

Table 1 Frequency distribution of interactive voice-response menus accessed by callers ($n = 23\ 979$) to the tobacco cessation helpline in the first 24 months

Menu topic	No. of calls	%
Introduction only (caller hung up)	6212	26.5
Address of smoking cessation centres	5741	23.9
Methods of smoking cessation	3270	14.0
Self-help	2757	11.8
Nicotine dependence assessment	2444	10.4
Cigarette cessation effects	1307	5.5
Drug treatments for cessation	859	3.2
Smoking harm	763	3.0
Waterpipe smoking	626	2.1