
**Evaluation of the first year of
the Txt2Quit service
*17 June 2008 – 16 June 2009***

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Executive summary

Background

A three-year pilot of Txt2Quit, a mobile phone smoking cessation service, was launched by The Quit Group on 17th June 2008. Txt2Quit, which was developed from the STOMP programme (Stop Smoking by Mobile Phone), is available to all smokers but is particularly targeted at 16 to 24-year-olds and Māori and Pacific smokers. The service is free and integrated with the Quitline and The Quit Group website.

The Txt2Quit programme runs for 26 weeks and comprises four stages: Pre-quit (up to two weeks), Quit Day, Intensive stage (four weeks), and Maintenance stage (20 weeks). Throughout the programme the client receives regular texts from Txt2Quit providing cessation advice and support and the client can text for support when they experience cravings, slip-up or relapse. They can also request Quit Cards that can be exchanged for nicotine patches, gum and/or lozenges to assist them in their quit attempt.

This report presents findings from evaluation of the first twelve months of the Txt2Quit service. The evaluation incorporated information from a number of different sources, including small-scale telephone surveys of Txt2Quit clients, small-scale analytical studies using information from Txt2Quit databases, larger-scale client research projects, monitoring information from Txt2Quit databases, and feedback from key informants.

Key findings are as follows:

Registrations and enquiries

- Between 17th June 2008 and 16th June 2009 (referred to as the 2008-09 year) the Txt2Quit service received 4,154 registrations. More than nine out of ten (94.0%) people who registered went on to opt-in to the programme resulting in 3,905 clients for the 2008-09 year. There were a further 20,397 enquiries that did not convert to registrations.
- The large number of enquiries that did not convert to registrations may reflect people's limited understanding of what Txt2Quit is, limited understanding of what will happen when they make an enquiry, and the effort required to register for the service (additional to the initial enquiry text).
- Most Txt2Quit registrations (76.0%) were undertaken via the Quitline, with 16 to 24-year-olds, Māori and Pacific registrants particularly likely to register via the Quitline.

- Feedback on both methods of registration, Quitline and the website, was generally positive. Website registration, in particular, was viewed as quick and efficient. There was some suggestion that the Quitline registration took too long.

How people heard about Txt2Quit

- Most people (63.1%) heard about Txt2Quit via Quit Advisors, however, a significant proportion heard about the service through television advertising (13.3%). Txt2Quit end-frames on Smoking Not Our Future (SNOF) advertisements were particularly effective at generating enquiries and registrations.

Characteristics of Txt2Quit clients

- The priority population groups were well-represented among Txt2Quit clients in 2008-09. Clients aged 16 to 24 years old represented two-thirds (66.8%) of people who opted-in to the programme. Māori (30.4%) and Pacific smokers (8.3%), when combined, represented nearly two-fifths (38.7%) of clients. Three-fifths (61.7%) of Txt2Quit clients were female.

Completion of, and withdrawals from, Txt2Quit

- At the end of the 2008-09 year, 592 people who registered for Txt2Quit (14.2%) had completed the programme and 960 people (23.1%) were either awaiting opt-in or in the active stages of the programme. Nearly two-thirds (62.6%) of people who registered for Txt2Quit had withdrawn.
- Reasons for withdrawing from the programme were likely to include relapse, clients not being ready to quit, clients disliking aspects of the programme, and clients no longer needing the programme because they had stopped smoking.

Text messages

- Feedback on the Txt2Quit text messages was extensive and varied. Overall, most clients who participated in research agreed that the texts were relevant, timely, motivating, supportive and easy to read. However, there was also some criticism that there were too many texts, particularly in the intensive stage of the programme, that the texts were repetitive, that the texts assumed clients had slipped-up or relapsed, that the style was often 'cheesy', that they were too impersonal, and that they weren't timed to arrive during the most 'at-risk' periods. Some clients did not like the use of text language.
- Most clients had used at least one of the feature texts ("Crave", "Crave stress", "Crave alcohol", "Crave bored", "Slip-up", "Relapse", "Stop"). The crave texts were the most commonly used. Crave texts and "Slip-up" were used, on average, 1 to 3

times per client and feedback on the Txt2Quit responses to "Crave" and "Slip-up" was positive.

- Around one in seven clients (14.2%) had texted "Relapse" and a small number tried to text "Relapse" a subsequent time, even though the system only allows one "Relapse" per client. Feedback on Txt2Quit responses to "Relapse" was positive.
- Consistent with the high proportion of clients who withdrew from the programme in the 2008-09 year, nearly two-thirds (62.4%) of clients texted "Stop" to withdraw from Txt2Quit and most did so in the Intensive or Maintenance stages.

Polls and black-out periods

- Around half (55.2%) of 2008-09 clients who were sent polls, responded to them. Feedback on polls was mixed, with some clients saying that they seemed irrelevant.
- A small proportion of Txt2Quit clients had an active black-out period at the end of the 2008-09 year. Most had requested a two-hour period in the morning. There were no reported problems with this feature, although the low usage suggests many clients may not have been aware of this option or may not have found it useful.

Txt2Quit support

- *Information pack:* Around half (52%) of Txt2Quit clients who participated in research had read all of the information in the Txt2Quit information pack. Among those who had read at least some of the pack, the information was viewed as useful and providing everything they needed to know about Txt2Quit. However, clients aged 16 to 24 years old were less likely to have read all of the information and this was reflected in their less positive feedback about the resources. This age group was positive about the information relating to nicotine patches, gum and lozenges, but there was a strong suggestion that there was too much material in the Txt2Quit pack.
- *Website:* Around half (53%) of Txt2Quit clients who participated in research had visited the Txt2Quit website and, among those who had, feedback was positive.
- *Technical support:* More requests for technical support in 2008-09 were directed to the Quitline than to the Txt2Quit website. However, the majority of clients who participated in research did not seek technical support at all. Of those who did, most were satisfied with the response they received.

Nicotine patches, gum and lozenges

- The availability of nicotine patches, gum and/or lozenges was a highly popular component of the Txt2Quit service. Nearly three-quarters (72.8%) of Txt2Quit clients requested Quit Cards to be exchanged for nicotine patches, gum and/or lozenges

and, according to the client survey, nearly three-quarters of those who requested Quit Cards (71%) went on to exchange at least one.

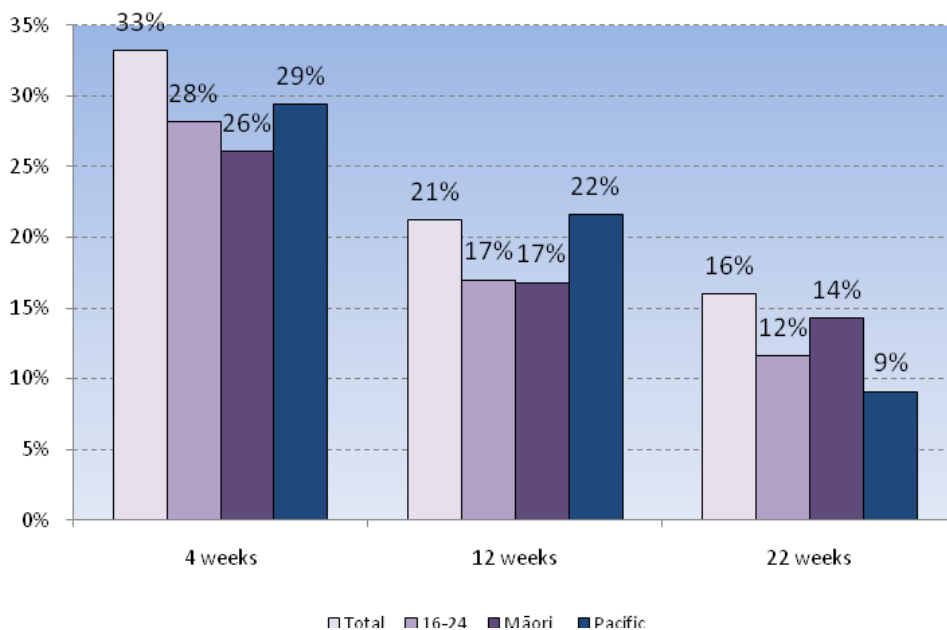
- Around one-third (34%) of surveyed clients who exchanged at least one Quit Card used all of the nicotine products they received.

Satisfaction with the Txt2Quit service

- Txt2Quit met the expectations of most clients who participated in research, most were satisfied with the service, most would consider using the service again in the future, and many had already, or would in the future, recommend Txt2Quit to others.

Quit outcomes

- The self-reported quit-rates (using the conservative intention-to-treat approach) for clients who were active in the Txt2Quit programme at 4 weeks, 12 weeks and 22 weeks after their quit date are shown in the graph below.



A list of recommendations for how the Txt2Quit service might be modified in order to improve its reach, clients' use and experience of the service, and quit outcomes, is provided on page 79 of the report.

1. Introduction

Overview

The Quit Group was contracted by the Ministry of Health to develop and provide a mobile phone smoking cessation service targeted at 16 to 24-year-olds, with an emphasis on Māori and Pacific. A three-year pilot of the service, known as Txt2Quit, was launched on 17th June 2008. This report presents findings from evaluation of the first twelve months of the Txt2Quit service.

1.1 Background

In 2008 more than one-quarter of 16 to 24-year-olds in New Zealand were current smokers (27.3%)¹. This figure was higher among Māori and Pacific young adults with nearly half of Māori 16 to 24-year-olds (45.7%) and nearly one-third of Pacific 16 to 24-year-olds (31.5%) reporting that they were current smokers². Studies suggest that most young smokers want to quit smoking or cut down (Lamkin et al 1998; Stone and Kristeller 1992), and most 15 to 19-year-olds in New Zealand say that they would not smoke if they had their lives again and they do not expect to be smokers in their 20s (Ministry of Health, 2007). However, existing smoking cessation services are underutilised by young adults and there is limited evidence that these services are effective for them, particularly in the long term (Backinger et al 2003; Lantz et al 2000). There is a recognised need for effective smoking cessation interventions for young adults.

Mobile phones provide a new delivery mechanism for smoking cessation programmes that may be particularly well-suited to young adults, the large majority of whom (in developed countries like New Zealand) own mobile phones. Individualised information, such as smoking cessation support materials, can be delivered inexpensively, regardless of where the person is located. Further, mobile phone-based interventions can provide the anonymity that many people prefer.

The Clinical Trials Research Unit (CTRU) at the University of Auckland conducted a large, randomised trial of a new smoking cessation service using mobile phone text messaging - **STOp** smoking by **M**obile **P**hone, or STOMP. The trial, which was conducted between July 2002 and November 2003, involved 1,705 current smokers from throughout New

¹ These are previously unpublished results of the 2008 New Zealand Tobacco Use Survey. These results have been analysed by Health and Disability Intelligence of the Ministry of Health following the methodologies outlined in the [Methodology Report for the 2008 New Zealand Tobacco Use Survey](#) (Ministry of Health, 2009).

² Ibid.

Zealand who wanted to quit, were aged over 15 years, and owned a mobile phone (Rodgers et al 2005). Participants were allocated to an intervention group that received regular, personalised text messages providing smoking cessation advice, support and distraction, or a control group that received generic health messages. After six weeks, the proportion of participants in the intervention group who had quit was twice that of the control group (28% cf. 13%). Further, Māori in the intervention group were more likely to report being quit at six weeks than Māori in the control group (26% cf. 11%) (Bramley et al 2005).

The STOMP programme was modified to suit a United Kingdom (UK) population and a pilot study for a full randomised controlled trial (txt2stop) was undertaken (Free et al 2009). The aim of the full trial was to assess whether mobile phone-based support can improve smoking cessation rates at six months in the UK. The pilot study found a doubling of self-reported quitting at four weeks from 12% in the control group to 26% in the intervention group.

Following positive outcomes from the STOMP trial and the pilot txt2stop trial, the New Zealand Ministry of Health contracted The Quit Group to develop and provide the STOMP service throughout New Zealand as a three-year pilot.

A modified version of STOMP, Txt2Quit, was launched on 17th June 2008.

The Txt2Quit programme is licensed to HSA Global Ltd (previously Healthphone Solutions Ltd) and provided by The Quit Group.

1.2 Txt2Quit

The goal of Txt2Quit is to offer a unique and low-cost smoking cessation option to all smokers wishing to quit. The priority population groups for the service are 16 to 24-year-olds, particularly Māori and Pacific 16 to 24-year-olds.

The Txt2Quit service, which is the first of its type in the world, is a free service. It is integrated with the Quitline and The Quit Group website and contributes to The Quit Group's goal of 'providing a population-based smoking cessation programme to reduce smoking prevalence and consumption in New Zealand'. The service is a 26-week, fully-automated programme. Clients can register via the Txt2Quit website (www.txt2quit.org.nz) or the Quitline, and are eligible to receive subsidised nicotine patches, gum and/or lozenges.

The Txt2Quit service comprises a number of stages:

Pre-quit (up to two weeks prior to Quit Day): The client receives between one and two texts per day, depending on when their Quit Day is. The message content focuses on preparation and planning.

Quit Day: This marks the start of the quit attempt, where the client will embark on an intensive four-week programme. The client receives three messages on this day.

Intensive stage (four weeks): During this stage the client receives three texts per day. Message content focuses on how to cope with cravings and practical and supportive advice during this particularly tough time.

Maintenance stage (20 weeks): During this stage the client receives three texts per week. Message content focuses on practical and supportive advice for maintaining quit status, including how to cope with triggers, cravings, slip-ups and relapse.

Features of the Txt2Quit service include:

1. The ability for clients to text the short-code, 3111, for additional support. Clients can text:
 - **“Crave”** if they are craving a cigarette; they will receive suggestions for how to get through the craving. The “Crave” request can be general or specific (e.g. “Crave alcohol”, “Crave stress”, “Crave bored”).
 - **“Slip-up”** if they have had one or two cigarettes but have not fully relapsed. The Txt2Quit response to “Slip-up” normalises this process and supports the client to get back on track with their quit attempt.
 - **“Relapse”** if they have started smoking within the 26-week period and want to make another quit attempt. They will receive tailored relapse messaging for a period of four weeks before re-entering the programme.

Each client can send up to 50 “Crave” and “Slip-up” texts.

2. The ability for clients to text **“Stop”** to 3111 if they wish to stop participating in Txt2Quit before the end of the programme. All message delivery will cease immediately.

3. Fortnightly polls – these are used as a means of engaging and distracting clients, as well as directing traffic to the quitting community on the website.
4. Black-outs – clients can specify a period of up to two hours of the day, within the message schedule window of 7am to 10pm, when they will not be sent texts.
5. Monitoring of quit status – all active clients receive a text at four weeks, 12 weeks and 26 weeks, asking if they are quit.

Clients can request nicotine patches, gum and/or lozenges when they register for Txt2Quit, or subsequent to registration. They can also contact the Quitline with questions, or access the Txt2Quit website, which provides access to the online quitting community, a list of Frequently Asked Questions, and a mechanism for clients to email questions and receive a response. On registration, the service provides clients with a Txt2Quit pack, which includes a letter, wallet guide, phone sticker, Txt2Quit guide, and quitting materials.

Clients are able to log Txt2Quit technical problems via the Quitline or the Txt2Quit website.

1.3 Evaluation

Evaluation of the first year of the Txt2Quit service was utilisation-focused, that is, evaluation findings were intended to inform refinements of the service during the three-year pilot.

The evaluation had three major components:

1. Evaluation of the trial launch - A trial of the Txt2Quit service was conducted with Quit Group staff between 28 January and 2 May 2008. The purpose of the trial was to ensure The Quit Group's Txt2Quit processes (policies, procedures and infrastructure) were working according to plan, to ensure Quit Group staff were fully equipped to support the service, and to gain some insight into the participant experience of Txt2Quit. The Txt2Quit software was also monitored as a precautionary measure. The trial launch evaluation resulted in a number of recommendations as to how the service might be modified. The results of the trial launch evaluation are reported elsewhere (The Quit Group, 2008a).
2. Process evaluation – The purpose of the process evaluation was to (1) document and (2) review the implementation of Txt2Quit. The documentation component of the

process evaluation provided an overview of the key stages and related time-frames of the implementation process, identified changes to the intended implementation process, documented the governance of Txt2Quit and the structure of the Txt2Quit team, and identified the roles of organisations and individuals involved in Txt2Quit (Premium Research, 2008a). The second component of the process evaluation, the review of implementation, identified aspects of Txt2Quit that worked well and those that did not work so well. Findings of the review informed a *Guidelines for Major Information Technology Projects* paper (Premium Research, 2008b) and were presented verbally to the Executive Director of The Quit Group.

3. Impact evaluation – The aims of the impact evaluation for the first year of the Txt2Quit service were to:
 - a) Determine how effectively the Txt2Quit service reached its priority population groups.
 - b) Describe clients' use and experience of the Txt2Quit service.
 - c) Determine how satisfied clients were with their Txt2Quit experience.
 - d) Determine how effective the Txt2Quit service was in assisting clients to quit smoking.
 - e) Provide recommendations for how the Txt2Quit service might be changed in order to improve its reach, clients' use and experience of the service, and quit outcomes.

This report presents the findings of the impact evaluation. Findings are organised according to the above aims.

Information derived from this evaluation report will inform decisions by The Quit Group and Ministry of Health about the direction of the Txt2Quit service and how it can be refined.

2. Method

The impact evaluation of the first year of the Txt2Quit service incorporated information from a number of different sources. Sources included small-scale telephone surveys of Txt2Quit clients, small-scale analytical studies using information from Txt2Quit databases, larger-scale client research projects, monitoring information from Txt2Quit databases, and feedback from key informants. Each of these sources of information is detailed below.

2.1 Telephone surveys

The Quit Group (2008b). Txt2Quit: Evaluating how well the resources are working - 10 July 2008. Wellington: The Quit Group.

The Quit Group (2008c). Txt2Quit: Evaluating how well the resources are working - 23 July 2008. Wellington: The Quit Group.

