

Quit Stop Wirral – ‘Lost to follow up’ evaluation

Key Findings Summary

Prepared by Lake Market Research

12TH May 2011

Background & Approach

BACKGROUND

- NHS Wirral is undertaking a continuous evaluation of the social marketing intervention, to explore its effectiveness, accessibility, appropriateness and impact from a service user, non-user and service provider perspective.
- Thus far, the intervention has attracted 3,500 named registrations. Registrations often speak very favourably of the programme and in a recent survey of service users, 44% said they had successfully quit as a result of the service. Two key problems with the programme currently exist:
 1. Over a third of the QSW registrations have been 'lost to follow-up' and are as such **uncontactable**;
 2. Only 12% of the registrations are showing quit attempts on the online database but quantitative evaluation suggest this figure is significantly higher
- As a result, it is unclear how successful the programme actually is and the valuable database is not being optimally used in terms of encouraging people to re-engage with the service or maintain quit attempts.

APPROACH

- Against this background NHS Wirral commissioned Lake Market Research to undertake a programme of insight and development work to identify the issues with the database, cleanse and clarify the database where possible and provide input into an on-going CRM strategy to both encourage and sustain more quit attempts.
- Specifically NHS Wirral required:
 1. Database exploration and contact management to understand why so many registrations are lost to follow up, or unclassified;
 2. Segmentation of lost to follow-up registrations (logistically and attitudinally);
 3. Contacting, cleansing and clarification of registrations (i.e. reduction in 'unknown' status)

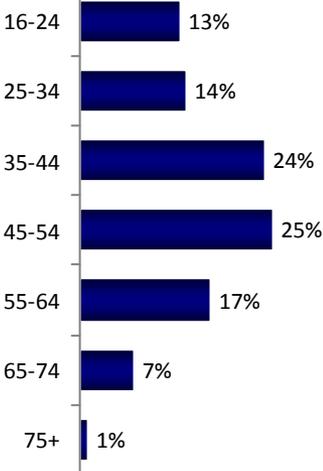
Service User Profile

A summary of the demographic profile of the 'unknown' service users is as follows:

