

October 25, 2012

ASHLine Quarterly Report

Fiscal Year 2013, Quarter 1 (July - September, 2012)

Community Development

Lifestyle Coaching

Evaluation & Reporting

Highlights to this report include:

- Relationship between Client Satisfaction Responses and Exit Status
- Referral Conversion Rates
- Referrals by County
- Referrals by Location Type
- Intake Types
- Demographics



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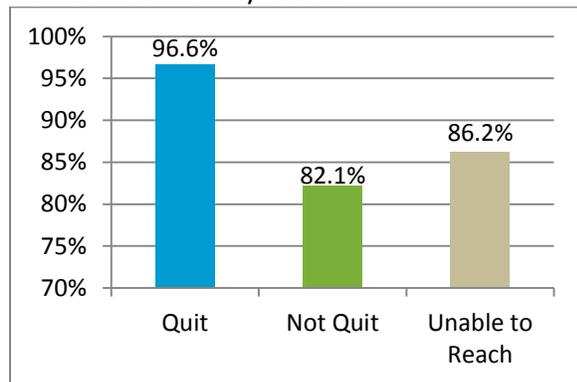
ASHLine Quarterly Report, FY 2013 Q1 (July – September 2012)

The Relationship between Client Satisfaction Responses and Exit Status

ASHLine clients are given the opportunity to provide feedback to ASHLine about the services they received. The Client Satisfaction Survey (CSS) is administered to each client three weeks after they have been exited from the program, regardless of their exit reason or quit status at the time of exit. ASHLine uses three basic designations for a client's quit status at the time of exit from services. Clients are "Quit," "Not Quit," or "Unable to Reach." On the CSS, clients are asked to indicate their level of agreement with a series of statements about the coaching services they received. Using data from the CSS we began to consider what, if any, is the relationship between a client's service experience and quit status at the time of exit.

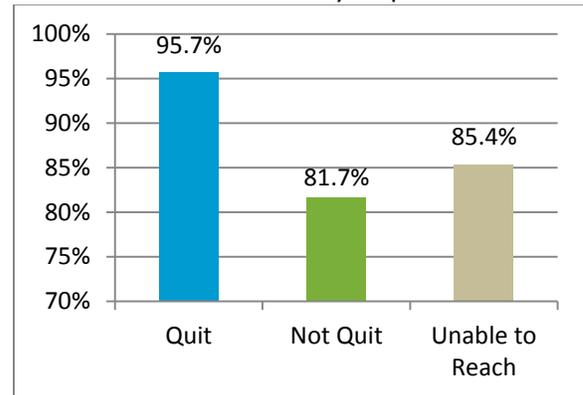
One of the statements on the CSS addresses whether clients thought they worked well with their coach. For clients who were quit at the time of exit, 96.6% agreed with the statement that they worked well with their coach while 82.1% of clients who were not quit at the time of exit agreed with the statement (Figure 1). This difference is statistically significant, $p < .0001$.

Figure 1. Exit Status by Agreement with "I worked well with my coach."



Another statement that shows a positive relationship with quit status is about whether the client felt the coach had the skills to help the client. For clients who were quit at the time of exit, 95.7% agreed with the statement while 81.7% of clients who were not quit at the time of exit agreed with the statement (Figure 1). This difference is statistically significant, $p < .0001$.

Figure 2. Exit Status by Agreement with "My coach had the skills to really help me."

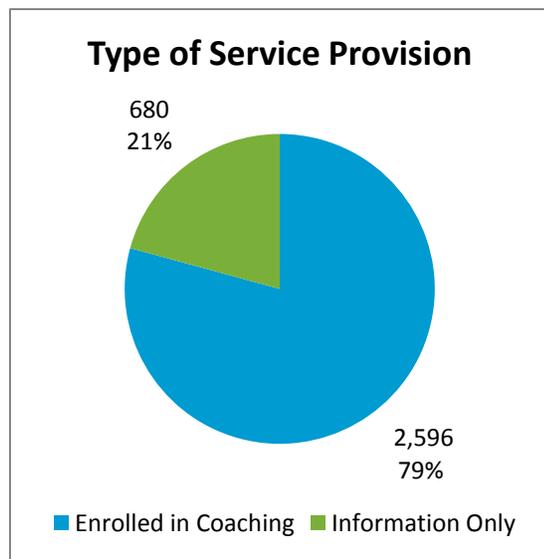


More study is needed to determine whether a relationship exists between quit status at exit and coach skillfulness: are skillful coaches who work well with their clients better able to assist their clients in quitting or are clients who quit more likely to perceive their coaches as skillful, regardless of actual skill level? If there is indeed a causal link between a coach's skills and client's quit, then implementing more skills-based training for coaches should improve the likelihood of clients being quit when exiting services. Further ASHLine data collection efforts will focus on identifying methods to test a theoretical causal relationship between many of the responses to the CSS and program outcomes, such as quit status.

ASHLine Highlights

During quarter 1 of fiscal year 2013, ASHLine saw a reduction in the number of incoming calls and proactive referrals over the same time period last year. The numbers, although lower than last year, remain strong, with almost 5,500 incoming calls and over 2,800 referrals made to ASHLine during quarter 1. Incoming calls and referrals lead to over 2,500 clients enrolling in coaching services and another than 680 asking for information about quitting. The quit rate has remained high at 31%.

	Q1 2013
Incoming Calls	5,438
# Referrals	2,853
# Enrolled	2,596
# Info Only	680
Quit Rate	31%



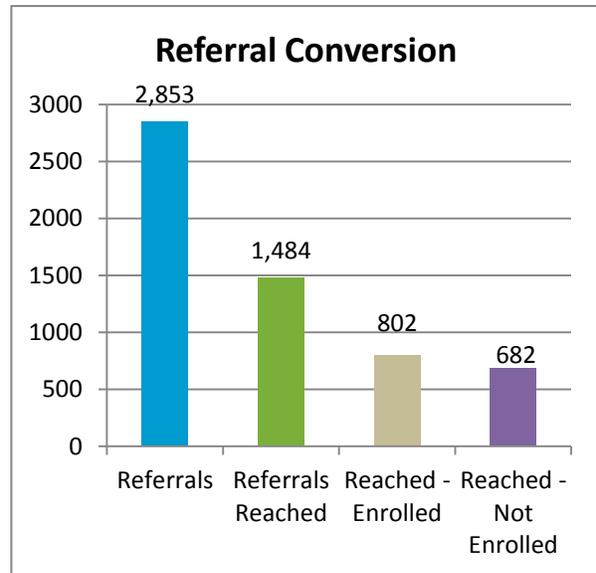
Referral Development Team

- Completed an environmental scan of all Federally Qualified Community Health Centers, Look-Alike, and Rural Health Centers in Arizona.
 - Began the process of assessing the needs of these health centers for systems change with each system focused on tobacco policy, staff training, and implementation of protocols that includes referral for telephone or web-based tobacco cessation services.
- Participated in ASHLine Summit for County Partners focusing on how ASHLine Referral Development Staff and County Partners work together for Outreach and Referral Development.
- Referral Development Team began providing outreach to providers about ASHLine’s Behavioral Dose Response Study.
- Communications with the field continue to be strong:
 - Monthly email updates continue to incorporate chronic disease awareness topics relevant to tobacco use.
 - The contact list continues to grow. This is likely attributable to soliciting newsletter sign-up after all trainings.
 - Low rates of spam reporting and opt-outs.
- Update to the literature review portion of the training and orientation materials for the Referral Development Team was completed.

	Q1 2013
# Referrals	2,853
% Reached	52%
% Reached who Enrolled	54%
# Unique Locations	411
# Unique Agents	600

Referral Call Team

- The Referral Call Team processed 2,853 fax and web referrals.
- Active monitoring and adherence to a protocol of up to 5 calls to each referred patient has improved the reach rate to 52%. The enrollment rate of patients reached has risen to 54%.



Coaching

- In an effort to increase the incoming call answer rate, new procedure for handling peak call volumes were developed and implemented.
- Improved the procedure for responding to ashline.org service inquiries, including multiple options for customer-response and a client-completed CIF.

	Q1 2013
New Episodes	2,595
% Receiving 1+ Coaching Calls	82%
Avg # Coaching Sessions/Episode	5.8
% Using Meds	44%
30-Days Quit	64%

- Revised new hire interview process, including adding a coaching candidate role play to the interview.
- Revised coaching evaluation reports by dividing them to focus on Effort, Efficiency, and Effectiveness.
- Continued to see growth of Ning social media site.

