

# THE SMAT – AN INITIAL EVALUATION OF QUEBEC`S TEXT TO QUIT SERVICE

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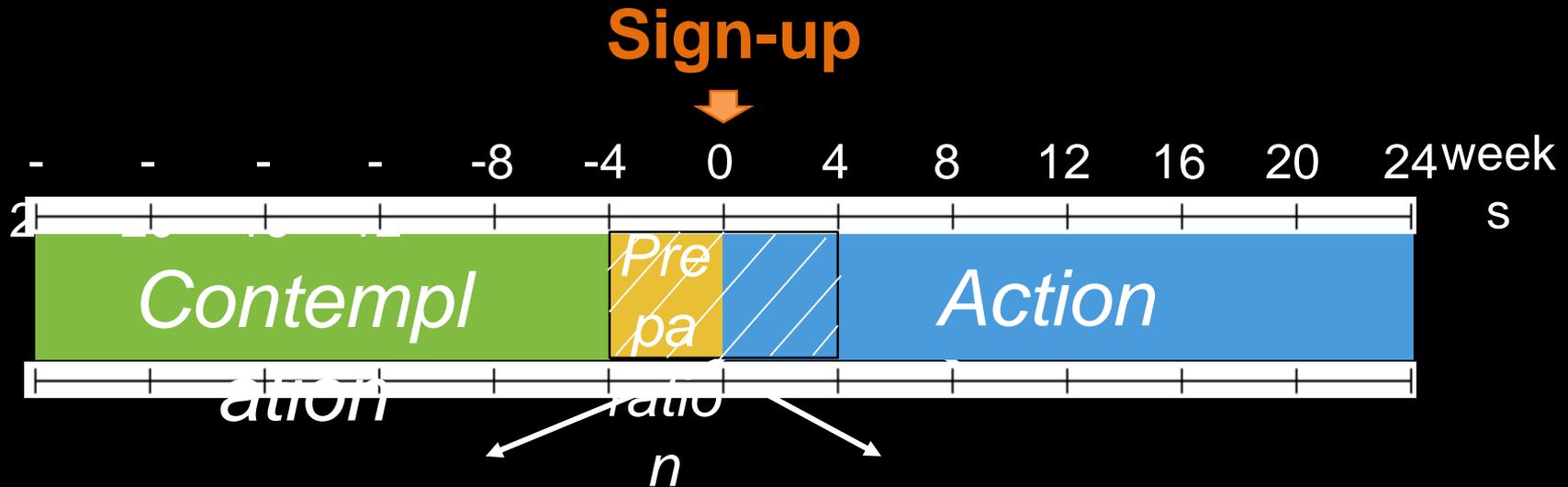
# DISCLOSURE STATEMENT

I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# WHAT IS THE SMAT ?

- Service de **m**essagerie texte pour **a**rrêter le **t**abac  
= **Text messaging service to support smoking cessation**
- Available to the general population in Quebec since **2012** supported by the Ministry (MSSS) and the CCS
- Is tailored particularly to serve young adults between **18 and 34 years** of age
- Confidential and free of charge

# CENTRAL INTERVENTION PERIOD



In 2013-14, the majority of drop-outs and relaps happened during the 10 first days of the action program (64%); 78% during the 30 first days

50 of 69 proactive intervention messages are sent during the eight first weeks of the action program

# STUDY POPULATION

$t_0$  Clients who have confirmed their participation within the reference period

$t_1$  Clients corresponding to the following criteria:

- AND
- Smokers wanting to quit smoking within the next 30 days or ex-smokers since 30 days or less
  - 18 years and older
  - Using the SMAT in french
  - Accepted to participate in the evaluation

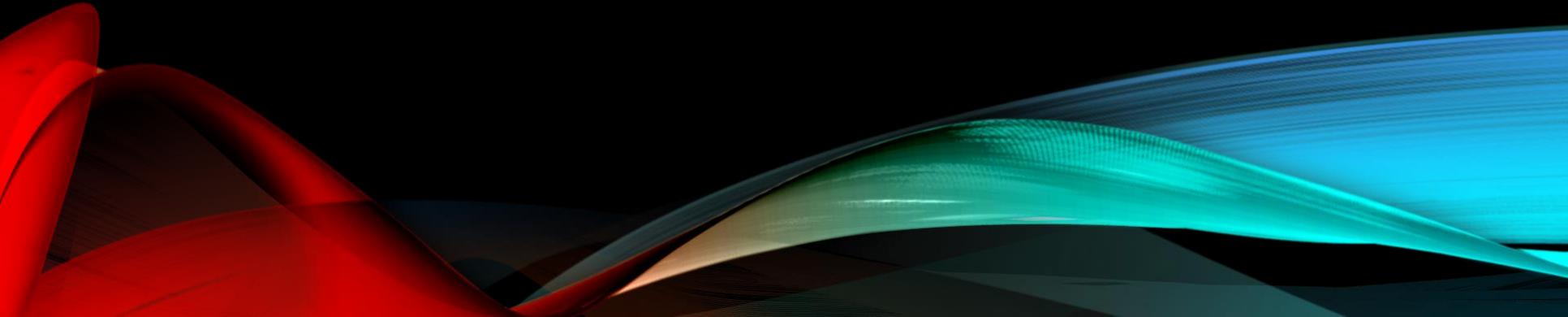
$t_2$  Clients corresponding to the following criteria:

- OR
- Replied to survey at  $t_1$  and accepted participating in  $t_2$
  - Not reached for survey at  $t_1$  and still signed up for the SMAT 2 months after confirmation of sign-up

# EVALUATION OBJECTIVES

- Describe a SMAT user profile
- Evaluate client satisfaction
- Evaluate if program use supports tobacco cessation (Efficacy)

# METHODS



# 3 DATA COLLECTION TIME POINTS



# RESULTS



# STUDY PARTICIPATION

Evaluation period: 29 June 2015 (sign-up) to 15 March 2017 (8 months follow-up survey).