The Quit Group (2008d). Txt2Quit: Evaluating how well the resources are working - 7 August 2008. Wellington: The Quit Group.

The Quit Group (2008e). Txt2Quit: Evaluating how well the resources are working - 27 August 2008. Wellington: The Quit Group.

In July and August 2008 four five-minute surveys were undertaken with a small number of Txt2Quit clients. These surveys were intended to check that early issues with receipt of Txt2Quit packs had been resolved, and to assess clients' use of Txt2Quit resources and perceptions of the service. These surveys each involved 15 to 21 clients. All survey participants had consented to be contacted for research purposes.

The Quit Group (2008f). Txt2Quit: Reasons for withdrawing from the service. Wellington: The Quit Group.

In the latter part of 2008, a telephone survey was undertaken with 31 people who had withdrawn from Txt2Quit by texting "Stop". The purpose of the survey was to determine reasons for withdrawing from the programme for those clients who had withdrawn via text (rather than via the Quitline – clients who had withdrawn via the Quitline were asked

for their reasons by the Quit Advisor). All survey participants had consented to be contacted for research purposes.

2.2 Analytical studies

The Quit Group (2008g). Response to 'Smoking Not Our Future' TVC. Wellington: The Quit Group.

The youth-targeted Smoking Not Our Future (SNOF) campaign, run by the Health Sponsorship Council, ran for a number of periods during the first year of the Txt2Quit service. It used non-smoking New Zealand celebrities to communicate smokefree and cessation messages via television, cinema and print advertising. Some of the SNOF advertisements carried end-frames encouraging viewers to "Free TXT Quit to 3111". People who texted "Quit" to 3111 received an automated text on their mobile phone encouraging them to register with the Txt2Quit service by calling the Quitline or going to the Txt2Quit homepage.

In September 2008, as a result of widespread promotion of Txt2Quit through SNOF television advertising, the Txt2Quit service received 17,985 enquiries. Most of these enquiries did not translate into registrations. In order to better understand this discrepancy, a survey was undertaken with 100 people who made an enquiry but did not go on to register. The survey was designed to investigate expectations about texting "Quit" to 3111 and barriers to registration. Participants were interviewed over the phone by Txt2Quit Coordinators.

The Quit Group (2009a). Txt2Quit: Unrecognised texts analysis. Wellington: The Quit Group.

In 2009 an analysis was undertaken to describe the volume and types of unrecognised texts received by the Txt2Quit service during the first six months of operation. The purpose of the analysis was to determine if additional texts needed to be added to the list of 'recognised texts' and whether certain types of texts required more active follow-up from Txt2Quit Coordinators. All unrecognised texts that were received by the Txt2Quit system between 18 June and 18 December 2008 were extracted and coded.

The Quit Group (2009b). Brief Report: Effectiveness of the Smoking Not Our Future (SNOF) campaign in encouraging Quitline and Txt2Quit enquiries and registrations. Wellington: The Quit Group.

The SNOF campaign was on air for 20 weeks between 18 November 2007 and 24 January 2009. In this period, three different SNOF advertisement end-frames were used - a generic SNOF end-frame ("Smoking Not Our Future"), a Quitline end-frame ("Call the Quitline 0800 778 778"), and a Txt2Quit end-frame ("Free TXT Quit to 3111"). The purpose of this analysis was to investigate the impact of Txt2Quit end-frames on the number of Txt2Quit enquiries and registrations.

2.3 Client research

Litmus (2009a). Txt2Quit Client Satisfaction: Qualitative Research. Wellington: The Quit Group.

In early 2009, Litmus, a research consultancy, undertook qualitative research with Txt2Quit clients aged 16 to 24 years. The purpose of the research was to gather client feedback about key aspects of the service, in particular, areas of success and satisfaction with Txt2Quit and opportunities for improvement of the service. Participants included 26 previous or current Txt2Quit clients who had consented to be contacted for research purposes. A combination of focus groups and individual interviews were employed.

The Quit Group (2009c). Txt2Quit: Client Satisfaction Online Survey. Wellington: The Quit Group.

An online survey of 194 Txt2Quit clients was undertaken by The Quit Group in early 2009. The primary purpose of the survey was to gain feedback on clients' experience of, and satisfaction with, the Txt2Quit service. The survey was run through Survey Monkey, an online survey tool (www.surveymonkey.com). Data was collected in two waves. The Wave 1 sample consisted of Txt2Quit clients who had signed up for Txt2Quit between 18 June 2008 and 4 February 2009, and had completed the programme or were in the intensive or maintenance stages of the programme. The Wave 2 sample consisted of Txt2Quit clients who had signed up for Txt2Quit between 5 February 2009 and 16 March 2009, and were in the intensive or maintenance stages of the programme. All survey participants had consented to be contacted for research purposes.

2.4 Databases

For this evaluation report, information on 2008-09 Txt2Quit clients was extracted from a Filemaker database maintained by The Quit Group and information on the text messaging system was extracted from the STOMP database. Client demographic information stored in Filemaker could be matched with client programme information stored in STOMP through a unique client identifier.

In this report, unless otherwise noted, all figures are drawn from the Filemaker and STOMP databases.

2.5 Key informant feedback

A small number of Quit Group staff who were involved in delivery of the Txt2Quit service in the first year of operation were interviewed for this report. Key informants included Txt2Quit Coordinators, ICT staff and communications advisors.

3. Reach of the Txt2Quit service

A number of measures were used to assess how effectively the Txt2Quit service reached its priority population groups in 2008-09. These measures included the level of interest in the service and what factors influenced interest, the characteristics of 2008-09 Txt2Quit clients, and the extent to which clients completed (or withdrew from) the programme.

3.1 Interest in the Txt2Quit service

Table 1 presents the total number of enquiries (that did not convert to registrations), registrations and opt-ins to the Txt2Quit service in 2008-09.

Table 1: Enquiries, registrations and opt-ins in 2008-09

		Total	Gender		Age		Ethnicity ³		
			Female	Male	16-24	Other	Māori	Pacific peoples	Other
Enquiries (that did not convert to registrations)⁴	n	20,397							
Registrations	n	4154	2542	1612	2767	1387	1275	344	3200
	%	100.0	61.2	38.8	66.6	33.4	30.7	8.3	77.0
Opt-ins	n	3905	2408	1497	2609	1296	1188	323	3026
	%	100.0	61.7	38.3	66.8	33.2	30.4	8.3	77.5

In 2008-09, the Txt2Quit service received 25,306 enquiries. Around eight out of ten of these, or 20,397, were from unique mobile phone numbers (a significant proportion of enquiries were sent from the same mobile phone number)⁵. In the same period there were 4,154 registrations⁶. More than nine out of ten people who registered (94.0%) went

³ Ethnicity is a multiple-response category, that is, clients could identify with more than one ethnic group. Consequently, the percentage figures for ethnicity add to more than 100%. This applies to all ethnicity figures presented in this report.

⁴ There was no information on the demographic characteristics of people who sent enquiry texts.

⁵ These figures were extracted from the STOMP database on 30 June 2009 so the number of enquiries as at 17 June 2009 might have been slightly higher, as some enquiries might have converted to registrations between 17 and 30 June.

⁶ Registrations may or may not have been preceded by an enquiry - information on how many enquiries converted to registrations was not retained by the STOMP system.

on to opt-in to the programme resulting in 3,905 clients for the 2008-09 year. A small proportion of registrations, 6.0% (n=249), did not complete the opt-in process.

The demographic characteristics of 2008-09 Txt2Quit clients are discussed in Section 3.2. What can be noted from Table 1 is that there was no notable difference between the demographic characteristics of the 4,154 people who registered compared with those of the 3,905 people who opted-in.

How people heard about the Txt2Quit service

As Table 2 shows, nearly two-thirds of people who registered for Txt2Quit in 2008-09 heard about the service through a Quit Advisor (63.1%); 13.3% heard about it through television advertising. This finding is consistent with the fact that there was little promotion of Txt2Quit through mass media in 2008-09 (with the exception of a small internet and cinema campaign at the beginning of the year, and the SNOF campaign – see next section). The general expectation was that people would find out about Txt2Quit through Quit Advisors and word-of-mouth.

There were significant differences between:

- how 16 to 24-year-olds heard about Txt2Quit compared with clients of Other ages ($X^2(6, N=4109)=377, p<0.05$) e.g. 16 to 24-year-olds were more likely to find out about Txt2Quit through a Quit Advisor than Other age clients (73.2 cf. 42.9%).
- how clients of different ethnicities heard about Txt2Quit ($X^2(6, N=4768)=56.1, p<0.05$) e.g. Māori and Pacific clients were more likely to find out about Txt2Quit through a Quit Advisor than Other ethnicity clients (71.1% and 70.6% cf. 60.9%).
- how clients in different programme stages heard about Txt2Quit ($X^2(15, N=4109)=76.9, p<0.05$) e.g. clients in the active programme stage were more likely than clients in other stages to have heard about Txt2Quit through a Quit Advisor (72.2% cf. 60.6% for clients awaiting opt-in, 53.4% for clients who had completed the programme and 63.0% for clients who had withdrawn from the programme).

Table 2: How people who registered for Txt2Quit heard about it

		Gender		Age		Ethnicity			Programme stage				
		Total	Female	Male	16-24	Other	Māori	Pacific peoples	Other	Awaiting opt-in	Active	Complete	Withdrawn
Quit Advisor	n	2620	1605	1015	2025	595	907	243	1949	151	513	316	1640
	%	63.1	63.1	62.9	73.2	42.9	71.1	70.6	60.9	60.6	72.2	53.4	63.0
Television advertising	n	552	343	209	294	258	145	36	442	30	58	87	377
	%	13.3	13.5	13.0	10.6	18.6	11.4	10.5	13.8	12.0	8.2	14.7	14.5
Other	n	213	120	93	93	120	42	15	176	15	32	43	123
	%	5.1	4.7	5.8	3.4	8.7	3.3	4.4	5.5	6.0	4.5	7.3	4.7
Friends and family	n	205	129	76	93	112	48	14	163	14	38	37	116
	%	4.9	5.1	4.7	3.4	8.1	3.8	4.1	5.1	5.6	5.3	6.3	4.5
Internet	n	199	118	81	72	127	37	7	172	20	31	36	112
	%	4.8	4.6	5.0	2.6	9.2	2.9	2.0	5.4	8.0	4.4	6.1	4.3
Online advertising	n	162	114	48	97	65	47	17	126	6	20	32	104
	%	3.9	4.5	3.0	3.5	4.7	3.7	4.9	3.9	2.4	2.8	5.4	4.0
Cigarette packet	n	99	53	46	56	43	27	7	82	3	3	19	74
	%	2.4	2.1	2.9	2.0	3.1	2.1	2.0	2.6	1.2	0.4	3.2	2.8
Don't know	n	45	24	21	16	29	10	1	40	2	7	5	31
	%	1.1	0.9	1.3	0.6	2.1	0.8	0.3	1.3	0.8	1.0	0.8	1.2
Health worker	n	43	28	15	19	23	10	3	35	7	7	10	18
	%	1.0	1.1	0.9	0.7	1.7	0.8	0.9	1.1	2.8	1.0	1.7	0.7
Hospital	n	6	2	4	0	6	0	1	6	0	1	4	1
	%	0.1	0.1	0.2	0.0	0.4	0.0	0.3	0.2	0.0	0.1	0.7	0.0
Phone book	n	11	6	5	2	9	2	0	9	1	1	3	6
	%	0.3	0.2	0.3	0.1	0.6	0.2	0.0	0.3	0.4	0.1	0.5	0.2
Base: All registrations	n	4155	2542	1613	2767	1387	1275	344	3200	249	711	592	2602
	%	100.0	61.2	38.8	66.6	33.4	30.7	8.3	77.0	6.0	17.1	14.2	62.6

Influence of Smoking Not Our Future campaign

Research by The Quit Group (2009b) found that Txt2Quit end-frames on SNOF television advertisements were associated with higher numbers of Txt2Quit enquiries and registrations. The analysis was undertaken for the first six month period of Txt2Quit service (16 June 2008 to 24 January 2009). Researchers compared numbers of enquiries and registrations in weeks when the Txt2Quit end-frame was aired, with numbers of enquiries and registrations in weeks when the generic SNOF end-frame was aired or there was no SNOF television advertising (Tables 3 and 4). They found that during weeks

when advertisements with the Txt2Quit end-frame were aired the number of enquiries and registrations were significantly higher than during weeks when there was no SNOF advertising or when SNOF advertisements with generic SNOF end-frames were aired.

Table 3: Enquiries to Txt2Quit in the first six months of operation

Week commenced	End-frame	Actual TARPs [#]				Enquiries only*(n)
		Total	SNOF end-frame (%)	T2Q end-frame (%)	QL end-frame (%)	
20 Jul 08	SNOF	184.0	100.0	-	-	2
27 Jul 08	SNOF	151.0	100.0	-	-	7
31 Aug 08	T2Q + QL	221.4	-	78.4	21.6	4909
7 Sep 08	T2Q + QL	238.9	-	81.4	18.6	6027
14 Sep 08	T2Q + QL	217.9	-	80.3	19.7	6587
16 Nov 08	SNOF	175.8	100.0	-	-	11
23 Nov 08	SNOF	209.0	100.0	-	-	13
11 Jan 09	T2Q + SNOF	155.3	49.8	50.2	-	5738
18 Jan 09	T2Q + QL + SNOF	163.2	44.2	43.7	12.1	3703
-	No SNOF campaign	-	-	-	-	28.8**

Target Audience Rating Points

*Excludes those who subsequently registered with the service

** Average weekly number of enquiries only, calculated from the 12 weeks when there was no SNOF advertising

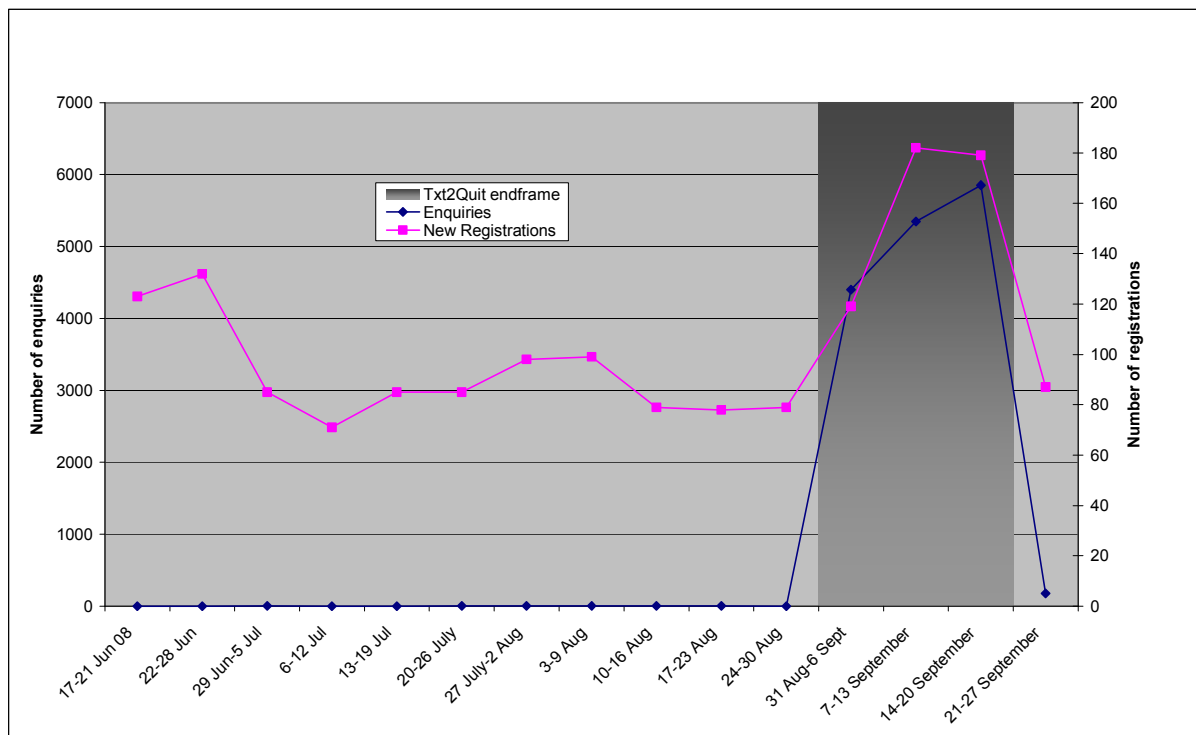
Table 4: Registrations with Txt2Quit in the first six months of operation

Week commenced	End-frame	Actual TARPs				Registrations (n)	
		Total	SNOF end-frame (%)	T2Q end-frame (%)	QL end-frame (%)	All ages	< 25 years
20 Jul 08	SNOF	184.0	100.0	-	-	80	44
27 Jul 08	SNOF	151.0	100.0	-	-	90	58
31 Aug 08	T2Q + QL	221.4	-	78.4	21.6	119	77
7 Sep 08	T2Q + QL	238.9	-	81.4	18.6	183	122
14 Sep 08	T2Q + QL	217.9	-	80.3	19.7	179	125
16 Nov 08	SNOF	175.8	100.0	-	-	73	61
23 Nov 08	SNOF	209.0	100.0	-	-	50	43
11 Jan 09	T2Q + SNOF	155.3	49.8	50.2	-	158	114
18 Jan 09	T2Q + QL + SNOF	163.2	44.2	43.7	12.1	131	97
-	No SNOF campaign	-	-	-	-	77.8**	55.1**

** Average weekly number of registrations received, calculated from the 12 weeks when there was no SNOF advertising.

Further evidence of the influence of the SNOF campaign on interest in Txt2Quit was found in a survey of 100 people who texted "Quit" to 3111 during September 2008, but did not go on to register (The Quit Group, 2008g). In this period, SNOF advertisements with Txt2Quit end-frames were aired and 17,985 enquiries were received by the Txt2Quit service (see Figure 1 – note that the number of enquiries for September does not add to 17,985 in Figure 1, presumably because some enquiries translated to registrations). Almost eighty percent of survey participants said that they texted 3111 after seeing a SNOF television advertisement.

