

May 30, 2014

ASHLine Monthly Report

ASHLine Report for the Month of April 2014

Client & Community Youth Evaluation

Client Demographics

Highlights:

- Number of Referrals by County
- Referral Sources
- Number Enrolled
- Number Requesting Info Only
- Quit Rate
- Client Follow-up



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Client and Community Youth Evaluation Urgency, Priorities and the Role of Life Stage in Quitting: Part I

To better understand how ASHLine can improve the quality of its services for youth (ages 15-23) focus groups and interviews were held in February and March 2014 with former client youth and non-client, community youth.

Thirty-two youth participated in the evaluation: 11 client and 21 community youth. Client youth were interviewed in person and over the phone. Community youth participated via focus groups.

In this data brief, we discuss youths' desire to quit smoking and how they decide when to quit. We conclude by recommending how these findings can be used to improve ASHLine's services for youth.

From the evaluation and from previous research, we know that most youth are interested in quitting and make numerous quit attempts.

Table 1. Number of quit attempts of ASHLine youth

Number of quit attempts of ASHLine youth	
0 attempts	3
1 attempt	8
2 attempts	4
3 attempts	2
4 or more attempts	9

Table 2. Systematic review of youth cessation attempts

Systematic review of youth cessation attempts ¹	
Median 6-mo. attempt prevalence	58%
Median 12-mo. attempt prevalence	68%
Lifetime attempt prevalence	71%

Despite expressing their desire to quit, participants did not experience conflict while continuing to smoke. Prior research conceptualized this phenomenon in terms of youth disengagement beliefs.²

ASHLine data suggests that the idea of life stage also helps explain how youth mutually frame the fact that they smoke with their desire to quit—they associate quitting with specific life events or stages that are demarcated by meaningful activity.

“

You can quit if you want. It's that simple. [Participant 2: Yeah, it's just, you have a bigger reason to] I don't want to quit right now. I really don't have anything to care about.

”

Most participants stated that they intend to quit eventually. They are looking toward a future life stage or event in which they believe they will no longer need or desire to smoke, when they have their “priorities straight.”

“

...I just don't want to quit. I'm not ready. [Interviewer: what would change in your life to where you would get to the point where you are like, 'okay, now I am ready?'] I don't know. I would get a job when I am out of the group home, and have my life together and have my priorities straight.

”

Recommendations: Many youth associate quitting with future life events, and they do not express urgency in needing to quit. To encourage youth to become more interested in quitting now, coaching and media messages need to target ways in which clients can become more meaningfully occupied.

1. Bancej C, O'Loughlin J, Platt RW, Paradis G, Gervais A. Smoking cessation attempts among adolescent smokers: a systematic review of prevalence studies. *Tob Control*. 2007;16(6):e8-e8.
2. Kleinjan M, van den Eijnden RJJM, Engels RCME. Adolescents' rationalizations to continue smoking: the role of disengagement beliefs and nicotine dependence in smoking cessation. *Addict Behav*. 2009;34(5):440-445.

Appendix: April 2014 Statistics and Demographics

Table 1. Referrals, Enrollments, and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	April 2014	Year-to-Date	April 2014	Year-to-Date	April 2014	Year-to-Date	April 2014	Year-to-Date
Apache	3	34	5	49	20	195	5.86	6.43
Cochise	18	161	18	186	67	693	3.25	4.30
Coconino	34	383	13	217	54	647	4.12	3.95
Gila	6	47	9	89	41	340	2.86	4.27
Graham	3	82	2	60	36	261	5.83	4.90
Greenlee	2	20	5	20	11	43	1.00	2.36
La Paz	7	37	3	27	9	82	1.00	3.33
Maricopa	532	3,721	500	5,268	1,865	16,714	4.11	3.62
Mohave	53	391	53	476	372	1,778	5.16	3.76
Navajo	9	81	11	135	71	563	4.93	4.28
Pima	275	2,582	157	1,679	635	5,578	4.31	4.00
Pinal	19	132	48	427	169	1,386	4.20	3.72
Santa Cruz	2	93	3	79	14	253	4.80	3.76
Yavapai	17	296	29	410	129	1,341	4.33	3.70
Yuma	10	86	14	174	44	596	3.50	3.86
Unknown	0	12	3	44	4	54	NA	12.00
Total	990	8,158	873	9,340	3,541	30,524	3.95	4.52

Table 2. Incoming Calls and Quit Rate

Summary Statistics	April 2014	Year-to-Date
# Incoming Calls	1,154	14,750
7-Month Quit Rate	36%	37%

Table 3. Demographics and Intake Type

Gender	Enrolled (N=873)	Information Only (N=46)	Total (N=919)
Male	368	5	373
Female	500	7	507
Missing	5	34	39
Race			
White	623	11	634
Black or African American	86	0	86
Asian	5	0	5
Hawaiian	1	0	1
American Indian	20	0	20
Multiracial	14	0	14
Other Race	9	0	9
Unknown	115	35	150
Hispanic Identification			
Hispanic	177	2	179
Non-Hispanic	552	7	559
Unknown/Missing	144	37	181
Age			
Less than 18	3	0	3
18-24	59	2	61
25-34	130	0	130
35-44	115	0	115
45-54	212	2	214
55-64	235	5	240
65-79	110	1	111
80+	6	1	7
Unknown/Missing	3	35	38

Figure 3. Referrals by Location Type

