

Tobacco Control and Mobile Health

A New Initiative

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Tobacco kills ~ 6,000,000 people worldwide
each year.

= 1 death every 6 seconds

A New Initiative

The Tobacco Epidemic is one of the biggest Public Health Threats the World has ever faced.

Mobile communication offers us a new means to bring tobacco control support and services to developed and developing-country citizens.



Why is mHealth important?

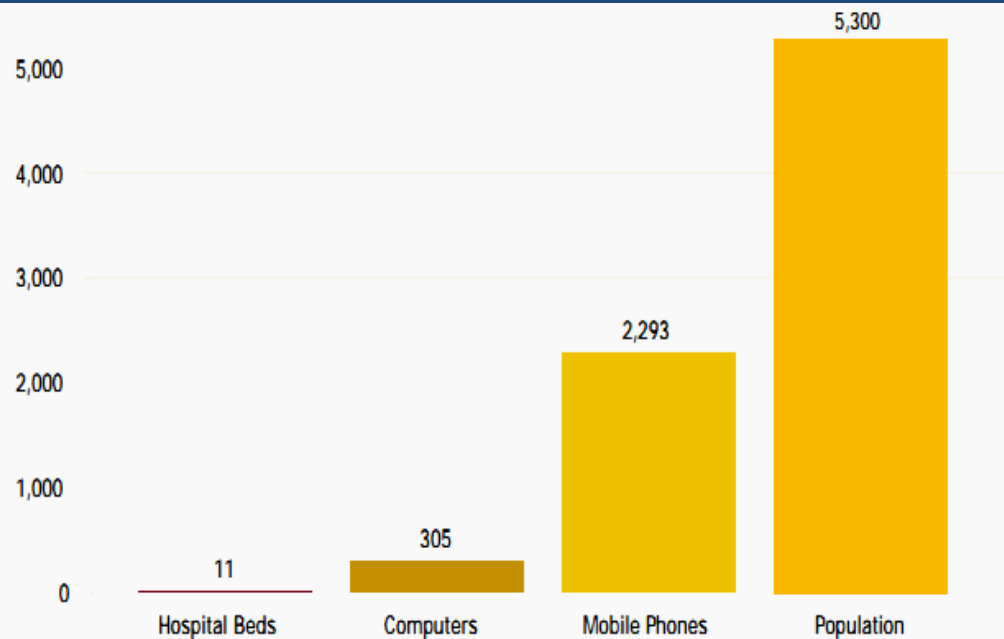


Figure 1. Technology and health-related statistics for developing countries (millions).⁴

Mobile phones reach further into developing countries than other technology and health infrastructures.

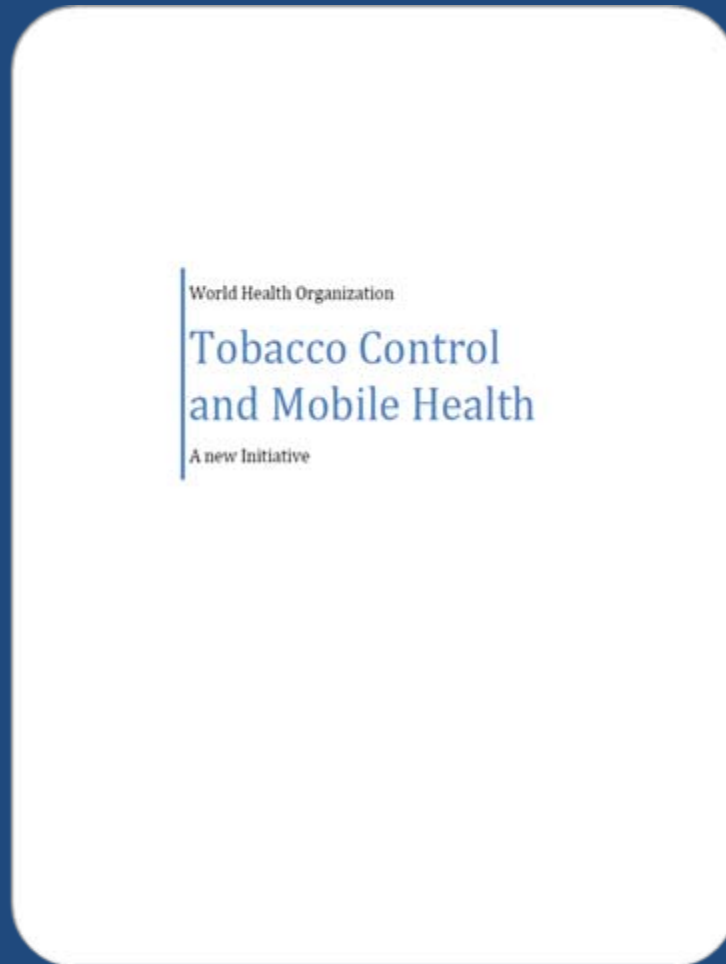
In developing countries, mHealth projects focus on HIV/AIDS, Malaria, MCH and TB using SMS texting



