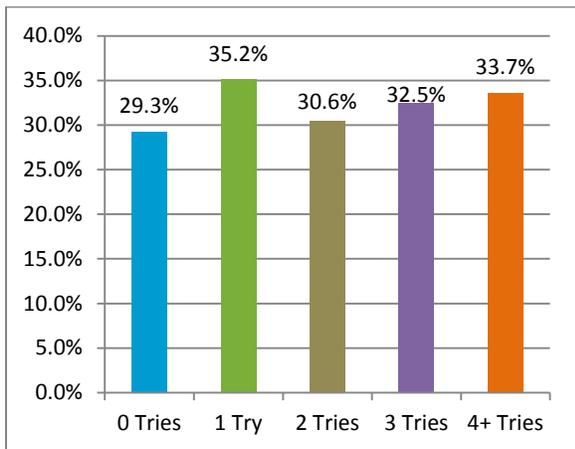


It is clear in the literature that most tobacco users require multiple quit attempts prior to successfully achieving long-term sustained abstinence from tobacco use.¹ For the past two months we have examined how multiple enrollments in ASHLine services relates to quit rates and other outcome indicators. This month we explore how the number and length of quit attempts in the 12 months prior to enrolling in ASHLine coaching services relates to quit rates.

We find that the more than two-thirds of all clients who enrolled between September 1, 2011 and October 31, 2012, (the most recent 12-month period for which there is follow-up data) made at least 1 quit attempt in the 12 months prior to their enrollment in ASHLine services.

Figure 1. Quit Rate by Number of Quit Attempts



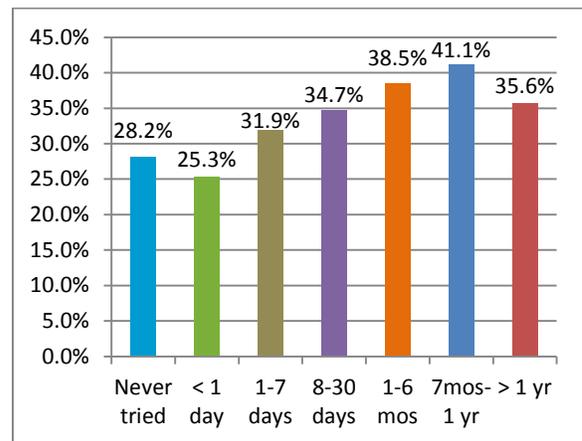
The clients who have made one quit attempt in the 12 months prior to enrolling in ASHLine services have the highest quit rate at 7-months post enrollment. This decreases with two attempts but then rises again with 3 or more quit attempts. Those who have not made a quit

¹ Fiore MC, Bailey WC, Cohen SJ, et al. *Treating Tobacco Use and Dependence*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. June 2008.

attempt in the 12 months prior to enrolling in services have the lowest quit rate. The differences observed are significant, $p < .01$ (Figure 1).

The duration of the client’s last quit attempt prior to enrolling is also related to their success in quitting after enrollment. Clients who were able to remain quit for between 1 month and 1 year have the highest quit rates. Those who quit for less than one day have the lowest. The difference in quit rates by duration of quit attempt is significant, $p < .0001$ (Figure 2).

Figure 2. Quit Rate by Duration of Quit Attempt



The majority of clients come to ASHLine services after they have made at least one quit attempt. Some clients are able to remain tobacco free for up to a year prior to seeking services. As we saw in the last couple of reports, clients who are successful the first time they enroll in coaching services are likely to be successful the second time they enroll. This idea is supported when looking at clients’ quit attempts prior to enrolling in services. Clients who made one quit attempt prior to enrolling in coaching services are the most successful. And clients who are able to remain quit for longer periods are more successful. This supports the idea that quitting tobacco is a skill that can be improved through experience.