



Oregon Tobacco Quit Line (ORQL)  
American Indian Commercial Tobacco Cessation Program (AICTC)

Qualitative Evaluation Summary Report



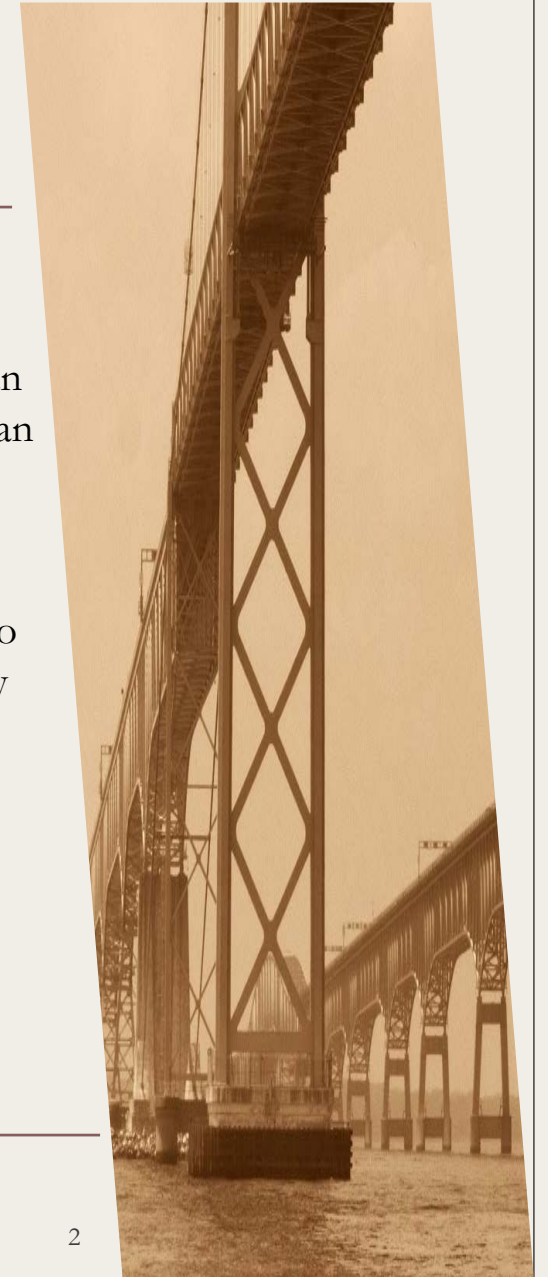
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January 2020

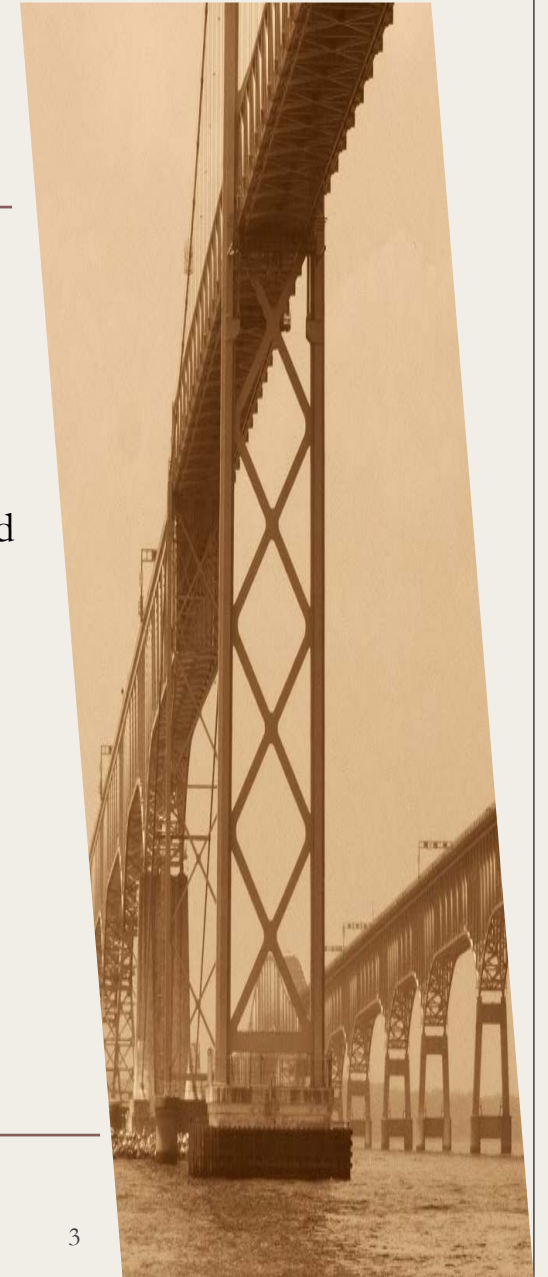
# Purpose & Methodology

- The Oregon Health Authority has contracted with Optum to provide Quit Line services to tobacco users from Oregon through the Oregon Tobacco Quit Line (ORQL). Optum has partnered with Maryland Marketing Source, Inc., a market research company, as well as with Oregon American Indian (AI) community groups, to assist with the execution of the 2019 qualitative evaluation of the American Indian Commercial Tobacco Cessation program (AICTC).
- The ultimate goal of this project was to conduct in-depth interviews with AICTC participants so as to better understand their experience with the Oregon Tobacco Quit Line program, as well as to identify opportunities for improvement to help the American Indian/Alaska Native population with quitting commercial tobacco.
- Seven (7) interviews were conducted during the Fall of 2019 by Lynda Daniels, a local member of an Oregon American Indian (AI) community group and subject matter expert. The interviews were conducted via telephone and all participants were aware of, and agreed to, having their conversation recorded for reporting purposes.



