

# Arizona Smokers' Helpline Quarterly Report



Quarter 3  
Fiscal Year 2015  
(January 2015 - March 2015)



Clients with Comorbid Conditions

Program Statistics



Improving the Health of Arizonans



MEL AND ENID  
ZUCKERMAN COLLEGE  
OF PUBLIC HEALTH

## ASHLine Clients with Comorbid Conditions: Associations between Type of Disease, Number of Comorbidities and Quit Outcomes

There is strong evidence that a reciprocal relationship exists between tobacco use and comorbid conditions. Those who use tobacco are more likely to develop a comorbid condition,<sup>1</sup> and once present, they are at a disadvantage when attempting to quit tobacco.<sup>2</sup> In this ASHLine brief, we examine the associations between the types and number of comorbid conditions and quitting among ASHLine clients. We use data from clients who enrolled between calendar years 2011-2013 (N=9,788) and focus on seven self-reported comorbid conditions.

Overall, 69% of clients self-reported at least one comorbid condition and 38% self-reported two or more. The most common self-reported comorbid conditions were behavioral health condition (35%), hypertension (33%) and asthma (18%).

Despite receiving quitline services, individuals with a comorbid condition were less likely to quit tobacco and those with four or more were half as likely to quit compared to those without. Future work is needed to identify ways to tailor cessation interventions and improve quit rates for these clients.

Figure 1. Percent of Clients by Comorbid Condition



Figure 2. Quit Rates by Comorbid Condition

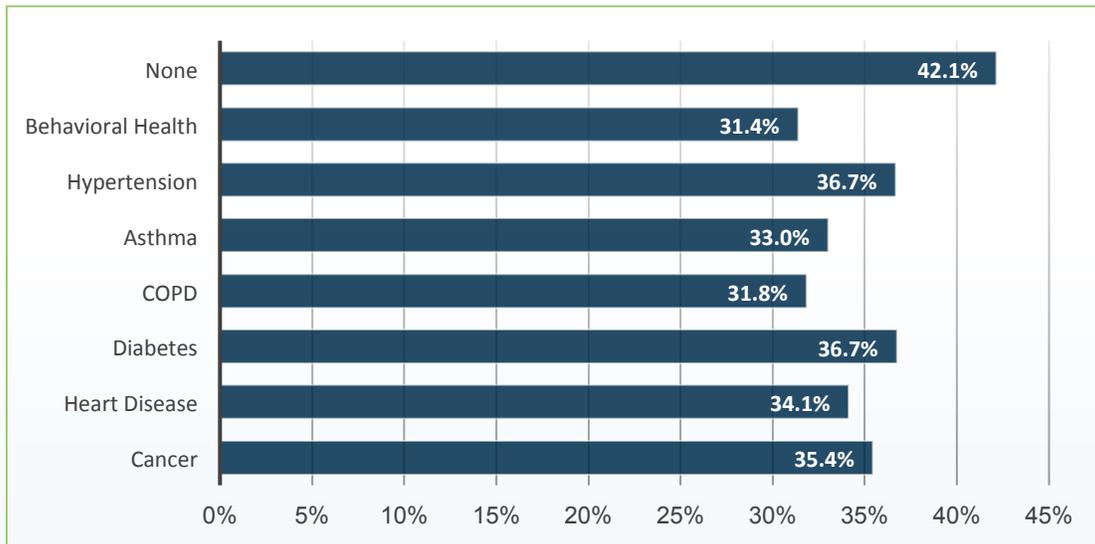


Table 1. Age-adjusted Odds of Quitting and Quit Rates by Number of Comorbid Conditions

Number of Comorbid Condition	Percent Quit at 7-month Follow-Up	Odds of Quitting (*p < 0.05)
<b>None (n=3,021)</b>	42%	Reference group
<b>1 Comorbid Condition (n=3,037)</b>	38%	19% less likely (OR: 0.81)*
<b>2 Comorbid Conditions (n=1,993)</b>	35%	31% less likely (OR: 0.69)*
<b>3 Comorbid Conditions (n=1,086)</b>	34%	34% less likely (OR: 0.66)*
<b>4+ Comorbid Conditions (n=651)</b>	27%	53% less likely (OR: 0.47)*

References

1. U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General.* Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.
2. Bush T, Zbikowski SM, Mahoney L, Deprey M, Mowery P, Cerutti B. *State Quitlines and Cessation Patterns Among Adults With Selected Chronic Diseases in 15 States, 2005–2008.* *Prev. Chronic. Dis.* 2012;9.

## ASHLine Quarter 3 Report

Fiscal Year 2015 (January 2015 – March 2015)

### Summary of the Quarter

This quarter ASHLine held a very productive all staff meeting to gather ideas on improving ASHLine's reach and services. These ideas drove research and improvement projects for the quarter. ASHLine was also excited about the release of a new media campaign this quarter.

The quitline received over 4,000 calls and enrolled close to 1,800 Arizonans in the quit-tobacco coaching program. The proactive referral program remains strong as well, with more than 830 healthcare professionals referring about 2,350 individuals to ASHLine services. Of those, about 600 enrolled in services

#### ASHLine Core Measures

	Q3 FY2014	Q3 FY2015
<b>Incoming Calls</b>	5,230	4,016
<b># Referrals</b>	2,391	2,351
<b># Quit Coaching</b>	2,994	1,788
<b># Information Only</b>	200	150
<b>Quit Rate</b>	37%	33%

### Community Development Team

- Collaborated with the Arizona Department of Health Services and Pfizer on launching the inaugural "Phoenix Kicks Butts" smoking cessation awareness week
- Integrated a new column - "Coaches' Corner" - to the provider newsletter in collaboration with the coaching team to offer tips to providers on supporting patients through the quit process
- Initiated the development of new provider support materials for use in FY2016
- Provided a total of 23 trainings to over 430 providers across Arizona on conducting brief interventions and referring to ASHLine
- Recruited a new pilot partner – Mt. Graham Medical Center, Human Resources – to the Public-Private Partnership (PPP) initiative

#### Public-Private Partnership Referrals

	Q3 FY2015
<b># Referrals</b>	41
<b>% Reached</b>	71%
<b>% Reached who Enrolled</b>	93%

This quarter, the Community Development Team worked collaboratively with partners on a number of projects and initiatives including: supporting the development and launch of "Phoenix Kicks Butts"; successful hybrid electronic health record referral integration with Yuma Regional Medical Center; ongoing systems level outreach to support tobacco cessation treatment within Mercy Maricopa Integrated Care and Mercy Care Plans; and implementation of tobacco free policy with Pasadera Behavioral Health, among others. Training and technical assistance to support medical and behavioral partners, as well as the PPP initiative, continued this quarter with a particularly high percentage of trainings (61%) delivered within the Regional-Behavioral Health Authority system.

Next quarter, the Community Development Team will begin outlining a suite of tools to support tobacco systems change among partners serving priority populations, as well as initiating an assessment of electronic health records in use among current targeted referral partners. In addition, the team will partner with the North American Quitline Consortium (NAQC) to receive support and technical assistance on developing infrastructure for an eReferral pilot as part of NAQC's Pfizer IGLC/SCLC grant.

