

# LA LIGNE J'ARRÊTE: AN EVALUATION OF QUEBEC'S SMOKING CESSATION QUITLINE

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# DISCLOSURE STATEMENT

I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# THE SERVICE : LA LIGNE J'ARRÊTE

- A tobacco cessation quitline
- Available to the general population in Quebec
- Confidential and free of charge
- Operational since 2002 funded by the Ministry (MSSS) and operated by the Canadian Cancer Society (CCS)

# THE EVALUATION OBJECTIVES

- Describe the user profile of smokers having used the quitline service for the first time between October 2014 and October 2015
- Evaluate the outcomes of quitline use on tobacco-related behaviours



# METHODS



# NATIONAL QUITLINE CONSORTIUM (NAQC) AND THE MINIMAL DATA SET (MDS)

- Evaluation followed NAQC protocol for quitline evaluations
- Collected on a regular basis by quitline staff across North-America
- MDS includes information on:
  - Socio-demographics
  - Quitline promotion
  - Tobacco use behaviours
- In Quebec data is collected by quitline staff

# DATA COLLECTION

31 October 2014

-

29 October 2015

4 June 2015

-

1 June 2016

User profile

1<sup>st</sup> call to la ligne  
j'Arrête

Evaluation questions  
asked by quitline staff

Outcome evaluation

7 months after  
the 1<sup>st</sup> call

Telephone survey



# RESULTS



# SERVICE UTILIZATION

**Caller volume : 16 317 appels<sup>1</sup>**

- 8 251 incoming calls made by clients
- 5 307 follow-up calls made by quitline staff to interested clients
- 2 759 calls made by quitline staff based on fax referrals

<sup>1</sup> Includes first calls as well as follow-up calls



# EXCLUSION CRITERIA

**1 387 new clients**

Exclusion of:

- Smokers who **did not want to quit** smoking during the next 6 months;
- Smokers who **had quit more than one month ago**;
- Individuals **under 18 years of age**;
- Those **calling for reasons other** than support for smoking cessation for themselves;
- Those who **did not receive** smoking cessation **counseling**.

