

6. How to recruit smokers with lower education level to smoking cessation activities?

Since 2012, the Danish Quitline has been successful in using proactive telephone recruitment (“cold calls”) in order to enroll smokers from disadvantaged residential areas for smoking cessation. The method is based on ‘Very Brief Advice’ (Ask, Advice and Act) and is carried out in close collaboration with stakeholders in the municipalities where the ‘cold calls’ are made. The synergy between local activities and the ‘cold calling’ promotes the number of attempts to quit smoking. Three out of four smokers that were contacted stated, that the quitline was welcome to contact them again.

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