

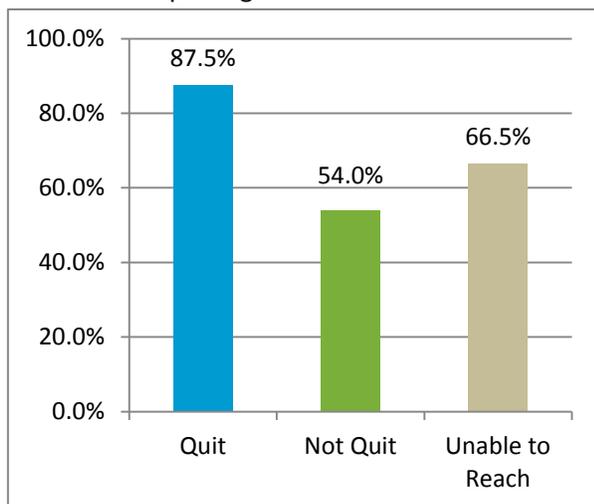
ASHLine Monthly Report, October 2012

Perception of ASHLine Effectiveness and Quit Status at Exit

ASHLine clients are given the opportunity to provide feedback to ASHLine about the services they received. The Client Satisfaction Survey (CSS) is administered to each client three weeks after they have been exited from the program, regardless of their exit reason or quit status at the time of exit. On the CSS, clients are asked to indicate their level of agreement with a series of statements about the coaching services they received. Using data from the CSS we began to consider what, if any, is the relationship between a client's service experience and quit status at the time of exit.

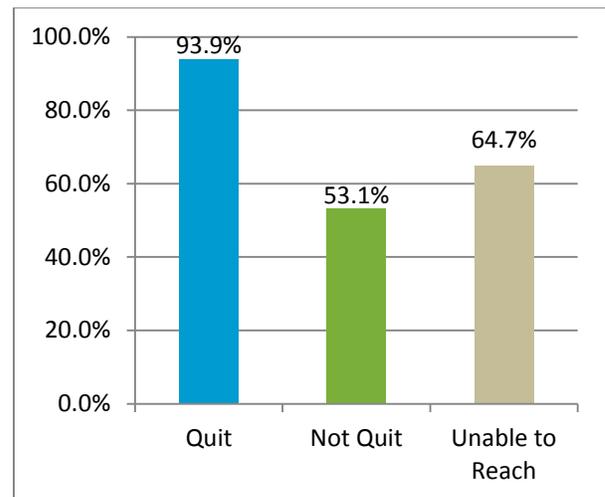
Clients who were quit at the time of exit were much more likely to agree that services helped relieve the stress of quitting than clients who were not quit at exit or were unable to reach, $p < .0001$. Clients who were unable to reach were more likely to agree that services helped relieve stress than clients who were not quit at exit (Figure 1).

Figure 1. Exit Status by Agreement with "The services I received from ASHLine helped relieve the stress of quitting."



Clients who were quit at exit were also much more positive about the effectiveness of ASHLine services than clients who were not quit or unable or reach with 94% of quit clients agreeing with the statement, $p < .0001$ (Figure 2).

Figure 2. Exit Status by Agreement with "ASHLine was effective in my attempt to quit tobacco."



The item about relieving stress is of particular interest because ASHLine coaches often help their clients formulate coping strategies to assist with the stress clients experience while quitting. That there is a positive relationship between being quit at the time of exit and feeling that ASHLine services helped relieve stress suggests that coaching services are being provided effectively. There is a small percentage of clients (approximately 6%) who do not agree that ASHLine is effective even though at the time of exit they had quit tobacco. It would be valuable to determine how and why some ASHLine clients are able to quit, even though they do not feel the services they received were helpful. Such information can help the ASHLine develop alternative treatment methods to reach a broader range of people trying to quit tobacco.

Appendix: October 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	1,660
# Coaching Calls	3,205
Avg # Coaching Calls for Exited Clients	3.9
Quit Rate	30%
# Referrals	1,052

	Enrolled (N=825)	Information Only (N=229)	Total (N=1,054)
Gender			
Male	325	20	345
Female	492	35	527
Unknown/Missing	8	174	182
Race			
White	557	24	581
African American	40	4	44
Asian	6	0	6
Hawaiian	13	0	13
American Indian	12	0	12
Multiracial	31	2	33
Other Race	166	0	166
Unknown/Missing	0	199	199
Ethnicity			
Hispanic	198	3	201
Non-Hispanic	544	32	576
Unknown/Missing	83	194	277
Age			
Less than 18	1	2	3
18-24	46	7	53
25-34	130	15	145
35-44	137	16	153
45-54	240	14	254
55-64	194	13	207
65-79	73	9	82
80+	4	1	5
Unknown/Missing	0	152	152