**1 292 new clients**

# STUDY PARTICIPANTS

## Baseline

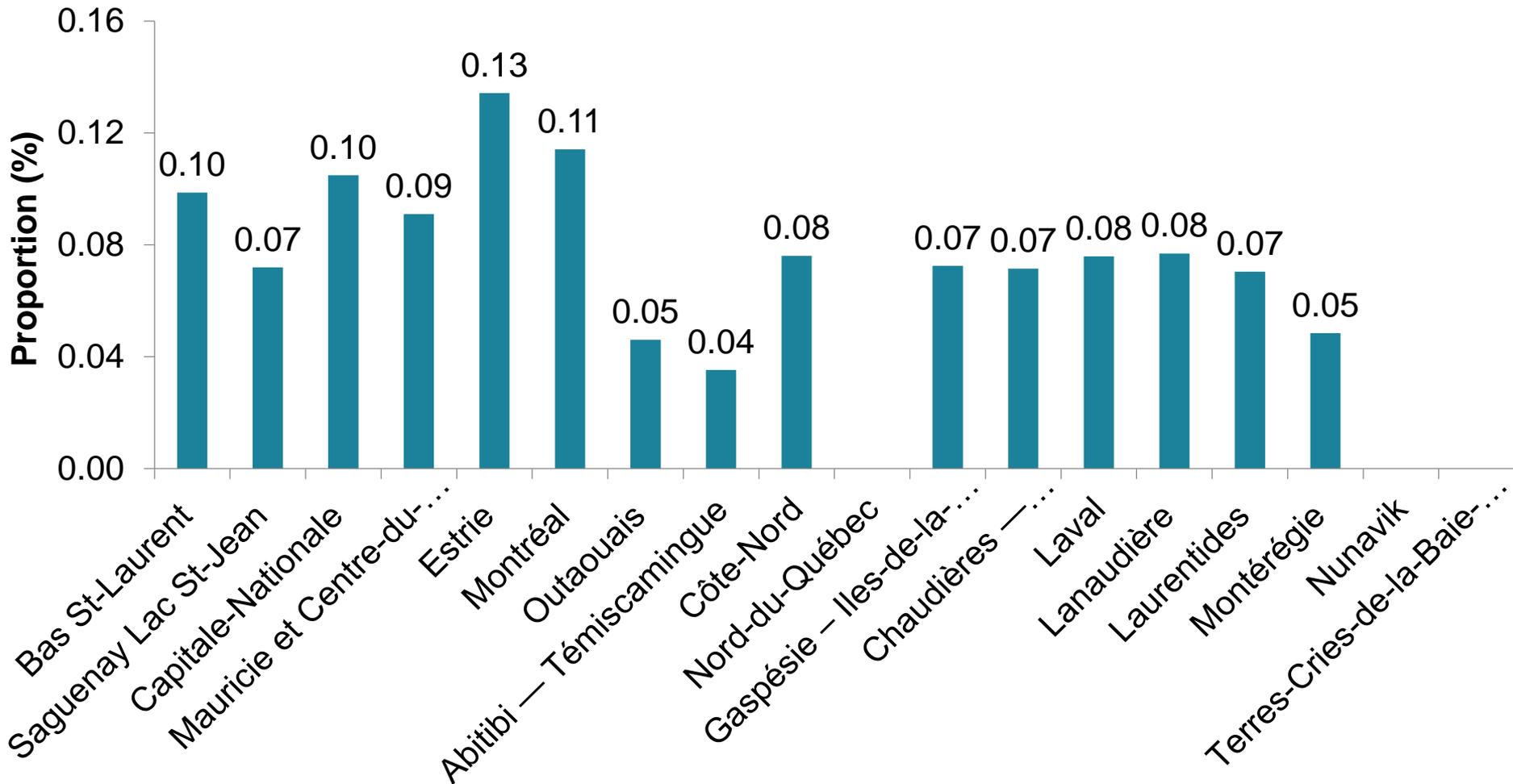
Eligible respondents : **1 292**

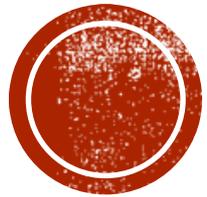
## Follow-up (7 months)

Study sample : 836 (76%)

Surveys conducted for n = **494**; response rate: 59,1%

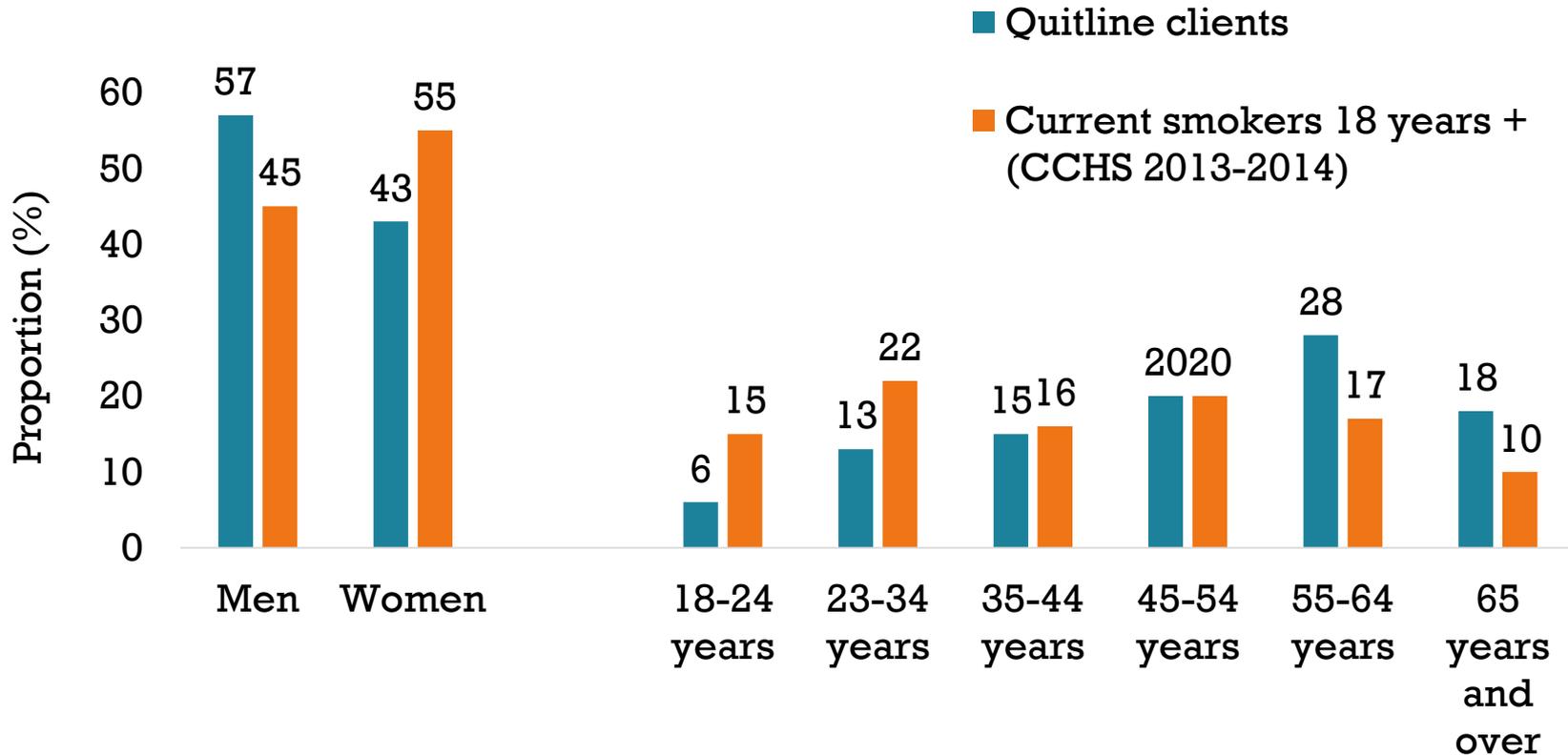
# PROPORTION OF QUITLINE TREATMENT ACCESS IN 2014-15 : 0,09%





