

ASHLine Monthly Report, August 2012

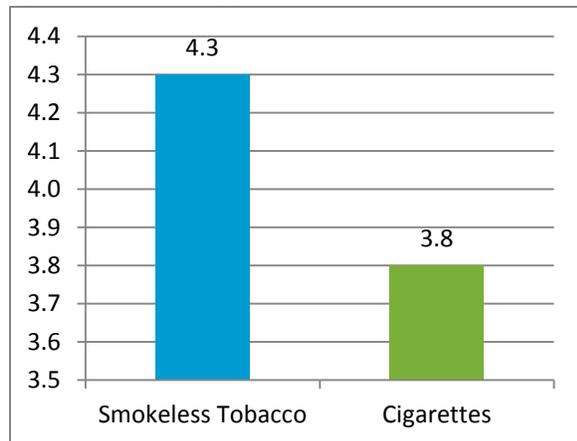
Chew Tobacco Users versus Cigarette Users: Differences in Program

Participation

Between January 1, 2011, and December 31, 2011, ASHLine enrolled a total of 12,244 tobacco users into coaching services. Of these tobacco users, 1.1% (131) indicated they used smokeless tobacco exclusively every day or some days.

The quit rate for the smokeless tobacco users was 50.6% while it was 31.7% for cigarette smokers. One explanation for this large difference in quit rates may be the number of coaching sessions the clients had. In general, the number of coaching sessions a client has is positively associated with the likelihood of a client quitting. On average, clients who used smokeless tobacco had 4.3 coaching sessions while cigarette smokers had 3.8 coaching sessions (Figure 1). Perhaps more importantly, clients who used smokeless tobacco were less likely to have 0 coaching sessions and more likely to have 5 or more coaching sessions than cigarette smoking clients (Figure 2).

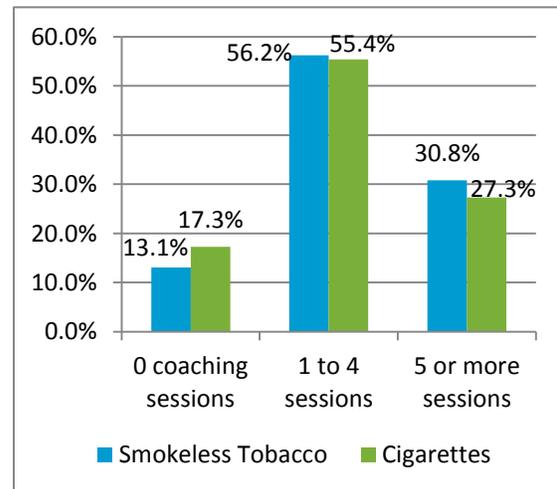
Figure 1. Average Number of Coaching Sessions by Tobacco Use Type



As can be seen in Figures 1 and 2, clients who used smokeless tobacco had more coaching sessions than clients who smoked cigarettes.

The increased behavioral support may be, at least in part, responsible for the higher quit rate of smokeless tobacco users. However, the increased number of coaching sessions may also be an indicator of a more general underlying factor, such as life stability or reduced life stress. While we do not have a direct measure of life stability, the ASHLine routinely administers the Outcome Rating Scale (ORS), which measures certain components of life stress. There was no difference in ORS score between clients who used cigarettes and those who used smokeless tobacco. This finding suggests that smokeless tobacco users do not enroll in the program with significantly less life stress than cigarette users.

Figure 2. Number of Coaching Sessions by Tobacco Use Type



Despite the similarities in life stress between cigarette users and smokeless tobacco users, potential confounds on the relationship between coaching sessions and quit rate must be evaluated before an accurate estimate of the effect of coaching can be obtained.

Appendix: August 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	2,983
# Coaching Calls	3,353
Avg # Coaching Calls for Exited Clients	4.4
Quit Rate	27%
# Referrals	944

	Enrolled (N=1,283)	Information Only (N=364)	Total (N=1,647)
Gender			
Male	536	23	559
Female	737	27	764
Unknown/Missing	10	314	324
Race			
White	916	2	918
African American	102	1	103
Asian	6	0	6
Hawaiian	2	0	2
American Indian	14	0	14
Multiracial	29	0	29
Other Race	38	2	40
Unknown/Missing	176	359	535
Ethnicity			
Hispanic	222	2	224
Non-Hispanic	927	3	930
Unknown/Missing	134	359	493
Age			
Less than 18	2	0	2
18-24	67	9	76
25-34	186	18	204
35-44	222	24	246
45-54	395	16	411
55-64	257	14	271
65-79	144	13	157
80+	7	1	8
Unknown/Missing	3	269	272

