2013.

**Table 2. Demographics of Pregnant Tobacco Users Who Registered to Receive Services from the [Quit by Phone](#) Program, FY 2011–FY 2013**

Demographics at Registration	FY 2011		FY 2012		FY 2013	
	Number	Percent	Number	Percent	Number	Percent
<b>Pregnant Tobacco Users</b>	<b>20</b>		<b>44</b>		<b>30</b>	
<b>Age</b>						
Under 18	0	0%	1	2%	0	0%
18–24	11	55%	26	59%	16	53%
25–44	9	45%	17	39%	12	40%
45–64	0	0%	0	0%	2	7%
<b>Race</b>						
White	19	95%	30	68%	28	93%
Non-White	1	5%	3	7%	2	7%
Missing	0	0%	11	25%	0	0%
<b>Ethnicity</b>						
Hispanic	N/A	N/A	N/A	N/A	1	3%
<b>Education</b>						
Less than high school	3	15%	9	20%	10	33%
High school graduate	12	60%	18	41%	9	30%
Some college	5	25%	3	7%	7	23%
College graduate	0	0%	2	5%	4	13%
Missing	0	0%	12	27%	0	0%

Note: FY 2013 does not include data for July 2012.

**Figure 2. Pregnant Tobacco Users Who Registered to Receive Services from the [Quit by Phone](#) Program by Medicaid Status, FY 2011–FY 2013**

Note: FY 2013 does not include data for July 2012.

**Table 3. Pregnant Tobacco Users Who Registered to Receive Services from the *Quit by Phone* Program by Mental Health Status, FY 2011–FY 2013**

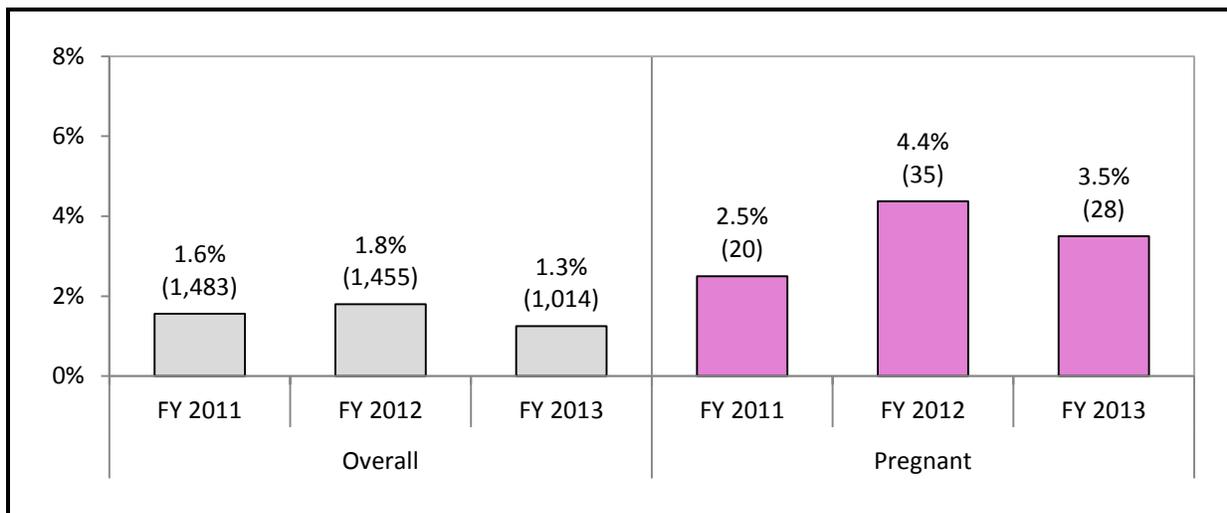
Mental Health Status	Fiscal Year	Number	Percent
Pregnant Tobacco Users	FY 2013	30	100%
Mental Health Issues	FY 2013	14	47%

In FY 2013, 47% of the pregnant tobacco users who registered for the *Quit by Phone* program reported having mental health issues (Table 3).

In FY 2013, nearly half (47%) of pregnant tobacco users who registered for the *Quit by Phone* program reported having mental health issues.

