Disclosure of Interest

None to declare

Text Message Support for Smoking Cessation

Acceptability of a Text Message Program provided alongside Nicotine Replacement Products for Smoking Cessation in a Clinical Trial

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  - NDARC is supported by funding from the Australian Government under the Substance Misuse Prevention and Service Improvements Grants Fund

- All the participants of the study for their time

Clinical Trial Details

Design

- RCT with 1,048 participants

- Inclusion criteria
  - ✓ aged 18+
  - ✓ current daily smoker
  - ✓ in receipt of a govt. pension/allowance
  - ✓ speak English
  - ✓ own a mobile phone
  - ✓ willing to receive the study products

- Nicotine vaping products vs. nicotine gum/lozenge

- Participants will be followed up for a period of 7 months

Trial Intervention

Participants randomly allocated to receive either nicotine gum or lozenge or nicotine vaping products

All participants provided with a text message program as behavioural quit support

Text Program Details

- Developed based on the WHO Be He@lthy, Be Mobile Handbook and the STOMP text program in New Zealand

- 5-week program with 112 messages

- 93 general messages and 19 treatment-specific messages
  - ✓ Study progress updates
  - ✓ Goals and planning
  - ✓ Relapse prevention
  - ✓ Motivational 'feel good' messages
  - ✓ Tips for coping with nicotine withdrawal symptoms or study product side effects
  - ✓ Information on how to use the study products

> **Next time you have the urge to smoke, try and resist for 5 minutes. Or skip the cigarette entirely. Think of it as practice for quit day!**

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Examples of Texts

If you're coughing when vaping, you might be inhaling too quickly. Try taking longer, slower breaths and the coughing should ease.

Remember to keep your NRT with you. You've made great progress but cravings can still hit out of the blue!
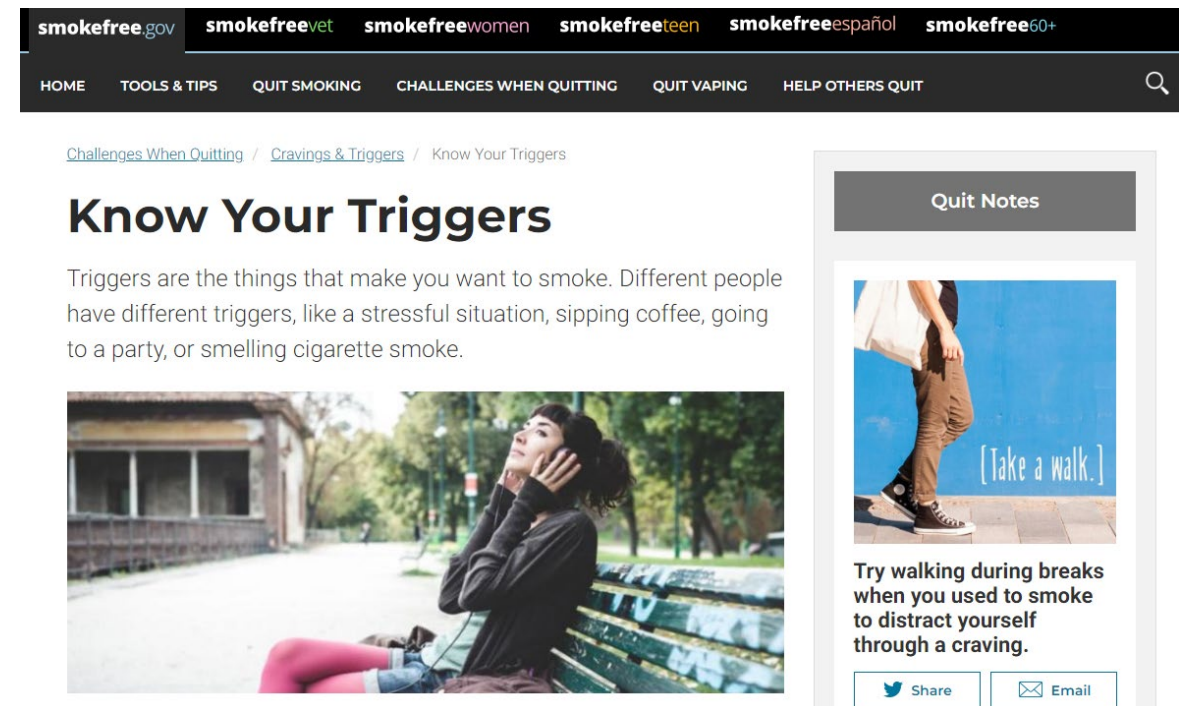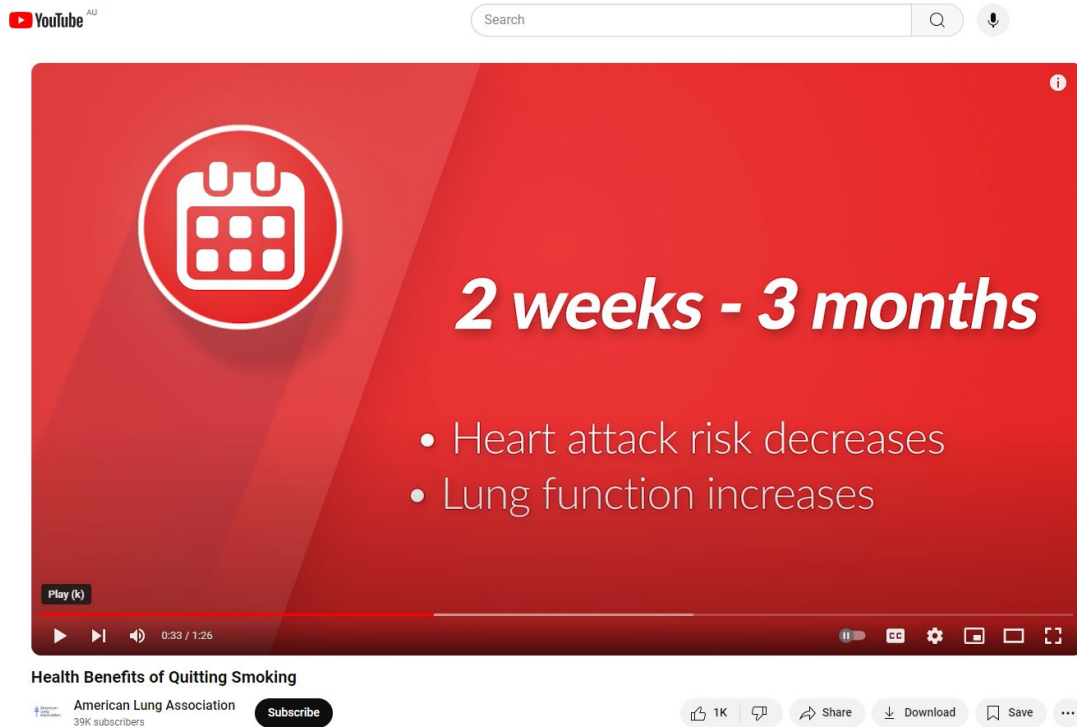
Text Program Details

