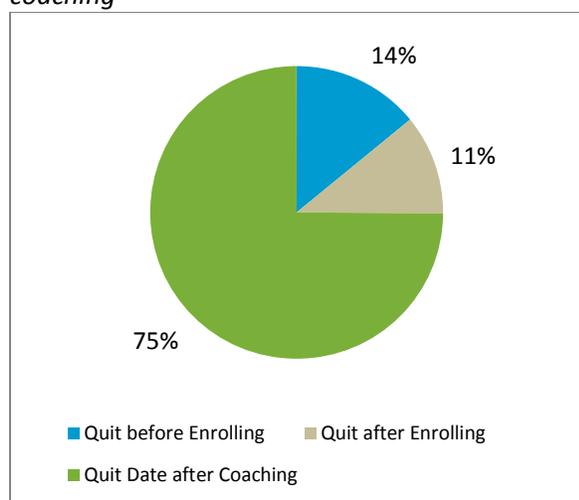


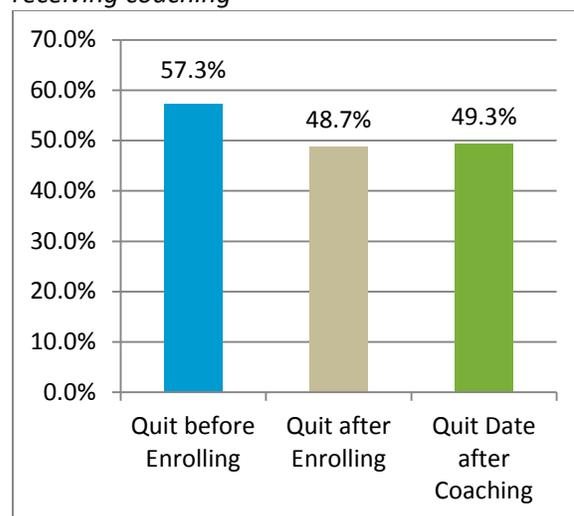
Clients come to ASHLine services at various stages of readiness to quit. Those who set quit dates can be grouped into three distinct categories: 1) quit before enrolling in ASHLine, 2) quit after enrolling in ASHLine but before receiving their first coaching call, and 3) quit after receiving their first coaching call. For clients who enrolled between July 1, 2011 and June 30, 2012, approximately a quarter have set a quit date before their first coaching call (either before enrolling or after enrolling but before their first coaching call; Figure 1). Of those who quit before beginning coaching, 14% had quit prior to enrolling in services.

*Figure 1. Clients who set quit dates before enrolling, after enrolling, or after receiving coaching*



As we know from the January 2013 Data Brief, clients who set quit dates have a higher quit rate at 7-months post enrollment (49.5%) than clients who do not set quit dates while enrolled in coaching services (17.3%). Clients who begin services quit have the highest quit rate (57.3%). Clients who quit after enrolling but prior to their first coaching call have a slightly lower quit rate (48.7%) than clients who set their quit date after receiving some coaching services (49.3%; Figure 2).

*Figure 2. Quit rate by clients who set quit dates before enrolling, after enrolling, or after receiving coaching*



It is clear from Figure 2 that clients who set a quit date prior to enrolling in ASHLine have substantially higher quit rates than clients setting a quit date after they enroll. Beyond helping clients set a quit date, ASHLine coaches are extensively trained to help these clients maintain their tobacco abstinence. In addition to receiving ASHLine behavioral support, clients who set a quit date prior to enrollment may have some inherent characteristics that aid in their success (e.g., higher motivation and commitment to quit compared to other clients).

Clients who quit between enrollment and their first coaching call and clients who set a quit date after receiving coaching see similar quit rates. This suggests that the enrollment call may have similar benefits as the first coaching call, such as providing motivation to set a quit date and remain tobacco free. This type of motivation may have its roots in simply asking for help or formally stating the intention to quit smoking. The data continue to suggest that making the decision to quit and setting a quit date is related to overall quit rate.