

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



truth initiative
INSPIRING TOBACCO-FREE LIVES

truthinitiative.org

Thank you to our funders



Robert Wood Johnson Foundation



truth initiative
INSPIRING TOBACCO-FREE LIVES



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



**Schroeder
Institute**
FOR TOBACCO RESEARCH
AND POLICY STUDIES



truth initiative
INSPIRING TOBACCO-FREE LIVES

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



**Schroeder
Institute**
FOR TOBACCO RESEARCH
AND POLICY STUDIES



truth initiative
INSPIRING TOBACCO-FREE LIVES

Megan Jacobs, MPH

- Lead, Integrated Product Design, Schroeder Institute for Tobacco Research and Policy Studies at Truth Initiative

Today's Speaker



UCSF Department of
Psychiatry

Danielle Ramo, PhD

- Assistant Professor in Residence,
Department of Psychiatry, University
of California, San Francisco

**Schroeder
Institute**

FOR TOBACCO RESEARCH
AND POLICY STUDIES

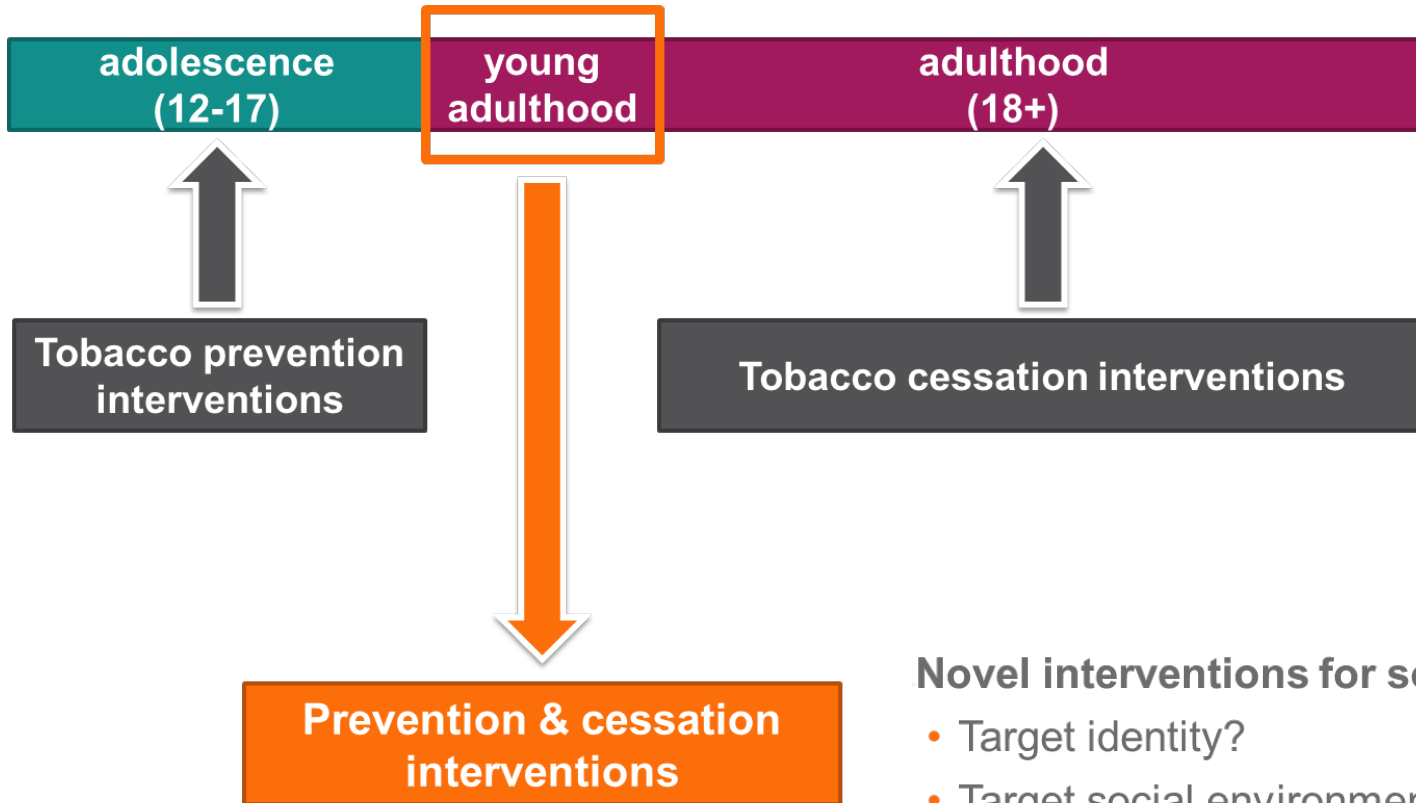


Digital and social media interventions for YA cessation

Amanda L. Graham, PhD
Director, Research Development

Megan A. Jacobs, MPH
Lead, Integrated Product Design

The need for novel YA interventions



Novel interventions for social smokers

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

Overview

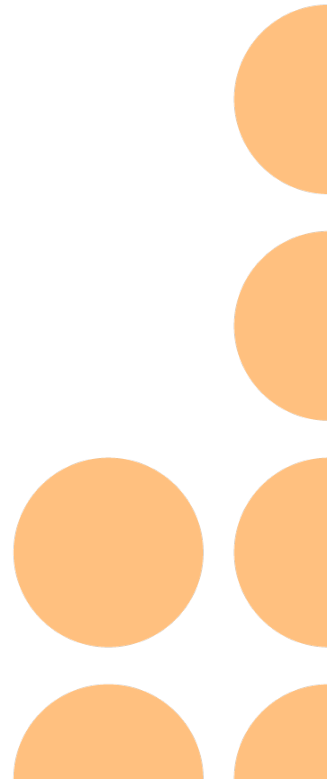
Digital and social media among young adults

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

All adults	Use internet
Age group	
a 18-29	97 ^{cd}
b 30-49	93 ^d
c 50-64	88 ^d
d 65+	57

Cell owners in 2014

Among adults, the % who have a cell phone

All adults	Have a cell phone
Age group	
a 18-29	98 ^{cd}
b 30-49	97 ^{cd}
c 50-64	88 ^d
d 65+	74

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

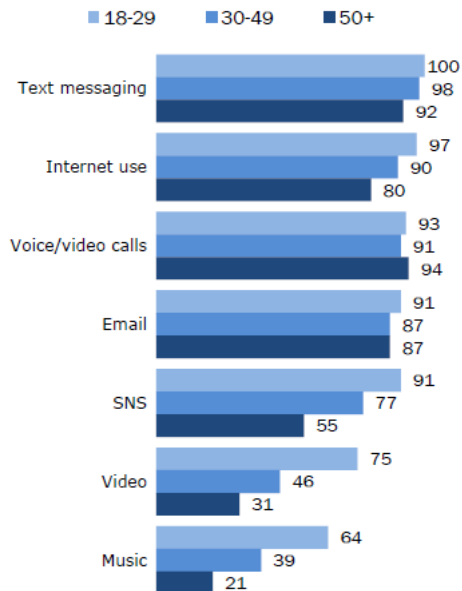
% of U.S. adults in each group who own a smartphone

All adults	64%
18-29	85
30-49	79
50-64	54
65+	27

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

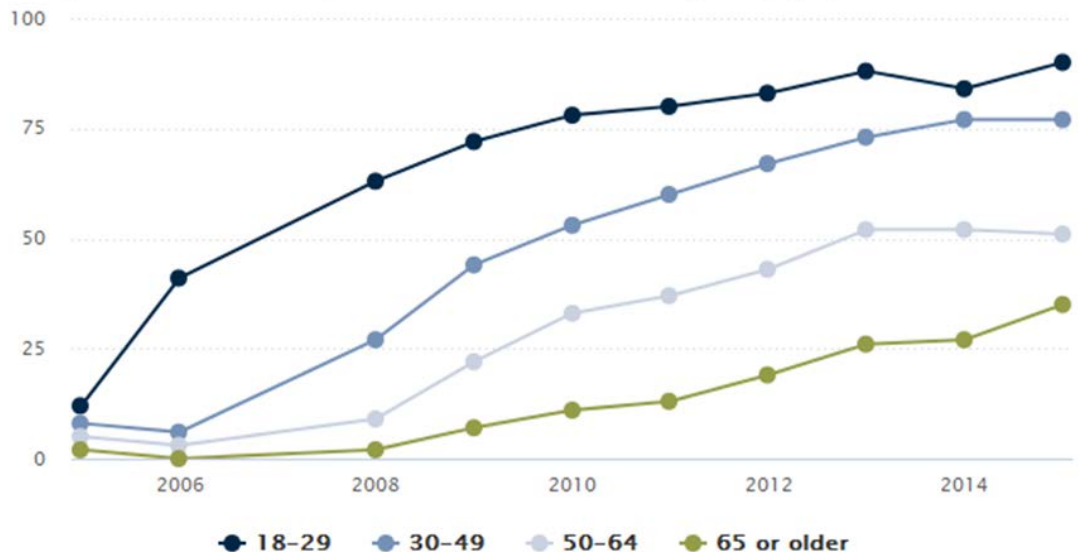


Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014.

