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<https://youtu.be/xk9f29eWleY>

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Quash: a behavioural approach to youth vaping and smoking cessation



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The Lung Health Foundation is the leading health charity dedicated to improving lung health for Canadians.



Learning Objectives

- Summarize the current landscape of vaping and smoking among Canadian youth.
- Describe the research, development and co-design of the Quash program.
- Describe the overview of the Quash program, key features and intended outcomes.
- Discuss opportunities in using the Quash program in combination with existing programming.



How are you feeling today?



What geographic area does your organization cover?

What we already know:

- Smoking is a public health epidemic.
- The majority of adults who are regularly smoking, started using tobacco before the age of 18.
- The vaping crisis: vaping rates increased by 238% from 2014-2018, among students in grades 9-12 in Ontario.
- Research shows us that vaping is harmful.
- Association found between smoking and vaping, showing that young people who vape have an increased risk of subsequent smoking, and vice versa.
- Many young people perceive vaping as less harmful than smoking.

What else?

Many young people **WANT** to quit.

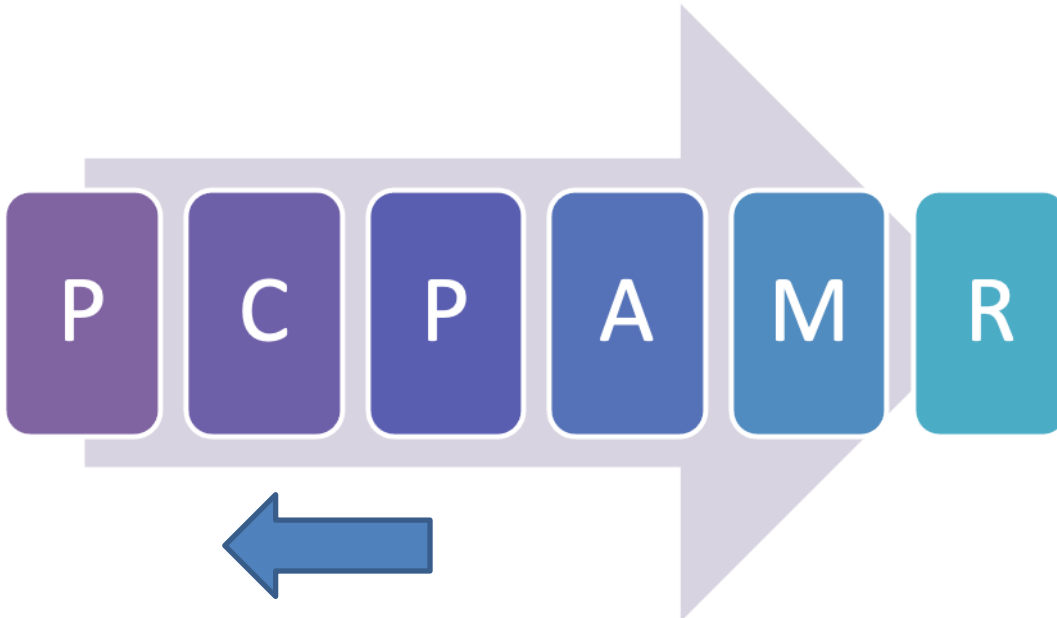


Q: What prompted the development of Quash?

A: A lack of cessation programming for young Canadians that is based in evidence.



Quash and the Stages of Change



OTRU's research in 2015

Smoking Cessation Interventions for Youth

Youth cessation programs should:

- Have appropriate and relevant content
- Use a presentation approach
- Consider accessibility, affordability, cost-effectiveness, and recruitment to optimize reach and impact
- Be based on cognitive-behavioural or motivational interviewing strategies, which have been shown to be effective

-
- Physical activity-based, school-based interventions, internet and mobile based cessation interventions are promising options to support youth in their progress to stop smoking.
 - Considerable evidence of the effectiveness of established programs such as Not On Tobacco (N-O-T).



- We received funding from Health Canada in 2019 to develop an online cessation intervention for youth based on the above mentioned and other considerations

