



# WALK OR RUN TO QUIT

**SUPPORTING SMOKING CESSATION  
THROUGH INCREASED PHYSICAL ACTIVITY**



# WHAT IS WALK OR RUN TO QUIT?

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- *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

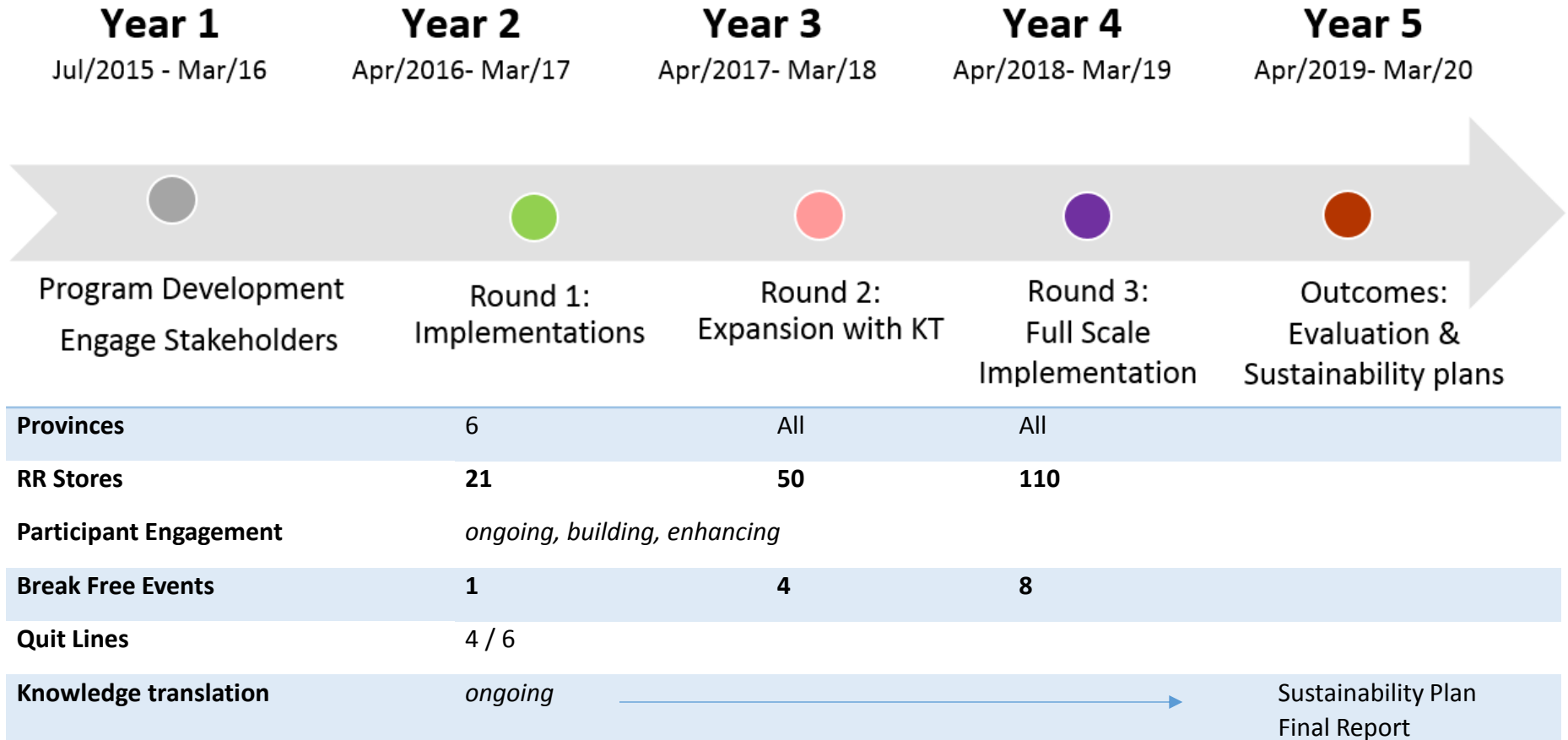


# WHY WALK OR RUN TO QUIT?

- 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

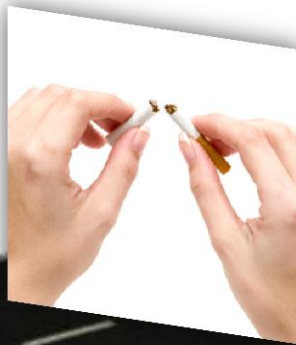


# PROJECT AND EVALUATION TIMELINE





# 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

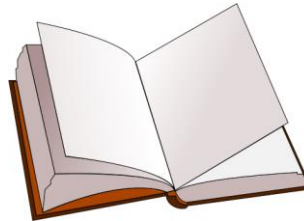


### ALL STREAMS ALSO GET:

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



# EVALUATION



**WALK  
OR  
RUN  
TO QUIT**

A graphic of a black sneaker with white laces and a white sole, positioned next to a lit cigarette with a wisp of smoke rising from it.



