

quitnow.ca

Year End Report 2010/2011

THE  LUNG ASSOCIATION™
British Columbia

 HealthyFamiliesBC™



Helping British Columbians
break free of Tobacco Addiction.

Year End Report 2010/2011



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QuitNow Services are funded by the BC Ministry of Health and operated by the BC Lung Association, a non-profit and volunteer-based health charity. For over 100 years, The Lung Association has been dedicated to its mission of promoting and improving lung health for all Canadians. Eliminating tobacco-related lung disease in future generations is one of the organization's key strategic objectives.

"Our job is to encourage BC smokers to commit to quit – be it for the first or fifth time – and provide them with tools scientifically proven to increase their chances of long term quit success."

QuitNow Services Director Jack Boomer



Year End Review

The only centralized, province-wide quit smoking resource, QuitNow Services provides and promotes tools and services scientifically-proven to increase quit-ready British Columbians' chances of success.

Funded by the Ministry of Health and operated by the BC Lung Association, QuitNow Services has **empowered tens of thousands of people to commit to quit** since it was first established in 2004.

In the process, QuitNow Services has also become a recognized public opinion maker on the issue of smoking cessation, as well as champion to a province-wide network of community, regional and provincial partners.

Helping smokers break free from tobacco addiction begins with recognizing most smokers will require a minimum three to seven attempts before they are successful. And that while **seven out of 10 BC smokers want to quit, most will use several different tools before finding what they need to quit for good.**

For that reason, QuitNow Services is continually evolving its service offerings, reflecting new research findings, adapting to emerging tastes and technologies, and motivating quit-ready British Columbians to keep trying.

At the outset, QuitNow was the brand name for a confidential helpline (QuitNow By Phone) and a web-based quit smoking service (QuitNow Online).

Today, **QuitNow Services is a brand umbrella for an expanding range of quit smoking tools** including: a mobile text service; social media support networks; a database of real-life success stories; and an annual QuitNow & WIN contest.

What's more, we support not only BC smokers looking to quit, but their most trusted advisors – BC healthcare providers.

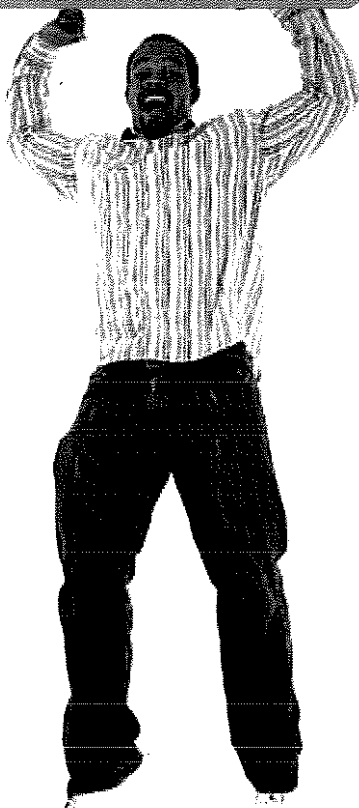
That's why in 2008 we created our QuitNow Fax Referral Service, a convenient tool enabling healthcare providers to connect quit-ready patients with qualified QuitNow By Phone Care Coaches.

It is also why in 2009 we built an easy online order system where healthcare providers can easily source and order patient quit smoking support materials.

And why in 2010 we produced a series of online educational videos providing step-by-step instructions on how to deliver quit smoking interventions in response to studies confirming most healthcare providers lacked adequate training.

More recently, our efforts have focused upon fine-tuning our quit smoking services to fit the needs of high risk populations; on increasing QuitNow Services brand presence at the grassroots level; and engaging directly with quit ready British Columbian, and their advocates – on and offline.

2010/2011 Highlights Include:



- Organizing and participating in more than 224 events, 173 presentations, and 39 Lunch and Learns across the province.
- Initiating workplace cessation programs with more than 200 large BC employers.
- Cementing relationships with Aboriginal community leaders as well as new business, municipal and retail pharmacy partners.
- Leveraging the power of social media to create virtual quitter support networks.
- Working with influential bloggers to build brand awareness of QuitNow Services amongst a younger audience.
- Organizing our 3rd QuitNow & WIN contest, attracting over 30,000 unique website visitors and nearly 10,000 contest participants and support buddies
- Meeting with 2,162 BC healthcare providers from Sooke to Fort St. John and urging them to play a proactive role in saving lives by helping smokers quit.
- Launching our QuitNow By TXT service and laying the groundwork for a hospital-based cessation program.

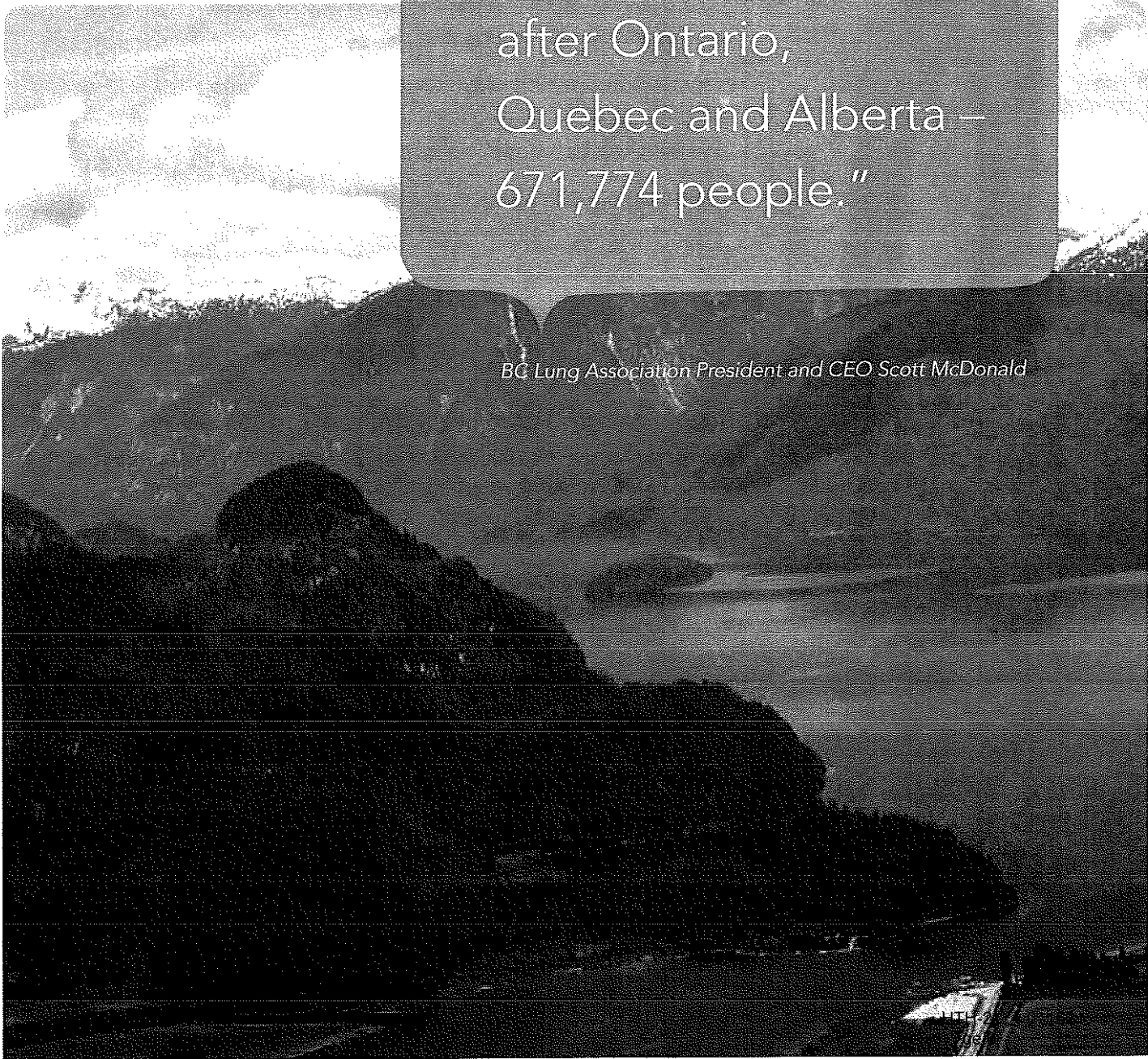
This kind of work would not be possible without the support of powerful partners who share our mission, fund our services, and add their strength to ours; nor would it be possible without the support of QuitNow Service users and ex-smokers, whose voice resonates loudest of all.

After years of public education campaigns, smoke-free legislation, tax increases, advertising restrictions, warnings on cigarette packages and restrictions on the sale of tobacco, almost 17.4 percent – 671,774 British Columbians – are still smoking.

Seven out of 10 BC smokers are quit ready. And thanks to the BC Ministry of Health, and the BC Lung Associations stewardship, QuitNow Services is here to help.

*Jack Boomer, Director of QuitNow Services,
BC Lung Association*

*Scott McDonald, President & CEO
BC Lung Association*

A black and white photograph of a mountainous landscape. In the foreground, there are dark, silhouetted hills. In the middle ground, a calm lake reflects the sky, with a small boat visible on the water. In the background, more mountains are visible under a cloudy sky. A semi-transparent speech bubble is overlaid on the upper right portion of the image.

"BC may boast the lowest smoking rate in the country, but we are home to the fourth largest population of smokers in Canada after Ontario, Quebec and Alberta – 671,774 people."

BC Lung Association President and CEO Scott McDonald

BC Tobacco Use

Smoking remains the leading cause of preventable death in British Columbia.

Despite years of public education campaigns, smoke-free legislation, tax increases, advertising restrictions, warnings on cigarette packages, restrictions on the sale of tobacco, almost 17.4% – 671,774 British Columbians – are still smoking according to StatsCan's Canadian Community Health Survey (StatsCan).

While BC may boast the lowest per capita smoking rate in the country; we are home to the fourth largest population of smokers in Canada after Ontario, Quebec and Alberta. As a result, we carry a **\$2.3 billion burden** in direct and indirect costs related to tobacco use.

Six thousand British Columbians die every year from smoking-related illnesses. Thousands more are disabled by lung and heart diseases. And countless others suffer the consequences of second-hand smoke exposure.

Statistics

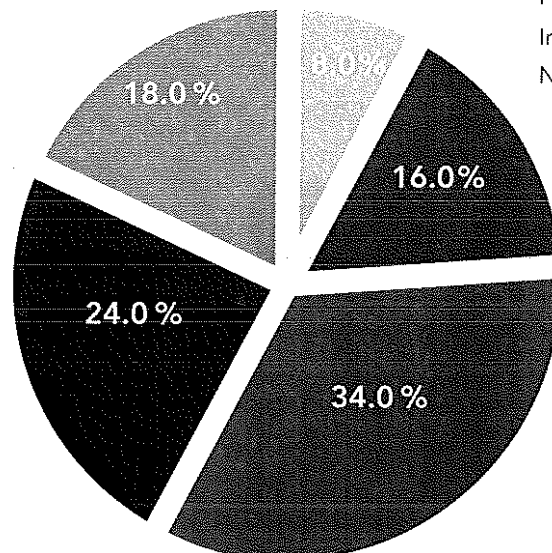
According to StatsCan's Canadian Community Health Survey (CCHS). Approximately 17.4% of approximately 671,774 British Columbians continue to smoke.

Current smoking rate by Health Authority:

Region

Smoking
Rate
Percentage

However, in terms of population numbers, the distribution of smokers breaks down as follows:



British Columbia
Vancouver Coastal Health
Vancouver Island Health
Fraser Health
Interior Health
Northern Health Authority

British Columbia	17.4
Vancouver Coastal Health	16.0
Vancouver Island Health	18.7
Fraser Health	16.8
Interior Health	17.6
Northern Health Authority	23.1

Quick Facts

According to BC Stats 2008 Tobacco Attitudes and Behaviours Survey Report:

- There are **twice** as many former smokers than current smokers in British Columbia.
- **28.3%** of British Columbians are former cigarette smokers.
- **56.6%** of British Columbians have never smoked cigarettes.
- **Almost half** of smokers in BC tried to quit in the past 12 months (as of publication of report in April 2009).
- The highest rate of quit attempts was among 20 to 24 year-olds (**68.3%**).
- The lowest rate of quit attempts was among 45 to 64 year-olds (**45.9%**).
- There is no difference in the percentage of quit attempts by gender; **48.5%** of both males and females have tried to quit smoking.



QuitNow Services

QuitNow Services (www.quitnow.ca) is a centralized, quit smoking resource which provides free quit smoking services, supports and tools 24 hours a day, seven days a week to quit-ready British Columbians.