### Community Development and Enrollment Teams

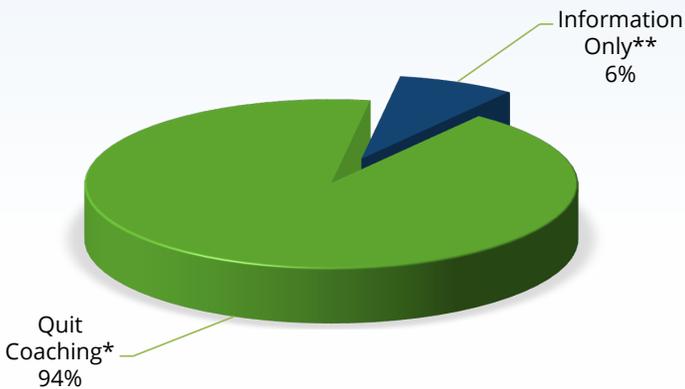
	Q3 FY2014	Q3 FY2015
# Referrals	2,391	2,351
% Reached	52%	54%
% Reached who Enrolled	77%	48%
# Unique Locations	448	461
# Unique Agents	654	834

### Enrollment Team

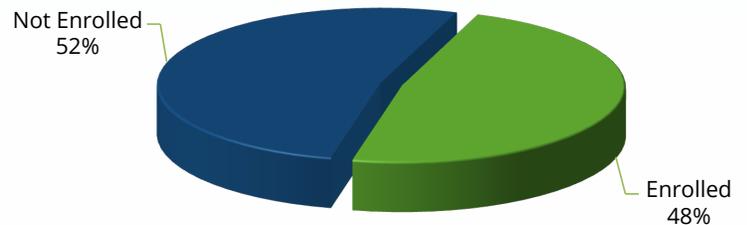
- Implemented new referral call protocol to improve reach rates for enrollment
- Transitioned three student employees into outreach counselor positions to provide leadership and support during enrollment
- Expanded the duties of one outreach counselor to support the growing business office

This quarter the Enrollment Team introduced a new referral call protocol to maximize and improve the reach rates for enrollment. The protocol adjusts the procedure for calling referrals to maximize this reach rate. Next quarter, the Enrollment Team will begin to undergo basic tobacco skills training and motivational interviewing as part of a new strategy for improved engagement during a client's first call with ASHLine.

### Enrollment Status



### Reached Referrals Enrollment Rate



\* Clients enrolled in quit coaching program with or without Nicotine Replacement Therapy (NRT)

\*\* Clients who only requested self-help quit material

### Coaching Team

- Specialized protocols identified for the next 12 months
- A Master of Public Health (MPH) student was hired to assist with literature review and protocol development of specialized topics
- Oral presentation at the American Society for Preventative Oncology Annual meeting on electronic cigarette (e-cigarette) use and tobacco quit rates among ASHLine clients
- Initiation of the "Coaches' Corner" in the provider newsletter

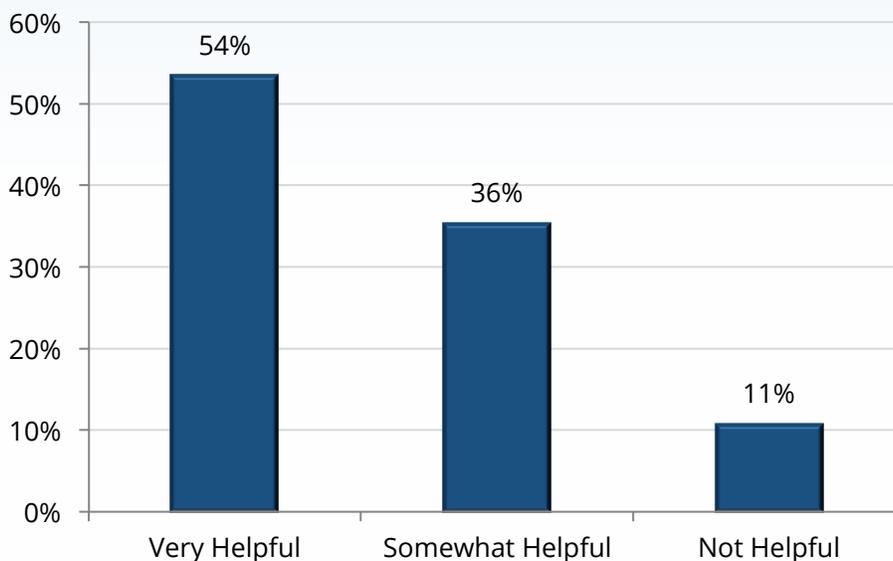
#### Coaching

	Q3 FY2014	Q3 FY2015
<b>New Episodes</b>	2,944	1,783
<b>% Receiving 1+ Coaching Calls</b>	81%	81%
<b>Avg # Coaching Sessions/Exited Episode</b>	4.1	4.8
<b>% Using Meds</b>	55%	51%

The Coaching Team identified specialized populations to begin working on targeted protocols in the upcoming months. These include pregnancy and postpartum to meet the current NAQC guidelines, youth, cancer survivors, behavioral health clientele, American Indian population, Latino and Spanish speaking clientele and hospitalized patients. In order to move these protocols to fruition in a timely fashion an MPH student was hired to assist with the literature review and writing, with oversight by both the clinical manager and faculty lead. This quarter the clinical manager presented preliminary e-cigarette use and associated quit rates among ASHLine callers at the annual American Society of Preventative Oncology meeting. The clinical manager also attended and completed the instructor level tobacco cessation certification. Finally, the "Coaches' Corner" was implemented in the provider newsletter providing a few tips from coaches to providers for helping patients quit tobacco.

Goals for the upcoming quarter include the clinical manager completing instructor level tobacco treatment specialist, finalizing and implementing the pregnancy and postpartum protocols as well as completing the youth and behavioral health protocols.

