QuitConnect: Background

- CDC Funded Special Interest Project (SIP)
  - Develop a working prototype for a national smokers registry:
    - For continued engagement with quitline callers for support and relapse prevention
    - To create a database of smokers who could participate in research on new cessation methods
**Step 1:** Quitline callers receive randomized text messages or e-mail invitations to participate in the QuitConnect community.

Researchers will have opportunities to contact interested participants about study opportunities.

**Step 2:** Interested participants are directed to the QuitConnect Landing page via an embedded link.

**Step 3:** Interested participants review terms and may volunteer to register in the QuitConnect Community.

**Step 4:** Participant information will be kept in a secure database.

Based on their preferences, participants can select from a variety of cessation support methods such as text messages, social media and online resources for ongoing cessation and relapse support.

QuitConnect can coordinate with national, regional and local cessation campaigns.
# Pilot study: QuitConnect Recruitment

**Step 1:** Quitline callers receive randomized text messages or e-mail invitations to participate in the QuitConnect community.

<table>
<thead>
<tr>
<th>Type</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>Now is the time to quit smoking. Join QuitConnect to get help.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.quitconnect.org">www.quitconnect.org</a></td>
</tr>
<tr>
<td>Quit to win</td>
<td>Now is the time to quit smoking. Join QuitConnect, and if you stay quit, you could win $1,000.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.quitconnect.org">www.quitconnect.org</a></td>
</tr>
<tr>
<td>Join to win</td>
<td>Now is the time to quit smoking. Join QuitConnect to get help for quitting.</td>
</tr>
<tr>
<td></td>
<td>Join now and you could win $1,000.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.quitconnect.org">www.quitconnect.org</a></td>
</tr>
<tr>
<td>Research</td>
<td>Help find the best way to quit smoking. Join the QuitConnect community of smokers who are testing new ways to quit.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.quitconnect.org">www.quitconnect.org</a></td>
</tr>
<tr>
<td>TIPS to quit</td>
<td>Tip from a former smoker When showering, cover the hole in your neck. Still smoking? Join QuitConnect to get help with quitting.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.quitconnect.org">www.quitconnect.org</a></td>
</tr>
</tbody>
</table>

**Step 2:** Interested participants directed to the QuitConnect Landing page via an embedded link.

**Step 3:** Review terms and volunteer to register in QuitConnect.
Sampling and Recruitment

- Partnered with Roswell Park Cancer Institute in New York
- Recruited in two waves
  - Quitline Clients going back six months
  - Quitline Clients going back between six months and one year
- Two types of clients
  - Phone registrants
  - Email registrants
BE CAREFUL NOT TO CUT YOUR STOMA.

Shawn, Age 50, Diagnosed at 46
Washington State

Smoking causes immediate damage to your body.
For Shawn, it caused throat cancer. You can quit.
For free help, call 1-800-QUIT-NOW.
Totals

- Wave 1
  - Emails: 9996
  - Texts: 5894

- Wave 2
  - Emails: 15920
  - Texts: 10428
Results

- We monitored site interaction at three points
  - Initial “click through” of link
  - Creation of username and password
    - Registration
  - Completion of survey
- Results based on chi square comparison of message type against control
- Comparison of text vs. email
Summary of Results

<table>
<thead>
<tr>
<th>Invitation message &amp; mode</th>
<th>Registration (n)</th>
<th>(%)</th>
<th>Website Click Frequency message clicks</th>
<th>Response rate</th>
<th>TOTAL SENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message type</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quit to Win</td>
<td>67</td>
<td>0.8</td>
<td>514</td>
<td>6.1</td>
<td>8453</td>
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<tr>
<td>Join to Win</td>
<td>62</td>
<td>0.7</td>
<td>466</td>
<td>5.5</td>
<td>8450</td>
</tr>
<tr>
<td>TIPS</td>
<td>30</td>
<td>0.4</td>
<td>311</td>
<td>3.7</td>
<td>8447</td>
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<tr>
<td>Research</td>
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<td>0.8</td>
<td>582</td>
<td>6.9</td>
<td>8442</td>
</tr>
<tr>
<td>Control</td>
<td>56</td>
<td>0.7</td>
<td>465</td>
<td>5.5</td>
<td>8446</td>
</tr>
<tr>
<td>Mode</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>161</td>
<td>0.6</td>
<td>877</td>
<td>3.4</td>
<td>25916</td>
</tr>
<tr>
<td>Text</td>
<td>119</td>
<td>0.7</td>
<td>1461</td>
<td>9.0</td>
<td>16322</td>
</tr>
</tbody>
</table>
Results, Website Click

Research performed better than control, TIPS worse than control.

Research: Chi square 12.14, p<.05
TIPS: Chi square 28.84, p<.05
TIPS performed worse than control for registration, though sample size too small to see many effects

TIPS Chi Square: (chi square 7.23, p<.05).
Text saw a higher initial click through rate vs. email

Chi-square = 40.92, p < .001
Email vs. Text

Text saw a greater “drop off” from initial click to registration than email

Chi-square = 40.92, p < .001
The research message was more effective than contests and control in eliciting a click on the QuitConnect Link.

And much lower cost than contests.

The TIPS message did not seem to translate well into the email/text medium.

Texts had a much higher initial click through rate than email.

But texts lose a greater number of participants from click through to registration.
Moving forward

- A lot of interest from cessation community
- Infrastructure is built
  - But needs improvement
- We are looking for funding
  - To keep things going
- Partnerships with other programs
  - We can link to and can link to us
- Other populations where QuitConnect would be applicable in offering additional cessation support