



Smoking Cessation Among Ohioans with Disabilities: Raising Awareness of the Ohio Tobacco Quit Line



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Background

- Smoking is the leading cause of preventable death in the U.S., accounting for half a million, or one in every five, deaths each year.¹
- Nationwide, smoking prevalence is higher among people with disabilities (PWD) than those without.¹



- PWD are more likely to experience chronic health conditions and poor health, which may be exacerbated by the negative health impacts of smoking.²
- The Ohio Disability and Health Program (ODHP) analyzed Behavioral Risk Factor Surveillance System (BRFSS) 2011 data as a part of their 2013 Needs Assessment process, and found that in Ohio 39.3% of PWD smoke versus 22% of those without disabilities.^{2,3}
- This was a 17.3% smoking disparity – the highest such in the U.S.
- Based on this data, ODHP began a collaboration with the state-based Tobacco Use Prevention and Cessation Program (TUPCP) to reach PWD and encourage their utilization of the Ohio Tobacco Quit Line.
- The Ohio Tobacco Quit Line is a free tobacco cessation resource for people who are uninsured, Medicaid recipients, pregnant women, and members of the Ohio Tobacco Collaborative.⁴ Ohio's Quit Line is a service contracted through National Jewish Health.

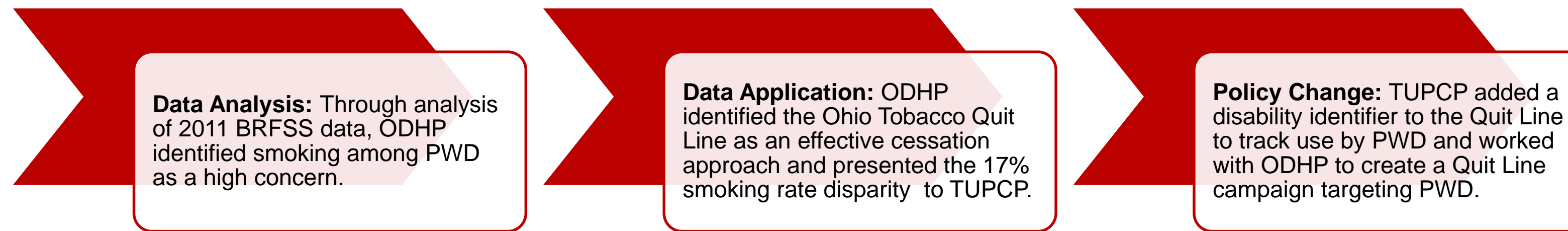
The Ohio Tobacco Quit Line offers smoking cessation services, including over the phone counseling from Quit Specialists, Self-help materials, Quit Plan guidance, and Nicotine Replacement Therapy to those who qualify.⁴

Quit Line callers are 5x more likely to quit.⁴



Methods

- ODHP presented smoking rate data to TUPCP and initiated a discussion about improving outreach to PWD and tracking use of the Quit Line by this population.
- In August of 2013, the Quit Line added a disability identifier to its intake to track disability as a demographic and to measure the change in use of the service by PWD.
- ODHP and TUPCP began a collaboration to develop Quit Line promotional materials targeting PWD to ensure that they know about Quit Line services.
- Two focus groups were held at a Center for Independent Living and drop-in peer recovery center to gather feedback from the disability community on promotional messaging and images.

