

Learning Community Draft Report on Technology-Mediated Services

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We'll get started at 3:00 pm EDT

To mute your line: *1

To unmute your line: *1

For operator assistance: 0

DO NOT PUT YOUR LINE ON HOLD!

THIS IS AN INTERACTIVE WEBINAR

(the web microphones have been disabled by default and all audio interaction will happen over the phone)

Conference Number: 1-888-512-3146

International Number: 1-646-569-2556

Participant code: 642 10 008#

Welcome

Agenda

- Purpose and History of Learning Communities
- Background: Levels of Evidence, Adoption Data
- Recommendations for Text, Web and Apps
- Process: Timeline, Resources
- Q&A, Feedback, Next Steps

Purpose of Learning Community

- Importance
- History
- Process for Developing Recommendations
- Advisory Council Involvement

Learning Objectives

- Become familiar with the new recommendations on technology-mediated services for Quitlines, including the basis for the recommendations and the timeline for implementation.
- Learn the multiple purposes texts, Web and Apps are being used for by Quitlines and current adoption rates for these technologies.
- Discuss the feasibility of the timeline for implementation and resources that may be needed.

Principles for Developing Recommendations

A. Research

- 2019 Practice Brief
- February 2021 Research Meeting
- Literature review

B. Practice

- 2019 Practice Brief
- July 2021 Practice Meeting
- Annual survey adoption data

Purposes Text, Web and Apps utilized for in Quitlines

Outreach: The extent of reaching out proactively through phone, text, Web, or Apps. Utilizing promotions to improve reaching diverse populations of individuals to enroll them into Quitline services.

Enrollment: The action of enrolling or being enrolled into Quitline services through phone, text, Web, or Apps.

Engagement: The action of interacting with participants enrolled in Quitline services through phone, text, Web, or Apps to sustain their interest and promote active involvement.

Intervention: The action or process of intervening with Quitline participants through phone, text, Web, or Apps to achieve defined program outcomes.

Evaluation: The use of text, Web or App services to promote and remind participants about upcoming evaluations of services utilized through a Quitline.

REPORTED PRACTICAL APPLICATION FOR TEXT, WEB, APP

Purposes	Text	Web	App
Outreach	Reach more diverse populations, reinforce priority messages, provider support, access	Reach more diverse populations, expand marketing campaigns, make web mobile friendly	Leverage the wide-reach of mobile-users spending 86% of their time on Apps
Enrollment	Obtain prior consent using TCPA ¹ standards	Encourage online enrollment options	Investigate fast and seamless log-on features
Intervention	Use interactive, personalized, targeted messages	Use interactive, personalized, targeted content	Leverage online intervention using personalization
Engagement	Utilize reminders, self-activation links or build motivation and skill in between coaching sessions, re-engage prior participants	Utilize reminders, self-activation tools, build motivation and skill in between coaching sessions, or social support through chat rooms/forums	Explore interactive features with coach, TTS ² , provider. Use offline with local data storage.
Evaluation	Provide links to surveys	Collect evaluation data	Provide links to surveys

¹: TCPA: Telephone Consumer Protection Act; ²: TTS: Tobacco Treatment Specialist

RESEARCH LITERATURE FOR TEXT, WEB, APP

Purposes	Text	Web	App
Outreach	2017 Cochrane Review 2019 Cochrane Review +5 research articles	1 research article NCI Smokefree.gov	N/A
Enrollment	2019 Cochrane Review +1 research article	NAQC Annual Survey +3 research articles	N/A
Intervention	2019 Cochrane Review Surgeon General Report The Community Preventative Task Force (CPSTF) +7 research articles	2017 Cochrane Review 2019 Cochrane Review Surgeon General Report The Community Preventative Task Force (CPSTF) +3 research articles	2019 Cochrane Review (insufficient evidence) Surgeon General Report (inadequate evidence) +4 research articles
Engagement	3 research articles	1 research article	N/A
Evaluation	2020 Practice Brief	2020 Practice Brief	N/A

Levels of Evidence*

A. Best Practices

- Research-validated practices whose efficacy has been demonstrated as effective based on results of cited meta-analytic reviews such as Cochrane Reviews
- Field-tested practices that have a compelling rationale from widespread practice and success

B. Promising Practices

- Practices that have one or more limited examples of success in the research literature or Quitline practice

C. Insufficient to Recommend

- Practices that lack strong examples and consistent findings in the literature and/or Quitline practice.

*North American Quitline Consortium (2016). Quitline Services: Current Practice and Evidence Base, 2016. (Anderson CM). Phoenix, Arizona.

Key Counseling Services Data FY18 – FY20

Counseling service	FY18 % (n)	FY19 % (n)	FY20 % (n)
Proactive telephone counseling*	96.2% (51/53)	98.1% (52/53)	96.2% (51/53)
Interactive text messaging	58.3% (28/48)	65.3% (32/49)	84.6% (44/52)
Automated emails	70.8% (34/48)	79.6% (39/49)	82.7% (43/52)
Web-based self-help	93.8% (45/48)	93.9% (46/49)	94.2% (49/52)
Web-based chat rooms	66.7% (32/48)	73.5% (36/49)	80.8% (42/52)
Web-based interactive counseling	64.6% (31/48)	83.7% (41/49)	94.2% (49/52)
Mobile cessation app	10.4% (5/48)	6.1% (3/49)	1.9% (1/52)

Poll Question 1

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

As a result of this webinar, I have a better understanding of the multiple purposes that text, Web and Apps are being used for in Quitline environments, such as outreach, enrollment, interventions, engagement and evaluation.