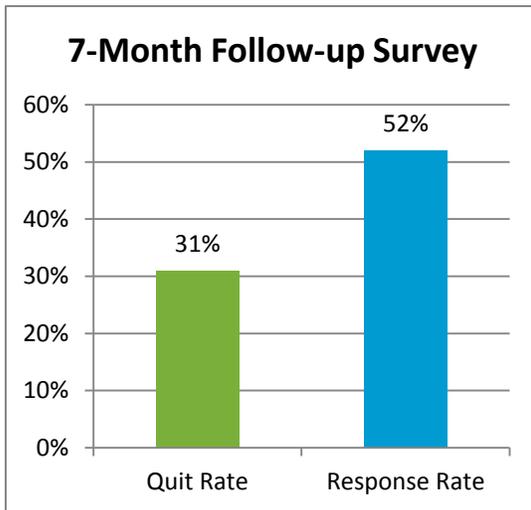
Callback Team

- Implemented new training for staff.
- Began employee monitoring and worker improvement activities.
- Conducted enrollments to support coaches during times of high call volume.
- Tested new process for re-enrolling clients.

	Q1 2013
Quit Rate	31%
Response Rate	52%
Client Satisfaction	84%

Evaluation

- Revised the Evaluation Plan to incorporate a comprehensive evaluation of ASHLine's external relationships.
- Hired a new writer for reports and grant proposals.
- Continued sharing data with RTI to supplement their comparison of web and phone tobacco cessation interventions.



- Hired a graphic designer for reports and WebQuit development.
 - Began inviting clients to participate in the ASHLine project to evaluate the existence of a behavioral dose response.
 - Continued to provide monthly county referral and enrollment reports.
 - Summary reports of feedback from the County-ASHLine Summit and the Community Partner-ASHLine training.
 - Provided CPSA with summary of their referral and enrollment numbers including short-term quit rates.
 - Communicated with BTCD about referral numbers from County and Community Partners on a monthly basis.
- Communicated with Indian Tribal Council of Arizona about referral numbers from Tribal Partners on a monthly basis.
 - Provided 1-month follow-up reports to the Referral Development Team for locations where they have completed AAR in-services.
 - Continued to provide monthly Data Briefs and used the findings to generate supplemental evaluations.

Appendix: July through September 2012 Statistics and Demographics

Referrals to ASHLine Services

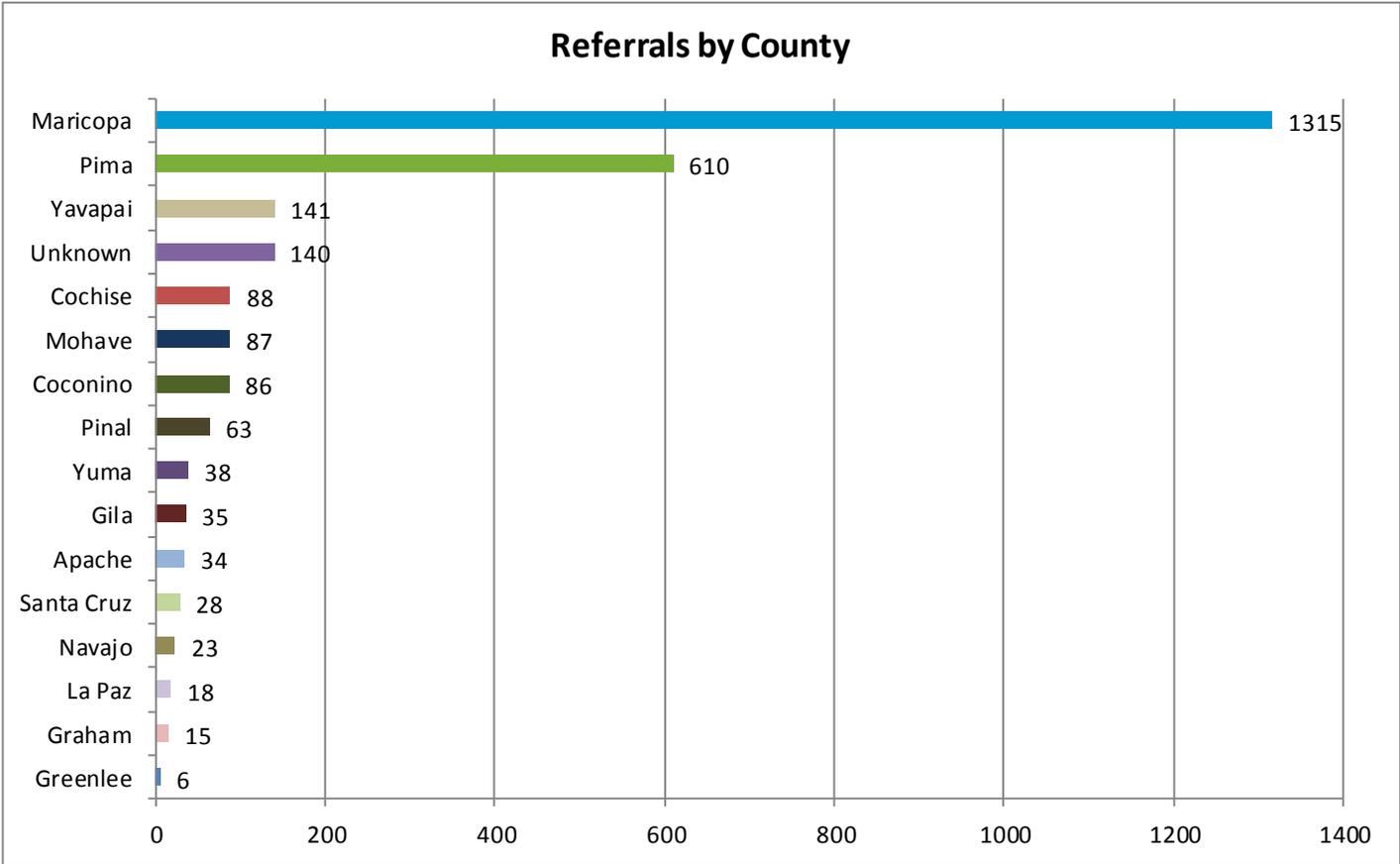
Table 1. Number of Unique Referring Locations and Referring Agents

	Count
Referring Locations	411
Referring Agents	600

Table 2. Number of Referrals by County

County	Referrals	Percent of Total
Apache	34	1.25%
Cochise	88	3.23%
Coconino	86	3.15%
Gila	35	1.28%
Graham	15	0.55%
Greenlee	6	0.22%
La Paz	18	0.66%
Maricopa	1,315	48.22%
Mohave	87	3.19%
Navajo	23	0.84%
Pima	610	22.37%
Pinal	63	2.31%
Santa Cruz	28	1.03%
Yavapai	141	5.17%
Yuma	38	1.39%
Unknown	140	5.13%
Total	2,727	100.00%

