



Empowering People and Communities Series (EPCS)

Understanding the Louisiana Quitline, Enrollment, Reach and Opportunities for the Future



WELCOME

We're happy you're joining us today.

Creating a Healthier, Tobacco-Free Louisiana

About TFL's Empowering People and Communities Series

"provide health education, resources and hope to people, populations, and communities in Louisiana equitably."

Learning Objectives

- Explain the Louisiana Quitline and current state of enrollment, reach and priority populations.
- Understand the importance of priority populations when discussing Quitline utilization and reach and which populations in the state should be strategically emphasized to achieve the 1% smoker utilization National benchmark.
- Understand the future goals, opportunities and potential strategies to expand LAQL reach to priority populations in communities and how these strategies will tie into cessation programs.

Panelists



Brad Wellons, MA, JD
Regional Manager
The Louisiana Campaign For
Tobacco-Free Living (TFL)



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*Chief Program Officer -
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Evaluation, and Learning*
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Louisiana Tobacco Cessation Collaborative

Louisiana Department of Health



LSU Health



LOUISIANA
TOBACCO CONTROL
INITIATIVE



THE RAPIDES FOUNDATION



LDH Office of Behavioral Health
Local Governing Entities (LGEs)

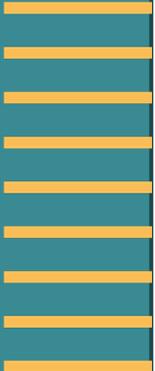
Louisiana Tobacco Quitline Partners

- AmeriHealth Caritas of Louisiana
 - Assistant with developing Marketing for AmeriHealth members
 - Developed workflow for client referrals to Quitline services
- LA Cancer Prevention and Control Programs (LCP)
 - Lung Cancer Screening eligibility
 - Providing resource within the State for lung cancer screenings
- Southwest Louisiana Area Health Education Center (SWLAHEC)
- Healthcare Provider referrals – online Quitline portal



What are Quitlines, and why do we use them for Tobacco cessation?

- Quitlines are effective, evidence-based tobacco cessation interventions that help people quit through a variety of services.
- Quitlines offer counseling, practical information on how to quit, referral to other cessation resources, and self-help materials that can be mailed to callers
- Why this matters:
 - Louisiana adult smoking rate: 14% (vs. 11% national)



Are Quitline Effective?

- Quitlines are effective and evidence based in specifically helping people quit (CDC 2008).
- The 2020 Surgeon General's Report on Smoking Cessation concluded proactive quitline counseling, either alone or in combination with cessation medications, increases smoking cessation.
- Quitlines are also cost effective, and many clinical trials and meta-analyses have helped establish the evidence base for tobacco cessation quitlines.
- A meta-analysis in the 2008 Public Health Service's Clinical Practice Guideline found quitlines increase six-month smoking cessation quit rates compared with no intervention. In this analysis, the six-month quit rate for quitline counseling alone was 12.7% and in combination with medication was 28.1%.



The Louisiana Quitline: A Brief Overview

- Why this matters:
 - Louisiana adult smoking rate: 14% (vs. 11% national)
 - LAQL enrolled 3,324 smokers in 2024 = 0.67% reach
 - Benchmark: 1% of current smokers engage with quitlines (North American Quitline Consortium, 2020)
 - 1% of smokers in Louisiana should engage with the LAQL
- Bottom line: We're missing ~ 1600 potential enrollees annually.
- Applications
 - Inform outreach strategies to better target under-reached populations
 - Guide statewide cessation efforts to ensure equitable access populations

Understanding LAQL Reach

● Why this matters:

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How We Measured Reach

- Assessed the percentage of Louisiana smokers reached by the Louisiana Quitline (LAQL) in 2023 and 2024, broken up by demographics
- Reach Rate = LAQL Enrollments ÷ Estimated Smokers (from BRFSS)
- Example reach for 2024 White Adults:

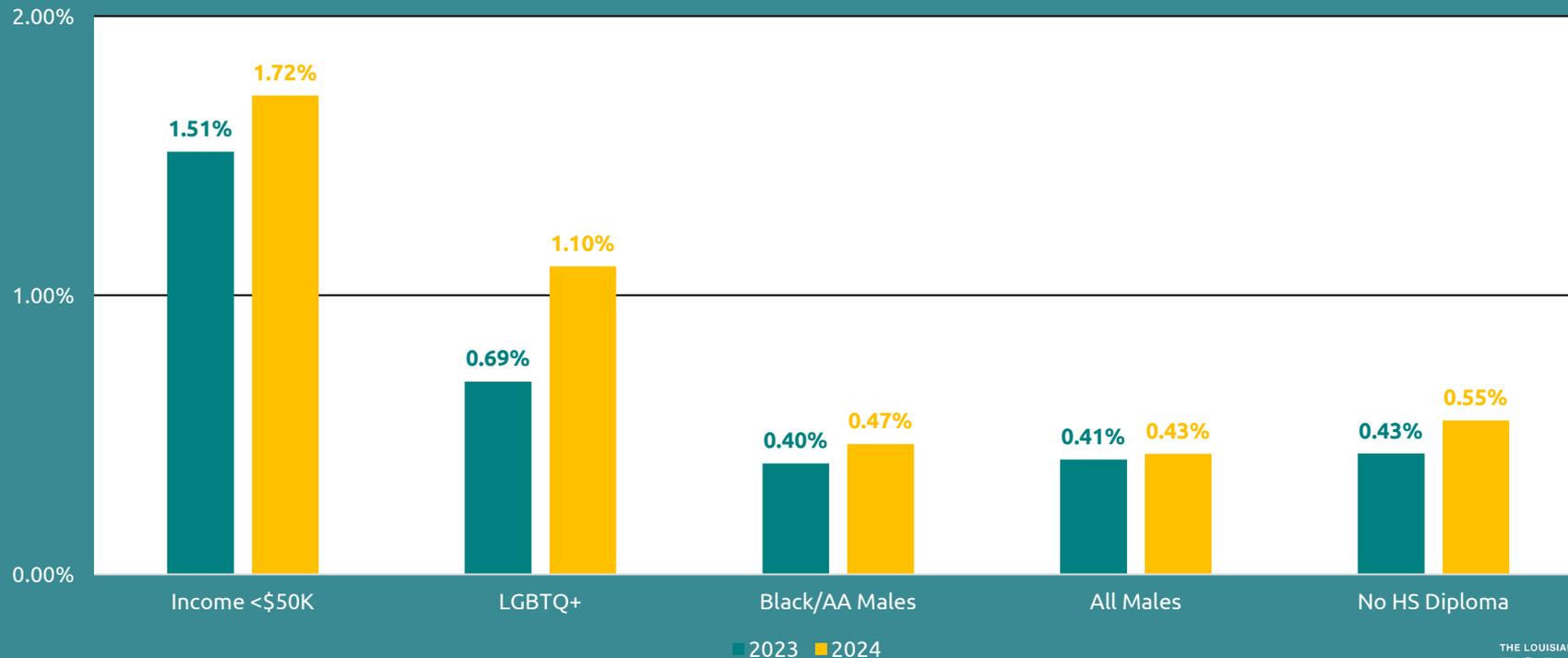
$$2,067 \div 317,198 = 0.0065$$

$$0.0065 * 100 = 0.65\%$$

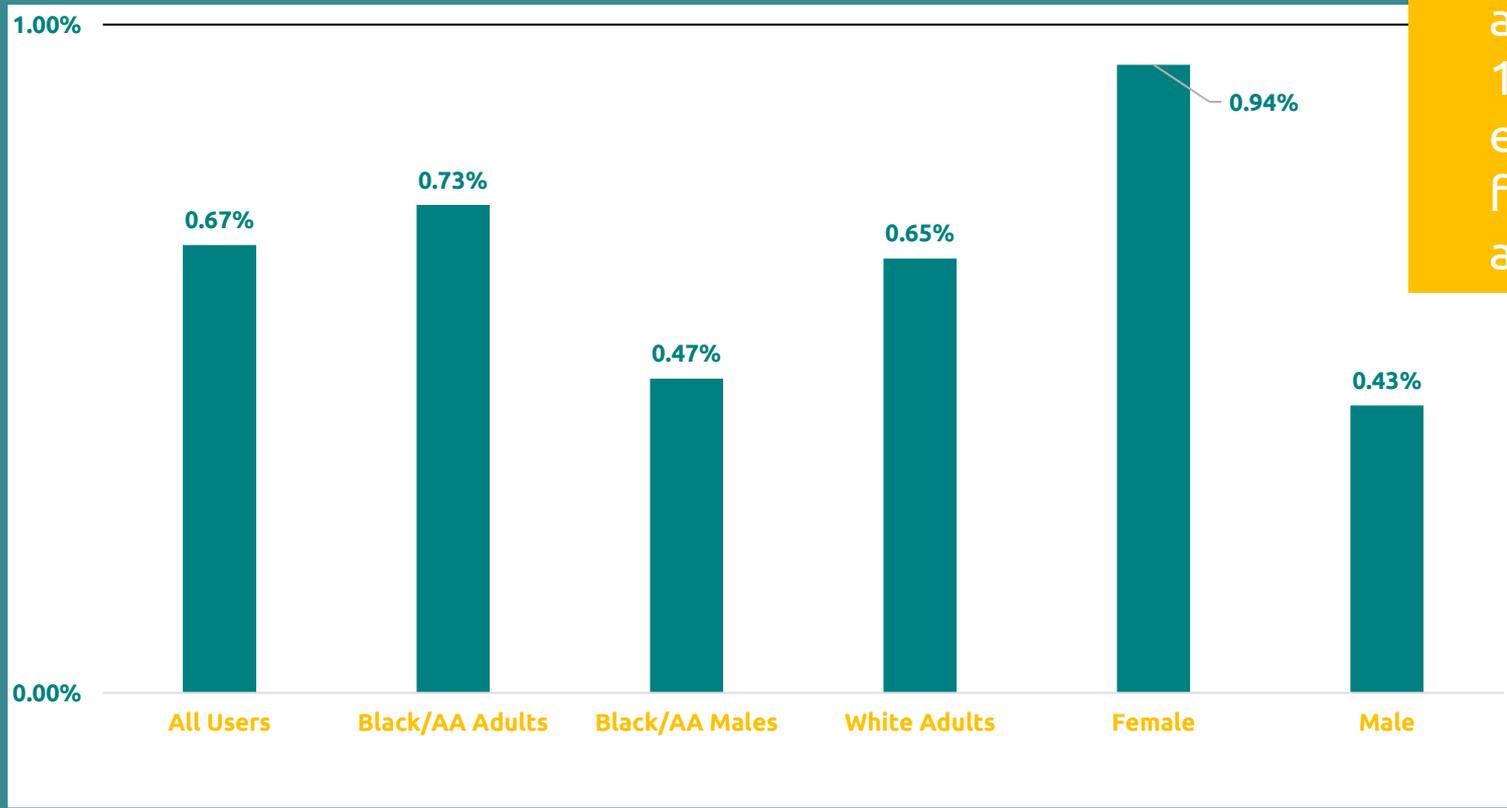


Bottom Line: Who Are We Reaching

Populations exceeding benchmark and those at less than half of benchmark

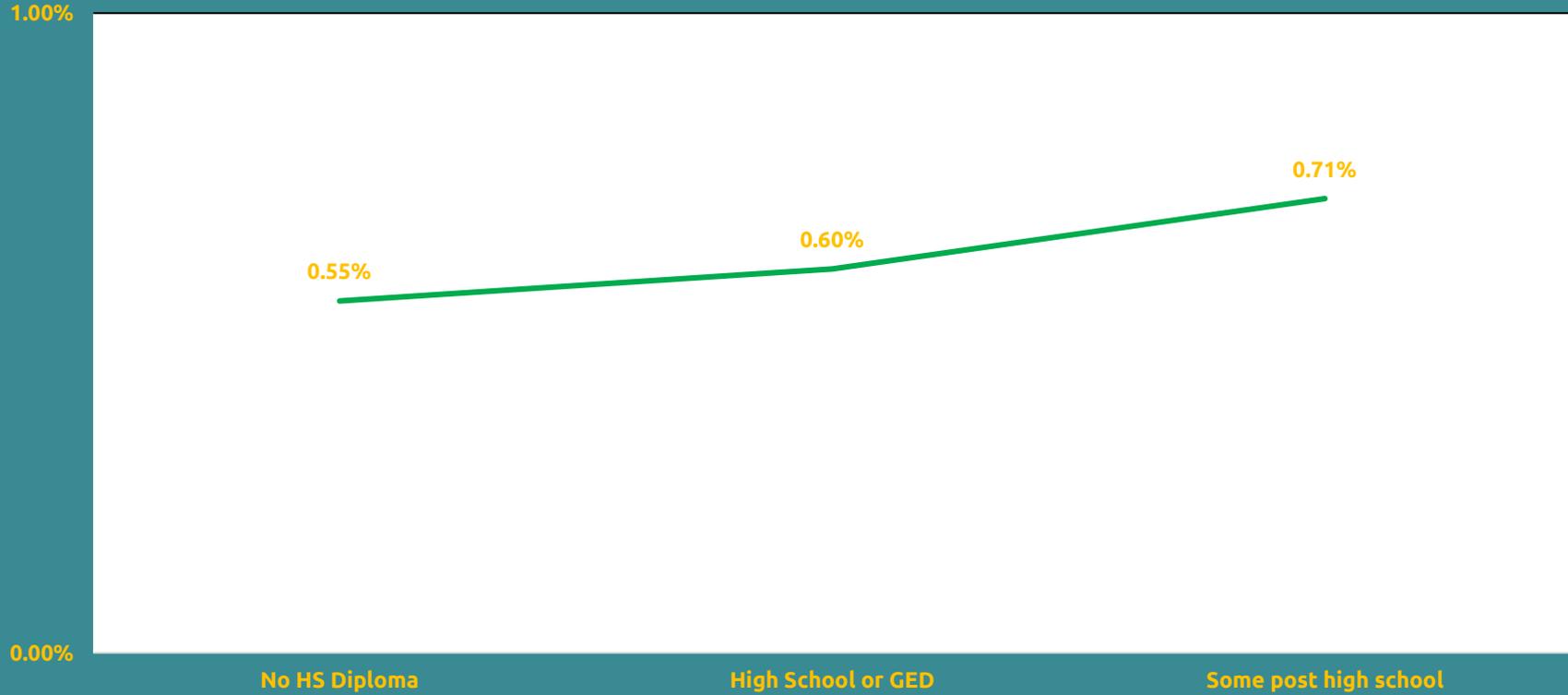


2024 Reach Rate: Where We Need to Focus?

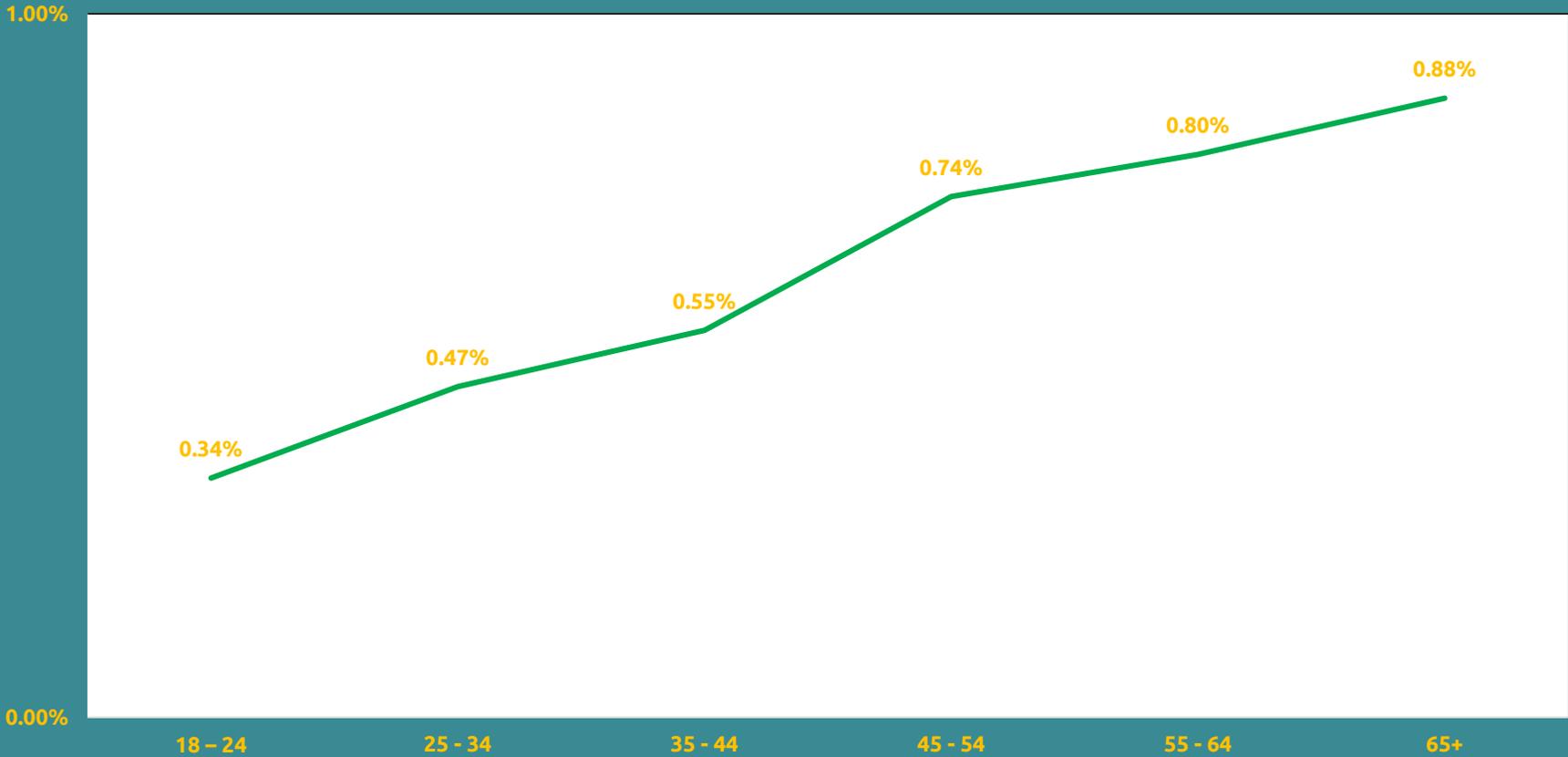


Missing approximately 1500 enrollments from men alone

2024 Reach Rate Educational Attainment



Age Matters: Reach Increased With Age



