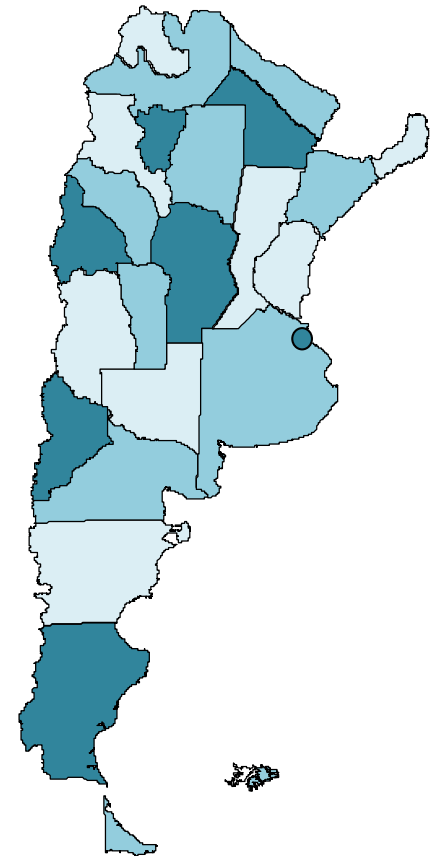


# Ten years of Argentina's Quitline

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Consultant



Dirección de  
Promoción de la Salud y Control  
de Enfermedades No Transmisibles



Ministerio de  
**Salud**

Presidencia de la Nación

# Objectives

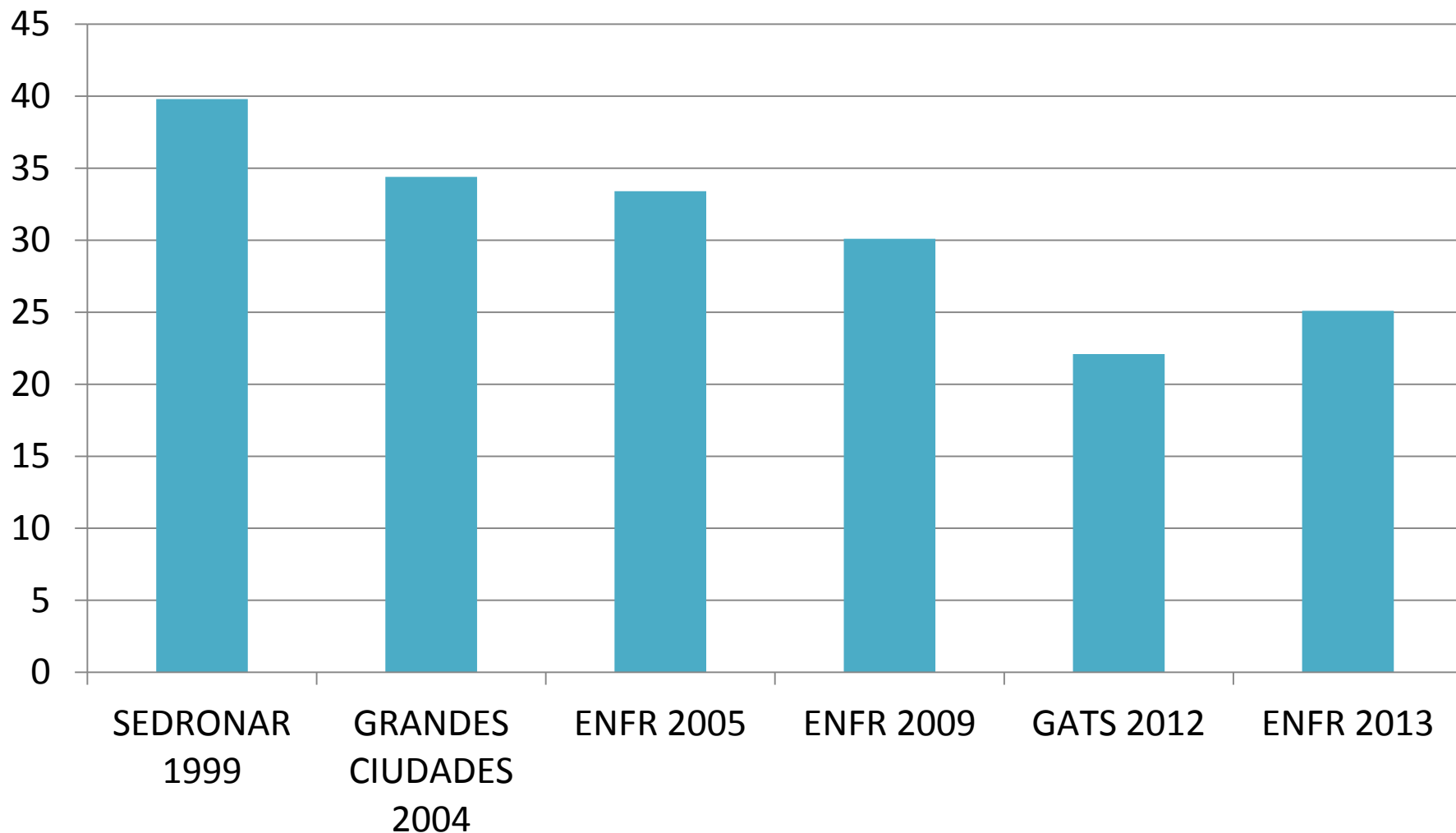
- Describe the tobacco scenario in Argentina
- Describe the development and evolution of the activity of the National Quitline

