



CONNECT TO QUIT

Canadian Cancer Society *Smokers' Helpline*

Preparing for the
Canadian National Quitline Number
on Tobacco Packages

Phone
Support



Online
Program



Text
Messaging



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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.

smokers' helpline

smokershelpline.ca

1 877 513-5333



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Background



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Smokers' Helpline Services



All available in English and French.
Interpreter service available by phone in over 100 languages.



Canadian National Quitline Initiative

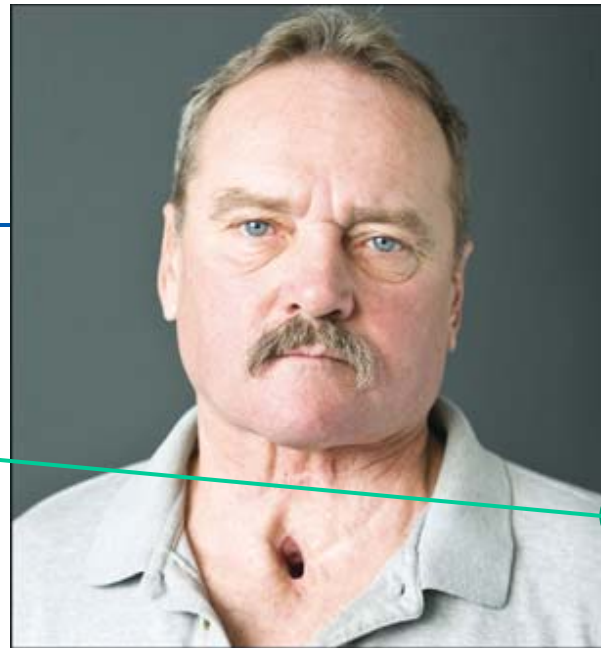
- June 19, 2012, in Canada, required new warning labels feature updated graphics covering 75% of cigarette packages including a national quitline number and URL
- New labels were gradually introduced beginning March 2012. The phone number and URL with a map automatically direct to the appropriate provider
- 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

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Sample tobacco warning labels

Callers are directed to a quitline in their province



"I wish I had never started smoking."

"I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat."

- Leroy

Need help to quit?



1-866-366-3667

gosmokefree.gc.ca/quit

Health Canada

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

The screenshot shows the Healthy Canadians website interface. At the top, there is a navigation bar with icons for various health topics and the text "Healthy Canadians www.HealthyCanadians.gc.ca". Below this is a menu with options: Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area is titled "You Can Quit Smoking. We Can Help." and includes a sub-header "Considering quitting smoking or another tobacco product -- or know someone who is?". A map of Canada is displayed, with a callout box for the Northwest Territories that says "Northwest Territories Click to visit the NWT Quitline website". A sidebar on the left lists various health topics such as Food Allergies, Hazards in Your Environment, Healthy eating, Kids' Health & Safety, Recalls and Safety Alerts Mobile Application, Safe Consumers, Safe Food Handling, Seasonal Flu, Sodium, Sun Safety, The % Daily Value, Smoking and tobacco, and Proactive Disclosure. At the bottom of the sidebar are social media icons for Twitter, Facebook, Google+, Email, and a plus sign for more options.



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

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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



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Attempt and Proactive Protocols

Sample Options for Adjustments

Type	Standard	Adjusted
Fax Referral Attempts	3 to 4 per referral	1 to 2
Proactive Counseling Attempts	1 to 2 per scheduled proactive	1
Target Number of Completed Proactive Calls	3-4 for those who agree to proactive service	2-3



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

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Preparing for the surge: Communications & Promotion

