Tobacco Control and Mobile Health

A New Initiative

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World Health Organization

4 7 5 9 3 2 2 9
Tobacco kills ~ 6,000,000 people worldwide each year.
= 1 death every 6 seconds

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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.

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Why is mHealth important?

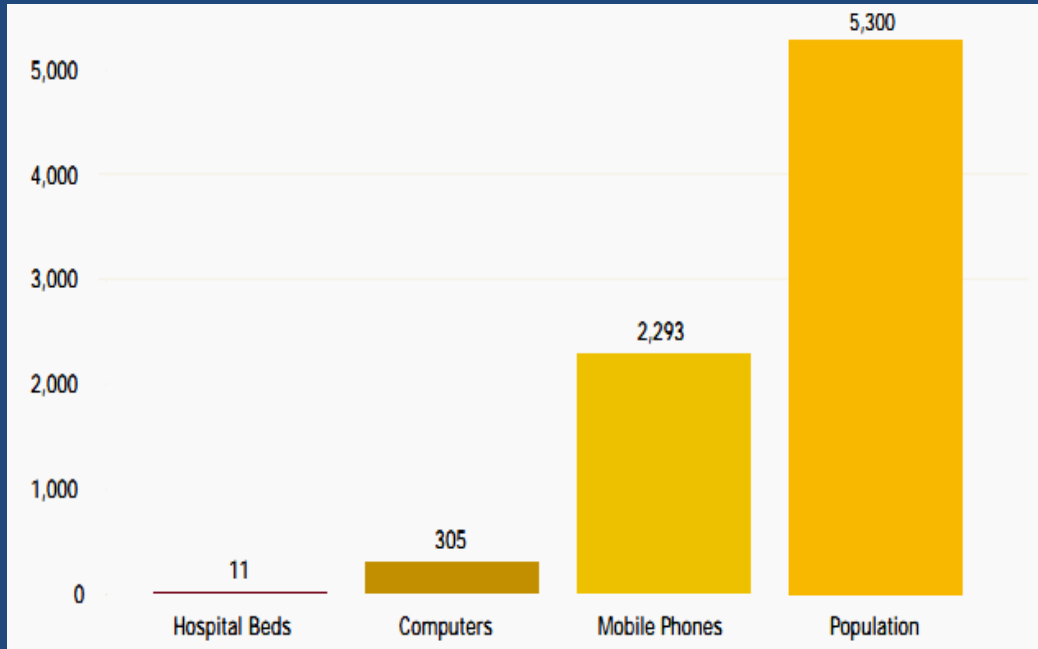

Figure 1. Technology and health-related statistics for developing countries (millions).[4]

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

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Source: "mHealth for Development: the Opportunity of Mobile Technology for Healthcare in the Developing World", 2009

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.**

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Tobacco Control and Mobile Health

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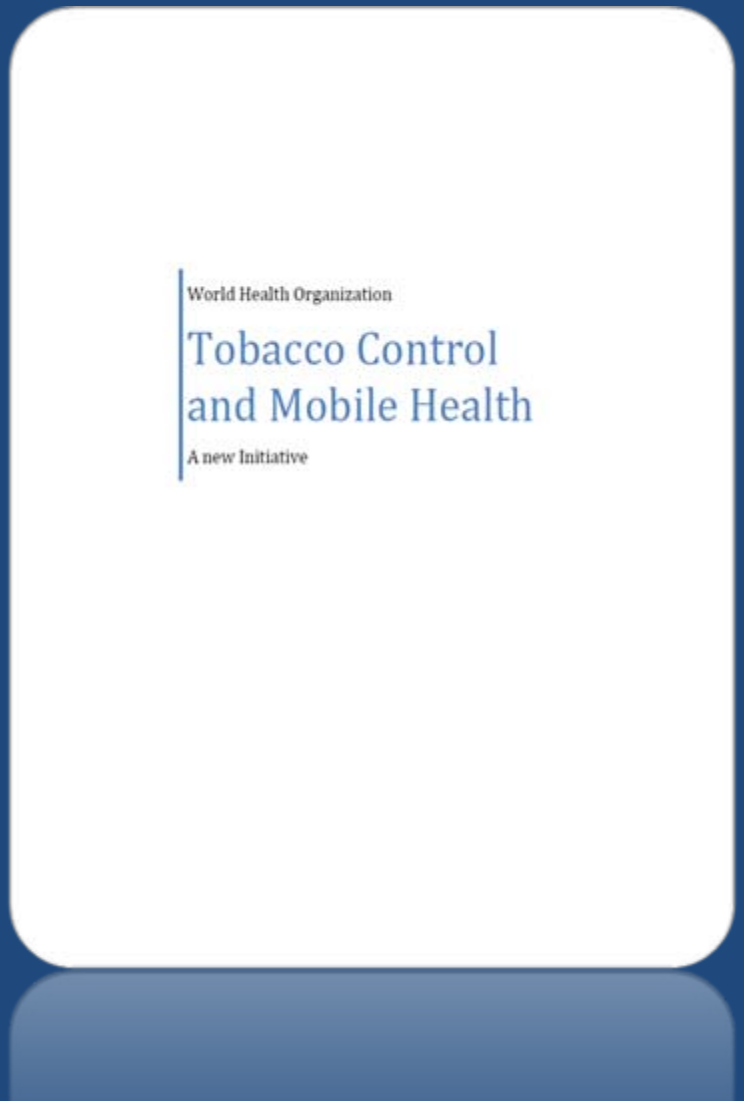

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Message from Director TFI

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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.