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

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



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

YA use of social media platforms

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
18-29	82
30-49	79
50-64	64
65+	48

Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
Total	28%
18-29	55
30-49	28
50-64	11
65+	4

Pinterest Demographics

Among internet users, the % who use Pinterest

	Internet users
Total	31%
18-29	37
30-49	36
50-64	24
65+	16

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
18-29	32
30-49	29
50-64	13
65+	6

Demographics of Tumblr

Among internet users, the % who use Tumblr

	Internet users
Total	10%
18-29	20
30-49	11
50-64	5
65+	2

% of all teens who use Vine

All teens	24%
Age	
f 13-14	21
g 15-17	25



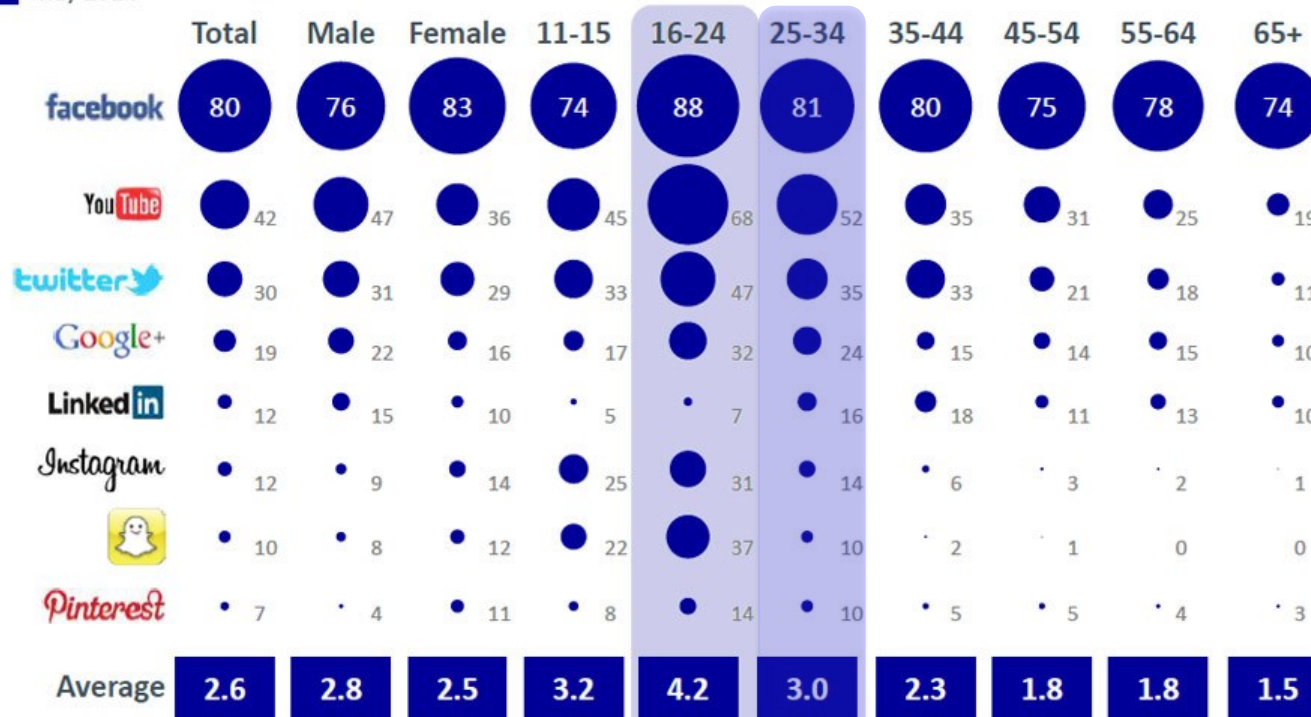
Use of multiple social platforms



Active use (last 30 days)

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

■ May 2014



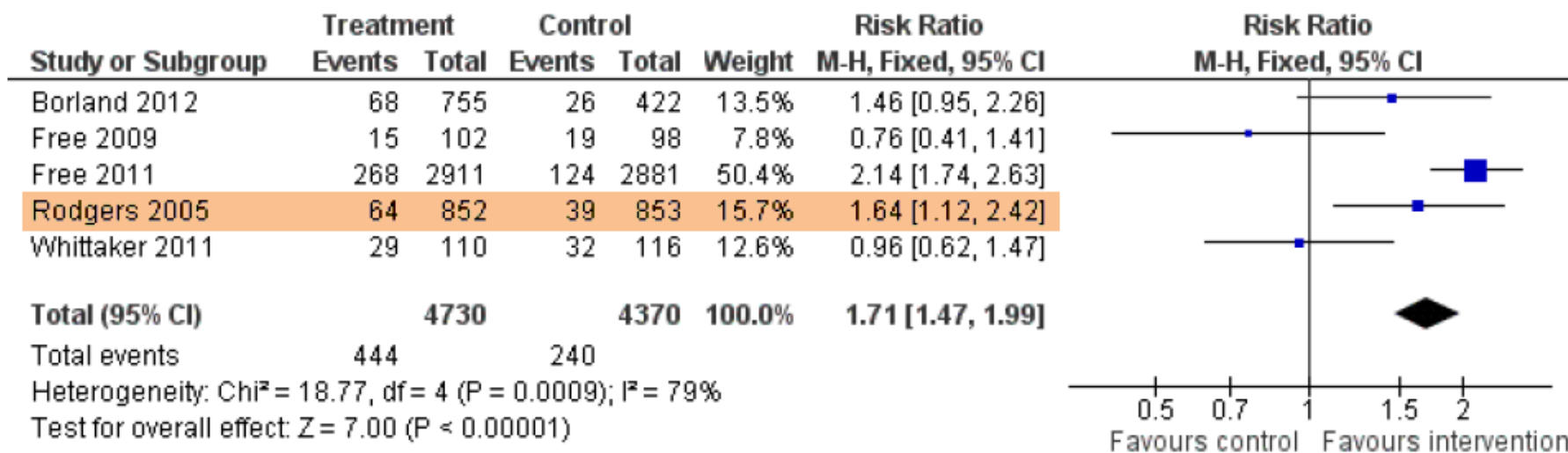
Among social media users aged 11+

State of the Science of Digital and Social Media for YA Cessation



SMS effective promoting abstinence

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



Whittaker R et al. Mobile phone-based interventions for smoking cessation. Cochrane Database Syst Rev. 2012 Nov 14

Cessation research on mobile apps

Over 400 quit smoking apps on Android/iPhone market

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

Studies of effectiveness show early promising signals:

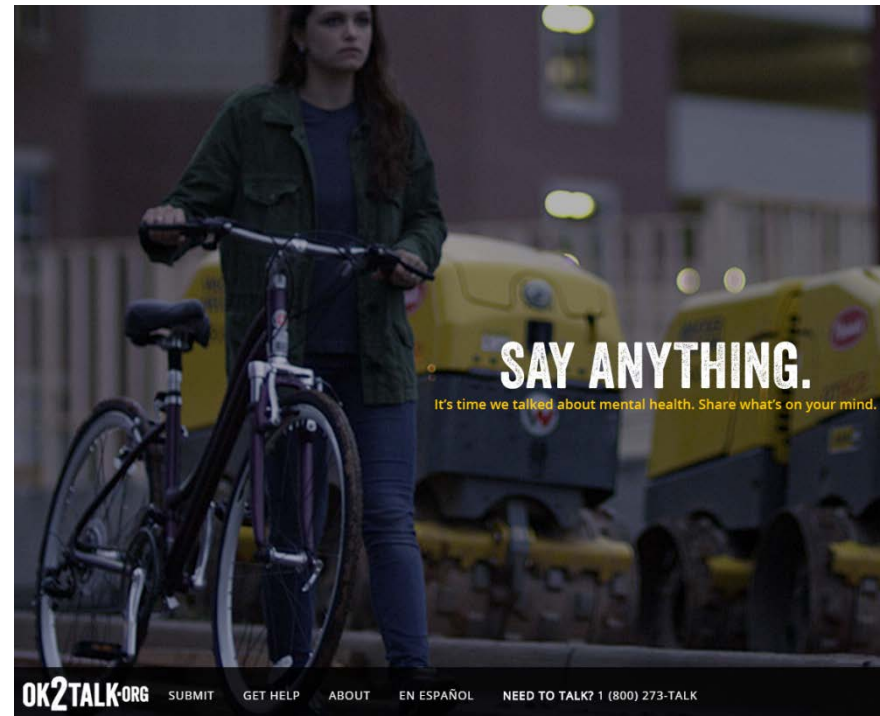
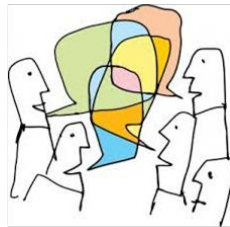
- 5 published studies (preliminary eval, pilot RCTs)
- 3 ongoing trials



Use of social media in public health

Many public health organizations are using social media to connect with young adults on a variety of health topics, including smoking.

Few published evaluations.



OKAY?

I've always been kind of isolated from people but I hadn't really noticed it until I was about 18/19. And I'm almost 19 now. When I was young, it took forever to gain courage to talk to people, even my best friend. Today, I talk a bit more but it's like I have to go through everything in my head first because it feels like I'll end up saying the wrong thing.

I've never actually been diagnosed with depression or anxiety. My parents know nothing about it and I don't want them to. My parents are a little harsh about it so I keep it to myself and a few that I trust. Even then, sometimes it's like they don't care. I may be wrong but it just comes to that impression.

Sometimes all I would like is to be asked if I'm okay and if I say 'I'm fine' then for them to realize that no, I'm not fine. It sounds selfish which is why I never say it. But it is really selfish?

I wonder what has caused the world to become like this. We're alive to live another day, we should be happy not depressed. But there are others, much younger than myself, who also self harm and more of us want to say anything because we're scared of the reaction we'll get.

But all we need is help. All we want is to be okay.

Be gentle with yourself, you're doing the best you can.

