

Quitober 09 Challenge - pilot

PARTNERS



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Pilot Duration October 01-31 2009

"..... I am very clear though, that I wouldn't have taken this step had Quitober not come to the University of Adelaide, so thank you."
Sue from University of Adelaide

Quitober.com

Challenge

Participating universities:



[Uni of Canberra](#)



fulfilling lives
[Uni of Sth Qld](#)



The University of Sydney
[Uni of Sydney](#)



[Uni of Adelaide](#)

Pilot Evaluation - Quitober is a kick-start program for smokers to quit in the workplace. As Movember is to moustaches, Quitober is to quitting in the workplace. Four universities elected to trial the event for 2009 and we ran the pilot over October.



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See: [Appendix](#) for

- Appendix A** for all comments
- Appendix B** for Overseas Challenges
- Appendix C** for Newsletters Generated
- Appendix D** for all Evaluation Surveys



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Pilot Evaluation Snapshot

The Goal: The pilot did demonstrate the effectiveness of e-marketing, social networking and the focus of a month-specific challenge to make significant behavioral and life style changes in staff that smoke.

The Models: The most effective and simple model proved to be with Uni of Adelaide. With the university paying \$31 for the membership of its staff upfront and getting refunded \$15 for every member that managed to stay quit for the month.

Disclosing and Exposing: Most members were remarkably candid when filling out the evaluation survey, knowing that successful members' names would be displayed on the Quitober website and it did not seem dependant on whether or not they were to receive a refund of membership for quitting.

The Forum: The online forum, through the newsletter, was keenly followed and seemed to lead members to a sense of self empowerment and ownership of the quitting process. Members let us know directly what they specifically liked and disliked during the process.

Reminders: The visual reminders of wrist bands and calendar stickers were seen as powerful tools by members in the process of helping them quit.

Workshops: Although the preliminary expo/workshops were not fully utilized by members due to a lack of awareness, the participation by service providers such as Terry White Chemists, Allen Carr representative and Aeror Breath Well Tool was exceptionally positive.

Donations: There are enough revenues and profits in the model for Quitober to donate around \$5 per member to the Cancer Council.



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Focus Market: University staff

Service: Kick-start program for smokers in the workplace

Version	Date	Author	Position	Change Description
Outline	01/11/2009	Des Sherlock	CEO - Founder	Outline and setup
Revision	07/11/09	Lindsay Stainton	CWO, Chief Wellness Officer	Review and modify

1 Our Backgrounds

- **Des Sherlock:** Is an Industrial Designer and has felt since he was at college that “design” is as much about helping someone with a social or health problem as it is about creating a better egg slicer. Past experiences of family members suffering from tobacco related problems seems to have made him focus specifically on smoking.
- **Lindsay Stainton:** Worked for USQ as their practice manager in the Health Service for 10 years. During this time she implemented a Wellness Program and provided a number of health related workshops including smoking cessation programs. Lindsay is now a partner in Quitober and runs our wellness department coordinating our before-event workshops.

2 Brief Background of Quitober

- **February 08:** Having been inspired by the very successful Movember, Febfast and DryJuly, Des came up with Quitober as the month to quit smoking in the workplace. Work Safe Australia also holds its Occupational Health and Safety week, during October.
- **March 08:** He registered global dot coms and dot orgs and applied for Australian trademark.
- **May 08:** He initially sought feedback for developing the model in online forums e.g. [FlyingSolo](#) , [Yahoo Answers](#) , [Facebook](#), [Twitter](#), [Linkedin](#) and many more networking sites. As a result, he got some good ideas for the model and it gave us very good results on Google search with a Page Rank of 5/10 with some 27,000 results for Quitober.





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- **June 09:** He approached the Cancer Council and Quit Victoria where the idea was considered, with the recommendation to run a pilot event.
- **July 09:** Quitober sponsored the AUSA ([Australasia University Safety Association](#)) conference in Sydney. It was there that Des met up with Michael Flannery, and now president of the AUSA. He told Des later that due to his persistence and the fact that he turned up to the conference and exhibited there that he agreed to run the pilot at USQ.