# CLIENT PROFILE

# GENDER AND AGE ( $N = 1\ 292$ )



- **Women are overrepresented**
- **Smokers between 18-34 years old are underrepresented**
- **Those between 55-64 years and those 65 years and older are overrepresented**

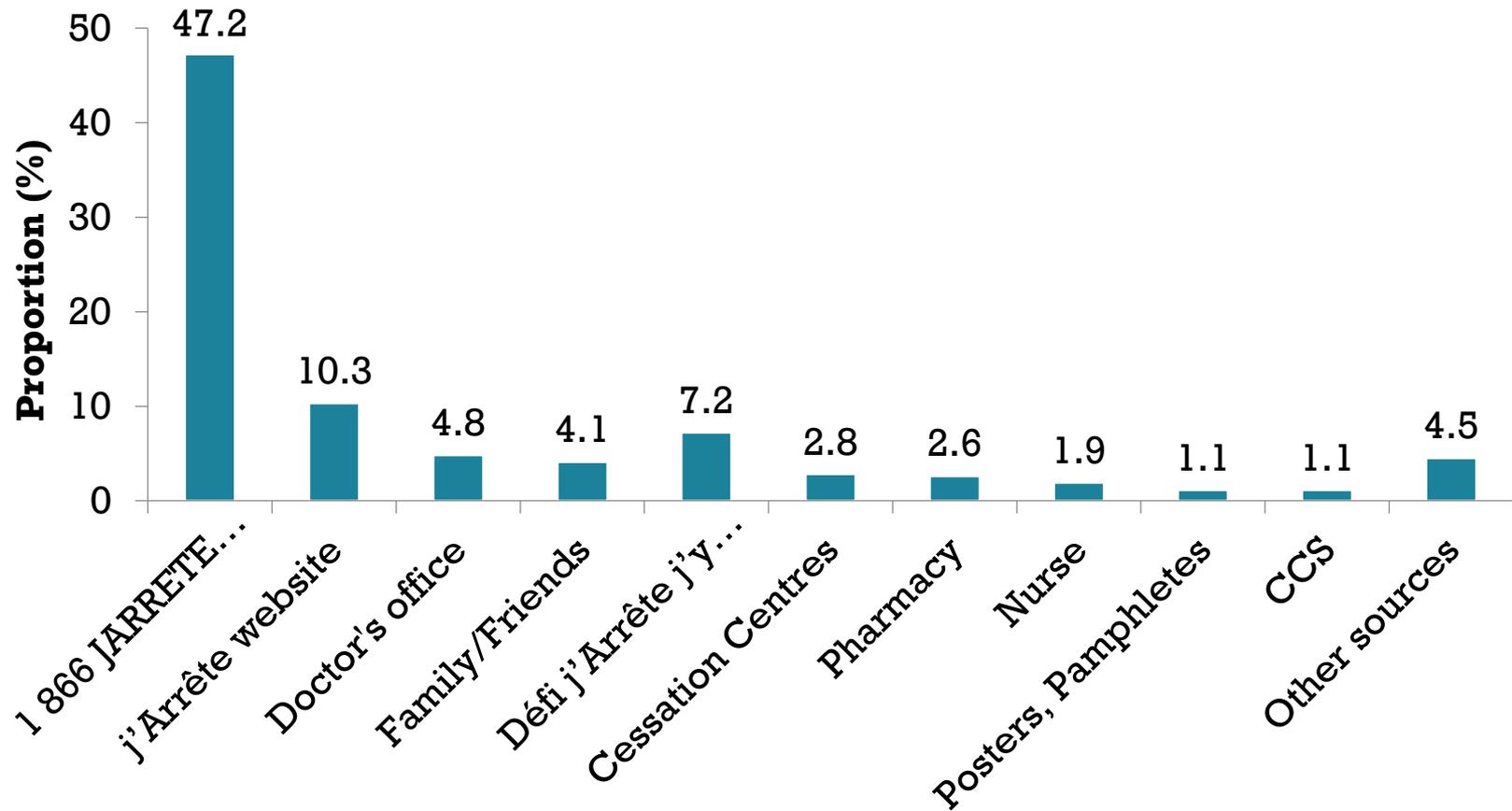
# HOW CLIENTS ACCESSED LA LIGNE J'ARRÊTE