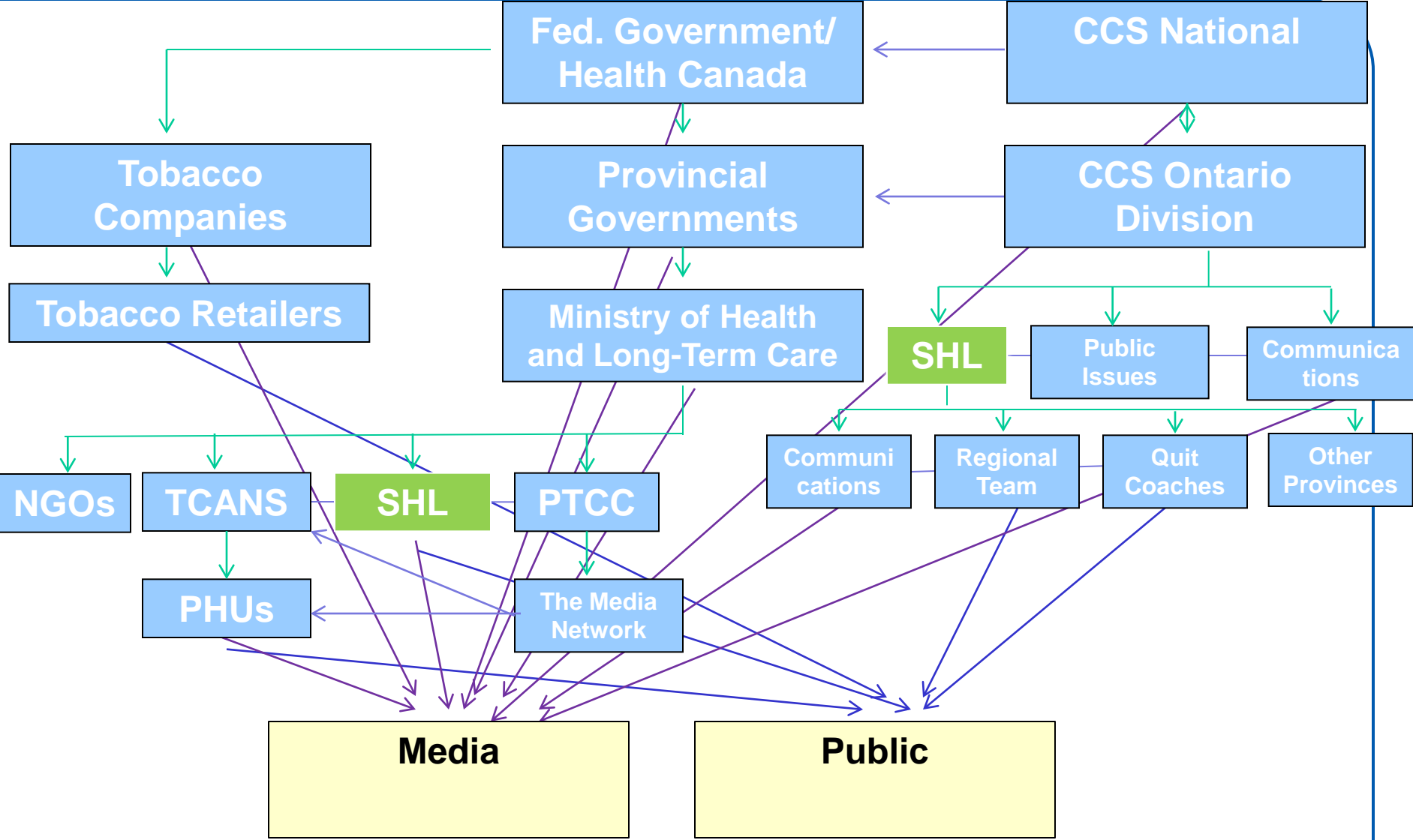


Communications--Back to Basics

- 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



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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

Announcements

[See All](#)

Packaging links tobacco users with Smokers' Helpline

07/16/12

Tobacco packaging has changed in Canada. New graphic warnings, a phone number and URL are now included on cigarette packs and are driving people directly to Canadian Cancer Society Smokers' Helpline services. Read more to find out what the impact has been so far.

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

YOU ONLY NEED ONE REASON TO QUIT

Smokers' Helpline has proven, free and personalized tools to help you quit successfully.

[Getting Started](#)



Thinking of quitting?

The help you want, whenever you want it:



Online Quit Program

Supportive community, online tools, self-directed quit program

[Online Help & Tools About the Quit Program](#)



Free Help by Phone 1 877 513-5333

Speak to a Quit Coach, build a Quit Plan, 1-to-1 guidance

[Call Now for Help About the Quit Line](#)



TXT Messaging (available to Ontario residents)

Interactive support, scheduled messages, cope with cravings

[Support On the Go About the TXT Service](#)

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[For healthcare providers](#) ▶

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Community Support Forums

What's Happening...

Most Popular Discussions

Daily Pledges and Celebrations! > 3 months smoke free

By Gomez18, 24/07/2012

I havent smoked for 3 months. I feel goo...

My Journey- Oldies & Newbies United > Digging Deep On Day 27

By Canuck1969, 24/07/2012

Happy Friday All! Holy Moly am I digging...

