

SCLC presents:

“Reach, Effectiveness, and Treatment Engagement with Digital Cessation Interventions”

on Tuesday, March 23, 2021, at 1:00 pm EST (60 minutes)

Speaker:

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Q: Any chance either program will be incorporated into something like "Alexa" or "Siri" programs?

A: That’s an interesting idea! We don’t currently have plans to integrate with Alexa or Siri, but it’s a very intriguing idea.

Q: Any chance snap shots of transcripts used by coaches can be shared?

A: No, transcripts of coaching sessions are private. However we are working on a manuscript that will provide some anonymous excerpts. Hopefully that will be published later this year. Drs. Amanda Graham and Michael Burke are leading that.

Q: Are there any evidenced based Youth led prevention efforts that are listed to be able to implement locally?

A: My work focuses mainly on cessation, however Truth Initiative does a lot of work on prevention efforts. Much of that work is led by youth in their own communities, through the Truth Ambassador program and others. You can read more about that program, and Truth’s prevention work in general, through these links:

Ambassador program: <https://truthinitiative.org/what-we-do/community-youth-engagement/youth-activism>

Truth’s prevention portfolio: <https://truthinitiative.org/what-we-do/youth-smoking-prevention-education>

Q: Are there any plans to re-engage enrollees? Do you consent them for re-engagement?

A: We do attempt to re-engage enrollees in both BecomeAnEX and This Is Quitting. Most people who use our programs are not research participants, so there is no need to obtain explicit informed consent. Users who do get recruited into a study provide consent for follow-up contact.

Q: Do any of your employer programs use financial incentives?

A: Yes, many of the employers who contract with EX Program use financial incentives. We strongly encourage the use of financial incentives, which substantially increase program engagement.

Q: Do you collect transgender data?

A: We do not explicitly collect transgender data, however when we collect gender we include a response option of “other or prefer not to say” in order to be as inclusive as possible.

Q: Do you prescribe Bupropion and varenicline?

A: No, our coaches are not physicians so they cannot prescribe medication.

Q: Do your studies show that it is easier for users to quit vaping compared to smoking cigarettes?

A: While it's an empirical question, I have seen no evidence to suggest that quitting vaping is easier than quitting smoking.

Q: If I can get a link to the studies presented it would highly appreciated.

A: Please see the citations in the [slides](#).

Q: Is the virtual coaching part of the become a ex program or can you just access this separately. Thanks

A: Coaching via chat is part of EX Program; it cannot be accessed separately.

Q: In addition to Juul, have you seen other ESDs being used by a large number of This is Quitting users? Disposables like Puff bars?

A: Yes, following the FDA's partial flavor ban that did not apply to disposables, we saw a sharp increase in the proportion of treatment-seeking young vapers who used Puff Bars. The FDA action did not reduce use prevalence in any meaningful way, it simply shifted the products that young people were using.

Q: Is the participant able to respond to the text message or are the messages just for encouragement?

A: Users can respond to the text messages and get an automated, but hopefully useful, response.

Q: Is there any research on using NRT in assistance with quitting Vaping. How about NRT in those users under 18 years?

A: This is an area that urgently needs more research.

Q: TIQ Program: Is it centered solely on JUUL or does it include all ENDS?

A: TIQ addresses any ENDS use. The program is tailored on device, so if a user tells us that they use JUUL, the program refers to "JUUL" in order to make it as relevant as possible. Otherwise, the program refers to the brand that they use, or generically to "vaping".

Q: What was the process for youth to enroll in This is Quitting?

A: Anyone can send a text message with the keyword "DITCHJUUL" to 88709 and instantly enroll for free.

Q: Why do you believe that the 36% is an upper limit of smokers searching for cessation online?

A: I may have misspoken; I believe that is the upper limit for an estimate of existing demand based on the findings from the HINTS survey. That represents about half the proportion of tobacco users who want to quit at any moment in time.