Innovative Strategies to Promote Quitlines During the Pandemic

We’ll get started at 3 pm EST

You are welcome to join us in listen-only mode and will have opportunities to share your thoughts via Chat and Q&A and to provide input following the meeting.
Agenda

• Welcome & overview
• Creating Equitable Cessation Campaigns for Priority Populations
• I COVID Quit Campaign
• I COVID Quit Campaign in South Carolina
• Dialogue
Number of Calls to Quitlines through 1-800-Quit-Now, 2018-2021

- 2018 total = 735,354
- 2019 total = 715,624
- 2020 total = 525,609
- 2021 total = 542,001

Source: 1-800-Quit Now Data for US States: Call Attempts prepared by NCI
Analyzed by Katie Mason, NAQC. E-mail kmason@naquitline.org for more information.
CREATING EQUITABLE CESSATION CAMPAIGNS FOR PRIORITY POPULATIONS

Krysten Isaac and Allie Rubinoff, Rescue Agency
I COVID QUIT

Anita Browning, SCLC and Carrie Dorn, National Association of Social Workers
I COVID QUIT

Public Health Awareness Campaign

UCSF Smoking Cessation Leadership Center (SCLC)
• Healthier Smokefree lives for people with Mental and Substance Use Disorders

• National Partnership convened in 2016 by SCLC and American Cancer Society

• Representatives of various medical specialties as well as governmental and philanthropic organizations

• Goal is to reduce smoking prevalence in the behavioral health population to 20% by 2022

• Already made significant progress going from 30.5% to 28.9%
Smoking, COVID-19 and Behavioral Health: The Data

• **1 in 4 Persons** in the U.S. has a mental illness and/or substance abuse disorder (54 mill have 1 or more of these two conditions)

• **53-91%** of people in addiction treatment settings use tobacco

• BH populations consume **40% of all cigarettes sold in the US** – **2-3 x higher** smoking prevalence than general population

• Those with behavioral health conditions are more likely to contract COVID-19

• Those who smoke and contract the virus are more likely to experience greater severity of disease and:
  • go to the ICU
  • be put on respirators
  • die
Priority Population (who we’re looking for & talking to)

Tobacco smokers
living with behavioral health conditions,
with a focus on communities of Color
and lower socioeconomic groups.

Relationship to COVID
• Increased motivation to quit?
• COVID-19 survivor?
• COVID-19 affected friend or family member?
Creative Considerations

Intended audience
“People have to know you’re talking to them.”

Message:
Carefully crafted; multi-layered, with a clear call-to-action

Language & Tone:
For BH audience, we wanted something different from CDC’s Tips.

Media (photos/video):
Tested in focus groups (CA, PA, SC) and via online surveys.
I COVID QUIT

Since I quit smoking my depression and anxiety have improved

—Katie, ex-smoker

CALL 1-800-QUIT-NOW  Share your story #ICOVIDQuit  ICOVIDQuit.org
I COVID QUIT

I stopped smoking and I feel much better physically and mentally

— Hassi, ex-smoker

CALL 1-800-QUIT-NOW
Share your story ICOVIDQuit ICOVIDQuit.org
I COVID QUIT

My lungs are healing. I’m breathing easier, I have more energy and I’m happier.
—Rodrigo, ex-smoker

CALL 1·800·QUIT·NOW
Share your story #COVIDQuit
COVIDQuit.org
DEJÉ DE FUMAR DESPUÉS DEL COVID

Mis pulmones están sanando - estoy respirando con más facilidad, tengo más energía y estoy más feliz.