**t<sub>0</sub>** New clients : 2 219

**Eligible respondents: 1 398**

**t<sub>1</sub>** Telephone survey sample: 843 (60%)

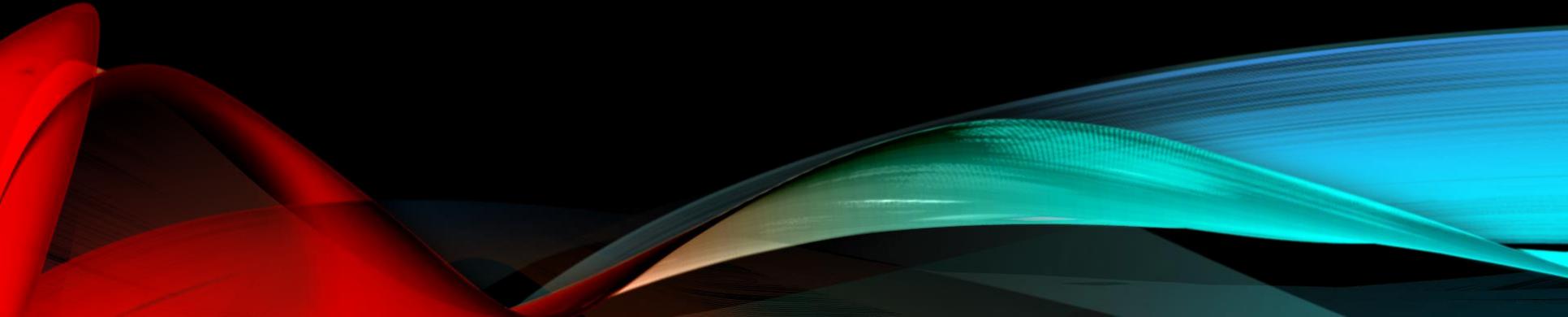
**Surveys conducted : 397**, response rate 47%

**t<sub>2</sub>** Telephone survey sample : 390 (28%)

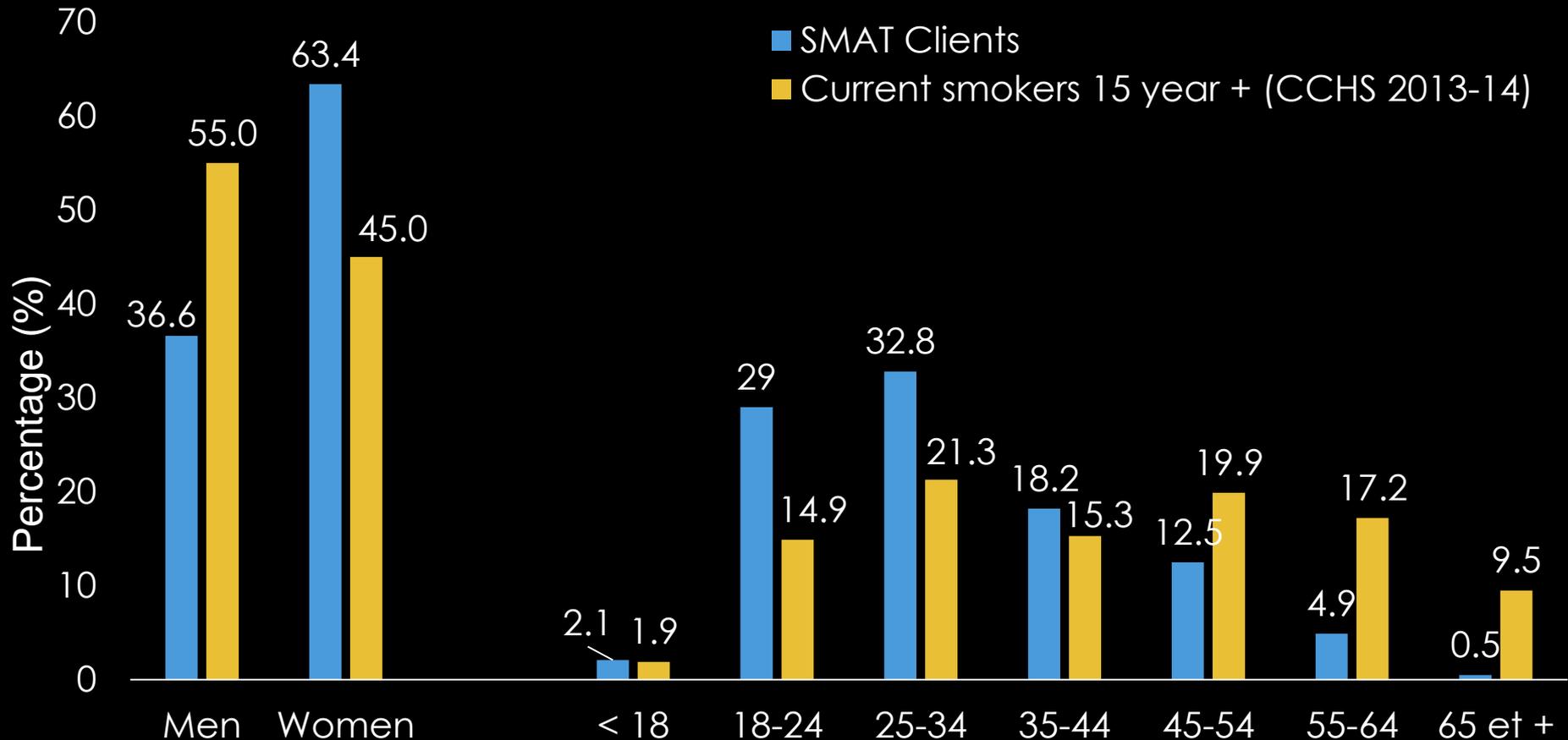
**Surveys conducted: 214**, response rate 55%