### How Helpful was Coaching in Your Efforts to Quit Tobacco?



**Survey Team**

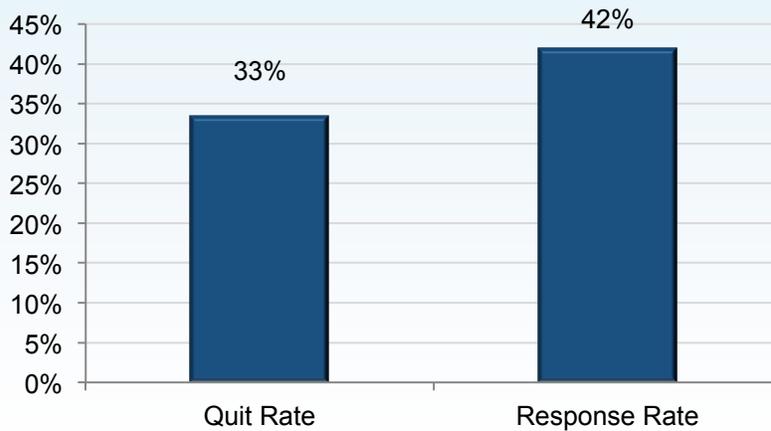
- Hired two new student employees to assist and improve the follow-up response rate
- Continued to provide cross-training with the Enrollment Team and with the newly hired student employees to ensure overall coverage

**Survey Team**

	Q3 FY2014	Q3 FY2015
<b>7-Month Quit Rate</b>	37%	33%
<b>Response Rate</b>	48%	42%

This quarter the Survey Team hired two new student employees to provide assistance and support to the team as well as to increase the follow-up response rate. The team also continues to cross-train all newly hired student employees in Enrollment to allow for maximum coverage. Goals for the next quarter include a newly revised Client Satisfaction Survey that will be implemented to allow for enhanced outcome measurements and improve the reach rates of follow-up surveys by increasing support from the Enrollment Team to allow for maximum coverage.

**7-Month Follow-up Quit and Reponse Rates**



## Research and Evaluation Team

- Contributed to posters presented at three research forums
- Submitted two abstracts to the American Public Health Association conference
- Conducted analysis of key ASHLine performance metrics
- Concluded an evaluation of electronic nicotine delivery systems (ENDS) users

This quarter the Research and Evaluation Team contributed to research that was presented at three research forums. The first poster that was presented at the Society for Research on Nicotine and Tobacco's annual meeting, detailed the use of electronic nicotine delivery systems (ENDS) and nicotine replacement therapy by clients with a mental health condition. The second poster that was presented at the American Society of Preventive Oncology's annual conference addressed prevalence of ENDS use among ASHLine clients and tobacco cessation quit rates among clients who used and did not use ENDS products. Finally, the team presented results at the Mel and Enid Zuckerman College of Public Health Student Poster Forum from the diabetes protocol pilot.

The team submitted two abstracts to the American Public Health Association. The first is on tobacco cessation outcomes among patients with comorbid conditions. The second focuses on strategies to better serve youth smokers in a quitline setting. The team hopes to be invited to present this research at the annual conference in October.

Focusing on service evaluation, the team analyzed key performance metrics to identify opportunities to improve service performance. Metrics included off-hours calls, enrollment trends, and how clients heard about ASHLine. They were detailed in an internal report, including an analysis of the referrals call protocol. Through this report, and others, the research and evaluation team continues to support other ASHLine teams and the BTCD by responding to data requests and ad-hoc analysis.

Upon completion of the ENDS analysis, the team contributed to formulating new questions about ENDS to be asked of clients at enrollment and follow-up. The questions will allow further insight into how to best serve ENDS users in the future. In the next quarter the Research Team will submit our ENDS findings for peer-reviewed publication. Upcoming work will investigate the role relapses play in quit attempts, including how clients exit the program, and the relationship between gender and enrollment and quit outcomes.

Appendix: Statistics and Demographics Quarter 3 Report, Fiscal Year 2015 (January 2015 – March 2015)

Referrals to ASHLine Services

Table 1. Number of Unique Referring Locations and Referring Agents

	Count
Referring Locations	461
Referring Agents	834

Figure 1. Number of Referrals by County

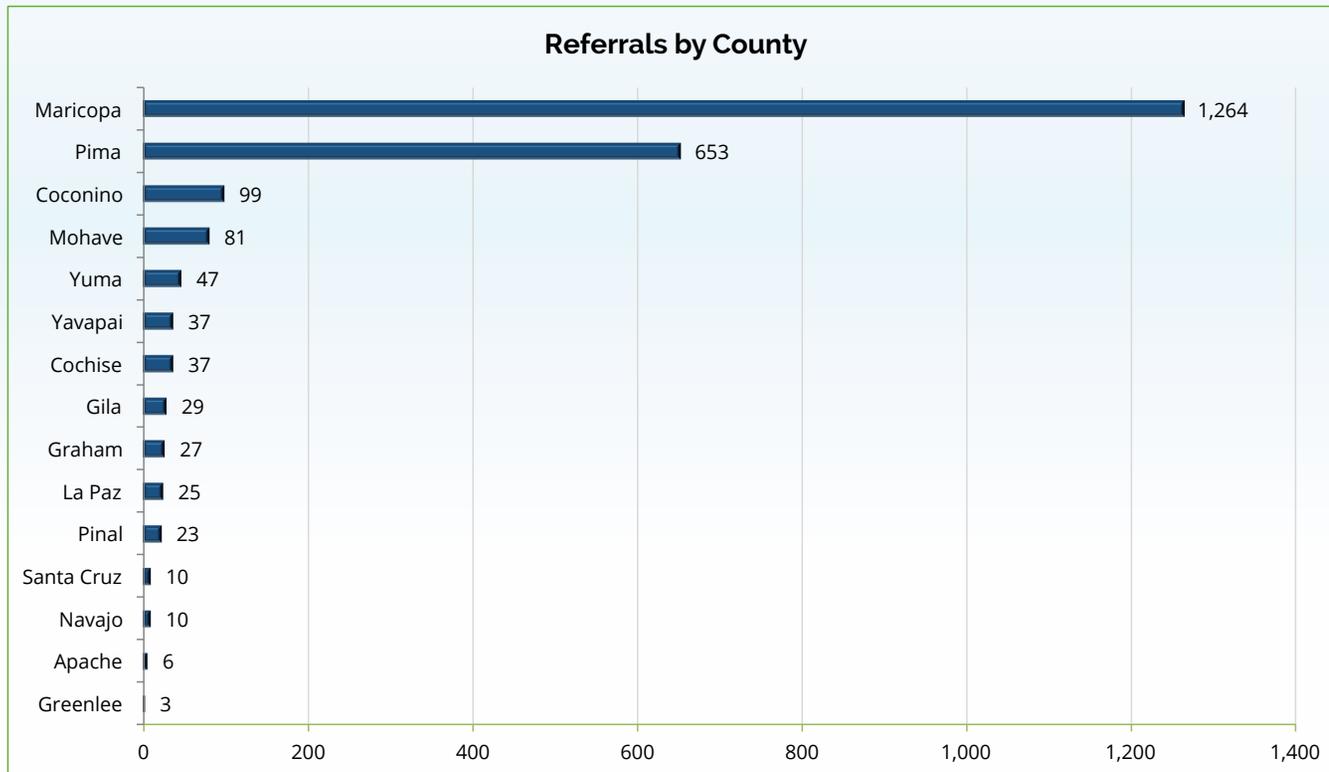
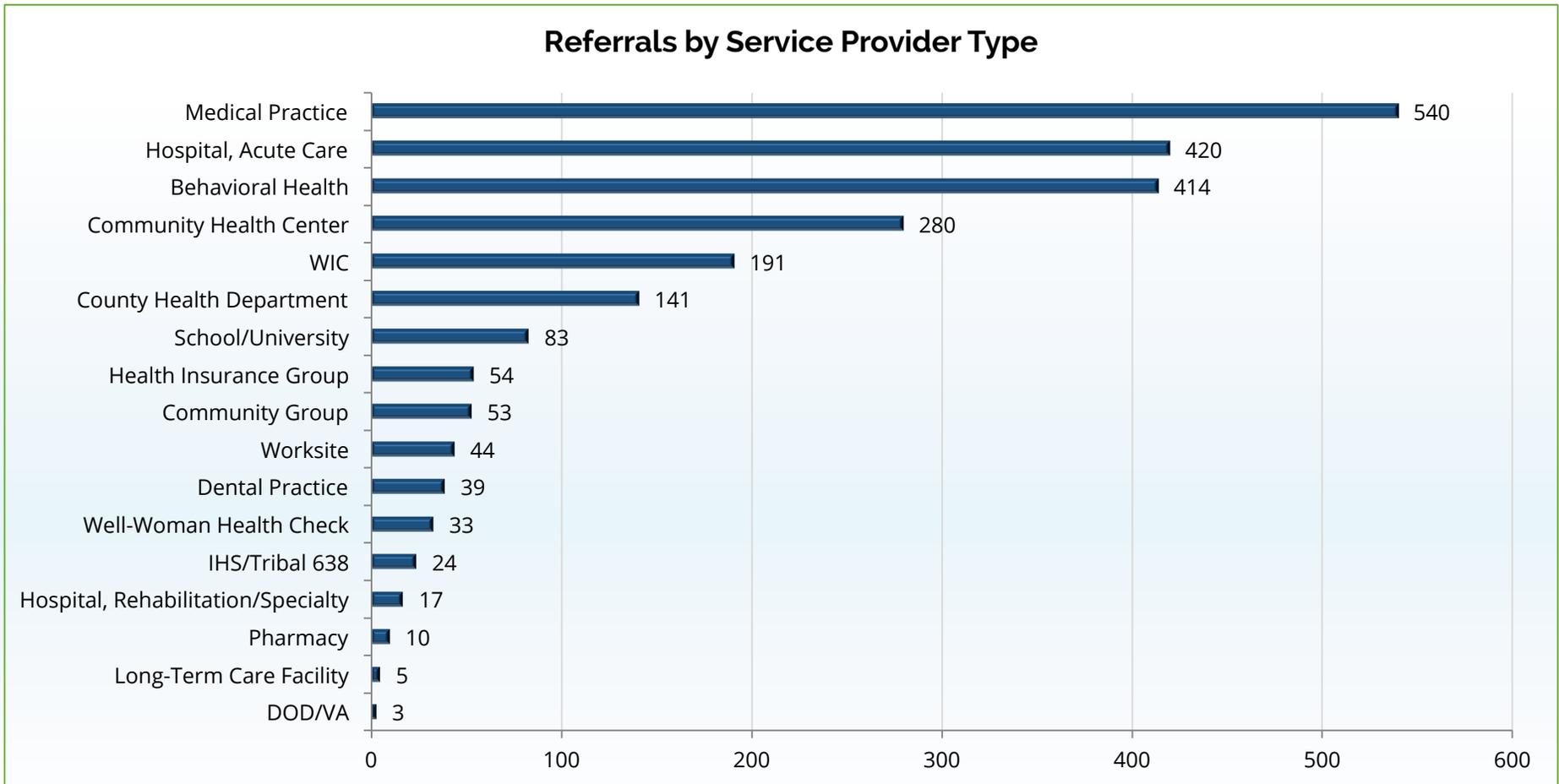


