Smoking Cessation
Leadership Center

UCSF

University of California
San Francisco

One-Hour Power Break Webinar:
Innovations in Tobacco Cessation Delivery: Digital Platforms

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Moderator

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Erik M. Augustson, PhD, MPH, Christine Cheng, Brian Clark, Jennifer Matekuare, Roxana Said, MPH, Catherine Saucedo, and Steven A. Schroeder, MD

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Thank you to our funders

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.

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Presenter

Erik M. Augustson, PhD, MPH
Program Director; Lead Smokefree.gov Initiative

Tobacco Control Research Branch; Behavioral Research Program

Division of Cancer Control & Population Sciences, National Cancer Institute, NIH

Innovations in Tobacco Cessation Delivery: Digital Platforms

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Outline

- Background & challenges

- mHealth potential

- mHealth example

  - Smokefree.gov Initiative

Core Phases of Behavioral Interventions

- **Reach**
- **Initial Engage**
- **Sustain Engagement**
- **Re-engage**
  - High drop out rates
  - Common across all treatment modalities

Challenges for Traditional Face-to-Face Intervention Sustainability

- Cannot match need
- Lack of infrastructure
- Expense
- Realities of healthcare system clinical work flows
- Long gaps in communication between contact
- *Consumers don't use them

How to Address?

- **Population-based Approaches**
  - Quitlines
  - **Mobile health (mHealth)**

mHealth

MOBILE HEALTH (MHEALTH)

- The use of technology to remotely monitor, track, respond and/or deliver an intervention for health related events.

- Examples of common technology used: mobile-optimized websites, text messaging, Smartphone applications (Apps), and remote sensors.

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Why mHealth Platforms?

- Available communication technologies
- Strong uptake in target populations (Pew Research Center)
  - Cell ownership: 95% Americans
  - Smartphone: 77% Americans
  - High across all demographic categories
- Platform functionality consistent with treatment delivery
- User engagement in the technology matches treatment needs
- **Can be independent or integrated into other services**

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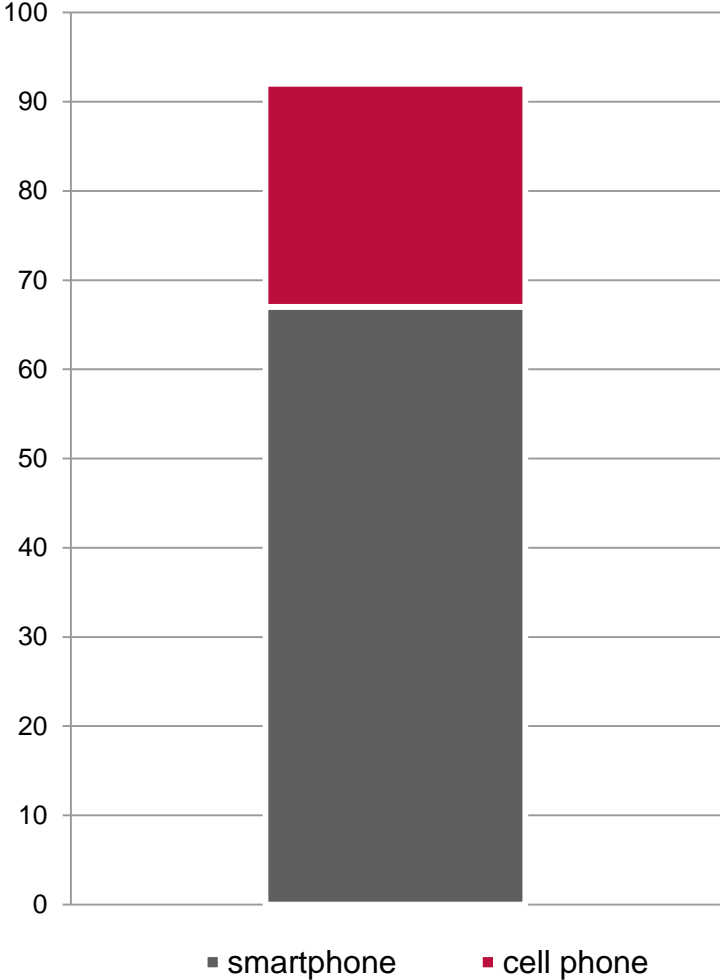
Cellphone Penetration in America
(Pew Research Institute, 2017)

- 2011
  - Cell Ownership 83%
    - Smartphone Ownership 35%
- 2016
  - Cell ownership: 95%
    - Smartphone: 77%
  - <30 years old 100%
  - <High School 92%
  - <$30k/year 92%
  - Rural 94%
  - Black 94%
  - Hispanic 98%