Figure 1: Txt2Quit enquiries and registrations between June and Sept 2008



Findings of the September 2008 survey also provided insight into the discrepancies between the number of Txt2Quit enquiries and registrations. As shown in Table 1, there were 20,397 enquiries in the 2008-09 year that did not convert to registrations. The September 2008 survey was designed to investigate barriers to registration, including the influence of people’s expectations about texting 3111 (The Quit Group, 2008g). Key findings included that:

- *Most participants understood that they were texting 3111 about quitting smoking but many participants were unclear what would happen after they texted. Out of 65 participants who commented on what they expected to happen, 20 said that they did not know what would happen and 20 thought they would be sent information about*

quitting. In a subsequent question, 35% of participants expected the Txt2Quit service to start straight away.

- ⇒ A significant proportion of people who texted "Quit" to 3111 may not have understood that, by texting, they were indicating their interest in participating in a text-based smoking cessation programme. Some may not have been interested in participating in the programme and some may not have been ready to start a quit attempt. As a result they may have decided not to take the next step and register for the service.
- *More than half of participants said that there were barriers to registering straight away.* Of the 48 participants who identified barriers, 18 said that they did not get around to it because they were too busy or could not be bothered, 17 did not have access to the internet at the time they received the sign-up text and a further five were not at a location where they could register, and a small number did not know calling the Quitline was free.
- ⇒ The extra effort required to access the internet or make a phone-call and register for Txt2Quit may have deterred a significant proportion of people who were interested but not interested enough to make the additional effort.

3.2 Characteristics of Txt2Quit clients

Table 5 presents demographic information for the 3,905 Txt2Quit clients who opted-in to the service between 17th June 2008 and 16th June 2009. Clients provided this information when they registered for Txt2Quit.

Table 5: Demographic profile of 2008-09 Txt2Quit clients

	Total		Māori		Pacific Peoples		European		Asian		MELAA ⁷		Other		Refused	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Gender																
Female	2408	61.7	856	72.1	191	59.1	1640	61.4	49	36.8	8	23.5	120	55.0	34	53.1
Male	1497	38.3	332	27.9	132	40.9	1029	38.6	84	63.2	26	76.5	98	45.0	30	46.9
Age group																
<16	105	2.7	51	4.3	9	2.8	71	2.7	1	0.8	1	2.9	9	4.1	2	3.1
16-19	1022	26.2	358	30.1	92	28.5	697	26.1	27	20.3	5	14.7	55	25.2	14	21.9
20-24	1587	40.6	499	42.0	152	47.1	1085	40.7	61	45.9	20	58.8	68	31.2	17	26.6
25-29	492	12.6	126	10.6	39	12.1	320	12.0	33	24.8	6	17.6	38	17.4	8	12.5
30-34	168	4.3	44	3.7	11	3.4	112	4.2	7	5.3	1	2.9	10	4.6	6	9.4
35-39	161	4.1	39	3.3	7	2.2	115	4.3	3	2.3	1	2.9	9	4.1	5	7.8
40-44	125	3.2	32	2.7	7	2.2	87	3.3	0	0.0	0	0.0	12	5.5	2	3.1
45-49	109	2.8	21	1.8	4	1.2	80	3.0	0	0.0	0	0.0	6	2.8	1	1.6
50-54	64	1.6	14	1.2	0	0.0	43	1.6	1	0.8	0	0.0	6	2.8	4	6.3
55-59	40	1.0	4	0.3	1	0.3	31	1.2	0	0.0	0	0.0	4	1.8	2	3.1
60-64	20	0.5	0	0.0	1	0.3	18	0.7	0	0.0	0	0.0	0	0.0	2	3.1
>64	12	0.3	0	0.0	0	0.0	10	0.4	0	0.0	0	0.0	1	0.5	1	1.6
DHB																
Northland	124	3.2	56	4.7	5	1.5	74	2.8	3	2.3	2	2.0	6	2.8	2	3.1
Waitemata	217	5.6	48	4.0	21	6.5	150	5.6	17	12.8	3	3.0	14	6.4	2	3.1
Auckland	471	12.1	114	9.6	87	26.9	264	9.9	44	33.1	12	12.0	32	14.7	16	25.0
Co.Manukau	362	9.3	133	11.2	103	31.9	177	6.6	25	18.8	3	3.0	18	8.3	7	10.9
Waikato	394	10.1	163	13.7	13	4.0	258	9.7	10	7.5	2	2.0	22	10.1	4	6.3
Bay of Plenty	190	4.9	72	6.1	8	2.5	128	4.8	4	3.0	0	0.0	16	7.3	3	4.7
Lakes	119	3.0	69	5.8	3	0.9	66	2.5	2	1.5	1	1.0	3	1.4	4	6.3
Tairāwhiti	32	0.8	18	1.5	1	0.3	17	0.6	1	0.8	0	0.0	1	0.5	0	0.0
Taranaki	102	2.6	35	2.9	1	0.3	80	3.0	1	0.8	0	0.0	3	1.4	1	1.6
Hawke's Bay	180	4.6	61	5.1	4	1.2	133	5.0	0	0.0	0	0.0	9	4.1	2	3.1

⁷ Middle Eastern / Latin American / African

	Total		Māori		Pacific Peoples		European		Asian		MELAA ⁷		Other		Refused	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Whanganui	65	1.7	32	2.7	0	0.0	46	1.7	1	0.8	0	0.0	2	0.9	0	0.0
MidCentral	226	5.8	64	5.4	7	2.2	175	6.6	5	3.8	0	0.0	14	6.4	2	3.1
Wairarapa	35	0.9	10	0.8	1	0.3	25	0.9	1	0.8	0	0.0	4	1.8	0	0.0
Capital and Coast	304	7.8	86	7.2	30	9.3	214	8.0	6	4.5	4	4.0	22	10.1	5	7.8
Hutt Valley	109	2.8	26	2.2	7	2.2	84	3.1	0	0.0	1	1.0	3	1.4	2	3.1
Nelson/ Marlborough	45	1.2	12	1.0	3	0.9	35	1.3	1	0.8	0	0.0	2	0.9	0	0.0
West Coast	25	0.6	5	0.4	1	0.3	19	0.7	0	0.0	0	0.0	3	1.4	1	1.6
Canterbury	477	12.2	99	8.3	14	4.3	382	14.3	7	5.3	5	5.0	23	10.6	5	7.8
South Canterbury	41	1.0	11	0.9	0	0.0	34	1.3	0	0.0	0	0.0	0	0.0	0	0.0
Otago	193	4.9	29	2.4	8	2.5	161	6.0	3	2.3	0	0.0	12	5.5	4	6.3
Southland	96	2.5	22	1.9	0	0.0	79	3.0	0	0.0	0	0.0	5	2.3	0	0.0
Not defined	98	2.5	23	1.9	6	1.9	68	2.5	2	1.5	1	1.0	4	1.8	4	6.3
Base: All clients who opted-in to Txt2Quit	3905	100	1188	30.4	323	8.3	2669	68.3	133	3.4	100	2.6	218	5.6	64	1.6

Highlights of the demographic profile of 2008-09 clients were as follows:

Two-thirds of 2008-09 clients were aged 16 to 24 years old (66.8%). Just over one in four clients (26.2%) were aged 16 to 19 years and two in five (40.6%) were aged 20 to 24 years. The proportion of Māori and Pacific clients in this age group was even higher with around three-quarters of Māori (72.1%) and Pacific clients (75.6%) aged between 16 and 24 years old.

A significantly higher proportion of Txt2Quit clients than Quitline clients from the same time period were aged 16 to 24 years old (66.8% cf. 21%; $X^2(1, N=33755)=3823$, $p<0.05$). Txt2Quit clients aged 16 to 24 years old were also over-represented when compared to their representation in the New Zealand smoking population – around one-

fifth of New Zealand smokers in 2006 were aged 15 to 24 years old⁸ (21.2%; Statistics New Zealand, 2007).

Three-fifths of 2008-09 clients were female (61.7%) and around two in five clients were male (38.3%). This imbalance was greater among Māori Txt2Quit clients with 72.1% of Māori clients female and 27.9% male. Among Pacific clients the gender split was similar to that of all Txt2Quit clients - 59.1% of Pacific clients were female and 40.9% were male.

A significantly higher proportion of Txt2Quit clients than Quitline clients from the same time period were female (61.7% cf. 53%; $X^2(1, N=33748)=104, p<0.05$). Females were also over-represented among Txt2Quit clients when compared to their representation in the New Zealand smoking population - 49.4% of New Zealand smokers in 2006 were female (Statistics New Zealand, 2007).

Almost two-fifths of 2008-09 clients were Māori or Pacific (38.7%). Nearly one-third of Txt2Quit clients were Māori (30.4%); this compares to Māori representing one-quarter (24.3%) of all New Zealand smokers in 2006 (Statistics New Zealand, 2007). The representation of Pacific peoples among Txt2Quit clients was similar to their representation among all New Zealand smokers (8.3% cf. 7.8% of all New Zealand smokers in 2006; *ibid*). The representation of European smokers among Txt2Quit clients was also similar to their representation in the smoking population as a whole (68.3% cf. 64.6% of all New Zealand smokers in 2006; *ibid*).

There was no significant difference between Txt2Quit and Quitline clients from the same time period in the proportion of Māori compared with Other ethnicities (28% cf. 26% Māori; $X^2(2, N=33922)=3.42$ n.s).

Clients were drawn from DHB regions throughout New Zealand. The main centres provided the largest groups of Txt2Quit clients, with the three Auckland DHBs providing 27% of 2008-09 clients, and Waikato, Wellington and Canterbury DHBs each providing around one-tenth of clients each.

⁸ Information on the representation of 16 to 24 year-olds among the 2006 smoker population was not available; information on 15 to 24-year-olds has been included instead.

3.3 Completion of the Txt2Quit programme

Table 6 identifies the number and percentage of clients in each stage of the Txt2Quit programme at the end of 2008-09⁹. Because 'awaiting opt-in' is the first official stage of the Txt2Quit programme, the 249 people who had registered but not opted-in to the programme were included in this table.

By the end of 2008-09, the majority of clients who registered between 17 June 2008 and 16 June 2009 had withdrawn from the programme (62.6%). Fourteen percent of clients had completed the programme (14.3%) and a similar percentage were active in the programme (17.1%). Consistent with the large maintenance component of the programme (20 of the 26 weeks), the largest percentage of active clients were in the maintenance stage (10.8%).

Table 6: Programme stage of 2008-09 registrations (as at 17 June 2009)

Txt2Quit programme stage	Total	
	n	%
Awaiting opt in	249	6.0
Active	711	17.1
<i>Prior to Pre-Quit</i>	2	0.05
<i>Pre-Quit</i>	52	1.3
<i>Quit Day</i>	9	0.2
<i>Intensive</i>	166	4.0
<i>Maintenance</i>	447	10.8
<i>Early Relapse</i>	31	0.7
<i>Late Relapse</i>	4	0.1
Withdrawn	2602	62.6
Completed	592	14.3
Base: All registrations	4154	100.0

Table 7 presents aggregated programme stage information, by gender, age and ethnicity, for everyone who registered for the Txt2Quit service in 2008-09. There were significant differences between:

- the proportion of males and females in each programme stage ($\chi^2(3, N=4154)=8.54$, $p<0.05$). Proportionately more males were awaiting opt-in than females (7.1% cf. 5.3%).

⁹ Figures were extracted on 17 June 2009.

- the proportion of 16 to 24-year-olds in each programme stage compared with clients of Other ages ($X^2(3, N=4154)=35.76, p<0.05$). Proportionately more Other age clients than 16 to 24-year-olds had completed the programme (18.6% cf. 12.1%) and proportionately more 16 to 24-year-olds than Other age clients had withdrawn from the programme (64.9% cf. 58.1%).
- the proportion of different ethnicity clients in each programme stage ($X^2(6, N=4819)=12.99, p<0.05$). Proportionately fewer Māori clients had completed the programme (12.0% cf. 14.2% for Pacific and 15.2% for Other ethnicity), proportionately more Māori clients were awaiting opt-in (6.8% cf. 6.1% for Pacific and 5.4% for Other ethnicity), and proportionately more Pacific clients were in the active programme stage (20.1% cf. 16.4% for Māori and 17.0% for Other ethnicity).

Table 7: Programme stage of 2008-09 registrations by population group

Txt2Quit programme stage		Total	Gender		Age		Ethnicity		
			Female	Male	16-24	Other	Māori	Pacific Peoples	Other
Awaiting opt in	n	249	134	115	158	91	87	21	174
	%	6.0	5.3	7.1	5.7	6.6	6.8	6.1	5.4
Active	n	711	440	271	479	232	209	69	543
	%	17.1	17.3	16.8	17.3	16.7	16.4	20.1	17.0
Withdrawn	n	2602	1620	982	1796	806	826	205	1998
	%	62.6	63.7	60.9	64.9	58.1	64.8	59.6	62.4
Completed	n	592	348	244	334	258	153	49	485
	%	14.3	13.7	15.1	12.1	18.6	12.0	14.2	15.2
Base: All registrations	n	4154	2542	1612	2767	1387	1275	344	3200
	%	100	61.2	38.8	66.6	33.4	30.7	8.3	77

The Txt2Quit programme is structured so as to last 24 to 26 weeks (168 to 182 days), depending on how long the client is in the Pre-Quit stage of the programme. The average number of days 2008-09 clients stayed in the programme was 65 days (or 63 days if currently active clients were included in the calculation). This length of time is comparable to the 10-week length of the Quitline programme.

A small survey undertaken by The Quit Group provides some insight into why clients withdrew from Txt2Quit before completing the programme (The Quit Group, 2008f). The reason most commonly cited for withdrawing from Txt2Quit was that the survey participant was not ready to give up, or had started smoking again (n=14). A similar

number of participants said they had withdrawn from Txt2Quit because there were too many texts (n=13; this feedback also emerged in other research with Txt2Quit clients, see Section 4.4). A small number of survey participants said they had quit and no longer needed support (n=5) or had managed to cut down and therefore achieved their goal (n=1).

3.4 Key findings and recommendations

Key findings

1. There was a high degree of interest in Txt2Quit in 2008-09, as evidenced by the 20,397 unique enquiries about the service. However, these enquiries were not all matched by registrations.
2. Factors that may have influenced the large numbers of enquiries compared to the smaller numbers of registrations included: limited understanding of what Txt2Quit is, limited understanding of what will happen when an enquiry is made, and the effort required to register for the service (additional to the initial enquiry text).
3. Most people heard about Txt2Quit via Quit Advisors, however, a significant proportion heard about the service through television advertising. Txt2Quit end-frames on SNOF advertisements were particularly effective at generating enquiries and registrations.
4. The priority population groups were well-represented among Txt2Quit clients in 2008-09. Clients aged 16 to 24 years old represented two-thirds of people who opted-in to the programme and Māori and Pacific smokers represented nearly two-fifths.
5. Nearly two-thirds of people who registered for Txt2Quit had withdrawn by the end of the 2008-09 year; a total of 592 people (or 14.3%) had completed the programme.
6. Reasons for withdrawing from the programme were likely to include relapse, clients not being ready to quit, clients disliking aspects of the programme (e.g the number and repetitiveness of text messages), and clients no longer needing the programme because they had stopped smoking.

Recommendations

1. Investigate ways to increase the proportion of enquiries that convert to registrations.
 - a) Consider refining Txt2Quit promotional information so that people better understand what is being offered (the opportunity to participate in a text-based smoking cessation programme) and what will happen when they first make contact. Although this might result in a reduced number of enquiries, it may also result in a higher proportion of enquiries from people who are seriously interested in quitting and the Txt2Quit programme.

- b) Investigate ways to make the registration process more accessible, including text-based registration. Text-based registration could involve collecting a small amount of client information initially, via text (e.g. name and date of birth), and requiring the client to provide further information later on, through the Quitline or website (e.g. if they wish to receive Quit Cards for nicotine products they need to provide demographic information and information about their smoking behaviour).
 - c) Investigate the feasibility of Quit Advisors following-up text enquiries with a phone-call.
2. Continue advertising Txt2Quit through mass media channels that offer an appropriate 'fit' with the Txt2Quit service and its priority population groups, such as the SNOF campaign.
3. Consider increasing efforts to recruit males to the Txt2Quit service to achieve a more even gender split among clients. Note, however, that smoking rates are higher among young females in New Zealand so an over-representation of females may be appropriate.
4. Investigate ways to increase the client retention and programme completion rate. [Note that recommendations as to how programme experience might be improved, which are likely to help with client retention (e.g. the number and content of text messages), are provided in the next chapter].
 - a) As noted above, consider refining Txt2Quit promotional information so that smokers who join the programme are clear about what is involved and therefore more likely to make an informed and considered decision about their commitment to a quit attempt and the Txt2Quit programme.
 - b) Investigate ways of increasing clients' awareness of Txt2Quit support options such as "Slip-up", "Relapse" and change of quit date, so that they feel more able to deal with challenges and less inclined to withdraw if their quit attempt is not going according to plan.
 - c) Investigate the feasibility of Quit Advisors making 'courtesy calls' to Txt2Quit clients at agreed points in the programme, to see how they are going and to offer additional support, encouragement and information if required.
 - d) Consider providing a short programme option (e.g. 12 weeks) to accommodate smokers who wish to quit more quickly and would otherwise withdraw from the programme once they have quit.
5. Investigate changing the STOMP system so that the number of clients who withdraw from the programme because they have quit, and no longer feel they need the programme, can be counted and treated separately from other withdrawals.

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6. Consider changing the STOMP system so that key information about the number and timing of enquiries, and the proportion of enquiries which convert to registrations, is retained.