Progress from 2023 to 2024

Population	2023 Reach	2024 Reach	Change
Overall Population	0.61%	0.67%	0.06%
Income <\$50K	1.51%	1.72%	0.21%
LGBTQ+	0.69%	1.10%	0.41%
Males	0.41%	0.43%	0.02%
Black/AA Males	0.40%	0.73%	0.33%
Ages 25-34	0.28%	0.47%	0.19%

Limitations of this Analysis

- Lack of proper comparison groups limits the ability to gauge Louisiana's enrollment reach in contrast to other states
- Quitline enrollment numbers are not publicly reported in most states, restricting direct state-to-state comparisons.
- Other comparable metrics do exist across states, including:
 - Call volume
 - Treatment reach
 - Money spent per smoker
- These alternative metrics help contextualize Louisiana's Quitline utilization relative to other states.
- Despite limitations, the enrollment-reach metric helps TFL identify which populations are currently underserved by the Quitline.





Examples from Other States

Expanding Quitline Reach

Evidence-Based Strategy 1: Tailored Promotional Campaigns

- What other states did:
 - Maryland: Campaigns targeting behavioral health populations
 - Channels: TV, transit, internet-based outreach
 - Results: 37% increase in overall calls, measurable increases in target populations
- Relevant for TFL because:
 - 40% of LAQL enrollees opt into Behavioral Health Support Track
 - Could be adapted for other underserved groups (males, younger adults)
- Considerations:
 - Which populations would be highest priority?
 - What channels reach those populations in Louisiana?