2009 – 2011 Global Reports on existing mHealth projects showed hundreds of pilots in developing countries, **but nothing on tobacco control.**

Tobacco Control and Mobile Health

A New WHO Initiative



Message from Director TFI



World Health
Organization

Mobile health and tobacco control - Business case

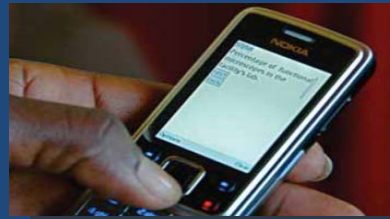
GOOD BUYS

Tobacco control

FOR

Mobile health

GOVERNMENTS



- M Health is a great mechanism to save significant funds in the health sector.
- Successful interventions that could be used by both developed and developing countries in their tobacco control work.

WHO Tobacco Control and Mobile Health A New Initiative - **OBJECTIVES**

- Populate the empty space with tobacco control m health projects.
- Build on m health projects from communicable diseases.
- Bring together tobacco control and m health players to develop successful interventions.



WHO Tobacco Control and Mobile Health A New Initiative - **OBJECTIVES**

➤ Develop scalable m health projects.



➤ Create a steering committee to develop and incubate new projects, to share lessons learnt, to monitor projects.

➤ Develop a manual for member states on the top M health solutions for tobacco control.



Progress in WHO Initiative

- WHO has met with **top experts in mobile health**.
- WHO has developed a set of **project ideas**.
- WHO has met with a number of **partners**.
- WHO has lodged grant applications with NIH, AGFUND to fund pilot M Health projects (geotagging and mCessation) in LDCs
- Partners are creating an Mcessation consortium (US Govt), partners are running other pilots e.g. IPHONE cessation in HK, Cambridge, Abu Dhabi, TB and Tobacco in Pakistan
- We have a **full literature review** finalised on M Health which we will publish
 - **MCessation at least 2 x more effective than traditional**

Literature review

The use of SMS for smoking cessation is a developed world phenomenon, with all articles found for the review focussing on the New Zealand, Norway, the US and the UK.

Sms is an effective tool for smoking cessation Mcessation 2 x to 6 x more effective than traditional methods

Social networks prevent relapse



The image shows a composite of two screenshots. The top screenshot is a Microsoft Word document titled "M Health and Tobacco Literature Review.doc". The document content is centered and reads: "World Health Organization", "Tobacco Control and Mobile Health", and "Literature Review". The bottom screenshot is a Windows Internet Explorer browser window displaying a page from The Lancet. The browser's address bar shows the URL: "http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(11)60701-0/abstract". The page header includes "THE LANCET" and navigation links like "Subscribe", "Register", and "Login". The main article title is "Smoking cessation support delivered via mobile phone text messaging (txt2stop): a single-blind, randomised trial". Below the title, it lists authors: "Dr Caroline Free PhD, Rosemary Knight RGN, Steven Robertson BA, Robyn Whittaker MPH, Phil Edwards PhD, Weiwei Zhou MSc, Prof Anthony Rodgers PhD, Prof John Cairns PhD, Prof Michael G Kenward PhD, Prof Ian Roberts PhD". A "Summary" section is visible, starting with "Smoking cessation programmes delivered via mobile phone text messaging show increases in self-reported quitting in the short term. We assessed the effect of an automated smoking cessation programme delivered via mobile phone text messaging on continuous abstinence, which was biochemically verified at 6 months." The browser's taskbar at the bottom shows several open applications, including "WHO Ref...", "mHealth...", "MOBILE H...", "M Health...", and "Smoking...".

