

## School of Health Sciences Seminar

18 October, 1-2pm, Queens Building 01.11

### Dr Felix Naughton

Senior Lecturer in Health Psychology, School of Health Sciences, UEA

## “Mobile Health (mHealth) Technologies to Promote Smoking Behaviour Change”



### Seminar Presentation

Mobile health (mHealth) interventions have become the most accessible type of behaviour change support worldwide. Four out of five UK adults now own a smartphone and research indicates that over half of all smartphone owners in developed countries have downloaded at least one health app. While these types of interventions are typically very low cost, the vast majority of available mHealth interventions are not evidence based or even evidence informed. Therefore, we cannot assume they are doing much, if any, good, or worse, they may be doing harm. Therefore, for a cash-strapped health service to invest in such interventions, (cost) effectiveness needs to be demonstrated.

The two most common type of smoking cessation mHealth intervention are SMS text message based systems and smartphone applications (apps). I will briefly describe two theory guided, automated, interactive and tailored SMS text messaging interventions for smoking cessation; a system developed for pregnant smokers (MiQuit) and one developed for smokers accessing NHS cessation support in primary care (iQuit in Practice). These were developed systematically, guided by the MRC framework for the development and evaluation of complex interventions. I will report on several randomised controlled trials evaluating the impact of these interventions. I will also describe the development of a context-aware smartphone app that delivers tailored cessation advice in response to real time exposure to smoking cues using smartphone sensing (Q Sense) and report on headline findings from feasibility and acceptability studies

### Brief Biography

I am a Senior Lecturer in Health Psychology within the Health Promotion research group, School of Health Sciences, visiting Senior Researcher at the Behavioural Science Group, University of Cambridge and Honorary Assistant Professor within the Division of Primary Care, University of Nottingham. I have a key interest in the development and evaluation of mobile phone interventions to promote and support health behaviour change (mHealth), particularly smoking cessation, and am involved in several ongoing projects focused on this. I am also currently leading research on the development of a face-to-face and digital Nicotine Replacement Therapy (NRT) adherence intervention for pregnant smokers in collaboration with researchers from the University of Nottingham and involved in projects exploring the potential of e-cigarettes to promote abstinence from tobacco in pregnancy and postpartum.

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Free. All welcome. No need to book. If you are attending from outside the University, please check the seminar is taking place. The venue is on the main university campus