4. Use and experience of the Txt2Quit service

This section presents information on clients' use and experience of aspects of the Txt2Quit service, including registration and opt-in, quit date, text messages, features ("Crave", "Slip-up", "Relapse", "Stop", polls, and black out periods), support services and nicotine products.

4.1 Registration

Three-quarters of 2008-09 registrations for Txt2Quit (76.0%) were conducted via the Quitline (see Table 8). There were no significant gender differences in method of registration. There were significant differences between:

- 16 to 24-year-olds and clients of Other ages ($X^2(1, N=4154)=493.8, p<0.05$). Clients of Other ages were more likely to have registered via the website (44.8% cf 13.5%).
- different ethnicity clients ($X^2(2, N=4819)=83.64, p<0.05$). Clients of Other ethnicity were more likely than Māori or Pacific clients to have registered via the website (26.5% cf. 15.1% for Māori and 14.0% for Pacific).
- clients in different programme stages ($X^2(3, N=4154)=85.27, p<0.05$). Active clients were less likely than clients in other programme stages to have registered via the website (13.5% cf. 32.5% for clients awaiting opt-in, 34.0% for completed clients and 23.7% for clients who had withdrawn), and completed clients were more likely than clients in other programme stages to have registered via the website.

Table 8: Method of registration

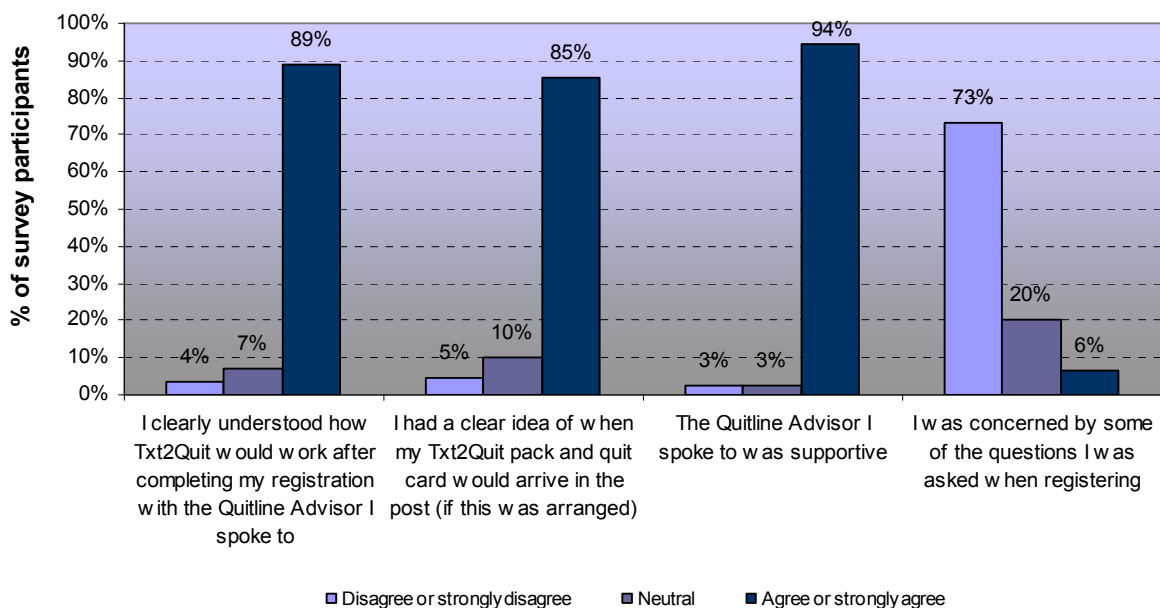
		Total	Gender		Age		Ethnicity			Programme stage			
			Female	Male	16-24	Other	Māori	Pacific peoples	Other	Awaiting opt-in	Active	Complete	Withdrawn
Quitline	n	3159	1917	1242	2393	766	1083	296	2353	168	615	391	1985
	%	76.0	75.4	77.0	86.5	55.2	84.9	86.0	73.5	67.4	86.5	66.0	76.3
Website	n	995	625	370	374	621	192	48	847	81	96	201	617
	%	24.0	24.6	23.0	13.5	44.8	15.1	14.0	26.5	32.5	13.5	34.0	23.7
Base: All registrations	n	4154	2542	1612	2767	1387	1275	344	3200	249	711	592	2602
	%	100.0	61.2	38.8	66.6	33.4	30.7	8.3	77.0	6.0	17.1	14.3	62.6

Participants in the online client survey (The Quit Group, 2009c) and the qualitative client research (Litmus, 2009) gave feedback on the registration process. As detailed below, most participants were positive about the registration process, regardless of whether they signed up via the Quitline or the Txt2Quit website.

Among survey participants who signed up for Txt2Quit via the Quitline (Figure 2; The Quit Group, 2009c):

- 89% agreed or strongly agreed that they 'clearly understood how Txt2Quit would work after completing my registration with the Quitline advisor I spoke to'.
- 85% agreed or strongly agreed that 'I had a clear idea of when my Txt2Quit pack and Quit Card would arrive in the post'.
- 94% agreed or strongly agreed that 'the Quitline advisor I spoke to was supportive'.
- 73% disagreed or strongly disagreed that 'I was concerned by some of the questions I was asked when registering'.

Figure 2: Perceptions of registration via the Quitline

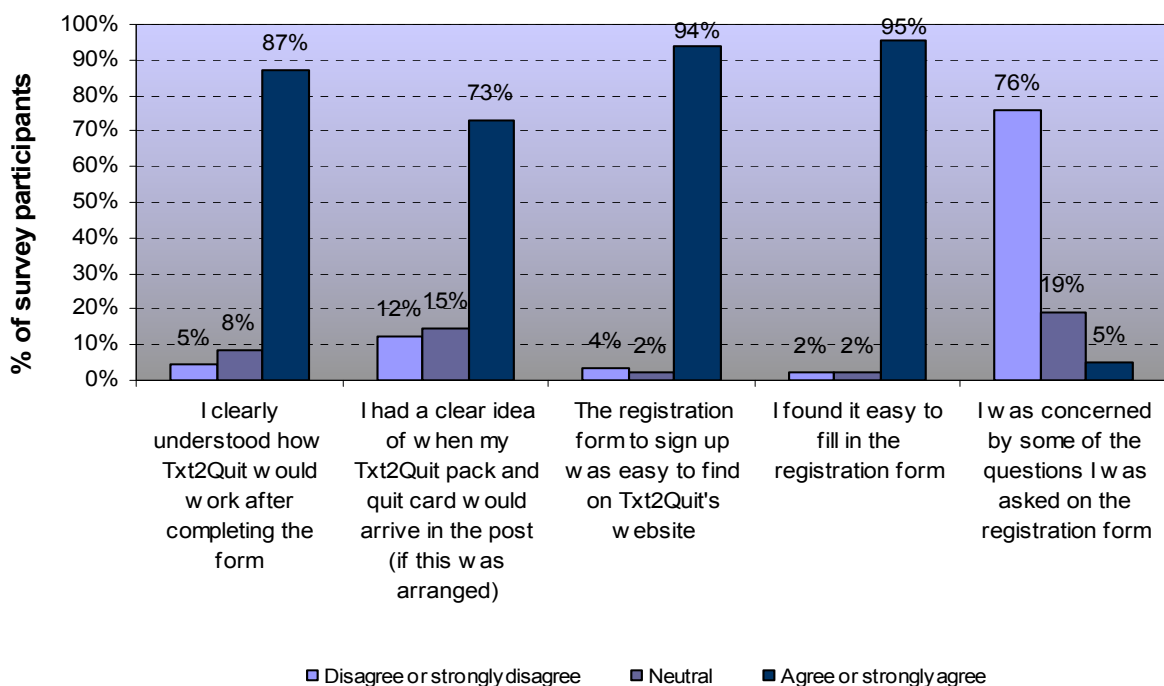


Participants in the qualitative research also spoke positively about their experience of registration via the Quitline, reporting that they appreciated the Quit Advisor 'putting them at ease' and the information the Advisor provided them with (Litmus, 2009). There was some concern, however, about the amount of time it took to register through the Quitline (participants reported an average of 25 minutes). Some participants also reported that they felt 'steered' into registering with Txt2Quit.

Among survey participants who signed up for Txt2Quit via the Txt2Quit website (Figure 3; The Quit Group, 2009c):

- 87% agreed or strongly agreed that they 'clearly understood how Txt2Quit would work after completing the form'.
- 73% agreed or strongly agreed that 'I had a clear idea of when my Txt2Quit pack and Quit Card would arrive in the post'.
- 94% agreed or strongly agreed that 'the registration form to sign up was easy to find on Txt2Quit's website'.
- 95% agreed or strongly agreed that 'I found it easy to fill in the registration form'.
- 76% disagreed or strongly disagreed that 'I was concerned by some of the questions I was asked on the registration form'.

Figure 3: Perceptions of registration via the Txt2Quit website



Participants in the qualitative research did not report any issues with their experience of registering via the website (Litmus, 2009). This method of registration was seen as fast and efficient and the website was perceived as extremely informative.

The above feedback indicates that the issue identified in the previous chapter, people not having clear expectations or understanding of the Txt2Quit service when they made their enquiry, is not an issue for the registration process. According to most participants in the

two pieces of 2009 client research, the registration process was straightforward and it strengthened their understanding of how Txt2Quit worked.

4.2 Opt-in

After registering for Txt2Quit, registrants were sent a Welcome Text thanking them for their registration and telling them they needed to text “Yes” to 3111 to start the programme. This is known as the opt-in process. More than nine out of ten participants in the online client survey (93%) said they did not remember any problems with opting-in to Txt2Quit (The Quit Group, 2009c). Of the 15 people who said they did have problems opting in:

- Five of them went on to comment that it all worked fine.

After talking with the advisor I was sent text messages regarding advice and strategies on quitting smoking and maintaining my non smoking which thanks to opting in i am still not smoking and havnt since new years eve :)

the txt to quit started the next day. it was easy and simple it was great.

- Three said that it failed to start first time, or they had entered the wrong details, so they had to contact the Quitline to complete their registration.
- One person said it took a few days to get a confirmation text.
- One person said that it just didn’t work.
- One person said that they opted in, spoke with a Quit Advisor, and then never received any texts.

I opted in and then received a phone call from an operator about my details. And that is the last I ever heard from Txt2Quit. I was disappointed with this program and was left hanging.

4.3 Quit date

Half of Txt2Quit clients set their quit date for five to 14 days after they registered, with 32.3% setting their quit date for five to seven days after registration and 20.9% setting it for eight to 14 days after registration (Table 9). One in ten clients quit before they registered (10.3%) and a similar proportion quit on the day they registered (11.7%).

Table 9: Quit date relative to registration date

		Gender		Age		Ethnicity			Programme stage			
		Female	Male	16-24	Other	Māori	Pacific peoples	Other	Active	Complete	Withdrawn	
Prior to registration	n	404	261	143	180	224	97	24	334	56	93	255
	%	10.3	10.8	9.6	6.9	17.3	8.2	7.4	11.0	7.9	15.7	9.8
Same day as registration	n	457	286	171	272	185	137	29	360	94	61	302
	%	11.7	11.9	11.4	10.4	14.3	11.5	9.0	11.9	13.2	10.3	11.6
1-2 days after registration	n	330	203	127	213	117	90	35	256	64	59	207
	%	8.5	8.4	8.5	8.2	9.0	7.6	10.8	8.5	9.0	10.0	8.0
3-4 days after registration	n	218	123	95	146	72	48	17	182	34	40	144
	%	5.6	5.1	6.3	5.6	5.6	4.0	5.3	6.0	4.8	6.8	5.5
5-7 days after registration	n	1262	750	512	975	287	414	117	949	236	164	862
	%	32.3	31.1	34.2	37.4	22.1	34.8	36.2	31.4	33.2	27.7	33.1
8-14 days after registration	n	816	520	296	554	262	266	72	619	155	121	540
	%	20.9	21.6	19.8	21.2	20.2	22.4	22.3	20.5	21.8	20.4	20.8
15+ days after registration	n	418	265	153	269	149	135	29	326	72	54	292
	%	10.7	11.0	10.2	10.3	11.5	11.4	9.0	10.8	10.1	9.1	11.2
Base: All clients who opted-in to Txt2Quit	n	3905	2408	1497	2609	1296	1188	323	3026	711	592	2602
	%	100	61.7	38.3	66.8	33.2	30.4	8.3	77.5	18.2	15.2	66.6

The majority of Txt2Quit clients did not change their quit date (95.9%; see Table 10). The small number of participants in the online client survey who had changed their quit date (n=29) were asked whether they found it easy to do (The Quit Group, 2009c). Sixteen said that they found it easy, or very easy to do; eight said they found it difficult

or very difficult to do. Sixteen of the 29 participants who had changed their quit date said they would have liked to have been able to change their quit date more than once.

Table 10: Change of quit date

		Gender		Age		Ethnicity			Programme stage			
		Female	Male	16-24	Other	Māori	Pacific peoples	Other	Active	Complete	Withdrawn	
Did not change quit date	n	3743	2298	1445	2508	1235	1142	315	2885	678	573	2492
	%	95.9	95.4	96.5	96.1	95.3	96.1	97.5	95.3	95.4	96.8	95.8
Changed quit date	n	162	110	52	101	61	46	8	141	33	19	110
	%	4.1	4.6	3.5	3.9	4.7	3.9	2.5	4.7	4.6	3.2	4.2
Base: All clients who opted-in to Txt2Quit	n	3905	2408	1497	2609	1296	1188	323	3026	711	592	2602
	%	100.0	61.7	38.3	66.8	33.2	30.4	8.3	77.5	18.2	15.2	66.6

4.4 Text messages

Client feedback on Txt2Quit text messages was sought in the small-scale client telephone surveys (The Quit Group, 2008b; 2008c; 2008d; and, 2008e), the qualitative client research (Litmus, 2009) and the online client survey (The Quit Group, 2009c). Feedback from all pieces of research was largely consistent.

Opinions on the text messages among qualitative client research participants varied according to the programme stage (Litmus, 2009):

Pre-quit: Participants were very positive about the text messages they received in this stage of the programme. They viewed the messages as a good preparation for quitting and saw them as providing good advice on how to quit.

Intensive: Participants reported that, in this stage, they at first appreciated the informational texts, texts focused on coping, and the positive affirmations on being a non-smoker and sticking to their quit attempt. However, the number and style of texts became off-putting for many participants (this was also reported by participants in one of the small telephone surveys; The Quit Group, 2008c), the inspirational texts were generally disliked because they were seen as impractical, the unsolicited "Slip-up" texts were viewed as giving permission to relapse, some

believed the texts were too impersonal, and there was a perception that texts did not arrive at the time of greatest risk of slipping-up (e.g. on a Friday evening when the client was likely to be drinking).

Maintenance: Participants viewed texts in this stage as a good reminder of their achievement and, for some of those who had relapsed, the messages inspired the possibility of making another quit attempt. Participants appreciated getting fewer texts compared to the previous stage and suggested that they were less important in this stage because clients had either taken up smoking again or quit. Some participants questioned the need for the programme to run for as long as it does.

Most participants in the online client survey were positive about the text messages, agreeing that the texts were relevant, motivating, easy to read and made them feel supported (The Quit Group, 2009c). Survey participants who had withdrawn from the programme were less positive about the texts than those who had completed the programme or were still active.

- 72% agreed or strongly agreed that '*the texts were relevant to me*'. Participants who had withdrawn from, or completed, the programme were less likely than those who were active in the programme to agree or strongly agree with this statement (58% and 59% respectively cf. 79%; $\chi^2(2, N=190)=9.11, p<0.05$).
- 64% agreed or strongly agreed that '*the texts motivated me to quit*'. Males were less likely than females to agree or strongly agree with this statement (51% cf. 70%; $\chi^2(1, N=193)=5.5, p<0.05$). Participants who had withdrawn from the programme were less likely than participants who were still active or had completed the programme to agree or strongly agree with this statement (43% cf. 71% and 68% respectively; $\chi^2(2, N=193)=11.42, p<0.05$).
- 91% agreed or strongly agreed that '*the texts were easy to read*'.
- 79% agreed or strongly agreed that '*I felt supported by the texts*'. Participants who had withdrawn from the programme were less likely than participants who were still active in the programme to agree or strongly agree with this statement (54% cf. 87%; $\chi^2(1, N=170)=19.25, p<0.05$).

Opinion was less clear-cut on whether there were too many texts. One-fifth of survey participants (19%) agreed that '*there were too many texts*', one-quarter (25.3%) were not sure, and 55% disagreed or strongly disagreed with the assertion that '*there were too many texts*' (The Quit Group, 2009c). Non-Māori were less likely than Māori participants to disagree or strongly disagree with this statement (51% cf. 79%; $\chi^2(1, N=192)=6.17, p<0.05$). Participants aged 16 to 24 years old were less likely than

those older or younger to disagree or strongly disagree with this statement (42% cf. 66%; $\chi^2(1, N=192)=10.12, p<0.05$). Participants who had withdrawn from the programme were less likely than participants who were still active or had completed the programme to disagree or strongly disagree with this statement (37% cf. 60% and 64% respectively; $\chi^2(2, N=192)=8.22, p<0.05$).

Nearly half of survey participants provided written feedback on the text messages and many of the comments were positive (The Quit Group, 2009c). Words participants used to describe the text messages they received included 'motivational', 'supportive', 'helpful', 'encouraging', and 'informative'.

I really looked forward to reading the txts and believe me they really helped. I have kept some for just in case but really feel like I am now a non smoker and it really is thanks to the txts every day. Not all the txts were relevant to my needs but most were and the tips on how to stay on top of it were fantstic.

A large number of participants commented that the texts were timely (this opinion was also expressed in one of the small telephone surveys; The Quit Group, 2009b).

Great to get the text messages. A real booster when you felt a wee bit down. Sometimes they seemed to arrive at 'just the right time'.

Several participants said, because of the text messages, they felt supported and 'not alone' in their quit attempt.

