

**“IT’S AN
INCREDIBLY
UPLIFTING
FEELING TO
BE FREE
OF THE
‘CHAINS’
OF SMOKING
ADDICTION”**



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 – because of the high smoking prevalence among these populations – and pregnant women. Our free services are funded through a service delivery contract with the Ministry of Health.

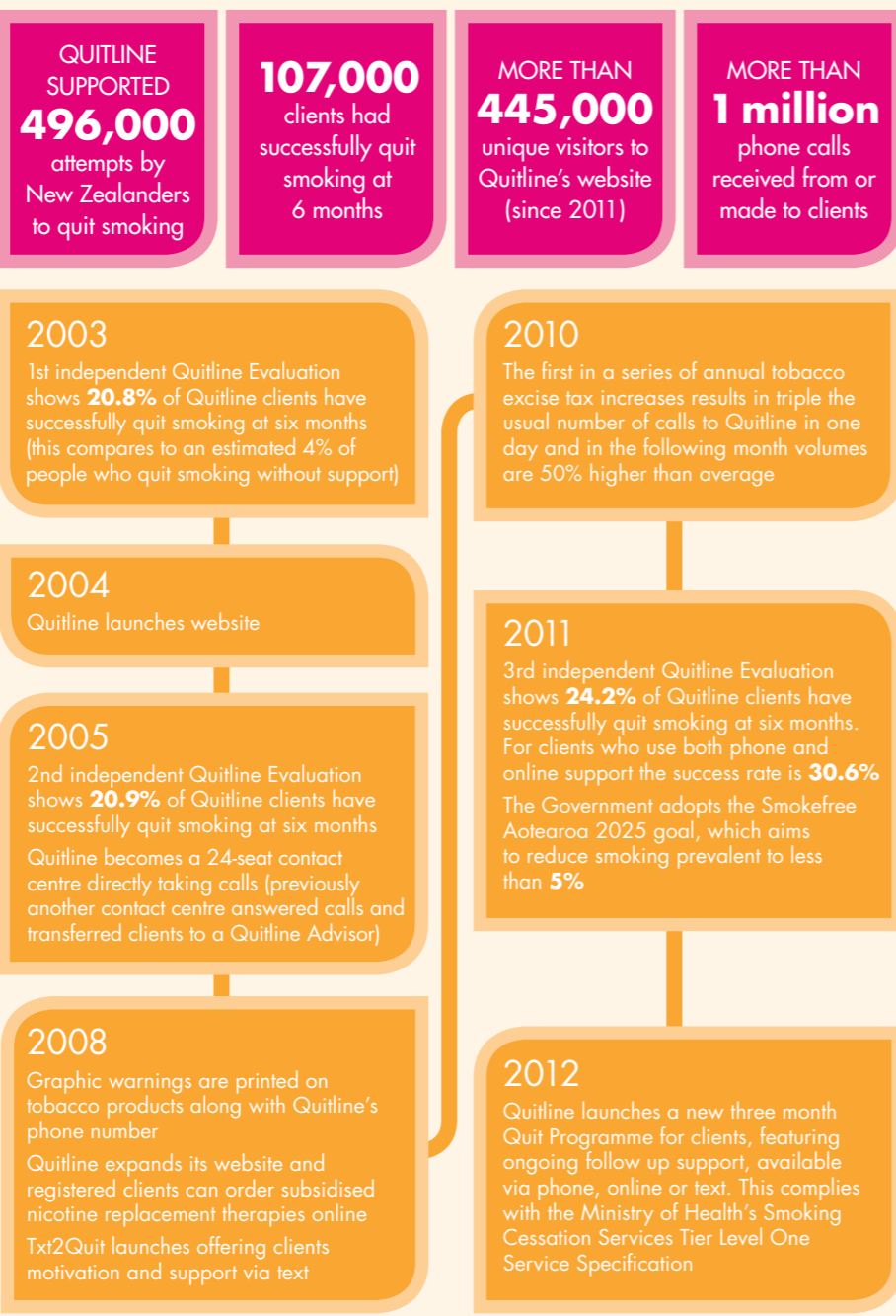
CHAIR'S REPORT



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10 YEAR MILESTONES: 2003–2013



OUR VISION:
A Smokefree Aotearoa by 2025

KAUPAPA/MISSION:
To provide a collaborative national support service that enables all New Zealand smokers to quit and stay quit, to drive towards less than 5% prevalence by 2025.

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

In 2013/2014 we received the welcome news that there has been a massive decline in the number of people smoking in New Zealand. According to the latest Census, the smoking population decreased from 597,192 in 2006 to 463,194 in 2013.

This represents a shift in prevalence from 20.7% to 15.1%. It means there are over 135,000 fewer smokers in New Zealand. That's the equivalent of the entire population of Hamilton and each and every one of these people who have battled to free themselves of the smoking addiction deserves to be congratulated.

While it was particularly pleasing to see a steady decline in the rates of smoking within Māori and Pacific populations - smoking prevalence among Māori has dropped from 42.2% in 2006 to 32.7% in 2013 - we are mindful of the considerable work that remains to be done.

These figures validate the hard work of all of us in tobacco control and send a strong signal that we will rid New Zealand of tobacco products. They show that government policies are working - from tobacco tax increases, to banning the display of tobacco products, to smokefree environments, to funding smoking cessation services, such as Quitline.

Quitline has now been delivering smoking cessation support and promoting quitting for 14 years. The organisation has directly supported more than 100,000 New Zealanders to successfully quit over that period. This represents the single biggest contribution to cessation in New Zealand.

In 2010 the Board of Trustees set a 5-year Strategic Direction for The Quit Group Trust to continue its work towards a Smokefree Aotearoa. Our strategy was further refined in 2012 (see diagram overleaf). The strategy is built around the four goals of: Successful Clients; Effective Services; Better Collaboration; and High Performing Team. Quitline is tracking well to achieve all four goals and you will find commentary relating to each in the body of the Annual Review.

The organisation continues to deliver value for money and in 2013/2014 Quitline offered a Return on Investment (ROI) of \$61:1. The methodology for calculating ROI is based on the cost of the service set against the direct and indirect benefits to New Zealand from supporting a significant number of people to quit smoking. In any terms, this Return on Investment level reflects a significant net gain for New Zealand from the resources invested in Quitline as a national, high volume, smoking cessation provider.

In 2013 the Government announced its intention to tender for a new National Telehealth Service with Quitline services included in the scope. The new National Telehealth Service is expected to be established and operating by 1 July 2015. This development may change how the Government funds the Quitline service, although the impact will not be known until the National Telehealth Service tender is let and a Lead Supplier is confirmed. We are enthusiastic about the new opportunities for increased cessation activities the telehealth service may offer.

