Canadian Cancer Society

Smokers’ Helpline

Preparing for the Canadian National Quitline Number on Tobacco Packages
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Learning Objectives

Session participants will learn:

1. Strategies to handle increased call volume and web registrations.

2. How to project increased volume and staff resources.

3. How a service’s website can contribute to communication efforts.

4. Impact of the national quitline initiative on service volume within the first 4 months of implementation.
Background
Smokers’ Helpline Services

Connect to Quit

All available in English and French. Interpreter service available by phone in over 100 languages.
Canadian National Quitline Initiative

- June 19, 2012, in Canada, required new warning labels feature updated graphics covering 75% of cigarette packages including a national quitline number and URL.

- New labels were gradually introduced beginning March 2012. The phone number and URL with a map automatically direct to the appropriate provider.

- Canadian Cancer Society Smokers’ Helpline is the provider for 6 provinces & 1 territory (NB, NS, PEI, ON, MB, SK, YK).

- Nearly 20 countries require a quitline number on tobacco packaging; this is the first such initiative in North America.
Sample tobacco warning labels

Callers are directed to a quitline in their province

Web visitors access a map, where they choose their province to reach the appropriate quitline website
Expectations

• Based on learnings from other countries, SHL call volume and online registrations are expected to increase 100% to 200% within the first year of new warnings

• Volume gradually expected to taper and stabilize beyond the 2nd & 3rd years

• Reviewed literature suggested warning labels that include a quitline number substantially increase:
  o the number of smokers who contact the quitline
  o the number of smokers who make a quit attempt
  o the number of prank calls, complaints, general inquiries
Preparing for the surge:

Service delivery
Key Strategies to Enhance Capacity

- Recruitment of additional service delivery staff
- Introduction of an Intake Worker role, to assist with general inquiries and caller intake
- Enhanced phone integrity, i.e., queue management and interactive technologies to assist with intake
- Service delivery protocol review & alternatives for call attempt regimens
- Redesign of customized database/operating system to a web-based platform that can accommodate future phased developments
- Improvements to web service *Smokers’ Helpline Online* www.smokershelpline.ca
Projecting volume increases

• Telephone:
  o Projected increased calls above baseline at:
    ▪ Reactive calls (excluding hang ups) projections: Low (50%) Medium (100%) and High (200%)
    ▪ Proactive calls projections: Low (50%) Medium (100%) and High (200%)
    ▪ Projected referral calls at 50% above baseline

• Web Registrations:
  o Projected increased calls above baseline at:
    ▪ Low (50%) Medium (100%) and High (200%)
Projecting Staff Requirements

• Formula for projecting staff resources:
  o # of work days per year per FTE ( (5 x 52) – vacation days – stat holidays/float day – sick days – professional development/meetings)
  o # of hours available to take calls (8 – lunch – breaks – admin - project time)
  o Average # of calls handled by TCS per hour and Average # of calls handled by TCS per year
  o Average # of calls handled by IW per hour and Average # of calls handled by IW per year
  o Projected increases in call volume/web registrations determined how many FTEs would be required

• Began recruitment 3 months prior to anticipated dates for increase
Capacity Management Strategies

• Adjust service delivery protocols. Options could include:
  • Number of proactive attempts
  • Number of referral attempts
  • Number of proactive contacts
  • Eligibility for proactive service
  • Referral attempt lag
  • Counselling eligibility
  • Number of attempts prior to removal

• Expand telephone prompt options for caller choices and re-program phone queues accordingly

• Increase amount of vendor-contracted online moderation

• Review and adjust moderating practices for efficiency
### Attempt and Proactive Protocols

#### Sample Options for Adjustments

<table>
<thead>
<tr>
<th>Type</th>
<th>Standard</th>
<th>Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax Referral Attempts</td>
<td>3 to 4 per referral</td>
<td>1 to 2</td>
</tr>
<tr>
<td>Proactive Counseling Attempts</td>
<td>1 to 2 per scheduled proactive</td>
<td>1</td>
</tr>
<tr>
<td>Target Number of Completed</td>
<td>3-4 for those who agree to proactive service</td>
<td>2-3</td>
</tr>
<tr>
<td>Proactive Calls</td>
<td></td>
<td></td>
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</tbody>
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Integrated Voice Response (IVR)

- IVR installed used to assist with increased volume August 3, 2012
- Database launch was required prior to IVR
- Automated system greets reactive callers and provides first-time clients calling for self with option to complete a reduced intake when Quit Coaches are unavailable and after hours
Preparing for the surge:
Communications & Promotion
Communications--Back to Basics

- Package labels will bring people to the quitline who have no idea who we are and what we do

- Be prepared to be asked questions, by both public and media, about the graphics themselves

- Be prepared to demonstrate why someone should contact the quitline and why it works

- Regular promotions strategy exists in tandem with Warning Label communications – cannot rely on labels to connect all audiences with quitline
Media and Online

Media

• Proactive media relations: potential to profile SHL services but was not required due to volume response
• Reactive media relations: messages prepared and on website to efficiently handle inquiries. Most common was radio chatter
• Align strategy and messaging with Canadian Cancer Society and governments nationally and provincially

Web and Social Media

• Updates to website as a source of information (media room)
• Minimal proactive engagement with social media audiences
Stakeholders

Internal
- Developed backgrounder and key messages for staff in service delivery and promotion
- Announced initiative to all CCS staff via intranet

Partners
- Outreach to tobacco control partners via established networks
- Provide updates on SHL preparations and warning label key messages
Website Enhancement

Agency consultation regarding SHO website with recommendations for phased development. Phase one updates include:

- Adaptable banner through a content management system to quickly post time-sensitive information
- Aesthetic update
- Media room
- Introduction of video introducing public to Smokers’ Helpline Quit Coaches and walking them through SHL services
- Navigational update to better guide users through SHL service offerings, particularly first-time users
- Community-forums “sneak peak” on homepage
Impact to Date
Volume Statistics

April – July 2012:
• New Reactive Calls +196% vs. last year (4,660 vs. 1,575)
  o Reactive calls +134% vs. last year (5,654 vs. 2,418)
• Online registrations +236% vs. last year (3,868 vs. 1,152)

New Reactive Call Volume has tripled and New Online registrants has more than tripled.
Reactive and New Reactive Call Volume
Nov - July: Baseline vs. Year 1
Online Registration Nov - July: Baseline vs. Year 1
Other Statistics

How Heard About the Service: Nov 2011 to July 2012

- Tobacco Package has become the overall #1 way New Reactive Clients indicate they hear about the service
  - Only in PE and YT is Tobacco Package NOT #1

Non-Cessation Calls: Baseline vs. Year 1 (Nov – July)

- Pranks increased by 435% (60 vs. 321)
- Complaints increased by 357% (21 vs. 96)
  - Complaints about graphic warnings 78 out of 96
New Reactive Callers Year 1: How Did You Hear About the Service?

% Heard from Tobacco Pkg