

# SD QuitLine Participants – Smokeless Tobacco User

## 2018 Outcomes

**43,662**  
estimated smokeless tobacco users, age 15 and older in SD, of which **1.5%** called the QuitLine



**655**  
Smokeless Tobacco users **ENROLLED** in the QuitLine service



**271**  
Phone



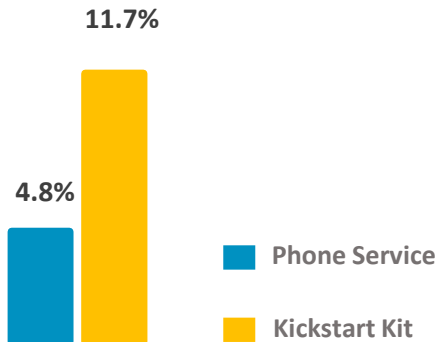
**384**  
Kickstart Kit



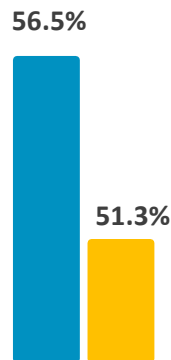
**0**  
Quit Guide

### E-cigarette and Polyproduct Use

#### E-cigarette Use

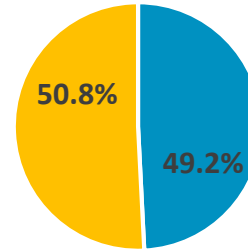


#### Polyproduct Use (smokeless tobacco & another type)



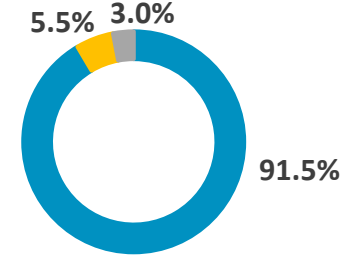
### Characteristics of Enrollees

#### Population



Urban Rural

#### Race



White  
American Indian  
Other race

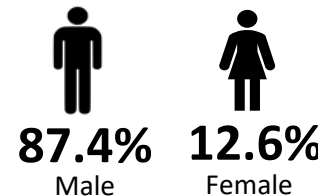
#### Mean Age



#### Age of First Use

**16.3**  
\*Phone service clients only.

#### Gender



**37.1%**  
of smokeless tobacco users are a member of another priority population

## Referrals

Phone service clients only.



**88.6%**

enrolled by phone



**4.8%**

were referred by healthcare provider



**6.6%**

enrolled on the website



## Awareness



**20.2%**

learned about the QuitLine from a healthcare provider



**24.1%**

learned about the QuitLine from television ads



**28.2%**

learned about the QuitLine from a family member or friend

## Tobacco Use

Phone service clients only.

Average Years of Use



**23.4**

years



**35.9%**

reported living with someone who uses tobacco

## Quit Rates, 2017-2018

Participants are contacted seven months after enrollment to assess use of tobacco and other nicotine products.

### Smokeless Tobacco Quit Rates

OVERALL

44.9%

PHONE SERVICE ONLY

49.4%

KICKSTART KIT SERVICE ONLY

39.0%

### Non-Smokeless Tobacco Quit Rates

OVERALL

39.1%

PHONE SERVICE ONLY

41.0%

KICKSTART KIT SERVICE ONLY

32.9%

Smokeless tobacco users have a higher quit rate than those not using smokeless tobacco.

## Outcomes



**3.9%**

noticed a close friend and/or family member

**QUIT**

since their Quitline enrollment



**2.3%**

noticed a close friend and/or family member

**REDUCED TOBACCO**

use since their Quitline enrollment

Spit tobacco prevalence was calculated using a rate of 6.1% for adults (2017 SD Behavioral Risk Factor Surveillance System Survey data, <https://doh.sd.gov/statistics>), a high school use rate of 11.7% (2015 SD Youth Risk Behavior Survey data, <https://doh.sd.gov/documents/statistics/YRBS2007-2015summary.pdf>) and US Census Bureau 2014-2018 American Community Survey Population estimates by age (<https://data.census.gov>). This report was produced in the Population Health Evaluation Center at South Dakota State University through a cooperative agreement with the SD Department of Health. Additional information on the SD QuitLine service is available from the Tobacco Control Program at (605) 773-3737.