Established in 2004, QuitNow Services are managed by the BC Lung Association and made available free-of-charge through grant funding provided by the BC Ministry of Health. Services currently offered include:

QuitNow By Phone *(Since 2004)*

A confidential, quit smoking helpline program, QuitNow By Phone is staffed by trained Care Coaches and available in 130 languages to help smokers quit and deal with their nicotine cravings.

Confidential Helpline

Call 1-877-455-2233
for confidential quit plan
support and guidance



QuitNow Online *(Since 2004)*

For the past six years, an existing, scientifically-proven, US-based online smoking cessation service called QuitNet (quitnet.com) has been made available for use by British Columbians through QuitNow Services (www.quitnow.ca). In September 2011, the BC Lung Association will offer users of QuitNet an equivalent BC-based service offering 24/7 access to:

- Confidential Online Support Forums
- Quit and Medication Guides
- Self-Assessment & Quit Stat Tools
- Ask an Expert Feature
- Inspirational e-Tips
- Real-Life Quit Stories

Quitter Chat Forums

To browse and participate in quitter chat forums, register with QuitNow Online today

Videos For Healthcare Providers

Hear from your peers on how easy it is to help



KicktheButt

quitnow.ca
1-877-455-2233



QuitNow on Facebook, Twitter and Popular Blogs

(Since Winter 2009)

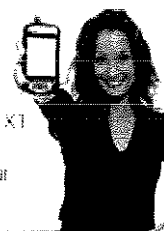
Social media has become one of QuitNow service's most popular methods of engaging younger smokers, building general awareness of QuitNow Services and supporting ex-smokers.

QuitNow By TXT *(Since January 2011)*

QuitNow By TXT is a new 14-week mobile texting service launched in January 2011 which delivers smoking tips and motivational support straight to users' cell phones. The new service will complete its pilot phase by end Summer 2011, after which service evaluation will begin.

QuitNow By TXT

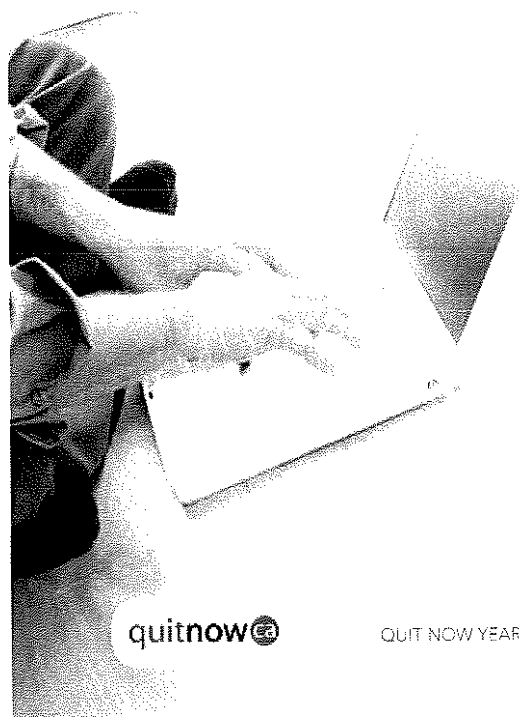
Join QuitNow By TXT today! Get quit tips and support on your smart phone!



QuitNow & WIN Contest

(Since Fall 2008)

Introduced in 2009, our annual QuitNow & WIN contest is a successful Fall/Winter promotional vehicle designed to motivate BC smokers to commit to quit while also introducing them to the free quit smoking services available through QuitNow Services.



Quick Facts about QuitNow Services



- More than **31,000** unique visitors explored the QuitNow.ca website during the QuitNow & WIN promotional campaign between October 23 and January 7th, 2011:
 - **8,000** visited the site as a result of TV, print, community health promotions
 - **4,500** came via google pay per click adwords
 - **3,500** came via organic web search
- Close to **10,000 British Columbians** participated in this years' QuitNow & WIN contest, 4,812 committed to quit and an equal number signed up as their support buddies.
- More than **40,000** people explored our QuitNow Online service over the past year. Of those 5,032 subscribed to the online quit smoking service.
- Almost **3,500 British Columbians** called QuitNow By Phone service for information this past year with 1,739 registering for Care Coach support.
- BC healthcare providers (physicians, pharmacists, dentists and their assistants) made **1,711 referrals** to QuitNow Services this year.
- As of March 2011 we had approximately **1,900 active Facebook fans**, – **500 twitter** followers and **11,000 YouTube** video viewings
- This year QuitNow Service launched the pilot phase of its new QuitNow By TXT service and registered **400 mobile phone users** to trial the motivational text message-based support service.

"Most people who smoke want to quit and most smokers who quit need to try more than once. The good news is with the right tools smokers can multiply their chances of success."

*BC Lung Association Tobacco Education
Coordinator Veda Peters*



Why We Matter

The vast majority of smokers want to quit and 70% say they intend to try within the next 12 months. The reality is most smokers will make repeated attempts to quit, with a period of abstinence followed by relapse. This is normal.

The majority of smokers require a minimum three to seven quit attempts before they are successful.

❖ What Motivates Smokers to Quit

Evidence finds the **top two reasons** for quitting smoking are:

1. Future health concerns; and
2. The cost of cigarettes.

Other reasons include present health concerns, pressure from family, friends or employers to quit, a doctor's advice, readiness, pregnancy and tobacco's negative effects, children, pregnancy or tobacco's nasty smell and taste.

❖ What Works For One Smoker May Not Necessarily Work For Another

While some smokers quit cold turkey without support, the evidence shows that getting **quit smoking support increases a smoker's chance of success**. However, there is no one magic bullet, and smokers need access to a variety of supports.

Available smoking cessation interventions can be classified into three treatment areas:

1. Behavioural Interventions (motivation, support and advice)
2. Pharmacologic Interventions (Nicotine Replacement Therapy, Champix and Zyban)
3. Alternative (and less studied) Interventions

Available literature overall supports the efficacy of behavioural counselling, nicotine replacement, and bupropion (Zyban). Literature also finds that the most effective treatments involve counselling coupled with quit smoking medications. Further, effective treatments must take into consideration the person's reasons for smoking, the environment in which smoking occurs, available resources to quit and individual preferences about how to quit.

❖ Reducing BC Tobacco Use Rates Requires a Combination of Measures

Effectively decreasing smoking rates requires a combination of measures, including legislation, taxation, mass media strategies, education, enforcement as well as smoking cessation services.

QuitNow Services are an important complement to other important BC tobacco control measures. These include: restrictions on promotion and sale of tobacco products, bans on smoking in indoor and outdoor public places and workplaces, including cars where children are present, and smoke-free housing policies.



The primary goal of
QuitNow Services is
to help BC smokers
become tobacco-free.



Who We Serve

The primary goal of QuitNow Services is to help **BC smokers** become tobacco-free.

Primary Target Group

Our Primary Target Group are **BC smokers ready to quit and take action.**

Within our Primary Target Group we chose to target select segments of the population:

1) those most likely to use QuitNow Services as a means to quit smoking – women aged 25 to 54 and 2) populations with the highest smoking prevalence rates including young adults (19 to 24 year olds), Aboriginal/First Nations community members and pregnant women.

Secondary Target Group

Our Secondary Target Group are those who have the greatest influence and play a vital role in helping smokers quit: **frontline healthcare providers.**

Frontline healthcare professionals (physicians, dentists, pharmacists, public health nurses and others) represent a very important point of contact with BC smokers.

Evidence shows that even a brief interaction between patient and healthcare provider can **increase the likelihood that they will quit smoking by 30 percent.**

Friends, family and co-workers also play a critical role in supporting and suggesting ways in which smokers may successfully quit.

Third Target Group

Our Third Target Group are organizations interested in helping their workers who smoke to get help to quit. A growing number of governmental and non-governmental organizations have a stake in promoting smoking cessation tools given the high costs associated with employing workers who smoke.

Note: A recent report sponsored by the BC Healthy Living Alliance found that **one employee who smokes can cost a business more than \$3,300 per year** through absenteeism, lower productivity, higher accident rates, longer disability claims and other factors. The total provincial cost of employing workers who smoke was found to be \$661 million per annum.



Community Engagement

For the past three years, BC Lung has employed a Health Promotions team to promote QuitNow Services within communities across BC. From Sooke to Fort St. John, these dedicated health promotions professionals are a true force, hard at work promoting healthier, smoke-free communities and reaching into rural areas that too often get overlooked and under-served.

Initially, team members focused largely on promoting QuitNow Services to BC healthcare providers (physicians, pharmacists, dentists, medical office staff and others) as well as promoting the BC Public Service Agency's quit smoking program Quittin' Time to BC public service employees, but this past year their role has shifted.

While our health promoters continue making in-roads with the BC healthcare community, they were also tasked with reaching out to the general public, as well as other populations such as young parents, pregnant and postpartum women.



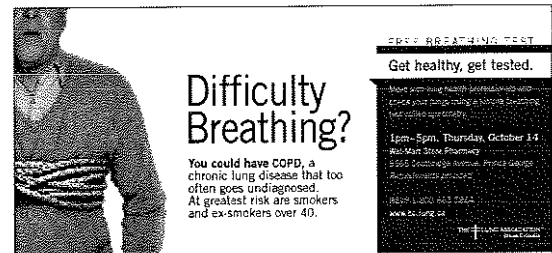
Health Fairs and Workplace Events

There was no shortage of opportunities for our health promoters to get out into their surrounding communities. BC health event organizers, retail pharmacy managers, private and public workplace executives and community service organizations were all happy to co-create opportunities for us to spread the word about QuitNow Services. In fact, at many large health events we were assigned complimentary exhibit space due to the goodwill associated with the BC Lung Association and QuitNow Services.

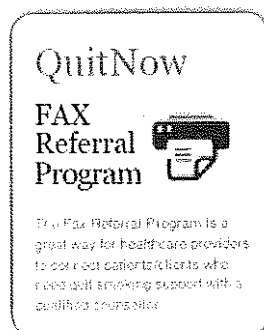


Lung Test Campaign

During fall and winter 2010, our health promoters helped organize a province-wide series of FREE Lung (Spirometry) Testing events targeted at British Columbians most at risk of chronic obstructive pulmonary disease (smoker and ex-smokers over 40). At the events, people were invited to meet face to face with local respiratory therapists to learn how well their lungs were working. The objective was to encourage people at risk of lung disease to take action, e.g. quit smoking, sooner than later in order to maximize long term quality of life.



Fax Referral Program



Designed to make it easy for healthcare providers to refer their clients to QuitNow By Phone for assistance, our Fax Referral Program continues to gain popularity. In addition to making it simple for doctors to offer quit ready clients help, administrators of our Fax Referral Program ensure healthcare providers receives follow up indicating whether or not their clients have committed to a quit date. Thanks primarily to the work of our health promoters, **this year we experienced a 16% increase** in fax referrals over last year.

Quick Facts

Thanks to our health promotions team, referrals to QuitNow Services by BC healthcare providers (physicians, pharmacists, dentists) **increased 16%**

To help get the word out about QuitNow Services, health promoters **exhibited at more than 224 events** province-wide including:

- The Heart & Lung Forum, Pacific Dental Conference, Family Medicine Forum
- BC Nurses Union Diversity and Human Rights Conference, Stellaten' First Nation Health Fair
- BC Psychogeriatric Conference, BC Medical Office Assistants Convention

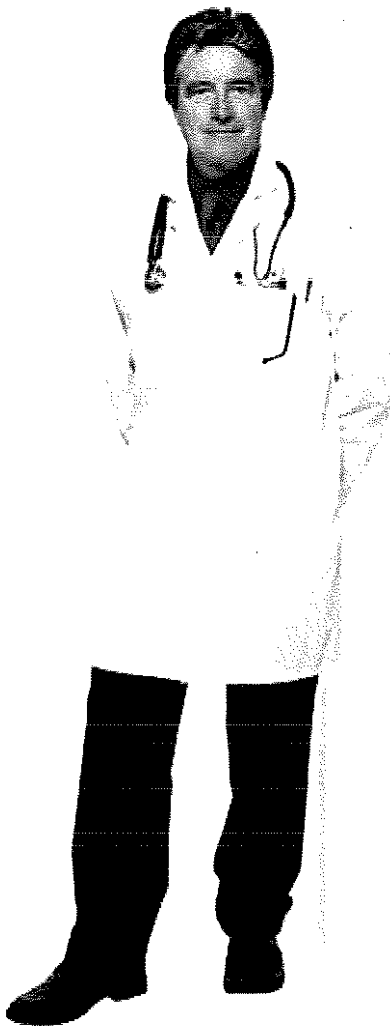
They also made **173 presentations** and **organized 39 Lunch and Learns** to organizations including:

- The Four Seasons, Rogers Call Centre, Coast Mountain Bus Co., CFB Esquimalt, Vancouver Island Regional Correctional Centre
- Ministry of Housing and Development: New West, Ministry of Forest, Mines and Land: Victoria
- Liquor Distribution Branch in Prince George, Ministry of Social Development in Williams Lake
- Ministry of Children and Family in Sooke & Victoria, BC Institute of Technology
- Sprott Shaw Community College, Nakazdi First Nation, Retired BC Teachers Federations
- Lakewood Dental Group, Saanich Dental Group, The Quesnel Joint Planning Committee

And **laid the groundwork for future workplace smoking cessation** programs with some of BC's largest employers including:

- Trans Link, BC Hydro, Rogers Call Centre and Coast Mountain Bus Co.

