

ASHLine Annual Report Appendix

Fiscal Year 2013
(July 2012 through June 2013)

Improving the health of Arizonans
through technology based interventions.



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OF PUBLIC HEALTH

ASH  **ine**

Appendix: FY 2013 Statistics and Demographics

Referrals to ASHLine Services

Table 1. Number of Unique Referring Locations and Referring Agents

	Count
Referring Locations	715
Referring Agents	1,269

Table 2. Number of Referrals by County

County	Referrals	Percent of Total
Apache	38	0.4%
Cochise	208	2.0%
Coconino	449	4.3%
Gila	119	1.1%
Graham	87	0.8%
Greenlee	10	0.1%
La Paz	60	0.6%
Maricopa	4,696	44.6%
Mohave	357	3.4%
Navajo	82	0.8%
Pima	3,582	34.1%
Pinal	146	1.4%
Santa Cruz	106	1.0%
Yavapai	448	4.3%
Yuma	127	1.2%
Out of State	3	0.0%
Total	10,518	100.0%

Figure 1. Number of Referrals by County

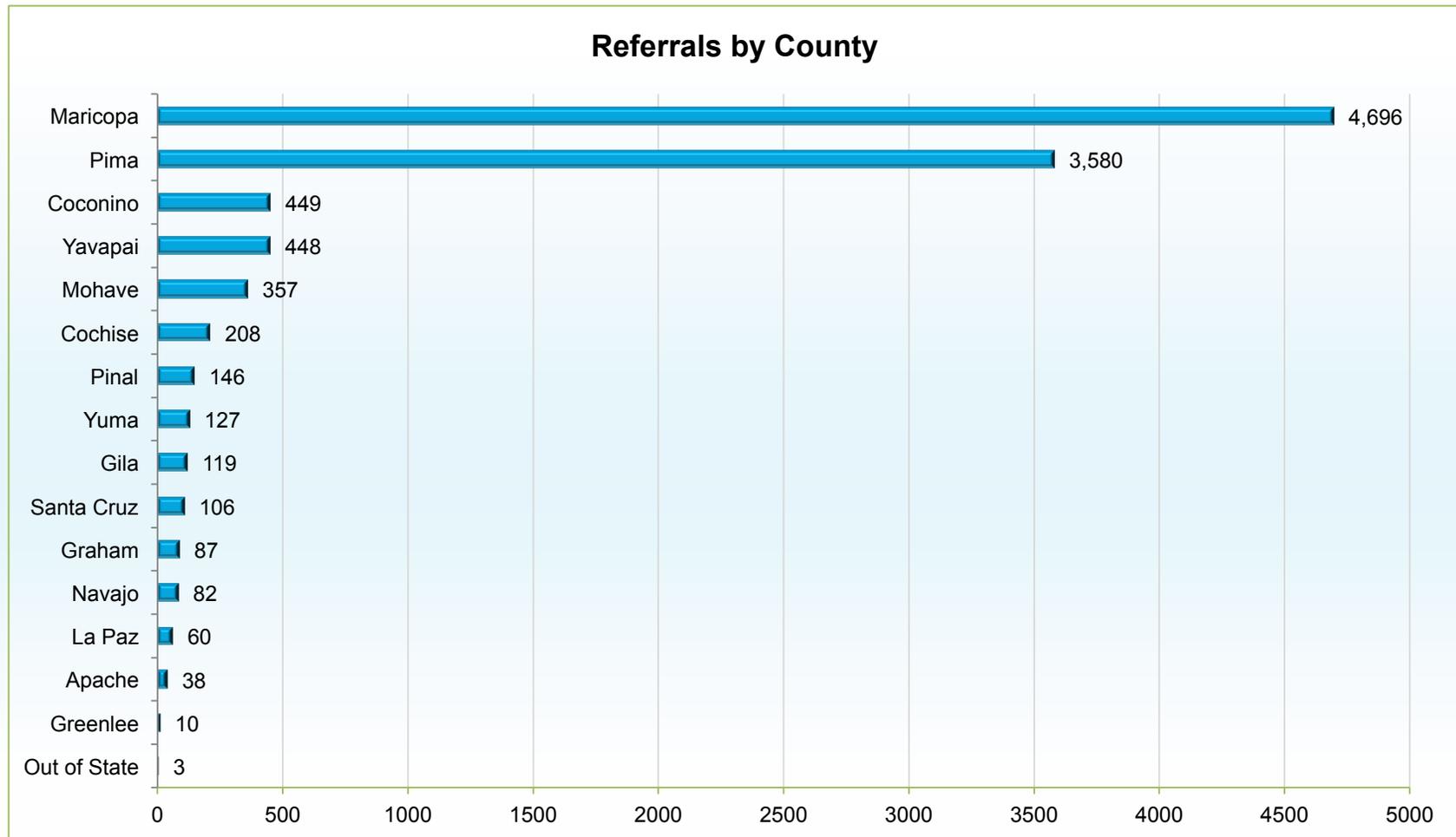


Table 3. Number of Referrals by Referring Location Type

Location Type	Referrals	Percent of Total
Behavioral Health	1820	17.3%
Community Group	844	8.0%
Community Health Center	1614	15.3%
Correction/Probation	3	0.0%
County Health Department	600	5.7%
Dental Practice	150	1.4%
DOD/VA	48	0.5%
Health Insurance Group	199	1.9%
Hospital, Acute Care	2317	22.0%
Hospital, Rehabilitation/Specialty	54	0.5%
IHS/Tribal 638	101	1.0%
Long-Term Care Facility	24	0.2%
Medical Practice	1884	17.9%
Pharmacy	43	0.4%
Project Reach	1	0.0%
School/University	54	0.5%
Well-Woman Health Check	304	2.9%
WIC	409	3.9%
Worksite	49	0.5%
Total	10,518	100.0%

