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What is FixNixer?

- A free, online cessation tool that can be anonymously accessed by youth and young adults
- FixNixer walks them through the stages of behavior change in an interactive manner, prompting them to examine why they want to quit, identify their triggers for tobacco use and determine ways to cope through those challenging times and situations.



Why was FixNixer developed?

- While there are some cessation programs and tools available to youth and young adults, FixNixer fulfills a unique role
- FixNixer is a tool that is accessible from anywhere for free, completely anonymous to use and is customizable to the users' needs



How was FixNixer developed?

- The program was created by the Colorado State Tobacco Education & Prevention Partnership (STEPP) and Cactus Marketing Communications
- A committee of national and state experts reviewed, inputted and refined the program



Who is FixNixer for?

- Youth and young adults, ages 13 – 24
 - Must have internet connection (dial-up friendly)
 - Must have either an email address or mobile phone
- Those who have made the decision to quit tobacco but are looking for help to quit on their terms
 - FixNixer uses the specific reasons you want to quit
 - FixNixer provides support during the times and situations you need help most
 - FixNixer offers options for peer/family support



How to access FixNixer.

- Access FixNixer online at FixNixer.com or through:
 - www.ownyourC.com (the 12-18 campaign site)
 - www.quitdoingit.com (the 18-24 campaign site)



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How we promote FixNixer.

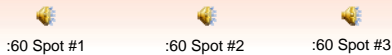
- FixNixer is promoted in youth Quit Kits
 - Ages 12-18 Youth (Own Your C)
 - Ages 18-24 Young Adults (Quit Doing It)



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How we promote FixNixer.

- FixNixer is also being promoted in series of three radio spots directed to young adults, ages 18 - 24



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How does FixNixer work?

- At the landing page
 - New users can begin the registration process
 - Returning users login
 - A link is provided to give users an overview of the entire program before deciding whether to register



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How does FixNixer work?

- New users start by providing their basic contact information and what type of tobacco they're trying to quit
- They can also opt to receive email or text-based messages on their mobile phones



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How does FixNixer work?

- Next, users identify the reasons they want to quit
 - A list of popular responses is provided, but users can enter a custom option as well
 - These responses are captured to provide future messaging support



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How does FixNixer work?

- Users then identify the time(s) they use tobacco
- This sets the timing of delivery of support messages for the first and final times they use tobacco during the day



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How does FixNixer work?

- Then, users identify the reasons/situations they are most likely to use tobacco
 - These triggers are recorded and messages are scheduled for delivery to provide support specific to their triggers
 - Again, a list of popular responses is provided, but users can enter a custom option



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How does FixNixer work?

- For each trigger, the registrant is asked to find a response to get them through the situation without resorting to tobacco



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How does FixNixer work?

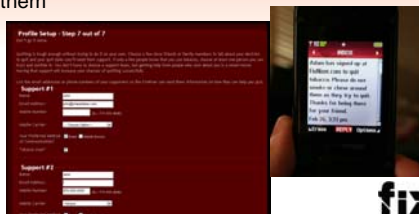
- Then, it's time to select a quit date
- To set them up for success, tips are given for selecting a realistic quit date
- This quit date becomes the hub around which the program is built



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How does FixNixer work?

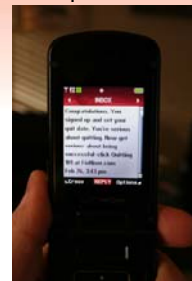
- The last step of registration gives the user an opportunity to seek support of their family and peers
- Messages (email or text) are sent to the user's support network alerting them that they're trying to quit – tobacco users are specifically asked to not smoke/chew around them



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How does FixNixer work?

- A home page is created at the completion of registration and a text message welcomes our new quitter to FixNixer



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How does FixNixer work?