Figure 1. Number of Referrals by County

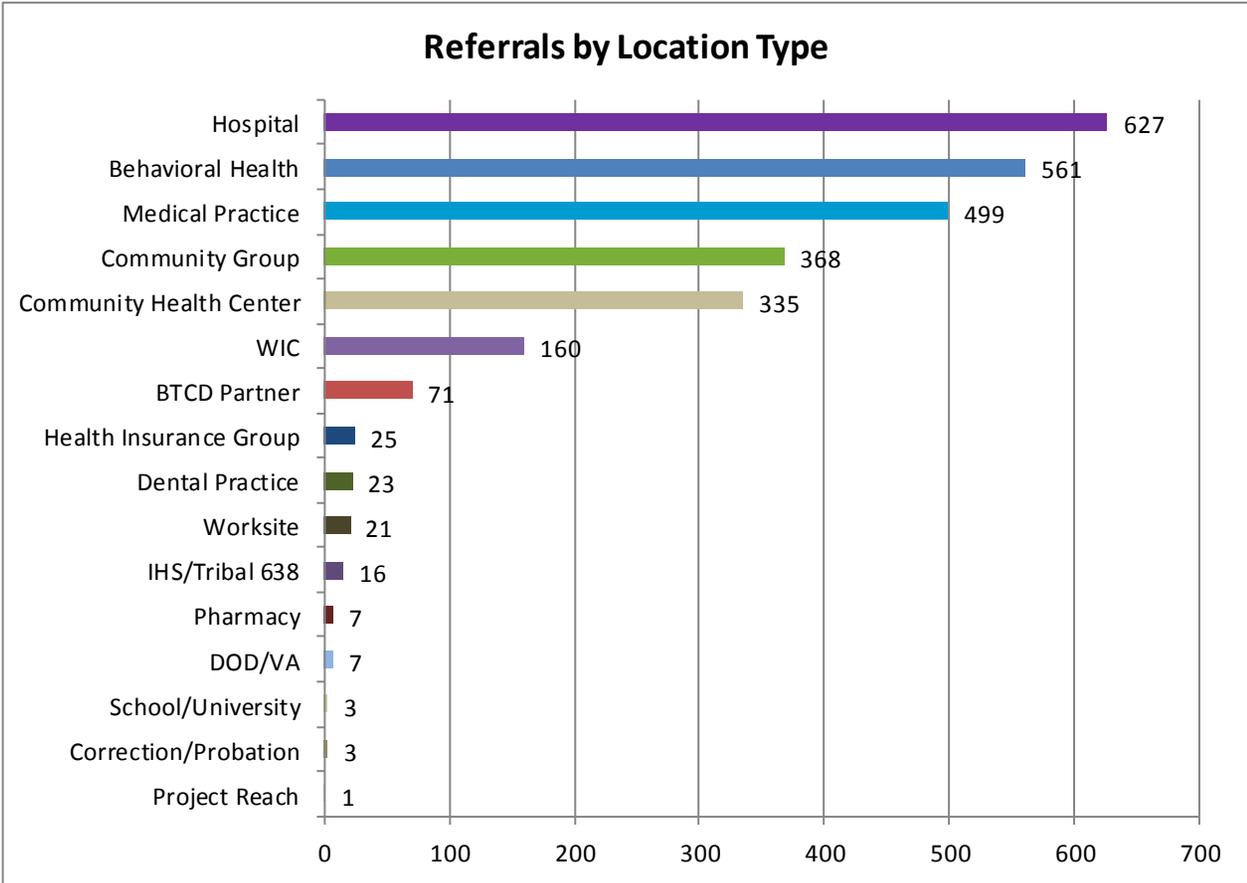


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Table 3. Number of Referrals by Referring Location Type

Location Type	Referrals	Percent of Total
Behavioral Health	561	20.6%
BTC D Partner	71	2.6%
Community Group	368	13.5%
Community Health Center	335	12.3%
Correction/Probation	3	0.1%
Dental Practice	23	0.8%
DOD/VA	7	0.3%
Health Insurance Group	25	0.9%
Hospital	627	23.0%
IHS/Tribal 638	16	0.6%
Medical Practice	499	18.3%
Pharmacy	7	0.3%
Project Reach	1	0.0%
School/University	3	0.1%
WIC	160	5.9%
Worksite	21	0.8%
Total	2727	100.0%

Figure 2. Number of Referrals by Referring Location Type



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Table 4. Referrals by County and Intake Type

County	Enrolled	Information Only	Total
Unknown	33	4	37
Out of State	1	1	2
Apache	15	0	15
Cochise	33	6	39
Coconino	26	6	32
Gila	8	3	11
Graham	3	0	3
Greenlee	1	0	1
La Paz	4	1	5
Maricopa	374	53	427
Mohave	29	4	33
Navajo	10	4	14
Pima	144	41	185
Pinal	14	7	21
Santa Cruz	10	0	10
Yavapai	39	3	42
Total	744	133	877

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Table 5. Number of Referrals by County and Location Type

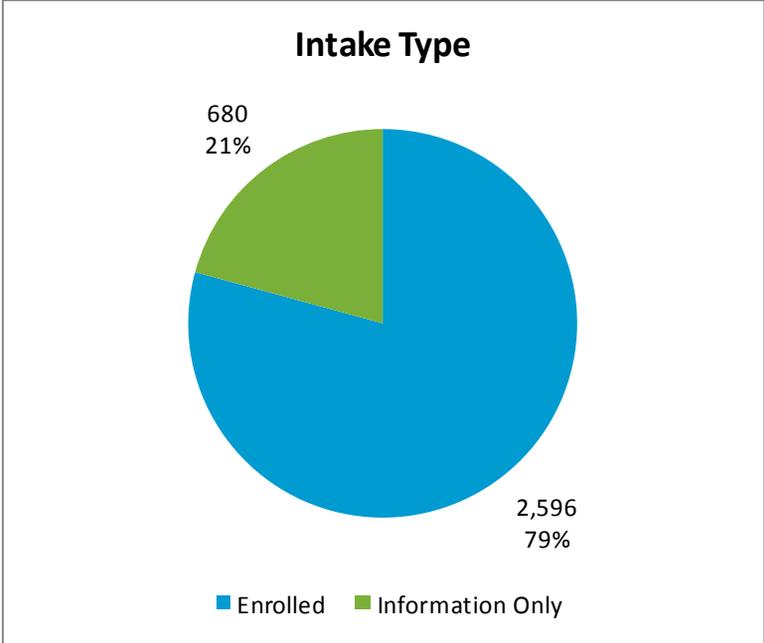
County	Behavioral Health	BTCD Partner	Community Group	Community Health Center	Dental Practice	DOD/VA	Health Insurance Group	Hospital	IHS/Tribal 638	Medical Practice	Pharmacy	School/University	WIC	Worksite	Project Reach	Correction/Probation	Grand Total
Apache	1	1	25	2				3		1			1				34
Cochise		2	27	6			1	46		3		1	2				88
Coconino		27	5	28				21		5							86
Gila		7	2		1		1	19		5							35
Graham		2		2			1	9					1				15
Greenlee		1						5									6
La Paz	1	3						11		3							18
Maricopa	435	17	200	100	18	1	14	203	2	198	4	1	113	9			1315
Mohave		3	13	5		1		31		34							87
Navajo		3	3	6				5	1	4	1						23
Pima	113		40	90		5	3	188	6	151	1		9		1	3	610
Pinal	3		16	22	1		2	16		2	1						63
Santa Cruz			3	13				6		6							28
Yavapai		2	23	28			1	31	6	32			18				141
Yuma	1	1	5	13			1	4		7				6			38
Unknown	7	2	6	20	3		1	29	1	48		1	16	6			140
Grand Total	561	71	368	335	23	7	25	627	16	499	7	3	160	21	1	3	2727

