

15TH WORLD CONFERENCE ON TOBACCO OR HEALTH
SINGAPORE
PRELIMINARY FINDINGS FROM SMS USA, A TEXT
MESSAGING-BASED SMOKING CESSATION PROGRAM
FOR YOUNG ADULTS IN THE US
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ABSTRACT #OP-137

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* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available by contacting CIPHR for further information.

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Decoding how technology influences and can improve public health

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STUDY MOTIVATION

- Between 22-34% of 18-24 year olds are current cigarette smokers, depending on the measure (i.e., ever in the past 30 days vs. every day / some days currently). (CDC, 2009; SAMHSA, 2011)
- Over half of young smokers want to quit or cut down (Lamkin, Davis, Kamen, 1998) and are more likely to report a quit attempt than older adult smokers. (Curry, Sporer, Pugach et al., 2007)
- Smoking cessation programs targeted and accessible to young adults are lacking (Murphy-Hoefer, 2005; Lantz, 2003)
- Nine in ten US young adults owning a cell phone and 97% using text messaging (Smith, 2011). Text messaging-based smoking cessation programs may be an ideal delivery mode for young adult smokers.

STOP MY SMOKING (SMS) USA RCT METHODOLOGY

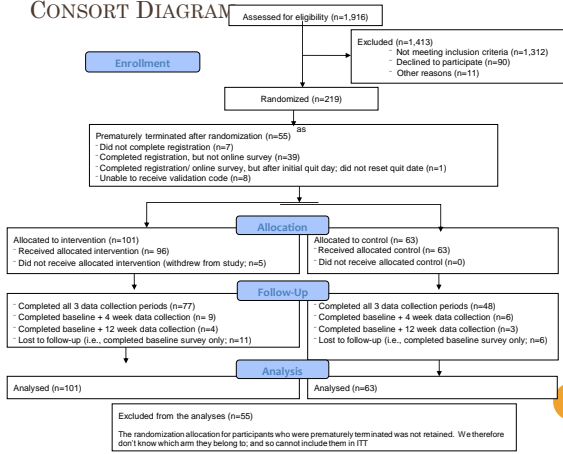
Eligibility criteria:

- 18-25 years of age
- Own a mobile phone
- Be enrolled or plan to enroll in a text messaging plan
- Smoke 28 cigarettes / week on at least 6 days per week
- Seriously thinking about quitting in the next 30 days

Differences with SMS Turkey:

- Addition of Text Buddy and Text Crave (Rodgers et al., 2000)
- Significant other-verified quitting status

CONSORT DIAGRAM

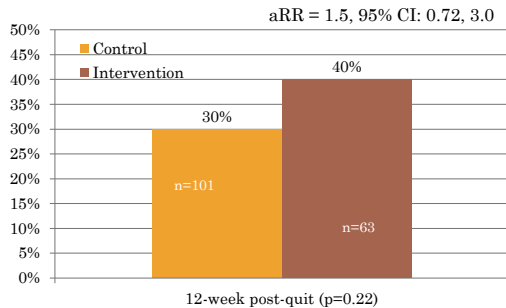


SMS USA SAMPLE CHARACTERISTICS (N=164*)

Personal characteristics	Control (n=63)	Intervention (n=101)	P-value
Demographic characteristics			
Age (Range: 18-24)	21.6 (2.1)	21.6 (2.1)	0.82
Female	44.4% (28)	43.6% (44)	0.91
Working 31+ hours / week	25.4% (16)	40.6% (41)	0.05
Single vs. all other relationships	69.8% (44)	67.3% (68)	0.74
HH education or lower	33.3% (21)	30.7% (31)	0.72
Smoking characteristics			
Average number of cigarettes smoked per day (Range: 4-30)	11.9 (5.7)	12.4 (6.3)	0.62
Age at first cigarette (Range: 4-23)	14.4 (3.4)	13.9 (3.2)	0.29
Confidence in quitting (Range: 0-10)	6.5 (2.6)	6.7 (2.4)	0.60

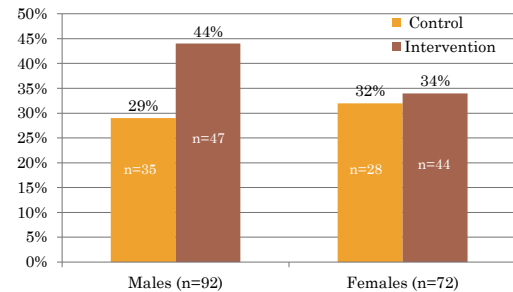
*The submitted abstract included 106 participants. Results reported here include the full sample (n=164)

PRIMARY OUTCOME: SO-VERIFIED CONTINUOUS ABSTINENCE

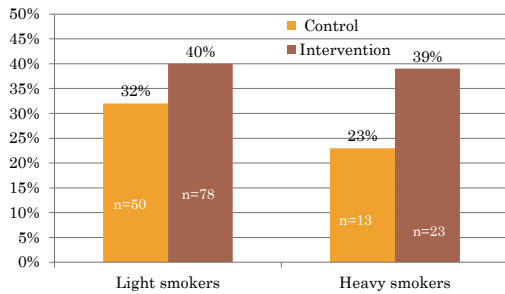


Relative Risk adjusted for: biological sex, working frequency, singlehood, education, average number of cigarettes per day, confidence in quitting, age at first cigarette

12-WEEK QUIT STATUS BY BIOLOGICAL SEX



12-WEEK QUIT STATUS BY SMOKING INTENSITY



STOP MY SMOKING (SMS) USA CONCLUSION

Results provide optimism for future research on SMS USA and other text messaging-based smoking cessation programs for young adults in the US.

Findings suggest that the program may be more beneficial for males and perhaps heavier smokers (although differences were not statistically significant).