

Texas Tobacco Quitline

2019



The Texas Tobacco Quitline (TTQL) offers free and confidential tobacco cessation counseling services and support to Texas residents ages 13 years or older, cessation educational materials, and information to healthcare providers, proxies (individuals calling on behalf of a tobacco user), and the general public¹. This one-pager provides information about the TTQL and key findings of the 2019 TTQL seven-month follow-up evaluation.

Texas Tobacco Quitline Services

Phone Program

Tobacco users who enroll in phone-based services receive tailored, multiple-call counseling sessions with an assigned Quit Coach. TTQL offers two weeks of free nicotine replacement therapy (NRT) to qualifying callers, self-help resources, and information about support programs in their area.

Web Program

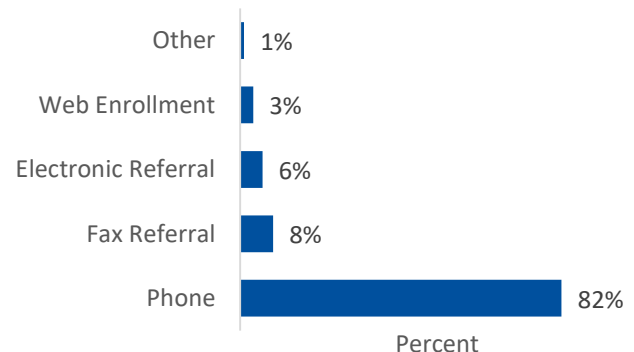
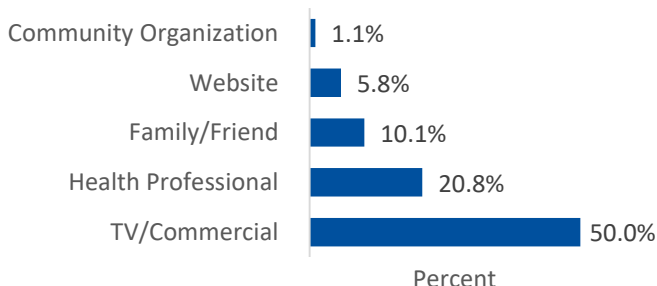
Tobacco users who enroll in web-based services have access to a Web Quit Coach, self-help resources, and an online support community of other tobacco users enrolled in the program.

Enrolled Callers and Means of Hearing about TTQL

In 2019, TTQL received a total of **12,853** registered callers. **97%** of registered callers were tobacco users. Of these, **9,962** enrolled. **50%** of enrolled callers heard about the program from TV ads and commercials².

Entry Method

82% of participants enrolled in services via phone.



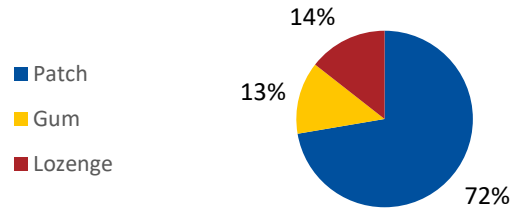
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Texas Tobacco Quitline Services Utilization

8 in 10 (80%) of registered callers that reported tobacco use enrolled in **multiple-call counseling**².



58% of enrolled callers received Nicotine Replacement Therapy (NRT). Of these, **72%** received nicotine patches.

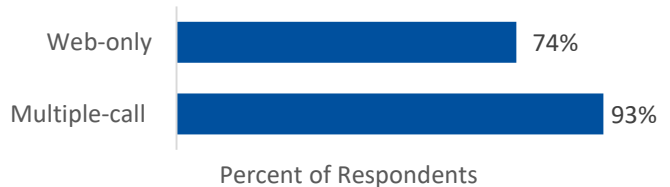


Texas Tobacco Quitline Satisfaction

The satisfaction rate for multiple-call program was **89%**, while the satisfaction rate for web-only program was **59%**³.

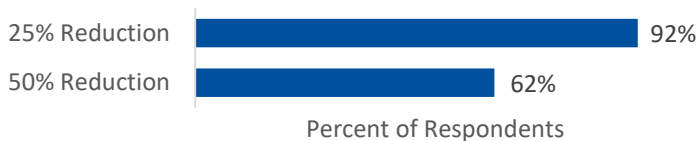


93% of respondents from the multiple-call program and **74%** of respondents from the web-only program would recommend TTQL services to a friend.



Texas Tobacco Quitline Outcomes

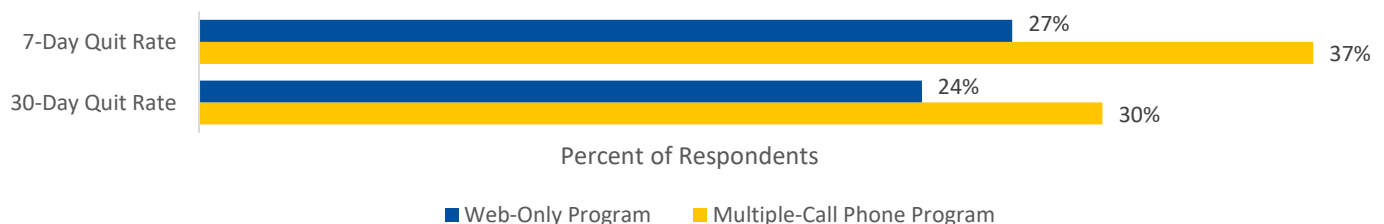
Among those that did not quit at follow-up, **68%** reported smoking fewer cigarettes when compared to baseline. Of these, **92%** reduced the number of cigarettes by at least 25%, and **62%** reduced the number of cigarettes by at least 50%.



4 in 10 participants (40%) who completed 5 or more counseling calls reported no tobacco use in the past 30 days².



At the 7-month follow-up survey, **37%** of multiple-call program respondents were abstinent from tobacco for 7 days or longer, and **30%** were abstinent for 30 days or longer. **27%** of web-only program respondents were abstinent from tobacco for 7 days or longer, and **24%** were abstinent for 30 days or longer.



Data Sources: (1) *YesQuit*. (2021). Yesquit.org. Retrieved 1 March 2021, from <http://www.yesquit.org/>. (2) 2019 Texas Tobacco Quit Line (TTQL) Data Report. Prepared by Chronic Disease Epidemiology, Health Promotion and Chronic Disease Prevention Section, Texas Department of State Health Services. (3) Texas Tobacco Quit Line Standard Evaluation Report Year 7. (2019). Optum.