

Guam's QUITLINE

TOBACCO
FREE

health partners, l.l.c.
— promoting health — providing care —



WHEN QUITTING IS WINNING

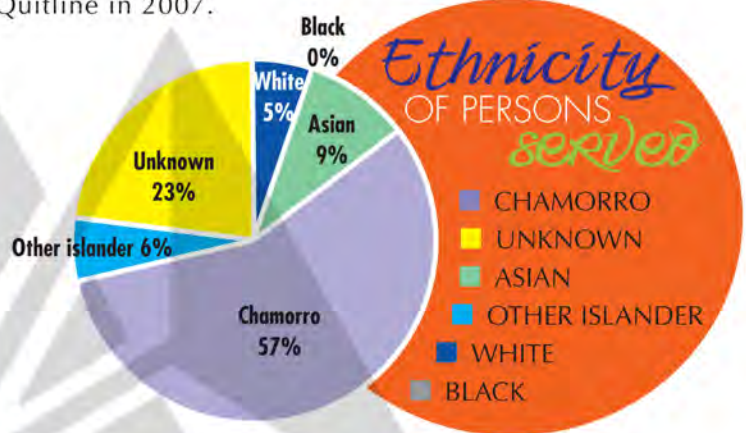
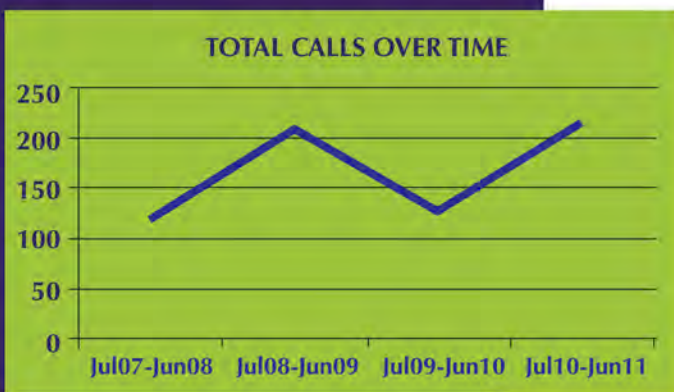
Most people who called the quitline were still healthy, without other medical illnesses. For these tobacco users, quitting immediately significantly reduces their risks for developing tobacco-related illnesses.

Tobacco is a major cause of premature death and disability on Guam. In our island community, one person dies per day because of tobacco use. Despite declines in smoking because of good tobacco control policies, 1 in 4 adults still smokes (BRFSS 2010).

Ironically, over 60% of smokers want to quit. The addictiveness of nicotine, however, makes quitting difficult. That is why the Department of Public Health and Social Services (DPHSS) started committing resources for an exclusive Guam telephone Quitline in 2007.

How has the Quitline done since inception?

With start-up funding from Legacy (formerly the American Legacy Foundation), DPHSS launched Guam's first Tobacco Free Quitline in September 2007. Since its launch, Guam's Quitline has served 614 tobacco users. The number of tobacco users served by the Quitline more than doubled in 2011 compared to the 1st year of operation.



Profile of Clients Served:

- 40% male; 51% female
- 57% Chamorro, 9% Asian, 6% Other Pacific Islander
- Predominantly smokers (92%)
- 5 women were currently pregnant, 4 were currently breastfeeding, and 6 were planning pregnancy within 3 months.
- Clients spanned the entire age range for adulthood, with majority aged 31 to 50. However, young adults and very old adults also utilized the quitline.
- 82% of the tobacco users who called the quitline were in the "Ready to quit" stage of readiness. A total of 3.4% were "Thinking about quitting," and 7.2% were attempting to quit.
- Most people who called the quitline were still healthy, without other medical illnesses. For these tobacco users, quitting immediately significantly reduces their risks for developing tobacco-related illnesses.

How did the Quitline users hear about the Quitline?

* TV was the best source of information for the quitline, followed by word-of-mouth from friends and family, advice from one's health provider, newspaper ads and brochures.

* Guam has approximately 43,000 adult smokers and other tobacco users. For the best impact on health, the quitline needs to reach at least 2% of these tobacco users. Opportunities to disseminate information about the quitline should be maximized at DPHSS health centers, at the workplace, and by advice from nurses.