# Tobacco consumption in Argentina

- 22.3 % of the adult population smokes
- More prevalent in men than women (29.5% vs 15.8%)
- Only 0.2% uses smokeless tobacco
- Daily cigarette average 12.25 units per day
  - higher in males (13.07) than women (10.85),
  - higher in the group of 50-64 years (17.92).

Global Adult Tobacco Survey 2012

# Smoking Prevalence in Argentina among population – based surveys, 1999- 2013



# Tobacco impact in Argentina

- 40,591 deaths annually attributed to tobacco
- Loss of 926,878 quality – adjusted years of life

Pichon-Riviere, A. et.al. Burden of disease attributed to smoking in Argentina, 2013 available at [www.iecs.org.ar](http://www.iecs.org.ar)

# Price of Cigarettes

- One of the most affordable of Latin America (1.6 USD)
  - The Tobacco Atlas
- Cost of 100 packs as a % of GNP per capita 1.5
  - GATS 2012. Argentina
- In 2005: 42% of an average salary afforded 100 packs, in 2013 22.7% afforded 100 packs
  - National Survey of Risk Factors, Ministry of Health. Argentina

# Knowledge of Tobacco Damage in Argentina

- 98.3% reports knowing it causes serious illnesses
- 91% reports knowing it causes heart attacks
- 86.6% perceived all types of cigarettes as equally harmful.
- 48.6% of smokers made a quit attempt during the past year

# The National Tobacco Control Program

- Established 2003
- Emphasis in Community health promotion
- Supervision of compliance with National Control Law (Since 2011)
- Smoking Cessation
  - ✓ National Quitline
  - ✓ Certification of Cessation Centers
  - ✓ Clinical Practice Guidelines (GRADE system)
  - ✓ Provision of nationwide training through study and online courses



# The Argentine Quitline

- Started in 2004
- Reactive toll-free service of nationwide scope
- Spanish-speaking only
- Counselors available Weekdays 09:00 AM to 9:00 PM and Weekends 10:00 AM to 4:00 PM
- Integrated with the Ministry of Health helpline (23 areas )