GENDER



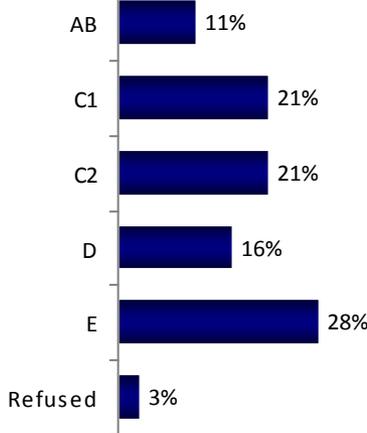
AGE



WORKING STATUS



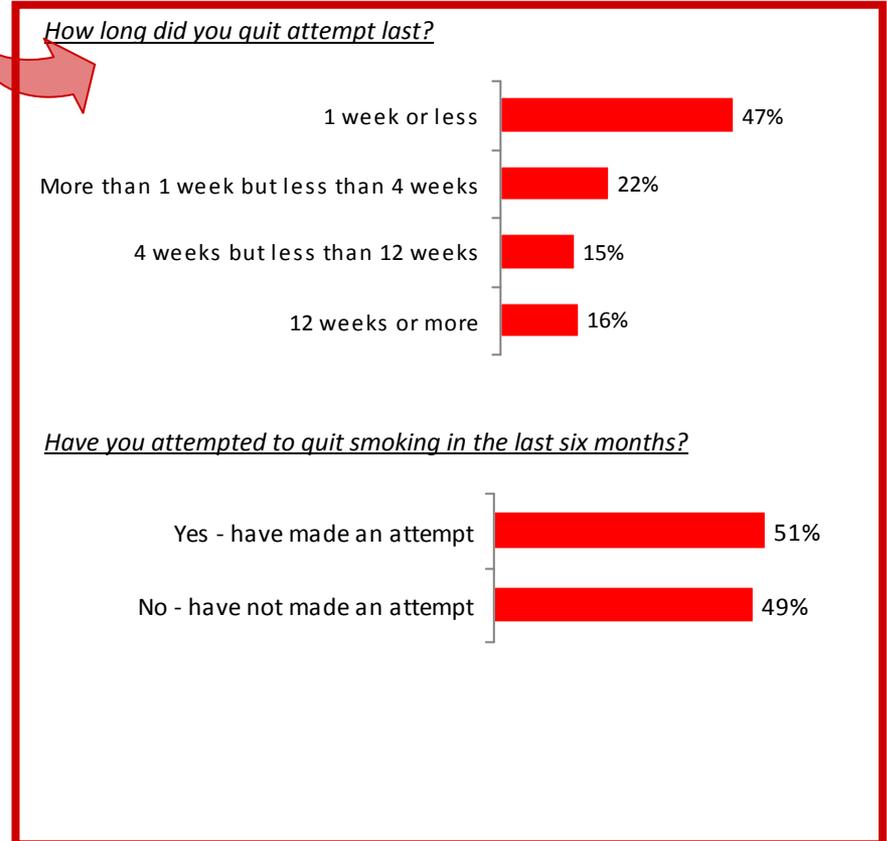
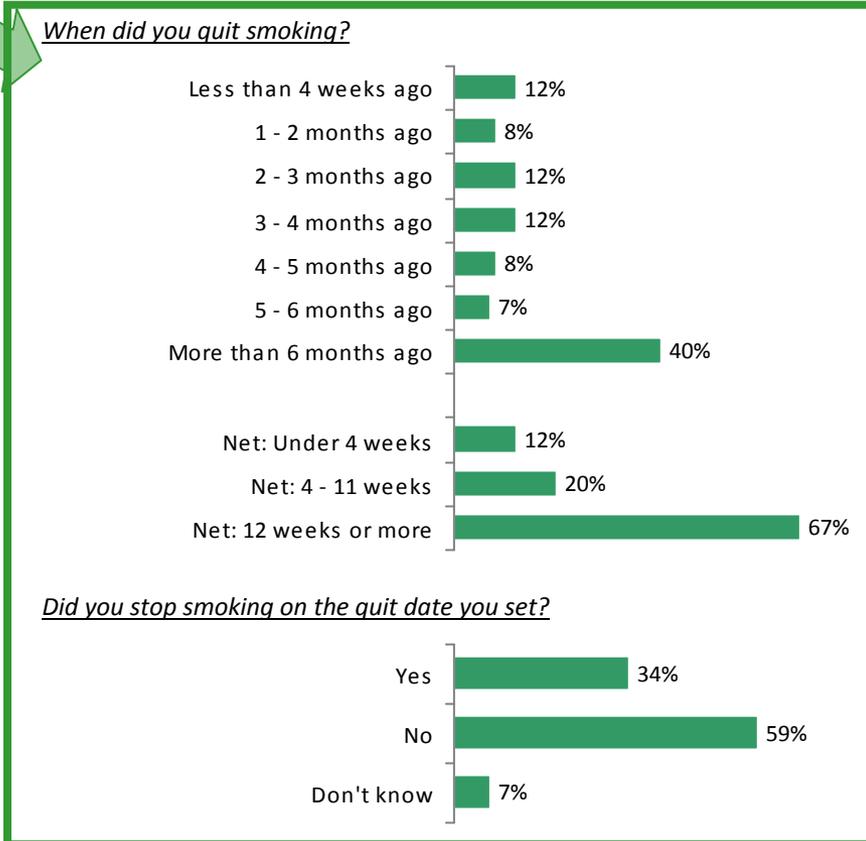
SOCIAL CLASS



Smoking Status

Just under a quarter have quit smoking. Dates of successful quits vary considerably and only 34% were on the quit date set. Just under half of users interviewed have made a quit attempt since registering, but 29% haven't made any quit attempts. Only half of non smokefree service users have made a quit attempt in the last six months.

I have quit smoking	Not Smokefree (net)	Not Smokefree (Made an attempt, now smoking)	Not Smokefree (Haven't make an attempt)
24%	77%	48%	29%



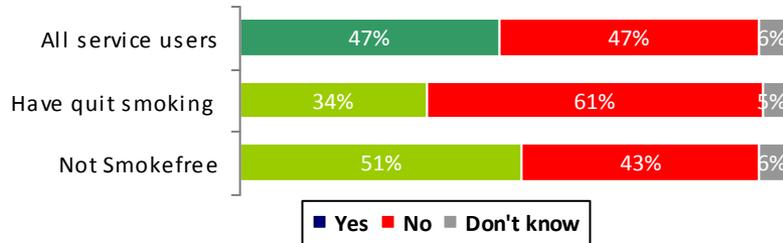
Awareness of & interest in Asda vouchers

Just under half were aware of the chance to win Asda vouchers when signing up to the campaign. Of those aware, only 47% knew that they needed to register their status to be entered into the prize draw. Just over two thirds unaware that they need to register their status claimed that entry would encourage them to update them with their smoking status.

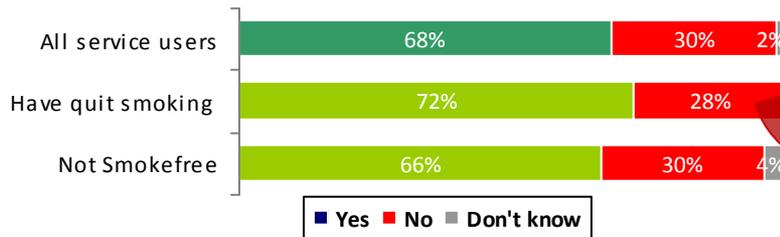
Were you aware of the chance to win Asda vouchers when signing up to the campaign?

