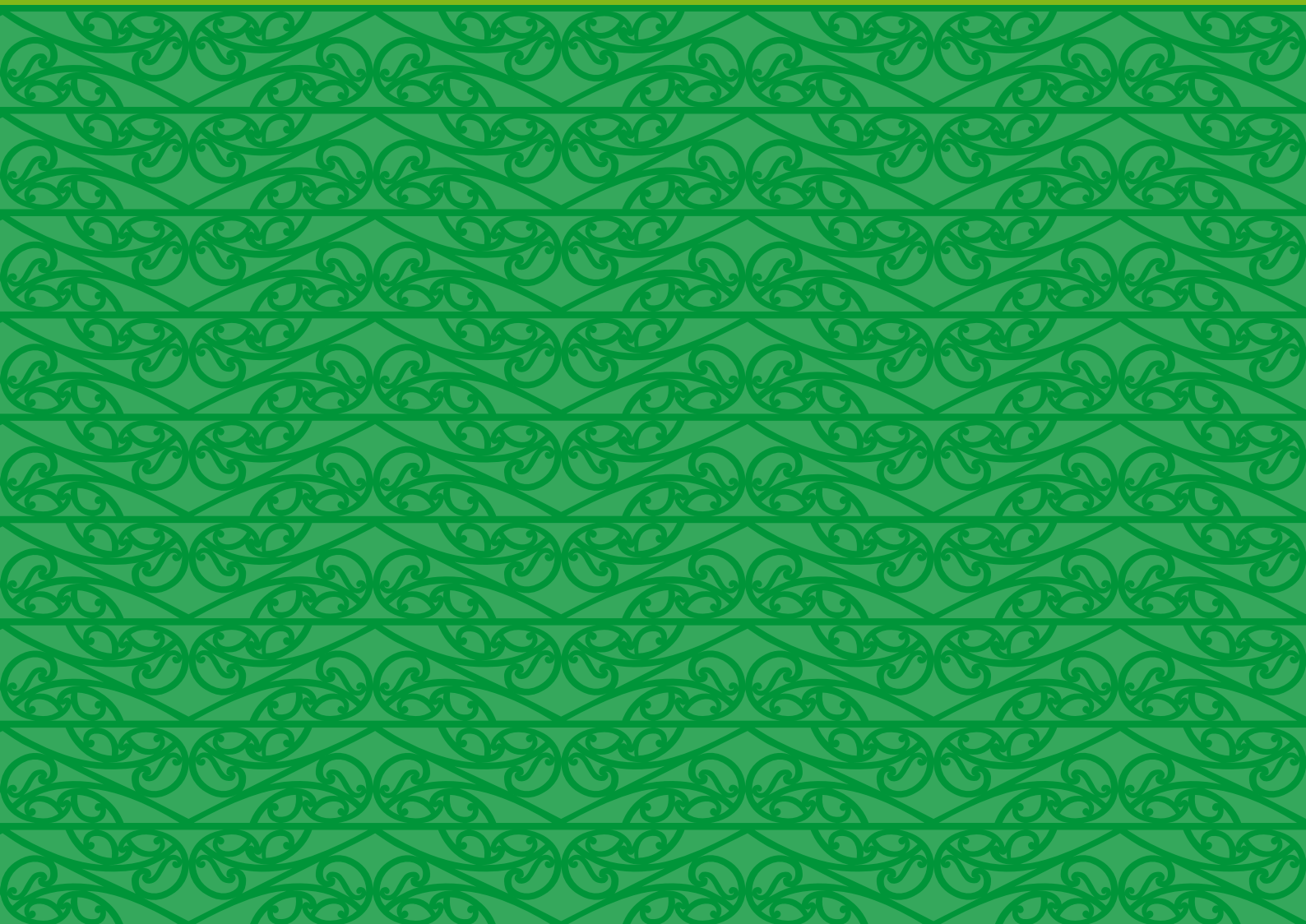


# QUITLINE

## ANNUAL REVIEW

### 2011/2012



The Quit Group (which operates as Quitline) is an incorporated charitable trust which was established in 1999. We are committed to helping all New Zealanders quit smoking, with a particular focus on Māori, Pacific peoples and pregnant women. Our free services are funded by the Ministry of Health.

**Our Vision:**

A smokefree Aotearoa 2025.

