

Smoking cessation effectiveness in Ukraine with Quitline

Kyiv - 2020



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Acknowledgment for establishing Quitline Service contributors

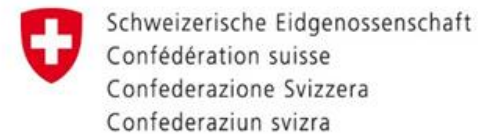
Developer:



Expert support:



Financial support:



Swiss Cooperation Office Ukraine

Acknowledgment personal for establishing Quitline

- Katerina Rymarenko (NGO 'Life')
- Dr. Otto Stoyka (expert)
- Tetiana Andreeva (expert)
- Konstantin Krasovsky (expert)
- Andrij Skypalskij (NGO "Life")
- Dr. Dongbo Fu (WHO)

Background

- **Tobacco kills about 85,000 Ukrainians per year**, contributing to 12% of overall mortality¹:
 - 82 000 deaths of men, or 24% of overall male mortality;
 - 3 000 deaths of women, or 1% of overall female mortality;
- **causes annual losses of 12.5 billion USD** (3.2% of annual GDP) due to the health care expenditures and disability caused by tobacco-related diseases².

• ¹ Peto R, Lopez AD, Pan H, Boreham J, Thun M. Mortality from smoking in developed countries 1950–2000 Oxford: Oxford University Clinical Trial Service Unit; 2015

• ² Goodchild M, Nargis N, Tursan d’Espaignet E. Global economic cost of smoking attributable diseases. Tobacco Control. 2017.

- **7.2 million or 20%** of adults in Ukraine are daily smokers¹:
36% of men
7.0% of women;
- **69% of men and 58% of women** have high level of nicotine dependence²;
- **39%** of persons who were smoking during the previous year³ made a quit attempt;
- only **1.2%** were successful in quitting^{1,4}.

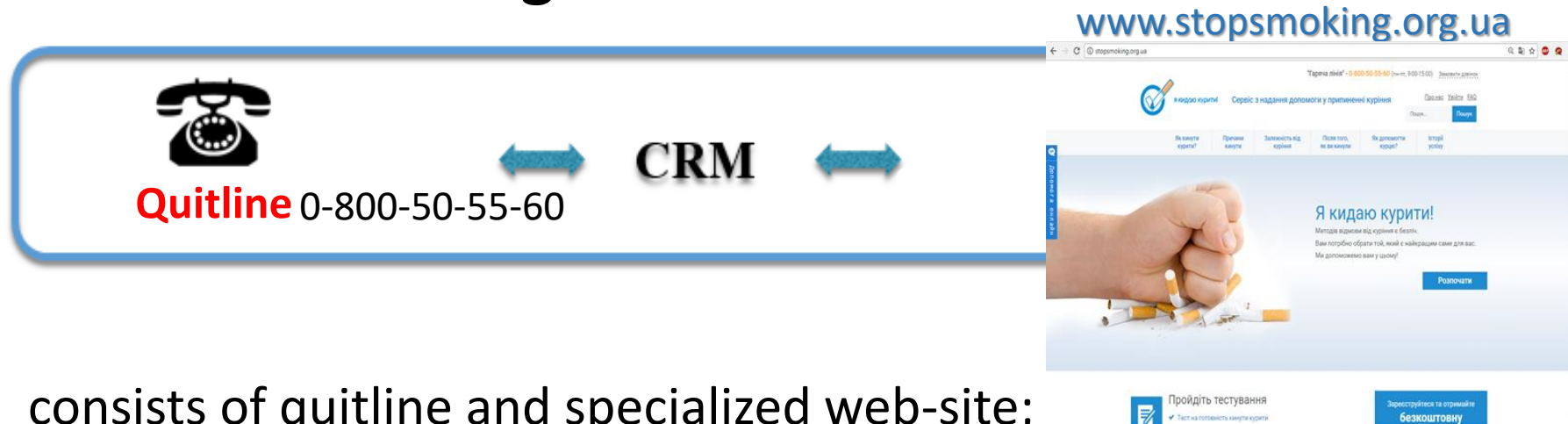
¹ [Results of GATS \(2017\), n = 8 298 adults \(15+\)](#)

² [Results of national CATI survey \(October 2016\), n = 1400 smokers](#)

³ Current and former smokers, who had quit in the past 12 months

⁴ Among smokers who made quit attempts in the past 12 months. Successful quit is defined as quit for more than 6 months.

