NAQC Closing Plenary: Crisis & Opportunity

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Crisis and Opportunity

CRISIS & OPPORTUNITY

Opportunity is always present in the midst of crisis. Every crisis comes with elements of danger and opportunity. No matter the difficulty of the circumstances, no matter how dangerous the situation... at the heart of each crisis lies a tremendous opportunity. Great blessings be upon the one who knows the secrets of finding the opportunity within each crisis.
Crisis

- **Budget**
  - Ouch
  - Capacity impact

- **Reach**
  - How far can we go with phone?

- **Engagement**
  - High drop off rates
  - Gaps in intervention timing
Opportunity

- National promotional activities
  - Package labeling
- Medicaid Coverage
- Penetration of new technologies
  - Traditionally hard to reach populations
- Social media
  - Shift in use of eHealth/mHealth resources
e-Health/mHealth Challenges

- Digital Divide
  - Divide is shrinking
  - Variation in ownership and access

- Evaluation (much needed)
  - Increased attrition & issues of fraud/scams
  - Rapidly changing technology

- Health Literacy
  - Video, audio, etc.

- Multiple Platforms
  - iOS vs. Android
  - Responsive Design
e-Health/mHealth Potential

- Be in the space where users are

BUT

- How can we best use the existing platforms?
- How do we integrate new platforms?
- How do we evaluate these resources?
- How do we develop & effective use resources in such a dynamic environment?
The Smokefree.gov Initiative
Smokefree e-Health Projects

- **Smokefree.gov (2003)**
  - 1st HHS eHealth Cessation resource
  - Mobile app (QuitGuide)
  - Social media: Facebook, Twitter

- **Smokefree Women (2009)**
  - Website
  - Social media: Facebook, Twitter, YouTube, Pinterest (Coming Soon)

- **Smokefree Teen (2011)**
  - Website
  - Social Media: Facebook, Twitter, Tumblr
  - Mobile app (QuitSTART)

- **Spanish Smokefree (2012)**
  - Website
  - Social media

- **SmokefreeTXT (2011)**
  - Teen
  - Young Adult
  - Spanish Language
  - QuitNow Library

- **Smokefree Pregnancy**
  - Web content
  - Online video
Web-Assisted Tobacco Interventions

- Provide information and resources for teens and adults ready to quit smoking
  - Tailored, quitting related information
  - Step-by-Step Quit Guide
  - SmokefreeTXT
  - Smokefree Social Media Networks
  - Smokefree Apps
  - Live Help
  - Quit Line
  - Savings Calculator
Social Media

- Potential to reach large audiences
  - Multi-platform dissemination
- Increase treatment delivery & adherence
  - Push reminders
  - Social engagement
  - Highly tailored and personalized messaging
  - Allows users to access content and resources at their convenience
  - Promote resource utilization
- Leverage social support
  - Provide tips, advice, and encouragement
  - Celebrate successes
Reach & Engagement

SFW Facebook Engagement
- Likes: 22%
- Fan Posts: 52%
- Comments: 9%
- Moderator Posts: 2%

SfT Facebook Engagement
- Likes: 37%
- Fan Posts: 41%
- Comments: 2%
- Moderator Posts: 20%
Social Media Reach & Engagement

Smokefree Twitter Activity

- SFG: Tweets 79, Engagement 248
- SFW: Tweets 209, Engagement 620
- SfT: Tweets 214, Engagement 257

Smokefree Women
Saturday 🌟

You go girl! "In 40 minutes it will be 3 weeks since I lit my last cigarette. It was tough, I'm not gonna lie. I've cried, thrown fits, cussed and prayed, but I made it!" –Smokefree Julie

3 WEEK SMOKEFREE DON'T FORGET TO CELEBRATE

Women.Smokefree.gov

Smokefree Teen Timeline

Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Total Likes: 315 (3.28%) Friends of Fans: 157,853 (4.35%) People Talking About This: 71 (2.9%) Weekly Total Reach: 1,574,045 (14.88%)

Like · Comment · Share

42 people like this.

View all 5 comments

Stop Smoking after 27 years GOOD JOB! GOT 3 WEEKS IN MYSELF
Saturday at 2:53pm · Like

Julie Prather Unread yay! Thanks for helping me celebrate.
Saturday at 10:10pm · Unlike · 0 replies

Write a comment...
Text Messaging Programs

- Text messaging smoking cessation intervention for teens and young adults ready to quit
- Users can opt-in and select a quit date up to 30 days into the future
  - Free with unlimited texting plan
  - Receive messages 2 weeks before and up to 6 weeks after quit date
  - Increased number of messages close to quit date
- Program assesses user’s mood, craving, & smokefree status
  - User can text keywords (i.e. WANT, BOOST, UHOH)
  - User can opt-out any time by texting STOP to iQUIT
SmokefreeTXT Messages Sent

Number of total messages sent

Oct 11  Nov 11  Dec 11  Jan 12  Feb 12  Mar 12  Apr 12  May 12

Total Messages Sent

Number of total messages sent vs. Time (October 2011 to May 2012)
Mobile Applications ("Apps")

- Ensures users are prepared & have information ready to help them stay smokefree
  - Information/tips
  - Tracking/monitoring
  - Mood management
  - Distractions
  - Promote resource utilization

- Three apps
  - QuitGuide (adults)
  - QuitSTART (teens)
  - Games
Big Picture, Big Questions

How can Web 2.0 and emerging technologies be used to:

- Increase reach?
  - Do specific tools drive traffic more effectively than others?
  - Reach specific populations more effectively?

- Promote sustained resource utilization?
  - Are specific tools associated with differential utilization of resources (Improved engagement)?

- Improve outcomes?
  - Does increasing reach & engagement improve cessation?

- Cost effectiveness?
Summary

- Mobile and online data trends highlight the importance of these new and existing avenues
  - This just in: the internet is not a fad
  - Texting (subscribers and number of messages) on the rise
  - Mobile-ready sites can combine internet-based technologies and mobile technology

- Immense potential for social media and mobile technologies as intervention platforms
- Many unanswered questions
- Be curious and skeptical
Thank you

- @SmokefreeGov
- @SmokefreeTeen
- @SmokefreeWomen

- Smokefree Women
- Smokefree Teen

- Smokefreeteen.tumblr.com

- Text QUIT to IQUIT shortcode (47848)

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