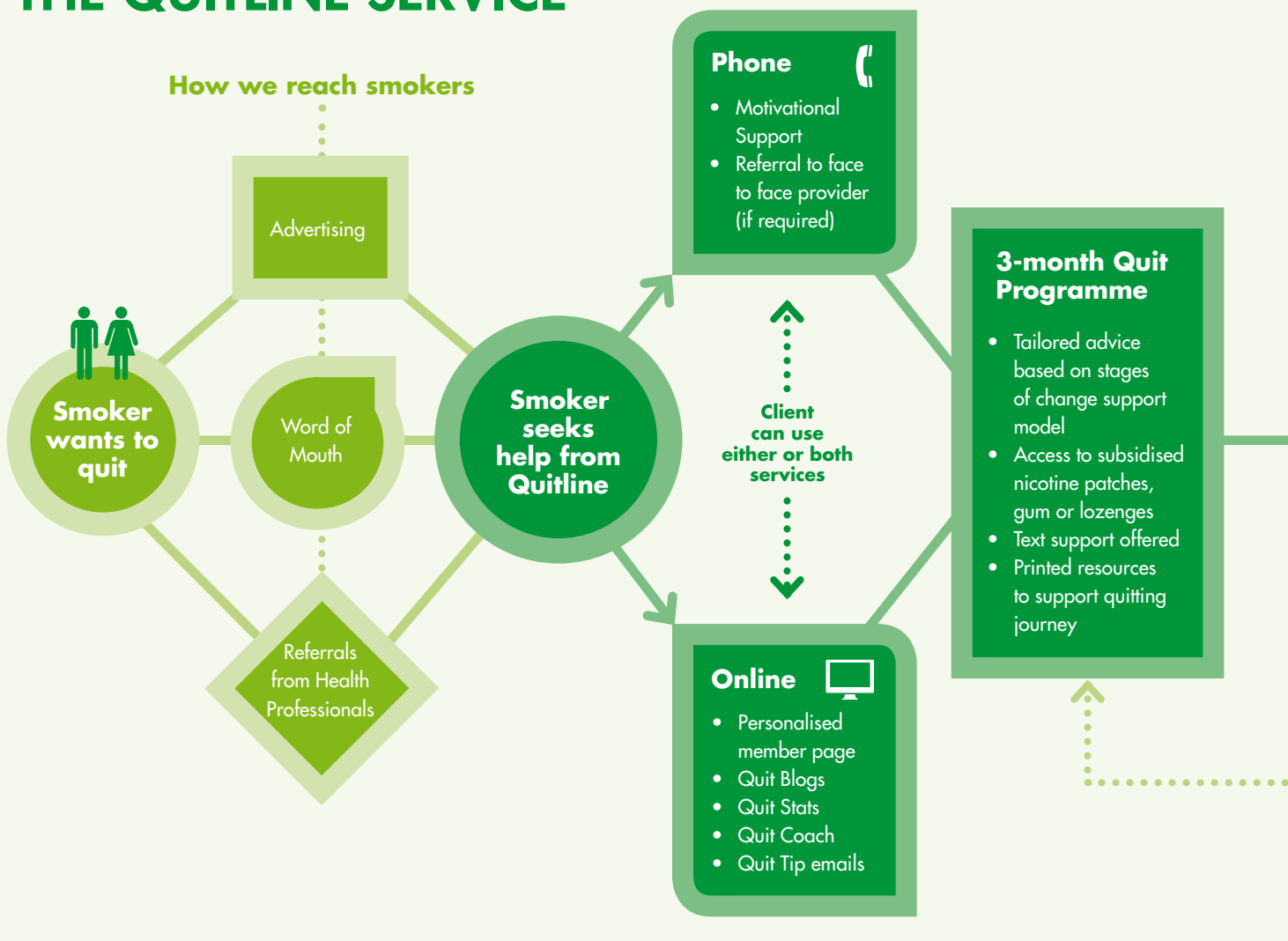
**Kaupapa/Mission:**

To provide a national support service that enables more New Zealand smokers to quit and stay quit.

**Whakatauki:**

Me mutu, hei oranga mo te whānau  
Let's quit, for the wellbeing of the family.

# THE QUITLINE SERVICE



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6. What Clients are Saying: real stories from ex-smokers
8. Who Quitline Helps: client demographics
10. How Quitline Reaches Smokers: marketing and communications
14. New Developments and Innovation
15. 2011/2012 Financial Overview



# CHAIRPERSON'S REPORT



Addressing the issue of smoking has remained high on New Zealand's national agenda in 2011–2012 and rightly so: tobacco is a legalised product which kills 50% of its users, when used as the manufacturer intends. The goal of a smokefree Aotearoa by 2025 has been established. It is a goal which requires measures on a number of fronts, with the collective effort of everyone involved in eliminating this harm from our country.

January 2012 saw a further 10% tax increase on tobacco products. This followed earlier increases in 2010 and 2011, and the May 2012 budget announced further 10% increases in 2013, 2014, 2015 and 2016. With every tax increase Quitline has seen a sharp increase in demand from smokers wanting help to quit, indicating the knock-on effect of making tobacco less affordable.

The Smoke-free Environments (Controls & Enforcement) Amendment Act 2011 introduced a complete ban on the display of tobacco products, as well as the removal from display of trading names that include words or phrases that effectively advertise tobacco products. Reducing the visibility of tobacco products will reduce impulse purchases, making it easier for smokers to quit. It will also help reduce the social acceptance of tobacco as a regular product like bread and milk. It is especially important for children and young people that tobacco will no longer be placed as a 'treat' item alongside the sweets rack in the corner dairy.

In April the Government announced it had agreed in principle to introduce plain packaging for tobacco products, subject to public consultation. Quitline is firmly in support of this. Plain packaging would remove the powerful marketing tool of branding from tobacco companies and is a move that Australia has already decided to make (from December 2012).

Perhaps the most important question for Quitline is 'do our services help smokers to quit?' I'm pleased to say that new independent research carried out indicates that the answer is a resounding 'yes'. The 2011/12 Quit Services Evaluation assessed the effectiveness of Quitline's various services and found that almost a quarter of clients are still smokefree after six months, and the more services a client uses the higher their rate of success. Clients who used Quitline's phone and online service together had a quit rate of 30.6%. As a point of reference, just 4% of people who try to quit without support succeed.

Not that this is any reason for complacency. We are committed to developing Quitline to increase both its reach and effectiveness. We can do this by increased collaboration with others in the health and smoking cessation sector, especially those working with Māori and Pacific communities and whānau. This will intensify the level of support available to their clients and improve quit success rates overall. We can do this by using technology to the maximum and continually ensuring our service is client focused. This involves making our service fit the needs of smokers and putting smokers wanting to quit at the centre of our work.

Another highlight for me in 2011/2012 was His Excellency Lieutenant General The Right Honourable Sir Jerry Mateparae, GNZM, QSO, Governor-General of New Zealand becoming the organisation's inaugural patron. This is a fantastic endorsement of Quitline and will help us inform clients, stakeholders and partners of the quality of service we offer. Quitline's successful Matariki event also helped to showcase how we can help people choose a new smokefree future.

The Smokefree 2025 goal provides a clear imperative to step up a wide range of activities to enable the achievement of the goal. As New Zealand's high volume national cessation service, Quitline has an essential role to play in this. We must keep our foot on the throttle on our mission to help more New Zealand smokers quit and stay quit.

**Annette Milligan**

Chairperson  
Quitline

# CHIEF EXECUTIVE'S REPORT



Over 60,000 supported attempts to quit smoking and 15,000 were still smokefree, six months after joining a programme with Quitline. That's 15,000 families with one less smoker, 15,000 families with better well-being. It's a good news story and one New Zealanders can be very proud of because New Zealand's Quitline is recognised around the world as cutting edge. We support over 8% of the smoking population with a highly effective service and we support equally well, priority populations that Quitlines around the world find hard to reach.

This year we have focussed on improving that service even more. Quit success is what this business is all about and helping a person successfully beat this addiction requires customised support. We know from the research that with Quitline support a smoker is five times more likely to beat the addiction than if they go it alone. But, it is not a case of a single solution for everyone.

Each person's journey is different and quitters want different types of support at different times. The challenge is to get that support to the smoker when they need it and the internet enables this. Quitline can now provide a full clinical-based smoking cessation support service 24/7 at [www.quit.org.nz](http://www.quit.org.nz). The days of the internet being a one dimensional encyclopaedia are long over. People want an interactive experience and this is now in place at Quitline. The quitter can develop their own Quit Plan and work their own way through a *stages of change* model that reflects their motivation and smoking history every time they use it.

