

Arizona Smokers' Helpline Monthly Report



April 2015



Incidence of Quit Attempts and Relapses

Program Statistics



Improving the Health of Arizonans



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ASHLine Clients' Program Progression by Incidence of Quitting, Relapse and Mode of Exit

Quitting tobacco is a difficult process and may take tobacco users multiple attempts to succeed. For most, relapsing is an anticipated part of the quitting process. To understand the scope of relapse in ASHLine clients, we conducted a descriptive analysis of in-program quitting and relapse incidence. We were interested in identifying the number of clients who quit or, alternately, relapsed among those who had at least one coaching session.

From this analysis, we developed an algorithm to visually depict the overall progression of clients from the time of enrollment until exit including the average number of days between events. We report the number and proportion of clients who recorded quit dates and subsequent relapses (up to three). In addition, we provide exit status and quit rates by frequency of quit attempts and relapses.

Between January 2011 and June 2014, almost 36,000 clients enrolled in ASHLine. During this period, 58% of clients never recorded a quit attempt and 42% had at least one recorded quit attempt. Of those with a recorded quit attempt, 73% never had a recorded relapse and

65% of those with a recorded relapse exited the program before making a second quit attempt.

Considering how clients exit ASHLine's services, there was little variation in exit status, regardless of the total number of quit attempts or relapses. For example, clients who exited ASHLine following a quit attempt were most likely to have exited the program as 'quit'. On the other hand, clients who exited ASHLine following a recorded relapse were mostly likely to have exited the program as 'not quit.'

The total number of quit attempts and relapses are related to quit rates at 7-month follow-up. Expectedly, a greater number of clients who exited the program following a quit attempt reported still being quit at time of follow-up, however, quit rate declines as the number of quit attempts clients make while in-program increases. Those who exited the program following a relapse have substantially lower quit rates at follow-up (Figure 1). Interestingly, clients who exited after their first relapse have a lower 7-month quit rate (14%) than those who never had a recorded quit attempt while in program (21%).

Figure 1. Quit Rates at 7-month Follow-up by Recorded Quit (RQ) and Recorded Relapse (RR)