Intake

Table 6. Intake

Enrolled	Information Only	Total
2,596	680	3,276

Figure 3. Intake

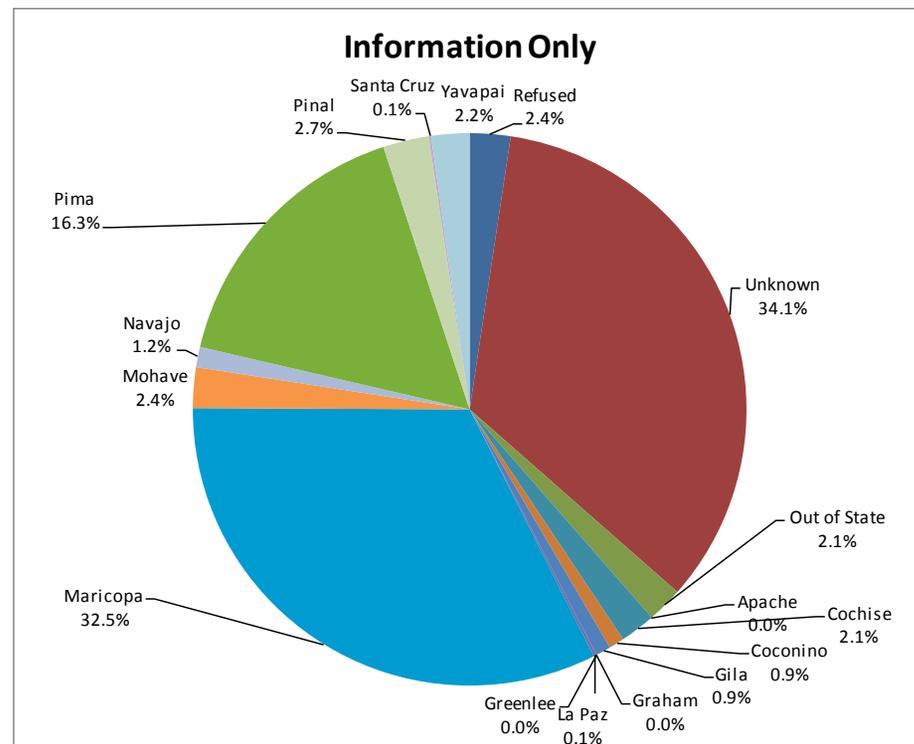


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Table 7. Intake by County

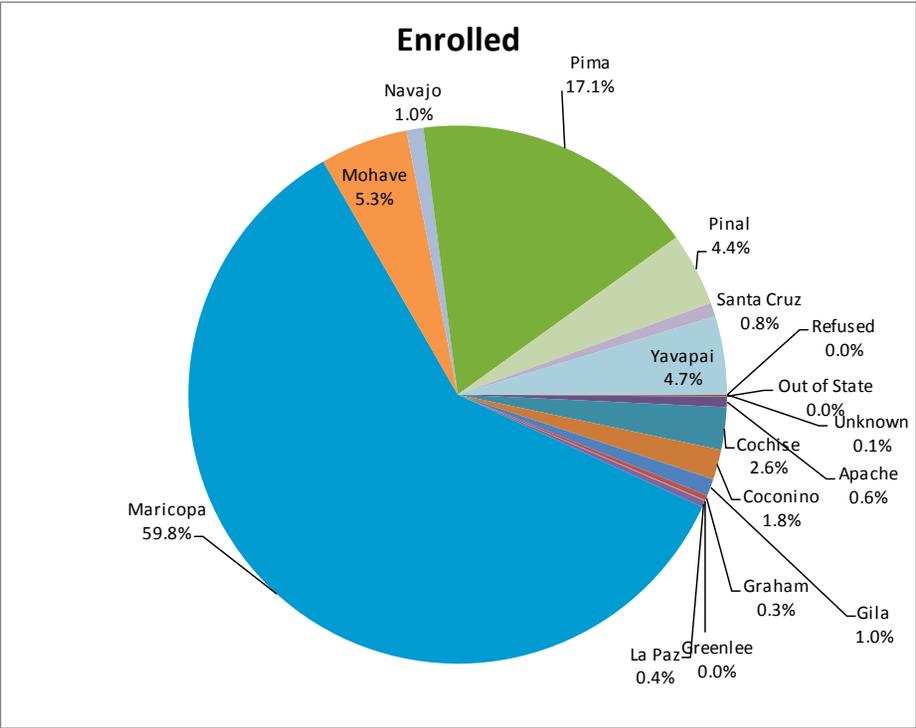
County	Information Only	Enrolled	Total	% Total
Refused	16	0	16	0.5%
Unknown	230	2	232	7.1%
Out of State	14	1	15	0.5%
Apache	0	16	16	0.5%
Cochise	14	65	79	2.4%
Coconino	6	46	52	1.6%
Gila	6	26	32	1.0%
Graham	0	8	8	0.2%
Greenlee	0	1	1	0.0%
La Paz	1	10	11	0.3%
Maricopa	219	1,524	1,743	53.2%
Mohave	16	134	150	4.6%
Navajo	8	26	34	1.0%
Pima	110	436	546	16.7%
Pinal	18	112	130	4.0%
Santa Cruz	1	21	22	0.7%
Yavapai	15	120	135	4.1%
Yuma	6	48	54	1.6%
Total	680	2,596	3,276	100.0%

Figure 4. Intake by County, Information Only



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Figure 5. Intake by County, Enrolled

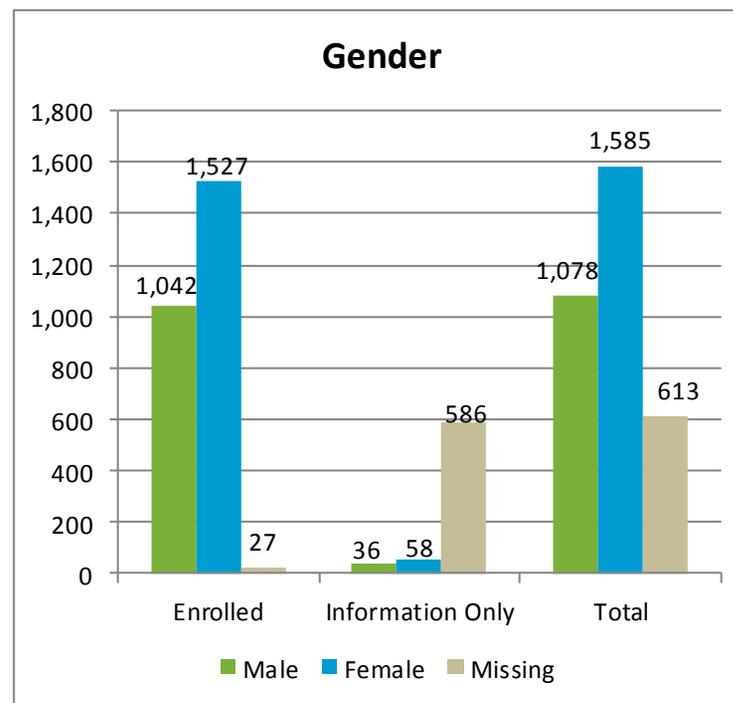


Demographics and Other Characteristics of ASHLine Clients

Table 8. Gender

Gender	Enrolled	Information Only	Total
Male	1,042	36	1,078
Female	1,527	58	1,585
Missing	27	586	613
Total	2,596	680	3,276

Figure 6. Gender by Intake



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Table 9. Race

Race	Enrolled	Information Only	Total
White	1,883	9	1,892
African American	171	1	172
Asian	15	0	15
Hawaiian	4	0	4
American Indian	35	0	35
Multiracial	51	1	52
Other Race	81	2	83
Unknown	356	667	1,023
Total	2,596	680	3,276

Figure 7. Race by Intake

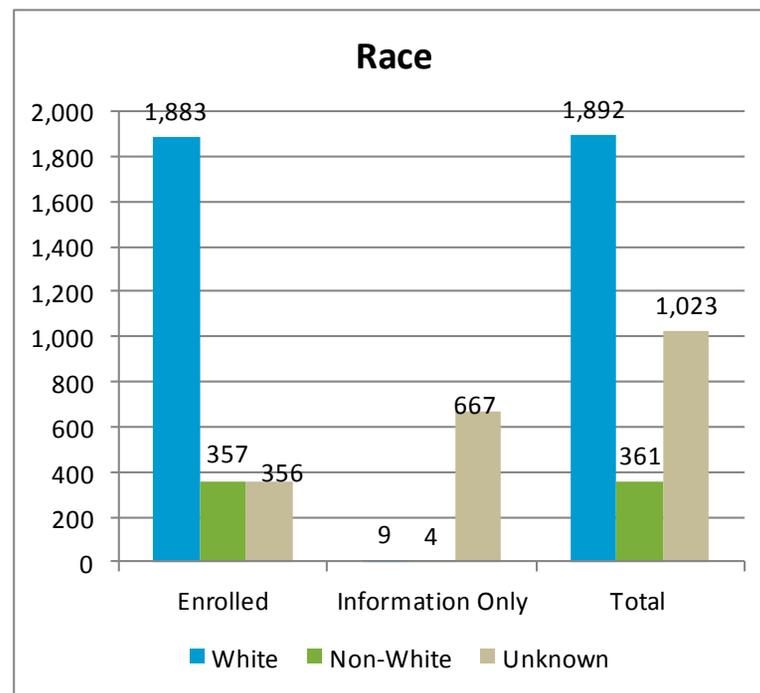


Table 10. Hispanic Ethnicity

Hispanic	Enrolled	Information Only	Total
Yes	430	5	435
No	1,877	10	1,887
Unknown	289	665	954
Total	2,596	680	3,276

