



# Assessing the use of a Smoking Cessation e-Learning Resource

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## Introduction

- Smoking is one of the leading preventable causes of premature death and preventable disease.
- In Europe, 29% of individuals over 15 years of age identify as smokers.
- Some countries within Europe have alarmingly high rates of tobacco use; 40% of Greek adults smoke regularly.
- Smoking and chewing tobacco are directly related to 650,000 mortalities each year in Europe, roughly 14% of all deaths.

## Aims

- To ascertain the perceived utility of an online, free to access, e-learning resource.  
www.smokingcessationtraining.com/en/home/
- To explore differences in opinion across different healthcare professionals and countries.
- Utilise the feedback to ensure our resource gives goldstandard advice.
- To investigate how healthcare professionals interact with patients who smoke.

## Why an online resource?

- Modern education faces challenges through rapidly advancing knowledge base & methods of distribution.
- Small financial outlay leading to a comparatively large economic benefit.
- Material is an ‘open educational resource’ (OER), maximising access.
- Increasing acceptance of, engagement in and success with online learning.
- Modern learners in healthcare would rather utilise an online resource than a textbook.
- Evidence to suggest that educational outcomes are improved when utilising an interactive resource.
- A website is comparatively cheap and easy to update.

## Method

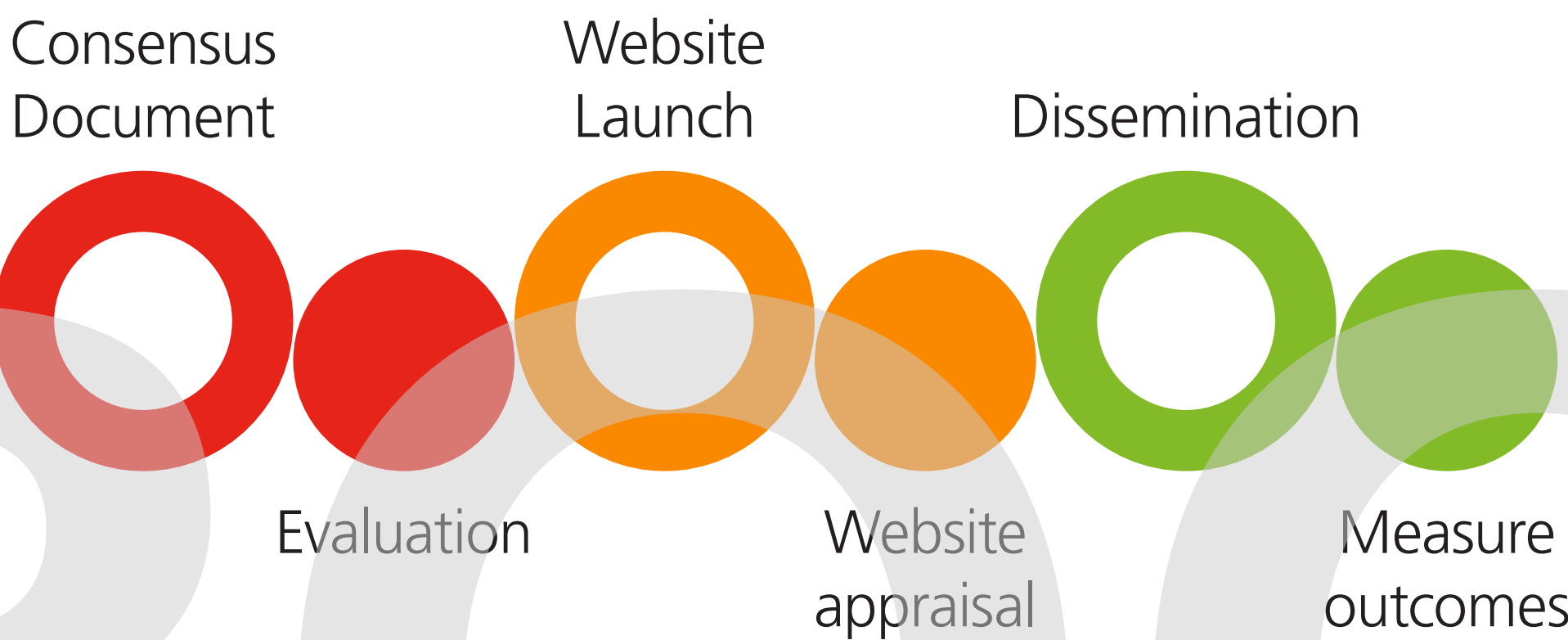
Anonymous, optional feedback was collected from our website; users had to consent to giving feedback prior to collection.

We are currently in the final phase of implementing this e-learning resource.

- A feedback questionnaire was validated via expert review and pilot study amongst dental students.
- Out of 3,928 unique visitors to the website, 82 gave optional feedback (2.1% of visitors).
- All users of the website are given the choice of completing this optional feedback form.
- The questionnaire ascertained employment, nationality, age, gender, alongside utility, favourite and least favourite aspect of the resource.

## Implementation

- Phase 1 Development of a consensus document on smoking cessation modalities.
- Phase 2 The document will be circulated to external experts for evaluation.
- Phase 3 ‘Soft launch,’ of website, alongside feedback from healthcare practitioners (n=25).
- Phase 4 Website appraisal by external experts. Activation of social media accounts.
- Phase 5 Dissemination. Assessment and measurement of outcomes.



## Results

- 82 respondents
- 40 General Dental Practitioners, 19 Hospital Dentists, 17 Doctors (12 dual-qualified), 8 ‘Auxiliary Healthcare Professionals.’
- 54 females, 28 males.
- 65% respondents were younger than 25.
- 80% found the resource informative.
- 93% would recommend to a colleague.
- 24% stated that videos were their favourite aspect of the site.
- 27% stated that the mobile site was difficult to navigate.
- 21 gave specific, written feedback in free text boxes.

How would you describe this website in one or more words?

What do you like most about the website?

What do you like least about the website?

How informative did you find the website out of 10, with 1 being not informative at all and 10 being the most informative possible?

How easy did you find it to use and navigate the website out of 10, with 1 being not easy at all and 10 being the easiest to navigate?

How much has this online resource changed your practice out of 10, with 1 being not at all and 10 being the largest change possible?

Overall, what would you score the website out of 10? With 1 being the worst and 10 being the best.

Would you recommend the website to a colleague?

Are there any improvements or suggestions you would like to offer?

Which of the following best describes you?

## The Questionnaire

Please describe your workplace.

Do you work predominantly in private or publicly-funded employment?

Which University/School or institution did you graduate from?

Do you work predominantly in private or publicly-funded employment?

Age

Sex

Send

## Conclusions

- A majority of e-learners do not want to give optional feedback (97.9% did not).
- Interactive elements (videos and quizzes) were enjoyed the most by users.
- Hospital Dentists found the resource most useful, followed by General Dental Practitioners and dual qualified practitioners.
- Auxiliary Healthcare Professionals were least likely to find the resource useful.
- Those who did not like the colour scheme and found navigation difficult engaged less with the resource.
- Younger females were more likely to engage with, and enjoy, our resource.
- We are aware that subtle changes to the colour scheme and improving the interactivity with individuals using mobile devices may benefit future engagement with the project.
- Nationality did not have a significant impact on responses.

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