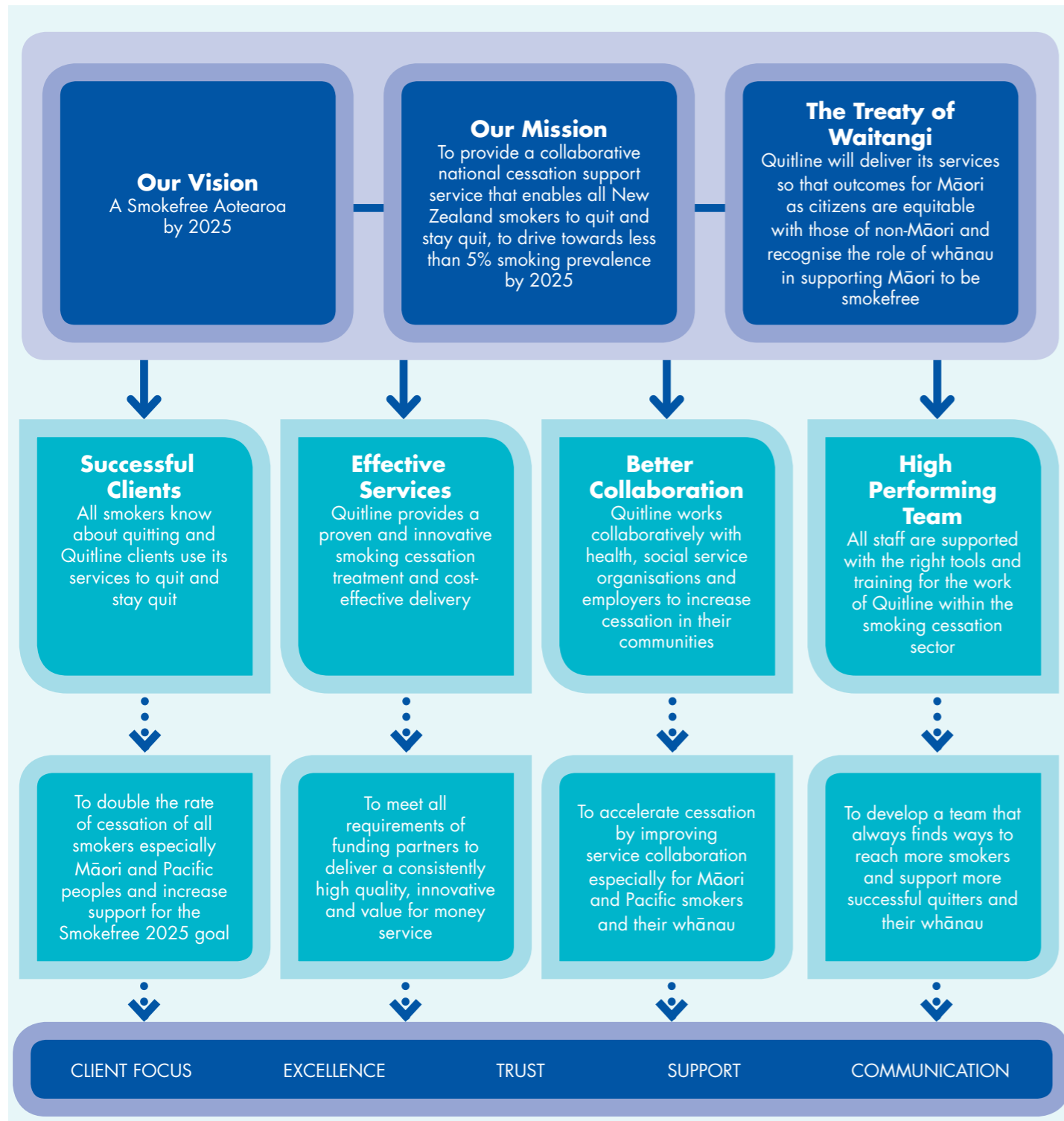
For the moment it's very much business as usual for Quitline as we work towards the goal of a Smokefree Aotearoa 2025. But I want to acknowledge how much our service relies on and benefits from the collective actions of individuals - our staff, our Quit Advisers, our management and CEO, and our hard-working Board of Trustees. I would like to acknowledge the tremendous contribution that the retiring Associate Minister of Health, Hon Tariana Turia, has made championing the Smokefree Aotearoa 2025 goal during her time in Parliament. Minister Turia has battled tirelessly to put policy and legislation in place to give teeth to the goal.

It will be up to all of us to ensure that momentum is not lost and support the passing of new legislation such as plain packaging of tobacco products, smokefree cars and more smokefree environments. We must keep our foot on the throttle in our mission to help more New Zealand smokers quit and stay quit.

Me Mutu!

Professor Chris Cunningham

Front Cover: Quitline Advisor Anthony Upton pictured with quote from the Quit Blog (Meesy 26-2-14)



According to the 2014 US Surgeon General's report, smokers today have a greater risk of developing lung cancer than they did in 1964, even though they smoke fewer cigarettes. It's thought that changes in the design and composition of cigarettes may have contributed to this increased risk. At least 70 of the chemicals and chemical compounds in cigarette smoke are known to cause cancer.

The tobacco industry may be powerful, but we in New Zealand have a tobacco control and smoking cessation sector that is strong and winning the battle to curb rates of smoking, as revealed by the 2013 Census. There are still things to be done however, and it is very encouraging to see that the Health Select Committee has recommended the Smoke-free Environments (Tobacco Plain Packaging) Amendment Bill be passed. The Committee says, 'In brief, the *Bill* will not have any effect on intellectual property rights to register, own and enforce trademarks and copyright in designs; it only controls the use of trademarks and copyrighted designs as promotional devices on tobacco products and packaging'. Plain packaging has been very effective in Australia, where tobacco consumption in Australia has declined from 15.1% in 2010 to 12.8% in 2013, the lowest rate recorded to date. The implementation of plain packaging has been dubbed a 'cancer vaccine' and would be also be very positive for New Zealand.

As one World Health Organisation representative has aptly put it, 'Tobacco use is like no other threat to global health'. Tobacco use contributes to a third of the world's non-communicable diseases - cancer, respiratory illnesses and heart disease among them. It is so important to the country that we conquer the addiction to tobacco, not least it would release resources tied up in preventable disease treatment for greater investment in sectors like education and housing.

This is why I'm so proud of the work we do at Quitline. In 2013/2014 we supported **45,030** attempts by New Zealanders to quit smoking with a comprehensive three month programme. We made **110,741** support calls to clients, up **32.5%** from the previous year. Clients logged in to their personal pages on our website **85,058** times and there were **103,507** posts and comments made on the Quit Blog.

As the overall smoking population declines, the challenge for Quitline is to redouble efforts to motivate and inspire the more addicted smokers and those smokers in populations where prevalence remains high, to commit to being smokefree for their families and for themselves.

We are committed to reaching these communities, and the Census tells us Māori and Pacific smokers still have higher rates of smoking than the general population. Worldwide, it has also been shown that smoking clusters in low income populations and communities that experience disadvantage. It is critical that we strengthen support for Māori and Pacific smokers to quit. Quitline will focus its efforts in 2014/2015 on making a difference where it is most needed.

One of Quitline's biggest successes in 2013/2014 was the growth in referrals flowing from the health sector. We received and actioned **10,620** referrals, an **80%** increase from the previous year. This reflects our increased efforts to collaborate with the broader health sector and to invest in system solutions to facilitate easy referrals. We'd really like to thank everyone making referrals for your commitment to connecting smokers with Quitline. Our systems have had to adapt quickly to increased referral flows and we are working hard to further improve them.

Collaboration is a two-way process and in the last year we also stepped up our efforts to refer clients to face-to-face providers. A total of **1,019** Quitline clients were referred on to face-to-face providers for supplementary support. In May, we launched a 'Shared Care' trial within the Wellington region, which will see even closer collaboration with face-to-face cessation providers and a more seamless service experience for clients.

