Disclosure of Interest

None to declare.

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Tailored Text Message Program for Smoking Cessation

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Project Team

Bridget C. Howard
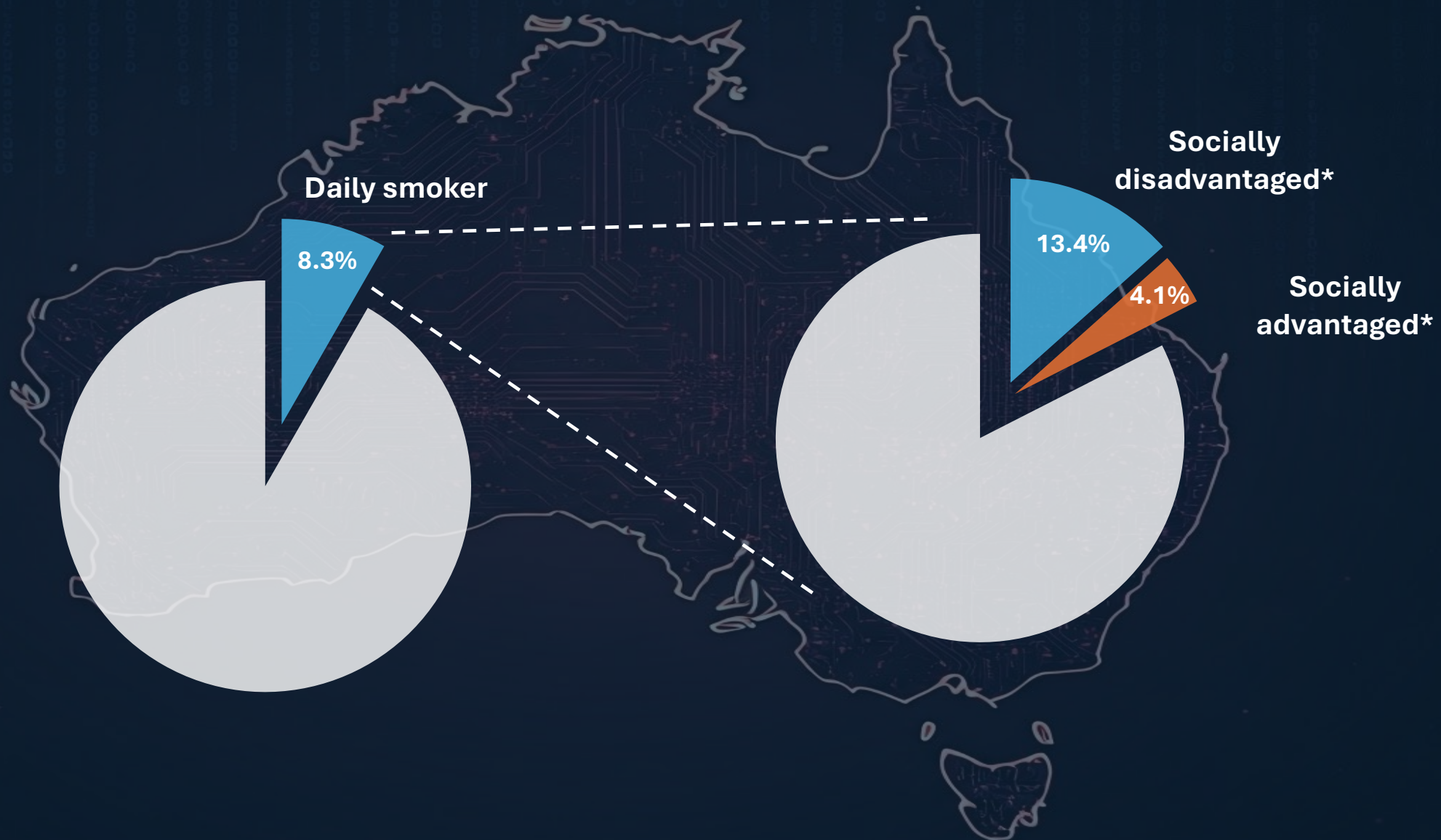Jack Anderson
Edel O'Grady
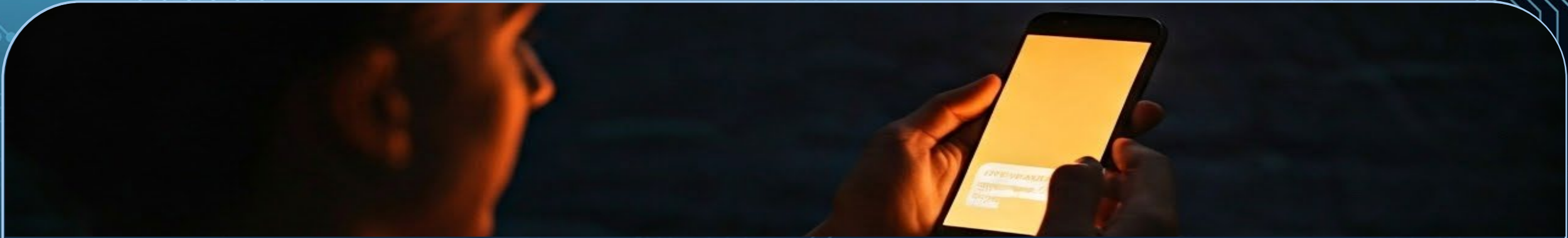Josephine Ricciuti

