

Background

The BC Smoking Cessation Program helps B.C. residents pay for smoking cessation aids, including prescription drugs and nicotine replacement therapy (NRT) for a single 12-week course per calendar year. Our evaluation aimed to determine:

- quit rate of program participants at time of survey (4-14 months following program start)
- potential factors associated with quit outcomes; and
- participants' perceptions of the program.

Methods

- Stratified random sampling of B.C. residents who accessed the program between Jan and Oct 2019
- Survey online or by phone (March 2020)
- Results weighted to reflect age, gender, geographical location, and use of cessation products
- Chi-square tests of significance to analyse differences in quit rates by respondent characteristics

Results

4,000 B.C. residents completed the survey (24% response rate)

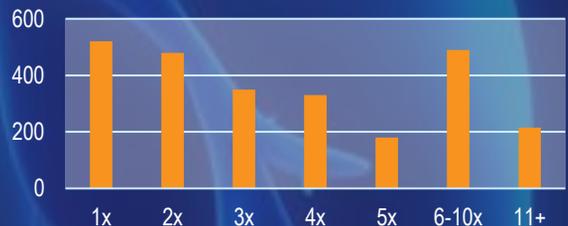
37%
Overall quit rate

Quit rate is
30 day-point prevalence abstinence: smokers who were smoke-free for 30 days or longer at time of survey.

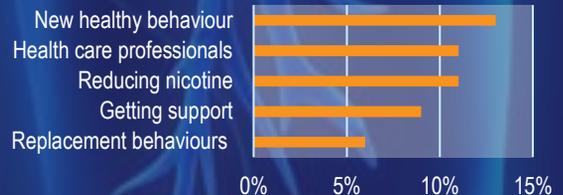
↓ **17**
11
Cigarettes smoked/day by those still smoking

80% of respondents made at least one quit attempt stopping smoking for at least 24 hours.

of quit attempts since starting program



What else helped people quit?



- The most common new behaviour that helped respondents quit: more exercise and changing eating habits.
- 1 in 10 respondents had help from a health care professional: pharmacists (29%), doctors (24%) and nurses (9%).
- Most respondents (66%) said the program was helpful.

Conclusion

- Overall quit rate was 37% but varied across some respondent characteristics and cessation products.
- Specific predictors of quit outcomes need to be further studied.
- The program continues to support British Columbians who wish to stop smoking.

Exploratory analysis suggests quit rates associated with:



Better (self-reported) mental health



Higher household income



Multiple quit attempts



Older age at start of smoking

Respondent characteristics	(n=4000)	Respondent characteristics	(n=4000)
Sex	Female 45% Male 55%	Average age started smoking	17 years
Age (years)	19-34 20% 35-54 41% >55 39%	Self-reported mental health	Poor 6% Fair 16% Good 32% V. Good 29% Excellent 18%
Education	<High school 13% High school 23% Post-sec cert/diploma/ 47% University degree 16%	Type of cessation aid	Patch 44% Gum 17% Varenicline 15% Multiple products 9% Inhaler 7% Lozenges 6% Bupropion 2%
Household Income	<30K 27% 30-50K 21% 50-75K 17% 75-100K 13% >100K 22%		