

## **WMAHSN-60 Smoking cessation (motivated patients in first 4 weeks of recruitment to designated smoking cessation service or equivalent)**

### **Purpose**

To support the patient's adherence to the dual 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. If the patient has high scores for depression on two occasions, consider treatment for depression, and ask patient to attend for a consultation.
- After twelve weeks, offers patients who have quit smoking the opportunity to enrol on protocol 7, to maintain their quit status.

**Protocol Summary (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
- 2 patient experience questions (once after 3 months)
- After 12 weeks the patient can be offered to be enrolled into a further protocol 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 **Well done: you are doing brilliantly.**

**Fantastic - a really good start. It will get easier, but perhaps not yet.**

**What a winner: you're well on the way - just watch out, as you can't relax yet. Tremendous: you're really sticking at it.**

**Excellent: it's not easy, but you're doing it.**

**Great: another week, and you're smoke-free. It's a terrific achievement.**

REPLY >0 **OK, you've not quit yet - but you've still made progress if you're smoking less than before.**

**Even some progress means you are inhaling less tar into your lungs.**

**Think about why you decided to quit smoking, and keep focused on that goal, as you quit again**

**Most people try several times before they successfully quit, so don't feel bad, just resolve to stick to your goal.**

**Don't beat yourself up about it; be proud that you are working at this challenge.**

**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 CON1 if you feel very confident or CON2 if you do not. Thanks, Flo"**

REPLY: 1 (very confident)

**Well done, keep going**

REPLY: 2 (not very confident)

**Keep trying- you really can do it.**

**You have overcome the first big hurdle - deciding to quit.**

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

**Each smoke-free day is a success, of which you can be proud.**

**Your future without cigarettes is a longer, healthier and wealthier life - so focus on your goal.**

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

**Find activities to occupy you, especially using your hands.**

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

**REPLY 2: Keep going, it won't be long now until you feel better**

**REPLY 3: Concentrate on something else, and your feelings will settle. Go for a walk, do a jigsaw, play cards, go shopping**  
**You aren't alone. Quitting isn't easy. Don't forget your medication.**  
**Things will improve. Either you take control, or let nicotine ruin your life - which do you prefer?**  
**Keep persevering- it will be worth it in the end.**  
**If quitting was easy, there would be hardly any smokers. The craving you have is a battle you need to win.**  
**You can't change overnight - stick at it.**  
**What you've done so far is brilliant. Don't let these difficulties stop you.**  
**Concentrate on something else, and your feelings will settle. Go for a walk, do a jigsaw, play cards, go shopping.**

#### Information messages (daily)

- 1. Day 1 of the rest of your life- you'll live longer and be healthier.**
- 2. Great you've given up smoking; it made your blood sticky, and a blood clot more likely.**
- 3. Now you've no carbon monoxide in your body**
- 4. Taking Nicotine Replacement Therapy makes it twice as likely you'll quit.**
- 5. Over half-way through the week - congratulations! Have a meal out - you've saved that much already**
- 6. Life without smoking - beautiful skin, healthy heart, easily active, a full wallet.**
- 7. Getting stressed? Listen to music, read a magazine, or relax.**
- 8. A whole week without cigarettes! What helped you most? Do that again.**
- 9. Now you've stopped smoking notice how your taste and smell have improved.**
- 10. Can't sleep? Try fresh air and exercise.**
- 11. Tell your friends you've quit smoking, and get their help.**
- 12. Can you smell better? You'll smell better yourself!**
- 13. Want 'just one' cigarette? Take control, don't give in.**
- 14. If your nicotine replacement therapy isn't suiting you -ask about gum, lozenges, patches, spray or tablets.**
- 15. TWO WEEKS without smoking - WELL DONE! It's difficult, but keep going!**
- 16. Keep going with the stop smoking medicine to help your cravings**
- 17. Smokers may try to stop you quitting - they haven't will power themselves.**
- 18. Your circulation is improving now - so you can get more active.**
- 19. If you suddenly feel you need a cigarette - plan ahead how you'll cope.**
- 20. Have you noticed you're less out of breath? Think how much healthier your lungs are.**
- 21. Keep busy to take your mind off your cravings.**
- 22. THREE WEEKS, and no cigarettes! Brilliant! Stay focused.**
- 23. How much money have you saved? Put it aside in a jar!**
- 24. The longer you give up, the less your risk of becoming ill from smoking.**
- 25. Without all the smoke, you'll smell fresher. Notice how clean the air is now?**