(Adapted from Prochaska et al., 1997)

About the Guam Quitline

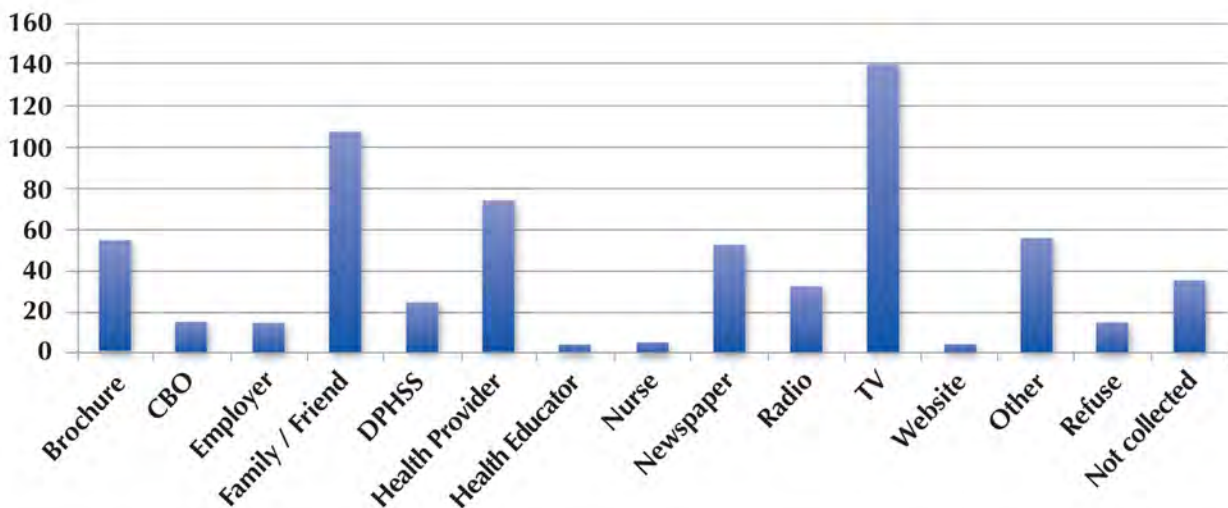
* Medical experts strongly urge all smokers to quit using tobacco, to protect their health and the health of their families. Guam's Quitline (1-800-QUIT-NOW or 1-800-784-8669 provides a critical public health service for our island community.

* Currently funded through grants from the US Centers for Disease Control and Prevention (CDC) and the American Recovery and Reinvestment Act (ARRA)

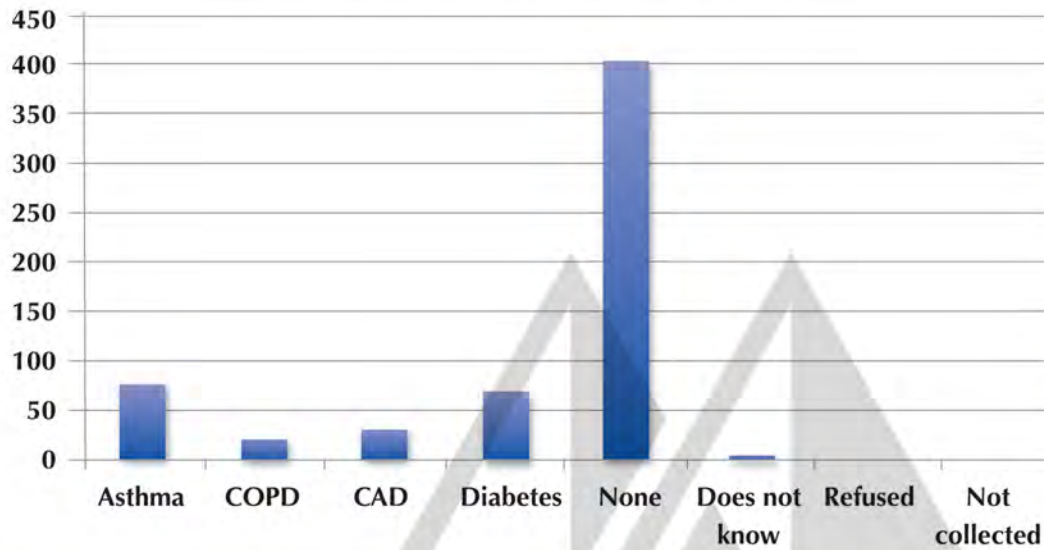
* Trained telephone counselors are available virtually 24 hours a day, everyday, to assist adult Guam smokers through the quit experience.

For additional information on Guam's Tobacco Cessation Quitline, contact Cerina Mariano at 735-7335 or Elizabeth Guerrero at 735-7303 at DPHSS.

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CURRENT MEDICAL DIAGNOSIS OF CALLERS



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About DPHSS and its tobacco control program

The Bureau of Community Health Services of the Department of Public Health and Social Services oversees and manages the Tobacco Prevention & Control Program, the Comprehensive Cancer Control Program, the Diabetes Prevention and Control Program, the Non-Communicable Disease Control Program and other relevant programs. These programs have cross cutting objectives that address tobacco control and are committed to promoting healthier tobacco-free lifestyles and to prevent and reduce the incidence and prevalence of tobacco-related complications.