ASPERGER'S SYNDROME

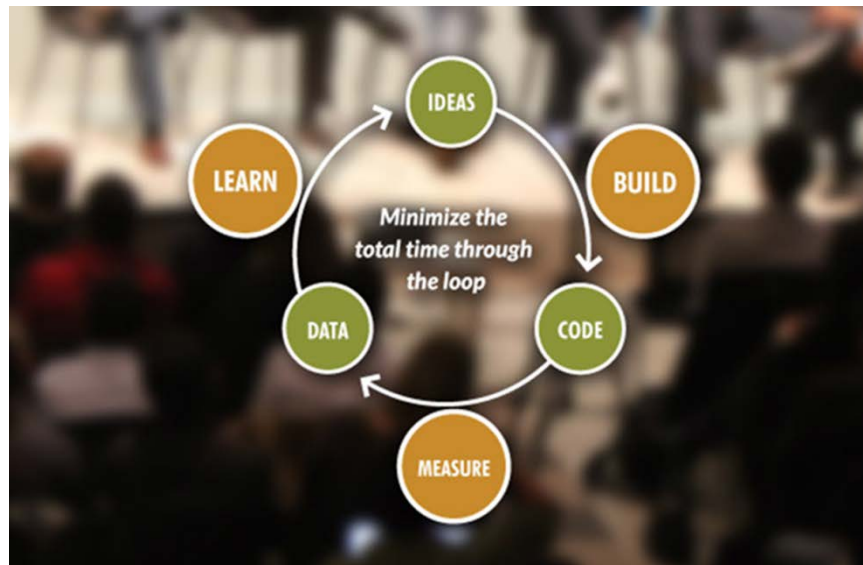
I have always felt different from the day I was born. To find out a couple years back I have Asperger's Syndrome was hard. I felt it made me stand out even more. In my boarding school, knowing all of the kids very well due to it being a therapy oriented school I believe to have the only one to have put out there that I have it just because I do well in school doesn't mean im perfect yet that everyone takes on me. I struggle everyday with many things at once. My mind is wired differently and I tend to have multiple thought processes at once go on. Most people dont realize how hard it is at home for me. I feel the need to stimulate myself by rocking back and forth listening to music for hours just to the pure fact I feel anxious and not comfortable. It has gotten worse so the fact because of my rough stimming ways I have broken couches, computer chairs (beyond the metal in half at the same) and plastic folding chairs. It's a hard habit to leave I have been doing it for a couple years now. It's also not too safe due to knowing the multiple times I have hurt my shoulder and arm and stomach from it. It makes me really self conscious because I dont tell many people about it, its just embarrassing and I feel I have to keep certain parts of my life a secret. I wish to grow out of many things yet its hard to do things sometimes. I just hope. There all I have to say.

Software Development at the Schroeder Institute



Schroeder Institute Software Development Team

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

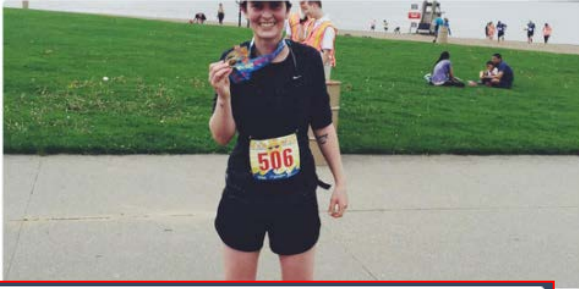


This is Quitting: A Mobile App for Young Adult Smokers

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

#quittingsmoking

Kate Sco @kscoer · 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.

ncikily

Follow

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 #quitsmoking #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 ecigs,

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

The genesis story

October 2012 Tumblr: @whatshouldwecallquitting

- 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

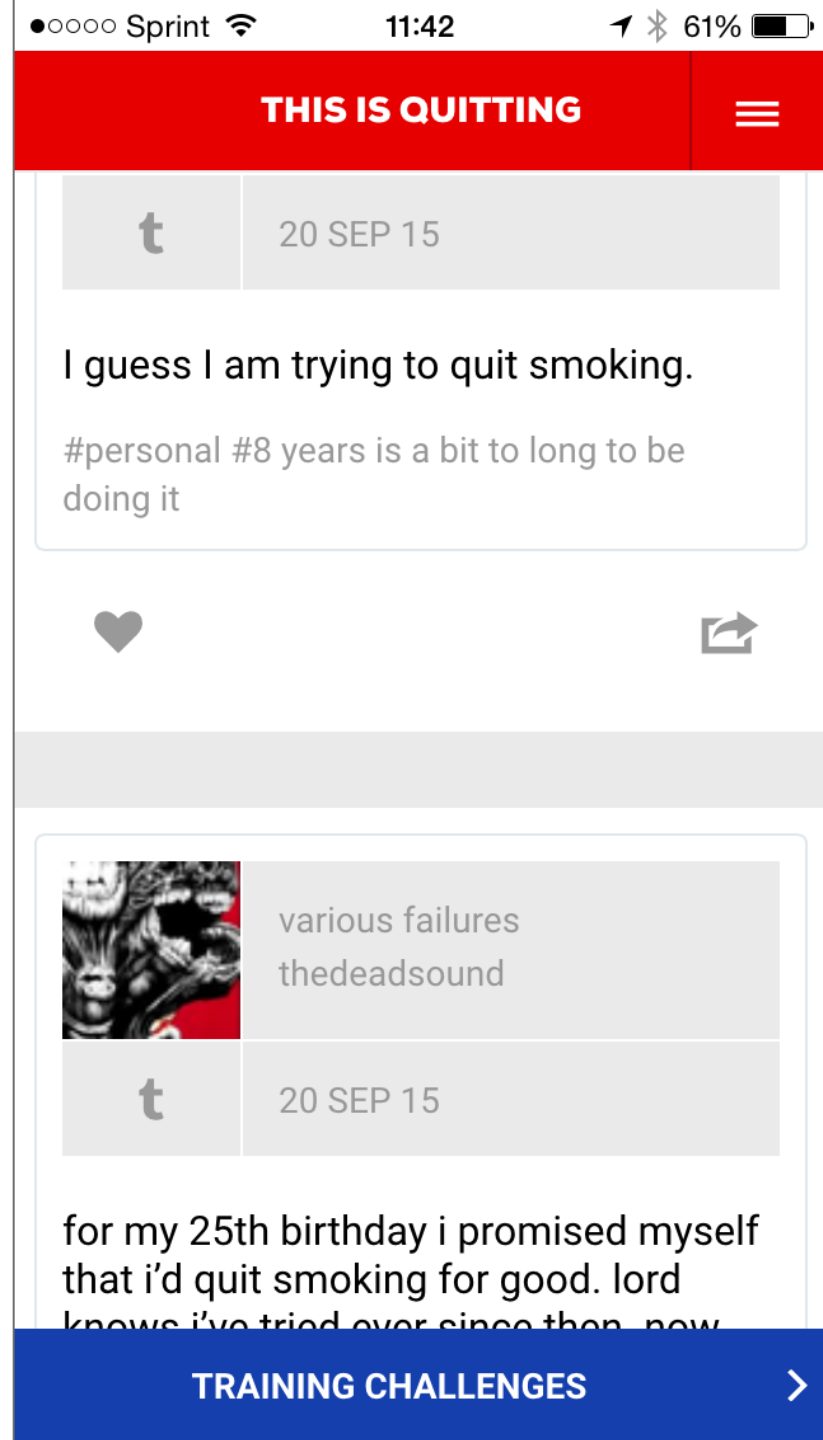
Across multiple platforms

- 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



“Training Challenges”

