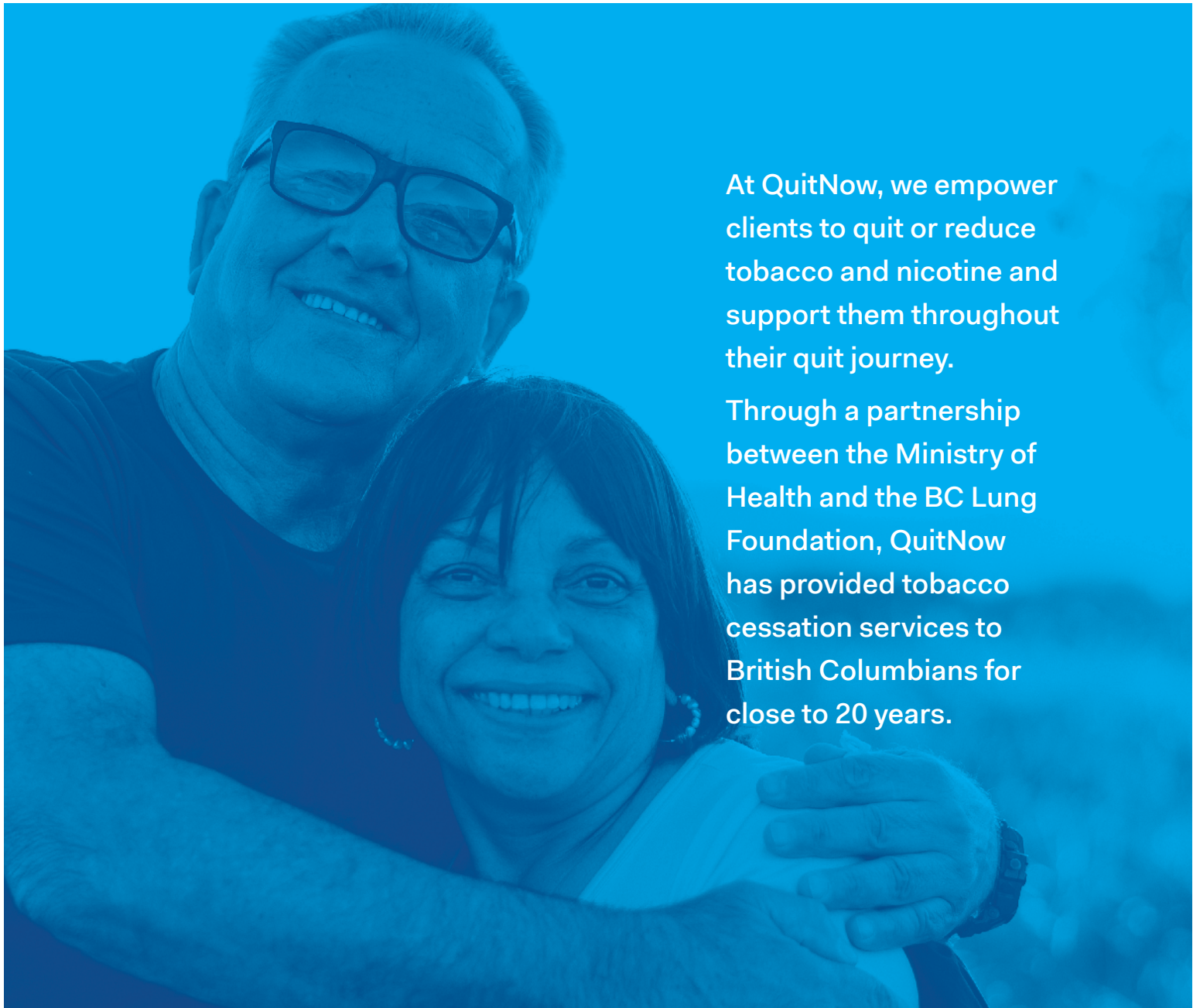




QuitNow 2021 Program Report

MAY 2022



At QuitNow, we empower clients to quit or reduce tobacco and nicotine and support them throughout their quit journey.

Through a partnership between the Ministry of Health and the BC Lung Foundation, QuitNow has provided tobacco cessation services to British Columbians for close to 20 years.

QuitNow 2021 Program Report

May 2022

QuitNow is British Columbia's tobacco and nicotine cessation program, funded by the Ministry of Health and offered free to BC residents aged 10 and up. QuitNow recognizes that traditional tobacco use is integral to Indigenous culture in BC and Canada, therefore the program focuses on cessation of commercial tobacco and nicotine.