Figure 2. Number of Referrals by Referring Location Type

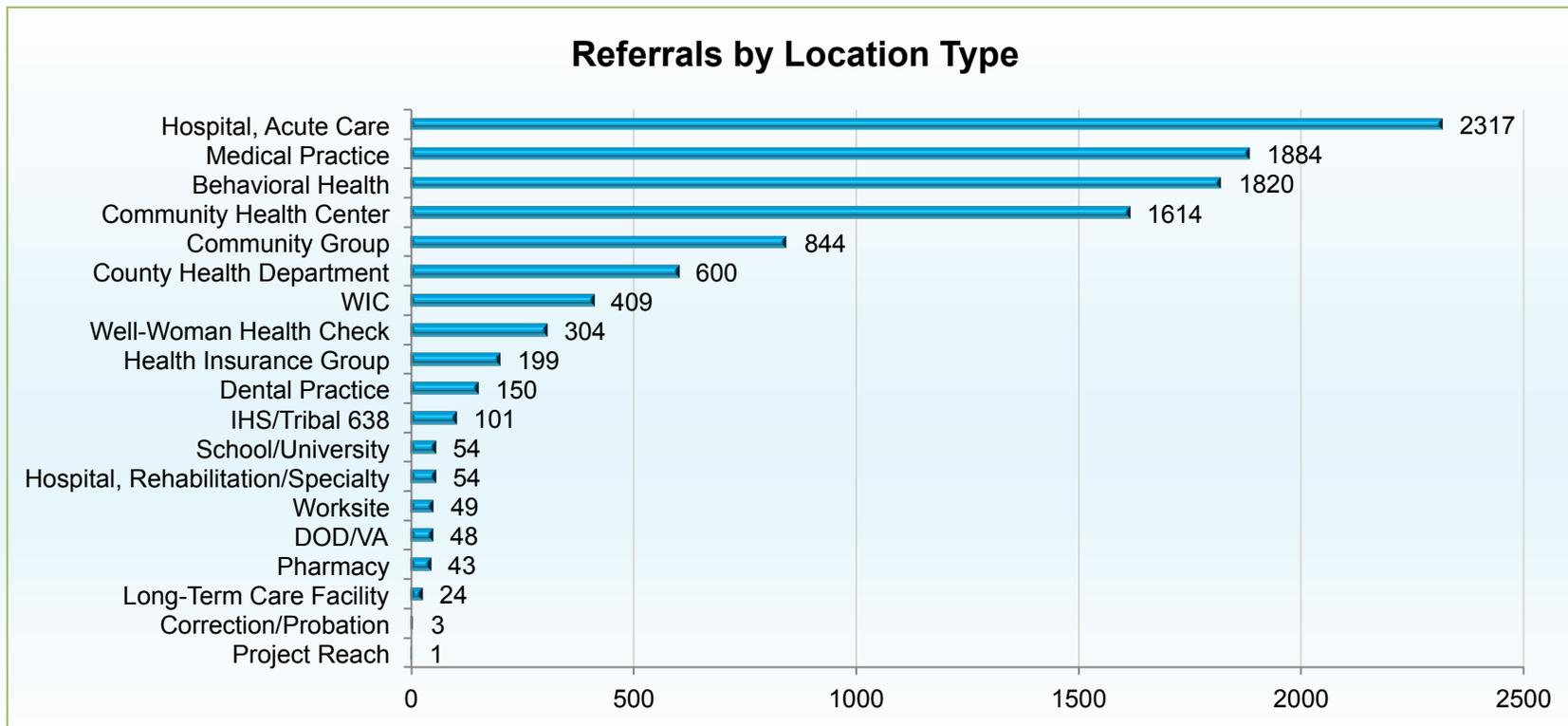


Table 4. Referrals by County and Intake Type

County	Enrolled	Information Only	Total
Apache	15	0	15
Cochise	53	12	65
Coconino	114	13	127
Gila	21	6	27
Graham	27	5	32
Greenlee	2	0	2
La Paz	17	3	20
Maricopa	1,248	155	1,403
Mohave	88	11	99
Navajo	28	4	32
Pima	1,070	142	1,212
Pinal	41	5	46
Santa Cruz	32	2	34
Yavapai	136	11	147
Yuma	43	6	49
Out of State	1	1	2
Total	2,936	376	3,312

Table 5. Number of Referrals by County and Location Type

County	BH	Comm Grp	FQHC	Dental Practice	DOD/A	Hlth Ins Grp	Tribal	Medical Practice	Pharmacy	School/University	WIC	Worksite	Project Reach	Correction/Probation	County Hlth Dept	Hospital, Acute Care	WWHC	Hospital, Rehab/Specialty	Long-Term Care Facility	Grand Total
Apache	6		18				3				4				7					38
Cochise	3		29	1				15		2	12				12	131	3			208
Coconino	3	3	103				7	44	1						144	121	23			449
Gila								27							7	85				119
Graham			13		1			7			1				25	40				87
Greenlee			1												7		2			10
La Paz							1	9							22	28				60
Maricopa	1205	148	427	132	22	164	16	1040	5	41	300	43			160	835	80	54	24	4696
Mohave	1	2	60	1	1	5	11	103							34	107	32			357
Navajo			20				6	18			1				19	11	7			82
Pima	592	643	680	11	24	24	45	563	37	11	35	2	1	3	60	815	36			3582
Pinal	6		76	4				6			1				7	1	45			146
Santa Cruz			41					8								11	46			106
Yavapai		12	109			6	12	14			55	1			85	124	30			448
Yuma	4	36	37	1				30							11	8				127
Out of State												3								3
Grand Total	1,820	844	1,614	150	48	199	101	1,884	43	54	409	49	1	3	600	2,317	304	54	24	10,518

Intake

Table 6. Intake

Enrolled	Information Only	Total
14,217	3,157	17,374

Figure 3. Intake Type

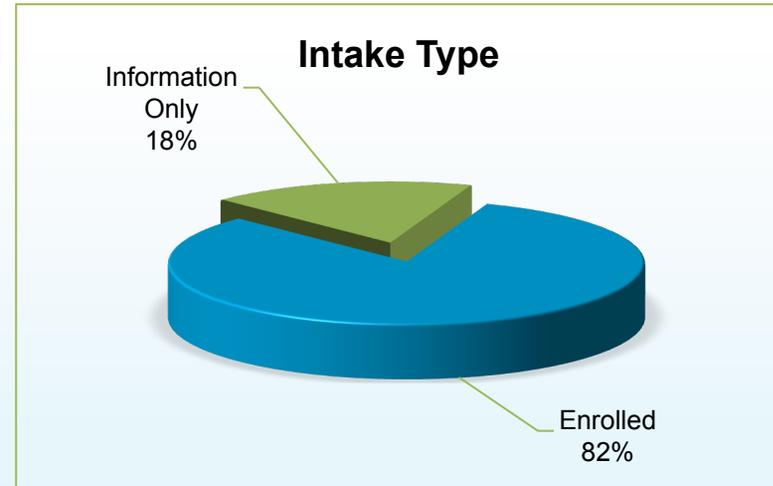
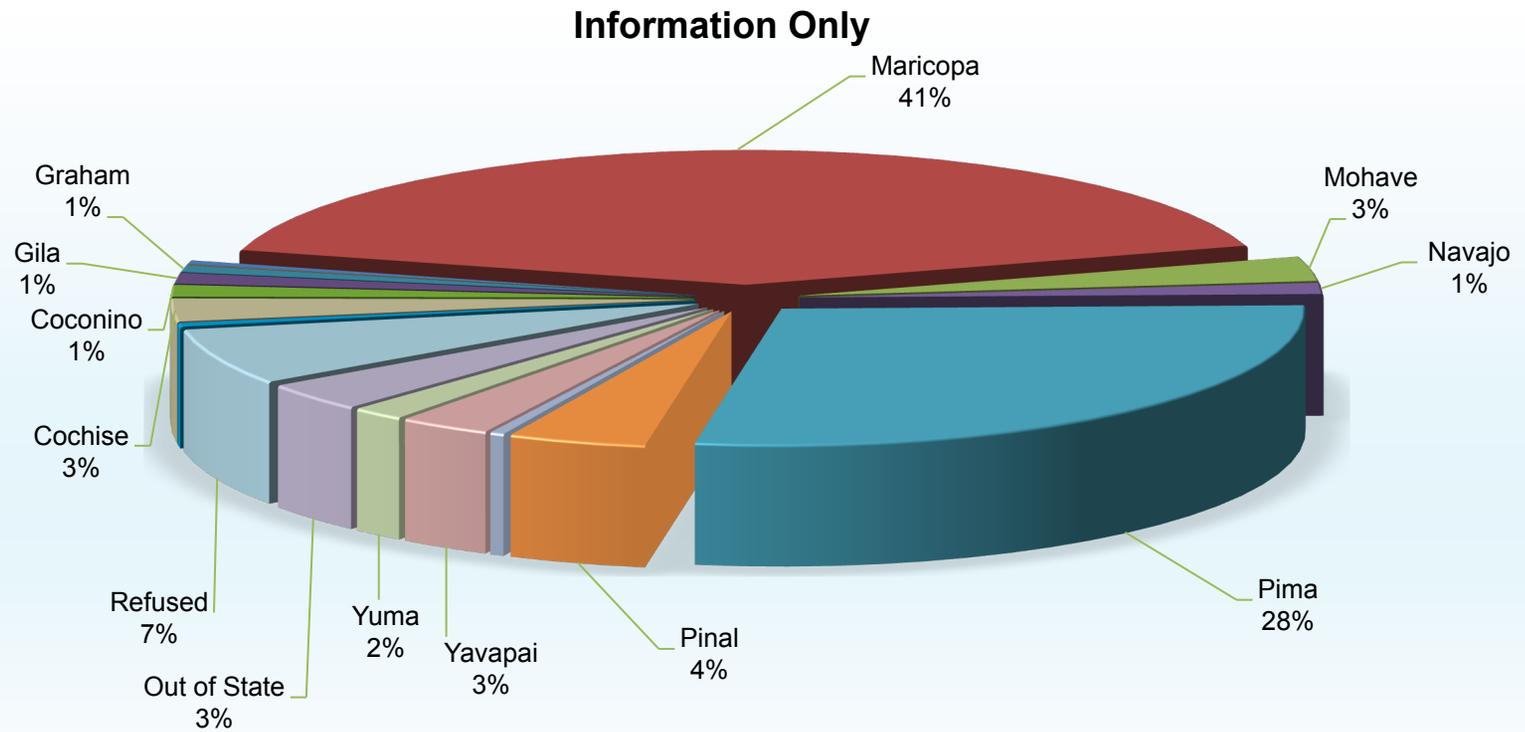