Figure 8. Hispanic Ethnicity by Intake

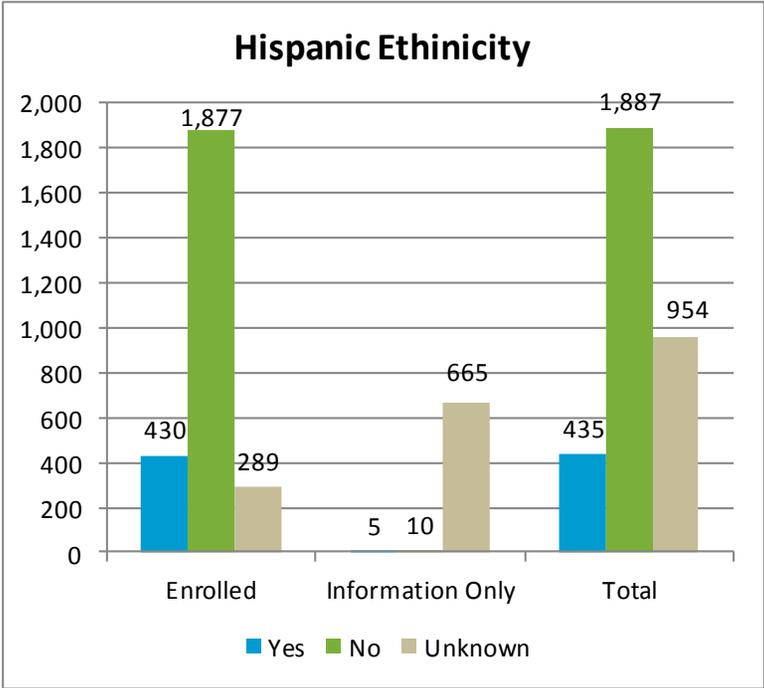


Table 11. Age Group

Age Group	Enrolled	Information Only	Total
less than 18	3		3
18-24	148	17	165
25-34	381	42	423
35-44	459	44	503
45-54	743	35	778
55-64	561	36	597
65-79	281	24	305
80+	16	2	18
Missing	4	480	484
Total	2,596	680	3,276

Figure 9. Age Group by Intake

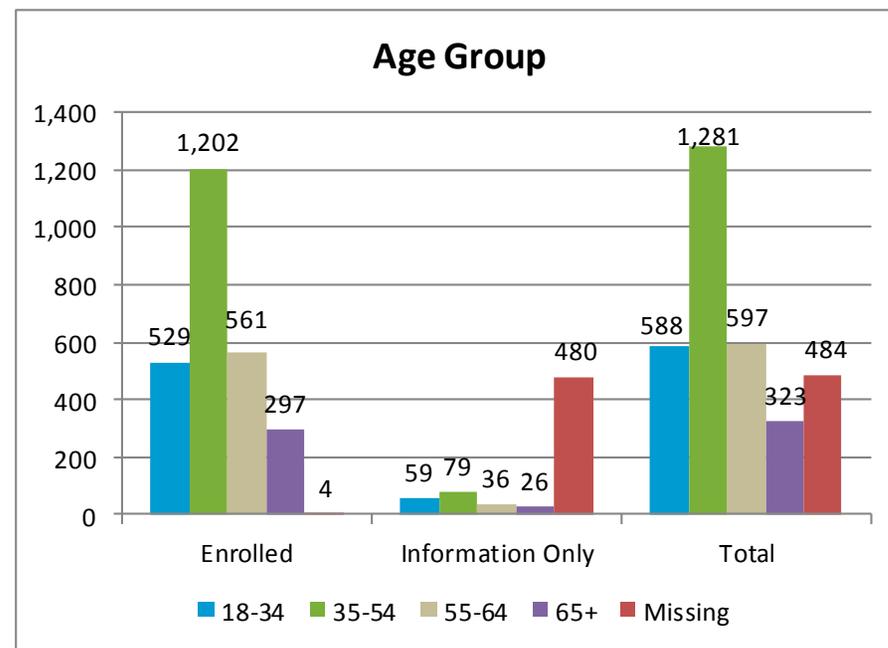


Table 12. Education

Education	Enrolled	Information Only	Total
College Degree	464	2	466
Some College	748	3	751
Technical or Trade School	129	1	130
High School Diploma	638	3	641
GED	166	0	166
Grade 9-11 (no diploma)	326	2	328
Grade 8 or less	85	0	85
Refused	40	669	709
Missing	0	0	0
Total	2,596	680	3,276

Figure 10. Education by Intake

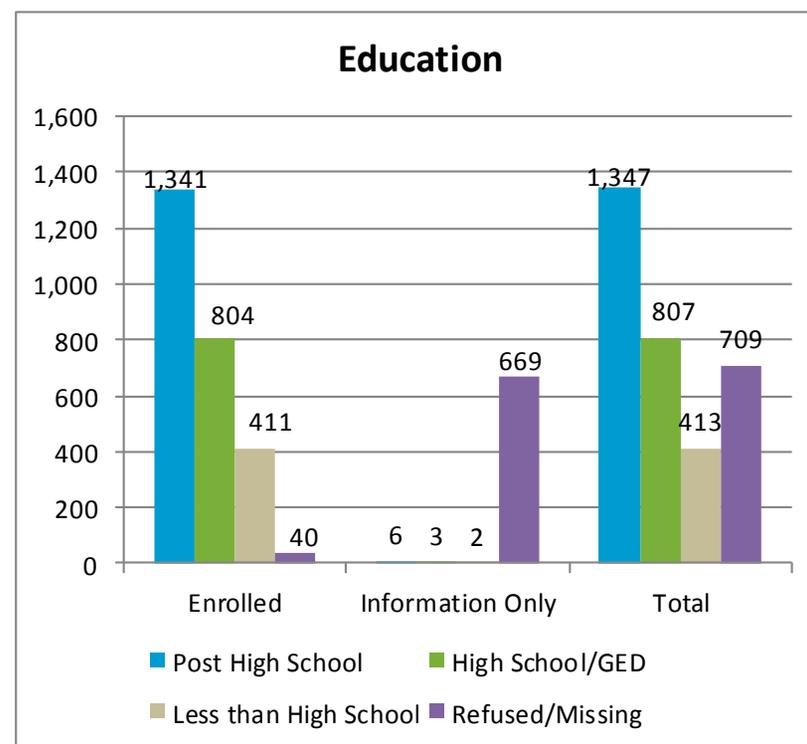


Table 13. Home Language

Home Language	Enrolled	Information Only	Total
Primarily English	2,302	8	2,310
Primarily Spanish	130	3	133
English and Spanish	95	0	95
Other	21	0	21
Refused	48	669	717
Missing	0	0	0
Total	2,596	680	3,276

Figure 11. Home Language by Intake

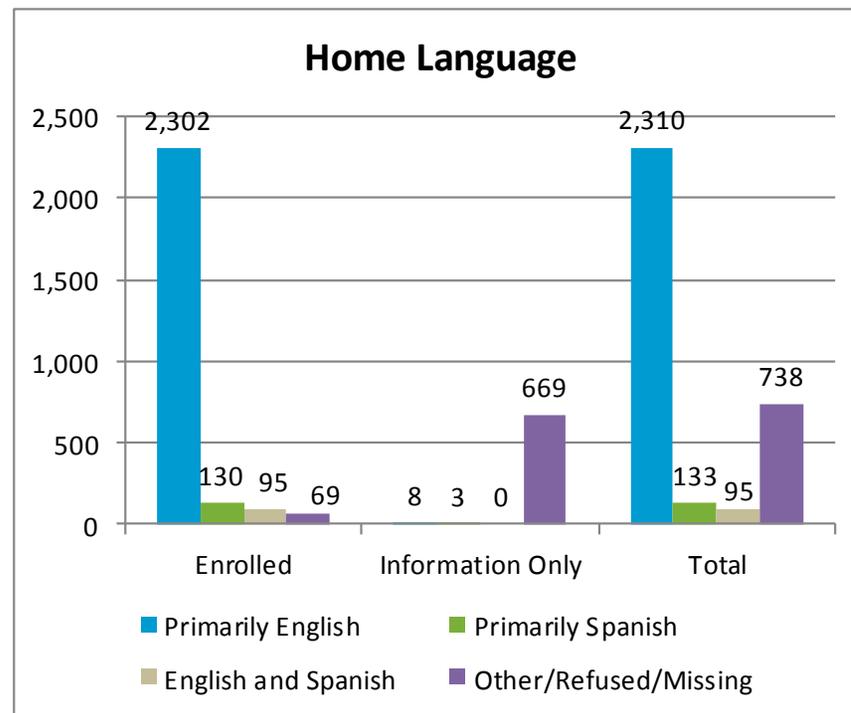
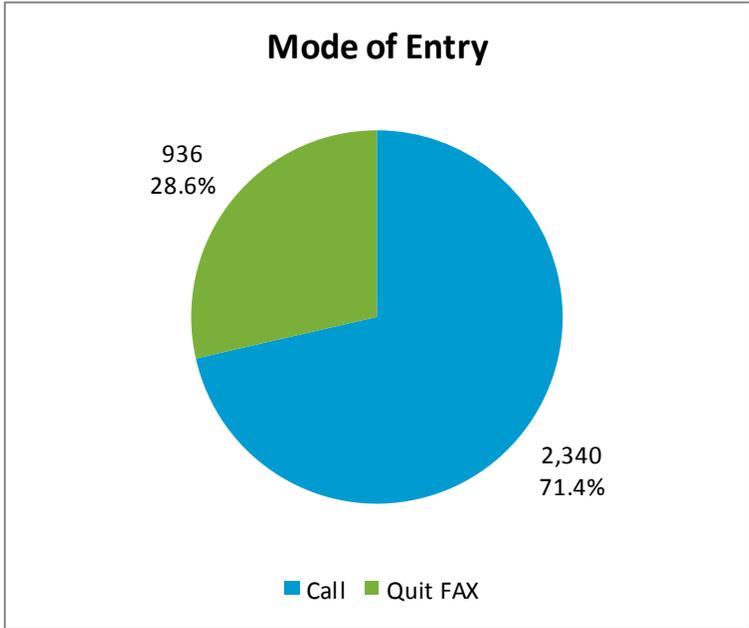


