



Quit the Smokes: A “Quit and Win” Contest

Report Draft

For the Erie-Niagara Tobacco Free Coalition

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Background & Introduction

Between 2001 and 2004, eleven “Quit and Win” contests were held across New York State, involving 5,504 adult smokers. The self-reported quit rates (defined as abstaining from cigarette smoking for 7 days prior to the follow-up interview) at 4-6 months follow-up averaged 31%, which is significantly higher than the statewide population quit rate of 21% [1]. World-wide, over 2 million smokers in over 80 countries have participated in such contests, leading to an estimated 150,000 successful quit attempts [2]. These outcomes demonstrate that thousands of smokers can be reached and motivated to stop smoking through such ‘quit and win’ contest promotions, resulting in thousands of serious quit attempts and quit rates higher than those observed in the general population.

The *Quit the Smokes* contest, conducted in Erie and Niagara Counties, offered smokers a chance to win a prize of \$5,000 if they stopped smoking for one month (between January 15th and February 15th, 2007). The purpose of this report is to describe the evaluation of the *Quit the Smokes* contest, conducted during July and August 2007, and to assess the utility of a mixed mode approach (e-mail and phone) for reaching participants to assess tobacco use after enrollment in the contest.

This evaluation aims to answer six study questions:

1. To describe the number of smokers who entered the contest and the mode by which they entered (mail-based form vs. via the website)
2. To describe the characteristics of persons participating in the 3-month evaluation of the *Quit the Smokes* Contest, overall and by mode of follow-up (web vs. phone)
3. To assess how many smokers who enrolled in the contest quit smoking for the 1 month contest period
4. To assess quit rates (7-day abstinence) among *Quit the Smokes* contest participants at the time of follow up, and how quitters and continuing smokers differ
5. To determine how many of the current smokers at follow up would be willing to sign up for a second Quit and Win contest (called *Quit the Smokes II*) and how those who signed up differ from those who did not
6. To assess how many continuing smokers at follow up accept the offer of Quitline services and to compare the characteristics of persons who accepted the offer with those who declined the offer

Methods

Description of the Quit the Smokes Contest

The *Quit the Smokes* contest, conducted between January 15th and February 15th, 2007 in Erie and Niagara Counties, offered smokers a chance to win a prize of \$5,000 to stop smoking for one month. By signing the entry form, contest participants pledged to not smoke between January 15 and February 15, 2007, acknowledging this would make them eligible for a drawing to win the \$5,000 prize and certifying that they were at least 18 years of age, a current daily cigarette smoker on or after November 16, 2006, and reside in Erie, Niagara, Orleans or Genesee Counties. Recruitment efforts began in early November 2006. Mail-back entry forms were included in local newspapers, direct mailings were sent to households, and entry forms were made available at local retail venues at the point of purchase. An electronic entry form was made available to participants on the website www.quitthesmokes.com.

Information provided on the entry form included name, address, phone number, number of cigarettes smoked per day as of November 16, 2006, and number of years smoked. Only mail-based entry forms gave participants the option to also provide an e-mail address (this was not an option via the website). Contest entrants provided the name and phone number of an individual whom could be contacted to verify that he or she had not smoked between January 15 and February 15, 2007, should their name be randomly selected in a drawing of all entries. In conjunction with the personal contact verification, the entry form indicated that a breath analysis would be done to verify non-smoking status.

After the one-month contest period, a winner was randomly selected from the 3,841 eligible contest participants. Non-smoking status was verified with verbal confirmation by the individual identified on the entry form as well as by a breath analysis; the winner was awarded the \$5,000 prize.

Description of the Evaluation

The follow up study for the *Quit the Smokes* contest was conducted by the Survey Research and Data Acquisition Resource (SRDAR) approximately 5 months after the contest, in July and August, 2007. Sufficient contact information was provided by 3,841 persons enrolled in the *Quit the Smokes* contest. A total of 1,846 people enrolled through the mail and the remaining 1,995 participants enrolled online through the website www.quitthesmokes.com.

Information gathered during the follow-up survey included demographic information (age, ethnicity/race, education, gender, marital status), smoking behavior before entering the contest (cigarettes per day and years smoked), quit attempts during the contest period, current smoking status, the importance of the contest in getting participants to think about quitting, and methods or medications used to help participants quit, among other points of interest. The full survey instrument is included in the Appendix.

Programmatic components offered to ‘current smokers’ at the time of follow-up

Two services were offered to current smokers at the end of the evaluation survey. First, participants identified as current smokers at the time of follow-up were asked to participate in a follow up ‘Quit and Win’ contest, titled *Quit the Smokes II*. The contest was open to *Quit the Smokes* participants only, and was held August 15th through September 15th, 2007. Instead of the one \$5,000 cash prize, six prizes were given out in all, consisting of gym memberships to the Buffalo Athletic Club and spa gift certificates for the Rchambeaus Salon and Day Spa.

Regardless of interest in the *Quit the Smokes II* contest, those still smoking at the time of follow-up were offered New York State Smokers’ Quitline (NYSSQL) services at the end of the survey. Methods used to assess NYSSQL interest differed slightly between the phone and web surveys.

Participants who completed the interview over the phone were initially asked if they would be interested in talking to someone from the NYSSQL to see if they were eligible for a free starter kit of nicotine replacement therapy patches; participants’ responses were recorded. After the telephone interviewers asked participants if they were interested in the free nicotine patches, and regardless of their interest in the patches, they informed participants that the Quitline also provides counseling to help smokers stop smoking, information on available services and treatment, makes referrals to local programs and clinics, and that brochures and recorded information is also available. Interested participants were offered a warm transfer to the Quitline, and if it was not a good time for the participant, permission could be given for the telephone interviewer to provide the Quitline with the participant’s contact information and the best time to call back.

In the web-version of the survey, participants were provided with a description of the variety of Quitline services (information regarding the possibility of receiving free nicotine

replacement therapy patches was combined with information regarding the other Quitline services). Interested participants then checked a box to give SRDAR permission to provide the Quitline with their contact information and the best time to reach them, in order for the Quitline to contact them.

Evaluation study design

Figure 1 depicts the methodology of the evaluation after subject selection. A total of 473 participants were selected into the evaluation sample. This included all 331 participants who initially provided an e-mail address via the mail-based entry form, 71 randomly selected participants who did not provide an e-mail address but who enrolled by mail-based entry form, and 71 randomly selected participants who registered online via the website.

The 331 participants *who provided an e-mail address* were sent an e-mail invitation with a link to complete the evaluation web-based survey online. After 4 days, those who did not yet complete the web-based survey online were randomized into two groups. The first group would receive up to 3 reminder emails, sent on days 4, 7, and 10. The second group would be called by the Survey Research and Data Acquisition Resource (SRDAR) and invited to complete the survey by telephone interview.

