Driven to the Quitline: Mobilizing Partners

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Overview

- Background
- Mobilizing community partners
- Promoting cessation supports
- Increasing client base
- Conclusion
- Discussion and questions
Group activity

1. Who you would consider to be your quitline’s partners in cessation

2. What strategies you currently use to mobilize your partners (eg. regular communication)
Ontario Tobacco Control Area Networks (TCANs)
The Ontario Tobacco Strategy

Prevention

Preventing Ontario children and youth from starting to smoke (e.g., stupid.ca campaign)

Cessation

Helping Ontarians quit smoking

Smokers’ Helpline/Smokers’ Helpline Online/Driven to Quit Challenge

Regional Coordination – Promotion & Integration

Protection

Protect Ontarians from involuntary exposure to second-hand smoke (e.g., legislation)
About *The Challenge*

- Annual health promotion campaign encouraging Ontarians to make a quit attempt for the chance to win a prize.

- Since 2006, *The Challenge* has been hosted by the Canadian Cancer Society, funded by the Ministry of Health Promotion and presented in collaboration with public health units across the province.

- Prizes have been generously sponsored by McNeil Consumer Healthcare (subsidiary of Johnson & Johnson).

- Objectives are to:
  - encourage Ontarians to make a quit attempt.
  - provide cessation support for participants.
  - increase awareness of Smokers’ Helpline and Smokers’ Helpline Online.
The Challenge execution

- Registrants must:
  - Be Ontario residents, 19 years of age or older
  - Have been daily tobacco users for at least one year
  - Sign up with a support buddy
  - Pledge to quit tobacco use for the month of March

- Participants are able to sign up online, by phoning the quitline, by mail or by fax

- Winners are randomly drawn, must sign a legal declaration and their smoke-free status is confirmed by a urine test
Mobilizing partners: Public Health

- 36 public health units (PHUs) across the province are engaged as partners in Challenge promotion

- Represented by 7 Tobacco Control Area Network (TCAN) Coordinators, divided by region

- Have the option to apply for $1,500 grants from Challenge host to promote The Challenge

- Many allocate additional funds to Challenge promotion

- Quitline services and The Driven to Quit Challenge benefit partners who refer clients and have similar cessation goals
Mobilizing partners: Others

• Collaborate with other cessation partners to promote *The Challenge*, such as:
  – Leave the Pack Behind
  – Ontario Lung Association
  – STOP study

• *Smokers’ Helpline* Regional Coordinators work across the province to promote in health care institutions, workplaces and other community forums
Partnering successfully

- **Formal communication lines are established**
  - Weekly conference call meetings with TCAN coordinators
  - Web sharing site established for partners to access promotional materials

- **Challenge organizers are accessible**
  - Responsive to partners’ questions, concerns, requests for materials, media relations needs etc.

- **Challenge organizers are accountable**
  - Provide a deadline and **meet** the deadline
  - Offer partners materials to meet their deadlines

- **Partners’ voices are heard**
  - PHUs and TCAN Coordinators’ feedback from previous Challenges are taken into account in planning
  - Partners are asked to have input in *The Challenge* provincial media buy
  - Best practice sharing is encouraged
Mobilized Partners

- When partners feel involved and valued, they internalize the goals of *The Challenge* and collaborate to achieve them.

- Partners act as ambassadors representing “the face” of *The Challenge* across the province.

- Develop unique promotional tools with local appeal.

- Contact Canadian Cancer Society staff to organize joint promotional events.

- Public Health Unit staff are able to further motivate their clients/patients to quit smoking when they are promoting *The Challenge* alongside providing cessation services.
Local initiatives

- Regions across Ontario are very diverse
- Partners help to identify and address local needs to maximize Challenge promotion, and thus quitline reach
- As Challenge organizers, we are flexible to develop the materials that partners suggest best suit their region
Promotional tools

- Paid provincial media campaign
  - TV, radio, newspaper, magazine, online

- Earned media pieces
  - Media releases, launch and prize presentation events, available for interviews, tailored media pitches, PSAs

- Additional tools developed by partners to suit local audiences

- Posters, brochures

- Social media campaign
  - Facebook, Twitter, YouTube
Post campaign follow up

- Partners are asked to provide feedback about how *The Challenge* was implemented and how organizers responded to their needs.

- Formal reports are provided to partners to share registration demographics and statistics and campaign successes.
Promoting cessation supports: Smokers’ Helpline

- *Smokers’ Helpline* is Ontario’s provincial quitline with both phone and online service seven days a week.

- Operated by the Canadian Cancer Society and funded by the Ministry of Health Promotion.

- As the host of *The Challenge*, *Smokers’ Helpline* services were offered to all participants as a primary source of support as they made quit attempts and to buddies, who were supporting people make quit attempts.
Quit - You have it in you brochure
2009
Promoting cessation supports

- Smokers’ Helpline and Smokers’ Helpline Online were promoted to Challenge participants through:
  - Challenge website www.driventoquit.ca
  - Participant e-mail blasts
  - Quit – You have it in you brochure
  - Earned media

- Public Health Units extended promotion and awareness of cessation supports by:
  - Referring patients/clients
  - Handing out quitline materials to those who signed up
  - Distributing Quit – You have it in you brochures
  - Conducting additional media relations activities
2009 Driven to Quit Challenge  
participant demographics

**Gender:**  Female 54.1%   Male 45.8%   Other 0.1%

**Average age:**  40 years

**Average age at which participant began to smoke/use tobacco daily:**  16.4

**Average number of quit attempts in past year:**  2.5

**Top ways registrants heard about The Challenge:**  
Increasing client base

Calls to *Smokers’ Helpline*

Background

Reactive calls
- All phone calls coming into *Smokers’ Helpline*, from individuals seeking counselling, information or materials to assist them with smoking cessation.
- Last year, 44.4% of calls were reactive

