Welcome
Please stand by. We will begin shortly.

Digital and Social Media Interventions for Smoking Cessation Among Young Adults

Tuesday, January 12, 2016 · 2pm ET (90 minutes)
Disclosure

Dr. Amanda L. Graham, Megan Jacobs, Dr. Danielle Ramo, and Catherine Saucedo have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.
Moderator

Catherine Saucedo

• Deputy Director, Smoking Cessation Leadership Center, University of California, San Francisco

• catherine.saucedo@ucsf.edu
Co-host, Truth Initiative

truthinitiative.org
Thank you to our funders

Robert Wood Johnson Foundation

truth initiative

National Behavioral Health Network

For Tobacco & Cancer Control
Housekeeping

• All participants will be in **listen only mode**.
• Please **make sure your speakers are on** and adjust the volume accordingly.
• If you do not have speakers, please request the dial-in via the chat box.
• **This webinar is being recorded** and will be available on SCLC’s website, along with the slides.
• **Use the chat box to send questions** at any time for the presenters.
Today’s Speaker

Amanda L. Graham, PhD

- Director, Research Development, Schroeder Institute for Tobacco Research and Policy Studies at Truth Initiative, and Professor of Oncology (Adjunct), Georgetown University Medical Center, Cancer Control Program, Lombardi Comprehensive Cancer Center
Today’s Speaker

Megan Jacobs, MPH

Today’s Speaker

Danielle Ramo, PhD

• Assistant Professor in Residence, Department of Psychiatry, University of California, San Francisco
Digital and social media interventions for YA cessation

Amanda L. Graham, PhD
Director, Research Development

Megan A. Jacobs, MPH
Lead, Integrated Product Design
The need for novel YA interventions

- Adolescence (12-17)
- Young adulthood
- Adulthood (18+)

**Tobacco prevention interventions**

**Tobacco cessation interventions**

**Prevention & cessation interventions**

**Novel interventions for social smokers**

- Target identity?
- Target social environment?
- Target social reinforcement?
- Mobilize peers?
Overview

Digital and social media among young adults

State of the science

Software Development Team at Schroeder Institute

Development & evaluation of This is Quitting

• Rationale for the overall approach
• Core features/functionality
• Early evaluation results
• Implementation partnerships
Digital and Social Media Use Among Young Adults
## YA most likely technology users

### Internet users in 2014

Among adults, the % who use the internet, email, or access the internet via a mobile device

<table>
<thead>
<tr>
<th>Age group</th>
<th>Use internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>87%</td>
</tr>
<tr>
<td>a 18-29</td>
<td>97&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
<tr>
<td>b 30-49</td>
<td>93&lt;sup&gt;d&lt;/sup&gt;</td>
</tr>
<tr>
<td>c 50-64</td>
<td>88&lt;sup&gt;d&lt;/sup&gt;</td>
</tr>
<tr>
<td>d 65+</td>
<td>57</td>
</tr>
</tbody>
</table>

### Smartphone Ownership Highest Among Young Adults, Those With High Income/Education Levels

% of U.S. adults in each group who own a smartphone

<table>
<thead>
<tr>
<th>All adults</th>
<th>64%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>85</td>
</tr>
<tr>
<td>30-49</td>
<td>79</td>
</tr>
<tr>
<td>50-64</td>
<td>54</td>
</tr>
<tr>
<td>65+</td>
<td>27</td>
</tr>
</tbody>
</table>

### Cell owners in 2014

Among adults, the % who have a cell phone

<table>
<thead>
<tr>
<th>Age group</th>
<th>Have a cell phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>90%</td>
</tr>
<tr>
<td>a 18-29</td>
<td>98&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
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<td>b 30-49</td>
<td>97&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
<tr>
<td>c 50-64</td>
<td>88&lt;sup&gt;d&lt;/sup&gt;</td>
</tr>
<tr>
<td>d 65+</td>
<td>74</td>
</tr>
</tbody>
</table>
Ubiquitous SMS & social media use

Some Features are Popular With a Broad Spectrum of Smartphone Owners; Social Networking, Watching Video, and Music/Podcasts are Especially Popular Among Young Users

% of smartphone owners in each age group who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period

Among all American adults, % who use social networking sites, by age


Respondents were contacted twice a day over the course of one week (14 total surveys) and asked how they had used their phone in the preceding hour (besides completing the survey). Only those respondents who completed 10 or more surveys over the course of the study period are included in this analysis.