3 What were our goals for this pilot?

The goal of this pilot was to see the effectiveness of e-marketing, social networking and a month-specific challenge to help make significant behavioral and life style change in staff that smoke. To gauge the number of smokers likely to participate in a full event in 2010, how many would be likely to quit for the event and to follow them for up to a year after.

4 What is the pain we solve?

Universities: As part of their OH&S requirements, the universities have a responsibility to assist and encourage their staff to quit smoking. The uni needs to approach their requirements in ways that are productive, even-handed, informative, cost effective and politically correct, while being in the gaze of both government and public eyes.

Staff Smokers: Smokers are tired of being told what to do! Tired of the constant warnings they see and hear from the media, friends and family. A lot of them are preparing to quit with some 50% of smokers trying in the last year. They just need the sense of empowerment that information, employer and peer support can give for them to succeed.

5 How Quitober solves it?





The Quitober Challenge solves this pain by providing the kick-start that the university and staff smokers need. It allows the university to focus its resources on a specific month and therefore getting maximum “bang for its buck” during this event. It gives the staff smoker a call to action and an understanding that they are not in this alone using the same forces that contributed to them smoking in the first place, peer pressure/peer support.

Sue from University of Adelaide: *“.....I think the tough time for me will be after October is over and no one really cares anymore.....”*
(see appendix A for all comments)



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6 Various University Models for Pilot

Universities	On Campus Workshops	Staff Only	Staff and **Students	Uni Pays for staff upfront	Members pay Upfront	A4 Posters to advertise	Online promotion of Quitober
Sth Qld 	✓		✓		✓	✓	
Canberra  UNIVERSITY OF CANBERRA AUSTRALIA'S CAPITAL UNIVERSITY	✓		✓		✓	✓	✓
Sydney  The University of Sydney		✓			✓		✓
*Adelaide  THE UNIVERSITY OF ADELAIDE AUSTRALIA		✓		✓			✓

*Adelaide model seems very successful and should be adopted for next event.

**Due to the lack of student interest (2 only) they have not been included in the stats.

7 Outline of Pilot

- **Marketing:**
 - **Offline:** We provided A4 posters to the USQ and UC. And promote the pilot at a workshop a week before.
 - **Digital Marketing:** [UC digital news](#). [USQ Page](#) – [UA Page](#) – [Usyd Page](#)
[UC Page](#)
- **Prize:** \$500 flight ticket early signup giveaway to be used to help promote event. ie. Sign up before Sept 30 and go into the draw to win a return flight to Phuket
- **Quitober Pack:** Content to put inside the Quitober packs, including Quit info pack, Aero Deep Breather, discount vouchers for Allen Carr counseling and Terry



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- White NRT, calendar stickers, wrist band, Quitober lapel pin, Sugarless Lollypops.
- **Website:** Setup of standalone website and social networks using Twitter and Facebook
- **Signup Software:** Use off the shelf billing system (not needed with Adelaide model)
- **Payment Gateways:** Setup of Nab payment gateway and Paypal accounts (not needed with Adelaide model)
- **Newsletter Software:** Imported members DB into EzyMsg Newsletter software and sent a daily newsletter for the first 15 days and then every Monday, Wednesday and Friday.
- **Completion:** Send out a verification survey to all members.
- **Refund:** Refund successful Quitters membership and invoice their university for half. (not needed with Adelaide model)
- **Publish results:** Evaluation report.

8 Pilot Costs

It cost approximately \$8000 to run the pilot budgeting for 1000 Quitober member packs. (Not including any wages & personal expenses)

9 Verification Survey – See Appendix B

We finished the challenge by getting the members to complete an online survey to confirm that they did not resume smoking during the month and asked them the series of questions see Appendix B for all 17 survey results.