It felt as though I wasnt alone in my struggle to quit.

A number of participants valued the regular reminders that they were quit, and how long they had been quit for.

I enjoyed getting the texts because each time I got a text I had gone another hour day or week without smoking. Loved the texts updating me on how long it had been since my last smoke.

it was good because after id finish work and really feel like a ciggy, there was a text waiting for me when i checked my phone, reminding me how far id come.

Some participants said that they looked forward to receiving the texts.

They were awesome it was good to know that throughout the day my motivation texts were coming, and sometimes it was something to look forward to.

There was also a considerable amount of negative feedback about the text messages from survey participants (The Quit Group, 2009c). This feedback was consistent with the negative feedback reported in the qualitative client research above (Litmus, 2009). One of the most common comments was that there were too many texts and some participants believed this had the effect of reminding them about smoking.

there were too many txt and they just made me want to smoke more because they made me think about smoking when i was trying to keep busy and not think about it

One suggestion was that there should be more texts in the first few days and for the first two weeks, then the frequency should decrease as participants progress through the programme.

I think the frequency should be altered. For example, first few days and probably first two weeks will be the likely time for relapse, so the txts should be more frequent, as time goes by, let's say after 3 weeks, probably 3 or 4 a day is enough.

Some participants believed that there should be more texts at different points of the programme.

more txt would be good beyond the 4 week mark and even 4-5 a day to start with.

Some participants found the texts repetitive.

They were great the first week but by the third I really needed new msgs to keep me on track.

A number of participants believed that the content of the text messages assumed they would, or had, relapsed and they did not find this helpful.

I felt the messages are designed for the majority of people who do not quit completely. I found it difficult if I got a text message saying "slipped up? that's

OK" because it made me feel like I could have been smoking. I quit on the 2nd of march and haven't had a single cigarette.

Don't assume someone has relapsed, just because they haven't used the crave feature!

the only txt i didnt like was the one that says it was ok to have a slip. For me that would not work and it almost gave me a a excuse to pick up again.

Several participants commented that they did not like the use of text language.

its a great concept -but you need to have a plain english option!!

the txt messages were annoying with the amount of txt speak in them, the language was hard to understand at times and made me feel like a young teenager in regards to the fact of the amount of txt speak and slang.

Other suggestions for the text messages were to personalise the messages and to include more information about the health benefits of quitting smoking.

I know its a hard thing to do but if the texts were abit more personalised and relevant to me than they would be alot more beneficial, but the current ones are just fine though.

I think that they texts were good, but I would like to have had more information over the first few days/weeks on how my health was improving. That would have been really good for me as that was my main motivation.

Unrecognisable texts

An analysis of the number and types of unrecognised text messages received by Txt2Quit during the first six months of operation provided insight into how well the STOMP automated texting system worked (The Quit Group, 2009a).

Between 18 June and 18 December 2008 there were 3,119 texts that were not recognised by STOMP. For the analysis, unrecognised texts were manually coded into three categories: miscellaneous, user error and system issue (see Table 11). Miscellaneous texts made up three-quarters (76.1%) of unrecognised texts in the first six months of Txt2Quit service. These included general comments from clients (47.6% of all

unrecognised texts), texts that had a signature attached (13.4%), and texts seeking action or support from the Txt2Quit service (10.9%). User error texts comprised 41.7% of unrecognised texts. Most user error texts related to clients providing unrecognisable responses to polls (26.5% of all unrecognisable texts). A smaller proportion of user error texts related to other functional aspects of the service such as "Start" (5.0%), "Stop" (4.9%) and "Crave" (2.6%). The third category, system issue texts, comprised 17.1% of all unrecognised texts. System issue texts were texts that STOMP could have been programmed to recognise as they referred to Txt2Quit keywords. Most of the system issue texts related to the "Stop" function (5.1% e.g. "stop msgs plse" instead of "stop").

Table 11: Types of unrecognised texts

Unrecognised texts*	%
Miscellaneous	76.1
<i>General comment text</i>	47.6
<i>Text signature</i>	13.4
<i>General – action required</i>	5.8
<i>General – seeking support</i>	5.1
<i>Offensive</i>	2.1
<i>Undefined character</i>	2.0
User error	41.7
<i>Poll</i>	26.5
<i>Start</i>	5.0
<i>Stop</i>	4.9
<i>Crave</i>	2.6
<i>Quit status</i>	1.7
<i>Relapse</i>	0.6
<i>Slip up</i>	0.2
<i>Quit date</i>	0.1
<i>Other</i>	0.2
System issue	17.1
<i>Stop</i>	5.1
<i>Poll</i>	4.1
<i>Crave</i>	3.2
<i>Start</i>	2.7
<i>Relapse</i>	1.0
<i>Quit status</i>	0.6
<i>Slip up</i>	0.4
Base: All unrecognised texts	3119

* Unrecognised texts could be coded to more than one category

The analysis pointed to areas where modifications could be made to STOMP to ensure a more streamlined experience for clients and to reduce handling time for Txt2Quit Coordinators. These recommendations are outlined in Section 4.10.

4.5 Feature texts

Txt2Quit clients could text 3111 when they wanted support for a craving ("Crave", "Crave Stress", "Crave Alcohol", "Crave Bored"), when they had slipped-up and had one or two cigarettes ("Slip-up"), when they had relapsed ("Relapse"), or when they wanted to stop all texts and withdraw from the programme ("Stop"). Each client was allocated up to 50 "Crave" or "Slip-up" texts but could only text "Relapse" or "Stop" once.

Table 12 shows the proportion of clients who opted-in to Txt2Quit in 2008-09 who used each of the feature texts. As Table 12 shows:

- "Crave" was the most commonly used feature text. Around one in two clients (48.5%) used at least one of the four crave texts, at least once. "Crave" on its own was the most commonly used crave text (44.8%). The other three crave texts were each used at least once by around one in ten clients.
- Around one-third of clients used "Slip-up" at least once (31.1%).
- Around one in seven clients used "Relapse" (14.2%).
- Consistent with the high proportion of clients who withdrew from the programme in the 2008-09 year, 62.4% of clients texted "Stop" to withdraw from Txt2Quit.
- Around one in six clients did not use any of the feature texts (16.1%).

There were significant differences in the use of feature texts between:

- females and males ($X^2(6, N=5149)=34.4, p<0.05$). Proportionately less males used "Crave Stress" (6.7% cf. 10.6%) and proportionately more males used none of the feature texts (18.3% cf. 14.7%).
- 16 to 24-year-olds and Other age clients ($X^2(6, N=5149)=79.0, p<0.05$). Clients older or younger than 16 to 24 years were more likely than 16 to 24-year-olds to not have used any of the feature texts (20.8% cf. 13.8%) and to have used "Relapse" (17.0% cf. 12.8%).
- clients in different programme stages ($X^2(12, N=5150)=467.0, p<0.05$). Clients who were active in the programme or had completed the programme were more likely to not have used any of the feature texts than clients who had withdrawn from the programme (41.8% for active clients and 36.5% for completed clients cf. 4.4% for clients who had withdrawn from the programme).

Table 12: Use of feature texts

		Gender		Age		Ethnicity			Programme stage			
		Female	Male	16-24	Other	Māori	Pacific peoples	Other	Active	Complete	Withdrawn	
Crave (total)	n	1892	1201	691	1344	548	572	176	1453	360	328	1204
	%	48.5	49.9	46.2	51.5	42.3	48.1	54.5	48.0	50.6	55.4	46.3
Crave	n	1749	1115	634	1249	500	530	168	1335	333	304	1112
	%	44.8	46.3	42.4	47.9	38.6	44.6	52.0	44.1	46.8	51.4	42.7
Crave Stress	n	355	255	100	253	102	102	35	269	64	66	226
	%	9.1	10.6	6.7	9.7	7.9	8.6	10.8	8.9	9.0	11.1	8.7
Crave Alcohol	n	329	193	136	251	78	98	29	251	54	62	213
	%	8.4	8.0	9.1	9.6	6.0	8.2	9.0	8.3	7.6	10.5	8.2
Crave Bored	n	320	219	101	241	79	90	40	241	66	47	207
	%	8.2	9.1	6.7	9.2	6.1	7.6	12.4	8.0	9.3	7.9	8.0
Slip-up	n	1213	786	427	839	374	368	110	939	241	240	732
	%	31.1	32.6	28.5	32.2	28.9	31.0	34.1	31.0	33.9	40.5	28.1
Relapse	n	555	371	184	335	220	138	52	452	106	142	307
	%	14.2	15.4	12.3	12.8	17.0	11.6	16.1	14.9	14.9	24.0	11.8
Stop	n	2438 ¹⁰	1526	912	1718	720	785	199	1856	0	0	2438
	%	62.4	63.4	60.9	65.8	55.6	66.1	61.6	61.3	0.0	0.0	93.7
Did not use any of above texts	n	628	354	274	359	269	172	41	508	297	216	115
	%	16.1	14.7	18.3	13.8	20.8	14.5	12.7	16.8	41.8	36.5	4.4
Base: All clients who opted-in to Txt2Quit	n	3905	2408	1497	2609	1296	1188	323	3026	711	592	2602
	%	100.0	61.7	38.3	66.8	33.2	30.4	8.3	77.5	18.2	15.2	66.6

* Clients were able to use more than one feature text; consequently, figures do not sum to 100%.

¹⁰ 94% of clients (n=2438) who withdrew from Txt2Quit did so by texting "Stop" to 3111. A further 154 clients, or 6.3% of the total number of withdrawals, withdrew via a call to the Quitline.

Crave and Slip-up

Table 13 shows the frequency with which Txt2Quit clients used “Crave” and “Slip-up” texts. Almost all clients who used “Crave” and “Slip-up” texts, used them between one and 10 times. A very small proportion of clients used “Crave” on its own 11 to 20 times (2.4%). The average number of uses per client was around 1.5 times for the specific “Crave” texts, 2.7 times for the general “Crave” text, and 1.8 times for “Slip-up”.

Table 13: Frequency with which Txt2Quit clients used “Crave” and “Slip-up”

Number of times clients texted		Crave				
		Crave Stress	Alcohol	Crave Bored	Crave	Slip-up
1-10	n	353	329	319	1687	1208
	%	99.4	100.0	99.7	96.5	99.6
11-20	n	2	0	1	42	5
	%	0.6	0	0.3	2.4	0.4
21-30	n	0	0	0	12	0
	%	0	0	0	0.7	0
31-40	n	0	0	0	5	0
	%	0	0	0	0.3	0
41-50	n	0	0	0	3	0
	%	0	0	0	0.2	0
51 plus	n	0	0	0	0	0
	%	0	0	0	0	0
Base: All Txt2Quit clients who used feature texts	n	355	329	320	1749	1213
	%	100	100	100	100	100
Average number of uses per client		1.5	1.4	1.4	2.7	1.8

Around eight out of ten participants in the online client survey who had used “Crave” and “Slip-up” texts said that they found them useful or very useful (The Quit Group, 2009c). Participant comments on the “Crave” text option included:

The texts help me quit as i would crave a ciggaret and so i would txt crave and they would help me through it.

The best part of the text messages is that you can text in when you crave etc.

it was extremely helpful that i could ttext "crave" when i needed a ciggarette... that really helped me, and some days when i was really struggling the texts sent automatically really helped to put my mind at ease.

A number of survey participants appreciated not being made to feel guilty when they did slip up or crave a cigarette.

I find the texts very supportive. Very informative and have given me ideas on how to deal with cravings and cravings due to stress. When I relapsed i wasnt made to feel a failure and I was back on track again. I dont know where i would be at now without txt support.

particulary appreciated the support txt when i txt slip up telling me mistakes happen not to beat myself up (which i was doing) and keep trying.

Some survey participants commented that the delay between sending a "Crave" or "Slip up" text and receiving a response was too long meaning that the support arrived a long time after the moment of need.

I found that you kept getting the same txt msg and when u txtd for help youu got a msg that didn't even corospond to wot u txtd and it came hours after u needed help.

There was too long of a period between when I txt that I had a craving and I got a reply.

Relapse

As shown in Table 14, around two out of five clients who texted "Relapse" (42.7%) did so during Intensive Week 3. Around one in ten texted "Relapse" during Intensive Week 4 (11.8%).

Table 14: Programme stage in which Txt2Quit clients texted "Relapse"

Txt2Quit programme stage	Total	
	n	%
Quit Day	18	3.2
Intensive Week 1	78	14.0
Intensive Week 2	43	7.7
Intensive Week 3	238	42.7
Intensive Week 4	66	11.8
Maintenance Week 1-8	40	7.2
Maintenance Week 9-16	29	5.2
Maintenance Week 17	2	0.4
Maintenance Week 18	18	3.2
Maintenance Week 19	20	3.6
Maintenance Week 20	5	0.9
Base: All clients who texted "Relapse" at least once	557¹¹	100

Participants in the online client survey who had texted "Relapse" to 3111 were asked for their views on the response texts they received (The Quit Group, 2009c):

- 93% agreed or strongly agreed that 'the relapse texts were easy to read'.
- 69% agreed or strongly agreed that 'the relapse texts were relevant to me'.
- 67% agreed or strongly agreed that they 'felt supported by the relapse texts'.
- 67% agreed or strongly agreed that 'the relapse texts motivated me to quit again'.
- 58% disagreed or strongly disagreed that 'there were too many relapse texts'.

Table 15 shows the number of clients who texted "Relapse" after they had already texted it once. In the 2008-09 year, 153 clients texted "Relapse" more than once and most of the subsequent "Relapse" texts were received when the client was in Early Relapse.

¹¹ This figure is slightly different than the figure reported in Table 12 due to differences in the datasets from which Tables 12 and 14 were extracted.

Table 15: Programme stage in which relapsed Txt2Quit clients subsequently texted “Relapse”

Txt2Quit programme stage	Currently in Relapse	
	(Early or Late) (n)	Already Relapsed (n)
Relapse Quit Day	0	0
Relapse Intensive Week 1	0	0
Relapse Intensive Week 2	0	0
Relapse Intensive Week 3	0	0
Relapse Intensive Week 4	0	0
Relapse Maintenance Week 1-8	0	8
Relapse Maintenance Week 9-16	0	16
Relapse Maintenance Week 17	0	0
Relapse Maintenance Week 18	0	16
Relapse Maintenance Week 19	0	5
Relapse Maintenance Week 20	0	0
Early Relapse Week 1	38	0
Early Relapse Week 2	29	0
Early Relapse Week 3	17	0
Early Relapse Week 4	20	0
Late Relapse Week 1	2	0
Late Relapse Week 2	1	0
Late Relapse Week 3	0	0
Late Relapse Week 4	1	0
Base: All relapsed clients who texted “Relapse” a subsequent time	108	45

Stop

Table 16 shows the programme stage in which Txt2Quit clients texted “Stop” (i.e. withdrew from the programme). Eight out of ten clients who texted “Stop” did so while in the Intensive or Maintenance stage – 50.9% in the intensive stage, 29.2% in the Maintenance stage. One in ten clients texted “Stop” before their Quit Day (10.6%), either prior to Pre-Quit or in the Pre-Quit stage.

Table 16: Programme stage in which Txt2Quit clients texted "Stop"

Txt2Quit programme stage	Total	
	n	%
Prior to Pre-Quit	5	0.2
Pre-Quit	269	10.4
Quit Day	44	1.7
Intensive	1319	50.9
Maintenance	756	29.2
Early Relapse	193	7.4
Late Relapse	5	0.2
Base: All clients who texted "Stop"	2591	100

4.6 Polls

Txt2Quit clients were periodically sent polls (questions about a range of topics) and invited to respond. Poll results were posted on the Txt2Quit website. Of the 3,292 clients who were sent at least one poll (some clients withdrew before they could be sent a poll), more than half responded to at least one (55.2%; see Table 17). There were no significant gender, age or ethnic differences in the degree to which different groups responded to polls. There were differences by programme stage ($\chi^2(2, N=3292)=25.43, p<0.05$), with clients who had completed the programme more likely to have responded to polls (64.1% cf. 50.6% for clients in active programme stage and 54.2% for clients who had withdrawn from the programme). However, this difference is likely to reflect the fact that completed clients had more opportunity to be sent, and respond to, polls.

Table 17: Response to polls

		Gender		Age		Ethnicity			Programme stage			
		Female	Male	16-24	Other	Māori	Pacific peoples	Other	Active	Complete	Withdrawn	
Responded to at least one poll	n	1817	1137	680	1184	633	559	161	1394	352	376	1089
	%	55.2	56.2	53.6	54.5	56.5	56.0	59.6	54.2	50.6	64.1	54.2
Did not respond to any polls	n	1475	887	588	988	487	439	109	1176	344	211	920
	%	44.8	43.8	46.4	45.5	43.5	44.0	40.4	45.8	49.4	35.9	45.8
Base: All clients sent at least one poll	n	3292	2024	1268	2172	1120	998	270	2570	696	587	2009
	%	100.0	61.5	38.5	66.0	34.0	30.3	8.2	78.1	21.1	17.8	61.0

Participants in the online client survey were asked for their feedback on polls. Most of the 81 comments were positive (The Quit Group, 2009c). Participants said that polls were a good diversion, easy to respond to, fun, and informative. Some participants suggested that more polls would be good, particularly as receiving the polls reminded them that there were real people 'out there' sending the texts, giving them a sense of belonging to a quitting community.

They were different, kept your fingers busy and made you forget about smoking.

I only received one poll since joining Txt2Quit - I would have liked more as it does make you feel part of the whole QuitGroup. Makes you think that there really is someone somewhere who is taking note of what you are texting and not just a cell phone linked to a computer.

I found them quirky and fun... they made me feel like I belonged to the txt2quit community.

One person appreciated seeing the poll results on the web because it gave them a sense of how they were doing in comparison with others.

Polls were great and I like how the results are then charted on the website because it makes you feel human if you are doing better or worse than other people.

Others seemed unaware that poll results were posted on the web or would have liked to have had the poll results texted to them.

