



CHRONIC DISEASE BURDEN UPDATE

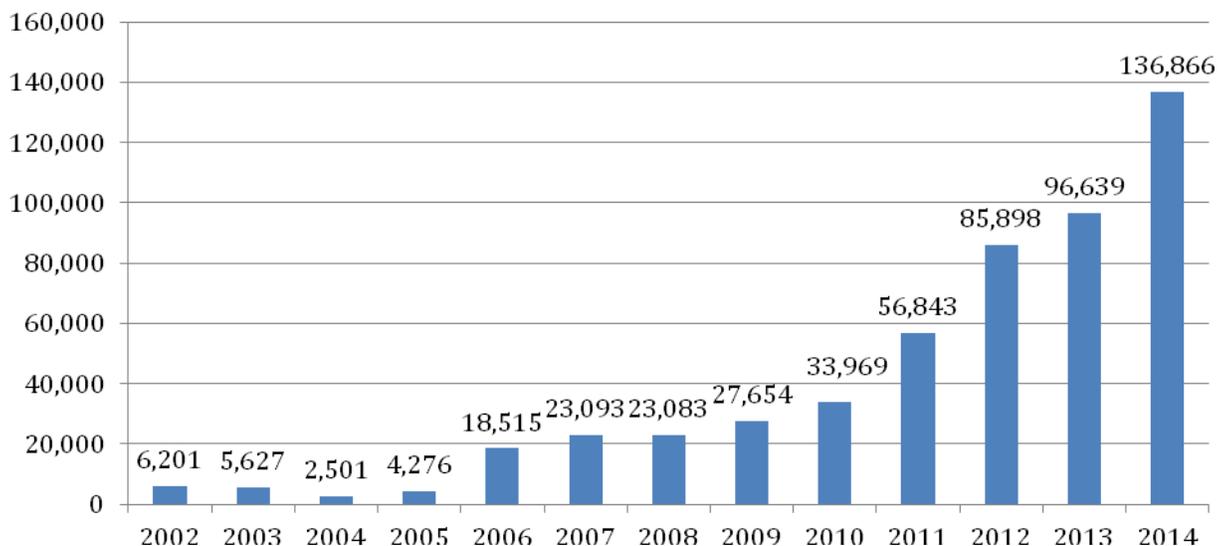
■ This update focuses on the Illinois Tobacco Quitline Caller Report for July 2013 to June 2014 (FY14) and Nicotine Replacement Therapy Recipient Report from July 2013 to June 2014 (FY14).

According to the Illinois Behavioral Risk Factor Surveillance System (BRFSS), in 2014, 16.7 percent of adults in Illinois were smokers and a total of 3.1 percent of adults in Illinois used smokeless tobacco products. Tobacco cessation quitlines are an effective and convenient method for reducing smoking, and telephone counseling with medications can double quit rates. Studies have shown quitlines to be cost-effective by eliminating barriers to smoking cessation, including transportation, child care, insurance coverage, and out-of-pocket costs. The Illinois Department of Public Health provides funding to the Illinois Tobacco Quitline (ITQL), which is operated by the American Lung Association. This partnership was formed in 2001 to provide free tobacco cessation services to Illinois residents attempting to quit tobacco use. ITQL staff can help cigarette, cigar, pipe, chewing tobacco, snuff and snus users quit. In 2013, in Illinois, almost 60 percent (59.1%) of respondents who had smoked a cigarette within the past year had heard of the ITQL, and approximately seven percent (6.9%) of adults who had smoked a cigarette within the past year had called the ITQL.

ILLINOIS TOBACCO QUITLINE TREND

Calls to the ITQL have increased throughout the years. Annual call volume has risen consistently from 2008 to 2014. The ITQL received 136,866 calls from individuals seeking cessation assistance between July 2001 and June 2014. From July 2013 to June 2014, there were a total of 27,836 callers, including 14,843 new callers.