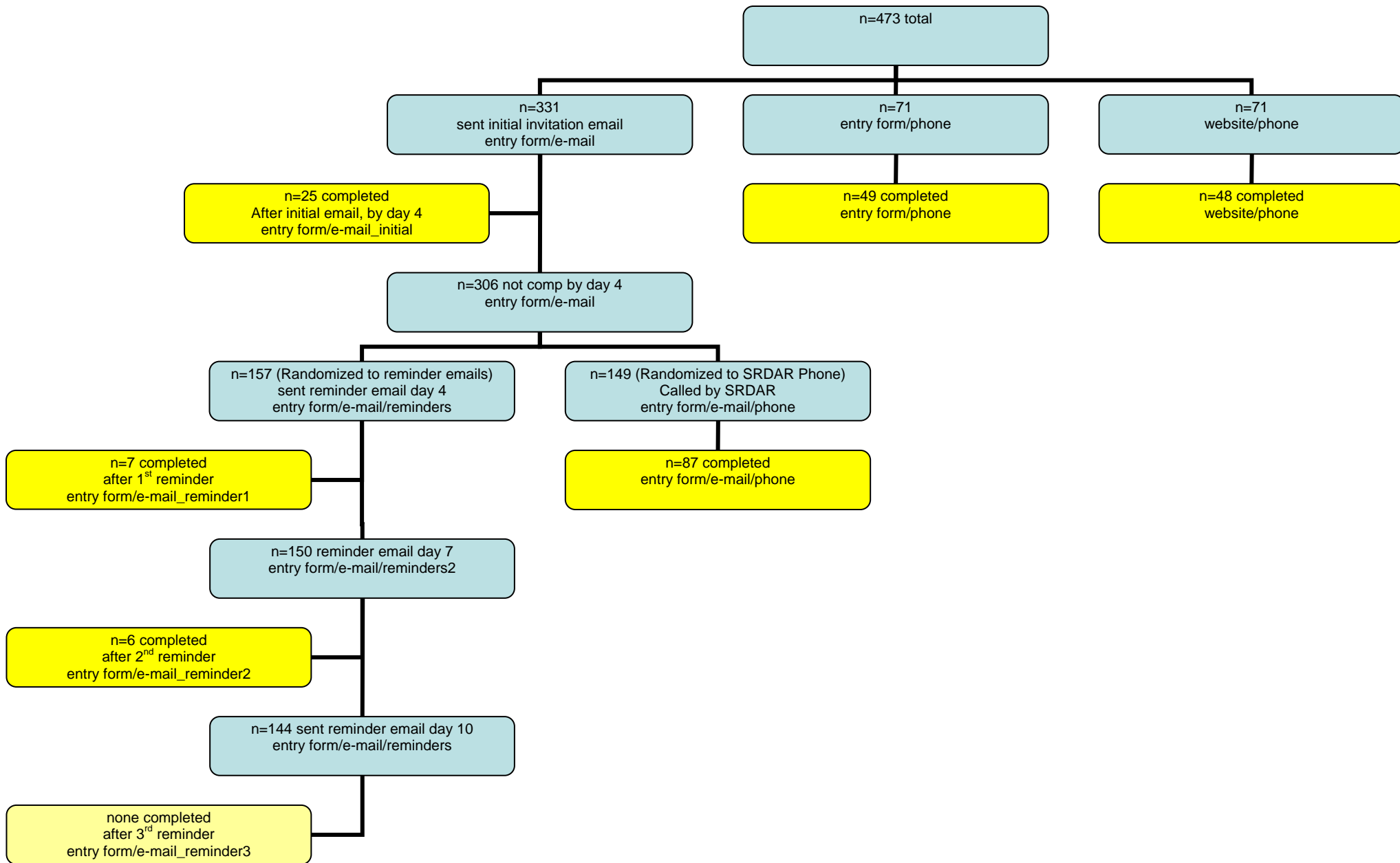
The 142 participants *who did not provide an e-mail address* (71 which enrolled by mail-based entry form and 71 which enrolled online via the website) were called by SRDAR and invited to complete the survey by telephone interview. SRDAR made up to 15 callback attempts and completed the interviews using a Computer Assisted Telephone Interviewing (CATI) software program, *WinCati version 4.2*. Participation in the evaluation survey was completely voluntary and approved by the Roswell Park Cancer Institute ethics committee.

Definition of Key Outcome Measures

In this study, the quit rate was based on self-reported smoking status at the 5-month follow up evaluation. Those participants that self reported currently smoking no cigarettes, and no cigarettes smoked in the 7 days prior to the interview were deemed as non-smokers. A successful quit attempt was defined by self-report of stopping smoking at any time for at least 24 hours during the contest period. Smokers' interest in joining a second 'quit and win' contest was

assessed by enrollment into *Quit the Smokes II*. Smokers' interest in receiving New York State Smokers' Quitline services was assessed by the participants' acceptance of a warm transfer to the Quitline, or by granting permission to SRDAR to provide the Quitline with their contact information in order for them to be contacted.

Figure 1: Flow chart of study design



Analysis

The evaluation survey data was analyzed using the statistical analysis program *SPSS version 14.0*. The analysis was done overall and separately by data collection method, to feature responses among those who completed the web-based survey online and those who completed the telephone interview, separately. Frequencies were obtained for demographic characteristics (age, race, gender, etc.) to describe subjects who participated. The characteristics of those who answered the survey questionnaire via telephone were compared with characteristics of the participants who completed a questionnaire online. Cross-tabulations were obtained from *Quit the Smokes* contest variables to look for trends in the data toward characteristics that may have an impact on quit rates or quit attempts.

Results

Entry Methods

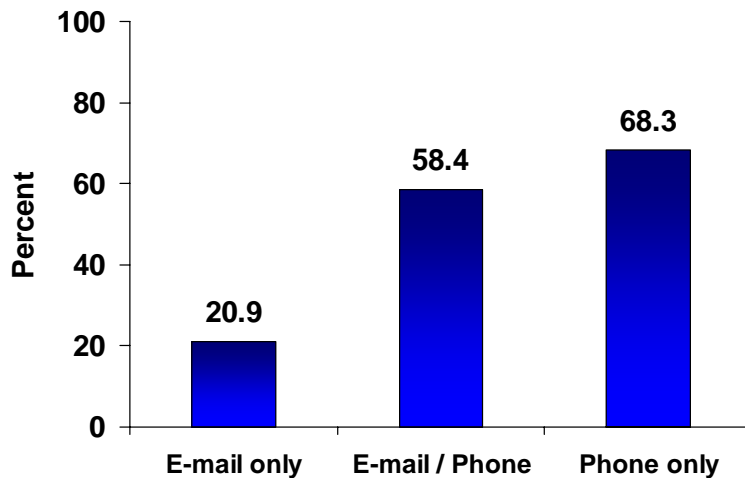
A total of 3,841 individuals enrolled in the Quit the Smokes contest; 1,846 (48.1%) of these participants enrolled through the mail and the remaining 1,995 (51.9%) participants enrolled online through the website www.quitthesmokes.com. Only 331 (17.9%) of the 1,846 participants who enrolled through the mail provided an e-mail address on the entry form. E-mail addresses were not obtained from those who registered via the website.

Response Rates

The response rate for the entire study was 46.9% (222/473). Response rates can be broken down to represent the specific modes of follow-up separately and these are depicted in Figure 1. The response rate for those that were sent the e-mail invitations to participate in the survey on the web only was 20.9% (38/182). The response rate for participants who were initially sent the email invitation to participate, were non-responders by day 4, and were randomized to SRDAR to complete the telephone interview was 58.4% (87/149). The response rate for those who did not provide an email address and were only called by SRDAR to complete the telephone interview was 68.3% (97/142). This telephone group can be further broken down to compare the response rates between the half that registered by mail-based entry form and the half that registered via the website. The response rate for those who entered by mail was 69.0%

(49/71) and the response rate for those who entered via the website was nearly identical, 67.6% (48/71). These response rates were calculated by dividing the number of completed interviews by the number of participants in each category.

Figure 1. Response rates between interview modalities



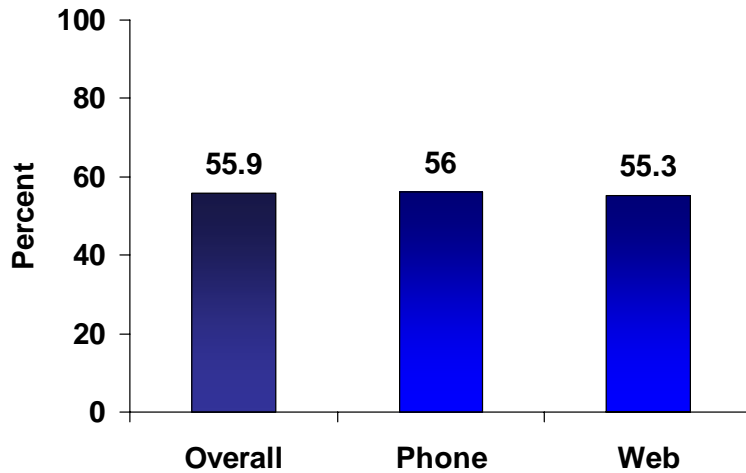
Note on Results

The following results are reported overall (n=222) and are also broken down between mode of follow up survey delivery (web group n=38; phone group n=184); note the relatively small number of participants who completed the survey online via the web. The survey instrument can be found in the Appendix for exact wording of individual questions and responses.

