



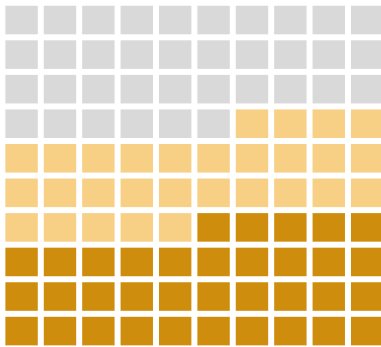
# Indiana Adult Tobacco Survey Quitting Tobacco

June 2023

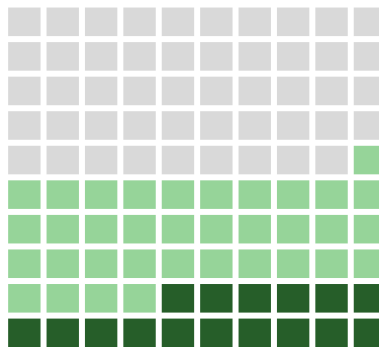


All Hoosiers should have the same opportunity to thrive and be healthy—regardless of their age, race, how much money they have, or where they live. However, the tobacco industry has historically targeted people of color, the LGBT+ community, and other groups with advertisements, discounts, and tobacco product displays. Societal stressors like discrimination, living in poverty, stressful life events, and a lack of access to services can also make it more likely a person will start using tobacco and make it harder to quit. These factors result in disparities that prevent all Hoosiers from having the opportunity to be as healthy as possible. Taking action to reduce the use of commercial tobacco products such as cigarettes, e-cigarettes, and smokeless tobacco saves lives, improves health and quality and life, and benefits the economy.

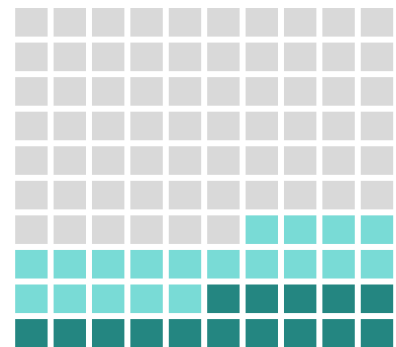
## Most Indiana adults who use tobacco want to quit.



Among adults who use **e-cigarettes**, **64% want to quit** and **35% intend to quit in the next 30 days**



Among adults who smoke **cigarettes**, **51% want to quit** and **16% intend to quit in the next 30 days**



Among adults who use **other tobacco products**, **34% want to quit** and **15% intend to quit in the next 30 days**

## In fact, many of those who use tobacco tried to quit recently.

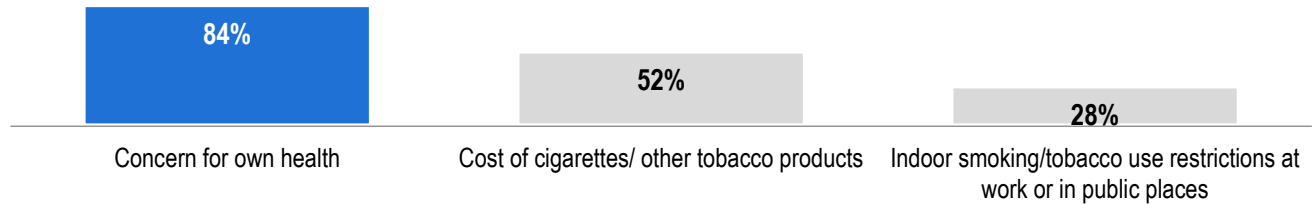
Many Indiana adults who use tobacco are trying to quit. About half of adults who use e-cigarettes and about one third of adults who use other tobacco products tried to quit using those products in the past 12 months. Among adults who currently smoke cigarettes, almost 2 out of 5 tried to quit.

Percent of adults who tried to quit tobacco products among those who currently use the product



## People try to quit for a variety of reasons; concerns about health is most common.

Reasons for quitting among adults who formerly smoked or currently smoke/use other tobacco products and tried to quit in the past year.