PEW RESEARCH CENTER
## YA use of social media platforms

### Facebook Demographics

*Among internet users, the % who use Facebook*

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>72%</td>
</tr>
<tr>
<td>18-29</td>
<td>82</td>
</tr>
<tr>
<td>30-49</td>
<td>79</td>
</tr>
<tr>
<td>50-64</td>
<td>64</td>
</tr>
<tr>
<td>65+</td>
<td>48</td>
</tr>
</tbody>
</table>

### Instagram Demographics

*Among internet users, the % who use Instagram*

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>28%</td>
</tr>
<tr>
<td>18-29</td>
<td>55</td>
</tr>
<tr>
<td>30-49</td>
<td>28</td>
</tr>
<tr>
<td>60-64</td>
<td>11</td>
</tr>
<tr>
<td>65+</td>
<td>4</td>
</tr>
</tbody>
</table>

### Pinterest Demographics

*Among internet users, the % who use Pinterest*

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>31%</td>
</tr>
<tr>
<td>18-29</td>
<td>37</td>
</tr>
<tr>
<td>30-49</td>
<td>36</td>
</tr>
<tr>
<td>50-64</td>
<td>24</td>
</tr>
<tr>
<td>65+</td>
<td>16</td>
</tr>
</tbody>
</table>

### Twitter Demographics

*Among internet users, the % who use Twitter*

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>23%</td>
</tr>
<tr>
<td>18-29</td>
<td>32</td>
</tr>
<tr>
<td>30-49</td>
<td>29</td>
</tr>
<tr>
<td>50-64</td>
<td>13</td>
</tr>
<tr>
<td>65+</td>
<td>6</td>
</tr>
</tbody>
</table>

### Demographics of Tumblr

*Among internet users, the % who use Tumblr*

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>10%</td>
</tr>
<tr>
<td>18-29</td>
<td>20</td>
</tr>
<tr>
<td>30-49</td>
<td>11</td>
</tr>
<tr>
<td>50-64</td>
<td>5</td>
</tr>
<tr>
<td>65+</td>
<td>2</td>
</tr>
</tbody>
</table>

### % of all teens who use Vine

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>24%</td>
</tr>
<tr>
<td>13-14</td>
<td>21</td>
</tr>
<tr>
<td>15-17</td>
<td>25</td>
</tr>
</tbody>
</table>
Use of multiple social platforms

Active use (last 30 days)

16-24 year olds really stand out in their active use of multiple sites

May 2014

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>11-15</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>80</td>
<td>76</td>
<td>83</td>
<td>74</td>
<td>88</td>
<td>81</td>
<td>80</td>
<td>75</td>
<td>78</td>
<td>74</td>
</tr>
<tr>
<td>YouTube</td>
<td>42</td>
<td>47</td>
<td>36</td>
<td>45</td>
<td>68</td>
<td>52</td>
<td>35</td>
<td>31</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Twitter</td>
<td>30</td>
<td>31</td>
<td>29</td>
<td>33</td>
<td>47</td>
<td>35</td>
<td>33</td>
<td>21</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Google+</td>
<td>19</td>
<td>22</td>
<td>16</td>
<td>17</td>
<td>32</td>
<td>24</td>
<td>15</td>
<td>14</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>12</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>7</td>
<td>16</td>
<td>18</td>
<td>11</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Instagram</td>
<td>12</td>
<td>9</td>
<td>14</td>
<td>25</td>
<td>31</td>
<td>14</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>8</td>
<td>12</td>
<td>22</td>
<td>37</td>
<td>10</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Pinterest</td>
<td>7</td>
<td>4</td>
<td>11</td>
<td>8</td>
<td>14</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Average</td>
<td>2.6</td>
<td>2.8</td>
<td>2.5</td>
<td>3.2</td>
<td>4.2</td>
<td>3.0</td>
<td>2.3</td>
<td>1.8</td>
<td>1.8</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Among social media users aged 11+
State of the Science of Digital and Social Media for YA Cessation
SMS effective promoting abstinence

