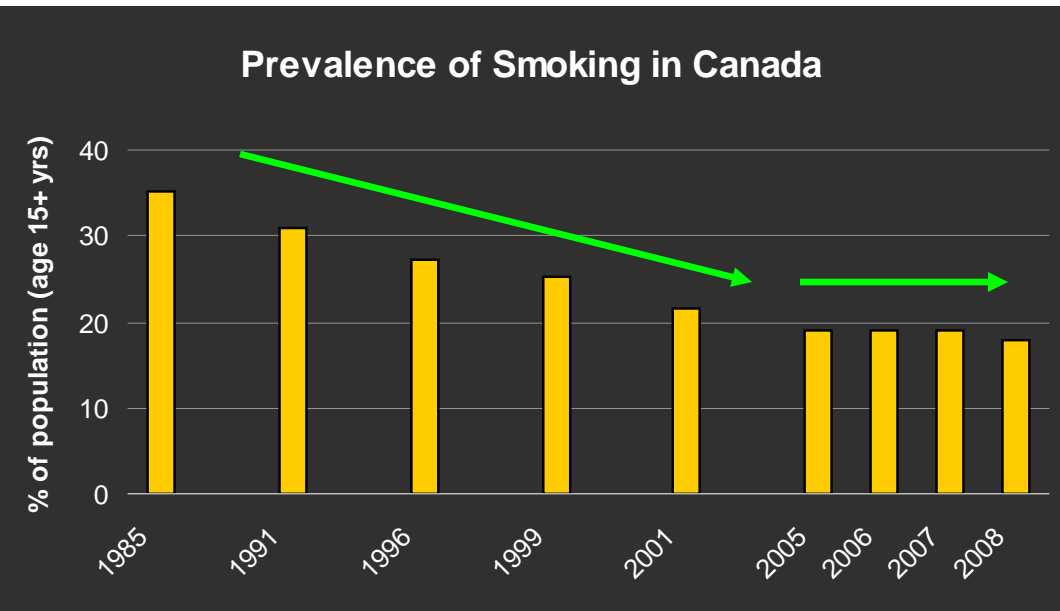


Web enrollment and self assessment for NRT: feasibility and quit rates



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Tobacco Smoking in Canada



Tobacco control measures

- Health promotion, education
- Taxation
- Advertising bans
- Restrictions on smoking
- **Cessation aid**

Relevance of Cessation Programs

- Majority of smokers wish to quit smoking (63% in 2008)¹
- Most (59%) attempt to quit without the assistance of cessation aids (NRT, Zyban, Champix)¹
- 76% relapse within 1 month when attempting to quit unaided²
- 59% have indicated they would use free NRT³
 - ➔ **Large pool of smokers not using cessation aids**

1. Health Canada. (2008). CTUMS: Cycle 1 Person File: Health Canada.

2. Garvey, A. J., et al. (1992). *Addict Behav*, 17(4), 367-377.

3. Cunningham, J. A., & Selby, P. L. (2008). *CMAJ*, 179(2), 145-146.

Delivering Cessation Aid

- Clinics, Family Physicians, other healthcare providers
- **Challenge:** competing demand on time → smoking cessation lower priority

85% of smokers make one or more visits to a healthcare provider

Only about half receive advice to reduce or quit smoking,

Even fewer (approximately half of those receiving advice) receive information on smoking cessation aids¹

→ **Need novel methods of treatment delivery**

Smoking Treatment for Ontario Patients (STOP) Study

- Our approach: leverage the current healthcare infrastructure and devise innovative strategies to deliver smoking cessation treatment to smokers
 - Range of different methods: clinic-based to population-level distribution of cessation aids

The STOP Study

- **Overall Objective**

- Evaluate the effectiveness of various methods of distributing NRT and counseling support to Ontario smokers

- **Web-based intervention**

- To determine NRT quit rates using WATI and compare to our other NRT-based interventions