What happens online is what happens when talking to an Advisor on the phone and quitters are encouraged to use the full range of support available. It is not phone or online now, it is both. In this last year around half of Quitline clients initially made contact through the website but that does not diminish the importance of being able to talk to a person in real time. The recently completed services evaluation shows that when a combination of support is used the quit success rates are even higher so all Advisors encourage clients to use all the support there is – phone, text, email, blog. Integration is the ultimate goal, a seamless service that uses all the tools in one package of care.

More enhancements are planned and the next step is to improve the ability to handle and support clients referred from the health sector. A referral system was put in place recently for medical practices using the Medtech Practice Management System with plans to support a systemised approach for other Primary Health Organisations and the District Health Boards in 2012/2013. Also in the pipeline are system enhancements to ensure referrers get timely information on the status of the clients they refer such as the Quit Programme they are on and, as it is determined, their quit status.

There are challenges ahead. Quitline relies almost entirely on its marketing to get clients to use our service and we do this to very good effect. These clients, who respond to advertising to seek Quitline support are 'self-referrers', who are by definition already motivated to quit. Clients referred or who are compelled to try to quit by their doctor for example, may be less committed or feel less confident in their ability to quit. It will be even more important that the service can engage effectively with those smokers and stimulate their motivation so they can make a serious quit attempt.

Quitline is also focused on increasing its reach with Māori and Pacific smokers and will be collaborating more and more with local health and social service providers to provide a back-up to that effort, to intensify the support and help more Māori and Pacific smokers successfully quit. Attaining the Smokefree 2025 goal will only become a reality and the benefits of that goal will only accrue, if Māori and Pacific smoking rates come down equally with those of the rest of the population.

Last year the marketing strategy was to have access to quitting support *within an arm's reach of desire* so that everywhere there was the temptation to smoke there is help to quit. The release of the mobile version of our website was another positive step in that direction and there will be more to come. Quitline campaigns work and remain a critical platform to keeping quitting and non-smoking top of mind. It is a key government health goal and the right one. Quitline will continue in its efforts to achieve this by delivering more and more effective cessation support to all New Zealand smokers.

**Paula Snowden**  
Chief Executive  
Quitline

# QUITTING SUCCESS

## Quitline's Results 2011/2012



IN 2011/2012 QUITLINE SUPPORTED 62,580 ATTEMPTS BY PEOPLE TO QUIT SMOKING. THIS IS AN INCREASE OF 2% FROM THE PREVIOUS YEAR, AND 16.6% MORE THAN THE SAME PERIOD TWO YEARS AGO.

### Quit-smoking attempts assisted by Quitline

Quitline is committed to reaching as many New Zealand smokers as possible.

In 2011/2012 Quitline supported 62,580 attempts by people to quit smoking. This is an increase of 2% from the previous year, and 16.6% more than the same period two years ago. Of these quit attempts:

- **48%** were made using Quitline's phone service.
- **52%** were made using Quitline's online service.

Several factors influenced demand for Quitline's services over the year. There was a decline in quit attempts during the Rugby World Cup 2011, while a spike was generated over the New Year period, which coincided with the tobacco tax increase. A further spike resulted from the launch of *The New You* advertising campaign in April 2012 – a pleasing indication of its effectiveness. The campaign accelerated the growth in use of our online services, which were specifically promoted within the campaign. Online registration increased by 35% in the three months following the campaign launch.

### Service highlights for 2011/2012:

- There was a 67.9% increase in the use of Txt2Quit, Quitline's text support service. This is now offered to all clients as part of their Quit Programme.
- 95.1% of clients were satisfied with the service they had received from Quitline.
- 87.4% of calls to Quitline were answered within 20 seconds.
- Māori clients made 12,812 Quit Attempts with Quitline, or 20.5% of total Quit Attempts. Given the size of Māori population, per capita more Māori than non-Māori use Quitline's services. Pacific clients made 3,296 Quit Attempts with Quitline, or 5.3% of total Quit Attempts.

This is positive, due to the higher rates of smoking and smoking-related illness amongst Māori and Pacific People, and the priority Quitline places on these groups.

### Quit smoking success rates

New research in 2011/2012 found a growing number of New Zealand smokers are successfully beating their addiction with Quitline. An independent longitudinal survey carried out by Gravitas Research and Strategy Limited showed 24.2% of Quitline clients are smokefree after six months. This compares with 20.9% in 2007, the last time similar research was conducted.

Given that the quit rate for smokers who give up without any support is estimated to be just 4%, people who use Quitline services are much more likely to succeed than those who go it alone.

The research was carried out with 1251 Quitline clients who were surveyed at four weeks and six months, with a 12 month survey scheduled. For the first time, the evaluation looked at how all of Quitline's services including phone, online, blog, text, online coaching and emails, support successful quitting.

One of the most striking findings was the positive relationship between increased use of Quitline's different tools and better quit rates. These results validate Quitline's development of a 'multiple-channel' service (whereby clients can access Quitline support in different ways, and pick and choose what works best for them) as a means of providing a highly effective service to a large volume of clients on a cost effective basis. The logical extension of this is that Quitline's service should be widely used to supplement, and add-value to, the various services provided by face-to-face cessation providers in New Zealand.

With this robust research, Quitline can be confident that all the tools offered by Quitline effectively work to support clients to become smokefree.



### Key Results

- The overall quit success rate is **24.2%** compared to **20.9%** in 2007. Nearly a quarter of Quitline clients are quit at six months.
- This equates to Quitline having supported 15,000 successful quit attempts at six months, compared to 7,200 in 2007, a **108%** increase over five years.
- There is a positive relationship between increased service use and better quit success rates. For instance, the phone-only quit success rate is **21.1%**, online-only **25.7%** and phone and online is **30.6%**.