Smoking cessation service

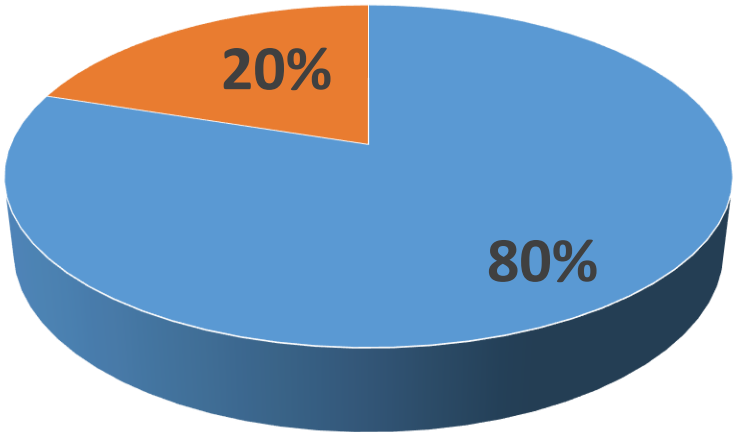


- ❖ consists of quitline and specialized web-site;
- ❖ operational hours: **Mon - Fri, 9 am – 6 pm;**
- ❖ **toll-free** (all calls, incl. mobiles);
- ❖ staffed with **professional and friendly counselors;**
- ❖ ensure **confidentiality for clients;**
- ❖ Reactive and proactive calls
- ❖ **has been operating since June 20, 2017 to 2019.**

Quantitative indicators of the service operation for 2 years

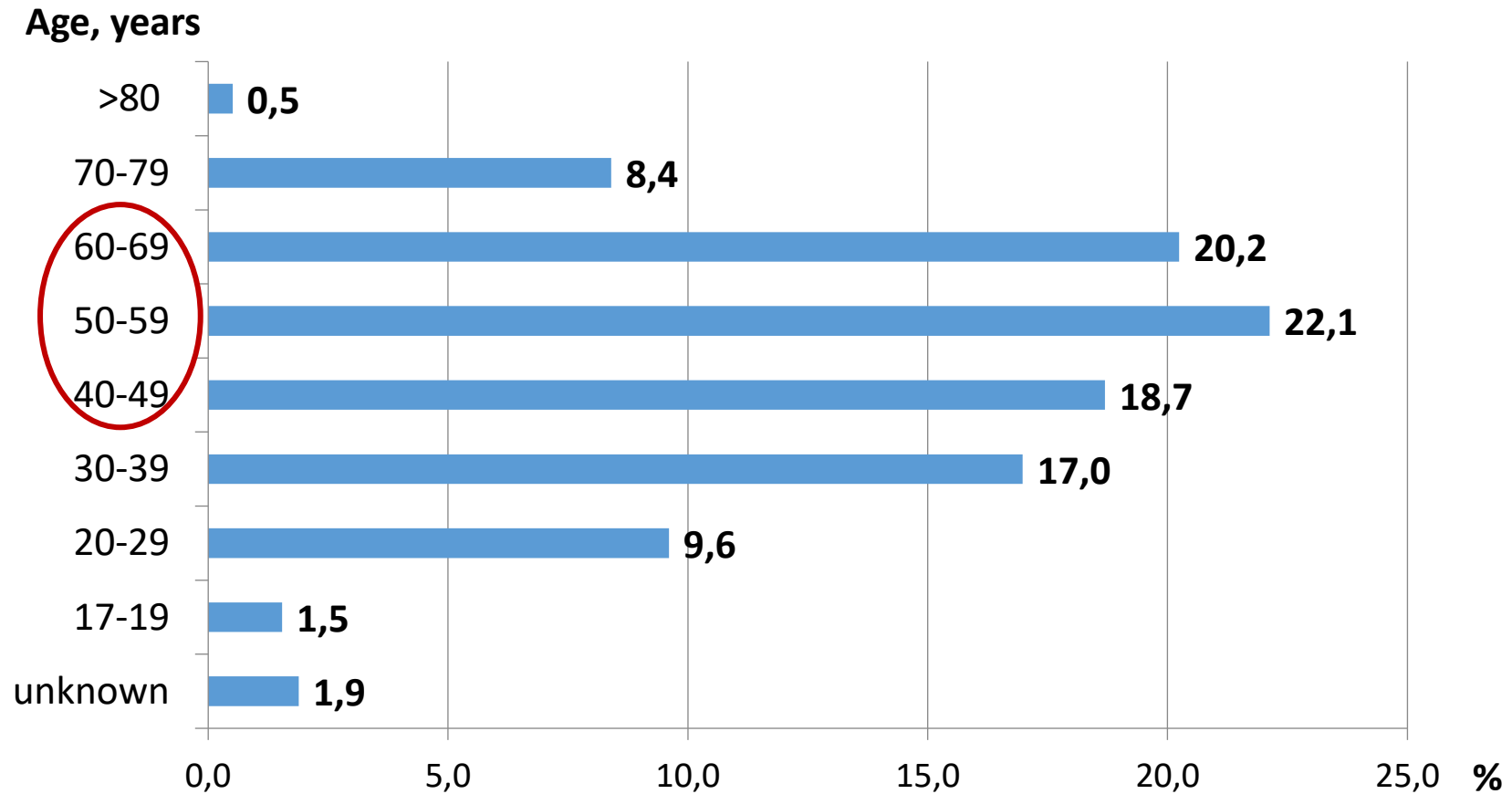
- Over 6000 calls
- Over **1651** of full consultations
- Near 200 smokers' relatives/ friends calls
- Average duration of consultation - **15 min**