Of the 1 292 new clients:

- 29.3 % were **referred** to the service **by fax** (through partner agreements) and therefore received a call from quitline staff
- 70.7 % of new clients **called** the quitline **themselves**

# HOW CLIENTS LEARNED ABOUT THE SERVICE?

(N = 913)

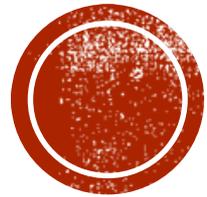


Unknown = 54 (5,9%); Not asked = 9 (1,0%); Refused = 1 (0.1%)

# EDUCATION: HIGHEST DEGREE RECEIVED

| Schooling completed  | Quitline clients<br>% | Current smokers<br>18 years +<br>(CCHS 2013-2014)<br>% (I.C.) |
|--|-----------------------|---|
| High-school not completed  | 27                    | 21 (19,1 – 23,0)*   |
| High-school diploma  | 26                    | 18 (16,2 – 20,0)*   |
| Postsecondary education without a degree   | 3                     | 7 (5,7 – 8,2)*  |
| Trade certificate or diploma from a vocational school or apprenticeship training; Non-university certificate or diploma from a community college, CEGEP, school of nursing etc.; University degree | 41                    | 52 (49,7 – 54,6)*   |
| Non-responses  | 3                     | 2 <sup>E</sup> (1,2 – 2,5)*                                   |

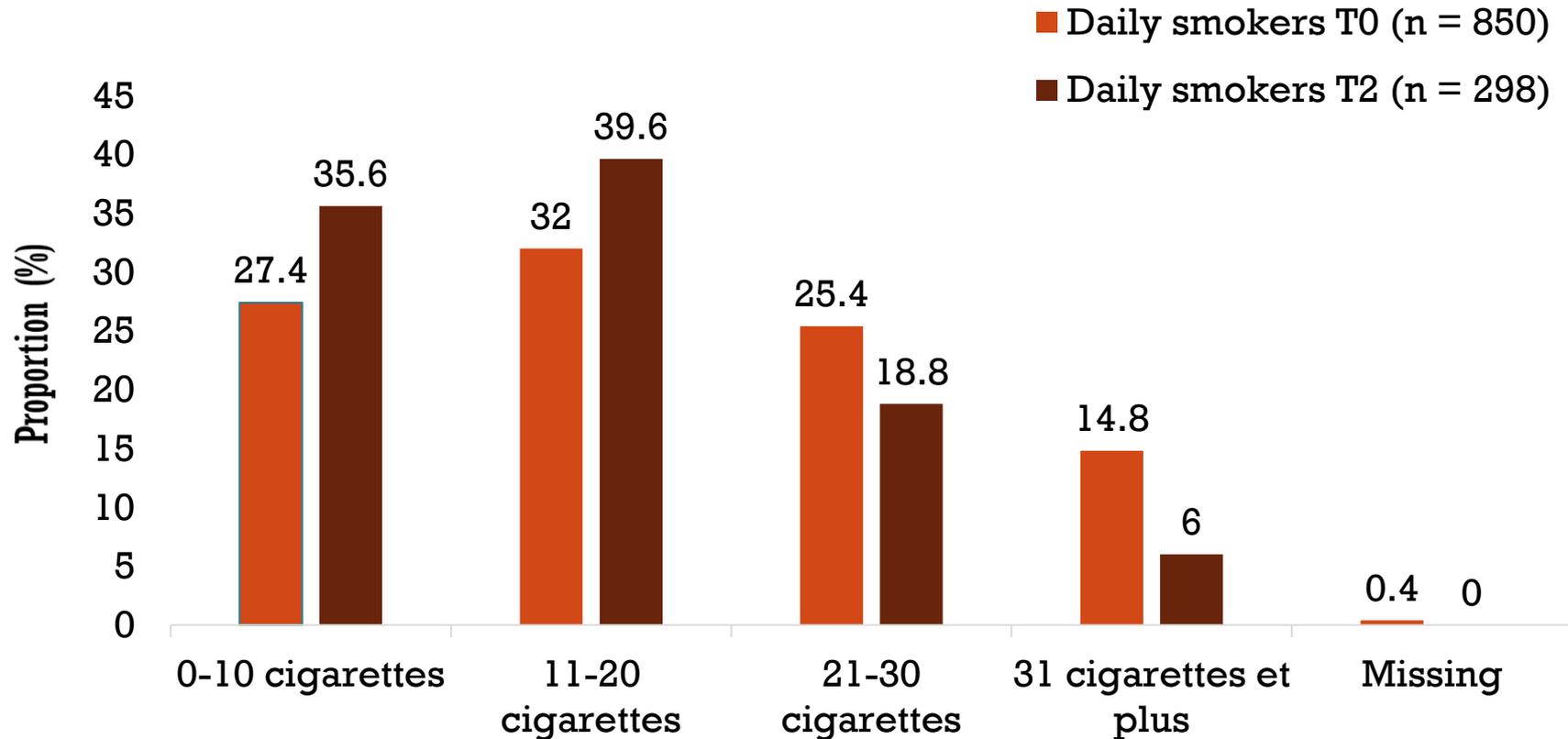
- Clients with a **high-school diploma or less education** are **overrepresented**.
- Clients with a **postsecondary education** are **underrepresented**.



