

Quit Cards Providers Analysis

January 2005 – January 2008

November 2008

Research Team

The Quit Group

Executive Summary

This report analyses the number of Quit Cards providers (hereafter 'providers') in DHBs for the period January 2005 to January 2008.

All Providers

- The number of providers increased four-fold, from 267 in 2005 to 1183 in 2008.
- In 2008 almost half of the providers (47%) were general practices (which includes doctors and practice nurses), followed by hospitals (9%) and Māori providers (9%).
- There were 20 providers per 10,000 NZ smokers in 2008, a significant increase from four providers per 10,000 smokers in 2005.
- The proportion of providers in Northland, Auckland, Tairāwhiti, and Hawke's Bay DHBs was significantly higher than the proportion of smokers in those areas.
- Conversely, the proportion of providers in Waitemata, Counties Manukau, Waikato, Capital and Coast, and Hutt Valley DHBs was significantly lower than the proportion of smokers in those areas.
- Northland experienced a significant increase in providers as a proportion of all providers in NZ, from 1.5% in 2005 to 7.2% in 2008.

Māori Providers

- The number of Māori providers more than doubled from 40 to 103.
- The distribution of Māori providers was generally similar to the distribution of Māori smokers in NZ. There were some exceptions: the proportion of Māori providers in Whanganui was significantly higher the proportion of Māori smokers, and it was significantly lower in Counties Manukau DHB.
- The proportion of Māori providers in the four priority DHBs was significantly higher than or close to the proportion of Māori smokers in these areas.
- The proportion of Māori providers significantly increased between 2005 and 2008 in Northland, Canterbury, and Southland DHBs. It decreased however in South Canterbury and Otago.

Recommendations

- Providing this information to the Ministry of Health on a regular basis to assist with tobacco control planning at the DHB level.
- Sending this information to Smoking Cessation Coordinators in each DHB to assist with tobacco control planning.
- Developing 'shell' Quit media releases for use in local areas.
- Consider working with DHB Smoking Cessation Coordinators and undertaking PR activities in key deprivation areas where Quit Cards provider coverage is low.
- Providing this information to The Quit Group to assist with the Quit Cards providers' registrations and requests.
- Making this information available periodically (eg, six-monthly) through The Quit Group's website and *Quit Chat* newsletter so that is accessible to DHBs, Quit Cards providers, and the tobacco control community.
- Undertaking annual monitoring of Quit Cards provider numbers.

Introduction

The Quit Cards programme complements the free-phone Quitline service where nicotine replacement therapy (NRT) is made available to callers. The programme allows for people with an interest and training in smoking cessation¹ to distribute quit cards to clients wanting to quit smoking. The providers are usually involved in health and social services that come into contact with people who smoke. A quit card is a card handed to clients who wish to quit smoking which the client can use to redeem for government subsidised nicotine gum or patches.²

A 2004 Quit Cards programme evaluation report³ suggested that the Quit Cards programme needed to strategically consider its geographic coverage. It stated that an analysis of the 1996 smoking population and the spread of Quit Cards providers (hereafter termed 'providers') would be a useful tool for identifying possible District Health Board (DHB) regions where the programme could be promoted.

According to this suggestion, an analysis of the DHB distribution of providers was carried out by The Quit Group in 2004.⁴ It showed that areas such as South Canterbury, Northland, Waitemata, Hutt and Counties Manakau DHB regions had very few providers to cover very large populations, and suggested more promotion of the Quit Cards programme in these areas. It also suggested targeted promotion of the Quit Cards programme to Māori health providers in the Counties Manukau, Northland, Lakes, and Tairāwhiti DHB regions to build on capacity in those regions to deliver to large Māori smoking populations. In addition to this, Northland, Lakes, Tairāwhiti, and Whanganui DHB regions were identified by the Ministry of Health as the four priority DHBs requiring more assistance and activities to encourage quitting.

This report provides a follow-up analysis of the providers' and Māori providers' distribution across DHB regions between January 2005 and January 2008. This

¹ From 1 February 2008, all medical practitioners, including GPs, midwives, dentists, optometrists and nurse practitioners were automatically able to be included in the Quit Cards programme (without having to attend a training course) by registering with the Quit Cards Coordinator.

² From 31 August 2008 nicotine lozenges also became available on quit cards.

³ *Evaluation of the Health Provider Subsidised NRT Exchange Card Programme*, BRC Marketing & Social Research, 2004.

⁴ *Current Coverage of Quit Cards Providers*, Research Team, The Quit Group, 2004.

analysis was carried out before the Ministry of Health-Quit Group mail out to health professionals in February 2008 inviting all prescribers to be a Quit Cards provider.

The research objectives of this report were to examine:

- total Quit Cards providers' / Māori Quit Cards providers' coverage by DHBs as at January 2008
- the trend of total Quit Cards providers' / Māori Quit Cards providers' coverage by DHBs between January 2005 and January 2008
- Quit Cards providers' coverage in the four priority DHBs.

Overview

Table 1 shows that as at January 2008 there was a total of 1,183 active providers who provide NRT cards to people attempting to quit smoking. This includes 103 Māori providers and 23 Pacific providers.⁵ The spread of providers was not evenly distributed across DHB regions, where Auckland and Canterbury had the largest number (131 and 128 respectively) while Wairarapa and West Coast had the smallest number (10 and 6). Table 2 shows the six main Quit Cards provider categories which were general practices (including doctors, practice nurses etc), hospital, Māori, occupational health, community health/service and youth/tertiary institute between January 2005 and January 2008. The numbers of all provider categories increased dramatically during this period where general practice providers increased from 114 (43%) to 557 (47%), hospital providers from 23 (9%) to 109 (9%), Māori providers 40 (15%) to 103 (9%), occupational health providers from 22 (8%) to 73 (6%), community health/service providers from 20 (8%) to 66 (6%) and youth/tertiary institute providers from 15 (6%) to 62 (5%). It is worth noting that all medical practitioners, including GPs, midwives, dentists, optometrists, and nurse practitioners were automatically able to be included in the Quit Cards programme from 1 February 2008. Therefore, the total number of active Quit Cards providers dramatically increased to reach 1,929 by 31 July 2008. This analysis consequently covers the period up until February 2008.

