

STOMP – Stop Smoking Over Mobile Phone

version 1.4

Smoking is the single largest preventable cause of disease and premature death. Among teens worldwide (aged 13 to 15), about 1 in 5 smokes, and evidence shows that around 50% of those who start smoking in adolescent years go on to smoke for 15 to 20 years. Whether you are an employer, health promotion agency, hospital or health provider, STOMP enables you to help stop this cycle.

STOMP (**ST**op smoking **O**ver **M**obile **P**hone) is a text message-based smoking cessation service. STOMP sends smokers trying to quit a series of customized text messages on their mobile phones over a 26 week period to help them quit smoking. STOMP can be a value-added enhancement to your existing smoking cessation services or a mechanism to develop an entirely new service offering. It augments other treatments with a mobile offering and enables you to enhance your market penetration. STOMP also positions you as a leader in your field, enabling you to use mobile technology to contribute to the well being of the population.

Providers Can Empower Smokers to Quit

STOMP is clinically proven and offers providers a new way to help smokers quit by being relatively inexpensive, personalized, and age appropriate. Target users of STOMP include teens, post-cardiac surgery patients, and hard-to-reach groups. It is easily delivered across wide geographic areas, benefiting from the fact that mobile phones are with the person for most of the day. STOMP gives you the ability to empower smokers to quit by:

- Enabling them to be a stakeholder in their own well being
- Acting as a reminder that they want to give up smoking
- Providing distraction and motivation to help them stop smoking

Enabling Providers to Offer Intervention via Mobile Phones

STOMP gives you the ability to provide participants with consistent smoking cessation support through various intervention techniques delivered to their mobile phones, including:

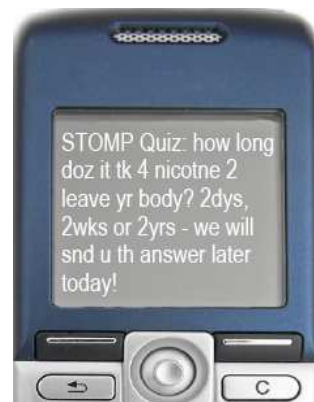
- **Personalized Cessation Support** – Text message content tailored to the target participants.
- **Quit Tips** – Consistent and helpful text messages reminding the participant of the overall goal to quit.
- **Smoking Facts** – General fact text messages that help reinforce smoking cessation.
- **Craving & Slip Up Support** – Text message content for participants craving a cigarette, or who have accidentally smoked a cigarette, that helps them beat cravings and get them back on track.
- **Polls** – As a way of adding distraction and interest, providers can conduct text message-based polls where participants can text their answers and then view results.
- **Relapse Program** – A 4-week intensive program which participants can enroll in if they start smoking again, but still want to try to quit.

Clinically-Proven Program Doubles Quit Rates

STOMP was developed by the Clinical Trials Research Unit (CTRU) at the University of Auckland, New Zealand. It was tested in a randomized-controlled trial of over 1700 participants throughout New Zealand, which found the intervention to show a two-fold increase in self-reported quit rates at six weeks (28 percent compared to 13 percent). The results were consistent across subgroups defined by age, sex, income level, and geographic location.

Award Winner

In 2008 STOMP was awarded the Telecommunication Users Association of New Zealand (TUANZ) Award for Innovation in Health. STOMP received the accolade as the best telecommunications product or application contributing to health outcomes.



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STOMP enables you to extend your existing cessation support services by automatically sending messages to participants, as well as processing and responding to their text messages. The service runs on the Health Messaging Engine which can be tailored to a variety of scenarios and integrated with other public health services and campaigns.

Core Program & Message Rates

Once participants sign up for the STOMP program, they begin to receive their scheduled program text messages the next day, tailored to their demographic profile and culture.

Each program stage has a predetermined number of messages participants receive per day. While the structure of the program cannot be changed, the message window is configurable by the customer.

Technology

STOMP requires minimal client technology. Participants only need the most basic mobile phone with SMS text messaging capability. Program registration can be completed via the internet or phone call. Participants simply sign up for the service by texting “Join” or a designated variation to the nominated shortcode. They then visit your website or call a toll-free number to complete registration. Our delivery team works closely with you to establish the program registration mechanism, and set up requirements, administrative privileges and reports.

STOMP has been developed as an Internet-based application so that program administrators can manage the entire service from a web browser.

Key Program Functionality

STOMP offers providers the following three key areas of functionality:

- **Smoking Cessation Service** – Facilitates the automatic sending and receiving of personalized and culturally-tailored cessation text messages between participants’ mobile phones and the STOMP program.
- **Administration Portal** – Enables the management of and reporting on the STOMP program.
- **Participant Portal** – Allows participant enrollment, profile and STOMP program management.

Licensing

Product licensing is typically based on participant enrolment volumes and targets.

Implementation and Delivery

Program functionality is supported by three delivery components that are scoped prior to delivery:

- **Text Message Content** – Text messages may require customization for specific markets. This includes both smoking cessation expertise and text messaging language expertise relevant to that target market. This can either be completed by the smoking cessation service provider or a HSAGlobal partner.
- **SMS Gateway and Shortcode Service** – This service is usually provided by a HSAGlobal partner. It manages the flow of text messages to and from participants and the STOMP solution.
- **Solution Hosting** – HSAGlobal’s partner hosts the STOMP solution and all of its components, allowing providers to focus on their participants, not the technology.

What Our Customers Are Saying

STOMP is being used by the New Zealand government-funded agency The Quit Group for its nationwide service, branded Txt2Quit. Txt2Quit is integrated with the Quit Group website, the Quitline contact centre and their client database. Participants can “opt in” or “opt out” at any time; while in the program they receive supportive texts and prompts to help them through their quitting journey. Organizers expect 3,500 smokers to use the program.

Mohave County Arizona Department of Public Health is the first health provider in the USA to roll-out STOMP. Mohave County Department of Public Health will use STOMP in a pilot project to reach 300 young smokers, and will enroll high school students caught smoking into the service as a form of youth diversion instead of suspending them from school. “Using mobile phones to stop smoking, we hope will engage the hard-to-reach and at-risk groups like young adults in a way that suits them,” says Susan Williams, Mohave County Tobacco Use Prevention Program Coordinator. “Quitting tobacco is a very personal and uphill battle to overcome a powerful addiction. Using a text message program allows participants to receive cessation messages at their fingertips throughout the entire day when the participant needs it the most.”

For more information, contact HSAGlobal or your local Service Provider today.