# SMOKING CESSATION



# NUMBER OF CIGARETTES SMOKED PER DAY (DAILY SMOKERS)

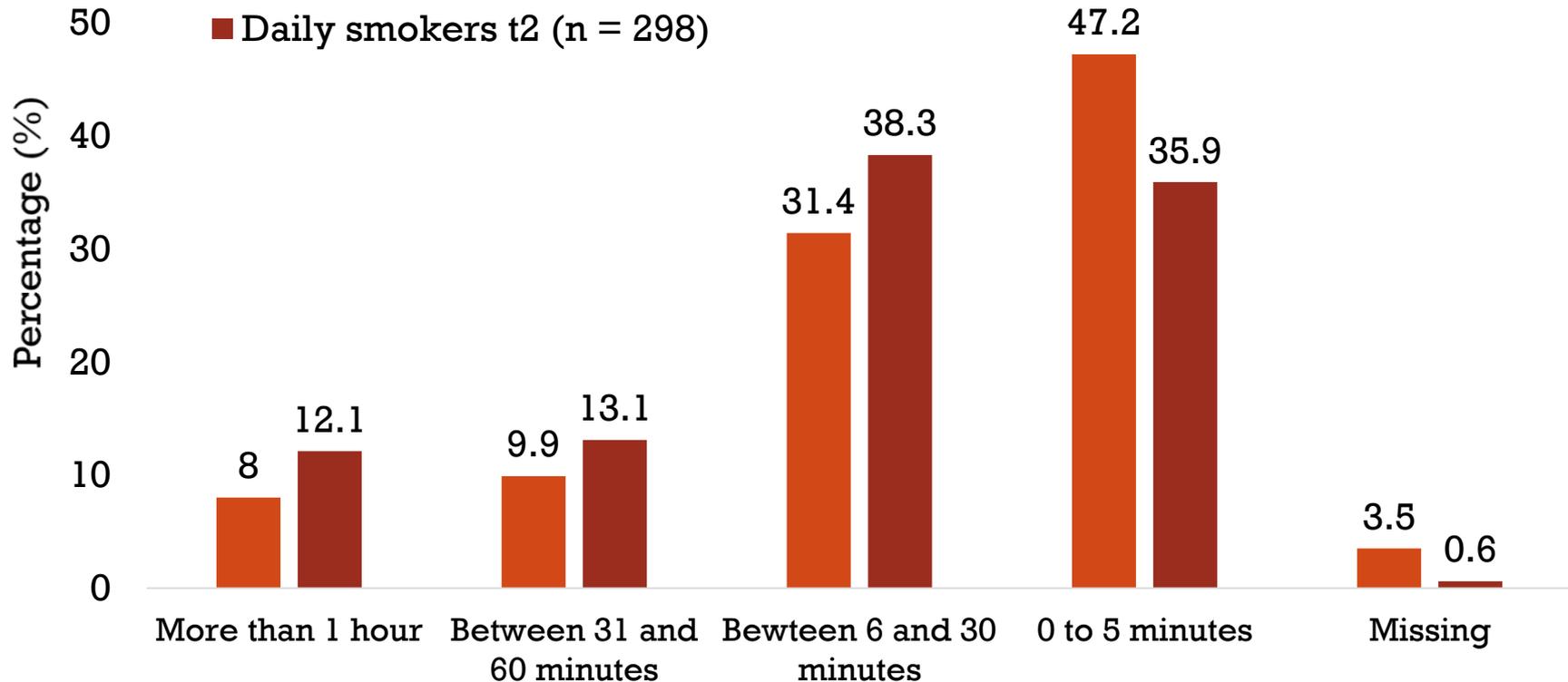


The average number of cigarettes smoked per day decreased from 20.64 to 16.57.

