Overview of Effective Quitline Services

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Issue Paper

- Quitlines first recognized for telephone counseling
- Service portfolio has greatly diversified
- Systematic review of new and old services
- For purchasers, service providers & others
For Each Service Category

• Definition of terms
• Extent of adoption
• How used, with other potential uses
• Why offered
• Review of evidence, key findings
• Guidance on evaluation
• Considerations for purchasers
• Level of evidence, recommendations
Levels of Evidence

• Research-validated best practice
• Field-tested best practice
• Promising practice
• Insufficient evidence to recommend
Research-validated Best Practice

• RCT’s
• Significantly improved outcomes
• Effects sustained long-term
• Findings replicated (in quitline settings)
• If possible, supported by meta-analytic reviews, e.g., Cochrane

• Counseling, medications, referral
Research-validated Best Practice:
Counseling

• Proactive
• Multisession
• For those who call quitlines
• ... and for those who don’t
• Provided alone or as adjunct to other treatment
• Not low-intensity (more is better)
Research-validated Best Practice:

Medications

• NRT
• Combination NRT
• Bupropion
• Varenicline
• More effective with behavioral support
• More is better
References

For telephone counseling (and referral to it)

For medications


Field-tested Best Practice

• May lack evidence of effectiveness
• But has other compelling rationale from widespread practice

**Intake, self-help materials**

• Recommend streamlining where possible to reserve resources for evidence based service
Reference

For printed self-help materials
Promising Practice

• One or more isolated examples of success in practice
• E.g., single RCT with significantly improved outcomes at 6 mo.
• **IVR, Texting, Web-based services**
• Might now add: **Mobile apps, Incentives**
References

For IVR


References

For Texting/Mobile

Abroms LC, Boal AL, Simmens SJ, Mendel JA, Windsor RA. A randomized trial of

BinDhim NF, McGeechan K, Trevena L. Smartphone Smoking Cessation Application (SSC
App) trial: a multicountry double-blind automated randomised controlled trial of a

smoking cessation: effects on abstinence rates in a randomized controlled study. *BMC

Free C, Knight R, Robertson S, et al. Smoking cessation support delivered via mobile

Naughton F, Jamison J, Boase S, et al. Randomized controlled trial to assess the short-
term effectiveness of tailored web- and text-based facilitation of smoking cessation in
For Texting/Mobile (cont’d)


For Web-based

References

For Web-based (cont’d)


References

For Incentives


Promising Practice Success Story 1:
Using IVR as Bridge from EHR to Tx

- Haas 2015, *JAMA Internal Med*
- Project CLIQ
- N=707 low SES smokers ID’d in EHR
- Reached out via IVR
- Offered NRT, tel. counseling, community referral
- 8.3% responded
- ITT quit rates at 9 months: 17.8% vs 8.1% ($p<.001$; OR 2.5; 95% CI 1.5-4.0).
Promising Practice Success Story 2:

A Text-like Program on WhatsApp

• Durmaz 2019, *BMC Public Health*
• N=132 people in clinical cessation program
• Adjunct to physician counseling & medication
• 60 graphic WhatsApp messages
• Increased clinical engagement, medication use
• ITT quit rates at 6 months: 40.9% vs 22.7% ($p<.05$; OR 2.31; 95% CI 1.03-5.16)
Promising Practice Success Story 3: An Effective Mobile App

• BinDhim 2018, J Med Intern Res
• SSC App (Quit Advisor Plus)
• N=684, recruited through Apple App Store
• Offered support on quitting options, daily push notifications, quitting diary, benefits tracker
• Reduced decisional conflict
• Quit rates at 6 months: 10.2% vs 4.8% ($p=0.024$; RR 2.02; 95% CI 1.08-3.81)
Promising Practice Success Story 4:
A Mobile Web App + Texting

• Danaher 2019, *J Med Intern Res*
• MobileQuit vs QuitOnline
• N=1,271 smokers recruited online
• 290 texts with reminders, encouragement, prompts to view content
• ITT quit rates at 6 months: 24.6% vs 19.3% (\(p=.02; \ OR \ 1.38; \ 95\% \ CI \ 1.05-1.80\))
Promising Practices: Themes

- Crossover between media/platforms
- Multimodal
- Link to evidence based services
- Intensive
- Interactive, tailored
- Proactive
Practical Recommendations

- Maintain research-validated practices
- Take advantage of published evidence
- Emulate products/services that work
- New products still need solid (old) content
- Tech products should exploit new tech features
- Evaluate for reach, engagement, satisfaction
- If a product/service is well-utilized and rated highly, work with research partner to validate
Thank you!
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