

Weekly Patterns in Usage of Tobacco Quit Lines

Morgan Johnson, MPH
Project Director
The Monday Campaigns

**The Monday
Campaigns**

The Monday Campaigns

- **Overview**

- Nonprofit organization dedicated to ending chronic preventable diseases by promoting healthy behaviors.
- Meatless Monday started in 2003 with Johns Hopkins University Center for a Livable Future.
- Expanded in 2006 to address other health behaviors with Johns Hopkins, Columbia and Syracuse Universities.

- **Why Monday?**

- There are 52 of them: fosters incremental steps that build over time
- Monday is shared experience which provides social context for change
- There's a built in “open to buy” mindset – “the January of the week”
- It's on the calendar!

Quit & Stay Quit Monday

- Monday as quit day
 - Fits with existing mindset
 - Middle ground between big annual days and “quit now”
- Monday as re-quit day
 - 1st day after weekend -- most likely relapse time
 - Can decrease time between quit attempts



Purpose of Research

- To determine whether quitline utilization data exhibit regular patterns over time, and if so, what the “periodicities” of these patterns are

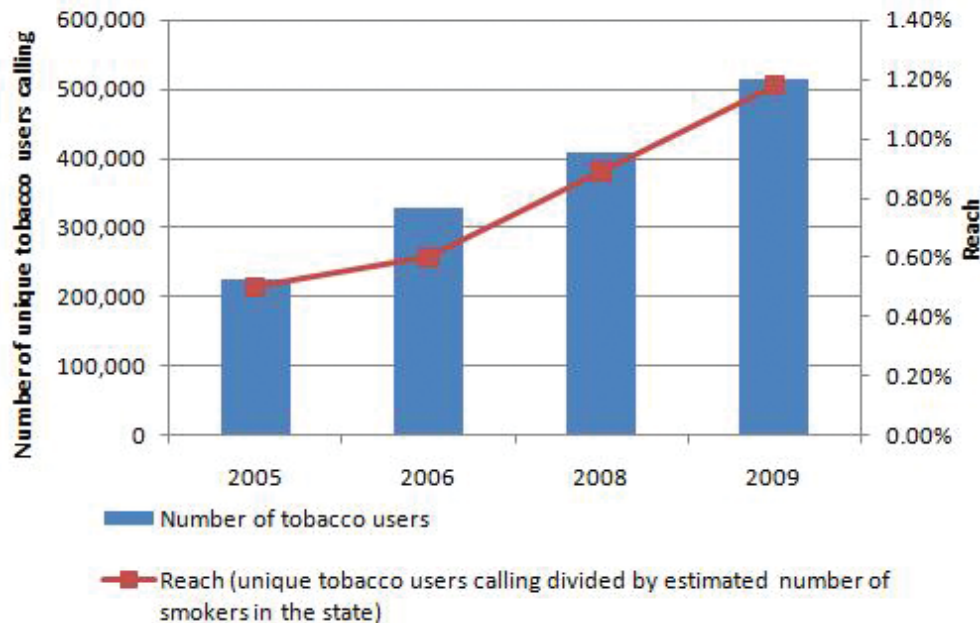
Why are patterns important?

- Leveraging natural rhythms or trends in human behavior can help make behavior change easier
 - Easier to form new habits when the behavior is not a significant departure from current habits
- Marketers have known this for years, and take advantage of these trends to sell products via timing of campaigns and “nudges”

Previous Quitline Data Usage

- Reports often aggregate data into months or years to demonstrate overall trends
 - Tells us our “reach”
 - Helps us evaluate program outcomes

Example of Previous Analysis



Source: NAQC Special Report (April, 2010) - U.S. Quitlines at a Crossroads: Utilization, Budget, and Service Trends 2005–2010

