Randomized controlled trial of the Tobacco Tactics website versus 1-800-QUIT-NOW telephone line among Operating Engineers

Seung Hee Choi1, Andrea H Waltje1, David L Ronis1, Devon Noonan2, Oisaeng Hong3, Caroline Richardson4,5, John D Meeker6, Sonia A Duffy1,4,7,8*

From 11th Annual Conference of the International Society for the Prevention of Tobacco Induced Diseases (ISPTID)
Athens, Greece. 9-11 December 2013

Background
The purpose of this study was to evaluate the efficacy and usage of the Tobacco Tactics website compared to the 1-800-QUIT-NOW telephone line among Operating Engineers (heavy equipment operators).

Materials and methods
Smokers attending workplace safety training groups were randomized to either the Tobacco Tactics website with nurse phone counseling and access to nicotine replacement therapy (NRT) or to the 1-800-QUIT-NOW telephone line which provided an equal number of phone calls and NRT. Participating Operating Engineers completed a baseline survey as well as mailed surveys at 30-days and 6-months. Urinary cotinine tests were used to verify 6-month smoking status. The outcomes were compared using χ2 tests, t-tests, mixed models, generalized mixed models, and logistic regression models.

Results
Compared to participants in the 1-800-QUIT-NOW group, significantly more of those in the Tobacco Tactics website group participated in the intervention, received phone calls and found the intervention helpful (p < 0.05). Seventy percent of the website group received NRT compared to 5.1% of the quitline group (p < 0.001). At 30-day follow-up, the Tobacco Tactics website group showed significantly higher quit rates (26.9%) than the 1-800-QUIT-NOW group (7.7%) (p < 0.05), but this difference was no longer significant at 6-month follow-up. There were significantly more positive changes in harm reduction measures (quit attempts, number of cigarettes smoked per day, and nicotine dependence) at both 30-day and 6-month follow-up in the Tobacco Tactics website group compared to the 1-800-QUIT-NOW group (p < 0.05).

Conclusions
The Tobacco Tactics website showed higher efficacy and reach than the 1-800-QUIT-NOW intervention. Longer counseling sessions may be needed to improve 6-month cessation rates. This intervention has the potential to reduce morbidity and mortality among Operating Engineers.

Acknowledgements
This work was supported by the Blue Cross Blue Shield of Michigan Foundation (BCBSM) Grant Number N011664-1465 RFP and the National Institutes of Health (NIH) Grant Number 5R21CA152247-02.

Authors’ details
1School of Nursing, University of Michigan, Ann Arbor, Michigan, 48105, USA. 2School of Nursing, Duke University, Durham, North Carolina, 27708, USA. 3Department of Community Health Systems, University of California, San Francisco, California, 94143, USA. 4Ann Arbor VA Center for Clinical Management Research, Health Services Research and Development, Ann Arbor, Michigan, 48105, USA. 5Department of Family Medicine, University of Michigan, Ann Arbor, Michigan, 48105, USA. 6School of Public Health, University of Michigan, Ann Arbor, Michigan, 48105, USA. 7Department of Otolaryngology, University of Michigan, Ann Arbor, Michigan, 48105, USA. 8Department of Psychiatry, University of Michigan, Ann Arbor, Michigan, 48105, USA.

Published: 6 June 2014