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Daily smoker

Socially disadvantaged*

13.4%

4.1%

Socially advantaged*

8.3%

National Drug Strategy Household Survey 2022-2023

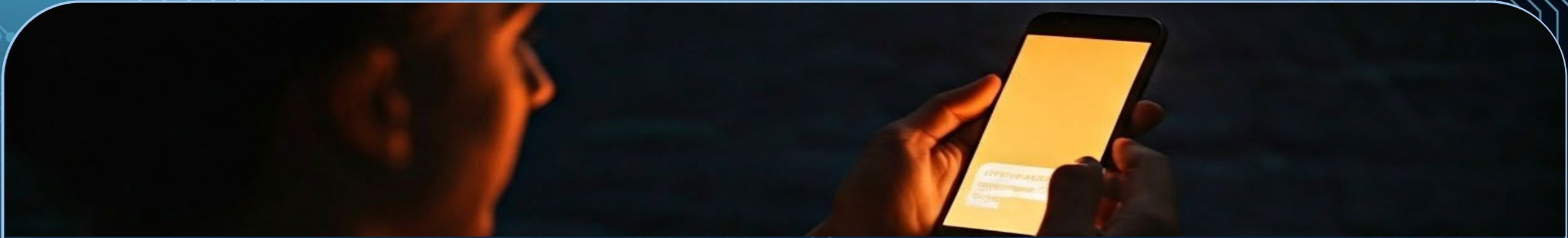*Based on Socio-Economic Indexes for Areas (SEIFA) in Australia

Current Evidence

Text message-based quit supports are more effective than minimal smoking cessation support.