Figure 2. Forest plot of comparison 1: Mobile phone intervention versus control, 26 week continuous abstinence

<table>
<thead>
<tr>
<th>Study or Subgroup</th>
<th>Treatment Events</th>
<th>Treatment Total</th>
<th>Control Events</th>
<th>Control Total</th>
<th>Weight</th>
<th>Risk Ratio M-H, Fixed, 95% CI</th>
<th>Risk Ratio M-H, Fixed, 95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borland 2012</td>
<td>68</td>
<td>755</td>
<td>26</td>
<td>422</td>
<td>13.5%</td>
<td>1.46 [0.95, 2.26]</td>
<td></td>
</tr>
<tr>
<td>Free 2009</td>
<td>15</td>
<td>102</td>
<td>19</td>
<td>98</td>
<td>7.8%</td>
<td>0.76 [0.41, 1.41]</td>
<td></td>
</tr>
<tr>
<td>Free 2011</td>
<td>268</td>
<td>2911</td>
<td>124</td>
<td>2881</td>
<td>50.4%</td>
<td>2.14 [1.74, 2.63]</td>
<td></td>
</tr>
<tr>
<td>Rodgers 2005</td>
<td>64</td>
<td>852</td>
<td>39</td>
<td>853</td>
<td>15.7%</td>
<td>1.64 [1.12, 2.42]</td>
<td></td>
</tr>
<tr>
<td>Whittaker 2011</td>
<td>29</td>
<td>110</td>
<td>32</td>
<td>116</td>
<td>12.6%</td>
<td>0.96 [0.62, 1.47]</td>
<td></td>
</tr>
<tr>
<td><strong>Total (95% CI)</strong></td>
<td>4730</td>
<td>4370</td>
<td>100.0%</td>
<td></td>
<td>1.71</td>
<td>[1.47, 1.99]</td>
<td></td>
</tr>
</tbody>
</table>

Total events 444 240
Heterogeneity: Chi² = 18.77, df = 4 (P = 0.0009); I² = 79%
Test for overall effect: Z = 7.00 (P < 0.00001)

Cessation research on mobile apps

Over 400 quit smoking apps on Android/iPhone market

Analysis by Abroms et al (2013) of the most popular apps found low adherence to clinical practice guidelines

Studies of effectiveness show early promising signals:

• 5 published studies (preliminary eval, pilot RCTs)
• 3 ongoing trials
Many public health organizations are using social media to connect with young adults on a variety of health topics, including smoking. Few published evaluations.
Software Development at the Schroeder Institute
1. Develop a suite of scalable, technology-based interventions for smoking cessation
2. Conduct & disseminate research on intervention effectiveness
3. Collaborate with researchers interested in using our cessation tools
4. Partner with organizations interested in providing our cessation tools to the smokers they serve
Schroeder Institute Software Development Team

Senior Manager, Software Development (Tech Lead)
3 Senior Software Engineers
Project Manager/Analyst

Megan Jacobs, MPH
Lead, Integrated Product Design
This is Quitting: A Mobile App for Young Adult Smokers

- Rationale
- Core features/functionality
- Early evaluation results
- Experience with external partners
#quittingsmoking

Kate Sco @kescos 54m
Five months smoke free and an official half-marathon under the belt. Life is good. #perseverance #goals

spellbound-escapist
Advantage of quitting smoking: I CAN TASTE THINGS PROPERLY!!!!!!!!!
I don't think I'd love frappuccinos so much if I still smoked. THIS IS AMAZING.
#Personal #Quitting smoking
2 notes

Jessica. @jessiker 6h
So how do ppl quit smoking all at once? I haven't had one since last night and I'm ready to be locked up for homicide.

ncikilly
have I mentioned that quitting smoking cigarettes is the worst thing ever. one of four things can happen: 1) I kill someone 2) I kill myself 3) I smoke again 4) I miraculously never smoke again and live through it and go on with my life. If living a little longer w/ a few less [if not equal to] health issues is really better than living a shorter amount of time but smoking and loving life really worth it? really hoping this is all temporary.
#cigarette #stop smoking #smoking cessation #quittingsmoking #quitnow #smoking
1 note