Table 7. Intake by County

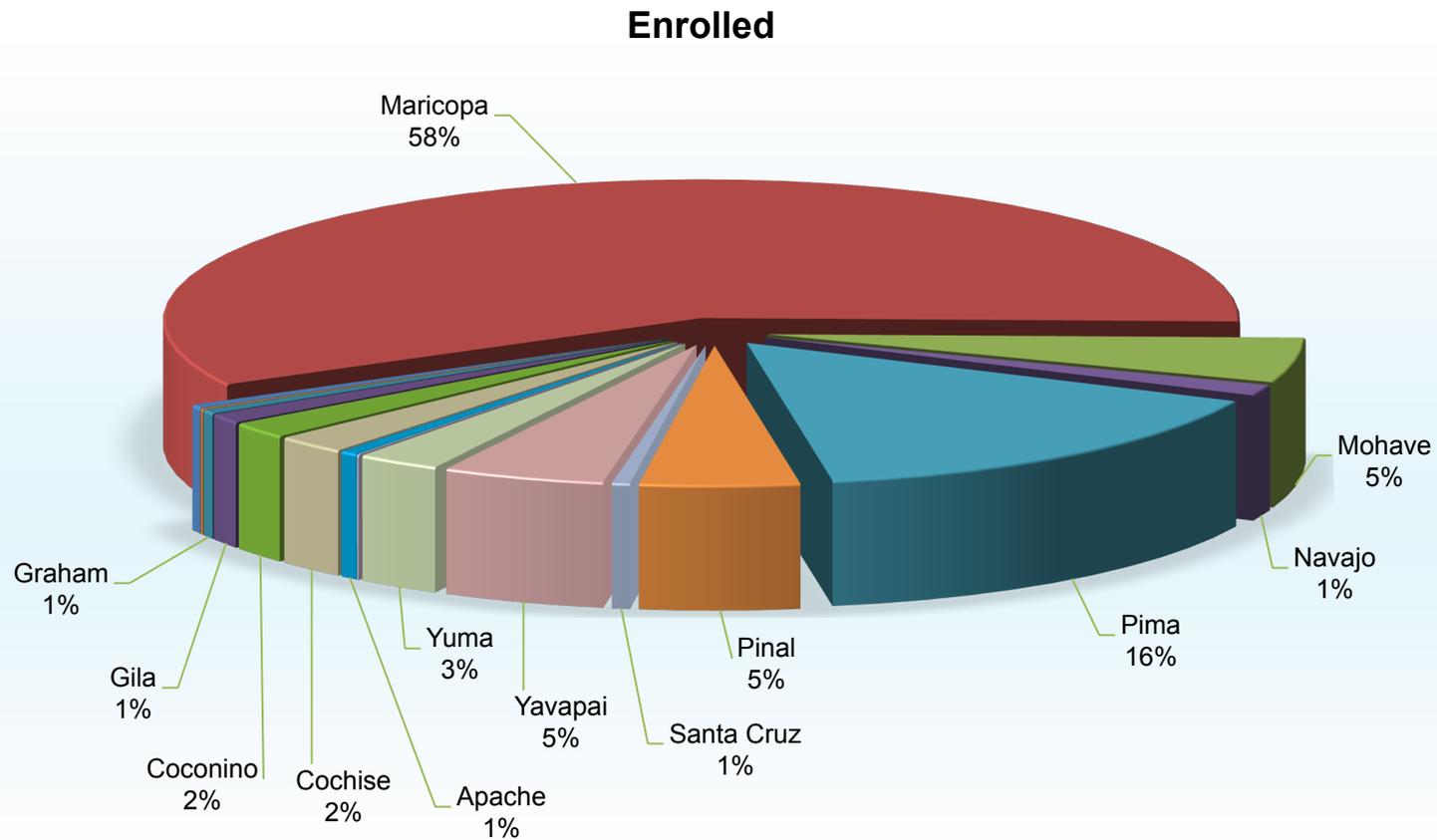
County	Information Only	Enrolled	Total	% Total
Apache	7	78	85	0.5%
Cochise	43	306	349	2.0%
Coconino	22	267	289	1.7%
Gila	20	161	181	1.0%
Graham	13	71	84	0.5%
Greenlee	1	21	22	0.1%
La Paz	7	65	72	0.4%
Maricopa	646	8,257	8,903	51.2%
Mohave	46	738	784	4.5%
Navajo	21	182	203	1.2%
Pima	440	2,206	2,646	15.2%
Pinal	67	678	745	4.3%
Santa Cruz	7	76	83	0.5%
Yavapai	45	694	739	4.3%
Yuma	26	360	386	2.2%
Out of State	53	5	58	0.3%
Refused	105	4	109	0.6%
Unknown	1,588	48	1,636	9.4%
Total	3,157	14,217	17,374	100.0%

Figure 4. Intake by County, Information Only



Apache, Greenlee, La Paz, Santa Cruz = 0%

Figure 5. Intake by County, Enrolled



La Paz, Greenlee, Out of State, Refused = 0%

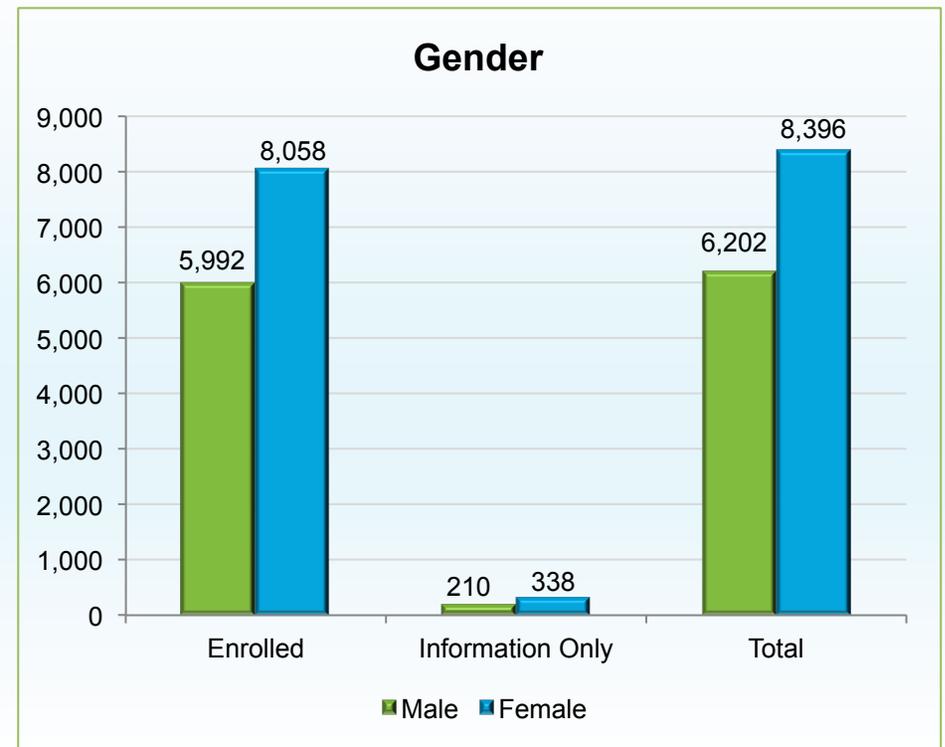
Demographics and Other Characteristics of ASHLine Clients