**Illinois Tobacco Quitline Annual Calls
Fiscal Year 2002 to 2014**

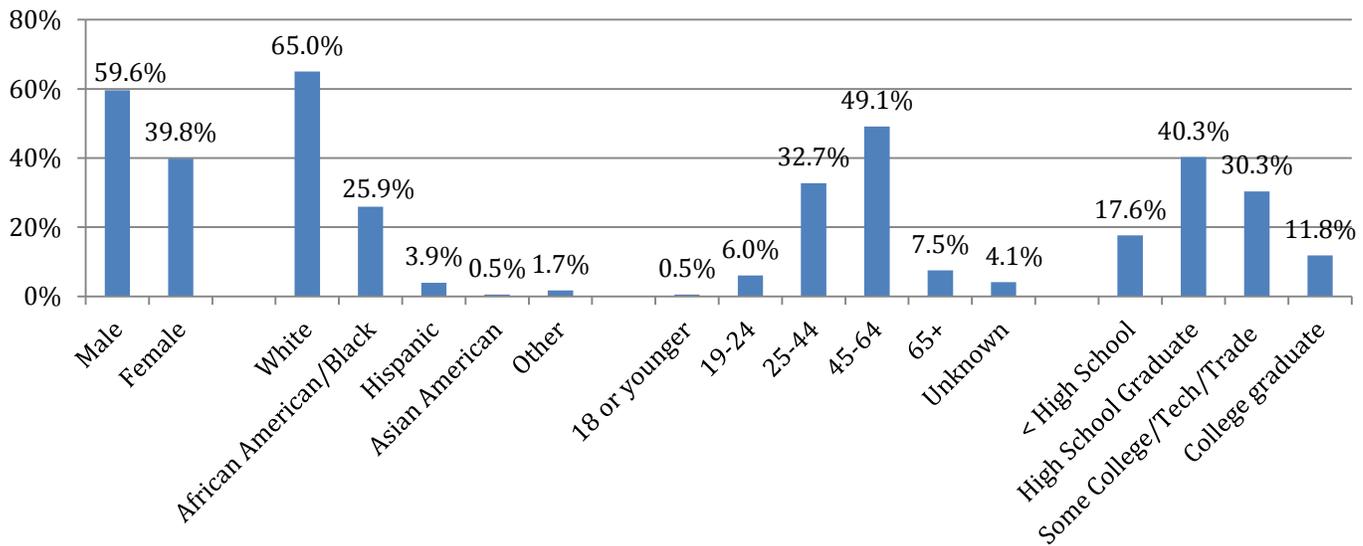


Source: ITQL Calls by Year, FY02-FY14

DEMOGRAPHICS

The ITQL callers vary in demographics. From July 2013 to June 2014, 60 percent of callers were female. The majority of the callers (65%) were white. Approximately eighty percent (81.8%) of callers were within the 25-44 and 45-64 age groups (32.7% and 49.1%, respectively). The majority of ITQL callers had a high school education or less (40.3% and 17.6% respectively). During this time, 534 callers were pregnant and 3,026 had children under five years of age in the household. Smoking during pregnancy can cause birth defects, low birth weight, premature birth, and infant death. Quitting smoking reduces health risks to the mother and unborn baby.

ITQL Caller Demographics Fiscal Year 2014



Source: ITQL Call Volume Report, FY14

TYPES OF TOBACCO USE

The ITQL provides counseling and resources to assist callers in quitting the use of all types of tobacco products. From July 2013 to June 2014, the majority of callers sought assistance to quit smoking cigarettes (97.9%), followed by spit tobacco (.7%), and smoking cigars (.6%). Other types of tobacco include pipes, electronic cigarettes, and snus. A total of 0.7 percent of callers sought help for use of multiple tobacco products.

