

Do Quitline Callers Represent Thailand Smoker Population?

Background:

In 2009 Global adult Tobacco Survey (GATS) indicated that among 12.5 million adults (15 years of age and older) 45.6 % were men while 3.1 % were women. According to the National Statistics Bureau, in 2008, the majority of smokers who were 15-24 were occasional smokers, while those who were 25-59 years of age, 60, or over were heavy smokers. Nine out of 10 Thai smokers were regular smokers whereas the remaining were occasional smokers.

Thailand National Quitline (TNQ) has provided reactive and proactive telephone services to Thai Population since January 14, 2009. The main purpose of its establishment was to provide tobacco cessation service for Thai smokers. It has become a major smoking cessation provider in Thailand. TNQ has offered reactive and proactive call services. The latter service comprised of call back service to clients who left their number in the voice mail box including the ones who have been referred from tobacco cessation partners. TNQ has also provided support calls for clients who had received reactive call services. In addition, on the request of clients, a manual of how to quit smoking was sent to the clients after receiving telephone counseling from Quit counselors. After 18 months of service, January 2009 to June 2010, TNQ has evaluated the number of calls and characteristics of callers and concluded lessons learned for further improvement for the quality tobacco cessation services.

Purpose:

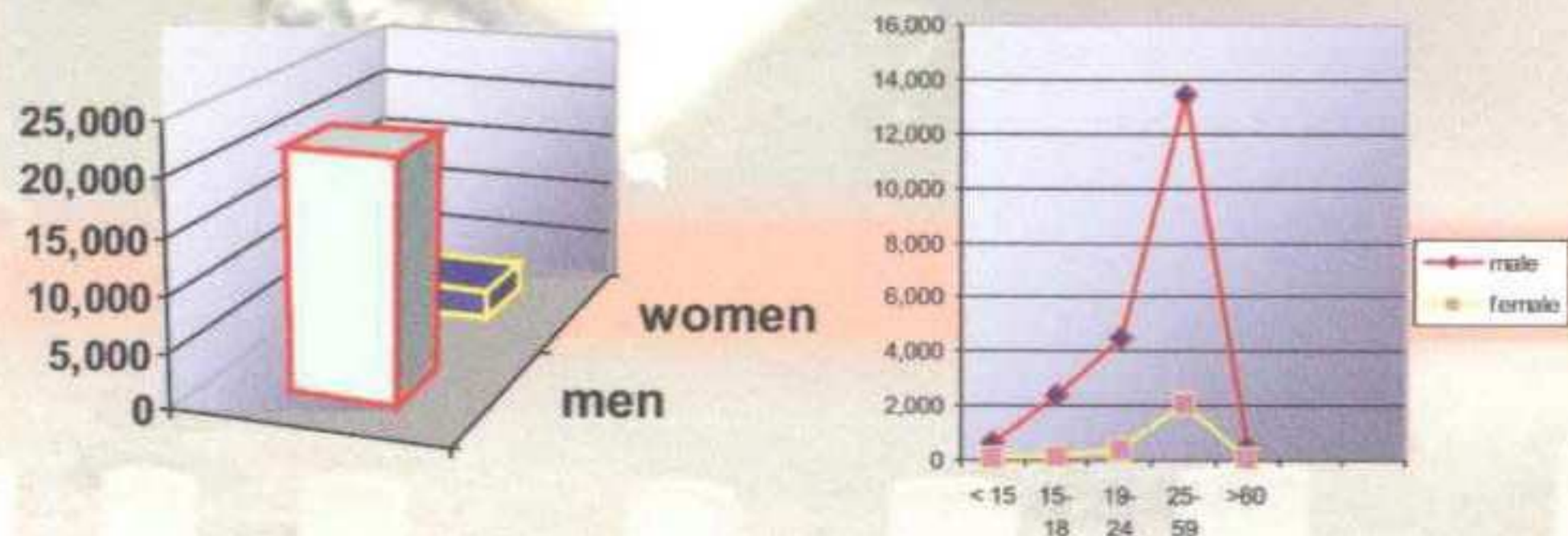
To examine if Quitline callers represented Thailand's smoker population

Methods:

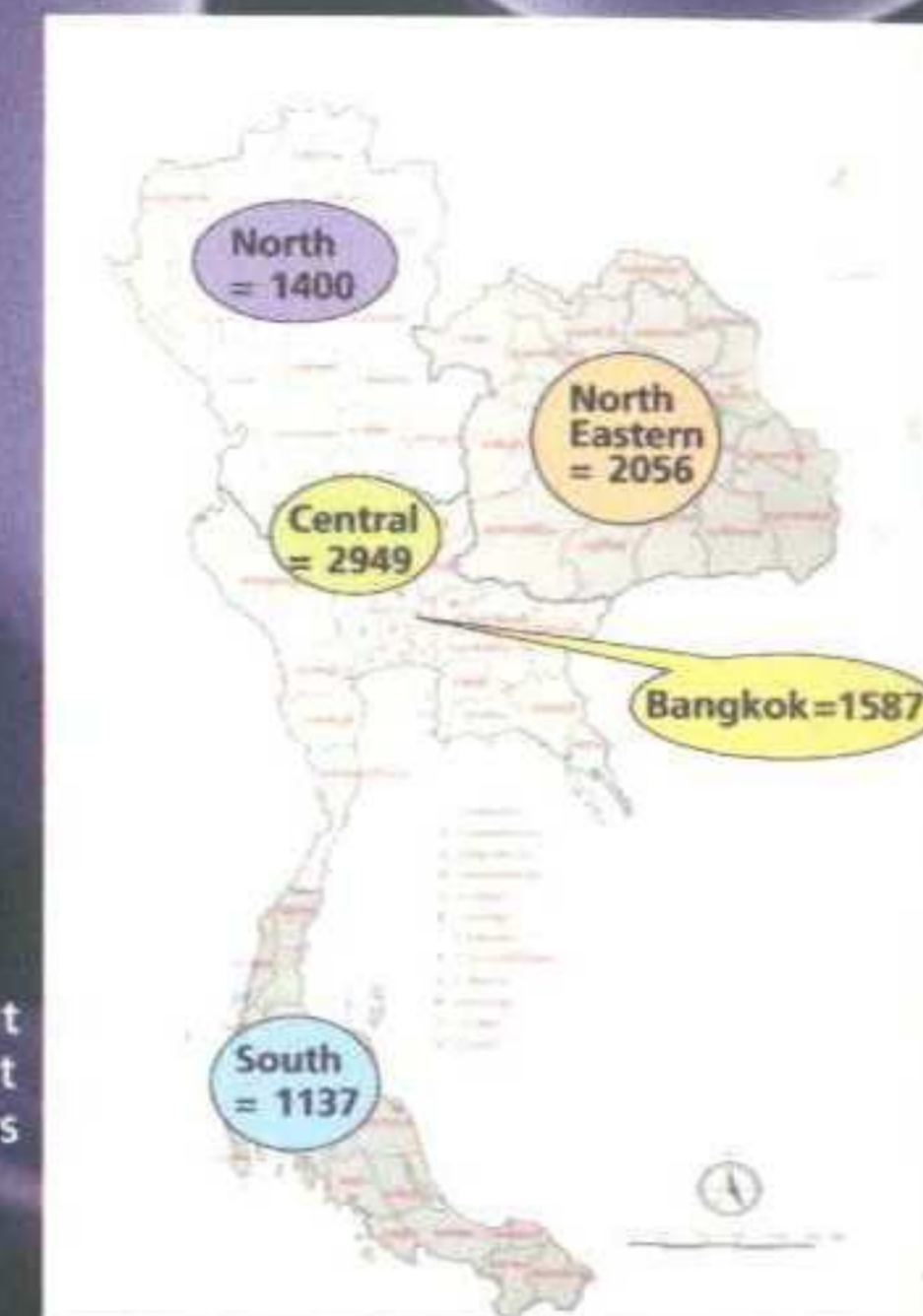
The survey study analyzed the numbers and smoking-related characteristics of Quitline's callers from January 2009 to June 2010. Data were retrieved from the TNQ's data base system.

Results:

Among 24,714 clients, 21,661 (87.6%) were men and 2,816 (11.4%) were women (1% missing data). Of these the majority were in the age group of 25-59 years (15,530 or 62.8%), who consumed less than 10 cigarettes per day (10,576 or 42.79%), they had 1-5 quit attempts (15,464 or 62.57%), and set the quit date after received counseling (18,469 or 74.73%). Regarding smoking pattern, the analysis revealed that the majority of TNQ's clients were regular smokers (10,875 or 44.00%), while 233 or 0.94% were occasional smokers (13,606 or 55.05% were missing data).



When classify callers by provinces and regions where they lived, TNQ's callers were from all regions. However, it must be noticed that these number was much smaller than those who received TNQ services. This is because the following numbers show only the callers who want a quit booklet and agreed to give their full address.

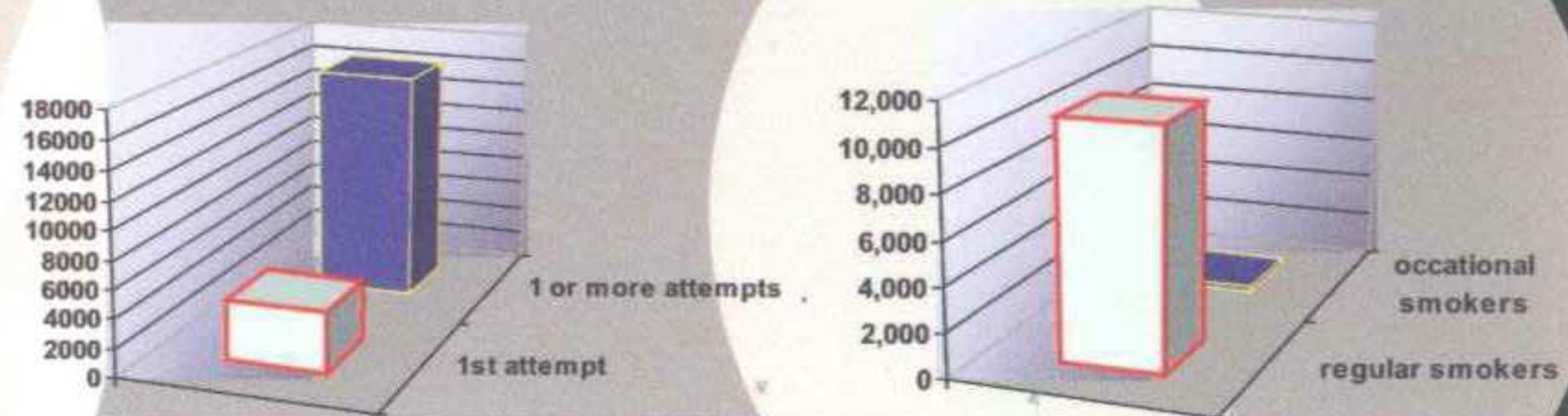


Conclusion:

The results of this analysis revealed that TNQ's callers do varies among different group of Thai smokers. Furthermore, callers were from all regions of Thailand.

Implications:

This is the first survey ever in the newly established TNQ; replication must be done regularly, particularly on how well TNQ was reached by Thai smokers.



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