Beyond telephone services: Using additional engagement methods to increase quit rates
Amy Lukowski, Psy.D & Katie Olson, MPH
Objectives

- To understand National Jewish Health (NJH) comprehensive cessation services
- To understand engagement services including:
  - Phone services
  - Web services
  - Print materials
  - Text messaging
  - Email program
Our Mission since 1899 is to heal, to discover and to educate as a preeminent healthcare institution.

National Jewish Health physicians and researchers are at the forefront of a new era in healthcare that embraces a personalized, preventive approach to medicine.
We continue to focus on personalized medicine through our wellness programs.

**QuitLogix is the largest non-profit tobacco cessation program in the nation.**

We enroll hundreds of individuals a day from all over the United States and have helped over 1,400,000 participants with their quit attempt.
History of NJH Quitline Engagement Services

- 2002: NJH QuitLogix
- 2008: BH Training
- 2008: PPP launch
- 2011: Text & Email
- 2013: BH Training
- 2013: Website
- 2013: Reengagement
- 2015: AICTP launch
- 2015: LGBT field test
- 2016: Pop specific materials
- 2016: Print launch
- 2016: New web services
- 2016: Pop specific materials
- 2017: BH Pilot launch
Special populations

Behavioral health
- Program status: Specialized protocol developed, pilot project launched in February. N = 2,400
- Highlights: Longer program, > NRT (combination), tailored intervention

American Indian
- Program status: Running, pilot in review.
- Initial results: AICTP complete 74% more coaching than AI not in the program, 6-month quit rate of 27.27% vs. 25%

Pregnancy
- Program status: Running (6 years), PPP protocol has been revised and is set to launch early summer.
- Initial results: Reduced relapse rate by 50%, 12-month 36.4% vs. 28.5%, higher calls, text and email

LGBT
- Status: Collecting data
- Initial results: Measure yielded 5% response
Participant Print Material Engagement - Evidence for a change

Data from participant satisfaction on materials
- Lower print satisfaction rates

Qualitative feedback
- Inconsistent materials
- Overwhelming volume
- Outdated materials
- Difficult to understand
Participant Print Material Engagement – The Experience

My Quit Journey + 8 page booklet:
- Welcome letter
- 3 pieces of static content:
  - Secondhand Smoke
  - Vaping
  - Stress
- 2 personalized pieces:
  - Behavioral health
  - Electronic Nicotine Delivery Systems (ENDS) – “Vaping”
  - COPD
  - High Blood Pressure/Heart Disease
  - Diabetes
  - LGBT
  - Commercial Tobacco
My Quit Journey

- Complementary and compatible
- Interactive and engaging
Personalized Support Materials

Removable card with QuitLine Logo and contact information

[Image of card]

Congratulations on taking the first step! Quitting is one of the most important decisions you can make for your health and the health of those you love.

During the program, you'll learn that quitting is a process that takes time, energy, and sometimes several attempts to achieve the best way for you to stay quit for good.

Our program will help you deal with the emotional, behavioral, and physical parts that make quitting so hard.

You will have the chance to speak with a coach to support you during quitting.

Your coach will also work with you to help you avoid triggers, stop smoking, and deal with challenges.

Enclosed is information that can help you along the way.

For more information, please contact us at [insert client phone] or [insert client url].

We look forward to supporting you.

[Image of card]

¡Felicitaciones por dar el primer paso para dejar el tabaco! Dejar el tabaco es una de las decisiones más importantes que puede tomar por su salud y la salud de sus seres queridos.

Durante el programa aprenderá que dejar el tabaco es un proceso que lleva tiempo, energía y a veces varios intentos hasta encontrar la mejor manera de mantenerse sin fumar para siempre. Nuestro programa le ayudará a lidiar con los aspectos físicos, emocionales y de conducta que hacen que resulte tan difícil dejar el tabaco.

Usted tendrá la oportunidad de trabajar con un mentor que le ayudará a lo largo del proceso. Su asesor también trabajará con usted para ayudarlo en la resolución de problemas y a adquirir las herramientas necesarias para enfrentarse con los desafíos.

Aproveche esta información que puede ayudarlo a lo largo del camino.

Para más información, por favor, llame a [insert client phone] o [insert client url].

Experimente poder apoyarte.
Easy-to-Understand Infographics

**STRESS & TOBACCO USE**

Stress is the #1 reason people use tobacco or relapse after quitting.

**What Can I do to Reduce Stress?**

- Eat Healthy, Balanced Meals
- Get Sleep
- Get Support
- Relax
- Go Active
- Set Limits
- Let Go of Control
- Be Accepting, not Aggressive
- Avoid Using Alcohol, Tobacco or Drugs

For more information, visit njhealth.org/quittobaccohelp

**ESTRÉS Y CONSUMO DE TABACO**

El estrés es la razón #1 por lo que las personas consumen tabaco o recaen después de dejarlo.

**¿Qué puedo hacer para reducir el estrés?**

- Mantiene el control
- No soporto no se angustias
- Evita el uso de alcohol, tabaco o drogas
- Comunícate sin miedo
- Busca asesoría
- Discúlpate y discúlpate
- Para más información, visite njhealth.org/quittobaccohelp
Text Programs

- 54.3% use texts
- 41.7 = Average # sent
- 35-39% quit rates ≈ 30-59 texts
Chronic Disease Text Program

- Heart Disease
- Chronic Obstructive Pulmonary Disease (COPD)
  - Asthma
  - Diabetes
- Uncontrolled High Blood Pressure
Email Program

- 79% use email
- 35.7 = Average # sent
- 36-40% quit rates ≈ 10-39 texts
2014-2016
Impact of Technology Engagement Tools

- T & E 34.4%
- Email 32.6%
- Text 30.5%
- Not enrolled 29.9%
Website Interaction
Evolution of Quitline Services

Summary

- Engagement works
- Balance innovation with evidence
- Continual evaluation
Questions

Amy V. Lukowski, Psy.D.

lukowskia@njhealth.org

303-728-6533