Māori providers are considered an important part of the Quit Cards programme for assisting Māori smokers to quit. There were 52 Aukati Kai Paipa (AKP) providers, which is 50% of all Māori providers (103) as at January 2008. Most AKP providers provide NRT directly to clients rather than providing a quit card. At January 2008, Northland (12) and Hawke's Bay (10) DHB regions contained the most Māori providers, while Wairarapa, Capital and Coast, Hutt Valley, and West Coast DHBs had one or no Māori providers. Due to the smaller Pacific population, there are few Quit Card distributors providing for this population. Seven DHB regions had at least one provider specifically for Pacific peoples.

⁵ Māori/Pacific Quit Cards providers are those who majorly provide a cessation service to Maori/Pacific clients who want to quit smoking.

Table 1: Location of Quit Cards providers in DHB regions, January 2008

| DHB Name | Pacific Providers | Māori Providers | Total Providers |
|--------------------|--------------------------|------------------------|------------------------|
| Auckland | 5 | 9 | 131 |
| Canterbury | 5 | 7 | 128 |
| Counties Manukau | 4 | 5 | 103 |
| Hawke's Bay | 0 | 10 | 92 |
| Northland | 0 | 12 | 85 |
| Waitemata | 2 | 2 | 75 |
| Waikato | 2 | 9 | 68 |
| Bay of Plenty | 1 | 8 | 67 |
| MidCentral | 0 | 4 | 56 |
| Nelson/Marlborough | 0 | 2 | 49 |
| Capital and Coast | 4 | 1 | 48 |
| Southland | 0 | 4 | 47 |
| Otago | 0 | 2 | 45 |
| Tairāwhiti | 0 | 6 | 34 |
| Lakes | 0 | 7 | 33 |
| Taranaki | 0 | 4 | 33 |
| Hutt Valley | 0 | 1 | 26 |
| Whanganui | 0 | 7 | 25 |
| South Canterbury | 0 | 2 | 22 |
| Wairarapa | 0 | 1 | 10 |
| West Coast | 0 | 0 | 6 |
| Total | 23 | 103 | 1,183 |

Table 2: Categories of Quit Cards provider, January 2005 to January 2008

| Quit Cards provider categories | 2005 | | 2006 | | 2007 | | 2008 | |
|---------------------------------------|-------------|----------|-------------|----------|-------------|----------|-------------|----------|
| | n | % | n | % | n | % | n | % |
| General practices | 114 | 42.7 | 155 | 42.0 | 299 | 47.0 | 557 | 47.1 |
| Hospital | 23 | 8.6 | 34 | 9.2 | 57 | 9.0 | 109 | 9.2 |
| Māori | 40 | 15.0 | 46 | 12.5 | 57 | 9.0 | 103 | 8.7 |
| Occupational health ⁶ | 22 | 8.2 | 29 | 7.9 | 38 | 6.0 | 73 | 6.2 |
| Community health/service | 20 | 7.5 | 36 | 9.8 | 56 | 8.8 | 66 | 5.6 |
| Youth/tertiary institute ⁷ | 15 | 5.6 | 18 | 4.9 | 41 | 6.4 | 62 | 5.2 |

Figure 1 shows a step increasing trend in the number of providers from 267 to 1,183 between January 2005 and January 2008 (more than a four-fold increase). Māori providers more than doubled, from 40 to 103 (Figure 2).

⁶ Occupational health providers include occupational health, NZ Defense Force and employer providers.

⁷ Youth/Tertiary institute providers include youth, mental health and tertiary institute providers.

Figure 1: Number of Quit Cards providers, January 2005 to January 2008

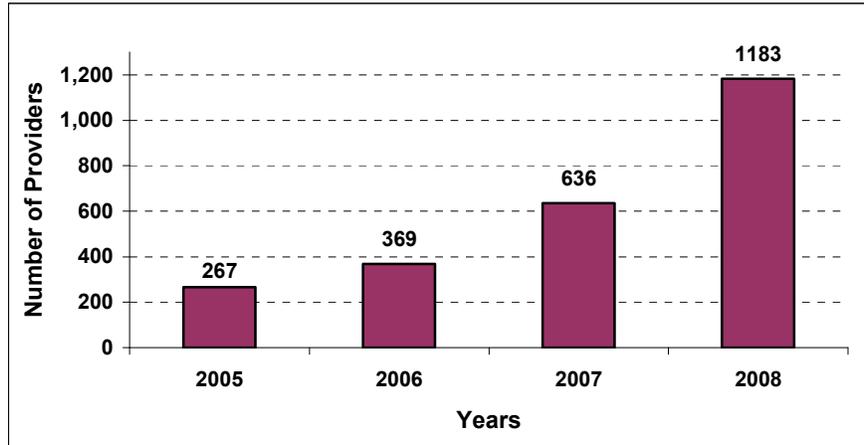
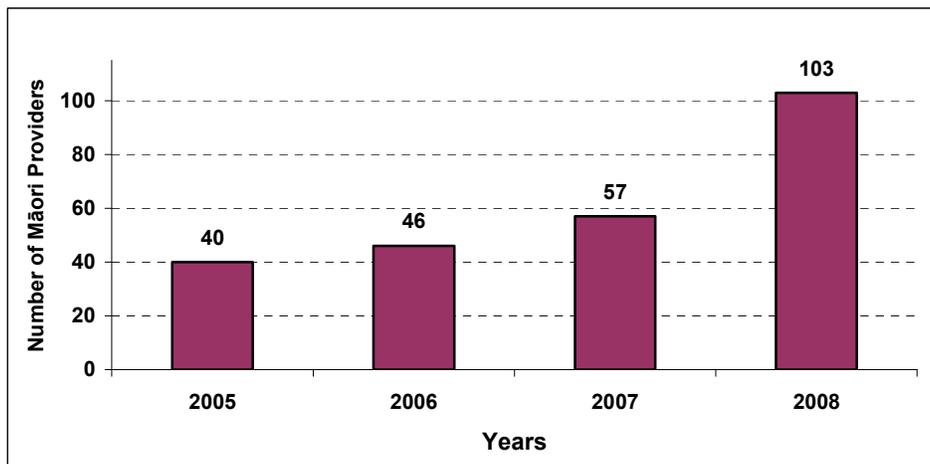