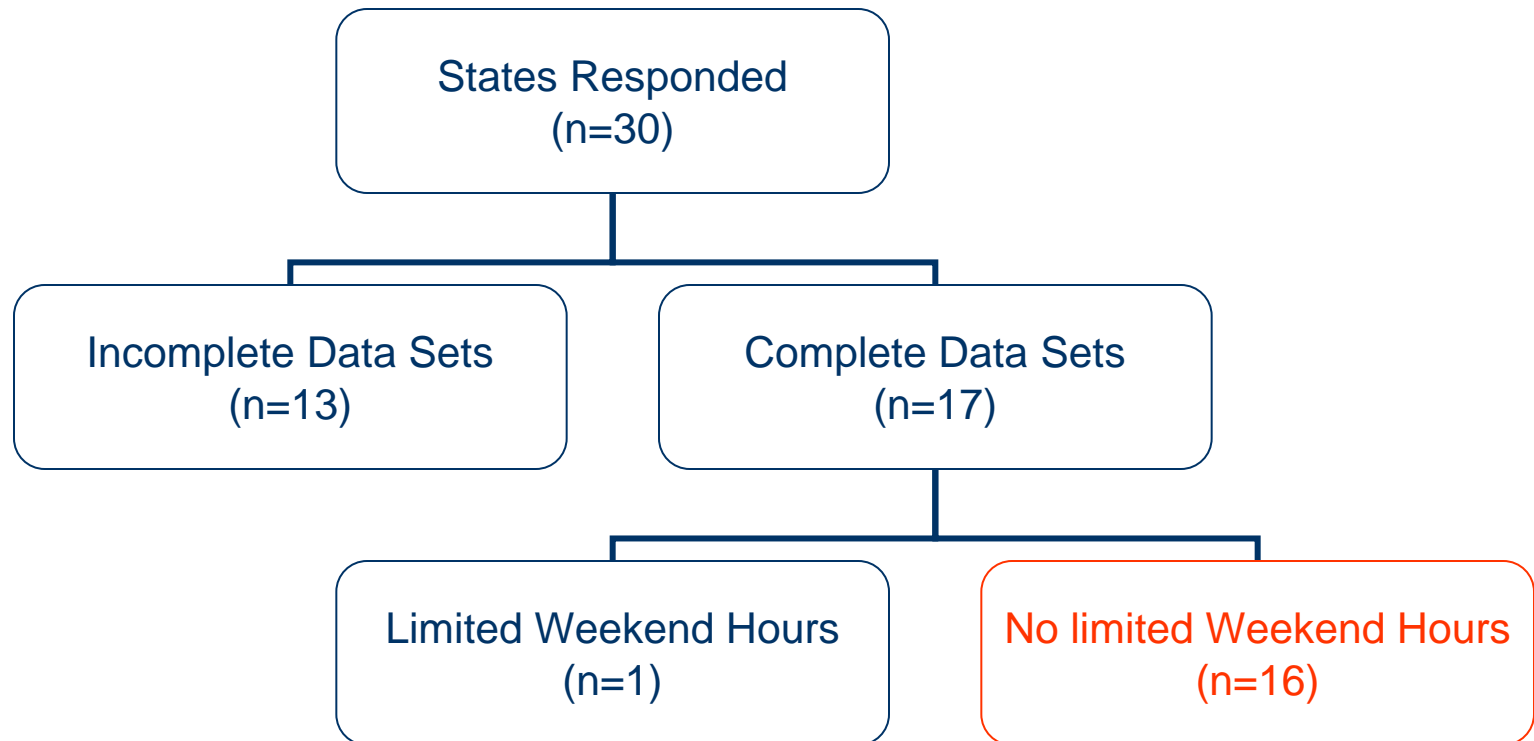
Another way to look at the data

- Look at changes in call volumes over shorter periods of time
- Look for patterns rather than just overall trends

