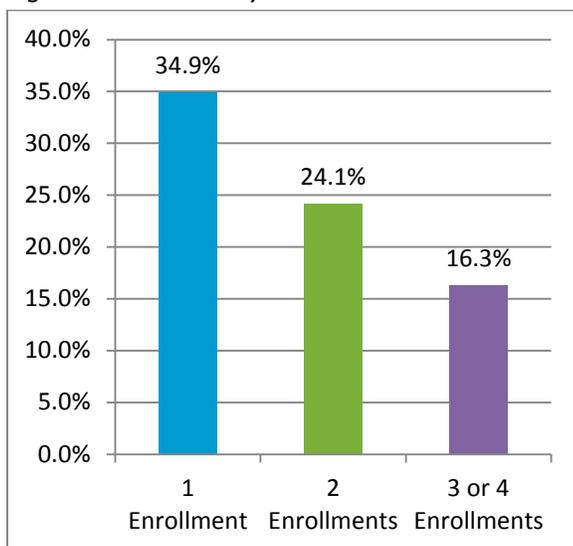


It is the rare individual who is able to achieve abstinence from tobacco on their first quit attempt. Knowing this, ASHLine encourages clients who leave services, whether or not they complete the program, to re-enroll if they need quit tobacco services again. Since July 2010, the majority of clients (approximately 92%) have enrolled in coaching services only once. The remaining 8% enrolled in coaching between 2 and 4 times. In this data brief we will explore how program outcomes differ for clients who enroll only one time versus those who enroll multiple times. Additionally, we will examine how performance during the first enrollment is related to the outcomes of the second enrollment.

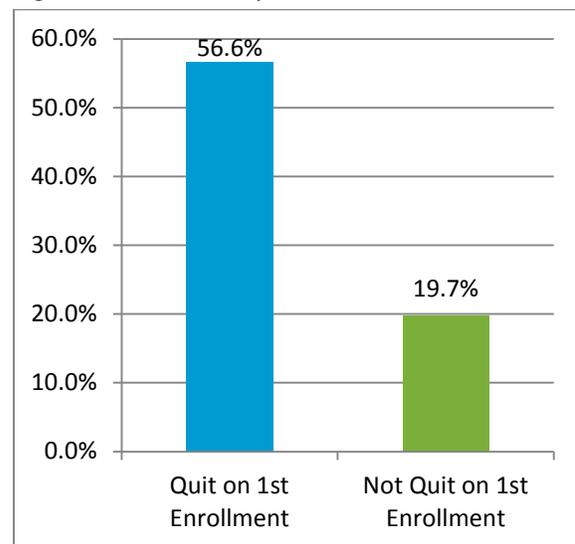
Clients who enroll one time only have higher quit rates than those who enroll multiple times. This is not unexpected; clients who are successful quitters would have no further need for services. The quit rate for clients who enroll in coaching services only once have a quit rate of almost 35%, while clients who enroll two times have a quit rate of about 24% and those with three or four enrollments have a quit rate of approximately 16%.

Figure 1. Quit Rate by Last Enrollment



The ability to quit after the first enrollment influences the quit rate on the second enrollment. For those who were quit after their first enrollment, approximately 57% were quit after their second enrollment. Despite relapsing after their first enrollment, more than half were able to achieve success during their second enrollment as well. If the client was not quit after their first attempt, they are less likely to be successful after the second enrollment (Figure 2).

Figure 2. Quit Rate by Quit Status on 1st Enrollment



Studies suggest that it takes between 2 and 14 quit attempts before a tobacco user can achieve long-term, complete abstinence.¹ Because of the high relapse rate, it is important that ASHLine continuously re-engage with past clients to offer support and coaching services to those who wish to make another quit attempt. We see that the most successful quitters are those who enroll in services only once; however, being able to quit once seems to make it easier to quit again after relapse. This finding should be used to encourage clients working on multiple quit attempts.

¹ Fiore MC, Bailey WC, Cohen SJ, et al. *Treating Tobacco Use and Dependence*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. June 2008.