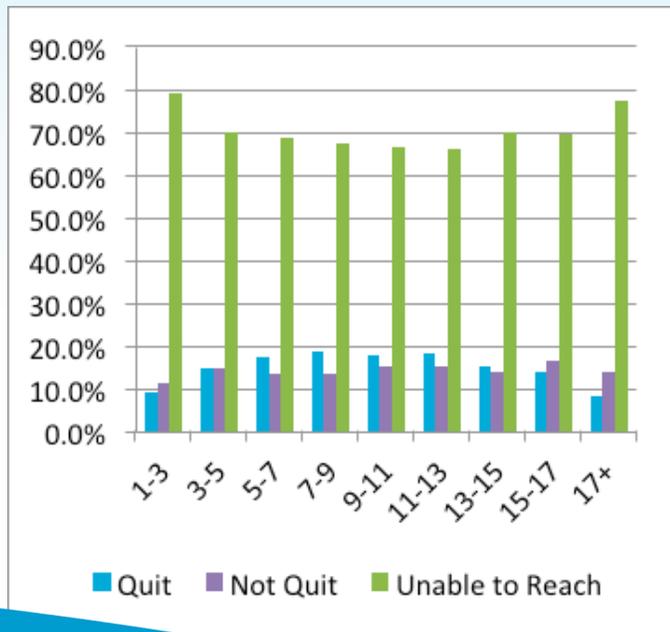


## ASHLine Monthly Report April 2013 Average Coaching Call Time and Exit Status and Quit Rate

ASHLine coaches are committed to providing client-directed services, meaning that the client is empowered to tailor their treatment plan to meet their needs. As such, many aspects of coaching services vary by client, including the length of coaching calls. This month we explore how the average length of coaching calls relates to quit status at exit and the 7-month quit rate.

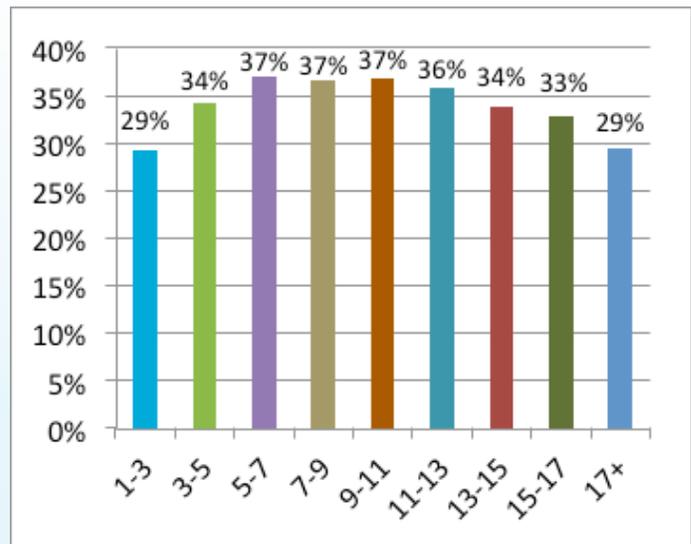
The average length of reached coaching calls for a client varied from a low of 1.25 minutes to a high of more than 60 minutes. The majority of clients had calls that lasted on average less than 11 minutes. We find that clients whose average coaching call lasted between 7 and 13 minutes were most likely to exit from the program having quit tobacco and were least likely to be exited as "Unable to Reach." Clients with the shortest and longest average call times were most likely to exit "Unable to Reach" and least likely to exit quit (Figure 1).

Figure 1. Exit Status by Average Length of Reached Coaching Calls (in minutes)



We find that the highest 7-month quit rates occur for clients who have coaching calls that last on average between 5 and 11 minutes. Beyond this call duration, there is actually an inverse relationship where the longer the call-average the worse the outcomes. The difference in quit rates is significant,  $p < .0001$  (Figure 2).

Figure 2. Quit Rate by Average Length of Reached Coaching Calls (in minutes)



ASHLine follows a Client Directed Outcome Informed approach that allows the client to direct their coaching sessions. Of the many differences among clients, we find that the average length of coaching calls varies greatly by client. Clients have the best short-term outcomes (being quit at exit) when their coaching calls average between 7 and 13 minutes and their 7-month quit rates are best when their coaching calls average between 5 and 11 minutes. One potential explanation for the observed pattern is that behavioral support for tobacco cessation is most effective in 5 to 11 minute durations. Call lengths that are much shorter may not be enough time to discuss effective treatments, and calls that are much longer may involve excessive conversation about unrelated topics.

## Appendix: April 2013 Statistics and Demographics

Table 1. Referrals, Enrollments, and Coaching Calls by County

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	April 2013	YTD	April 2013	YTD	April 2013	YTD	April 2013	YTD
Apache	3	35	9	63	23	312	3.2	5.7
Cochise	32	181	41	229	108	826	3.6	5.2
Coconino	54	360	28	206	64	613	3.1	3.8
Gila	9	106	24	124	62	411	2.2	4.5
Graham	9	79	14	60	21	113	1.9	3.4
Greenlee	5	8	4	18	7	40	1.0	4.5
La Paz	3	49	9	51	26	148	3.6	4.3
Maricopa	428	3,993	1,084	6,448	2,436	18,681	3.7	4.0
Mohave	33	273	94	568	208	1,534	3.2	3.8
Navajo	9	71	29	139	68	405	2.1	3.4
Pima	242	3,104	212	1,649	637	5,380	3.3	4.4
Pinal	33	128	106	523	247	1,531	4.7	4.0
Santa Cruz	11	90	2	58	24	171	4.5	3.8
Yavapai	45	396	114	551	260	1,647	3.8	4.3
Yuma	9	110	47	244	122	596	2.5	3.4
Unknown	51	275	9	42	6	56	5.0	5.5
<b>Total</b>	<b>976</b>	<b>9,258</b>	<b>1,826</b>	<b>10,973</b>	<b>4,319</b>	<b>32,464</b>	<b>3.6</b>	<b>4.1</b>

Table 2. Incoming Calls and Quit Rate

Summary Statistics	April 2013	Year-to-Date
# Incoming Calls	3,574	20,741
Quit Rate	27%	30%

Table 3. Demographics and Intake Type

<b>Gender</b>	<b>Enrolled</b> (N=1,826)	<b>Information Only</b> (N=228)	<b>Total</b> (N=2,054)
Male	797	10	807
Female	1012	20	1032
Unknown/Missing	17	198	215
<b>Race</b>			
White	1,293	16	1309
African American	164	3	167
Asian	7	0	7
Hawaiian	1	0	1
American Indian	27	0	27
Multiracial	46	0	46
Other Race	38	2	40
Unknown/Missing	250	207	457
<b>Ethnicity</b>			
Hispanic	320	5	325
Non-Hispanic	1218	12	1230
Unknown/Missing	287	211	498
<b>Age</b>			
Less than 18	6	1	7
18-24	90	3	93
25-34	213	8	221
35-44	337	4	341
45-54	485	6	491
55-64	438	11	449
65-79	230	7	237
80+	15	0	15
Unknown/Missing	11	188	199

Figure 3. Referrals by Location Type