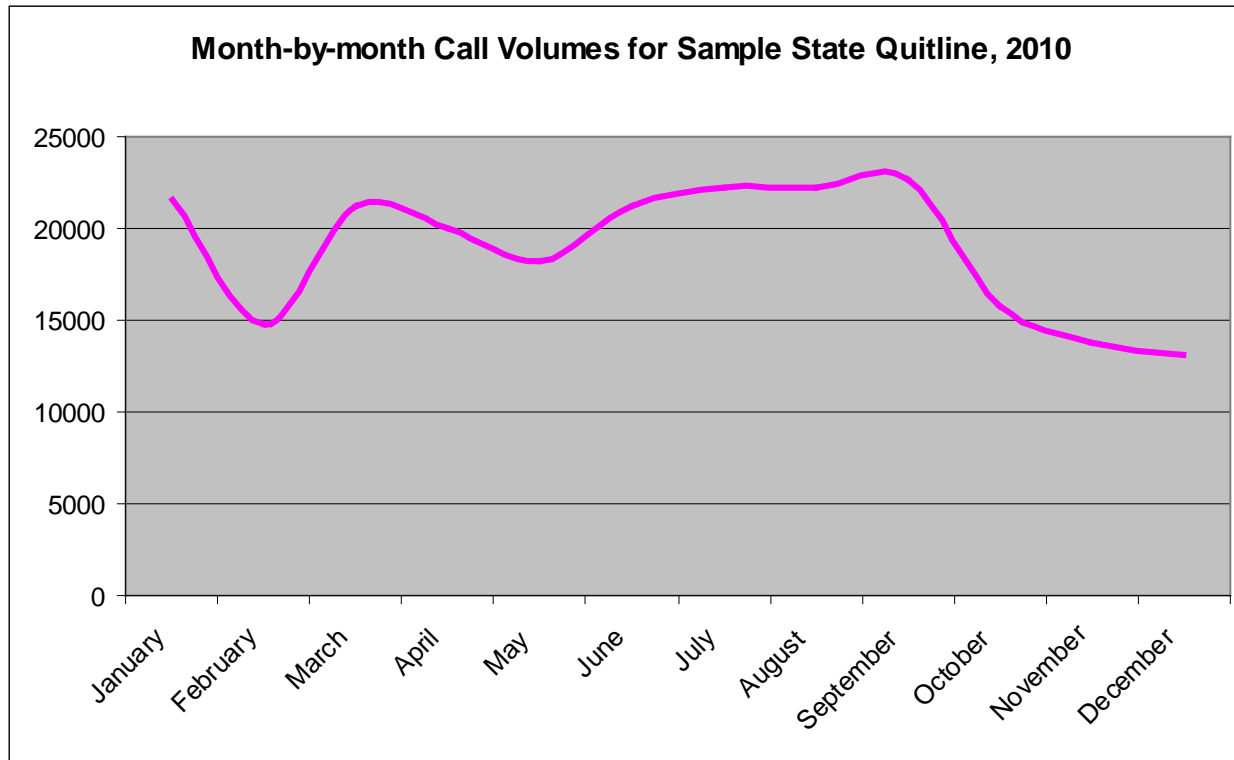
Why Study Quitline Patterns?

- This method of analysis can tell us:
 - When people are open to changing behavior
 - i.e. When people might be motivated to quit
 - When to concentrate promotion/outreach efforts or shift staffing hours