Finally, it was with great sadness that I attended the tangi of Angela Wallace with other Quitline staff in June. Several years ago, Angela took herself and her family on a very personal and public journey as she quit smoking as part of Quitline's 'Video Diaries' advertising campaign. She did beat the addiction and never went back to smoking. Amongst her many achievements we will remember the contribution to Smokefree Aotearoa 2025 made by this beautiful, intelligent, unwavering woman.

Paula Snowden

QUITLINE'S RESULTS 2013/2014

More than 45,000 attempts to quit smoking were made with Quitline's services.

STRATEGIC GOAL #1 Successful Clients

All smokers know about quitting and Quitline clients use its services to quit and stay quit

DEMAND FOR QUITLINE'S SERVICES

As New Zealand's national smoking cessation service, Quitline continued to help high volumes of people to quit in 2013/2014. More than **45,000** attempts to quit smoking were made with Quitline's services.

For each of these quit smoking attempts, Quitline provided the client with a three month programme¹ including:

- Support via phone, website, blog, email and/or text (clients can choose the combination of support that suits them best).
- A registration pack including a copy of *The Quit Book*, plus other information and motivational resources.
- Four follow-up contacts. At each of these contact points Quitline makes a minimum of three attempts to reach clients.

- Access to subsidized nicotine replacement therapy via Quitcards, redeemable at pharmacies.

While in 2013/2014 there were **10%** fewer Quit Attempts than the previous year, this is partly due to the shrinking pool of smokers in New Zealand as indicated by the 2013 Census results (see *Census results cause for celebration*, page 9). In line with this trend, pharmaceutical companies also reported a significant decline in sales of nicotine replacement therapies and other smoking cessation products over the last 2 years. Research also suggests that the gradual reduction in national tobacco control marketing spend will be impacting on smokers making quit attempts.

The percentage of smokers that Quitline supports has remained steady at **8%**. This is a very favourable rate compared to Quitlines in other jurisdictions. For example, in the state of Victoria, Australia, **2.2%** of the smoking population use their Quitline² and in the United States the average rate is just **1%**³.

Quitline now provides clients with a more intensive, pro-active service than ever before. This is reflected in the **110,741** outbound support calls made in 2013/2014, up **32.5%**



from the previous year. In addition, the number of clients referred to Quitline by a health provider increased substantially from **5,695** in 2012/2013 to **10,620** in 2013/2014.

It is pleasing to note that while Quitline is engaging more actively with clients, clients are also engaging more actively with Quitline's services. Around **65%** of clients now use more than one of Quitline's service channels (phone, online and/or text). Levels of interaction with Quitline's website are increasing with **85,058** logins by registered clients in 2013/2014 (up **4%**) and **103,507** blog postings, (up **10.5%**).

In the year ahead, based on analysis of the 2013 Census, Quitline will target smokers where there are high smoking prevalence levels. The Census found that these people reside in low socio-economic areas, with Māori and Pacific over-represented. Quitline will orientate its marketing, support service and engagement programmes to reach these populations while maintaining effective support for the general population (see *New research into how to inspire hard-to-reach smokers*, page 20)

OVERALL RESULTS

- In 2013/2014, Quitline supported **45,030** Quit Attempts. A Quit Attempt is recorded when a person who wishes to quit smoking registers with Quitline's three month programme. A new Quit Attempt is recorded if the person relapses after four weeks and agrees to begin a new three month programme.
- Māori clients made **9084** Quit Attempts with Quitline, or **20%** of total Quit Attempts. Māori are one of Quitline's priority groups due to high rates of smoking.
- Pacific clients made **2,127** Quit Attempts with Quitline, or **5%** of total Quit Attempts. Pacific peoples are also one of Quitline's priority groups due to high rates of smoking.

- Pregnant women made **536** Quit Attempts with Quitline, or **2.3%** of total female Quit Attempts. Pregnant women are a priority group due the harms smoking does to the health of mother and the unborn child.

Quitline delivers its smoking cessation service over three channels: phone, online and text.

¹ Quitline's 3-month programme is fully compliant with the Ministry of Health's Smoking Cessation Service Tier Level One Service Specifications
² Data provided in 2013 by Quit Victoria
³ Cummins, Bailey, Campbell, Koon-Kirby, Zhu (2007). Tobacco cessation quitlines in North America: a descriptive study. Tobacco Control, 16, pp. 9-15.



Quitline now provides clients with a more intensive, pro-active service than ever before. This is reflected in the **110,741** outbound support calls made in 2013/2014, up **32.5%** from the previous year

QUITLINE'S RESULTS 2013/2014



PHONE RESULTS 0800 778 778



- There were **47,243** inbound phone calls made to Quitline.
- There were **110,741** outbound phone calls made by Quitline, up **32.5%** on the previous financial year.
- **58%** of clients used the phone channel^{4,5}.

ONLINE RESULTS WWW.QUIT.ORG.NZ



- There were **85,058** logins into the Quitline website.
- There were **103,507** blogs and comments on the Quitline website.
- There were **151,744** unique visitors to the Quitline website.
- **59%** of clients used the online channel^{4,5}.

TEXT RESULTS



- **36%** of clients used the text channel^{4,5}.

There were **103,507** blogs and comments on blogs on the Quitline website

EFFECTIVENESS OF QUITLINE'S SERVICE

STRATEGIC GOAL #2 EFFECTIVE SERVICES

Quitline provides a proven and innovative smoking cessation treatment and cost-effective delivery

SMOKEFREE STATUS

Quit smoking success rates are the litmus test showing the effectiveness of any smoking cessation service. Quitline monitors the smoking status of clients at four weeks after their quit date. This system has been operational for nearly two years, and Quitline is able to obtain the smoking status from over 70% of its clients.

Results for the 10 months to April 2014⁴:

- The four-week quit rate for the **22,233** clients that Quitline was able to contact was **42.3%**.
- The four-week quit rate for the whole client group was **30.7%**. This equated to **11,518** Quitline clients being successfully quit at four weeks. This includes those who were unable to be contacted and must be counted as 'still smoking', even though this is unconfirmed.
- Quit status was obtained from **72.7%** of total clients at four weeks. This contact rate was based on Quitline making multiple attempts to contact all clients through the clients' preferred channels (phone, text, email)
- As the success rate for people who quit without support is estimated to be just **4%**, Quitline's services are substantially increasing clients' likelihood of successfully quitting.

⁴ As reported in Quitline Client Satisfaction Survey 2014, conducted by Gravitas Research and Strategy Limited
⁵ The rates of service use for phone, online and text equate to more than 100% as most clients use more than one service channel.

Quitline has refined its approach for gathering this data through its phone, text and online channels, but it appears that threshold levels have been reached for contacting clients in this way. Given this, and because of the substantive cost of gathering this administrative data and the associated imposition on our clients, in the year ahead Quitline will assess the overall approach to monitoring Quit Status. Options for more optimal methods for gathering accurate data on a cost-effective basis will be explored.

CLIENT SATISFACTION

In 2013/2014 Quitline rated highly in terms of client satisfaction. In April/May, a survey of more than 600 Quitline clients was conducted by Gravitas Research and Strategy Limited. The survey showed:

- **94%** of clients surveyed were satisfied with the service they had received.
- **96%** of Māori clients surveyed were satisfied with the service they had received.
- **95%** of Pacific clients surveyed were satisfied with the service they had received.
- **99%** of clients surveyed found Quitline Advisers to be friendly.
- **97%** of clients surveyed said they would consider using Quitline services again in the future.