Demographics

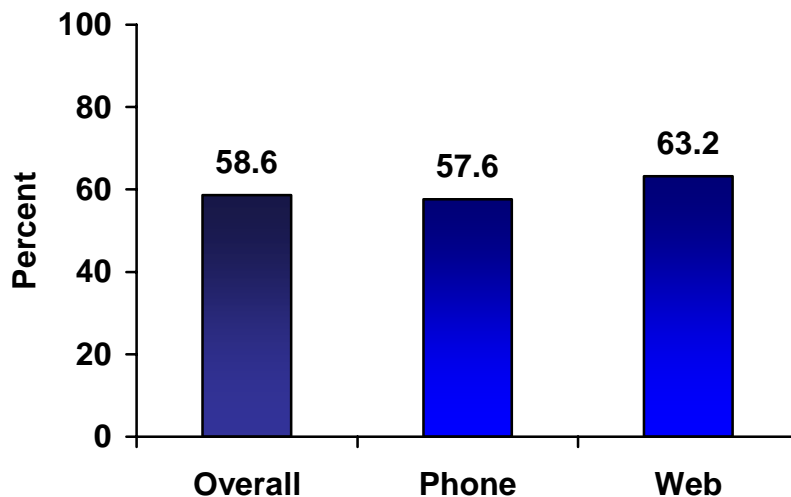
- Figures 2-7 show the demographics and characteristics of participants of *Quit the Smokes*. Figure 2 shows the age of participants in the follow up study. The mean age of study participants was approximately 43 years old.

Figure 2: Age distribution: less than or equal to 45 years old (p=0.936)



- Figure 3 shows the gender of study participants. Overall, there were more females that participated in the follow up study than males.

Figure 3: Female gender distribution (p=0.527)



□ Figure 4 shows the marital status of study participants. Most participants, (55.7%) were married or living with a partner.

Figure 4: Marital status (p=0.127)

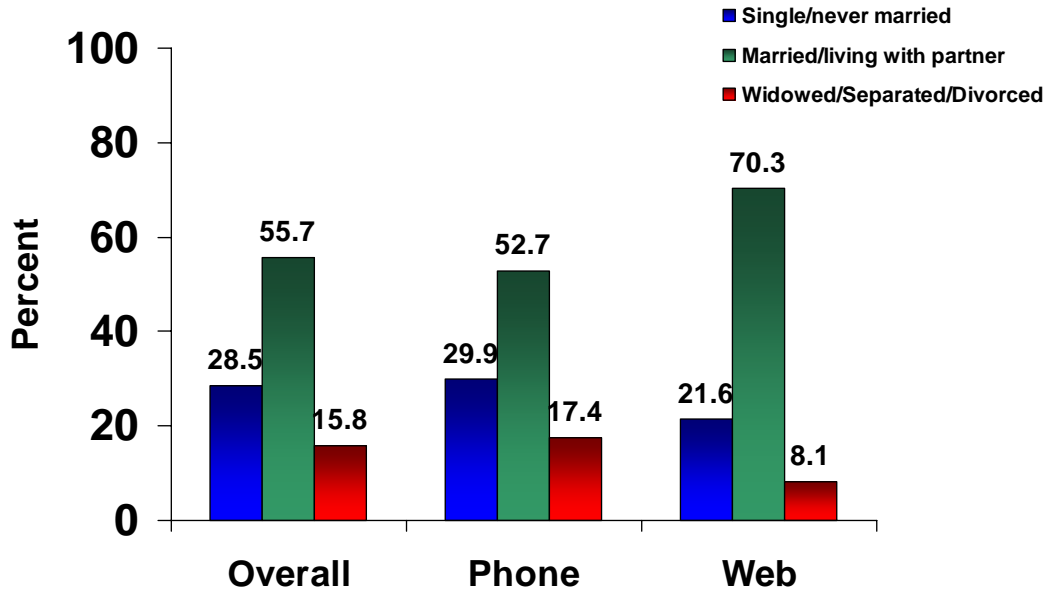
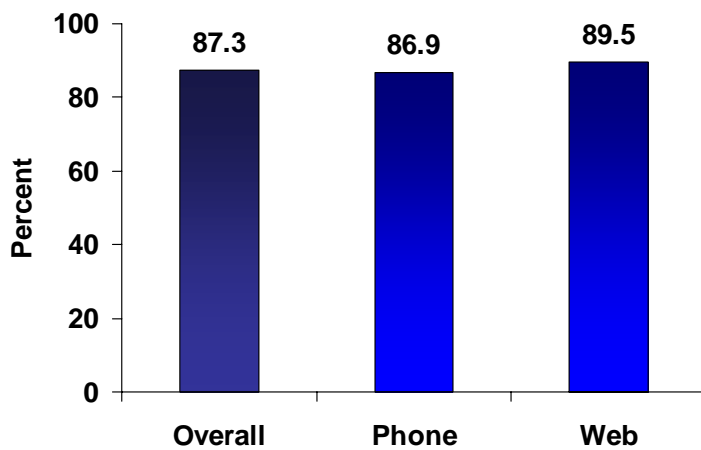


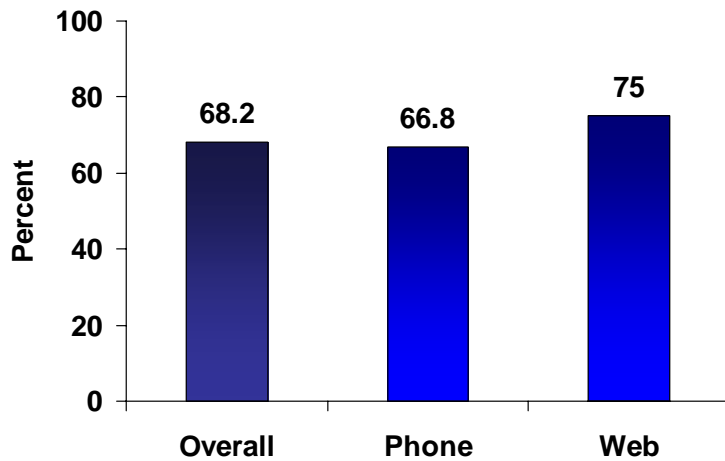
Figure 5 shows the race/ethnicity breakdown of the study participants. Most participants, (approximately 87.3%) were white, non-Hispanic.

Figure 5: White, non-Hispanic race distribution (p=0.662)



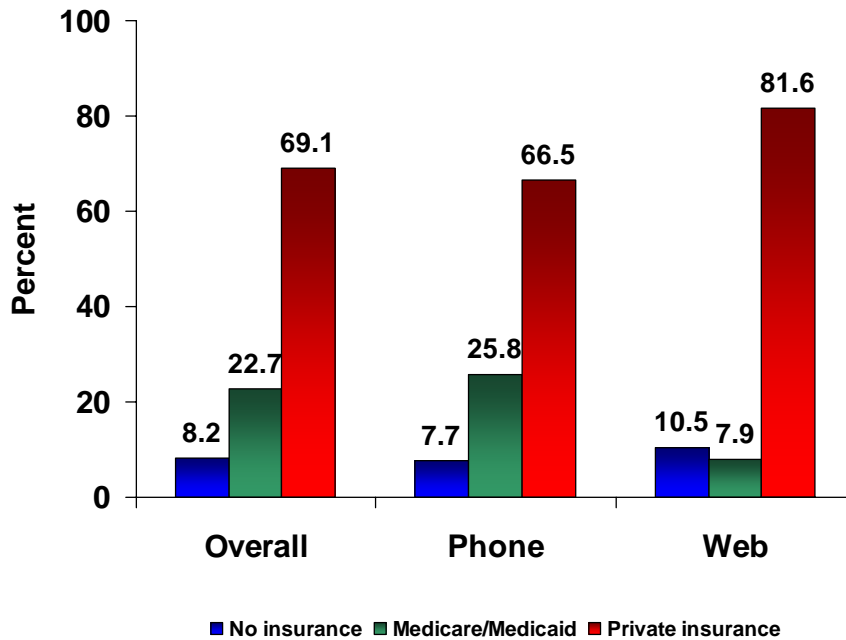
- Figure 6 shows the number of years of education of the study participants. Among the clients surveyed, most had completed some years of education beyond high school (68.2%).

