

SD QuitLine Participants with a Mental Health or Substance Use Disorder

2017 Outcomes

44,913
estimated number of tobacco users with a MH/SUD, of which **5.8%** called the QuitLine



2,601
ENROLLED
in the QuitLine service
1,621 reported a mental health (MH) disorder
394 reported a substance use disorder (SUD)
586 reported both mental health and substance use disorders (MH/SUD)



2,339
Phone



250
Kickstart Kit



12
Quit Guide

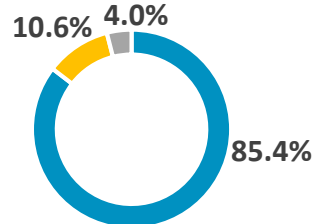
Characteristics of Enrollees

Gender



65.5%
Female

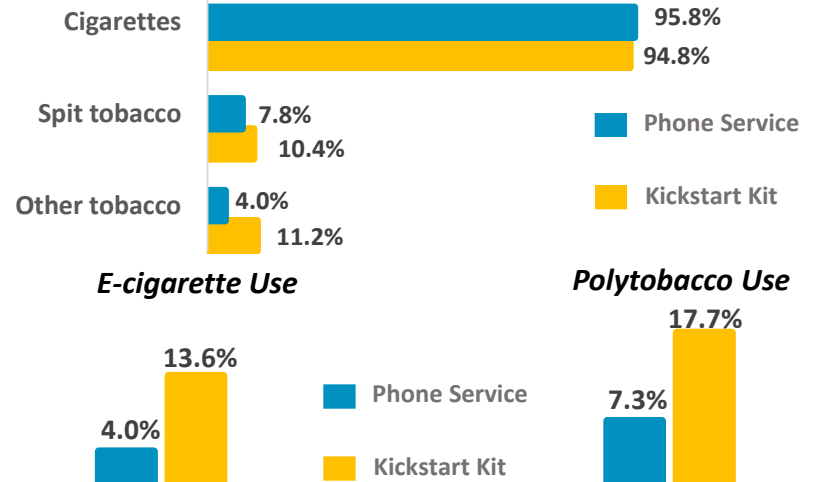
Race



■ White
■ American Indian
■ Other race

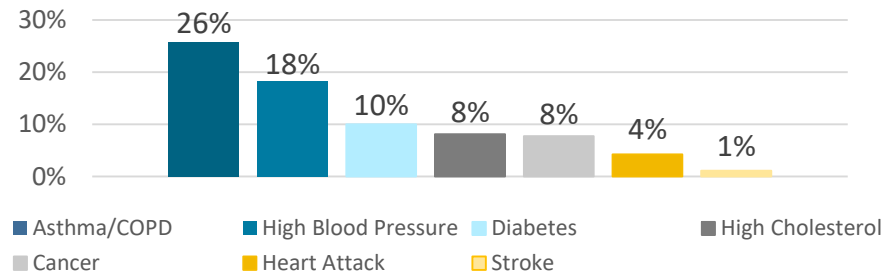
Tobacco Type by Program

*Participant could select more than one type.



Chronic Health Condition by Type

(in addition to the mental health or substance use disorder)



Referrals



85.3%

enrolled by
phone



6.6%

were referred by
healthcare provider



8.1%

enrolled on
the website



92.3%

completed
at least one
coaching
call*

Awareness



38.1%

learned about the
QuitLine from a
healthcare provider



27.1%

learned about the
QuitLine from
television ads



21.1%

learned about the
QuitLine from a family
member or friend

Tobacco Bans

Phone service clients only.

53.6%

report tobacco use is banned
inside their home

25.5%

report tobacco use is banned
inside their vehicle



Quit Rates

Participants are contacted seven months after enrollment to assess tobacco use.

35.5%

Phone service
only

34.9%

Overall
(Phone & Kickstart Kit Service)

Outcomes

98%
Satisfaction
Rating



40.3%

reported daily stress as
their reason for relapse

Cost Savings

\$188.58

average cost savings per
month by quitting tobacco

(Based on 1 pack per day)

\$2,263

average cost savings per
year by quitting tobacco



What would you do with that money?



Tobacco use prevalence among adults with mental illness was calculated using the US Census Bureau 2013-2017 American Community Survey Population estimates by age (<http://factfinder.census.gov>), rate of mental health disorders among SD adults of 22.7% from the 2016 National Survey on Drug Use and Health, and adult tobacco use rate of 30.7% among adults with a mental health condition (2013-2017 SD Behavioral Risk Factor Surveillance Survey data, combined cigarette and spit tobacco rate per Ashley Miller, Chronic Disease Epidemiologist, <https://doh.sd.gov/statistics>). 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.