Yes	No
49%	51%

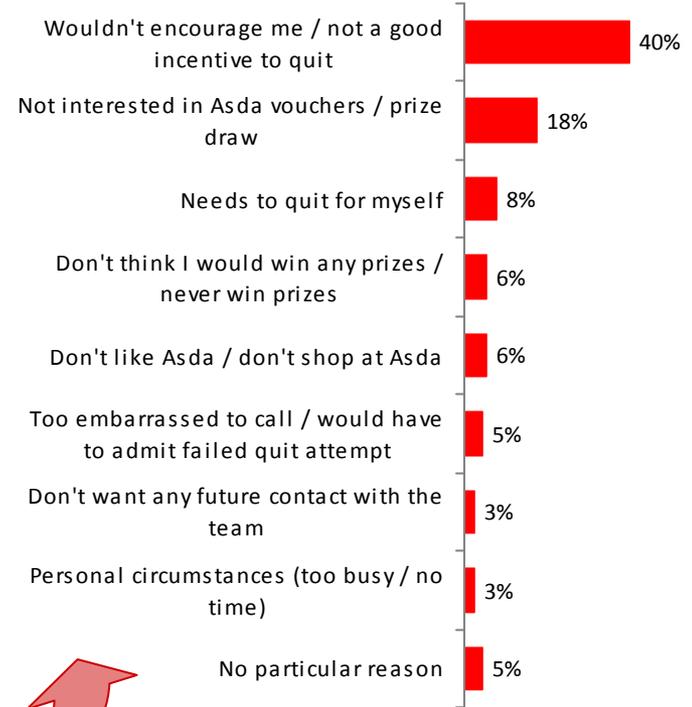
Did you know that you need to register your smoking status with the stop smoking team in order to be entered into the prize draw to win Asda vouchers?



Would entry into a prize draw to win Asda vouchers encourage you to update the stop smoking team with your smoking status?



Can you briefly describe why it wouldn't encourage you to update the stop smoking team with your smoking status?



'It just wouldn't encourage me being put into a little prize draw. I do want to quit but things like this I wouldn't be interested in.'

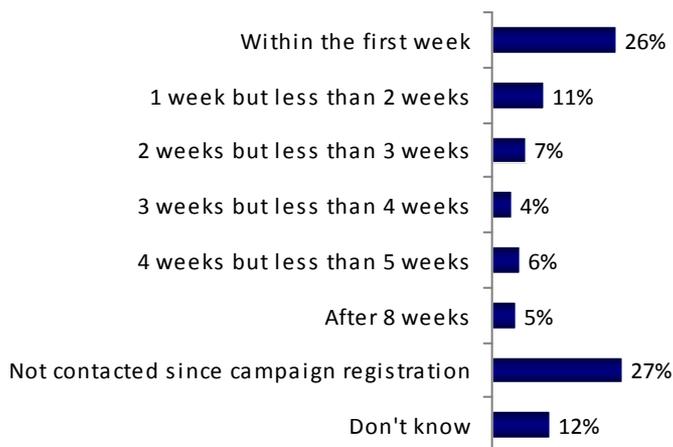
'No vouchers would really benefit me really especially Asda ones that's for sure. You just need a good old dose of willpower and stamina - what I have not got at the moment.'

CONTACT WITH STOP SMOKING TEAM

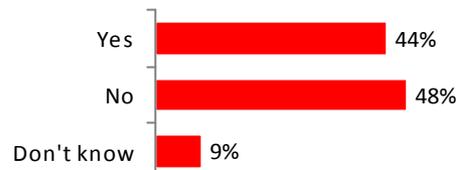
Speed of first contact and offering of further contact or support

Response to being contacted by the team is mixed with 27% of service users claiming they haven't been contacted at all following registration. Only 44% of service users claimed that they were offered any further contact or support after signing up. Perceived offering of contact is higher amongst smokefree and those aware of the Asda draw.

How soon were you contacted by a stop smoking advisor after signing up to the stop smoking service?



Were you offered any further contact or support after you signed up to the campaign?

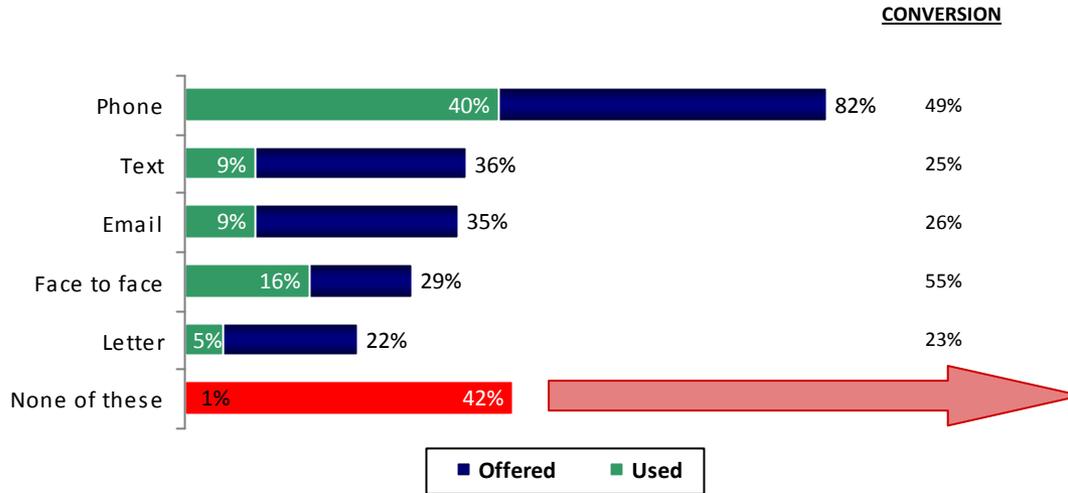


	YES	NO	DON'T KNOW
Have quit smoking	53%	37%	10%
Not Smokefree – made a quit attempt	44%	49%	7%
Not Smokefree – did not make a quit attempt	36%	54%	10%
Aware of Asda prize draw	51%	42%	8%
Not aware of Asda prize draw	37%	53%	10%