Figure 2. Total Number of Referrals by Service Provider Type



Note: Self-referred clients excluded

Table 2. Referrals by County and Enrollment Status

County	Quit Coaching*	Information Only**	Total
Apache	0	0	0
Cochise	15	0	15
Coconino	20	2	22
Gila	7	0	7
Graham	9	0	9
Greenlee	0	0	0
La Paz	8	1	9
Maricopa	321	9	330
Mohave	27	0	27
Navajo	4	0	4
Pima	155	5	160
Pinal	4	0	4
Santa Cruz	6	0	6
Yavapai	12	0	12
Yuma	19	1	20
Unknown	0	0	0
Out of State	0	0	0
Refused	0	0	0
<b>Total</b>	<b>607</b>	<b>18</b>	<b>625</b>

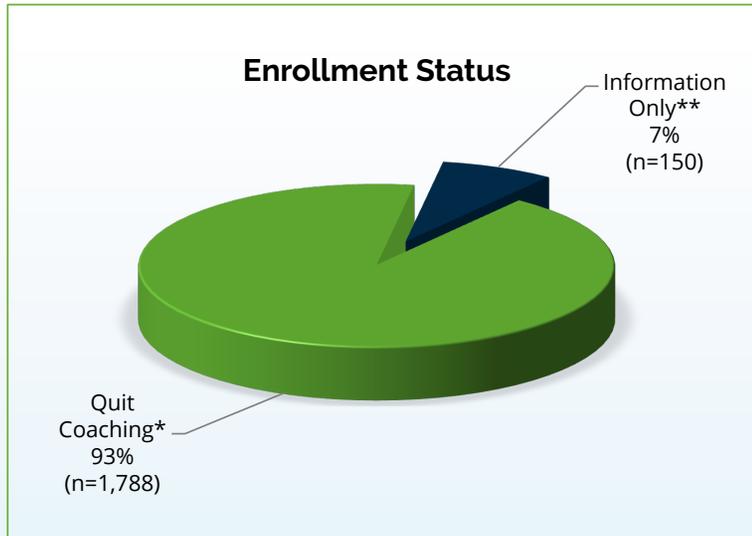
\* Clients enrolled in quit coaching program with or without Nicotine Replacement Therapy (NRT)

\*\* Clients who only requested self-help quit material

Note: Self-referred clients excluded

**Enrollment Status**

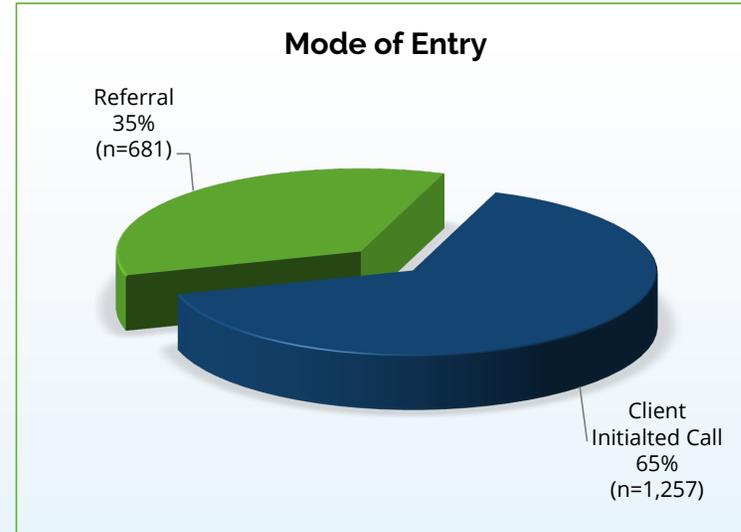
Figure 3. Enrollment Status



Note: Total = 1,938

**Mode of Entry**

Figure 4. Mode of Entry to ASHLine



Note: Total = 1,938

\* Clients enrolled in quit coaching program with or without Nicotine Replacement Therapy (NRT)