**95.1% OF CLIENTS WERE SATISFIED WITH THE SERVICE THEY HAD RECEIVED FROM QUITLINE.**

**24.2% OF QUITLINE CLIENTS ARE STILL SMOKEFREE AFTER SIX MONTHS.**

# WHAT OUR CLIENTS SAY

## Real Stories From Ex-Smokers

Thanx 4  
all yr wonderful  
supportive txts. They  
keep me on trac as a non  
smoker. Fin champix a few wks  
ago so not out of woods yet  
but stayn strong @ pos. :-)  
– Fiona Rose

Your  
support is  
fantastic, I highly  
recommend you to anyone  
I speak to who is a smoker.  
There's no-one else out there  
who helps us smokers  
like Quitline does  
– Client 334403

What  
a motivating site  
this is! Thanks Quitline :)  
Never knew until this week that all  
this was available on this website. Just  
wanted to say a big high five to Quitline.  
This site has made the last few days  
bearable and love to read all the advice etc  
and love hearing all the positive blogs on  
here! And a special double high five to  
all of us on our smoke free journey  
– Fairydusternz (T Stockman)



Dear Quitline, just want to  
send a huge THANK YOU to a  
wonderful service. I started smoking at  
age 13. Always saying that I'd quit when  
I die. But when I lit up a cigarette and my  
now 6 year old daughter pretended to light  
up too and emulated me smoking, I knew it  
was time to quit. I got online, ordered my  
lozenges and patches and 2 years later I'm  
still a non-smoker and loving it. But the road  
wasn't easy. I would phone my wonderful  
husband, scream and shout at him while I  
was going through withdrawals. But, being  
the patient, loving husband that he is; he'd  
answer my call, kindly put his mobile phone  
next to him so that I can rant and rave as  
much as I liked and he carried on with his  
work. The first few months were hell, but I  
got through it. Now, as at 5 May 2012  
it's been 2 years since I've quit and  
it has been worth it. Keep up the  
fantastic job. Warm regards  
– Tanya Vivier



## JASMINE RETI'S STORY

Jasmine Reti is one of the former smokers who features in Quitline's 'The New You' advertising campaign. This is her story.

Realising that she had been smoking for ten years was the wake-up call that 30-year-old Aucklander Jasmine Reti needed to quit.

She'd started smoking age 17 and had tried to quit twice before she successfully kicked the habit in 2008. She chose her father's birthday as the occasion she would stop, quitting the day after his party.

Two months earlier she'd phoned Quitline for advice and strategies. She was initially hesitant to call, fearing she would be judged, but she found the advisor she spoke with helpful and friendly. The advisor helped her to create a quit-smoking plan and identify her reasons for quitting.

**SHE'D STARTED SMOKING AGE 17 AND HAD TRIED TO QUIT TWICE BEFORE SHE SUCCESSFULLY KICKED THE HABIT IN 2008. SHE CHOSE HER FATHER'S BIRTHDAY AS THE OCCASION SHE WOULD STOP, QUITTING THE DAY AFTER HIS PARTY.**

A big motivation for Jasmine to quit was her grandmother, whom she was close to. Jasmine's grandmother had never wanted her to smoke and had passed away the year before. 'I could still hear her telling me that good Cook Island women don't smoke.' Jasmine had also begun a full immersion Māori course and noticed that most of her Māori peers were smokers. Reflecting on this, and the number of stories she had heard of people in the Cook Islands dying of smoking-related diseases, Jasmine started to see herself as just another statistic. 'I saw it affecting the brown people. I was seeing it, living it. I was being a statistic.'



Jasmine found the first week and month of quitting the hardest and found drinking and going out in the weekends a danger time. It was a struggle because most of her friends and family smoked. However, her motivation to quit was very strong. In these times, she would think about her grandmother and the fact that she had smoked for 10 years and needed to quit.

She enjoyed the follow-up calls that she received from the Quitline which made her feel like someone else cared.

Jasmine noticed a 'domino effect' following her quitting. Two of her family members have since rung Quitline and given up smoking. Becoming a non-smoker has given her a great sense of achievement. 'It makes you realise you can do anything,' she says.

# WHO QUITLINE HELPS

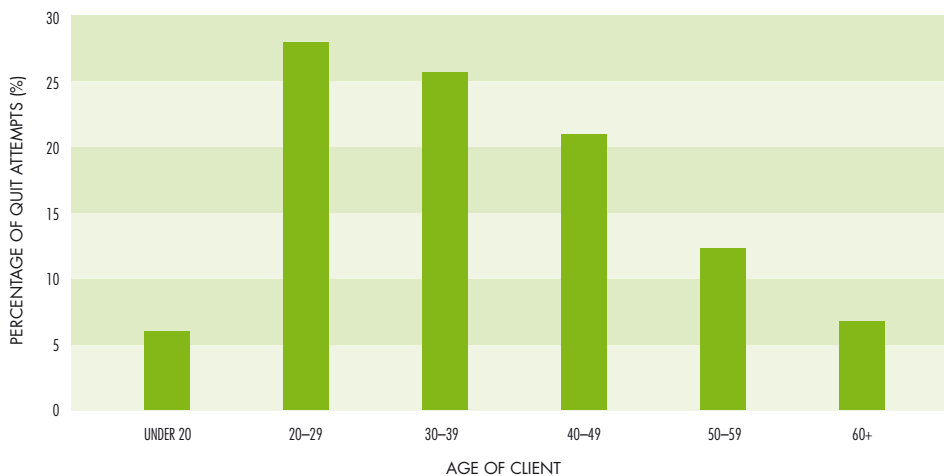
## Client Demographics

Quitline has a very wide reach into the New Zealand smoker population. Each year we support one in twelve smokers of the estimated 600,000 smokers in New Zealand.

Our clients are highly varied in age, location and ethnicity. The graphs below illustrate the make up of people that used the Quitline service over the last year.

### Age profile of clients

The majority of Quit Attempts were made by clients aged between 20 and 49 years old (75%). This matches the age profile of the majority of New Zealand smokers.