QUIT ATTEMPTS

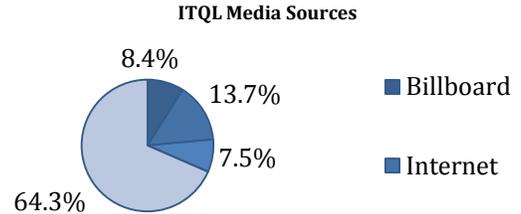
From July 2013 to June 2014, almost half (47.6%) of ITQL callers had previously attempted to quit using tobacco one to two times, 30 percent (29.8%) had attempted three to four times, and 14.5 percent had attempted to quit at least five times. Eight percent (8.1%) of callers had not tried to quit prior to calling the ITQL.

REFERRAL SOURCE

A variety of venues are used to inform the public of the ITQL. Approximately one third (35.6%) of callers heard about the ITQL through a direct referral from a health care professional, either by fax referral, or e-referral. The ITQL receives the referral form and reaches out directly to the individual. Approximately one in five callers (21.0%) heard about the ITQL through media including television, internet, billboards, and/or radio. Less than one percent of callers reported the newspaper as the source of media.

How callers heard about the ITQL

Direct Referral	35.6
Media	21.0
Word of Mouth	26.4
Unknown	17.0

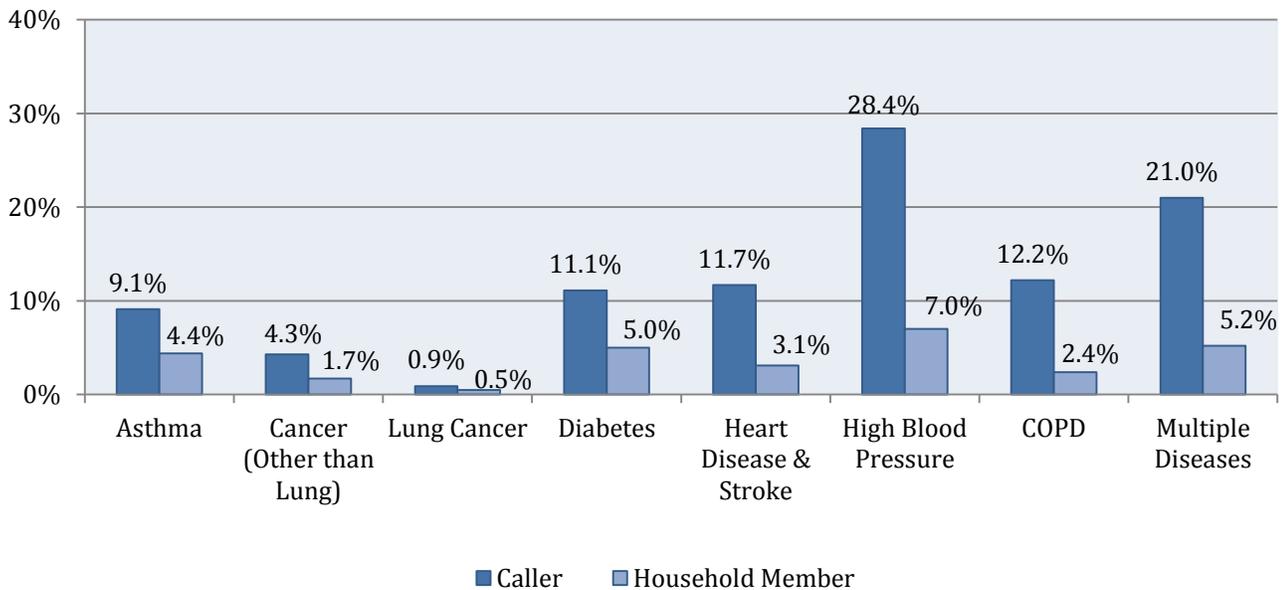


Source: ITQL Call Volume Report, FY14

ITQL CALLERS AND CHRONIC CONDITIONS

Smokers have a higher prevalence of multiple chronic diseases. The harmful effects of smoking can cause or worsen chronic conditions. Harmful effects are also associated with exposure to secondhand smoke. People who share a household with a smoker are at risk of developing or having aggravated chronic conditions.