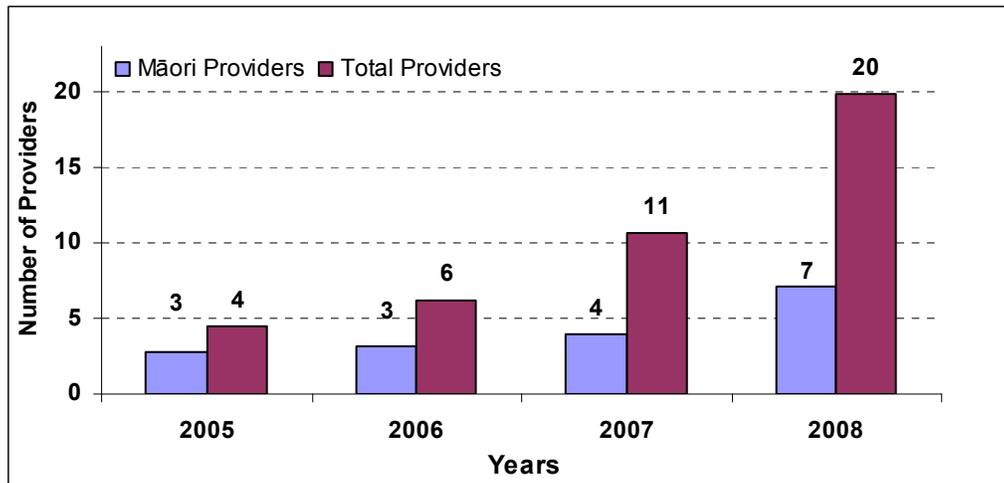
Figure 2: Number of Māori Quit Cards providers, January 2005 to January 2008



In January 2008, there were 20 providers per 10,000 NZ smokers.⁸ This rate was five times higher than in January 2005 when there were only four providers per 10,000 smokers. The number of Māori providers per smoker capita more than doubled from January 2005 - January 2008 (from 3 to 7 providers per 10,000 Māori smokers) (Figure 3). However the proportion of Māori providers declined from 15.0% in 2005 to 8.7% in 2008 (Table 2).

⁸ Source: 2006 Census – New Zealand smokers (aged 15+ years) population by DHB.

Figure 3: Number of Quit Cards providers per 10,000 smokers, January 2005 to January 2008



Total Providers in DHB Regions

Table 3 and Figure 4 provide a breakdown of the proportion of Quit Cards providers and the proportion of smokers (15 years and older) across the DHB regions in New Zealand. To compare the coverage of Quit Cards providers with the smoker proportion p-values are shown in the second-to-last column in Table 3. The p-values indicate whether the differences are statistically significant - a p-value of less than 0.05 indicates there is a significant difference between the proportion of smokers in the DHB region and the proportion of providers in that DHB (columns six and seven).

Although there is strong evidence showing that the geographical distribution of providers was not equal to the distribution of smokers (p-value < 0.001), the proportions of providers is either significantly higher than or not significantly different from the proportions of smokers in most DHB regions. For example, among 1,183 providers, the proportions in Northland, Auckland, Tairāwhiti, and Hawke’s Bay DHBs were significantly higher than the proportions of smokers these regions. It is especially notable that the proportions of providers in the four priority DHBs (Northland, Lakes, Tairāwhiti, Whanganui) were significantly higher than or close to the proportions of smokers in these areas. Conversely, the proportion of providers in Waitemata, Counties Manukau, Waikato, Capital and Coast, and Hutt Valley DHBs was significantly lower than the proportion of smokers.

Table 3: Summary of Quit Cards providers' coverage at January 2008

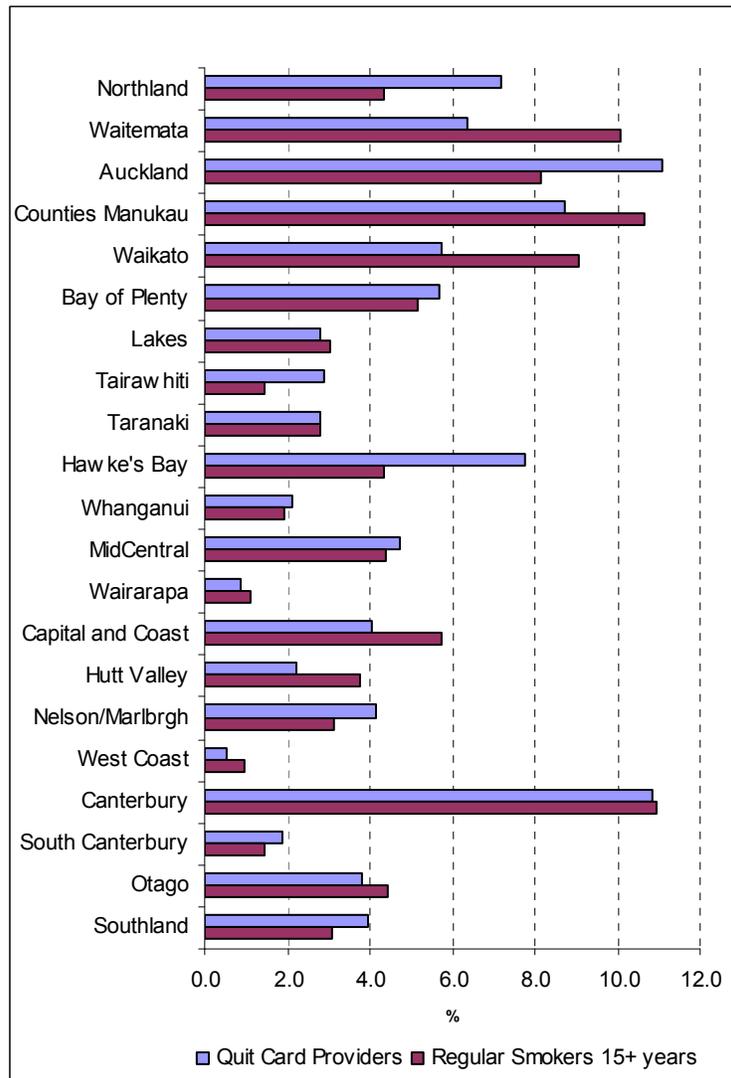
| DHB | Number | NZ smokers ⁹ Age 15+ | Number of providers per 10,000 smokers | Smoking prevalence % | Proportional distribution of providers % | Proportional distribution | Proportion difference test p-value ¹⁰ | Expected number of providers |
|--------------------|--------------|------------------------------------|---|----------------------------|---|---|---|------------------------------------|
| | | | | | | of NZ smokers ⁶ Age 15+ % | | |
| Northland | 85 | 25,833 | 33 | 25.7 | 7.2 | 4.3 | < 0.001 ^{*11} | 51 |
| Waitemata | 75 | 60,207 | 12 | 17.4 | 6.3 | 10.1 | < 0.001 [*] | 119 |
| Auckland | 131 | 48,702 | 27 | 16.5 | 11.1 | 8.1 | < 0.001 [*] | 96 |
| Counties Manukau | 103 | 63,600 | 16 | 22.1 | 8.7 | 10.6 | 0.04 [*] | 126 |
| Waikato | 68 | 54,072 | 13 | 22.6 | 5.7 | 9.0 | < 0.001 [*] | 107 |
| Bay of Plenty | 67 | 30,879 | 22 | 22.3 | 5.7 | 5.2 | > 0.12 | 61 |
| Lakes | 33 | 18,258 | 18 | 27.2 | 2.8 | 3.1 | > 0.12 | 36 |
| Tairāwhiti | 34 | 8,721 | 39 | 29.7 | 2.9 | 1.5 | < 0.001 [*] | 17 |
| Taranaki | 33 | 16,602 | 20 | 22.4 | 2.8 | 2.8 | > 0.12 | 33 |
| Hawke's Bay | 92 | 25,935 | 35 | 24.8 | 7.8 | 4.3 | < 0.001 [*] | 51 |
| Whanganui | 25 | 11,562 | 22 | 26.3 | 2.1 | 1.9 | > 0.12 | 23 |
| MidCentral | 56 | 26,322 | 21 | 22.7 | 4.7 | 4.4 | > 0.12 | 52 |
| Wairarapa | 10 | 6,627 | 15 | 23.5 | 0.8 | 1.1 | > 0.12 | 13 |
| Capital and Coast | 48 | 34,380 | 14 | 17.3 | 4.1 | 5.8 | 0.02 [*] | 68 |
| Hutt Valley | 26 | 22,539 | 12 | 22.9 | 2.2 | 3.8 | 0.01 [*] | 45 |
| Nelson/Marlborough | 49 | 18,618 | 26 | 19.3 | 4.1 | 3.1 | 0.05 | 37 |
| West Coast | 6 | 5,826 | 10 | 25.7 | 0.5 | 1.0 | > 0.12 | 12 |
| Canterbury | 128 | 65,403 | 20 | 18.8 | 10.8 | 10.9 | > 0.12 | 129 |
| South Canterbury | 22 | 8,568 | 26 | 21.2 | 1.9 | 1.4 | > 0.12 | 17 |
| Otago | 45 | 26,556 | 17 | 19.4 | 3.8 | 4.4 | > 0.12 | 53 |
| Southland | 47 | 18,528 | 25 | 23.8 | 4.0 | 3.1 | 0.10 | 37 |
| Total | 1,183 | 597,738 | 20 | 20.7 | 100.0 | 100.0 | < 0.001[*] | 1,183 |