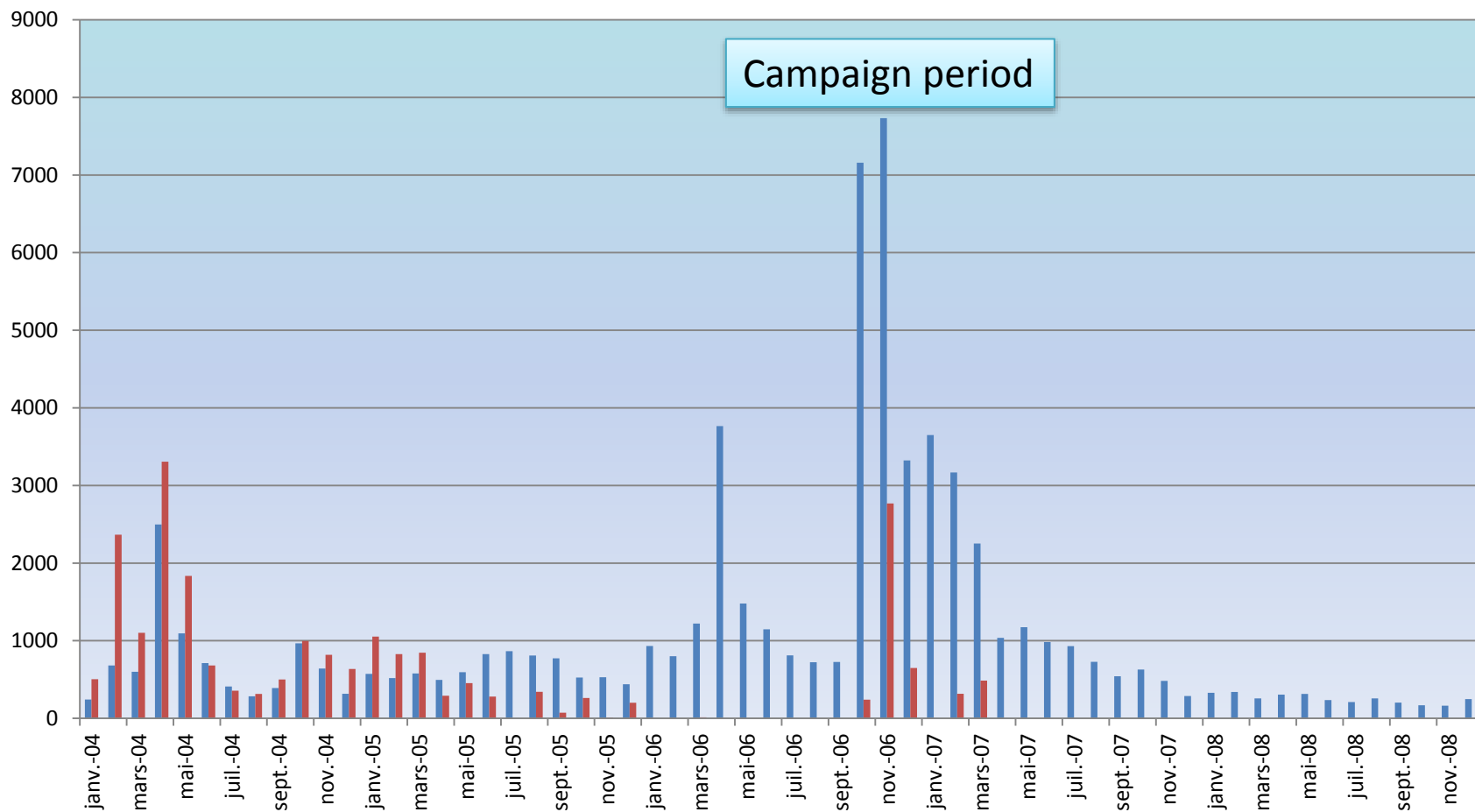
# Interaction between the Tobacco Program and the Quitline

- Study Courses
- Frequent meetings
- Dissemination of self-help materials to users
- Dedicated personnel to track changes in smoking cessation services and manage user complaints
- Activity data shared and discussed

# Quitline activity. Argentina

- Between 300 and 1000 calls per month
- Most popular among young adults
- 71% of calls from of Buenos Aires City and the surrounding
- During heavy media campaigns (2006-2007), activity peaked to 15.000 calls