-Rodrigo, ex-fumador

LLAME AL 1·800·QUIT·NOW
Comparta su historia #ICOIDQuit
ICOIDQuit.org
I have more self-esteem now that tobacco isn't controlling me

—Patanisha, ex-smoker
I don't have to leave a meeting to start smoking.
Social Media Toolkit

Purpose = the Three “E”s:
• Enables social sharing
• Ensures consistent, cohesive messaging
• Elevates/Enhances website traffic and calls to the quitline

Contents:
• Images
• Suggested Captions
• Hashtags
National Media Briefing March 12, 2021

- "How and Why COVID-19 is Reversing Smoking Cessation Gains" - w/ Burness
- Centered around a NAQC report on the decline in quitline calls over the last year.
- Supported by the Robert Wood Johnson Foundation, in partnership with the North American Quitline Consortium (NAQC)
- Panel of speakers representing ALA, ASAM, NAMI, NAQC and SCLC moderated by RWJF and including a former smoker
- Resulted in 17 top-tier reporters on the call, 29 pieces of media coverage and 129 features in local TV and broadcast programs
Op-ed by Katie Rodgers in Changing America, online offshoot of The Hill:

How the pandemic helped me quit smoking

Quitting cigarettes, and staying quit.

By Katie Rodgers | May 17, 2020, Opinion Contributor
• State Partners:
  • Alaska
  • Indiana
  • Maryland
  • Michigan
  • Oklahoma
  • Pennsylvania
  • South Carolina

• Partnership Organizations:
  • APA (American Psychological Assoc.)
  • ASAM (American Society of Addiction Medicine)
  • ASTHO (Assoc. of State & Territorial Health Officials)
  • NASW (National Assoc. of Social Workers)

• NAQC: for evaluation
SCLC Website & Social Media Channels

Traffic to our website:

• Most visited page since April 1
• Accounts for 12% of total website traffic
• 15% of traffic enters through this page
• Average time on page=7:08, 273% more than average (1:55)

• Facebook:
  • 5 Paid Ads reaching 57,820 new viewers
  • 3 of our 5 top-performing posts since 3/31 = I COVID Quit

• Twitter:
  • 3 of 5 top-performing posts since 3/31 = I COVID Quit
  • Posts averaged 1.8% engagement rate (1-2 is good)

• Instagram:
  • started a new channel
  • generated 4 user stories for “Tell us YOUR story” section of campaign page
Doing a lot with a little …

5 Paid Facebook Ads

Daily budget of $4-$5

Targeted to U.S. locations where spokesperson demographics best matched the majority of smokers

Ran each for approx. 1 month starting in May

Reached 57,820 NEW viewers

Resulted in 1,308 clicks (to visit our campaign page)

Total spend: $519.82

Free! For your use at ICOVIDQUIT.org
National Association of Social Workers on Tobacco Cessation Initiatives & I COVID Quit

Carrie Dorn, MPA, LMSW
Senior Practice Associate
January 27, 2022
LARGEST GROUP
OF SOCIAL WORKERS

110,000 members

17,000 student members

55 CHAPTERS
Social Work Role

• Mission is to enhance well-being
• Help meet needs of all people, particular attention to those who are vulnerable (NASW Code of Ethics)
• Core value of social justice
• Work in settings across the continuum of care
• Social workers have expertise in identifying and addressing multiple factors that contribute to health
  (National Academies of Sciences, Engineering and Medicine: Social Workers and Other Social Care Providers Play a Key Role in Promoting Better Health for All)
NASW Tobacco Cessation Work

• Partnership with CDC *Tips From Former Smokers* Campaign 2016, 2017, 2018

• Resources and Educational Offerings
  – Webinar “Integrating Smoking Cessation into Clinical Social Work Practice” with Rutgers Tobacco Dependence Program, UCSF Smoking Cessation Leadership Center & SAMHSA
  – Practice Alert *Quitlines for Tobacco Cessation: A Compliment to Social Work*

• Policy Coalition with Campaign for Tobacco-Free Kids

• Telehealth/Telemental Health Advocacy
I COVID Quit Promotion

• NASW is a proud partner of the *I COVID Quit* Campaign!