⁹ Source: 2006 Census – New Zealand smokers (age 15+ years) population.

¹⁰ P-values in Table 3 are calculated by Chi-square tests at the 95% confidence level.

¹¹ * represents p-value < 0.05 – therefore a significant difference between the proportion of providers and the proportion of smokers in each DHB.

Figure 4: Comparing percentages of providers at January 2008 with NZ smokers (15+ yrs)¹² in DHBs



A chi-square statistical analysis was carried out to examine how the proportions of providers changed over time (from January 2005 – January 2008) across the different DHB regions (Table 4). Although the overall number of providers increased across time there was no significant difference in the distribution between most of the DHBs. This is indicated by most of the p-values being greater than 0.05.

However there were a few exceptions; there was a significant increase in providers in Northland, from 1.5% to 7.2%. Although the proportion of Quit Cards providers in

¹² Source: 2006 Census – New Zealand smokers (age 15+ years) population.

Whanganui decreased during these four years, the number of providers increased from 13 in 2005 to 25 in 2008 which was close to the proportion of smokers in that DHB (see Table 3). The increasing rate of providers in Capital and Coast DHB was significant but relatively slower than in the other DHBs that experienced significant increases (as indicated by the increasing providers with lower p-value).

Table 4: Quit Cards providers in DHBs, January 2005 to January 2008

| DHB | 2005 | | 2006 | | 2007 | | 2008 | | Chi-square trend test |
|--------------------|------------|--------------|------------|--------------|------------|--------------|--------------|--------------|------------------------|
| | n | % | n | % | n | % | n | % | p-value |
| Northland | 4 | 1.5 | 5 | 1.4 | 36 | 5.7 | 85 | 7.2 | < 0.001 ^{*13} |
| Waitemata | 10 | 3.7 | 21 | 5.7 | 36 | 5.7 | 75 | 6.3 | > 0.12 |
| Auckland | 28 | 10.5 | 34 | 9.2 | 52 | 8.2 | 131 | 11.1 | > 0.12 |
| Counties Manukau | 17 | 6.4 | 25 | 6.8 | 47 | 7.4 | 103 | 8.7 | 0.11 |
| Waikato | 20 | 7.5 | 21 | 5.7 | 41 | 6.4 | 68 | 5.7 | > 0.12 |
| Bay of Plenty | 14 | 5.2 | 19 | 5.1 | 33 | 5.2 | 67 | 5.7 | > 0.12 |
| Lakes | 9 | 3.4 | 9 | 2.4 | 17 | 2.7 | 33 | 2.8 | > 0.12 |
| Tairāwhiti | 6 | 2.2 | 10 | 2.7 | 18 | 2.8 | 34 | 2.9 | > 0.12 |
| Taranaki | 9 | 3.4 | 13 | 3.5 | 25 | 3.9 | 33 | 2.8 | > 0.12 |
| Hawke's Bay | 17 | 6.4 | 22 | 6.0 | 39 | 6.1 | 92 | 7.8 | > 0.12 |
| Whanganui | 13 | 4.9 | 15 | 4.1 | 15 | 2.4 | 25 | 2.1 | <0.01* |
| MidCentral | 7 | 2.6 | 14 | 3.8 | 28 | 4.4 | 56 | 4.7 | 0.12 |
| Wairarapa | 4 | 1.5 | 5 | 1.4 | 6 | 0.9 | 10 | 0.8 | > 0.12 |
| Capital and Coast | 19 | 7.1 | 23 | 6.2 | 31 | 4.9 | 48 | 4.1 | 0.02* |
| Hutt Valley | 7 | 2.6 | 12 | 3.3 | 20 | 3.1 | 26 | 2.2 | > 0.12 |
| Nelson/Marlborough | 14 | 5.2 | 23 | 6.2 | 37 | 5.8 | 49 | 4.1 | > 0.12 |
| West Coast | 4 | 1.5 | 5 | 1.4 | 6 | 0.9 | 6 | 0.5 | 0.05 |
| Canterbury | 33 | 12.4 | 48 | 13.0 | 76 | 11.9 | 128 | 10.8 | > 0.12 |
| South Canterbury | 7 | 2.6 | 9 | 2.4 | 20 | 3.1 | 22 | 1.9 | > 0.12 |
| Otago | 11 | 4.1 | 19 | 5.1 | 25 | 3.9 | 45 | 3.8 | > 0.12 |
| Southland | 14 | 5.2 | 17 | 4.6 | 28 | 4.4 | 47 | 4.0 | > 0.12 |
| Total | 267 | 100.0 | 369 | 100.0 | 636 | 100.0 | 1,183 | 100.0 | |