Chronic Conditions Among Smokers and Household Members



Source: ITQL Call Volume Report, FY14

NICOTINE REPLACEMENT THERAPY RECIPIENTS

Nicotine Replacement Therapy (NRT) is offered to ITQL callers to aid in tobacco cessation. NRT products include nicotine patches, gum, or lozenges. The ITQL provides nicotine replacement therapy to ITQL callers who would otherwise need to pay for such tobacco cessation products. From July 2013 to June 2014, approximately 80 percent of ITQL callers qualified for and received NRT.

The nicotine patch was the most requested NRT product. Nicotine gum was preferred slightly more among callers attempting to quit for the first time, while nicotine lozenges were preferred by those who had attempted to quit more than five times. Currently, only the patch is provided to ITQL callers.

The majority of NRT recipients were between the ages of 45 and 64. Forty three percent of NRT recipients had chronic conditions. Seventy percent of those with chronic conditions chose the nicotine patch. The majority of NRT recipients had used tobacco for at least 30 years.

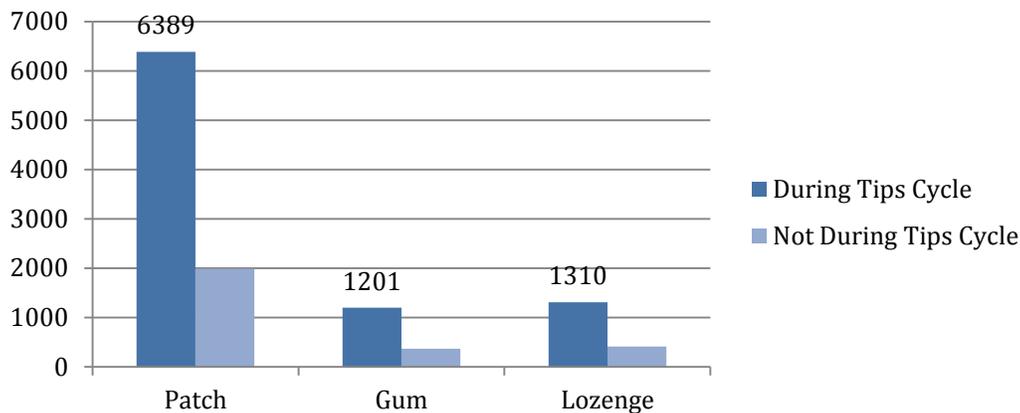
INSURANCE STATUS OF NRT RECIPIENTS

From July 2013 to June 2014, approximately four of ten recipients of NRT had at least one chronic condition. Approximately four of ten ITQL enrollees receiving the patch, gum and lozenge were uninsured (43%, 47%, and 40% respectively). Nearly one out of four had private insurance (24%, 22%, and 23% respectively), which did not include a tobacco cessation benefit.

TIPS FROM FORMER SMOKERS CAMPAIGN

The Centers for Disease Control and Prevention sponsors the *Tips From Former Smokers (Tips)* campaign that features ads displaying the negative effects of tobacco use. Quitlines are promoted as a resource for smoking cessation. The amount of NRT provided to quitline callers increased during weeks the *Tips* campaign ads were circulating.

Tips From Former Smokers
NRT Shipments by Type



Source: ITQL NRT Recipient Report, FY14

Sources: 1. Illinois Behavioral Risk Factor Surveillance System, 2013-2014. 2. Quitlines and the Expansion of Smoking Cessation Support. National Cancer Institute, December 2014. <http://www.cancer.gov/research/progress/discovery/quitlines>. Accessed June, 25 2015. 3. Fiore, MC, et al., *Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guideline*, U.S. Public Health Service, May 2008. 4. ITQL Calls by Year FY02-FY14, July 2001 – June 2014. 5. Illinois Tobacco Quitline Call Volume Report FY14. July 2013 – June 2014. 6. Illinois Tobacco Quitline NRT Analysis Report FY14, July 2013 – June 2014.