

SLUTTA



The app Slutta

liv

forneøyd

overskudd

sun

glad

omsorg

hjelp

godt

helse

aktivitet

The Slutta app for tobacco cessation

- Launched Feb 2013
- Available in all app stores
- New cloud based version March 2017
- Another new version expected March 2018



Promotion

“Around 8 in 10 smokers have tried to quit before and 10% have plans to quit in the new year”

Your stop smoking app is here

A handy new app and growing Facebook community play a big part in making Norway tobacco-free



“Tobacco use is a major health problem, but thankfully there has been a steady decline over the past decade,” says Hilde Skyvulstad at the Norwegian Directorate of Health. In order to inspire more people to quit using tobacco – both smoking and using snus – Skyvulstad has launched a mobile app called Slutta – meaning ‘stop’ in Norwegian – and a supportive Facebook community. Snus in particular is on the rise among young men and women, and there are still around 1.4 million smokers in Norway. The mobile and Facebook groups are

incredibly innovative ways of reaching the desired audience. At present the app has 270,000 downloads and is available free from the Apple store, Windows store and Google Play. The 35,000-strong Facebook community is also a useful support system during the quitting process; ex-smokers can share their experiences, while current quitters can learn from their stories.

While the use of cigarettes is decreasing, there's a huge increase in the use of snus among young people. One in three young men now uses snus daily, and women are not far behind. Skyvulstad hopes to raise awareness about its dangers, especially the implications for pregnant women.

The department also has a quit line

where smokers who are struggling to quit can call in and receive expert advice from trained professionals.

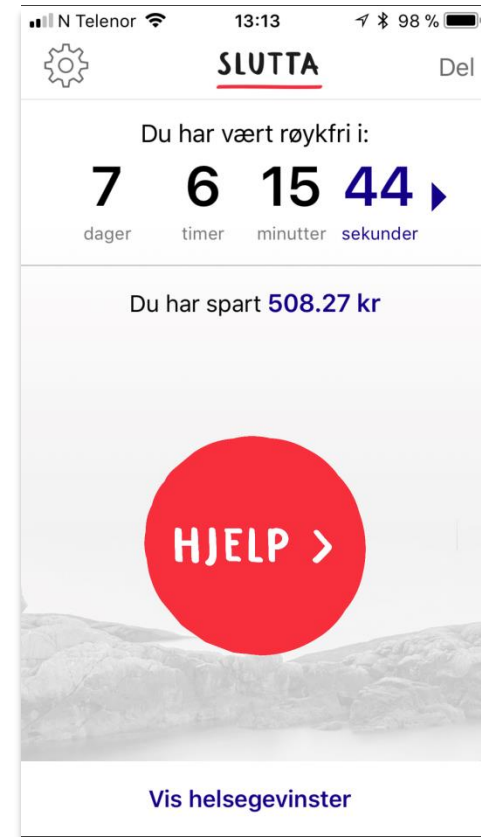
The overall aim is to make Norway tobacco-free and to protect young people against the pressures to use snus and cigarettes. Skyvulstad remains hopeful. She says, “Around 8 in 10 smokers have tried to quit before and, according to our research, around 10% have plans to quit in the new year. There are more ways than ever to quit so you can choose the support that feels right for you.”

To stop smoking call +47 800 400 85
Download the app at slutta.no
facebook.com/slutta.no

