

QuitNow 20

22

Annual Report



About QuitNow

QuitNow is a free program for British Columbians looking to quit or reduce tobacco and e-cigarette use. For almost 20 years, our personalized support services have helped thousands of British Columbians change their relationships with tobacco and nicotine.

Vision

QuitNow's vision is to provide British Columbians equitable access to effective and innovative tobacco and nicotine cessation services.

Mission

QuitNow's mission is to deliver responsive, evidence-based tobacco and nicotine cessation services, with a commitment to continuous quality improvement and innovation, in collaboration with stakeholders across BC.



To all the
new quitters,
welcome to the
best place to quit.

— QuitNow Client

Land Acknowledgement

QuitNow provides services on the traditional and unceded lands of many First Nations and Indigenous peoples, spanning all regions of British Columbia. We are honoured to live and work on this land and are committed to relationship building and improving services.



Acknowledging Priority Populations

Tobacco use continues to decline across the province, but population-level prevalence rates can mask health inequities. As such, QuitNow is committed to engaging priority populations who may be at particular risk of harm from commercial tobacco and nicotine. These include Indigenous peoples, youth and young adults, and those who are pregnant among others. To highlight continued progress towards engaging these communities, the 2022 QuitNow report features “**Priority Population Highlights**” - find them featured alongside each of our service lines!

Thanking our Partners and Collaborators:

Delivered by the BC Lung Foundation on behalf of the Government of British Columbia, QuitNow thanks its many supporters and stakeholders:

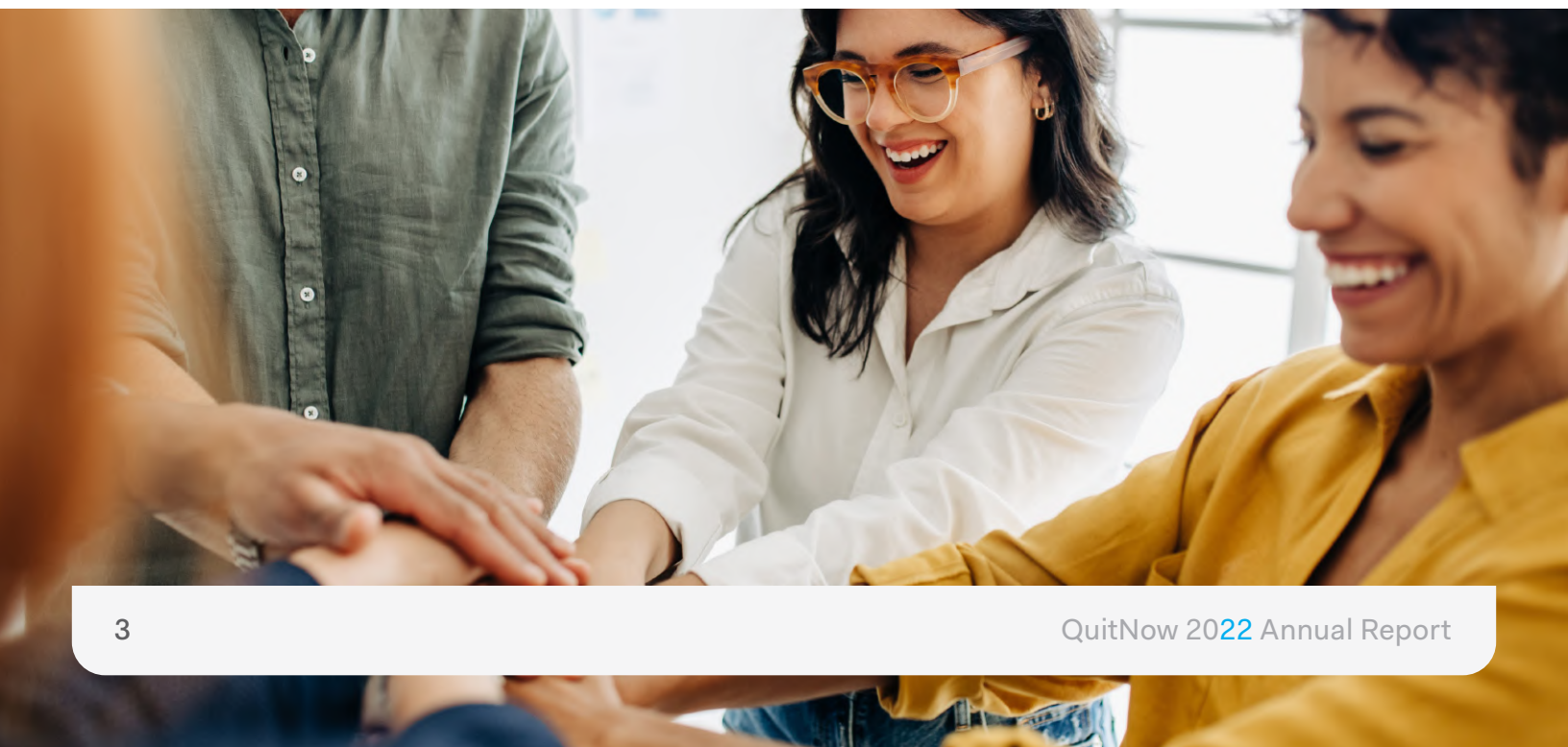
- BC Ministry of Health
- Foundry BC
- BC Cancer
- BC Pharmacare
- BC Smoking and Vaping Cessation Community of Practice
- McCreary Centre Society
- Royal Columbian Hospital
- Doctors of BC
- Dr. Laura Struik PhD, RN, Assistant Professor, School of Nursing, UBC Okanagan