Baseline data collection

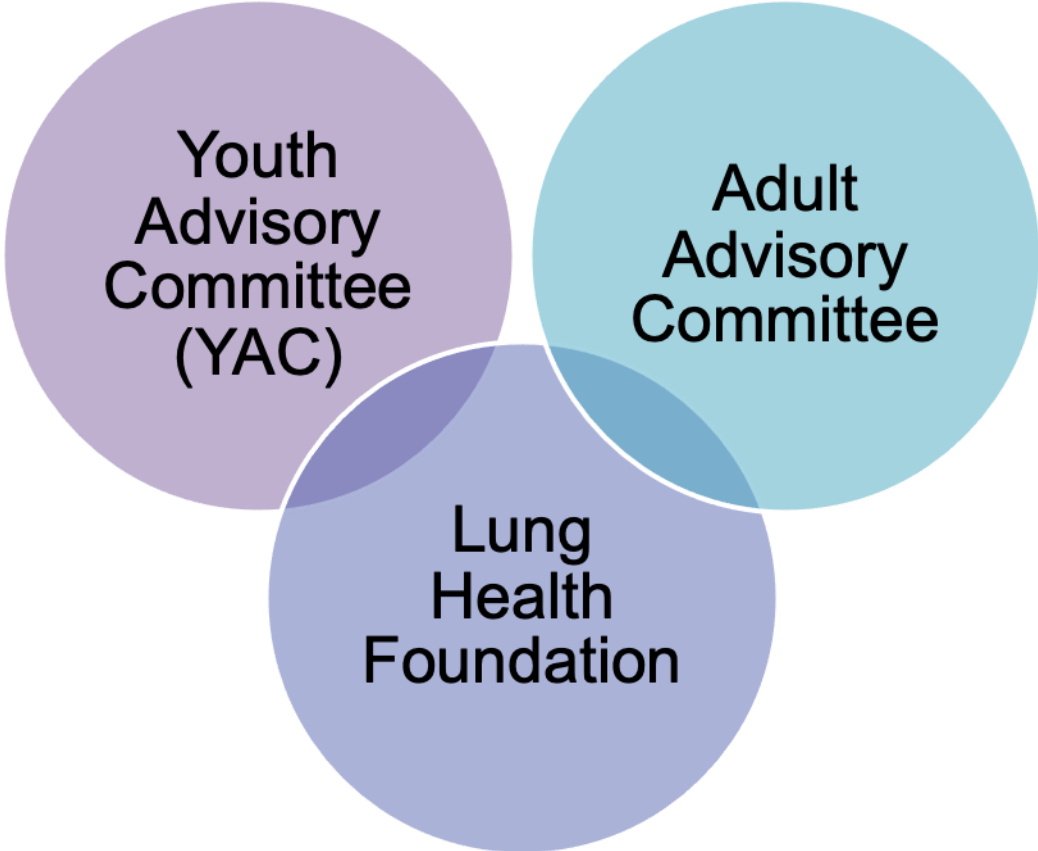
- Environmental scan and literature review
- Youth surveys
- Youth interviews
- Adult surveys
- Adult interviews



What are some of your pain points when it comes to implementing cessation programming with youth/young adults?



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Quash

Free

Online

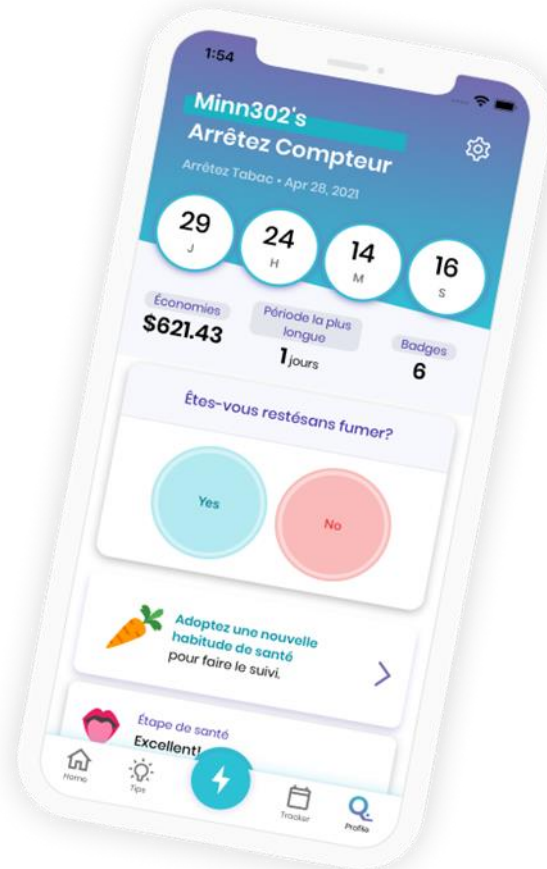
Multifaceted

Smoking and
Vaping
Cessation

Primary
Audience:
Youth (14-19)

Secondary
Audience:
Adults

The Quash App



The Adult Facilitator Training





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Quash



Adult facilitated
version (online or in-
person)



Self-directed program
for youth (Quash app)



The Quash Adult Facilitator Training Course

The Lung Health Foundation recognizes the importance of having standardized training for its program facilitators and has developed an online training course for adults interested in delivering the Quash youth smoking and vaping cessation program.

Online

Remote learning

Self-Guided

Your schedule, your pace

Free

Did we not mention that?



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Quash.

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EN ▾

[Why Quit?](#) [How It Works](#) [Adult Allies](#) [Resources](#)

A logical plan for quitting

Quash is a judgement-free app to help you quit smoking or vaping —the way you want!



[More about the app →](#)



quashapp.com



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QUIT VAPING!

