

June 30, 2014

# ASHLine Monthly Report

ASHLine Report for the Month of May 2014

## Client & Community Youth Evaluation

## Client Demographics

### Highlights:

- Number of Referrals by County
- Referral Sources
- Number Enrolled
- Number Requesting Info Only
- Quit Rate
- Client Follow-up



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## Client and Community Youth Evaluation The Role of Life Stage Part II: Structure and Meaningful Occupation

To better understand how ASHLine can improve the quality of its services for youth (ages 15-23) focus groups and interviews were held in February and March 2014 with former client youth and non-client, community youth.

Thirty-two youth participated in the evaluation: 11 client and 21 community youth. Client youth were interviewed in person and over the phone. Community youth participated via focus groups.

In the previous data brief, we presented youth's perception that quitting relates to entering a new life stage that is characterized by new motivations to quit, such as having a family. At present, however, many participants do not perceive the negatives of smoking. They believe that smoking protects them from stress that is unique to their current life stage and will quit later in life. This brief builds on this view and adds participants' ideas about how they would quit.

In the focus groups and interviews, participants frequently described not feeling in control of the things that create stress in their life.

“ *I'm just getting stressed out for, like, no reason. Sometimes I feel depressed randomly. [Participant 2: it's also the families we live with. I'm sure your family just gets on your nerves so bad]* ”

Participants expressed a preference for structure and being engaged in activities that kept them distracted from stress. Perceiving free time negatively, participants explained that smoking was a way to keep busy and distract them from stressful and otherwise difficult situations.

“ *I kind of felt like I was using it to avoid things that I didn't want to face like it was just much easier to light a cigarette and not think about it.* ”

Because youth use tobacco to avoid or disengage, not smoking requires more than being distracted. Participants described wanting structure and meaningful occupation to meet these needs.

“ *I mean, get them involved in something, or sports. Because if they're occupied with that and then they have school, and, so I mean, just like, get...structure for someone.* ”

**Coaching Recommendation:** Emphasizing addiction or negative long-term health consequences does not increase youths' motivations to quit. These consequences are not seen as being pertinent to what youth are experiencing in their lives currently. However, coaches can recommend alternative activities, such as sports or exercise, as a way to reduce stress and add structure in one's life. This approach may improve youth engagement.

**Media Message Recommendation:** Highlight the relationship between why youth smoke and why they quit. Because many youth use tobacco to avoid or disengage, and quitting involves becoming meaningfully engaged, addressing one also may resolve the other. Emphasizing meaningful engagement can be a strategy to reconcile the tension between youth perceiving that smoking is beneficial and quitting is difficult.

## Appendix: May 2014 Statistics and Demographics

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

County	Referrals		Enrollments		Total Coaching Calls		Avg # Coaching Calls for Exited Clients	
	May 2014	Year-to-Date	May 2014	Year-to-Date	May 2014	Year-to-Date	May 2014	Year-to-Date
Apache	2	36	6	55	25	220	6.33	6.42
Cochise	22	183	26	212	62	755	3.18	4.20
Coconino	28	411	14	231	45	692	2.30	3.86
Gila	8	55	9	98	43	383	3.67	4.21
Graham	3	85	6	66	28	289	8.14	5.38
Greenlee	1	21	1	21	11	54	3.50	2.61
La Paz	5	42	1	28	4	86	3.67	3.37
Maricopa	553	4,274	450	5,718	1,638	18,352	4.42	3.68
Mohave	49	440	33	509	243	2,021	7.68	4.22
Navajo	3	84	18	153	53	616	6.79	4.55
Pima	213	2,795	131	1,810	578	6,156	4.49	4.04
Pinal	22	154	52	479	173	1,559	3.88	3.73
Santa Cruz	1	94	1	80	6	259	0.00	3.76
Yavapai	25	321	34	444	110	1,451	3.76	3.71
Yuma	16	102	17	191	53	649	4.13	3.88
Unknown	0	12	4	46	8	62	NA	4.00
<b>Total</b>	<b>951</b>	<b>9,109</b>	<b>803</b>	<b>10,141</b>	<b>3,080</b>	<b>33,604</b>	<b>4.40</b>	<b>4.10</b>

Table 2. Incoming Calls and Quit Rate

Summary Statistics	May 2014	Year-to-Date
# Incoming Calls	1,386	16,136
7-Month Quit Rate	40%	37%

Table 3. Demographics and Intake Type

<b>Gender</b>	<b>Enrolled (N=803)</b>	<b>Information Only (N=42)</b>	<b>Total (N=845)</b>
Male	338	9	347
Female	455	6	461
Missing	10	27	37
<b>Race</b>			
White	590	14	604
Black or African American	58	0	58
Asian	6	0	6
Hawaiian	0	0	0
American Indian	11	0	11
Multiracial	21	0	21
Other Race	10	0	10
Unknown	107	28	135
<b>Hispanic Identification</b>			
Hispanic	149	3	152
Non-Hispanic	522	12	534
Unknown/Missing	132	27	159
<b>Age</b>			
Less than 18	6	0	6
18-24	51	0	51
25-34	128	4	132
35-44	140	1	141
45-54	175	2	177
55-64	189	0	189
65-79	105	2	107
80+	6	0	6
Unknown/Missing	3	33	36

Figure 1. Referrals by Location Type