# Answered and missed calls 2004-2008



# National Tobacco Control Law

- Passed in 2011
- Banned advertising and sponsorship
- Introduced graphic warning in the packaging and **information on the national Quitline**
  - Graphic warnings established to cover 50% of the package
  - Dedicated toll-free number 0800-999-3040

(Law No. 26687/11)

**FUMAR  
QUITA  
AÑOS  
DE VIDA**

**FUMAR  
CAUSA  
CÁNCER**

**FUMAR  
PUEDE CAUSAR  
AMPUTACIÓN  
DE PIERNAS**

**LA MUJER  
EMBARAZADA QUE  
FUMA CAUSA DAÑOS  
IRREPARABLES A  
SU HIJO**

**FUMAR  
CAUSA  
MUERTE POR  
ASFIXIA**

**LA MITAD DE LOS FUMADORES  
MUEREN POR EL TABACO**



**CADA CIGARRILLO  
INTOXICA**



**FUMAR CAUSA  
GANGRENA**



**EL TABACO DAÑA EL  
DESARROLLO DE TU BEBÉ**



**CADA CIGARRILLO DETERIORA  
TU CAPACIDAD PULMONAR**



**FUMAR  
CAUSA  
ADICCIÓN**

**EL HUMO  
DE TABACO  
ES CAUSA DE  
ENFERMEDAD  
Y MUERTE**

**FUMAR CAUSA  
ENFERMEDADES  
CARDIACAS Y  
RESPIRATORIAS**

**FUMAR  
CAUSA  
IMPOTENCIA  
SEXUAL**

**FUMAR  
CAUSA  
ENFISEMA  
PULMONAR**

**EL TABACO TE DOMINA.  
DEJALO**



**FUMAR EN EL HOGAR  
DAÑA A LOS NIÑOS**