This year our health promoters met, and introduced QuitNow Services to, more than 2100 BC healthcare providers.



Getting Out Into The Community

QuitNow Services Health Promoter Meriel Randerson says:

In September 2010, QuitNow Services hosted an exhibit at the Vancouver Island Baby Fair and a soon-to-be-grandmother, 'Jane', paid us a visit. She said she knew about the effects of second-hand smoke, and didn't want to expose her new grandchild to the hazards. And she emphasized that she was not ready quit smoking, but agreed to take the Carbon Monoxide (CO) Test.

Like many smokers, Jane was shocked at how high her CO levels were but was re-assured to hear that she could significantly lower her score within two days of quitting smoking.

In January 2011, I saw that Jane had posted a comment on our QuitNow Facebook page. Here's what it said:

I have to say that being tested at the baby fair was the reason I decided to quit smoking! That and becoming a grandma soon! Hearing the results was a scary reality: if anyone has the opportunity to get tested, do it. It is a constant reminder of what good you are doing for your health! ...



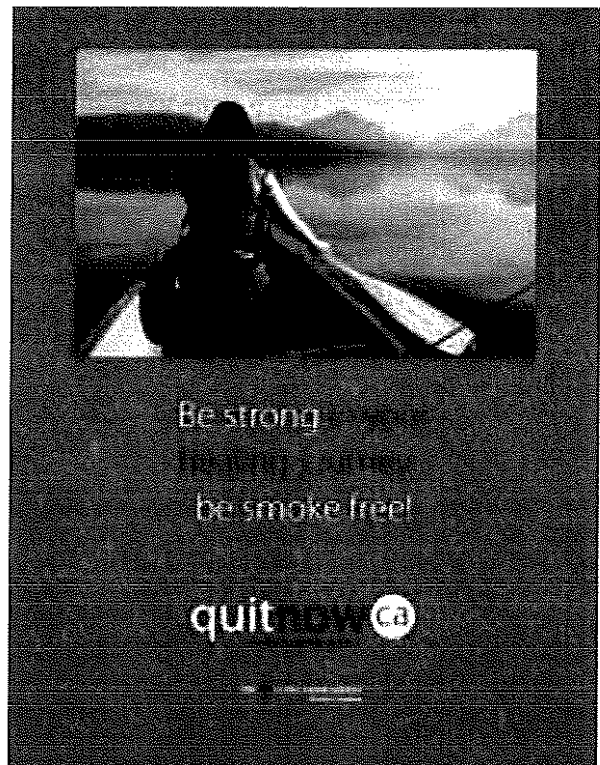
Delivering Population-specific Quit Smoking Tools

QuitNow Services Provincial Manager Suzanne Gaby says:

Smoking rates amongst BC's aboriginal population are double that of the general BC population so it is vital we increase our focus in this area.

This year we asked several members of our health promotions team to invest time in building rapport and trust with health workers and elders on several BC First Nations reserves. **One outcome of these new relationships was the development of several quit smoking tools** in collaboration with First Nations community members.

"This poster (at right) and an associated QuitNow Services promotional brochure have since been successfully piloted in Northern BC and collaborative work is already underway to broaden population-specific resources this coming year for distribution to aboriginal communities across the province.



Increasing Acceptance Within First Nations Communities

QuitNow Services Health Promoter Gail Bastow says:

Attending local Aboriginal events and working with the local band and Friendship Center has increased my visibility in the aboriginal community and helped me establish friendships with a number of community members.

As a result, earlier this year, I partnered with the Interior Health Authority Aboriginal Tobacco Reduction Coordinator on several projects, including the organization of a tobacco information session at a recent Provincial Aboriginal Youth Conference in Prince Rupert.

I was **astounded by the number of community members who attended**. More than 1,000 aboriginal youth from across the province of BC attended the Conference, many of whom came to our information session or dropped by to chat with us at our QuitNow Services exhibit.



Earning the Confidence of BC Healthcare Providers

QuitNow Services Health Promoter Skylar Pepin says:

I was really pleased at the warm welcome QuitNow Services received at this year's Patient Support Program Conference.

Listening to physicians and other healthcare providers emphasize the importance of smoking cessation and the value of QuitNow Services, free support tools was very encouraging given that they are one of our key target groups.

It was very gratifying to hear **physicians are actively recommending and promoting QuitNow Services** and that they're playing a vital role in helping their patients stop smoking.



Online Engagement

During the past two years the BC Lung Association has increased the time and dollars invested in development of an effective QuitNow Services social media strategy. **The results speak volumes** concerning the effectiveness of investing in social media engagement.

Facebook and Twitter

The use of social media tools including Facebook and Twitter **have significantly increased awareness of the QuitNow Services brand** and have engaged substantial numbers of British Columbians looking to connect with other quitters, in particular with younger British Columbians and mature women ages 35 to 60.



Today we moderate a Facebook community with **close to 2,000 energetic followers**, many of them recent quitters who interact multiple times on a daily basis – sharing quit tips and providing each other with motivation and support.



QuitNow's Twitter community has also grown, but is different in nature from the Facebook community. Twitter followers (542 to date) are more **interested in breaking news, the latest research studies, alerts about upcoming events and tobacco-related humour.**

Popular Bloggers and Blog Contests

This year we engaged several well known bloggers including miss604, vancitybuzz, Hummingbird604 and canuckhockeyblog. They were targeted because of their influence and reach within the BC online community, particularly with younger people. We asked each if they would host a quit smoking related contest on their blog sites and serve as 'Ambassadors' of the QuitNow brand. **The combined reach of the bloggers we worked with was 50,000 followers on Twitter alone.**

Online Intelligence

We monitor online activity and adjust and enhance our services as a result. For example, of 31,000 new QuitNow.ca visitors during the QuitNow & WIN contest campaign period (October 23, 2010 to January 2011), we confirmed that **8,000 visitors came directly to us as a result of TV, print or interaction with a health professional or promoter, another 4,500 heard about us through our Google Adwords campaign and 3,500 came through a web browser search.** Even more interesting is how we were able to track which advertising channels resulted in the greatest number of QuitNow Service users. For instance, we know that Google Adwords were particularly successful at converting web visitors into contest participants – **at a conversion rate of 13%.**

Stories from the Field

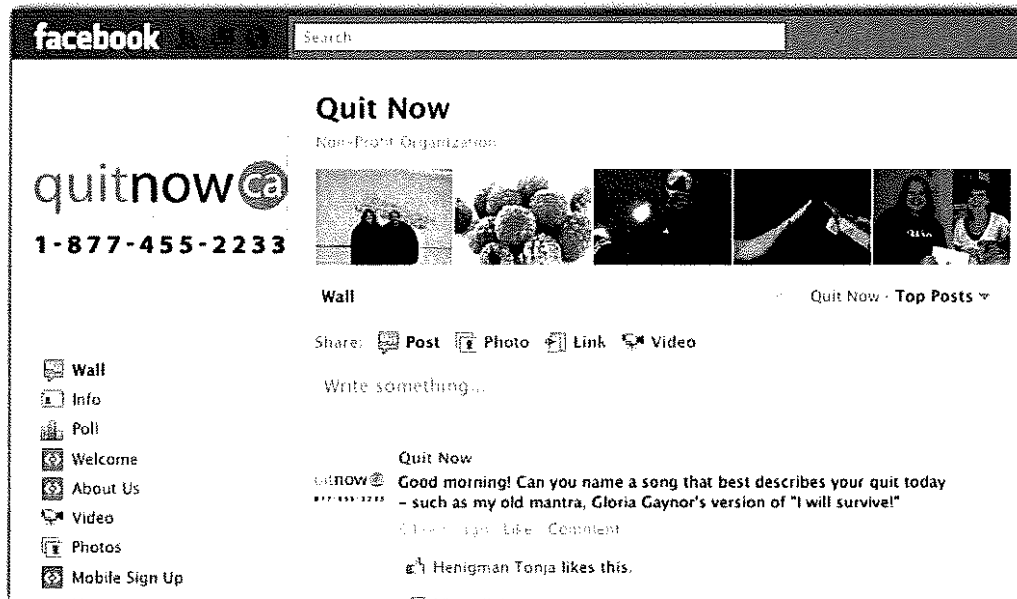
Discovering the Power of Facebook

An ex-smoker herself, QuitNow' Service's Facebook moderator posts quit tips, news, events, and responds to user's posts with words of support and encouragement on a daily basis.

Since the Facebook page launched in late 2009, 1,956 people have joined this community and the degree of daily activity has increased substantially. Within a short 24-hour snapshot in early May 2011, 72 posts, comments, and/or posts were made by users either declaring their quit dates, sharing quit tips, or encouraging each other to stay quit.

QuitNow Services Provincial Manager Sharon Hammond says:

Moderating our Facebook community has been one of the most rewarding experiences I've had in my six years with QuitNow Services. **It is so exciting to witness ex-smokers show up and support one another.** Everyone is at a different stage in the quitting process and able to provide relevant, real-life comments that ring true. It's honest. It's from the heart and that keeps followers coming back for more.



Stories from the Field

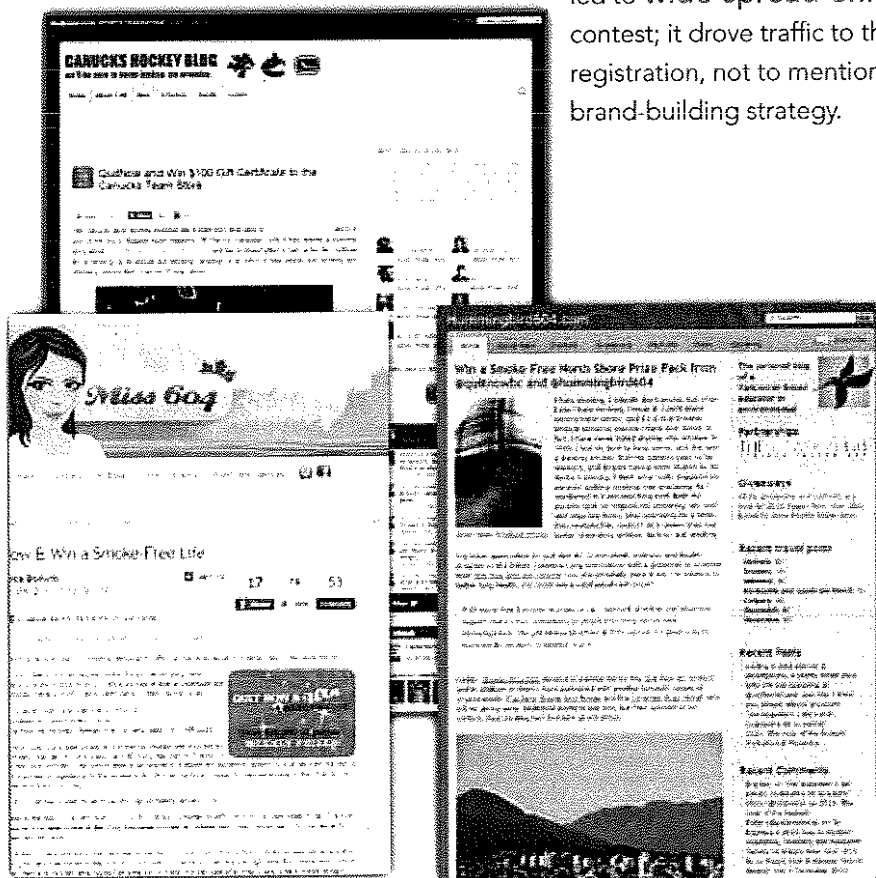
Leveraging the Influence of Popular Bloggers

BC Lung Association Communications Manager Katrina van Bylandt says:

This year we tried something completely new to promote the QuitNow & WIN contest. We reached out to four influential bloggers with province-wide readership and influence including Miss604, Vancity Buzz, Canucks Hockey Blog, and Hummingbird604.

