

15TH WORLD CONFERENCE ON TOBACCO OR HEALTH
SINGAPORE
**RESULTS OF A PILOT RANDOMIZED CONTROLLED
TRIAL OF SMS TURKEY, A TEXT MESSAGING-
BASED SMOKING CESSATION PROGRAM**

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ABSTRACT #OP-136

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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

- 44% of men and 12% of women smoke daily in Turkey. (MoH Turkey, 2010)
- Over half of smokers report a desire to quit and 45% have made a quit attempt in the past year. (MoH Turkey, 2010)
- Few are linked into cessation services however, reducing the likelihood of their cessation success (Akala & El-Saharty, 2006).
- Cell phones are 3.8 times more common than landline phones (CIA World Factbook, 2011). We posit text messaging can be used to deliver smoking cessation programs in Turkey.

SMS TURKEY (CEBINZ BIRYAKIN DIYOR): NUMBER OF MESSAGES

Pre-Quit (Day 1 – 13):	3 messages/day
Day before quit day (Day 14):	5 messages
Quit day and Day 2 post-quit:	8 messages/day
(both Early quit and relapse)	
Day 3 – Day 4 post-quit:	6 messages
Day 5 post quit:	5 messages
Day 6 post-quit:	4 messages
Day 7 post-quit:	3 messages
(both Late quit and encouragement)	
Day 8 – Day 21 post-quit:	2 messages/day
Day 22 – Day 28 post-quit:	1 message/day

SMS TURKEY (CEBINZ BIRYAKIN DIYOR): MESSAGE TYPES

Preparation: When and why do you smoke? Start a smoking diary to find out. Keep track of when you smoke each cigarette, what you're doing (the activity), how you're

Benefits of Quitting: Remember... former smokers live longer than people who keep smoking. Fight the urge to smoke today for better health tomorrow.

Encouragement: Have you been rewarding yourself everyday that you are not smoking? What are you going to do special for your self today for not smoking

SMS TURKEY (CEBINZ BIRYAKIN DIYOR): MESSAGE TYPES

Pharmacotherapy: Put your reasons for quitting on the fridge, or somewhere else where you will see them. Talk to your doctor about pharmacotherapy, or buy some nicotine gum at the store.

Coping strategies: Here are some coping strategies. Practice the 4 D's as you work on cutting down: Delay, Distract, Deep breathe, and Drink water.

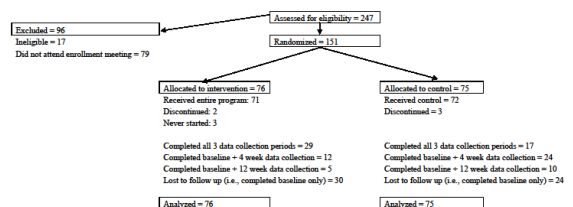
(Dealing with) **Discomfort:** Many smokers do gain some weight when they quit but it's because they eat to compensate for not smoking. A healthy diet and exercise can keep the weight off.

SMS TURKEY (CEBINZ BIRYAKIN DIYOR): RCT METHODOLOGY

Eligibility criteria:

- 18 years of age or older
- Owning a mobile phone and having used text messaging in the past year
- Smoking daily
- Seriously thinking about quitting in the next 15 days
- Living in Ankara
- Not having a chronic disease

SMS TURKEY (CEBINZ BIRYAKIN DIYOR): CONSORT TABLE

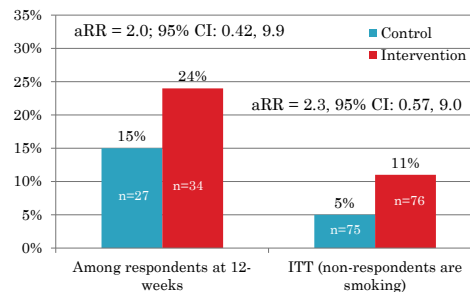


SMS TURKEY (CEBINZ BIRYAKIN DIYOR): SAMPLE CHARACTERISTICS (N=151*)

Personal characteristics	Control (n=75)	Intervention (n=76)	P-value
Demographic characteristics			
Age (Range: 19-62)	35.6 (10.3)	36.1 (9.5)	0.76
Female	32.0% (24)	46.1% (35)	0.08
Lower income (<2000 ytl / mo)	49.3% (37)	30.3% (23)	0.02
Married	65.3% (49)	55.3% (42)	0.21
HH education or lower	50.7% (38)	36.8% (28)	0.09
Smoking characteristics			
Average number of cigarettes smoked per day (Range: 7-40)	20.4 (9.2)	18.7 (7.2)	0.21
Age at first cigarette (Range: 6-29)	17.1 (3.6)	17.5 (3.7)	0.48
Fagerström score (Range: 0-10)	4.9 (2.5)	4.8 (2.3)	0.79

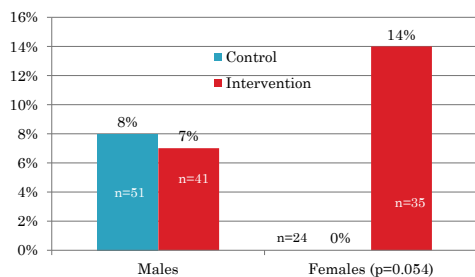
*The submitted abstract included 134 participants. Results reported here include the full sample (n=151)

PRIMARY OUTCOME: CO-VERIFIED CONTINUOUS ABSTINENCE AT 12 WEEKS

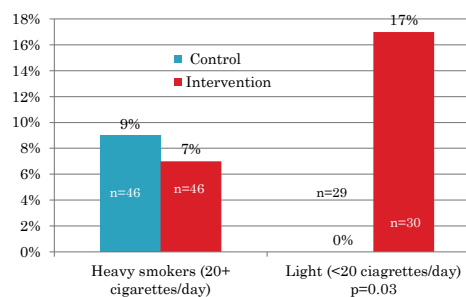


Relative Risk adjusted for: biological sex, income, education, smoking triggers, appraisal of good things about smoking, appraisal of good things about quitting; and social support from family, friends, and a special person

12-WEEK CO-VERIFIED QUIT RATES BY BIOLOGICAL SEX (ITT ANALYSES)



12-WEEK CO-VERIFIED QUIT RATES BY SMOKING INTENSITY (ITT ANALYSES)



SMS TURKEY (CEBINZ BIRYAKIN DIYOR):
CONCLUSION

Results provide optimism for future research on SMS Turkey and other text messaging-based smoking cessation programs in Turkey.

The SMS Turkey program seems to be especially helpful for females and light smokers.

Based upon these findings, the next step should be a sufficiently powered randomized controlled trial to examine the efficacy of SMS Turkey at the national level.

