

Using **WhatsApp** method to follow-up can effectively improve the success quit rate of smoking cessation



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The Smoking Counselling and Cessation Program (SCCP) has been operating in the GOPCs of NTEC since 2003. It offers free professional counselling and follow-up services to eligible smokers. Nurse counselors will provide counselling services either in person or by phone calling. However, several challenges have been found in recent years.

CHALLENGES



Increased in phone fraud cases



Avoid answering unknown calls

CURRENT SITUATION

	1 Month	6 Months	12 Months
Lost to FU	↑ 2.5%	↑ 9.0%	↑ 13.5%
Quit Rate	↓ 1.0%	↓ 6.2%	↓ 15.7%

The rate of lost to FU was increased while the Quit rate was dropped

OBJECTIVES



Reduce lost to follow-up cases



Enhance communication between patients and nurse counselors



Empower patients to quit smoking and improve their quality of life

IMPLEMENTATION



Implemented WhatsApp Follow-up method in 9 centres, including **Sha Tin, Tai Po and North District** in NTEC



Started on **17/06/2024**

EXCLUSIVE PATIENT



Poor Vision



Illiteracy



Unfamiliar with WhatsApp

METHODOLOGY



1st Visit

- Invite patient and explain the method
- Verbal Consent
- Activate the communication function on WhatsApp



WhatsApp Follow-up

- Fail to contact by telephone
- Communicate by WhatsApp

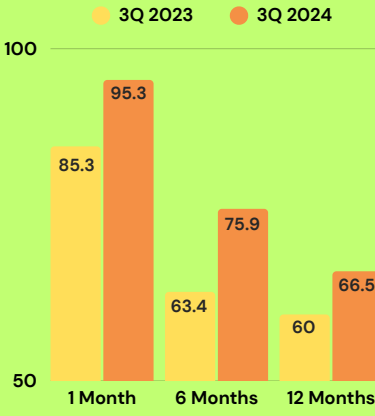
RESULT

After the implementation of WhatsApp follow-up method, the rate of lost to follow-up was declined substantially and the quit rate was rose significantly.

Lost to Follow-up Rate (%)



Quit Rate (%)



CONCLUSION



The integration of the WhatsApp follow-up method into the Smoking Counselling and Cessation Program **enhanced communication an accessibility**



Nurse counselors can provide **ongoing support and encouragement** to patients



Strengthened patients striving to **quit smoking**



Future evaluations will be critical in determining the **long-term success** of this approach