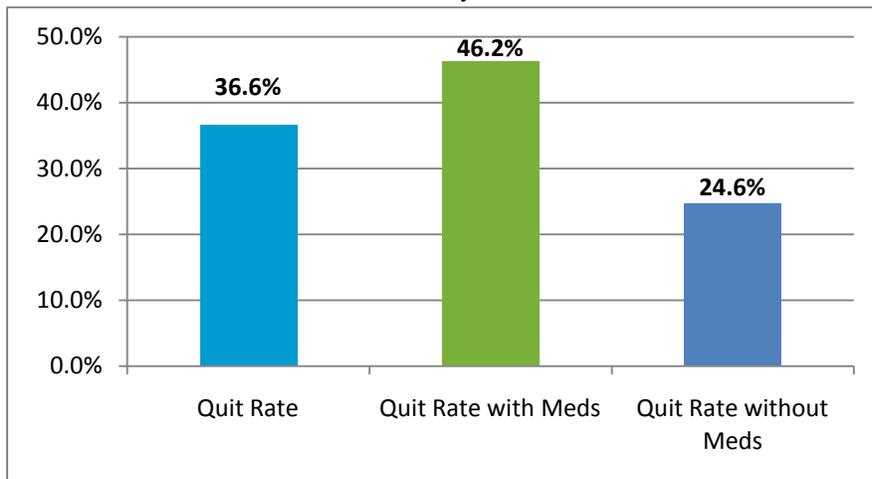


In July 2010, ASHLine updated its data collection method. When it began utilizing the new coaching module that had been incorporated into its online WebQuit application, ASHLine coaches began recording what types of quit tobacco medications, if any, their clients used during their quit attempts. Since February 2011, the ASHLine Callback team has been surveying clients about medication use during follow-up. In order to determine which medication the clients used, this sample is restricted to only those clients who have had at least one coaching session with an ASHLine coach.

The quit rate for all reached clients in this sample for this time period was 36.6%. More than half (55.6%) of clients reported using quit tobacco medication; their quit rate was much higher: 46.2%. For those who did not use medication, the quit rate was lower: 24.6%. See Chart 1.

For clients who used medications to help them quit tobacco, quit rates ranged between 39.9% and 51.6% depending on the type of medication used with lozenges having the highest quit rate (51.6%). See Chart 2.

**Chart 1. Quit rate by medication use**



**Chart 2. Quit rate by type of medication used**

