

WMAHSN-63 Smoking cessation (smokers recently quit smoking – months 3-12)

Purpose

- To help the patient to maintain their resolve to continue as a non-smoker.

Setting

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

Selection of patients

- Patients who have completed 3 months of a quit smoking service, and would like extra help for up to a further 9 months to remain as a non-smoker.

Expected outcomes

1 Changes in healthcare usage:

- More effective use of smoking cessation service in helping to sustain quit status of patients after three months.

2 Patient empowerment:

- Greater confidence in continuing to quit smoking
- Willingness to make lifestyle changes to maintain their resolve

3 Improved clinical outcomes:

- Health improves – including any long-term condition / life expectancy.

4 Popularity of Flo:

- Patients find Flo messages helpful and reassuring.
- Clinicians find Flo reinforces clinical management, and does not require excessive clinical time.

5 Cost effectiveness:

- Reduction in costs of associated medical problems exacerbated by smoking.
- Increased percentage of successful quitters

Success criteria

- 50% of patients who sign up to Flo remain on the programme, receiving and sending texts for at least 3 months.
- 50% of patients report that they remain non-smokers nine months later.

Protocol (36 week duration)

In summary:

- Patient agrees to accept and respond to messages from Flo for at least 3 months.
- Three weekly sequence of questions about number of cigarettes smoked, confidence that they can continue to have quit smoking, and provide support to aid combating cravings for cigarettes.
- Monthly questions determine if patient suffers from depression.
- Twice weekly automated interesting / supportive messages.
- Monthly text enquiry of patient experience

Patient:

- signs contract, agreeing to respond to interactive messages from Flo, for up to 9 months.
- receives twice weekly information messages, and tries to adopt the advice contained in them.

- responds to monthly texts from Flo about their experience.

Clinician:

- agrees a management plan with the patient, which includes the use of 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 responses once a month, and if unable to do so, ensures another member of the practice team does so.

Message content

Interactive automated messages

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

Q1 (Smoking):

"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 (Diary 01):

"How confident are you feeling about carrying on with stopping smoking? Please reply CON1 if you feel very confident or CON2 if you do not. Thanks, Flo"

Reply: CON1 (very confident): ***"Well done, keep going"***

Reply: CON2 (not very confident):

It's your health against the desire for a cigarette. What's more important? You're worth the effort..

Even if you were no good at exams in the past, this is a test that you really can achieve.

Do you see yourself as someone who lets people down? No? Then don't let yourself down - you can do this.

Confidence is about believing in yourself. If you didn't think you could quit, you wouldn't have bothered to start. Now show you can finish this for good.

Keep trying- you really can do it

You've done well in getting this far, just take a day at a time, and you'll get there.

Think about what made you decide to quit - health, family, money - and keep focused on that.

Q3 (Craving):

Do you think you still crave cigarettes? Please reply CRAV 1 = no, or CRAV 2 = yes Thanks, Flo.

Reply CRAV 1: ***"That's great news; don't give in even if they happen now"***

Reply CRAV 2: (a different message each time)

Keep going, it won't be long now until you feel better

You have overcome the biggest hurdle, which is to decide to quit.

Avoid alcohol, as this may lower your resistance to quitting.

Write down 10 good things about being a non-smoker, then 10 bad things about smoking. Use this to help you stick to your goal.

Focus on why you need to quit. Think of other people who support you..

There is always will-power involved in quitting. You are making great progress, so just keep focused on beating this.

Try having something fresh to eat or drink - fruit juice, water, celery, an apple.

Each smoke-free day is a success, of which you should be proud

Take deep breaths - you can now you don't smoke - and with each breath out feel your stress get less.

The future without cigarettes is a longer, healthier and wealthier life - keep focused on your goal.

Do something different - go to the gym, clear out your fridge, do a crossword. The craving only lasts a short time.

Imagine yourself having quit completely - how does it feel? Keep that image in your mind when the going gets tough.

Keep persevering- it will be worth it in the end. Keep trying- you really can do it.

**Information messages
(twice weekly)**

- 1. Don't make your skin wrinkling worse by restarting smoking**
- 2. Put the cash you'd have wasted on cigarettes into a big glass bowl and watch it pile up**
- 3. As you're NEVER going to smoke again you could pay to have your teeth whitened. Take care, Flo.**
- 4. One death in every 100 worldwide is from passive smoking - by quitting you've saved your family. Take care, Flo.**
- 5. You've quit so don't start again- 100,000 adults die of smoking each year in the UK. Take care, Flo.**
- 6. Keep your wits about you - no crafty fags - most ex-smokers like you don't realise how addictive smoking is. Take care, Flo.**
- 7. Spend the cash you'd have wasted on cigarettes. Think what's first on your list, and look forward to treating yourself. Take care, Flo.**
- 8. Show those who care about you that you care enough about them by not smoking. Take care, Flo.**
- 9. Take care when you go to a party or meet up with friends - just one puff might undo all your efforts so far. Take care, Flo.**
- 10. Find other ways to relieve stress than by smoking - don't restart comfort smoking. Take care, Flo.**
- 11. As a quitter, you're a great role model for your family.**