INTERACTIVE CESSATION TOOLS

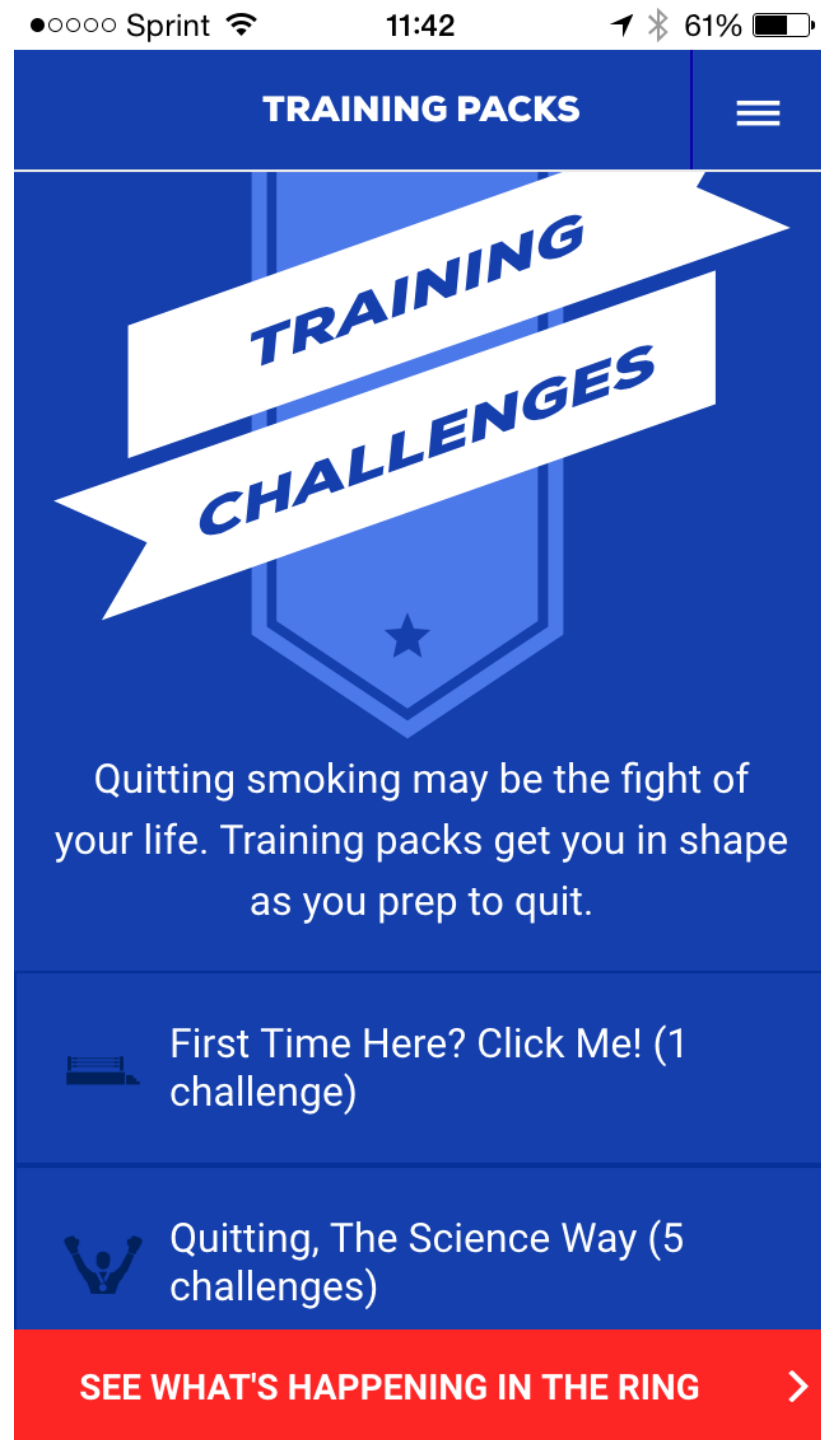
Teaches coping skills

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



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



Proactive Outreach

CUES, PROMPTS, PROMOTES ENGAGEMENT

Interactive

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

Tailored to quitting progress

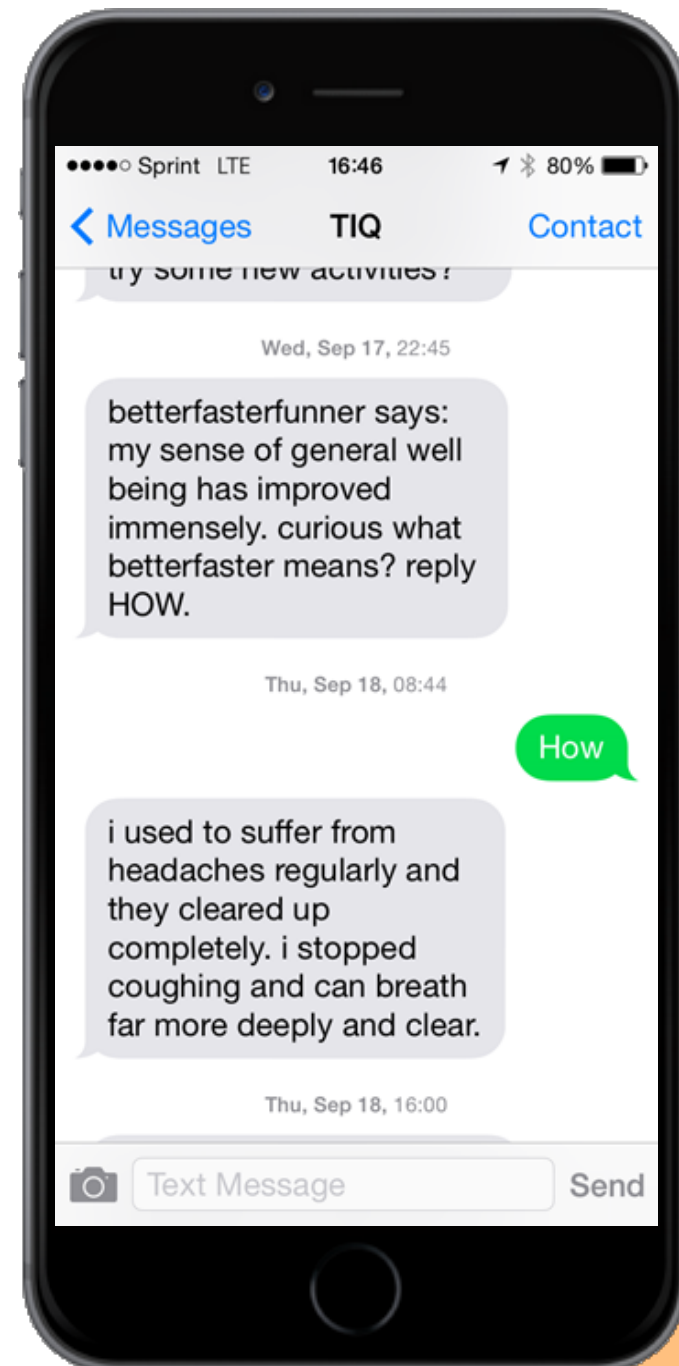
- Set a quit date
- Messages tailored to quit date

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

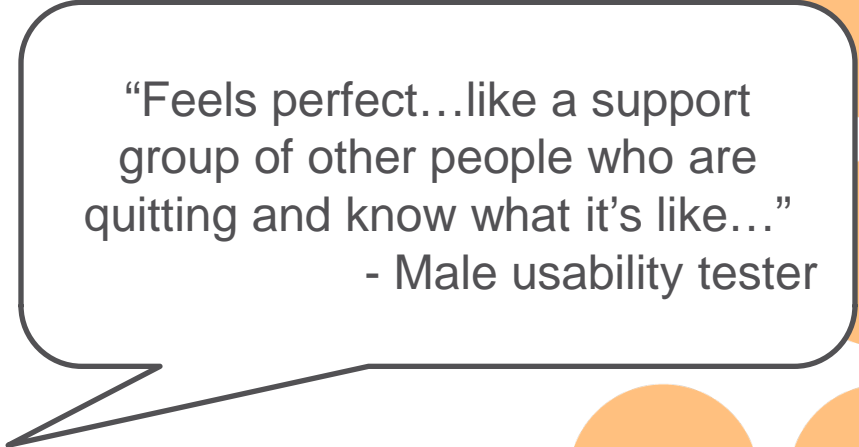
Quantitative Data Collection – Automated Tracking

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

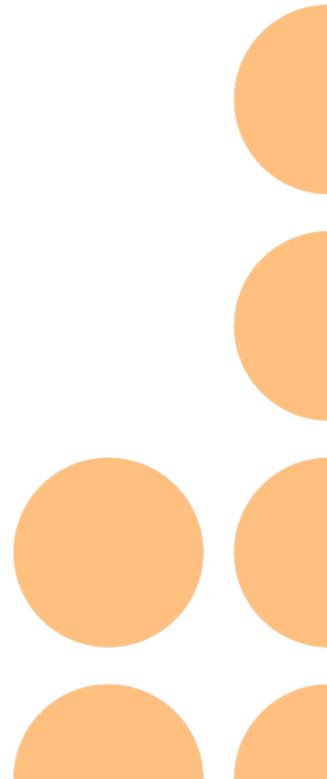
App engagement

Data as of January 6, 2016

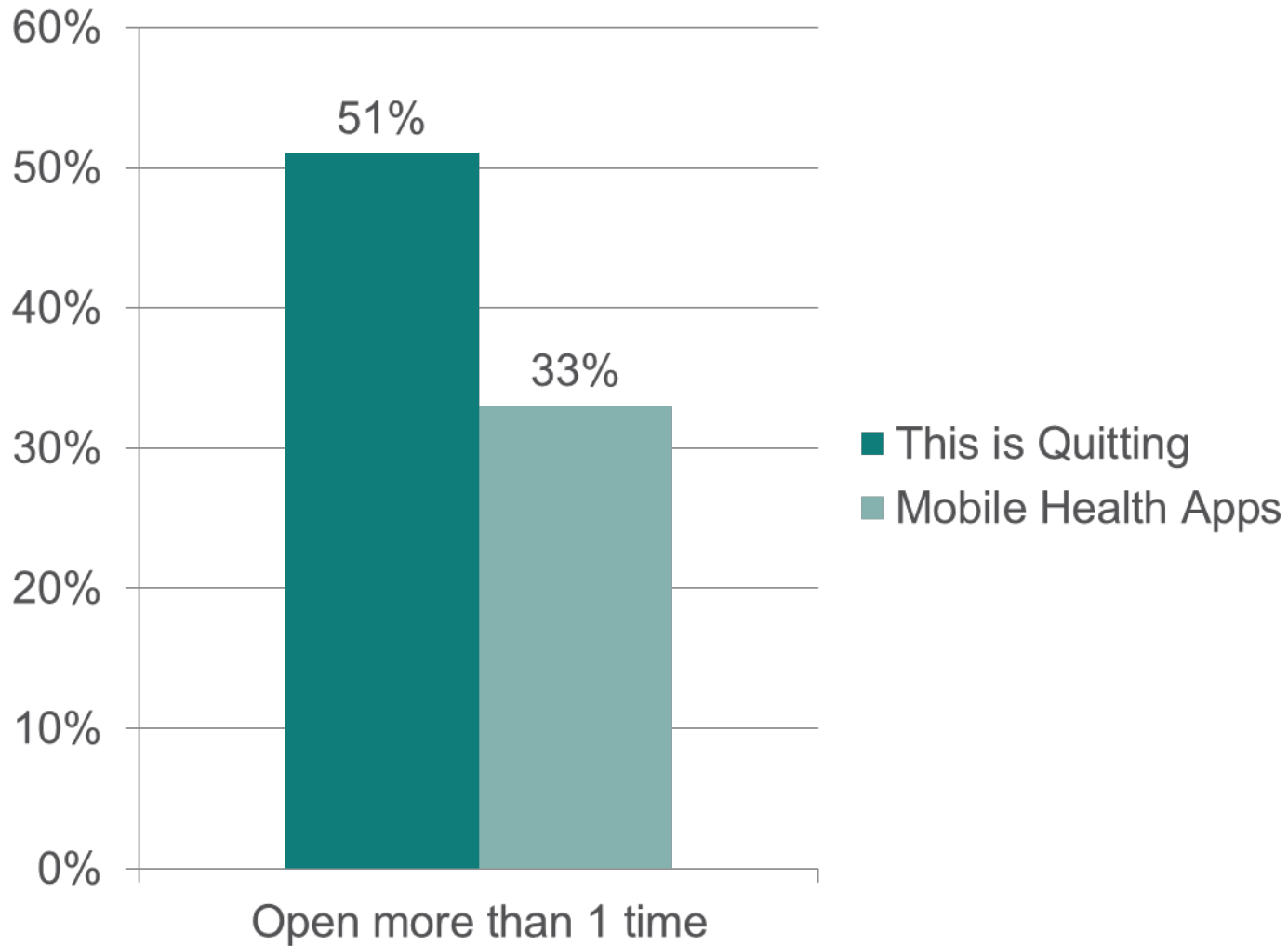
Installs: 5140 (Android + iOS)

