



Text2QuitSM

Text2QuitSM is a new addition to the Quit For Life[®] Program that helps participants connect with their Quit Coach[®], interact with Web Coach[®], use medications correctly, manage urges, and avoid relapse; all from their mobile phones.

WHAT IS TEXT2QUITSM?

Text2QuitSM is an evidence-based series of text-messages personalized to a participant's Quitting Plan. Tailored messages are sent out before and after a participant's quit date to help prepare them for quitting and prevent relapse after they have quit. Text2QuitSM seamlessly integrates with the Quit For Life[®] Program, allowing participants to access their data and track their progress whether they are talking to a Quit Coach, working on Web Coach, or interacting with their mobile phone.

KEY FEATURES

- Up to 300 text messages tailored to an individual's quitting plan
- Coaching call reminders and prompts to instantly connect with a Quit Coach
- Tips and games to help manage urges
- Mobile tracking of tobacco usage, urges, cost savings, and other measures, fully integrated with Web Coach
- Medication reminders and helpful suggestions

WHY TEXT MESSAGING?

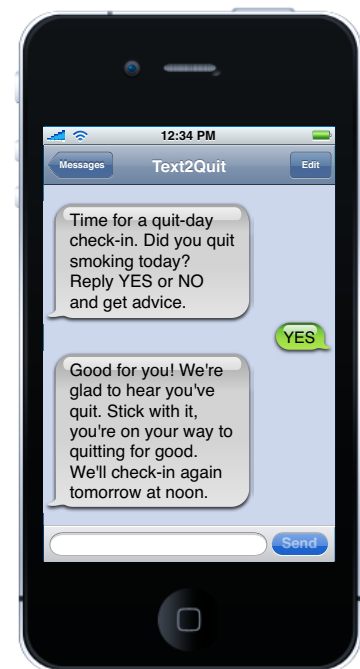
Text messaging has been tested and proven as an effective medium for helping smokers quit. In one randomized clinical trial (RCT) of 1705 smokers in New Zealand, it was found that a text messaging based smoking cessation program nearly doubled quit rates at six weeks.⁴ In another RCT conducted in Norway with 396 smokers, it was demonstrated that a text messaging-based intervention increased quit rates, and that psychological support can be provided effectively by means of modern mass communication technology.⁵

There are over 270 million mobile phones in the US, 85% of adults own a cell phone and 72% use their phone to send or receive text messages,^{1,2,3} making this a highly engaging tool for participants.

HOW DOES IT WORK?

After consenting to enroll in Text2QuitSM, participants will receive text messages tailored to their Quitting Plan and profile, established by a Quit Coach or by the participants themselves on Web Coach.

- **Set a Quit Date:** A participant can easily set or change their quit date with a text message.
- **Managing Urges:** Text2QuitSM messages will provide extra support for recent quitters wherever they are: at work, home and even during social gatherings. Messages include tips on coping skills, games and quizzes, and motivational and educational reminders.
- **Quit For Life Program Reminders:** Participants will be reminded by text message about upcoming Quit Coach calls and how to use their medications correctly.
- **Pre and Post Quit Tracking:** Text2QuitSM will monitor participants' tobacco usage before they quit and their urge levels after they quit. This feature records data that will be visible to a Quit Coach and in Web Coach, and provides the participant with feedback and advice based on their input.
- **General Engagement Content:** Participants will be sent increasingly frequent supportive and motivational messages as their Quit Date approaches. There are up to 4 weeks of messages leading up to the Quit Date and up to 4 months of messages following the Quit Date.



SOURCES

- 1 US Census (2008), Nielsen Mobile December 2008, Deloitte/MMA Q4 2008
- 2 A Smith "Mobile Access 2010." Pew Internet & American Life Project. PewInternet.org. July 2010. Last accessed June 22, 2011
- 3 Kzickwhr. "Generations and their gadgets." Pew Internet & American Life Project. PewInternet.org. Feb 2011. Last accessed June 22, 2011
- 4 A Rodgers, T Corbett, D Bramley, T Riddell, M Willis, R-B Lin, and M Jones. "Do u smoke after txt? Results of a randomised trial of smoking cessation using mobile phone text messaging". Tobacco Control 2005; 14:255-261 doi:10.1136/tc.2005.011577
- 5 Brendryen & Kraft "Happy Ending: A randomized controlled trial of a digital multimedia smoking cessation intervention", Journal compilation, 2008 Society for the study of Addiction. Addiction, 103, 478-484