I NEVER heard what any of the results were. In this respect they did seem a real waste of time. I would have found it really interesting to see the results.

They were fun. I would have liked to have got the results via text - I never remembered to look online for the results.

A number of participants found the polls irrelevant and pointless. It was suggested that it would be better if more of the polls were about quitting smoking.

I don't think that they were relevant, for example I remember one about aliens. Although amusing they seemed to come across more as spam than useful give up smoking material.

The polls were ok but would be better if they were all related to quitting smoking, like how much money have you saved (stats from website), how long have you been quit for, how do you find being around other smokers, have any of your family or friends quit... Would be interesting to get factual info out of polls or compare info with other quitters.

This feedback was consistent with feedback from the qualitative client research. Participants in this study disliked the polls, viewing them as irrelevant to quitting (Litmus, 2009).

4.7 Black-outs

Txt2Quit clients were able to nominate an optional black-out period of up to two hours of the day when they would not be sent any text messages. At the end of the 2008-09 year, 921 clients had active black-out periods. Around three out of five clients (59%) had requested they not be texted between 7am and 9am in the morning and one in five clients (20%) had requested they not be contacted between 7:15pm and 9:30pm in the evening. See Table 18.

Table 18: Nominated black-out periods

Black-out period	Total	
	n	%
7-9am	546	59
9:15-11am	47	5
11:15am-1pm	52	6
1:15-3pm	16	2
3:15-5pm	37	4
5:15-7pm	38	4
7:15-9:30pm	185	20
Base: Clients with active black-out periods	921	100

As shown in Table 19, around two-thirds of clients who requested black-out periods requested a two-hour period (65%). Clients aged 16 to 24 years old were more likely than Other age clients to request a two-hour black-out period (71% cf. 60%; $X^2(1, N=921)=13.01, P<0.05$).

Table 19: Length of black-out periods

Length of black-out		Total	Gender		Age		Ethnicity	
			Female	Male	16-24	Other	Māori	Other
15 min	n	35	24	11	14	21	6	29
	%	4	3	1	2	2	1	3
30 min	n	25	17	8	10	15	5	20
	%	3	3	2	2	3	2	3
45 min	n	32	19	13	10	22	3	29
	%	3	3	4	2	5	1	4
1 hour	n	133	88	45	62	71	39	94
	%	14	15	13	14	15	16	14
1 hour 15 min	n	13	9	4	5	8	3	10
	%	1	2	1	1	2	1	1
1 hour 17 min	n	1	0	1	0	1	0	1
	%	0	0	0	0	0	0	0
1 hour 30 min	n	43	31	12	15	28	10	33
	%	5	5	4	3	6	4	5
1 hour 45 min	n	38	23	15	10	28	8	30
	%	4	4	4	2	6	3	4
2 hours	n	601	373	228	313	288	170	431
	%	65	64	68	71	60	71	63
Base: Clients with black-out periods	n	921	584	337	439	482	238	683
	%	100	63	37	48	52	26	74

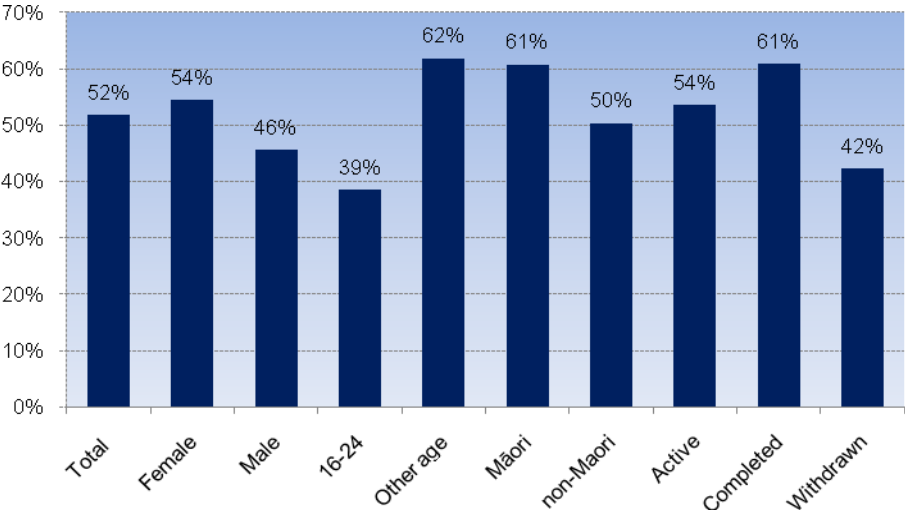
4.8 Txt2Quit support

Txt2Quit information pack

Information packs were sent to everyone who registered for Txt2Quit. Participants in the online client survey (The Quit Group, 2009c) were asked how much of the Txt2Quit pack they had read, how useful they found the information, and whether it contained all the information they needed.

As shown in Figure 4, half of survey participants had read all of the pack (52%). Participants aged 16 to 24 years old were less likely to have read all of the information pack than older and younger participants (39% cf. 62%; $\chi^2(1, N=193)=9.34, p<0.05$; The Quit Group, 2009c). This is consistent with the finding in the qualitative client research (involving 16 to 24-year-olds) that most participants had only read some of the resources and some had not read any of the resources, reporting that they felt overwhelmed by the amount of material (Litmus, 2009).

Figure 4: Read all of the Txt2Quit pack



More than eight out of ten survey participants (84%) who had read at least some of the information in the Txt2Quit pack said they found the information useful or very useful (see Table 20; The Quit Group, 2009c). More than nine out of ten participants (92%) who had read at least some of the Txt2Quit pack agreed or strongly agreed that 'the Txt2Quit pack contained all the information I needed about how to use the Txt2Quit service' (Table 21; The Quit Group, 2009c).

Table 20: How useful information in Txt2Quit pack was

			Gender		Age		Ethnicity		Programme Stage		
			Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn
Very useful or useful	n	154	111	43	65	89	26	128	101	21	32
	%	84	85	81	86	83	96	82	84	91	80
Neutral	n	23	15	8	9	14	1	22	14	2	7
	%	13	12	15	12	13	4	14	12	9	18
Not at all or not very useful	n	6	4	2	2	4	0	6	5	0	1
	%	3	3	4	3	4	0	4	4	0	3
Base: Survey participants who had read the pack	n	183	130	53	76	107	27	156	120	23	40
	%	100	71	29	42	58	15	85	66	13	22

Table 21: Whether Txt2Quit pack contained all information participants needed

			Gender		Age		Ethnicity		Programme Stage		
			Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn
Strongly agree or agree	n	166	118	48	72	94	26	140	110	21	35
	%	92	92	91	95	90	100	90	92	91	90
Neutral	n	12	7	5	4	8	0	12	7	2	3
	%	7	5	9	5	8	0	8	6	9	8
Strongly disagree or disagree	n	3	3	0	0	3	0	3	2	0	1
	%	2	2	0	0	3	0	2	2	0	3
Base: Survey participants who had read the pack	n	181	128	53	76	105	26	155	119	23	39
	%	100	71	29	42	58	14	86	66	13	22

Consistent with the above responses, survey participants' comments about the Txt2Quit information pack were overwhelmingly positive with around 70 participants providing positive feedback on the pack (The Quit Group, 2009c). Adjectives commonly used to describe the pack included 'helpful', 'informative', 'useful', 'encouraging', 'motivating' and 'honest'. Participants said that it increased their understanding of quitting, and reading it helped motivate them when they were struggling. The selection of quotes below are illustrative of participants' feedback:

I felt that it was very colourful, honest and motivating.

The pack was very useful when I first quit smoking. It gave me something to read, and convinced me not to go back to smoking. The vouchers for patches were really helpful and easy to use. Loved reading the information on what smoking does to you and being able to work out my savings in money. The information on how to use the service was very clear and easy to understand. Brilliant service.

It was great, spoke in my language, and had freaky accuracy!

A great help. Strengthened my resolve and gave me good ideas about different ways of avoiding smoking situations. I could target the places and times I would normally smoke and managed to delay many of the cigarettes I would have smoked. I didn't lose heart when I failed on my first attempt because of the encouragement your pack provided for those who found the going tough. Good job!

Survey participants' suggestions for improving the pack included:

- Don't include so much material.

had way too much info that was repetitive.

- Include more real life stories about people trying to quit.

Very good informative but would be even better having more real life stories about people trying to quit or health probs from smoking.

- Include more in-depth information about the composition of cigarettes and the physiology of quitting.

I would of liked some more in depth information about WHAT the cigarettes have in them which will help deter me from having a setback. The information seemed pretty general, i would of liked it to cover more information and to also go into detail about what your body will go through while giving up so that i can be prepared for this without falling back into the adiction.

- Include more tips on how to handle cravings and smoking situations.

I do feel that there could have been a lot more on what to do when a craving strikes, how to handle situations when you might normally smoke etc. There was information on this, but there could have been more. A wee poster and wallet card of the delay, drink etc would be very helpful.

Participants in the qualitative client research (Litmus, 2009) gave feedback on the specific resources contained in the Txt2Quit information pack, as follows:

- **The Quit Card (exchanged for nicotine patches, gum and/or lozenges)**

This received positive feedback from participants in the qualitative client research, mainly because it provided information on an element of Txt2Quit (nicotine products) that was generally viewed positively.

- **NRT pamphlet**

Responses to the NRT pamphlet were positive for the same reason as the Quit Card – it provided information about a service that was of interest to many clients.

- **Tips for Quitting**

This resource received positive feedback. Participants found it straightforward, to-the-point, and portable.

- **The Quit Book**

Personal stories and tips in the Quit Book were appreciated, however, some believed that there was too much information and this was a deterrent to reading it.

- **Fridge magnet**

Opinions on the fridge magnet were largely neutral among participants in the qualitative client research.

- **The Txt2Quit Service Guide**

This was perceived as redundant because many participants felt they had already received the information it contained from the Quit Advisor they spoke with. It was also perceived to be aimed at a younger audience.

- **Smoking Diary**

This resource received no positive feedback. It was viewed as irrelevant and of limited use by participants in the qualitative client research.

Txt2Quit website

Between 17 June 2008 and 16 June 2009 there were 47,031 page views of the Txt2Quit website (www.txt2quit.org.nz). This represented an average of 129 views per day.

Participants in the online client survey were asked whether they visited the Txt2Quit website after they signed up to Txt2Quit (The Quit Group, 2009c). Around half of participants had visited the site (53%) (see Table 22).

Table 22: Visited Txt2Quit website

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Yes	n	102	70	32	42	60	12	90	61	17	24
	%	53	51	56	50	55	43	54	49	74	52
No	n	92	67	25	42	50	16	76	64	6	22
	%	47	49	44	50	45	57	46	51	26	48
Base: All survey participants	n	194	137	57	84	110	28	166	125	23	46
	%	100	71	29	43	57	14	86	64	12	24

Between eight and nine out of ten survey participants who had visited the website agreed or strongly agreed that:

- 'The website contained all the information I needed about Txt2Quit' (85%).
- 'The information on the website was easy to read' (89%).
- 'I liked the look of the website' (82%).
- 'The website was easy to use' (84%).

Technical support

Around 50 requests for technical support were logged via the website in the first year of Txt2Quit service (17/06/08 to 30/06/09) and 211 requests for support were logged via the Quitline (17/06/08 to 16/06/09 - 189 of these were logged by unique clients).

Regardless of whether they had needed technical support, participants in the online client survey were asked which of the Txt2Quit technical support mechanisms – Txt2Quit website, Quitline, and text 3111 – they could use if they had a problem or question about Txt2Quit (The Quit Group, 2009c). As Table 23 shows, seven out of ten participants said

they could use the Quitline (70%), more than half of participants said they could use the Txt2Quit website (56%) and a similar proportion said they could text 3111 (47%).

Table 23: Technical support participants said they could use

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Txt2Quit website	n	108	79	29	50	58	14	94	66	17	25
	%	56	59	51	60	53	50	57	53	74	54
Quitline	n	135	95	40	64	71	18	117	85	17	33
	%	70	70	70	76	65	64	70	68	74	72
Text 3111	n	91	65	26	49	42	13	78	62	12	17
	%	47	48	46	58	38	46	47	50	52	37
Don't know	n	11	8	3	1	10	1	10	7	0	4
	%	6	6	5	1	9	4	6	6	-	9
Other	n	1	1	0	0	1	0	1	0	1	0
	%	-	1	-	-	1	-	1	-	4	-
Base: All survey participants	n	194	135	57	84	110	28	166	125	23	46
	%	100	70	29	43	57	14	86	64%	12	24

Participants were also asked which of the Txt2Quit technical support mechanisms they *actually* used to report a problem or ask a question (The Quit Group, 2009c). Most participants did not use any of them (65%), small proportions used the Txt2Quit website (10%), Quitline (18%) and texted 3111 (16%) (see Table 24).

Table 24: Technical support participants did use

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Txt2Quit website	n	19	14	5	8	11	3	16	9	4	6
	%	10	10	9	10	10	11	10	7	17	13
Quitline	n	34	25	9	15	19	9	25	20	7	7
	%	18	19	16	18	17	32	15	16	30	15
Text 3111	n	31	22	9	18	13	7	24	22	5	4
	%	16	16	16	21	12	25	14	18	22	9
Didn't use any of them	n	126	90	36	54	72	13	113	85	12	29
	%	65	67	63	64	65	46	68	68	52	63
Base: All survey participants	n	194	135	57	84	110	28	166	125	23	46
	%	100	70	29	43	57	14	86	64	12	24

This finding is consistent with the finding in the qualitative client research that few participants experienced technical problems (Litmus, 2009). However, participants in the Litmus study (2009) also reported that they did not know they could access technical support.

Participants in the online client survey who said that they had used one of the Txt2Quit technical support mechanisms were asked how satisfied they were with Txt2Quit's response to their problem or question. As shown in Table 25, more than eight out of ten participants (85%) said that they were satisfied or very satisfied with Txt2Quit's response.

Table 25: Satisfaction with Txt2Quit response to problem or question

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Satisfied or very satisfied	n	58	40	18	25	33	14	44	36	9	13
	%	85	85	86	83	87	93	83	90	82	76
Neutral	n	8	6	2	4	4	1	7	4	1	3
	%	12	13	10	13	11	7	13	10	9	18
Not at all or not satisfied	n	2	1	1	1	1	0	2	0	1	1
	%	3	2	5	3	3	-	4	-	9	6
Base: Participants who had used Txt2Quit support	n	68	47	21	30	38	15	53	40	11	17
	%	100	69	31	44	56	22	78	59	16	25

Around 30 survey participants commented on the technical support they received from Txt2Quit. The majority of comments were positive, and were about the support received from the Quitline.

Used blog at the beginnng to voice concerns over wanting to relapse. Quitline responded throught he blog, showing me my feelings were normal and gave me a boost of confidence.

quitline was very helpful wheni called up about changing the quitdate because the pack hadn't arrived yet.They were very friendly and got back to me very, very quickly.

One person suggested that 24 hour moderation of the Txt2Quit blog would be useful.

A number of bloggers from the Txt2Quit website were querying why full time moderation of the blog was not possible as this could be an effective means of accessing 24 hours immediate support for those who prefered support from quitting peers that from quit line. I know I felt most supported by other quitters - the texts were good but very impersonal and certainly didn't feel 'targeted' to me or my situation.

4.9 Nicotine patches, gum and lozenges

Clients who wished to use nicotine products in their quit attempt could ask to be sent Quit Cards that they could then exchange at pharmacies for nicotine patches, gum and/or lozenges.

Requests for Quit Cards

Nearly three-quarters of Txt2Quit clients (72.8%) requested that they be sent Quit Cards (see Table 26). There were no significant gender or ethnic differences among clients who requested Quit Cards, however, clients older or younger than 16 to 24 years were less likely than 16 to 24-year-olds to request Quit Cards (63.4% cf. 77.5%; $X^2(1, N=3905)=85.46, p<0.05$). Clients in the active programme stage were less likely than those who had completed the programme or withdrawn from it to request Quit Cards (37.4% cf. 73.1% for completed clients and 82.4% for withdrawn clients; $X^2(2, N=3905)=570.80, p<0.05$).

Table 26: Requests for Quit Cards

		Gender		Age		Ethnicity			Programme stage			
		Female	Male	16-24	Other	Māori	Pacific peoples	Other	Active	Complete	Withdrawn	
Requested Quit Cards	n	2843	1754	1089	2021	822	902	239	2183	266	433	2144
	%	72.8	72.8	72.7	77.5	63.4	75.9	74.0	72.1	37.4	73.1	82.4
Did not request Quit Cards	n	1062	654	408	588	474	286	84	843	445	159	458
	%	27.2	27.2	27.3	22.5	36.6	24.1	26.0	27.9	62.6	26.9	17.6
Base: All clients who opted-in to Txt2Quit	n	3905	2408	1497	2609	1296	1188	323	3026	711	592	2602
	%	100.0	61.7	38.3	66.8	33.2	30.4	8.3	77.5	18.2	15.2	66.6

Exchange of Quit Cards

Participants in the online survey who had requested Quit Cards were asked whether they exchanged the Quit Cards they received for patches, gum and/or lozenges (The Quit Group, 2009c). Most survey participants said they had exchanged their Quit Cards (71%), one-quarter (24%) said they had not (see Table 27). A small proportion said that their Quit Card never arrived (5%).

Table 27: Exchange of Quit Cards

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Yes	n	109	79	30	49	60	13	96	72	11	26
	%	71	74	65	72	71	62	73	68	79	79
No	n	36	25	11	15	21	7	29	28	3	5
	%	24	23	24	22	25	33	22	26	21	15
The cards never arrived	n	8	3	5	4	4	1	7	6	0	2
	%	5	3	11	6	5	5	5	6	0	6
Base: Survey participants who requested Quit Cards	n	153	107	46	68	85	21	132	106	14	33
	%	100	70	30	44	56	14	86	69	9	22

The most common reason for survey participants not exchanging their Quit Cards was that they had made a decision to make their quit attempt without using nicotine products (The Quit Group, 2009c). Participants gave a number of reasons for this decision, including:

- Had read Allen Carr’s book, *Easy Way to Stop Smoking*, and taken on board his recommendation not to use nicotine products.

