



The risk of developing lung cancer is about 23 times higher among men who smoke cigarettes and about 13 times higher among women who smoke cigarettes compared with never smokers.

KENTUCKY

Collaboration in Evaluation: Using Partnerships

Kentucky has consistently had one of the highest rates of smoking among adults, now ranking 49th in the nation. So, it is not surprising that lung cancer kills more Kentuckians than any other type of cancer. Kentucky's lung cancer death rate is the highest in the nation.* Despite intense public educational campaigns and other efforts, tobacco use remains high: 26.8% of adults in Kentucky use tobacco, compared to the national average of 19.3%.†

Health care leaders expected that demand for smoking cessation options would increase as local communities enacted smoke-free ordinances, so the Kentucky Cancer Program (KCP) was asked to evaluate statewide smoking cessation programs. Although the Kentucky Department for Public Health provides information on a range of smoking cessation options, KCP was specifically asked to evaluate the Cooper/Clayton Method to Stop Smoking (CC Method) (<http://www.stopsmoking4ever.org>), since it combines use of nicotine replacement products with group cessation counseling, the combination that has been most effective. Many organizations in the state have used the CC Method with significant anecdotal success, but the program has not been evaluated formally in several years.

Since a large, statewide program was being evaluated, KCP asked the Kentucky Cancer Consortium, a diverse group of partners in cancer control, to coordinate their agendas and goals, and to collect and analyze data. The consortium, including the KCP, the University of Kentucky's College of Public Health, local health departments, and the Kentucky Department for Public Health's Tobacco Prevention and Cessation Program, determined that the program evaluation should consist of two parts: a retrospective study that would collect data from 2009–2010 to establish a baseline success rate, and a prospective study that would provide both the current success rate

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*U.S. Cancer Statistics Working Group. *United States Cancer Statistics: 1999–2008 Incidence and Mortality Web-based Report*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; 2012. Available at <http://www.cdc.gov/uscs>.

†Centers for Disease Control and Prevention. Vital Signs: Current cigarette smoking among adults aged ≥18 years—United States, 2005–2010. *Morbidity and Mortality Weekly Report*. 2011;60(35):1207–1212.

and smoking rates during a follow-up period to determine whether program participants stayed smoke-free. The retrospective study was started in the spring of 2011, and the prospective study started in January 2012.

The consortium developed an online evaluation tool, and people who took the CC Method classes were invited to enter information. Class facilitators could enter overall class information. Seventy-one class facilitators entered information about 231 classes taught in 2009–2010. Of 2,072 people who enrolled, 918 completed the class as nonsmokers, yielding a success rate of 44.31%. Those participants most likely to be helped by the program were women aged 45 to 64 years, and those who had smoked for 16 to 25 years.

| CC Method to Stop Smoking Participants | | | | | | |
|--|-----------------------|------------------------------|------------------------------|------------------------------|-------------------------|-------------------------|
| Gender | Men: 330 (36%) | | | Women 588 (64%) | | |
| Age | ≤24 years: 48 (5%) | 25–44 years: 276 (30%) | 45–64 years: 478 (52%) | ≥65 years: 91 (10%) | Missing data: 25 (3%) | |
| Smoking history | ≤5 years: 30 (3%) | 6–15 years: 157 (17%) | 16–25 years: 295 (32%) | 26–35 years: 245 (27%) | ≥35 years: 188 (21%) | Missing data: 3 (0.33%) |

This program evaluation could not have been done without the help of all partners. Using information from this evaluation about the CC Method’s effectiveness, smokers will be better able to decide whether it is the right way for them to quit.