## Fewer than half of adults who smoke or use other tobacco used evidence-based support during their most recent quit attempt.



**38% used NRT/ prescription medications**

Studies have shown those who smoke cigarettes make multiple quit attempts before they are successful.<sup>1</sup> In Indiana, among adults who were past-year smokers, 15% successfully quit smoking.

Medication and behavioral counseling, including Quitlines, have been proven to help people quit using tobacco.<sup>2</sup> Nicotine replacement therapy (NRT) and two prescription medications (varenicline and bupropion) are approved cessation medications. Among adults who smoke or use other tobacco products and tried to quit in the past year, **43% used some form of evidence-based assistance to help during their most recent quit attempt.** Although e-cigarettes are not an evidence-based approach to quitting, 37% of adults who use e-cigarettes are currently using them to quit other tobacco products.



**16% used a Quitline/ counseling**

Health insurance coverage for tobacco cessation can increase access to evidence-based treatment. Overall, 42% of Indiana adults who use tobacco products do not know if their health insurance helps pay for counseling or medications to help them stop using tobacco products. Among those who know their coverage status, most (82%) have coverage for cessation.

## Brief interventions by health care providers can reach a majority of adults who use tobacco and help them quit but are under-used.

Health care providers can play an important role in assisting people quit their tobacco use by helping motivate people to quit and connecting them to effective treatment. In Indiana, a majority of adults (82%) who use tobacco saw a doctor, dentist, nurse, or other health professional in the past year. Although most (86%) of those who saw a healthcare provider were asked if they use tobacco, only 3 out of 5 (59%) were advised to quit; even fewer were referred to a Quitline/counseling (31%) or had cessation medications recommended or prescribed (29%).



**82%** of adults who use tobacco saw a health professional in the past year



**86%** were **asked** if they use tobacco



**59%** were **advised** to quit



**31%** were **referred** to Quitline/ counseling



**29%** were **recommended** or **prescribed** cessation medication

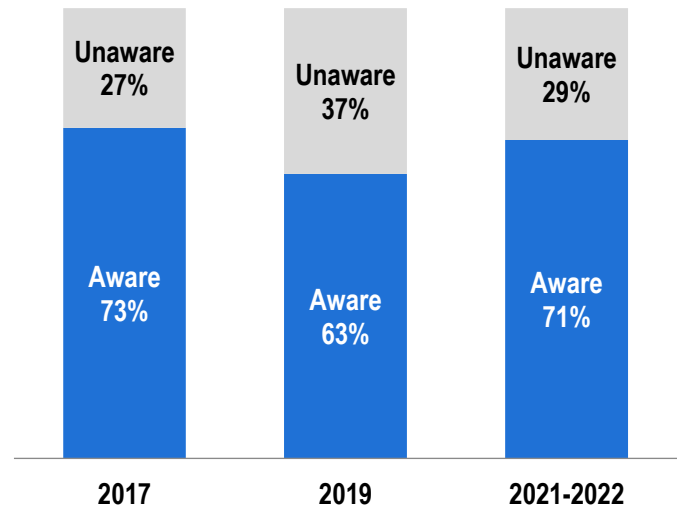
Among those who saw a health professional ...

## Awareness of the Indiana Tobacco Quitline remains high among adults who currently use tobacco.

The Indiana Tobacco Quitline - Quit Now Indiana (<https://www.quitnowindiana.com/>) - offers free, evidence-based treatment to Hoosiers who use commercial tobacco products and want to quit. Services include phone-based, online, and text-based coaching sessions, free NRT, and access to an online dashboard that allows members to design their personal quit journey.

Quitlines are a cost-effective service and have been shown to help people quit using tobacco.<sup>2-4</sup> Because services are free and provided by phone or online, quitlines can help ensure all Indiana residents have access to effective services to assist them in living tobacco-free. About 7 in 10 adults who use tobacco are aware of the Indiana Tobacco Quitline; this percentage has remained similar across time.