Internet Use in Canada

- Estimated 78% of the Canadians, 16+ years old, are internet users¹

Group		Internet users % within group ²
Age (yrs)	<i>≤ 34</i>	97
	<i>35 – 54</i>	88
	<i>55 – 64</i>	71
	<i>65 +</i>	41
Education	<i>< high school</i>	51
	<i>High school / college</i>	83
	<i>University</i>	95

1. Internet World Stats: usage and population statistics. Available at: <http://www.internetworldstats.com/stats14.htm#north> [accessed August 30, 2010]

2. Statistics Canada. Characteristics of individuals using the internet. Available at <http://www40.statcan.ca/l01/cst01/comm35a-eng.htm> [accessed August 30, 2010]

The STOP Study

Web-based intervention

- Initiated in April 2008
- N = 6682
- Participants enrolled via study website; NRT plus self-help materials delivered by mail
- **Intervention:** 5 weeks of NRT + weekly motivational emails + self-help literature (including quitline and online support)

Web-based Model

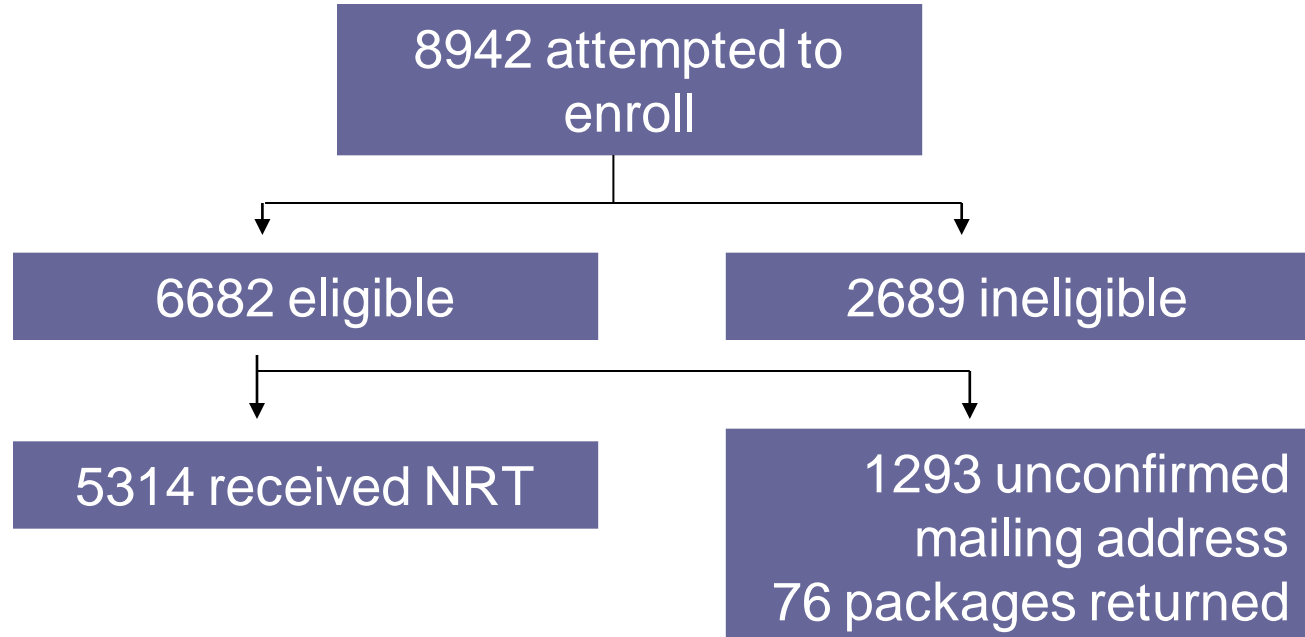
Recruitment Strategy

- Capture eligible and interested smokers browsing the internet
- Word-of-mouth among networks of practitioners