Gender

Table 8. Gender

Gender	Enrolled	Information Only	Total
Male	5,992	210	6,202
Female	8,058	338	8,396
Missing	167	2,609	2,776
Total	14,217	3,157	17,374

Figure 6. Gender by Intake

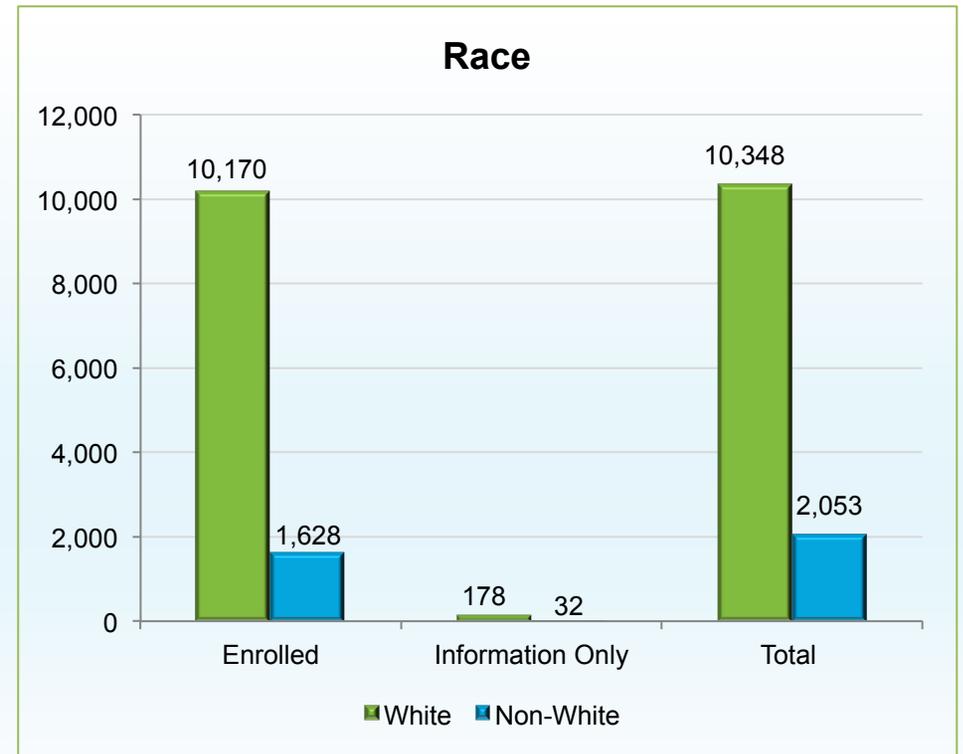


Race

Table 9. Race

Race	Enrolled	Information Only	Total
White	10,170	178	10,348
Black or African American	1,012	22	1,034
Asian	61	0	61
Hawaiian	9	2	11
American Indian	253	2	255
Multiracial	293	6	299
Other Race	376	17	393
Unknown	2,043	2,930	4,973
Total	14,217	3,157	17,374

Figure 7. Race by Intake

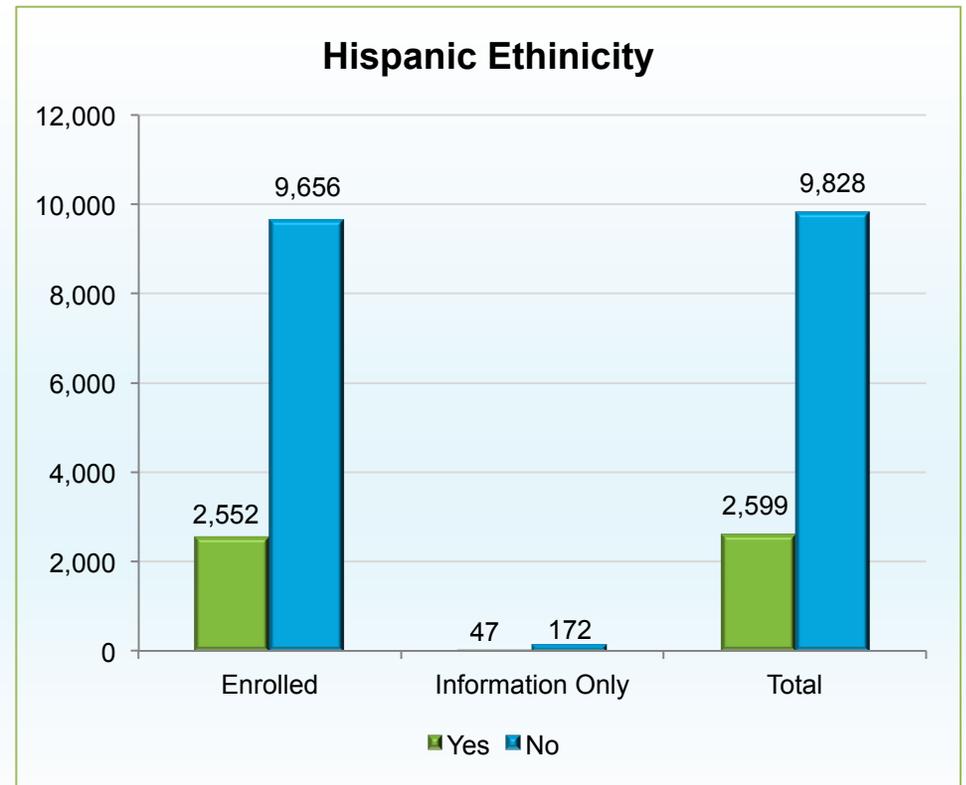


Ethnicity

Table 10. Hispanic Ethnicity

Hispanic	Enrolled	Information Only	Total
Yes	2,552	47	2,599
No	9,656	172	9,828
Unknown	2,009	2,938	4,947
Total	14,217	3,157	17,374