The sample was spread across users of different service channels offered by Quitline and by ethnicity (23% of the sample were Māori and 8% were Pacific peoples). While the overall satisfaction levels were high, it was particularly good news that Quitline's priority populations reported the highest satisfaction levels. This reflects the efforts by Quitline to provide the best possible service to these groups.

⁶ These results are for the ten months to 30 April 2014. Given the time period for getting the full Quit Status responses from clients, there is a 2-month lag in reporting this data on a Quarterly basis.



CENSUS RESULTS CAUSE FOR CELEBRATION

When the New Zealand 2013 Census results were released in December, they showed a sharp decline in the numbers of New Zealanders who smoke.

- Since 2006, when the last census was carried out, the smoking population decreased from **597,192** to **463,194** in 2013.
- People who smoke now represent only **15%** of the total adult population, compared to **21%** in 2006.

Quitline was particularly pleased to see a reduction in the rates of smoking within Māori and Pacific populations, which have always been disproportionately high.

- Smoking prevalence among Māori dropped from **42%** in 2006 to **33%** in 2013.
- Smoking prevalence amongst Pacific people dropped from **30%** in 2006 to **23%** in 2013.

- It is interesting to note that men smoke more than women in all ethnicities, except Māori. For Māori women, the rate of smoking prevalence is **35%** while for Māori men this is **31%**

It was also very pleasing to see lower rates of smoking uptake by young people.

- For those aged 15 – 19 years, smoking prevalence dropped sharply from **19%** in 2006 to **10%** in 2013.

The Census results provided tangible evidence that a range of interventions to reduce smoking rates in New Zealand are working. These include tobacco tax increases, smokefree environments and the funding of Quitline and other smoking cessation support services.

The Census results also show that the goal of a Smokefree Aotearoa 2025, which aims to create an environment where less than 5% of the population smoke, can be reached with ongoing commitment and determination.

COLLABORATION



Celebrating the launch of Wellington's Midland Park becoming smokefree

One of the major successes of 2013/2014 has been record numbers of referrals flowing in from the health sector.

STRATEGIC GOAL #3 Better Collaboration

Quitline works collaboratively with health, social service organisations and employers to increase cessation in their workplaces

STAKEHOLDER ENGAGEMENT AND COLLABORATION

In 2013/2014 Quitline continued to ramp up its collaboration with other organisations in the health sector and that are affiliated with Iwi, Pacific health providers and other community groups.

Along with building awareness of Quitline's services and developing trust and confidence, a key aim of stakeholder engagement is to increase referral flows to Quitline for cessation support. In this way, Quitline can add value to the Ministry of Health's ABC programme by making it easy for health professionals to refer people for free cessation support. The Ministry's new 'New Zealand Guidelines for Helping People to Stop Smoking' also emphasise the importance of referrals.

Quitline also supported various external projects funded by the Ministry of Health's Innovation Fund, such as 'Using Nicotine Spray for highly dependant people in a high risk community' (Hawke's Bay DHB) and the Quit Bus (Counties Manukau DHB).

REFERRALS

One of the major successes of 2013/2014 has been record numbers of referrals flowing in from the health sector.

Against a target of 5,000 referrals for 2013/2014, Quitline received a total of **10,620** referrals. This was up from **5,695** in 2012/2013 and represents an **80%** increase. These referrals came from DHBs, PHOs, midwives, Plunket nurses and other providers. Quitline makes three attempts to contact referred clients and was able to contact **69%**. Of those who were contacted, **39%** agreed to begin a Quit Programme. These developments meant that referrals now account for **6.3%** of Quitline's total Quit Attempts.

Quitline also stepped up its efforts to ensure all clients are offered a referral to a face-to-face provider. A total of **1,019** Quitline clients were referred on to face-to-face providers for supplementary support.

Quitline provides reports on the progress of referred patients to DHBs, midwives and Plunket. Following an upgrade to the Medtech Patient Management System, Quitline can now also provide feedback to GPs on the quit smoking status of their patients. The new automated feedback loop means the status of patients referred by the doctor will be delivered directly to their inbox. In the year ahead, Quitline will work to develop systematic referral approaches for general practices who use other Patient Management Systems.

SHARED CARE TRIAL

In May 2014, Quitline launched a 'Shared Care' trial, which will see closer collaboration with face-to-face cessation providers and a more seamless service experience for Māori and Pacific clients. The trial is being undertaken with Wellington-based Aukati Kaipapa cessation service, Kokiri Marae (Seaview) and Pacific Health Services (Porirua).

Currently Quitline offers all clients the option for referral to face-to-face cessation providers and equally encourages face-to-face cessation providers to refer to the Quitline service. The Shared Care trial takes this a step further by facilitating ongoing updates between Quitline and the face-to-face cessation provider around the quit journey of an individual client. The aim is that the client receives a more intensive, wraparound service and that both organisations are kept fully informed of the client's progress. Quitline hopes this holistic approach will work well for Māori and Pacific clients, our priority populations.

The Shared Care trial is taking place between May and November 2014. Within this period around 40 clients using both Quitline and the face-to-face service will be tracked to see if the Shared Care model leads to better quit smoking results.

STAKEHOLDER SURVEY

The results of Quitline's 2014 Stakeholder Survey reflected the effort being invested by Quitline in stakeholder relationships. Key results included:

- **94%** of all respondents consider that Quitline is contributing significantly to the Smokefree Aotearoa 2025 goal (up from 83% in 2013)
- **90%** of all respondents agree that Quitline is engaging effectively with their organisation (up from 83% in 2013)
- **86%** of Māori respondents agree that Quitline is engaging effectively with their organisation (up from 82% last year)
- **92%** of Pacific respondents agree that Quitline is engaging effectively with their organisation (up from 89% last year)

COMMENTS FROM STAKEHOLDERS INCLUDED:

"Quitline is an essential evidence-based element of achieving smokefree 2025 and fulfilling Article 14 of FCTC"

"There have been huge infrastructural changes to Quitline's services, making its delivery much more diverse and targeted and consumer friendly"

"I see Quitline engaging in more networking and engaging with other agencies"

"They are doing an excellent job. They continuously provide valuable feedback for our work and always receive feedback with an open mind"

"The system of direct referral by providers and having Quitline call back is very good"

"When referring I have no worries or concerns as they have a very good approach and practice and ensure the whānau are nurtured in their new venture to quit"

94% of all respondents consider that Quitline is contributing significantly to the Smokefree Aotearoa 2025 goal



Quitline staff talk to delegates at the Indigenous Nurses Aotearoa Conference 2014

THE QUITLINE SERVICE

In 2013/2014 a web enhancement project focused on making it easier for visitors to navigate the site and sign up to an online Quit programme.

PHONE

In 2013/2014, of the various forms of support offered by Quitline, phone continued to rank the highest as clients' main source of support to quit smoking. The phone service also rates the highest in terms of client satisfaction at 96%.

Quitline Advisors use motivational interviewing and behavioral therapy to help clients understand their addiction and work through the steps to change to becoming smokefree. Quitline now provides more follow up support by phone than ever before, reflected in the 110,741 outbound support calls made in 2013/2014.

