Redesigning QUITPLAN® Services: 
A Case Study from ClearWay Minnesota℠
Today’s Presenters

• Paula Keller, M.P.H., Director of Cessation Programs
• Marietta Dreher, Director of Marketing and Communications
• Mary Kokstis, Vice President, Client Services
• Barbara Schillo, Ph.D., Vice President
Today’s Presentation

- Rationale for Making Changes
- Research Process and Findings
- The New QUITPLAN Services
- Implications for Service Provider
- Key Evaluation Findings
- Lessons Learned
- Q&A
Mission:
To reduce the harm that tobacco causes Minnesotans through research, action and collaboration
2011 Service Offerings

Welcome to QUITPLAN® Services.
Our free programs are designed to help you understand and conquer every part of your smoking habit. Get started today by choosing either phone coaching or our web program to create your personalized plan.

Phone Coaching
One-on-one phone coaching. Your own personal cheerleader. Patches, gum or lozenges available.
Learn More »

Web Program
Free access to our web program with online tools, ongoing support and an online community. Live chat with Quit Coaches.
Learn More »
Why Change QUITPLAN® Services?
Help Achieve our Legacy Goals
Improve Use of Technology
Build Consumer Demand

Engaging as many tobacco users as possible in the quitting process

- View smokers as consumers
- Look at quitting from their perspective
- Meet consumers’ needs and wants
- Promote quitting in ways that reach smokers where they’re at
Today's 21st Century Smoker

**Quick Facts**
- 54% Male
- 46% Female
- 55% HS diploma or GED is highest level of education
- 42% More likely to have HHI less than $35K/yr
- 53% Employed full time
- 14% Temporarily unemployed

**Phone Usage**
- 90% Have a cell phone
- 45% Only have a cell phone
- 54% Have a landline

**Media Usage**
- 19% More likely to be a radio listener
- 42% Watch daytime TV
- 58% Watch sports
- 51% Pro football

**Texting Habits**
- 72% Text message
- 1% Signed up for text message alert (39% higher than average)

**Accessing the Web**
- 68% Access at home
- 31% Access at work
- 49% Use Facebook

**Relationships**
- 34% Are working parents
- 48% Are parents with children in the household

**Shopping Habits**
- 59% Shop at Dollar Tree
- 69% Shop at Walmart
- 80% Shopped at a c-store in past 30 days
- 48% Spent over $100 in past 30 days

**Gambling Habits**
- 48% Played lottery in the past 12 months
- 19% Went to casino to gamble

**Social Life**
- 29% Go to bars or nightclubs
Research Process and Findings
2011: Scan of Literature and Key Informant Interviews
Key Findings and Recommendations

- Continue providing Helpline
- Free NRT
- Online access to all services
- Facebook with Quit Coaches
- Text messaging
2012: Talk to Tobacco Users

- Two Phase approach
  - Online bulletin boards
  - Focus groups
Phase I: Online Research and Diaries

Task: What does it mean to be a smoker? Provide images you associate with a smoker.
Phase I: Online Research and Diaries

Task: If you were abducted by aliens, where might I find evidence you were a smoker?
Phase II: Focus Group
Phase II: Homework

Welcome to QUITPLAN® Services.

Our free programs are designed to help you understand and conquer every part of your smoking habit. Get started today by downloading our app or visiting our website to create your personalized action plan.

NEW 24 HOUR QUIT CONTEST !!!

Click the Tobacco Free Tuesdays logo below to learn more.

Daily CHALLENGE

Improved well-being. Delivered daily.

We send you a challenge every day. You do it and mark it as Done. Share with friends and family. Simple!

‘The Daily Challenge has been very helpful in suggesting small positive changes to my everyday life. I enjoy how simple, yet effective, each challenge has been.”
Two Quitting Styles

“I need all the help I can get”

“I want to do it my way”
Quitting Style: “I need all the help I can get”

I appreciate all the help I can get. While it is a personal journey, it never hurts to have support.

Giving you a lot of tools to help. Oh the gum didn’t work, try the patch. Oh you need more encouragement jump online.

- Counseling
- Online social support
- Website with tracking tools
- Quit guide
Quitting Style: “I want to do it my way”

- Free nicotine replacement – no counseling
- Online information
- Quit guide

Making your own decisions, standing on your own two feet.

It is mind over matter. If you really want to quit, then you’ll do it.
Key Findings and Recommendations

• Meet smokers where they are
• Reduce barriers to quitting
• Variety of service offerings
• Help overcome ambivalence to change
2013: Building the New Services
2014: Launch of the New Services
QUITPLAN® SERVICES

Quit your own way

QUITPLAN® Services offers a wide array of tools to help you quit your own way, because everyone is different. Choose the individual services that work best for you, or sign up for the QUITPLAN Helpline for the complete program.

Individual QUITPLAN® Services

- **Text Messaging**
  Tips, games and reminders texted right to your phone.

- **Starter Kit**
  Patches, Gum or Lozenges
  Two weeks of free of patches, gum or lozenges to get you started.

- **Email Program**
  A series of emails full of tips, advice and encouragement.

- **Quit Guide**
  A resourceful guide to help you quit.

QUITPLAN® Helpline

A complete program. You will receive one-on-one phone coaching sessions with trained tobacco counselors and free patches, gum or lozenges, plus additional integrated tools to help you quit.

