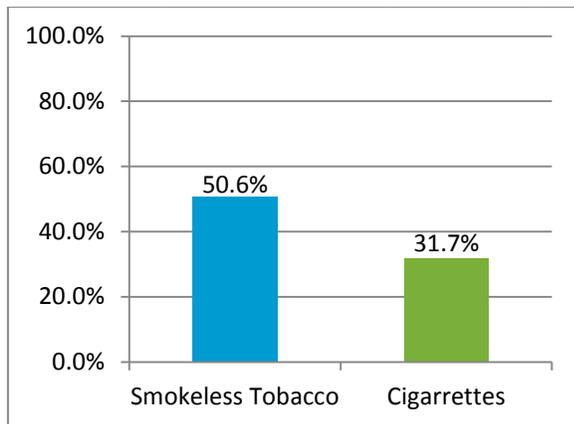


## ASHLine Monthly Report, July 2012

### Chew Tobacco Users versus Cigarettes Users: Differences in Quit Rate and Response Rate

ASHLine helps Arizonans quit tobacco regardless of the type of tobacco used. Between January 1, 2011, and December 31, 2011, ASHLine enrolled 12,244 clients into coaching services, of which 1.1% (131) indicated using some form of smokeless tobacco every day or some days. The remainder reported smoking cigarettes every day or some days.

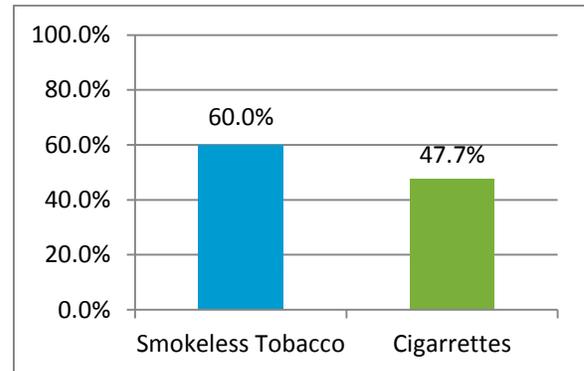
Figure 1. Responder Quit Rate by Tobacco Type



At 7-months follow-up, clients who used smokeless tobacco had a quit rate of 50.6% while cigarette smokers had a quit rate of 31.7% (Figure 1). The response rate for the follow-up survey also varied by type of tobacco clients used. Clients who used smokeless tobacco were reached at a rate of 60.0% while cigarette users were reached at a rate of 47.7% (Figure 2).

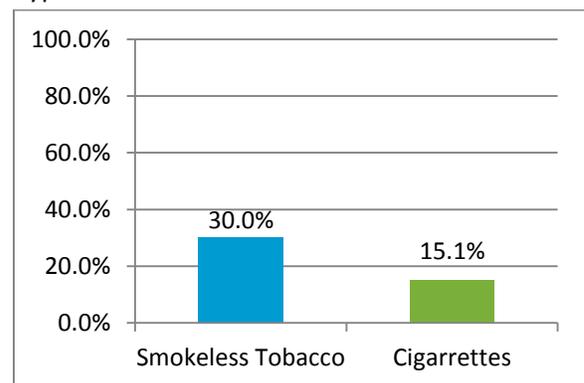
Using the Intent to Treat (ITT) quit rate, in which clients who are not reached for follow-up are coded as not quit, we found that smokeless tobacco users still had a significantly higher quit rate (30.0%) than cigarette users (15.1%; Figure 3).

Figure 2. Response Rate by Tobacco Type



Future analysis will explore why smokeless tobacco users have a higher quit rate than cigarette users. One consideration is that male ASHLine clients have a higher quit rate than female clients and most smokeless tobacco users are male. Another factor to consider is that there is a real difference between smokeless tobacco users and cigarette users in terms of medication usage or number of coaching sessions. With this knowledge, ASHLine could target the rising number of smokeless users, helping them to quit, but also using their experiences to inform us about what works and if those treatment methods can be extended to cigarette users.

Figure 3. Intent to Treat Quit Rate by Tobacco Type



## Appendix: July 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	1,124
# Coaching Calls	2,684
Avg # Coaching Calls for Exited Clients	4.2
Quit Rate	34%
# Referrals	899

	Enrolled (N=627)	Information Only (N=161)	Total (N=788)
<b>Gender</b>			
Male	245	4	249
Female	378	15	393
Unknown/Missing	4	142	146
<b>Race</b>			
White	459	4	463
African American	31	0	31
Asian	5	0	5
Hawaiian	2	0	2
American Indian	11	0	11
Multiracial	11	0	11
Other Race	22	0	22
Unknown/Missing	86	157	243
<b>Ethnicity</b>			
Hispanic	100	0	100
Non-Hispanic	442	3	445
Unknown/Missing	85	158	243
<b>Age</b>			
Less than 18	0	0	0
18-24	37	5	42
25-34	106	14	120
35-44	118	14	132
45-54	162	9	171
55-64	142	9	151
65-79	55	7	62
80+	7	0	7
Unknown/Missing	0	103	103