# Purpose & Methodology (cont.)

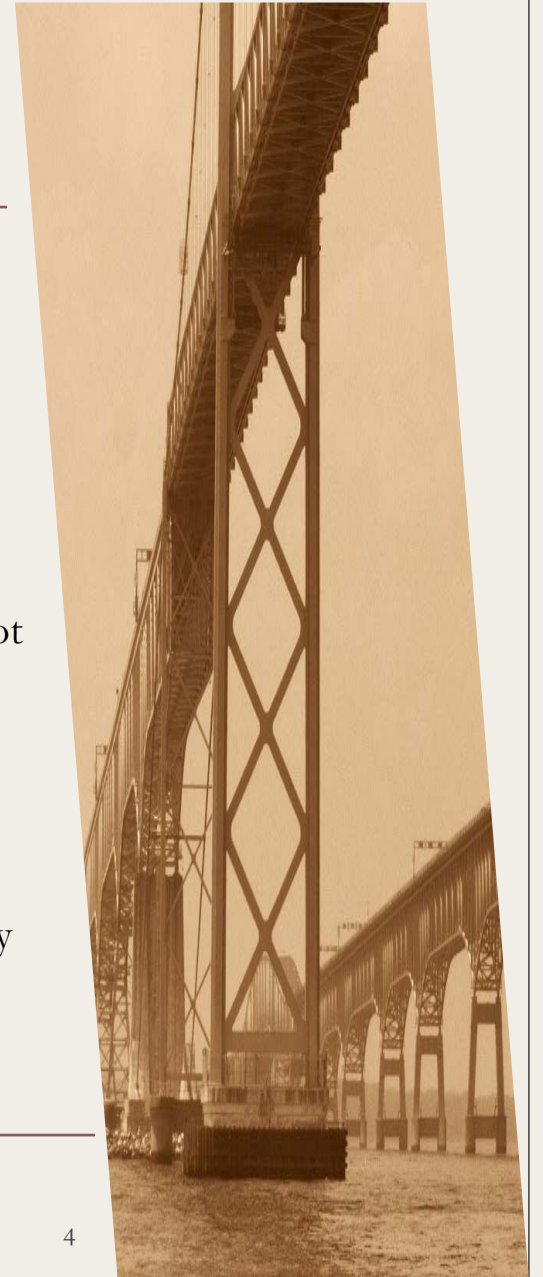
- Michelle Finzel, President of Maryland Marketing Source, Inc., was responsible for training Ms. Daniels in proper qualitative interviewing techniques, as well as for transcribing all completed and recorded interviews, reviewing the results, and developing this summary report.
- Study participants were provided with a \$100 gift card to Target or Amazon in appreciation, disbursed by Optum's gift card vendor.



# Key Findings

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- Participants of the American Indian Commercial Tobacco Cessation program who were interviewed for this study seem to constantly be dealing with several physical and emotional barriers to quitting commercial tobacco use.
- The program participants interviewed stated that are not very involved with their tribes. They also expressed a limited amount of familiarity with their tribes' traditional use of tobacco.
- Overall, participants were highly satisfied with the service and support they received through the Oregon Tobacco Quit Line. The additional attention to their ancestry was also appreciated, but did not greatly impact their impression of the service nor the success of their quit plan. This aspect of the service was considered more of a surprise perk than a necessary accommodation.
- AICTC program participants agreed that the enrollment process was smooth and easy and that the Quit Coaches were caring and supportive.
- Access to additional, online or text-based support and information can be difficult for this community because of their transient nature and lower incomes.





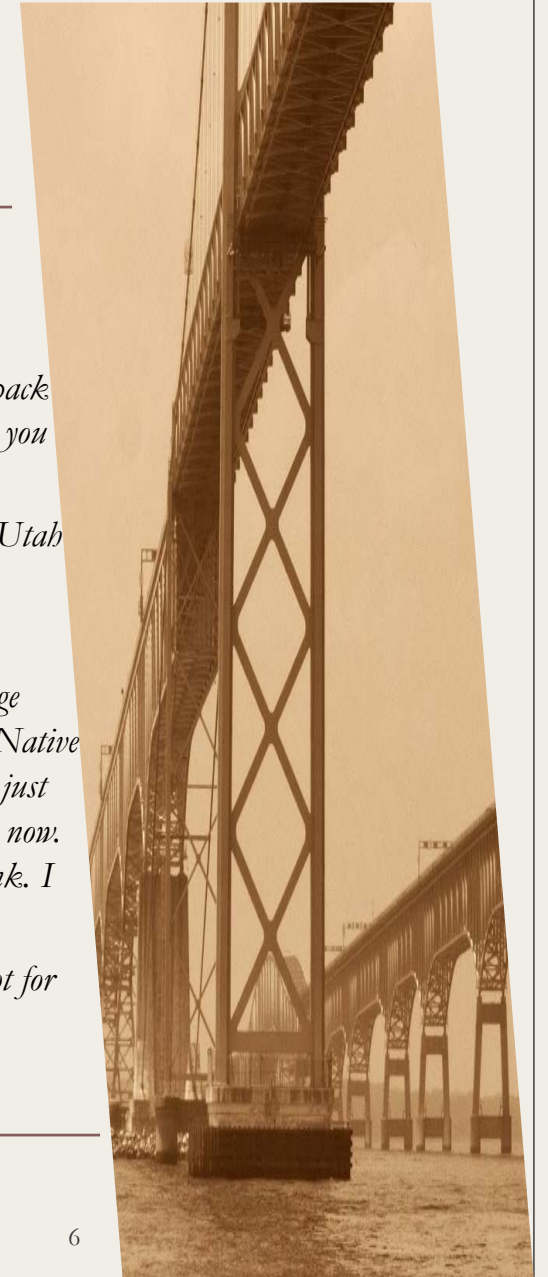
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Detailed Findings

