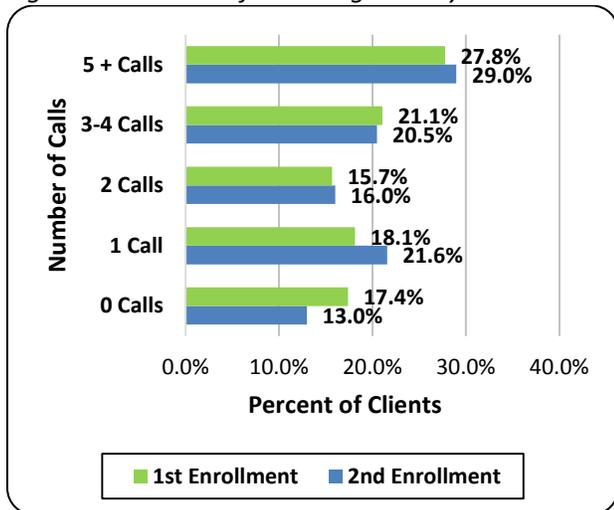


It is the rare individual who is able to achieve abstinence from tobacco on their first quit attempt. Knowing this, ASHLine encourages clients who leave services, whether or not they complete the program, to re-enroll if they need tobacco cessation services again. Although the most successful quitters are those who enroll in services only once, being able to quit once seems to make it easier to quit again after relapse (see Data Brief April 2013).

Since July 2010, the majority of clients (approximately 95%) have enrolled in coaching services only once. The remaining 5% enrolled in coaching between 2 and 5 times. The number of coaching calls taken and time spent on calls are proxy measures for client engagement in the quit process. In this data brief we explore whether clients who enroll in services more than once take more coaching calls or spend more time speaking with their coach on their second enrollment versus their first.

Clients in a second enrollment took proportionally more coaching calls than client in their first enrollment. For clients taking only one call, 3.5% more clients did so on second enrollment versus first, while the percentage of clients taking 5 or more coaching calls increased slightly by 1.2% (Figure 1).

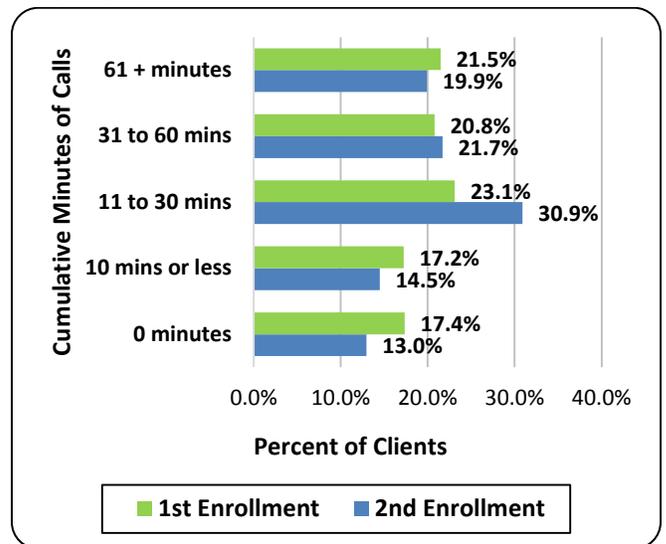
Figure 1: Number of Coaching Calls by Enrollment



We previously found that clients whose average coaching call lasted between 7 and 13 minutes were most likely to exit from the program having quit tobacco, and clients with the shortest and longest average call times were least likely to exit quit (ASHLine Monthly Report, April 2013). During the second enrollment, the percentage of clients engaging in coaching calls of a cumulative average duration of 11 to 30 minutes increased by 7.8% in comparison to first enrollment (Figure 2).

Additionally, the percentage of clients with coaching calls at the less effective upper and lower extremes in duration decreased during second enrollment.

Figure 2: Cumulative Minutes of Coaching Calls by Enrollment



Program engagement upon re-enrollment is one key to quit success. These findings indicate that upon second enrollment, clients are taking more coaching calls and engaging in calls of a more effective length than during first enrollment. Regardless of the reason repeat clients succeed, these results speak to the need to re-engage previous clients who currently use tobacco. As such, ASHLine routinely asks tobacco-using clients contacted at follow-up if they would like to re-enroll in services.