# CLIENT PROFILE

1398 CLIENTS WHO CONFIRMED THEIR  
PARTICIPATION

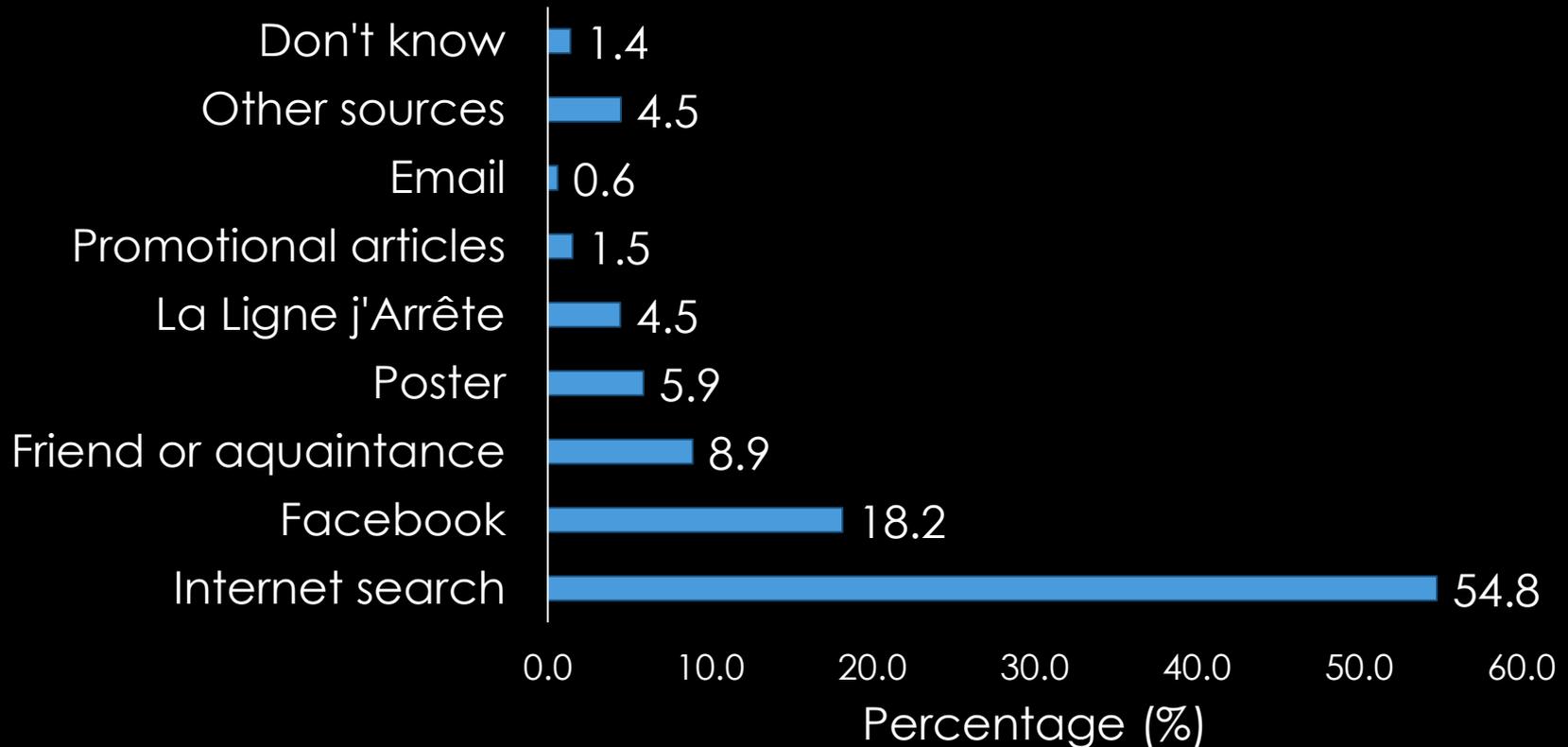


# GENDER AND AGE T<sub>0</sub>



The SMAT reaches predominantly women and young adults between 18 and 34 years of age.

