

Smoking cessation (motivated patients in first 4 weeks of recruitment to designated smoking cessation service or equivalent) – protocol AIM-06

Purpose

- To support the patient's adherence to the management plan agreed with the smoking cessation service provider, helping the patient to remain committed to their decision to quit smoking.

Setting

General practice or other community setting for designated 'Any Qualified Provider' smoking cessation service or equivalent in-practice service.

Selection of patients

- Patients who have decided to quit smoking and have recently enrolled on the quit smoking service (in the first four weeks).

Expected outcomes

1 Changes in healthcare usage:

- More effective use of smoking cessation service and nicotine replacement therapy

2 Patient empowerment:

- Greater confidence to quit smoking
- Willingness to make lifestyle changes to maintain their quit status

3 Improved clinical outcomes:

- Increased number of successful quitters at 4 weeks; at 12 weeks

4 Popularity of Flo:

- Patients find Flo messages helpful and encouraging
- Clinicians find Flo reinforces clinical management without excessive clinical time.

5 Cost effectiveness:

- Reduction in costs of associated medical problems exacerbated by smoking; investment in stop smoking service more worthwhile with enhanced quit rates.

Success criteria

- 30% of patients who committed at start to text smoking status over three days each fortnight do so on at least two occasions in two months (50% of protocol)
- 50% of participants report maintaining quit status 2-3 months (depending if recruited at weeks 1-4 of smoking cessation programme) after recruitment to stop smoking service (compared with practice report of patients' quit status)

Protocol

In summary:

- Clinician and patient agree to continue smoking cessation management plan
- Fortnightly interactive messages: patient texting in reply for 3 days sequence:
 - (i) number of cigarettes smoked previous day
 - (ii) feelings / confidence
 - (iii) symptoms
- Monthly interactive questions to determine if patient suffers from depression
- Daily text of automated interesting / supportive messages (one daily for 3 months)
- Monthly text enquiry of patient experience

Patient:

- signs contract, agreeing to respond to interactive messages from Flo.
- signs a consent form accepting that they remain responsible for their health, and understanding that readings are sent to an inanimate machine.
- receives daily information messages and tries to adopt the advice contained in them.
- attends practice or other smoking cessation provider for agreed reviews, any additional help, NRT prescriptions, etc as necessary.
- responds to texts from Flo at the end of three months about their experience.

Clinician:

- agrees a management plan with the patient, which includes the use of Flo.
- obtains signed consent to respond to Flo.
- enrolls patient on Flo by using the patient's current mobile phone number and NHS number, then selecting the appropriate service for them.
- monitors the patient's readings once a month, and if unable to do so, ensures another member of the practice team does so.
- After twelve weeks, offers patients who have quit smoking the opportunity to enrol on protocol 7, to maintain their quit status.
- twelve weeks after patient registered for quit smoking service, asks patient to complete a short questionnaire (if practice evaluating service).
- completes an online questionnaire three monthly about the use of Flo.

Practice administrator:

- keeps a note of patients enrolled on telehealth project.

Message content

- Clinician and patient agree to continue smoking cessation management plan
- 12 week duration
- Fortnightly interactive messages: patient texting in reply for 3 days sequence to:
 - (i) number of cigarettes smoked previous day
 - (ii) feelings / confidence
 - (iii) symptoms
- Monthly interactive questions to determine if patient suffers from depression
- Daily text of automated interesting / supportive messages (one daily for a month; weeks 5-12 one daily for 40 days, then repeated)
- Two patient experience questions (once, after 3 months)
- After 12 weeks the patient can be invited to enrol in AIM 07 to maintain their quit status

Interactive automated messages

Fortnightly: Patient text of (i) verified number cigarettes smoked day before (ii) feelings and (iii) symptoms, one per day for each of three days

Text from Flo:

- Q1: "How many cigarettes (or other tobacco) have you smoked in the last day? (please answer SMOKE followed by the number) Thanks, Flo."
REPLY: 0 "Great: another week and you're smoke-free. It's a terrific achievement."
REPLY >0 "Think what you were doing when you gave in and smoked - what could you have done instead?"
- Q2: "How confident are you feeling about carrying on with stopping smoking? Please reply SM1 if you feel very confident or SM2 if you do not. Thanks, Flo"
REPLY: SM1 (very confident) "Well done, keep going"

