

Effects of Motivational Interviewing Counseling on Utilization of a Quitline among Smokers in Primary Care

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Background

- ❖ Despite evidence supporting the effectiveness of Smoking cessation Telephone Helplines, these programs generally reach less than 5% of smokers
- ❖ Telephone Helplines largely target motivated smokers
- ❖ Most smokers are not quit ready to quit smoking

Aims

- ❖ To describe factors associated with and awareness of and interest in using the Minnesota Quitplan Helpline.

Methods

- ❖ Data was derived from a 2-group randomized clinical trial testing the efficacy of Motivational Interviewing versus written materials to increase utilization of the Helpline.
- ❖ All participants received written educational materials about the Helpline
- ❖ In addition, participants in the MI group received up to 3 sessions of MI by phone

Measures

- ❖ Demographics
 - ❖ Age
 - ❖ Gender
 - ❖ Income
 - ❖ Education
 - ❖ Ethnicity
- ❖ Smoking characteristics
 - ❖ Cigarettes per day smoked (CPD)
 - ❖ Time to first cigarette of the day
 - ❖ Number of 24-hr quit attempts in past year
 - ❖ Interest in quitting in next 30 days (yes/no)
 - ❖ Contemplation ladder (scale 1-10)
 - ❖ Confidence to quit scale 1-10)
- ❖ Quitplan Helpline
 - ❖ Awareness about the program
 - ❖ Interest in using the program
 - ❖ Number of Helpline sessions completed upon enrollment

Analysis

- ❖ Descriptive analysis (means and percentages)
- ❖ Univariate analysis (chi-square, correlations and t-test)
- ❖ Logistic regression predicting awareness of the Quitplan Helpline

Results

Baseline Characteristics of the 235 Participants Enrolled in the MN MIGHT Study

	MI (n=118)	Control (n= 117)
Age in years, mean (SD)	43.30 (13.0)	46.93±14.3
Female, n (%)	77 (65.3)	76 (65.0)
Married or living with partner, n (%)	75 (63.6)	67 (57.2)
≤ High School, n (%)	96 (92.4)	100 (89.7)
Employed fulltime, n. (%)	47 (39.8)	49 (41.9)
Annual income <\$25,000, n (%)	22(19.0)	19(16.8)
Ethnicity, n (%)		
African American or Black	8 (6.8)	7 (6.0)
White	103 (87.3)	104 (88.9)
Other	7 (5.8)	6 (5.1)
Cigarettes smoked per day, mean (SD)	16.63 (6.5)	17.54 (8.2)
Smoked ≤30 minutes of awakening, n (%)	97 (82.2)	88 (75.2)
Interested in Quitting in next 30 days, n (%)	59 (50.0)	65 (55.6)
Contemplation ladder, mean (SD)	7.1 (2.5)	7.0 (2.4)
Confidence to quit smoking		
No. of quit attempts in past year, mean (SD)	2.5 (10.3)	1.8 (3.3)
Aware of MN Quitplan Helpline, n (%)	62 (52.5)	63 (53.8)
Interest in calling the MN Quitplan Helpline (1-10 scale), mean (SD)	62 (52.5)	63 (53.8)

Results contd.