Introduction

QuitNow offers clients a diverse array of support services, recognizing that every person seeks support differently. QuitNow has four service lines:

- **Behavioural Coaching**
- **Digital Interventions**
- **Community Outreach and Health System Support**
- **Knowledge Sharing**

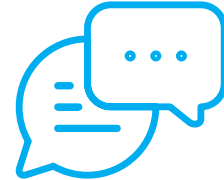
Clients can seek support through:



Receiving Behavioural Coaching from a trained Quit Coach by phone



Accessing educational materials and information about cessation



Connecting with a Quit Coach instantly on Live Chat



Creating a personalized online Quit Plan



Seeking support from peers on our Community Forum



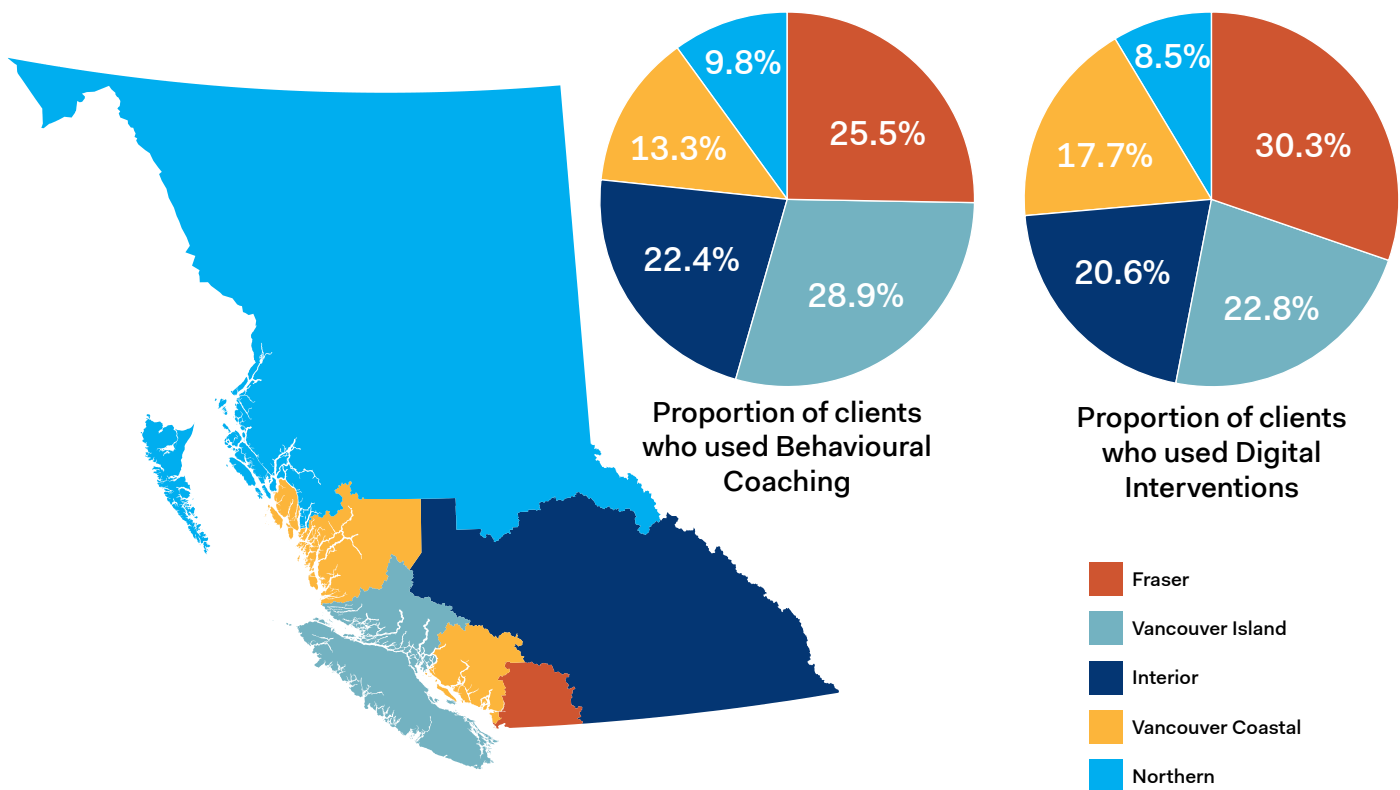
Receiving motivational messages to their mobile phone

The QuitNow team has continued to navigate ever-changing COVID-19 restrictions throughout the pandemic to advance tobacco cessation programming across the province. QuitNow continued to provide vital services for British Columbians looking to quit commercial tobacco and vaping by shifting to virtual services and providing digital resources.

Who We Support

QuitNow is here to support every client no matter where they are in their quit journey. We support clients thinking about quitting, clients who are ready to quit, and clients who have already quit and wish to prevent a return to commercial tobacco and nicotine.