Table 14. Mode of Entry to ASHLine

Mode of Entry	Enrolled	Information Only	Total
Call	1,800	540	2,340
Quit FAX	796	140	936
Total	2,596	680	3,276

Figure 12. Mode of Entry to ASHLine



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Table 15. How Clients Heard about ASHLine

How did you hear about ASHLine?	Enrolled	Information Only	Total
Missing	43	28	71
Callback	38	-	38
Pharmacist	1	1	2
Work	14	5	19
Website	66	15	81
TV	978	301	1,279
Regional Behavioral Health Authority	10	2	12
Radio	42	4	46
Newspaper	1	1	2
My School	1	-	1
County Health Department (Local Project)	36	5	41
Healthcare facility	231	31	262
Health Insurance	27	12	39
Former Client	268	17	285
Brochures (Flyers)	19	5	24
Family or Friends	304	52	356
Doctor	440	130	570
Dentist	8	2	10
Community Organization	27	8	35
Church	2	-	2
Unknown	40	61	101
Total	2,596	680	3,276

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Table 16. How Clients Heard about ASHLine, collapsed groups

How did you hear about ASHLine?	Enrolled	Information Only	Total
Community Organizations	63	13	76
Family or Friends	304	52	356
Former Client	268	17	285
Healthcare Provider	717	178	895
Media	1,106	326	1,432
Other	138	94	232

Figure 13. How Clients Heard about ASHLine, collapsed groups

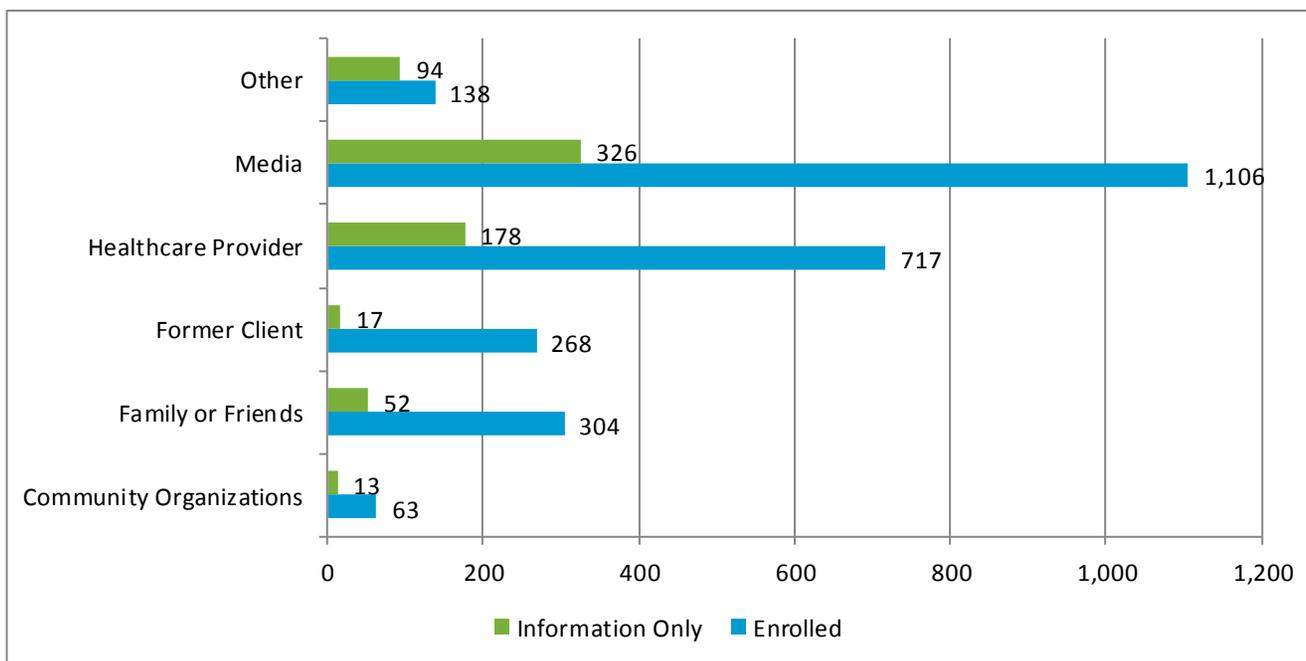
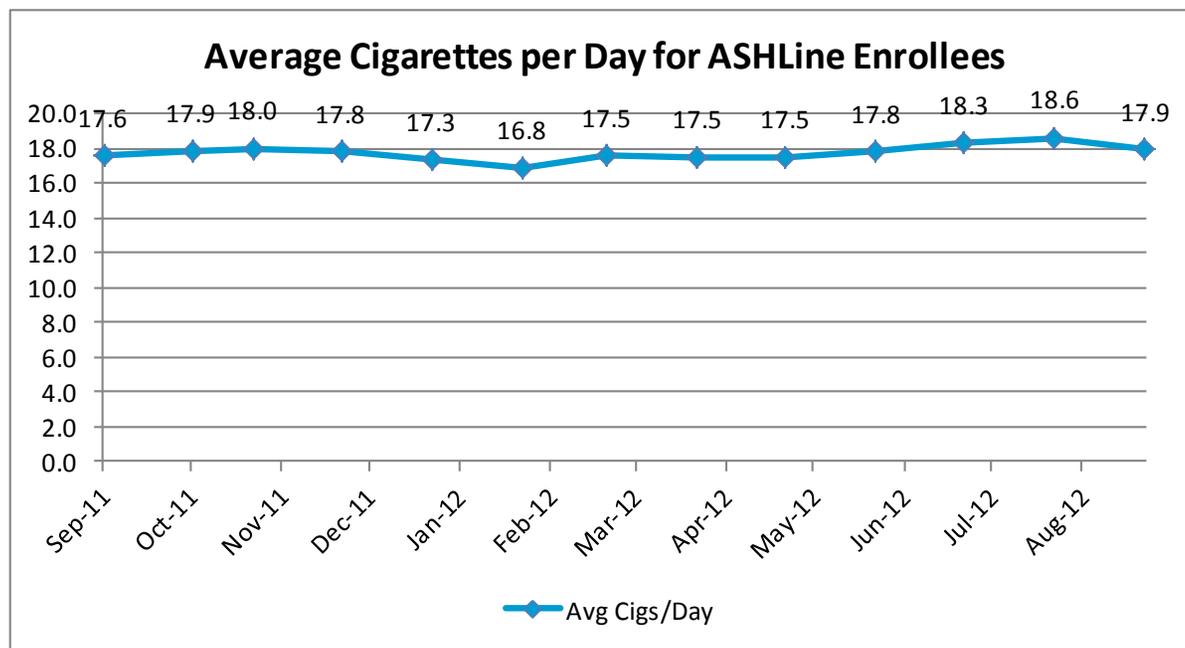