We provided unique prizes that each blogger could promote if they hosted a contest. Participants of the blog contests were asked to reflect on the importance of quitting smoking and if they knew any smokers ready to quit – to tell them about our QuitNow & WIN contest.

The prize created momentum, because to win, blog followers had to leave a blog comment and tweet about the QuitNow & WIN contest to their friends. This momentum led to wide-spread online buzz about the QuitNow & WIN contest; it drove traffic to the quitnow.ca and increased contest registration, not to mention being a very effective general brand-building strategy.



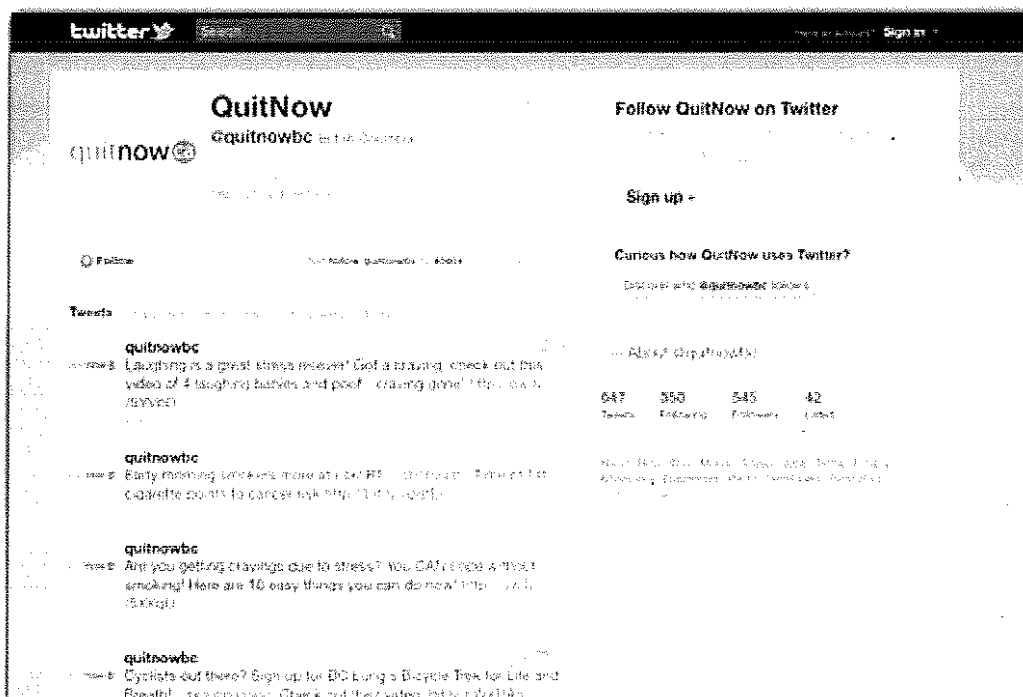
Stories from the Field

Becoming an Opinion Leader on Twitter

QuitNow Services Provincial Manager Sharon Hammond says:

Our Twitter presence is helping QuitNow Services cement its reputation as a **trusted resource** for news, statistics, events – and occasionally humour about smoking cessation!

It's a great place to publicly recognize partners and allies as well as cross-promote events, videos and services. For example, this year **Twitter served as an effective channel** to promote our QuitNow & WIN contest, share news about government smoking cessation initiatives and raise awareness about upcoming community events we were participating at or organizing.



Piloting Our New QuitNow By TXT Service

QuitNow Services Director Jack Boomer says:

We launched our new QuitNow By TXT service in January 2011 and now offer quit-ready British Columbians access to a **free 14-week text support service**.

Registered users receive a series of text messages tailored to their stage of quitting and designed to help them prepare to quit, cope with cravings, identify additional aids, and stay motivated.

Smartphones have become an intrinsic **part of everyday life** for a lot of **people**, so it makes sense that healthcare providers are using text messaging services to improve client health outcomes, to remind clients to take their medications, attend appointments and monitor and self-manage chronic diseases. So why not use this technology to help people quit?

There are lots of benefits to going mobile, including **the ability to reach large populations regardless of location**, customize messages, send messages at specified times, provide anonymity, and promote and link users to additional online resources.



Workplace Engagement

This year we continued to focus on strengthening our relationships within the workplace, collaborating with healthcare practice owners, the BC Public Service Agency and BC Municipalities who share our commitment to helping British Columbians quit.

Frontline Healthcare Providers

Frontline healthcare providers are QuitNow Service's secondary target group. Their awareness, engagement and involvement in the promotion of QuitNow Services to smokers ready to quit is critical. As in years past, our province-wide team of health promoters continued to forge one-on-one relationships with local physicians, dentists, pharmacists and their office staff. We also attended a large number of healthcare provider tradeshow and conferences. Altogether we introduced QuitNow Services to more than 2100 healthcare stakeholders this past fiscal year.

Public Service Agency

Since 2009, QuitNow Services has played an integral part in the promotion and delivery of Quittin'Time, the BC Public Service Agency's (BCPSA) Employee Smoking Cessation Program.

Working in collaboration with champions of smoking cessation inside the BCPSA, our health promotions team created regular opportunities for face-to-face contact with public service employees, often co-organizing health promotions events with the Heart and Stroke Foundation of B.C. & Yukon which integrated tobacco use and blood pressure education.



Municipalities

Working with BC Municipalities through their Human Resource (HR) personnel, we reached out to municipality employees who would not usually attend a Quit Smoking clinic or speak to their doctor about their smoking addiction. We found smoking rates particularly high among men who work in Public Works Yards, Parks and Recreation and Water Treatment Facilities.



We also worked with HR personnel to lay the groundwork for rollout and implementation of Municipality workplace cessation programs in the coming year. Those interested in participating include: Capital Regional District; District of Saanich; City of Victoria; City of Nanaimo; Regional District of Nanaimo; City of Kelowna; City of Coquitlam; City of Cranbrook; City of Trail.

Further, several Human Resources departments contacted agreed to include an introduction to QuitNow Services as part of new employee orientation sessions.

Connecting With Quit Ready Municipal Employees

QuitNow Health Promoter Darko Berisavac says:

This year I was determined to participate in as many health fairs as I could.

At one event, more than a hundred employees of the City of Vancouver's Engineering Department attended; 20 to 30% of whom were smokers. That day I conducted more than 30 carbon monoxide tests and spoke with many heavy smokers as well as non-smokers looking to help family members and friends quit.

Most of the smokers I spoke to were preparing to quit and excited to hear about the free support tools available to them through the QuitNow Services. And I felt my presence and ability to offer guidance and information about QuitNow Services' free support tools was making a real difference in people's lives.



Creating Opportunities With BC's Largest Employers

QuitNow Health Promoter Geri Grigg says:

This year we were invited to employee health fairs at BC Hydro, Rogers Communications and Coast Mountain Bus Company.

These fairs not only allowed us to reach many people, but also facilitated connections with corporate health and safety representatives.

Next year we've lined up major employers who are open to working together on the promotion of smoking cessation in their workplaces.

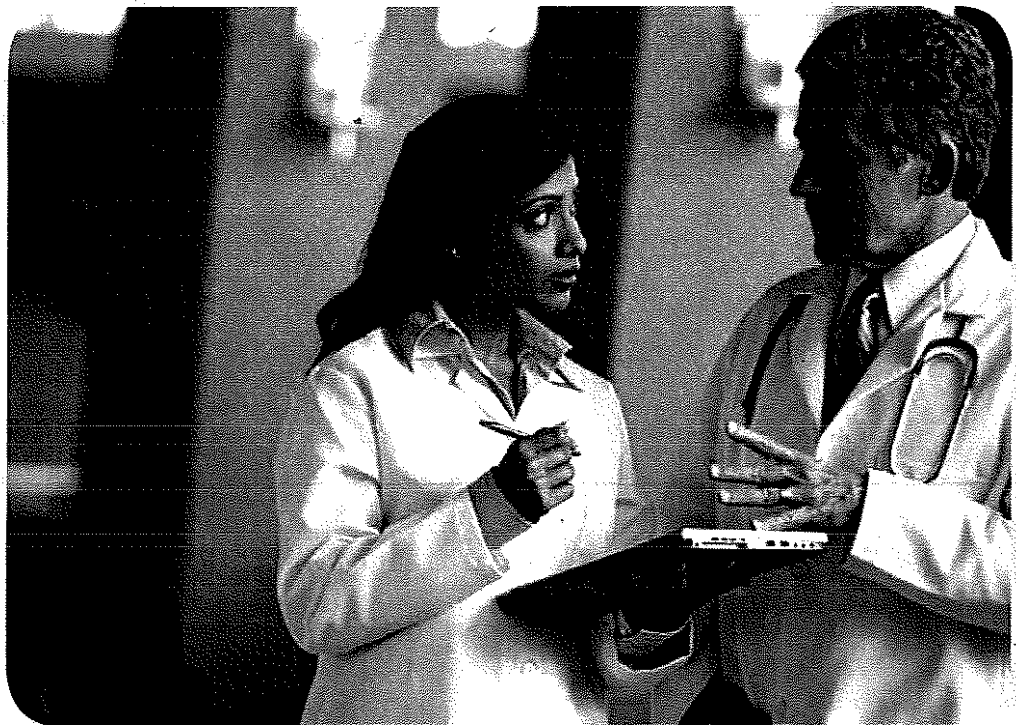


Showing Healthcare Providers How to Take Action

New videos by QuitNow Services depict BC health professionals demonstrating how to help patients quit smoking and encouraging their healthcare colleagues to talk to their patients/clients about smoking as part of their daily practice.

Dr. Milan Khara, Addiction Specialist for Vancouver Coastal Health and QuitNow Services advisor says:

Brief intervention takes as little as three minutes and increases the likelihood of someone quitting by as much as 30 percent. Just by asking and advising patients about their smoking and referring them to services such as QuitNow Services can make a huge difference to their lives.



Stories from the Field

Providing Easy, Online Access to Quit Resources

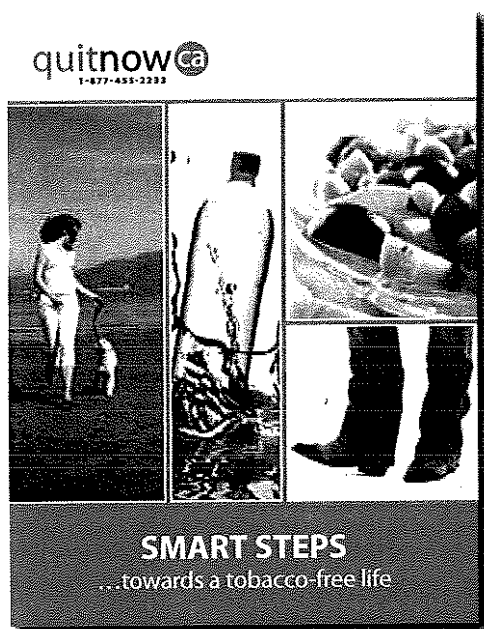
QuitNow Services Provincial Manager Suzanne Gaby says:

The online order system at QuitNow.ca has been **very popular with BC health-care providers** who are happy to be able to easily access and order a range of quit smoking materials at the click of a mouse.

As an example, there is a very high demand for our pocket-sized brochure called Smart Steps (shown at right). Approximately **35,000** were distributed by **healthcare professionals** between April 2010 and March 2011.

This year plans are underway to create similar guidebooks customized for BC's underserved populations including BC's Aboriginal community and young smokers aged 19 to 24 years.

Note: While we are encouraged by the popularity of quit smoking materials, we do make every attempt to balance the savings of printing in bulk and the cost of storage. We will also continue our transition to downloadable-only resources in order to save on printing, storage and distribution costs.



Partner Engagement

By identifying new partners and exploring the boundaries of established partnerships, we are working more effectively while remaining focused on **priority #1 – which is to provide the best possible service to the smoker ready to quit and looking for help.**

Retail Pharmacy Chains

Over the past several years **QuitNow Services** has continued to nurture **partnerships** with several retail pharmacy chains, including Save-On-Foods and Wal-Mart pharmacies. These chains help build awareness of QuitNow Services through in-store, health-related awareness events and promotions. Several new partnerships were struck this year with Safeway Pharmacies, The Medicine Shoppe and independent pharmacies, which further enhanced the reach of our health promotions team.