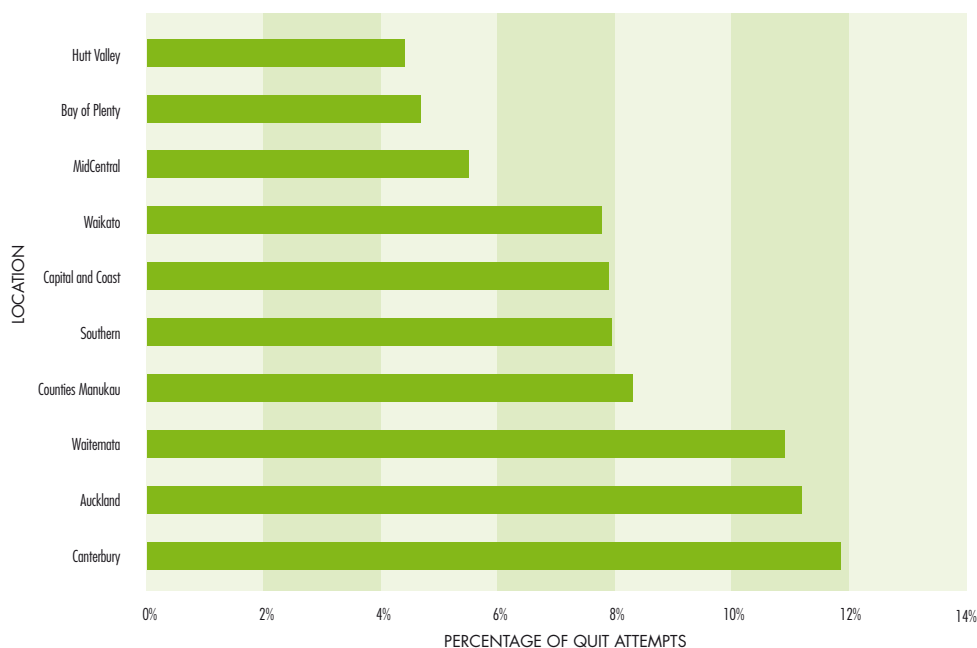
### Service use

In 2011/2012, Quitline supported 62,580 attempts by people to quit smoking, a 2% increase over the previous year and 16.6% more than the same period two years ago. Points of interest:

New vs. returning clients	
New Clients	Returning Clients
<b>52%</b>	<b>48%</b>
Online vs. Phone registration point	
Online	Phone
<b>48%</b>	<b>52%</b>
Growth of online vs. phone (2011/2012 vs. 2010/2011)	
Online	Phone
<b>9%</b>	<b>-5%</b>

### Location of clients

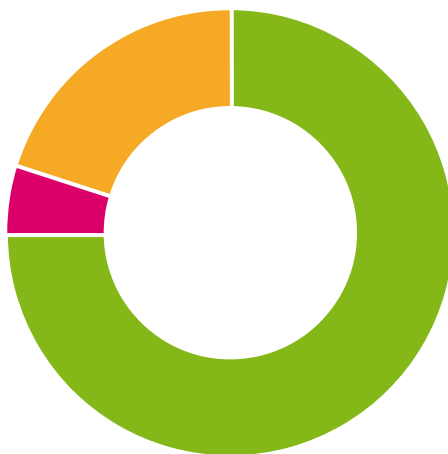
Quitline clients come from all over New Zealand. The areas with the highest numbers of clients are Canterbury [11.5%], Auckland [10.8%] and Waitemata [10.5%] (based on the DHB region).



## Māori and Pacific clients

Māori clients made 12,812 Quit Attempts with Quitline, or 20.5% of total Quit Attempts. Given the size of the Māori population, per capita more Māori than non-Māori make quit attempts with Quitline. Pacific clients made 3,296 Quit Attempts with Quitline, or 5.3% of total Quit Attempts.

Non-Māori & Non-Pacific	<b>74.2%</b>
Māori	<b>20.5%</b>
Pacific	<b>5.3%</b>



## Targeting Māori and Pacific People

Because of the higher rates of smoking and smoking-related illness amongst Māori and Pacific People, Quitline places a priority on these groups. These are some of the key figures for 2011/2012:

### Māori

- The majority of Māori used the phone service (64%) rather than the online service (36%).
- Māori clients were predominately female (64%) and under 30 years old (67%).
- The quit success rate for Māori clients at six months was **18.7%**

### Pacific

- The majority of Pacific clients used the phone service (62%) rather than the online service (38%).
- Pacific clients were 50/50 male and female, and mostly under 30 years old (78%).
- The quit success rate for Pacific clients at six months was **22.6%**

### Improving outcomes for Māori and Pacific peoples

Quitline has a programme of activities in place to support Māori and Pacific peoples. These include having Māori and Pacific advisors conduct engagement activities, attend Māori and Pacific-related events, language-specific resources and targeted advertising (See *How Quitline Reaches Clients*).

In addition, in 2011/2012 Quitline implemented the following initiatives with a Māori or Pacific focus:

- Established a research trial – to test how Quitline could improve its service for Pacific clients.
- Introduced the *EyeSpeak* programme to enhance Māori pronunciation and vocabulary to help staff engage effectively with Māori clients.
- Quitline has been working to build trust and confidence amongst Māori stakeholders in order to get more Māori clients quitting with our services. Relationships have been built directly with Iwi, Māori communities and Māori services. The concept *Pokohiwi ki te Pokohiwi* (Shoulder to Shoulder) has been adopted into Quitline's engagement approach.

# HOW QITLINE REACHES SMOKERS

## Marketing and Communications

STIMULATING SMOKERS TO USE OUR SERVICES IS A CENTRAL COMPONENT OF THE QITLINE MODEL.

Over the year, a comprehensive Communications and Marketing plan was implemented that outlined how Quitline would address its campaign development, advertising placement, resource development, events participation and public relations activities. These activities are designed to draw smokers to Quitline to use available services, which we know increases the ability to successfully quit. Reach into the smoking population is good with over 8% of smokers using Quitline's service for cessation support.

Central to the Communications and Marketing Plan is to target Māori and Pacific Peoples. The focus of the marketing has been to place Māori and Pacific people centrally within general advertising.

*The New You* campaign stimulates new Quit Attempts

In April, Quitline launched a major new television, outdoor and online advertising campaign called *The New You*.

In a departure from traditional social marketing campaigns, the campaign used a more direct 'call to action' approach. It was designed to prompt smokers to act now and use Quitline's services. It also focused on the core message that people who use Quitline's support are five times more likely to successfully quit than those who try to quit without any help.

The campaign featured six Quitline clients who had successfully given up smoking using Quitline's services. The advertisements were created using a 'swing shift' technique, which shows the former smokers literally stepping out of their old selves and transforming into their new happier smokefree selves. In becoming their 'new selves' they tell us which Quitline service helped them to successfully give up smoking. The campaign aimed to be inspirational, focusing on the benefits of quitting and the free support available through Quitline.



REACH INTO THE SMOKING POPULATION IS GOOD WITH OVER 8% OF SMOKERS USING QITLINE'S SERVICE FOR CESSATION SUPPORT.

