



WALK OR RUN TO QUIT

SUPPORTING SMOKING CESSATION
THROUGH INCREASED PHYSICAL ACTIVITY



WHAT IS WALK OR RUN TO QUIT?

- *Walk or Run to Quit* is a partnership initiative, funded by the Public Health Agency of Canada's multi-sector grant stream
- Combined intervention technique that addresses two modifiable behaviours:
 - *Physical activity*
 - *Tobacco use*



PARTNERSHIP

Program Delivery



Canadian Cancer Society
Société canadienne du cancer



Funding



Public Health Agency of Canada
Agence de la santé publique du Canada

This program has been made possible in part through funding from the Public Health Agency of Canada.

Evaluation

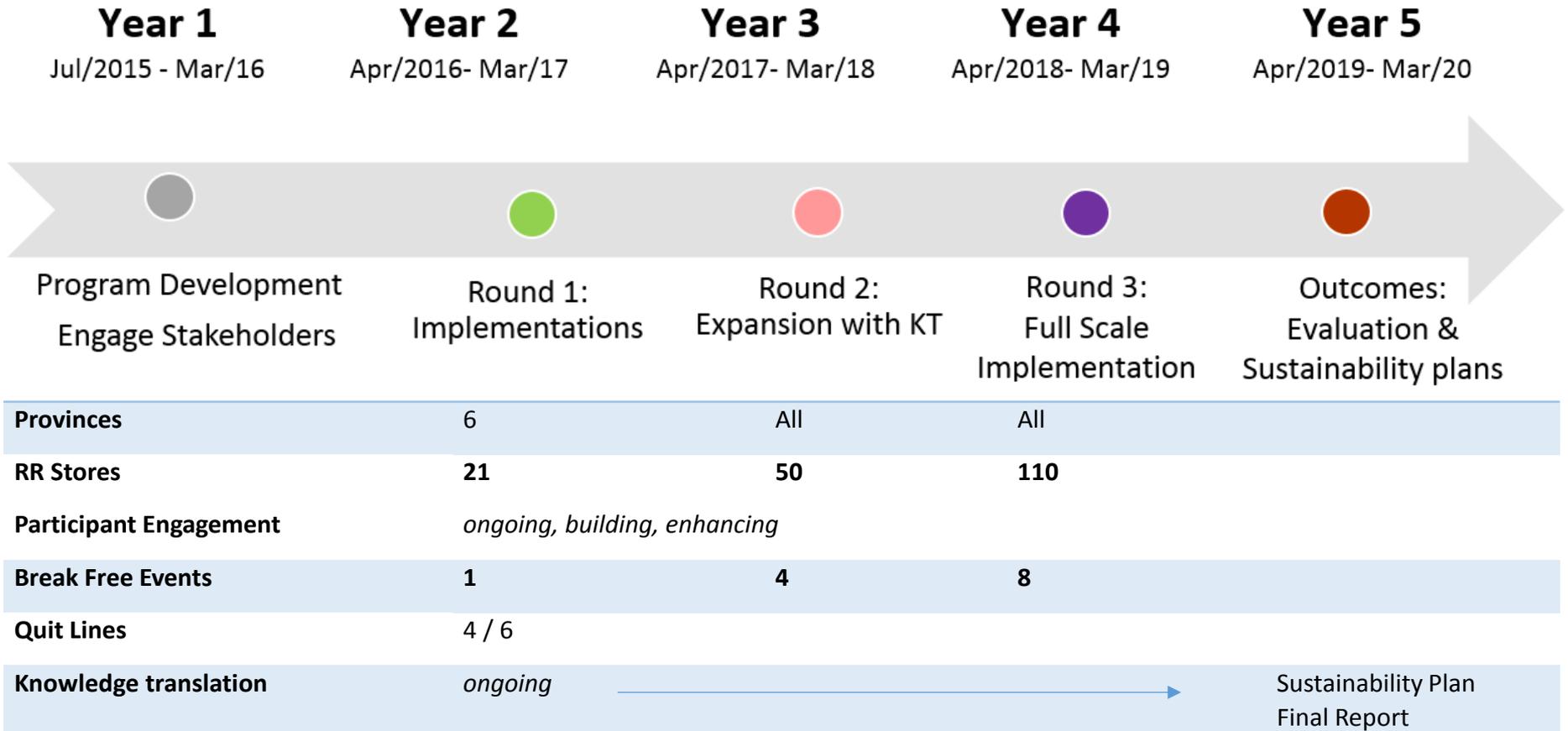


WHY WALK OR RUN TO QUIT?

