

Parallel Session 4: Translating Knowledge to Primary Healthcare

T4d - Use of Nicotine Replacement Therapy (NRT) Sample and Brief Smoking Cessation Advice for Recruiting Smokers to Smoking Cessation Services and Motivating Quit Attempts

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Introduction and Project Objectives: Nicotine replacement therapy (NRT) sampling is effective to increase use of smoking cessation service use and tobacco abstinence in primary care settings. This study promoted the delivering of NRT sampling and brief smoking cessation advice to smokers and the effects of this strategy on smokers' recruitment and cessation outcomes when it was applied at outdoor smoking hotspots.

Methods / Implementation: This is a pragmatic two-arm cluster-randomized trial which was conducted in 4 phases: (1) Training of smoking cessation (SC) ambassadors (SCAs) for the SC promotion; (2) SC promotion sessions to deliver the quitting advice and NRT sampling (experimental group), or the quitting advice only (control group); (3) Follow-up of the recruited smokers; (4) Evaluation of the effectiveness of promotion, quit outcomes, and use of NRT sampling.

Results / Outcome: This project trained 59 SCAs, held 244 smoking cessation promotion sessions, approached 9224 smokers and offered SC counseling to 1427 (15.5% of all approached smokers) smokers onsite. This project helped 299 (21.0% of smokers received counseling) smokers to quit successfully. By intention to treat, the NRT sample significantly attracted more participants to receive nurses' onsite counseling (Adjusted incident rate ratio=1.35, 95%CI, 1.12-1.62, $p < 0.01$). Group differences in other recruitment outcomes were not significant. The two trial groups showed similar quit attempts (RR (risk ratio) =1.02 and 0.90 at the 1-, and 3-month follow-up, respectively, all p -values > 0.05), but the experimental group reported lower use of cessation service (RR=0.72, and 0.85 at the 1-, and 3-month follow-up, respectively, all p -value < 0.05). Tobacco abstinence at 6-month was similar in both groups. At 1-month follow-up, in the experimental group who received NRT sample, 51.7% had ever used the NRT sample and 34.1% completed the full course of the NRT samples. At 1-month follow-up, no significant group difference in the use of any NRT in the past month was detected (39.8% and 34.4%, $p > 0.05$).

Conclusion: Delivery of NRT sample at outdoor smoking hotspots increased uptake of onsite nurses' brief counseling. This strategy reduced enrolment of smoking cessation services, but it did not alter quit attempts and long-term tobacco abstinence.

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