

## HOW DOES ASHLINE COMPARE WITH NORTH AMERICAN QUITLINES?

ASHLine is one of 53 quitlines who are members of the North American Quitline Consortium (NAQC). NAQC is an international non-profit organization that seeks to promote evidence-based quitline services. As part of this mission, NAQC conducts an annual survey of state quitlines in the United States and publishes results that show how state quitlines are doing, on average. The goal of this data brief is to compare ASHLine's outcomes and performance with other state quitlines (as reported by NAQC) during fiscal year 2015 (FY15), noting areas of excellence as well as opportunities for improvement.

### DEMOGRAPHICS

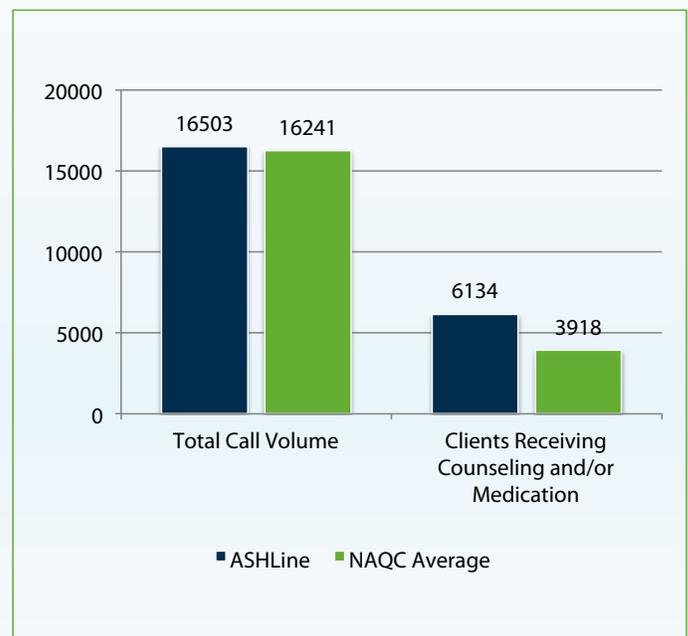
ASHLine's client demographics are comparable to those reported by NAQC: The majority of our clients are older than age 50 and very few (0.1%) are under the age of 18. ASHLine clients are largely White/non-Hispanic (71.6%), yet our proportion of Hispanic/Latino clients (18.2%) is significantly higher than the NAQC average of 10.8%. This likely results from the larger Hispanic/Latino population in Arizona compared to other states. Over half of ASHLine clients are uninsured or are Medicaid recipients (51%), which is lower than the NAQC average of 59%.

### PROGRAM UTILIZATION

ASHLine's services include tobacco cessation coaching (telephone-based) and over-the-counter nicotine replacement therapies (NRTs) such as patches, gum, and lozenges. Coaching services are provided free of charge to all Arizona state residents and free NRTs are offered to those who do not qualify for Medicaid's cessation medication benefit. This fits with the North American trend of 89% of quitlines offering free medication. In FY15, ASHLine's call volume (16,503) was comparable to the median call volume reported by NAQC (16,241), but ASHLine served more clients either through provision of medications and/or counseling sessions than the NAQC average (see Figure 1).

ASHLine's average number of counseling minutes per call (14 minutes) was comparable to the NAQC average (14.2 minutes). However, ASHLine completed an average of 5 calls per client, which more than doubles the NAQC average (2 completed calls per client).

FIGURE 1: ASHLINE PROVIDED SERVICES TO 56.5% MORE CLIENTS THAN THE NAQC AVERAGE DURING FY 2015



### PROVIDER REFERRALS

While some clients initiate contact with ASHLine themselves, others are referred by healthcare providers. In order to maintain an integrated referral system across the state, ASHLine provides a full range of services to referring partners and providers, including brochures, referral/consent forms, patient progress reports, feedback reports, staff trainings, and newsletters. Such a comprehensive investment in provider relationships likely helps explain ASHLine's high number of provider referrals (10,134), compared with the NAQC median number of referrals (1,978).



## OUTCOMES

Clients' tobacco quit rate is one the most important benchmarks of a quitline's success, with a "quit" defined as the percentage of clients who are tobacco free for at least 30 days at the time of follow-up.

In fiscal year 2015, ASHLine's quit rate of 37.5% was higher than the NAQC average (30.3%). ASHLine's 2016 quit rate currently stands at 41%.

## OPPORTUNITIES

While ASHLine's performance positively compares with other state quitlines, continuous improvement is a strategic priority. Current improvement efforts are focused in the following areas:

- Use of multi-modal technology through interactive texting, automated email, integrated voice recording, and collection of real-time operational data following our new web platform rollout.
- Youth-focused outreach in order to improve service quality and reach.

---

## REFERENCES

1. ASHLine data as reported on the 2016 NACQ Quitline Profile (<http://map.naquitline.org/>)
2. NACQ 2015 Annual Survey Results (<http://www.naquitline.org/?page=2015survey>)