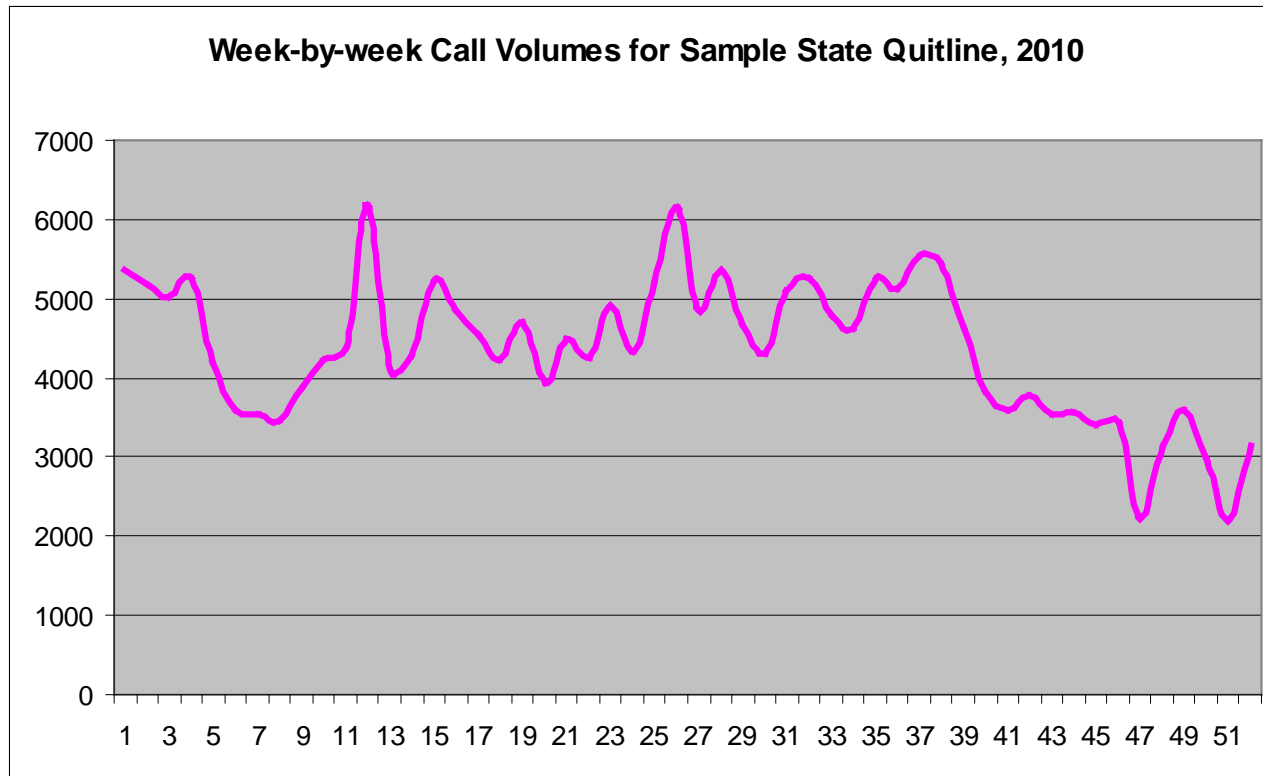
Sample



What is the pattern? Month-by-month

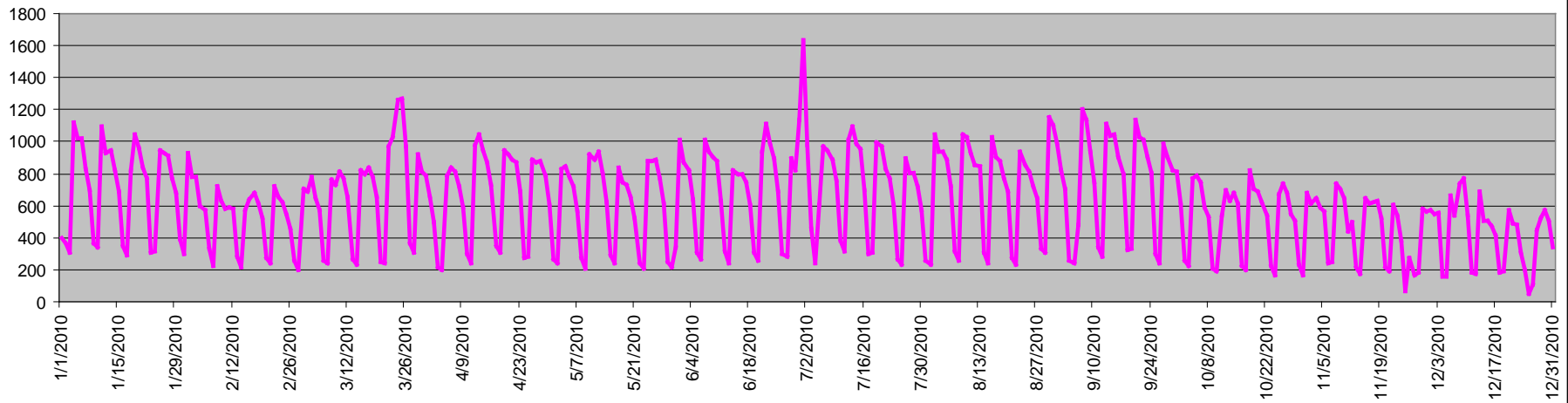


What is the pattern? Week-by-week