Cellphone use in the US

45% Of people rarely turn off their phones

31% Never turn off their phones

smartphone   cell phone

Key mHealth Potential Intervention Benefits

- **Reach**
  - Large audiences
  - Underserved audiences
- **Reduces cost burden on healthcare system**
- **Engagement with intervention platforms**
  - Increase access to intervention
  - Decrease space/time gap between treatment & behavior
  - Seamlessly integrate user interaction with treatment within their daily life
  - Interactive functionality & improved "dose"

mHealth Challenges

- "Lighter touch" intervention
- Type of device
- Consistency of cell phone access
- Multiple users per device
- Fee structures and cost
- Role of mHealth interventions with in larger public health infrastructure
  - **Integration with existing cessation and clinical services**

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mHealth Integration Strategy Examples

- Extender to clinic-based programs
- Quitlines
- Cross promotion via multiple mHealth platforms
- Electronic Health Records
    - Closed-loop electronic referral
    - NCI-University of WI- EPIC pilot project

Common mHealth Platforms

- Mobile optimized, interactive websites
  - Sufficient evidence to support use
- Text-based interventions
  - Sufficient evidence to support use
- Smartphone Applications (Apps)
  - Insufficient evidence to support use
  - Growing research base
- Social media platforms
  - Insufficient evidence to support use
  - Growing research base

Integration into EHR Pilot Project

- Epic EHR Vendor & Univ of Wisconsin
- Closed-loop electronic referral
  - Clinician identifies smoker & assesses interest
  - Patient selects program
  - Information passed to SFTXT
    - Cell #, basic demographics
  - Confirmation text is sent to patient from SFTXT
- At program completion (6-weeks)
  - SFTXT passes information to EHR/Clinician
  - Patient outcome:
  - Completed program (Y/N)
  - Smoking status (Y/N/Unknown)

smokefree.gov

Core Challenge: SmokefreeTXT Engagement Patterns
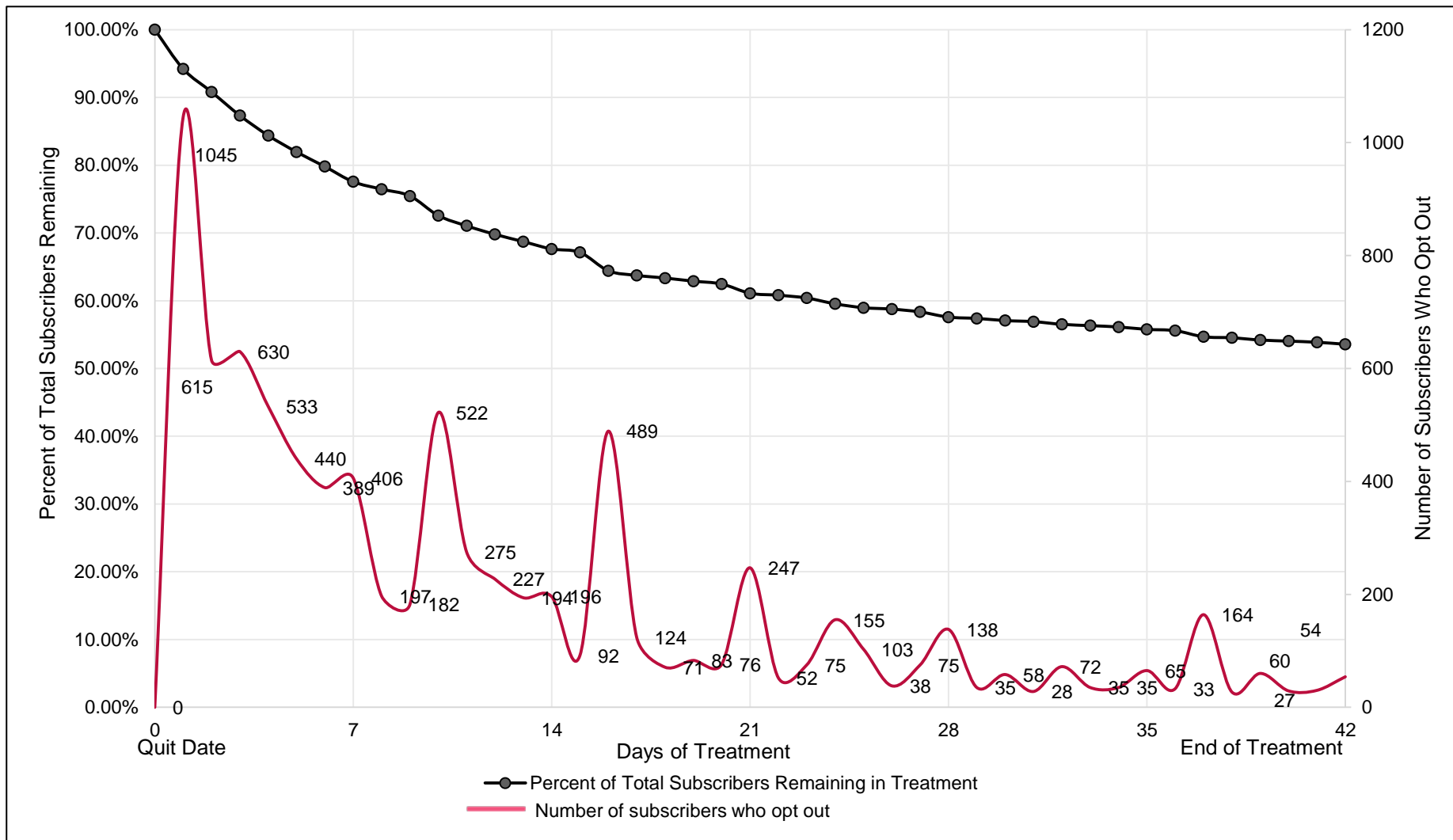
Smokefree.gov