# HOW CLIENTS LEARNED ABOUT THE SMAT (N = 1051)



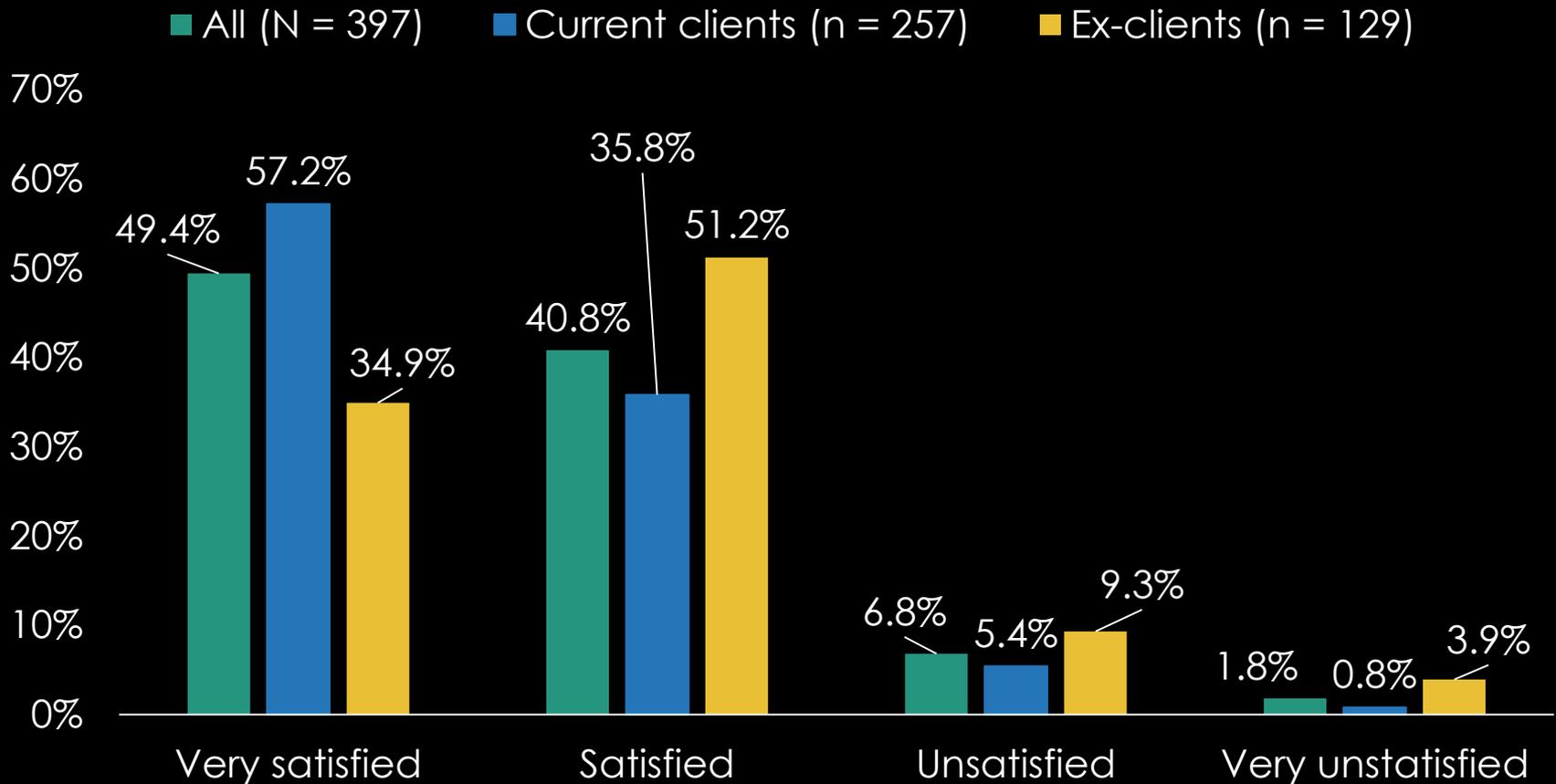
- Clients could indicate more than one response option
- 24,8% of clients did not indicate how they learned about the SMAT

