

We present here a comparison of quit rates aimed at evaluating the impact of coaching services on a client’s quit attempt. ASHLine clients are traditionally required to participate in at least one coaching session to receive free tobacco cessation medication. However, the overwhelming interest spurred by the successful “You can quit. We can help.” media campaign precipitated the creation of a protocol permitting clients to bypass, at their choice, the coaching session required to receive free medications. The implementation of this protocol from May 17, 2010 – July 10, 2010 provided us with an excellent opportunity to investigate the effect of ASHLine behavioral support services. Two primary questions were evaluated from this unique period:

1. Do quit rates differ between clients who used medication only and those who used both medication and coaching?
2. Do quit rates differ between clients who enrolled in coaching services at intake and those who sought coaching only after first bypassing such behavioral support services at intake?

As can be seen in Table 1, clients who used both medication and coaching had higher quit rates (44%) at 7 months than clients who used only medication (28%).

Table 1. Quit Rate at 7 month follow-up by service use

	<b>Medication Only</b>	<b>Medication &amp; Coaching</b>
<b>Percent Quit</b>	27.95%	44.14%

Table 2 shows that 7 month quit rates were higher for clients who enrolled in coaching at intake (56%) than clients who initially bypassed coaching, but, at some point during their quit attempt, pursued behavioral support services (31%).

Table 2. Quit Rate at 7 month follow-up by coaching use

	<b>Meds &amp; Coaching from the Start</b>	<b>Meds only &amp; then switched to coaching</b>
<b>Percent Quit</b>	55.56%	31.10%

The data presented here demonstrate the profound effect that ASHLine behavioral support has in contributing to the success of a person’s quit attempt. The data clearly show that those who employed both behavioral support in the form of coaching and medication were much more likely to be quit at 7 months than those who only used medication during their quit attempt.