26. *It isn't just about your health - passive smoking kills other people too.*
27. *Your family need you; so do cigarette manufacturers - decide who you are supporting.*
28. *Smoking's a lottery- but it's not one you'll win.*
29. *Fantastic! A WHOLE MONTH without a cigarette. You deserve a reward. What will it be?*
30. *20 cigarettes a day makes enough tar in a year from your lungs to fill a drinking mug.*
31. *You are beating one of the most difficult challenges of your life.*
32. *If you smoke, you risk your health, your family's, fire, poverty -if you lost your job through illness.*
33. *Keep it up! Think positively- of what you'll gain when you've quit smoking altogether.*
34. *You'll save money on cigarettes, and also the dentist, life insurance, and cleaning!*
35. *Your lungs aren't so clogged up now, so you'll breathe more easily.*
36. *Change your habits- avoid the pub where you used to smoke, take more exercise.*
37. *Go on a holiday you couldn't have afforded before.*
38. *Who wants stained fingers, bad breath, brown teeth, smelly clothes? Not you now.*
39. *Find healthy alternatives to smoking - grip a stress ball to give your hands something to do.*
40. *Decide on a prize you really want and how long you'll quit till you'll get it.*
41. *Make a solemn promise never to smoke again to someone you love or respect.*
42. *Take one day at a time and congratulate yourself for not smoking yesterday.*
43. *Maybe you'll have to put up with some withdrawal symptoms like poor concentration, disturbed sleep- but it'll be worth it.*
44. *Your future will be better tomorrow - when you've quit smoking.*
45. *Throw away ashtrays and lighters as well as any cigarettes still around.*
46. *Talk to a friend about how you feel- it's a difficult time giving up.*
47. *Your lung age is much older than you actually are - stopping smoking is a great anti-ageing treatment.*
48. *Find healthy alternatives to smoking - eat fruit as a snack.*
49. *The risk of serious illness such as cancer, heart and lung disease, starts to fall when you stop smoking.*
50. *Your confidence and self-esteem will increase through knowing you've had the determination and willpower to stop smoking.*
51. *You are a good role model for others - maybe help friends to quit.*
52. *Giving up smoking is taking control back over your life.*
53. *Isn't it great not to be shivering in the smoking shelter?*
54. *Notice the smokers in a crowd: they've got grey wrinkled skin. Be glad you aren't one of them.*
55. *Smokers seem to be saying to children "It's OK to smoke". You give them a better message.*
56. *Have you painted your ceiling recently? It won't need repainting so often now.*
57. *It's good to have stain-free hands, isn't it? - think how much cleaner your lungs are too.*
58. *Now you have more oxygen in your blood, you'll feel more energetic.*
59. *Giving up smoking will make you look younger, as your skin is more healthy.*
60. *It's good not to clear away dirty ashtrays every day, isn't it?*
61. *Your family and friends will be proud of you beating your addiction to smoking.*
62. *Some people say they only smoke "socially" - how anti-social is that?*
63. *Beating stress doesn't need a cigarette - deep breathing will help you relax.*
64. *You can concentrate better, when you don't have to think how long till the next cigarette break.*
65. *It's good to have a meal without breaking off for a cigarette.*
66. *You've taken control of your life and health - much better than depending on cigarettes.*
67. *Life is a lottery, and you've improved your odds by giving up smoking.*

**68. When life gets tough, think of how you quit smoking, and this will help you cope with other problems too.**

**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, clinician should contact patient and suggest appointment with GP.**

**Patient experience questions**

Day 90, 19:00 (xEval-01, xEval-02):

***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.***

***Do you feel that you will continue to remain a non-smoker? Please text ST1 if you will, or ST2 if you think you’ll start smoking again. Thanks, Flo.***

***Thank you for your views. It is really helpful to know how you feel about the Flo service.***

***Your answers will help us to improve the service for future patients.***