2022 Program Highlights

- ✓ Re-launched the Text Tips program
- ✓ Updated marketing strategy
- ✓ Streamlined behavioural coaching efforts
- ✓ Expanded the QuitNow client and provider resources

2022 was an important year for reflection, engagement, and taking stock of the changing landscape of health in British Columbia, understanding the pressing need for youth vaping supports, as well as digital intervention services that reach priority populations across the province. Capitalizing on previous years' successes, 2022 was about determining what matters most to clients and what gaps still need to be addressed.

The QuitNow program continues to center the needs of clients and support BC quit rates well above the North America quit line average.



Who We Serve

QuitNow supported **4,820** clients through Digital Interventions services, and **1,928** clients through Behavioural Coaching on their Quit Journeys.

The majority of QuitNow's clientele identify as White (**83%** in Digital Interventions, **78%** in Behavioural Coaching), while **5%** of clients across service lines identify as Indigenous, and **5-9%** identify as Asian.

QuitNow also strives to serve pregnant women across BC looking to quit or reduce tobacco and nicotine use – this year, **44** pregnant women came to QuitNow's Digital Interventions for support, and **10** reached out to a QuitCoach.

Age

Digital Interventions

Behavioural Coaching

Median

40

59

Under 30

23.0%

9.9%

Over 60

12.3%

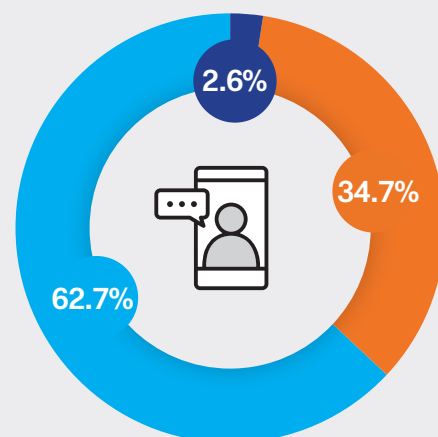
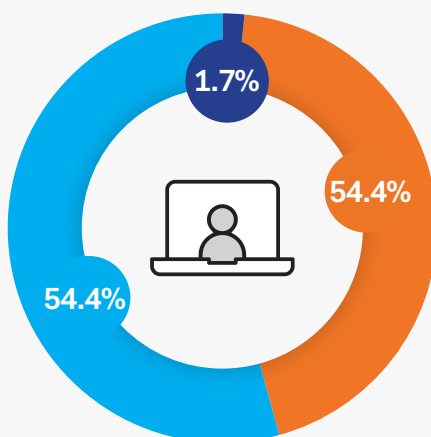
45.1%