12. ***Don't give up giving up. Take care, Flo.***
13. ***There's always pitfalls- so don't trip up. Be ready and don't give in. Take care, Flo.***
14. ***If someone forces a cigarette on you- break it in half in front of them. take care, Flo.***
15. ***Nothing to do with your hands now you're not holding a cigarette? play with a pencil, a stress ball or something. Take care, Flo.***
16. ***The nicotine in cigarettes makes your body produce adrenaline, your heart beats faster and it raises your blood pressure. Flo.***
17. ***You're a great role model for other smokers - if you can quit so can they - don't let them down. Take care, Flo.***
18. ***Kick your habit - not yourself for giving in. Take care, Flo.***
19. ***Give your family permission to watch over you- and embarrass you if you slip up. Take care, Flo.***
20. ***Open your wardrobe and smell your clothes - lovely and fresh - not disgustingly smoky. Take care, Flo.***
21. ***Record yourself saying how good you feel having quit smoking. Listen to it in times of temptation. Take care, Flo***
22. ***If you feel depressed- get some help from your GP- or you may be more likely to relapse and start smoking again. Take care, Flo***
23. ***Enjoy feeling healthy now you've quit smoking. Take care, Flo.***
24. ***Enjoy feeling smug when you see others puffing away - as a reformed smoker***
25. ***Lecture smokers and kids about the dangers of smoking- and listen yourself too.***
26. ***Try to keep your weight down - it's easy to keep snacking and piling on weight when you've quit smoking. Take care, Flo.***
27. ***Take advice where you can get it www.ash.org.uk or www.nhs.uk/Livewell/smoking/Pages/Motivateyourself.aspx . Take care, Flo.***
28. ***Put any weight gain into perspective - the damage from you smoking outweighs a bit of extra fat. Take care, Flo***
29. ***Once you've quit smoking for ten years, your risk of lung cancer will fall to about half that of a smoker. Take care, Flo.***
30. ***20 cigarettes a day makes enough tar in a year through your lungs to fill a drinking mug. Take care, Flo.***
31. ***Smoking risks your health, your family's health, fire, and poverty -if you were ill & lost your job. Take care, Flo.***
32. ***Keep it up! Think positively- of what you'll gain when you've quit smoking altogether. Take care, Flo***
33. ***You'll save money on cigarettes, and also the dentist, life insurance, and cleaning! Take care, Flo***
34. ***Change your habits- avoid the pub where you used to smoke, take more exercise. Take care, Flo***
35. ***Go on a holiday you couldn't have afforded before. Take care, Flo***
36. ***Who wants nicotine stained fingers, bad breath, brown teeth, smelly clothes? Not you now. Take care, Flo***
37. ***Find healthy alternatives to smoking - eat fruit as a snack. Take care, Flo***
38. ***Decide on a prize you really want and how long you'll quit till you'll get it. Take care, Flo***
39. ***Make a solemn promise never to smoke again to someone you love or respect. Take care, Flo***
40. ***Take one day at a time and congratulate yourself for not smoking yesterday. Take care, Flo***
41. ***Your lungs aren't so clogged up now, so you'll breathe more easily. Take care, Flo***
42. ***Okay you may have some withdrawal symptoms like poor concentration, disturbed sleep- but put up with them- it'll be worth it. Take care, Flo***
43. ***Your future looks bright - now there aren't clouds of smoke around. Take care, Flo***
44. ***Throw away ashtrays and lighters as well as any cigarettes still lying about. Take care, Flo***

45. *Talk to a friend about how you feel- it's a difficult time for you giving up. Take care, Flo*
46. *Your lung age is much older than you actually are - stopping smoking is a great anti-ageing treatment. Take care, Flo*
47. *It's a myth that smoking calms you down; in fact the opposite happens, it makes you more anxious.*
48. *When you feel more stressed, try listening to music, doing some exercise, or learn relaxation techniques such as deep breathing.*
49. *Giving up smoking is taking control back over your life. Take care, Flo*
50. *Find healthy alternatives to smoking - grip a stress ball to give your hands something to do. Take care, Flo*
51. *Notice the smokers in a crowd: they've got grey wrinkled skin. Be glad you aren't one of them. Take care, Flo*
Isn't it great not to be shivering in the smoking shelter? Take care, Flo
52. *You are a good role model for others - maybe help friends to quit. Take care, Flo*
53. *Smokers seem to be saying to children "It's OK to smoke". You give them a better message. Take care, Flo*
54. *Have you painted your ceiling recently? It won't need repainting so often now. Take care, Flo*
55. *It's good to have stain-free hands, isn't it? - think how much cleaner your lungs are too. Take care, Flo*
56. *Now you have more oxygen in your blood, you'll feel more energetic. Take care, Flo*
57. *Giving up smoking will make you look younger, as your skin is more healthy. Take care, Flo*
58. *It's good not to clear away dirty ashtrays every day, isn't it? Take care, Flo*
59. *You are beating one of the most difficult challenges of your life. Take care, Flo*
60. *Some people say they only smoke "socially" - how anti-social is that? Take care, Flo*
61. *Beating stress doesn't need a cigarette - deep breathing techniques can help you relax. Take care, Flo*
62. *You can concentrate better, when you don't have to think how long till the next cigarette break. Take care, Flo*
63. *It's good to have a meal without breaking off for a cigarette. Take care, Flo*
64. *You've taken control of your life and health - much better than depending on cigarettes. Take care, Flo*
65. *Life is a lottery, and you've improved your odds by giving up smoking. Take care, Flo*
66. *When life gets tough, think of how you quit smoking, and this will help you cope with other problems too. Take care, Flo*
67. *Your family and friends will be proud of you beating your addiction to smoking. Take care, Flo*

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
(After 3, 6, and 9 months)**

(xEval 01,03,05)

Please say if the text messages supported you to stop smoking. Please text ST1 if they did, or ST 2 if they didn’t. Thanks, Flo.

(xEval 02,04,06)

Do you feel that you will continue to remain a non-smoker? Please text NS1 if you will, or NS2 if you think you’ll start smoking again. Thanks, Flo.

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