Got a book from the library called Esay Way to Quit Smoking, recommends not using these products.

- Had heard that the gum tasted bad, or had had gum in the past and not liked it.

I decided i was just going to go cold turkey. I had heard how foul the gum tasted from other people who had quit so decided I'd just do it myself.

I had tried the gum in the past and thought it was hideous, so wanted to try without it. I have been successful and been a non smoker since 19 December 2008 :-)

- Concern about getting addicted to patches or gum, as well as not wanting people to see her/him using patches.

I felt that I could quit without them. Not too sure why I thought that, I think I didn't want to use nicotine to help me quit and was a bit worried I might get addicted to them. Also my friend told me that the gum and the patches taste disgusting and I don't want people to see patches on me.

- Finding that patches or gum make them feel sick.
- Quit before the Quit Cards arrived, so decided to carry on without them.

went cold turkey. had been off the cigs for about 5 days before cards arrived..so decided to just continue on cold turkey.

- Decided to use homeopathic remedies instead.

Because I decided to use homeopathic stuff instead (Naturopathic quit smoke withdrawal spray & quit smoke craving tablets). I liked the fact that they don't have nicotine in them unlike the gum/patches etc.

A number of survey participants said that, while they wanted to try and give up without patches or gum, it was good to know that they had the Quit Cards if they ever needed them.

decided to try and give up without the patches or gum. However on one occasion I was going to go exchange the card for patches when I went out drinking, however I didn't. I will use them in the future if I feel the need to.

I wanted to have them in case I needed them but really wanted to do it without themkinda like a backup plan.

This attitude was also reported by participants in the qualitative client research (Litmus, 2009).

Another reason survey participants gave for not exchanging their Quit Cards was time and money.

Haven't Had the time or money since they have arrived. But they seem easy to use and simple to exchange.

A number of survey participants reported that they hadn't yet quit, or had quit and then relapsed. Some were saving the Cards for a time in the future when they might be more ready to quit.

Shortly after I signed up to quit smoking, my life situation changed dramatically and I wanted to save those cards for later, when I was more motivated to really quit.

Others hadn't used nicotine products in their quit attempt, had relapsed and would be considering exchanging the Cards in their next quit attempt.

Was doing well without them for a period. Have since failed to quit and am considering using them on my next attempt to quit.

Amount of nicotine patches, gum and lozenges used

Participants in the online survey who had exchanged at least one Quit Card were asked how much of the nicotine patches, gum or lozenges they had used (The Quit Group, 2009c). As shown in Table 28, two-thirds of participants (63%) said they used some of the patches, gum and lozenges and one-third (34%) said they used all of it.

Table 28: Amount of nicotine patches, gum or lozenges used

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
All of it	n	37	22	15	13	24	3	34	25	4	8
	%	34	28	50	26	41	23	36	34	36	33
Some of it	n	68	54	14	35	33	10	58	46	6	16
	%	63	69	47	70	57	77	61	63	55	67
None of it	n	3	2	1	2	1	0	3	2	1	0
	%	3	3	3	4	2	0	3	3	9	0
Base: Survey participants who exchanged at least one Quit Card	n	108	78	30	50	58	13	95	73	11	24
	%	100	72	28	46	54	12	88	68	10	22

Survey participants who had exchanged at least one Quit Card were asked to describe the way they used the nicotine patches, gum and lozenges. Seven out of ten participants said that they had used the patches, gum and lozenges to quit smoking permanently

(70%); 15% had used them to cut back (see Table 29). A small number of participants used the patches, gum and lozenges in more than one way (e.g. to quit for a short period and to quit permanently). One survey participant commented on how helpful they found the gum.

the 2 previous times i tried to quit i went cold turkey so now am using the gum and it helps so much i wish i had tried it then but hey at least its working for me now - text to quit is brilliant and really good motivation.

Table 29: Ways in which nicotine patches, gum and/or lozenges were used

			Gender		Age		Ethnicity		Programme Stage		
			Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn
To quit smoking permanently	n	83	61	22	37	46	12	71	57	8	18
	%	70	76	58	74	73	86	72	77	73	64
To cut back on smoking	n	18	14	4	10	8	2	16	9	2	7
	%	15	18	11	20	13	14	16	12	18	25
To quit for a short period of time or a special event	n	7	4	3	2	5	0	7	5	1	1
	%	6	5	8	4	8	0	7	7	9	4
Other	n	5	2	3	1	4	0	5	3	0	2
	%	4	3	8	2	6	0	5	4	0	7
Base: Survey participants who exchanged at least one Quit Card	n	118	80	38	50	63	14	99	74	11	28

Problems with patches, gum and/or lozenges

Participants in the online survey who had exchanged at least one Quit Card were asked whether they had experienced any problems with using the nicotine patches, gum or lozenges (The Quit Group, 2009c). Around seven out of ten (69%) said they had not experienced any problems (see Table 30).

Table 30: Problems with nicotine patches, gum or lozenges

			Gender		Age		Ethnicity		Programme Stage		
			Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn
No	n	73	50	23	34	39	8	65	51	4	18
	%	69	65	79	72	66	62	70	73	40	69
Yes	n	33	27	6	13	20	5	28	19	6	8
	%	31	35	21	28	34	38	30	27	60	31
Base: Survey participants who exchanged at least one Quit Card	n	106	77	29	47	59	13	93	70	10	26
	%	100	73	27	44	56	12	88	66	9	25

One-third of survey participants who had exchanged at least one Quit Card (31%, n=33) said they had experienced problems using the nicotine patches, gum and lozenges (Table 30; The Quit Group, 2009c). The problems most commonly identified were skin reactions to the patches and sleep disturbance.

I had itching, some nausea, bad dreams at night, periods where i would feel extremely hot. They also didnt stick well all the time ...

With regard to skin reactions, many survey participants found that their skin got itchy where the patches were and some participants got a minor rash. Two participants said they had had to stop using the patches because their reaction was so bad.

A large number of survey participants experienced sleep disturbance while using the patches or gum. This included very vivid dreams, nightmares and for a few, insomnia.

I found that i had very vivid dreams for about the 1st 10 days but I need to wear them overnight to avoid the morning cravings - and eventually the dreams stopped.

with the nicotine patches made me very very irritable and restless at night and suffered severe insomnia and when i did sleep had nightmares, so i started taking them off before bed but then id wake up at 2 or 3 am craving a cigarette.

Other physical reactions to the patches and gum reported by survey participants were nausea, headaches and minor mouth ulcers. Some people felt that the patches made them tense or grumpy and one person commented that they felt 'not with it' and lethargic while using the patches or gum.

Another problem identified by a number of participants was that the patches didn't stick well enough.

the patches fall off too easily if they are on a part of the body that moves too much (I have a physical job) and also if you start to sweat they fall off too, is very frustrating, makes me want a cigarette.

Some survey participants experienced problems with getting the right dosage.

I started on Gum which had a terrible burning aftertaste, I then moved onto patches but they were too strong and I was feeling ill, Finally called callcentre and they recommended the lowest dosage, it worked perfectly and I have not smoked since my quit date.

I got given the strongest patches at first which gave me mild headaches. I should have been given the step 2 patches to begin with as I was smoking less than 20 cigarettes a day. the headaches however only lasted a short period.

Usefulness of information on nicotine patches, gum and lozenges

Survey participants who had exchanged at least one Quit Card were asked how useful they found the written information sent to them on how to use nicotine patches, gum and lozenges (The Quit Group, 2009c). More than eight out of ten participants (86%) said they found the information very useful or useful, 10% had no opinion and 4% said they found it not very useful (Table 31). Males were less likely than females to find the information useful or very useful (67% cf. 94%; $\chi^2(1, N=108)=10.98, p<0.05$).

Table 31: How useful written information on patches, gum and lozenges was

		Gender		Age		Ethnicity		Programme Stage			
		Female	Male	16-24	Other	Māori	Non-Māori	Active	Complete	Withdrawn	
Useful or very useful	n	93	73	20	46	47	13	80	61	10	22
	%	86	94	67	94	80	100	84	86	91	85
Neutral	n	11	4	7	2	9	0	11	8	1	2
	%	10	5	23	4	15	0	12	11	9	8
Not at all or not very useful	n	4	1	3	1	3	0	4	2	0	2
	%	4	1	10	2	5	0	4	3	0	8
Base: Survey participants who exchanged at least one Quit Card	n	108	78	30	49	59	13	95	71	11	26
	%	100	72	28	45	55	12	88	66	10	24

4.10 Key findings and recommendations

Key findings

1. Most Txt2Quit registrations were undertaken via the Quitline, with 16 to 24-year-olds, Māori and Pacific registrants particularly likely to register via the Quitline.
2. Feedback on both methods of registration, Quitline and the website, was generally positive. Website registration, in particular, was viewed as quick and efficient. There was some suggestion that the Quitline registration took too long and that 16 to 24-year-olds felt 'steered' into signing up for Txt2Quit.
3. The opt-in process appeared to be straightforward and to work for the majority of clients.
4. Consistent with the allowance for a pre-quit preparation period in the programme structure, most clients set their quit date for five to 14 days after they registered. Very few clients changed their quit date. There was some support for being able to change your quit date more than once.
5. Feedback on the Txt2Quit text messages was extensive and varied. Overall, most clients who participated in research agreed that the texts were relevant, timely, motivating, supportive and easy to read. However, there was also widespread criticism that there were too many texts, particularly in the intensive stage of the programme, that the texts were repetitive, that the texts assumed clients had slipped-up or relapsed, that the style was often 'cheesy', that they were too

impersonal, and that they weren't timed to arrive during the most 'at-risk' periods. Many clients also did not like the use of text language.

6. Most texts that were not recognised by STOMP were general comments from clients, texts with signatures, or texts seeking a response from the Txt2Quit service. A small proportion of unrecognisable texts related to functional aspects of STOMP such as the "Stop" text.
7. Most clients had used at least one of the feature texts; the crave texts were the most commonly used. Crave texts and "Slip-up" were used, on average, 1 to 3 times per client and feedback on the Txt2Quit responses to "Crave" and "Slip-up" was positive.
8. Around one in seven clients had texted "Relapse" and a small number tried to text "Relapse" a subsequent time, even though the system only allows one "Relapse" per client. More than half of "Relapse" texts were sent in Intensive Weeks 3 and 4. Feedback on Txt2Quit responses to "Relapse" was positive.
9. Consistent with the high proportion of clients who withdrew from the programme in the 2008-09 year, nearly two-thirds of clients texted "Stop" to withdraw from Txt2Quit and most did so in the Intensive or Maintenance stages.
10. Around half of 2008-09 clients who were sent polls, responded to them. Feedback on polls was mixed, with some clients saying that they seemed irrelevant.
11. A small proportion of Txt2Quit clients had an active black-out period at the end of the 2008-09 year. Most had requested a two-hour period in the morning. There were no reported problems with this feature, although the low usage suggests many clients may not have been aware of this option or may not have found it useful.
12. Around half of Txt2Quit clients who participated in research had read all of the information in the Txt2Quit information pack. Among those who had read at least some of the pack, the information was viewed as useful and providing everything they needed to know about Txt2Quit. However, clients aged 16 to 24 years old were less likely to have read all of the information and this was reflected in their less positive feedback about the resources. This age group was positive about the information relating to nicotine patches, gum and lozenges, but there was a strong suggestion that there was too much material in the Txt2Quit pack.
13. Around half of Txt2Quit clients who participated in research had visited the Txt2Quit website and, among those who had, feedback was positive.
14. More requests for technical support in 2008-09 were directed to the Quitline than to the Txt2Quit website. This is consistent with the finding that a higher proportion of clients were aware that they could go to the Quitline for technical support than the proportion who were aware that they could seek support via the website. However, the majority of clients who participated in research did not seek technical support at all. Of those who did, most were satisfied with the response they received.

15. The availability of nicotine patches, gum and/or lozenges was a highly popular component of the Txt2Quit service. Nearly three-quarters of Txt2Quit clients requested Quit Cards to be exchanged for nicotine patches, gum and/or lozenges and, according to the client survey, around three-quarters of those who requested Quit Cards went on to exchange at least one. The most common reason for not exchanging Quit Cards was that the client wanted to quit without nicotine products, however, a number of clients appreciated having the Quit Cards as a back-up.
16. Around one-third of surveyed clients who exchanged at least one Quit Card used all of the nicotine products they received. Most clients used the nicotine products to help them permanently stop smoking.
17. Most surveyed clients who exchanged at least one Quit Card did not experience any problems with using nicotine patches, gum or lozenges.

Recommendations

1. Investigate ways to make the Quitline Txt2Quit registration process quicker.
2. Encourage people to register via the website - this registration method is quicker than the Quitline and requires less resource.
3. Ensure Quit Advisors and Quitline promotional material are explicit about the smoking cessation options, in addition to Txt2Quit, that are available to 16 to 24-year-olds.
4. Consider allowing clients to change their quit date more than once. This may encourage clients who might otherwise have withdrawn, because their quit attempt timing was not working out for them, to stay in the programme.
5. Investigate ways of customising the programme to client need so that:
 - a) the number of texts in different stages can be increased or reduced
 - b) the length of the programme can be increased or reduced
 - c) texts can be personalised e.g. by the incorporation of first names
 - d) texts can be sent at times identified by the client as posing a high-risk for slip-ups (such as when drinking).
6. Review text messages to include more informational texts, less inspirational ('cheesy') texts, and a wider variety of message content so that clients are less likely to receive the same text twice.
7. Consider removing unsolicited slip-up and craving support messages from STOMP and only sending these messages to clients who have texted "Slip-up" or "Crave".
8. Undertake research with priority population groups to find out whether the use of text language is expected, appropriate, desirable and necessary¹². This research particularly needs to clarify whether the dislike of text language identified in this

¹² Research on whether text messages should be available in Māori and Samoan, as well as English, was undertaken prior to the launch of Txt2Quit.

report is an issue for all Txt2Quit priority population groups or just specific demographics (e.g. text language may be valued by 16 to 24-year-olds but disliked by older clients).

9. Modify STOMP to accept a greater variation of texts for the keywords that form the basis of the service (i.e. "Stop", "Start", "Relapse", "Crave", and "Slip up").
10. Improve Txt2Quit web content and information provided by Quit Advisors at registration to ensure clients understand that Txt2Quit is an automated service and no individual response to texts will be provided.
11. Investigate the feasibility of Quit Advisors providing a support call to Txt2Quit clients who text seeking additional support or information about quitting.
12. Allow clients to relapse more than once. This may assist with client retention by removing the requirement that clients re-start the programme if they relapse more than once.
13. Increase the proportion of polls that are informational and relate to quitting.
14. At registration, give clients the option of opting-in to polls.
15. Assume that many clients will not read the Txt2Quit information pack and investigate additional ways of communicating important service and quitting information to clients. These mechanisms might include informational texts and ensuring Quit Advisors are available and able to provide quitting and Txt2Quit service advice.
16. Reduce and/or simplify the amount of information provided in the Txt2Quit information pack.
17. Increase promotion of the Txt2Quit website as a source of information and a way to resolve technical problems.
18. Consider introducing a functional text, such as "Help", that triggers a technical support response (e.g. a call from a Txt2Quit Coordinator).

5. Satisfaction with the Txt2Quit service

The section of the report presents research findings that relate to clients' overall satisfaction with the Txt2Quit service. These findings, which are drawn from the online survey of 194 Txt2Quit clients (The Quit Group, 2009c), include clients' expectations of the Txt2Quit service, their satisfaction with the service, the likelihood of clients recommending the service to others, and the likelihood of clients using the service again themselves.

5.1 Expectations of Txt2Quit

Feedback from participants in the online client survey indicated that the Txt2Quit service met most people's expectations (The Quit Group, 2009c). Seven out of ten survey participants (70%) said that the Txt2Quit service was very much, or pretty much, what they expected.

One in five participants (20%) admitted they were not sure what to expect.

I didnt know what to expect, nut it helped heaps thats for sure, when I needed help, help was there, great work team!

As I said earlier, it was the main key to me quitting and as I didn't know it existed before calling quitline, I had few expectations. I thought it was brilliant and would, and have, recommended that friends wanting to quit use it too.

A number of survey participants indicated that their experience of Txt2Quit was better than they had expected.

To be honest I have a friend who mentioned the text support, I thought it would be a load of rubbish. The fact is, I love it ... It's a great reminder/support that I have gone from 20 a day to nothing.

I did not realise that I would get that much support - well done!!! It was good, helpful, helped my day with reminders which were useful.

i was suprised how supported i felt with text2quit service i have recommended it too many colleagues.

A small number of survey participants were disappointed that the service was not more personal. They appeared to expect a more personal service like the Quitline, where the texts would be tailored to the individuals' needs.

