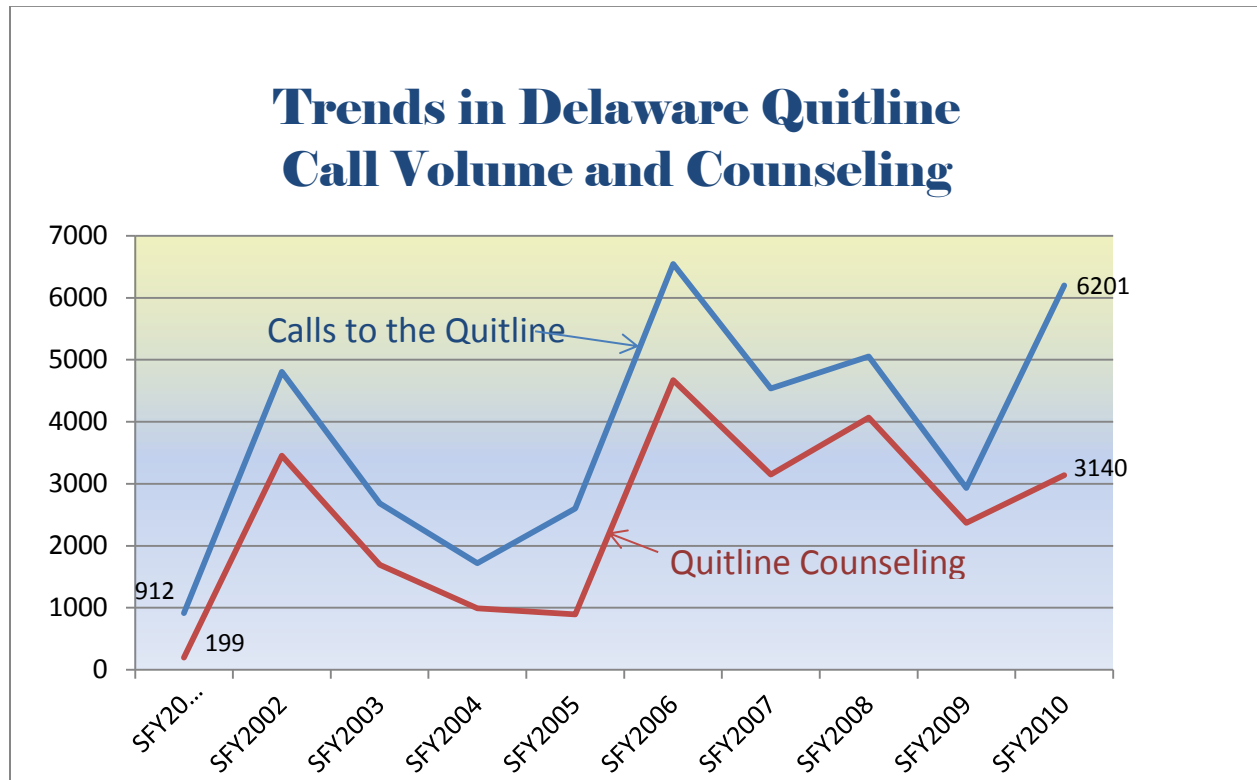


Quitline: Number of Calls and enrollment in telephone counseling

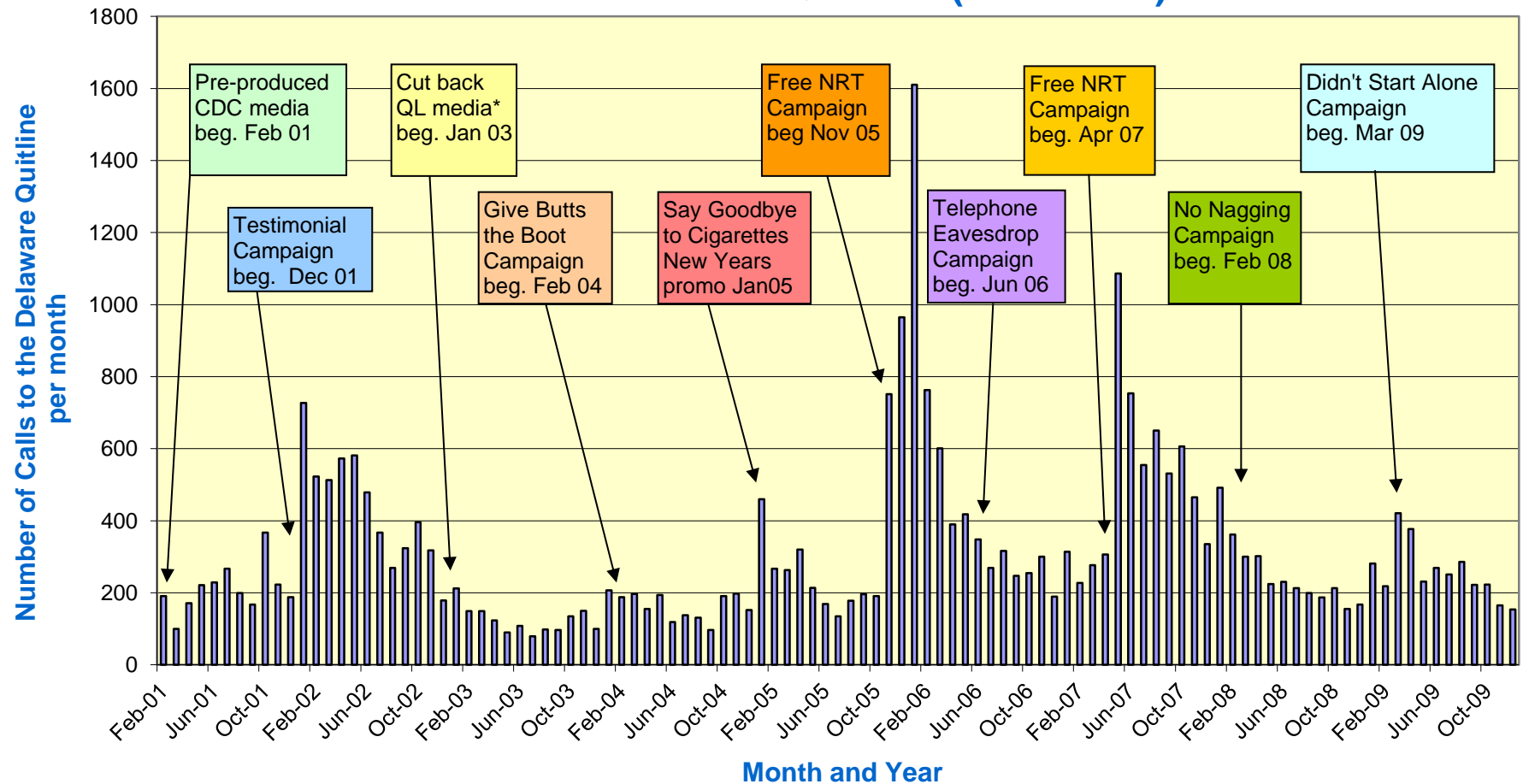


What works?

Social Marketing drives calls to the Quitline, helps educate people about the dangers of second-hand smoke, and helps promote the social norm of not smoking or using other tobacco products.