Officially quitting smoking is my current life goal. Switched to an E-Cig for now.
I feel like such a nerd.
Tags: Stop smoking motivation, cigarette, smoker, stop smoking, Switched to edigs, 06/12/2016

Day 1 No Cigarettes: Currently feel like peeling my face off.
The genesis story

October 2012 Tumblr: @whatshouldwecallquit

- Meme-style blog about quitting
- Includes FAQ page to answer common questions

Tri-fold approach

- Novel, branded content

When I feel like everyone is a smoker until I quit and realize how few people smoke

- Proactive outreach to current & former smokers

- Foster user engagement

“This page truly helps me on the days where I am itching to go buy a pack of cigarettes. It makes me laugh and I relate to so many posts that I realize I'm not alone in quitting. All these people are going through the same struggles. Thanks for the help!”

- Tumblr commenter
Rationale for our approach

1. YA have access to supportive others, but asking for support is perceived as high-risk.

2. Quitting success is often defined by personal milestones (e.g., not buying cigs) rather than traditional metrics (e.g., 7-day abstinence).

3. Some YA do not feel there are resources for them.

4. YA are not experienced quitters.

“…there’s a lot of shame [while quitting]…when I was quitting I looked for support and couldn’t find any…”

- Male beta user
Fireflies in a jar
QUITTING SMOKING CAN KICK YOUR ASS
BUT THE WHOLE INTERNET IS IN YOUR CORNER

THIS IS QUITTING
“The Ring”

MANUALLY CURATED SOCIAL MEDIA CONTENT

Across multiple platforms

- Tumblr
- Twitter
- *Pinterest, Instagram, Vine (planned)*

Infinitely scrollable

Like and share

“I can see others quitting and doing well, and how to help myself.”  
- Male beta user

I guess I am trying to quit smoking.

#personal #8 years is a bit to long to be doing it

for my 25th birthday i promised myself that i’d quit smoking for good. lord knows i’ve tried ever since then, now...
“Training Challenges”

INTERACTIVE CESSATION TOOLS

- Teaches coping skills
- Exposes users to evidence-based methods
- Behavioral activation

“These are steps, like something easy for me to get started... I haven’t heard a lot of this before.”
- Female usability tester

Quitting smoking may be the fight of your life. Training packs get you in shape as you prep to quit.

First Time Here? Click Me! (1 challenge)

Quitting, The Science Way (5 challenges)

SEE WHAT’S HAPPENING IN THE RING
Social & Shareable

FIND US ON SOCIAL MEDIA

Reaches smokers/quitters where they are, even if they are not using the app

Generates a sense of community

“I wish you could update more, they really help out a lot. Cause I know I’m not the only one in the world wanting a cig… all of your posts are much appreciated.”

- Tumblr follower

#WHAT SHOULD WE CALL QUITTING

A SUMMARY OF THE UPS AND DOWNS OF QUITTING SMOKING.

HOW TO QUIT ASK SUBMIT ARCHIVE RANDOM RSS SEARCH TWITTER

30TH JAN 2013 | 95 NOTES | A QUITTING TOOL

WHEN PEOPLE ASK WHY I QUIT SMOKING

I want to be free.
Proactive Outreach

CUES, PROMPTS, PROMOTES ENGAGEMENT

Interactive
• Multiple scheduled messages/day
• Q&A format
• Can include hyperlinks

Tailored to quitting progress
• Set a quit date
• Messages tailored to quit date

Keyword-based support

Enrollment by SMS:
text QUITNOW to 202-759-6436

Evidence-based method
Early evaluation results

Qualitative Data Collection – Interviews/Usability Testing

Beta user surveys for feedback on the app

Usability Testing

Quantitative Data Collection – Automated Tracking

App usage
• # of app opens
• # of scrolls

Quantified use of features
• # of likes/shares of social media content
• # of challenges completed

“Feels perfect...like a support group of other people who are quitting and know what it’s like…”
- Male usability tester
App engagement