The television advertisements were created in both English and Māori. They were broadcast on all major networks and adapted for online, radio and bus shelter advertisements. *The New You* radio advertisements were created in Te Reo and a number of Pacific languages and broadcast on 16 Māori and Pacific radio stations. In addition, advertisements were placed on plasma screens at the tills of Pak'n Save supermarkets throughout the North Island.

Quitline carried out an evaluation of the campaign to assess its effectiveness in generating quit attempts and also to gain an in-depth understanding of the target audience's perceptions of the advertisements and how they could be improved.

**IN MAY, QUIT ATTEMPTS ROSE 37.1% COMPARED TO THE SAME MONTH THE PREVIOUS YEAR.**

### Key findings were:

- *The New You* campaign and the increased spend on advertising placement saw significant growth in the numbers of smokers using our services. In May, Quit Attempts rose 37.1% compared to the same month the previous year.
- Of particular note was the higher relative growth of online registrations which rose by 35% in the three months following the campaign launch. The emphasis placed on the range of Quitline services in *The New You* campaign is likely to have contributed to this.
- The introduction of the *The New You* campaign coincided with increases in quit attempts for both Māori and Pacific clients.



# HOW QUITLINE REACHES SMOKERS

## Marketing and Communications



### 'Smoking is teets' – Quitline's collaboration with Homai Te Pakipaki

In May, Quitline began a unique collaboration with Māori television's flagship show *Homai Te Pakipaki*.

The campaign, which will run until October, follows last year's winner, Chad Chambers (Ngāti Porou), as he quits smoking using Quitline support. Every fortnight, Chad records a video diary where he talks about his quitting journey and the support he is getting from Quitline. These are then screened during *Homai Te Pakipaki* ad breaks and also used across social media channels such as Facebook and YouTube.

Being a Rastafarian, Chad's choice of language is unique – he has developed his own strapline for this campaign: 'smoking is teets', which translates in the urban hip hop dictionary to 'smoking is gutless'. The campaign is part of Quitline's strategy to reach Māori and promote real-life role models. Evidence so far suggests the campaign has high recall and popularity with viewers.



### Events connect Quitline with Māori and Pacific Peoples

Attending major Māori and Pacific events is part of Quitline's strategy to raise the visibility of our services within these priority communities. A physical presence gives a face to our organisation and at events Quitline advisors actively seek to promote and register smokers with our services.

Quitline attended eight events over the year. These were: Ratana Pa; Ngati Kahungunu's AGM; Iron Māori; Positively Pasifika; Creekfest; Festival of the Elements; Ngati Kahungunu (Waitangi Day); and Pasifika festival.

### Key results include:

- 836 registrations of smokers with Quitline's services at events were achieved, a 106% increase over the previous year.
- Attending events helps to build trust and confidence in Māori and Pacific communities and highlights Quitline support within them.



### Matariki 2012

In June Quitline hosted a Matariki event titled *Me Mutu – Hei Matariki Tupeka Kore* at Te Wharewaka o Pōneke.

The aim was to promote Matariki as a time for smokers to choose a new smokefree future and to launch a new bi-lingual resource to help smokers quit, titled *Me Mutu Tātou*.

Speakers that included the Hon. Tariana Turia, Associate Minister of Health and the Hon. Georgina te Heuheu (Chair Māori Television) provided powerful messages on New Zealand's stance on tobacco control and highlighted Quitline's role towards achieving the Smokefree Aotearoa 2025 goal. Four schools performed: Turakina Māori Girls College, Wellington High School, Ngā Mokopuna and Newtown Primary School. Chad Chambers also performed as a part of his quit journey with Quitline and *Homai Te Pakipaki*.

The event was attended by around 200 stakeholders and the messaging around Quitline's role in supporting Māori quitting came through strongly and was reflected in subsequent media coverage. Positive feedback from many quarters was received.

## Resources to support the quit smoking journey

Printed resources are important to Quitline as part of the smoking cessation support offered to clients and also in order to recruit new clients. In the past year, three booklets have been substantially revised and are available for use by the whole health sector:

**The Quit Book.** The Quit Book is sent to all clients who register with Quitline by phone and is designed to provide support throughout the journey to becoming smokefree. It contains the best advice on how to quit and these methods are backed up by research. Focus groups with smokers were held to assist in developing both the content and design. The booklet reinforces the guidance provided by advisors on the phone and on Quitline's website.

The Quit Book includes a Q&A section on common issues such as weight gain, pregnancy, diabetes, second-hand smoke and using patches, gum and lozenges. It also contains real-life stories of smokers who have quit and a tear-out diary. Over the last year more than 100,000 of these booklets were provided to New Zealanders quitting smoking both by Quitline and other health professionals.

**Me Mutu Tātou (Let's All Quit).** As part of the drive to help more Māori quit smoking this year, Quitline launched its first ever bi-lingual publication, Me Mutu Tātou (Let's All Quit).

The booklet is based around the principles of Mauriora (cultural identity), Waiora (physical environment), Toiora (healthy lifestyles) and Te oranga (participation in society). Its messages include: 'Every breath is precious. Hongi is an example of this. When we greet each other, we are sharing our life-breath. But when we smoke, every puff poisons us with over 4000 chemicals'.

**Time to Quit.** Time to Quit is written for smokers who have not yet decided to quit. It prompts people to think about what's stopping them from quitting and outlines some of the main benefits if they do. The content is focused around the main reasons people have for quitting (cost, health and family).



## Facebook

Quitline launched a new Facebook page [www.facebook.com/quitlinenz](http://www.facebook.com/quitlinenz) to coincide with World Smokefree Day (31 May). The page aims to connect and support people who are quitting smoking. It also incorporates Quitline's online support tools including: the text messaging service, access to patches, gum and lozenges, a quitting calculator and an online quitting plan.

With our active blogging community of over 5,000 people, we are already very engaged in the social media space. Through the blogs we have seen how powerful peer support can be in helping people to give up smoking. This Facebook page is an extension of this support and another way of reaching out to people seeking help to quit.



# NEW DEVELOPMENTS AND INNOVATION

## Implementing new service specifications

In March 2011, the Ministry of Health published a document called the *Smoking Cessation Service Tier Level One Service Specification* which seeks to establish some common standards for publicly-funded cessation programmes, including Quitline.

The Specification raises the bar for cessation providers, so New Zealand smokers can expect an even greater level of support from Quitline. Intensive work has been underway over the past year to make the system changes and advisor training necessary in order to meet the Specification's requirements.