- Texts range in frequency from 2-5 texts per day (higher frequency around quit date)

- Virtual quit buddy persona 'Lou'

- Automated and unidirectional

My name is Lou and I will be your quit buddy for the next 5 weeks. Let's help you quit, one day at a time!

Text Program Details

The program included videos, websites, emojis and GIFs

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Participants could opt out of the program at any time

Acceptability – data collected

Types of acceptability data collected:

- Adherence to the program measured via opt-out rate

- Helpfulness measured via Likert scales at final telephone interview

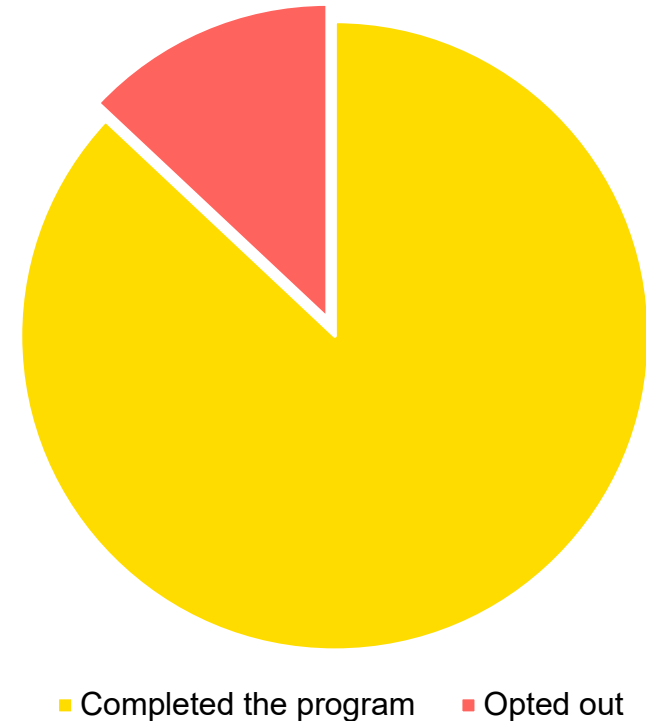- Proportion of texts read

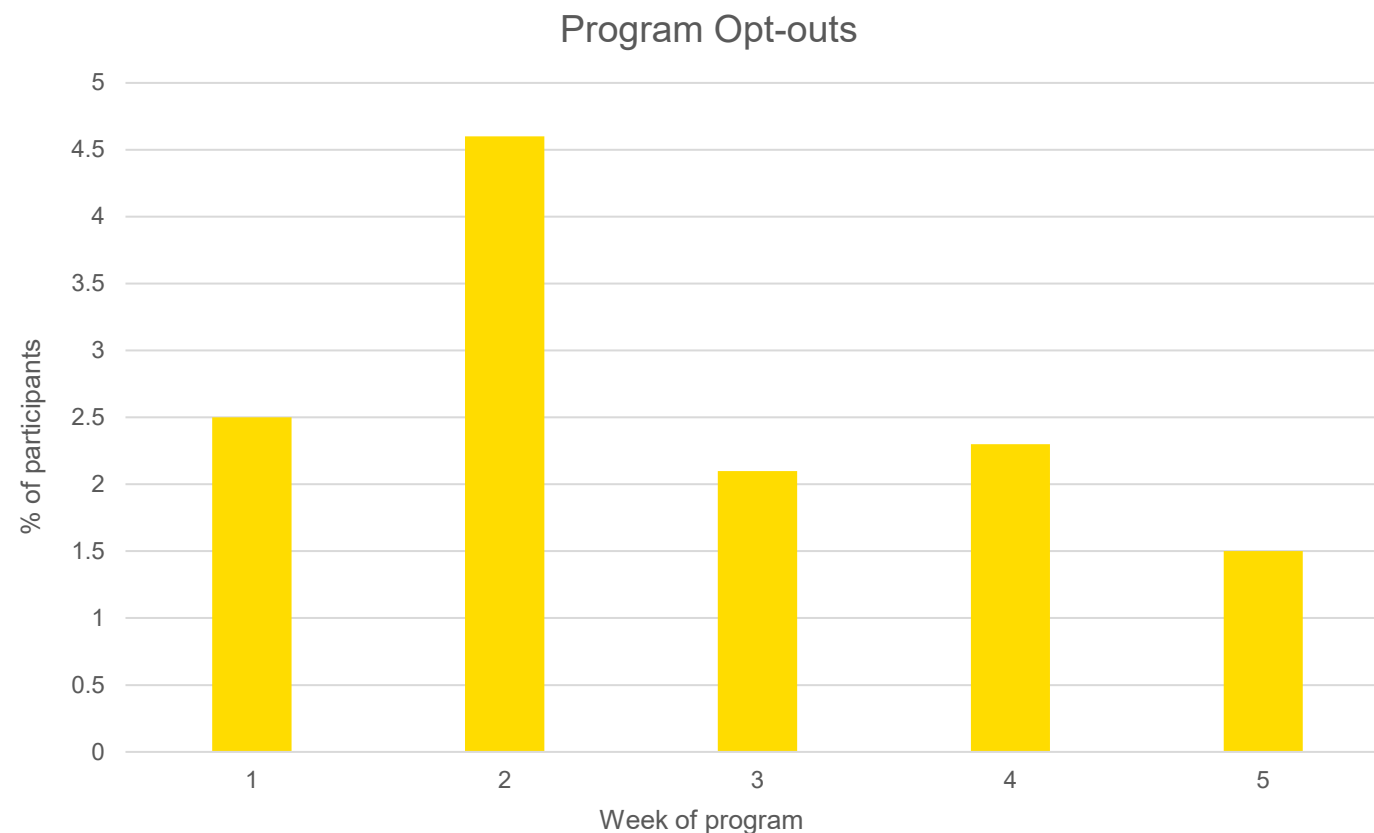# Acceptability of the Text Support

Adherence to the Text Support

- 910 participants (87%) completed the full 5 weeks of the text program

- 13% opted out during the 5 week period

Adherence to the program

■ Completed the program   ■ Opted out

Adherence to the Text Support – Opt-outs

- 13% opted out during the 5 week period

Program Opt-outs

Acceptability of the Text Support

- 65% of participants rated the overall text program somewhat, very or extremely helpful at helping them to quit smoking
  - Advice = ~75% rated somewhat to extremely helpful
  - Videos/weblinks = ~45% rated somewhat to extremely helpful