¹³ * represents p-value < 0.05 – therefore a significant increase/decrease of the proportions of providers from January 2005 – January 2008 across DHB regions.

Māori Providers in DHB Regions

The coverage of Māori providers in relation to the proportion of Māori smokers is examined in Table 5 and Figure 5. To compare these data, p-values are again shown to highlight statistical differences in proportions. In general, the geographical distribution of Māori Quit Cards providers was relatively similar to the distribution of Māori smokers. A few exceptions include: the proportion of Māori providers in Whanganui DHB was significantly higher than the proportion of Māori smokers; in contrast, the proportion of Māori providers in the Counties Manukau DHB was lower than the proportion of Māori smokers. There were no significant differences in the other DHB regions.

It is notable that the proportions of Māori providers in the four priority DHBs (Northland, Lakes, Tairāwhiti, Whanganui) were significantly higher than or close to the proportions of Māori smokers in these areas. Although the actual numbers of Māori providers were relatively lower than the expected number of Māori providers in some DHBs, other Quit Cards providers are also providing service to help any New Zealand smokers quit smoking, including Māori and Pacific smokers.

Table 5: Summary of Māori Quit Cards providers' coverage at January 2008

| DHB | Number | NZ Māori smokers Age 15+ | Number of Māori providers per 10,000 Māori smokers | Smoking prevalence % | Proportional distribution of Māori providers % | Proportional distribution of NZ Māori smokers Age 15+ % | Proportion difference test p-value¹⁴ | Expected number of Māori providers |
|--------------------|---------------|---------------------------------|---|-----------------------------|---|--|--|---|
| Northland | 12 | 11,337 | 11 | 43.5 | 11.7 | 7.8 | > 0.12 | 8 |
| Waitemata | 2 | 9,741 | 2 | 37.4 | 1.9 | 6.7 | 0.08 | 7 |
| Auckland | 9 | 7,383 | 12 | 37.0 | 8.7 | 5.1 | > 0.12 | 5 |
| Counties Manukau | 5 | 18,372 | 3 | 46.8 | 4.9 | 12.7 | 0.03* | 13 |
| Waikato | 9 | 17,313 | 5 | 42.7 | 8.7 | 12.0 | > 0.12 | 12 |
| Bay of Plenty | 8 | 11,763 | 7 | 43.1 | 7.8 | 8.1 | > 0.12 | 8 |
| Lakes | 7 | 8,565 | 8 | 45.0 | 6.8 | 5.9 | > 0.12 | 6 |
| Tairāwhiti | 6 | 5,277 | 11 | 43.6 | 5.8 | 3.7 | > 0.12 | 4 |
| Taranaki | 4 | 3,918 | 10 | 42.6 | 3.9 | 2.7 | > 0.12 | 3 |
| Hawke's Bay | 10 | 9,042 | 11 | 45.1 | 9.7 | 6.3 | > 0.12 | 6 |
| Whanganui | 7 | 3,966 | 18 | 46.6 | 6.8 | 2.7 | 0.03* | 3 |
| MidCentral | 4 | 6,714 | 6 | 42.5 | 3.9 | 4.6 | > 0.12 | 5 |
| Wairarapa | 1 | 1,392 | 7 | 43.2 | 1.0 | 1.0 | > 0.12 | 1 |
| Capital and Coast | 1 | 6,036 | 2 | 35.6 | 1.0 | 4.2 | > 0.12 | 4 |
| Hutt Valley | 1 | 5,676 | 2 | 44.1 | 1.0 | 3.9 | > 0.12 | 4 |
| Nelson/Marlborough | 2 | 2,667 | 7 | 39.7 | 1.9 | 1.8 | > 0.12 | 2 |
| West Coast | 0 | 702 | 0 | 41.4 | 0.0 | 0.5 | > 0.12 | 1 |
| Canterbury | 7 | 8,208 | 9 | 40.2 | 6.8 | 5.7 | > 0.12 | 6 |
| South Canterbury | 2 | 777 | 26 | 41.0 | 1.9 | 0.5 | > 0.12 | 1 |
| Otago | 2 | 2,670 | 7 | 36.7 | 1.9 | 1.8 | > 0.12 | 2 |
| Southland | 4 | 2,943 | 14 | 42.1 | 3.9 | 2.0 | > 0.12 | 2 |
| Total | 103 | 144,462 | 7 | 42.2 | 100.0 | 100.0 | 0.03 | 103 |

¹⁴ P-values in Table 5 are calculated at the 95% confidence level by Chi-square tests using the Yate's correction for continuity or simulation method in order to overcome some cell frequency counts of less than five.