- **Home Page:** after registering, users will land on their customized home page with each return to FixNixer
- The home page includes a calendar that tracks the quit day, the program end date and tobacco use for each day
- In addition, the home page rotates through motivational quotes, encouraging tips for that specific day, and an area for each user to share their day's experience with other quitters (QuitBlog)

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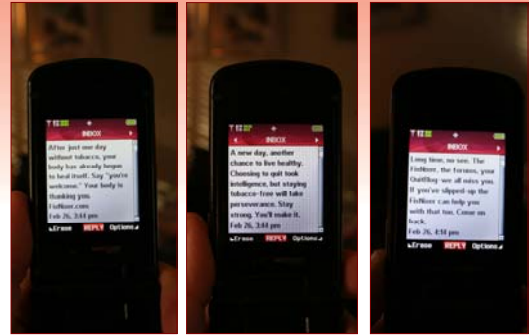


How does FixNixer work?

- **Messages:** sent out over the course of the 21-day program, they remind users why they're quitting, offer customized tips to help them get through their trigger situations and provide motivation to keep up their efforts to quit
- The user is encouraged to come back to their FixNixer home page each day to log their progress
- If they don't login for three days, a message is sent out to encourage them to come back to FixNixer

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How does FixNixer work?



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How does FixNixer work?

- **Starting Over:** it takes a person an average of four times before they can successfully quit
 - If a user says they've used tobacco one or two times, a message is delivered to encourage them through their slip-up
 - For the third time they use tobacco, information about relapsing is delivered and they are given an opportunity to start over with a new quit date

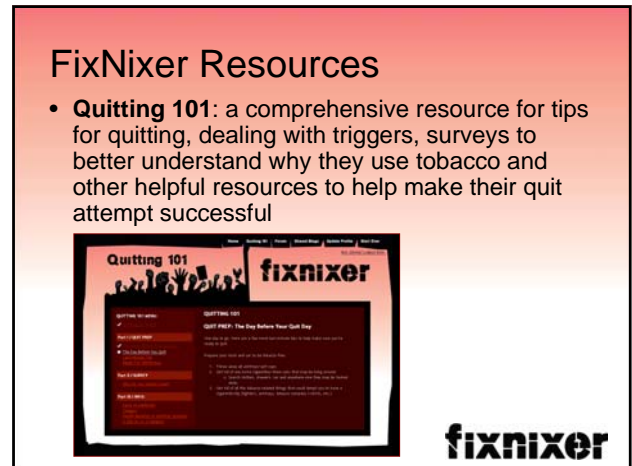
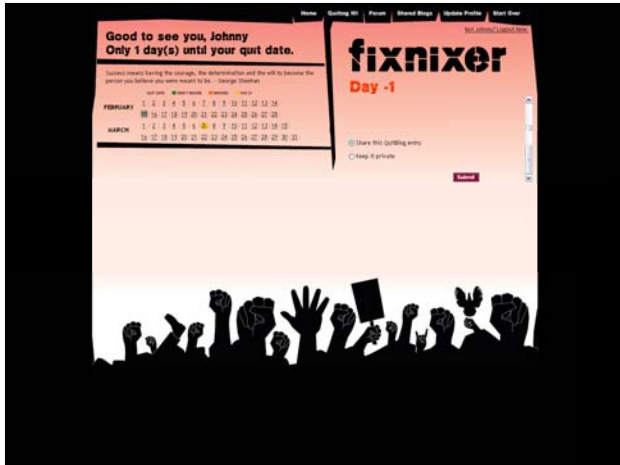


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FixNixer Resources

- **QuitBlogs:** an area for users to share and view others' experiences quitting
 - After a user enters their blog entry for the day, they can see how others made it through the day
 - Users can choose to share or keep their blog entries private
 - Blog entries are administratively approved prior to being made available for viewing by the public

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FixNixer Resources

- **Forums:** a community for FixNixer users to help one another through the quitting process
 - Forum posts are also administratively approved prior to being made available for viewing by the public



The screenshot shows a forum page with a list of posts. Each post has a title, a date, and a user name. The posts are listed in a table-like format.

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How do we measure FixNixer's Impact?

- Mid- and end-program evaluation surveys are issued at 7 and 21 days after quit day
- A forum has been created to solicit additional feedback on what's working, what's not, and ways to improve the program
- Post-program follow-up surveys are issued at 3-, 6-, and 12-months to determine long-term behavioral change
- Finally, analysis of the database regarding responses and interactions with FixNixer to measure impact

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For more information on FixNixer

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