Sign up
More Online Content

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Download a tobacco-free future

The free QuitNow app for iOS and Android puts your entire quitting experience in the palm of your hand. It’s designed specifically to help you plan your quit and support you after you quit. With the app you’ll get:

- Daily relevant quit-smoking tips and a tips library
- A quit-date tracker to follow your progress
- A real-time savings calculator
- Your own customized ‘reasons to quit’ list

Download the app for free today through iTunes or Google Play, and get the motivation and support you need for a life without tobacco.
Responsive Design

Home / Services to help / Starter Kit: Patches, Gum or Lozenges

Start off strong
QUITPLAN® Services
Non-Profit Organization

What have you been up to?

Did you know that within the first 20 minutes of quitting, your body starts to repair itself? What other benefits have you noticed since you’ve quit? What benefits are you still looking forward to?

Within 20 minutes:
Your blood pressure & pulse rate decreases

Ask Janice
Marketing Campaign

YOU KNOW THE REASONS. WE'RE JUST HERE TO HELP.
New free tools to quit smoking your own way. No judgments. Just help.

NO JUDGMENTS. JUST HELP.
NO PRESSURE.

NO JUDGMENTS. JUST HELP.

QUITPLAN SERVICES
FREE PATCHES OR GUM
free text messaging and emails
FREE PHONE COACHING & MORE
QUITPLAN.com
No Judgments. Just Help.
What tobacco users said:

- Feeling to quit after seeing this…. All these have happened to me.
- They understand how hard it is to quit. I liked the no judgments.
- No judgments. Free help – patches, texts, etc. Gives people what they want.
- QUITPLAN looks caring. Something different than the standard stop smoking ad.
Implication for Service Providers
Organizational Culture
Take a Risk
Development Methodology
Technology & Talent
Change Management
Evaluation
Suite of Studies

- Utilization
- User Experience
- Satisfaction
- Outcomes
- Reach
- Cost per Quit
Reach
170% increase

• 5,900 Minnesotans
• 16,000 Minnesotans
Reach Ratio Across Minnesota Regions

- Northwest: 0.82
- Northeast: 1.12
- West Central: 1.01
- Central: 0.99
- Southwest: 0.88
- South Central: 1.07
- Southeast: 0.89
- Metro: 1.02
How are People Accessing Services?
Almost all participants reported easy registration – both online and phone.
What Are People Choosing?
Registration by Service Category

Helpline: 15%

Individual Services: 85%
Individual Services Registrations

- NRT Starter Kit: 93.8%
- Quit Guide: 55.7%
- Email: 36.8%
- Text: 22.1%

Sum of percentages is greater than 100% because participants can choose one or more Individual QUITPLAN Services
Participant Characteristics
Select Characteristics by Service

• Starter kit only – more men
• Starter kit plus text – youngest average age
• Helpline – highest percentage of Black/African American enrollees
• Helpline – oldest average age
Satisfaction
Satisfaction at Seven-Month Follow-Up

- **Helpline**
  - Very/mostly satisfied: 71%
  - Somewhat satisfied: 20%
  - Not at all satisfied: 10%

- **Starter Kit Only**
  - Very/mostly satisfied: 74%
  - Somewhat satisfied: 20%
  - Not at all satisfied: 6%

- **Starter Kit Plus Email/Text**
  - Very/mostly satisfied: 77%
  - Somewhat satisfied: 19%
  - Not at all satisfied: 4%
“My coach would bring stuff out and show me things that I didn’t see. It’s like, surprises come from the side, not the front.”

“It’s amazing. When I decided to quit, I thought ‘who will care?’ It was so awesome to know that someone did care and was working to help me.”
“It became very real that it’s a chemical addiction… I wouldn’t have lasted a week if I didn’t know those lozenges were coming.”

“I know the patches are cheaper than smoking, but it’s so much harder to find $40 for a box of patches… than $6 for a pack…”
Outcomes
Quit Rates: Tobacco free for 30 days at seven-month follow-up

- Overall (n=1170): 26.1%
- Helpline (n=312): 29.6%
- Individual Services (n=858): 25.5%
QUITPLAN® Helpline Quit Rate exceeds North American Quitline Consortium (NAQC) standard

31.8%

NAQC Rate
(n=271)

30% NAQC Goal
Other Behavior Change
Quit Attempts: The majority of participants quit for at least 24 hours.

- Overall (n=1170): 83.7%
- Helpline (n=312): 81.4%
- Individual Services (n=858): 84.0%
Of those who did not have a smoke-free home, 60% banned smoking in their home since intake.
Cost per Quit
Cost per Quit

Overall: $375.05
Helpline: $640.65
Individual Services: $328.91
Evaluation Recap

- Highest volumes since 2009
- Enrolling primarily online
- Individual Services very popular
- High satisfaction and quit rates
- Other behaviors are changing
- Modest cost per quit
Lessons Learned
Listen to Tobacco Users
Collaborate
The Power of Choice
It Takes a Village
Key Village People

- ClearWay Minnesota – Randi Lachter, MPH, Mike Sheldon
- North American Research and Analysis – Jessie Saul, PhD
- Clarity Coverdale Fury – Kathy Schlecht
- Alere Wellbeing – Jacalyn Jenssen
- Professional Data Analysts – Amy Kerr, PhD, Becky Lien, MPH, Michael Luxenberg, PhD
Questions?
Questions for Each Individual:
Q1: What do you view as the 2-3 priorities for refining and redefining quitlines for the future?
Q2: What stakeholder group do you represent (funder, QL operator, researcher, national organization, other)?

Question for Table:
What is the single most important action we need to take to refine and redefine quitlines for the future?

Online submission at https://www.surveymonkey.com/r/BUZZ1