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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.

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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.

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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**

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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

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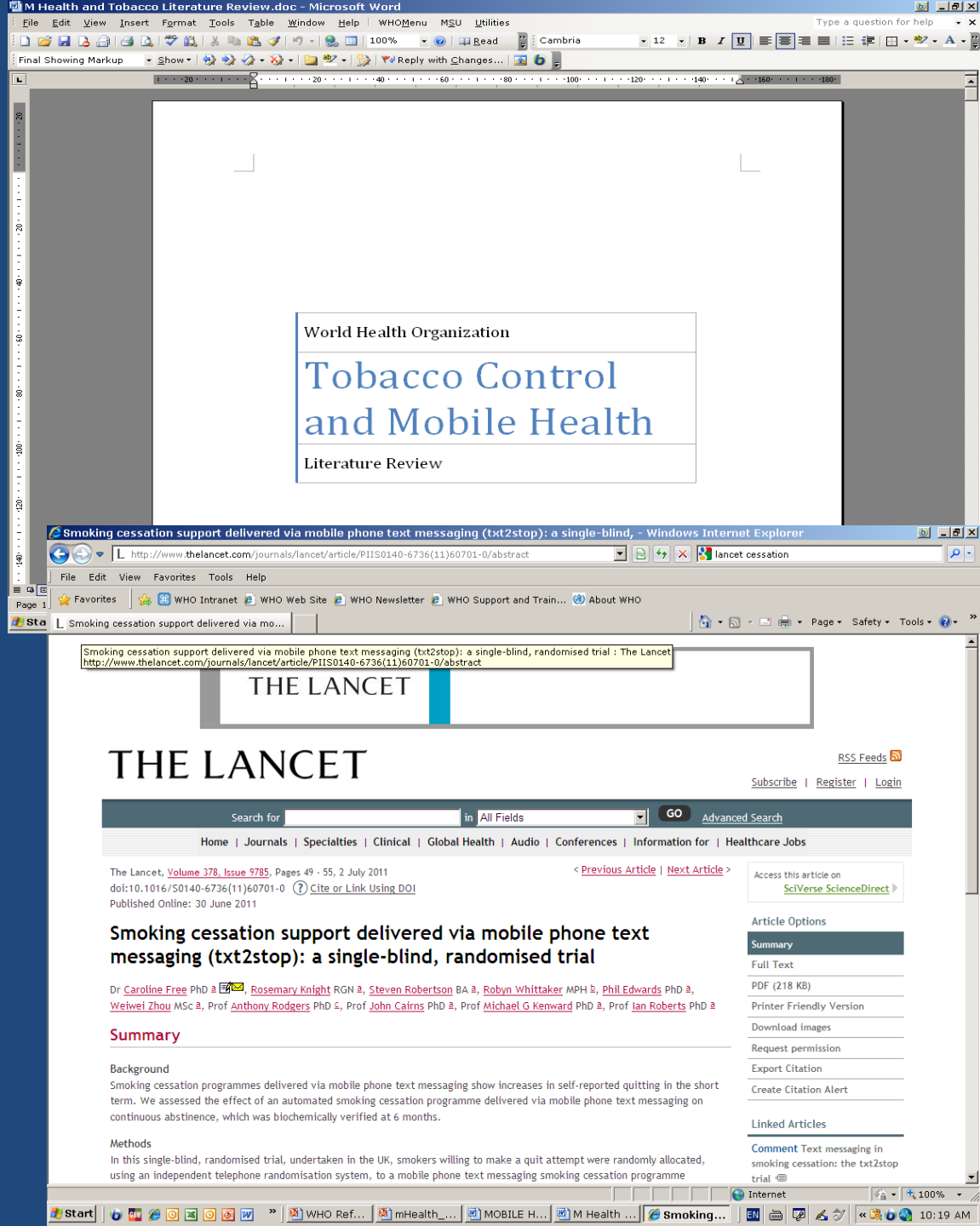

Impact

- 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.

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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.

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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

Illicit Trade

Geotagging

Online mobile cessation training

Smoking cessation as part of mobile wellness initiatives

Manual development

Whistleblowers

Advocacy, communications for prevention

Tobacco control ecosystem platform

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

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

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facebook

twitter

youku 优酷 .com

新浪微

YouTube Broadcast Yourself™

renren

flickr® from YAHOO!

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

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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.