**NASW Partners With I COVID Quit Campaign**

NASW is proud to be a partner of *I COVID Quit*, a campaign created by the UCSF (University of California, San Francisco) Smoking Cessation Leadership Center. During the COVID-19 pandemic, cigarette sales in the United States increased and calls to quitlines decreased by more than 20%. At the same time, research shows that smokers have an increased risk of developing severe COVID-19 and having worse outcomes. In 2021, NASW is highlighting smoking cessation efforts. Social workers play a vital role in educating people about the health and mental health benefits of quitting smoking, and social workers can connect people to resources like quitlines and cessation support programs.

**NASW Part of Coalition Concerned With Tobacco Use Prevention**

NASW Senior Practice Associate Carrie Dorn recently attended the National Partnership on Behavioral Health and Tobacco Use virtual summit. NASW has been a member of the coalition for several years. Dorn noted that while smoking overall has decreased in the U.S., there is still a disparity for people with mental health issues and those who suffer from trauma having higher rates of smoking compared with the general population.

“NASW will continue to provide resources to social workers about how they can incorporate smoking cessation methods into their practice and share tools and resources that other organizations utilize,” Dorn said.
I COVID Quit Promotion

- Website, Email Outreach, Digital Resources
- Share Webinars from Partner Organizations
- Social Media
  - NASW Facebook, 187,715 Followers
  - NASW Twitter, 53,242 Followers
  - NASW LinkedIn Company Page, 64,963 Followers
  - NASW LinkedIn Group, 79,796 Members
COVID Quit Promotion

- National Partnership on Behavioral Health and Tobacco Use
  - Billing & Coding Committee
  - Knowledge & Interventions Committee
- Campaign for Tobacco-Free Kids
  - Youth vaping
  - FDA oversight
  - Federal funding
I COVID Quit Promotion

- Social Work Specific Practice Resources
  - Practice Alert
  - Podcast- 6,000 Unique Downloads

EP76: Smoking Cessation

NASW Social Work Talks Podcast

We speak about how social workers can help clients stop smoking or vaping, with Taslim van Hattum, MSW, MPH, Senior Director of Practice Improvement at the National Council for Behavioral Health.

Posted October 5, 2021

Listen to Episode 76
NASW Resources

• 2022 NASW National Conference: The Time Is Right for Social Work
• Health Practice
  – Practice Alert Smoking: Now Is the Time To Quit
  – Practice Alert- Quitlines for Tobacco Cessation: A Compliment to Social Work
  – Practice Alert Be Alert to Tobacco Advertisements
  – Practice Perspectives - Implementing Smoking Cessation Into Your Social Work Practice
  – Webinar Integrating Smoking Cessation into Clinical Social Work Practice
• Social Work Advocates Magazine
• Public Policy/Advocacy
Thank you!

Carrie Dorn
cdorn.nasw@socialworkers.org

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202-408-8600
www.socialworkers.org

Find your NASW Chapter
IMPLEMENTING THE I COVID QUIT CAMPAIGN IN SOUTH CAROLINA

Lisa Davis, SC SBIRT
Elizabeth S. Clark and Diane Godbolt-Hall, Trinity Behavioral Care
I COVID QUIT

Trinity Behavioral Care

Serving (Marlboro, Dillon & Marion Counties)

Elizabeth S. Clark, CSPS, Director of Community Services

& Diane Godbolt-Hall, Director of Operations

Dr. Katy Wynne, Ed.D., MSW I SC DHEC

Lisa Davis, SC SBIRT Director
Quit to Live

Marlboro, Dillon & Marion Counties

NRT Campaign
Launch Week
Social Media

Facebook/
Instagram/Twitter
Impressions:= 736
Engagement: 42
FY 2021: 115
referral to the Quitline
Billboards & Locations

Billboards = 1,007,697
Radio Commercials

Radio Commercials = 126,324 listeners over 12 weeks

Click Here To Listen
QUIT to LIVE

#iQuit2Live  #ICOVIDquit

trinity Behavioral Care
QUIT to LIVE

#iQuit2Live #ICOVIDquit
Breathe easier
Think more clearly
Feel hopeful again
Do the COVID quit