Contact methods used / rationale for not using

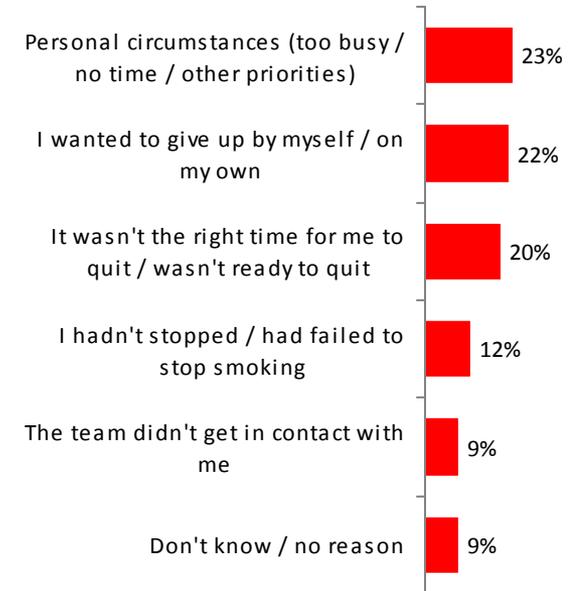
Only 58% of users claimed they have used contact/support methods offered by the team. Conversion is highest amongst phone and face to face methods, suggesting that these are the most successful in supporting users. The primary reasons for not taking up follow up contact are personal circumstances, wanting to give up by themselves and not being ready to give up.

Which of the following contact or support methods were you told you would receive by the stop smoking team? Which have you used?



	Used Phone / Text / Email / Face to Face contact	Didn't use any contact or support method
Have quit smoking	64%	36%
Not Smokefree – made a quit attempt	62%	38%
Not Smokefree – did not make a quit attempt	42%	58%

Why did you decide not to take up any of the follow up contact / support offered to you?



'Because I started smoking again due to a few bereavements within a couple of months so I didn't have quitting smoking on my mind.'

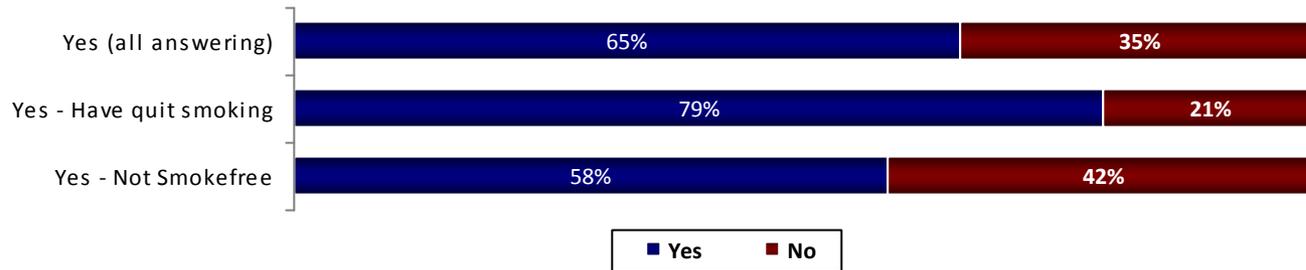
'Because my attempt didn't last very long and I felt silly calling to say I had failed. Seemed no point in making a fuss over it either.'

'Because I'd decided that I was going to do it off my own back with no help from anyone or any products..'

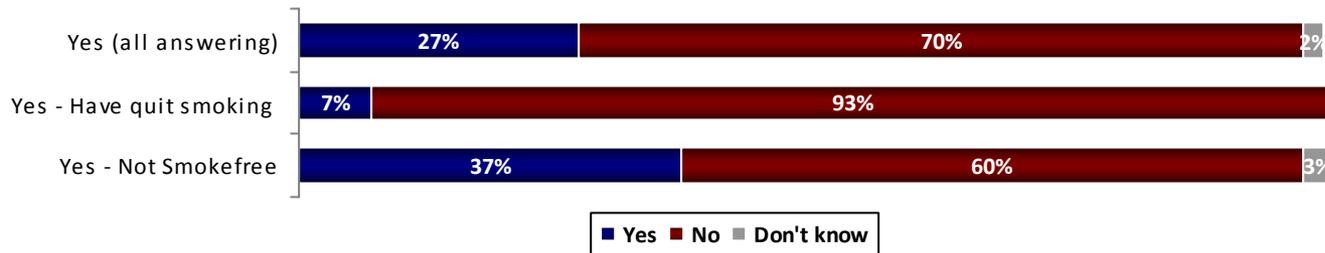
Views on frequency of service team contact

Just over a third of users do not perceive they have been contacted regularly since signing up to the campaign. In addition, 27% noted that they would have liked more support than what they received, rising to 37% of those that aren't currently smokefree.