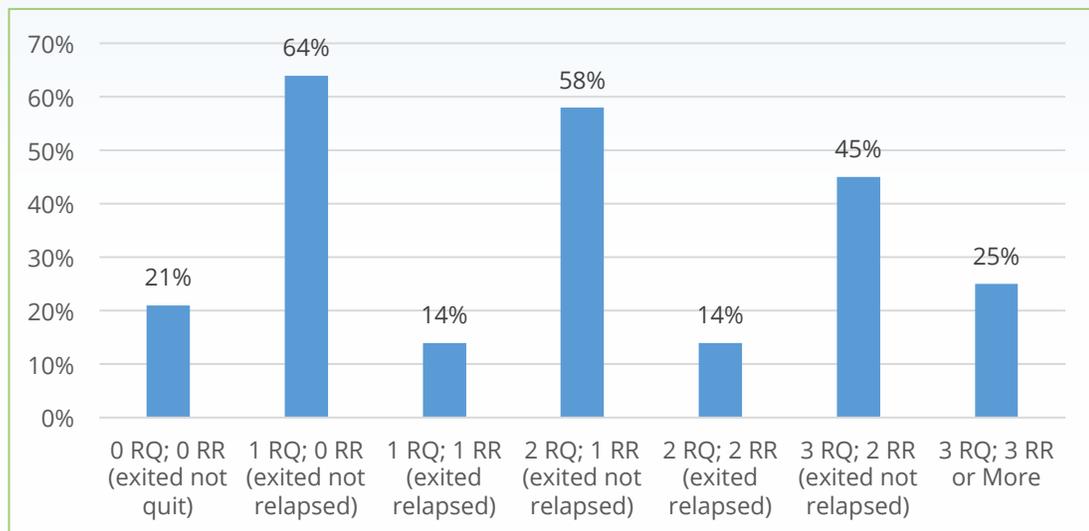
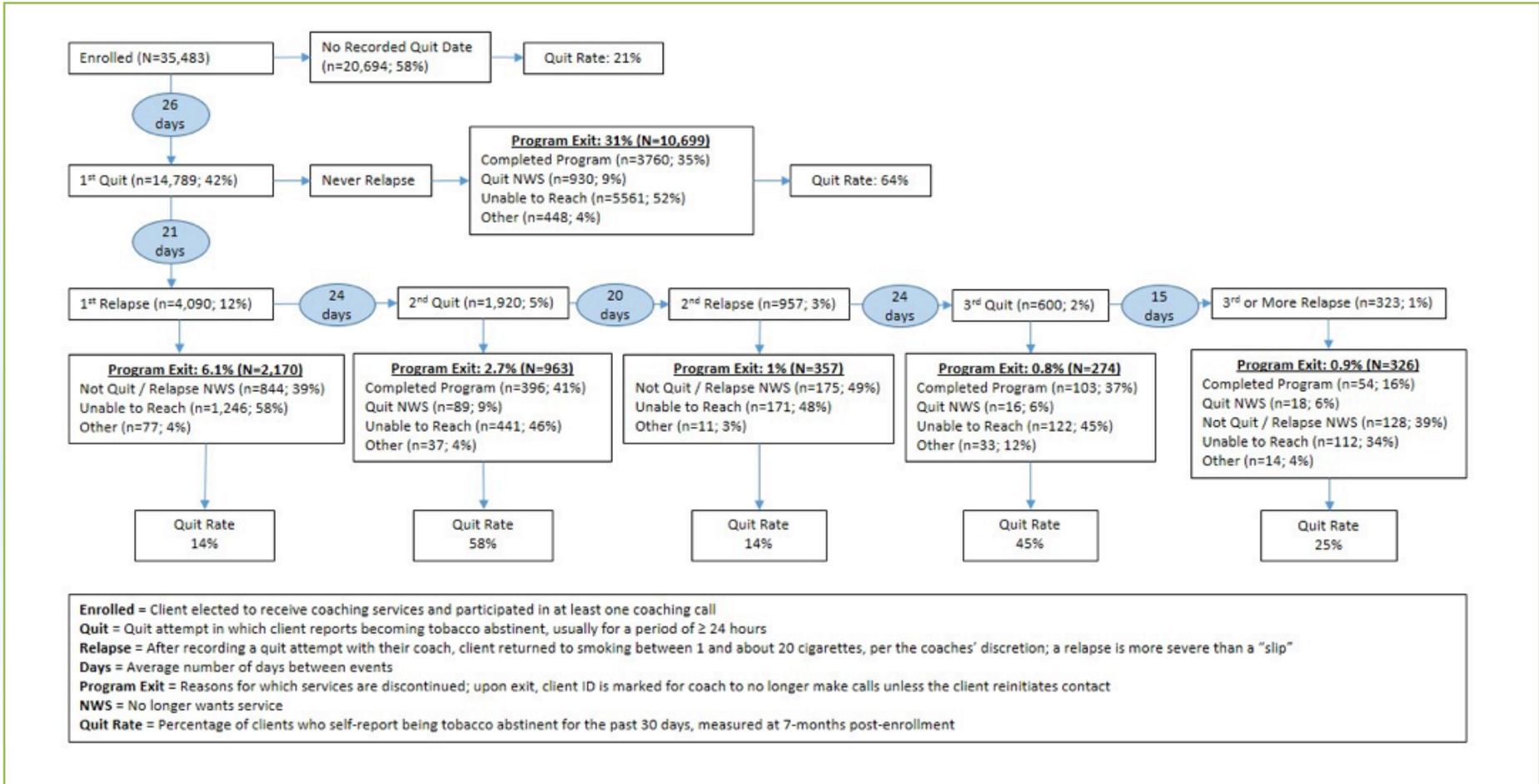


Figure 2. ASHLine Clients' Program Progression by Incidence of Quitting and Mode of Exit (January 2011 - June 2014)