# 2 MONTHS FOLLOW-UP RESULTS

T<sub>1</sub> N = 397

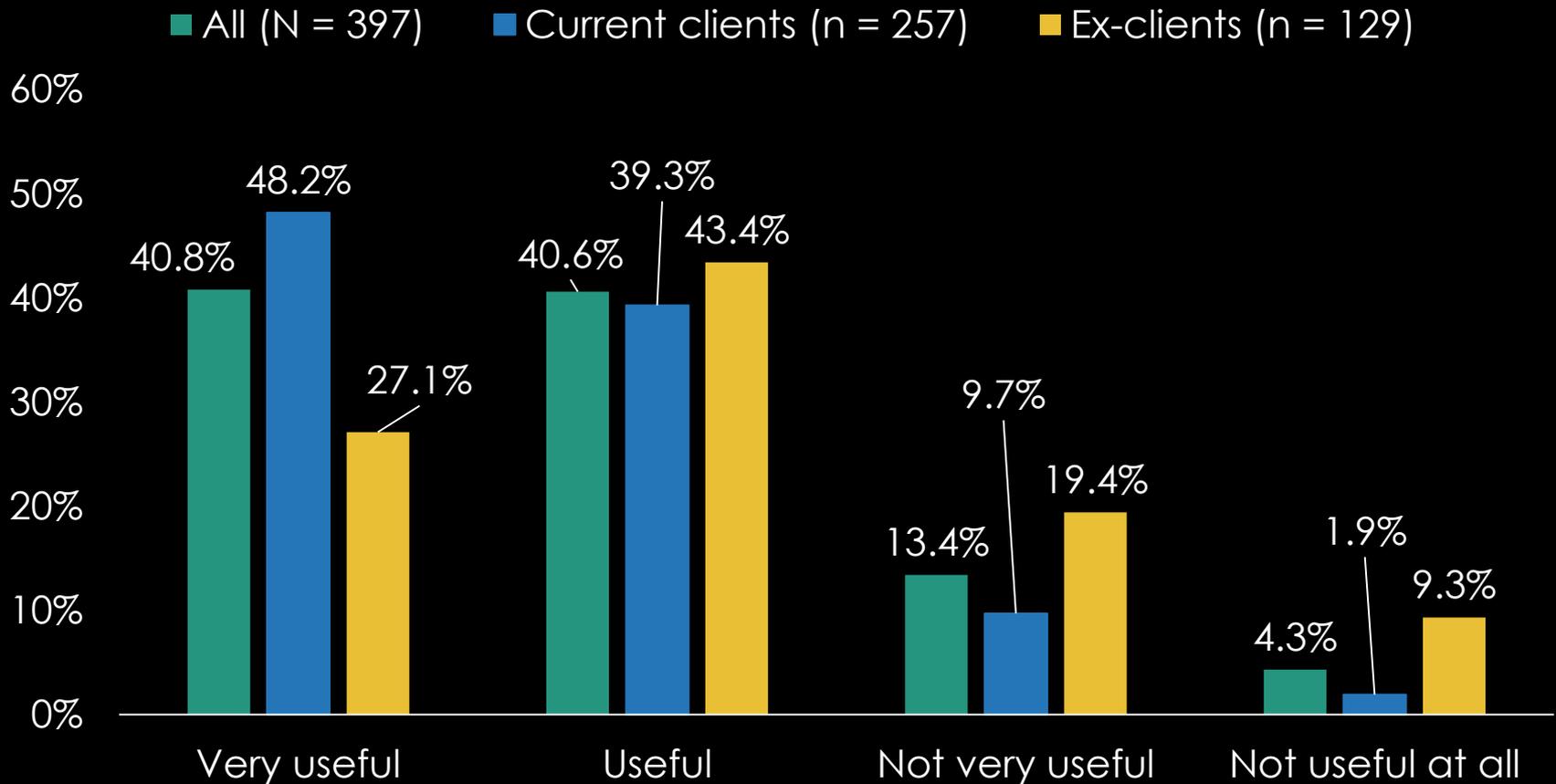


# GENERAL SATISFACTION T<sub>1</sub>

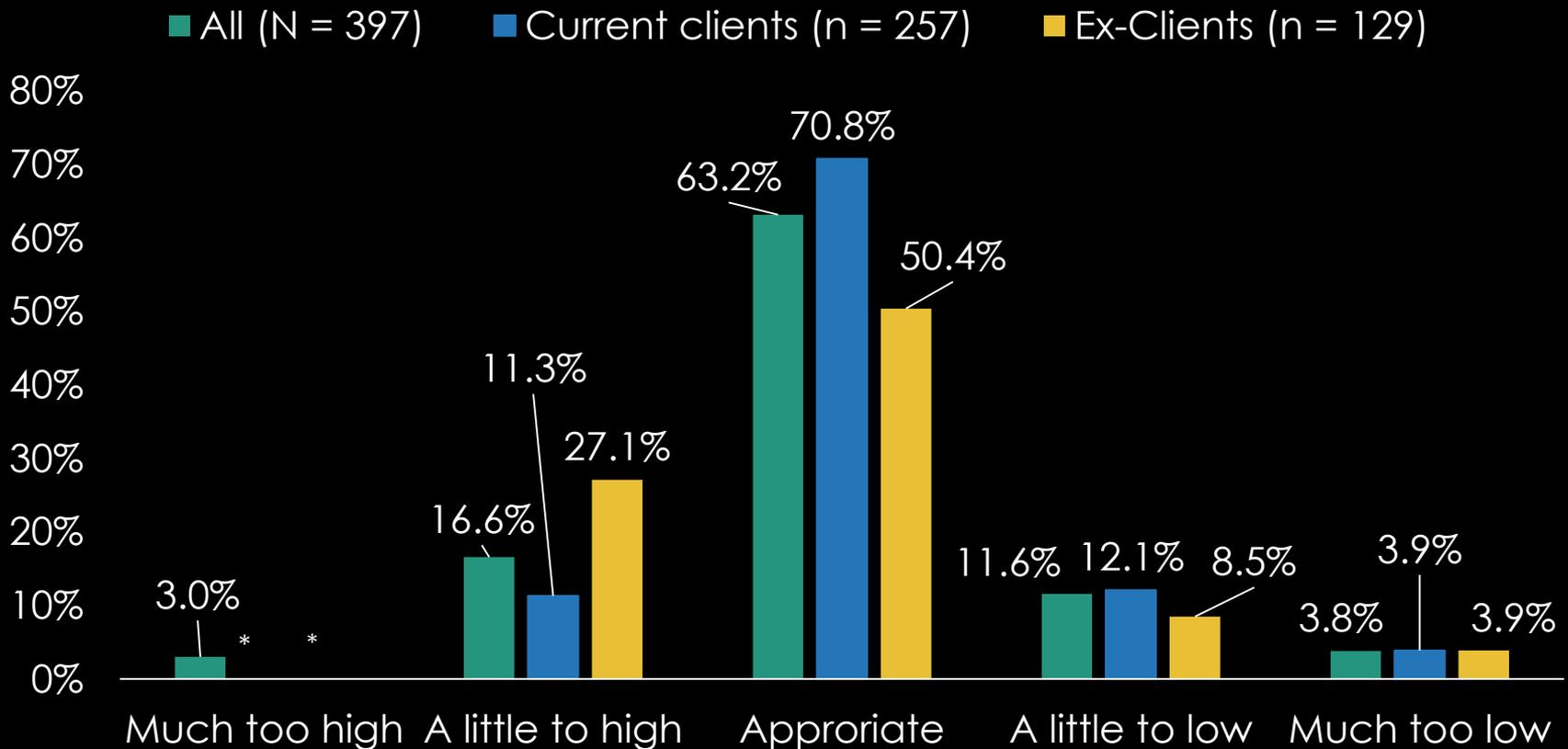


3% of clients did not know if they were still signed up for the SMAT.

# USEFULNESS OF TEXT MESSAGES OVERALL T<sub>1</sub>



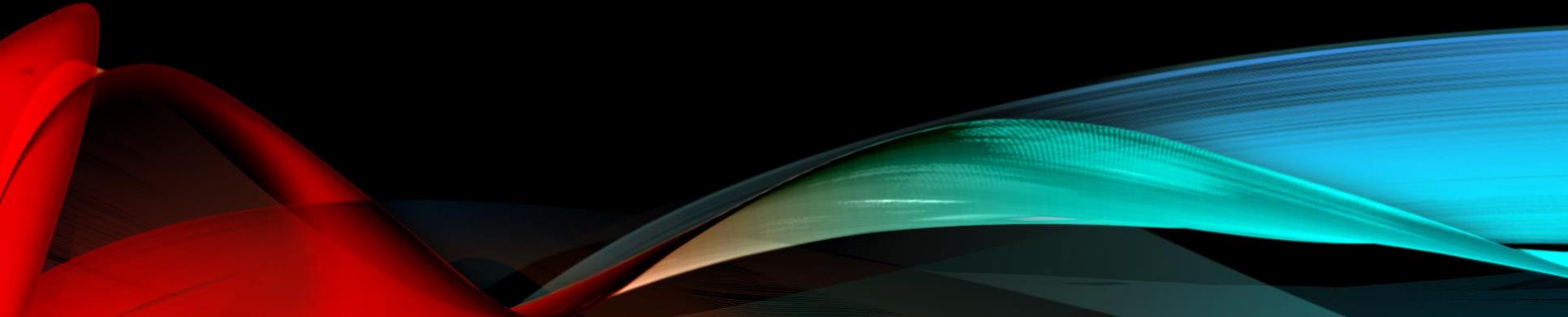
# SATISFACTION WITH NUMBER OF MESSAGES RECEIVED T<sub>1</sub>