Proactive calls
- Counselling calls that are made by *Smokers’ Helpline* to the client, normally scheduled around critical points in the quit process
- Last year, 27.4% of calls were proactive

*Other call types comprised 28.8% of call volume*
Increasing client base

Smokers’ Helpline

- During The Challenge promotion and quit period (January 19 to March 31, 2009) call volume to Smokers’ Helpline increased significantly as a result of the Challenge.
  - During this period, 3,939 reactive calls came into the quitline
  - 1,255 of these, or 31.9% of reactive calls, were from clients who were calling about The Driven to Quit Challenge

40.3% of the 2009 Driven to Quit Challenge registrants requested to receive phone support from Smokers’ Helpline after The Challenge
Increasing client base
Smokers’ Helpline Online

- During *The Challenge* registration period (January 19 to February 28, 2009) online registrants were given the option to also register for *Smokers’ Helpline Online* (SHO).
  - 802 registrants opted to register for *Smokers’ Helpline Online*, representing 30.2% of the SHO registration during that time period.

- Of all *Smokers’ Helpline Online* registrants during the promotion period (January 19 to February 28, 2009), 56.7% heard about the service through *The Driven to Quit Challenge*. 
Learnings

In a population based-survey conducted for evaluation purposes, information about public awareness of *The Challenge* and *Smokers’ Helpline* was acquired:

- More than one-half of individuals participating in the evaluation (55%) were aware of *The Driven to Quit Challenge*.

- 83% of past participants rate *The Driven to Quit Challenge* as important in encouraging them to try to quit smoking.

- One hundred percent of respondents agree that *The Driven to Quit Challenge* is a good means for informing smokers of the supports available to them, and that quitting is good for their health.

- 96% of respondents agree that *The Challenge* is good way to encourage people to try to quit smoking.
Highlights

- **79.9%** of the 2009 Driven to Quit Challenge registrants requested to receive supportive e-mails

- **40.3%** of the 2009 Driven to Quit Challenge registrants requested to receive phone support from Smokers’ Helpline after the Challenge
  
  - This translates to nearly 9,000 additional proactive calls that the quitline would not otherwise make

- **56.7%** of new Smokers’ Helpline Online registrants during the Challenge promotion period heard about the service through The Driven to Quit Challenge
If you have questions about The Driven to Quit Challenge, e-mail: driven2quit@cancer.ca

To register online, please print copies of the Registration Form and fill out the personal information and sponsor information.

Print Name: ___________________________ Last Name: ___________________________

City/Town: ___________________________ Postal Code: ___________________________

Tel. (home): ___________________________ Tel. (work): ___________________________

Date of birth: ___________________________

Support Buddy

Include the contact information for your buddy who will support your quitting efforts. Buddies of potential winners will be asked to confirm that the potential winners have remained smoke-free for the month of March 2009.

Print Name: ___________________________ Last Name: ___________________________

City/Town: ___________________________ Postal Code: ___________________________

Tel. (home): ___________________________ Tel. (work): ___________________________

Date of birth: ___________________________

Is your buddy a non-smoker? ☐ Y ☐ N

Is your buddy also registered as a participant attempting to quit in The Driven to Quit Challenge? ☐ Y ☐ N

1. What gender are you? ☐ F ☐ M ☐ Other: ___________________________

2. What is the highest level of education you have completed? Select one:

☐ Some high school
☐ High school
☐ Some college or university
☐ College or university degree

3. What kind of work were you doing in the last 12 months?

☐ Full-time
☐ Part-time
☐ Retired
☐ Other: ___________________________

4. In what age group did you begin to smoke cigarettes? ________ years old

5. Which of the following products have you used in the past year? Check all that apply:

☐ Cigarettes
☐ Cigars
☐ Pipes
☐ Chew tobacco
☐ NUS

6. On the days you smoke, how many cigarettes do you or did you smoke each day? ________

7. How many minutes does it take you to quit smoking each day? ________ minutes

☐ Within 5 minutes
☐ 6-30 minutes
☐ 31-60 minutes
☐ More than 60 minutes
☐ I have already quit (try quit date was: ________)

8. In the past year, how many times did you stop smoking/fusing tobacco for at least 24 hours because you were trying to quit? ________

12. Would you like to receive e-mail messages about The Driven to Quit Challenge (including tips for quitting smoking and winner announcements)? ☐ Y ☐ N

13. Would you like to be contacted by Smokers’ Helpline (after the Challenge) for information and to help you stay on track and remain tobacco-free? ☐ Y ☐ N

I understand and agree to the terms stated above.

_________________________ ___________________________

We respect your privacy. The Canadian Cancer Society collects your personal information for the purposes of registration, program evaluation and to keep you informed about the Challenge. We respect your privacy. For more information, please check with us or see the information sharing agreement. If you do not wish to receive information about our programs, please contact us at 1-877-979-7028 or email philip.brown@cancer.ca.

I acknowledge that I have read the terms and conditions above.
Conclusions

- Since 2006, *The Driven to Quit Challenge* has inspired more than **101,000** registrants across Ontario to make a quit attempt.

- As a result of *The Challenge*, many Ontarians who are looking to quit, or know someone who wants to quit, became aware of and utilized cessation supports such as *Smokers’ Helpline* and *Smokers’ Helpline Online*.

- *Smokers’ Helpline*’s strong relationships with provincial partners benefit both the quitline and partner activities and can be drawn upon in the future.
Revisiting your strategies

- Look at the partners you identified at the beginning of the workshop, and the strategies you use to engage them.

- What can you add to this list now?

- What goals can you make for yourself to expand this list?
Thank you.

Discussion and questions

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