Families Controlling and Eliminating Tobacco (FACET)

The FACET research program is dedicated to advancing the health and well-being of pregnant and postpartum women, expectant and new fathers, and their families.

FACET conducted a pilot initiative to assess the feasibility of an **innovative tobacco reduction program for expectant women and fathers** who smoke and want to quit. QuitNow Services played a major role accelerating the translation of this research into practice, potentially improving the health of men, women and children throughout BC.

Quitters Unite *(Health Canada Initiative for 19 to 24 years olds)*

An initiative operated by the Heart and Stroke Foundation of B.C. & Yukon and funded by Health Canada, Quitters Unite oversees campaigns and online communities designed to engage and influence young smokers. This year Quitters Unite **helped to promote QuitNow Services to young adults** looking for alternative quit smoking support tools.

The Impact Health Improvement Action Society of BC *(ImpactBC)*

A not-for-profit society formed to help improve the lives of British Columbians by accelerating improvement and innovation in health care, ImpactBC **relied on QuitNow Services over the past year to train their volunteer peer coaches.**

The Canadian Institute of Health Research (CIHR)

This year QuitNow Services collaborated on a **CIHR-funded environmental scan of HIV+ smokers** in British Columbia. Findings identified the need to tailor smoking cessation interventions to the unique needs of HIV+ gay men. The BC Lung Association is currently pursuing additional CIHR grant funds in order to pilot test a population-specific quit smoking program.

Working With Local Pharmacies in Northern BC

QuitNow Services Health Promoter Susan MacNeill says:

Organizing in-store QuitNow Service promotions and events with local pharmacies here in the North has been inspirational for me. They are so eager to work with us and local pharmacies are truly one of the best places to get the word out.

This year to help build excitement locally about our 3rd QuitNow & WIN contest, Save On Foods Pharmacies in Quesnel, Williams Lake, Prince George and 100 Mile House provided \$20 gift card incentives to the first few people who showed up to register for the contest at their pharmacy counter. Between promotions on Facebook, Twitter, in newspapers, on Cable 10 TV and in-store, our joint promotion helped create a real buzz!

People up here really appreciate face-to-face contact. In fact, many people come back to see me when I'm in town for a second or third in-store event to let me know how much they appreciated our help and have remained smoke free!



Stories from the Field

Reaching 19 to 24 Year Olds

Quitters Unite Project Manager Tyler Janzen says:

Our relationship with Quitters Unite, managed by the Heart and Stroke Foundation of B.C. & Yukon, creates valuable opportunities for us to interact with BC youth.

This year a team of Quitters Unite 'roadies' organized a province-wide tour to 13 post-secondary schools and bars, where they engaged young people in a red-carpet style photo shoot contest.

Following each 'photo location shoot', photos were uploaded to Quitters Unite's website where participants were encouraged to vote – and encourage their friends to vote – for best photo.

As predicted, this drove significant Facebook and Twitter activity, consequently expanding Quitters Unite's online social network and enabling QuitNow to build awareness of its service offering with young British Columbians – who rank amongst BC population segments with the highest smoking prevalence rates.



Stories from the Field

Helping Low-income British Columbians Get Help

QuitNow Services Health Promoter Geri Grigg says:

QuitNow Services was contacted by a Tenant Support Worker called Heather from a BC Housing complex in Aldergrove. Heather was looking for quit smoking support for tenants of a building where she works.

Many are on income assistance, disability, Old Age Security pension and Canada Pension Plan Disability. Most were very heavy smokers with some having smoked for more than 40 years and as much as two packs a day.

Heather and I discussed what to do and agreed to hold a quit smoking info session for anybody who was interested.

Six people attended the first session, and eight people attended the second. Everyone was happy to learn about QuitNow Services and many signed up for quit support. Today we're already planning our third session and expect even greater participation.

It's a pleasure to work with people like Heather who are as passionate about helping people quit as I am. Since meeting her, I've taken on an additional public housing project and am about to begin hosting similar education sessions at a 480-unit public housing site for low-income people in Vancouver's West End.



Incentive-Based Engagement

The QuitNow & WIN Contest

The QuitNow & WIN contest proved once again to be a great way to motivate BC smokers to commit to quit in exchange for the chance to win a smoke-free life as well as cash prizes.



Why run a contest? 1) To encourage individuals to quit; and 2) To inform smokers and the public about free quit support services available through QuitNow Services proven to increase smoker's chances of quit success.

How did the contest work?

It was an online contest designed to encourage smokers to commit to quit for the first month of January 2011. To take part, contest partici-

pants were required to sign up with a support buddy, commit to quit for the contest quit period (January 8 to February 4, 2011) and in return earn the chance to win \$500 to \$5,000 in cash prizes donated by our sponsor, McNeill Consumer Healthcare.

When participants registered online, they were also encouraged to make use of FREE QuitNow smoking cessation services and could sign up for email quit tips and texts, explore interactive quit tools and resources and join QuitNow's Twitter and Facebook networks.

Where was the contest promoted?

A variety of promotional tools were developed including a website, rack cards, e-blasts, and posters, and were strategically distributed in areas around the province that would best reach the quit ready. We also developed a multi-pronged media plan that included mass media advertising, TV, print and online – and launched a public relations campaign, all of which was positioned to drive online contest registration.

Who participated?

Close to 10,000 people were directly involved in the contest – more than 4,800 registered to quit, and each of them had a buddy for support. Contest data showed that smokers who entered the 2011 contest were 61 percent women and 39 percent men.

Quick Facts

- This year we experienced a 1264% increase in the number contest registrants who also signed up for our QuitNow By Phone service.
- On the day of our contest launch, PR coverage was garnered on a variety of news outlets including TV, radio and print On-air interviews where broadcast with the Minister and QuitNow Services Director, on Global BC morning news and CKNW's Bill Good Show.
- Registrations in the contest spiked in the first two months, with a record breaking 88 people registering in one day alone.
- 3,500 Free Quit Kits (which included nicotine replacement gum samples) were distributed through QuitNow Services pharmacy partners Save-On Foods and The Medicine Shoppe to contest registrants.

GRAND PRIZE:

YOUR LUNGS

SECOND PRIZE: \$5,000 CASH

QUIT NOW & *Win* A SMOKE-FREE LIFE!

Over \$20,000 in prizes! WEEKLY PRIZES!

Enter at QuitNow.ca or 1-877-455-2233

McNeil
McNeil
The Lung Association
quitnow.ca

Celebrating Smoke-free Lives!

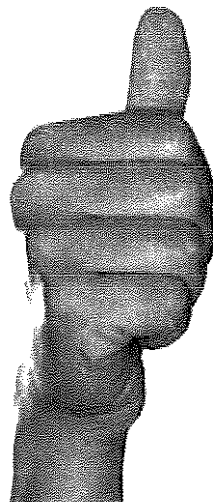
This year's QuitNow & WIN \$5,000 cash grand prize winner was long-time smoker Debbie MacLeod of Vernon who quit together with her husband and support buddy Winfield. The couple are co-owners of a Vernon diner.

Grand Prize Winner Debbie MacLeod says:

We wanted to stop smoking for quite a while, but were always so busy running our restaurant, we made excuses. Two of my husband's family members are suffering from serious lung disease and we are constantly reminded of the need to live a healthier life, so when we heard about the contest we decided it was time.

My husband and I tried to quit a number of times before. To help, this time we went to see our doctor to ask for some quit smoking medication to help fight the cravings and we made changes to our daily routine.

Now, every evening after eating dinner and watching the news, we play Wii Sport computer games for an hour or so, and then we have a healthy snack like low fat yoghurt or fruit. We're determined to live healthier.



We've been putting the money we save not buying cigarettes into a savings account for a trip to Mexico. And the \$5,000 prize money, well, we intend to use that to help pay down the money we owe since starting our restaurant four years ago! We feel so lucky to be smoke-free, and can't quite believe we won the grand prize!

Stories from the Field

In addition, five contest participants, one from each Health Authority region, won \$1000 cash each.

Fraser Region Winner Dana Ball says:



I knew I had to quit, especially after I suffered a health scare last year. My lungs seized up, I couldn't breathe and it was really frightening. I've had problems with recurring bronchitis because of my smoking before, but this last scare really did it.

Northern Region Winner Eryn Collins says:

I was pretty nervous at the outset when I committed to quit. To ensure I remained on the wagon, I told as many people as I could that I was officially tobacco-free. Knowing they were watching helped me stay the course – that and cinnamon-flavoured, 4mg Nicorette gum!



Vancouver Island Winner Sandra Wolverton says:



I've tried quitting several times over the year, but always started smoking again. This year I started back at the gym regularly and I found it hurt to breathe. I knew I absolutely had to quit once and for all. Luckily my workplace is a very healthy place which makes quitting easier.

Stories from the Field

Interior Region Winner Krystal Madill says:

My co-workers, friends and family have been so supportive through my quit process, even when I've become a little grumpy. I'm so grateful. Nicotine gum, lozenges and the patch have been real life-savers too as well as the motivational emails from QuitNow, which help me tackle living smoke-free day by day.



Vancouver Region Winner Sandie Noble says:



I used to spend my whole day thinking about when I was going to have my next cigarette. Now I spend my day making sure to avoid triggers. I want to be around when my children grow up, and I'd like to set an example for my older son who does smoke – maybe if I stay smoke-free, he will give up tobacco one day soon, too. It helps that my daughter has been such a great support – she keeps an eye on me!

Budget

April 2010 to March 2011

QuitNow Services is made available through grant funding provided to the BC Lung Association from the BC Ministry of Health. During the past fiscal year (April 1, 2010 to March 31, 2011) the BC Lung Association has invested the funds in QuitNow-related activities as follows:

QuitNow Services and Development	\$1,039,764
QuitNow & WIN Contest	\$541,425
Health Promoters	\$363,936
Resources and Evaluation	\$281,869
Administration	\$210,000
TOTAL	\$2,436,994

Note: For fiscal year 2010/11, QuitNow Services had a grant surplus of \$437,000. As QuitNow Services are provided year round, it is important to ensure there is an adequate surplus remaining at fiscal year end to ensure continuity of services at the beginning of each new fiscal year.

The Year Ahead

We hope this report has provided useful insights into the work we do to support, educate and encourage quit ready British Columbians. In the year ahead we plan to continue to offering our full range of quit smoking support services, in addition to which we are already in preparation for several exciting new initiatives. These include:

1. Support of the BC Government's NEW Subsidized Medication Program

On May 9, 2011, Premier Christy Clark announced nicotine replacement therapies would be made available to smokers at no cost and that the price of smoking cessation prescription drugs will be covered under PharmaCare as of September 30, 2011. QuitNow Services looks forward to supporting this important new program and to ensuring quit ready British Columbians are aware of all the tools available to help them succeed.

2. Rollout of a NEW Hospital Based Cessation Program

The BC Lung Association continues to work with BC Health Authorities in preparation for the fall 2012 rollout of a new hospital-based cessation program. The new program will encourage hospitalized smokers to make use of FREE quit smoking support services available through QuitNow.

3. Support of the NEW National 1-800 Quitline to be Advertised on Cigarette Packages

The federal government has mandated the listing of a 1-800 Quitline on all cigarette packages beginning in winter 2012. QuitNow Services will be providing the quitline support to all British Columbians who call the new 1-800 number.

4. Implementation of an IMPROVED QuitNow Services Evaluation Framework

Beginning this year, QuitNow Services will implement a new, improved evaluation framework designed to better monitor, measure and report on the success of QuitNow Services in supporting quit ready British Columbians.

5. Further Refinement of QuitNow Services Community Health Promotions Strategy

Located across BC, QuitNow Services' dedicated health promotions team is hard at work promoting healthier, smoke-free communities and reaching into rural areas that too often get overlooked and under-served. This year team members focused on promoting QuitNow Service to frontline healthcare providers and reaching out to BC's underserved tobacco user populations, e.g. Aboriginal communities, 19 to 24 year olds and young families, as well as the general public.

Next year, our health promoters will also devote significant time to establishing working relationships with large employers and municipalities keen to encourage, educate and support quit ready British Columbians.

For more information about QuitNow Services, please call:

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BC Lung Association QuitNow Report

April 2011 – March 2012

Introduction:

The BC Lung Association receives a grant from the Ministry of Health to provide cessation services to British Columbians. The BC Lung Association has developed QuitNow, a provincial program, with the intent of supporting British Columbians in their quit. The following report is an update of what has occurred between April 2011 and March 2012 for QuitNow. Included is an expenditure table which briefly describes QuitNow and where the grant was spent, highlighted initiatives, key successes, key challenges and the recommendations for the upcoming year.

