

NHS Highland North - Thinking about Becoming Smoke Free



SUPPORT MESSAGE, DAY 0 @ 18:00

Hi, it's Flo here. I'm told you've been wondering whether to give up smoking. I'm here to give you some information and suggestions, which you may find helpful.

SUPPORT MESSAGE, DAY 2 @ 12:00

There are lots of benefits to becoming smoke-free - it is the single best thing you can do to improve your health and your quality of life. That's amazing! Flo

SUPPORT MESSAGE, DAY 4 @ 14:00

Smoking can affect the health of your heart, lungs and circulation. It also increases your risk of strokes, diabetes, osteoporosis and lots of cancers. :(Flo

SUPPORT MESSAGE, DAY 6 @ 10:00

Fortunately, it's never too late to get health benefits from giving up smoking. Your risk of some conditions will fall and for others the risk will stop rising.

SUPPORT MESSAGE, DAY 8 @ 18:00

If you decide to give up, there's lots of help available, including support from specialist advisers, and nicotine replacement patches gum, lozenges and sprays.

SUPPORT MESSAGE, DAY 20 @ 14:00

Smoking costs a lot of money. Try working out how much you'll save if you quit. You might be surprised. Flo.

SUPPORT MESSAGE, DAY 18 @ 12:00

If you quit, you may get some withdrawal symptoms like poor concentration and disturbed sleep - but it'll be worth it. Take care of yourself, Flo.

SUPPORT MESSAGE, DAY 16 @ 18:00

Without cigarettes your breath, hair and clothes will smell fresher, and your teeth won't get so stained. :) That's nice, Flo

SUPPORT MESSAGE, DAY 14 @ 10:00

Giving up smoking will help you look younger, with healthier skin, and fewer wrinkles, bags & broken veins. That's what I call good news! Flo

SUPPORT MESSAGE, DAY 12 @ 14:00

Smoking affects physical fitness if you aren't smoking you'll have
more oxygen in your blood, so
you'll feel more energetic and not
get out of breath so much

EVALUATION REMINDER, DAY 24 @ 12:00

You've reached the end of the Flo text message service and we'd like to know what you think of it. I'll send you 5 questions please help us by answering them.

EVALUATION Q1, DAY 24 @ 12:05

Would you recommend
Florence to other people in
your circumstances?
Please reply #1 for Yes or
#2 for No.

Q2 TRIGGERED BY ANSWERING Q1

Thanks. Do you find Flo easy to understand and easy to use? Please reply #1 for Yes or #2 for No.

Q3 TRIGGERED BY ANSWERING Q2

Have the text messages from Flo helped you make the decision to stop smoking? Please reply #1 for Yes or #2 for No

ADVICE QUESTION, DAY 10 @ 12:00

You're 4x as likely to stop smoking successfully if you get help from a specialist adviser, please text QUIT if you would like an adviser to contact you.

PATIENT REPLIES "QUIT", ALERT TRIGGERED

Thanks, I'll pass on your contact details to the NHS Highland specialist adviser service. Well done, you've taken your first step to becoming smoke-free, Flo.

ADVICE QUESTION, DAY 22 @ 10:00

Visit

www.smokefreehighland.co.uk for more information about becoming smoke free, or text QUIT if you would like an NHS specialist adviser to contact you, Flo.

PATIENT REPLIES "QUIT", ALERT TRIGGERED

Thanks, I'll pass on your contact details to the NHS Highland specialist adviser service. Well done, you've taken your first step to becoming smoke-free, Flo.

CONFIRMATION AND THANK YOU MESSAGE

Thank you for answering these questions. Your answers will help us to understand whether the service is working well, and to improve it for the future. Flo

Q5 TRIGGERED BY ANSWERING Q4

Would you be happy for us to contact you for more feedback about the Flo service? Please reply #1 for Yes or #2 for No.

Q4 TRIGGERED BY ANSWERING O3

Do you have any ideas for how to improve the Flo text messaging service? If Yes, please give your ideas in your own words, or text #2 for No