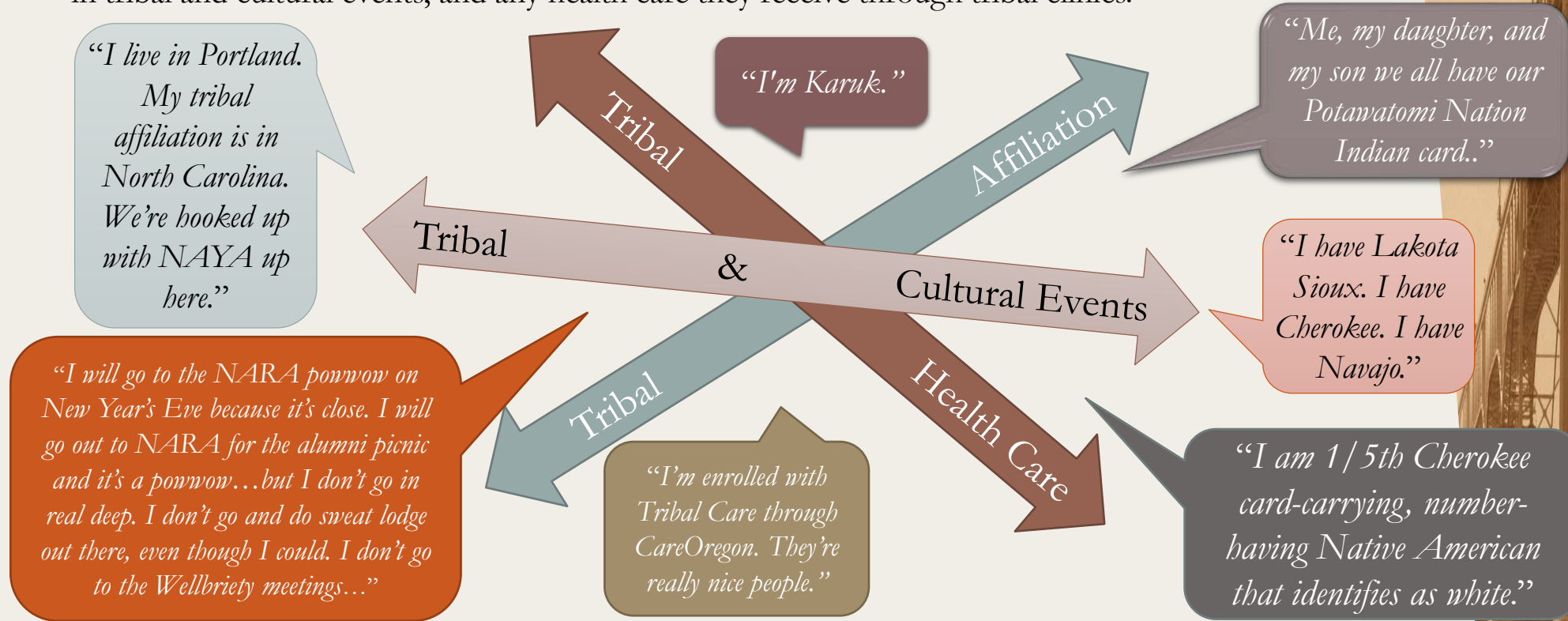
# Participants Seem to Lead Difficult Lives

- Several participants in this study shared that they had experienced troubling times in their lives. Such experiences can often make it difficult to learn, develop, and/or continue healthier habits.
  - ❑ *“I grew up separated from my family, I grew up in foster homes. When I was a little boy I remember going to the store, stealing a pack of cigarettes and hiding out in the bushes smoking because I didn’t want to get cut. It never really occurred to me, being a little kid you don’t really know anything about addiction.”*
  - ❑ *“Yes, my son and I. My son is 20 and I’m 52. We left out of California through domestic violence into Utah and then fled from Utah to Oregon. We are now residing in a home with a doctor, a female doctor, who has a house that has plenty of room to shelter us.”*
  - ❑ *“My great-grandfather was a tobacco farmer. Small farm and my grandma chewed snuff.”*
  - ❑ *“I am a single mother to two kids that are in ICWA; they are in foster care. I still have a relationship with them...I have a grudge because my children were taken by ICWA. Anyway, I have seven years clean. I was able to stop using drugs and alcohol with the Native American Recovery Association, NARA where I got to go to inpatient treatment. I now work for them out at their youth facility, just part-time. I mainly work at Hooper Detox full-time as a peer support specialist, certified recovery mentor. That’s where I am right now. I live in permanent alcohol and drug-free housing, one of the brand-new buildings that has been built in Portland. I am 47, I think. I will be 48, I think, on New Year’s Eve, but it feels like I might be 49. I don’t know.”*
  - ❑ *“I’ve had interstitial cystitis since I was 18 years old. I go to the doctors quite often. My Indian Nation doesn’t really do a whole lot for their people unless you pretty much live over there.”*



# Tribal Affiliations & Healthcare are Intertwined

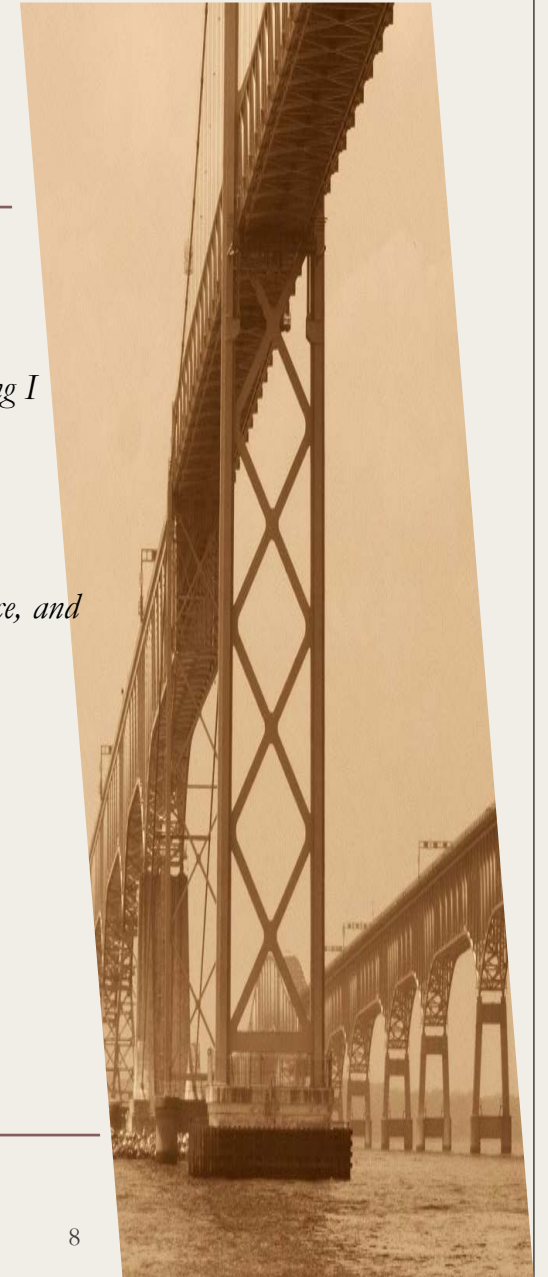
- Participants described often complicated relationships between their tribal affiliations, their participation in tribal and cultural events, and any health care they receive through tribal clinics.