Gender

Digital Interventions

Behavioural Coaching

- Female
- Male
- Non-Binary



Digital Interventions

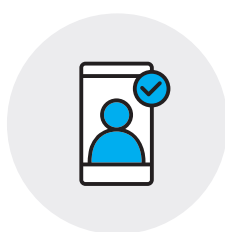
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Digital Interventions, which is at the core of QuitNow's work, provides essential services that meet clients where they are. Our digital support tools range from customizable Quit Plans, to Text Tips, to a supportive online community. Whether clients are thinking about quitting, preparing to quit, or well into their ongoing quit journey, they can find support every step of the way with QuitNow.

Users:



4,820 active users



4,242 new users



32% of active users are using vapes (3% only vape, 29% dual-users)

I love this community and the support I have received through the years. I am coming up to four years smoke free. I have managed to save money and attend college. The dreams and the freedoms just get bigger and bigger without having to smoke. Every part of the journey is so worth it. I am so very grateful.
— QuitNow Client

New Programs:



Welcome Emails

A series of encouraging automated emails is sent to clients throughout their quit journey from the time they sign up for our program spanning 7 months.

These emails educate the user on our services and how to get the most out of QuitNow. This was launched in October.

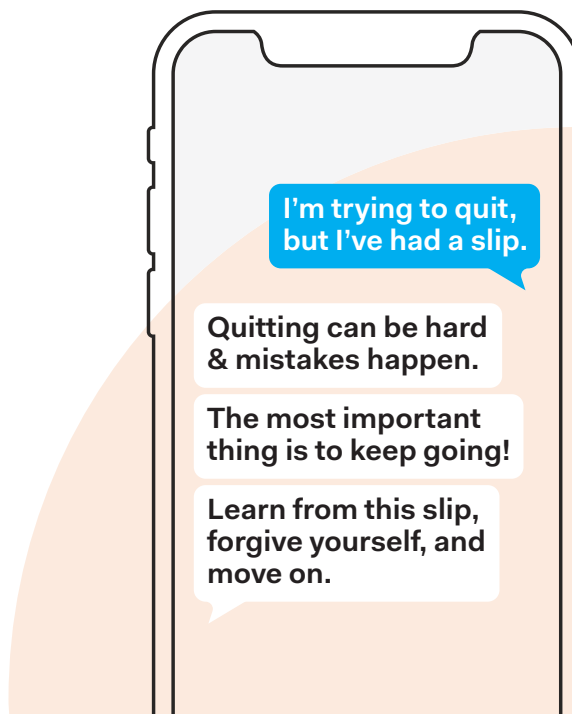
- **937** Client sign ups
- **50.8%** Open rate (v. 29.6% standard)
- **2.6%** Click-Through-Rate (v. 1.3% standard)
- **1.6%** Unsubscribe rate (v. 0.2% standard)



Text Tips

Re-launched in February, Text Tips is QuitNow's free 3-month motivational messaging program that offers tips, information, and support by text message to clients who sign up.

- **965** Client sign ups
- **70,876** scheduled texts sent
- Most popular text tips keyword: **Crave 37.5%**



Community Forum

The Community Forum continues to be a thriving space where clients can share, seek support, and encourage one another. This year, we had **423** users engaged with the forum, up from **5%** last year!