- 18% of Canadians smoke
- Powerful and serious addiction
- Physical activity improves chances of quitting smoking
 - Positively related to improved physical and mental health
- Few cessation programs centered around physical activity



PROJECT AND EVALUATION TIMELINE



THE RUN TO QUIT ROUTE



SUPPORT AND PRIZES ALONG THE WAY



PROGRAM STREAMS AND PARTICIPANT SUPPORT



IN PERSON TRAINING PROGRAM

- Weekly coach led clinics
(smoking cessation & run topics)
- Group support
- Weekly emails
- Quit Kit packed with goodies

VIRTUAL TRAINING PROGRAM

- Weekly emails from coach (smoking cessation & run topics)

TRAIN ON YOUR OWN PROGRAM

- Regular reminder emails

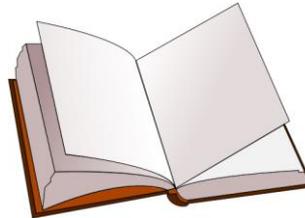


ALL STREAMS ALSO GET:

Support from the National Quit Smoking Line
Free Run Club at the Running Room
Entry into our contest



EVALUATION



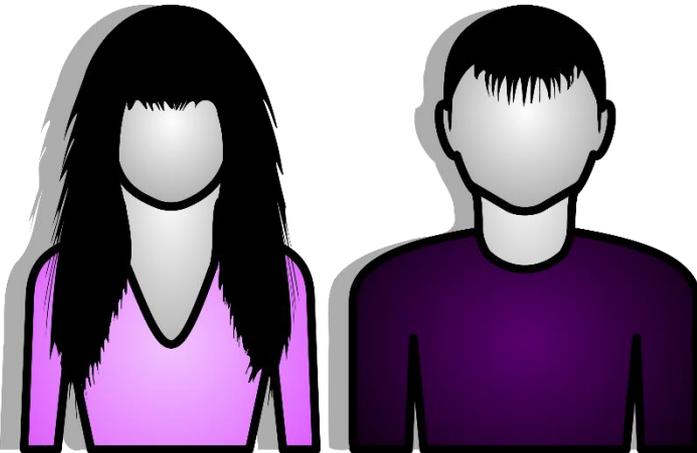
EVALUATION: METHOD AND INTERVENTION

	Topic	Smokelyzer	Survey	Coaches Log
Wk 1	Introduction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wk 2	Planning for quitting			<input checked="" type="checkbox"/>
Wk 3	Withdrawal symptoms		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wk 4	Dealing with triggers			<input checked="" type="checkbox"/>
Wk 5	Quit week			<input checked="" type="checkbox"/>
Wk 6	Setbacks			<input checked="" type="checkbox"/>
Wk 7	Stress and staying healthy			<input checked="" type="checkbox"/>
Wk 8	Staying active			<input checked="" type="checkbox"/>
Wk 9	Rewards			<input checked="" type="checkbox"/>
Wk 10	Maintenance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6 month	Follow up with participants			



Results

WHO WE REACHED:



In Store Training Program 2016 & 2017 (n=373)	
Daily Smoker	83%
Female	72%
Male	29%
Majority Age Group	40-60 / 50 - 54
Caucasian	93%
Signed up as Buddy	13.2%

QUIT RESULTS:

	2016 Survey & interview	2016 Intent-to-treat (N = 168)	2017 Survey (91 participants who answered)	2017 Intent-to-treat (N = 205)
End-of-Program	(n=65,710)		(n = 91)	
7-day No Smoking & CO < 10 ppm	50.8% (33 people)	19.6%	46.1% (42 people)	20.5%
30-day No Smoking & CO < 10 ppm	36.4% (24 people)	14.3%	37.4% (34 people)	16.6%
Self-Report "No Longer Smoking"	56.0% (39 people)	23.0%	62.6% (57 people)	27.8%
Reducing smoking as result of program	91.0% (64 people)		88.0% (80 people)	
6-month Follow Up	n=83		n=95	
Self-Report "No Longer Smoking"	39.8% (33 people)	19.6%	53.3% (49 people)	23.9%
Not a puff since "Quit Week", 6- months prior	27.7% (24 people)	13.7%	32.6% (30 people)	14.6%



CHANGE IN PRIMARY OUTCOMES:

	Mean at BASELINE (SD)	Mean at END OF PROGRAM (SD)
Carbon Monoxide (PPM)*; n = 86	17.2 (11.7)	8.59 (9.40)
Running Frequency (times/week)*; n = 94	0.65 (1.36)	1.97 (1.54)

*Both of these were significantly different from baseline to end of program in those who completed program; p 's = .000.