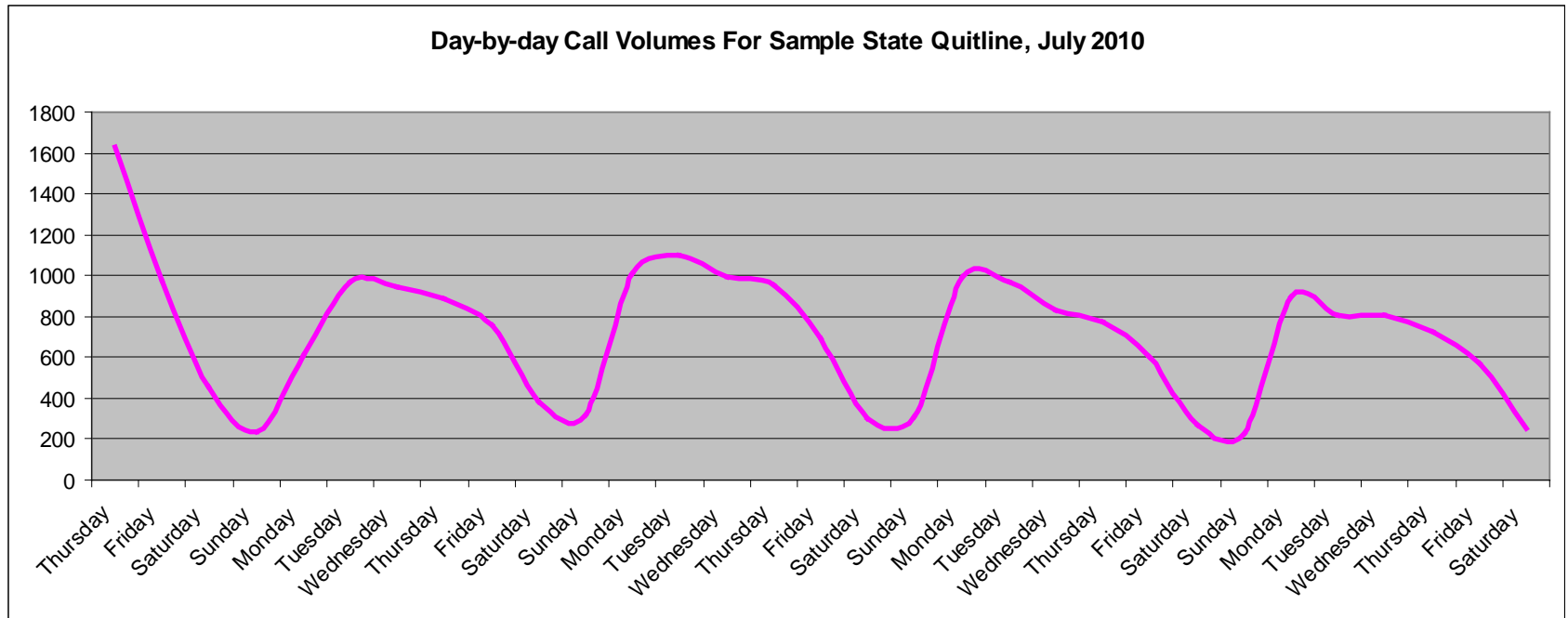


What is the pattern? Day-by-day

Day-by-day Call Volumes for Sample State Quitline, 2010



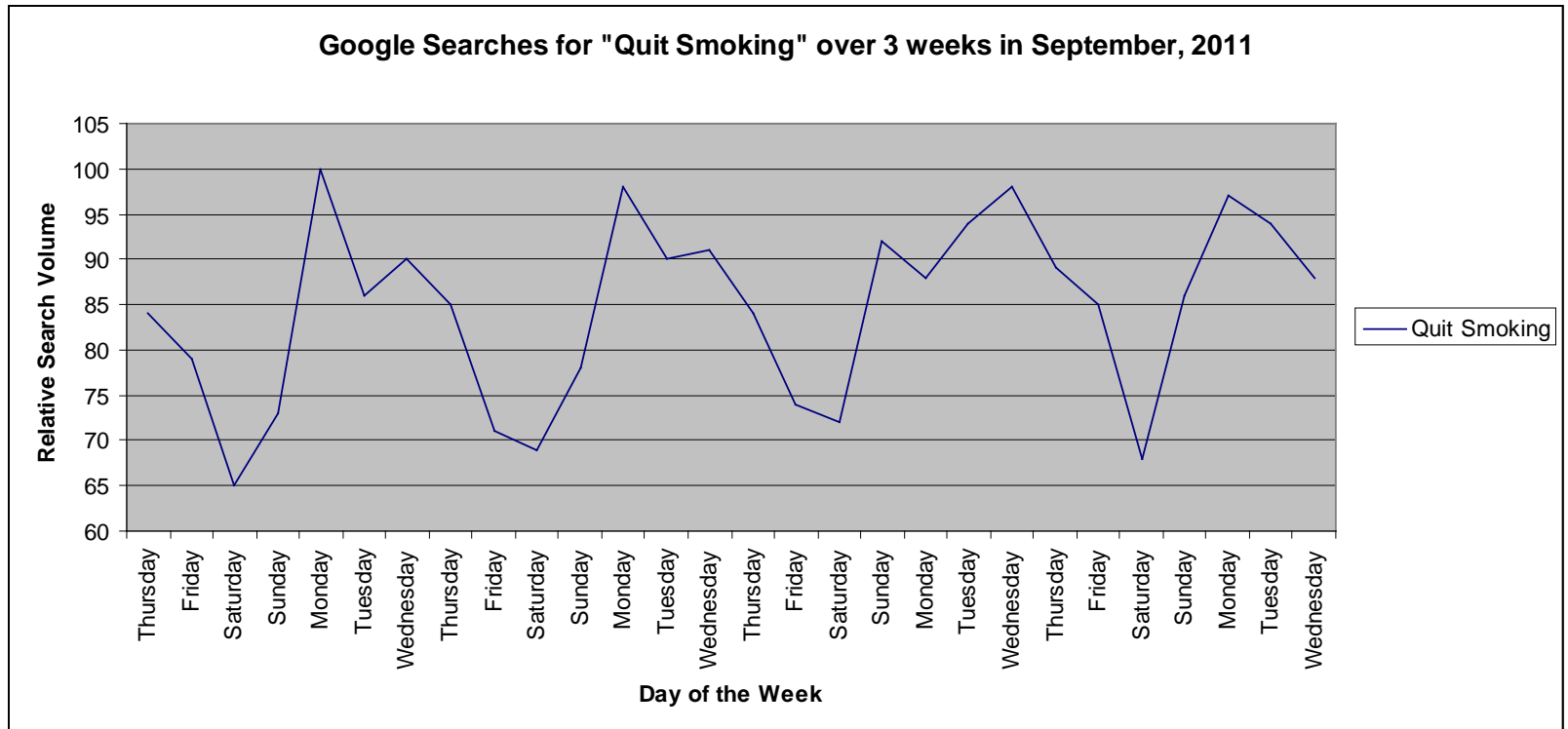
A Closer Look: Days of the Week