Figure 8. Hispanic Ethnicity by Intake

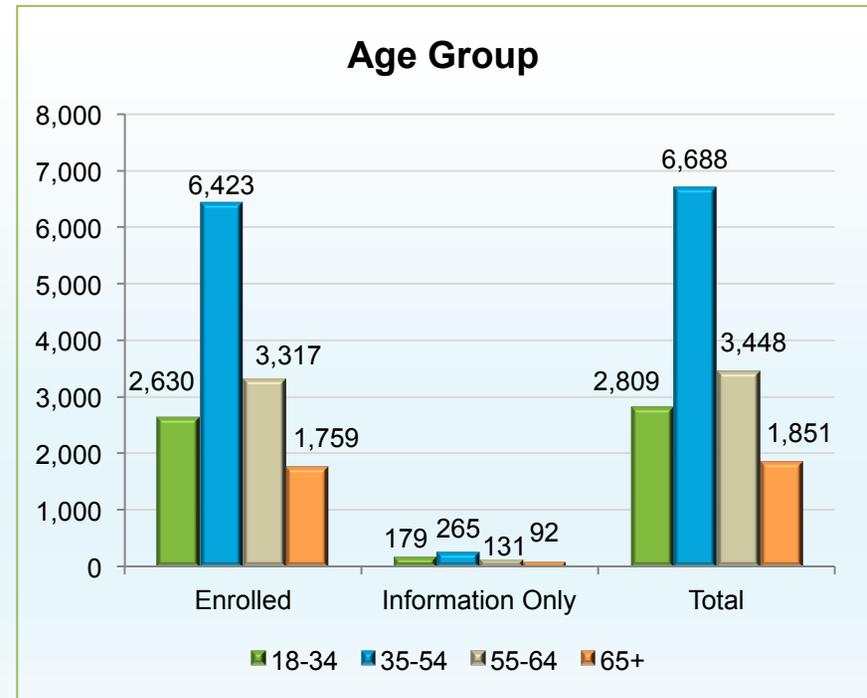


Age

Table 11. Age Group

Age Group	Enrolled	Information Only	Total
less than 18	21	8	29
18-24	775	56	831
25-34	1,855	123	1,978
35-44	2,451	108	2,559
45-54	3,972	157	4,129
55-64	3,317	131	3,448
65-79	1,649	83	1,732
80+	110	9	119
Missing	67	2,482	2,549
Total	14,217	3,157	17,374

Figure 9. Age Group by Intake

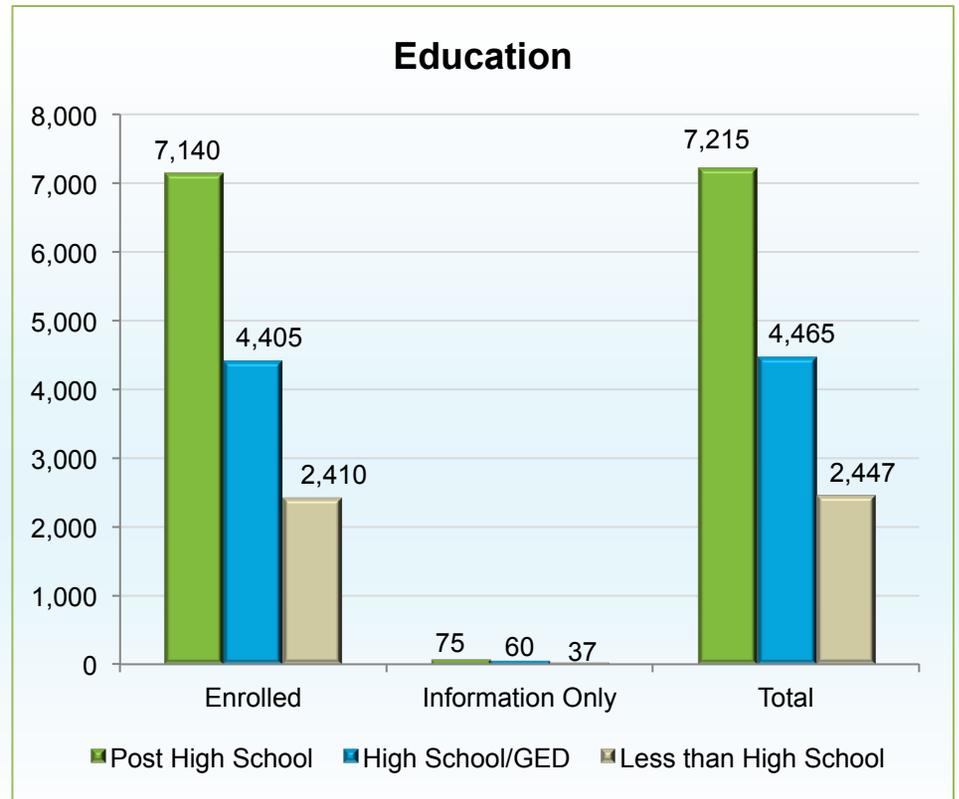


Education

Table 12. Education

Education	Enrolled	Information Only	Total
College Degree	2,482	32	2,514
Some College	4,025	36	4,061
Technical or Trade School	633	7	640
High School Diploma	3,590	48	3,638
GED	815	12	827
Grade 9-11 (no diploma)	1,794	28	1,822
Grade 8 or less	616	9	625
Missing	262	2,985	3,247
Total	14,217	3,157	17,374

Figure 10. Education by Intake

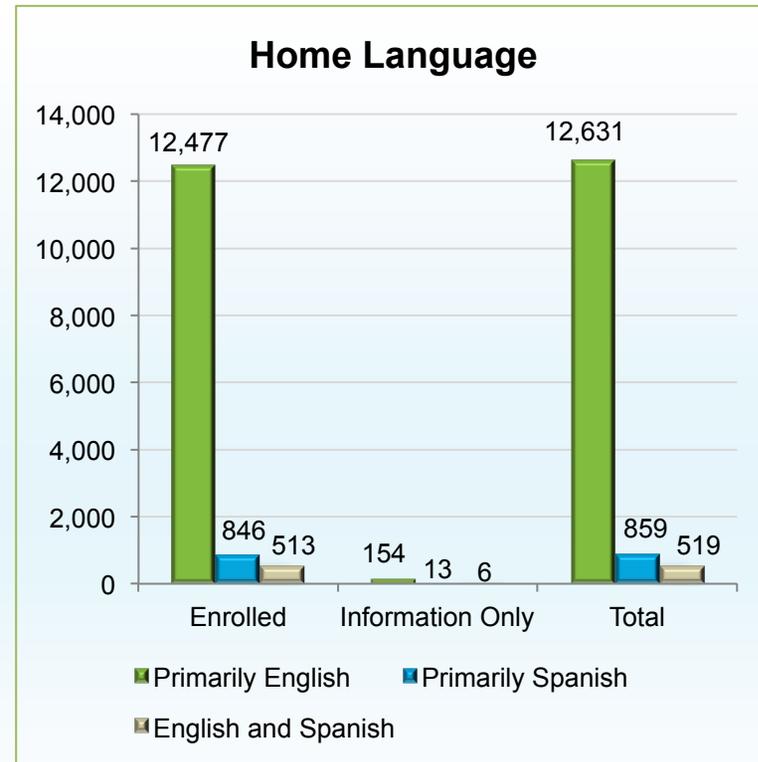


Language

Table 13. Home Language

Home Language	Enrolled	Information Only	Total
Primarily English	12,477	154	12,631
Primarily Spanish	846	13	859
English and Spanish	513	6	519
Other	83	1	84
Refused	67	367	434
Missing	231	2,616	2,847
Total	14,217	3,157	17,374

Figure 11. Home Language by Intake



Mode of Entry

Table 14. Mode of Entry to ASHLine

Mode of Entry	Enrolled	Information Only	Total
Call	11,088	2,747	13,835
Quit FAX	3,129	410	3,539
Total	14,217	3,157	17,374

