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# 'Let's Kick Butt' 2017

Evaluation of a Mass Quit-Smoking Challenge for  
Mental Health Patients in Auckland

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**MEDICAL AND  
HEALTH SCIENCES**



“The hardest thing about quitting is the anxiety. Every time I was anxious, I would always be grabbing a smoke.”

**Patient, Greenlane Mental Health**

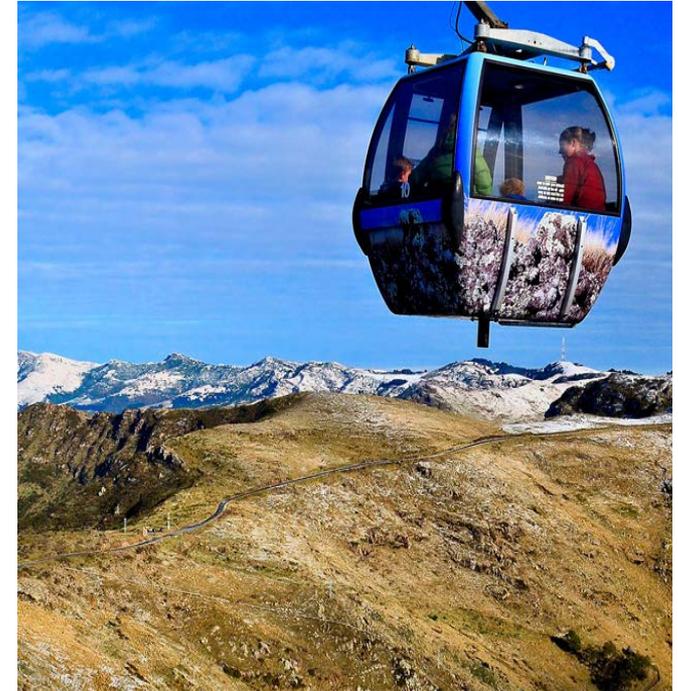




“This whole year, the whole year that I’ve been smoke-free I have been doing my own travelling, like, I just got back from Christchurch this week.”

“Once I stopped smoking I could afford to buy a ring my partner always wanted.”

**Patient, Greenlane Mental Health**



# In 2015

# 162,222

people accessed  
mental health  
services  
(3.5% of the  
population)

SOURCE: PRIMHD



## Disproportionately higher rates of tobacco use in mental health patients (55-60% overall)

- Schizophrenia 60 – 85%
- Bipolar Disorder 51 - 70%
- Major depression 36 - 80%
- Anxiety disorders 32 – 60%
- Alcohol abuse 34 – 80%
- Other addictions 49 – 98%

Te Pou (2014). The physical health of people with a serious mental illness and/or addiction: An evidence review.



- \* Existing initiatives failed to make much headway.
- \* Need for innovative ways to help them quit smoking.
- \* Several motivational tools could be combined to see if that works better.



# ‘Let’s Kick Butt...’ 2017

12-week challenge evolved out of a similar programme called WERO

- 85 Long term smokers, half of them Maori/ PI
- Teams of 5 clients each
- Inter and intra team competition
- Cash incentives
- CO readings to verify self-reported smoking status
- Smoking cessation tools
- Group based therapy (GBT) under Motivational Interviewing (MI) framework
- Extended engagement and relapse prevention support



# Evaluation

(formative)

- Implementation fidelity
- Level of client engagement/ acceptance/ satisfaction.
- Influence of peer support, competition component, cash incentives on the outcomes
- Attendance rate, dropout rate, changes in exhaled breath carbon monoxide (CO) readings, changes in the smoking status at completion.

## FINDINGS:

- 83% completed the challenge (Target= 90%)
- 36% reported being smoke free.
- 60% of the remaining were smoking fewer than five cigarettes a day (against up to 20 cigarettes at the start).
- A high (90%) rate of engagement, acceptance and satisfaction amongst those who completed the challenge.

# Challenges abound

- CO readings don't always tell the whole story as they are affected by smoking just before the quit session.
- Don't know which motivational tool is more effective; Or whether it is the result of this unique combination/ intensive intervention.
- Clients tend to slip back into old smoking habits once the challenge is over.
- Some clients had been through multiple quit smoking programmes. How to separate the contribution of this challenge alone?



**NIHI**  
The National Institute  
for Health Innovation



Challenging, but possible

Thank you

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