Weekly Pattern in Quitline Usage

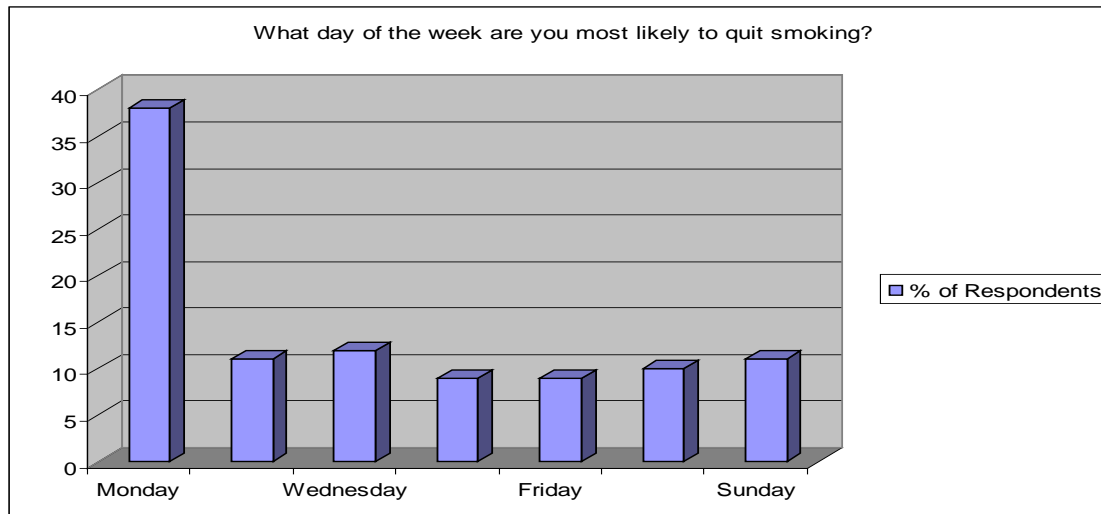
- Across quitlines, calls increase at the beginning of the week and decrease at the end of the week

