

# Deep Dive: Kicking Butts for Points

## Implemented

### Overview



- **Program Objective:** Engineer a cultural shift in knowledge, attitudes, and beliefs towards tobacco use
- **Point of Contact:** CAPT Elenberg
- **Total Force Fitness Domains:** Behavioral, Psychological, Social, Medical

### Program Description



- Kicking Butts for Points is a unit-level competition that occurs within an installation. The Healthy Base Initiative is running this in partnership with the National Institutes of Health who runs other text message interventions such as SmokefreeMIL and Text4Baby. The competition builds awareness about tobacco and motivates individuals to achieve tobacco free living. It also refers users to [ucanquit2.org](http://ucanquit2.org) for tobacco cessation resources. Units or Groups form teams of 4 People, Teams come up with a team name and text in keyword. After enrolling, they will receive 4 trivia messages per week during the month of March. Scores will be tabulated by the HBI team and the winning team will be announced on March 30<sup>th</sup>. Prizes are distributed at the discretion of the installation.

### Implementation Progress



Builds message library 11/24/2014 – 3/1/2015  
 Complete Text Message Trivia Questions - 3/30/2015  
 Provide data and any final reports – 4/15/2015

Sites signed up: Fort Sill, Fort Meade, Quantico, Twentynine Palms, New London, and Pearl Harbor.

### Performance Measures



- Closing program assessment questions
- Increased website clicks to [ucanquit2.org](http://ucanquit2.org)
- Number of participants
- Percentage of correctly answered questions

### Additional Information

- SMS interventions have been proven to have positive short-term behavioral outcomes. 99% of all text messages are read and will be an effective way to improve awareness about tobacco effects. [Ucanquit2.org](http://Ucanquit2.org) launched a SmokefreeMIL smoking “quit-line” via SMS in coordination with NIH

# EXAMPLE CONVERSATION:

47848

Short Code

PEARL

Keyword

Welcome to Kicking Butts for Points. Text back your team name to get started.  
*Reply STOP to not play. MS&&Data Rates may apply*

THE BEST

Team Name

Here's your first trivia question!  
*Reply STOP to not play. MS&&Data Rates may apply*

Trivia Question

How much does the average smoker save by quitting?  
A. \$600  
B. \$750  
C. \$1600

C

Response

Answer

KB4P: You're right! The average smoker can save \$1600 a year by quitting! Stay tuned for the next question.

Process Repeats

Winner announced

KB4P: THE BEST you won the competition, answering the most questions correctly. Your whole team wins [XXX} Show this message to [insert contact information] to redeem your reward!