

OIF/OEF Veterans Invited to Test an Online and Cell Phone Program for Smokers

HONOLULU, HI — April 27, 2010 — OIF/OEF Veterans who smoke are currently invited to help test an Internet- and cell phone-based program to improve their health. The project is funded by the United States Army Medical and Materiel Command (USAMRMC) through the Telemedicine and Advanced Technology Center (TATRC), and administered by the Pacific Health Research and Education Institute (PHREI), an affiliate of the VA Pacific Islands Health Care System (PIHCS).

The program aims to support Veterans making steps toward improving their health by increasing their motivation to reduce or quit smoking. Veterans participating in the study will be able to access and use the program anonymously via the Internet and their cell phones over a period of three months. Throughout the study participants will be asked to complete three surveys in order to help evaluate the program. Participating Veterans will receive online gift cards as reimbursement for their time and effort.

Dr. Patricia Jordan is the Principal Investigator of the study, which will test the feasibility of delivering a tailored behavior change program using cell phones. “Mobile phones represent a new channel for tailored information to be delivered quickly and inexpensively,” notes Jordan. “According to recent statistics, almost nine out of ten adults own a wireless or cell phone, and 15 percent own a Blackberry, Palm, or other Personal Digital Assistant. There is no reason that we cannot be reaching out to people wherever they may be to provide effective telehealth in a number of areas.” The study is testing the effectiveness of the program for OIF/OEF Veterans; however, the main objective is to develop new programs that can serve all Veterans.

OIF/OEF Veterans who smoke and are interested in participating in this study can go to www.txtresearch.org to get more information and register for the program.

For additional information:

Viil Lid, M.S

Project Manager

Tel: (808) 433-0247

e-mail: viil.lid@va.gov