Figure 6: ‘More than high school’ educational background (p=0.337)



- Figure 7 shows the type of insurance most utilized by the study participants. Among those surveyed, the majority of participants (69.1%) had private insurance.

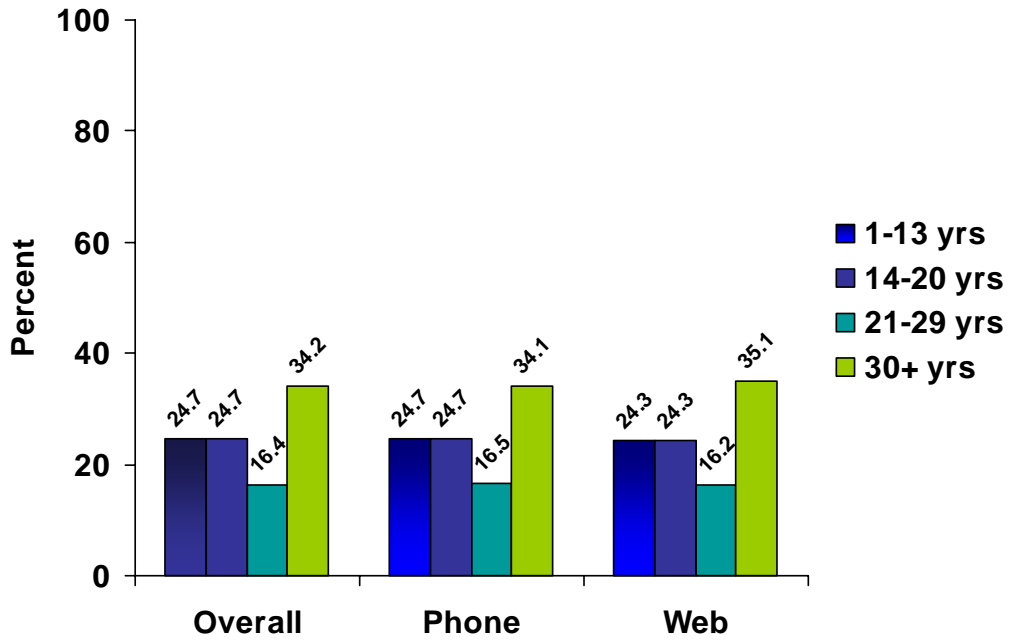
Figure 7: Type of health insurance utilized by study participants (p=0.055)



Nicotine dependency indicators

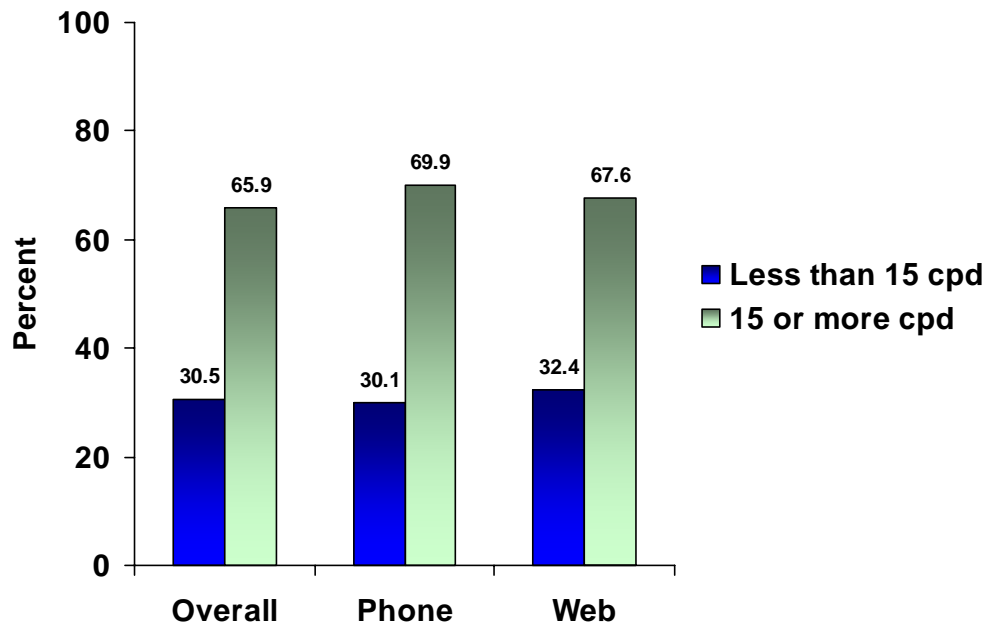
- Figure 8 shows the smoking history study participants; over a third of participants reported having smoked at least 30 years.

Figure 8: Years smoked among participants (p=0.999)



- Figure 9 shows the cigarettes per day smoked prior to the start of the contest.

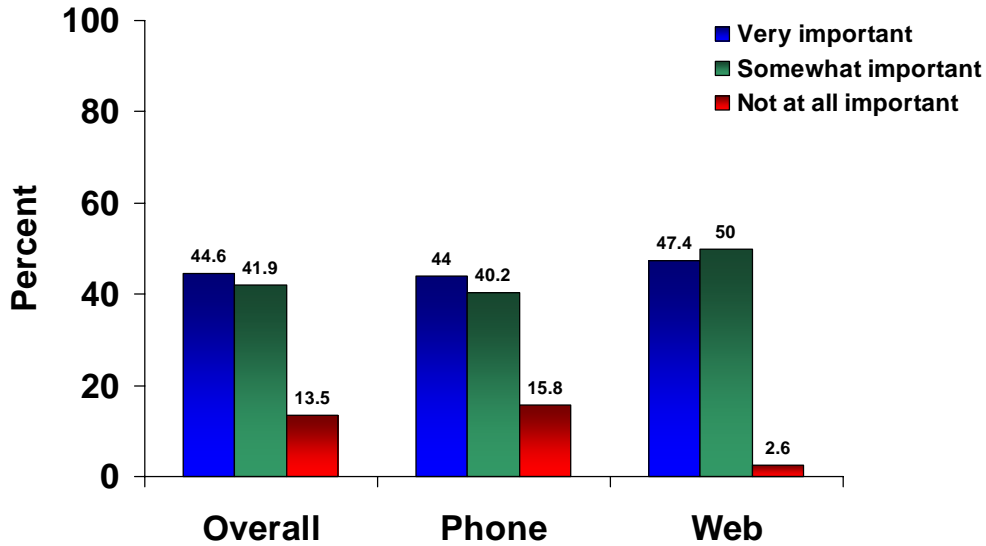
Figure 9: Cigarettes per day at baseline (p=0.774)



Other Characteristics

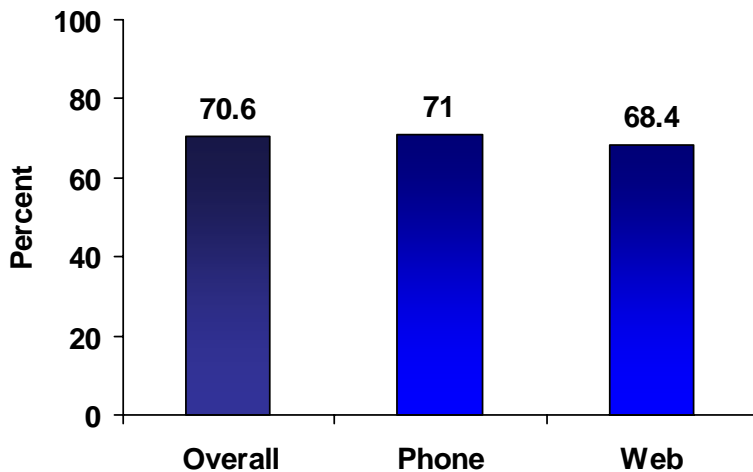
- Figure 10 shows that 86.5% of the overall sample reported that the contest was ‘very important’ or ‘somewhat important’ in the study participant’s decision to think about quitting.