The reach of a program is the percentage of the target population served by the program over a specified period of time. Promotional reach represents the percentage of current adult cigarette smokers in Vermont who registered with, but did not necessarily receive services from, the *Quit by Phone* program. Figure 3 presents the promotional reach of the *Quit by Phone* program among pregnant current adult cigarette smokers aged 18 to 44 from FY 2011 through FY 2013. The promotional reach of the *Quit by Phone* program among pregnant smokers aged 18 to 44 in Vermont was more than twice the overall reach of the *Quit by Phone* program in FY 2012 and FY 2013.

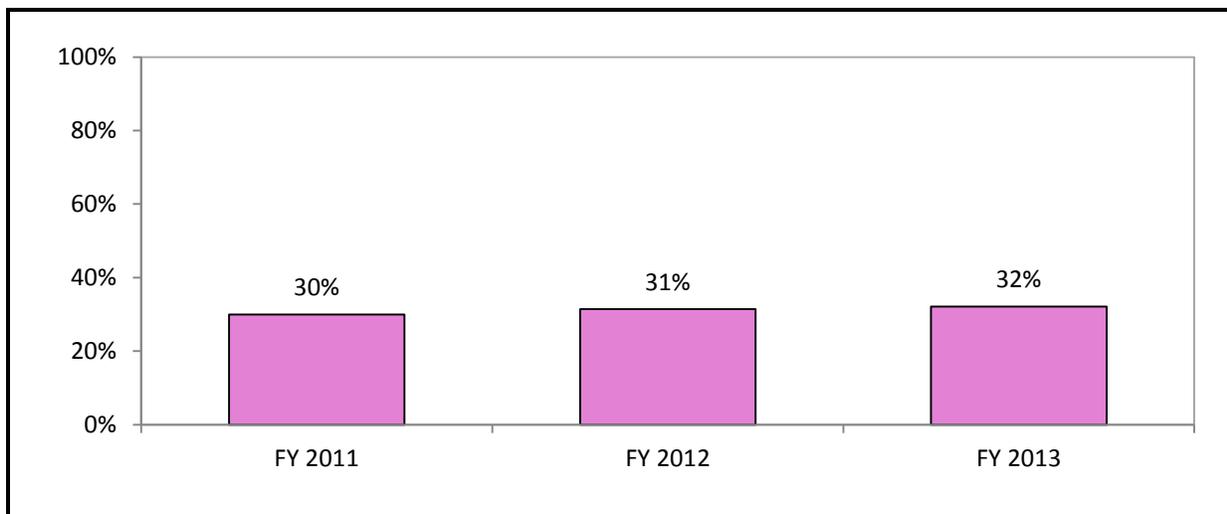
**Figure 3. Percentage of Current Adult Cigarette Smokers in Vermont Who Registered to Receive Services from the *Quit by Phone* Program, FY 2011–FY 2013**



Notes: FY 2013 does not include data for July 2012. Results are among current cigarette smokers aged 18 or older at intake. Percentages for Overall in FY 2011 are of the estimated 95,000 current cigarette smokers aged 18 or older in Vermont (2011 BRFSS). Percentages for Overall in FY 2012 and FY 2013 are of the estimated 81,000 current cigarette smokers aged 18 or older in Vermont (2012 BRFSS). Percentages for Pregnant are of the estimated 778 pregnant current cigarette smokers aged 18 to 44 in Vermont (2011/2012 BRFSS).