My Journey- Oldies & Newbies United > Help, I'm so tired!

By Ashley, Moderator, 24/07/2012

Hi everyone, Im sooo tired, and when I g...

[View the community](#)

My Journey- Heck wee

By Canuck1969

Well just g...

Daily Pledges and Celebrations! > louises53

By Ashley

HI EVERYBODY IT'S TODAY!

Avoiding desire cr

By Ashley

Just got t

Y&H&H

Newest Members



candyjar
24/07/2012



icefly
24/07/2012



hdharley
24/07/2012



[Sign up to become a member](#)

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Impact to Date



Volume Statistics

April – July 2012:

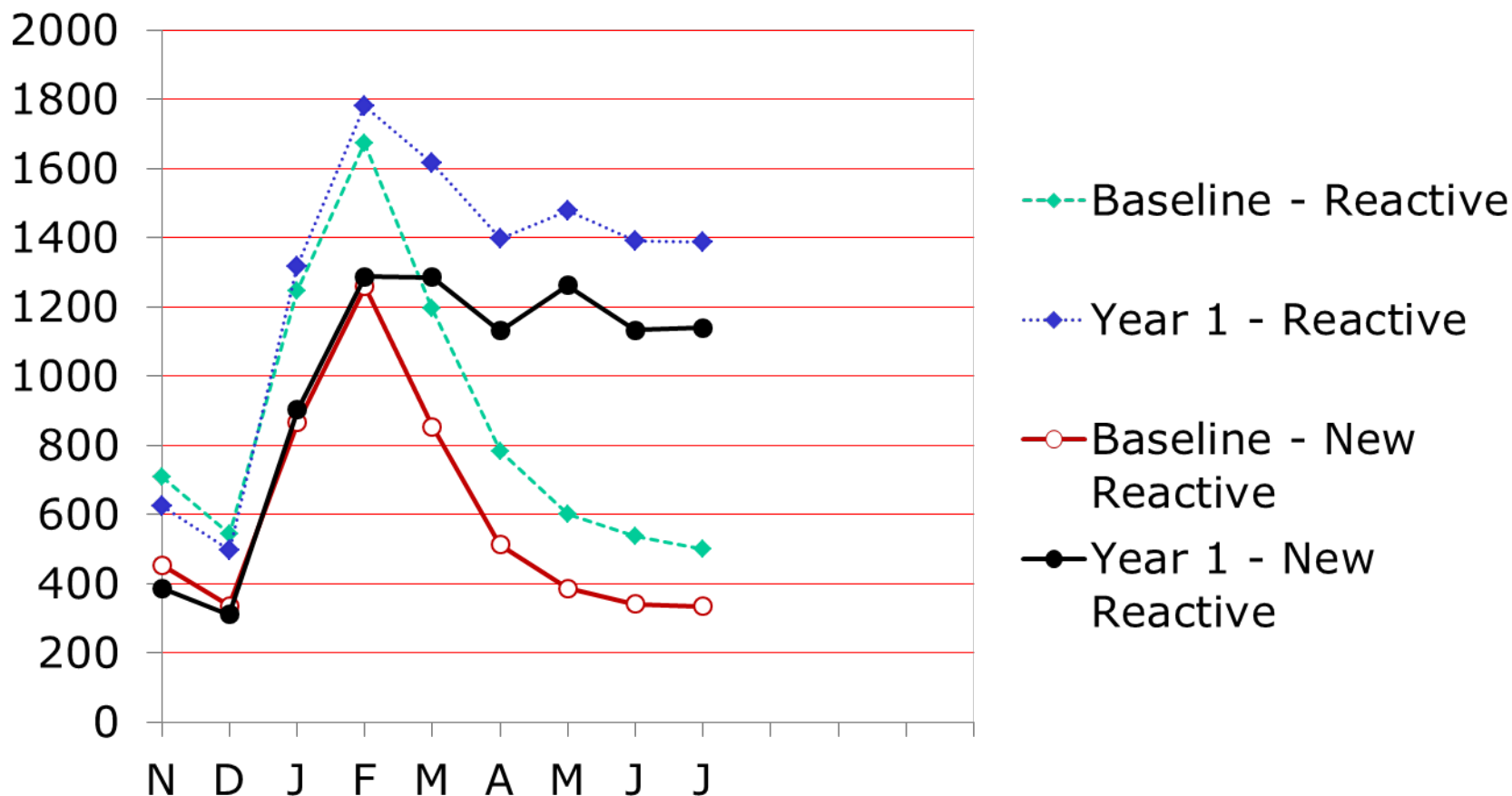
- New Reactive Calls +196% vs. last year (4,660 vs. 1,575)
 - o Reactive calls +134% vs. last year (5,654 vs. 2,418)
- Online registrations +236% vs. last year (3,868 vs. 1,152)

New Reactive Call Volume has tripled and New Online registrants has more than tripled.