Data as of January 6, 2016

# Installs: 5140 (Android + iOS)

Engagement Among All Users

• 51% (2631) open the app more than once ("repeat users")
• See an average of 46 posts in the social media feed
• 68% view at least one training pack
• 65% view at least one challenge
• 61% complete at least one challenge
• 56% complete at least one training pack
Benchmarks: Repeat usage

- This is Quitting: 51%
- Mobile Health Apps: 33%

Open more than 1 time
SMS engagement

Data as of January 4, 2016

# Fully Enrolled: 259

Engagement Among All Users

- 90% (238) set a quit date
- Stay enrolled an average of 17 days/receive 53 texts
- 100% send at least 1 message
  - Send an average of 13 responses to interactive messages
- 90% use COPE keyword
- 50% use SLIP keyword
- 90% use MORE to receive follow-up texts
Benchmarks: SMS engagement

Ybarra ML, et al. Pilot RCT Results of Stop My Smoking USA: A Text Messaging–Based Smoking Cessation Program for Young Adults. *NTR*, 2013
Data from recent evaluation

Study Aims
- Evaluate short-term abstinence by text message on subsample of app users
- Characterize app users
  - Flurry software

Preliminary Outcomes
- 811 app installs over 10 days surrounding New Year’s Eve
- 41 SMS full enrollment (5%)
- Trending signals in the right direction
Partnerships with Colleges/Universities

- Community Colleges
- Historically Black Colleges & Universities (HBCU)
- Four-year Colleges/Universities
Colleges/Universities

LOGIN WITH SCHOOL EMAIL: TIQ-U

Activates per-campus versions of certain app content

Enables per-campus reporting:
  • App uptake and engagement
  • Text message uptake and engagement
CUSTOM CONNECTION & TRAINING CHALLENGES

Each partnered school has its own phone number for text message signup.

School’s data kept totally separate from all other schools.

CHALLENGE 1: SIGN UP

Text QUITNOW to 202-759-6436.

You'll get daily messages written by other quitters about how to quit smoking, cope with cravings, handle slips or relapses, and find success.
CUSTOMIZED TEXT MESSAGES

Added content to standard TIQ library specific to colleges:

- Menthol
- Hookah
- Little cigars/cigarillos
- Social justice (HBCU)

Per-school “slug” - customizable

*yourschool*: 1 hour of hookah = 100 times the smoke from a single cigarette. think about quitting all kinds of tobacco, not just cigs and cigars.
References


Thank you

agraham@truthinitiative.org

mjacobs@truthinitiative.org
The Tobacco Status Project:
Using social media to help young adults quit smoking

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- UCSF REAC

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Overview/Goals

- **Mixed-methods formative work**
  - Use of social media
  - Strategies to use social media to help young adults quit
- **Feasibility study**
  - Usability
  - Quit rates
- **Randomized trial**
  - Efficacy
Mixed-methods formative work

• Key Questions

1. Are young adults interested in a smoking cessation intervention delivered through Facebook?

2. How should Facebook be incorporated into efficacious intervention designs to help young adults quit smoking?
Quantitative: Survey research

- N=570 young adult smokers completed an online survey of tobacco and social media use.
  - 31% interested in using FB to quit.
  - Intention strongest among those:
    - motivated to quit ($\chi^2 = 75.2$, $p<.001$)
    - past year quit attempt ($\chi^2 = 16.0$, $p < .001$).

CONCLUSION:
A sizable minority of young adult smokers would be interested in a FB intervention.