Quitline client's distribution by gender

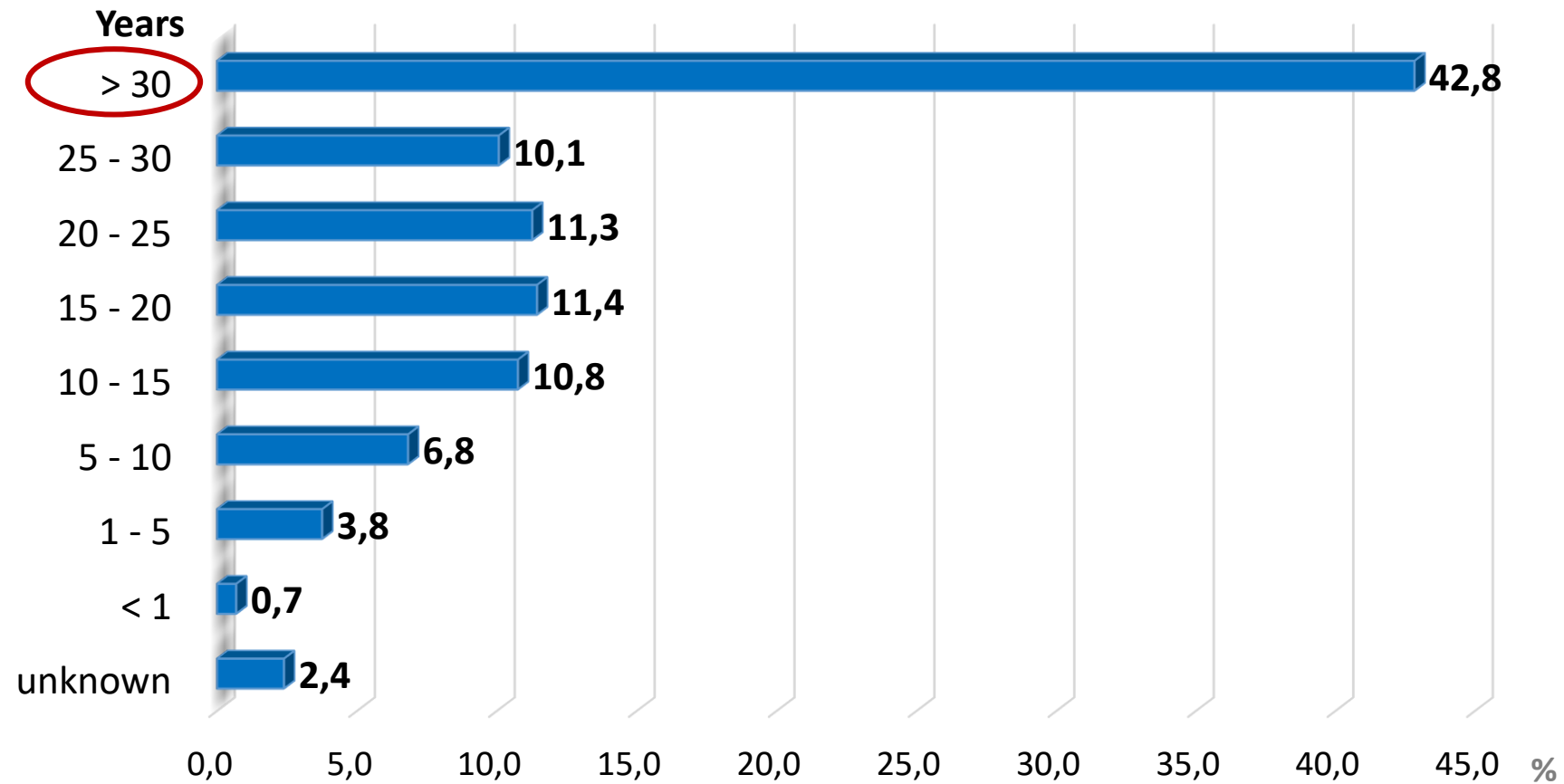


■ male ■ female

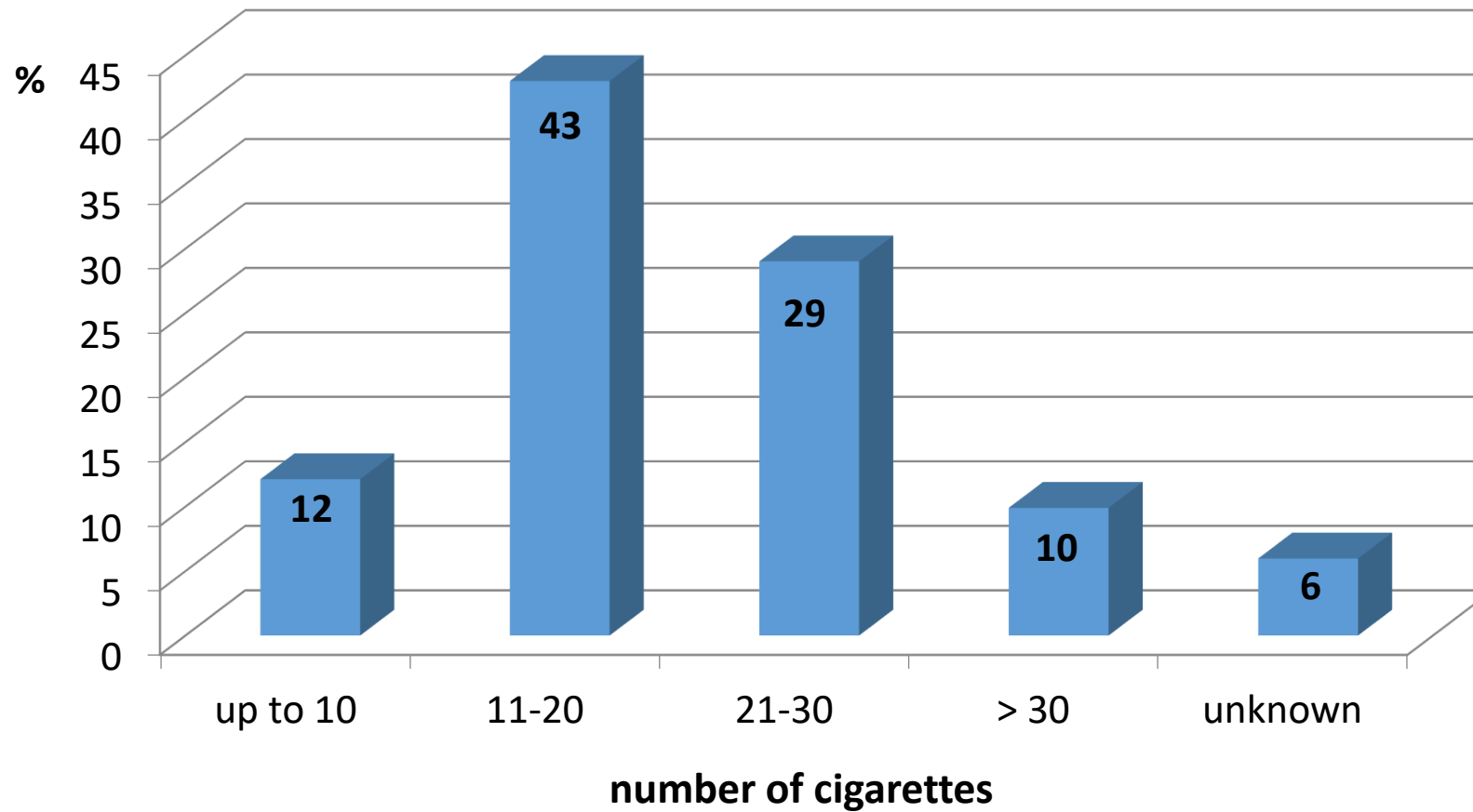
Clients distribution by age