\* Numbers too small to be presented

# 8 MONTHS FOLLOW-UP RESULTS

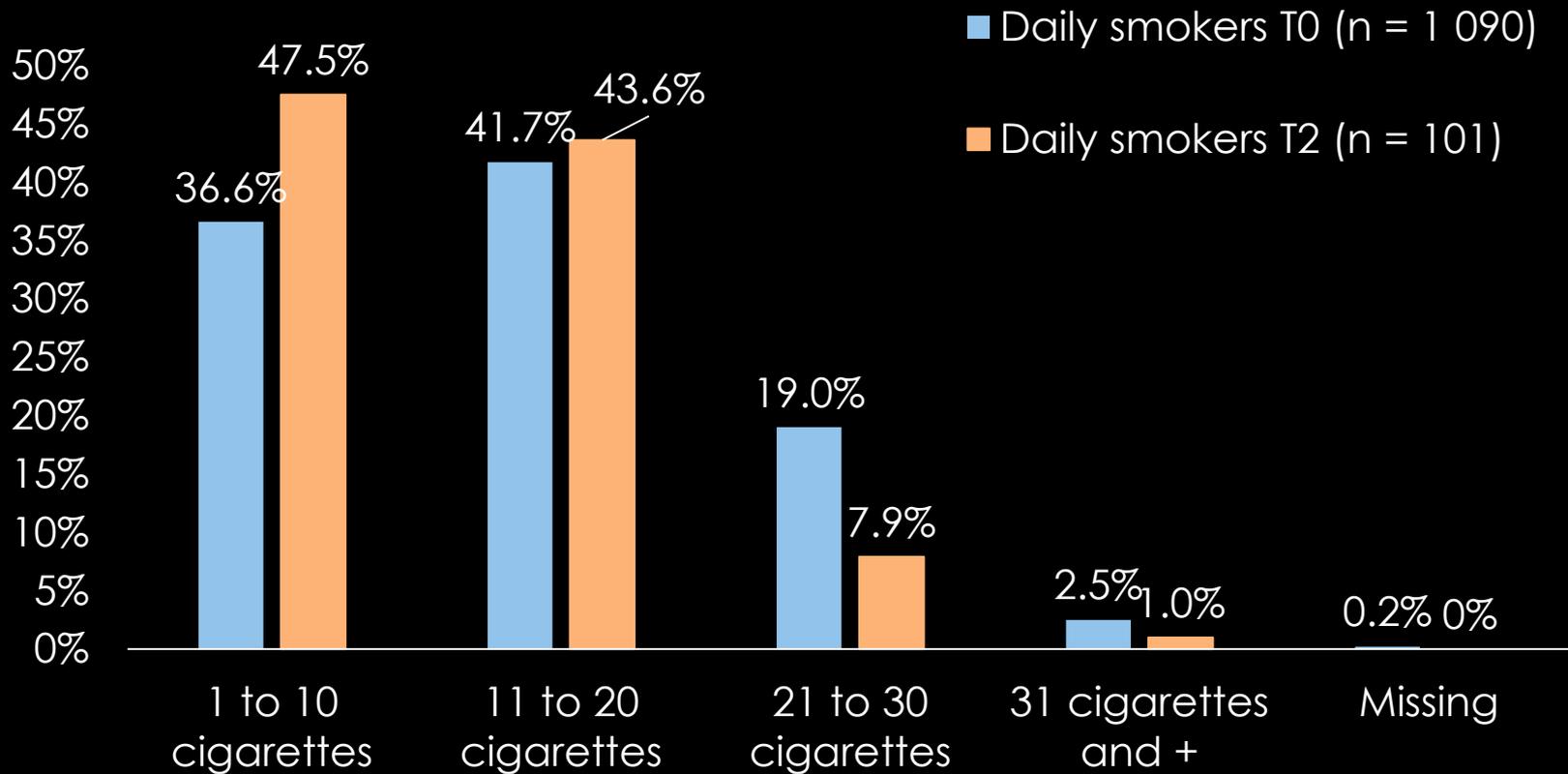
## T<sub>2</sub> N = 214



# SMOKING STATUS T<sub>0</sub> AND T<sub>2</sub>

| Smoking status     | SMAT Clients                   |      |                             |      |
|--------------------|--------------------------------|------|-----------------------------|------|
|                    | t <sub>0</sub><br>(N = 1 398 ) |      | t <sub>2</sub><br>(N = 214) |      |
|                    | n                              | %    | n                           | %    |
| Current smokers    | 1 176                          | 84,2 | 135                         | 63,1 |
| Daily smokers      | 1 090                          | 78,0 | 101                         | 47,2 |
| Occasional smokers | 86                             | 6,2  | 34                          | 15,9 |
| Recent ex-smokers  | 222                            | 15,9 | 79                          | 36,9 |

