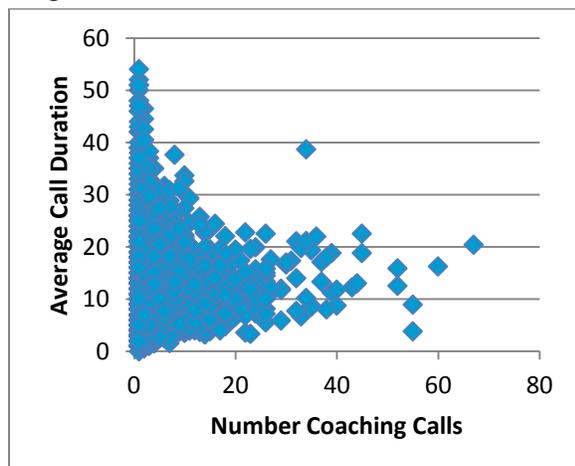


Number of Coaching Calls or Average Call Length: What is the Impact on Quit Rate?

Quit rate is a key outcome measure for ASHLine quit tobacco coaching services. Many aspects of ASHLine clients have been examined in an effort to understand what affects quit rate. But other factors about ASHLine's services impact quit rate as well. In an effort to better understand which aspects of the coaching services ASHLine offers impacts quit rate, we examine the number of coaching calls a client receives and the average length of call for the client. If either number of calls or average length of calls is related to whether the client is quit at 7-months post enrollment, there could be implications to how ASHLine structures its services. Currently, there is no minimum or maximum required for length of call. Additionally, the number of calls a client receives is not dictated by strict policy but is decided upon in a collaborative way between client and coach. By knowing if either of these elements impacts quit rate, then creating stricter guiding principles could be in the interest of the client.

Figure 1. Number of Calls by Average Call Length



Before investigating the impact of number of coaching calls and average call length on quit rate, we determined if there was a correlation between these two. If call length and number of calls is correlated then it would be much more difficult to determine the impact of either. However, there was no correlation found between average call length and number of calls. In other words, longer calls do not mean more calls and vice versa. See figure 1.

Next, we performed a logistic regression analysis, controlling for number of coaching calls, and found that the average call duration was not significantly related to the quit rate. However, the logistic regression which controlled for average call length, found that number of coaching calls had a positive impact on quit rate. Although this relationship between number of coaching calls and quit rate is statistically significant, the effect size was quite small. The odds ratio was 1.08.

This leads us to question what is driving the relationship between number of coaching calls and quit rate. The effect size is too small to necessarily indicate a causal relationship. Do more calls lead to a higher quit rate or are the people who quit more likely to want more calls?

Further investigation is warranted in order to better understand this relationship. Before we can use this information to propose any changes to policies about number of calls clients receive, we will need to better understand how number of calls affects quit rate. We cannot assume that increasing the number of coaching calls will lead to an increase in the quit rate.

Appendix: May 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	2,620
# Coaching Calls	4,174
Avg # Coaching Calls for Exited Clients	4.1
Quit Rate	37%
# Referrals	1,072

	Enrolled (N=1,200)	Information Only (N=349)	Total (N=1,549)
Gender			
Male	474	20	494
Female	718	26	744
Unknown/Missing	8	303	311
Race			
White	821	8	829
African American	97	1	98
Asian	8	0	8
Hawaiian	1	0	1
American Indian	18	0	18
Multiracial	20	0	20
Other Race	49	2	51
Unknown/Missing	186	338	524
Ethnicity			
Hispanic	224	3	227
Non-Hispanic	800	9	809
Unknown/Missing	176	337	513
Age			
Less than 18	6	0	6
18-24	77	11	88
25-34	182	26	208
35-44	199	39	238
45-54	352	28	380
55-64	248	31	279
65-79	121	19	140
80+	8	3	11
Unknown/Missing	7	192	199

THE ARIZONA SMOKERS' HELPLINE