Figure 5: Comparing percentages of Māori providers at January 2008 with NZ Māori smokers (15+ yrs) in DHBs

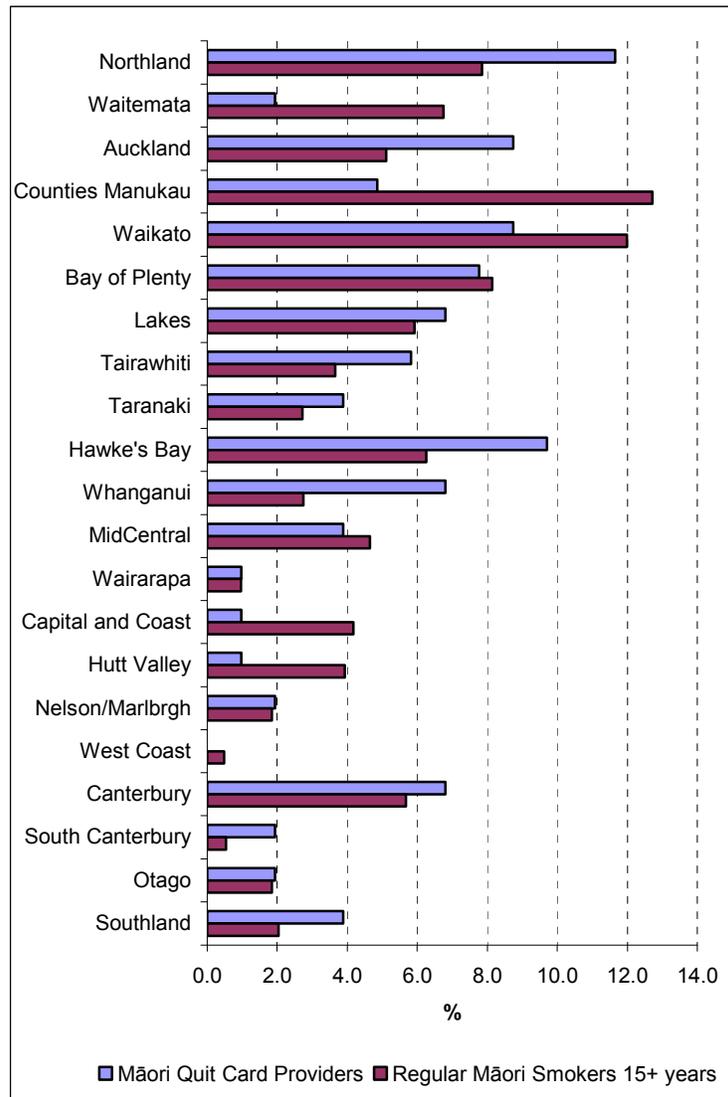


Table 6 examines the trend of Māori Quit Cards providers between January 2005 and January 2008 using a chi-square analysis. The general trend for Māori providers remained unchanged through the years, with a few exceptions. The proportions of Māori providers significantly increased in Northland, Canterbury, and Southland DHBs. However, the proportions of Māori providers in South Canterbury and Otago DHBs significantly decreased. There were no Māori Quit Cards providers in West Coast DHB possibly because of the small number of Māori smokers in this region.

Table 6: Māori providers in DHBs, January 2005 to January 2008

| DHB | 2005 | | 2006 | | 2007 | | 2008 | | Chi-square trend test |
|--------------------|-----------|--------------|-----------|--------------|-----------|--------------|------------|--------------|-----------------------|
| | n | % | n | % | n | % | n | % | p-value |
| Northland | 0 | 0.0 | 0 | 0.0 | 5 | 8.8 | 12 | 11.7 | < 0.01 ^{*15} |
| Waitemata | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 2 | 1.9 | > 0.12 |
| Auckland | 2 | 5.0 | 2 | 4.3 | 2 | 3.5 | 9 | 8.7 | > 0.12 |
| Counties Manukau | 1 | 2.5 | 1 | 2.2 | 1 | 1.8 | 5 | 4.9 | > 0.12 |
| Waikato | 6 | 15.0 | 6 | 13.0 | 6 | 10.5 | 9 | 8.7 | > 0.12 |
| Bay of Plenty | 4 | 10.0 | 4 | 8.7 | 4 | 7.0 | 8 | 7.8 | > 0.12 |
| Lakes | 2 | 5.0 | 2 | 4.3 | 3 | 5.3 | 7 | 6.8 | > 0.12 |
| Tairāwhiti | 3 | 7.5 | 4 | 8.7 | 5 | 8.8 | 6 | 5.8 | > 0.12 |
| Taranaki | 2 | 5.0 | 2 | 4.3 | 2 | 3.5 | 4 | 3.9 | > 0.12 |
| Hawke's Bay | 5 | 12.5 | 5 | 10.9 | 7 | 12.3 | 10 | 9.7 | > 0.12 |
| Whanganui | 4 | 10.0 | 5 | 10.9 | 5 | 8.8 | 7 | 6.8 | > 0.12 |
| MidCentral | 2 | 5.0 | 2 | 4.3 | 2 | 3.5 | 4 | 3.9 | > 0.12 |
| Wairarapa | 1 | 2.5 | 1 | 2.2 | 1 | 1.8 | 1 | 1.0 | > 0.12 |
| Capital and Coast | 1 | 2.5 | 1 | 2.2 | 1 | 1.8 | 1 | 1.0 | > 0.12 |
| Hutt Valley | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 1 | 1.0 | > 0.12 |
| Nelson/Marlborough | 2 | 5.0 | 2 | 4.3 | 2 | 3.5 | 2 | 1.9 | > 0.12 |
| West Coast | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | NA |
| Canterbury | 2 | 5.0 | 3 | 6.5 | 4 | 7.0 | 7 | 6.8 | < 0.001* |
| South Canterbury | 1 | 2.5 | 1 | 2.2 | 1 | 1.8 | 2 | 1.9 | < 0.001* |
| Otago | 1 | 2.5 | 2 | 4.3 | 2 | 3.5 | 2 | 1.9 | < 0.001* |
| Southland | 1 | 2.5 | 3 | 6.5 | 4 | 7.0 | 4 | 3.9 | < 0.001* |
| Total | 40 | 100.0 | 46 | 100.0 | 57 | 100.0 | 103 | 100.0 | |

NA: There were no Māori Quit Cards providers in West Coast DHB from Jan 2005 to Jan 2008.

¹⁵ * represents p-value < 0.05 – therefore a significant increase/decrease of the proportions of Māori providers from January 2005 – January 2008 across DHB regions.

Summary

The spread of total Quit Cards providers and Māori providers generally matched the distribution of the smoker population across DHBs in January 2008. The number of providers also had a generally proportional increase in these four years. Furthermore, the number of providers per 10,000 smokers and the number of providers per 10,000 Māori smokers showed significant increases between January 2005 and January 2008.

Although the number of Quit Cards providers increased in each DHB during these three years, the increasing rates in Whanganui and Capital and Coast were relatively slower than in the other DHBs. The number of Quit Cards providers increased substantially in Northland DHB.