# NUMBER OF CIGARETTES SMOKED PER DAY $T_0$ AND $T_2$

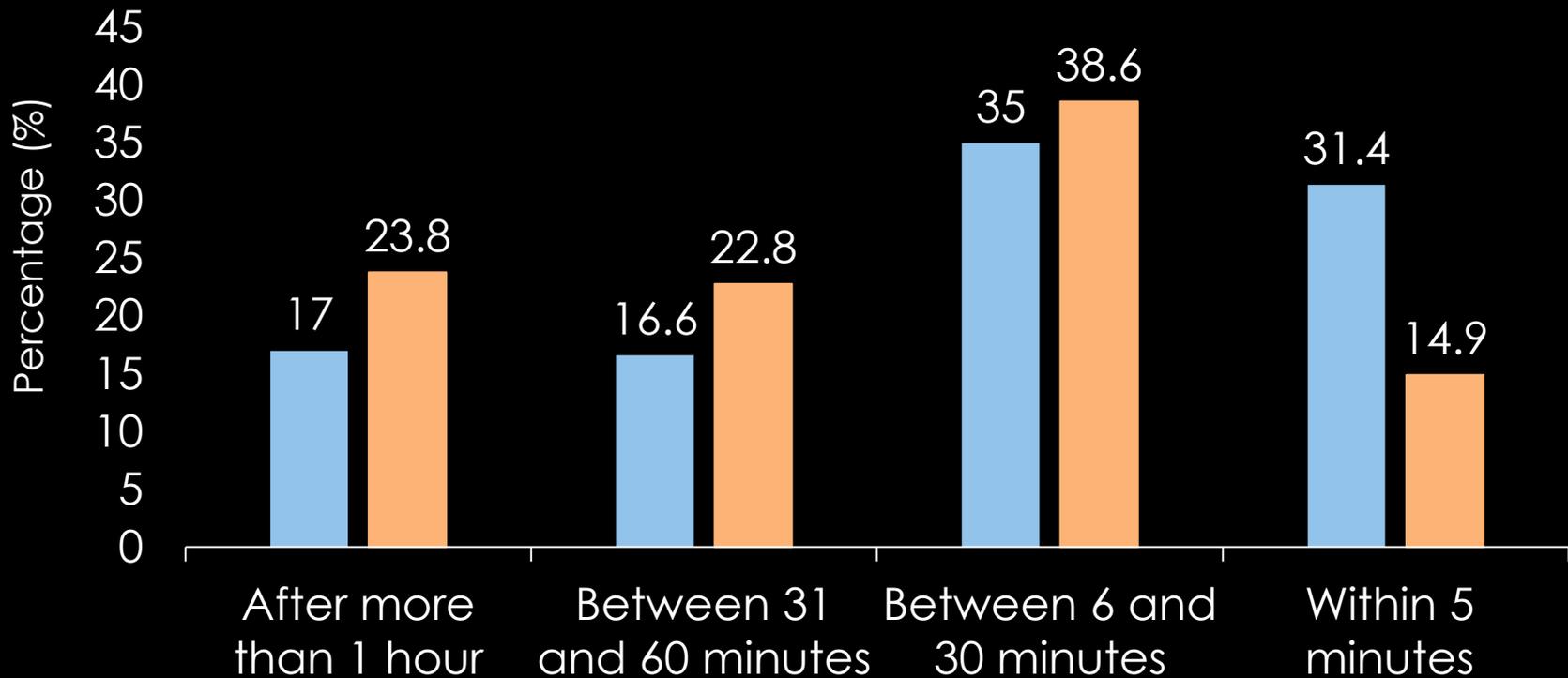


The average number of cigarettes smoked per day decreased from 15.34 to 12.91.