REPLY: SM2 (not very confident) *"Imagine yourself having quit completely - how does it feel? Keep that image in your mind when the going gets tough."*

- Q3: *"Are you experiencing any withdrawal symptoms from stopping smoking? Reply CRAV 1 if you don't have any, CRAV 2 if you have a few, or CRAV 3 if you have a lot."*
REPLY CRAV 1: *"That's great news; don't give in even if they happen now"*
REPLY CRAV 2: *"Keep going, it won't be long now until you feel better"*
REPLY CRAV 3: *"Concentrate on something else, and your feelings will settle. Go for a walk, do a jigsaw, play cards, go shopping."*

Information messages (one daily for a month; weeks 5-12 one daily for 40 days, then repeated)

1. *When life gets tough, think of how you quit smoking, and this will help you cope with other problems too.*
2. *Life is a lottery, and you've improved your odds by giving up smoking.*
3. *You've taken control of your life and health - much better than depending on cigarettes.*
4. *It's good to have a meal without breaking off for a cigarette.*
5. *You can concentrate better, when you don't have to think how long till the next cigarette break.*
6. *Beating stress doesn't need a cigarette - deep breathing will help you relax.*
7. *Some people say they only smoke 'socially' - how anti-social is that?*
8. *Your family and friends will be proud of you beating your addiction to smoking.*
9. *It's good not to clear away dirty ashtrays every day, isn't it?*
10. *Giving up smoking will make you look younger, as your skin is more healthy.*
11. *Now you have more oxygen in your blood, you'll feel more energetic.*
12. *It's good to have stain-free hands, isn't it? - think how much cleaner your lungs are too.*
13. *Have you painted your ceiling recently? It won't need repainting so often now*
14. *Smokers seem to be saying to children "It's OK to smoke". You give them a better message.*
15. *Notice the smokers in a crowd: they've got grey wrinkled skin. Be glad you aren't one of them.*
16. *Isn't it great not to be shivering in the smoking shelter?*
17. *Giving up smoking is taking control back over your life.*
18. *You are a good role model for others - maybe help friends to quit.*
19. *Smoking kills, but not everyone knows it can lead to you living with only one leg.*
20. *Why does anybody in their right mind go on a slow suicide mission, smoking cigarettes?*
21. *Find healthy alternatives to smoking - eat fruit as a snack.*
22. *Your lung age is much older than you actually are - stopping smoking is a great anti-ageing treatment.*
23. *Talk to a friend about how you feel- it's a difficult time giving up.*
24. *Throw away ashtrays and lighters as well as any cigarettes still around.*
25. *Your future will be better tomorrow - when you've quit smoking.*
26. *Maybe you'll have to put up with some withdrawal symptoms like poor concentration, disturbed sleep- but it'll be worth it.*
27. *Take one day at a time and congratulate yourself for not smoking yesterday*
28. *Make a solemn promise never to smoke again to someone you love or respect.*
29. *Decide on a prize you really want and how long you'll quit till you'll get it.*
30. *Find healthy alternatives to smoking - grip a stress ball to give your hands something to do.*
31. *Who wants stained fingers, bad breath, brown teeth, smelly clothes? Not you now.*
32. *Go on a holiday you couldn't have afforded before.*
33. *Change your habits- avoid the pub where you used to smoke, take more exercise.*
34. *Your lungs aren't so clogged up now, so you'll breathe more easily.*
35. *You'll save money on cigarettes, and also the dentist, life insurance, and cleaning!*
36. *Keep it up! Think positively- of what you'll gain when you've quit smoking altogether.*
37. *If you smoke, you risk your health, your family's, fire, poverty -if you lost your job through illness.*