# Commercial Tobacco Product Usage Varies

- Many of the people interviewed have quit using commercial tobacco products within the past year. Others do still use commercial tobacco.
  - ❑ *“I’ve used all kinds of chewing tobacco. I currently use Wintergreen Grizzly. I have smoked Camel Filters but that’s not something I got addicted to because I don’t need two habits to quit.”*
  - ❑ *“When I quit smoking I was smoking American Spirit cigarettes for about the last month. Before that I smoked Camels.”*
  - ❑ *“In the past, I’ve used vaping, e-cigarettes and snuff, tobacco pouches and regular cigarettes.”*
  - ❑ *“I used to buy packs of menthol cigarettes which was the Camel. Then I started smoking even more, going through domestic violence, and we get the pipe tobacco, menthol, and then I started rolling my own. I have a vape now, but it’s my CBD for my fibromyalgia and neuropathy. It’s just CBD oil.”*
  - ❑ *“Camel Filters. Usually, that’s all I’ve smoked all my life, was Camel Filters.”*

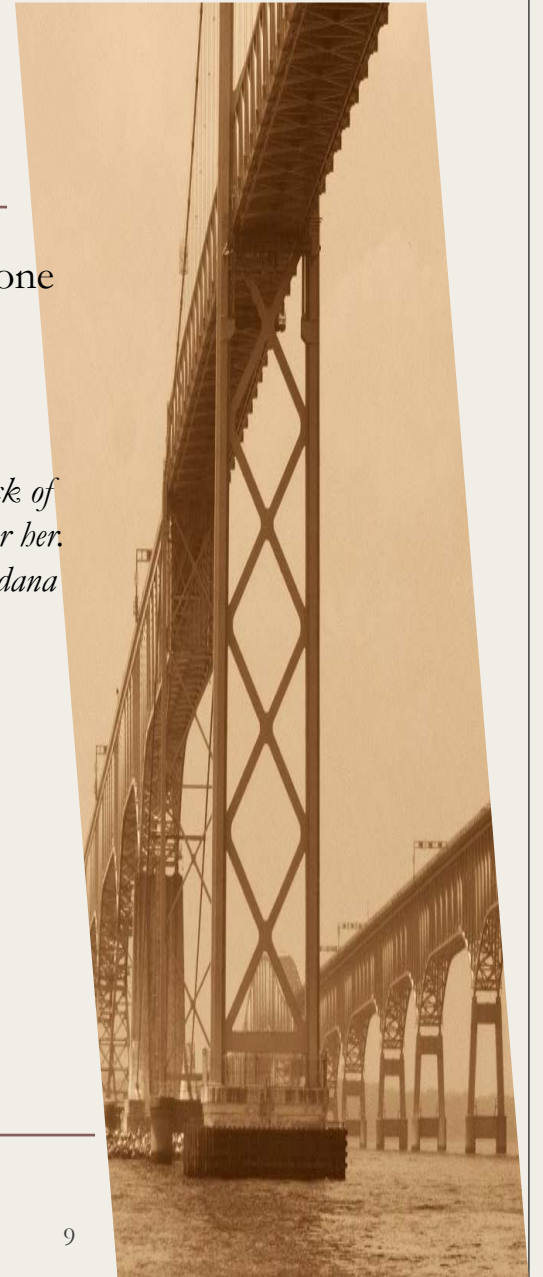
Camel brand cigarettes are very popular within this community.





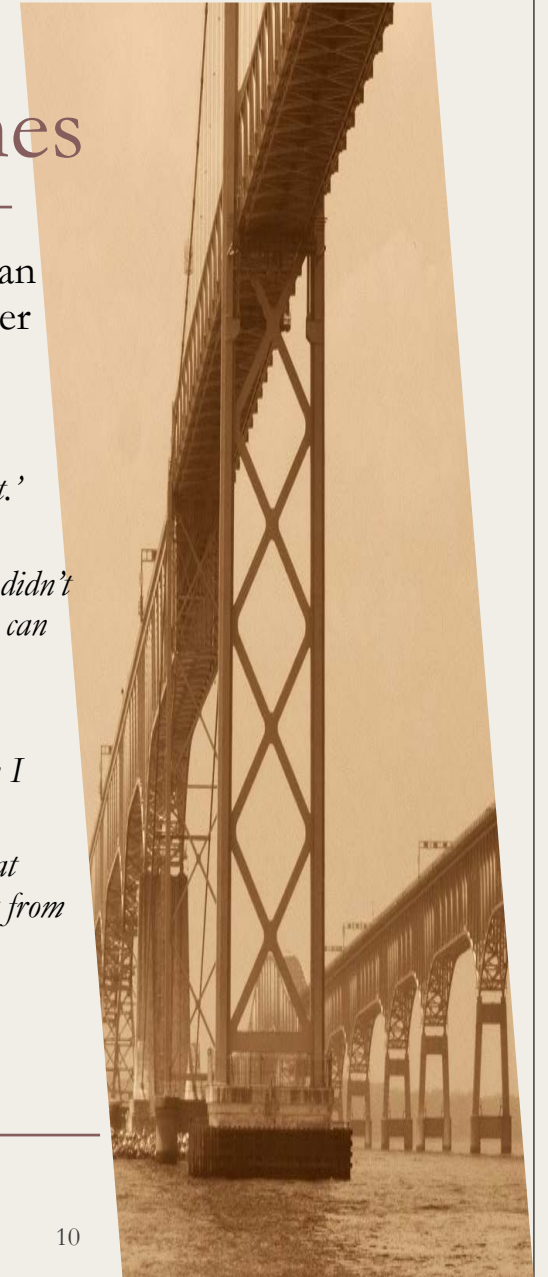
# Traditional Tobacco Usage is Uncommon

- Few participants use any traditional tobacco. Those who use, or have used, traditional tobacco have done so for very specific or personal reasons.
  - *“Right now, all American Spirit because supposedly it doesn’t have chemicals in it. As many, I guess.”*
  - *“I don’t even know where to get it. When my mom died she smoked Camels straight. I ended up with her last pack of cigarettes. I treated her Camel Straights like they were traditional tobacco because I felt like they were sacred in some way. I would take her pack of cigarettes a few different places. I took them to Langlois, Oregon. I took them down to the Siletz River. I would smoke one there for her. I would smoke it in a good way, in an intentional way. I even brought her whole pack down to the river and tied it up in a red bandana and hung it in the tree for awhile while we were there.”*