Figure 12. Mode of Entry to ASHLine

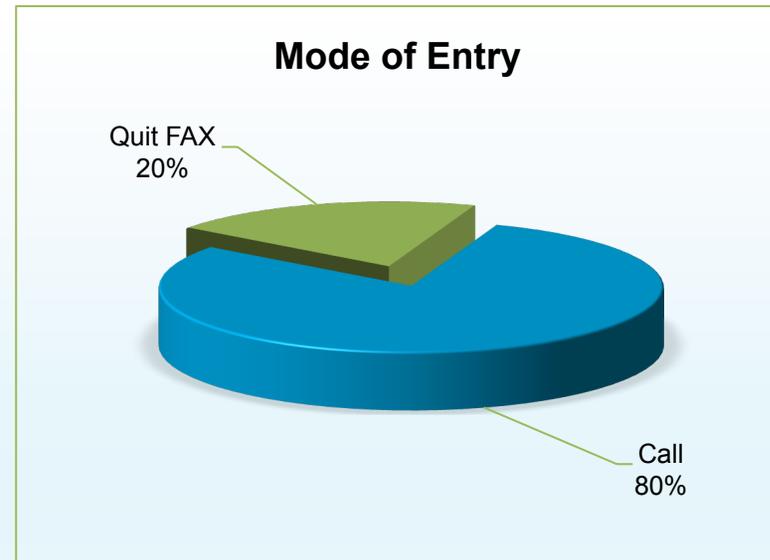


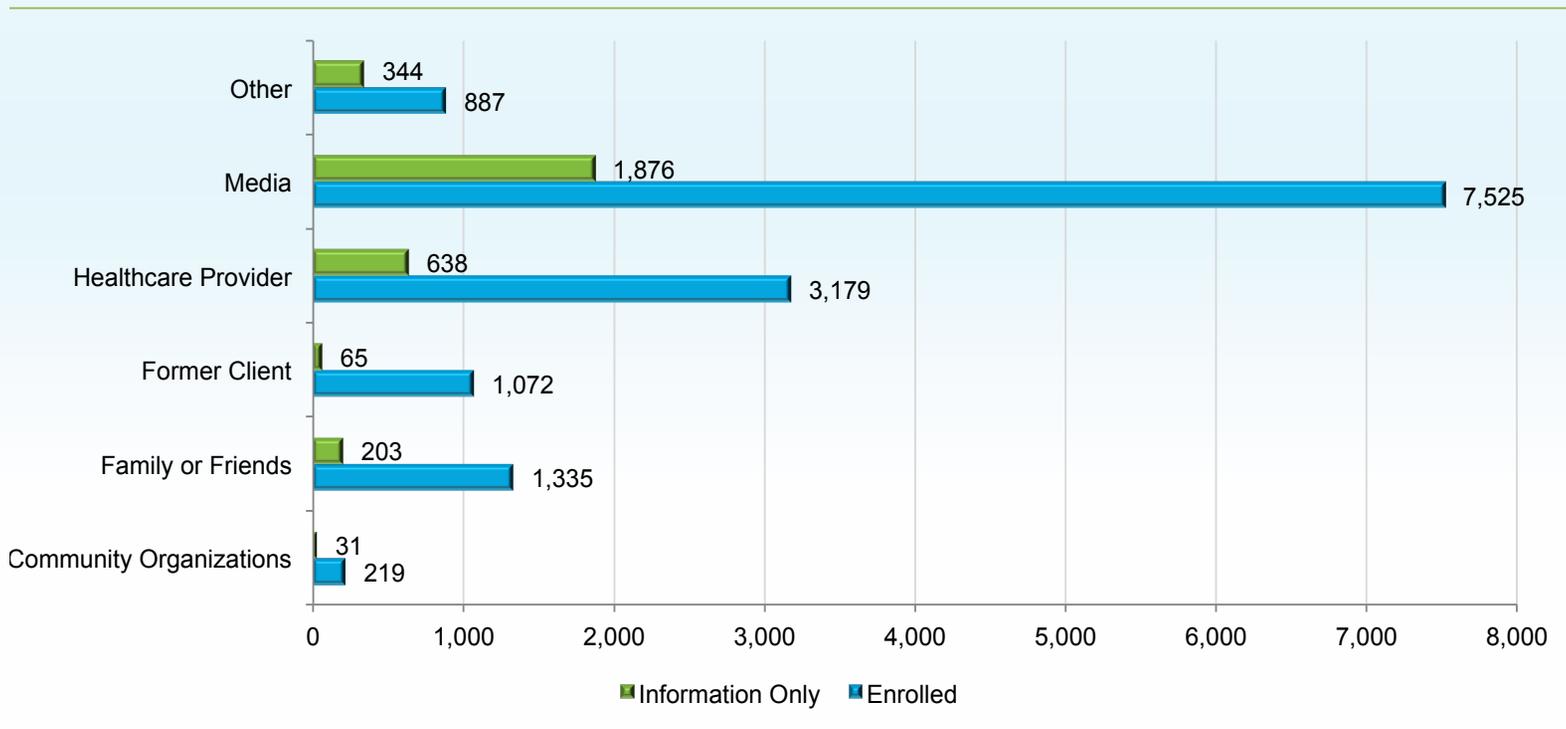
Table 15. How Clients Heard about ASHLine

How did you hear about ASHLine?	Enrolled	Information Only	Total
Callback	448	10	458
Pharmacist	4	1	5
Work	71	12	83
Website	289	59	348
TV	6985	1779	8764
Regional Behavioral Health Authority	23	7	30
Radio	165	23	188
Newspaper	16	4	20
My School	8	1	9
County Health Department (Local Project)	99	8	107
Healthcare facility	905	117	1022
Health Insurance	136	30	166
Former Client	1072	65	1137
Brochures (Flyers)	70	11	81
Family or Friends	1335	203	1538
Doctor	2064	464	2528
Dentist	47	19	66
Community Organization	120	23	143
Church	11	5	16
My Child's School	1	2	3
Unknown	109	138	247
Missing	239	176	415
Total	14,217	3,157	17,374

Table 16. How Clients Heard about ASHLine, collapsed groups

How did you hear about ASHLine?	Enrolled	Information Only	Total
Community Organizations	219	31	250
Family or Friends	1,335	203	1,538
Former Client	1,072	65	1,137
Healthcare Provider	3,179	638	3,817
Media	7,525	1,876	9,401
Other	887	344	1,231

Figure 13. How Clients Heard about ASHLine, collapsed groups

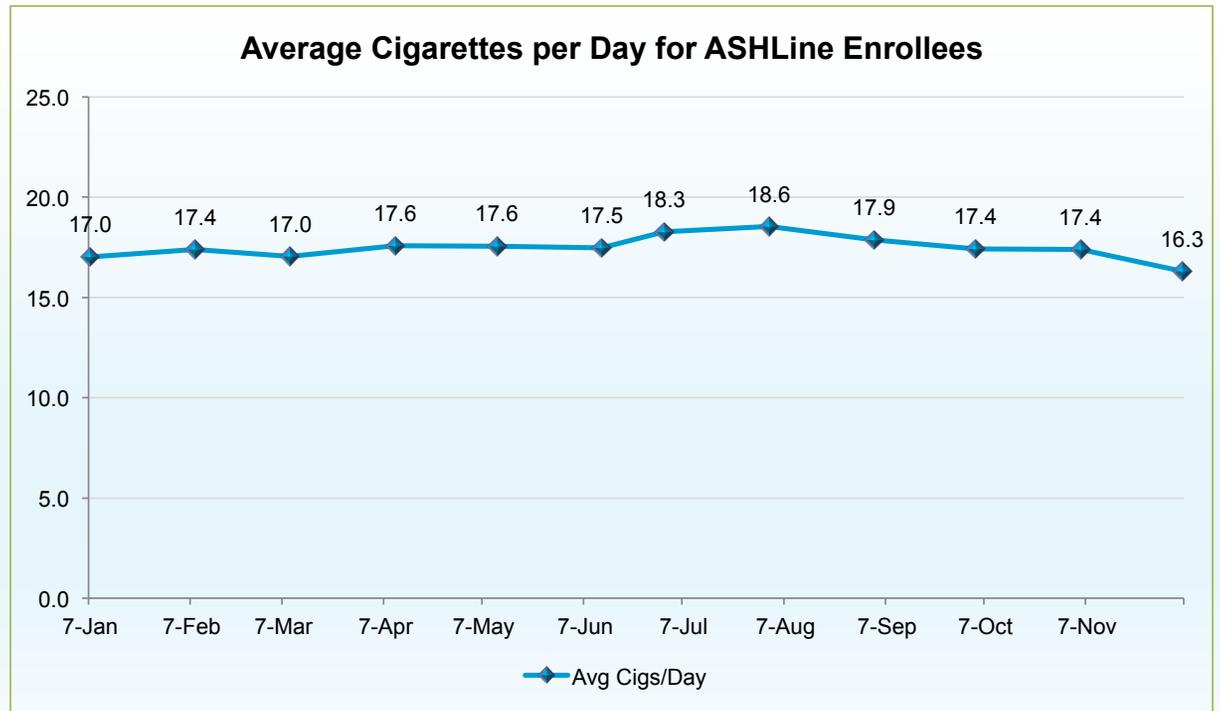


Cigarettes Smoked Daily Average

Table 17. Average number cigarettes per day

Month	Avg Cigs/Day
1-Jul	18.3
2-Aug	18.6
3-Sep	17.9
4-Oct	17.4
5-Nov	17.4
6-Dec	16.3
7-Jan	17.0
8-Feb	17.4
9-Mar	17.0
10-Apr	17.6
11-May	17.6
12-Jun	17.5