Impact

- This initiative will develop successful and low cost interventions that could be used by both developed and developing countries to support their tobacco control work.
- Tobacco control and M Health have the potential to help countries fulfil their WHO FCTC obligations (12, 14, 8, 17) through innovative, cost effective and sustainable interventions.

Tobacco control is a unique laboratory for innovations

Tobacco use is a **disease** of addiction and a **behaviour** choice.

The tobacco industry is both a legal **economic force** and an **enemy** of public health.

Tobacco control is both a **public health** concern and an issue of **international law**.

Tobacco control communication is a means to promote **awareness and compliance**, and a direct **smoking cessation intervention**.

Tobacco control advocacy is a **technical advisory** function to governments, and an exercise in **media relations and influencing public opinion**.



Project ideas have been developed by WHO TFI with support from academics and mobile phone experts

Social networking,
gaming and virtual
worlds

m Agriculture

Population based
Cessation

Geotagging



Illicit Trade

Smoking cessation as
part of mobile wellness
initiatives

Online mobile
cessation training

Manual
development

Whistleblowers

Advocacy,
communications
for prevention

Tobacco control
ecosystem
platform

Social networking, gaming and virtual worlds to educate and raise awareness

We can create applications and models for social networks around tobacco control.



facebook

twitter 

YOUKU 优酷
.com

YouTube
Broadcast Yourself™



新浪微



renren

flickr®
from YAHOO!



Enhanced outreach through e media, behavioral change via avatars, tobacco support groups through social networks, virtual tobacco control worlds



World Health
Organization

Awareness building via SMS

Mobile networks can give WHO and our partners access to the largest market in the world, this is very important for anti smoking messages and counter marketing work which can have a far greater reach than through TV, print or other media campaigns.





THREE WAYS TO SAVE LIVES.

FCTC
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

This treaty is the world's answer to the tobacco epidemic, which kills nearly 6 million people each year. Already legally binding in more than 119 countries, it's our most powerful tobacco-control tool. **Let's use it!**

31 MAY: WORLD NO TOBACCO DAY

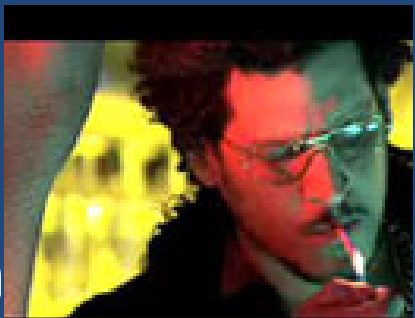


The Smoker's Body / Le corps du fumeur

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Empower

World Health Organization



Working for health

An introduction to the
World Health Organization

Use of mHealth for Tobacco Control

- Used in all 14 Phase I countries and being used in all the 8 Phase II countries
- Thousands of fieldworkers, supervisors & monitors trained to use handhelds.
- more than 300,000 households covered
- Over 3.6 billion people, or over half of the world's population



Use of mHealth for Tobacco Control

~3000 handhelds used for data collection:

- with nearly 40 languages and dialects
- Using various scripts : Arabic, Hindi, Latin, Mandarin, Cyrillic.
- More than 65,000,000 data points collected



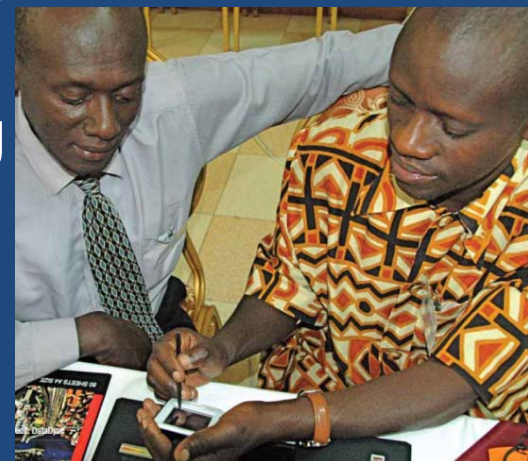
Use of mHealth for Tobacco Control

- ~3000 handhelds used for data collection:
 - Implemented in various environmental conditions-
 - High altitude areas in China, Russia;
 - Extreme Winter in Ukraine and Poland;
 - Dry Summer in Egypt,
 - Rainy season in Bangladesh, India