Figure 10: Importance of contest to study participants’ decision to think about quitting (p=0.090)



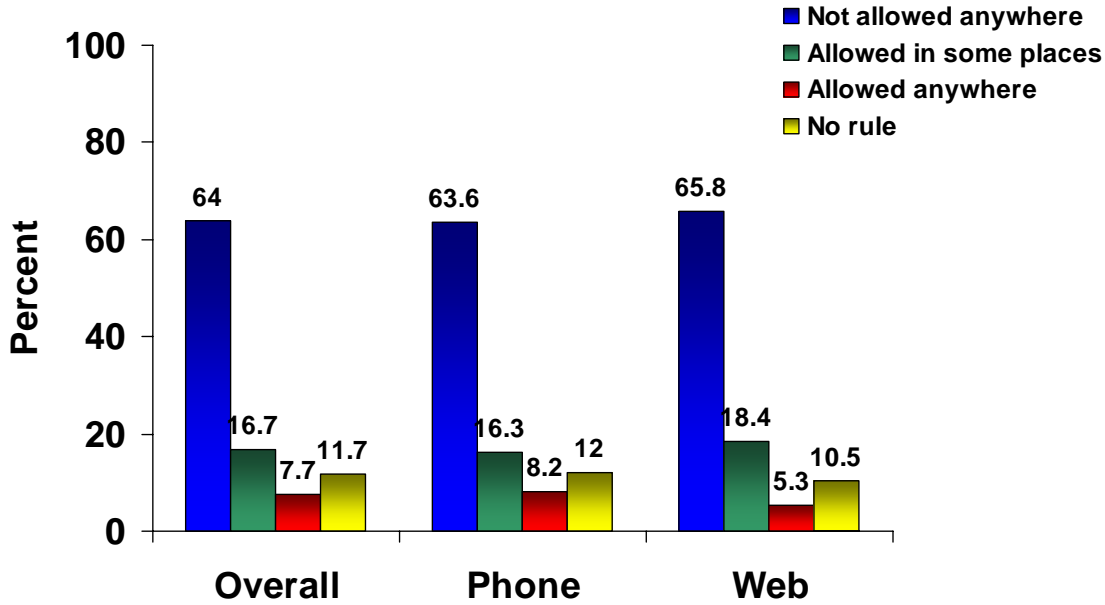
- Of those contest participants sampled, most people (70.6%) reported being the only smoker in the home. Figure 11 shows the percentage of smokers reported being the only smoker in the household.

Figure 11: Percentage of smokers reported being the only smoker in the household (p=0.747)



- A majority (64.0%) of study participants had rules banning smoking inside the home. Of the remaining study participants, 16.7% allowed smoking in parts of the home. (Figure 12).

Figure 12: Smoking rules inside the home (p=0.917)

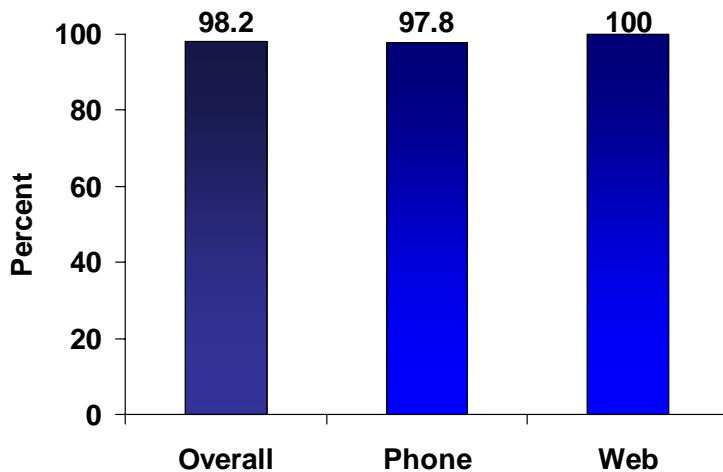


Quitting behaviors

24-hour quit attempts

- Among those participants that reported smoking cigarettes during the contest period from January 15th to September 15th, Figure 2 shows the number of participants that were able to stop smoking for at least a 24-hour period or longer. Approximately 98.2% of participants were able to refrain from smoking for at least a 24-hour period.

Figure 13: Ability to quit smoking for 24 hours (p=0.358)



Smoke-free during contest

- Figure 14 shows the percentage of participants who reported being completely smoke-free during the month of the contest; only 3 of the 38 participants that completed the survey via the web (7.9%) reported being completely smoke-free during the month of the contest.

Figure 14: Percentage of participants smoke-free during contest (p=0.017)

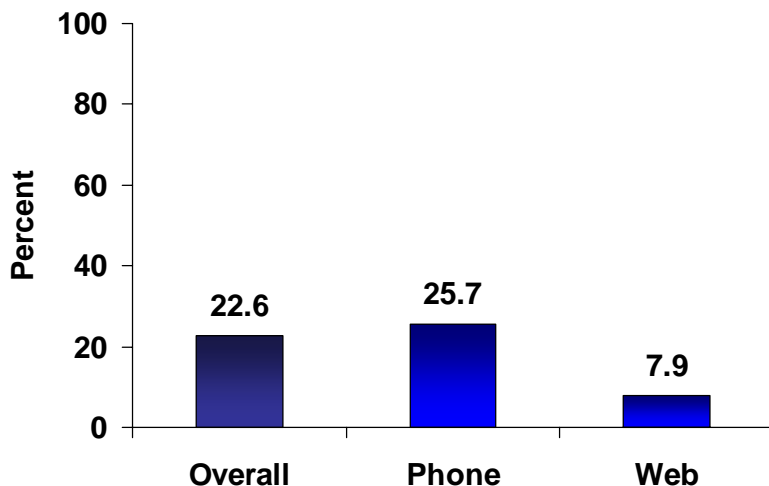
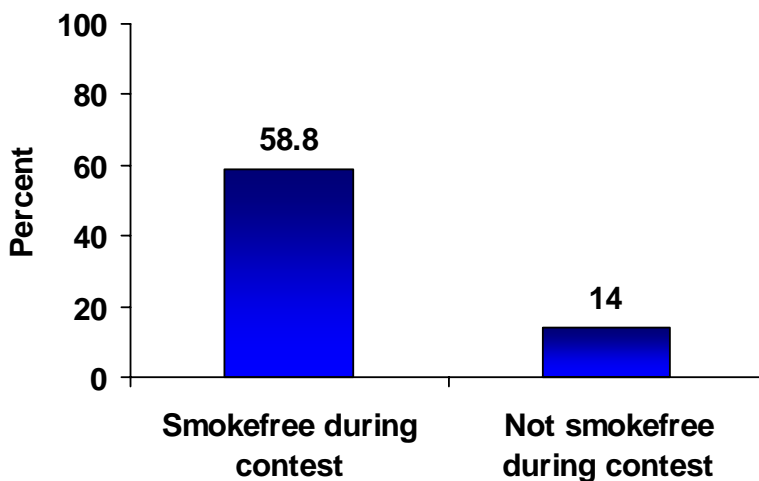