Appendix: Statistics and Demographics April 2015

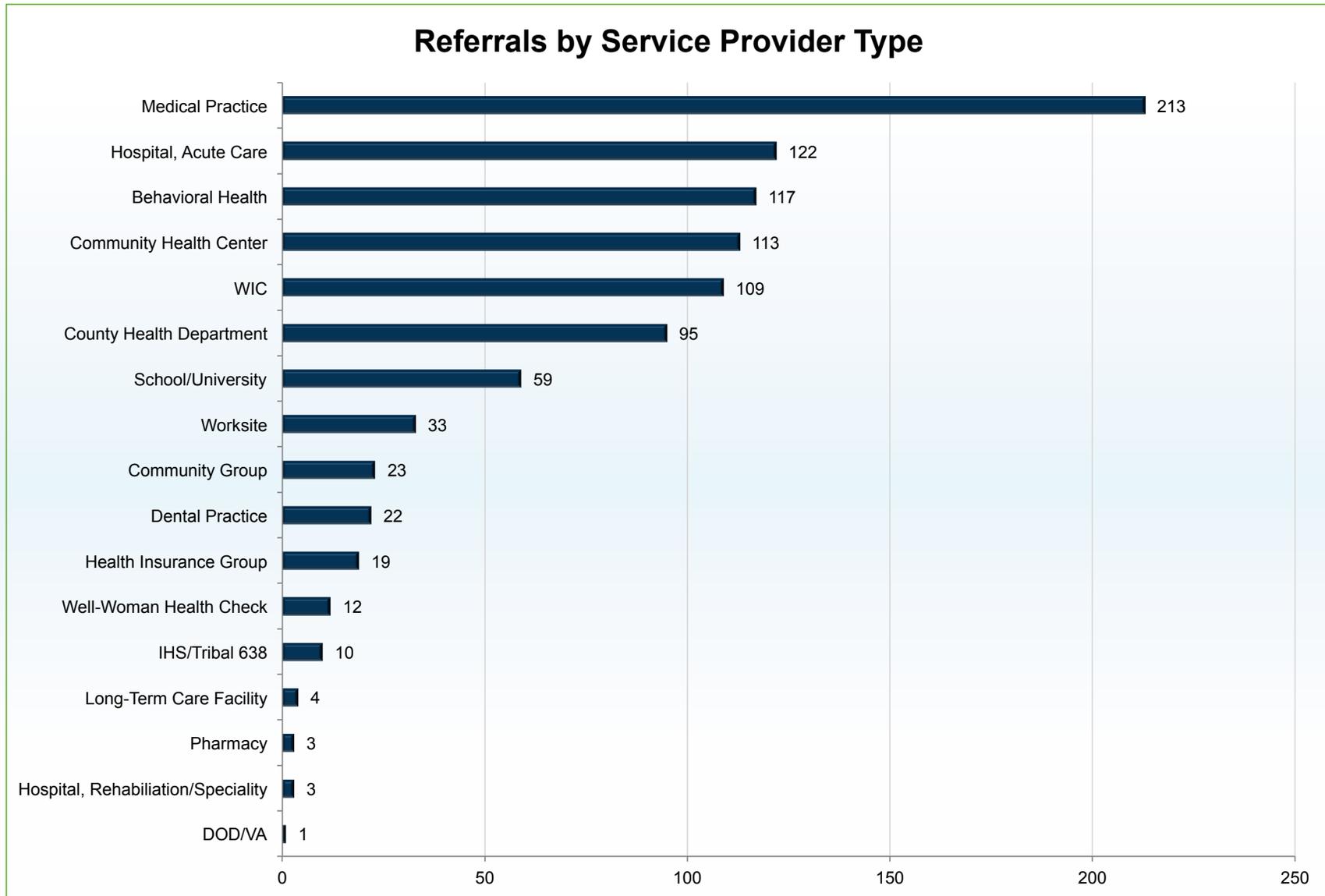
Table 1. Referrals, Enrollments and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	April 2015	Year-to-Date	April 2015	Year-to-Date	April 2015	Year-to-Date	April 2015	Year-to-Date
Apache	2	33	4	37	15	160	1.67	5.05
Cochise	27	222	18	171	66	555	4.18	4.23
Coconino	19	305	14	135	46	411	7.33	4.18
Gila	27	92	9	60	25	202	3.50	4.28
Graham	16	79	5	49	22	203	4.78	5.58
Greenlee	0	7	0	10	4	30	9.00	4.67
La Paz	6	58	4	33	15	96	3.67	3.48
Maricopa	536	4,456	448	3,578	1,613	12,679	4.39	4.45
Mohave	36	283	38	300	143	1,164	3.18	4.69
Navajo	2	27	8	69	26	262	5.25	4.20
Pima	252	2,227	153	1,153	555	4,268	5.13	4.81
Pinal	13	91	29	301	93	1,067	4.76	4.44
Santa Cruz	0	57	1	44	14	183	4.33	4.76
Yavapai	10	195	24	249	89	863	4.09	4.23
Yuma	12	162	16	145	57	435	3.08	3.66
Unknown	0	0	2	16	2	24	1.00	3.67
Total	958	8,294	773	6,350	2,785	22,602	4.33	4.40

Table 2. Incoming Calls and Quit Rate

Summary Statistics	April 2015	Year-to-Date
# Incoming Calls	2,028	12,725
7-Month Quit Rate	43%	35%

Figure 1. Total Number of Referrals by Service Provider Type



Note: Self-referred clients excluded