- 66% of participants reported reading the majority of texts in the program (75% or more)

Responses from Participants

"Thank u for all ur help today I am 28 days smoke free and I feel fantastic"

"I have cut back on smoking cigarettes for a few months now so I've got this I can and will do this"

"Hey Lou I appreciate you are all going to help me quit this habit that's had a hold of me for many years. Thanks again"

"Hi Lou😊 . . . I am excited and looking forward to quitting smoking, but also a little nervous aswell. But like you said one day at a time, and a bit of determination I should succeed with this attempt!"
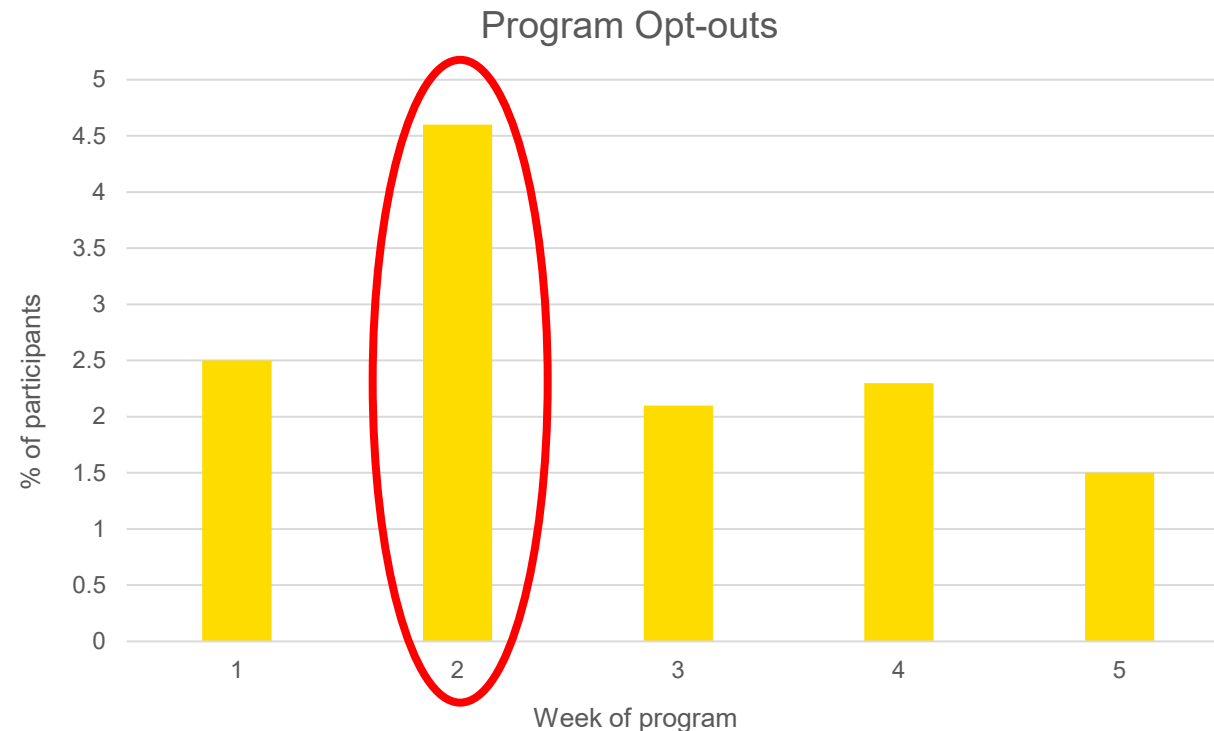
Responses from Participants

"Too many annoying texts!"   "Too many messages"

"I'm giving in you make me need a smoke 💨 "

5 texts per day in Week 2,
only 2-3 texts per day in the
rest of the program

Program Opt-outs

Limitations

- Data on the helpfulness of the program collected at 7-month final follow-up interview

  - Time lag between text program and interview (recall bias)

  - No data on non-responders

Summary

➢ 87% completed the program

➢ More than 65% rated the program as somewhat to extremely helpful at helping them to quit smoking

➢ Some negative feedback about the frequency of texts

Thankyou for listening!

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