Similar Patterns: Internet Searches



Similar Patterns: Survey Data

- According to 2011 Nationwide Survey by FGI Research, Inc., **Monday is the most popular quit day.**



- Similarly, in a Smokefree.gov poll of almost 7,000 people, **53% of respondents indicated Monday was the best day to quit**

Weekly Trends in Health Behavior

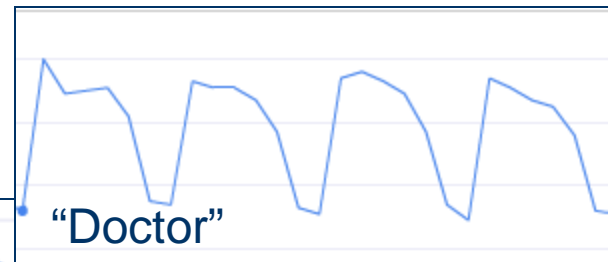
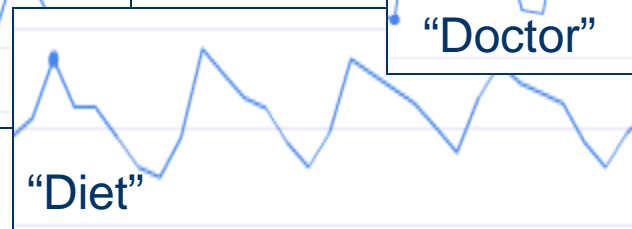
- Motivation and Agression

- Brown, K.W., Moskowitz, D.S. (1998). Dynamic stability of behavior: the rhythms of our interpersonal lives. *Journal of Personality*, 66(1), 105-134.

- Physical Activity in Children

- Telford, R.D., Cunningham, R.B., & Telford, R.R. (2009). Day-dependent step-count patterns and their persistence over 3 years in 8–10-year-old children: The LOOK project. *Annals of Human Biology*, 36(6), 669–679.

- Internet Searches



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Implications for Quitlines

- Promote quitlines at the beginning of the week when people are paying attention (or “open to buy”)
- If you need to scale back hours due to budget cuts or other reasons, do not do it at the beginning of the week!

Leveraging the Pattern

- Smokefree.gov
 - Healthy Monday Challenge
 - Smokefree Monday Pledge
 - Smokefree Monday tips
- About.com Smoking Cessation
 - Quit & Stay Quit Monday tips



Smokefree Monday **Tip**

September 27 – Re-introduce yourself to a friend as a non-smoker. Labeling yourself as such will remind you of who you are and how important it is to be smokefree. [Learn more.](#)

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Limitations

- Only looked at total calls
 - May want to look at unique users or other demographics to tailor campaigns
- Hope to include more data in next round

Future Research

- Test messaging at different times of week to see effect on quitline usage patterns
 - Determine whether these effects are moderated by extent to which messages contain day-of-week specific content (e.g. “Start your week right by...”)
- Look at exposure delays between quitline promotions and call volumes

Points of Collaboration

- Free, adaptable promotional materials (<http://www.mondaycampaigns.org/stay-quit/>)
- Research design and proposals
- Data analysis methodology
- Publications



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Acknowledgements

- State Quitlines
- NAQC

Contact Information

Morgan Johnson, MPH

Project Director, The Monday Campaigns

mjohnson@mondaycampaigns.org

212-679-9606

<http://www.mondaycampaigns.org/>