

Telephone Counseling for Population-based Smoking Cessation

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Objectives: To examine the options for use, efficiency, and effectiveness for structuring a population-based telephone smoking-cessation service. **Methods:** Callers (n=632) to a 1-800 number were randomized in a 2 (50-minute counseling with 2/6 calls) x 2 (pamphlet/booklet) design with print only control. **Results:** Six-month use of the service was 0.6% of adult smokers. Service promotion cost \$31.02/person. Telephone counseling resulted in higher continued

abstinence (5%) than did print only (1%), $P<.05$. Amount of print and calls did not increase cessation. Six calls resulted in lower completion rates than 2 (22% vs 56%, $P<.05$). **Conclusions:** For planning, consider 1% use, low-cost promotion, pamphlet, 50-minute initial counseling plus 2 follow-ups, and minimize call-attempts.

Key words: smoking, cessation, telephone, population-based, counseling methods

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