Would you say that you have been contacted regularly by the stop smoking service since signing up?



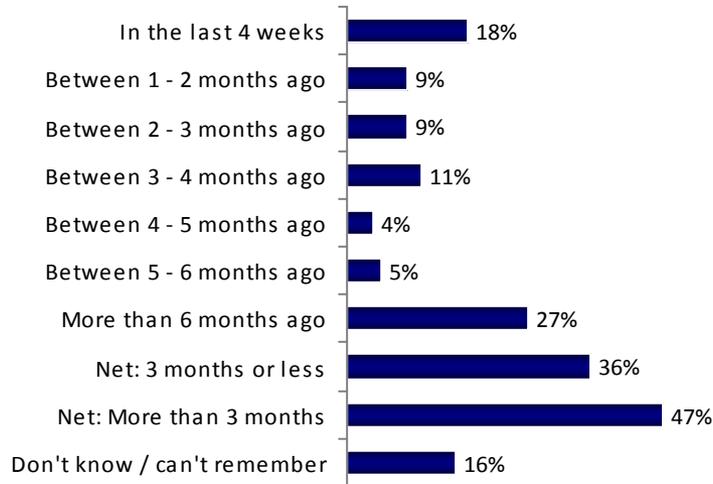
Would you have liked more support / contact from the stop smoking service than what you received?



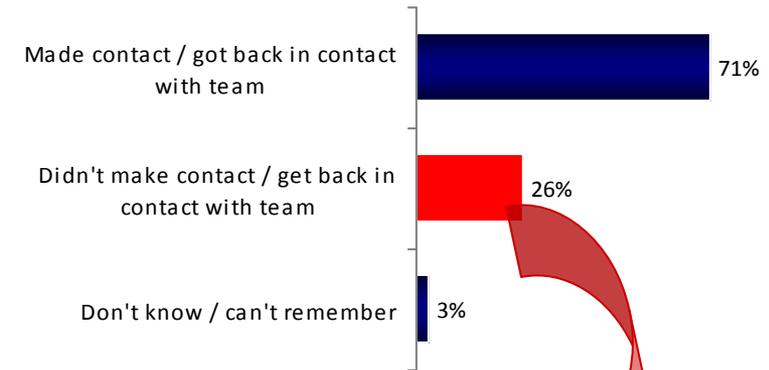
Last contact with stop smoking service team (1)

Timing of last contact varies considerably with 18% recalling last contact in the last 4 weeks and 27% recalling last contact more than 6 months ago. 26% of users that were contacted by the stop smoking team since registering with the campaign claimed they didn't speak to a member of the team at the last point of contact or respond to the last contact attempt made.

When were you last contacted by the stop smoking team?



Did you speak to / get back in contact with the stop smoking team after you received this phone call / text / email / letter?



'Because I was kidding myself, I kept saying that I was going to quit, though I was still going to smoke whether I got a text from the stop smoking service or not.'

'Still smoking and didn't want to call and make myself look an idiot really'

'My circumstances changed and I didn't feel it was the right time for me to stop smoking.'

Last contact with stop smoking service team (2)

A significantly higher proportion of claimed quitters and users who's last quit attempts were over 4 weeks claimed they either spoke to a member of the team at the last point of contact or respondents to the last contact attempt made suggesting users are more likely to respond to contact when a successful or significantly long quit attempt has been made.

Did you speak to / get back in contact with the stop smoking team after you received this phone call / text / email / letter?

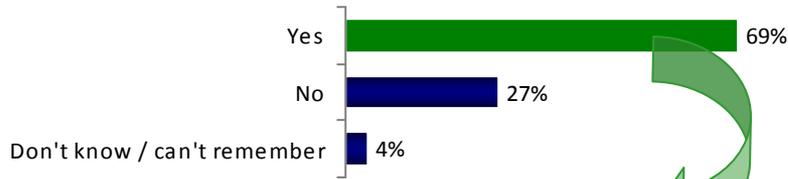
	Made contact / got back in contact with team	Didn't make contact / get back in contact with team	Don't know / can't remember
Have quit smoking	83%	17%	-
Not Smokefree	68%	28%	4%
Length of last quit attempt – under 4 weeks	65%	32%	3%
Length of last quit attempt – over 4 weeks	79%	17%	3%
Offered future contact / support by stop smoking team	77%	20%	3%
NOT Offered future contact / support by stop smoking team	63%	36%	3%
Used future contact / support by stop smoking team	81%	18%	1%
NOT used future contact / support by stop smoking team	68%	24%	8%

FUTURE ROLE OF CONTACT

Recontact interest and context – Not Smokefree

Encouragingly, just over two thirds of users who aren't smokefree would like to be re-contacted by the team. The most common responses to how the team could support them focused on advice / support from the team itself (quit advice / support, regular help and more encouragement). Alternative products and free patches were also commonly cited.