NEW PHONE SUPPORT PROGRAMME FOR PREGNANT WOMEN

In November 2013, Quitline launched a new, intensive programme to help pregnant women quit smoking. Smoking during pregnancy increases the risk of stillbirth and neonatal death as well as preterm and low birth weight babies, and can lead to a number of other health issues for babies.



Recent research has highlighted the need for specialised support to help pregnant women quit. The "Growing up in New Zealand"⁷ study 2010 found that 11% of New Zealand mothers smoked at some stage during pregnancy. This figure was significantly higher among Māori women (34%) and women from lower socioeconomic areas (17%).

⁷ Morton, S.M.B. et al. 2010. *Growing Up in New Zealand: A longitudinal study of New Zealand children and their families.*

Research also highlights that pregnant women should be encouraged to stop smoking as soon as possible instead of cutting down on cigarettes towards the goal of becoming smokefree. If a pregnant woman stops smoking by 15 weeks of pregnancy the baby will be unharmed. In addition, it's estimated that 80% of women who smoke through their pregnancy are partnered with someone who continues to smoke, so the partners of pregnant smokers should also be actively supported to quit.

Quitline drew on this research to develop its new Pregnancy Programme. Cessation support is offered throughout pregnancy and until her baby is at least six weeks old. Pregnant women get more intensive follow-up support than clients on the regular Quitline programme and receive at least two to three support calls per month. Extra support calls are offered if the Advisor assesses the pregnant woman's confidence in quitting as low.

The pregnant woman will be asked to nominate a friend/relative/whānau as a support person who can be actively involved in her quitting journey. The Quitline Advisor will also speak to the support person whenever they call the client. Pregnant women are also offered a referral to a local face-to-face cessation provider.

Midwives can refer pregnant women to Quitline for support via text message. The midwife receives reports on the individual clients they have referred. In addition, Quitline has developed a new booklet especially aimed at pregnant women (see *Resources*, page 19)

ONLINE

In 2013/2014 a web enhancement project focused on making it easier for visitors to navigate the site and sign up to an online Quit programme. A series of testing scenarios were conducted on the website that helped determine which changes improved our conversion rate (the percentage of visitors who completed the sign-up process) and increased the viewership of our Quit Blogs.

As a result of the testing we dramatically reduced the content and clutter on our homepage and streamlined our sign-up page to make the process for registering for online support more intuitive. We now have a bold, simple design for our website homepage that guides visitors towards our main online support channels – the Quit Programme and the Blogs.

In February we also trialled a 'Live Chat' facility on our website which allowed visitors to ask questions or seek advice from an online Adviser and get an immediate response. Overall the trial indicated that the current contact methods (phone and email) were sufficient for our particular online audience at this time, however the trial highlighted some important areas where we could improve the content and information available on our website.

BLOGS

Quitline's online blog has continued to develop as a community where clients can get support and encouragement from other bloggers who are completing their own quit journeys. Visits to the Quitline blog have increased to over 350,000 views in the last year with an average of more than 8,500 blogs and comments each month.

TXT2QUIT

In December, Quitline launched a new set of text messages for clients who sign up to Txt2Quit. The free programme is primarily used by younger clients and aims to be friendly as well as informative. Texts are sent regularly for three months. Here are some examples:

- Hi [client name], after just 24 hours being smokefree all the carbon monoxide will be out of your system and your lungs will already work better. Great stuff!

A MARATHON EFFORT FROM QUITLINE'S BLOG COMMUNITY

A 'Quit Stats Count-up' was held on 1 February when members of Quitline's blogging community posted their quitting statistics to Quitline's blog. Over 100 former smokers posted details of how many days they had been smokefree, the number of cigarettes or amount of loose tobacco they had not smoked and the money they had saved as a result.

Collectively the participants saved \$410,199 as a result of not smoking 609,135 cigarettes and 75,204 grams of tobacco. Participants ranged from those who had quit smoking this New Year to those who had been smokefree for several years. If they were laid end to end these cigarettes would stretch for 42.6 kms, more than the length of a marathon.



- Hi [client name], hope you're hanging in there. If you need help, call Quitline 0800 778 778. You can call us again & again. We'll be there for you.
- Hi [client name], is your food tasting yummier? Quitting smoking improves your sense of taste and smell.

Also, clients can text in and request a call from an Adviser for extra support.



WHAT OUR CLIENTS SAY

CLIENT TESTIMONIALS

Today is my BREATHDAY..... and Quitline gave to me.

A much less smelly body
 ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆
 More time with my family
 ♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥
 Lungs no longer rowdy
 ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣
 Enough money for a diamond ring
 ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
 A fancy new cell phone
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 A staffy of our own
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 A night at Aerosmith
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 Some friends to help quit with!!
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 More youthful looks.
 ▶ >> ▶ >> ▶ >> ▶ >>
 Better taste of what I cook
 é W é W é W é W
 Spare funds to join Jenny Craig!!
 :- (:0 :- (:0 :- (:0
 And soon a very good reason to brag!!!!
 \$♥☆♥★\$♥☆♥



Members of the Quitline blog community

"I rung today to get the ball rolling on quitting, I had the loveliest lady Jo take my call, she was so positive and helpful it was really appreciated, lookin forward to utilising your wonderful service over the next 3 months"

21Jan2014
By Lese37
Thank You Quitline
I wouldn't have been able to do it without You
 I just want to pop in and Thank Quitline and my fellow bloggers - I'ts hard to believe that its been 3 and a half years since I quit. So much has happened over that time. Yes I gained about 15kgs, but that didn't matter at all – part of the process to go through. I started walking, then I found walking wasn't fast enough, so I started running. About a year a I decided to get serious about running regularly, then discovered the freedom and tranquility I get from my new found hobby. I am now getting ready to participate in my 1st running event - the Tussock Traverse (Whakapapa - National Park) this weekend - I'm only doing the short course - 6.5 kms and 200+ vertical meters - but we all need to start somewhere. So I just wanted to say thank you and how proud I am of how far I have come. For those who are just starting on your journey... you CAN do it, other wise you wouldn't be here now. The hardest part is making the decision to quit. Drink your water blog to your hearts content. WE believe in YOU. XX PS I've lost 10kgs.

18Jan2014
By Selly
I like not smoking;
 I like the look of pride on my girls face when a quit line add comes on. I like that when we are out at someone's house I don't have to escape to fit in a smoke. I like that im not constantly concerned about any of my school kids seeing me or the parents: I like that I smell better and when I leave to go somewhere I don't have to remember smokes, I like that I've supported two others to make decision to quit;) I like so much not smoking..... I dislike that the reason I gave up was to support my mother whom was really poorly with Cpod:) and heart failure, emphasimia is now sneaking smokes:(

2Jul2014
By Quitin4life
 Dear quitters, It's been exactly 1 year since I quit smoking. I did not smoke 4380 ciggys worth almost 4000. If I can quit after smoking for 13 years any1 else can. Just do it. I will help each and every1 to quit smoking, just let me in comments why you cannot. I want to thank all my frnd here whose blogs r vry motivating and helps me defeat craving. I wish to thank my wife n frnds for been supportive. Lastly thanks to the support staff at quit online u guys really do fantastic job, I think NZ will be smoke free country by 2020 due to ur dedication n hard work. Really proud of myself Love u all. God bless

23Jan2014
by Chocksaway
 Smokefree days: 500 days
 Cigarettes NOT smoked: 10000
 Total savings: \$8,000.00
 Just came on to the site to cheer everyone on and saw my stats are at a milestone today! Wow, it's hard to believe. For those of you still thinking about smoking, I promise that the urge goes away entirely and when you do happen to think about smoking (which is a rare thought), it's more of a strange disbelief that you used to smoke, or a strange memory, rather than a true desire for one. I blogged heaps in the early days and because I tried every method known to man (and some not!) to quit for years I can tell you that this blog site made all the difference to me. Thanks everybody, from the bottom of my heart. And thank you Quitline. you are all legends.