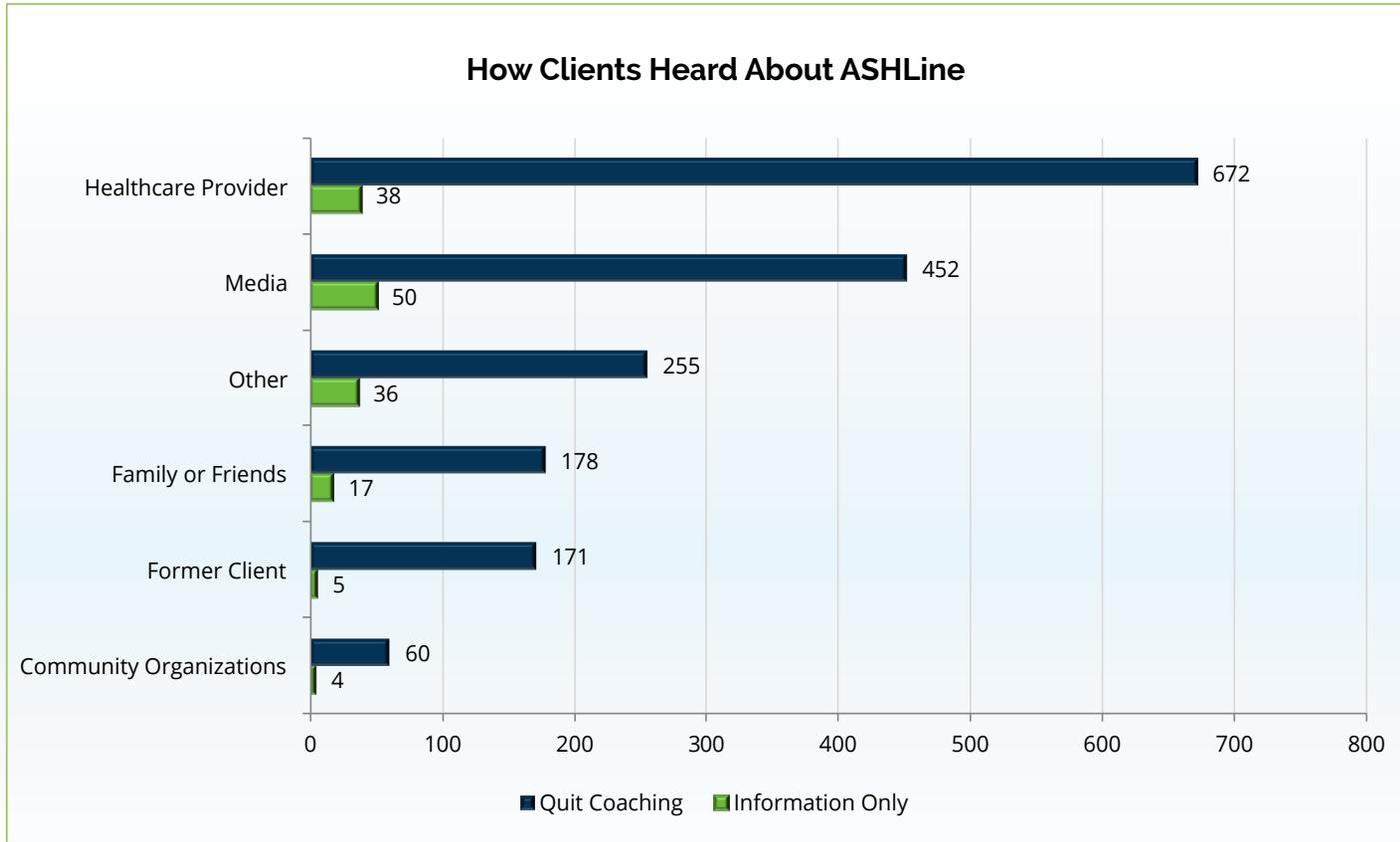
\*\* Clients who only requested self-help quit material

Table 3. How Clients Heard about ASHLine

How did you hear about ASHLine?	Quit Coaching	Information Only	Total
<b>Community Organizations:</b>			
Community Organization	49	1	50
County Health Department (Local Project)	10	2	12
My School	2	0	2
Social Service Agency	0	0	0
<b>Family or Friends:</b>	178	17	195
<b>Former Client:</b>	171	5	176
<b>Healthcare Provider:</b>			
Dentist	9	2	11
<b>Doctor</b>	<b>432</b>	<b>30</b>	<b>462</b>
Health Insurance	36	1	37
Healthcare Facility	188	4	192
Pharmacist	5	1	6
Regional Behavioral Health Authority	2	0	2
<b>Media:</b>			
Brochures (Flyers)	18	2	20
Call It Quits App	0	0	0
CIGnal	0	0	0
Newspaper	2	0	2
Radio	40	3	43
<b>TV</b>	<b>316</b>	<b>40</b>	<b>356</b>
Website	76	5	81
<b>Other:</b>			
Church	1	1	2
My Child's School	0	0	0
Survey Team	96	3	99
Work	52	2	54
If other source, please describe	0	0	0
Unknown	46	3	49
Missing	59	28	87
<b>Total</b>	<b>1,788</b>	<b>150</b>	<b>1,938</b>

