



Overview of Oklahoma Tobacco Helpline

In August 2003, the Board of Directors launched the Oklahoma Tobacco Helpline (1-800-QUIT-NOW), a professional, telephone-based tobacco cessation counseling service provided at no charge to Oklahomans who want to quit using tobacco. By FY10, the Oklahoma Tobacco Helpline has served more than 154,000 Oklahomans

Oklahomans Served FY2010

- 37,974 Oklahomans called the Helpline for services and information from July 1, 2009 through June 30, 2010. This included 35,725 tobacco users who wanted to quit. In addition, 173 health care providers, 527 family or friends of tobacco users, and 1,549 members of the general public received information to assist their patients and loved ones.
- Registrants called from all 77 of Oklahoma's counties and from 34 of 38 federally-recognized Native American tribes in Oklahoma.
- 4,323 tobacco users who registered for Helpline services enrolled in the single-call counseling program. 29,885 tobacco users who registered enrolled in the multiple-call counseling program.
- 18,378 tobacco users received the multiple call intervention plus 8 weeks of nicotine replacement therapy (NRT) while 9,565 tobacco users received the multiple call intervention plus 2 weeks of NRT.
- Among those served, 76.2% were white; 8.1% were African American; 11.0% were American Indian; and 3.5% were Hispanic.
- 60% of all callers to the Oklahoma Tobacco Helpline are female.
- 322 tobacco users were pregnant. An additional 302 women were planning pregnancy and 89 were breast-feeding mothers.
- 57% of registrants had incomes less than \$20,000.
- 59% of registrants had a high school education or less.

Program Results

- 95% of Helpline participants were satisfied with Helpline services.
- A year after contacting the Helpline, 35% of those in the multiple-call program were tobacco-free. By comparison, the 'cold turkey' quit rate is only 5%.

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