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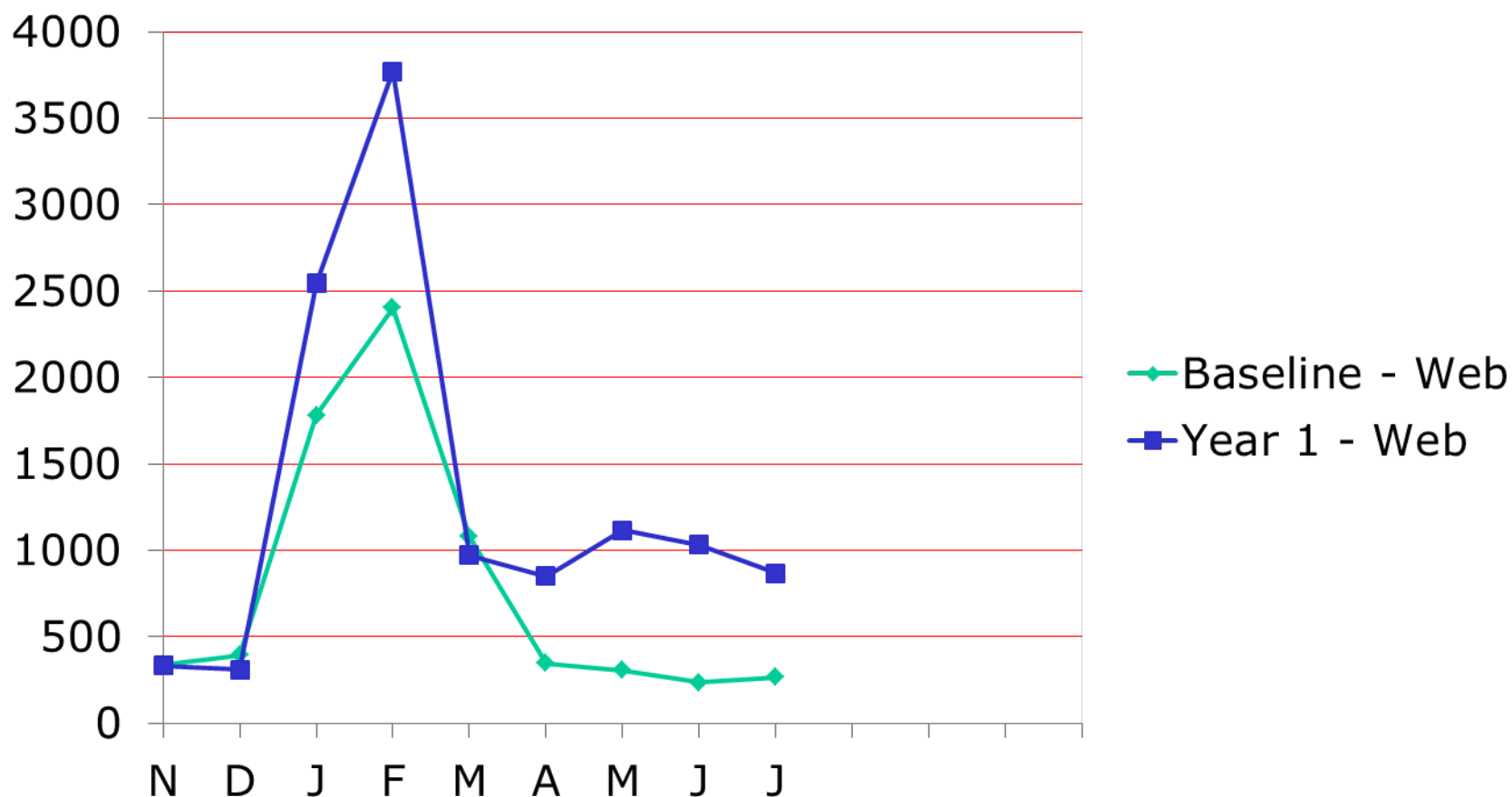
Reactive and New Reactive Call Volume Nov - July: Baseline vs. Year 1