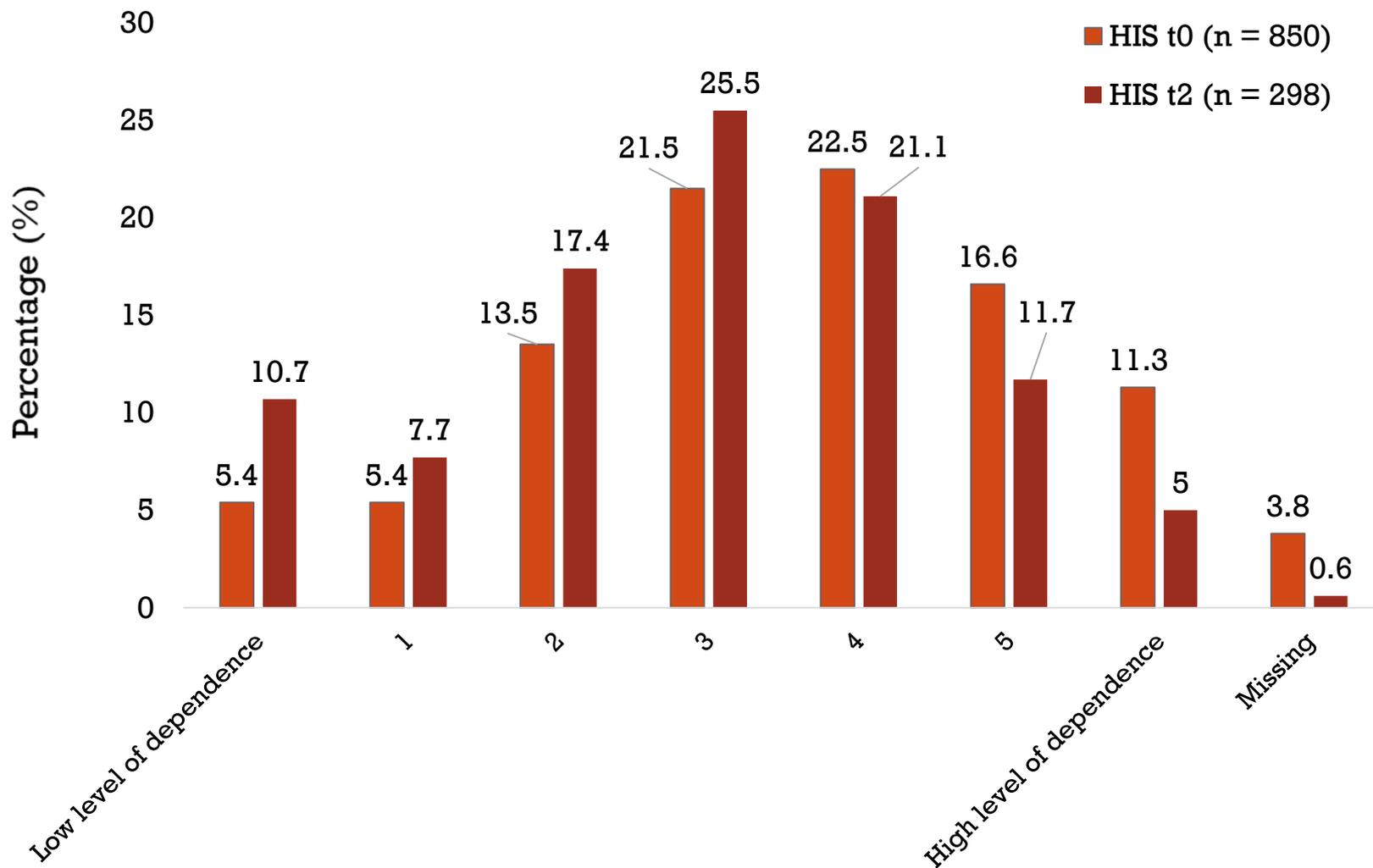
# TIME TO FIRST CIGARETTE AFTER WAKE-UP (DAILY SMOKERS)

