

A man in a pink shirt and dark trousers stands in the center of the frame, looking down at a mobile phone in his hands. He is standing on a dirt road in what appears to be a slum or informal settlement. In the background, there are other people, some buildings, and trees under a bright, hazy sky. The overall tone is somber and realistic.

# BE HE@LTHY BE MOBILE

A handbook on how to implement  
mTobaccoCessation



World Health  
Organization



---

# A handbook on how to implement **mTobaccoCessation**

WHO/ITU Publication cataloguing section

---

## TABLE OF CONTENTS

PAGE 4 Background

PAGE 5 Overview of the handbook

PAGE 8 Developing a national  
mTobaccoCessation  
programme

PAGE 27 Suggested  
mTobaccoCessation Monitoring  
and Evaluation process

PAGE 31 System reporting

PAGE 32 Scheduled evaluations

PAGE 34 Template for a national  
mTobaccoCessation Program

PAGE 38 Annex 1

PAGE 40 Annex 2:  
Sample Content libraries

PAGE 62 Unprompted Keywords:  
Crave, Mood, Slip

PAGE 66 Annex 3:  
mHealth for NCDs initiative  
Technical Workshop: Template Agenda

---

## Acknowledgements

The World Health Organization and International Telecommunications Union gratefully acknowledge the contributions made to this report by the following individuals:

The handbook prepared by the WHO ITU Be He@lthy, Be Mobile team: Sameer Pujari, Allison Goldstein, Virginia Arnold, Vinayak Prasad, Susannah Robinson, Surabhi Joshi, Liliane Chamas, Hani Eskandar, and Suzanne Hodgkinson.

Content was developed by Be He@lthy, Be Mobile mTobaccoCessation informal expert group members: Erik Augustson, Robyn Whittaker, Lorien Abroms, Caroline Free, and Pratima Murthy.

Overall guidance was provided by the Be He@lthy, Be Mobile steering committee members, from WHO: Douglas Bettcher, Najeeb Al-Shorbaji, and Nick Banatvala, and from ITU: Yushi Torigoe, Eun-Ju Kim, and Kemal Huseinovic.

Contributions to the report were made by: Benoit Varenne, Elisa Prieto, Nyo Nyo Kyaing, Clayton Hamilton, Ahmed Mohamed Amin Mandil, Heba Fouad, Hani Farouk Abdel Hai Mohamed, Angela Pratt, Kelvin Khaw, Mark Landry, Dongbo Fu, Armando Peruga, Edouard Tursan d’Espaignet, and David Novillo Ortiz.

Administrative support was provided by Zahra Ali Piazza. Copyediting and proofreading was done by Angela Burton and layout and design was done by Aram Melikyan.

---

## WHO Library Cataloguing-in-Publication Data

A handbook on how to implement mTobaccoCessation.

1.Smoking - prevention and control. 2.Telemedicine. 3.Text Messaging. 4.Handbooks.

I.World Health Organization. II.International Telecommunication Union.

ISBN 978 92 4 154981 3 (WHO) (NLM classification: WM 290)

ISBN 978 92 61 15281 9 (ITU)

© World Health Organization and International Telecommunication Union 2015

All rights reserved. Publications of the World Health Organization are available on the WHO web site ([www.who.int](http://www.who.int)) or can be purchased from WHO Press, World Health Organization, 20 Avenue Appia, 1211 Geneva 27, Switzerland (tel.: +41 22 791 3264; fax: +41 22 791 4857; e-mail: [bookorders@who.int](mailto:bookorders@who.int)). Requests for permission to reproduce or translate WHO publications – whether for sale or for noncommercial distribution – should be addressed to WHO Press through the WHO web site ([http://www.who.int/about/licensing/copyright\\_form/en/index.html](http://www.who.int/about/licensing/copyright_form/en/index.html)).

Publications of the International Telecommunication Union can be obtained from ITU Bookshop, International Telecommunication Union, Place des Nations, 1211 Geneva 20, Switzerland (<http://www.itu.int/en/publications>). Requests for permission to reproduce, resell, distribute or translate ITU publications – whether for sale or for non-commercial distribution – should be addressed via electronic mail to ITU Sales at [sales@itu.int](mailto:sales@itu.int). Additional contact information concerning ITU publications may be found at <http://www.itu.int/en/publications/Pages/Contact>.

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization or the International Telecommunication Union concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization or the International Telecommunication Union in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by the World Health Organization and the International Telecommunication Union to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization or the International Telecommunication Union be liable for damages arising from its use.

Printed in Geneva

---

## Background

The World Health Organization (WHO) and the International Telecommunications Union (ITU) have formed a partnership called the 'Be He@lthy, Be Mobile' Initiative to use mobile technology – in particular text messaging and apps – to help combat noncommunicable diseases (NCDs) such as diabetes, cancer, cardiovascular diseases and chronic respiratory diseases. As part of this initiative they wish to assemble evidence-based and operational guidance to help countries and governments to implement these programmes. This document provides a starting point for such guidance in relation to mTobaccoCessation – mobile phone-based support for people to quit smoking.

There is now sufficient evidence that mobile phone-based support for smoking cessation can be effective. A recent Cochrane Systematic Review (1) included five high-quality randomized controlled trials (RCT) with 6-month cessation measures and concluded that the intervention increased quitting rates by approximately 71%. Three of the studies included purely text messaging interventions: STOMP was devel-

oped by the University of Auckland and trialled across New Zealand (2); txt2stop was further developed from STOMP for a United Kingdom (UK) population and tested in the largest and highest quality trial to date (3); researchers in Australia added text messages as an option to their online quitting coach and as a separate intervention (4). The review identified several studies underway on further text message cessation programmes in the United States of America (USA), Norway and the UK.

Other reviews have indicated that text messaging may also be effective in other areas of healthy behaviour change and disease management. There are currently no randomized controlled trials of the effectiveness of any smartphone apps to support smoking cessation. One review of the available smartphone apps (via iTunes) found that few apps adhered to key cessation guidelines, or recommended or linked to proven effective techniques such as pharmacotherapy, counselling or quitlines (5).



## Overview of the handbook

The main objective of this handbook is to assist countries in putting together a detailed work plan for the development and deployment of a national level mCessation program.

This handbook outlines the considerations and decisions to be made in planning for a national level mTobaccoCessation programme and provides guidance on some of the technical aspects of implementation. This has been prepared by an international group of experts in mTobaccoCessation for WHO and ITU, to be used by governments, ministries and other relevant national organizations.

### It handbook:

- Explains key components of setting up a program for mHealth (specifically mCessation in this case)
- Provides a template for a Planning and Implementation Document (PID) for each country/instance based on the decisions made by that country.

- Includes a sample Technical Specifications Document developed in conjunction with the Costa Rica Ministry of Health to be given to their IT system provider outlining system requirements.
- Details to inform a Monitoring and Evaluation (M&E) plan for each country, including examples of commonly used participant feedback questions.

In addition, the annexes provide further detail, templates and examples of specific aspects:

- **Annex 1:** A description of current, available mTobaccoCessation programmes, and considerations for the development of new mTobaccoCessation programmes.
- **Annex 2:** A library of existing message libraries suggested by the informal expert groups that can be used by countries for their own adaptation
- **Annex 3:** Suggested technical workshop agenda

*The handbook is a working document and will be updated based on ongoing implementation and feedback from countries, consultation with experts and review of new programs.*



**Be He@lthy**

# Be Mobile

预览已结束，完整报告链接和二

<https://www.yunbaogao.cn/report/index/report?rep>