I love these forums and the positivity. When I was a brand-new quitter making my first posts, the encouragement and realism that I got was so helpful, thank you for that.
— QuitNow Client

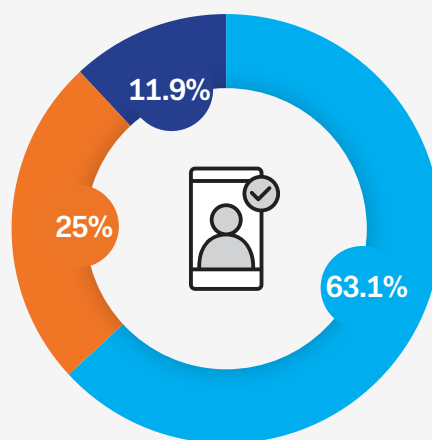
Live Chat

This year we optimized our Live Chat feature, lowering average client wait times to **0:36** seconds and improving chat acceptance rates to **92%**.

Where are New Clients in their Quit Journeys?

Readiness to Quit

- I'm ready to quit
- I'm thinking about quitting
- I've already quit and want extra support





PRIORITY POPULATION

Youth and Older Adults

Historically, QuitNow has focused on smoking cessation and we've had success in ensuring that older adults receive the support they need to focus on their health as they age. In the past few years, we have tried to strike a balance in also supporting youth who vape. We consider both populations a priority.

- **23% of all active clients in 2022 were under the age of 30, while 12% were over 60**

68%
of new clients
under 30 are
vape users



Behavioural Coaching

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Expert Quit Coaches work with clients one-on-one over a series of telephone calls or through Live Chat to help them feel ready to quit and provide support throughout their quit journeys. Knowing the importance of quality of care when it comes to client support, this year we conducted reviews of the coaching scripts as well as further training to ensure that our service offerings are client-centred and evidence-based.

Altogether, the Quitline supported **1,928** clients along their Quit Journeys in 2022, with Quit Coaches making over 4,500 total calls!

Building Strong Relationships



Improvement
of behavioural
coaching scripts



Quit Coaches **respond**
to every post on the
community forum



Once a month
Group Support
Sessions

Call Volume

Total Yearly Call Volume

● 2021 ● 2022



Total Call Volume



Outbound Call Volume



Inbound Call Volume

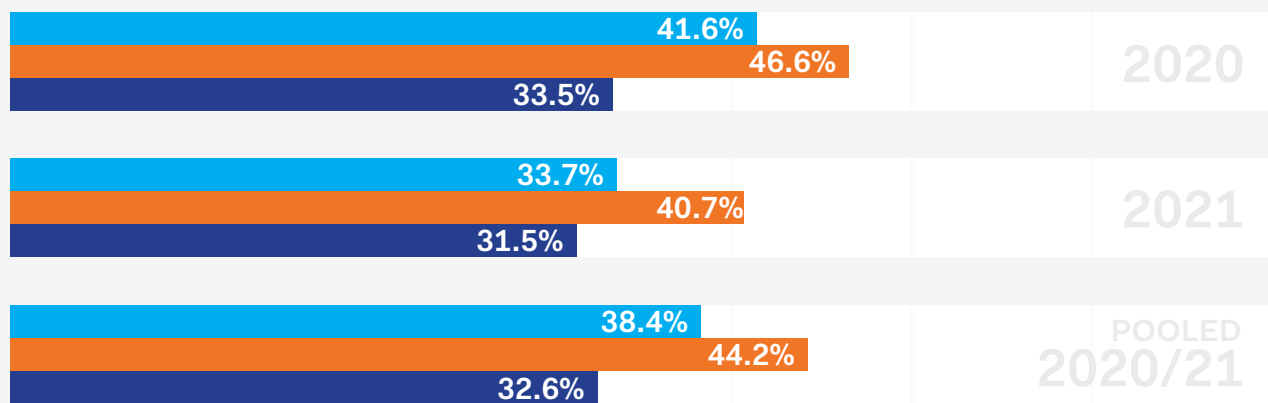
*Here we limited our analysis to “meaningful” calls – weeding out administrative tasks, spam calls and the like to focus on the interactions that matter to our clients.