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



SMS engagement

Data as of January 4, 2016

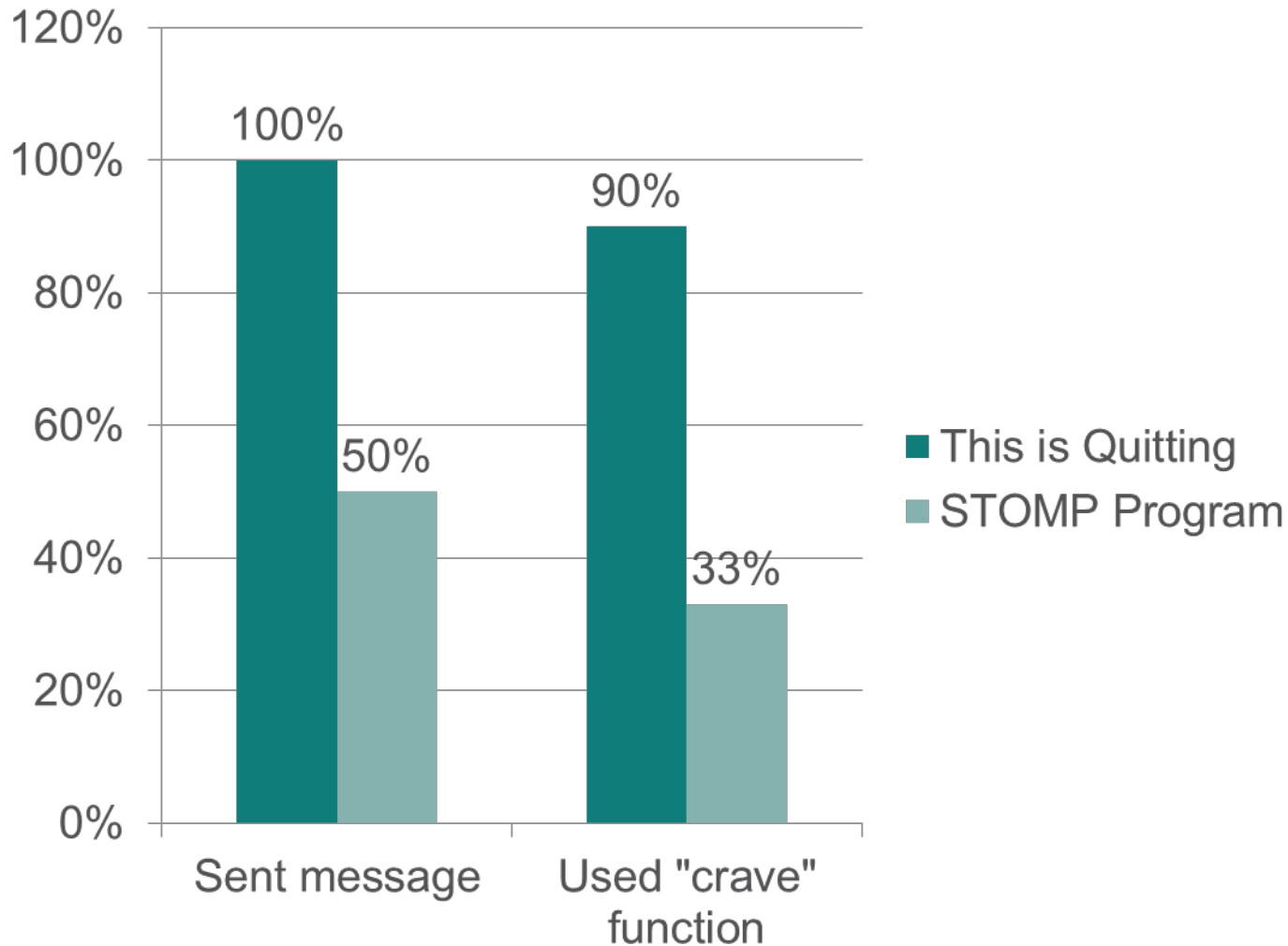
Fully Enrolled: 259

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



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

QUI#ING
THIS IS QUITTING



Enter your school email (.edu)

College and universities have partnered with This is Quitting.

Sign up with your school email to get in on special features and opportunities to get paid to give us feedback.

[I don't have a school email, just let me in!](#)

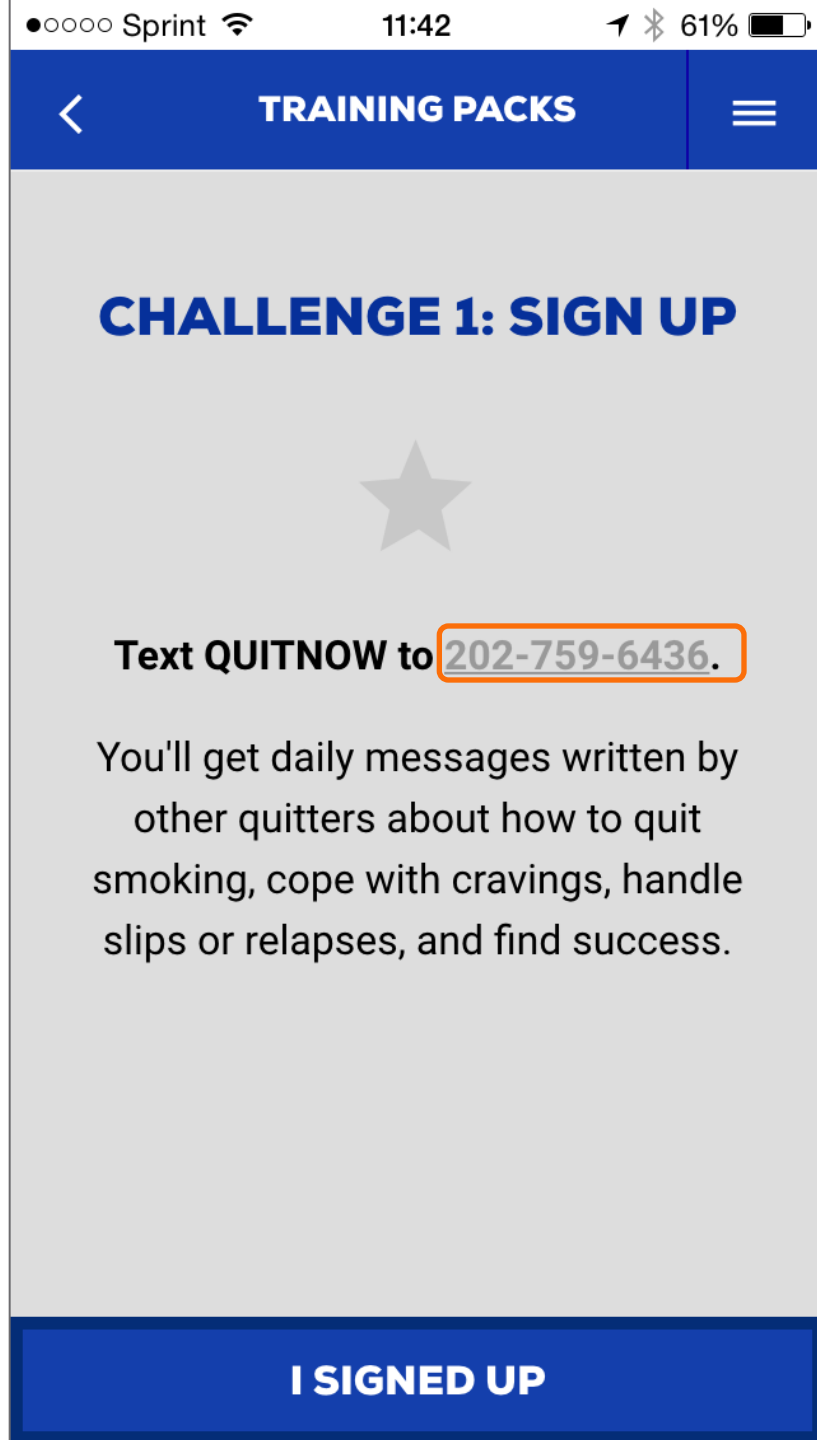
SIGN UP

App content

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.



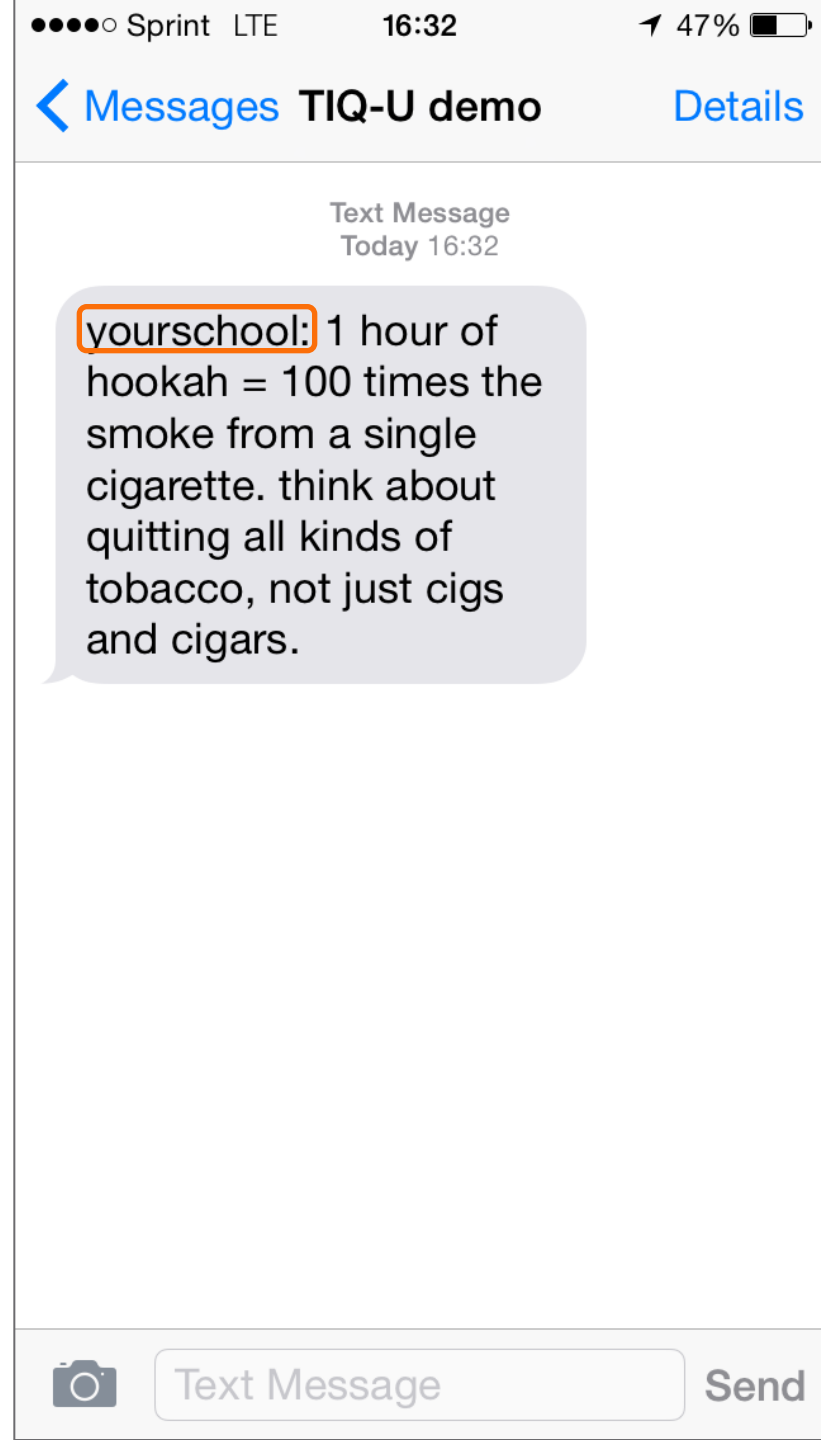
Text message content

CUSTOMIZED TEXT MESSAGES

Added content to standard TIQ library specific to colleges:

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

Per-school “slug” - customizable



References

Buller DB, Borland R, Bettinghaus EP, Shane JH, Zimmerman DE. Randomized Trial of a Smartphone Mobile Application Compared to Text Messaging to Support Smoking Cessation. *Telemed J E Health*. 2014 March 1; 20(3): 206–214. PMC3934597

Ubhi HK, Michie S, Kotz D, Wong WC, West R. A mobile app to aid smoking cessation: preliminary evaluation of SmokeFree28. *J Med Internet Res*. 2015 Jan 16;17(1):e17. PMC4319069.

Bricker J, Wyszynski C, Comstock B, Heffner JL. Pilot randomized controlled trial of web-based acceptance and commitment therapy for smoking cessation. *Nicotine Tob. Res*. 2013;15:1756–1764. PMC3768336.

Bricker JB, Mull K, Kientz JA, et al. Randomized, Controlled Pilot Trial of a Smartphone App for Smoking Cessation Using Acceptance and Commitment Therapy. *Drug and alcohol dependence*. 2014;143:87-94. PMC4201179.

Heffner JL, Vilardaga R, Mercer LD, Kientz JA, Bricker JB. Feature-level Analysis of a Novel Smartphone Application for Smoking Cessation. *Am J Drug Alcohol Abuse*. 2015 January; 41(1): 68–73. PMC4410684.

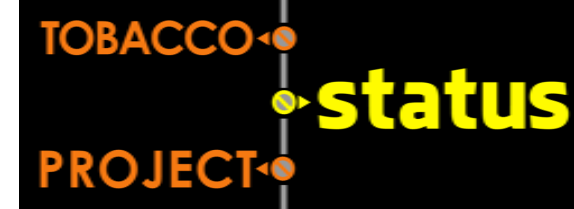


Thank you

agraham@truthinitiative.org

mjacobs@truthinitiative.org





University of California
San Francisco

advancing health worldwide™

The Tobacco Status Project:

Using social media to help young adults
quit smoking

Danielle Ramo, PhD

Assistant Professor

Department of Psychiatry, UC San Francisco
Helen Diller Comprehensive Cancer Center

*SCLC/Truth Webinar:
Digital and Social Media
Interventions for
Smoking Cessation in
Young Adults*

January 12, 2016





Faculty Collaborators:

- Judith Prochaska, Ph.D., MPH
- Sharon Hall, Ph.D.
- Pamela Ling, MD, MPH
- Kevin Delucchi, PhD
- Gary Humfleet, PhD
- Robin Mermelstein, PhD
- Lowell Tong, MD

Funding:

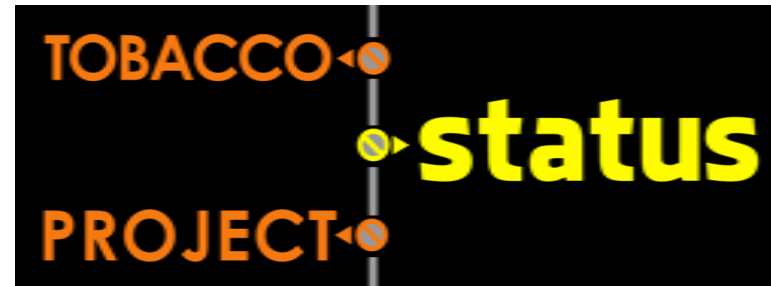
- NIDA K23 DA032578
- NIDA P50 DA09253
- TRDRP 24XT-0007
- UCSF CTSI Grant Number UL1 TR000004
- UCSF REAC

READI – Research on Addiction & Digital Intervention Team:

- Alina Belohlavek, BA
- Giuseppe Cavaleri
- Kathryn Chavez, BA
- Eleese Dillard, BS
- Shivali Gupta, BA
- D'Arius Hambrick
- Victoria Han
- Alexandra Klein, BA
- Howard Liu, BA
- Karma McKelvey, PhD
- Markus Sommer, BA
- Johannes Thrul, PhD
- Shirley Zhao, BS

Overview/Goals

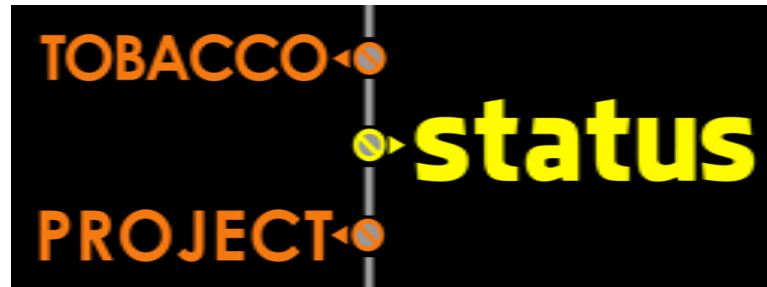
- **Mixed-methods formative work**
 - Use of social media
 - Strategies to use social media to help young adults quit
- **Feasibility study**
 - Usability
 - Quit rates
- **Randomized trial**
 - Efficacy



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.

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.



TOBACCO PROJECT

status

Getting Ready to Quit

2014-15 Getting Ready to Quit 2

Secret Group

Joined Message Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Create Poll Add File

Write something...

PINNED POST



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



MEMBERS 13 Members



Message · Invite by Email

DESCRIPTION Edit

This group is for 18-25 year olds who currently smoke and are ready to quit in the very near future. While your quit-date approaches, get educated about Nicotine Replacement Therapies, ways to prepare for and deal with cravings & triggers, grow your support system and learn the best techniques to quit and STAY quit. Please engage with our posts and comment every day!

TAGS Edit

What is this group about?

GROUP CHATS

No group chats, start one now.

Sample post: “NOT ready to quit” (Precontemplation)

 **Tsp Study**
November 26, 2014

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



What is the best case scenario if you quit smoking?

 Like  Comment

Sample post: “Thinking about quitting” (Contemplation)



Tsp Study

January 11

Who in your life are you a role model for? Siblings, children, nieces and nephews? How would their lives change if you decided to quit? Post&Share your responses with the group. #smokingaffectsall



👍 Like

💬 Comment

Sample post: “Getting ready to quit” (Preparation)

 **Tsp Study**
January 7

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.



SPOTLIGHT ON CRAVINGS
Repeat your mantra

 Like  Comment

“The Doctor Is In”



Johannes Thrul

August 12 at 4:03pm

Do you think you will EVER be ready to quit smoking? Why? Why not?
#TDII



The Doctor is in!

**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!**



Like

Comment

“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.... Soooooo...

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...

-   10/16, 4:37pm
I have. I've been offered a cigarette at least 5 times since I quit.
-   10/16, 4:37pm
Uh, I told my buddy  that I'd rather talk than smoke.
-  **Danielle Ramo** 10/16, 4:37pm
nice!  how did you refuse?
-   10/16, 4:38pm
I just quickly said I quit.
-  **Danielle Ramo** 10/16, 4:38pm
cool. here's some other suggestions

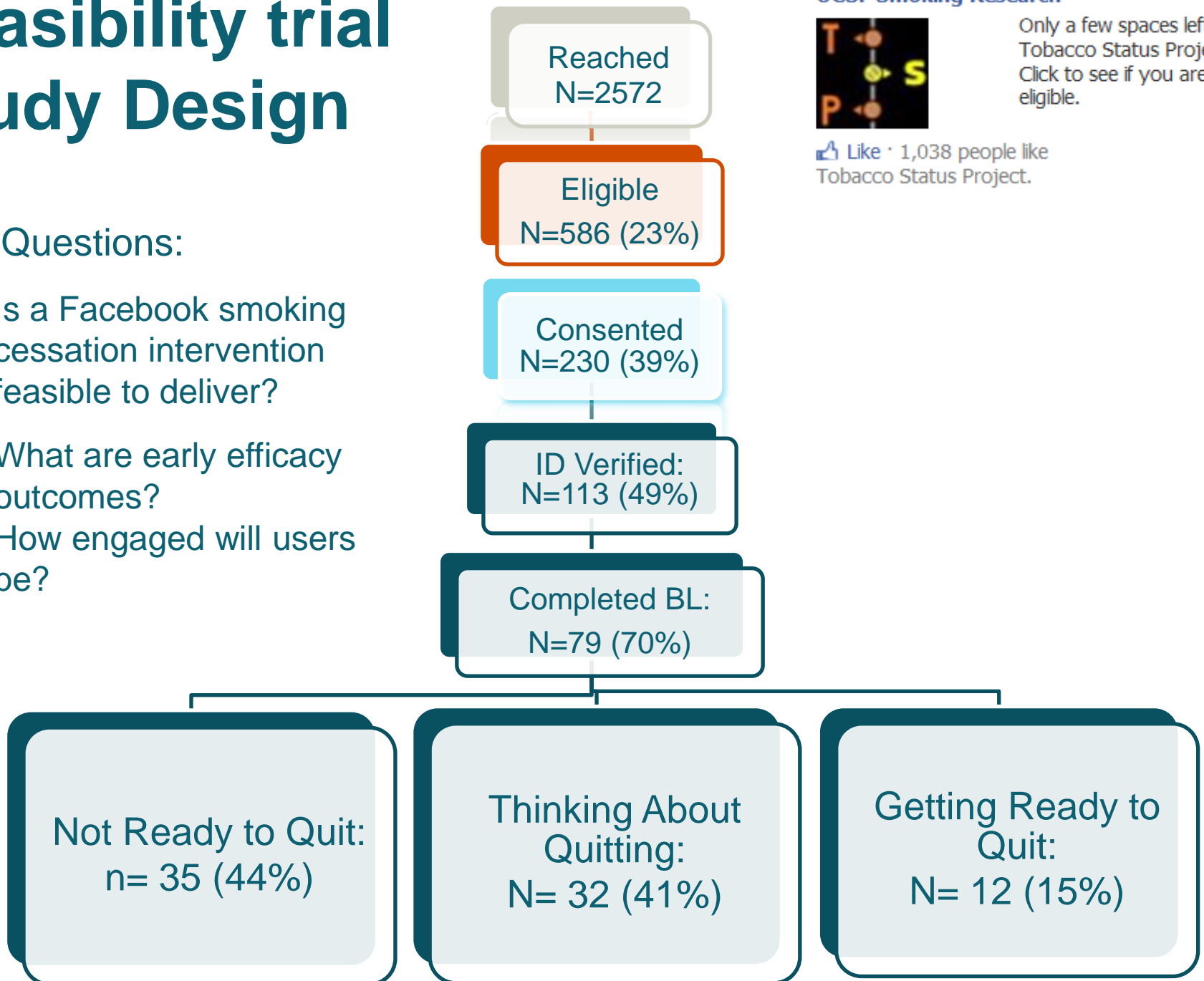
Tips to how effectively turn down a cigarette offer:

- 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"

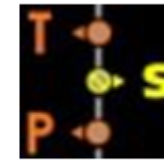
Feasibility trial Study Design

Key Questions:

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



UCSF Smoking Research



Only a few spaces left in Tobacco Status Project. Click to see if you are eligible.

Like · 1,038 people like Tobacco Status Project.

Intervention characteristics (N=79)



TOBACCO •
PROJECT •

status

Not Ready to Quit Yet

3
groups
Range:
10 - 20
2 CBT



TOBACCO •
PROJECT •

status

Thinking About Quitting

3
groups
Range:
7 - 16
2 CBT



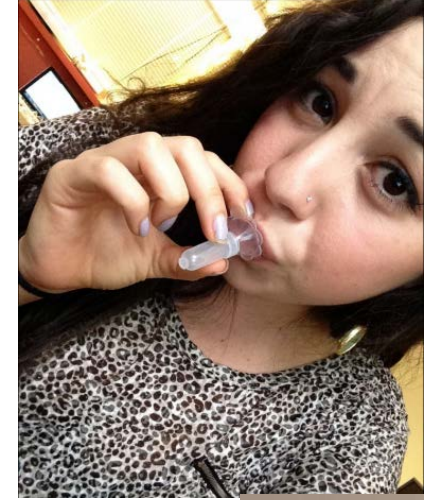
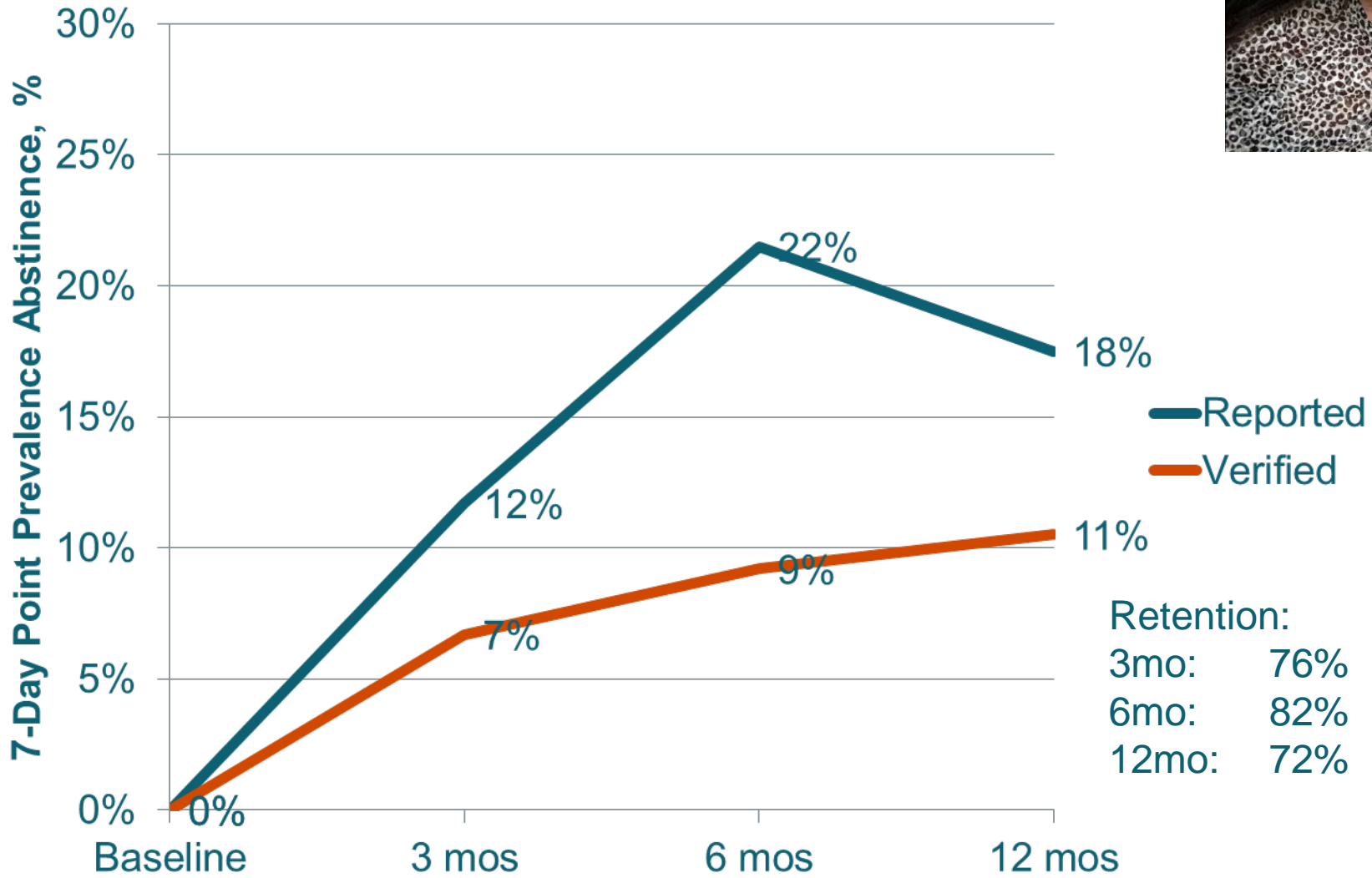
TOBACCO •
PROJECT •

status

Getting Ready to Quit

2
groups
Range:
2 to 5
1 CBT

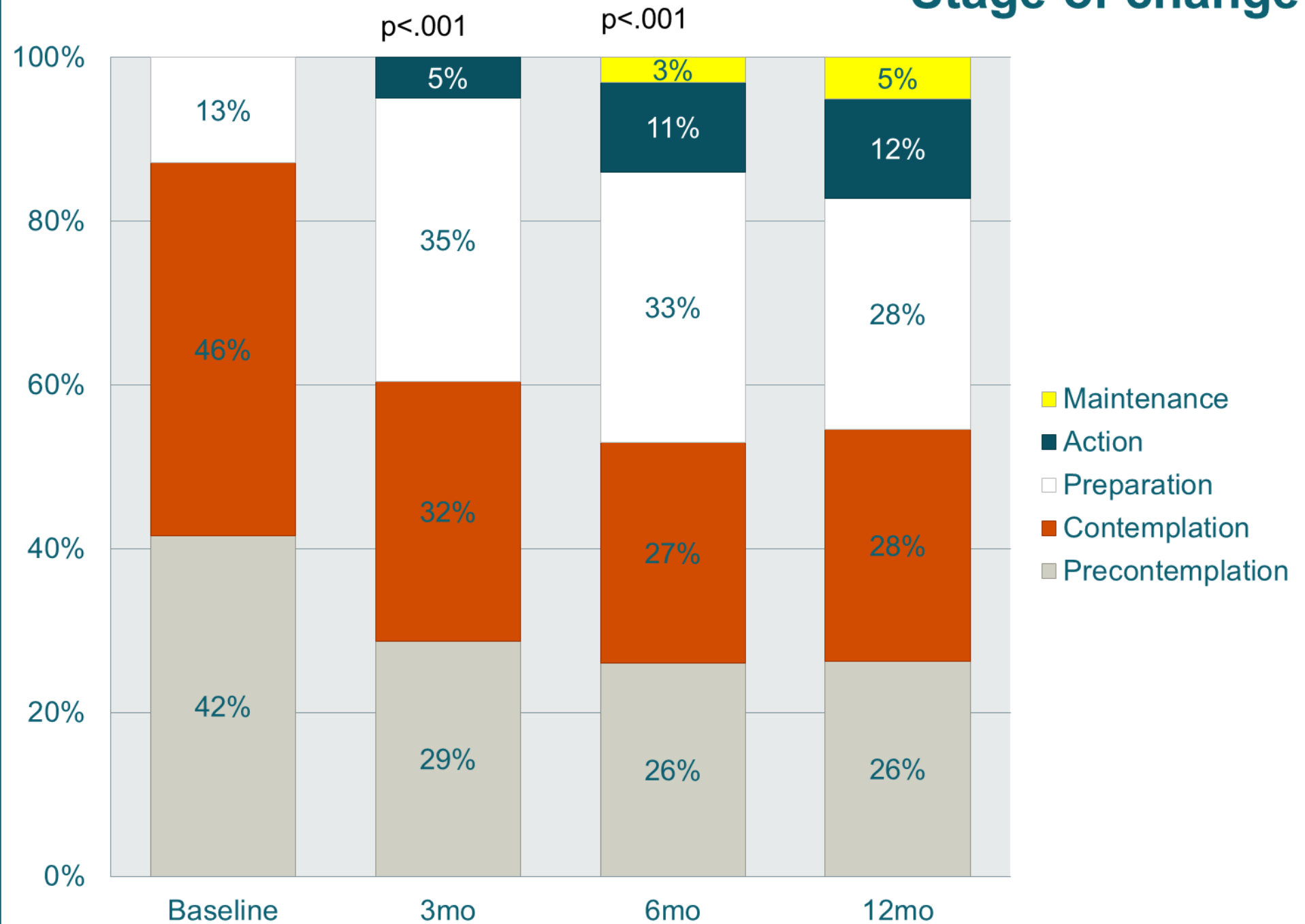
Quit rates– 7-day abstinence



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 $\geq 50\%$ baseline to 3 and 6 months,
 - 35% reduced by $\geq 50\%$ from baseline to 12 months.

