

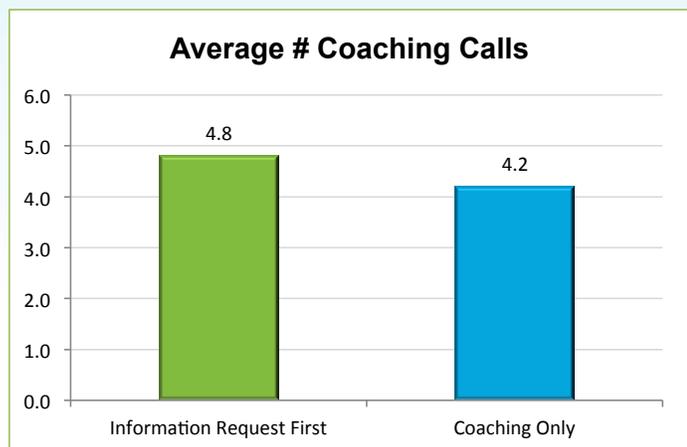
ASHLine Monthly Report February 2013

Information Requests to Enrollment

While the majority of ASHLine callers enroll in coaching and medication services, ASHLine does offer to mail out information packets to clients who are only interesting in receiving tobacco cessation literature. Many times clients who only requested information about quitting return to ASHLine to enroll in coaching services. Since many tobacco users require multiple attempts at quitting tobacco before they actually succeed, it is of interest to know whether clients who enroll after initially requesting information only have better success rates than clients who enroll directly into coaching services.

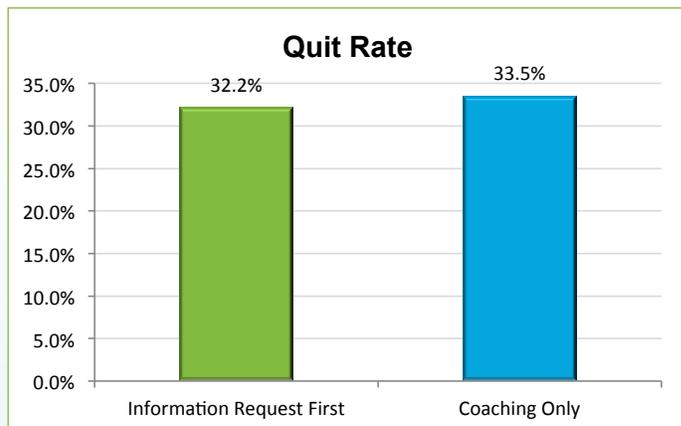
Since March 2009, ASHLine has provided information packets to a total of 9,142 clients. Of these, 356 enrolled in coaching services after receiving an information packet. On average, there were 325 days between requesting information and enrolling in coaching services.

Figure 1. Average Number of Reached Coaching Calls by Information Request First or Coaching



There is no statistically significant difference in reached coaching calls for clients who received information packets prior to enrolling in coaching services and those who enroll directly into coaching ($p > .05$; Figure 1).

Figure 2. Quit Rate by Information Request First or Coaching



Requesting an information packet prior to enrolling in coaching services also does not appear to have an effect on the quit rate. Figure 2 displays the quit rate for the two groups, those who request information and then enroll and those who just enroll in coaching. Although there appears to be a difference between

The question of how clients are affected by enrolling in services multiple times for multiple levels of support is important as we look at how to re-engage with clients who have left services. It appears that clients who enroll after initially requesting services do not have significantly better outcomes than clients who enroll directly into services. Further investigation will be focused on determining if ASHLine would have more success re-engaging clients who have already enrolled in services as opposed to those who have only requested additional information.

Appendix: February 2013 Statistics and Demographics

Table 1. Referrals, Enrollments, and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	February 2013	YTD	February 2013	YTD	February 2013	YTD	February 2013	YTD
Apache	5	75	13	48	38	256	6.0	6.3
Cochise	20	244	27	156	69	640	4.5	5.7
Coconino	23	226	31	148	63	483	3.2	4.2
Gila	9	92	15	80	41	305	5.5	5.0
Graham	14	54	10	31	12	68	2.4	4.4
Greenlee	3	19	1	11	1	28	2.7	5.1
La Paz	0	42	11	32	14	96	2.3	5.0
Maricopa	330	3,179	959	4,547	2,194	13,980	3.4	4.3
Mohave	19	243	95	401	188	1114	2.6	4.2
Navajo	13	67	24	84	48	278	4.0	3.9
Pima	202	1,837	241	1211	544	4,172	4.5	4.6
Pinal	21	177	83	338	184	1065	3.1	4.1
Santa Cruz	11	74	11	46	13	120	1.8	3.8
Yavapai	36	340	93	376	194	1,195	3.9	4.4
Yuma	7	101	41	157	57	399	3.0	4.1
Unknown	49	351	12	22	3	39	N/A	5.2
Total	762	7,121	1,667	7,688	3,663	24,238	3.6	4.4

Table 2. Incoming Calls and Quit Rate

Summary Statistics	February 2013	Year-to-Date
# Incoming Calls	2,678	14,612
Quit Rate	29%	30%

Table 3. Demographics and Intake Type

Gender	Enrolled (N=1,677)	Information Only (N=537)	Total (N=2,204)
Male	708	44	752
Female	926	70	996
Unknown/Missing	33	423	456
Race			
White	1,173	36	1209
African American	130	4	134
Asian	4	0	4
Hawaiian	0	1	1
American Indian	30	0	30
Multiracial	41	0	41
Other Race	36	1	37
Unknown/Missing	253	495	748
Ethnicity			
Hispanic	300	13	313
Non-Hispanic	1143	27	1170
Unknown/Missing	224	497	721
Age			
Less than 18	1	0	1
18-24	73	5	78
25-34	188	10	198
35-44	286	5	291
45-54	467	17	484
55-64	411	16	427
65-79	215	3	218
80+	13	0	13
Unknown/Missing	13	481	494

Figure 1. Referrals by Location Type