Celebrating Client Success

Behavioural Coaching Quit Rates

From over **450** QuitNow clients who completed our surveys in 2020 to 2021 we found that they are **18%** more likely to be 30-days quit than their peers calling quitlines across North America!

● 30-Day Quit Rate ● 7-Day Quit Rate ● NAQC 30-Day Standard



*2022 data will be reported in 2023



Why Call a Quit Coach?



20% of callers are looking for information on nicotine use and how to quit



13% of all calls are made to clients in the week leading up to Quit Day – providing support when it's most needed



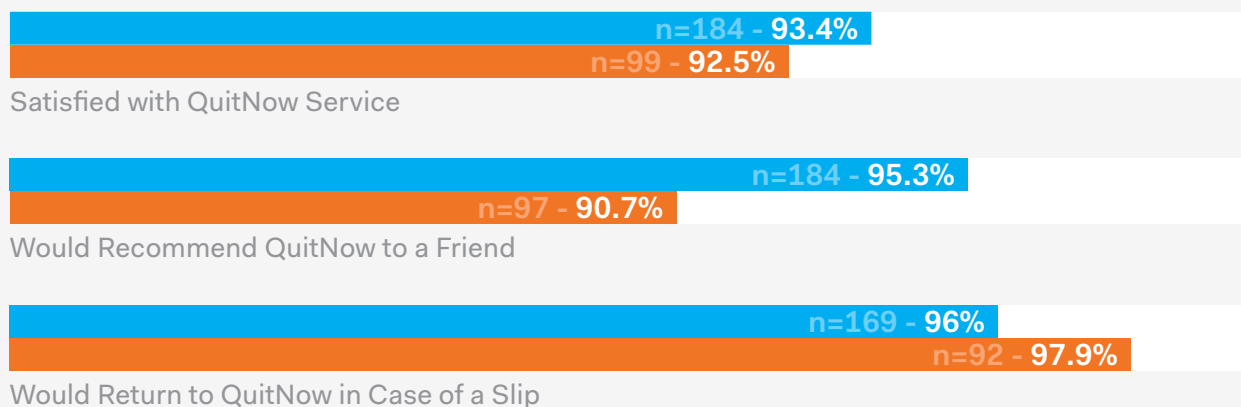
16% of all calls are made to support clients in the days and weeks following Quit Day

*Clients reach out for many reasons; while these are the most common, our Quit Coaches identified 18 further reasons not listed here, each typically representing 1-6% of total call volume.

Client Satisfaction

● 2021

● 2022





PRIORITY POPULATION

Mental Health

Connection plays an important role in mental health. Nicotine use often goes hand in hand with stress and anxiety, so having support while quitting or reducing is important. Talking to a Quit Coach one-on-one can help someone understand their relationship between mental health and nicotine use and help them cope with the changes that can come with quitting.

- **36% of behavioural coaching clients had more than one meaningful call with a Quit Coach in 2022**
- **61 clients had 10 or more calls (as many as 38!) with a Quit Coach**



“

How did I manage something that for so long I thought impossible? I must give credit to this website, I have been reading all the information here and to my astonishment some of it must have sunk in, if I can continue on this path that I am on I do believe I can quit now.

— QuitNow Client

Community Outreach & Health System Support

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In 2022, the Outreach Team built awareness of QuitNow and connected with Health Care Providers (HCPs) and community members in 32 communities across British Columbia. They completed:

- **9 QuitNow Live Virtual workshops with 92 Health Care Providers.**
- **5 HCP Training Sessions with 112 participants.**
- **13 community presentations and events with 440 participants.**

We also engaged with Health Care Providers to assess their needs and their hopes for how QuitNow can better support them and their patients. Their responses will have an important impact on our work in 2023.



PRIORITY POPULATION

Indigenous Health

The Outreach team continued to work alongside Indigenous communities, providing culturally relevant education of QuitNow services. The team attended events across the province while also supporting a series of presentations in collaboration with the First Nations Health Authority (FNHA) and Interior Health Authority (IHA).