Evidence-Based Strategy 2: Culturally Relevant Messaging

● What other states did:

- LA County: Menthol awareness campaign with visuals that mirrored tobacco industry tactics
- Results: 1.9× increase in calls from African American smokers, 1.8× from Latino smokers, over the course of the one-month campaign

● Relevant for TFL because:

- Black/AA males consistently below 0.5% reach in both years; Current reach only ~ 30% of what it could be at benchmark

● Considerations:

- Are current LAQL materials resonating with priority populations?
- Would community input/testing improve effectiveness?

Evidence Based Strategy 3 Community-Based Promotion Content:

● What other states did:

- Asian Smokers Quitline: 54% of callers heard about service through culturally relevant media
- Shows importance of meeting people in trusted spaces/channels

● Relevant for TFL because:

- Regional Managers already embedded in communities
- Trusted messengers vary by region and population

● Considerations:

- What trusted messengers already exist in TFL network?
- What support/tools would help activate them?
- How could we track referral sources to measure effectiveness?





Discussion and Opportunities

What Drives Quitline Reach?

How TFL Supports Expanding LAQL Reach

- Marketing and Communications
 - Maryland: Campaigns targeting behavioral health populations
- Community Engagement and Outreach
 - 40% of LAQL enrollees opt into Behavioral Health Support Track
- Live Vape Free
 - Which populations would be highest priority?

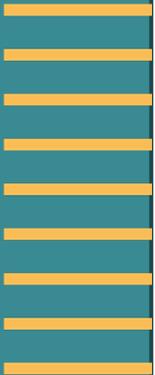


How to Think About Next Steps for the LAQL?

Impact potential: Which gaps are the largest? (males, young adults, Black/AA males)

Evidence base: What has worked in similar states?

Measurement: Can we track what we're doing?



TFL LAQL Strategic Direction

Balance Between

- Priority (Youth, African American, Men)
- Opportunity (40+, Behavioral Health)
- Specificity of Targets and Goals
- Building out our measurement tools for impact tracking (QR codes and understanding TFLs referral rates)
- Meeting the Moment: Tips unfunded after 09/30 and increasing State level work to meet to 30-50% referral loss



Louisiana Quitline Resources



PHONE: 1-800-Quit Now

WEB: www.quitwithusla.org

TEXT: **Ready to 39141**

- TFL and LA Department of Health – Tobacco Control Program leads Quitline services for Louisiana residents.
- Quit with Us, LA is a partnership between TFL and LDH-TCP that provides free tobacco cessation services and important information for tobacco and nicotine users.
- Share efforts in informing, educating, and increasing access to services for communities.

Connecting Community

to the Louisiana Tobacco Quitline services

- **Tailored Services**
 - Behavioral Health, Pregnant/Post-partum, Youth, Menthol users, African Americans
- **Promotional Campaign**
 - Mass Media
 - Community Outreach
- **Accessibility**
 - Greater reach to those with limited mobility or in rural or remote areas
- **Collaboration**
 - Department of Health – Well Ahead, Stakeholders, and Community partners

Takeaway and Resource



www.tobaccofreeliving.org



Well-Ahead Louisiana

<https://wellaheadla.com>

UNFILTERED FACTS :

<https://unfilteredfacts.com/>

w.wellaheadla.com

School Vape Free Toolkit

[https://wellaheadla.com/prevention/](https://wellaheadla.com/prevention/tobacco/youth-tobacco-use/school-vape-free-toolkit/)

[tobacco/youth-tobacco-use/](https://wellaheadla.com/prevention/tobacco/youth-tobacco-use/school-vape-free-toolkit/)

[school-vape-free-toolkit/](https://wellaheadla.com/prevention/tobacco/youth-tobacco-use/school-vape-free-toolkit/)

1-800-Quit Now

www.quitwithusla.org

Text Ready to 39141



(teens & young adults)

<https://livevapefree.com>

Next Era

www.Wearenextera.org



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Questions?

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Thank you

We look forward to seeing you again

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