Table 17. Average number cigarettes per day

Month	Avg Cigs/Day
Sep-11	17.6
Oct-11	17.9
Nov-11	18.0
Dec-11	17.8
Jan-12	17.3
Feb-12	16.8
Mar-12	17.5
Apr-12	17.5
May-12	17.5
Jun-12	17.8
Jul-12	18.3
Aug-12	18.6
Sep-12	17.9

Figure 14. Average number of cigarettes per day for ASHLine Enrollees

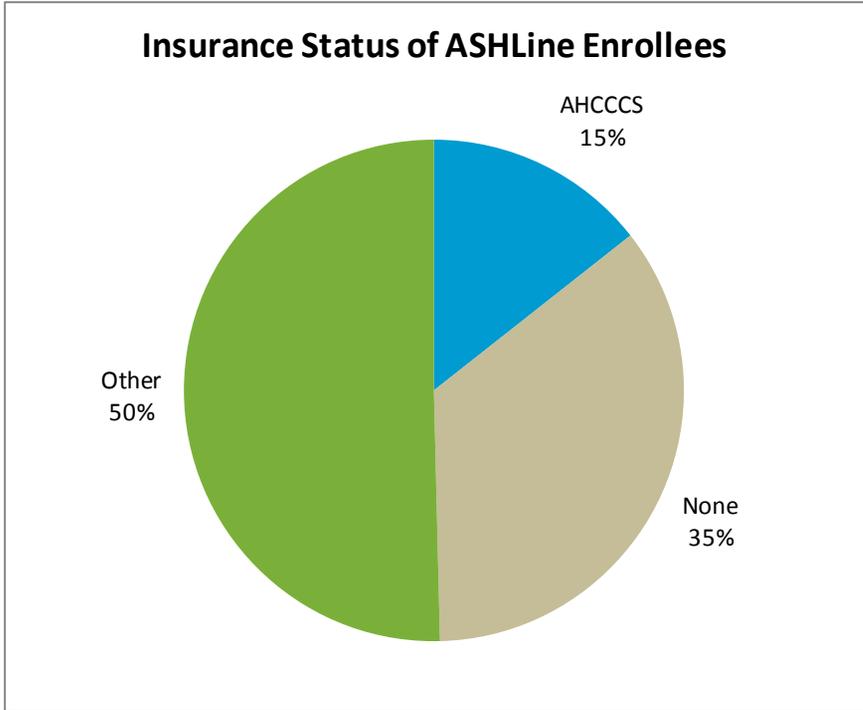


Insurance of ASHLine Enrollees

Table 18 Insurance Status of ASHLine Enrollees

Insurance	Enrolled
AHCCCS	373
None	912
Other	1,305
Total	2,590

Figure 15. Insurance Status of ASHLine Enrollees



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Table 19. AHCCCS Insurance Plans

AHCCCS Insurance	Enrolled
Mercy Care Plan	147
Health Choice Arizona	78
Evercare Select	2
Care1st Health Plan Arizona, Inc.	16
Bridgeway - Acute & LTC	10
University Family Care (UFC)	16
SCAN-LTC (Senior Care Action Network - Long Term Care)	1
Phoenix Health Plan-010299 (PHP)	45
Maricopa Health Plan	18
AZ Physicians-IPA (APIPA)	90
No Answer	503
Not Applicable	1,670
Total	2,596

Coaching

Table 20. Clients reached for coaching

	Count	Percent
At Least 1 Coaching Call	2,116	81.9%
Unable to Reach	467	18.1%
Total	2,583	100.0%

Figure 16. Clients reached for coaching

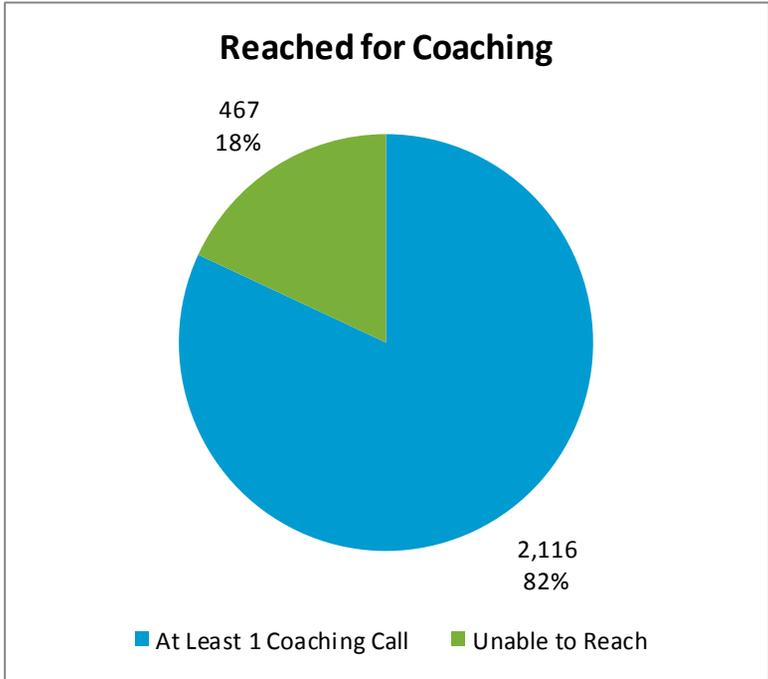
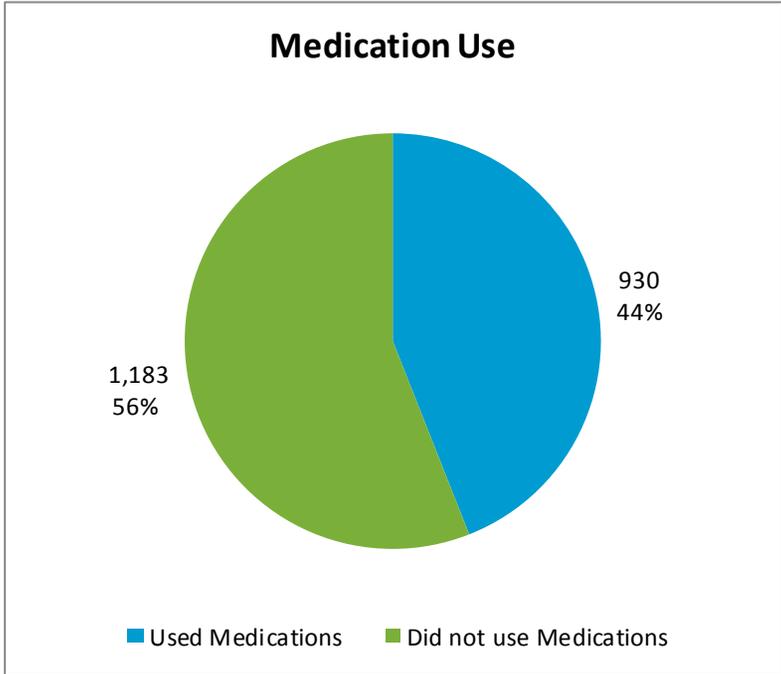


Table 21. Clients who used medications during quit

	Count	Percent
Used Medications	930	44.0%
Did not use Medications	1,183	56.0%
Total	2,113	100.0%

Figure 17. Client who used medication during quit



Quit Rates for ASHLine Enrollees

Figure 18. 7-Month Quit Rates for ASHLine Enrollees, Clients Enrolled in January 2012