The number of Māori providers increased in most of the DHB regions, however the rates of increase in South Canterbury and Otago DHBs were relatively slower than in the other DHBs. The number of Māori providers in Northland DHB experienced a large increase from zero in 2005 to twelve in 2008.

The proportions of total providers and Māori providers in the four priority DHBs (Northland, Lakes, Tairāwhiti, Whanganui) were significantly higher than or close to the proportions of smokers and Māori smokers in these areas.

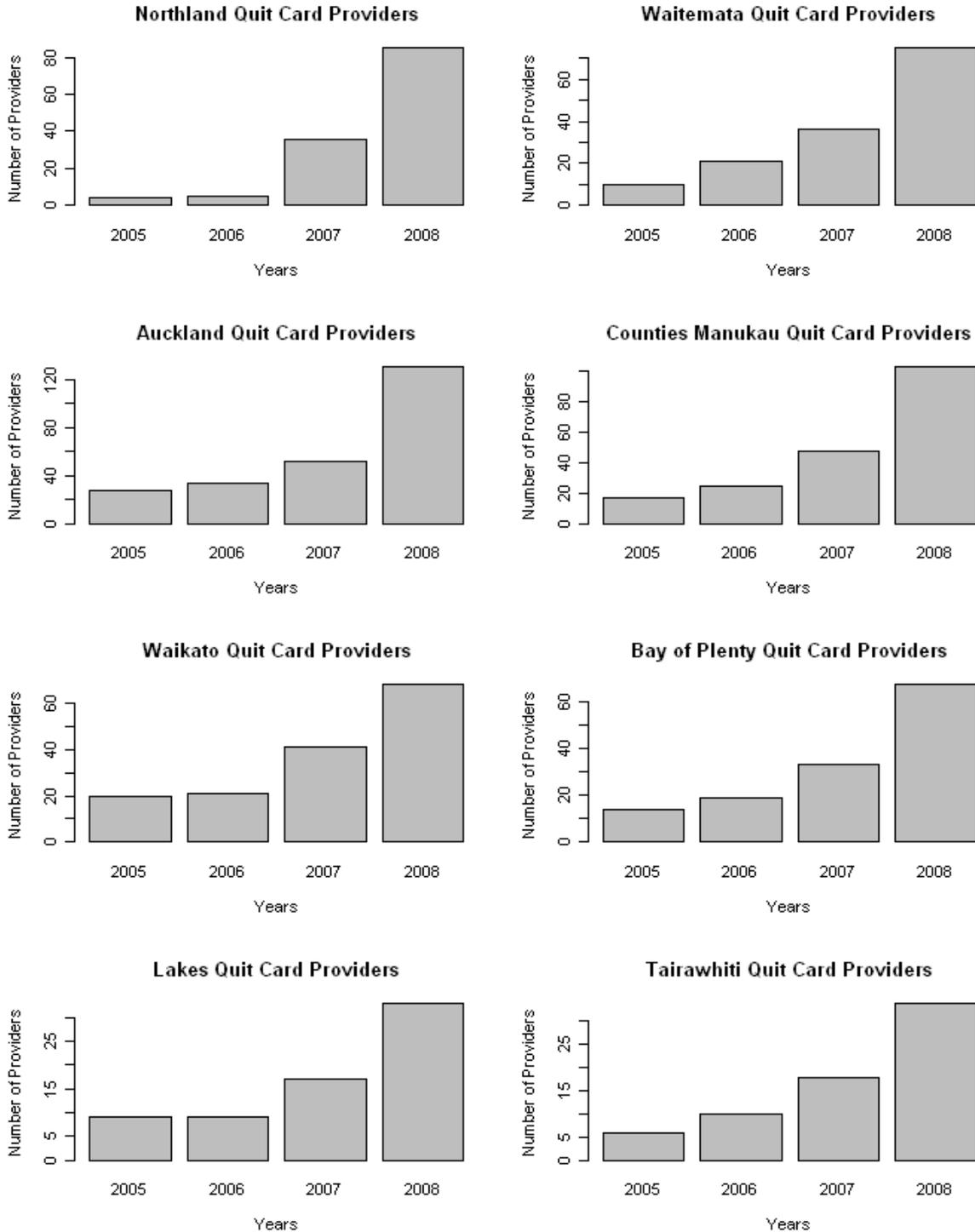
Recommendations

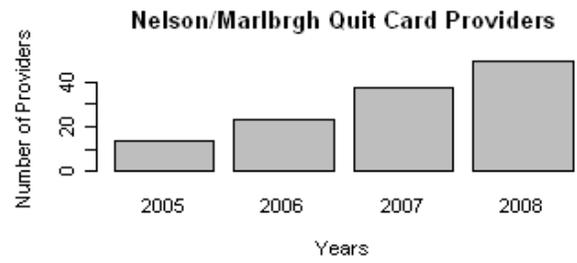
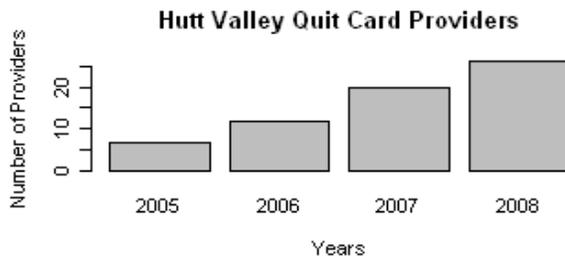
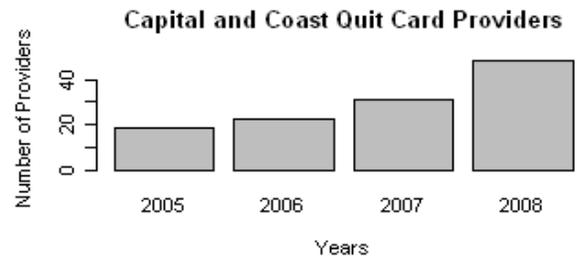
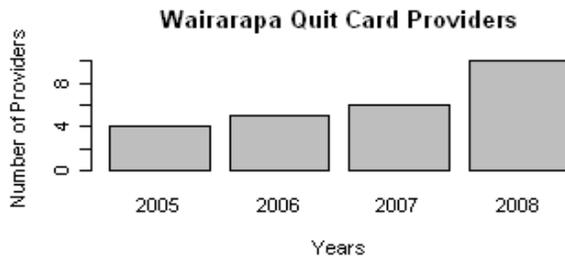
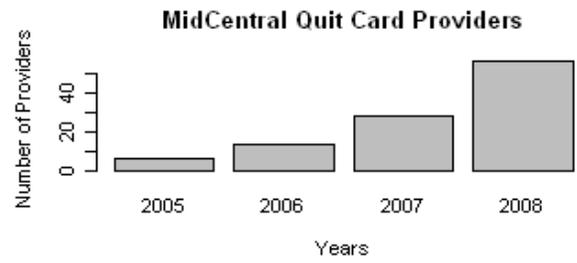
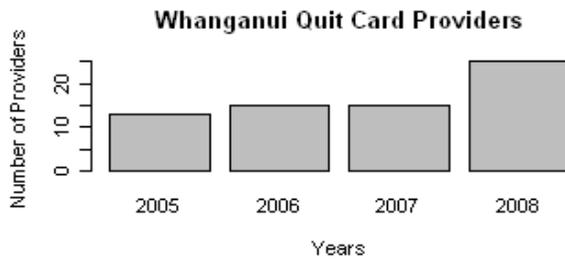
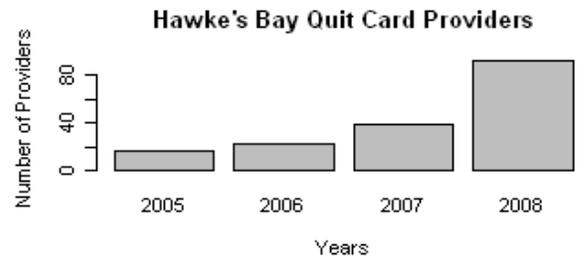
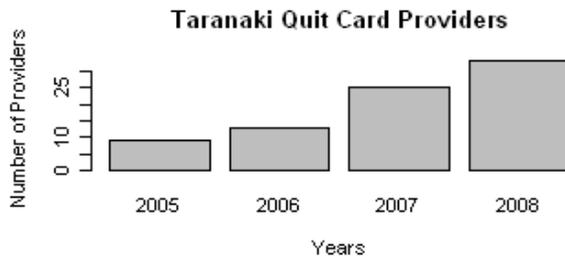
Recommendations include:

- Providing this information to the Ministry of Health on a regular basis to assist with tobacco control planning at the DHB level.