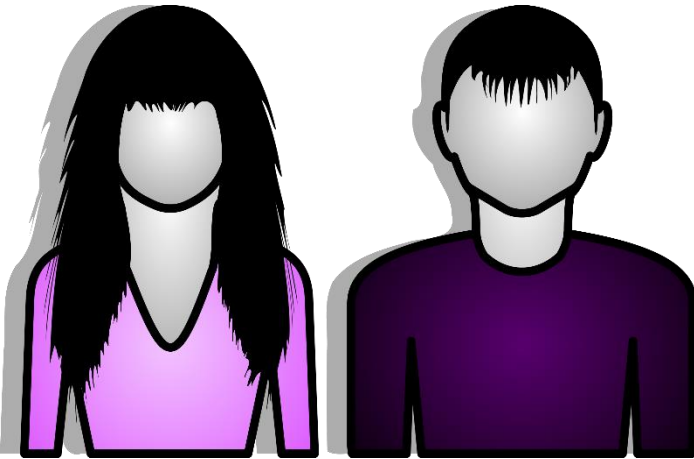
# EVALUATION: METHOD AND INTERVENTION

	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)
<b>Carbon Monoxide (PPM)*; n = 86</b>	17.2 (11.7)	8.59 (9.40)
<b>Running Frequency (times/week)*; n = 94</b>	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
<b>Baseline</b>		
Run Frequency	.27 times/week	.65 times/week
Overall Mod-Vig Physical Activity	197 min/week	189 min/week
<b>End-of-Program</b>		
Run Frequency*	1.59 times/week	1.97 times/week
Overall Mod-Vig Physical Activity*	276 min/week	254 min/week
<b>6-month Follow Up</b>		
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:

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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)\*\*

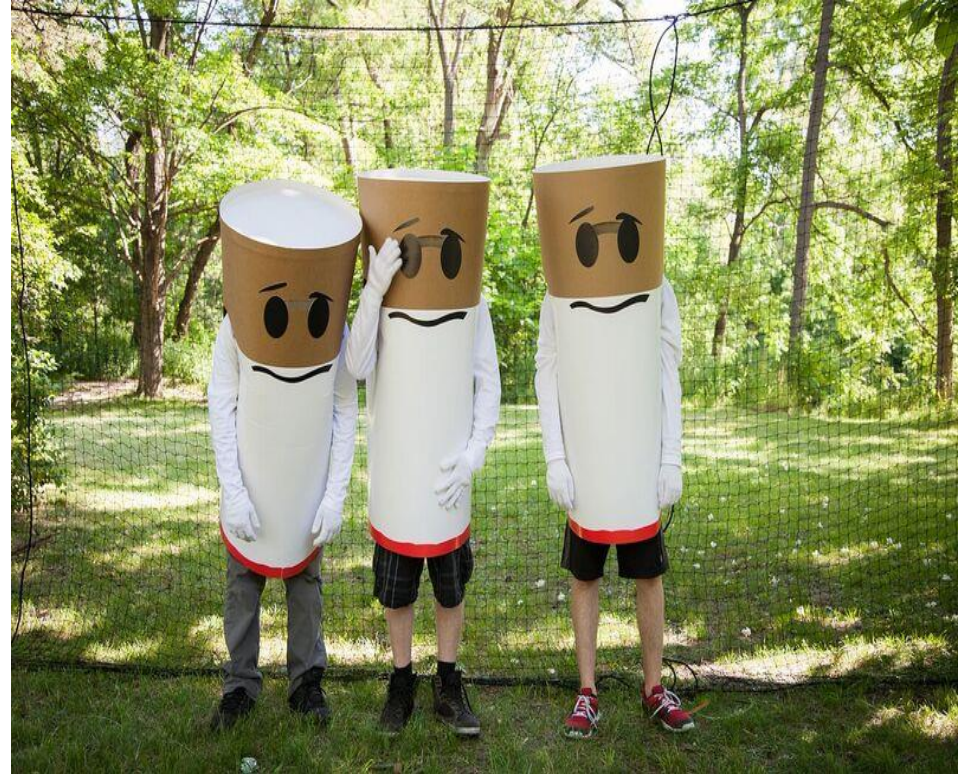




# SUMMARY AND REVIEW:

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*



# 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*





# THANK YOU



*"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)*

