ARE MENTHOL SMOKERS USING STATE QUITLINES?
FINDINGS FROM MINNESOTA

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METHODS

Sample: QUITPLAN® Services smokers who enrolled between March and May 2017 (n=5235)
Measures:
• Usual cigarette type: menthol vs. non-menthol
• Demographics, smoking-related and utilization characteristics
Analyses:
• Reach ratio: Service enrollees (numerator); 2014 Minnesota Adult Tobacco Survey (denominator); confidence intervals were estimated using the Katz log method.
• Data were analyzed using chi-square tests and t-tests; Bonferroni correction for multiple tests.

RESULTS

Characteristics of Program Enrollees

- Menthol smokers were more likely than non-menthol smokers to (p<.005):
  - Younger (average age 40.6 vs 45.4 years)
  - Female (64.1% vs 57.7%)
  - African American (21.0% vs 2.2%)
  - Live in the Twin Cities metro area (62.7% vs 51.5%)
  - Live in neighborhoods with lower median home value ($171K vs $178K)
  - Smoke fewer cigarettes per day (15.4 vs 17.0)

Utilization Characteristics

- Menthol smokers were more likely than non-menthol smokers to enroll in the text messaging program (28.7% vs 25.4%; p=.013)
- No significant differences were found between menthol smokers and non-menthol smokers on:
  - Service type (Individual Services, Helpline)
  - Registration mode (online, phone)
  - Program utilization (number of counseling calls, provision of NRT or the quit guide, enrollment in the email program)

CONCLUSIONS

- The reach ratio >1 for menthol smokers indicates that menthol smokers are over-represented, indicating that Minnesota’s quitline is reaching menthol smokers.
- Consistent with previous research, menthol smokers were more likely to be younger, female, African American, and live in an urban area than non-menthol smokers.
- Few significant differences were found in how menthol smokers used cessation services compared to non-menthol smokers.

Implications

- State quitlines should consider assessing menthol use at intake in order to monitor reach of services and promotional strategies directed at menthol smokers.
- Future studies combining reach ratios and quit outcomes can help states adapt services to address the unique challenges presented by menthol use and help menthol smokers quit.

Reference

*Campbell, H. S., Baskerville, N. B., Hayward, L. M., Brown, K. S., & Ossip, D. J. (2013). The Reach Ratio—A New Indicator for Comparing Quitline Reach into Smoking Subgroups. Nicotine & Tobacco Research, 16(4), 491-495

Acknowledgements and Funding

- This work was funded by ClearWay Minnesota.
- Optum is the vendor that provides QUITPLAN Services.
- The authors have no conflicts to disclose.