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



Insurance

Table 18. Insurance Status of ASHLine Enrollees

Insurance	Enrolled
AHCCCS	2,043
None	5,093
Other	7,006
Total	14,142

Figure 15. Insurance Status of ASHLine Enrollees

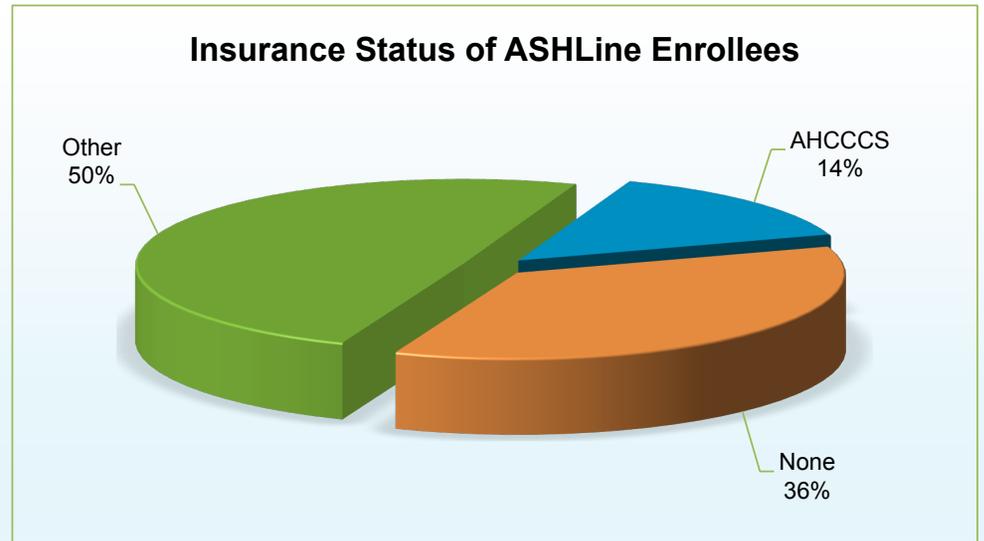
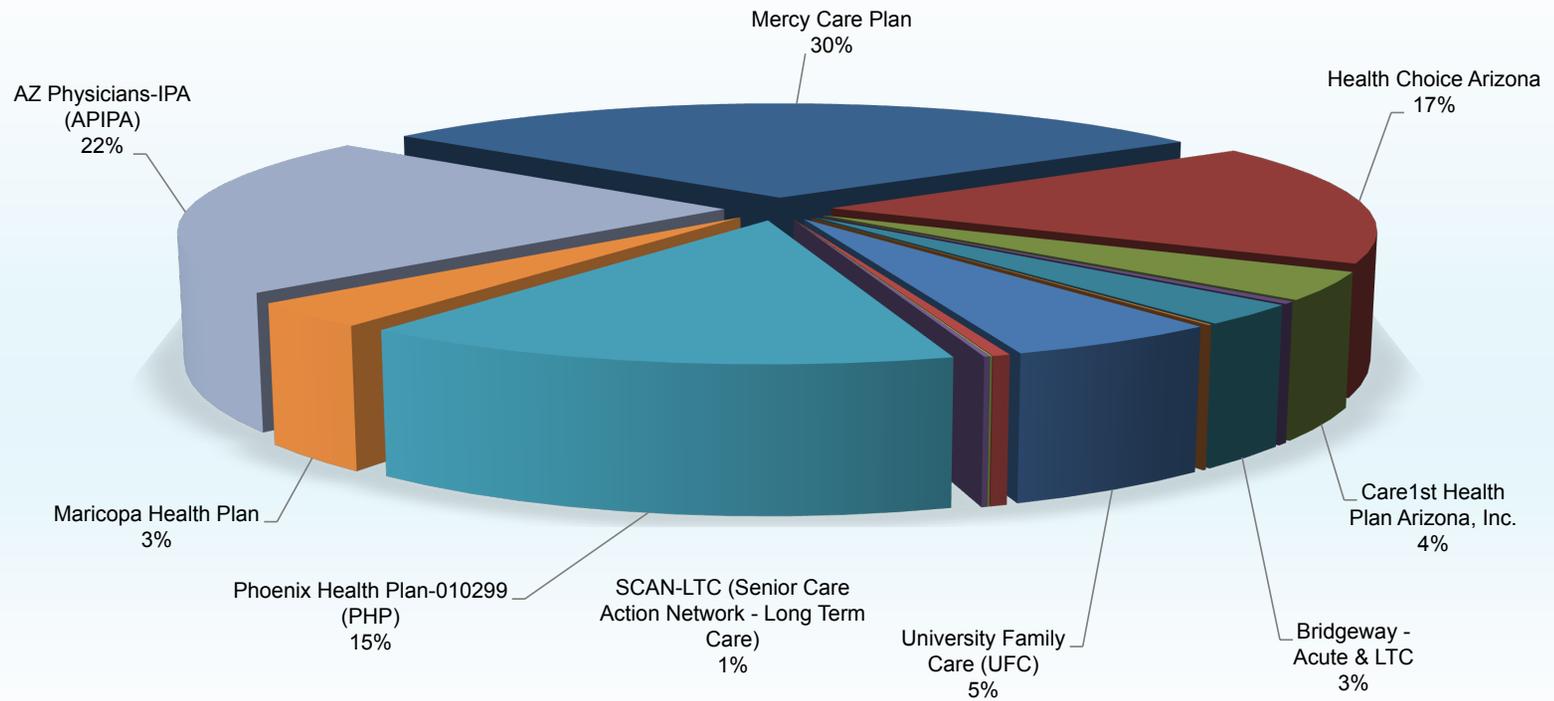


Table 19. AHCCCS Insurance Plans

AHCCCS Insurance	Enrolled
Mercy Care Plan	618
Health Choice Arizona	343
Care1st Health Plan Arizona, Inc.	77
Evercare Select	7
Bridgeway - Acute & LTC	57
Yavapai Co LTC	2
University Family Care (UFC)	111
SCAN-LTC (Senior Care Action Network - Long Term Care)	9
Pinal/Gila	1
Pima Health System	3
Phoenix Health Plan-010299 (PHP)	307
Maricopa Health Plan	70
AZ Physicians-IPA (APIPA)	447
No Answer	956
Total	3,008

Figure 16. AHCCCS Insurance Plans



Evercare Select, Pima/Gila, Pima Health System, Yavapai Co LTC = 0%

Coaching

Table 20. Clients reached for coaching

	Count	Percent
At Least 1 Coaching Call	11,346	82.3%
Unable to Reach	2,434	17.7%
Total	13,780	100.0%