- **6 Indigenous Outreach events and presentations**

478

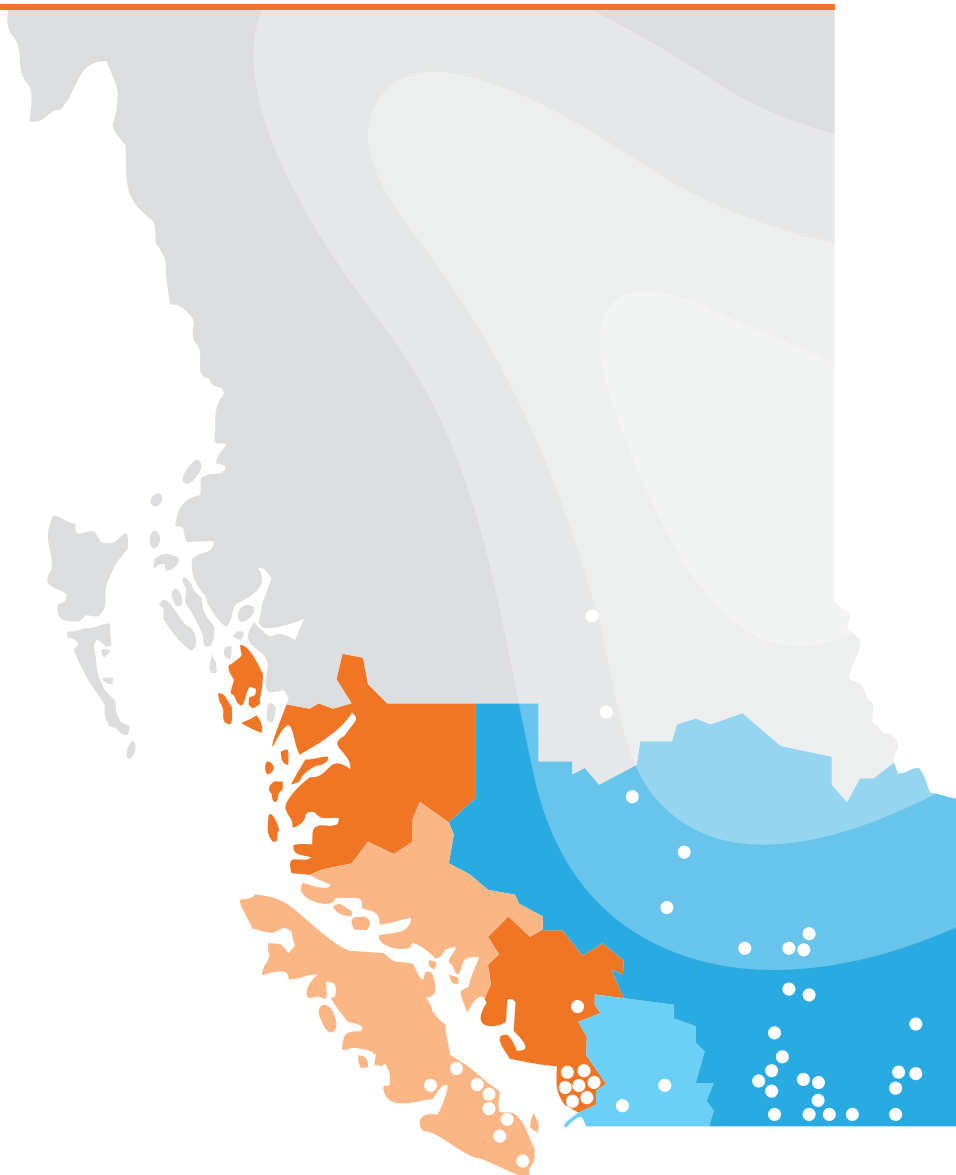
participants



Outreach Engagement Events

Health Authority

- Interior: Williams Lake, Sicamous, Chilliwack, Hope, Oliver, Penticton, Okanagan Falls, Kelowna, Vernon, Trail, Salmon Arm, West Kelowna, Lumby, Castlegar, Nelson, Vernon, Grand Forks, Kamloops, Silverton, Castlegar, Beaverdell, Rock Creek, Clinton, 100 Mile House, Midway
- Fraser: Abbotsford, Mission
- Northern: Prince George, Quesnel
- Vancouver Island: Nanaimo, Victoria, Qualicum Beach, Duncan, Parksville, Ladysmith, Chemainus, Port Alberni
- Vancouver Coastal: West Vancouver, Coquitlam, Surrey, Port Coquitlam, Vancouver, Richmond, Burnaby, Whistler



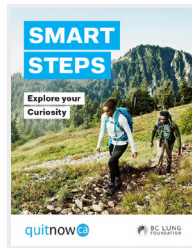
12,838 QuitNow promotional materials distributed

Knowledge sharing is one of the key principles at QuitNow; this can only be realized with the expertise of specialists, insights from our stakeholders, and stories from those with lived experience. The landscape of tobacco and nicotine continues to evolve, particularly regarding vaping. Therefore, it's essential to understand the current and emerging research on youth vaping. This year, QuitNow conducted a literature review to inform and support the development of a youth vaping strategy which will lay the groundwork for upcoming projects in the next few years.

We focused on creating resources to support clients with different goals in changing their relationships with nicotine:



Quitting in Older Adulthood



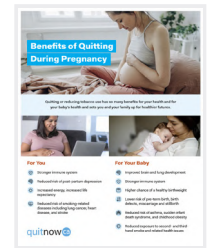
Curious About Quitting Booklet



Accessing Quit Aids



Talking to Patients About Tobacco



Quitting During Pregnancy



PRIORITY POPULATION

Pregnancy

It is well-known that smoking during pregnancy adversely impacts child health and development, but the stigma associated with it can lead women to hide their tobacco use. QuitNow created a special landing page for people who are pregnant, as well as a booklet to provide information and tools in a supportive and non-judgmental way.

- **Created Pregnancy Landing Page + Handout**