- Sending this information to Smoking Cessation Coordinators in each DHB to assist with tobacco control planning.
- Developing 'shell' Quit media releases for use in local areas.
- Consider working with DHB Smoking Cessation Coordinators and undertaking PR activities in key deprivation areas where Quit Cards provider coverage is low.
- Providing this information to The Quit Group to assist with the Quit Cards providers' registrations and requests.
- Making this information available periodically (eg, six-monthly) through The Quit Group's website and *Quit Chat* newsletter so that is accessible to DHBs, Quit Cards providers, and the tobacco control community.
- Undertaking annual monitoring of Quit Cards provider numbers.

Appendix

Figure 6: Quit Cards providers in each DHB, January 2005 to January 2008





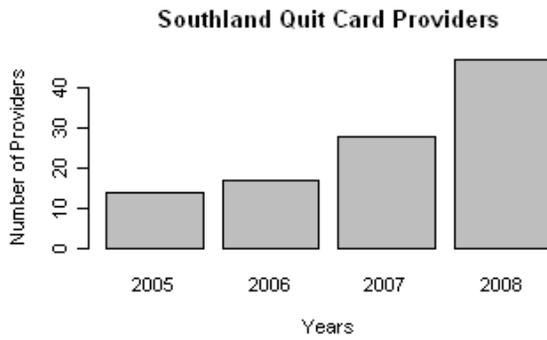
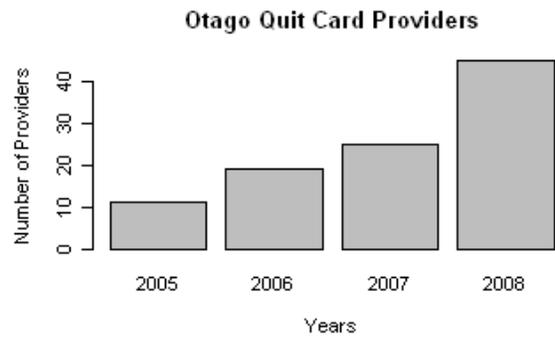
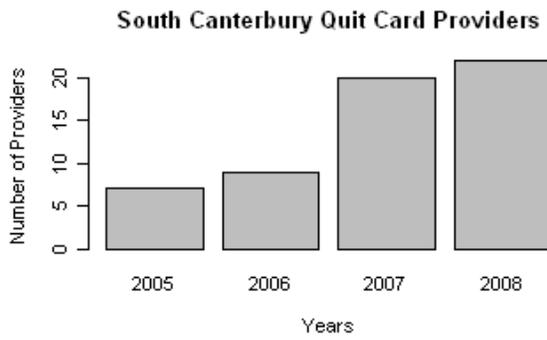
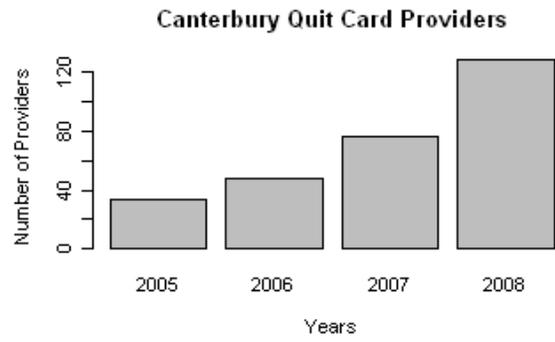
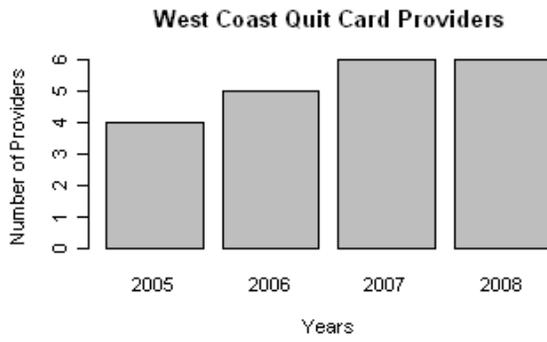


Figure 7: Māori Quit Cards providers in each DHB, January 2005 to January 2008