**EL CONSUMO DE TABACO  
PROVOCA INFARTOS**



**EL CIGARRILLO DAÑA  
TU VIDA SEXUAL**

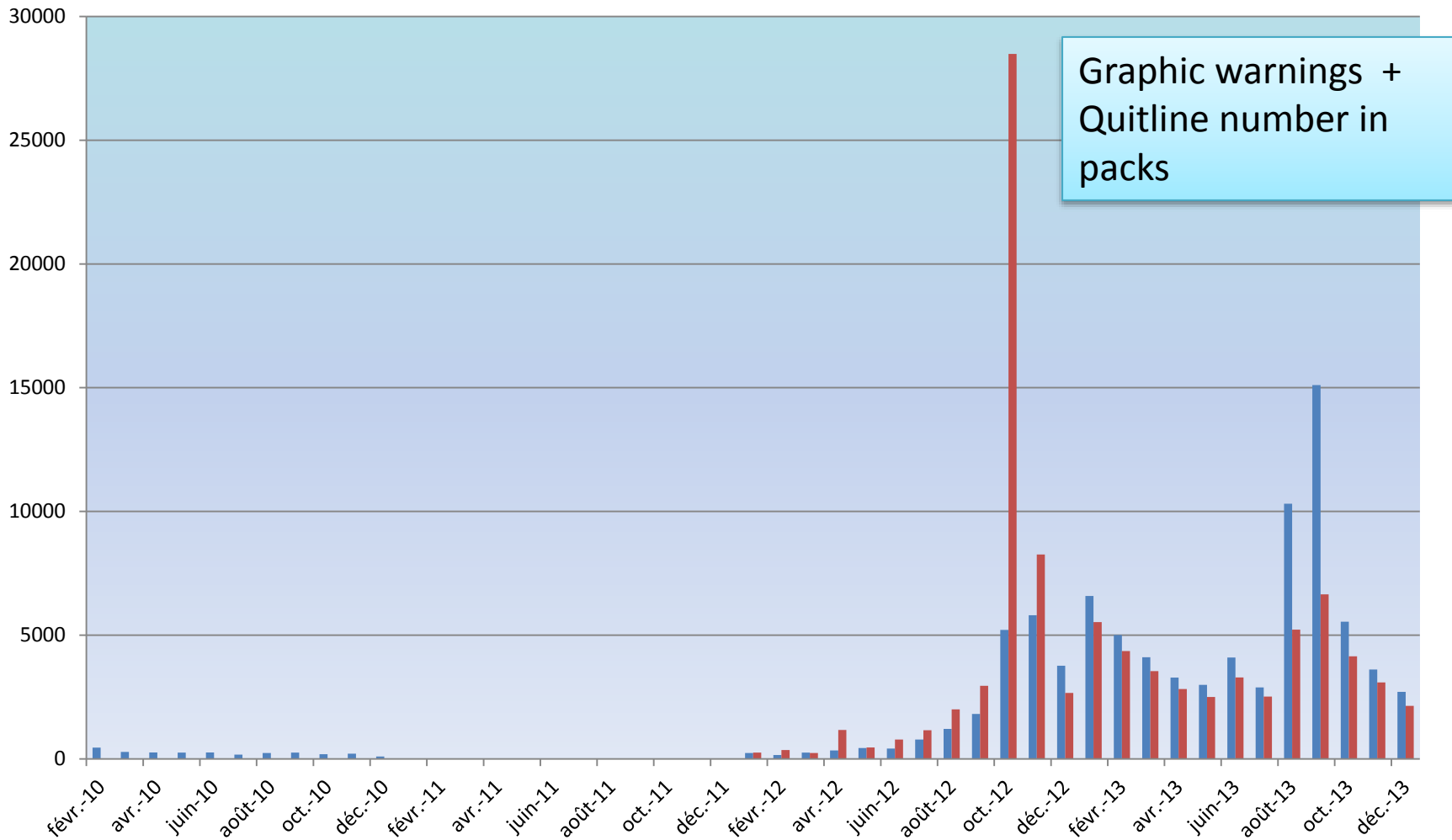


**PULMÓN  
SANO PULMÓN DE  
FUMADOR**





# Answered and missed calls 2010-2013

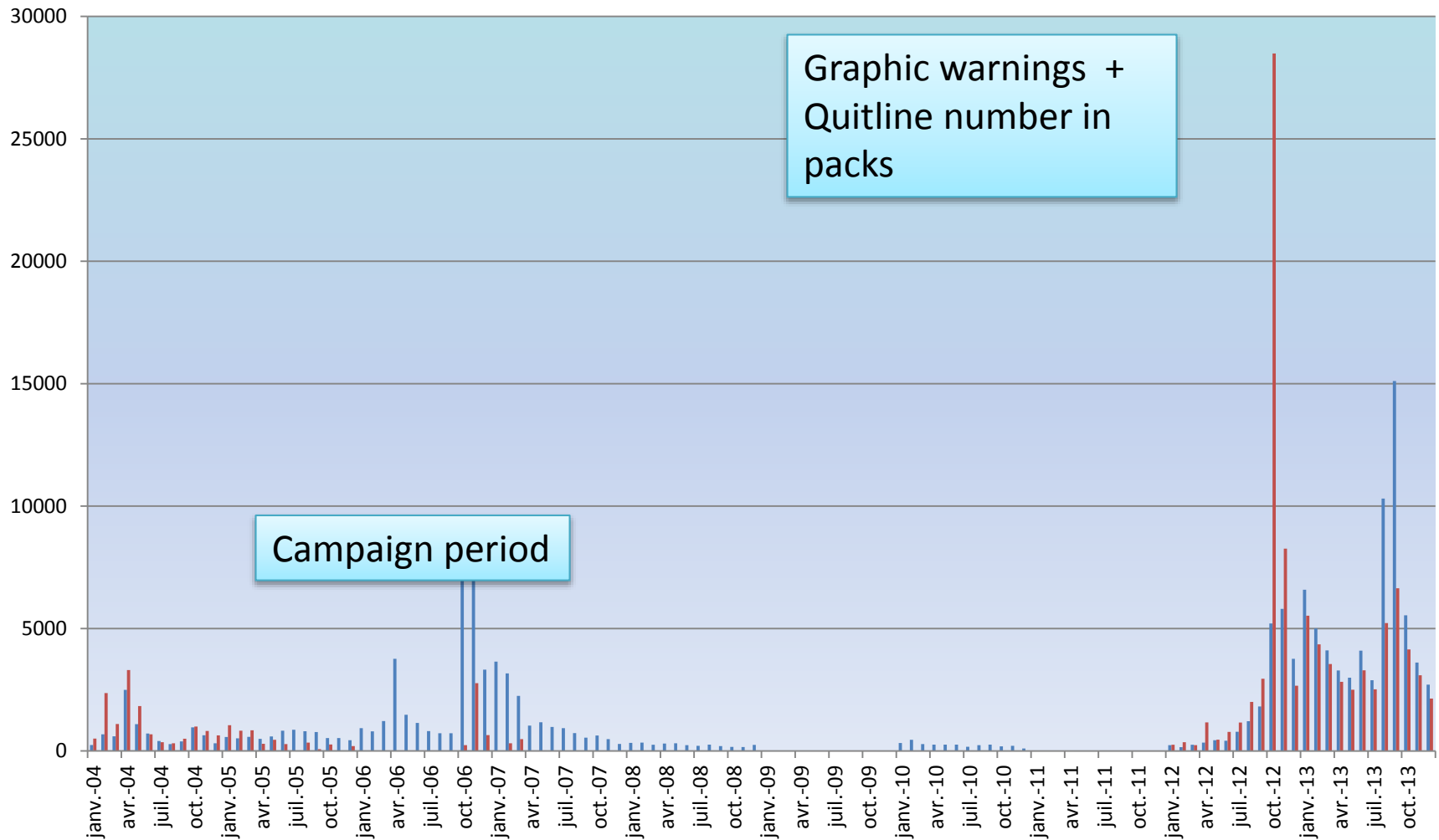




# Facing an increasing demand

- Increased number of counselors
- Continuing update of a database of smoking cessation clinics from public and private sector
- Counselors concentrated first in connecting users to nearby smoking cessation clinics
- If a smoking cessation clinic was not available, then counselors helped users in their usual manner

# Graphic warnings work better and last longer than campaigns



# Quitline activity 2014

- 10 dedicated counselors
- 2324 average monthly calls
- 21 990 calls in weekdays per year, 72% answered
- 5898 calls in weekends per year , 43,6% calls answered
- Planning to go proactive with text messaging support

# Lessons learned

- Quitline activity relies on promotion
- Graphic warnings and Quitline number in packaging drive a consistent increase of the volume of calls
- Political and financial support key to assure continuity of quitline activity
- Useful interaction with smoking cessation centers

# Thanks a lot for your attention

- For more information visit <http://www.msal.gov.ar/tabaco/>

**Programa Nacional de CONTROL del TABACO**

**Ministerio de Salud**  
Presidencia de la Nación

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Buenos Aires - Republica Argentina

INICIO INSTITUCIONAL INFORMACIÓN PARA CIUDADANOS INFORMACIÓN PARA PROFESIONALES RECURSOS DE COMUNICACIÓN LINKS CONTACTO

27/11/2014

### Salud acompañó al Garrahan en el Día Internacional del Aire Puro

El Hospital Garrahan celebró el Día del Aire Puro con una jornada concientizadora sobre el daño que la exposición al humo de tabaco genera en la salud de los niños. Hubo música, payasos de hospital, taller de dibujo y pintura, y una suelta de globos blancos con mensajes.

[Leer más...](#)

Archivo de Noticias >>

**#SosVos**  
Fumar no es un hábito o un vicio, es una adicción. Si no fumas.

**Hospital General**

**CÓMO DEJAR DE FUMAR**  
Manual de autoayuda

Guía de Práctica Clínica Nacional de Tratamiento de la Adicción