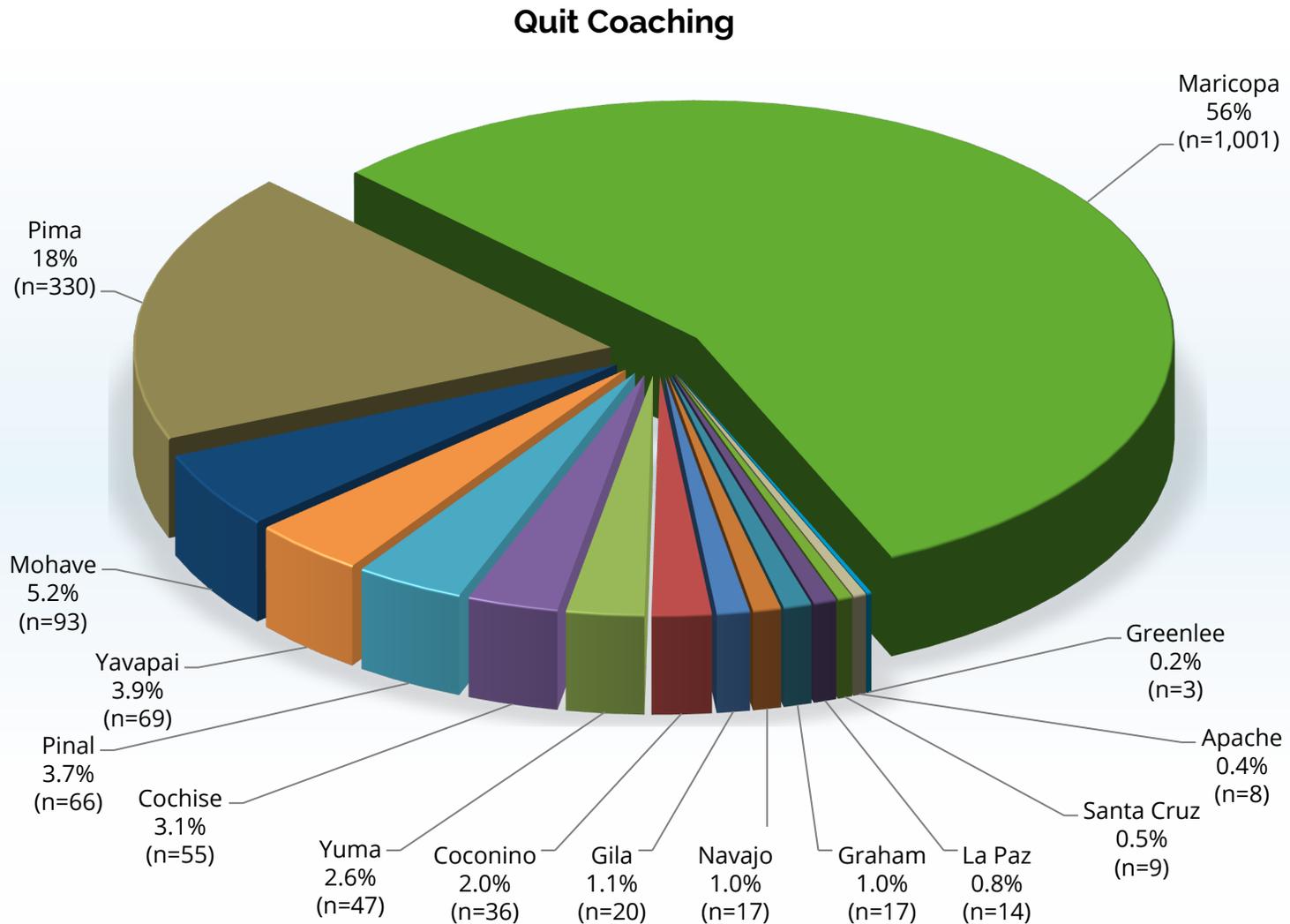
While television advertising reaches a high number of clients who eventually enroll in ASHLine, these data also show an important role of physicians in advocating for tobacco cessation.

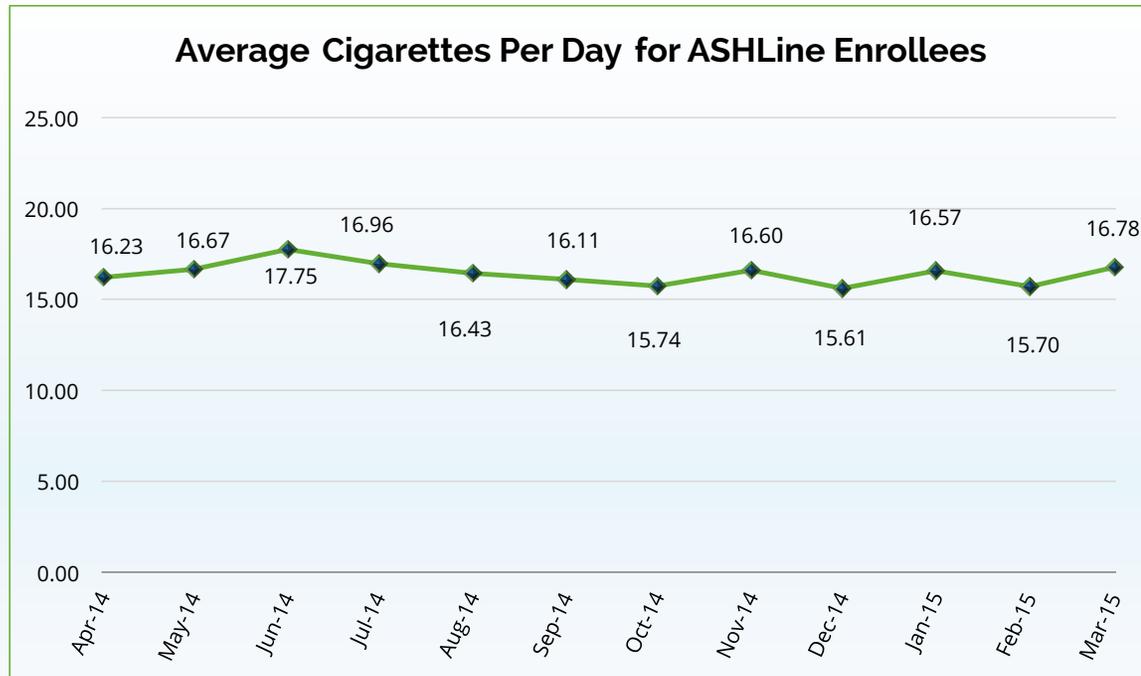
Figure 5. How Clients Heard about ASHLine, collapsed groups



Media campaigns and referral systems generate the highest percentage of enrollments. ASHLine is actively pursuing new and novel community and clinically-based partnerships for expanded referral base.

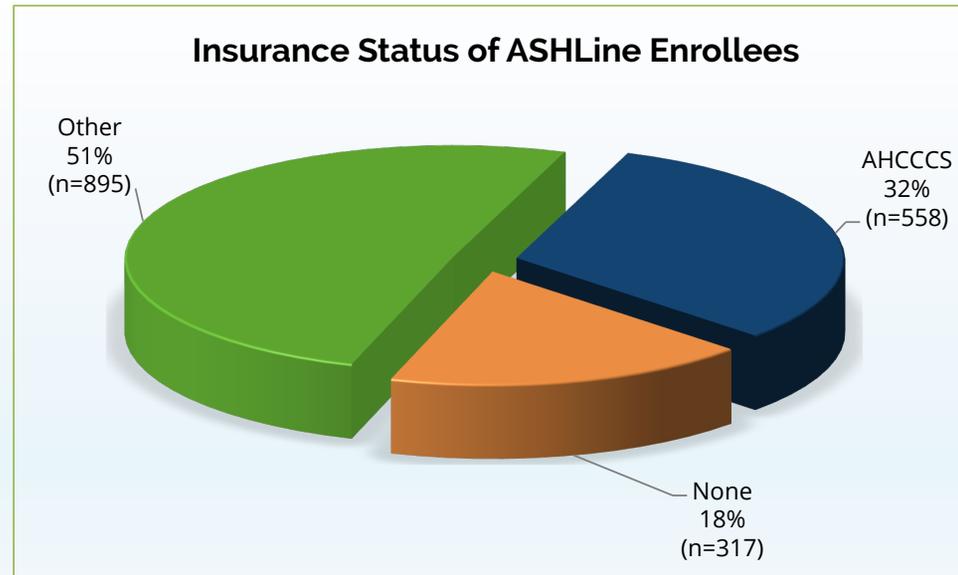
Figure 6. Enrollment Status by County, Quit Coaching