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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
 - o Only in PE and YT is Tobacco Package NOT #1

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

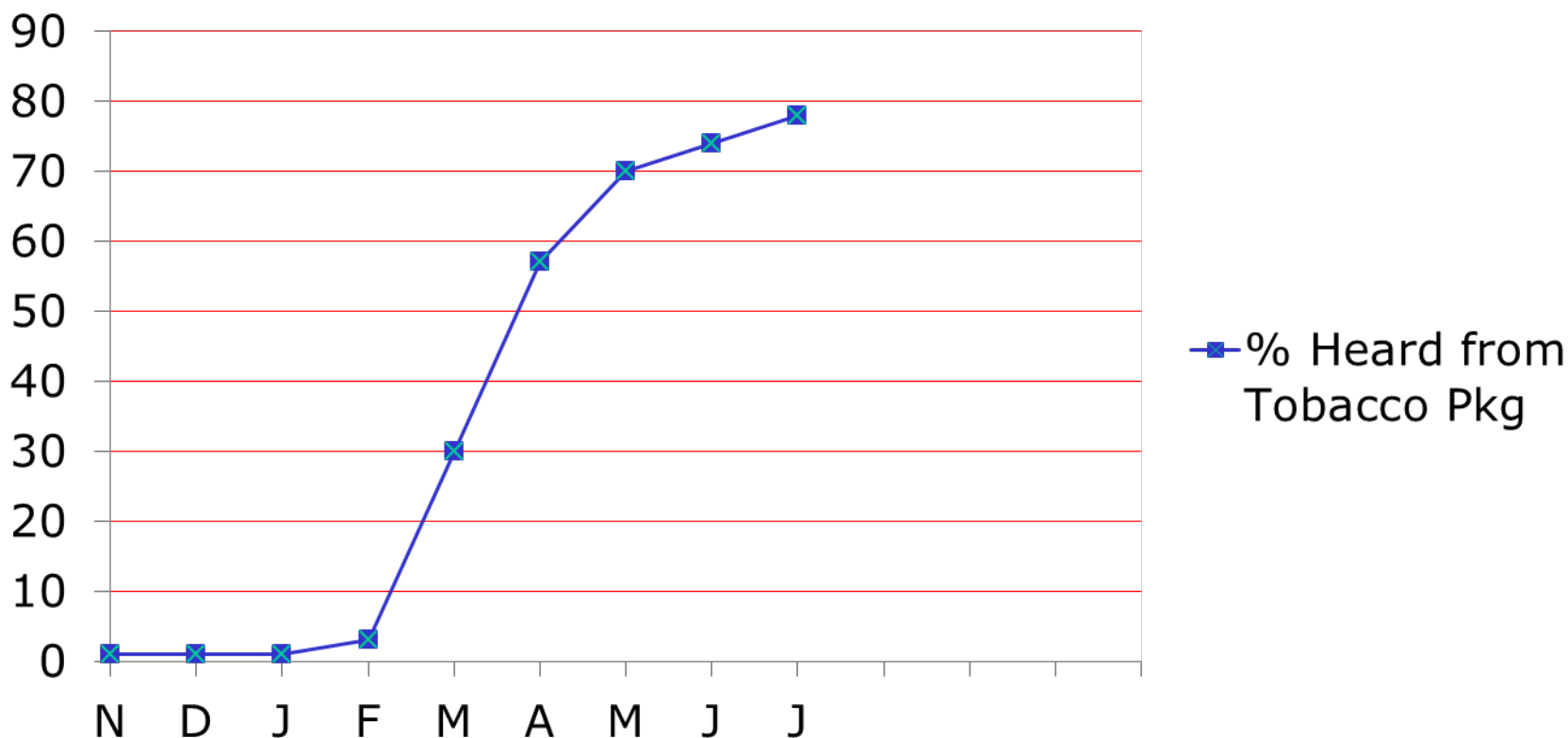
- Pranks increased by 435% (60 vs. 321)
- Complaints increased by 357% (21 vs. 96)
 - o Complaints about graphic warnings 78 out of 96



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New Reactive Callers Year 1: How Did You Hear About the Service?

% Heard from Tobacco Pkg



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téléassistance
pour fumeurs

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Canadian Cancer Society
Société canadienne du cancer

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FIGHT!



smokers' helpline