Figure 15 shows the cross tab of those that participants that were smoke free during the contest, and those that are presently smoking cigarettes now. Those participants that remained smoke-free for the entire contest period were far more likely to be smoke-free at the follow up period 5-months later (p<0.001)

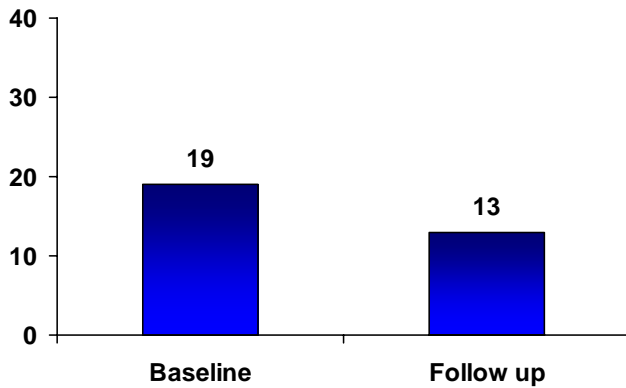
Figure 15: Quit rate at time of follow up by smoking status during contest (p<0.001)



Reduction in amount smoked per day

- Among all participants surveyed, the reported average number of cigarettes smoked per day prior to the start of the contest was 19 cigarettes per day (range: 2-60 cigarettes) and at the time of follow up, the average number of cigarettes per day among current smokers was 13 (range: 1-40 cigarettes). The paired samples t-test indicates that this decrease in cigarettes per day from baseline to follow-up is statistically significant ($p < 0.001$). Figure 16 shows decrease in mean cigarettes per day smoked from baseline to follow up.

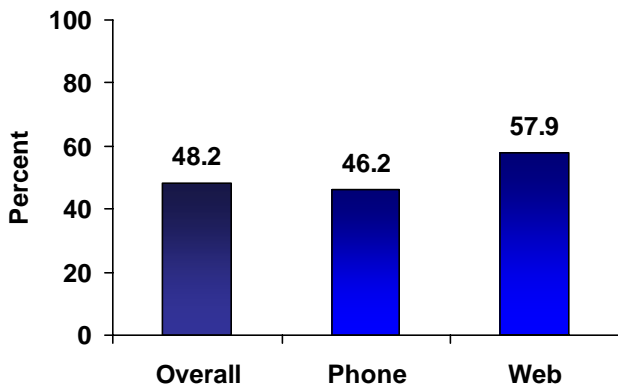
Figure 16: Number of cigarettes smoked per day prior to contest and at follow up among current smokers



Quit Rates

The overall quit rate among contest participants was 48.2%. The intent to treat quit rate was 22.6%. Participants were categorized as “quit” if they reported smoking not at all now, and that they have not had a cigarette, even a puff, in the last 7 days at the time of follow up. Figure 17 shows the breakdown of quit rates among the phone and web; the difference was not shown to be statistically significant.

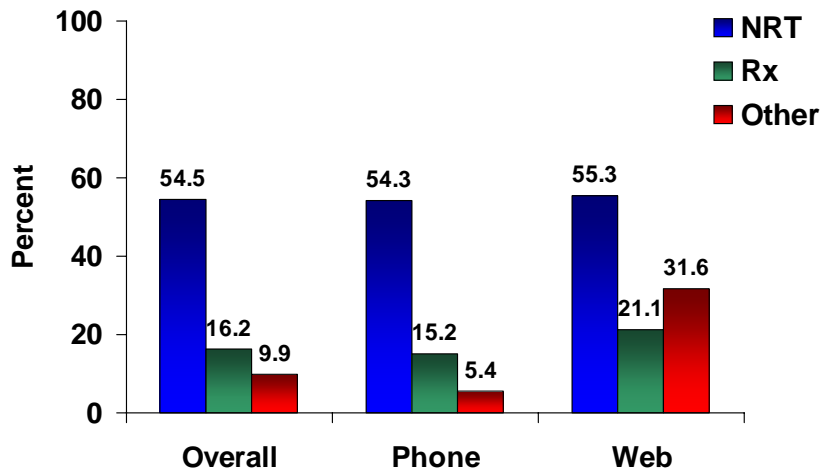
Figure 17. Quit rates among at time of follow up ($p=0.189$)



Methods used to quit

- Figure 18 shows the methods or medications contest participants used to aid themselves in their quit attempt for the *Quit the Smokes* contest. Many participants, approximately 46.8%, reported using patches to assist in the quitting process.

Figure 18: Methods/ Medications used to aid in quit attempts (NRT p=0.918; Rx p=0.374; Other p<0.001)

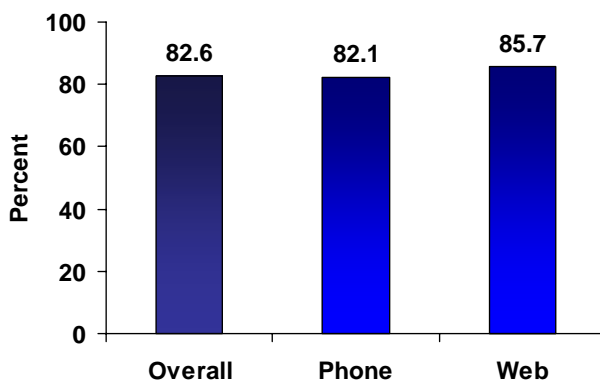


Interest in *Quit the Smokes II*

Among those that did not quit smoking and were asked about the contest, Figure 19 shows that 82.6% of all participants were interested in joining *Quit the Smokes II*.

In a logistic regression model controlling for gender, age, cigarettes per day at baseline, race/ethnicity, education, years smoked, and use of NRT, participants who remained smoke-free during the first *Quit the Smokes* contest were 4.4 times as likely to enroll in the second ‘quit and win’ contest, *Quit the Smokes II* (CI: 1.30, 15.02).

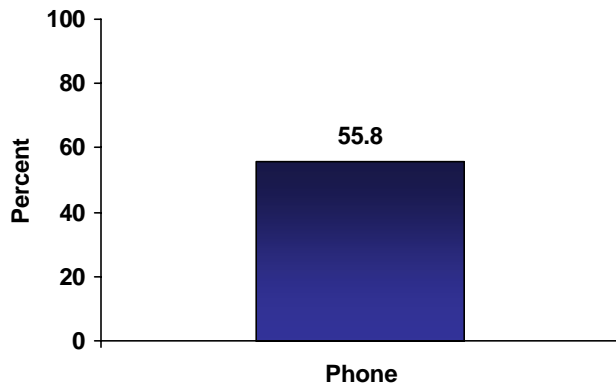
Figure 19: Interest in joining *Quit the Smokes II* among current smokers (p=0.740)



Interest in New York State Smokers' Quitline Services

- Of those current smokers interviewed over the phone, 55.8% were interested in seeing if they were eligible for free nicotine replacement therapy from the NYS Smokers' Quitline.

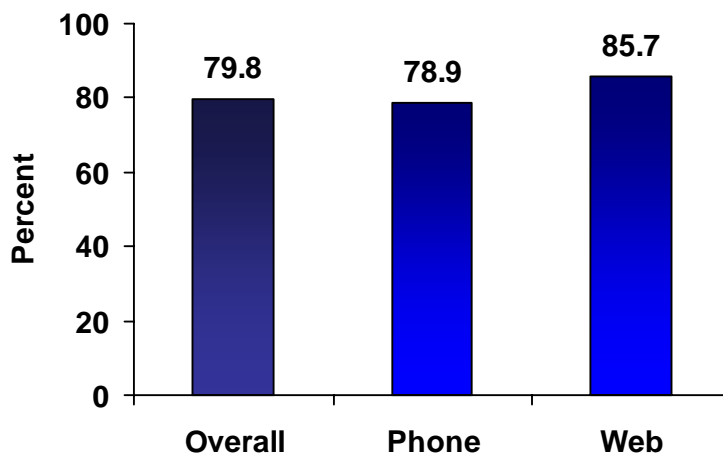
Figure 20: Percentage of currently smoking study participants who were interested in speaking with the Quitline about eligibility of NRT (telephone)



- Figure 21 shows that 79.8% of participants overall accepted the referral to receive Quitline services, as well as the breakdown for those that completed the survey on the phone and web.