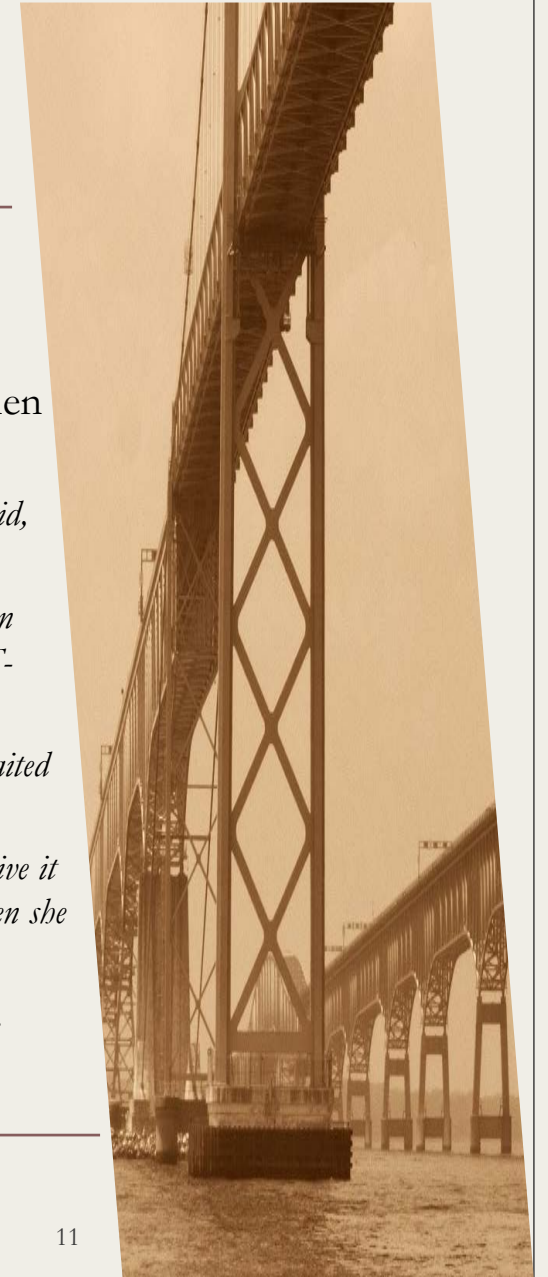
# Quitting Commercial Tobacco Use Takes Times

- It is not surprising that multiple quit attempts are as common among members of the American Indian community in Oregon as it is elsewhere. Regardless of the *duration of time* they are able to stay quit over the years, it is the *number of times* they try that seems to contribute most to their overall success.
- When asked about their previous quitting experiences, interviewees stated:
  - ❑ *“Yes, about four times. The last time I quit, which was a few years ago, I went an entire year. I told myself, ‘Just one wouldn’t hurt.’ Then it turned into me still using from that day.”*
  - ❑ *“One time I did make a hasty decision to quit smoking. It wasn’t really thought out. I just decided, ‘I’m going to quit smoking!’ I didn’t make it one day. By the end of the night I was like, ‘Oh, geez.’ I was smudging and trying to inhale it and talk myself into, ‘You can just smudge all the time and suck that smoke in.’ It was crazy. It didn’t work.”*
  - ❑ *“I did, three times before.”*
  - ❑ *“Right after, I found out I was pregnant with my son. That’s 20 years ago. From 1999 to 2013, I was free from tobacco and then I picked up from 2013 and started smoking like a train after 2017 coming out of suicide.”*
  - ❑ *“When I was in jail I did real well, but I didn’t feel good. The thought of smoking or the sensation of the stress of not having that cigarette every day that I remember being in there. I did a 30-day sentence one time and it was really, super uncomfortable, not just from being in jail, but just from not having my cigarettes either. I think not having the cigarettes was worse than being in jail.”*
- Participants have used resources such as **prescription medication** and **nicotine patches** when previously attempting to quit using tobacco. No one received help from a tribal clinic.



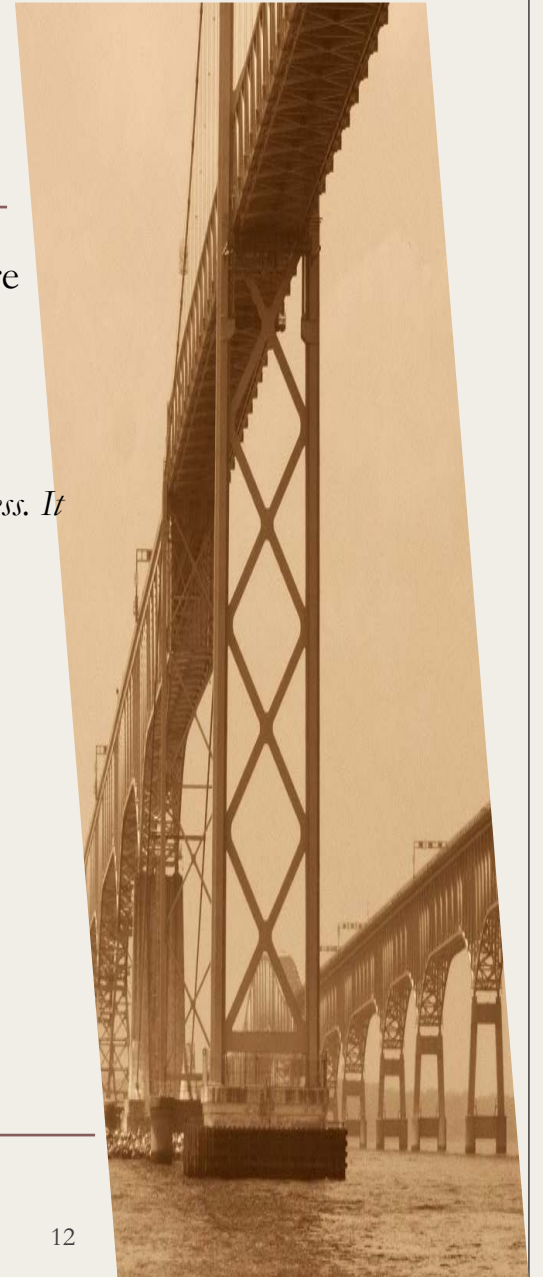
# Learning about the Oregon American Indian Alaska Native Commercial Tobacco Quitline