~60%

~50%

Text messaging added to other smoking cessation interventions is more effective than the other smoking interventions alone.
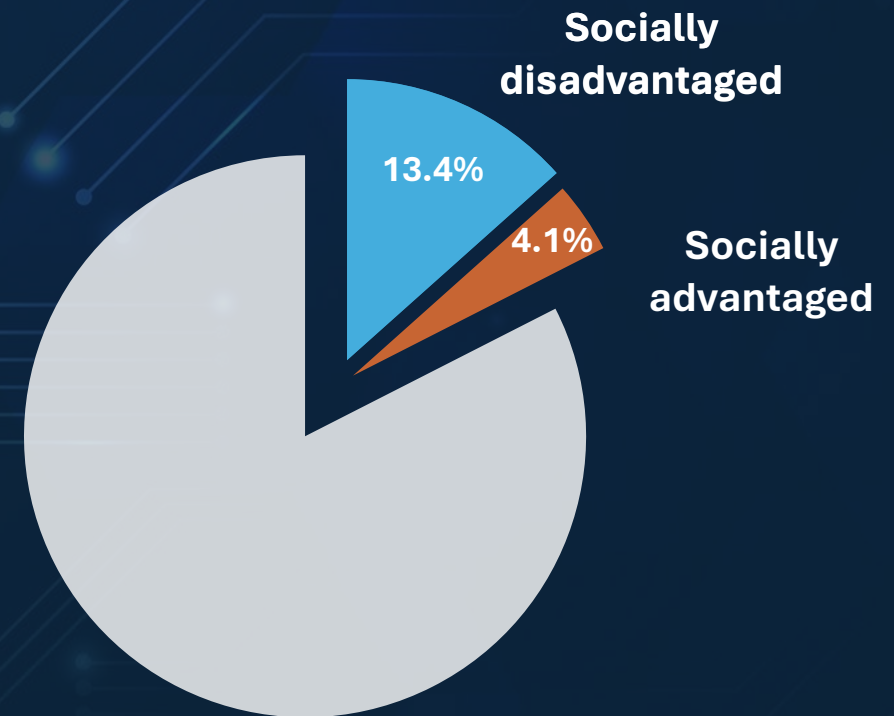
Whittaker R, McRobbie H, Bullen C, Rodgers A, Gu Y, Dobson R. Mobile phone text messaging and app-based interventions for smoking cessation. Cochrane Database Syst Rev. 2019

Current Evidence

"If I was getting a text message when I was feeling vulnerable, it could probably turn me away [from smoking]."

"I think it's important to **emphasise that it would be interactive texting** as opposed to just receiving a message."

"I think it's [text support] probably a little bit better than a phone call because it's a little bit **more personal**... everyone uses their phones these days, so yeah... it's a personal conversation."
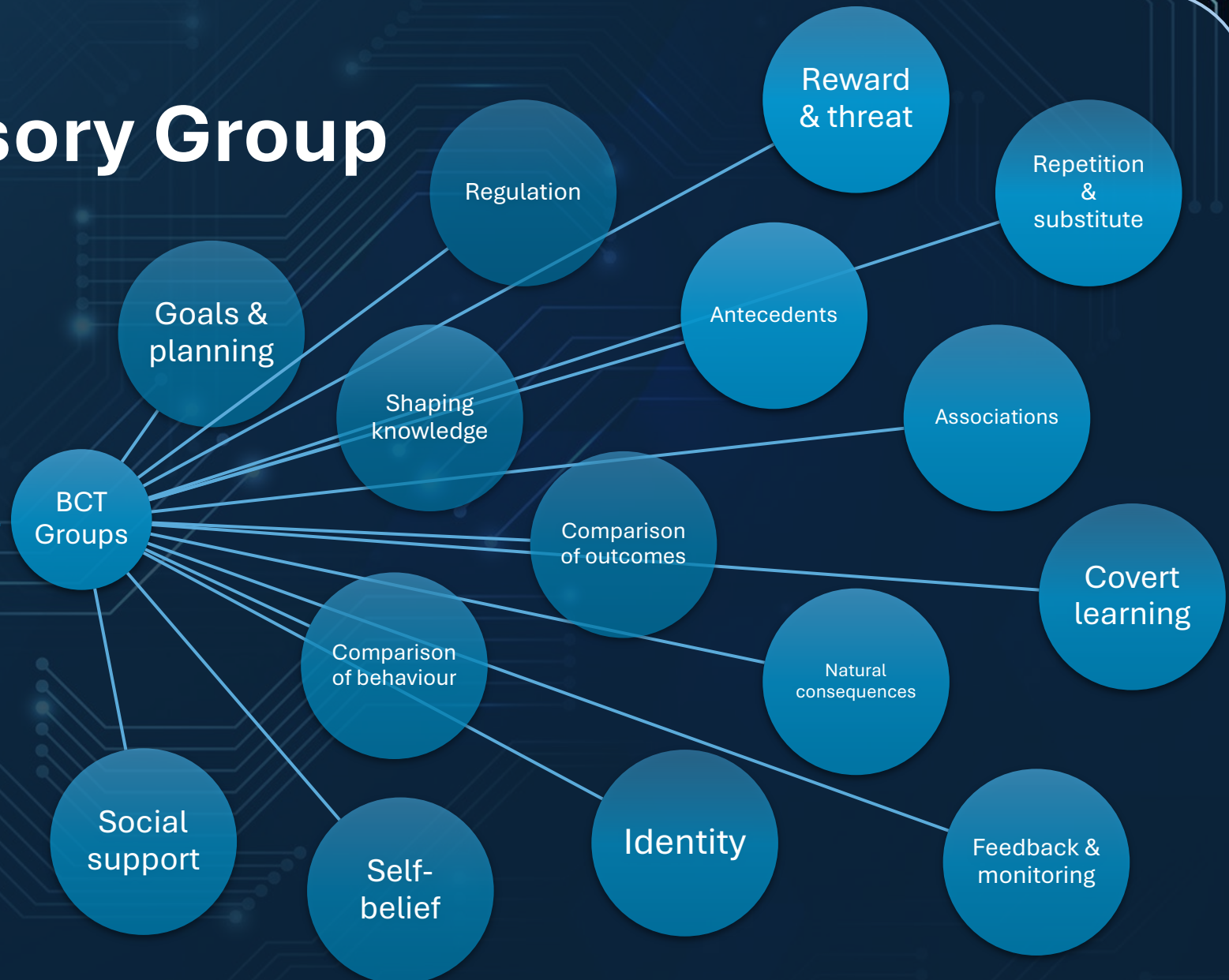
Boland et al. A qualitative study of low-socioeconomic status smokers' experiences with accessing cessation support and the role for alternative technology-based support. Int J Equity Health. 2017

