

Engaging with people who smoke as part of a smoking cessation campaign

Submission date 08/10/2024	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 10/10/2024	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
Last Edited 04/03/2025	Condition category Other	<input type="checkbox"/> Individual participant data

Plain English summary of protocol

Background and study aims:

To address cigarette smoking as a chronic relapsing disease, long-term engagement (LTE) interventions have shown some promise. This study aims to assess the effects of incorporating long-term engagement into a smoking cessation social marketing campaign on participants' quit-smoking journeys

Who can participate?

Adults between the ages of 35 and 64 years who smoke cigarettes and live in the provinces of Ontario and Quebec

What does the study involve?

Half of the participants were randomly assigned to the intervention group and half to the comparison group. The intervention group received monthly emails connecting participants to campaign news and activities and mini surveys informing campaign refinement, feedback opportunities via focus groups and interviews, financial incentives, and proactive knowledge exchange presenting study findings. The control group received no proactive engagement. Both groups responded to baseline and follow-up surveys every 6 months.

What are the possible benefits and risks of participating?

The expected benefit is improving the chances of quitting smoking. In addition, participants benefit from feeling supported during their quit journeys. There are no significant risks.

Where is the study run from?

The Ontario Tobacco Research Unit at the University of Toronto (Canada)

When is the study starting and how long is it expected to run for?

February 2021 to December 2023

Who is funding the study?

The study is funded by the federal government of Canada's Health Canada Substance Use and Addictions Program

Who is the main contact?
Prof. Robert Schwartz, robert.schwartz@utoronto.ca

Contact information

Type(s)

Public, Scientific, Principal investigator

Contact name

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Additional identifiers

Clinical Trials Information System (CTIS)

Nil known

Protocol serial number

University of Toronto RIS# 211666

Study information

Scientific Title

Long-term engagement in smoking cessation campaign: a mixed methods randomized trial

Acronym

LTESCC

Study objectives

Embedding frequent long-term engagement with adults trying to quit smoking cigarettes in a social marketing campaign is attractive and effective in increasing smoking cessation behaviors.

Ethics approval required

Ethics approval required

Ethics approval(s)

approved 25/05/2021, University of Toronto Research Ethics Board (McMurrich Building, 12 Queen's Park Crescent West, 2nd Floor, Toronto, M5S 1S8, Canada; +1 (0)416 946 3273; ethics.review@utoronto.ca), ref: 41076

Study design

Randomized controlled trial

Primary study design

Interventional

Study type(s)

Treatment

Health condition(s) or problem(s) studied

Cigarette smoking

Interventions

Using simple randomization (random number method), half of the cohort was randomly assigned to the intervention group and half to the comparison group. Intervention group members were actively engaged with the campaign for 2 years through various activities. They received emails in 20 of the 24 months connecting them to campaign news and activities, five mini-surveys to inform campaign refinement, opportunities to give additional feedback via focus groups and interviews, and proactive knowledge exchange materials presenting study findings (i.e., infographics). Emails were sent using Mailchimp and espoused the tone of empathy and compassion, which were central traits of the campaign. Intervention Group participants received an additional \$160 and \$70, in the first and second years respectively, for their participation. Incentives were distributed in smaller amounts and often coincided with a mini-survey. At 18 months follow-up, 679 new participants were on-boarded into the intervention group for replenishment.

The five mini surveys collected feedback on a variety of topics. Feedback often focused on the knowledge needs of the Canadian Cancer Society. In year 1, the surveys asked for feedback on: 1) the campaign's initial direction, name and creative, 2) social media preferences, and 3) the experience as an intervention group member. In year 2, the surveys explored participants' 4) perceptions of quitting milestones and preferences for sharing milestones and contests and 5) feedback on the new #IamQuitting Milestone Contest. A bonus survey also occurred in Year 2 to obtain feedback about potential next steps for Smoke-Free Curious.

Control group members received no proactive engagement. They may have been exposed to campaign messaging as would any other Canadian adult person who smokes.

Both intervention group and comparison group participants received invitations to complete a baseline survey (prior to campaign launch) and follow-up surveys at 6-month intervals (conducted at 6, 12, 18, and 22 months post-campaign launch).

Intervention Type

Behavioural

Primary outcome(s)

Taking action to support smoking cessation is measured using survey questions about ordering free Nicotine Replacement kits, chatting with friends or family about quitting smoking, looking up community quit smoking supports, talking to a health professional and signing up for the First Week Quit Smoking Challenge at 6, 12, 18, and 22 months post-campaign launch.

Key secondary outcome(s)

1. Quit attempts measured using survey self-report at 6, 12, 18, and 22 months post-campaign launch
2. Engagement with monthly emails measured using e-mail analytics at 6, 12, 18, and 22 months post-campaign launch
3. Engagement with campaign components (website etc.) measured using survey self-report at 6, 12, 18, and 22 months post-campaign launch

Completion date

31/12/2023

Eligibility

Key inclusion criteria

1. From 35 to 64 years of age
2. Currently smoke cigarettes
3. Live in the province of Ontario or Quebec where the campaign was run

Participant type(s)

Other

Healthy volunteers allowed

No

Age group

Adult

Lower age limit

35 years

Upper age limit

64 years

Sex

All

Total final enrolment

3199

Key exclusion criteria

Does not meet the inclusion criteria

Date of first enrolment

01/08/2021

Date of final enrolment

31/12/2021

Locations

Countries of recruitment

Canada

Study participating centre
Ontario Tobacco Research Unit, University of Toronto
155 College Street
Toronto
Canada
M3T 13S

Sponsor information

Organisation
University of Toronto

ROR
<https://ror.org/03dbr7087>

Funder(s)

Funder type
Government

Funder Name
Health Canada

Alternative Name(s)
Government of Canada, Health Canada, Santé Canada, GovCanHealth

Funding Body Type
Government organisation

Funding Body Subtype
National government

Location
Canada

Results and Publications

Individual participant data (IPD) sharing plan

The datasets generated during and/or analyzed during the current study will be available upon request from Robert Schwartz (robert.schwartz@utoronto.ca)

IPD sharing plan summary

Available on request

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		30/01/2025	31/01/2025	Yes	No
Study website	Study website	11/11/2025	11/11/2025	No	Yes