**Average Daily Cigarette Consumption***Figure 7. Average Number of Cigarettes Per Day for ASHLine Enrollees*

*The average number of cigarettes per day has remained relatively stable over the past year. This may support cost as a prohibitory factor for controlling smoking 'dose' in our current population of clients choosing to use tobacco despite health risks.*

## Insurance

*Figure 8. Insurance Status of ASHLine Enrollees*

Note: Total = 1,788; Unknown = 18

*About half of all ASHLine clients who enrolled during Quarter 3 FY2015 are uninsured or on state-supported healthcare; suggesting additional strategic planning to target enrollment of lower SES clients is essential to achieve sustainable improvements in quit rates across Arizona.*

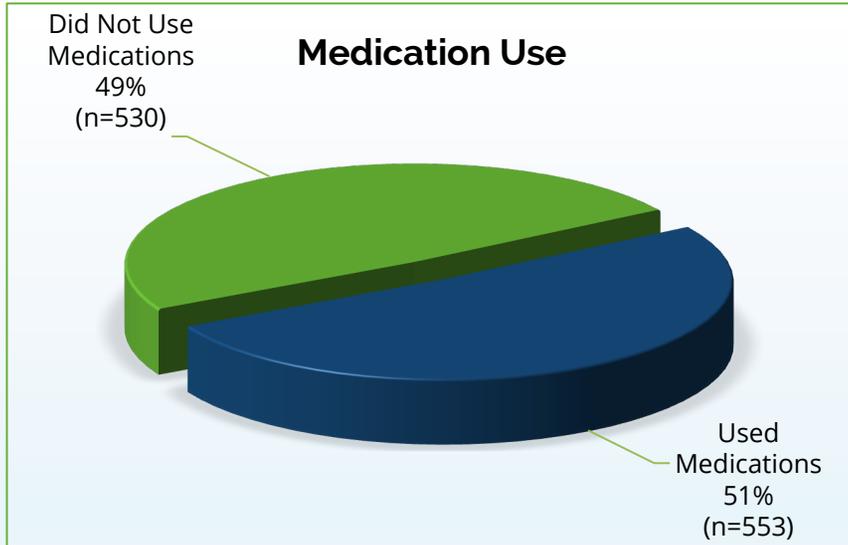
Table 4. AHCCCS Insurance Plans

AHCCCS Insurance	Enrolled
Bridgeway - Acute & LTC	0
Care1st Health Plan Arizona, Inc.	24
CMDP (DES Comprehensive Medical and Dental Program)	1
CRS - UnitedHealthcare Community Plan	13
CRS - UnitedHealthcare Community Plan - Fully Integrated	0
CRS - UnitedHealthcare Community Plan - Partial Acute	0
Health Choice Arizona	58
Health Net of Arizona	24
Maricopa Health Plan	35
<b>Mercy Care Plan</b>	<b>133</b>
Mercy Care Plan - Acute	0
Mercy Care Plan - LTC	0
Phoenix Health Plan-010299 (PHP)	16
UnitedHealthcare Community Plan	107
UnitedHealthcare Community Plan - Acute	0
UnitedHealthcare Community Plan - LTC	0
University Family Care (UFC)	24
No Response/Refused	2
Not Applicable	0
Not Sure	121
<b>Total</b>	<b>558</b>

*Mercy Care Plan provided the highest number of enrollments of all AHCCCS plans during Quarter 3 FY2015. This likely reflects strengthened partnership with this referral partner.*

**Medication**

Figure 9. Clients Who Used Medication During Quit



Note: Total = 1,083

Evidence shows clients who use the combination of coaching and medication have the highest quit rate.<sup>1</sup> ASHLine is currently looking into ways to increase medication access for clients.

**Coaching**

Figure 10. Clients Reached for Coaching



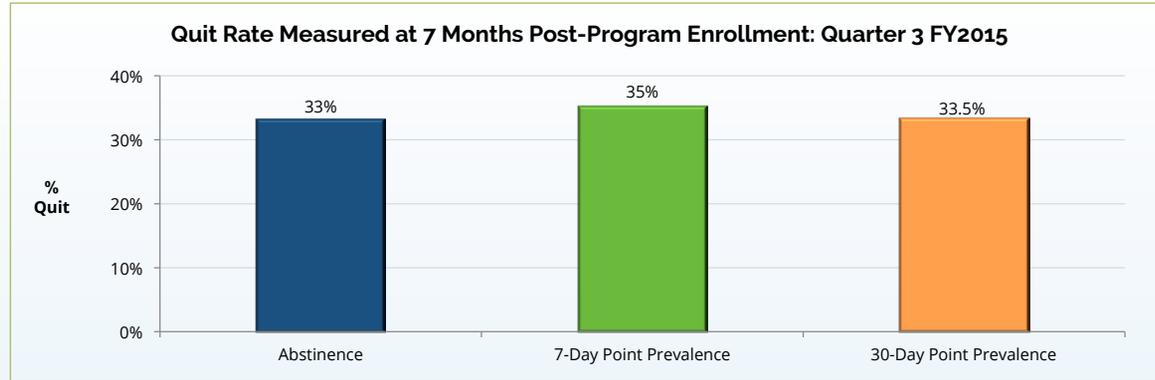
Note: Total = 1,783

A 19% unable to reach rate was observed for clients enrolled during Quarter 3 FY2015, which is greater than our goal of ≤ 10%. ASHLine will determine whether having off-hour calls or including alternate contact numbers will increase the number of clients who can be reached.

1. Fiore MC, Jaén CR, Baker TB, Bailey WC, Benowitz NL, Curry SJ, Dorfman SF, Froelicher ES, Goldstein MG, Froelicher ES, Heaton CG, et al. Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guidelines<image001.png>. Rockville (MD): U.S. Department of Health and Human Services, Public Health Service, Agency for Healthcare Research and Quality, 2008 [accessed 2014 August 19].