- Participants learned about the Oregon Tobacco Quit Line a variety of ways – through a friend, via marketing campaigns, workplace literature, and counselors.
- They were unaware of the Oregon American Indian Alaska Native Commercial Tobacco Quitline when they first contacted the Oregon Quitline.
  - *“I called the quitline that was on the commercial and then they asked me some questions. They asked me if I was Indian and I said, ‘Yes.’ Then that’s when they told me that they would be transferring me over to the Indian quitline.”*
  - *“She just asked me if I was Native American. If I ever prayed with tobacco or something like that... It was like ‘Breathe Oregon Quit Line’ something. It’s right here. ‘Smoke-free Oregon. Want to save \$1,200? Quitting is easier with help. Call 1-800-QUIT-NOW.’ That’s who told me. It was on this little business card that I still have on my desk.”*
  - *“I think I saw a...commercial. I remembered 1-800-QUIT. I called originally and I pressed ‘One’ for ‘Native’ or whatever. I waited like 12 minutes, like, okay. Then I called again, the call with the second one I got right through.”*
  - *“I was referred through the Quit Line because I told them that I had a large remaining amount of tobacco and that I wanted to give it in honor of the elders out here or someone who could bring it to the circle, the tobacco...and she’s like, ‘Oh! Did you know...’ Then she brought me into that. She walked me through it.”*
  - *“Through my counselor. He gave me a Smokefree Oregon pamphlet and I got a great big book in the mail, too. I forgot I had that. Somehow they just connected up with me on it.”*



# Enrollment Process – First Impressions

- Oregon American Indian Alaska Native Commercial Tobacco Quitline program participants who were interviewed described their first impressions as being very positive.
  - ❑ *“It was very nice. They really helped. They really were there for the support. They’re really helping me get started.”*
  - ❑ *“It was pretty cool.”*
  - ❑ *“I felt excited. It took a few minutes. I don’t know if they put me on hold and transferred me to you guys, because it seemed seamless. It seemed like I made one call and I got the help, and it was from you guys.”*
  - ❑ *“They didn’t want my tribal number. Which was cool.”*
  - ❑ *“It was easy.”*
  - ❑ *“It was smooth.”*
  
- Only one participant reported encountering any communication difficulties.
  - ❑ *“I only had this one guy, I don’t know. We weren’t communicating well. He was getting annoyed and I was getting annoyed. He’s probably a Capricorn.”*



# Enrollment Process – Q&A

- Several participants reported that, although the process is lengthy and includes quite a lot of questions, the questions themselves were sensible and appropriate.
  - *“They were very necessary questions.”*
  - *“I didn’t mind the questions at all, really. It’s helped me focus more on regaining the ability to get my health better.”*
  - *“I don’t remember any of them seeming too weird.”*
  - *“It could have been shorter, but it was just right, really.”*
  - *“I guess they got to get your data. It wasn’t horrible.”*
  - *“They were fine. There was a lot.”*
  - *“It wasn’t anything complicated and they asked according to health and all those different things and then I knew that they were making sure that I was going to be okay to be on certain things.”*
  
- Others were not put out at all by the length of the enrollment interview.
  - *“I thought it’s better than sitting there smoking and worrying about all the other things I’ve been worrying about. It took my mind off of my troubles for a little bit. That was good.”*



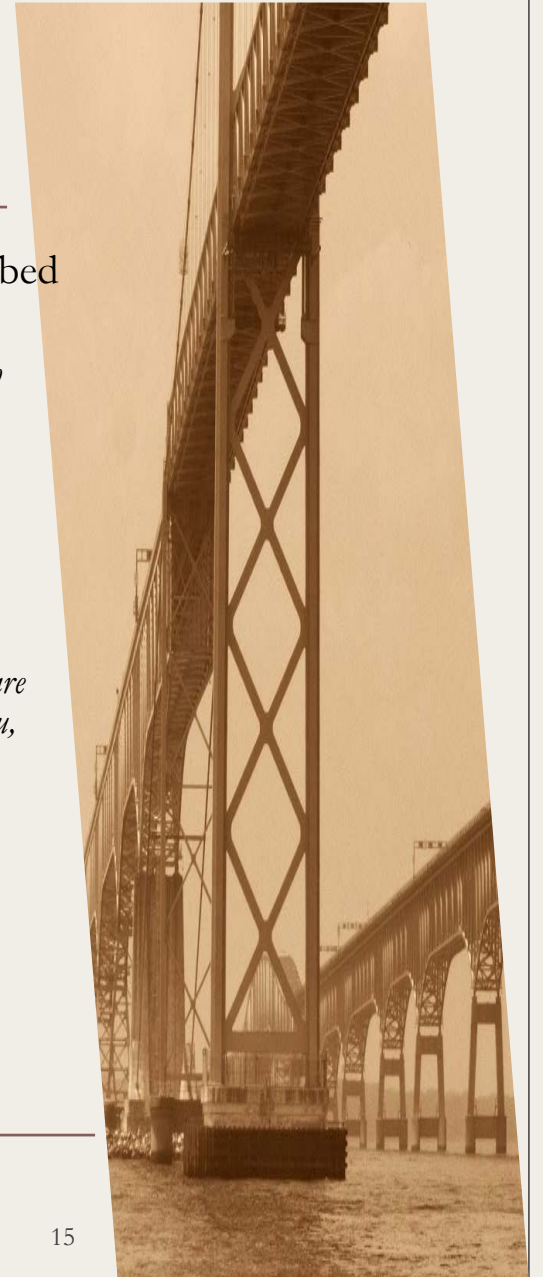
# Enrollment Process – Overall

- Overall, program participants were pleased with the enrollment process.
  - ❑ *“It wasn’t a whole lot. That made it nice. They really checked up on me. Seeing how I was doing with the whole quit process.”*
  - ❑ *“They didn’t push it on me. They told me they’d do it when I was ready.”*
  - ❑ *“It was pretty good. I really need support in quitting smoking. I really have a heck of a time with them.”*
  - ❑ *“It was easy. It was.”*
  - ❑ *“So easy.”*
  - ❑ *“It was alright...It was easy.”*
  - ❑ *“Probably just right.”*
  - ❑ *“It was pretty easy. The online portion, if you try to do the online portion, that’s a little harder to navigate.”*
  - ❑ *“Easy. Easy.”*
  - ❑ *“The process was very simple.”*