CALL 1-800-QUIT-NOW  Share your story @COVIDQuit  COVIDQuit.org
<table>
<thead>
<tr>
<th>Measure</th>
<th>Apr-21</th>
<th>May-21</th>
<th>Jun-21</th>
<th>Jul-21</th>
<th>Aug-21</th>
<th>Sep-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many direct calls did your state’s quitline receive?</td>
<td>1993</td>
<td>2094</td>
<td>1991</td>
<td>2293</td>
<td>2215</td>
<td>2140</td>
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<tr>
<td>Report the total number of completed registrations for phone counseling and/or cessation medications (including NRT starter kits)</td>
<td>685</td>
<td>712</td>
<td>749</td>
<td>750</td>
<td>780</td>
<td>695</td>
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<tr>
<td>Because of the COVID-19 pandemic, has your motivation to quit smoking or vaping or using non-combustible tobacco increased, decreased, or stayed the same?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number reporting &quot;increased&quot;</td>
<td>238</td>
<td>261</td>
<td>302</td>
<td>262</td>
<td>270</td>
<td>292</td>
</tr>
<tr>
<td>Number reporting &quot;decreased&quot;</td>
<td>48</td>
<td>46</td>
<td>56</td>
<td>49</td>
<td>47</td>
<td>25</td>
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<tr>
<td>Number reporting &quot;stayed the same&quot;</td>
<td>363</td>
<td>352</td>
<td>362</td>
<td>388</td>
<td>420</td>
<td>335</td>
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<tr>
<td>Because of the COVID-19 pandemic, has the amount you smoke or vape or use non-combustible tobacco increased, decreased, or stayed the same?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Number reporting &quot;increased&quot;</td>
<td>219</td>
<td>255</td>
<td>250</td>
<td>222</td>
<td>229</td>
<td>229</td>
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<tr>
<td>Number reporting &quot;decreased&quot;</td>
<td>54</td>
<td>44</td>
<td>78</td>
<td>51</td>
<td>65</td>
<td>64</td>
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<tr>
<td>Number reporting &quot;stayed the same&quot;</td>
<td>377</td>
<td>363</td>
<td>386</td>
<td>428</td>
<td>442</td>
<td>360</td>
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Promotional Items
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<tr>
<th>Social Media Posts</th>
<th>Jul-21</th>
<th>Aug-21</th>
<th>Sep-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (how many posts)</td>
<td>26</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>* People Reached</td>
<td>150</td>
<td>860</td>
<td>906</td>
</tr>
<tr>
<td>* Engagement</td>
<td>3</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>Instagram (how many posts)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>* Likes</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>* Comments</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>LinkedIn (how many posts)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>* Impressions</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>* Engagement rate</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Twitter (how many posts)</td>
<td>507</td>
<td>39</td>
<td>11</td>
</tr>
<tr>
<td>* Impressions</td>
<td>20</td>
<td>61</td>
<td>24</td>
</tr>
<tr>
<td>* Total Engagements</td>
<td>29</td>
<td>317</td>
<td>325</td>
</tr>
<tr>
<td>Other (newsletters, website traffic, etc.)</td>
<td>3 Community Engagement events in August</td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>Newsletter</td>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboards (2) &amp; radio ads traffic</td>
<td>439,839</td>
<td>475,349</td>
<td>radio</td>
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<tr>
<td>Billboard impressions</td>
<td></td>
<td></td>
<td>417,076</td>
</tr>
</tbody>
</table>
Thank You !!!

&

Questions
QUESTIONS & ANSWERS
CONTACT US!

If you have any questions regarding the information that was presented during the call or have feedback on how to improve future calls, please contact:

Katie Mason, MPP
800-398-5489 ext. 703
kmason@naquitline.org

Thank you for your participation!