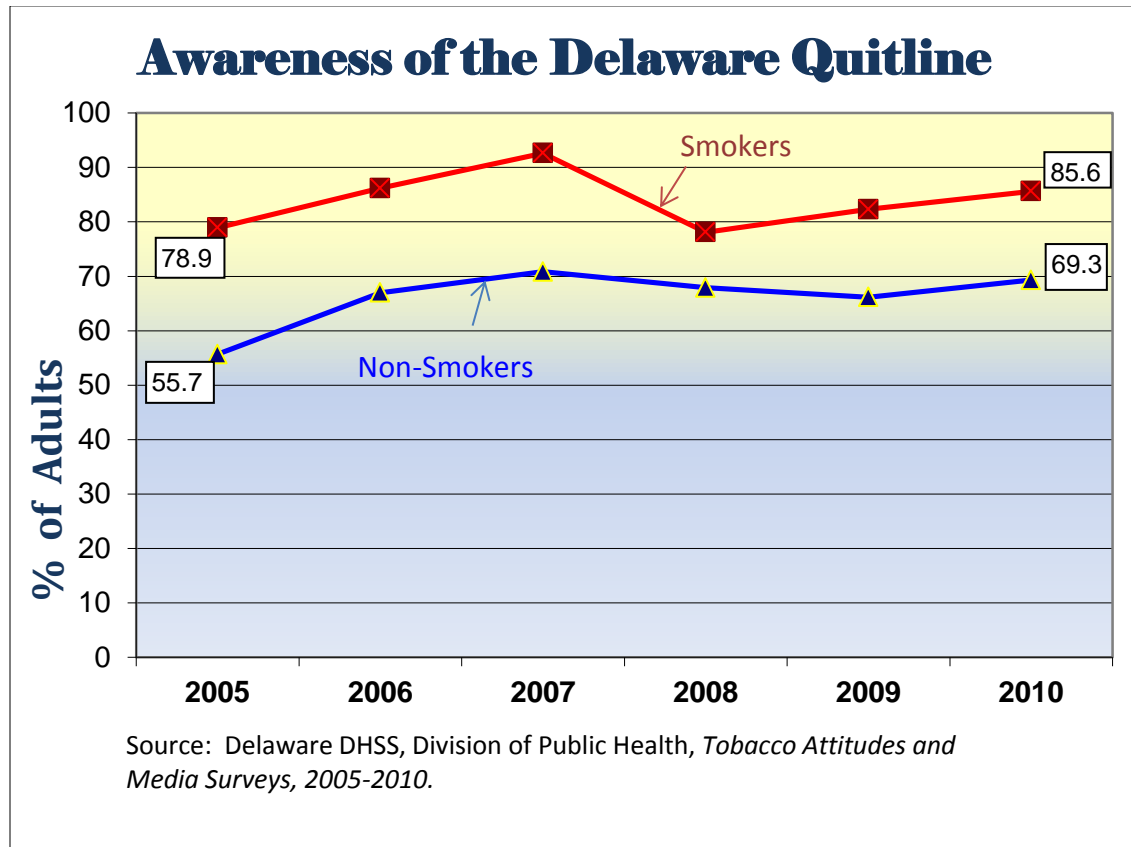
(see charts on next page)

Delaware Quitline Social Marketing Campaigns and Number of Calls to the Quitline (2001-2009)



*Social Media was reduced for Quitline during switch to new QL vendor, and increased for public education on new Clean Indoor Air Act & Secondhand Smoke.

Overall awareness of the Quitline has increased among both smokers and non-smokers.



Public Education has increased awareness about the dangers of second-hand smoke:

- More than 90% adults agree or strongly agree with the statement: "People should be protected against second-hand smoke." This includes 82% of every-day smokers and 87% of some-day smokers.
- Between 2002 and 2010 adults got tougher on rules about not smoking in their homes:

The proportion of adults reporting that smoking was not allowed anywhere nor at anytime inside the home increased from 68% in 2002 to 78.7% in 2010. At the same time, the percentage allowing smoking in some locations or at some times dropped from 12.3% to 8.4%, and the percentage allowing smoking anywhere at any time declined from 5.4% to 1.9%. The percent with no rules about smoking inside the home also fell from 14.3% to 11.5%.

(Sources: Delaware's Behavioral Risk Factor Surveillance Survey, 2002, and Tobacco Attitudes and Media Survey, 2010.)

- More than 60% of adults believe that smoking should not be allowed outside of entrances to buildings and at outdoor restaurant dining patios. (Tobacco Attitudes and Media Survey, 2010)