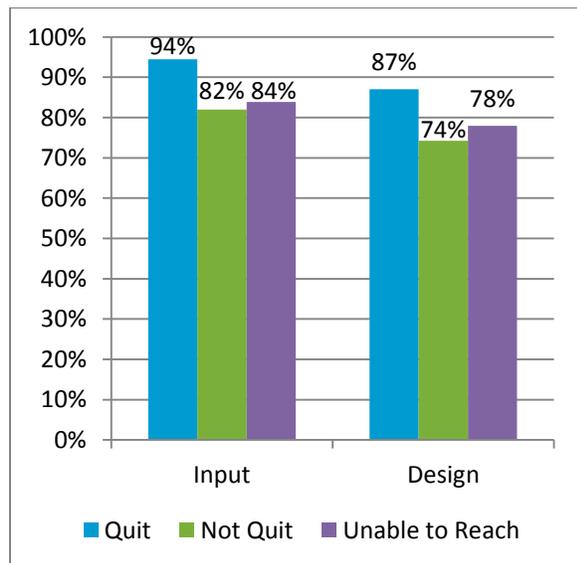


## ASHLine Monthly Report, November 2012

### Client Perception of Quit Planning and Quit Status as Exit

The data ASHLine has collected using the Client Satisfaction Survey (CSS) offers a rich look at the perceptions of ASHLine clients about many aspects of ASHLine services that are not addressed in the other standard follow-up surveys. Using these data we look specifically at the quit plan that clients create with their coach while in coaching services. The CSS has four ratable items which address the quit plan. They address whether: 1) the client had enough input in creating his or her plan (Input), 2) the coach helped to design the plan (Design), 3) the coach helped to implement the plan (Implement), and 4) the goals developed by the coach and client were effective (Goals). We examine the relationship between quit status at the time of exit and the level of agreement with each of the four statements.

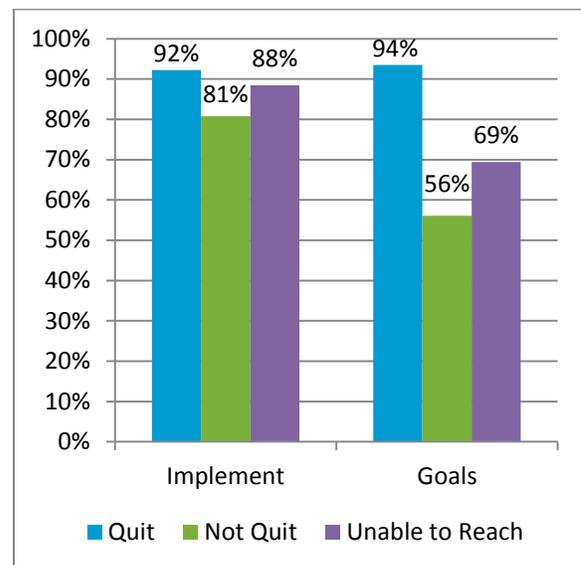
Figure 1. Percentage Agree by Quit Status at Exit



For each of the four statements, clients who are quit at the time of exit are more agreeable than clients who are not quit or are unable to reach at

exit (Figures 1 and 2). The pattern of agreement is the same for each of the items with clients exited unable to reach being more agreeable than clients not quit at exit and client who are quit at exit being the most agreeable. Of the four statements, the largest differences in agreement are for the statement "The goals set by me and my coach were effective."

Figure 2. Percentage Agree by Quit Status at Exit



Unsuccessful clients, i.e., clients who are not quit or are unable to reach at exit, have similar levels of agreement for the input, design, and implementation aspects of their quit plans. However, these clients are far less likely to agree that the goals set were effective. This pattern could indicate that setting appropriate goals plays an integral role in helping clients quit tobacco. If this relationship is indeed causal, ASHLine could increase training and monitoring of coaches to ensure a cooperative development of effective goals between coaches and clients.

## Appendix: November 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	1,345
# Coaching Calls	2,596
Avg # Coaching Calls for Exited Clients	5.0
Quit Rate	29%
# Referrals	906

	Enrolled (N=597)	Information Only (N=180)	Total (N=777)
<b>Gender</b>			
Male	233	16	249
Female	364	21	385
Unknown/Missing	0	143	143
<b>Race</b>			
White	421	13	434
African American	31	1	32
Asian	2	0	2
Hawaiian	0	0	0
American Indian	23	0	23
Multiracial	7	0	7
Other Race	15	1	16
Unknown/Missing	98	165	263
<b>Ethnicity</b>			
Hispanic	125	3	128
Non-Hispanic	398	15	413
Unknown/Missing	74	162	236
<b>Age</b>			
Less than 18	0	0	0
18-24	32	14	46
25-34	71	12	83
35-44	98	13	111
45-54	189	12	201
55-64	142	14	156
65-79	62	12	74
80+	2	1	3
Unknown/Missing	1	102	103