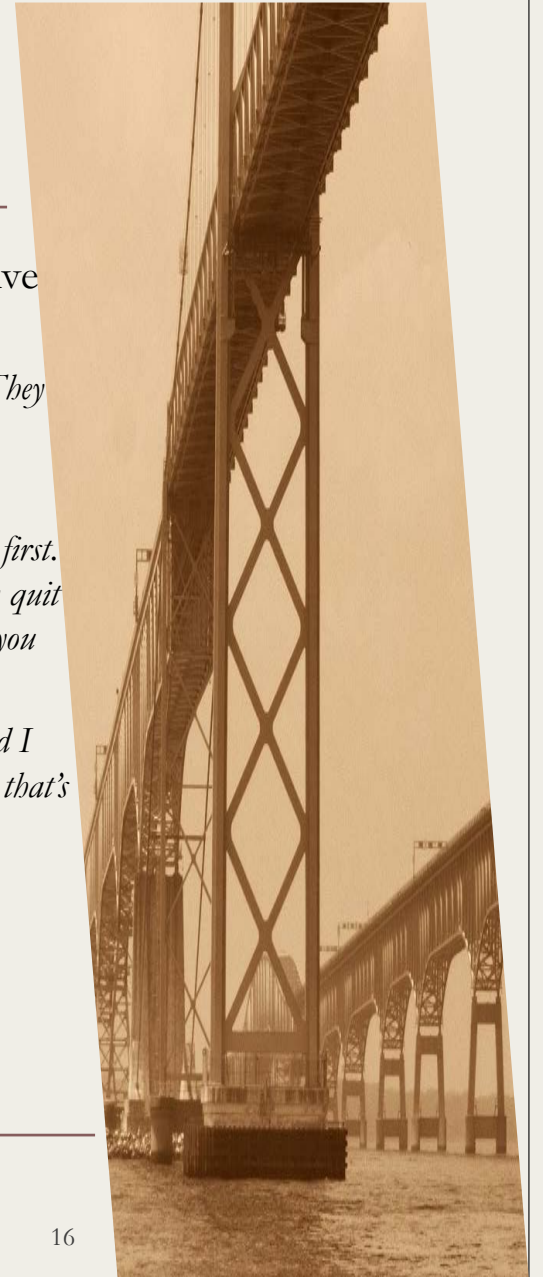
# Quit Coaches Earn High Praise

- Study participants **spoke very highly** of the quit coaches who helped them. The coaches were described as supportive, nice, welcoming, and understanding of their needs.
  - ❑ *“The two coaches I talked to have been wonderful, super nice. Extremely supportive. I have a extremely enjoyable conversation with them.”*
  - ❑ *“She just gave me a pat on the back with words. It made me feel like, ‘Okay, I am doing something right.’”*
  - ❑ *“It was good.”*
  - ❑ *“Yes, I got them in laughter. I just told them, ‘Look, I’m done. I want to quit. I’m disgusted by the smoking.’ It was very easy.”*
  - ❑ *“It wasn’t too intrusive and it was more laid back.”*
  - ❑ *“I think it’s been good. I liked having a real human call me to check-in with me. That’s the biggest part, I think. Being able to share with someone that I have quit smoking and I am excited about it. You want validation and feedback and people to be proud of you, right? Humans want that.”*
  - ❑ *“I felt welcomed.”*
  - ❑ *“I really think they’re doing really well.”*
  - ❑ *“They were all very kind and sweet. Giving me my options and telling me what I can do to make the process easier.”*
- Most of the participants developed a quit plan that they felt met their needs.



# Overall Experiences Were Positive

- Overall, interviewees were happy with their experience with the Oregon American Indian Alaska Native Commercial Tobacco Quitline.
  - ❑ *“My overall experience was very, very good. They were really persistent. Gave really good details on what the program was about. They let me know ahead of time that they would call once a week. I told them that I was definitely okay with that.”*
  - ❑ *“I think it’s been pretty good.”*
  - ❑ *“I am excited about it! I want to share it. When the text thing posted to...social media that you have quit, I was a little scared at first. When I did it, I got really good feedback. I even got feedback from an old counselor from NARA outpatient, that she had recently quit and how am I getting these great supportive texts? I was able to share with her the phone number that I called to get in touch with you guys.”*
  - ❑ *“Overall, I was pretty happy with it. I appreciate the help because of the nicotine patches and my gum was extremely expensive and I don’t make, I make an okay living but not that great so having help to quit and then having people to talk to as a support system, that’s pretty cool.”*
  - ❑ *“I wouldn’t have been able to do it as fast in quitting not being able to have it.”*