Maanu
 Smokefree days: 130 days Cigarettes NOT smoked: 3250
 Total savings: \$2,600.00 19 days pokie free
 After saving \$2,600 and \$20 of that today I can afford \$7.90 for a flash juice. Walking around Wellington city I often see smokers standing in door ways and I used to get strong urges to try and buy a smoke off them. Those urges have passed now thank goodness. Seems I am not only free of smoking but almost free from any desire to smoke I still get a faint glimmer of an urge but very easy to fend them off now. It's great to see those urges f-f-f-f-fade away (-8 Gotta go now I have decided to run to Pilates. Never thought I would ever run to a Pilates class but here I go.

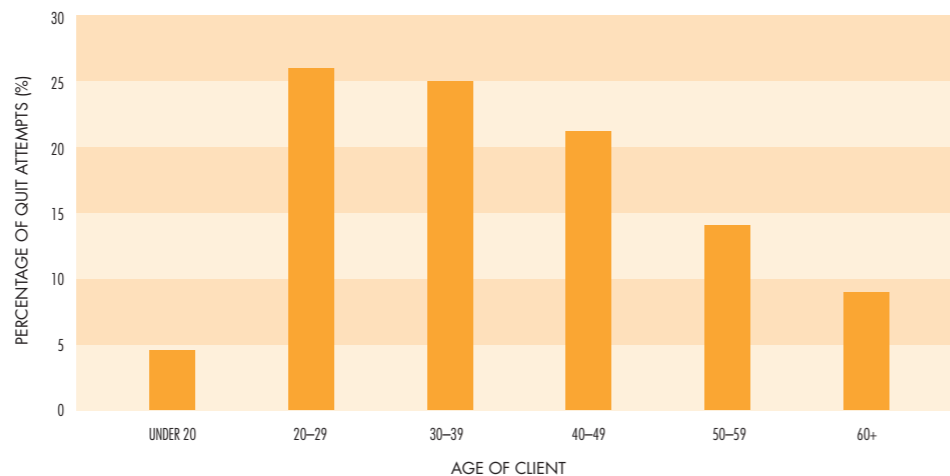
Blog by Meesy
 26 February 2014
 We may not be able to secure national coverage for this blog, but we can feature it in our newsletter! 10 days!!!! This new won't make Campbell Live tonight and there won't be any Facebook Pages created for it. It won't make it on to the radio, and in fact, it won't even attract a tiny snippet in the local newspaper press...BUT...it's a HUGE story for me and my family, and it's the same for everyone else that has made the courageous decision to quit! Am walking around 6 km's bare foot on the beach every day and watching what I'm eating too. I'm thoroughly enjoying being smoke free and now looking forward to buying a rowing machine and really start re-winding that body clock :) It's an incredibly uplifting feeling to be free of the 'chains' of smoking addiction :) This site has been a massive help in keeping my mind positive and focused. Thanks

WHO QUITLINE HELPS

CLIENT DEMOGRAPHICS

AGE PROFILE OF CLIENTS

The majority of Quitline clients in 2013/2014 were aged between 20 and 49 years old (73%). This matches the age profile of the majority of New Zealand smokers.



PRIORITY POPULATIONS: MĀORI AND PACIFIC CLIENTS

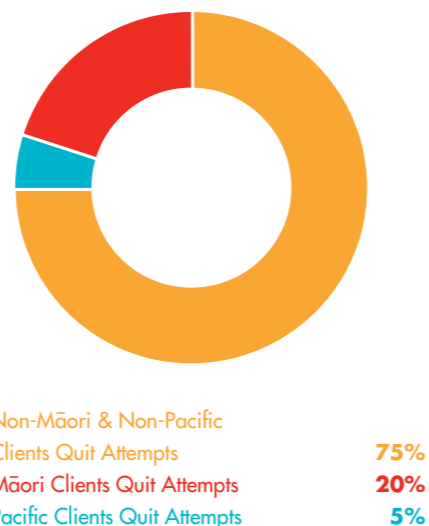
Given the high smoking prevalence amongst Māori and Pacific Peoples, reducing smoking rates in these communities is a high priority for Quitline.

MĀORI

- In 2013/2014 Māori clients made 9,084 Quit Attempts with Quitline, or 20% of total Quit Attempts.
- Māori clients were predominately female (62%).
- The quit smoking rate for Māori clients who Quitline was able to contact at four weeks was 34.8%.