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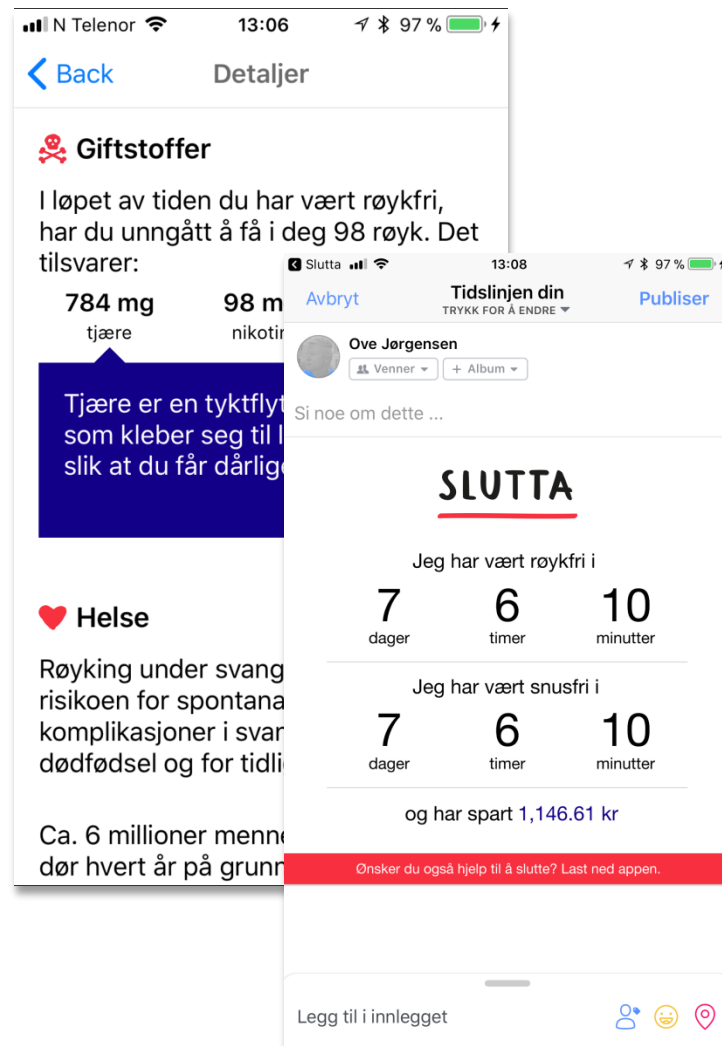
Mobile Phone App for tobacco cessation

- Available for free
- Promoted through adverts
- Includes different functionalities
- Started out as a project for adolescent smoking cessation, but the app showed to be useful for all ages
- Downloaded almost 600.000 times (Nov 2017)



Some functionalities

- Tailored motivational messages
- Daily push notifications (help messages several times a day)
- Immediate help-button (what to do when you feel pressure)
- Advice and tips: how to make it
- Calculations of how much you save and what you can buy instead
- Counter - Updated statistics of how long you have been tobacco free (days, hours, minutes and seconds) and positive health consequences
- Sharing on Facebook



The app main elements

Registration

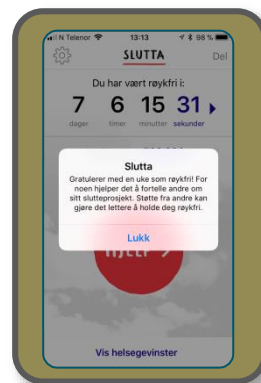
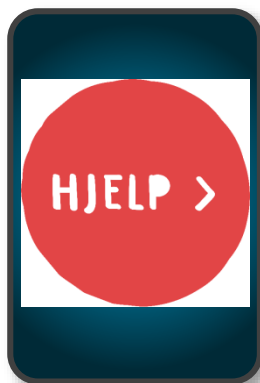
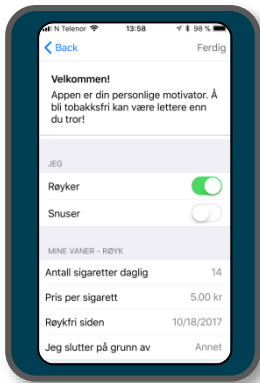
Help
button

Push
notifications

Timer

Share
button

The positive
consequences



Conclusions

- Success – almost 600.000 downloads
- A very high degree of positive feedback and sharing in social medias
- Our surveys show that the application has a positive function in the quitting process for many smokers/users of snus
- We reach the whole population
- The app has won several prizes, e.g. the Digital Communication Award in Berlin 2015.

For further information, please contact the project leader Ove Jørgensen: ovj@helsedir.no