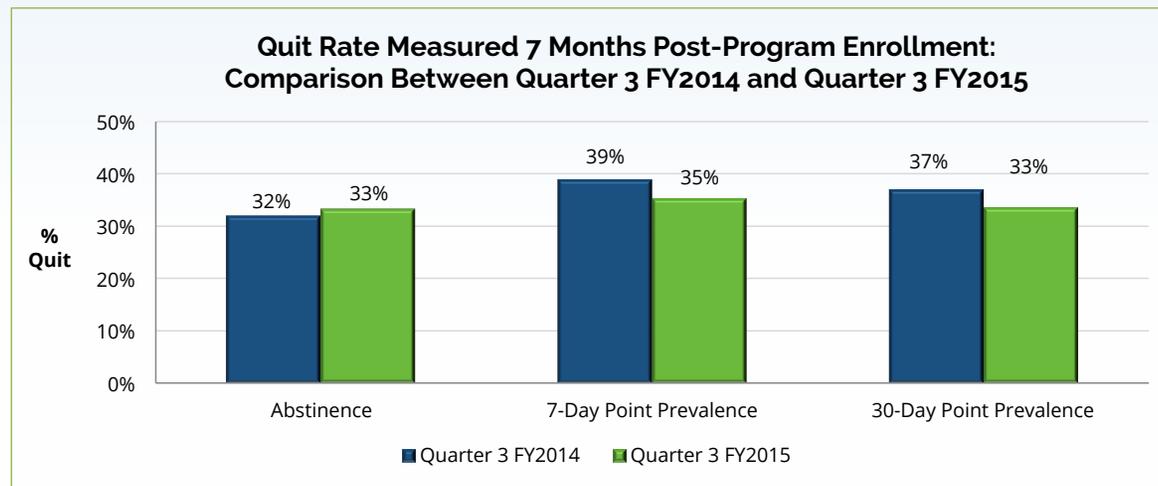
Quit Rates for ASHLine Enrollees

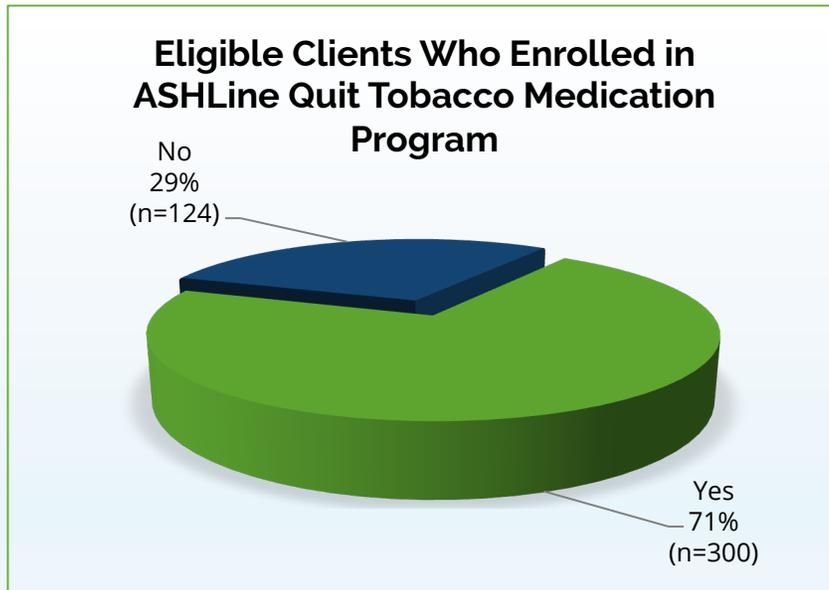
Figure 11. 7-Month Quit Rates for ASHLine Enrollees, Clients Surveyed Quarter 3 FY2015



Note: Clients enrolled in June 2014 – August 2014

Figure 12. Quit Rate Comparison between Quarter 3 FY2014 and Quarter 3 FY2015



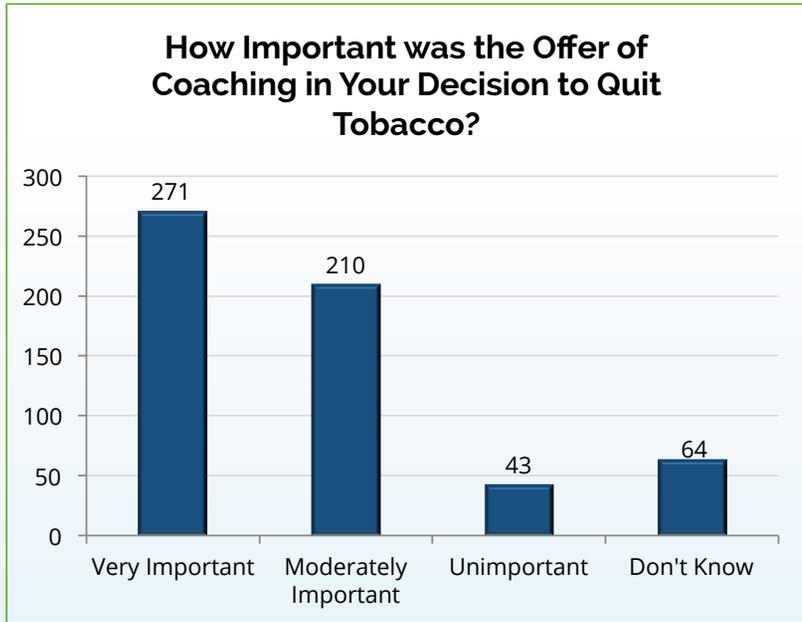
**Seven-Month Post-Enrollment Survey***Figure 13. Enrolled in Free Quit Tobacco Medication Program*

Note: Total = 424

*Figure 14. Received Quit Tobacco Medication*

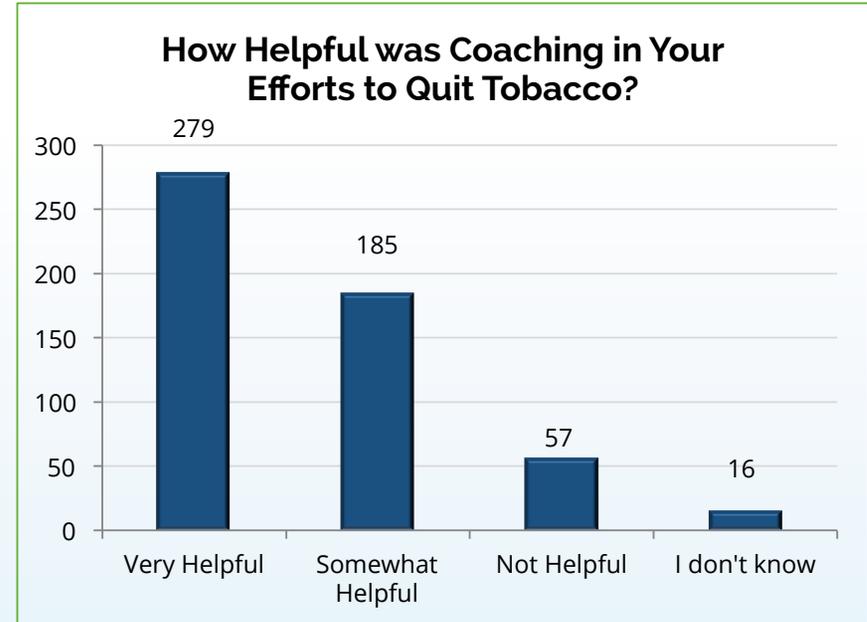
Note: Total = 298

Figure 15. Offer of Coaching Important in Decision to Quit



Note: Total = 588

Figure 16. Coaching was Helpful in Efforts to Quit



Note: Total = 588