Texting

Brief electronic messages sent to mobile phones.

They are considered:

- **‘One-way’** when they are sent in one direction and do not have the capacity for a response.
- **‘Interactive’** when messages may be sent in both directions, such as between a Quitline participant and counselor.
- **‘Tailored’** when they are personalized based on unique qualities or needs around timing, frequency, etc.

Texting Recommendation

Recommendation 1: All Quitlines should offer at least one or more tailored and/or interactive texting service as a standalone intervention or adjunct to other smoking cessation interventions by June 30, 2022.

Level of evidence: Offering interactive and/or tailored text messaging programs for the purpose of interventions to Quitline participants is a research-validated best practice.

Texting Recommendation

Recommendation 2: All Quitlines should offer at least one or more tailored and/or interactive texting service for the purpose of improving outreach, enrollment, and/or engagement by June 30, 2023.

Level of evidence: Offering interactive and/or tailored text messaging programs for the purpose of outreach, enrollment, or engagement in a Quitline setting is a promising practice.

Web

Web-based Services: Internet-based communications such as webpages or websites with resources (e.g., documents, links, images, videos), and interactive communication tools (e.g., self-help, interactive counseling, and chat, internet forums, chat rooms, online courses, or social media).*

*North American Quitline Consortium (2016). Quitline Services: Current Practice and Evidence Base, 2016. (Anderson CM). Phoenix, Arizona.

Web Recommendation

Recommendation 1: All Quitlines should offer at least one or more interactive and/or tailored Web-based services for the purpose of providing an intervention by June 30, 2022.

Level of evidence: Offering a Web-based intervention that is interactive and tailored is a research-validated best practice.

Web Recommendation

Recommendation 2: All Quitlines should offer at least one or more interactive and tailored Web-based service for the purposes of improving outreach, enrollment, and/or engagement by June 30, 2023.

Level of evidence: Offering interactive and tailored Web-based programs for the purpose of outreach, enrollment, or engagement is a promising practice.

Not Recommended

Currently, there is insufficient evidence in the literature and Quitline practice for recommendations on the following:

- Offering text messaging or Web-based programs in the Quitline setting for the purpose of promoting or reminding about upcoming evaluations
- Utilizing Apps for any purpose in the Quitline setting

Process

- **Timeline for Implementation**

By June 2022 and June 2023

- **Feedback, Next Steps**

Q&A and Feedback

Recommendations

1. All Quitlines should offer at least one or more tailored and/or interactive *texting service* as a standalone *intervention* or adjunct to other smoking cessation interventions by June 30, 2022.
2. All Quitlines should offer at least one or more tailored and/or interactive *texting service* for the purpose of improving *outreach, enrollment, and/or engagement* by June 30, 2023.
3. All Quitlines should offer at least one or more interactive and/or tailored *Web-based services* for the purpose of providing an *intervention* by June 30, 2022.
4. All Quitlines should offer at least one or more interactive and tailored *Web-based service* for the purposes of improving *outreach, enrollment, and/or engagement* by June 30, 2023.

Feedback

- Are these recommendations reasonable?
- Do these recommendations seem based on solid evidence?
- Are there any changes you suggest to the recommendations?
- What resources, training or technical guidance will you need to implement the recommendations by the proposed date?
- Are there any additional comments you have?

Next Steps

- **Access Multiple Feedback Channels**
- **Continue the Dialogue**
- **Finalize this Report**
- **Plan for Implementation**

June 2022 Recommendations
June 2023 Recommendations

Poll Question 2

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

I believe this is a reasonable recommendation:

All Quitlines should offer at least one or more tailored and/or interactive texting service as a standalone intervention or adjunct to other smoking cessation interventions by June 30, 2022.

Poll Question 3

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

I believe this is a reasonable recommendation:

All Quitlines should offer at least one or more tailored and/or interactive texting service for the purpose of improving outreach, enrollment, and/or engagement by June 30, 2023.

Poll Question 4

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

I believe this is a reasonable recommendation:

All Quitlines should offer at least one or more interactive and/or tailored Web-based services for the purpose of providing an intervention by June 30, 2022.

Poll Question 5

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

I believe this is a reasonable recommendation:

All Quitlines should offer at least one or more tailored and/or interactive texting service for the purpose of improving outreach, enrollment, and/or engagement by June 30, 2023.

Poll Question 6

Using this scale from 1-5:

1 strongly disagree, **2** disagree, **3** neither agree nor disagree, **4** agree, **5** strongly agree

As a result of this webinar, I am more familiar with the new recommendations on technology-mediated services for quitlines, including the basis for the recommendations and the timeline for implementation.

Provide Feedback

Share your thoughts and suggestions for these recommendations by **Friday 10/29/2021**

- Email Lkrupski@naquitline.org directly with your feedback.
- Join the [Forum discussion](#) in the Learning Communities portal. A special forum thread was created for the release of this report.