Category	Description	Expenditure
Core Services	QuitNow Online <ul style="list-style-type: none"> The primary portal for clients and stakeholders to access the core services offered by QuitNow QuitNow Online was redeveloped to exceed the privacy standards for PIPA and FOIPPA after severing relationship with Healthway (QuitNet) An enrolment database was built with an enhanced member-only section that includes: Ask an Expert, Live Chat, Forum, Email Quit Tips, e-news and interactive tools 	\$413,710
	QuitNow By Phone <ul style="list-style-type: none"> Tobacco cessation phone counselling serviced by Care Coaches and Care Coach Assistants 24/7 Can be accessed through by phone, fax referral, online registration or 	\$683,200
	QuitNow By TXT <ul style="list-style-type: none"> A 14-week motivational text messaging service that can be accessed using a short code through a cell phone or through an online registration process Current service provider given notification of end of contract so that we can offer our own service that is not based on a per client costing model 	\$88,870
	QuitNow Resources <ul style="list-style-type: none"> Development and distribution of branded resources that promote the core services and help smokers quit smoking Distributed through an online order form that is promoted to stakeholders and healthcare providers throughout the province 	\$194,110

Category	Description	Expenditure
Building Relationships	BC Smoking Cessation Program (BCSCP) <ul style="list-style-type: none"> QuitNow worked in partnership with Pharmaceutical Service Division to ensure that people receiving the free NRT or subsidized prescription medications were offered coaching support in their quit attempts through QuitNow On-going meetings with the staff within the BC Smoking Cessation Program 	\$18,820
	HealthLinkBC 8-1-1 <ul style="list-style-type: none"> QuitNow worked closely with staff at 811 to ensure a seamless movement of clients between services prior to, during and after the launch of the BCSCP On-going meetings with the staff of HealthLink BC 	\$20,270
	1-800 Program with Health Canada <ul style="list-style-type: none"> QuitNow collaborated with Health Canada to ensure that issues related to the new 1-800 number and URL being placed on cigarette packages, like service levels and minimal dataset questions, were addressed prior to launch of the new packaging Participating in regular update meetings and responding to requests related to evaluation 	\$55,000
Increasing Reach	Health Promoters <ul style="list-style-type: none"> 9 individuals were hired and trained to engage healthcare providers to make fax referrals to QuitNow and promote QuitNow to smokers in British Columbia. Dental professionals and pharmacists were more heavily targeted for engagement this year There was a greater emphasis on promoting QuitNow to smokers within the First Nations communities and workplaces this year over previous years 	\$387,190
	QuitNow Training <ul style="list-style-type: none"> QuitNow provided training on workplace cessation, brief intervention and the fax referral to several different target groups in order to increase the critical mass of tobacco cessation champions in the province. These groups included: municipal human resource staff, pharmacists, dental professionals, hospital-based health professionals and health professional students 	\$15,670
	Municipalities & Large Workplaces <ul style="list-style-type: none"> The health promoters leveraged the targeted efforts with municipalities from last year by meeting and working with a greater number of municipalities and large workplaces to develop sustainable Workplace Tobacco Cessation Plans 	\$25,070

Category	Description	Expenditure
	Social Media <ul style="list-style-type: none"> QuitNow remains current with social media with a robust Facebook network and a steady Twitter following. The growth of daily monitoring, posting and tweeting required dedicated personal with specialized skills. QuitNow presented at several knowledge transfer events to present the learnings related to social media. 	\$48,000
	Traditional Media <ul style="list-style-type: none"> The BC Smoking Cessation Program earned a tremendous amount of media attention for QuitNow which the team responded generously to in the form of TV, radio and newspaper interviews. QuitNow hired Dr. Milan Khara as a Medical Advisor in order to address the expectation of both traditional and social media for medical expertise QuitNow launched a modest National Non-Smoking Week contest in collaboration with Global Media which garnered a substantial increase in online registrations for low-cost prizing 	\$78,840
	Hospital based cessation program <ul style="list-style-type: none"> This pilot project was a collaborative effort between QuitNow, Health Canada and the five health authorities to increase fax referrals to QuitNow by training bedside staff to do brief intervention and make referrals. Integrating the access of all core QuitNow services into the fax referral and adding the Interactive Voice Recognition technology was intended to provide a simple and cost effective process for referring discharged patients 	\$250,970
Monitoring & Improvement	Evaluation <ul style="list-style-type: none"> QuitNow worked closely with third-party evaluators to develop an Evaluation Framework that informs all surveys and evaluations that are undertaken. The evaluation work done this year included: QuitNow/BC Stats Survey, Hospital-Based Cessation, Promotional Survey, TXT Survey, QuitNow & WIN Evaluation, MDS Compatibility and Extraction Preparation 	\$85,810
	Research <ul style="list-style-type: none"> QuitNow is asked regularly to sponsor, collaborate or support research related to tobacco cessation. Research partners included: Dr. Wei Cheung, FACETS Research Project, UBC HIV/AIDS Project, and UBC Okanagan Smoke-Free Men's Project 	\$12,000
	Total (including administration)	\$2,587,530

Summary 2011/12 Revenue and Expenses

2011/12 Revenue	Totals	Totals
Carry forward 2010/11 Fiscal Year	\$428,520	
2011/12 Grant	\$2,100,000	
Health Canada enhancements	\$34,995	
Health Canada Cig package support	\$273,295	
Total Revenue		\$2,836,820
2011/12 Expenditures (from tables above)	\$2,587,530	(\$2,587,530)
Total carry forward 2012/13 fiscal year		\$249,290

Highlighted Initiatives:

The Hospital-Based Cessation Pilot Project, Commit to Quit Contest and Health Promoters are three initiatives that deserve to be highlighted in more detail as they were either innovative or had significant impact on QuitNow during the 2011-2012 fiscal year.

Hospital Based Cessation (HBC) Pilot Project

The purpose of the HBC Pilot Project was to systematically connect soon-to-be discharged patients with a province-wide population-based cessation service. The vision of having a seamless process from when a patient is identified as a smoker in the hospital to a recent ex-smoker getting tobacco cessation support in the community appears rather simple. The complexities of integrating the five acute health care pilot sites with QuitNow led to delays in implementing the pilot. The most problematic issues were related to protection and privacy of patient information, regional modifications to the fax referral form and timely training of staff. All of these issues contributed to a shortened time for recruiting patients and evaluating the results. By March 31, 2012, 956 acute care staff were trained, 425 patients were referred to QuitNow, 40 patients accepted TXT, 232 accepted Phone and 164 accepted Online service while 102 patients participated in the follow-up survey. Although the pilot is completed, at least two of the sites, Vancouver General Emergency Department and UNB Surgical Services in Northern Health Authority, will be continuing to make referrals to QuitNow with plans for further expansion. The HBC Pilot Project was an excellent example of QuitNow's collaborative work with health authority partners.

Commit to Quit Contest

The Commit to Quit Contest was a modest online contest done in partnership with Global TV which included registration for QuitNow Online between January 13 and January 21, 2012 and a quit date prior to February 21, 2012 in order to be eligible to win an iPad2 and five \$100 gift cards from Save-on-Foods. A TV Public Service Announcement and an online registration page were created. A total of 1537 new registrations occurred during the one week enrolment period. The contest proves that modest investment and prizing, we can motivate smokers to take the first step in quitting smoking.

Health Promoter's Program

The Health Promoters Program is QuitNow's strategy for both spreading the word about QuitNow to potential tobacco cessation champions and engaging directly with tobacco users. The nine health promoters live in different regions of the province so they can be our eyes and ears in the field so we can be aware of regional trends and issues as they are developing. This was particularly helpful when the BC Smoking Cessation Program launched as we could mobilize the health promoters to the local pharmacies to assist with the dissemination of information directly from the Ministry of Health.

Health promoters continued to work collaboratively with health authorities by finding ways to partner on various projects, ensure that the health authorities were aware of the actions and activities that were being undertaken by the health promoters and acting as a resource wherever possible. A good example is the COPD events organized in conjunction with Respiratory Therapists from Vancouver Coastal and Fraser Health.

This year there was additional engagement with Aboriginal communities, pharmacists and large workplaces that seemed to be the result of several years' of effort from the entire team of health promoters.

Key Successes

- The incentive-based quit smoking contest accessed through online registration.
- The series of QuitNow Smart Steps quit smoking booklets have become the go-to resources for healthcare providers in the province.
- The ability to both gather information and share information through QuitNow's regional Health Promoters, social media and tools on the QuitNow website.
- Engagement by employers in planning tobacco cessation for their employees.
- Repatriating the on-line service to British Columbia and streamlining services to have better control over the entire service delivery system.

Key Challenges

- Additional cost pressures as a result of phenomenal increases from the unexpected introduction of the BC Stop Smoking Program.
- The shift in on-line service provider that placed additional burdens on the QuitNow team to develop on-line services.
- The time involved in preparing privacy impact assessments and working with multiple service providers.
- Managing competing priorities from the Ministry of Health, Health Authorities and Health Canada.

Recommendations for 2012/2013

Financial and administrative recommendations:

- Integrate cost control strategies into planning for core services, promotional activities, evaluation and new initiatives.
 - Decrease the cost of the five-call series currently offered by QuitNow By Phone by integrating Interactive Voice Recognition technology.
 - Shifting IVR service provider to better integrate with QuitNow By Phone.
 - Increase the use of low-cost social media to promote QuitNow.
 - Increase the number of downloadable resources and decrease the number of products that are stored and mailed to health care providers.
 - Provide health authorities with print-ready files so they can customize and print the resources that they require.
- Explore opportunities to seek additional revenue streams through grant writing to funders with appropriate priorities.
- Ensure the protection of our clients' privacy by integrating legislation language into all contracts with service providers and update privacy impact assessments for services and initiatives.

Increasing Reach:

- Focus our promotional efforts to make better use of a limited budget by developing a one-year promotional plan.
- Launch an engagement campaign to increase quit attempts which makes use of social media that sustains new registrations throughout the year rather than over a limited time.
- Expand the Hospital Based Cessation Program and the QuitNow Live Pharmacist training by mobilizing current champions and using QuitNow Health Promoters and the QuitNow Live facilitator to provide training.
- Collaborate with the Canadian Cancer Society to engage employers in promoting QuitNow as the primary tobacco cessation service for the workplace.
- Continue to build the relationship and trust with Aboriginal communities within BC with face-to-face promotional events and targeted promotional resources.

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BC Lung Association

QuitNow Report

April 2012 – March 2013

Introduction:

The BC Lung Association receives a grant from the Ministry of Health to provide cessation services to British Columbians. The BC Lung Association has developed QuitNow, a provincial program, with the intent of supporting British Columbians in their quit attempt. The following report is an update of what has occurred between April 2012 and March 2013 for QuitNow. Included is an expenditure table which briefly describes QuitNow and where the grant was spent, highlighted initiatives, key successes, key challenges and the recommendations for the upcoming year.

In 2012/13, QuitNow required the support of several service providers. Overall, QuitNow is managed by Context Research; Phone service is supported by Sykes Assistance Services; Online and TEXT service is supported by Smallbox Inc.; graphic design is supported by Gravity Inc.; social media expertise is supported by Junction Inc.; and, resource distribution is supported by Rebel Communications.