Stage of change



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

Decisional Balance

Consciousness Raising



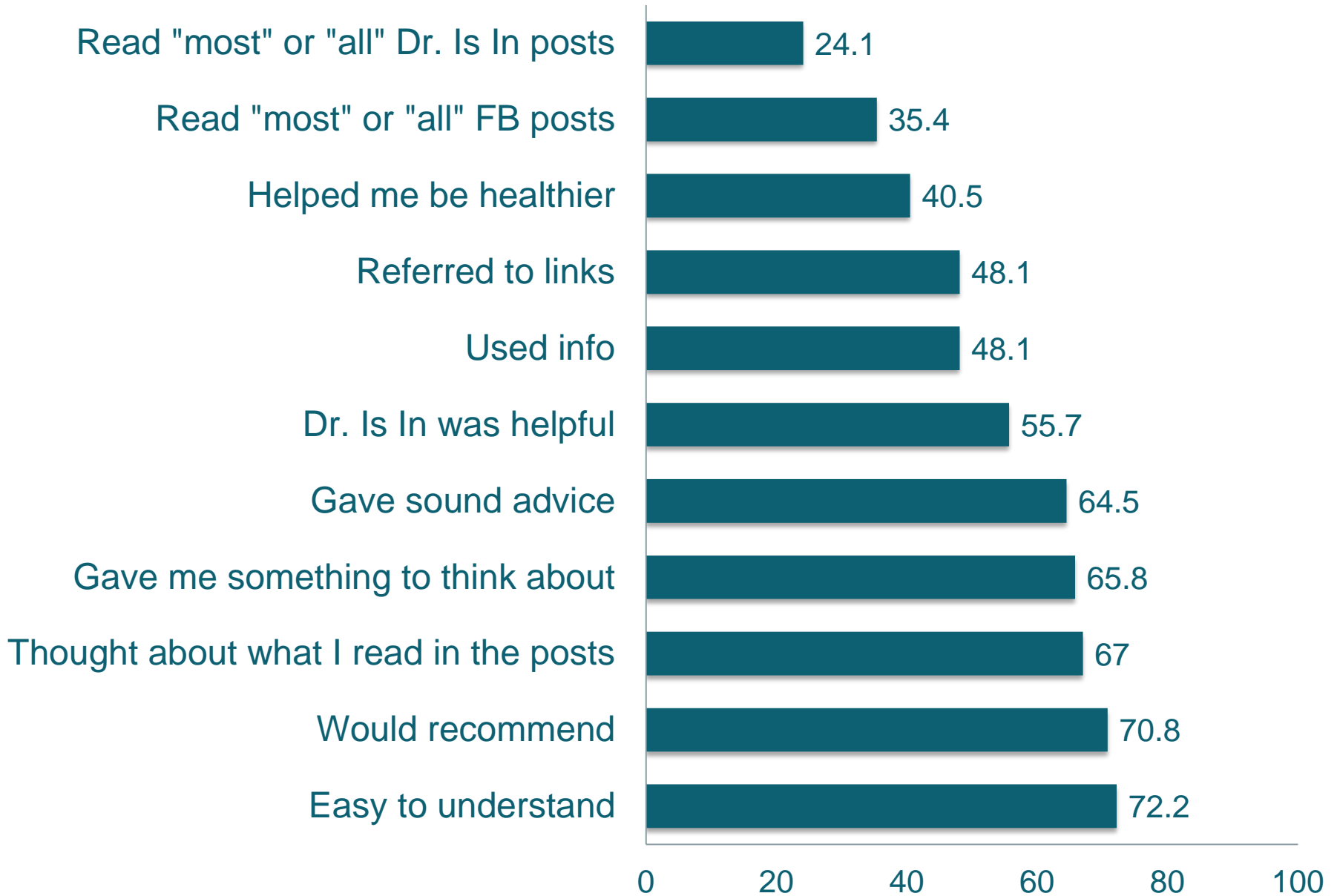
Self Liberation

Dramatic Relief



Successful
Unsuccessful

Satisfaction: Facebook Groups (N=62)



Satisfaction: Counseling Sessions (n=22)



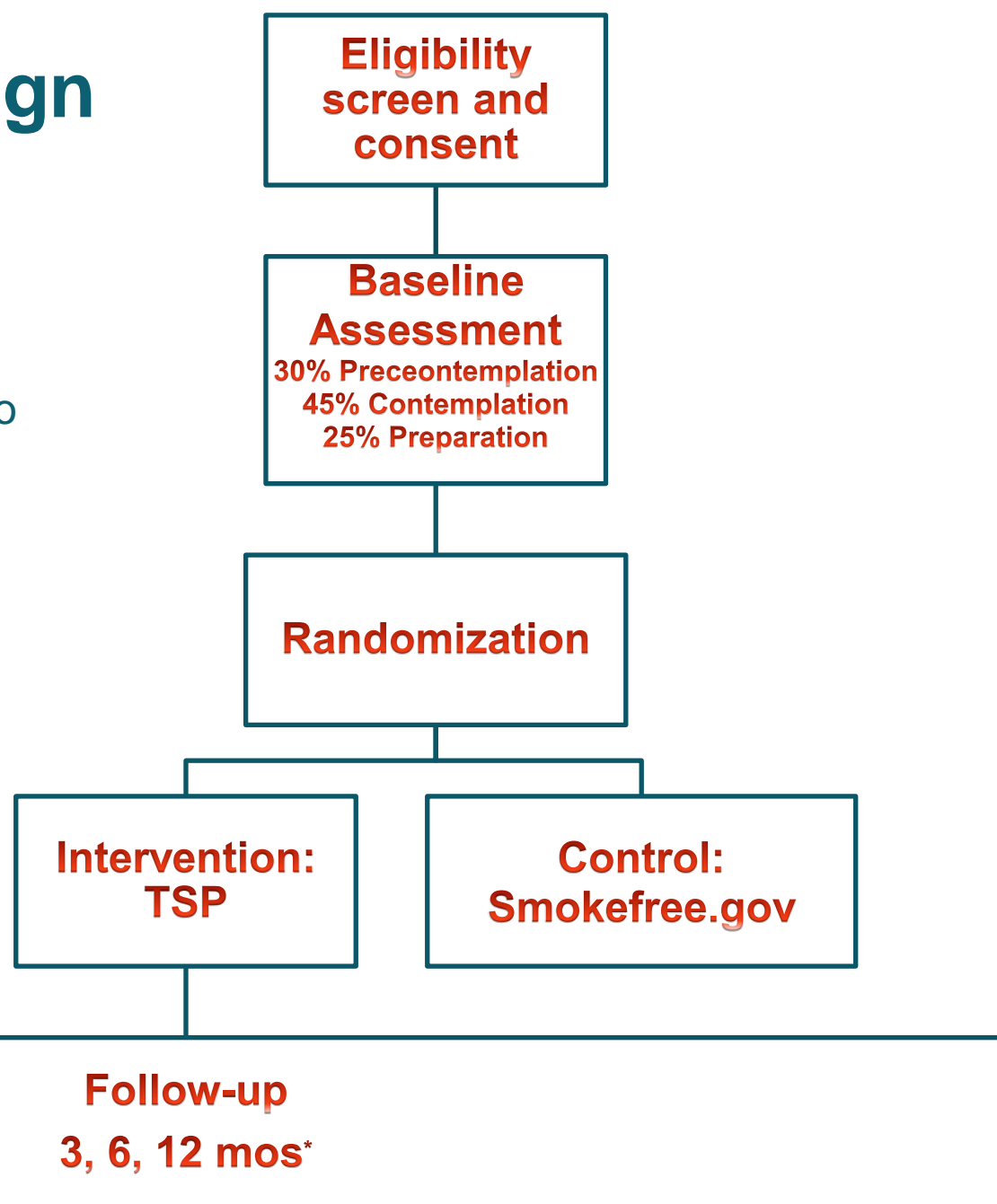
Feasibility trial: Conclusions

- **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)



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**

References

1. Ramo, D.E., Liu, H., & Prochaska, J.J. (2015). A mixed-methods study of young adults' receptivity to using Facebook for smoking cessation: If you build it, will they come? *American Journal of Health Promotion* 29 (4), e126-35. PMC4147019.
2. Ramo, D.E., Thrul, J., Delucchi, K.L., Ling, P.M., Hall, S.M., & Prochaska, J.J. (2015) The Tobacco Status Project (TSP): Study protocol for a randomized controlled trial of a Facebook smoking cessation intervention for young adults. *BMC Public Health*, 15: 897. PMC4572690.
3. Thrul J, Klein AB, Ramo DE. Smoking Cessation Intervention on Facebook: Which Content Generates the Best Engagement? *J Med Internet Res*. 2015; 17(11):e244.
4. Ramo DE, Thrul J, Chavez K, Delucchi KL, Prochaska JJ. Feasibility and Quit Rates of the Tobacco Status Project: A Facebook Smoking Cessation Intervention for Young Adults. *J Med Internet Res*. 2015; 17(12):e291.

Questions and Answers



- Submit questions via the **chat box**

Contact SCLC for technical assistance

CME/CEUs of up to 1.5 credits are available to all attendees of this live session. Instructions will be emailed after the webinar.



Visit us online

- <http://smokingcessationleadership.ucsf.edu>

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!

CME/CEU Statement

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.5 AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Nurse Practitioners and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credits™* are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

Social Workers: This course meets the qualifications for 1.5 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences. If you are a social worker in another state, you should check with your state board for approval of this credit.