Would you like to be re-contacted by the stop smoking team in the future to see if you are ready to quit and help you quit in the future?



How can the stop smoking team support you in the future and help you quit smoking?



'Basically what they did before, see them weekly and get the full support when needed and when I have managed to quit then follow up calls to keep me on the straight and narrow and see how I am coping.'

'By giving me advice and support I had from them before but a lot more than last time. I found it really good and helpful but needed more support I think to stay off of them.'

'By providing good support, one on one, someone's got to chat to you, instead of chewing gum, pads or stickers. It's finding out what you can get and what can help me. I only smoke when I go to the pub, I don't actually smoke at home. Phone calls would help me and discounts on products.'

'Free prescriptions and constant good support, that's all I can say it's all good what I have received before so the same again would be great. It was just my own stupidity that led me to start smoking again.'

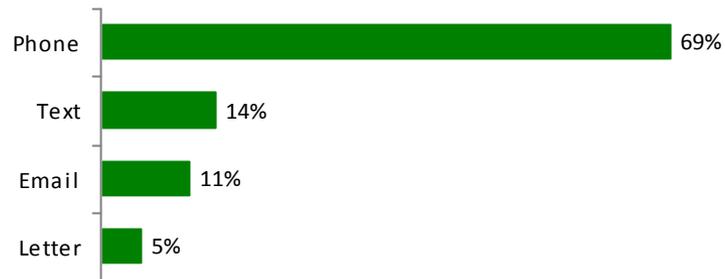
'I would like all the help they can offer, I did return to the Asda store to get some more advice but they were not there, they had said that they would be, I would have called them but I lost the piece of paper with the free phone number on it.'

'Just by giving me help, advice and when the craving gets too much, for me to have a number to call of someone who can help me. Also some kind of substitute like patches.'

Preferences for recontact – Not Smokefree

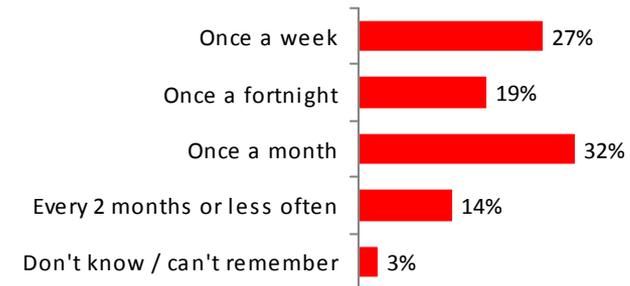
The preference for recontact is largely by phone at 69%, but a higher proportion of male, 16-34 year olds and working users would prefer text. The majority of services would like regular contact from the stop smoking team, but response to timing of contact varies with 27% requesting contact once a week, 19% once a fortnight and 32% once a month.

What would be the best way for them to contact you?



	Phone	Text
Male	66%	19%
Female	70%	9%
16-34	58%	19%
35-54	76%	11%
55+	66%	13%
Working	65%	18%
Not working	73%	8%

How often would you like them to contact you?

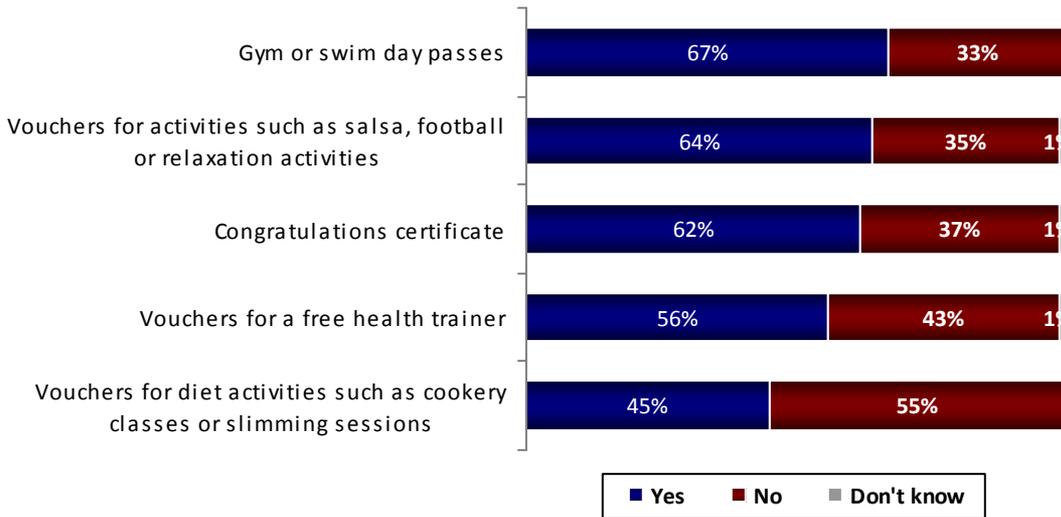


	Length of last quit attempt – under 4 weeks	Length of last quit attempt – 4 weeks and over
Once a week	19%	32%
Once a fortnight	24%	13%
Once a month	35%	34%
Two months or less often	14%	16%