In 2022, QuitNow's marketing and advertising efforts were revitalized to increase followers, page and profile visits, reach, engagement and link clicks. Additionally, content has been refreshed to include more educational and informative posts.

Social Media Engagement:



Instagram

- Followers **567**
- Reach **130,372**
- Profile visits increase of **179.6%**
- **700%** Increase in engagement



Facebook

- Followers **20,678**
- Page reach **803,391**
- Page visits increase of **116.5%**

Awareness increase:



75% increase in Link
Clicks from advertising





PRIORITY POPULATION

Youth

While youth smoking rates remain low, the rise of youth vaping continues to be a concern. Reaching youth through marketing and advertising is an important part of creating awareness about the supports QuitNow offers.

- **92% of Instagram accounts reached are under 35**

36%
of Instagram
followers
under 35



At QuitNow, we remain committed to serving clients across BC and improving health by reducing smoking and vaping users across the province. The work completed in 2022 will undoubtedly lay the groundwork for a successful 2023. The progress made towards developing a youth vaping intervention strategy by conducting a literature review, consulting with key stakeholders, and re-strategizing our marketing efforts, will set the stage for even more meaningful work in 2023 to reach this priority population.

Other goals for 2023 include relaunching a quit contest, reaching health care providers in new ways, and giving the QuitNow website a brighter look using the feedback received from our clients. We are confident that we can continue to build upon our successes, tackle new challenges, and achieve more significant milestones in the years ahead.

We are thankful for the support of our program through BC Lung Foundation and the Ministry of Health.

QuitNow's success is driven by the strength of our partnerships, the support of our stakeholders and the trust of our clients. We value collaboration, and we welcome any ideas you may have.

Don't hesitate to reach out to us anytime.



Get in Touch!

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