10 Results – (As verified by survey)

University	Members	Successful	Resumed smoking	Staff
Uni of Sth Qld	3	0 - 0%	3 - 100%	1,500
Uni of Canberra	3	1 - 33%	2 - 77%	1,500
Uni of Adelaide	10	5 - 50%	5 - 50%	5,000
Uni of Sydney	10	4 - 40%	6 - 60%	5,000
Total	26	10 - 38%	16 - 62%	13,000

- 17 members answered the Survey
- 6 emailed me or unsubscribed indicating that they resumed smoking
- 3 members failed to respond
- Average age of members 41 years old



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- Every member got the Quitober Pack

Methods Successful members use to quit

Quitting Method	Successful Members
NRT (Patches and Gum)	3
Cold Turkey	6
Other	1

11 REVENUE MODELS

1. Revenue Model: Final for next year

Memberships: Employer pays \$28.18 + \$2.82 GST per member	\$31 inc GST
Donations: Quitober donates 25% to the Cancer Council	\$7/member
Total revenues (less GST):	\$21 /member

Costs per Member:

• Quitober Pack	\$7
• Admin	\$7
• Gross Profit	\$7
• GST	\$3

2. Revenue Model: As per Adelaide model

Memberships: University contributes \$31 per member (26)	\$806
Refunds: Quitober refunds uni \$15 per successful member (10)	\$150
Total cost to uni:	\$656 (\$25 /member)

3. Revenue Model: As per Sydney model

Memberships: Staff contribute \$31 per member (26)	\$806
Refunds: Quitober refunds \$31 to successful staff members (10)	\$310
Invoices: Quitober invoices uni \$15.50 per successful member	\$155
Total cost to uni:	\$155 (\$6 /member)



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12 COMMENTS

Below is a sample of comments from participants taken from the Verification Survey as well as during the month of Quitober. See **Appendix A** for full collection of comments.

COMMENTS by Successful Members (Verification Survey)

- Very good one. It makes you think about smoking and gives you a reason to quit if you (like me) don't take the health implications seriously or as a motivating factor. "
- **Sue from UofA:** "Great idea. Great kick start for me. I wouldn't have done this without this incentive. I have always resisted patches and so with this and the Allen Carr book which I haven't finished yet I am hopeful. No I am positive that I had my last cigarette a little over a month ago!!!! thanks heaps."
- **Cam from UC:** "My work mate - dared me to do Quitober - it was the push I needed - I gave up once before and lasted for 63 days so I will see what happens this time"

SOME COMMENTS, Members that Resumed Smoking (Verification Survey)

- **Craig from USyd:** "The short answer is yes, though I have reduced smoking during the day by using patches. Living with smokers made it impossible."
- **Rozana from UC:** "I have cut down and on a much lower brand, but the last few I couldn't seem to do without. I think I have done really well and will persist. It doesn't help to have a partner that smokes!"

SOME COMMENTS, Members (During)

- **Nicholas from Uni of Adelaide says:** "There is no way I'm going back to smoking.. the challenge has opened my eyes and I now know I don't need to smoke... its great and saving some Dosh to boot thanks Quitober!!"
- **Sue from University of Adelaide says:**
"I am feeling very positive. I love the newsletters. I am reading Allen Carr's book. Instead of focusing on the misery I was sure I would suffer, I am consciously focusing on positive things. I am feeling VERY good about quitting. Thank you Des and the team."



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13 Lessons learned

13.1 Top 3 Significant Pilot Successes

Pilot Success	Factors That Supported Success
That there were actual successful quitters!	38% of participants confirmed that they completed the challenge for the month
Excellent positive feedback from members	Excellent posts (See Appendix A) that endorsed the importance of Quitober to them quitting.
The evolution of the Adelaide Model	Uni of Adelaide opting to pay for its staff upfront proved to be a much simpler and workable model.

13.2 Other Notable Pilot Successes

Pilot Successes	Factors That Supported Success
University of Adelaide and University of Sydney keenness to participate without contacting them.	They contacted us with only a few weeks to go.
Enthusiasm of corporate partners	They believed in the merit of the idea and were keen to support the event offering their services freely.
Very good support from the university safety officers	Their desire to do the right thing in supporting their staff and also to be seen to be doing the right thing. Ash Australia PDF shines spotlight on all universities in their report, rating each university. So there a certain onus on WOHSO's to do the right thing.



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“I enjoyed reading the newsletters each day, and thank you for helping me quit, I probably would not have done it without the program.”