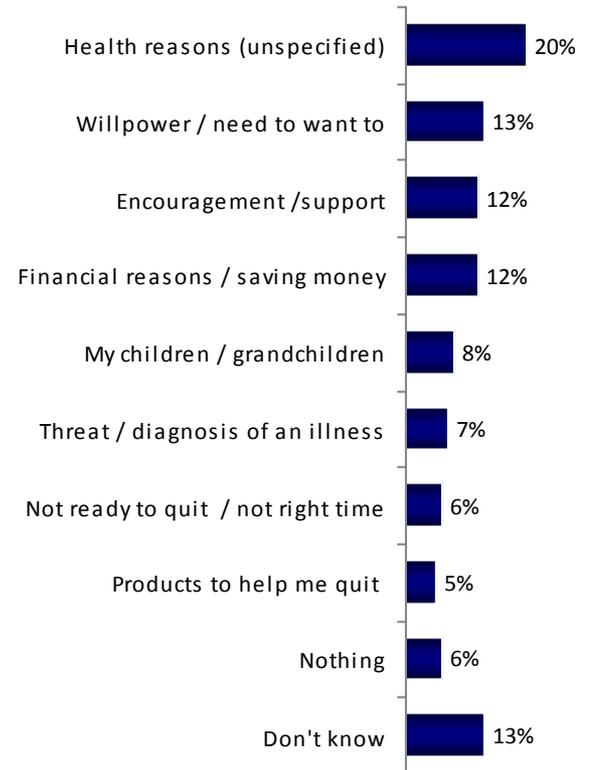
Quit attempt motivators – Not Smokefree

The most popular initiatives to users are the gym/swim day passes, vouchers for activities and a congratulations certificate. The vast majority claim an invite in the post about a new service/stop smoking product close to their area would motivate them to make an attempt. A variety of factors act as triggers to making an attempt but health reasons is the most common.

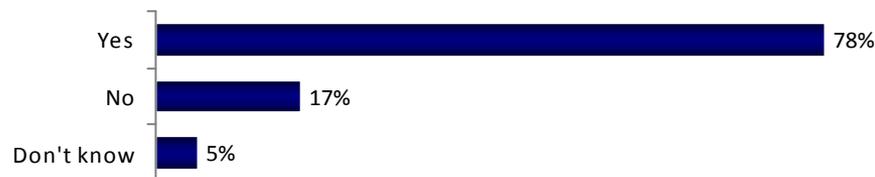
If you made another quit attempt that was successful, would you like the stop smoking team to send you any of the following to congratulate you on your success...?



What do you think would motivate you to make a quit attempt?



Do you think an invite in the post about a new service or stop smoking product close to your area would motivate you to make another quit attempt...?



Recontact interest and context – Smokefree

There is less of a perceived role for recontact for smokefree users; the majority claimed they don't want any future contact. Of those interested in future contact, unsurprisingly the common reasons for contact are for advice and regular help. Interest in the initiatives is higher reflecting the closer reality of this group receiving these incentives.

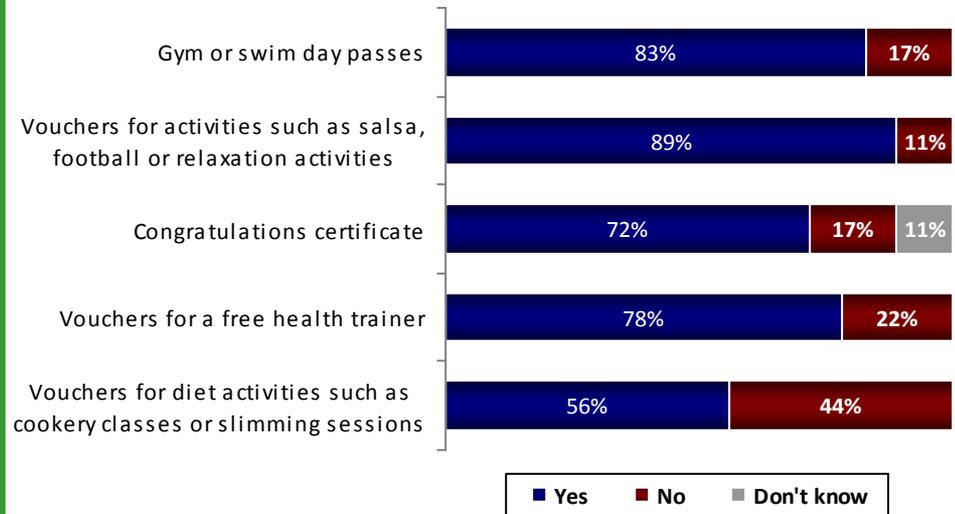
Would you like future contact / support from the stop smoking service to help you maintain your quit?



How can the stop smoking team support you in the future and help you quit smoking?



Would you like the stop smoking team to send you any of the following to congratulate you on your success...?



