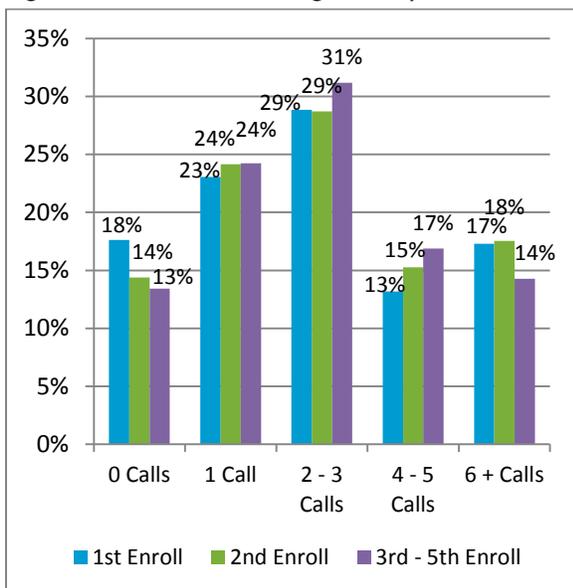


In an effort to begin to understand whether and how multiple enrollments in ASHLine’s coaching services affect clients’ quit rates, last month we compared the quit rates for clients who were enrolled 1, 2, or 3 or more times and found that clients who enrolled only one time have the highest quit rates. In addition to quit rates, there might be other differences between clients who enroll in services only once versus those who enroll multiple times. Since July 2010, the majority of clients (approximately 93%) have enrolled in coaching services only once. The remaining 7% enrolled in coaching between 2 and 5 times. In this data brief we will explore if and how the number of coaching calls and exit status differs between the first, second, third time enrolled.

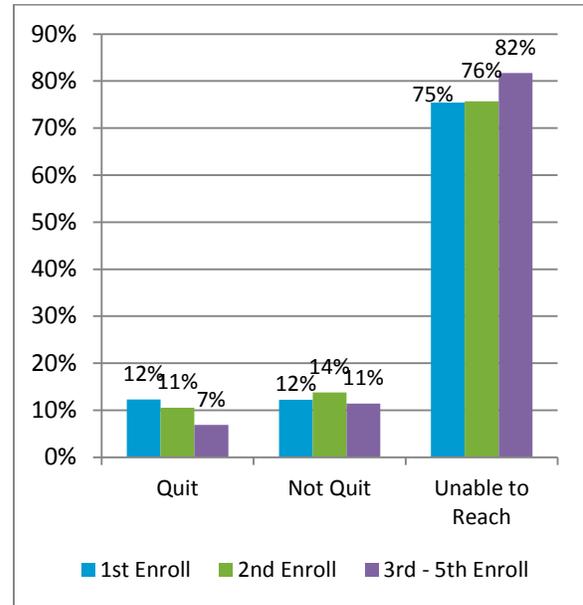
Clients are more likely to take a coaching call on their second or third enrollment than on their first. We find that 18% of clients enrolled for the first time do not take a coaching call while 14% and 13% of clients enrolled for the second or third time, respectively, never take a coaching call (Figure 1). The difference in the rate of coaching calls is significant,  $p > .001$ .

Figure 1. Number Coaching Calls by Enrollment



Clients are most likely to be quit when exited after their first enrollment than on their other enrollments (Figure 2). ASHLine coaches are most likely to lose contact with the client when they are enrolled for their third or greater time. The difference is significant,  $p > .01$ .

Figure 2. Exit Status by Enrollment



Studies suggest that it takes between 2 and 14 quit attempts before a tobacco user can achieve long-term, complete abstinence.<sup>1</sup> 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 find that while clients enrolling for their second or third time are more likely to take a coaching call, they are more likely to be exited not quit or unable to reach. New processes to increase engagement of clients who re-enroll in ASHLine should be developed.

<sup>1</sup> 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.