Tracey, Uni of Adelaide

13.3 Pilot Shortcomings and Solutions

Pilot Shortcoming	Recommended Solutions
Not as many members as hoped for. ie 1% of smokers only	Improve marketing to get 5% of smokers.
Marketing effort generally	<p>Budget needs to be specifically allocated. We can now predict how many members each uni would have so that they can allocate their budget accordingly.</p> <p>What needs to be done properly is a strategic marketing and promotion within the organization. The following suggestions were made by Michael Flannery, (WHSO USQ and president of the AUSA) were:</p> <ul style="list-style-type: none"> • Advertising through local media • Advertising on uni web and news • More and larger posters • Launch by Chancellor • Combine with new smoking policy at uni (possibly move to designated smoking areas)
Students not so interested	Suspend student's participation and change model till 2011 or 2012.

14 Brief Plan for Proper Event in 2010

- Initiate seed funding/loan of approximately \$50K to run a full blown Quitober Challenge event, to include all university AUSA members in Australia & NZ.



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- Run a pilot for our May (Autumn) brand, QuitMay Challenge (Quitmay.com), with some large corporations down at the Melbourne Docklands precinct. This will give us a chance to see how the month challenge will go in a large commercial organisation and ending on the World No Tobacco Day on Monday May 31.



- Seek expressions of interest with the AUSA sister association conferences next year for 2011 event.
 - ie. UK [USHA London April 13-15, 2010](#)
(Universities Safety and Health Association)
 - US [CSHEMA US Baltimore July 17-21, 2010](#)
(Campus Safety Health and Environment Management Association)

15 Acknowledgements and Corporate Partners

We would like to acknowledge the support and participation of our corporate partners below. Although this was only a pilot they went well out of their way to help get this event off the ground and for this we are very thankful.

- Terry White Chemist TODAY Program – Counseling and discount NRT Patches and Gum. Came on campus to USQ and UC as part of the expo/workshop session
- Allen Carr's Easy Way to Quit Smoking – 20% Discount voucher for counseling services. Came on campus to USQ and UC as part of the expo/workshop session
- Aeror Airflow Amplifiers – Supplied Deep Breathing Tool for Quitober packs
Came on campus to UC as part of the expo/workshop session
- Oodles Car Rental – Supplies our staff with rentals
- Heritage Building Society – Smokers can put what they save in Xmas club
- Sugarless Lollypops – Donated 600 Sugarless Lollypops for Quitober packs.
- Flight promotion to Phuket to the winner of the early signup prize.
- Safe Work Australia Week – Setup a partner page for us on their site [click here](#)



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- Cancer Council supplied us with their Quit info packs. (The Cancer Council does not endorse this event at this stage due to being untested)

Universities: We wish to thank all four universities that participated in this pilot and the safety officers that entrusted us to test our model on their staff that smoked. Taking a risk with an untried model such as ours, indicates to us how progressive their thinking is.

Read by: **Michael Flannery**

Safety Officer USQ

University of Southern Queensland

President, Australasian University Safety Association (AUSA)

Michael.Flannery@usq.edu.au

Comments:

“USQ participated in the pilot evaluation with the aim of identifying a program to assist our smokers to quit. With this aim in mind the program was a success and given appropriate advertising next year I expect it will achieve excellent results”.

Warwick Bennett

Safety Officer

University of Canberra

Warwick.Bennett@canberra.edu.au

Comments:

“Quitober was a great initiative and a low cost way of providing University of Canberra staff and students the opportunity to quit smoking. Keep up the good work”.

Louise Dunn

Safety Officer



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University of Adelaide
louise.dunn@adelaide.edu.au

Comments:

"The University of Adelaide, as part of our Healthy University Wellbeing Program, provided full sponsorship to staff participants in the Quitober 09 Challenge. 50% of our participants quit for the month, with a view to quitting for good! Feedback from staff throughout the initiative was excellent and the University looks forward to more information about the program in 2010.

Jon D'Astoli

Safety Officer

University of Sydney

Past President, Australasian University Safety Association (AUSA)

jdastoli@finance.usyd.edu.au

Comments:

"Just a few weeks before "Quitober" we decided to sponsor Sydney Uni employees. The arrangements were made very easy by *Quitober* and with limited promotion (due to limited time) we had ten smokers register for the challenge. We were very happy with 4 out of 10 quitting for the month. With the support of *Quitober* we anticipate that this will become an annual event for Sydney University"

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