We also offer training to health care providers to effectively support their clients looking to transition away from commercial tobacco and nicotine.



Note: The calculation of proportions is based on the total number of clients who provided postal code information as the denominator

"My daughter found the QuitNow site for me, and I went onto the forum. Best thing I ever did. My pharmacist helped me go on the NRT program, so I went on the patches and eventually added the nicotine spray. This was a godsend. The Quit Coaches and the members of this forum helped me get through the first three months, which was the hardest for me. Now I'm at seven months! I can't believe it and couldn't have done it without everyone's support. I still rely on the friends I've met on this forum and the Quit coaches."

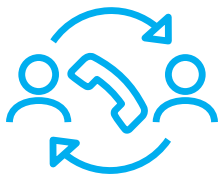
Behavioural Coaching

Our expert Quit Coaches work with clients one-on-one over a series of telephone calls to help them feel ready to quit and provide support throughout their quit journeys.

Phone support is one of the most effective and widespread smoking cessation interventions. The Quitline, our phone support service for clients looking to quit, is an evidence-based intervention proven to support people at every step of their cessation journey. The most recent evaluation of the Quitline, conducted in 2021 (using data for clients enrolled from 2019 to 2020), yielded a 30-day tobacco quit rate of 36.14%. Comparatively, the average 30-day tobacco quit rate across 28 other North American Quitlines was 33.5% for this time period.

Our Quitline works with clients in three ways: receiving direct calls from clients, receiving requests from health care providers to contact prospective clients, and conducting follow-up calls.

In 2021:



The Quitline received
3,461 direct calls
from British Columbians.

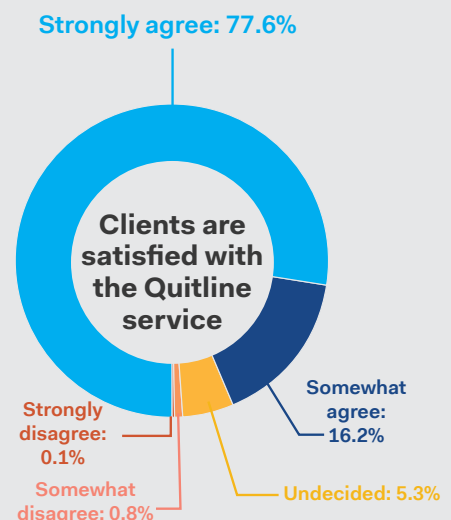
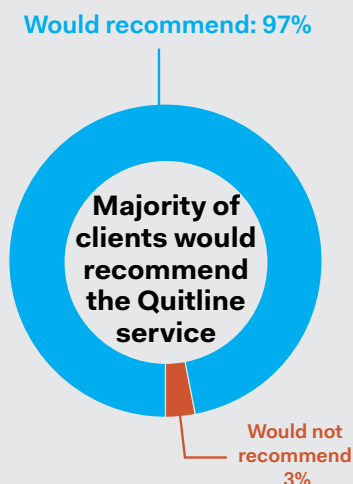
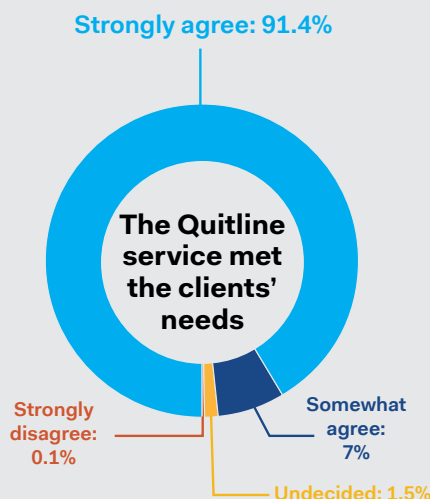


We received
1,041 requests
from health care providers
to refer their patients to
our Quitline.



Our Quit Coaches made
**9,044 follow-up
calls** to clients to provide
the support needed
throughout their quit
journeys.

What did clients think of the Quitline service?



Digital Interventions

Once clients reach the QuitNow website, they can access an array of digital support tools. These include the customizable Quit Plan, educational resources (web pages, downloadable materials), and text and email tips programs. Digital Interventions also includes two support services:

- **Live Chat**, where clients can instantly chat with a Quit Coach from their computer or mobile device
- The **Community Forum**, where clients can talk to others on their quit journeys to celebrate wins, seek advice, and share experiences.

In 2021, **3,722 new clients** enrolled in QuitNow's online services, with **4,152 active clients returning** to the website to access their Quit Plans, post on the Community Forum, reach out to a Quit Coach online through Live Chat, or schedule a call with a Quit Coach.