Category	Description & Highlights	Expenditure
Core Services	<p>Online Service</p> <ul style="list-style-type: none"> The primary portal for clients and stakeholders to access the core services offered by QuitNow Content revisions, forum moderation, duplicate record management and issue management ensured that the Online service continued to engage the population in BC. <p>Highlights from 2012-2013</p> <ul style="list-style-type: none"> ❖ Launched refreshed website with Live Chat on April 30th ❖ Usability two-day workshop for QuitNow Team ❖ 4 individuals participated in Heuristic study of website. ❖ Report out of the Heuristic study of website by Leanne Currie and Jay Yeung of UBC to QN Team. All recommendations discussed by team and put on timeline for implementation ❖ E-cigarette & Quick Mist information added to the website ❖ Consultation with Smokers Helpline re: shortened registration ❖ Consultation with HC re: shortened registration and impact on evaluation ❖ Accelerate the work on decreasing barriers and improving user experience on web service including shortened registration, responsive web-design suitable for tablets and phones, simplified navigation and highlighting the most popular features 	\$242,000

Category	Description & Highlights	Expenditure
Core Services	<p>Phone Service</p> <ul style="list-style-type: none"> Tobacco cessation phone counselling serviced by Care Coaches and Care Coach Assistants 24/7 <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Initiated planning sessions for change in call process (Sykes) ❖ New reporting received ❖ PIA on Work from Home Initiative completed by Sykes ❖ New wording for evaluation question at Sykes is "Live" and sent to Health Canada to be included in the Information Sharing Agreement ❖ Approval to integrate new Aboriginal protocols into call process ❖ Information Sharing Agreement with Health Canada signed by Scott McDonald of BCLA and forwarded to Health Canada ❖ Revised information sharing agreement and data transfer protocol signed by Scott McDonald of BCLA and Health Canada ❖ SFTP site created by Sykes to facilitate the safe transfer of intake data to EKOS ❖ Meeting with Sykes staff to discuss call process progress report 	\$761,000

Category	Description & Highlights	Expenditure
Core Services	<p data-bbox="419 246 624 276">QuitNow By TXT</p> <ul data-bbox="469 285 1191 385" style="list-style-type: none"> <li data-bbox="469 285 1191 385">• A 14-week motivational text messaging service that can be accessed using a short code through a cell phone or through an online registration process <p data-bbox="518 393 844 423">Highlights from 2012/2013</p> <ul data-bbox="518 431 1191 1138" style="list-style-type: none"> <li data-bbox="518 431 1191 495">❖ Changed service provider from Evolution Health to Smallbox as a cost-saving measure <li data-bbox="518 504 1191 668">❖ Developed updated text messages based on findings from US Health & Human Services Text4Health Task Force which explored best practices and lessons learned from existing health text messaging programs. <li data-bbox="518 676 1191 776">❖ Developed additional polling questions for QuitNow By TXT program to increase interactivity of program for users <li data-bbox="518 785 1191 851">❖ Junction started implementing the promotion of TXT program using paid ads on Google <li data-bbox="518 859 1191 925">❖ Initial Ads campaign produced successful results. Further refining occurring to improve results <li data-bbox="518 934 1191 1000">❖ Increased promotions of short code to increase registrations via mobile <li data-bbox="518 1008 1191 1138">❖ Discussions with Smallbox to reduce the steps required to register via short code by eliminating double opt in step of 'accepting' the service. This will remove one more barrier to mobile registrations. 	\$20,000
Core Services	<p data-bbox="419 1151 657 1181">QuitNow Resources</p> <ul data-bbox="469 1189 1191 1400" style="list-style-type: none"> <li data-bbox="469 1189 1191 1289">• Development and distribution of branded resources that promote the core services and help smokers quit smoking <li data-bbox="469 1298 1191 1400">• Distributed through an online order form that is promoted to stakeholders and healthcare providers throughout the province <p data-bbox="518 1408 839 1438">Highlights from 2012/2013</p> <ul data-bbox="518 1447 1191 1902" style="list-style-type: none"> <li data-bbox="518 1447 1191 1476">❖ Revised the online order form <li data-bbox="518 1485 1191 1585">❖ Revisions of all material to reflect the new website and the Live Chat. Removed HBC information from promo brochure. <li data-bbox="518 1593 1191 1659">❖ Revisions to general fax referral form to reflect the VCH form used in HBC <li data-bbox="518 1668 1191 1798">❖ Team decided to proceed with cellphone holder; computer cleaner, Digimate, foldable water bottles and cost calendar for a limited run. Promotion of the TXT and online services will be the focus <li data-bbox="518 1806 1191 1872">❖ Moved forward with TXT and Online promotional tag lines after doing an online survey with stakeholders <li data-bbox="518 1881 1191 1902">❖ Development of new imagery of the Chinese 	\$150,000

	<p>promotional brochures</p> <ul style="list-style-type: none"> ❖ Printing of VIHA 8-1-1 poster run of 1000 ❖ Created a Tobacco Free Tuesday flyer ❖ Developed and printed a fax referral for VGH Emergency Department ❖ Revising QN promotional brochure ❖ Branding and standards guidelines ❖ Photo shoot to create an image library ❖ Thank you cards and envelopes printed 	
Increasing Reach	<p>Health Promoters</p> <ul style="list-style-type: none"> • 9 individuals were hired and trained to engage healthcare providers to make fax referrals to QuitNow and promote QuitNow to smokers in British Columbia. • Dental professionals, pharmacists, workplaces and First Nations communities were more heavily targeted for engagement this year <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Health Promoter training ❖ 47 First Nations events attended including the Aboriginal Diabetes Conference in Penticton ❖ 13 COPD/Lung Events (target of 10) ❖ 5 Pharmacist Training Events (target of 9) ❖ 15 Workplace Cessation Workshops (target of 25) ❖ 12 Municipalities planning tobacco strategies (target of 10) ❖ New Partnerships included: Woodland Hearing Clinic; Canadian Society of Respiratory Therapists; Discharge Planners; SFU Communication Department ❖ Strengthening Current Partnerships: NHA; Pfizer; MOA's; Carrier-Sekani Family Services; PSP COPD Share Care; Thompson River University; Sto:Lo Nation; BC Cancer Agency; IHA; CCS; VCH; VIHA and FHA ❖ Dental conferences attended: Thompson Okanagan Dental Society Conference and Trade Show; Mid Winter Dental Clinic in Vancouver; Camosun Dental Program; BC Certified Dental Assistant Association Provincial tele-presentation; Victoria & District Dental Society; Pacific Dental Conference 	\$382,500

Category	Description & Highlights	Expenditure
	<p>QuitNow Training</p> <ul style="list-style-type: none"> QuitNow provided training on workplace cessation, brief intervention and the fax referral to different target groups to increase the critical mass of cessation champions. <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Municipalities: Prince George; Regional District Central Kootenays; Nanaimo; Kamloops; Saanich; Penticton; Nelson; Langley and "The Langleys" and City of Surrey ❖ Large Workplaces: Columbia Breweries; Celgar Pulp & Paper; River Rock Casino; Camosun College; Translink; Overwaitea; Pacific Insight; Castlegar business group, TWG Canada ❖ Brief Intervention: BCIT Nursing Students; Douglas College CDA Students; Kikino Met Association; Sauteau First Nation; Nisgaa First Nations; Treaty 8 ❖ Pharmacists: Williams Lake; Quesnel; Nanaimo; Richmond; Nelson; Kamloops and pharmacists from surrounding areas 	<p><i>Health Promoter Budget</i></p>
<p>Building Relationships</p>	<p>HealthLinkBC 8-1-1 and BC Smoking Cessation Program</p> <p>Maintaining relationships with stakeholders with HealthLinkBC, and BCSCP.</p> <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Provided clarification re: quitline staff qualifications; use of 811 number instead of 1-877 # ❖ Several calls to clarify decreasing call volumes ❖ Plans for QuitNow Health Promoter to visit call centre with gifts for all Health Service Representatives 	<p><i>Health Promoter Budget</i></p>

Category	Description & Highlights	Expenditure
Communications and Promotion	<p>Social Media</p> <ul style="list-style-type: none"> QuitNow remains current with social media with a robust Facebook network and a steady Twitter following. The growth of daily monitoring, posting and tweeting required dedicated personal with specialized skills. QuitNow participated in several knowledge transfer events related to social media <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Use of HootSuite to help manage social media presence ❖ Transitioned to Sykes CareCoaches to moderate Facebook and Forum in order to integrate a consistent personality and tone ❖ Launch of the monthly Tobacco Free Tuesday Contest with contact to 85 Aboriginal organizations to promote ❖ Hired Junction for 3 months to develop a social media strategy, Quitspiration app and online ads to drive sign-ups ❖ Growth in Facebook “likes” surpassed the team’s targets in March ❖ Tobacco Free Tuesday Contest registrations were: Dec 2012: 400; Jan 2013: 1008; Feb 2013: 749; Mar 2013: 527; Apr 2013: 481. ❖ The biggest impact in registrations were noted on each day that a reminder newsletter was sent to over 10,000 QN database of clients 	\$135,500
	<p>Traditional Media</p> <ul style="list-style-type: none"> QuitNow launched a modest National Non-Smoking Week promotion in collaboration with Global Media <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ 30 second public service announcement aired 110 times from Dec 31, 2012-Jan 26, 2013 ❖ Drive traffic to Tobacco Free Tuesday ❖ How heards mentioning TV online for January was 123 and 9 for phone service ❖ The TV promotion had a slight benefit in driving people to Tobacco Free Tuesday 	\$26,500

Category	Description & Highlights	Expenditure
Programs	<p>Hospital based cessation program</p> <ul style="list-style-type: none"> This pilot project was a collaborative effort between QuitNow, Health Canada and the five health authorities to increase fax referrals to QuitNow by training bedside staff to do brief intervention and make referrals. Integrating the access of all core QuitNow services into the fax referral and adding the Interactive Voice Recognition technology was intended to provide a simple and cost effective process for referring discharged patients <p>Highlights from 2012/2013:</p> <ul style="list-style-type: none"> ❖ Completion of the HBC Evaluation Report ❖ Delayed implementation at the direction of the Ministry 	\$11,600
Monitoring & Improvement	<p>Evaluation</p> <ul style="list-style-type: none"> QuitNow's Evaluation Framework was used as a reference for integration of evaluation and monitoring of programs <p>Highlights 2012/2013:</p> <ul style="list-style-type: none"> ❖ Evaluation Framework completed ❖ QuitNow & WIN Evaluation Report Completed ❖ Signed Information Sharing Agreement, Data Transfer Agreement and successfully transferred data to Health Canada and EKOS to begin the follow-up survey work of the Quitline ❖ Completion of the analysis of the QuitNow & WIN Promotional Survey ❖ Created an Online Survey to be used monthly for the Tobacco Free Tuesday Contest 	\$5,500
	<p>Research</p> <ul style="list-style-type: none"> QuitNow is asked regularly to sponsor, collaborate or support research related to tobacco cessation. <p>Highlights from 2012/2013</p> <ul style="list-style-type: none"> ❖ Included Dr. Joan Bottorff in Health Promoters training ❖ Provided support to Dr. KaWai Cheung at VGH Emergency Department related to study that includes the effectiveness of the Quitline ❖ Borrowed the expertise of Leanne Currie and her student for Heuristic study of the QuitNow website ❖ Collaborating with Northern Health on an intervention study on Stop Smoking Before Surgery 	\$8,500

Category	Description & Highlights	Expenditure
Legal and Privacy	Legal & Privacy <ul style="list-style-type: none"> QuitNow consults with legal and privacy experts to ensure the services exceed legal and privacy requirements. Highlights from 2012/2013 <ul style="list-style-type: none"> ❖ Privacy Impact Assessment (PIA) completed for Live Chat ❖ Legal opinion regarding ownership of the QuitNow website content ❖ Update of PIA for Sykes regarding the use of Care Coaches doing work from home. ❖ Legal review of Information Sharing Agreement and Data Transfer Protocol Agreement for the Health Canada evaluation ❖ Legal review of the rules and regulations for Tobacco Free Tuesday 	\$28,330
	BC Lung Administration Fees	\$237,329
	Total (including administration)	\$2,008,759

Summary 2012/13 Revenue and Expenses

2012/13 Revenue	Revenue Totals	Expenditure Totals
Deferred Revenues 2011-12 FY	\$66,414	
2012/13 Grant	\$2,100,000	
Transfer under agreement from Health Canada	\$273,294	
Transfer from PSA funds (text program, evaluation registrant costs)	\$48,422	
Total Revenue	\$2,488,130	
2012/13 Expenditures (from tables above)		\$2,008,759
	\$479,371	
Carry forward 2013/14 fiscal year		

BC Lung Association QuitNow Final Report

April 2013 – March 2014

Introduction: The BC Lung Association receives a grant from the Ministry of Health to provide cessation services to British Columbians. The BC Lung Association has developed QuitNow to support British Columbians to quit smoking. This report outlines activities that have occurred between April 2013 and March 2014.

In 2013/14, QuitNow required the support of several service providers. Overall, QuitNow is managed by Context Research; Phone service is supported by Sykes Assistance Services; Online and TEXT service is supported by Smallbox Inc.; graphic design is supported by variety of sub-contractors; social media expertise is supported by Junction Inc.; resource distribution is supported by Rebel Communications, and evaluation/analytics by Feltracco Consulting and SR Innovations.