Ramo, Liu, Prochaska (2014) Amer J of Health Promot
Qualitative: Online interviews

- 30 participants, 10 Precontemplation, 10 Contemplation, 10 Preparation
- 1 hour semi-structured interview
- Meebo.com, an online instant messaging service
- Username and unique password provided for each participant
- Asked about their smoking behaviors and thoughts about using Facebook to quit
- Themes identified using ATLAS.ti
Privacy

• **Concerned**

  “Are there degrees of privacy settings available?? **Not sure if I’d want everyone seeing that.** Some of my younger family doesn't know I smoke and their parents are a little over protective. Other people using the app might be ashamed as well” – 20, female, precontemplation

• **Not concerned**

  “If I were quitting smoking, I wouldn’t care if it was the most public thing of my life. That’s not something worth keeping private. It’s something to be proud of.” – 20, male, precontemplation

**CONCLUSION:**

Approaches that respect privacy seen as most likely to maximize participation.
**Tsp Study**
March 16 · Buffer

The night before your Quit Date, make sure you’ve gotten rid of all your cigarettes, lighters, matches and ashtrays from your car and home. Take a picture of your night-before-purge and post it here: #control
Sample post: “NOT ready to quit” (Precontemplation)

What would be the best-case scenario if you quit smoking? #motivation

What is the best case scenario if you quit smoking?
Sample post: “Thinking about quitting” (Contemplation)
Sample post: “Getting ready to quit” (Preparation)

Having a phrase or mantra that’s motivating and centering that you can repeat to yourself when things get tough can be a HUGE help to deal with cravings. Think of your own mantra or phrase you could use when cravings hit hard and post it here.
Do you think you will EVER be ready to quit smoking? Why? Why not?
#TDII

Share any questions or concerns with Dr. Johannes Thrul!

Do you have any questions about smoking, quitting or the Tobacco Status Project?
FEEL FREE TO ASK ME!
“The Doctor Is In”

Yes, of course. Why? When I want to I will.

Simple.

August 12 at 4:18pm · Like

Johannes Thrul Hi - very cool. How important is quitting to you at the moment from 1 (not at all important) to 10 (very important)?

August 12 at 4:20pm · Like

Anything is possible. But I don't know when or why.

August 12 at 4:27pm · Like

Johannes Thrul Hi - sounds like quitting is not at all a priority for you right now or something you even consider. What would make quitting more important for you?

August 12 at 4:31pm · Like

Johannes mmmm id say currently like... A 3.

August 12 at 4:53pm · Like

Johannes Thrul Ok - why is it a 3 and not a 1 for example?

August 12 at 4:55pm · Like

Cause it's crossed my mind lately. Mainly with being around my niece... I want to be around a long time to see her grow up. But the at the same time on the other side of her family and mine for that fact-some of the oldest people in my family (78+) oh and those would be aunts and uncles... Have smoked their whole life.... Sooooooo...
Optional CBT counseling

- Participants could opt-in any time
- Sessions began as participants were ready
- Adapted for Facebook chat from group CBT treatment for youth and young adults
- 7 sessions (1 individual, group)

What are some things you could say in response to an offer for a cigarette?

Yu guys may already had some experience with this...

I have. I've been offered a cigarette at least 5 times since I quit.

Uh, I told my buddy I'd rather talk than smoke.

Danielle Ramo

Nice! How did you refuse?

I just quickly said I quit.

Danielle Ramo

Cool. Here's some other suggestions

Tips to how effectively turn down a cigarette offer:

- Try something simple, such as, "No thanks – I really don't want one."
- If you are questioned further or hassled, you might say something like, "Hey I don't want to smoke a cigarette. If you want to, that's fine, but I don't want one"
Feasibility trial Study Design

Key Questions:

1. Is a Facebook smoking cessation intervention feasible to deliver?
2. What are early efficacy outcomes?
3. How engaged will users be?

- Reached N=2572
- Eligible N=586 (23%)
- Consented N=230 (39%)
- ID Verified: N=113 (49%)
- Completed BL: N=79 (70%)

- Not Ready to Quit: n= 35 (44%)
- Thinking About Quitting: N= 32 (41%)
- Getting Ready to Quit: N= 12 (15%)
Intervention characteristics (N=79)

- **Not Ready to Quit Yet**
  - 3 groups
  - Range: 10 - 20
  - 2 CBT

- **Thinking About Quitting**
  - 3 groups
  - Range: 7 - 16
  - 2 CBT

- **Getting Ready to Quit**
  - 2 groups
  - Range: 2 to 5
  - 1 CBT
Quit rates—7-day abstinence

Retention:
- 3mo: 76%
- 6mo: 82%
- 12mo: 72%

Ramo, Thrul, Chavez, Delucchi, Prochaska (2015) *JMIR*
Secondary Smoking Outcomes

