Reaching Young Adult Smokers Through Texting

smokefree TXT

Austin Steeves
City of Austin- HHSD
11/9/15 - Community Indicators Consortium Conference
Agenda

• Need for Project
• Background
• Focus Groups
• SmokefreeTXT
• Media and Outreach
• Success
Need for Project

• Significant disparities in smoking rates among resistant, hard-to-reach medically indigent populations and 18-24 year olds
• The prevalence of smoking among young adults is higher than older adults
• More than 80% of adult smokers begin smoking by 18 years of age with 99% of first use by 26 years of age.
Need for Project

• Cessation before age 30 avoids almost all the long-term ill effects of smoking!
Background

• 1115 Waiver Project
• Opportunity to implement innovative strategies to young adults
• Specifically designed to identify and address local gaps in services and infrastructure for this hard to reach population
Selected Intervention

Implementing an evidence-based, comprehensive tobacco prevention and cessation intervention

**Target Population**: 18-24 year old individuals who are Medicaid eligible, or uninsured, and are tobacco users.

- **New Media Campaign**
- **Direct Outreach**
Evaluation Questions

Q1. How does target audience engage with media messages?

- Assessed through focus groups and media analytics including click-through rates and percent of interaction.

Q1a. Are certain sub-messages better received within the campaign than others?

- Was Justin’s story better received than Reena’s story?

Q1b. Are certain forms of media more effective in terms of engagement rate?

- e.g. Cable TV ads, Hulu or YouTube ads, radio ads or static ads
Evaluation Questions

Q2. How does target audience respond to the outreach intervention?

- Response will be assessed through the type of venue (e.g. events, college campuses, entertainment districts), interest in incentive items, and the outreach personnel.

Q3. After intervention (media and outreach), was there an increase in cessation enrollment?

- Enrollment is measured by the number of 18-24 year old that complete SmokefreeTXT enrollment in the target area and stay in the program at least 24 hours after enrollment.
Expected Benefits/Outcomes

• Increase the number of 18-24 year olds accessing tobacco cessation services by 50%.

• Reduce tobacco use among the 18-24 year old population in Travis County by 5%.
Focus Groups

1) Attitudes and preferences regarding media messaging (web ads and linked videos)
2) Attitudes and behaviors related to the Quitline and other tobacco cessation services
3) Personal preferences for media, including what media channels and platforms participants utilize (gaming sites, social media sites, radio stations, TV, etc.).
Focus Groups - Approaches

A: Addicted
B: Graphic Health Effects, Personal Testimonial
C: Graphic Health Effects, Organs
D: Tobacco Industry Manipulation
E: Personal Testimonial
F: Current Quitline Approach

“least likely to motivate a “click” or a call among this targeted group”
Focus Groups- Deterrents to Connect to Quitline

• There is a reluctance to click on any web ad they see on the internet for several reasons
• Reluctance to use a cessation program
• Clicked on the web ad, see the video to the end, and see the invitation to connect to the Quitline program, most reportedly would not do so
Focus Groups - Cessation Programs

• Reported lack of perceived benefits of cessation programs
• Few can name any cessation program, and none recalled hearing of Quitline.
• Unfamiliar with cessation programs and how they work, and many are suspicious, thinking that it will cost money
• The program won’t help them or tell them anything that they don’t already know

If these smokers were to utilize a tobacco cessation program, a web-based approach was preferred, typically rejecting in-person meetings or telephone support.
What is SmokefreeTXT

• Mobile text messaging service designed for adults and young adults who are trying to quit smoking.
• Provides 24/7 encouragement, advice, and tips to help smokers quit smoking and stay quit.
• It is a 6 to 8 week program
• Users will receive 1 to 5 messages per day and
• Can receive additional quit support by texting one of SmokefreeTXT's keywords
SMOKEFREE TXT

THIS IS YOUR YEAR TO QUIT, AND YOU CAN DO IT IN JUST 5 EASY STEPS.

**STEP 1:** TEXT ‘QUIT’ TO 47848

**STEP 2:** REGISTER
Enter Age and Gender

**STEP 3:** CHOOSE QUIT DATE
You may choose a date up to 14 days in the future or if you have already quit, you can enter a quit date up to 30 days ago.

**STEP 4:** ENTER YOUR STATE

**STEP 5:** WHEN DO YOU SMOKE?
A) Every Day
B) Most Days
C) Some Days
D) Less Than That

SmokefreeTXT is a mobile text messaging service designed for adults and young adults across the United States who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay quit.
SmokefreeTXT: Wait 5 minutes for cravings to pass. Keep your mouth busy with mints, straws, or gum. What's your craving level? Reply with: HI, MED, or LOW

Fri, Dec 12, 3:00 PM

SmokefreeTXT: Stay away from people/places that make you think of smoking. You will find it easier to cope that way (and you will avoid secondhand smoke).

SmokefreeTXT: Feelings can be a smoking trigger. If you feel cranky or grouchy, it is only temporary, so stay strong. How is your mood? Reply: GOOD, OK, or BAD

Good

Glad to hear you are feeling good! Keep up that positive attitude and keep staying strong.

Thu, Dec 11, 12:01 PM

SmokefreeTXT: Tell me your mood.
Reena & Justin

- Youtube
- Facebook
- Mobile
  - Banner ads
  - Video
- Hulu

Text QUIT to 47848

Text QUIT to 47848
I AM A SMOKER FREE SPIRIT

“I always knew I would quit by the time I was 20”

“One decision changed my entire life.”

To quit smoking text QUIT to 47848

To quit smoking text QUIT to 47848
Quit today. Enjoy tomorrow.

Text QUIT to 47848 to sign up for SmokefreeTXT

smokefree.gov
“I think it’s a great concept that tackles one of life’s great challenges straight-on. When it comes to quitting, every last word of encouragement helps. I had plenty of friends and more than a few listeners at Unplugged at The Grove and the Austin City Limits Music Festival—say they heard the spots. And since I read the spots so many times, I was able to recite to them the code and the number by heart. Here’s hoping they signed up.”

—Andy Langer
“I truly enjoyed being a part of the Smokefree TXT campaign. It has been my mission to help anyone with this horrible habit to get on the road to stop smoking and deter any potential new smokers from getting addicted to nicotine. I did have listeners talk with me at live appearances and also through Social Media that they were very pleased to hear me doing this, and some had signed up for the program.” —LA Lloyd
Street Team
## Project Success

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<th>Baseline</th>
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<td>DY3 + DY 4</td>
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**3444.44% Increase**