In a logistic regression model controlling for gender, age, cigarettes per day at baseline, race/ethnicity, education, years smoked, use of NRT, and smoking status during the contest, those who entered the *Quit the Smokes II* contest were 9.6 times as likely to accept the referral to the Quitline than those who did not enter the second contest (CI: 2.42, 37.95).

Figure 21: Acceptance of the Quitline referral among smokers (p=0.556)



Discussion

Do quit and win contests result in higher quit rates?

The main question that was posed by carrying out this evaluation was, “Do stop smoking contests like *Quit the Smokes* result in higher quit rates?” The answer still appears to be “Yes.”

Past ‘quit and win’ contests held between 2001 and 2004 across New York State, involving 5,504 adult smokers have been very successful in getting smokers to quit. The self-reported quit rates (defined as abstaining from cigarette smoking for 7 days prior to the follow-up interview) at 4-6 months follow-up averaged 31%, which is significantly higher than the Western New York population quit rate of 11%. [1, 3]

The overall New York State Smokers’ Quitline quit rate at 3 months for all clients who respond to the 3-month evaluation survey is 35.2% (intent to treat quit rate is 23.5%). [4] Smokers calling the Quitline have the option to receive, if eligible, a free starter kit of nicotine replacement therapy (NRT); counseling by trained staff members, pamphlets, and stop-smoking resources are also available to assist smokers trying to quit. The *Quit the Smokes* quit rates are higher among respondents and the intent to treat quit rate is comparable to that of the Quitline.

The overall quit rate among *Quit the Smokes* participants was 48.2%, and the overall intent to treat quit rate was 22.6%. For *Quit the Smokes* telephone surveys, self-reported quit rates were approximately 46.2% and for the web-based survey, the quit rate was even higher, at 57.9%. This is much higher than the general population quit rate for Western New York State. [3]

Data from this survey also supports claims that ‘quit and win’ contests are successful in at least getting more people to think about quitting smoking. Overall, 44.6% of participants felt the contest was “very important” in getting them to think about stopping smoking. On the phone-based survey, 44.0% and on the web-based survey, 47.4% of participants noted that the contest was “very important” in getting them to think about stopping smoking.

How were those who were smoke-free at follow-up different from those who continued smoking?

A majority (58.5%) of smokers who were smoke-free throughout the month of the contest were still quit at the time of the follow up. Among those who were not smoke-free throughout the contest, only 14.0% were quit at the time of follow-up. In a logistic regression model

controlling for age, gender, race/ethnicity, education, cigarettes per day at baseline, years smoked and use of NRT, those participants who reported being smoke free during the contest were 9 times greater to be smoke-free at the time of follow-up than those who were not smoke free during the contest (CI: 3.738, 21.772). The only other group that had statistically significantly higher quit rates in this model was the white, non-Hispanic group. White, non-Hispanic participants were found to be 2.56 times more likely to have quit at the time of follow up as non-white, non-Hispanic participants (CI: 1.05, 6.22).

Who enrolled in the second 'quit and win' the contest, Quit the Smokes II?

The *Quit the Smokes II* contest was added to the follow up for *Quit the Smokes* to evaluate how many people who continued to smoke at the time of the follow-up would be willing to join a second 'quit and win' contest. Among current smokers, 82.6% accepted the invitation to enroll in *Quit the Smokes II*, indicating a sustained interest in 'quit and win' contests among those who previously enrolled and continued smoking. In a logistic regression model controlling for gender, age, cigarettes per day at baseline, race/ethnicity, education, years smoked, and use of NRT, participants who remained smoke-free during the month of the first *Quit the Smokes* contest were 4.4 times as likely to enroll in the second 'quit and win' contest, *Quit the Smokes II* (CI: 1.30, 15.02).

This interest is also supported by some other questions regarding 'quit and win' contests. One such question in the survey asks participants if the *Quit the Smokes* contest should be repeated. The overwhelming majority (98.2%) agreed that the contest should be repeated at a later date.

Who accepted the warm transfer to the Quitline?

Smokers who signed up for the *Quit the Smokes II* contest were more likely to accept the referral for Quitline services than those who did not sign up for the contest (85.6% of those who signed up for *Quit the Smokes II* accepted the offer of Quitline services compared to 52.6% of those who did not sign up for *Quit the Smokes II*; $p=0.001$). In a logistic regression model controlling for gender, age, cigarettes per day at baseline, race/ethnicity, education, years smoked, use of NRT, and smoking status during the contest, those who enrolled in the *Quit the*

Smokes II contest were 9.6 times as likely to accept the referral to the Quitline than those who did not enter the second contest (CI: 2.42, 37.95).

Interest in receiving free nicotine replacement therapy

Participants administered the phone interview were asked whether they would be interested in talking to the Quitline to see if they would be eligible for free nicotine replacement therapy and over half (55.8%) responded that they were interested.

All participants were asked if they thought free medications or stop smoking contests gets more smokers to think seriously about giving up cigarettes. More people stated 'free medications' (64.9%) than 'stop smoking contests' (31.8%); the remaining 3.3% responded 'neither' to the question.

References

1. O'Connor R, Fix B, Celestino P, Carlin-Menter S, Hyland A, Cummings KM. Financial incentives to promote smoking cessation: evidence from 11 quit and win contests. *J Public Health Manag Pract.* 2006 Jan-Feb; 12(1): 44-51.
2. Lavack AM, Watson L, Markwart J. Quit and Win Contests: A Social Marketing Success Story. *Social Marketing Quarterly.* 2007; 13(1): 31-52.
3. Erie-Niagara Tobacco-Free Coalition: *Findings from the Western New York Adult Tobacco Use Survey.* Roswell Park Cancer Institute, 2007.
4. New York State Smokers' Quitline Annual Report: June 2006 – May 2007. Health Research Inc., Roswell Park Cancer Institute Division, 2007.

Appendix 1

Quit the Smokes Follow-up Survey

Name of Survey Participant: _____

Phone Number: _____

Hello, may I please speak with _____? My name is _____, and I am calling on behalf of the Erie/Niagara Tobacco Free Coalition. I'm calling to ask you a few questions about your participation in the *Quit the Smokes* stop smoking contest that you entered earlier this year, during which you pledged to not smoke between January 15th and February 15th, 2007. This should only take about ten minutes and your participation is voluntary. However, we would really value your participation since we need to find out if this kind of program is helpful to smokers trying to quit. All your answers and comments will be kept strictly confidential. May I begin?

- 0 No
- 1 Yes

If **yes** continue. If **no** then terminate the interview.

Age. For survey purposes, what is your age?
_____ years old
(If <18 yrs, terminate interview).

1. Our records show that you entered the *Quit the Smokes* contest and pledged to not smoke between January 15th and February 15th of this year. Is this correct?

- 0 No (Terminate interview)
- 1 Yes

2. When you entered the *Quit the Smokes* contest, you indicated that you had been a current smoker on or before November 16, 2006. Is this correct?

- 0 No (Terminate interview: "I'm sorry, we're only interviewing those people who were current smokers on or before November 16, 2006. Thank you for your time".)
- 1 Yes

3a. **In the month before** entering the *Quit the Smokes* contest, approximately how many cigarettes did you smoke per day?