■ Daily smokers t0 (n = 850)

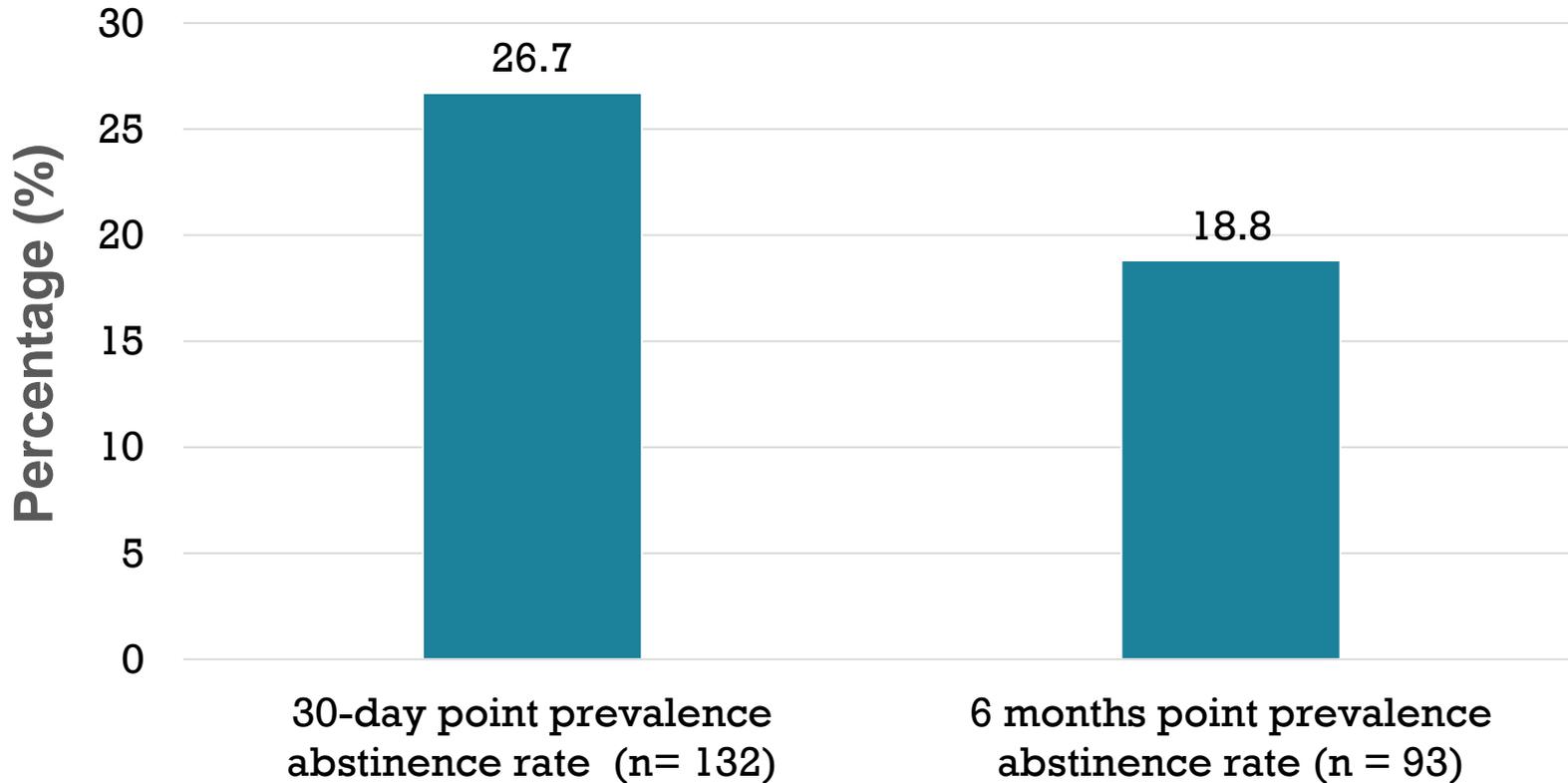
■ Daily smokers t2 (n = 298)