Category	Description and Highlights for 2013/2014	Budget	Expenditure
Core Services	Web Service <ul style="list-style-type: none"> The primary gateway for clients to access the core services and tools offered by QuitNow. Includes: My Quit Centre homepage, Interactive Quit Plan, Expert Chat service, Quit Coach Moderated Forum, Quit Stats Tracker, Personalized Milestone Certificates, Text and Video Stories, Downloadable resources, Directory of Local Programs and an Online Order Form for print material Highlights 2013/2014 <ul style="list-style-type: none"> ❖ Shortened registration finalized in April 2013 ❖ Launched refreshed website and new navigation May 2013 ❖ Launched the online referral form for healthcare providers June 2013 ❖ Partnered with the Harmonization Project in the North to add Stop Smoking Before Surgery content onto the website ❖ Completed an audit on conversions for subscriptions ❖ Revised My Quit Centre to improve subscriptions Sept 2013 ❖ Launched another revision of the registration on Dec 11, 2013 ❖ Partnered with UBC on QuitNow Men's microsite (pilot development to June 2014 and then launch January 2015) 	\$300,000	\$286,070
	Phone Service <ul style="list-style-type: none"> Free tobacco cessation phone coaching serviced by Care Coaches or Assistants 24/7. Offered to all smokers in BC. Clients can access the phone service by calling 8-1-1 or 1-877-455-2233, registering through www.quitnow.ca or receiving a proactive call after a referral from their healthcare provider. Extra budget is assigned to the phone service in order to cover any unexpected call volume. Highlights 2013/2014 <ul style="list-style-type: none"> ❖ Extracted intake data from the Care Coach application in order to begin the Health Canada evaluation of the Quitline May 2013 ❖ Integrated CareCoaches into Community Forum and Facebook moderation September 2013 ❖ Launched the expanded 8-call service with interactive voice response technology in November 2013. This was done in consultation with the North American Quitline Consortium and Health Authorities 	\$850,000	\$523,030

Category	Description and Highlights from 2013/2014	Budget	Expenditure
Core Services (cont.)	Text Service <ul style="list-style-type: none"> A 14-week motivational text messaging service that can be accessed using a short code through a cell phone or through an online registration process. Highlights 2013/2014 <ul style="list-style-type: none"> ❖ The text service has seen a healthy growth in registration since the changes were made to improve the profile of the subscription section ❖ Discussions to develop targeted programming for 2014/2015 	\$100,000	\$20,150
	Resource Development & Distribution <ul style="list-style-type: none"> Development and distribution of branded resources that promote the core services and help smokers quit smoking. Distributed through an online order form that is promoted to stakeholders and healthcare providers throughout the province Extra budget is assigned for resource distribution as the volume of online orders can't be accurately predicted from one year to another. Highlights 2013/2014 <ul style="list-style-type: none"> ❖ Completed the QuitNow Branding Guidelines to assist with the development of a consistent look and feel for QuitNow ❖ Created the QuitNow PowerPoint Presentation template ❖ Created the rack card, general business, General Smart Step, Youth Smart Steps and the Aboriginal Smart Steps to align with new Branding Guidelines ❖ Translated rack cards in a downloadable format ❖ Revised the retractable banners to align with the new rack cards 	\$326,000	\$256,840

Category	Description and Highlights for 2013/2014	Budget	Expenditure
Increasing Reach	<p>Health Promoters</p> <ul style="list-style-type: none"> Health Promoters are locally contracted personnel who can increase the reach of QuitNow throughout the province by making personal contact with healthcare providers, employers, pharmacists, Aboriginal communities and tobacco stakeholders. <p>Highlights for 2013/2014</p> <ul style="list-style-type: none"> ❖ Reached 70% of pharmacies in BC with information about QuitNow (724 of 1035) with 607 in-person visits of which 255 disclosed they had never heard of QuitNow ❖ Reached dental health professionals through six lunch & learn office visits and spoke with 280 of the 12,700 attendees at the annual Pacific Dental Conference (either at the exhibit table or in one of the sessions). Working with the UBC Dental Clinic to integrate QuitNow referrals into the clinic ❖ Made personal contact through the delivery of thank you card and recognition certificates to more than 75% of those who have previously referred to QuitNow. 377 certificates and thank you cards delivered with 152 of them hand-delivered ❖ Reached more than 55 Aboriginal health representatives/organizations through meetings/presentations/exhibits throughout the province ❖ Responded to an increase demand for service in remote communities which are resource intensive <p>Health Promoters: Workplace Cessation Workshops</p> <ul style="list-style-type: none"> Health promoters will continue to facilitate Workplace Cessation Workshops with large employers and municipalities to help them develop a workplace tobacco cessation plan that integrates a process for referring to QuitNow as a key component. Human resource personnel are the target group for the workshops. <p>Highlights for 2013/2014</p> <ul style="list-style-type: none"> ❖ Completed workplace Cessation workshops/presentations/meetings with 32 municipalities throughout the province ❖ Completed workplace cessation workshops/presentation or meeting with more than 25 different medium to large organizations. The sectors included: education, hospitality, oil/gas, telecommunications, health, shipping, insurance, and grocery <p>Health Promoters: QuitNow Pharmacist Training</p> <ul style="list-style-type: none"> QuitNow will continue to reach and train pharmacists to make referrals to QuitNow using the fax referrals. <p>Highlights for 2013/2014</p> <ul style="list-style-type: none"> ❖ Reached new communities with Pharmacist training included: Cranbrook, Nanaimo, Victoria, Abbotsford, Squamish ❖ Launched webinar booster sessions for pharmacists trained by QuitNow or the Catalyst program ❖ Completed nine QuitNow Pharmacist Training sessions ❖ Encouraged other healthcare providers to participate when capacity was available 	\$400,000	\$462,430

Category	Description and Highlights for 2013/2014	Budget	
Increasing Reach (cont.)	<p>Health Promoters: Leveraging Partnerships</p> <ul style="list-style-type: none"> QuitNow can increase reach to more smokers by leveraging our stakeholder partnerships. HealthLinkBC, Canadian Cancer Society's Wellness Fits Program, researchers, hospitals and Regional Collaboratives are examples. <p>Highlights 2013/2014</p> <ul style="list-style-type: none"> ❖ Presented to the BC Medical Association Prevention Committee ❖ Reached out 50% of the Divisions of Family Practice in the province ❖ Worked closely with the Northern Harmonization Committee on the Stop Smoking Before Surgery Project ❖ Connected with Aboriginal leadership within the First Nations Health Authority to facilitate connection with local Hub coordinators and health directors ❖ Worked closely with the Canadian Cancer Society through regular meetings to ensure small to large workplaces had support to integrate tobacco cessation into their wellness plans ❖ Partnered with UBC researchers in developing the QuitNow Men's Website ❖ Supported the champions with RebalanceMD Clinic to integrate tobacco cessation into their clinic ❖ Presented to all the Health Service Representatives at HealthLinkBC to encourage ongoing referrals to QuitNow ❖ Facilitated regular teleconference updates for provincial stakeholders 		
	<p>Social Media and Communications</p> <ul style="list-style-type: none"> Use social media venues and other communications strategies to engage with and expand reach to British Columbians who struggle with their tobacco use. <p>Highlights 2013/2014</p> <ul style="list-style-type: none"> ❖ Completed an Analytics Dashboard in collaboration with an analytics consultant ❖ Shared findings about Facebook at the National Conference, with the Ministry of Health staff and with provincial stakeholders ❖ Reached over 11,000 likes on the QuitNow Facebook page ❖ Launched a successful Facebook Selfie Contest in February ❖ Continued with the monthly Tobacco Free Tuesday Contest with 4580 entries with an average of 380 per month ❖ Received an average of 2 media opportunities per month as a result of the profile of BC Lung as a leader in tobacco cessation (e-cigarettes, flavoured tobacco, NNSW) 	\$250,000	\$188,050

Category	Description and Highlights for 2013/2014	Budget	Expenditure
Quality Assurance	Evaluation, Monitoring & Privacy <ul style="list-style-type: none"> In order to provide a quality service for smokers and other tobacco cessation stakeholders in BC, QuitNow integrates privacy protection, measurable metrics and evaluation into all initiatives Highlights 2013/2014 <ul style="list-style-type: none"> ❖ Developed Analytics Dashboard for Facebook ❖ Finalized Google Analytics Dashboard for QuitNow.ca ❖ Surveyed Facebook participants for greater insight ❖ Surveyed Pharmacy Training Participants for greater insight ❖ Supported the evaluation work being done by EKOS on behalf of Health Canada ❖ Monitored privacy issues on a monthly basis ❖ Monitored monthly targets for registration to the services 	\$70,742	\$38,150
Admin	BC Lung Administration Fee (includes grant and Health Canada contributions)		\$225,046
TOTAL	Total Expenditures		\$1,999,766

Summary 2013/14 Revenue and Expenses

2013/14 Revenue	Revenue Totals	Expenditure Totals
Deferred Revenues from previous year	\$551,195	
2013/14 Grant	\$2,100,000	
Health Canada Additional calls/on-line requests (transfer under agreement from Ministry of Health invoicing Jul + Nov 2013)	\$150,465	
PHSA-Stop Smoking Before Surgery reimbursement	\$2000	
Total Revenue	\$2,803,660	
2013/14 Expenditures (from tables above)		\$1,999,766
Carry forward for 2014/15 fiscal year	\$803,894	
Commitments to the end of June 2014		\$550,000
Remainder for July 2014-March 31, 2014	\$253,894	

Smoking Cessation Utilization Summary

NOTE: 2011 = September 30 to December 31
2012 starts January 1/2012

Number of Distinct Client Counts

Type	Year 2011	2012	2013	2014	2011-2012	2012-2013	2013-2014	2011-2013	2012-2014
NRT	33,830	58,544	44,106	18,391	79,963	87,363	54,003	106,045	95,235
Rx	19,219	35,922	27,090	11,950	46,669	52,983	33,766	62,550	58,442

Number of People using more than 1 Smoking Cessation Option

	2011	2012	2013	2014
# of people using PATCH AND GUM	1,181	2,297	1,710	615
# of people using PATCH AND PILL	681	2,566	1,570	289
# of people using both GUM AND PILL	166	669	424	101
# of people using GUM, PATCH AND PILL	42	132	108	17
Total People using more than 1 Option	2,070	5,664	3,812	1,022

12 Week Stats: Based on first service date to first service date + 84 Days

Values	YEAR_ 2011	2012	2013	2014
# of people filling 3 times within 12 wks	10,322	17,087	14,659	6,228
# of people filling 4 times within 12 wks	2,108	2,258	1,739	824
# of people filling 5 times within 12 wks	628	682	548	276
# of people filling 6 times or more within 12 wks	322	492	391	196
# of people completing 12 Week Supply	13,380	20,519	17,337	7,524
# of people not completing Supply within 12 weeks	38,562	60,501	43,944	21,641
TOTAL PCARE Cost for people not completing 12 week Supply	\$ 3,433,530	\$ 5,377,393	\$ 3,879,477	\$ 1,767,413

Year Stats: Based on Stats over the Year

Values	YEAR_ 2011	2012	2013	2014
# of people filling less than 3 times within the year	38,572	61,949	44,992	21,751
# of people who filled 3 times within the year	10,385	19,215	16,376	6,431
# of people who filled 4 times within the year	2,166	4,158	3,173	987
# of people who filled 5 times within the year	678	2,094	1,656	395
# of people who filled 6 times or more within the year	359	3,683	2,897	370
# of people using supplies within the year	52,160	91,099	69,094	29,934

Special Authority Extentions

Values	YEAR_ 2011	2012	2013	2014
Special Authority Extention for extra 1-10 Days	36,678	35,008	27,622	13,421
Special Authority Extention for extra 11-30 Days	14,916	2,326	1,943	1,750
Special Authority Extention for extra 31-100 Days	554	5,188	3,712	2,999
Special Authority Extention for extra 101-200 Days	6	12,379	3,042	1,343
Special Authority Extention for extra 201-300 Days	-	10,827	2,745	163
Special Authority Extention for extra 301-400 Days	-	11,279	1,145	400
Special Authority Extention for extra 401-500 Days	-	3,026	3,186	587
Special Authority Extention for extra 501-600 Days	-	2,518	5,190	20
Special Authority Extention for extra 601-700 Days	-	2,072	4,191	30
Special Authority Extention for extra 701-800 Days	1	2,807	4,046	455
Special Authority Extention for extra 900+ Days	5	2,681	11,718	6,054

NOTES

- Year Stats: Based on Stats over the Year
- Reflects total number of people using the program per year
 - Some people are using the program in both years; these people are included in the counts for each year he/she participates in the program

2011-2014	Repeat Clients						
	2011-2012	2012-2013	2013-2014	2011-2013	2012-2014	2011-2014	
	113,272	12,411	15,287	8,494	30,435	25,806	41,599
	67,713	8,472	10,029	5,274	19,681	16,520	26,468