



Seven Day Point Prevalence Rate Metric

Navy Health Promotion Programs are responsible for collecting, analyzing, and reporting the results and the outcomes of Tobacco Cessation programs. The standard DoD and Navy metric for determining the outcome of tobacco cessation treatment is the 7 day point prevalence rate.

The 7 day point prevalence rate is used at three and six months post treatment. Every individual who began treatment (group, class, and individual counseling) is contacted to ascertain their current tobacco use status. They may be contacted in person, via phone, mail or email. Each person is asked –

Have you used any tobacco in the past 7 days?

If the person reports that he/she is tobacco free for the past seven days, they are considered to be abstinent. If they report tobacco use, they are considered to have relapsed. Three attempts are made to contact each individual. Those who cannot be reached are considered to have relapsed. The self-report data is used (no biochemical validation is necessary) and is considered to be reliable. The success and outcome data is computed by taking the number who began treatment and divided by the number who are tobacco free at 6 months. For example, if 10 began the group, and 5 completed the classes; 7 were contacted and 3 were lost to follow-up; and 2 reported they were abstinent at 6 months, the 7-day point prevalence rate is reported as 2 / 10 or 20%. This outcome may also be reported as 2 persons quit using tobacco for this particular group intervention.

Additional Tobacco Outcome data may be obtained as well. Please see the Navy Tobacco Metrics.

The outcome data may be used for Health Promotion program planning and evaluation as well as command metrics.

The results of the command tobacco cessation program are to be reported to the NEHC Health Promotion Tobacco Cessation Program Manager twice a year. Please send results to Mark Long, Ed.D. at Longm@nehc.med.navy.mil.