

March 30, 2014

ASHLine Monthly Report

ASHLine Report for the Month of February 2014

Socializing and Quit Rate

Client Demographics

Highlights:

- Number of Referrals by County
- Referral Sources
- Number Enrolled
- Number Requesting Info Only
- Quit Rate
- Client Follow-up



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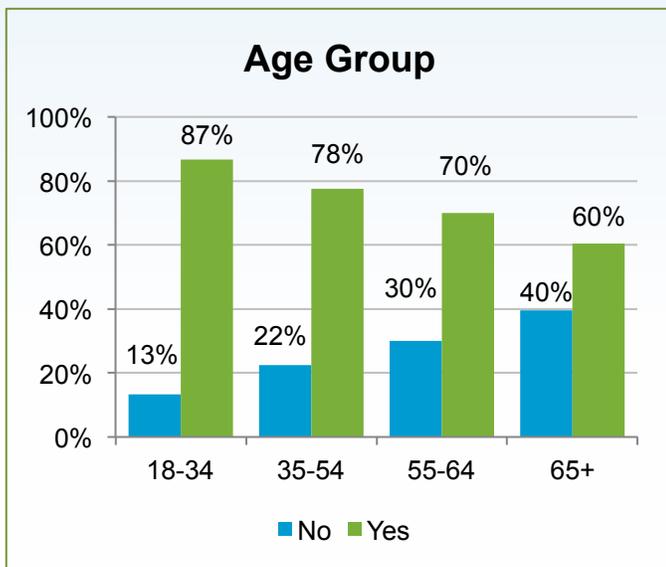
Is smoking with others when a client socializes related to quit rate?

Recently, there has been a focus on studying ASHLine clients by age group to better understand differences between younger and older clients. It is known that younger ASHLine clients have lower quit rates than older clients. A previous report showed that 35 to 54 year olds had the lowest quit rate - 31%. That rate increased to 37% for those 65 and older. Could social smoking be playing a part in this trend? If social smoking is a factor, this information could help customize services and promotions to better help younger smokers navigate social pressures with cessation attempts.

To examine social smoking, we looked at ASHLine clients who enrolled in the two year period between January 2011 and December 2012, breaking the enrollees into four age groups. We then tracked responses to the question "Do you smoke with others when you socialize?" and quit rates.

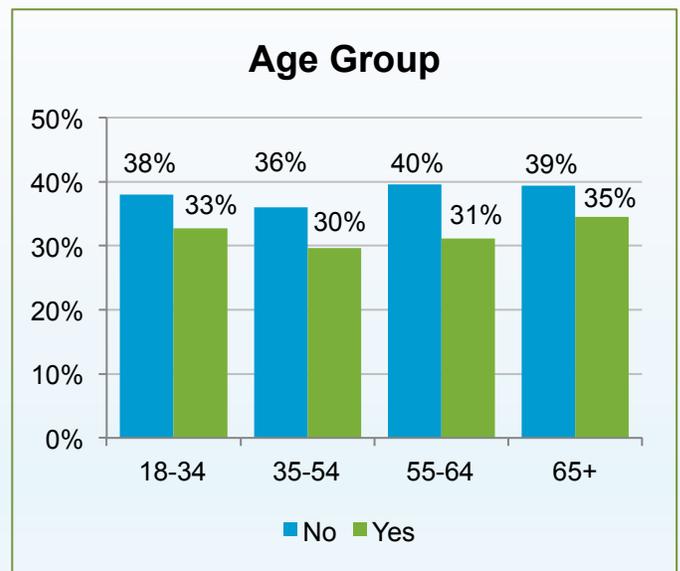
There is a significant difference in the percentage of people who say they smoke with others when they socialize in the different age groups ($p < .0001$). The percentage of those who do smoke socially with others decreases linearly as age increases.

Figure 1. Percentage of ASHLine clients who say they smoke with others when they socialize, by age group.



There is an interesting difference in the quit rate between those who smoke with others when they socialize and those who do not. Across all age groups the quit rate for those who do not is higher than the quit rate for those who do. This difference is significant in all age groups ($p < .05$) except the youngest. The youngest group, 18 to 24 year olds, still follows the trend, but the small number of people who do not smoke with others when they socialize is likely not a sufficient sample to detect a statistically significant difference.

Figure 2. Quit rates by response to the question "Do you smoke with others when you socialize?" by age group.



Given that quit rates are lower for those who smoke with others when they socialize, and the fact that younger smokers are socializing and smoking at a higher rate, social smoking does appear to be a potentially important influence on the overall quit rate of younger smokers. This knowledge could help tailor services for younger ASHLine clients, or any clients who say they smoke socially, by focusing on reconciling social pressures to smoke with strategies used during a cessation attempt.

Appendix: February 2014 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 2014	Year-to-Date	February 2014	Year-to-Date	February 2014	Year-to-Date	February 2014	Year-to-Date
Apache	5	26	7	38	30	147	1.00	6.84
Cochise	22	116	22	141	65	555	3.65	4.64
Coconino	32	324	23	184	68	526	5.04	3.92
Gila	5	36	15	70	42	251	4.00	4.54
Graham	9	62	8	47	20	186	5.00	4.82
Greenlee	1	14	1	13	3	28	2.00	2.46
La Paz	1	29	1	21	5	70	7.00	3.43
Maricopa	381	2,765	590	4,189	1,827	12,751	4.31	3.55
Mohave	33	257	50	343	152	1,064	3.14	3.66
Navajo	5	68	17	108	85	419	2.56	4.24
Pima	194	2,050	150	1,339	557	4,296	3.83	3.94
Pinal	9	91	31	321	120	1,057	4.12	3.61
Santa Cruz	2	91	4	72	23	225	5.00	3.54
Yavapai	8	261	36	348	146	1,060	3.43	3.50
Yuma	5	61	16	140	53	485	4.33	3.84
Unknown	0	12	5	43	2	55	NA	4.00
Total	712	6,263	976	7,417	3,198	23,175	3.89	4.03

Table 2. Incoming Calls and Quit Rate

Summary Statistics	February 2014	Year-to-Date
# Incoming Calls	1,852	11,579
7-Month Quit Rate	36%	37%

Table 3. Demographics and Intake Type

Gender	Enrolled (N=976)	Information Only (N=95)	Total (N=1,071)
Male	427	10	437
Female	540	22	562
Missing	9	63	72
Race			
White	710	27	737
Black or African American	83	1	84
Asian	6	0	6
Hawaiian	0	0	0
American Indian	26	0	26
Multiracial	25	1	26
Other Race	11	1	12
Unknown	115	65	180
Hispanic Identification			
Hispanic	171	2	173
Non-Hispanic	628	28	656
Unknown/Missing	177	65	242
Age			
Less than 18	1	0	1
18-24	64	1	65
25-34	144	2	146
35-44	156	3	159
45-54	249	6	255
55-64	218	6	224
65-79	128	3	131
80+	9	0	9
Unknown/Missing	7	74	81

Figure 3. Referrals by Location Type