Examples of mHealth Resources

SFG POPULATION-LEVEL CESSATION SERVICES

- Largest Federal mHealth behavior change intervention program
- 12.5 million smokers in last 5 years (conservative estimate)

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Smokefree.gov Initiative (SFGI)

- Largest Federal mHealth behavioral change intervention program
- Empirically-informed
- Reach & engage multiple populations
- Multiple health risk behaviors
- Multi-platform
  - 7 Mobile optimized websites
  - 15 Text-based intervention programs
  - 2 Smartphone Apps
  - 6 Social media platforms
  - Chatbot (Public facing in Build Phase)
- Population scale
  - 3,000,000-6,000,000 users/year
- Efficacy 10-30%

SFG Web Topic Areas: Broadening the Behavioral Targets

- Veteran's Health

- Smoking and Smokeless Tobacco Cessation

- Healthy Lifestyle: Diet, Physical Activity, Weight Management

- Depression & Anxiety Management

- Stress Management

- Pre & Post Natal Health

- Parenting and Relationships

- LGBT Topics

- Symptom management in Cancer Survivors

SmokefreeTXT Overview

- Text messaging smoking cessation intervention

- Users opt-in via web or mobile phone

- Select a quit date up to 14 days into the future
  - Receive unidirectional clinical intervention messages up to 2 weeks before and 6 weeks after quit date
  - Frequency of messages peak around to quit date

- Bidirectional: assesses user's mood, craving, & smoking status

- Bidirectional: Users can text keywords

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SmokefreeVET TEXT Keywords, Continued

- <u>CRISIS</u>: You're having feelings of distress, crisis, or of harming yourself or others. Call the Veterans Crisis Line immediately. This keyword will give you the contact information for the Veterans Crisis Line.

  - You have many options for help if you're in distress or having suicidal thoughts:

  - Call the Veterans Crisis Line 1-800-273-8255 and press 1

  - Send a text to 838255

  - <u>Chat with a qualified VA responder(link is external)</u>

SFG MOBILE APPLICATIONS

- Two apps
  - QuitGuide
  - quitSTART

- Real time resources
  - Information/tips
  - Tracking/monitoring
  - **Ecological Monetary Assessment (EMA)**
  - **User Geolocation/Time-tagged Messaging**
  - Mood management
  - Distractions
  - Promote resource utilization
    - **Use of Push Notifications**

- Meta-tagged to allow tracking of user behavior

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Take Home Messages

- Healthcare providers have a key role in smoking cessation

- Traditional face-to-face treatments are effective, and have significant limitations

- There are options which can be valuable to you and your patients

- mHealth

  - https://smokefree.gov

  - Multiple platforms are available for use

  - Potential for modification

www.cancer.gov   **www.cancer.gov/espanol**

Q&A

- Submit questions via the **chat box**

Post Webinar Information

- You will receive the webinar recording, presentation slides, information on certificates of attendance, and other resources, in our follow-up email. All of this information will be posted to our website.

- CME/CEUs of up to 1.0 credit is available to all attendees of this live session. Instructions will be emailed after the webinar.

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- Free Continuing Respiratory Care Education credit (CRCEs) are available to Respiratory Therapists who attend this live webinar

- Instructions on how to claim credit will be included in our post-webinar email

Save the Date

SCLC's next live webinar will be on:

- DATE: Wednesday, April 18 at 1pm EDT

- TOPIC: Tobacco use among Veterans and the support of the VA

- SPEAKERS:

  - Kim W. Hamlett-Berry, PhD, VA

  - Brian S. Armour, PhD, OSH

  - Michael A. Tynan, OSH

Registration will open soon!

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