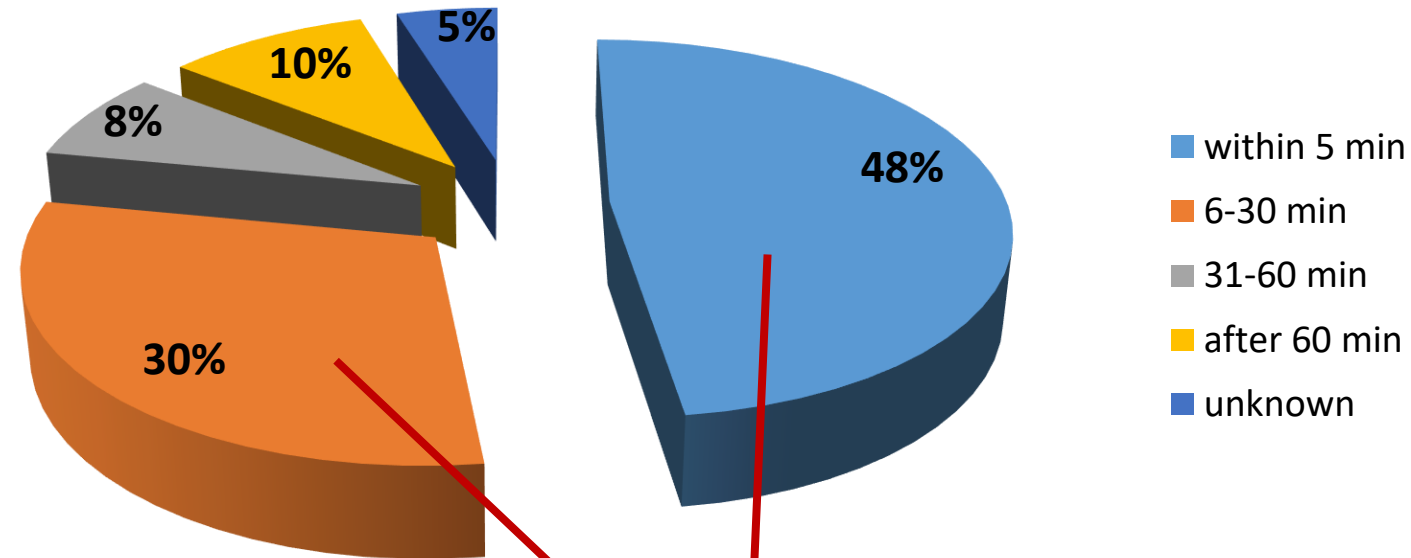
Experience of smoking



Number of cigarettes per day



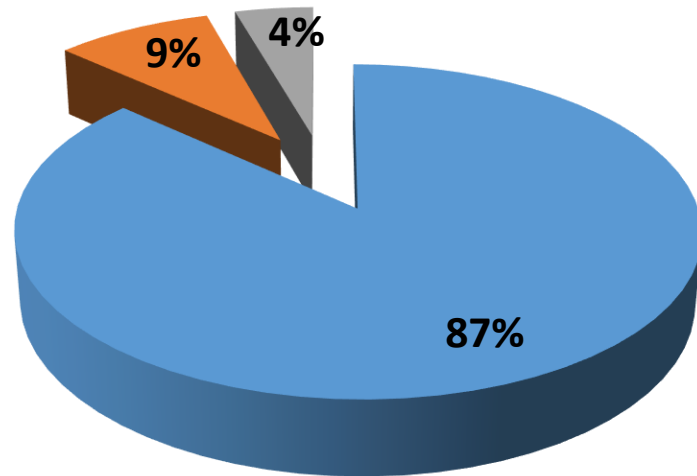
The time before the smoking first cigarette after awakening – shows how addicted clients



78% of clients smoke first cigarette within 30 min after awakening. So they've high and middle levels of addiction!

