QuitNow Services

The British Columbia Experience using Social Media to Promote QuitNow

M Health Initiative on Tobacco Control

Jack Boomer, Director, QuitNow Services, BC Lung Association
Engaging Smokers

1. QuitNow Services & British Columbia
2. Cessation & Technology
   a. Website
   b. Technology
   c. Social media
3. Next steps
British Columbia

- Population 4.5 million
- Smoking prevalence rate: approx. 14 – 15%
- Number of smokers – approx. 550,000.
BC Lung Association

1. Mandate to create cessation services for British Columbians
2. Receive a grant to create cessation services
3. QuitNow Services
   - Online, phone, text services
QuitNow Services

We’re glad you’re here.

Whether you’re considering quitting, or have made the decision to quit, you’ve come to the right place. We’re here to help.

Did you know with the right tools, support and medication you can double your chances of quitting for good? So why not give QuitNow Services a try? They’re FREE to all British Columbians and you can try as many as you like.

Become a QuitNow Online member and gain access to our community forums and a full range of tools and support to help you quit.

- Participate in online community forums with others struggling to quit.
- Subscribe online to get confidential advice from a QuitNow By Phone Care Coach®.
- Or sign up for QuitNow By TXT and get quit tips sent direct to your smartphone.

REGISTER for your FREE QuitNow Online account today!
We simplified & focused

• 7/10 smokers want to quit

• We want to help them commit & get healthy

• We know women 25 to 55 like us best
We simplified & focused

• Use social media to help:
  – engage & support contest quitters & others
  – build awareness of QuitNow & all its services
  – engage a younger generation
Join and create conversation
Build relationships

• Engage by asking questions.
• Appeal to their reasons for supporting you.
• “Instead of smoking cigarettes, I ______.”
What we learned: Facebook

Facebook page with a post from Jeanne Simmeron:

Hi, Quitters! If you signed up for free patches and gum and are quitting or planning to and would like to share your story with Province readers in an article I'm writing, please call me at 604.605-2010, today before 4:30 or tomorrow (Friday) before noon. Thank you, Susan Lazenby, Province reporter, 604.605-2010.

Like · Comment · 4 hours ago

Jeanne Simmeron
Hey everyone...one again, im trying to get through 81 L is A LONG WAIT!

Like · Comment · 4 hours ago

David Delaunay I just put them on speaker phone and go about my business until they pick up.

3 hours ago · like

Jeanne Simmeron I got it now finally! I now will be receiving my 3 month supply of patches in the mail very, what a wonderful thing, I was so surprised at the new program that they have now, much, much better than before very convenient for 1 time.

2 hours ago · like

Jeanne Simmeron I have a slight problem with my speaker phone on my landline way, I gotta get a better phone now.

2 hours ago · like

Tracy Dobie! My tip of the Day>> Making a quit smoking motivation poster that sits on my desk!!
QuitNow Facebook Stats

Since Fall campaign started – October 2010:

• 70% Female; 30% Male
• 56% are aged 25 to 55 (largest segment 35 to 44)
• Fan-base grew 1,321 to 2030 (53% increase)
• 1500% increase in fan posts (interactions)
• Most popular post topics: contest, diet, quit tips, how to deal with cravings, NRT
• Fan base spread across British Columbia
Facebook Stats

Users
- New Likes: 78 (23.2%)
- Lifetime Likes: 2,029
- Monthly Active Users: 1,436 (14%)

Active Users
- Daily Active Users
- Weekly Active Users
- Monthly Active Users

Interactions
- Post Views: 44,174 (7.3%)
- Post Feedback: 233 (96%)

Page Content Feedback
- Likes
- Comments
What we learned: Twitter

579 followers: a growing, trusted source in the smoking cessation ‘twittersphere’
Tip: What we Tweet

Educational – latest studies

- Studies find practicing daily mindful meditation can reduce anxiety, stress and depression.

- New study warns parents smoking habits are transmitted from mother to daughter to...

Study: Secondhand smoke exposure increased risk of stillbirth by 23% & birth defects by 13% in nonsmoking pregnant women
http://ow.ly/4hD2T
3:30 PM Mar 18th via HootSuite
Most Popular Tweet

Most Popular QuitNow Tweet: ‘Smoking causes ++ wrinkles & Bette Davis proves it! Post this on your mirror 2 help with cravings.’
What we learned: Google Analytics

Google Analytics

Serious intelligence.
We’re still learning.
QuitNow: The mobile frontier

New Service

Introducing QuitNow By TXT, a 14-week mobile texting service for BC residents. Get helpful quit smoking tips and motivational support delivered straight to your cell phone! It's our newest service, and we encourage you to try it.

FREE mobile TXT support. Sign up today!

quitnow.ca
QuitNow By TXT

- Launched January 2011
- Preliminary data (7 month evaluation)

Registrants Jan to Aug, 2011

<table>
<thead>
<tr>
<th>Method</th>
<th>Registrants</th>
</tr>
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<tbody>
<tr>
<td>Online</td>
<td>364</td>
</tr>
<tr>
<td>Short code</td>
<td>95</td>
</tr>
<tr>
<td>TOTAL</td>
<td>459</td>
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</table>
## QuitNow By TXT

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>62%</td>
</tr>
<tr>
<td>Male</td>
<td>38%</td>
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</table>

### Smoking info/status

<table>
<thead>
<tr>
<th>Smoking</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Daily</td>
<td>44%</td>
</tr>
<tr>
<td>Occasional</td>
<td>3%</td>
</tr>
<tr>
<td>Recently quit</td>
<td>20%</td>
</tr>
<tr>
<td>Did not respond</td>
<td>31%</td>
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</table>

Number of quit attempts: 2.23
QuitNow Services: Future opportunities

**Engagement:** more conversation than contests

**Social media:** try YouTube & photo contests

**User base:** increase reach to other communities

**Link services:** available through single on-line portal
Contact

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