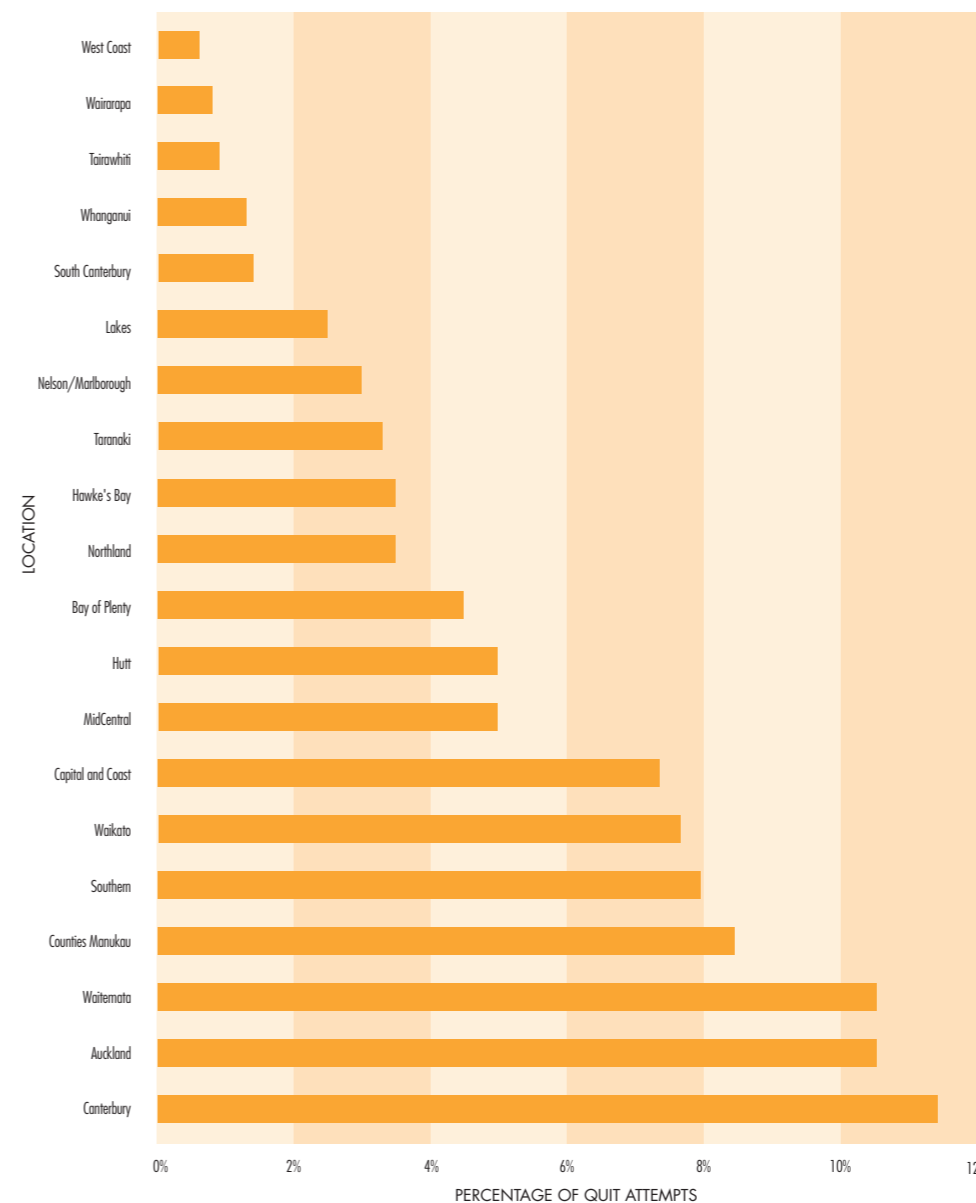
PACIFIC

- In 2013/2014 Pacific clients made 2,127 Quit Attempts with Quitline, or 5% of total Quit Attempts.
- 51% of Pacific clients were female and 49% were male.
- The quit smoking rate for Pacific clients who Quitline was able to contact at four weeks was 40%.



BREAKDOWN OF QUIT ATTEMPTS BY DISTRICT HEALTH BOARD REGION

Quitline clients are recorded by the District Health Board region they belong to. In 2013/2014 the regions with the highest number of clients were Canterbury (12%), Auckland (11%), and Waitemata (11%).



GENDER OF CLIENTS

Quit Attempts in 2013/2014 were evenly split between males and females.

- Males made 47% of total Quit Attempts
- Females made 53% of total Quit Attempts

HOW QUITLINE REACHES SMOKERS

MARKETING AND COMMUNICATIONS

ADVERTISING

In 2013/2014, Quitline developed new campaign material every few months, with placement on television, online channels and in outdoor areas.

Advertising campaigns are one of the most effective ways of promoting quitting and driving demand for Quitline's phone and online services. Although media consumption has changed significantly in recent years, it is estimated that over 80% of New Zealanders still watch real-time television on a daily basis. Television therefore remains a central component of Quitline's advertising strategy.

Research into the lifespan of Quitline's advertising material has shown that three months is the optimum length of time for campaign duration. After that, campaigns begin to lose their effectiveness at driving demand to the service. In 2013/2014, Quitline developed new campaign material every few months, with placement on television, online channels and in outdoor areas.

THE MOMENT I KNEW CAMPAIGN

From July to October, Quitline ran a campaign called, 'The Moment I Knew'. This featured real people who shared the moments they realised they had to quit smoking. Its development was based on recent research (from Quit Victoria and ASPIRE 2025) which showed the effectiveness of advertisements showing the serious harms of smoking through graphic imagery or personal stories and those that evoke strong emotional responses in smokers.

The three former smokers featured in the campaign are Josie, Sandy and Carl. Josie knew she had to quit smoking when she realised she didn't want to die prematurely due to smoking as her mother and sister had. Solomon Sandy's 'moment' was when she realised that if she became sick with a smoking related disease she wouldn't be able to raise her kids. Carl knew when he realised he'd been smoking for 30 years and was wasting money on cigarettes that could be spent on his whānau.



'The Moment I Knew' campaign

The advertisements were tested using an online panel of 1504 smokers aged between 25 and 45 and representing priority populations. The 'Moment I Knew' generated concerns about smoking and feelings of sadness, and guilt.

SHOWCASING QUITLINE'S ADVISORS: THE 'DID YOU KNOW' CAMPAIGN

In November, following on from the hard hitting 'Did You Know' campaign, Quitline launched an informative campaign in which Quitline Advisers addressed some of the common misconceptions about the quitting process and the Quitline service.

The advertisement focussing on relapse and the fact that clients can call back as many times as they need, led to a significant increase in returning clients



'The Last Dance' campaign

The campaign comprised six television advertisements each of which focused on a different message. The messages were based around: Quitline's phone, online and text service; the three parts of the addiction; relapse; pregnancy; nicotine replacement therapies; and behavioural support to complement prescription medication.

By using real Quitline Advisers, the advertisements aimed to put a face to Quitline and emphasise that Quitline Advisers are real people who understand what the client is going through. The tone is warm and non-judgemental as evidenced by the following client comment: "I like the way the message was delivered. Not trying to shove something down our throat".

The advertisement focussing on relapse and the fact that clients can call back as many times as they need to, led to a significant increase in returning clients. Evaluation of the campaign also showed that it was particularly effective for Pacific people, with 45% of Pacific respondents saying that the Relapse advertisement would prompt them to quit smoking.

THE LAST DANCE

'The Last Dance' campaign was created by Quit Victoria in Australia, and adapted by Quitline for a New Zealand audience. The campaign launched at the end of December to run alongside the 'Did You Know' campaign until the end of June. The highly emotive 'Last Dance' campaign shows a dying man rising from his bed to have a 'last dance' with his partner as their child looks on.

The campaign tested extremely well with the target audience and not only generated a strong emotional response but also prompted half of respondents to say they would contact Quitline. This was particularly true for Māori respondents.

An evaluation of both 'The Last Dance' and the 'Did You Know' campaign, using both Quitline client data, surveys of smokers and surveys of Quitline clients, showed that both had excellent recall, with 53% of respondents having recalled seeing Quitline advertising generally, or the 'Last Dance' and 'Did You Know' specifically. The evaluation also emphasised how the strategy of playing the campaigns concurrently was an effective one: the former gave people a reason to quit and the informative campaign provided information on the Quitline service and stimulated a call to action.



Quitline staff featured in the 'Did You Know' campaign

HOW QUITLINE REACHES SMOKERS

MARKETING AND COMMUNICATIONS

NEW RESEARCH INTO HOW TO INSPIRE HARD-TO-REACH SMOKERS

The New Zealand 2013 Census showed that while the overall smoking population has decreased, there are still areas of high smoking prevalence which are closely linked to deprivation.

In May, Quitline commissioned market research to better understand these smokers. This will inform the creation of Quitline's next advertising campaign, which aims to motivate quitting in this hard to reach group.

Premium Research was engaged to interview a total of 46 people in Whangarei and Porirua in focus group settings.

The research showed that for these populations, smoking is both intergenerational and entrenched. It uncovered rich insights into how this population see smoking and their attitudes to quitting. A key finding is that for these people there are many 'benefits' of smoking that outweigh the motivators to quit, for instance:

- Isolation – Where most people smoke, to be a non-smoker is to risk being left out of the social/whānau group
- Children – Smoking is seen as the stress release that mitigates the risk of being intolerant with children
- Now – Life is lived in the 'immediate' and longer term benefits of quitting are immaterial when compared to the pleasure of smoking now.