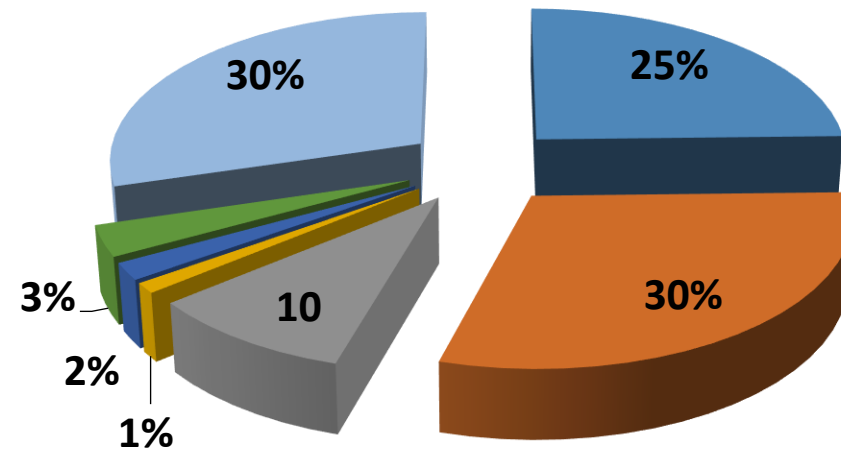
Quit attempts

Quit attempts



■ yes ■ no ■ unknown

Number of attempts



■ 1 ■ 2-3 ■ 4-5 ■ 6-7 ■ 8-10 ■ >10 ■ unknown



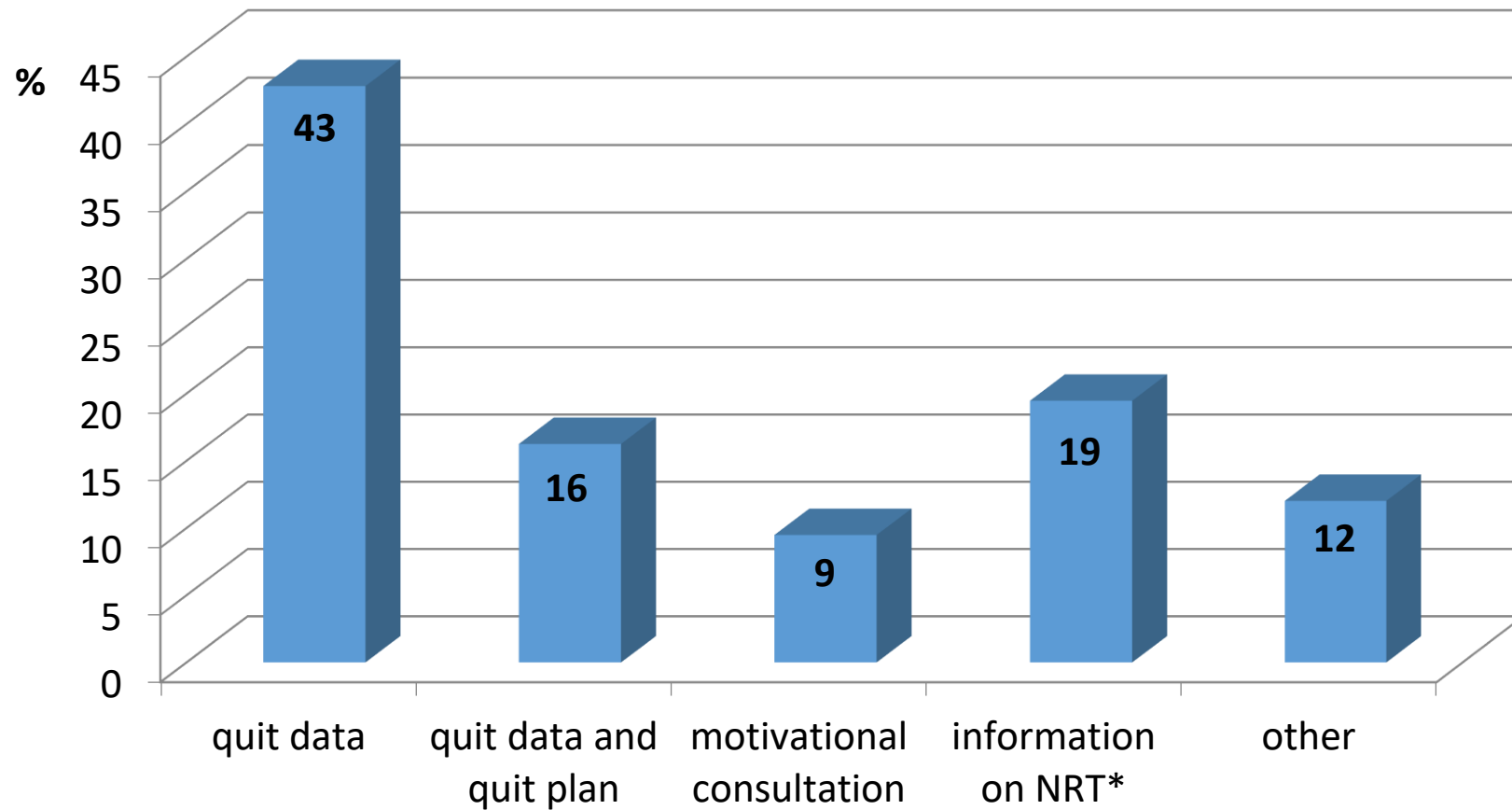
Who are our clients?



Middle-aged and older men (50 - 70 years old) who

- have a long smoking history (over 30 years);
- smoke about a pack of cigarette per day;
- have a high level of nicotine dependence;
- had several unsuccessful attempts to quit;
- ready to try quit again for the sake of own health.

Main results of consultations



* NRT – nicotine-replacement therapy



Results

12.5% of Quitline customers successfully quit and keep quitting for more than 6 months. Compared that only 1.2% of the Ukrainian smokers successfully quit smoking during the year on their own without help, this counseling assistance shows its effectiveness.



Key conclusions

- Service is highly demanded and must be supported and further developed in order to meet clients' requirements.
- Data analysis helps to better understand who are service clients and which needs they have. It allows to tune service accordingly.
- There is a direct correlation between service advertising and number of calls / site visits. As the service will be developed and extended, the intensity of advertising must be increased.

Our main goal of how to promote Quitline

It should be provided printing information about Service on all tobacco packages and all products in plains packaging in Ukraine!



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