Your lungs will
Thank You





Summary of Pilot Testing Results

Quash Pilot Testing

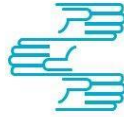
- Data on perspectives and experiences
- Sub-sample of youth who pilot tested the app (n=16)
 - Open-ended survey questions
 - Telephone interviews

What testers liked most about Quash

- **Tracking progress/success**
- **Motivation and support (e.g., badges and messages)**
- Interactive format
- Support button
- Linked videos
- Realistic goal setting



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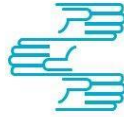
Generating knowledge for public health

Tracking progress & successes

“Definitely the counter like the ability to track how often I've held my strength for not smoking. I think even in the sense of bad habits that's something valuable to people when they're trying to remove it from their life and just knowing how long you've gone without it is something that will motivate you and kind of keep you more invested in your progress.”



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Generating knowledge for public health

Badges & motivational messages

"I loved those [badges] because I felt rewarded for quitting... It made me feel a bit better and when I relapsed instead of, like you know it didn't discourage me, it kept me on my feet, it gave me a good inspirational message, asked me a few questions... people want to go for something, they can be successful and having little badges and little icons as little as they are, they can mean so much to a person."

Suggestions for improving Quash

- Simplify experience (reduce features/questions at registration)
- Function, navigation and layout
- Notifications
- Mini games
- Visual portrayal of tracking results
- Buddy system for support
- Widgets to track smoking/vaping
- Support for quitting cannabis use

Pilot testing the Facilitator Training Program

- Sample of adults who pilot tested the training (n=16)
 - Feedback surveys
 - Telephone interviews
- Clinical settings (respiratory/lung health), commercial tobacco control, cessation, health promotion, youth

Key Strengths

- Practical evidence-based information
- Fills a gap in youth-focused cessation programs
- Comprehensive facilitator guide/toolkit
- Online format
- Downloadable resources

“This is a much-needed program relevant especially now given limited ability to gather for on-site group courses during this COVID pandemic...”

Suggestions for improvements

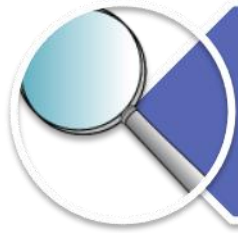
- Content:
 - Vaping
 - How to use NRT with young people
 - Developing action plans
- Customization- different levels/types of experience
- Information upfront about the Quash program
- More interactive activities
- Improve navigation (e.g., visual cues)
- Realistic timeframes- modules, facilitating Quash



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Uncover problems in the design



Discover opportunities to improve the design



Learn about users behaviour and preferences

Usability Testing

Summary of the UX testing results

Registration

Prompts

Integration

Onboarding Tutorial

Cravings

Card-based dashboard



Who can become a Quash Facilitator?

Caring allies can play a key role in supporting youth to quit smoking or vaping. Successful programs require facilitators who are genuinely interested in supporting young people with their cessation goals. An adult ally can make concepts come alive for Quash program participants.

What You'll Learn

- The Lung Health Foundation's e-module training course will equip facilitators with the knowledge and skills needed to effectively deliver the Quash program over seven sessions. Deliver it online or in person!
- Evidence-based information on the health and psychosocial risks associated with smoking and vaping among youth
- Promising practices in smoking and vaping cessation for youth using the Stages of Change, Social Cognitive Theory and other effective behaviour change intervention strategies
- Best practices in youth engagement and youth positive development
- Practice strategies and facilitator toolkits to support facilitators help youth with their cessation goals



Then What?

Be ready to help youth quit for good!

Once you have completed the Quash training, you will have the skills to deliver the program online or in-person.

The preferred delivery format is with small groups of youth. Some youth may prefer one-on-one sessions and the program can be adapted to accommodate this need. Some ideal locations for delivery are: school settings, community-based settings and/or clinical settings.

Quash can be combined with NRT, Counselling, School Programs and more!



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Evaluation of Quash and the Facilitator Training Program

Evaluation of Quash

- Eligibility:
 - 16-19 year olds
 - Register for Quash from May 31 - Sep 30, 2021
 - Consent to participate in evaluation study
- Surveys:
 - Baseline survey
 - 30-day follow-up survey
 - 6-month follow-up survey
- Telephone interviews



Quash Evaluation Outcomes

- Increased knowledge and skills
- Access to social and physical supports
- Reduced barriers
- Increased motivation
- Changes in dependence, consumption, quit attempts, sustained quits
- Increased self-efficacy (confidence to quit/stay quit)
- Improved self-reported general health, mental health, stress
- Positive experience and satisfaction with program/features
- Experiences with quitting

Evaluation of the Facilitator Training Program

- End-of-Training Survey
- 6-month follow-up survey
- Telephone interviews

Quash Facilitator Training Outcomes

End-of-Program Survey

- Knowledge/skills
- Intention to use knowledge/skills
- Access to social/physical supports
- Motivation and self-efficacy
- Experience and satisfaction

Follow-up Survey:

- Reduced barriers for implementing youth cessation programs
- Used knowledge/skills to support youth to reduce/quit
- Integrated Quash into cessation supports offered to youth



How can you use Quash in your practice?

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Questions?



Thank You!

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