38. *You are beating one of the most difficult challenges of your life.*
39. *20 cigarettes a day makes enough tar in a year from your lungs to fill a drinking mug.*
40. *Fantastic! A whole month without a cigarette. You deserve a reward. What will it be?*
41. *Smoking's a lottery- but it's not one you'll win.*
42. *Your family need you; so do cigarette manufacturers - decide who you are supporting.*
43. *It isn't just about your health - passive smoking kills other people too.*
44. *Without all the smoke, you'll smell fresher. Notice how clean the air is now?*
45. *The longer you give up, the less your risk of becoming ill from smoking.*
46. *How much money have you saved? Put it aside in a jar!*
47. *Three weeks, and no cigarettes! Brilliant! Stay focused.*
48. *Keep busy to take your mind off your cravings.*
49. *Have you noticed you're less out of breath? Think how much healthier your lungs are.*
50. *If you suddenly feel you need a cigarette - plan ahead how you'll cope.*
51. *Your circulation is improving now - so you can get more active.*
52. *Smokers may try to stop you quitting - they haven't will power themselves.*
53. *Keep going with the stop smoking medicine to help your cravings*
54. *TWO WEEKS without smoking - WELL DONE! It's difficult, but keep going!*
55. *If your nicotine replacement therapy isn't suiting you -ask about gum, lozenges, patches, spray or tablets.*
56. *Want 'just one' cigarette? Take control, don't give in.*
57. *Can you smell better? You'll smell better yourself!*
58. *Tell your friends you've quit smoking, and get their help.*
59. *Can't sleep? Try fresh air and exercise.*
60. *Now you've stopped smoking notice how your taste and smell have improved.*
61. *A whole week without cigarettes! What helped you most? Do that again.*
62. *Getting stressed? Listen to music, read a magazine, or relax.*
63. *Life without smoking - beautiful skin, healthy heart, easily active, a full wallet.*
64. *Over half-way through the week - congratulations! Have a meal out - you've saved that much already*
65. *Taking nicotine replacement therapy makes it twice as likely you'll quit.*
66. *Now you've no carbon monoxide in your body*
67. *Great you've given up smoking; it made your blood sticky, and a blood clot more likely.*
68. *Day 1 of the rest of your life- you'll live longer and be healthier.*

Mood / depression questions (monthly)

“During the past month, for how many days have you had little interest or pleasure in doing things? Please reply INT, followed by the number of days. Thanks, Flo”

A: 0-3 *You seem to be managing pretty well. Try to see things in a positive way, and manage your health so that you feel in control.*

A: 4-10 *It's not unusual to feel down sometimes. Try to think of positive experiences you have had, and do something you are pleased with each day.*

A: 11- 31 *You seem to be having a difficult time at present. Try to look at what you can achieve, and be proud of doing that, against the odds.*

“During the past month, for how many days have you felt down, depressed, or hopeless? Please reply FEEL, followed by the number of days. Thanks, Flo.”

A: 0-3 *That's good, it's important to enjoy life.*

A: 4-10 Don't let your problems get on top of you. It's OK to spoil yourself sometimes: find a new hobby, or phone a friend for a chat, or meet up for a cup of tea.

A: 11-31 Spend some time doing what you've liked in the past – listen to music, have a relaxing bath, read a book, or meet a friend. Relaxation techniques can help.

If 2 consecutive months of high scores, monitoring clinician should contact patient and suggest appointment with GP.

**Patient experience questions
(monthly at 6.15pm)**

"Hi, Shortly I'll ask two questions to see how you liked the Flo system. Your answer will be either #1 if you agree with what's said, or #2 if not. Thanks, Flo"

1. ANS1 *"Please text #1 if you agree with the statement "I would recommend this service to my family and friends", or #2 if you disagree."*
2. ANS2 *"Thank you. Now please tell us if "the text messages supported me to stop smoking". Please text #1 if you agree or #2 if you disagree. Thanks Flo"*

"Thank you for answering these questions. Knowing how useful you find the texting service helps us to improve it for future patients."

Evaluation (optional for practice team)

Recruitment date for Flo _____

Dates attended smoking cessation service from _____ to _____

Date patient quit smoking? _____

If attended stop smoking services - Summary nicotine related therapy prescribed

Number of smoking cessation attendances

Number of previous smoking cessation attempts