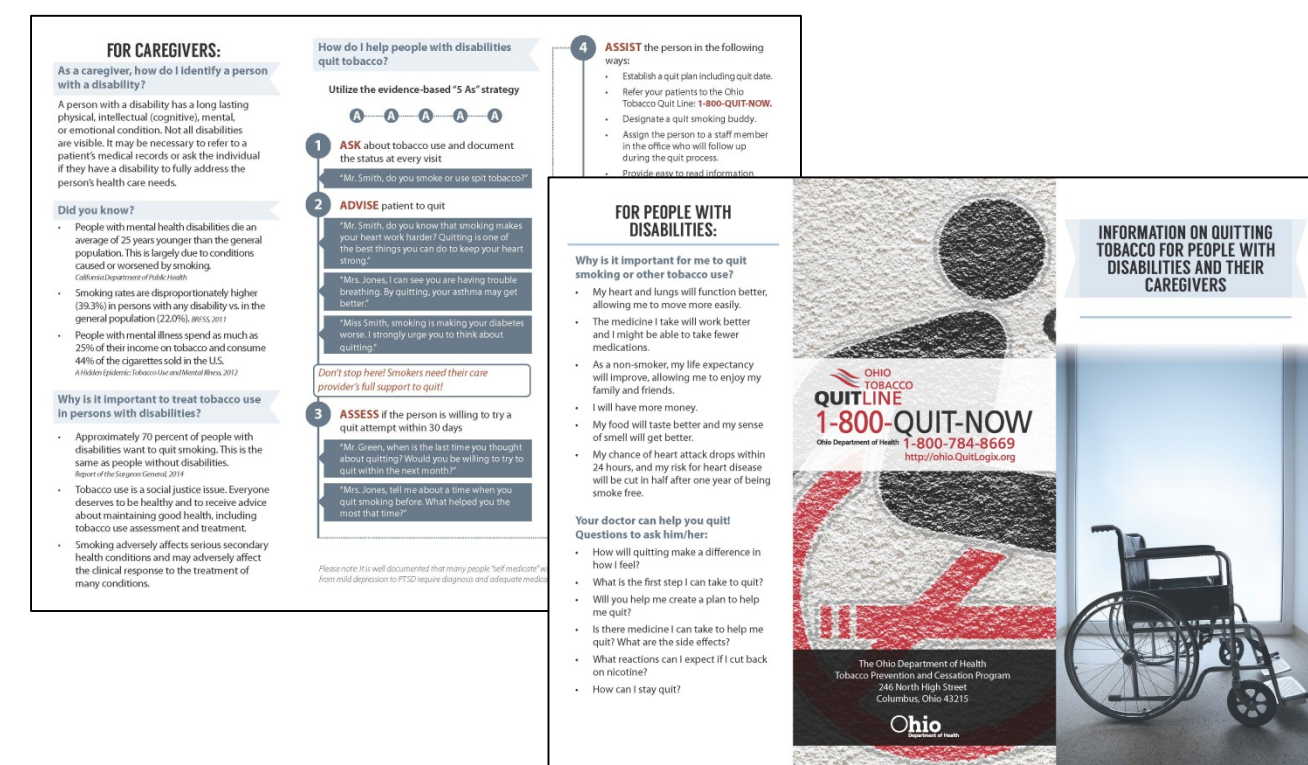


Outcomes/Future Directions

- Disability is being tracked as a demographic in the Quit Line intake process and ODHP continues to monitor use of the Quit Line by the disability community.
- ODHP and TUPCP are continuing to disseminate the Quit Line promotional materials targeting PWD.
- ODHP plans to follow up with sites that have received the disability specific promotional materials to evaluate how the materials are being used and displayed.
- ODHP will work with National Jewish Health to ensure that Quit Line counselors receive training on working with PWD.
- ODHP hopes to expand upon our tobacco cessation work by bring a disability specific smoking cessation program to the state, Living Independent from Tobacco (LIFT).⁵
- ODHP continues data analysis to understand disparities faced by PWD. The 2012 BRFSS found that Ohio's smoking rate disparity between people with and without disabilities has increased slightly to 17.9% (38.7%/20.8%).⁶

Campaign Materials, Mass Media, and Dissemination

- 2 posters targeting PWD and 1 brochure with information on quitting for PWD and caregivers, including healthcare providers, were created.



- These materials were disseminated through disability service provider agencies, health care facilities, and community mental health centers in Ohio.
- An order form was created for organizations to receive free materials. The order form and information about the materials was sent out via e-mail and through U.S. post to approximately 850 organizations between March and August of 2015.
- 81 sites have requested a total of 2,323 posters and 8,750 brochures as of October, 2015.
- A mass media component of the campaign was coordinated by TUPCP in Ohio's 5 largest urban areas.
- Campaign included bench signs and bus stops that ran between April and June of 2015.

Conclusions

- In closing, ODHP has worked with a key state partner to take a collaborative, state-based approach to increase smoking cessation among PWD by increasing awareness of an existing mainstream smoking cessation resource among the disability community.
- The resulting collaboration will allow for continuous assessments of and improvements to policies and procedures of the Ohio Tobacco Quit Line as they impact PWD.
- This will help to ensure that PWD receive accessible smoking cessation materials, have knowledge of and access to smoking cessation tools, and that use of the Quit Line by PWD is tracked.

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