ACTIVITY OUTCOMES:

	2016 Results	2017 Results
Baseline		
Run Frequency	.27 times/week	.65 times/week
Overall Mod-Vig Physical Activity	197 min/week	189 min/week
End-of-Program		
Run Frequency*	1.59 times/week	1.97 times/week
Overall Mod-Vig Physical Activity*	276 min/week	254 min/week
6-month Follow Up		
Run Frequency	3 times/week (for 43.2% still running)	2.7 times/week (for 33.7% still running)
Overall Mod-Vig Physical Activity	269 min/week	249
Still Engaged with Running Room	24.4%	21.7%

*Significant increase from beginning to end of program ($p < .01$)



ADDITIONAL RESULTS:

“Confidence” Increased from Baseline to Week 3:

- Self-efficacy to quit smoking by end of program
- Self-efficacy to run 5k by end of program
- Self-efficacy to both quit smoking & run 5k by end program

Self-reported **Physical & “Mental Health”** Increased from Baseline to Week 10



TO QUIT



ADDITIONAL RESULTS:

Open ended participant responses:

- Referring to the Smokerlyzer: *"Well, the first time I did that, blew into that thing, I saw that number and read what it meant, I was just terrified...I've never had the fear about smoking, I have been in denial, until I saw that number and then that really hit home with me. (4301)*
- *"Because I smoked since I was 13 years old, almost 50 years on and off. And this was the most successful I've ever been." (4503)*
- *"If it wasn't for the program, I'd still be smoking probably beyond an oxygen tank in the next couple of years." (4504)*



SUMMARY AND REVIEW:

98%

- would recommend the program to a friend wanting to quit

97%

- reported it was beneficial or very beneficial for increasing physical activity

85%

- reported it was very beneficial in helping them quit smoking

88%

- Reduced their smoking as a result of program

53%

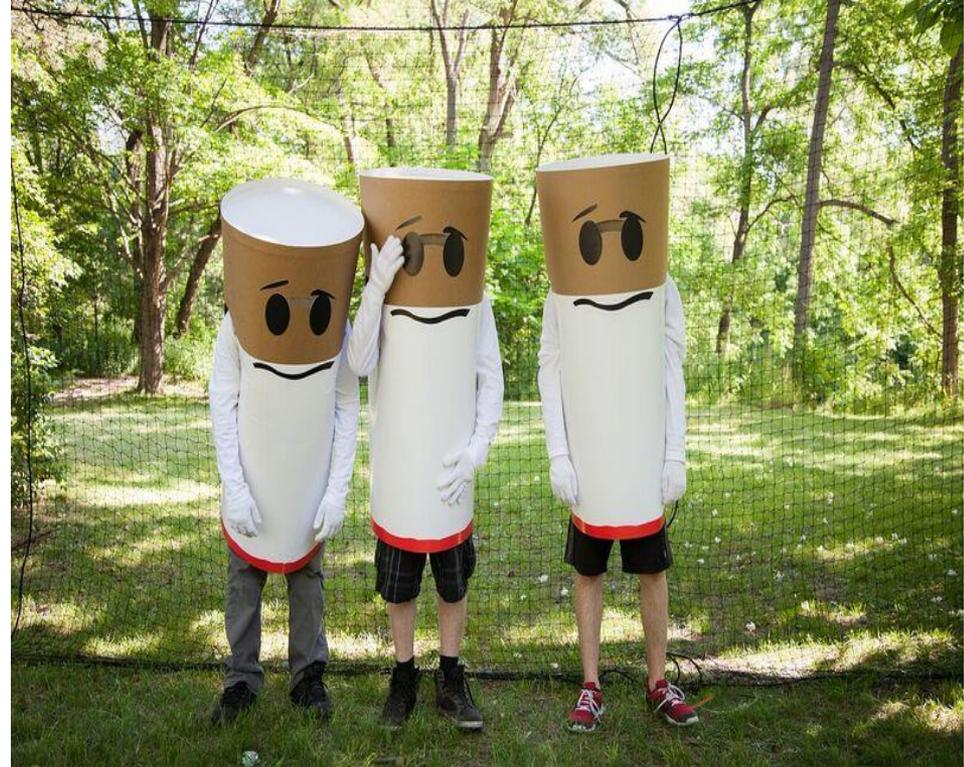
- Report Quitting smoking (6 month follow up)**



SUMMARY AND REVIEW:

The program increases:

- *Awareness about the benefits of quitting smoking*
- *Cessation – number of quit attempts*
- *Provide participants with evidence-based cessation support*
- *Sustained physical activity to participants*



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SUMMARY AND REVIEW:

Program Evolution to address challenges:

- *Inclusive and supportive of all fitness levels*
- *Increase reach*
- *Increase the number of quit attempts*
- *Incentives to decrease attrition*



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THANK YOU

“WHEN I WANTED
A SMOKE, I WOULD
**GO FOR
A RUN
INSTEAD**”

- LOUISE



“It was actually the encouragement of like knowing that there was other people quitting with me. There was definitely that kind of group motivation there”.
(2502)

"It gave me a goal, something to shoot for other than just being a non-smoker. It got me out and got me with other people who were also struggling with quitting smoking." (3416)