Figure 17. Clients reached for coaching

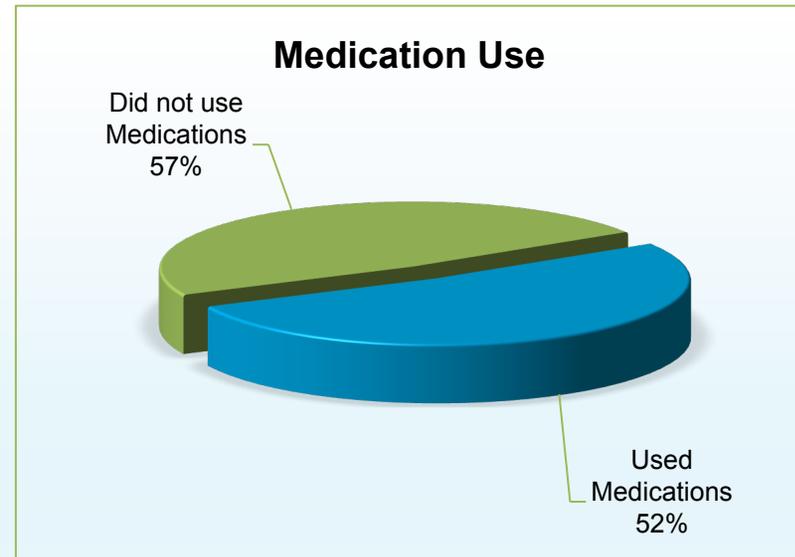


Medication

Table 21. Clients who used medications during quit

	Count	Percent
Used Medications	4,915	51.8%
Did not use Medications	4,568	48.2%
Total	9,483	100.0%

Figure 18. Clients who used medication during quit



Quit Rates for ASHLine Enrollees

Figure 19. 7-Month Quit Rates for ASHLine Enrollees, Clients Enrolled in January 2012

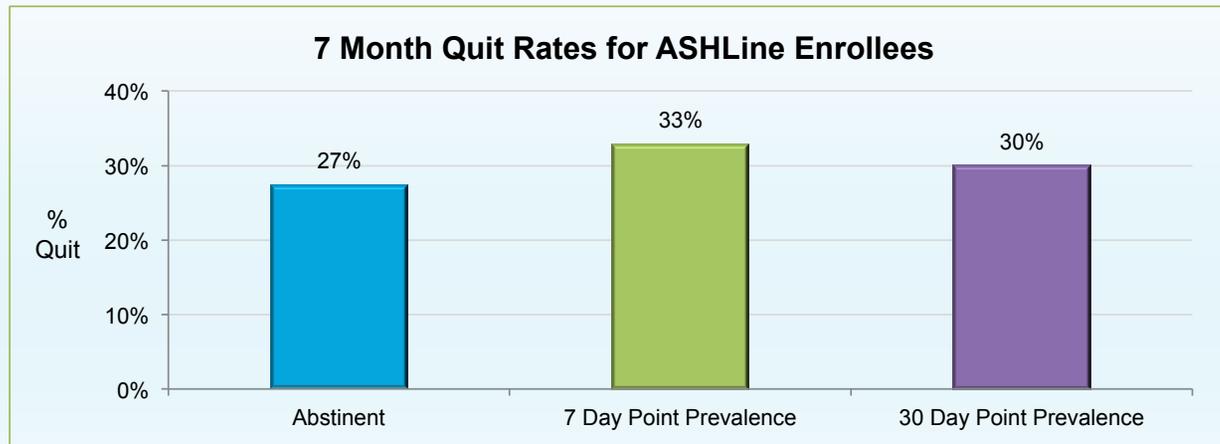
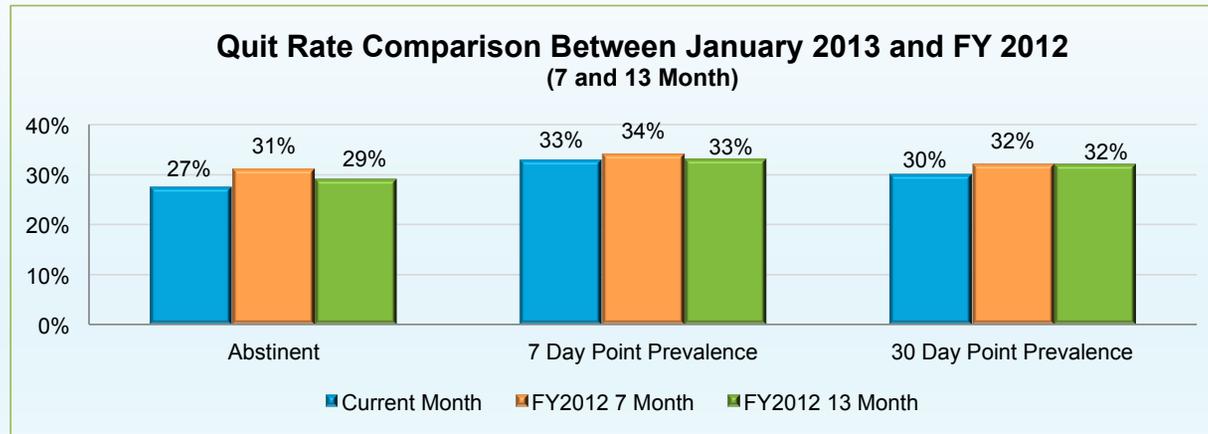


Figure 20. Quit Rate Comparison between January 2013 and FY 2013 (intake dates)



Seven-Month Post-Enrollment Survey

Table 22. Enrolled in free quit tobacco medication program

Q10	Count
No	664
Yes	2,988
Total	3,652

Figure 21. Enrolled in ASHLine quit tobacco medication program



Table 23. Received quit tobacco medication

Q13	Count
No	111
Yes	2,659
Total	2,770

Figure 22. Received quit tobacco medication

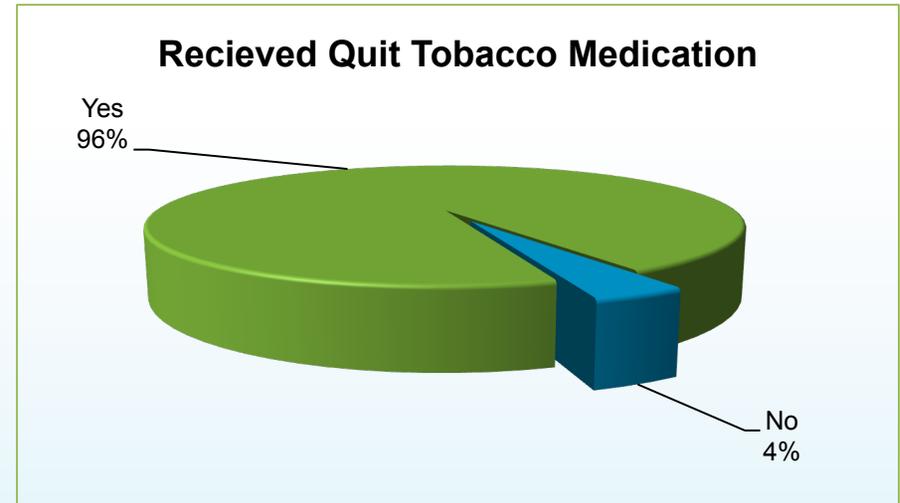


Table 24. Offer of coaching important in decision to quit

Q32	Count
Very Important	1,476
Moderately Important	408
Unimportant	122
Don't know	0
Total	2,006

Figure 23. Offer of coaching important in decision to quit



Table 25. Coaching was helpful in efforts to quit

Q33	Count
Very Helpful	2,412
Somewhat Helpful	1,176
Not Helpful	429
I didn't receive any coaching	474
I don't know	66
Total	4,557

Figure 24. Coaching was helpful in efforts to quit