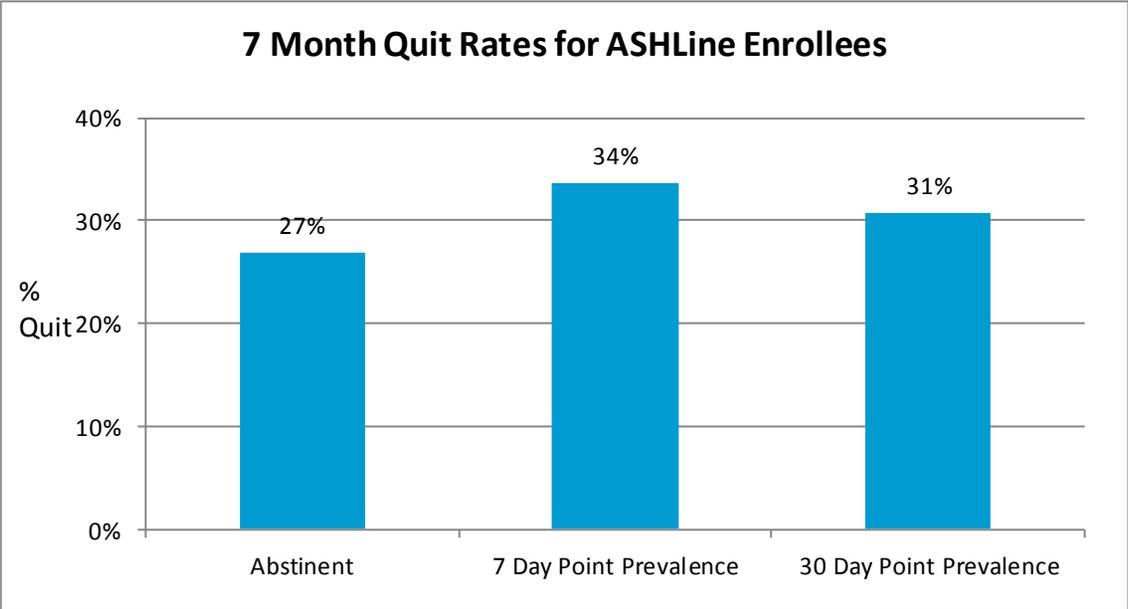
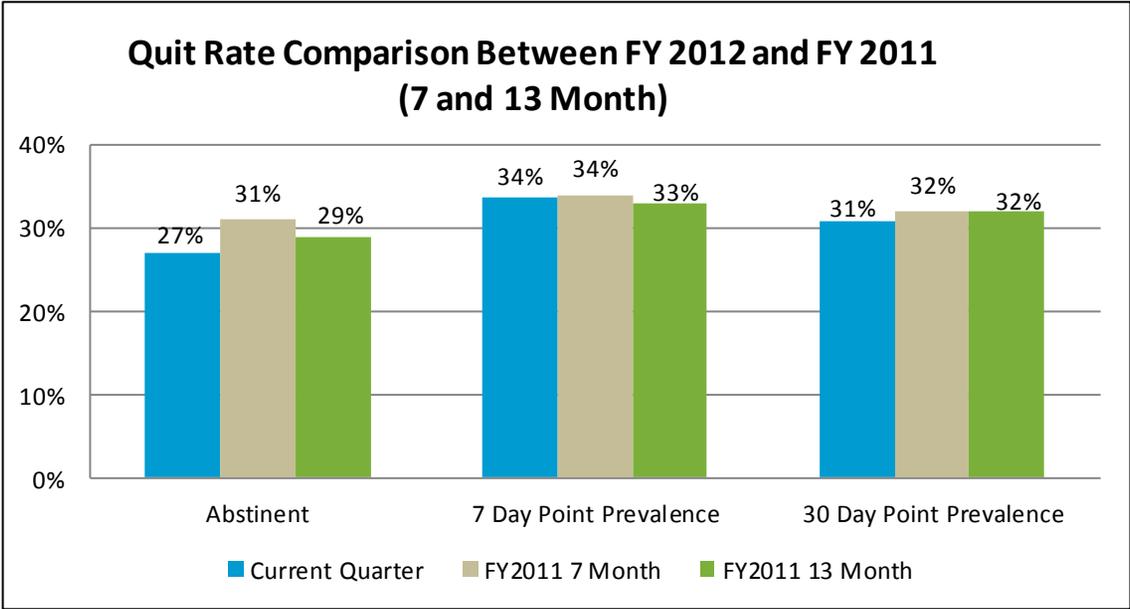


Figure 19. Quit Rate Comparison between FY 2012 and FY 2011 (intake dates)



Seven-Month Post-Enrollment Survey

Table 22. Enrolled in free quit tobacco medication program

Q10	Count
No	157
Yes	736
Total	893

Figure 20. Enrolled in free quit tobacco medication program

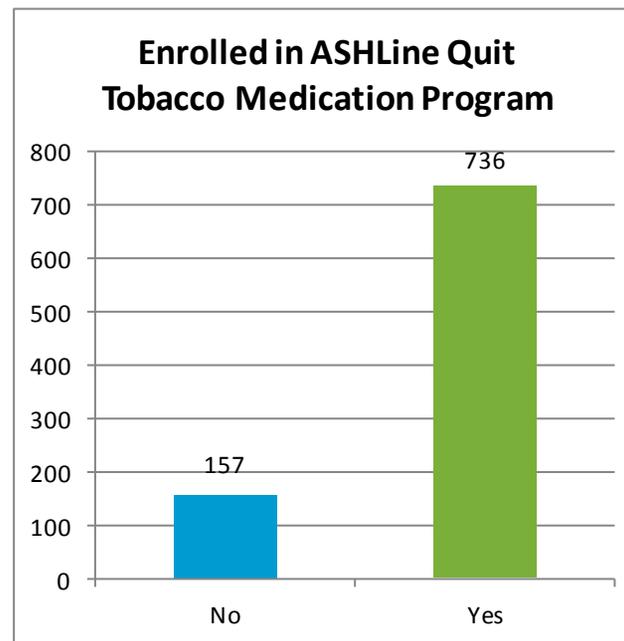


Table 23. Received quit tobacco medication

Q13	Count
No	45
Yes	558
Total	603

Figure 21. Received quit tobacco medication

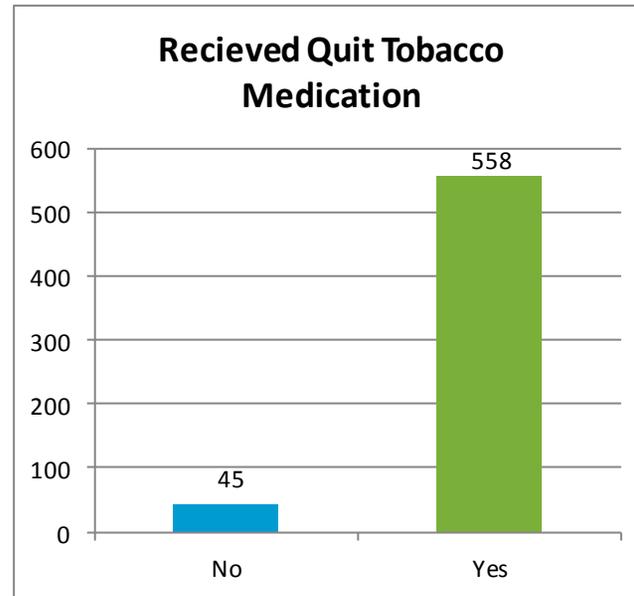


Table 24. Offer of coaching important in decision to quit

Q25	Count
Very Important	147
Moderately Important	95
Unimportant	35
Don't know	34
Total	311

Figure 22. Offer of coaching important in decision to quit

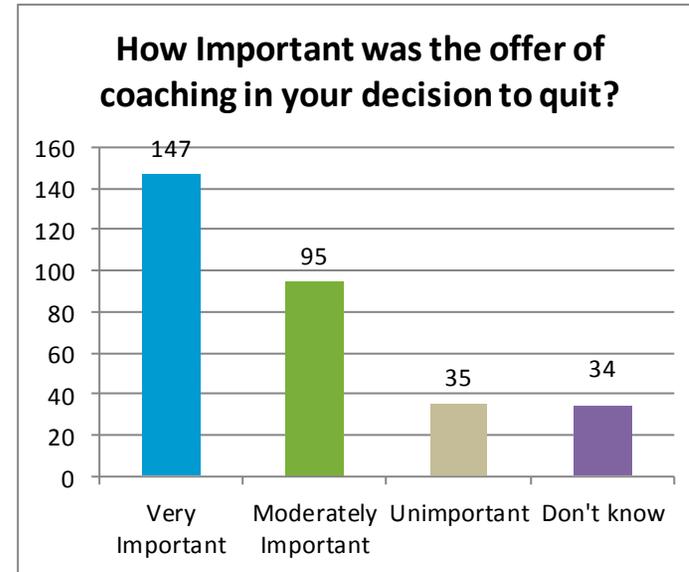


Table 25. Coaching was helpful in efforts to quit

Q26	Count
Very Helpful	143
Somewhat Helpful	63
Not Helpful	23
I didn't receive any coaching	41
I don't know	5
Total	275

Figure 23. Coaching was helpful in efforts to quit