# HEAVINESS OF SMOKING INDEX (DAILY SMOKERS)

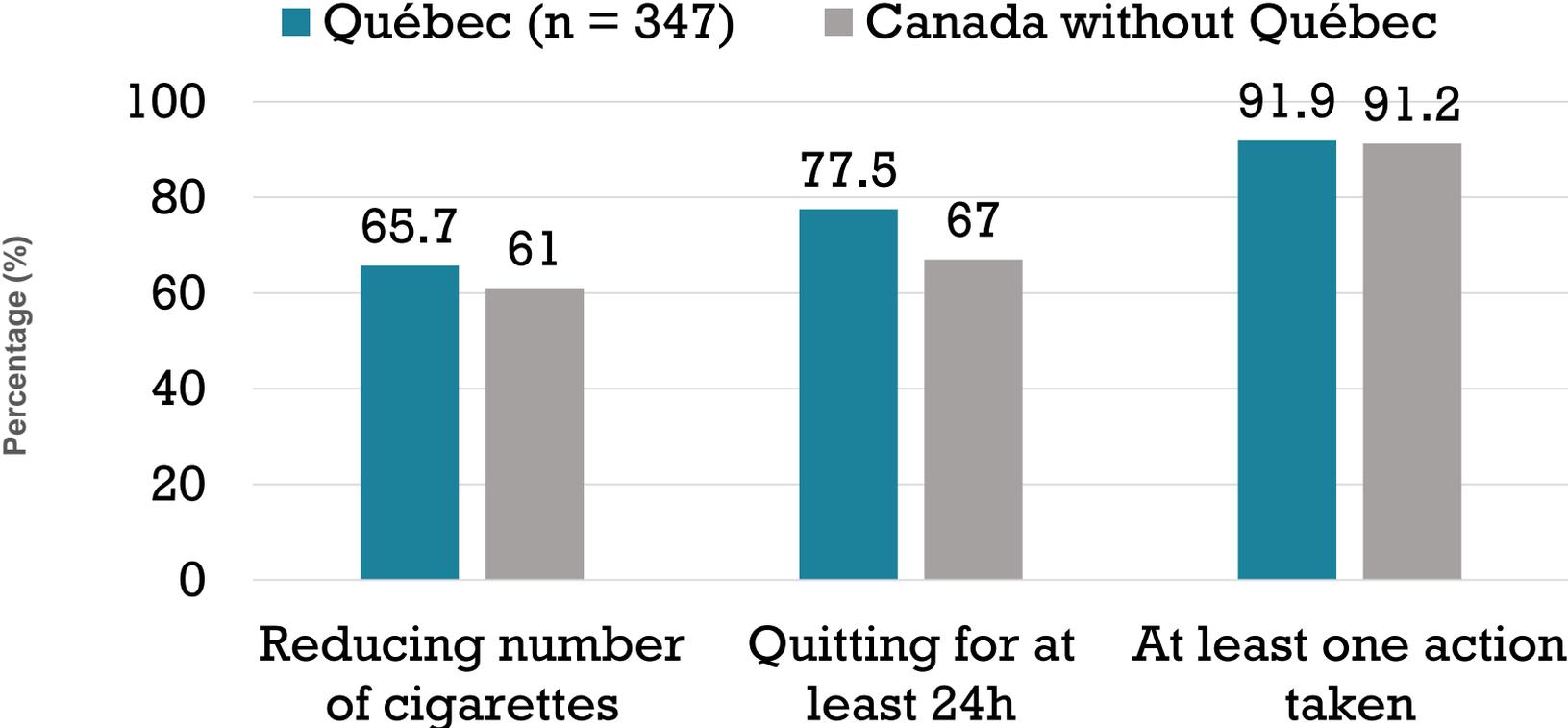


# POINT PREVALENCE ABSTINENCE RATES (RR) **T<sub>2</sub>**



The 30-day point prevalence abstinence rate is comparable to that found across the other Canadian provinces (26%).

# ACTIONS TAKEN TOWARDS QUITTING BY DAILY SMOKERS





# CONCLUSIONS

# SERVICE REACH

- La ligne j'Arrête received **16 317 calls** between Octobre 2014 and Octobre 2015.
- It delivered smoking cessation counseling to **0,09% of Quebec's smokers in 2014-15**. In 2013-14 it served 0,18% of smokers. In other Canadian provinces, quitlines reach between 0.07% and 1.45% of smokers (NAQC, 2012). In the United States, reach across the 50 quitlines is typically 1%.
- Sub-populations less reached by la ligne j'Arrête:
  - Men
  - Young adults

# EFFECTS ON SMOKING CESSATION

Quitlines have been shown to be an effective intervention strategy (Stead et collab., 2016). This holds true for the *ligne j'Arrête*:

- 30-day point prevalence abstinence rate of 26,7%;
- 6 months point prevalence abstinence rate of 18,8%.

# STUDY LIMITES

- The evaluation was conducted using a non-randomized and non-controlled study design
- Self-selection bias : Only clients who gave their consent participated in the follow-up data collection
- Data were collected in two ways: By quitline staff (baseline) and by trained personnel for follow-up survey

# ACKNOWLEDGEMENTS

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