- **Quit attempts:**
  - BL to 12mo: 66% at least one 24 hour quit attempt
- **Cessation aids:**
  - 5% gum, 5% patch, 18% e-cigarette
- **Reduction in smoking:**
  - 48% reduced by ≥50% baseline to 3 and 6 months,
  - 35% reduced by ≥50% from baseline to 12 months.
Engagement

- 51% “liked” at least one post on their Facebook group
- Median likes: 4.0 (IR=5.5; range: 1-73).
- 61% commented on at least one post.
- Median comments: 12.0 (IR=19.5; range: 1-78).
- Likes differed by BL stage of change: PC<C, P (no difference for comments).
- No differences between abstinent and non-abstinent on likes or comments.
Engagement Across Groups

Decisional Balance

Self Liberation

Consciousness Raising

Dramatic Relief

Successful
Unsuccessful

Thrul, Klein, Ramo (2015) JMIR
Satisfaction: Facebook Groups (N=62)

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Read &quot;most&quot; or &quot;all&quot; Dr. Is In posts</td>
<td>24.1</td>
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<tr>
<td>Read &quot;most&quot; or &quot;all&quot; FB posts</td>
<td>35.4</td>
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<td>Helped me be healthier</td>
<td>40.5</td>
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<td>Referred to links</td>
<td>48.1</td>
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<tr>
<td>Used info</td>
<td>48.1</td>
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<tr>
<td>Dr. Is In was helpful</td>
<td>55.7</td>
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<tr>
<td>Gave sound advice</td>
<td>64.5</td>
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<td>Gave me something to think about</td>
<td>65.8</td>
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<td>Thought about what I read in the posts</td>
<td>67</td>
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<td>Would recommend</td>
<td>70.8</td>
</tr>
<tr>
<td>Easy to understand</td>
<td>72.2</td>
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</tbody>
</table>
Satisfaction: Counseling Sessions (n=22)

- Helped me be healthier: 90%
- Referred to links: 85%
- Used info: 80%
- Gave sound advice: 95%
- Gave me something to think about: 90%
- Thought about what I read in last session: 90%
- Would recommend: 100%
- Easy to understand: 100%

% Agree or Strongly Agree
Feasibility trial: Conclusions

• Facebook quit smoking intervention is attractive and feasible to deliver

• Long-term quit rates are encouraging and support further investigation

• Strategies are needed to:
  - Enroll more female, ethnic minority participants
  - Increase access/participation in CBT counseling
Efficacy Trial Design

Key Question:

1. How effective is the Tobacco Status Project at yielding 7-day abstinence from smoking

   • Recruitment completed July 2015 (N=501)
Intervention characteristics (n=251)

- 29 Facebook groups of varying size (range: 3 to 18)

- 9 groups
  - Range: 5-9

- 11 groups
  - Range: 4-18

- 9 groups
  - Range: 6-12
  - 17.5% engaged in CBT

3.9% drop-out
Conclusions/Implications

- Facebook intervention is engaging to young adult smokers
- Initial efficacy data are promising
- Key design issues with Facebook intervention:
  - Optimal combination of passive ("posts") and active ("live counseling") content
  - Privacy – ongoing concern
  - Ensuring validity of health risk behaviors (e.g., biochemical verification of tobacco abstinence)

- Thank you! Danielle.ramo@ucsf.edu


Questions and Answers

• Submit questions via the chat box
CME/CEUs of up to 1.5 credits are available to all attendees of this live session. Instructions will be emailed after the webinar.

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Call us toll-free

• 1-877-509-3786
Upcoming Webinar from the Office of the Assistant Secretary for Health, HHS

A webinar from the Tobacco-Free College Campus Initiative

Smoking Cessation: Strategies to Help Your Campus Quit

February 4, 2016, 2PM ET/11AM PT
Learn more and Register at: www.tobaccofreecampus.org
Save the Date

“Reducing Tobacco Use Among African Americans and Youth: What's Menthol Got To Do With It?”

Wednesday, February 17th at 2pm ET

Registration coming soon!
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