Smokefree Teen: Helping Teens Make Their Quit Stick

smokefree.gov

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Teen Smoking

• Each day in the United States, more than **3,800 youth under 18 smoke their first cigarette**
• Nearly **1 in 15** high school seniors smoke daily
• Nearly **90%** of smokers start smoking by age 18, and **99% start by age 26**.
• In 2013, 50% of current smokers in high school **tried to quit smoking without success**
• In 2013, **11.9%** of Maryland youth smoked a cigarette in the last 30 days
Teen Cessation

• Few resources
• Different smoking patterns
• Different motivations for smoking
• Different interventions
• Difficult population to engage
Mobile Health (mHealth)

- The use of technology to remotely monitor, track, respond and/or deliver an intervention for health related events.

- Examples of common technology used:
  - Mobile-optimized websites
  - Text messaging
  - Smartphone applications (Apps)
  - Remote sensors
Promise of mHealth

• Reach
• Reduces cost burden on healthcare system
• Engagement with intervention platform
Mobile uptake among teens

• Almost 3 in 4 teens have access to a smartphone
• 85% of African American and 71% of Caucasian and Hispanic teens have access to a smartphone
• Only 3 in 25 teens have no cell phone

% of all teens who have used each communication method to contact their friends daily, since 2006

- Text Messaging
- Social Networking
- Call on Cell Phone

Smokefree.gov Initiative

Domestic Projects

• **Smokefree.gov**
  - Mobile-optimized Website
  - Mobile apps (QuitGuide, QuitPal)
  - Social media: Twitter

• **Smokefree Women**
  - Mobile-optimized Website
  - Social media: Facebook, Twitter, Pinterest, Instagram, YouTube
  - *Expanded content into diet, physical activity, weight management*

• **Smokefree Teen**
  - Mobile-optimized Website
  - Social media: Facebook, Twitter, Instagram
  - Mobile app (QuitSTART)

• **Smokefree Espanol**
  - Mobile-optimized Website
  - Social media: Pinterest, Twitter

• **Smokefree Pregnancy**
  - Web content
  - Online video
  - SmokefreeMOM text

• **SmokefreeTXT**
  - Teen
  - Adult
  - Spanish Language
  - QuitNow Library
  - Veteran (VHA)
  - Military (DoD)
  - HealthYouTXT
    - diet, physical activity & weight management
Smokefree Teen

New Audience, New Approach
Multi-platform Intervention

Teen.Smokefree.Gov

SmokefreeTXT

Mobile App

Smokefree Teen Social Media
Smokefree Teen

“it’s like a quit buddy on my phone.”
Download the new quitSTART app.

Learn more

Quizzes
Think you have all the answers? Prove it! Quiz yourself on what is really important.

Apps
View our SFT iPhone and Android apps.

Decisions
Do you have a roadmap? Where do you want to go?
10 Ways to Cope and Not have a Smoke

1. Take a time-out.
A short break from a stressful or upsetting situation can help you think more clearly and make a healthy decision about what to do next.

2. Express yourself.
Text or call a friend to "vent" or talk to an adult who you think will understand how you are feeling.

Weight & Fitness

Relationship reality check
Does who you hang out with affect your smoking? Take this quiz and find out.

Quiz Me
Knowledge & Skills Building

• Friends & Relationships
• Health consequences
• Mood management
• Weight & Fitness
• Triggers
• Secondhand Smoke
SfT Social Media

People who #smoke are more likely to suffer from #depression. Beat the blues with a plan: teen.smokefree.gov /yourMood.aspx#

- read
- exercise
- practice violin
- go to work at 7
- read
- bowling with my friends
- go for a long run in the woods
- paint my room

3. I will spend time with other people
6. I will talk to my support group
- join an after-school club
- text E and see how she's doing

I FEEL THE URGE TO SMOKE WHEN

"I have chosen to be HAPPY because it is good for my health.

Voltaire"

2,145 followers

19,709 followers

28,189 likes
SmokefreeTXT

• Text-message cessation service for teens and young adults
  ▪ Free with unlimited texting plan
  ▪ Messages timed around quit date
  ▪ 6 weeks of messages

• Opt in design
  ▪ Sign up online or by texting QUIT to iQUIT
  ▪ Opt-out by texting STOP to iQUIT

• Bidirectional
SfT QuitSTART

• Free mobile app
• Built around START acronym
  ▪ Set or share your quit date
  ▪ Tell family and friends about your decision to quit
  ▪ Anticipate and plan for times when you may be tempted to smoke
  ▪ Remind yourself why you want to be smokefree
  ▪ Track and monitor your progress regularly
Features

QuitSTART

What’s Up?

Did you know...
Smoking decreases oxygen flow to your brain.

320
Cigarettes Avoided

$98
Dollars Saved

15 days, 3 hr 22 m 5 s
Challenges Accepted

2
Badges Earned

Since I quit on
May 10, 2015

Distract Me

Distract Me

Float or Flop

Diamond in the Rough

Earth Defense

Fruit Squish

Monkey See, Monkey Do

5120

Hampster Arena
Changing landscapes

SFT Facebook page
• Created for only teens
• Teens are no longer engaging with Facebook like they once were
• Need to constantly monitor teen landscape to find teens where they are
• Moving more efforts towards Instagram
• Chat Apps
Conclusions

• Multi-platform strategy
• Delivered directly to teens
• Content is adapted to teen needs
• Integrated with social media
Thank you

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