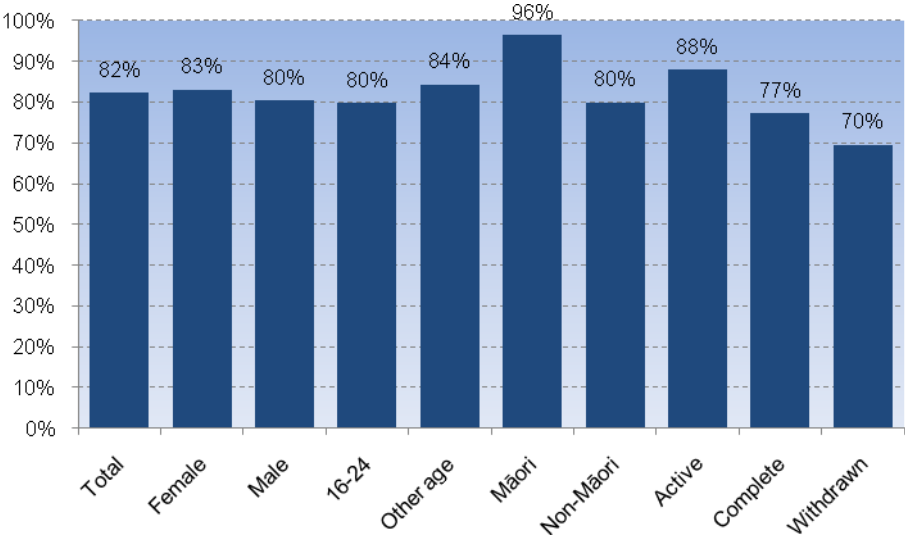
I thought it would be a bit more personal. It almost seemed generic and everyone would get the same thing and even got the same thing txt to me frequently. I thought there would be more personal interaction like the quitline. But only got a computer sending back responses that didn't fit with what I was needing.

i expected there to be more support rather than a generated automated system, it was impersonal and the fact you couldnt ring and speak to someone directly was a dissapointment.

5.2 Satisfaction with Txt2Quit

Findings from the online client survey indicated that most people were satisfied with the Txt2Quit service (The Quit Group, 2009c). As Figure 5 shows, around eight out of ten survey participants were satisfied or very satisfied with the service. Proportionately fewer participants who had withdrawn from Txt2Quit were satisfied or very satisfied than participants who were active or had completed the programme (70% cf. 88% and 77% respectively; $\chi^2(2,N=192)=8.17, p<0.05$).

Figure 5: Satisfied with the Txt2Quit service



5.3 Recommendation of Txt2Quit

Findings from the online client survey suggest that participants' liked the service enough to recommend it to others. One in two survey participants said they had already recommended Txt2Quit to someone they knew (52%) and two out of five (43%) said they would recommend it to people in the future (The Quit Group, 2009c).

A small number of participants said they would not recommend Txt2Quit to others. Reasons included:

- Finding the texts annoying or cheesy.

Mostly because I didn't find alot of the text messages particularly helpful. And like I said previously often it was annoying. I can see how it can be helpful to a lot of people, but alot of my friends and family who smoke would find it irritating.

- Not liking the use of text language.

I don't think at 25 I am in the target market for who you are trying to get to. Poor spelling in texts really annoys me and I don't think it is necessary.

its a great concept -but you need to have a plain english option!! i would recommend this service as it exists currently to a 15 year old but... if you had plain english option i would recommend to all the majority of people wanting to quit will be 30+ surely? the kids who are dumb enough to start smoking are invincible anyway and would` t bother to sign up for this service until they`re older and wanting to quit - and hopefully by then they`ll be using english as the queen intended!

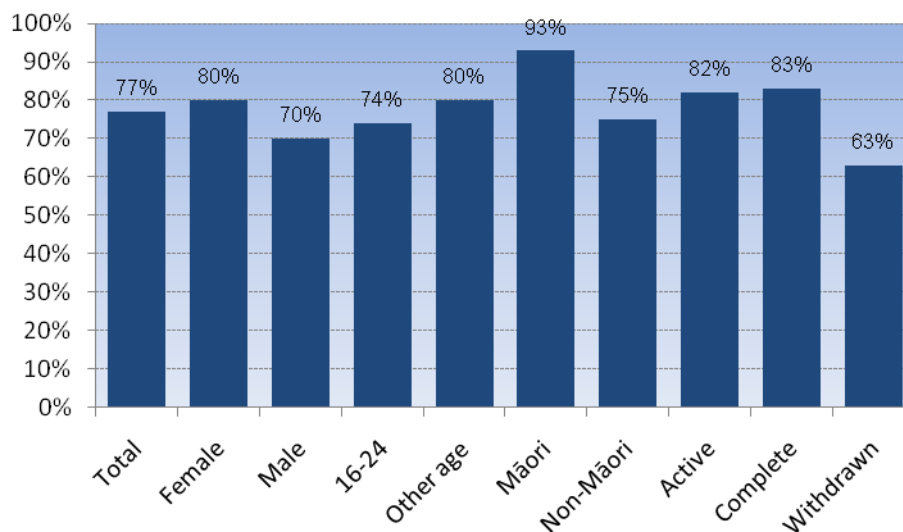
- Finding that the texts reminded the participant about smoking.

Because of the random texts bringing on the cravings maybe if you could just text when you need the support not just getting it shoved in your face.

5.4 Future use of Txt2Quit

Results of the online client survey suggested that most clients would consider using Txt2Quit again in the future, if needed. Three-quarters of survey participants (77%) said they would definitely use Txt2Quit again (see Figure 6), one-fifth (19%) said they might use it again and four percent said they would not use it again (The Quit Group, 2009c). Participants who had withdrawn from the service were less likely than those who were still in the active stage of the programme to say that they would definitely consider using Txt2Quit again (63% cf. 82%; $\chi^2(1, N=171)=5.47, p<0.05$).

Figure 6: Would definitely use the Txt2Quit service again



Reasons for participants saying that they would not use Txt2Quit again included:

- No perceived need because participants now viewed themselves as non-smokers.

Because apart from a few smokes in the weekend when I was drinking (and which I didn't enjoy) I haven't smoked since new years.

because i am no longer going smoke ciggarettes.

- Seeing the text reminders as a hindrance to quitting rather than a help.

i reckon its easier to quit without. the text remind you of smokin to much so you want another siggy.

- Preferring personal support over an automated programme.

It was good at the start, then it was just repetition of the messages. Think i would prefer a human voice.

i would only use txt to quit again if the programme was improved and you could ring and get support from a human rather than an automated txt message.

5.5 Key findings

1. Survey findings indicate that Txt2Quit met the expectations of most clients, most clients were satisfied with the service, most would consider using the service again in the future, and many had already, or would in the future, recommend Txt2Quit to others.

6. Quit outcomes

Four weeks, 12 weeks and 22 weeks after their quit date, all Txt2Quit clients who had not withdrawn or relapsed were asked whether they were quit ("Its been 4 / 12 / 22 weeks, r u quit? Please let us know – reply TXT "yes" or "no""). This section of the report presents information on the proportion of Txt2Quit clients who were in the active stage of the programme at each of the three time-points (not withdrawn or relapsed), and the proportion of clients who reported that they were quit at each of the three time-points. See Table 32.

4 weeks after quit date

As Table 32 shows, 38.7% of clients were in the active stage of the programme four weeks after their quit date; 61.3% had relapsed or withdrawn. The 1,510 clients in the active programme stage were sent a text asking them whether they were quit; just over half responded to the text. Of those who responded, 502 said "yes" they were quit, 341 said "no" they were not quit.

Taking the conservative 'intention-to-treat' approach, which assumes that the 667 clients who did not respond to the text were not quit, the self-reported quit rate was the proportion of active programme stage clients who said they were quit:

$$\frac{502}{1510} \times 100 = 33.2\%$$

Taking the more optimistic 'responders-only' approach the self-reported quit rate was the proportion of clients who responded to the text who said they were quit:

$$\frac{502}{843} \times 100 = 59.5\%$$

12 weeks after quit date

As Table 32 shows, 30.0% of clients were in the active stage of the programme 12 weeks after their quit date; 70.0% had relapsed or withdrawn. The 1,172 clients in the active programme stage were sent a text asking them whether they were quit; just over half responded to the text. Of those who responded, 249 said "yes" they were quit, 349 said "no" they were not quit.

Taking the conservative 'intention-to-treat' approach, which assumes that the 574 clients who did not respond to the text were not quit, the self-reported quit rate was the proportion of active programme stage clients who said they were quit:

$$\frac{249}{1172} \times 100 = 21.2\%$$

Taking the more optimistic 'responders-only' approach the self-reported quit rate was the proportion of clients who responded to the text who said they were quit:

$$\frac{249}{598} \times 100 = 41.6\%$$

22 weeks after quit date:

As Table 32 shows, 16.8% of clients were in the active stage of the programme 22 weeks after their quit date; 83.2% had relapsed or withdrawn. The 655 clients in the active programme stage were sent a text asking them whether they were quit; just over a third responded to the text. Of those who responded, 105 said "yes" they were quit, 132 said "no" they were not quit.

Taking the conservative 'intention-to-treat' approach, which assumes that the 418 clients who did not respond to the text were not quit, the self-reported quit rate was the proportion of active programme stage clients who said they were quit:

$$\frac{105}{655} \times 100 = 16.0\%$$

Taking the more optimistic 'responders-only' approach the self-reported quit rate was the proportion of clients who responded to the text who said they were quit:

$$\frac{105}{237} \times 100 = 44.3\%$$

In all likelihood, the actual quit rates were somewhere in between these two rates. It is important to note that we do not know how long clients who said they were quit, had been quit for, so caution should be used when comparing these rates to those of other smoking cessation interventions.

Table 32: Programme and quit status of all Txt2Quit clients 4-weeks, 12-weeks and 22-weeks after quit date

Time-point:	Sent text?		Responded to text?		Quit? ¹³	
4 weeks after quit date	Yes	1510 38.7%	Yes	843 55.8%	Yes	502 59.5%
	No	2395 61.3%	No	667 44.2%	No	341 40.5%
12 weeks after quit date	Yes	1172 30.0%	Yes	598 51.0%	Yes	249 41.6%
	No	2733 70.0%	No	574 49.0%	No	349 58.3%
22 weeks after quit date	Yes	655 16.8%	Yes	237 36.2%	Yes	105 44.3%
	No	3250 83.2%	No	418 63.8%	No	132 55.7%
	Base: All clients who opted-in Txt2Quit		3905			

The same quit-rate calculations were undertaken for 16 to 24-year-old and Other age clients, and Māori, Pacific and Other ethnicity clients. All quit-rates are summarised in Table 33. Figure 7 shows intention-to-treat quit-rates at 4-weeks, 12-weeks and 22-weeks, for all Txt2Quit clients, 16 to 24-year-old clients, Māori clients and Pacific clients.

The intention-to-treat quit-rate was significantly lower for clients aged 16 to 24 years old compared with Other age clients, at all three time-points:

- 4-weeks: 28.2% cf. 41.8% ($X^2(1,N=1510)=29.01, p<0.05$)
- 12-weeks: 17.0% cf. 27.5% ($X^2(1,N=1172)=17.96, p<0.05$)
- 22-weeks: 11.6% cf. 21.9% ($X^2(1,N=655)=12.03, p<0.05$)

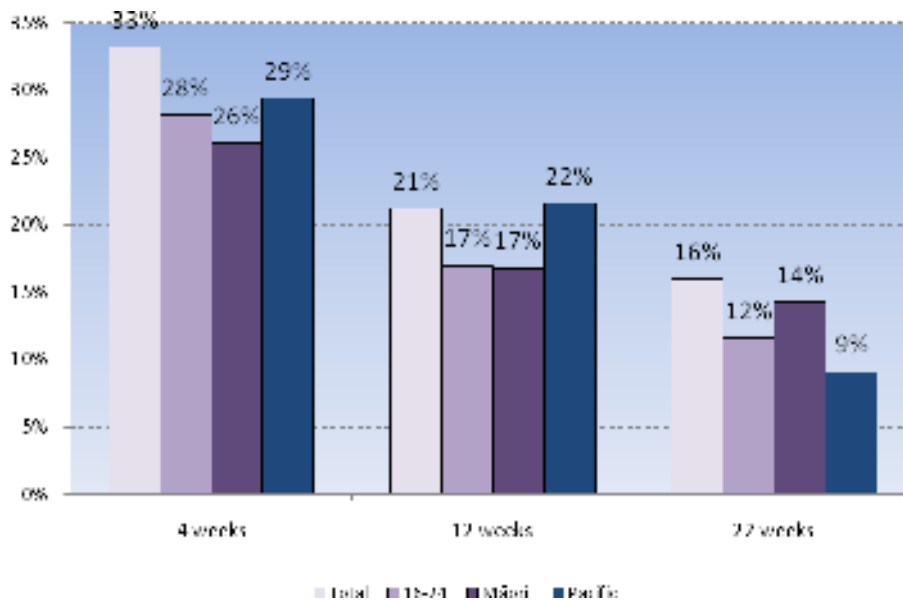
The 4-week intention-to-treat quit-rate was significantly higher for Other ethnicities compared with Māori and Pacific, and significantly lower for Māori compared with Other ethnicities and Pacific (35.3% for Other ethnicities, compared with 29.4% for Pacific and 26.1% for Maori ($X^2(2,N=1720)=12.60, p<0.05$).

¹³ Note that this column does not show the quit rate, it shows the number and proportion of people who responded “yes” or “no” to the text asking whether they were quit. See Table 33 for summary of quit rates.

Table 33: Summary of quit rates for 2008-09

ALL CLIENTS	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	33.2%	21.2%	16.0%
Responders-only	59.5%	41.6%	44.3%
16-24-yr-olds	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	28.2%	17.0%	11.6%
Responders-only	54.0%	37.1%	41.7%
OTHER AGES	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	41.8%	27.5%	21.9%
Responders-only	67.3%	46.8%	46.3%
MAORI	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	26.1%	16.8%	14.3%
Responders-only	54.5%	34.7%	50.0%
PACIFIC	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	29.4%	21.6%	9.1%
Responders-only	59.7%	45.8%	29.4%
OTHER ETHNICITIES	Quit-rate at 4 weeks	Quit-rate at 12 weeks	Quit-rate at 22 weeks
Intention-to-treat	35.3%	21.7%	17.1%
Responders-only	60.9%	41.7%	44.4%

Figure 7: Intention-to-treat quit-rates at four, 12 and 22 weeks



7. Summary of recommendations

Promotion of Txt2Quit

1. Refine Txt2Quit promotional information so that people better understand what is being offered (the opportunity to participate in a text-based smoking cessation programme). This should increase the proportion of enquiries that come from smokers who are seriously interested in quitting and interested in the Txt2Quit programme. Improved client understanding of the service, at the outset, should assist with both conversion of enquiries to registrations and programme retention.
2. Continue advertising Txt2Quit through mass media channels that offer an appropriate 'fit' with the Txt2Quit service and its priority population groups, such as the SNOF campaign.
3. Increase efforts to recruit males to the Txt2Quit service to achieve a more even gender split among clients. Note, however, that smoking rates are higher among young females in New Zealand so an over-representation of females may be appropriate.
4. Ensure Quit Advisors and Quitline promotional material are explicit about the smoking cessation options, in addition to Txt2Quit, that are available to 16 to 24-year-olds.

Txt2Quit registration

1. Investigate ways to make the registration process more accessible, including text-based registration. Text-based registration could involve collecting a small amount of client information initially, via text (e.g. name and date of birth), and requiring the client to provide further information later on, through the Quitline or website (e.g. if they wish to receive Quit Cards for nicotine products they need to provide demographic information and information about their smoking behaviour).
2. Investigate ways to make the Quitline Txt2Quit registration process quicker.
3. Encourage people to register via the website - this registration method is quicker than the Quitline and requires less resource.

Txt2Quit programme structure and functions

1. Provide a short programme option (e.g. 12 weeks) to accommodate smokers who wish to quit more quickly and would otherwise withdraw from the programme at the end of their quit attempt.
2. Allow clients to change their quit date more than once. This may encourage clients who might otherwise have withdrawn, because their quit attempt timing was not working out for them, to stay in the programme.

3. Allow clients to relapse more than once. This may assist with client retention by removing the requirement that clients re-start the programme if they relapse more than once.
4. Investigate ways of customising the programme to client need so that:
 - e) the number of texts in different stages can be increased or reduced
 - f) the length of the programme can be increased or reduced
 - g) texts can be personalised e.g. by the incorporation of first names
 - h) texts can be sent at times identified by the client as posing a high-risk for slip-ups (such as when drinking).
5. Review text messages to include more informational texts, less inspirational ('cheesy') texts, and a wider variety of message content so that clients are less likely to receive the same text twice.
6. Remove unsolicited slip-up and craving support messages from STOMP and only send these messages to clients who have texted "Slip-up" or "Crave".
7. Undertake research with priority population groups to find out whether the use of text language is expected, appropriate, desirable and necessary.
8. Increase the proportion of polls that are informational and relate to quitting.
9. At registration, give clients the option of opting-in to polls.

Information about quitting and the Txt2Quit service

1. Improve Txt2Quit web content and information provided by Quit Advisors at registration to ensure clients understand that Txt2Quit is an automated service and no individual response to texts will be provided.
2. Investigate ways of increasing clients' awareness of Txt2Quit support options such as "Slip-up", "Relapse" and change of quit date, so that they feel more able to deal with challenges and less inclined to withdraw if their quit attempt is not going according to plan.
3. Investigate additional ways of communicating important service and quitting information to clients. These mechanisms might include informational texts and ensuring Quit Advisors are available and able to provide quitting and Txt2Quit service advice.
4. Reduce and/or simplify the amount of information provided in the Txt2Quit information pack.
5. Increase promotion of the Txt2Quit website as a source of information and a way to resolve technical problems.

STOMP

1. Modify STOMP so that key information about the number and timing of enquiries, and the proportion of enquiries which convert to registrations, is retained.
2. Modify STOMP so that the number of clients who withdraw from the programme because they have quit, and no longer feel they need the programme, can be counted and treated separately from other withdrawals.
3. Modify STOMP to accept a greater variation of texts for the keywords that form the basis of the service (i.e. "Stop", "Start", "Relapse", "Crave", and "Slip up").
4. Investigate the introduction of a functional text, such as "Help", that triggers a technical support response (e.g. a call from a Txt2Quit Coordinator).

Role of Quit Advisors

1. Investigate the feasibility of Quit Advisors following-up text enquiries with a phone-call.
2. Investigate the feasibility of Quit Advisors making 'courtesy calls' to Txt2Quit clients at agreed points in the programme, to see how they are going and to offer additional support, encouragement and information if required.
3. Investigate the feasibility of Quit Advisors providing a support call to Txt2Quit clients who text seeking additional support or information about quitting.

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