Under the Tier One service, Quitline contacts clients at least four times throughout their quitting journey, with specific contacts at four weeks and three months for support and to assess the client's quit status. This will enable Quitline to report against the requirement of a 35% quit success rate at four weeks.

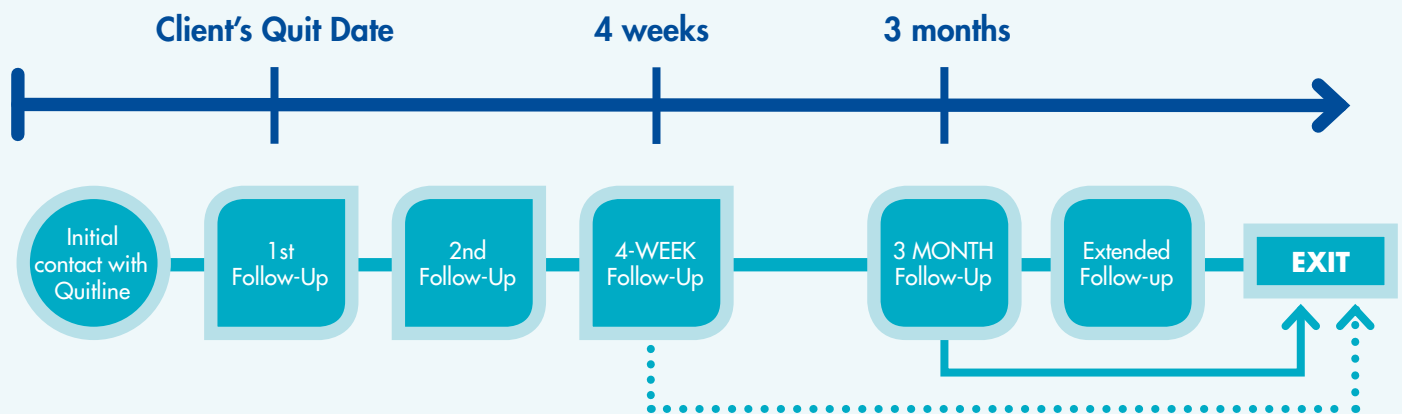
Other Tier One requirements under development include incorporation of the text service as an integrated service channel and improving the feedback on client progress to referring parties, such as GPs.

Now all clients are on a three month programme which they can access via phone or online. The new service delivery framework is flexible yet contained within boundaries. For Māori, Pacific and pregnant women, the framework therefore provides capacity for these clients to dictate the nature and pace of the support rather than working from a one size fits all approach.

Given what our evaluations tell us about more intensive support resulting in better quit outcomes, Quitline's Tier 1 developments will generate more smokefree New Zealanders.



## THE 3-MONTH QUIT PROGRAMME





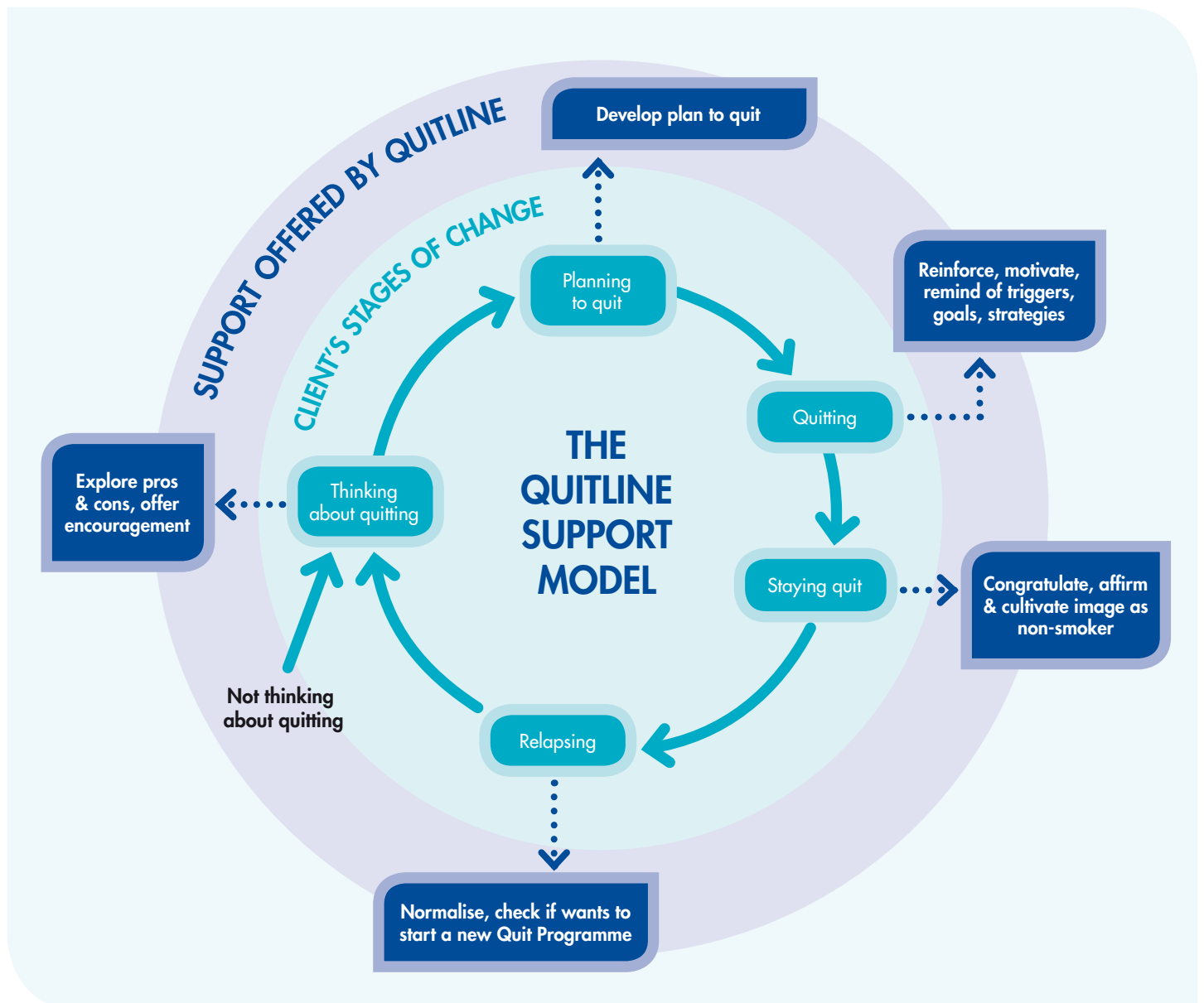
## A new support model

In order to align with the *Smoking Cessation Service Tier Level One Service Specification* and improve the quality of our service generally, Quitline has developed a new service model. This model is based on the stages of change required for a person to become smokefree. Quitline Advisors will identify what stage a client is at in their quit journey and apply strategies to suit that

stage. As the Specification requires at least four follow-up contacts for all clients, the new Support Model will help tailor these follow-up calls and provide a quality service to help clients quit and stay quit.