# Participants Felt NRTs, Personal Attention are Most Helpful

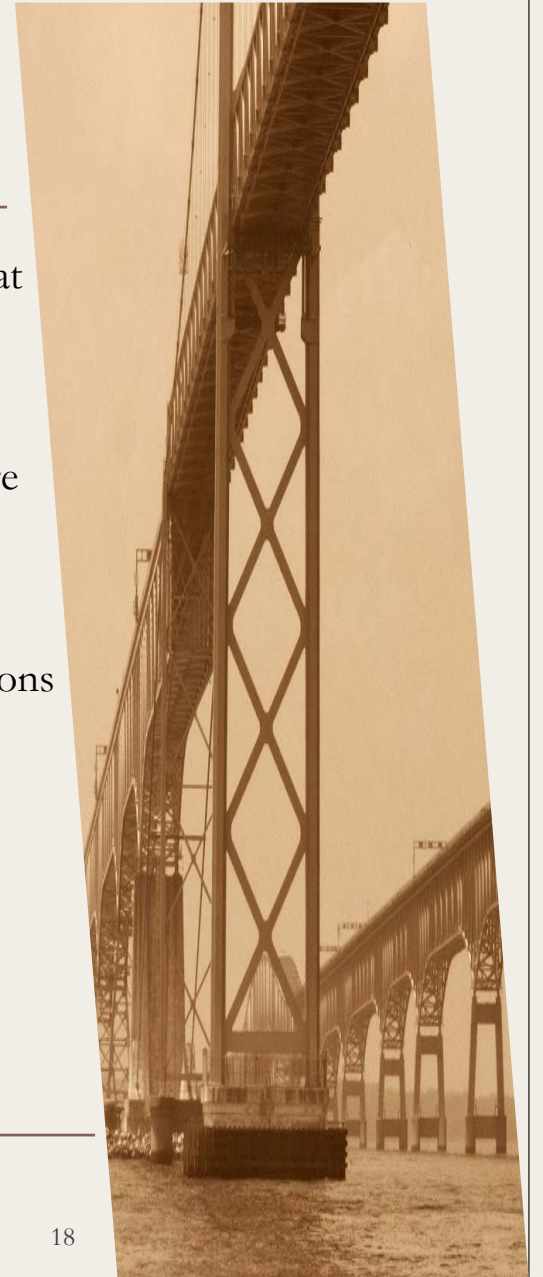
- Nicotine Replacement Therapies such as patches and gum were cited as being most helpful to Quitline program participants.
- They also found it helpful to have the ability to talk to a person at any time.
  - *“The attention. Even if it might have been a robot texting me, it was the accountability. You guys were going to check in with me eventually in person and find out if it worked. I wanted to tell you it worked.”*
  - *“First is you have someone to call 24/7. That’s really handy to have around when you don’t know what to do and that decision to smoke is right there.”*
  - *“The support. The kind people. Them checking up on me to see how the process was going.”*



# Support and Resources are Better in Print

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- Most of the participants did not have the ability to access the web support or text support options that were available to them.
- Interviewees could, however, recall receiving booklets and printed materials, all of which they felt were very helpful.
- Those participants who received NRT through the Quitline stated that they received enough instructions as well as enough patches or gum in the mail. They have not run out.



# Participants Would Recommend OAITQL

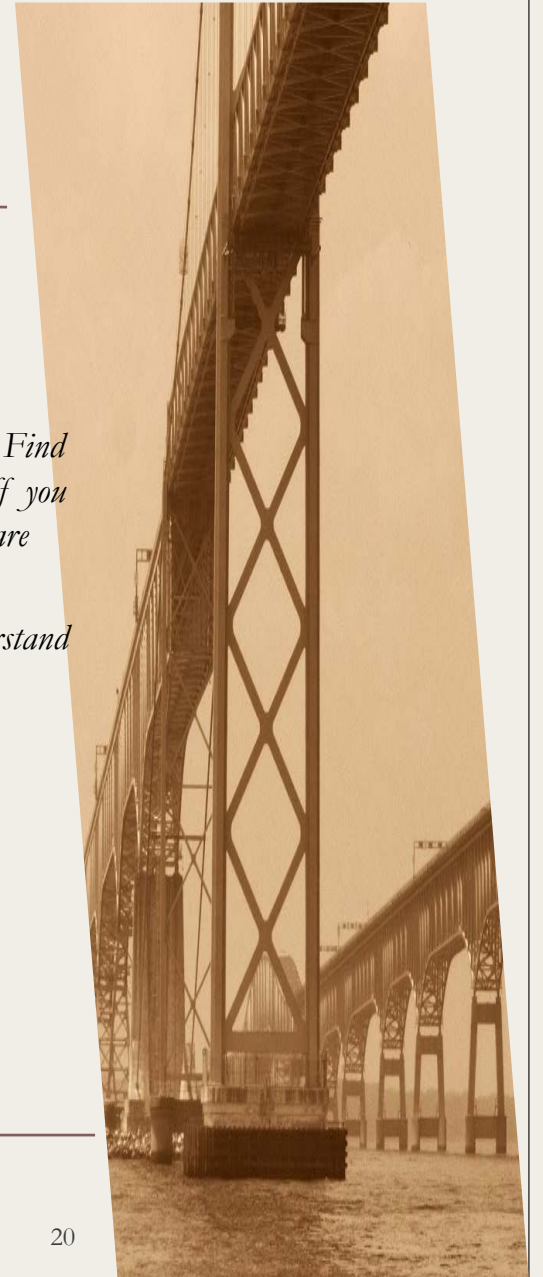
- Program participants stated that they would recommend the Oregon American Indian Tobacco Quitline to others because of how helpful it has been to them.
- Further, when asked to describe the Oregon American Indian Tobacco Quitline, participants stated the following:
  - *“Helpful.”*
  - *“Super supportive.”*
  - *“Definitely if you’re wanting to quit I would definitely say it. It’s a good program. I’ve recommended it to a couple of people I work with.”*



# Accessibility is Key

- When asked how the Quit Line could improve or better serve the American Indian/Alaska Native population, participants suggested the following:
  - ❑ *“Make it more accessible. Make it more visible. I just stumbled upon it by calling the other number. Somehow they asked me.”*
  - ❑ *“You could sue the tobacco company, make more money and then spread out, get more, better support and get more people involved. Find some more ideas that maybe only I don’t have and they do or something. The more people you get involved in something the better off you are, I’ve found. The more support you get the more able. Not just one person can do something by himself. I think your pamphlets are great. I’ve got a lot of ideas. I think you guys are doing pretty good, but I need to start reading more and just quit smoking.”*
  - ❑ *“The only thing I really had an issue with was the website. If they could improve the usability of it, make it a little easier to understand how to go through it.”*

*“I would wear a T-shirt, though (laughs). If I had a T-shirt that said, ‘Native American Tobacco Quit Line’ across the back and had the phone number, I would wear that at work.”*



# Contact Us



**Maryland Marketing Source, Inc.**

Your bridge to Baltimore *and more.*

9419 Common Brook Road, Suite 216

Owings Mills, MD 21117

(410) 922-6600

(410) 922-6675 (fax)

[www.mdmarketingsource.com](http://www.mdmarketingsource.com)

Twitter: [@MDMktingSource](https://twitter.com/MDMktingSource)



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