Using technology to engage smokers who are not ready to quit

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Overview

• Background

• Survey in the US and UK

• Focus groups with smokers who are not ready to quit

• Conclusions
70% of US smokers indicate they want to quit completely

Only 8% are interested in quitting in the next 30 days (and have made at least one quit attempt in the last year)

8% of UK smokers intend to quit in the next 30 days

CDC, MMWR 2011; Wewers et al., 2003; ONS, 2009
Methods

• Online survey

• Smokers not planning to quit in the next 30 days ($n=500$: 250 UK, 250 US)

• Smokers planning to quit in the next 30 days ($n=500$: 250 UK, 250 US)

• Participants were recruited in August 2014 through a survey panel company (Toluna).

## Demographics

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total sample N=1000</th>
<th>Smokers not planning to quit n=500</th>
<th>Smokers planning to quit n=500</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female, n (%)</td>
<td>549 (54.90)</td>
<td>286 (52.1)</td>
<td>263 (47.9)</td>
<td>.14</td>
</tr>
<tr>
<td>Age (years), mean (SD)</td>
<td>43.9 (15.4)</td>
<td>50.3 (14.1)</td>
<td>37.5 (14.1)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Ethnicity (white), n (%)</td>
<td>826 (82.60)</td>
<td>450 (54.5)</td>
<td>376 (45.5)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Cigarettes smoked/day, mean (SD)</td>
<td>16.6 (13.4)</td>
<td>17.3 (12.6)</td>
<td>15.8 (14.1)</td>
<td>.08</td>
</tr>
</tbody>
</table>

Borrelli, Bartlett et al., 2015
## High technology ownership and use

<table>
<thead>
<tr>
<th></th>
<th>Smokers not planning to quit</th>
<th>Smokers planning to quit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% (n)</td>
<td>% (n)</td>
</tr>
<tr>
<td>Own a mobile</td>
<td>91.6 (458)</td>
<td>97.0 (485)</td>
</tr>
<tr>
<td>Own a smartphone or tablet</td>
<td>71.0 (355)</td>
<td>86.6 (433)</td>
</tr>
<tr>
<td>Ever downloaded an app</td>
<td>59.6 (298)</td>
<td>80.2 (401)</td>
</tr>
<tr>
<td>Has a Facebook account</td>
<td>77.6 (388)</td>
<td>85.8 (429)</td>
</tr>
</tbody>
</table>

Borrelli, Bartlett et al., 2015
Uses of handheld technology

% of those with smartphone or tablet

What the device is used for

% smokers not planning to quit

% smokers planning to quit

Borrelli, Bartlett et al., 2015
Previous use of technology in a quit attempt

Smokers not planning to quit

- Yes (13.2%)
- No (86.8%)

Smokers planning to quit

- Yes (53%)
- No (47%)

Borrelli, Bartlett et al., 2015
Willingness to use of technology in a future quit attempt

Smokers not planning to quit
- Yes (55.8%)
- No (44.2%)

Smokers planning to quit
- Yes (72.4%)
- No (27.6%)

Borrelli, Bartlett et al., 2015
Use of technology to support quit attempts

Borrelli, Bartlett et al., 2015
Survey conclusions

• Smokers who are not ready to quit own and regularly use technology

• Some smokers who are not ready to quit would consider using technology to support a future quit attempt
Focus groups and iterative development

Experiences and initial development ideas

Development with software partners

Opinions from end users
Methods

• Focus groups
• $N = 47$ smokers who were not planning to quit within 30 days
• Experiences of being a smoker in today's society
• Views and opinions about current and future cessation approaches that might engage
## Demographics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Participants n = 47</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% (n)/ Mean (SD)</td>
</tr>
<tr>
<td>Age</td>
<td>42.7 (17.1)</td>
</tr>
<tr>
<td>% Female</td>
<td>39 (18)</td>
</tr>
<tr>
<td>% White</td>
<td>78.3 (36)</td>
</tr>
<tr>
<td>Number of cigarettes smoked per day</td>
<td>11.7 (7.0)</td>
</tr>
</tbody>
</table>
Being a smoker

• Experiences of being a smoker

‘[My father had] been debilitated by smoking...[the family] all smoked while he was there on the bed, dying of smoking. It's a form of insanity.’ Male, aged 52

• Views of Smoking in the Context of Social Groups and Wider Society

‘It's hard now, 'cause everywhere is no smoking areas...you're stigmatized. You feel stigmatized anyway.’ Male, aged 53
Quitting smoking

• Quitting – Past attempts and future approaches

‘The trouble is, because I don't find it a great strain to stop, I think, oh I can stop, so I start again.’ Male, aged 52

‘It’s just making you think, well that's disgusting I'm going to turn that off. I want to give up, I know it's bad for me, you don't need to tell me that. Tell me how to give up, tell me easy ways, tell me good ways of giving up.’ Male, aged 21
Suggestions

• Suggestions for a smoking cessation program for smokers who are not ready to quit.

‘So I know the health issues and financial issues don't really matter to people who smoke. So I think making a person feeling [sic], or getting them busy into something else which makes them feel better, that's all.’ Male, aged 22

‘I think that it does need individual treatment, because we are all individuals.’ Male, aged 71
Conclusions

• High technology use and ownership

• Willingness to use technology to assist future quit attempts

• A tailored approach, focused on activities that are not associated with smoking may be engaging
Thank you

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Use of technology to support quit attempts

Smokers not planning to quit

Smokers planning to quit

- Internet
- App
- Text messages
- Facebook
- Twitter

% have used in past quit attempts
% would use in future quit attempts

Borrelli, Bartlett et al., 2015