Also, this support model will be applied to both the online and phone service so clients can get a consistent Quitline service regardless of how they use the channels available to them.

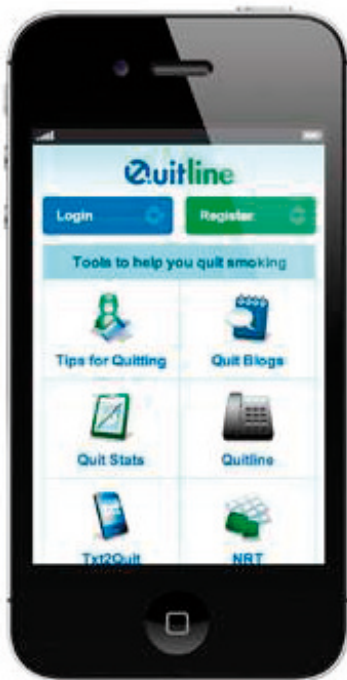
The new support model provides Māori, Pacific and pregnant women with the flexibility to dictate exactly what they need from Quitline. This client-centred model will empower them to develop their own Quit Plan and work at their own pace. Consideration of culture and circumstances will ensure Māori, Pacific and pregnant women are supported appropriately.



## Quitline launches mobile website

Quitline has seen a huge rise in mobile traffic over the last year which reflects the fact that people increasingly want to access our services from their Smartphones. We responded to this demand in March by launching a mobile version of the website [www.quit.org.nz](http://www.quit.org.nz) focusing on our most popular and effective services.

The new website offers a slimmed down version of the existing site, focusing on key tools and advice to help people quit smoking whilst on the move. We believe that our mobile website will help more people quit smoking as they will have 24 hour support with them wherever they go.



## Referrals

One of Quitline's channels to reach smokers is through referrals by other organisations such as hospitals, medical practices and other community services. Working alongside other organisations is part of Quitline's commitment to provide a wrap-around service for smokers so they can be supported at multiple levels. Highlights for 2011/12 include:

- GPs and other medical professionals can now electronically refer patients directly to Quitline using the Medtech Practice Management System (used by the majority of Primary Health Organisations). This offers a quick and effective way of ensuring patients get expert smoking cessation support. The referral form is available free of charge to all practices using Medtech32 version 19.14 or later and Read Codes are automatically updated. Those who do not use the Medtech system can still refer to Quitline using the normal referrals process.
- **Quit@work** A new online self-service model has been developed which provides a step-by-step guide for all employers who wish to implement a quit-smoking programme within their organisation. This programme has been broken down into four steps, with resources and support available at each stage. In 2012/2013, Quitline plans to strengthen its referral processes and engagement with partner organisations.

An improved referral service will be advanced as part of the Tier 1 Project and will include improvements to feedback mechanisms to the referring parties.

There will be increased collaboration with face-to-face services, especially those working with the target populations, such as Aukati KaiPaipa so that the 24/7 'wrap around' services provided by Quitline can be easily utilised by those providers.



# FINANCIAL OVERVIEW

AS AT 30 JUNE 2012  
QUITLINE HAS 68 FULL  
TIME EQUIVALENT  
STAFF, 49 OF WHOM  
WORK DIRECTLY ON  
PROMOTING AND  
SUPPORTING CESSATION.

## Value for Money

Quitline has delivered cost effective cessation support services, as evidenced by the following two performance indicators:

1. The unit cost of securing and supporting a Quit Attempt for the full year is \$152 (down from \$240 two years ago).
2. The annual return on investment (ROI) is maintained at \$38:1. ROI is calculated by comparing the cost savings for New Zealand of a person quitting smoking compared to the cost of the Quitline service.

## Financial Highlights

Income for the year was just under \$10 million, with contract income from the Ministry of Health providing the main source of funding.

Total expenditure was \$9.5 million, of which \$2.5 million was spent on marketing, and \$3.1 million on staff costs for the marketing and operations teams – these two expenditure items have the most impact in achieving quit success.

Quitline has prioritised the allocation of costs and managed spending prudently, and this has resulted in a surplus for the year of \$0.24 million. This surplus will be applied in 2012/2013 to further enhance the processes to ensure implementation of the Ministry of Health's *Smoking Cessation Service Tier Level One Service Specification*. The financial position at year end shows a balance of net assets of \$3.1 million, including a working capital of \$2.7 million. The bulk of working capital is held as cash reserves.

## Statement of Comprehensive Income

For the year ended 30 June 2012  
in New Zealand dollars

	2012 \$000
<b>Income</b>	
Ministry of Health	9,497
Other income	287
<b>Total income</b>	<b>9,784</b>
<b>Expenditure</b>	
Advertising & promotion	2,484
Staff costs – Marketing & Operations	3,126
Staff costs – Corporate Services	1,471
Corporate Services other costs:	2,465
Information Technology and compliance costs	1,258
Office costs, depreciation and amortisation	726
Legal and consultancy fees	481
<b>Total expenditure</b>	<b>9,546</b>
<b>Surplus for the year</b>	<b>238</b>

**Note:** These are unaudited financial statement as at 24 August 2012

## Analysis of The Quit Group Expenditure



Advertising and promotion	<b>26%</b>
Staff costs – Marketing and operations	<b>33%</b>
Staff costs – Corporate Services	<b>15%</b>
Information Technology & compliance cost	<b>13%</b>
Office costs, depreciation & amortisation	<b>8%</b>
Legal and consultancy fees	<b>5%</b>

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Pauline Winter  
Liz Hirst

## THE QUIT GROUP

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Bruce Bassett – Director Strategy  
& Communications  
Jack Schierhout – Director Operations  
& Corporate Services