Summary Findings (1)

- In summary, the largest segment of the 'unknown' service users are those that claimed they weren't offered / unsure they were offered follow up contact / support by the stop smoking team (56%). The other three segments identified are those that didn't take up the follow up contact / support offered to them, the contact / support received was not provided regularly enough and the contact / support received was provided regularly enough.
- The opportunity revealed from this survey, however, is that 58% of those surveyed would like to be re-contacted by the stop smoking team in the future (rising to 69% of those that are currently not smokefree).

SEGMENTATION OF 'UNKNOWN' SERVICE USERS	% OF THOSE INTERVIEWED	% OF THOSE INTERVIEWED WHO WOULD LIKE FUTURE CONTACT
1) Claimed they weren't / unsure they were offered follow up contact / support by stop smoking team	56%	59%
2) Claimed they were offered follow up contact / support by stop smoking team but didn't take it up	19%	52%
3) Claimed contact / support received from stop smoking team was not provided regularly enough	9%	73%
4) Claimed contact / support received from stop smoking team was provided regularly enough	16%	55%

Summary Findings (2)

- When exploring future CRM strategies to encourage future contact with 'unknown' service users, tailored strategies should be developed for those that have quit smoking and those that are not currently smokefree as their requirements from the team are very different.
- For Smokefree service users, contact should be used to act as a reminder that the team are there if needed in the future, and any incentives provided should reflect a 'well done' message or a congratulations for their efforts. Timing of the contact needs to reflect their quit progression, i.e. lessen over time since they quit.
- For Not Smokefree service users, we would recommend that they should be further subdivided into those that have made a quit attempt versus those that haven't made an attempt since signing up to the campaign as these two groups have different reasons for losing contact with the stop smoking team and also require different contact / support methods.
- In addition, it should be noted that even with this sub division there are there isn't a one size fits all approach that will be effective. There are multiple reasons cited for wanting to get back in touch with the team and a variety of time definitions given for frequency of contact. Furthermore, communication needs to be sensitive in nature so as not to further emphasise any feelings of embarrassment when discussing a failed quit attempt. Communication should, however, focus on the availability of the team as and when they need it, for example, highlighting when the trailers are coming back to the area.
- Awareness of the Asda prize draw and its associated entry varies widely across the service users interviewed. Place of registration should be further assessed to identify whether publicity of the prize draw and associated entry impacts overall awareness.

QUIT STOP WIRRAL DATABASE REVIEW

Database Review - 'Unknown' contacts sample analysis

- A review of outcomes when conducting the telephone interviews amongst 'unknown' service users reveals that the majority sampled are not smokefree and the majority of these were previously identified as 'unknown' in the member status field also or consistent with their member status field as 'having not succeeded yet', 'not given up yet' or 'had a slip up'.
- Encouragingly, 70 service users are now indicating that they are smokefree (including those under and over 4 weeks) when they were previously identified as 'unknown' or 'not smokefree' in their member status field.
- As part of our recruitment process, we also recorded the number of 'unknown' service users who claimed they either weren't aware or couldn't remember registering with the Quit Stop Wirral campaign (29).
- 216 of the 'unknown' service user contact telephone numbers were unobtainable during fieldwork – this could either be as a result of the phone number being out of date, not currently working or switched off at the time of calling. We would recommend a review of these telephone numbers to see whether they are worthwhile in keeping on the database or whether a better means of reaching these service users is required moving forward.

Database Review - 'Unknown' Contacts vs. Quit Stop Wirral database

- A comparison of 'unknown' service users versus the full Quit Stop Wirral database reveals that a higher proportion of 'unknown' service users were registered via the phone line and an advisor name has not been attributed.
- As expected, a higher proportion of 'unknown' service users have a member status of 'haven't succeeded but will try again' and 'unknown'.
- In addition, a higher proportion of 'unknown' service users decided to quit on their own, requested no contact or to quit with email support.
- There are no differences between the 'unknown' service users and the full Quit Stop Wirral database in terms of the proportions of users claiming they are ready to quit.
- There are also a significantly higher proportion of 'unknown' service users who registered with the campaign between February and April 2010. This pattern is consistent with results obtained from the first two waves of the Evaluation Survey in which perceived offer of follow up contact from the stop smoking team and take up of this support increased significantly wave on wave (March to June versus July to October).

Database review - Full Quit Stop Wirral database

- A review of the full Quit Stop Wirral database reveals some administrative inconsistencies that could be addressed quite easily:
 - For example, 6% of service users do not contain the contact information required to fulfil the nominated contact method, e.g. 109 service users have email nominated as their contact quit method but do not have an email address listed in the Quit Stop Wirral database.
 - 14% of service users do not contain any member notes so it is difficult for the team contacting these service users when they were last called and what their last status / requests were.
 - 20% of service users' registration update was prior to July 2010, which suggests that these service users haven't been contacted for a long time (consistent with findings of the 'unknown' telephone survey).
 - For 15% of service users, the member registration date & time is identical to the member registration update date & time suggesting that these haven't been updated consistently.
- A closer examination of the service users without any member notes completed reveals that a higher proportion of services users registered via an external provider or via the website suggesting that follow up contact does not filter through via these channels as much as promotional staff for example (consistent with findings from the 'unknown' telephone survey).