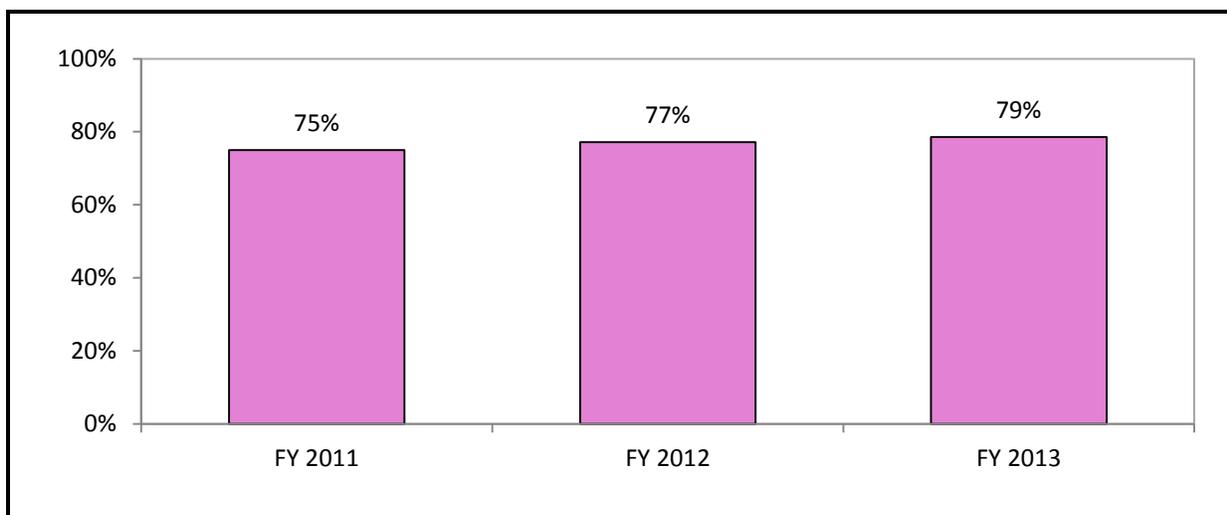
From FY 2011 to FY 2013, nearly one-third of pregnant current adult cigarette smokers who registered to receive services from the **Quit by Phone** program smoked one or more packs of cigarettes per day at the time they registered for services (Figure 4). The majority of pregnant current adult cigarette smokers who registered for the **Quit by Phone** program reported smoking within 30 minutes of waking (Figure 5).

**Figure 4. Percentage of Pregnant Current Adult Cigarette Smokers Who Registered to Receive Services from the **Quit by Phone** Program Who Smoke One or More Packs of Cigarettes Per Day, FY 2011–FY 2013**



Note: FY 2013 does not include data for July 2012.

**Figure 5. Percentage of Pregnant Current Adult Cigarette Smokers Who Registered to Receive Services from the **Quit by Phone** Program Who Smoke Cigarettes within 30 Minutes of Waking, FY 2011–FY 2013**



Note: FY 2013 does not include data for July 2012.

## Conclusions

- The majority of the pregnant tobacco users who registered to receive services from the **Quit by Phone** program from FY 2011 through FY 2013 were Medicaid-insured.
- In FY 2013, nearly half of the pregnant tobacco users who registered to receive services from the **Quit by Phone** program reported having mental health issues.
- Pregnant smokers in Vermont are making use of the **Quit by Phone** program. From FY 2011 through FY 2013, the reach of the **Quit by Phone** program among pregnant current adult smokers was significantly higher than among all current adult smokers. In FY 2012 and FY 2013, **Quit by Phone** reach among pregnant current adult smokers was more than twice the reach among all current adult smokers.
- From FY 2011 through FY 2013, the pregnant smokers who registered for the **Quit by Phone** program appeared to smoke frequently but smoke a relatively low quantity of cigarettes. The vast majority of pregnant current adult smokers who registered for the **Quit by Phone** program reported smoking within 30 minutes of waking, and the majority reported smoking less than 1 pack of cigarettes per day.

The **Quit by Phone** program appears to be doing a significantly better job reaching pregnant smokers in Vermont than the overall smoking population. The majority of the pregnant tobacco users who registered for the **Quit by Phone** program in FY 2011 through FY 2013 were Medicaid-insured, and nearly half of the pregnant registrants reported having mental health issues. These findings highlight the Medicaid and mental health populations in Vermont as key populations on which to focus cessation interventions, particularly among pregnant tobacco users. VTCP should continue to focus efforts on the Medicaid-eligible and mental health populations in Vermont. There is still room for improvement in terms of getting pregnant tobacco users in Vermont to use Quit Network programs and to provide quality interventions to pregnant tobacco users that are effective at helping them quit using tobacco and remain tobacco-free.