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Ban Ki-moo
Secretary-General
United Nations

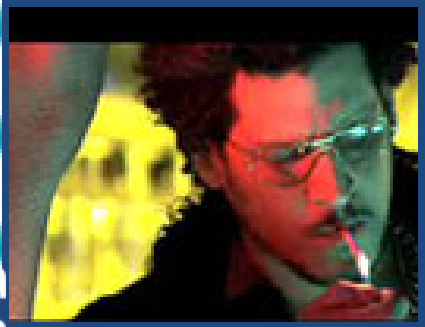
World Health Organization

THE TOBACCO
YOU YOUNG
BREAK

THREE WAYS
TO SAVE LIVES.
FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL
31 MAY: WORLD NO TOBACCO DAY

The Smoker's Body
Le corps du fumeur

mpower



Working for health
An introduction to the
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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;

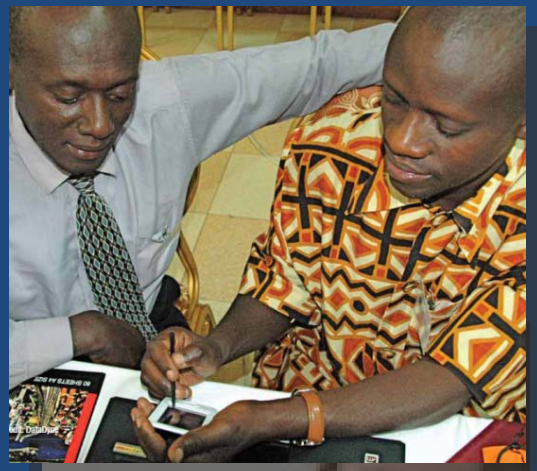
    Extreme Winter in Ukraine and Poland;

    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



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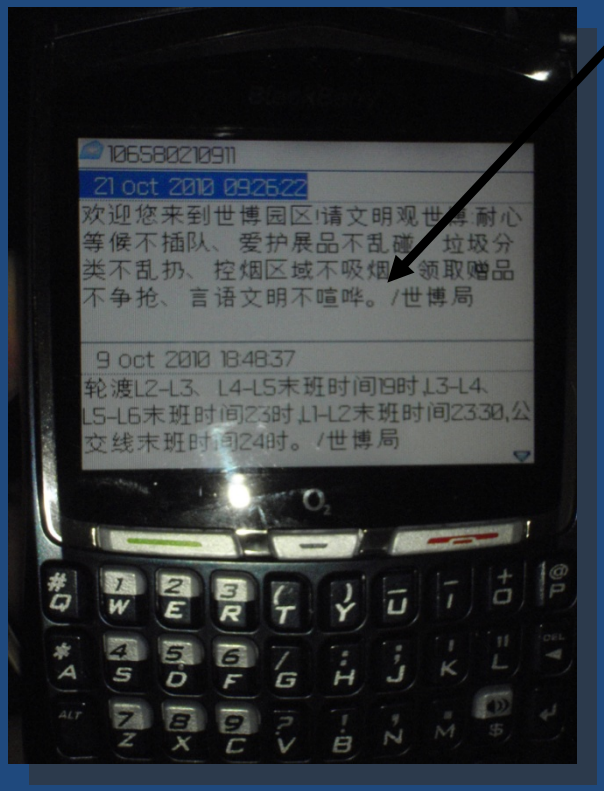
Geotagging to enforce smoke free

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

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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.

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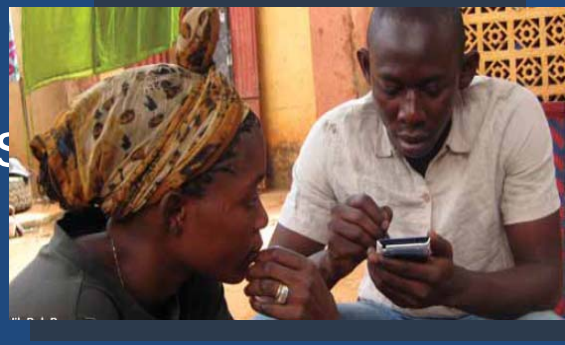
Population base Mobile Cessation

- 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



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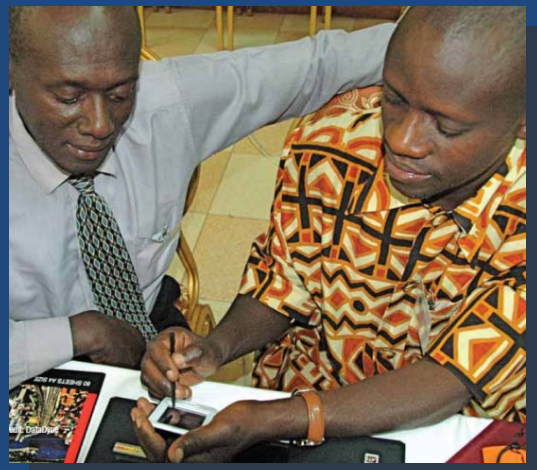
txt 2 stop

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

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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**

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….for a tobacco free world