Web-based Model

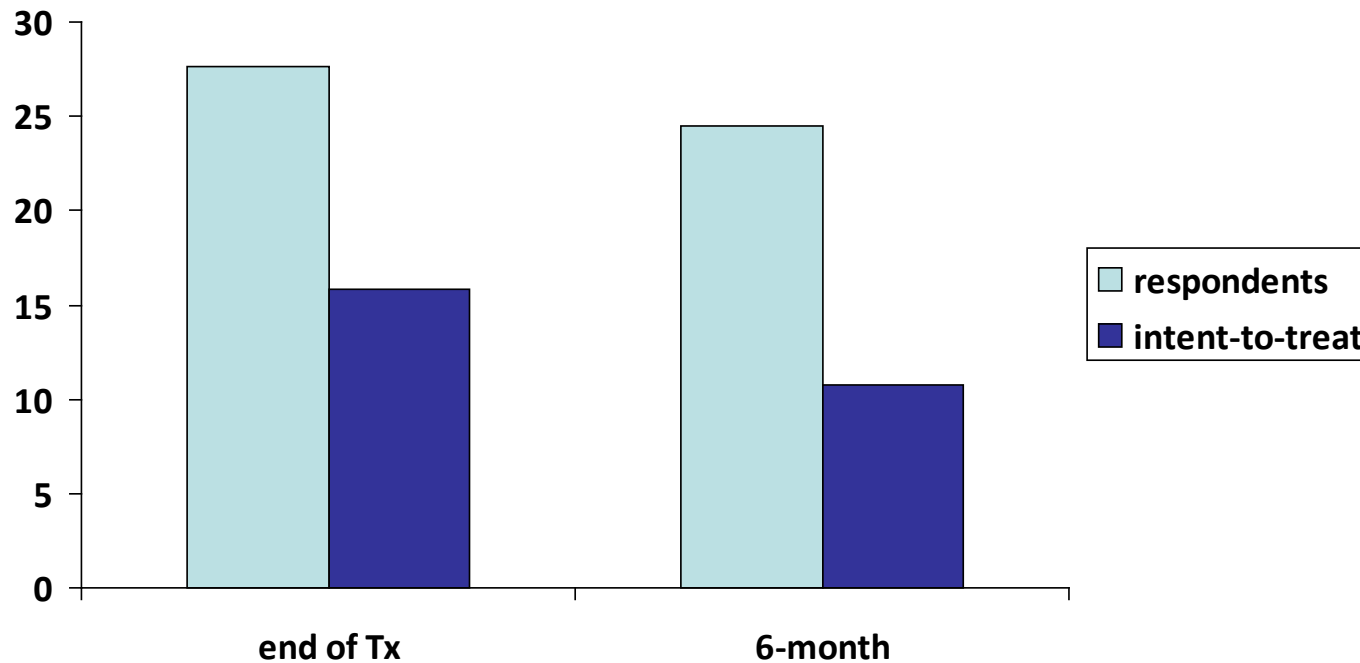
- Participant Flowchart

April, 2008 – February, 2009



Web-based Model

- **Quit Rate (7-day point prevalence of abstinence)**
 - N=3048 respondents to end-of-treatment survey
 - N=2353 respondents to 6-month survey