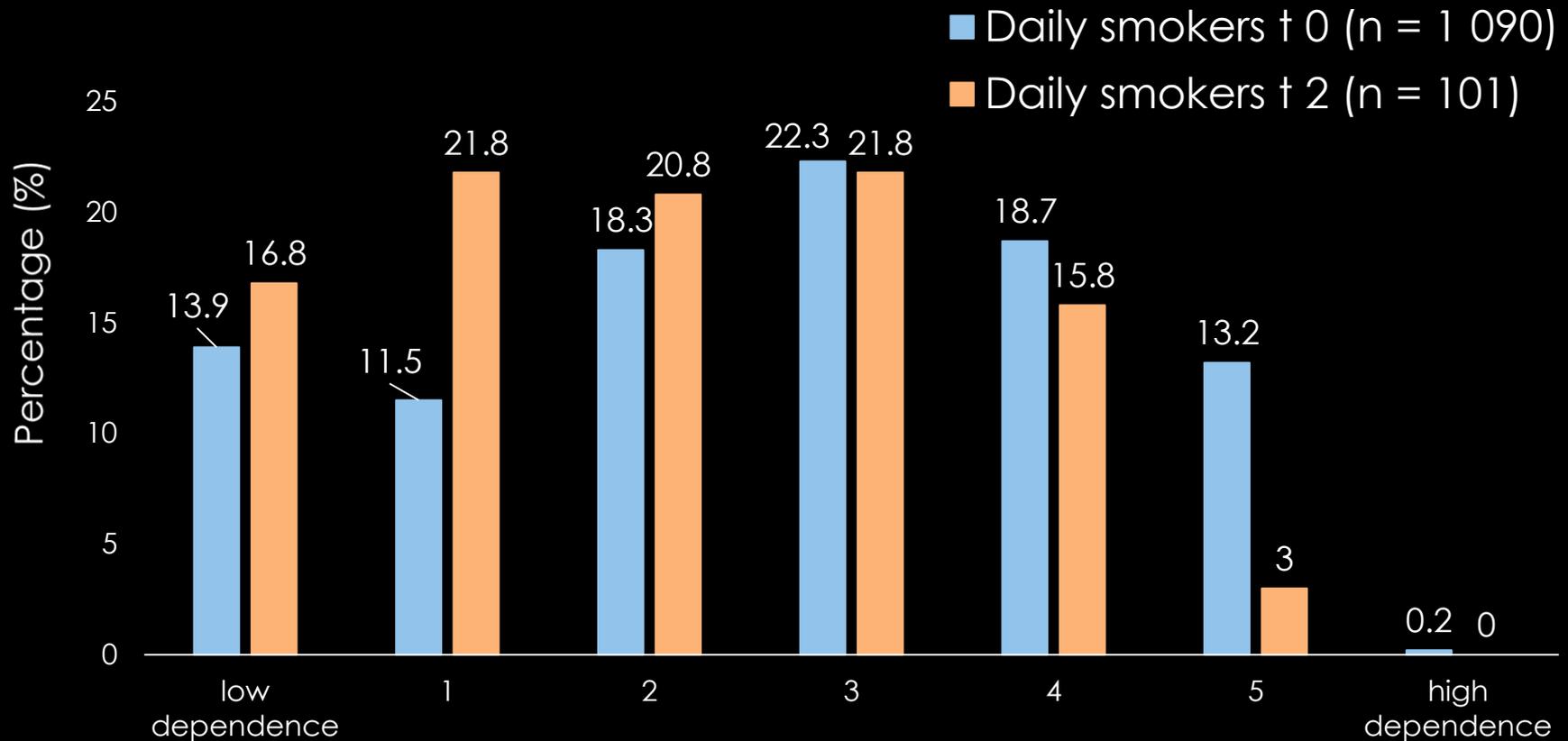
# TIME TO FIRST CIGARETTE AFTER WAKE-UP

$T_0$  ET  $T_2$

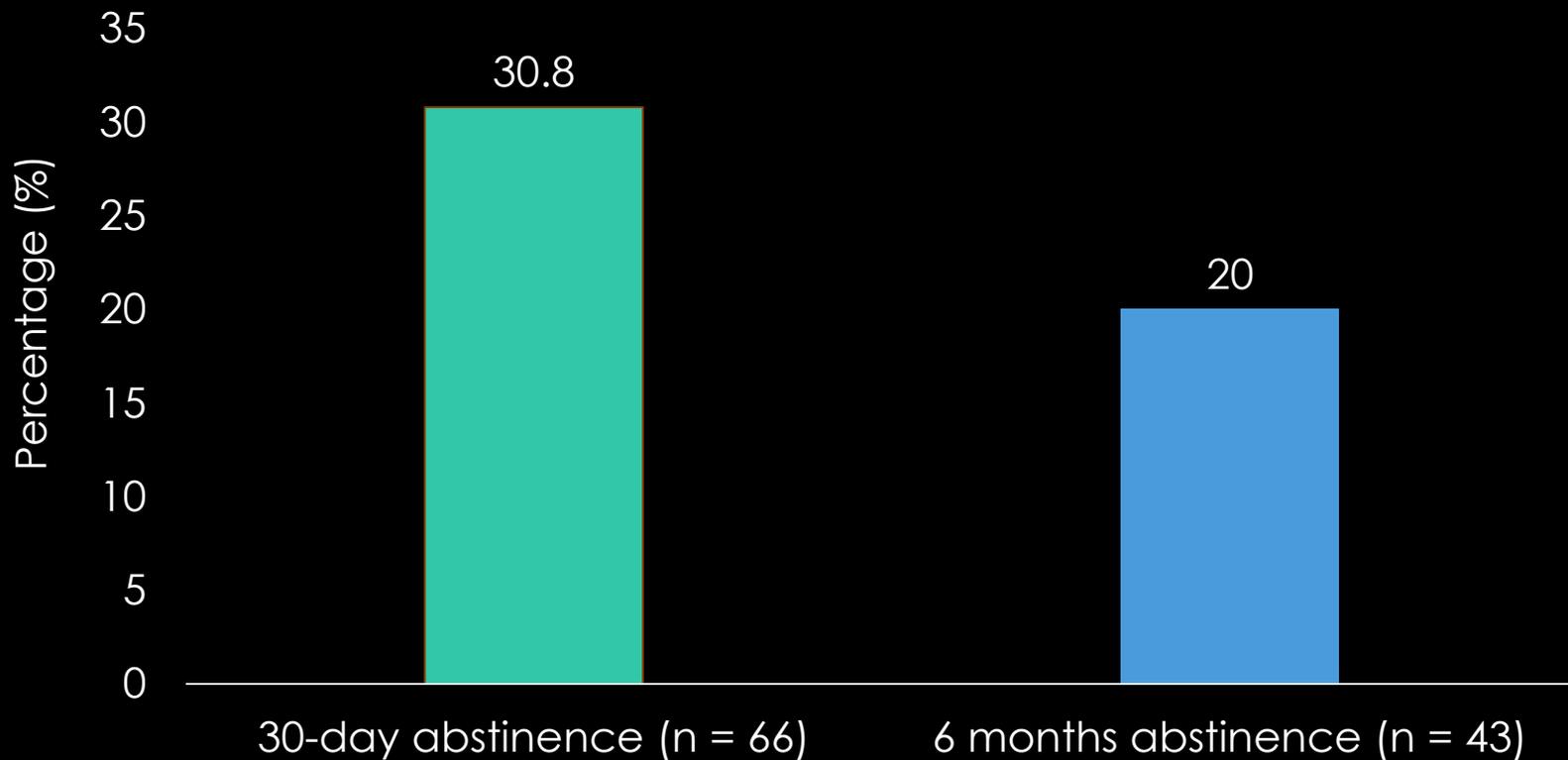
■ Daily smokers  $T_0$  (n = 1 090) ■ Daily smokers  $T_2$  (n = 101)



# HEAVINESS OF SMOKING INDEX $T_0$ AND $T_2$



# 30-DAY AND 6 MONTHS POINT PREVALENCE ABSTINENCE RATES T<sub>2</sub>



# CONCLUSIONS

- The SMAT served 1 398 clients between June 2015 and June 2016
- Clients mainly learned about the service through the Internet and Facebook
- Populations reached by the SMAT:
  - Predominantly women
  - Young Adults between 18 and 34 years old
- Follow-up results (t<sub>2</sub>) speak to the SMAT's success:
  - SMAT clients smoked fewer cigarettes per day and seemed overall less nicotine dependend
  - 30-day point prevalence abstinence rate was 31% and
  - 6 months point prevalence abstinence rate was 20%

## STUDY LIMITS

- Quasi-experimental (non-randomized and non-controlled) study design
- Auto-selection bias : Only clients who gave their consent were contacted at follow-up (and only a portion of these were reached)

|       | <b>SMAT client population<br/>N = 1 398</b> | <b>Number of surveys conducted</b> |
|-------|---|------------------------------------|
| $t_1$ | 843 (60,3%)                                 | 397 (47,1%)                        |
| $t_2$ | 390 (27,9%)                                 | 214 (54,9%)                        |

- We only reached 15,3% of the initial SMAT client population at  $t_2$

# ACKNOWLEDGEMENTS

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