Figure 1. Enrollment in MN Quitplan Helpline at Weeks 4 and 26

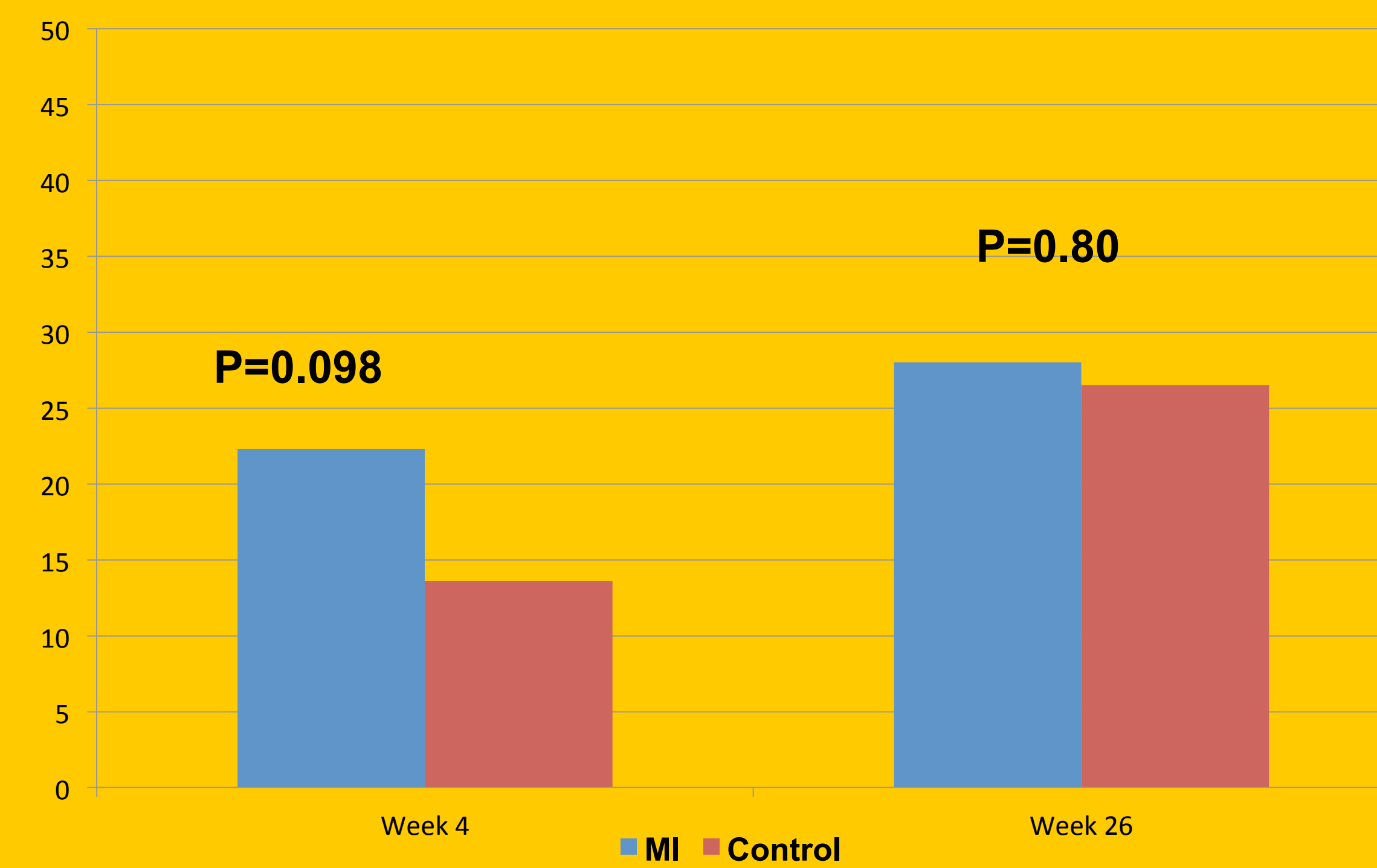
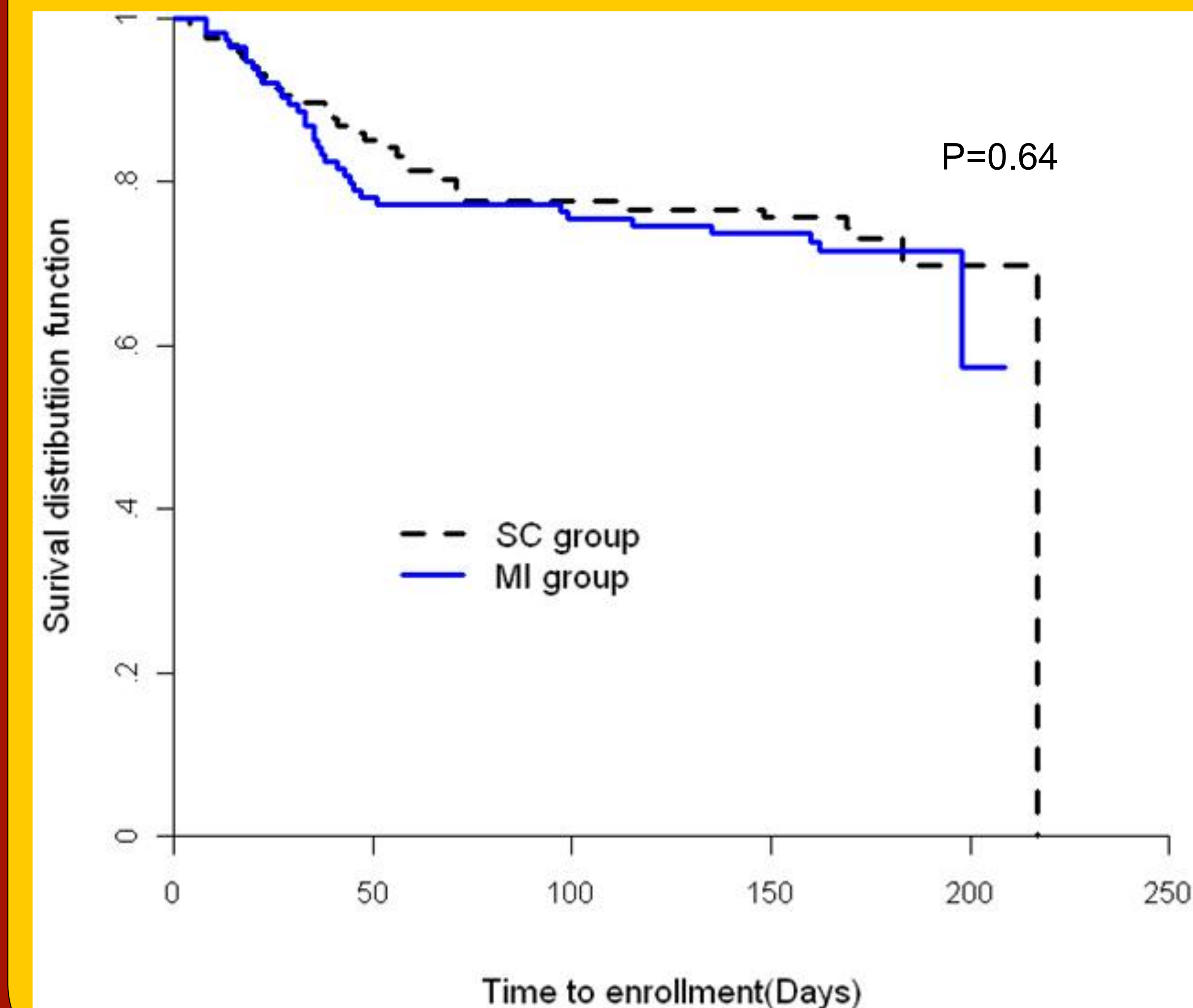


Figure 2. Survival plot of time to enrollment by treatment groups



Results contd.

- ❖ Participants in MI group reported completing more Helpline sessions than those in the standard care control group (4.9 vs. 3.2 (0.087))
- ❖ There was no significant interaction between readiness to quit and enrollment in the Helpline

Conclusions

- ❖ Current study shows
 - ❖ Promising short-term effects for MI for increasing enrollment of smokers in the MN Quitplan Helpline
 - ❖ Similar long-term effects for MI and a low intensity (one-time brief information plus mailed written materials) usual care
 - ❖ That both MI and low intensity usual care can increase enrollment rates of smokers in the Minnesota Helpline.
- ❖ Programs are needed to increase the awareness and utilization of the Quitplan Helpline services

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