The STOP Study - Reach

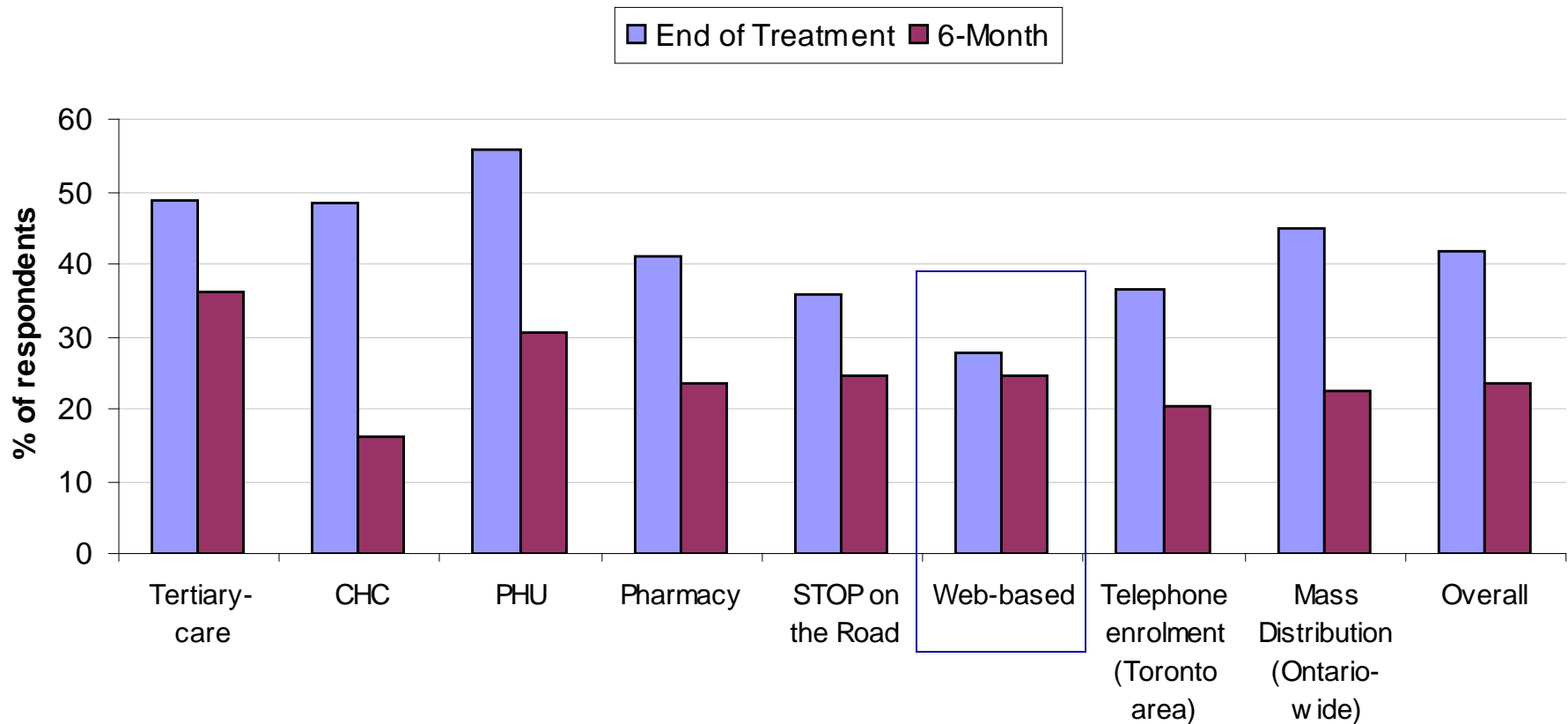
Study Model	No. of Study Sites	No. Months Study was Implemented	No. of Participants Enrolled (N)
Tertiary-care	3	30	2358
CHC	14	16	534
PHU	12	23	1766
Pharmacy	98	12	7273
STOP on the Road	210 workshops	17	6808
Web-based	n/a	9	6682
Mail-out	n/a	22	5239
Mass Distribution	n/a	12	33,048
Overall			63,709

The STOP Study - Reach

Baseline Characteristics	Tertiary-Care	CHC	PHU	Pharmacy	STOP on the Road	Web-based	Mail-out	Mass Distribution	Overall
% Female	46	53	56	55	57	57	58	55	55
Mean age (SD)	47 (12)	46 (12)	45 (13)	43 (13)	49 (12)	40 (12)	44 (13)	44 (12)	44 (12)
Education: % with more than high school	51	40	47	52	53	54	49	48	50
Employment: % unemployed	16	20	12	19	20	23	26	21	20
Employment: % employed, part-time, retired, student	62	70	59	45	54	47	51	43	48
Income: % with less than \$40,000 annual household income	64	71	65	61	55	63	62	50	57

The STOP Study - Effectiveness

- 7-day point prevalence of abstinence among survey respondents



Summary and Conclusions

- Quit rates using web-based enrollment and follow-up are comparable to telephone-based mass distribution of NRT
 - More cost effective
- The WATI reached a wide and diverse population representative of Ontario smokers interested in cessation

Acknowledgements



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