Tailored Text Message (TTM) Program

Socially disadvantaged

13.4%

4.1%

Socially advantaged

Abroms et al. Developing and Pretesting a Text Messaging Program for Health Behaviour Change: Recommended Steps. JMIR Mhealth Uhealth. 2015

1 Expert Advisory Group

BCT Groups

Identity → Think about being a non-smoker. The self-control & confidence you will gain can help you get through tough times.

Goals & planning → Quitting is hard. Make a Quit Plan by setting goals and milestones to help you track your progress and successes throughout your quit journey.

Abroms et al. Developing and Pretesting a Text Messaging Program for Health Behaviour Change: Recommended Steps. JMIR Mhealth Uhealth. 2015

1 Expert Advisory Group

Design messaging framework

Quit smoking aids

Social support

Barriers to quitting

Frequency of urge to smoke

Support during quit attempt

Quit approach

Triggers to smoking

Smoking induced deprivation

Reasons for quitting

Motivating factors

First name

No. of cigarettes smoked daily

Smoker identity

Time to first cigarette

Weekly tobacco costs

Abroms et al. Developing and Pretesting a Text Messaging Program for Health Behaviour Change: Recommended Steps. JMIR Mhealth Uhealth. 2015

1 Expert Advisory Group

Draft message bank

Generate text message content

687 text messages

- Includes general and tailored texts

- Literacy check

Abroms et al. Developing and Pretesting a Text Messaging Program for Health Behaviour Change: Recommended Steps. JMIR Mhealth Uhealth. 2015

2 Consumer Advisory Group

Endorsement of program tailoring and BCTs

More gradual decline in volume of texts

Reduced frequency of texts

Endorsement of a 'quit buddy' and keyword function

2 Consumer Advisory Group

Final message bank

467 text messages

- 318 general texts

- 149 tailored texts

Development of the TTM Program

1 — Expert Advisory Group
2 — Consumer Advisory Group
3 — Implementation

Features of TTM

- CRAVE
- LAPSE
- STRESS
- BORED
- SOCIAL

Preliminary Data

626 enrolled

75 opted-out

STRESS
CRAVE

Results in 2025

Preliminary Data

"Hey mate, thanks Lou… the one thing I can put this total cessation down to is it is far more **personal and tailored to the individual** and I have you to thank for that… **the thing that made a huge difference was you, Lou**… it has murdered a 50-year habit"

"I'm so happy with myself and also proud of me. **I know I will never ever smoke again… Thank you soooo much for helping me** along the way… My kids are over the moon and proud of me."

Limitations

Adaptability

Chatbots and AI

Thank you

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