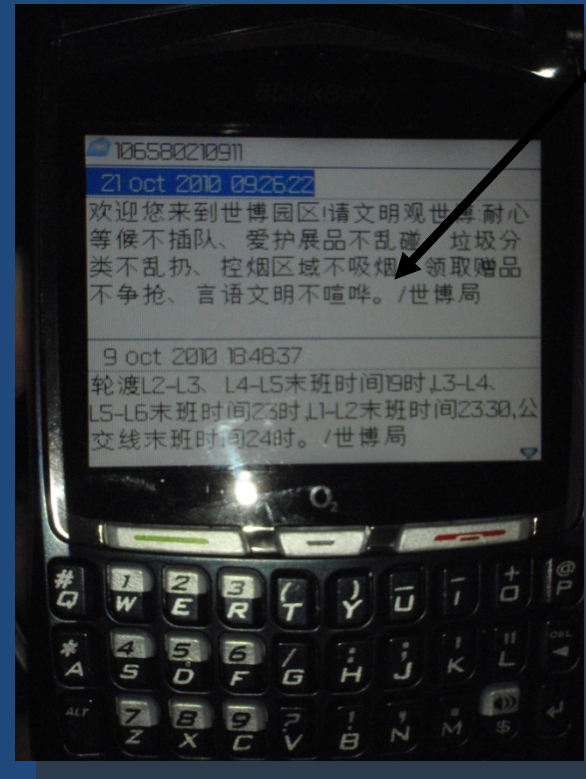
Surveillance and monitoring

- mobile phones offer us the opportunity to survey the tobacco epidemic in real time as mobile phones reach further into developing countries than other technology and health infrastructures.
- Opportunity to build on GATS



Geotagging to enforce smoke free

We can create geotagging/geofencing projects as well as “citizen mapping” to create images of smoke free cities on the internet for people to be able to update and provide a citizens shadow FCTC report.



**Text says:
No
smoking
outside of
designated
smoking
areas.**



**“Smoke-Free” local area
SMS text message at
Shanghai Expo, 2010**

Illicit trade

Customs officers can carry a bar code reader mobile phone with an application that reads the bar codes on the cigarette packs and cross checks with the database to identify smuggled cigarette packs.

- Using mHealth technology developed for counterfeit malarias.



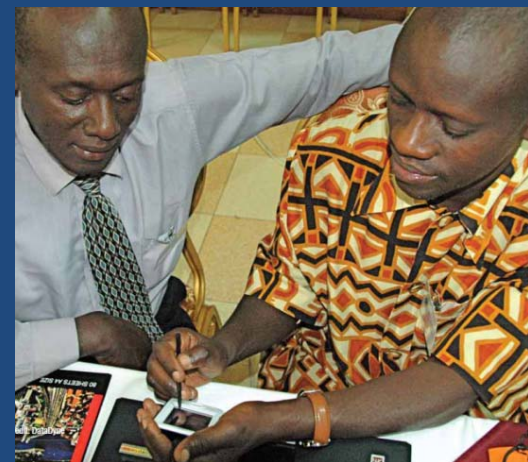
Population base Mobile Cessation

- SMS based cessation programmes: relatively low-cost, personalized and interactive, support, information on medication, tips, games, apps, encouragement.
- Mobile phone text messaging programmes have shown to be effective in the short and long term.
- Successful projects in UK, US, NZ show 2 x more effective
- National sms based service for developing countries signatories of WHO FCTC



Online mobile cessation training

- The cessation apps: counselling coupled with social media and incentive based systems using standard WHO cessation guidelines for doctors, health workers and dentists.
- Graphic MMS messages reporting dangers of Tobacco smoking with connection to QuitLine



Message:

➤ WHO Tobacco Free Initiative is looking to work with governments, public and private sectors to develop cost-effective solutions for tobacco control using mobile technology.

➤ For assistance to develop project ideas and advice on funding opportunities for this work please contact: tfi@who.int



Tobacco Free Initiative



...for a tobacco free world



Unite for MPOWER