Our Live Chat service saw **359 chat requests** from clients, with **54 clients** using our innovative online portal to schedule a call with a Quit Coach.



Our clients created **1,246 posts** on the Community Forum in 2021. There were over **3,000 likes** on virtual posts and over **6,000 comments** indicating a high level of peer engagement, client connections, and client support systems.



61% of clients who joined in 2021 indicated they were ready to quit when they joined the program.

Others joined seeking support to learn more about quitting and prepare to take the next step (29%) or receive extra support after quitting (10%).

"I can't believe it's been an entire year since I've quit. I've made it through all four seasons, and it feels absolutely amazing. I can't even begin to express how much all of your support meant to me in those first few months—I really don't think I could have done it without this community. To everyone just starting out, please persevere! Seek support from the Forum and the Quit Coaches and take advantage of the free NRT in BC! I smoked for 17 years and I didn't think I could quit either—if I can do it, you can do it too! I'm never looking back!"

—Community Forum user post

Social media and marketing

QuitNow harnesses the power of Facebook, Instagram, Twitter and YouTube to engage with clients, share evidence-based tools and resources to help people on their quit journeys, and build awareness of QuitNow's services among British Columbians looking to quit tobacco and nicotine.



Facebook @QuitNowBC

20,288 page likes

22,876 engagements (likes, comments, shares)

8.52 million reach

Reach grew by 640% in 2021



Twitter @QuitNowBC

1,255,700 impressions

15,029 profile visits

Twitter likes increased by 340%

Retweets increased by 466%



Instagram @QuitNowBC

2.77 million reach

3.36 million impressions

118 posts deployed on Instagram

Our following grew by 20% in 2021

Reach grew by 685% in 2021

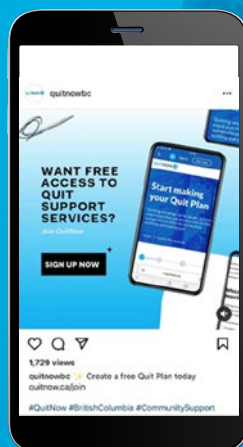
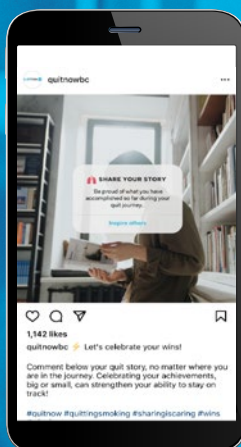


YouTube @QuitNowBC

297,000 views

4,000 hours of watch time

Views increased by 1100% in 2021



"I quit smoking again to improve my health. I am grateful for the support I have received from the QuitNow program. I know many friends who have quit smoking using this program. I am grateful that I will continue to follow the steps you have suggested in this support group."

—Facebook comment

Community Outreach and Health System Support

QuitNow's Outreach Team builds awareness of our program in communities across BC and with health care providers who wish to support clients in tobacco and nicotine cessation. The Outreach Team offers interactive presentations and workshops and distributes cessation resources across the province.

In 2021, the Outreach Team built awareness of QuitNow and connected with health care providers and community members in 47 communities across British Columbia.

Following our Health System Support presentations and workshops with health care providers, surveyed participants reported that they:



Felt better equipped to support clients who smoke or vape with their individual cessation goals



Felt motivated to incorporate strategies and recommendations to support their clients who smoke or vape



Felt empowered to screen clients for smoking and vaping



Felt ready to refer future clients to QuitNow services



Outreach to Health Care Providers

12

Health Care Provider
Virtual Training
Presentations
(30 to 120 minutes) with

195
participants

14

QuitNow Live
Virtual Workshops
(4 hours)
with

100
participants



Outreach to Community Members

27

Community-focused
virtual presentations, workshops,
and dialogue circles with

350 participants

Knowledge Sharing

The landscape of tobacco and nicotine use is constantly evolving, and new research that affects how we approach cessation continues to emerge. We are responsible for staying abreast of changes to available products and interventions and ensuring the QuitNow program is responsive to these changes.

Knowledge sharing informs the improvement of QuitNow programming and the development of:

- Client-facing educational materials
- Resources for health care providers and community organizations
- Evidence-based website content
- Presentations for Community Outreach and Health Care Provider training events
- QuitNow materials which can be ordered from our [Order Materials](#) page



Smart Steps Booklets to support people on their quit journey

Engaging communities

At QuitNow, a large part of our program revolves around outreach, community engagement, and support initiatives in communities across British Columbia. We are always looking to engage with and work with health care providers, Indigenous communities, and other community stakeholders across the province to support initiatives surrounding quitting or reducing tobacco and e-cigarette use.

Anyone interested in collaborating with us or wanting to learn more about our services can email us at quitnow@bclung.ca.