A concept focussing on children and the strong desire not to pass on the smoking addiction proved to be overwhelmingly popular when tested



We can't wait to be just like you

Do you want your kids to grow up to be smokers like you? If you smoke your kids are seven times more likely to become smokers too. Get in touch and tell us how we can help you quit.

Quitline
0800 778 778
www.quit.org.nz

Sneak preview: Quitline's 2014/2015 advertising campaign will feature children to prompt people to quit smoking.

The research emphasised that this market needs to be targeted differently to the rest of the population. In response, Quitline worked with Māori Television to develop five different advertising concepts based on the research findings. A concept focussing on children and the strong desire not to pass on the smoking addiction proved to be overwhelmingly popular when tested with the target audience. This will form the basis for Quitline's 2014/2015 advertising campaign.

RESOURCES

In 2013/2014, Quitline maintained its key suite of printed resources to help people quit smoking including: The Quit Book, Me Mutu Tātou and Time to Quit. In addition, a new pregnancy booklet was developed and the content and design of wallet cards was revamped.

I'M QUITTING SMOKING FOR BABY AND ME

A new fold-out booklet was developed to help pregnant women quit smoking and complement Quitline's new Pregnancy Service. One page of the booklet is devoted to explaining the harms of smoking to the unborn baby, while another page outlines the benefits of quitting. The resource addresses the misconception that pregnant women can't use NRT and a message for partners and whānau encourages them to support her to quit.

The resource also includes a tear-off photo frame with messages on quitting smoking, where a scan or photo of baby can be placed. This has a magnetic strip on the back so it can be stuck on the fridge or somewhere else visible to help boost motivation.

N.O.P.E NOT ONE PUFF EVER.

Quitline revamped its wallet cards with the new slogan *N.O.P.E Not one puff ever*. This phrase is already used by members of the blog community and it proved to be the most popular option when tested with clients and stakeholders.

The wallet cards are a portable resource designed to help people stay strong on the quitting journey. They also list the 4Ds technique to help beat cravings - Delay, Deep breathe, Do something else, Drink water – and provide Quitline's contact details.



PACIFICA BOOKLETS

Quitline's Pacifica booklets, which were developed in Tongan and Samoan last year, were translated into five new languages this year. These are: Cook Island Māori, Fijian, Niuean, Tokelauan and Tuvaluan. The booklets aim to explain the Quitline service and to emphasize the benefits of using Nicotine Replacement Therapy, of which there is lower uptake among Pacific people. They will be distributed to Pacific clients who register for Quitline's service.

EVENTS

Quitline attended eight major events in 2013/2014 with the primary aim of building trust among Māori and Pacific communities. Events continue to provide visibility for Quitline's brand and generally raise awareness of the service. In total over 285,000 people attended the events where Quitline was present in 2013/2014. More than 500 people entered the prize draws Quitline offered at its event site.



Quitline's marquee at ASB Polyfest, Auckland

These events included, Pacifically Wellington, the Ratana Annual Event (Ratana Pa), Te Ra O Te Raukura (Lower Hutt), Ngati Kahungunu Waitangi Sports day (Hawkes Bay) and Polyfest and Pasifika in Auckland. For the first time ever, Quitline attended shearing event Golden Shears (Wairarapa) which became smokefree this year.

An increasing number of these events are developing Hauora tents/villages, which bring primary healthcare into a Māori cultural setting, with a number of different health care providers working together. Quitline sees this model as a very successful one and supports its holistic approach to health.

We were also proud to support other tobacco control organisations and Wellington City Council at an event on World Smokefree Day to announce that Midland Park was becoming Smokefree.

SOCIAL MEDIA

Quitline's social media presence has primarily been through its Facebook page, which recently reached an impressive milestone of 10,000 Likes. Interest in the page has been generated through targeted advertising, shared posts and a strong content plan that aims to deliver uplifting and motivating messages to our Facebook audience. In 2014/2015 Quitline will explore new opportunities to utilise emerging social media channels to reach more kiwis who need quitting support.

PUBLIC RELATIONS

Media engagement remains an important part of building trust and awareness of our organisation and the best coverage was generated from the New Zealand 2013 Census results, with Quitline front footing the analysis and release of the tobacco control-related data.

During 2013/2014 Quitline received coverage in 65 press articles, 26 broadcast clips and 46 online articles. We also took part in several major interviews including on 3 News, One News and Māori Television.

FINANCIAL OVERVIEW 2014

As at 30 June 2014, Quitline had 58 full-time equivalent staff, 40 of whom work directly on promoting and supporting cessation.

VALUE FOR MONEY

Quitline has delivered cost effective cessation 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 \$206.13 (down from \$240 four years ago).
2. The annual return on investment (ROI) is \$61:1. ROI is calculated by comparing the cost savings for New Zealand of a person quitting smoking compared to the cost of the Quitline service.

FURTHER HIGHLIGHTS

Income for the year was approximately \$9.5 million.

Total expenditure was approximately \$9.3 million, of which \$2.2 million was spent on marketing and communication direct costs, and \$3.2 million on operations and marketing and communications personnel costs. These two expenditure items have the most direct impact on increasing Quit Attempts and quit success rates (see below for further details of expenditure).

A small operating surplus of \$233,000 was generated during the financial year. The financial position at year end shows a net assets balance of \$3.1 million, including a net working capital of \$2.8 million. The bulk of the working capital is held as cash reserves and is held to ensure that Quitline is able to meet all of its financial and legal obligations.

QUITLINE STAFF AT TE KURATINI MARAE, MASSEY UNIVERSITY



STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2014

	2014 \$000
Income	
Ministry of Health	9,422
Other income	98
Total Income	9,520
Expenditure	
Advertising and promotion	2,165
Staff & Management costs – Marketing and Communications	722
Staff & Management costs – Operations	2,470
Staff & Management costs – Corporate Services	1,304
Information Technology	863
Office costs, depreciation and amortisation	1,494
Legal and consultancy costs	269
Total expenditure	9,287
Net Surplus for the year	233

Note: These figures provide an audited financial summary as at 30 June 2014. Quitline has a contract with the Ministry of Health to provide a free, national smoking cessation service to 30 June 2015⁸.

⁸ The new National Telehealth Service is expected to be established and operating by 1 July 2015. This development may change how the Government funds the Quitline service, although the impact will not be known until the National Telehealth Service tender is let and a provider or providers are confirmed.

ANALYSIS OF QUITLINE EXPENDITURE



Advertising and promotion	23%
Staff costs – Marketing	8%
Staff costs – Operations	27%
Staff costs – Corporate Services	14%
Information Technology & compliance cost	9%
Office costs, depreciation & amortisation	16%
Legal and consultancy costs	3%



In March 2014 Quitline staff had the opportunity to stay overnight at Massey University's Te Kuratini Marae. The aim was to enhance awareness of Te Reo and Māori protocols. Comments from staff included:

"It helped build my confidence about how to behave and respond in marae settings."

"Loved the whakawhanaungatanga session – great to learn more about colleagues."

"There was a lot of team participation and a lot of laughter."

BOARD MEMBERS

Professor Chris Cunningham (Chairperson)
Dr Janet Pearson
Andrew Jackson
Liz Hirst

QUITLINE

Paula Snowden – Chief Executive
Bruce Bassett – Director Strategy
& Communications
Jack Schierhout – Director Operations &
Corporate Services

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