_____ [Fill-in]

3b. How many years had you smoked before entering the contest?

#__ years

4. How did you learn about the *Quit the Smokes* contest?
(SELECT ALL THAT APPLY)
- 0 Newspaper (**ASK** - Which newspaper? _____)
 - 1 Radio advertisement
 - 2 Internet / Website (New York State Quitline)
 - 3 Family member or friend
 - 4 Health fair
 - 5 Stop smoking program
 - 6 NYS Smokers' Telephone Quitline
 - 7 Other (specify: _____)
5. I'm going to read some reasons people have given for entering the *Quit the Smokes* contest. Which of these reasons apply to you? I entered the contest because ...
- 0 Of the chance to win prize money
 - 1 I hoped entering the contest would motivate me to quit for good
 - 2 Family members or friends encouraged me to enter the contest
 - 3 Other (specify: _____)
- 5a. Do you know anyone else who participated in the *Quit the Smokes* contest?
- 0 No
 - 1 Yes
6. How important was the contest to get you to think about stopping smoking? Would you say...
- 0 Very important
 - 1 Somewhat important
 - 2 Not at all important
7. Since you entered the *Quit the Smokes* contest, did you use any of the following medications or methods to help you quit smoking? (**DO NOT READ, check all that apply; Probe, "Anything else"- can specify 'other' up to 3 responses.**)
- Gum
 - Inhaler
 - Lozenge
 - Patches
 - Spray
 - Zyban
 - Wellbutrin
 - Chantix
 - Bupripion

- Hypnosis
- Stop smoking classes or clinics
- Counseling from a health professional
- Acupuncture
- Internet
- Herbal remedy
- Gradually cut back on amount smoked daily
- Switch to low tar cigarette
- Read pamphlets
- Contact the Quitline
- Behavior modification, for example, did you change your routine?
- Anything else? (Specify other method or medication #1 _____)
(Specify other method or medication #2 _____)
(Specify other method or medication #3 _____)
- Nothing at all (*read only if none checked above*)

8. The *Quit the Smokes* contest challenged smokers to quit smoking from January 15th through February 15th. Did you smoke **any** cigarettes during this period?

- 0 No (Skip to Question # 11)
- 1 Yes

9. Did you stop smoking at any time for at least 24 hours during that period from January 15th through February 15th?

- 0 No (Skip to Question # 11)
- 1 Yes

10. How many days during the period of time between January 15th and February 15th did you not smoke cigarettes?

#: _____ [Fill in number of days]

11. Do you smoke cigarettes now?

- 0 No
- 1 Yes

12. Have you smoked a cigarette, even a puff, in the last seven days?

- 0 No (Skip to Question # 14)
- 1 Yes

13. During the last seven days, about how many cigarettes did you smoke each day?

_____ [Fill-in]

14. Do you currently use any other forms of tobacco such as ...

Cigars?	0 Yes	1 No
Pipe tobacco?	0 Yes	1 No
Chewing tobacco?	0 Yes	1 No
Moist snuff?	0 Yes	1 No
Bidis?	0 Yes	1 No

15. Which statement best describes the rules about smoking in your home? Would you say...

1	Smoking is not allowed anywhere inside your home
2	Smoking is allowed in some places or at some times
3	Smoking is allowed anywhere inside the home
4	There are no rules about smoking inside the home
88	DON'T KNOW
99	REFUSED

16. [Wording: if Q11=1, Other than yourself,] does anyone who lives in your home smoke cigarettes now?

1	YES
2	NO
88	DON'T KNOW
99	REFUSED

17a. Are you currently employed outside of your home?

1	YES
2	NO (Skip to Q23)

17b. While working at your job, are you indoors most of the time?

{IF RESPONDENT ASKS WHAT MOST OF THE TIME MEANS, SAY "at least 50% of the time"}

1	YES
2	NO
88	DON'T KNOW
99	REFUSED

18. In the past seven days, has anyone smoked in your work area?

1	YES
2	NO
88	DON'T KNOW

99 REFUSED

19. Would you please state your gender?

- 0 Female
- 1 Male

20. What is your marital status?

- 0 Single / Never Married
- 1 Single / Living with a Partner
- 2 Married
- 3 Divorced
- 4 Widowed
- 5 Separated
- 6 Refused

21. Which of the following best describes the number of your years of education you received in your lifetime?

- 0 Less than 8th grade
- 1 Grades 9-11, but did not graduate high school
- 2 Graduated from high school but did not get any more education
- 3 Completed a few years of college, but did not graduate from a 4 year program
- 4 Completed 4 years of college or more.
- 5 Don't Know
- 6 Refused

22. What type of health insurance do you have?

- 0 Private insurance (i.e., HMO, Blue Cross/Blue Shield)
- 1 Medicaid or Medicaid/HMO
- 2 Medicare
- 3 No insurance

23. Are you Hispanic or Latino?

- 0 No
- 1 Yes
- 2 Don't know
- 3 Refused

24. What is your race?

- 0 White
- 1 Black

- 2 Asian/Pacific Islander
- 3 American Indian/Alaska Native
- 4 Other/more than one of the above [list] _____
- 5 Don't know
- 6 Refused

I only have a few more questions.

25. Do you think we should repeat the *Quit the Smokes* contest again in the future?

- 0 No
- 1 Yes

26. Which promotion do you think gets more smokers to think seriously about giving up cigarettes?

- 0 Free medications
- 1 Stop smoking contest
- 2 Neither

27. What would you recommend we do to improve the program in the future?

28. Would you allow us to call you again to see how you are doing?

- 0 No
- 2 Yes → please verify name & address; make any changes as necessary

Address:

29. [Read if Q11=1 (current smoker), Else, End Survey if R doesn't want to be contacted again]: We are sponsoring a new 'quit and win' contest, called *Quit the Smokes II*, for those people who entered the 1st contest. The odds of winning are pretty good if you quit since the

contest is only open to those from the 1st contest. We have several prizes we are offering including 6-month Buffalo Athletic Club gym memberships and \$100 spa gift certificates from Rchambeaus Salon and Day Spa. Six winners will be chosen in all and prizes will be available on a first selected basis. The quit dates for the new contest are from August 15th to September 15th 2007. We are also willing to give you a free starter kit of nicotine replacement therapy through the New York State Smokers' Quitline if you are eligible. The prize winners will be announced the week of September 17th. We have your original contest registration information, so all I need to do now is confirm that you would like to participate. So, do you want to join the new Quit and Win contest?

1. Yes
 2. No (Continue survey. All participants are offered Quitline transfer regardless of contest participation)
30. You may be eligible for a free starter kit of nicotine medications. Would you be interested in talking to someone from the Quitline to find out?
1. Yes
 2. No

31. The Quitline also provides counseling to help smokers stop smoking, information on available services and treatment, and makes referrals to local programs and clinics. Brochures and recorded information are also available.

IF (NYSSQL ISN'T OPEN) SKP 32

IF (NYSSQL IS OPEN) Would you like me to transfer you?

- 1- Yes (Transfer to the Quitline.)
 - 2- I'm interested, but do not want to be transferred right now (provide phone number 1-866-697-8487, go to question 32)
 - 3- No, I'm not interested (end survey).
32. [WORDING if the Quitline is not open, get answering machine, = I'm sorry but nobody is available at the Quitline right now.] [Or if not a good time to be transferred = That's fine.]: Do you give permission for us to give the following information to the Quitline so they can contact you?
- Name
 - Phone Number(s)
 - Best time to call back
 - Address
1. Yes
 2. No
33. [WORDING if the Quitline is not open, get answering machine, or not a good time to be transferred]: What is the best time of the week to reach you?
1. Weekday mornings (9a to 12p)
 2. Weekday afternoons (12p to 5p)
 3. Weekday evenings (5p to 8p)

4. Weekends (9a to 12p)
5. Doesn't matter

This concludes our survey. Thank you for your cooperation.