Awareness of the Indiana Tobacco Quitline among adults who currently use tobacco has remained similar across time



## About the 2021-22 Indiana Adult Tobacco Survey

Data in this report are based on the Indiana Adult Tobacco Survey (IN ATS). The IN ATS is the most comprehensive source of data on adult tobacco use and attitudes in the state. The IN ATS was first administered in 2002 and has been administered biennially since 2013 to monitor tobacco trends among adults in Indiana. Data in this report are based on the 2021-2022 Indiana Adult Tobacco Survey. Indiana Tobacco Prevention and Cessation (TPC) and Professional Data Analysts (PDA) worked collaboratively to develop the 2021-2022 IN ATS questionnaire. The survey was conducted by telephone between December 2021 and February 2022. A probability-based random sample of 2,002 Indiana adults was acquired through random digit dialing; 600 adults were reached on a landline phone, and 1,402 were reached on a cell phone. The data are weighted to be representative of the adult population of Indiana. Estimates exclude *don't know* and *refused* responses. Data was suppressed if the number of observations in the denominator was less than 50 or if the relative standard error of the estimate was greater than 0.3.

## References

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4. Fiore MC, Baker TB. Ten Million Calls and Counting: Progress and Promise of Tobacco Quitlines in the U.S. *Am J Prev Med*. 2021 Mar;60(3 Suppl 2):S103-S106. doi: 10.1016/j.amepre.2020.06.021. PMID: 33663696; PMCID: PMC8189745.

## Indiana Tobacco Use and Prevention

The Indiana Tobacco Quitline - Quit Now Indiana - provides support for Indiana residents who want to stop smoking or using other tobacco products, offers information on tobacco dependence for health professionals and families or friends of persons who use tobacco, and provides information on local or national cessation resources. Tailored Programs offer extended support and more personalized services to Hoosiers who are living with depression, anxiety, and other behavioral health conditions, youth (ages 13 to 17), and those who are planning to get pregnant, expecting, or recently gave birth. The Indiana Tobacco Quitline has received over 200,000 registrations since 2006. Healthcare systems provide many opportunities for motivating persons who use tobacco to quit. Quit Now Indiana's suite of services also includes the Online Provider Referral Portal, [QuitNowReferral.com](http://QuitNowReferral.com). Healthcare providers and employers can quickly and easily refer persons who use tobacco to the Quitline through the web.



Indiana Medicaid has a robust set of benefits for tobacco treatment, including all FDA-approved medications for smoking cessation and individual, group, and phone counseling. Increasing awareness among Indiana Medicaid providers and members of the services available to help in quitting tobacco is important to ensure that those who need services receive them. TPC's partnership with the Office of Medicaid Policy and Planning provides support for Quitline services and connects TPC with the Indiana Medicaid health plans to train staff on tobacco treatment intervention and referrals to Quit Now Indiana.

Systems change within healthcare organizations complements interventions in state and community settings by institutionalizing sustainable approaches that support individual behavior change. Systems change leads to improvements or modifications in the way healthcare systems operate to enhance or improve clinician interventions and integrate tobacco into healthcare delivery using various strategies. The U.S. Public Health Service (PHS) Treating Tobacco Use and Dependence Clinical Practice Guideline stresses that healthcare systems changes, including Quitline services and promotion of and referral to services, effectively reduce the health burden of tobacco.

TPC Health Systems Change Partnerships seek to build sustainable, integrated solutions at the organizational level to support clinicians to address tobacco use consistently and effectively. This collective work is targeting the following focus areas:

- ❖ Implementing best practices for tobacco dependence treatment and care coordination
- ❖ Quality improvement
- ❖ Utilization of EHR system

To learn more about Indiana's tobacco cessation programs and resources, visit [Health: Tobacco Prevention & Cessation: Cessation \(in.gov\)](https://www.health.gov/health/tobacco-prevention-cessation).