Using Text Messages to Improve Substance Use Treatment Outcomes:
Part 2

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1. Quick recap of Part 1
2. Let’s do some examples!
3. Questions and Troubleshooting
Quick Recap: What Voice?

• **Avoid textese.** Use full words, spelled correctly.
• **Use benefit-oriented language.** Emphasize the benefits of change.
• **Use “I/We” statements.** Make it sound like the message is coming from a person.
• **Be directive.** Phrase messages in a directive (but not commanding) tone.
• **Send tips and resources**
• **Be aware of security**
Quick Recap: What Content?

Motivation

Skills, ideas, & planning

Reminders about action

Source: Fogg (2009)
Quick Recap: What Sequence?

1. Simple, recurring reminders
2. Fixed schedule, changing content
3. Tailored tracks using keywords

Bonus tip! Consider "chaining" messages so they form a helpful sequence (text 1 sets the stage for text 2, and so on).

*Remember to...*

→ Here’s a link to...

→ Looking forward to hearing about your experience with...
Don’t forget about security

• Talk to your legal counsel
• When in doubt, get written permission
• Keep messages general; never text PHI
Example 1:
Simple recurring reminders

Week 1: Stages of Change
- See you in group tonight at 7pm!

Week 2: Expectations
- See you in group tonight at 7pm!

Week 3: Personal Values
- See you in group tonight at 7pm!

Week 4: Relationships
- See you in group tonight at 7pm!
## Simple Reminder Text Examples

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/1/19</td>
<td>4:00pm</td>
<td>See you in group at 7pm!</td>
</tr>
<tr>
<td>9/8/19</td>
<td>4:00pm</td>
<td>See you in group at 7pm!</td>
</tr>
<tr>
<td>9/15/19</td>
<td>4:00pm</td>
<td>See you in group at 7pm!</td>
</tr>
<tr>
<td>9/22/19</td>
<td>4:00pm</td>
<td>See you in group at 7pm!</td>
</tr>
</tbody>
</table>
Example 2: Fixed schedule, changing content

Week 1: Thinking about Change
- What kind of changes are right for you? Come find out at 7pm tonight!
- Keep a picture of a loved one where you can see it. They’re more important than getting high!
- Get the best information! Talk to someone with clean time to see how they did it.

Week 2: Dealing with Cravings
- Tonight we'll talk about the secret to managing cravings. All will be revealed! Join us at 7pm!
- Wait it out! Most urges go down with time.
- Don’t blindside yourself! Look through your house and vehicle, and throw out any drugs or drug equipment.

Week 3: A Positive Mindset
- Tonight we'll open up our minds to see what's inside. See you at 7pm!
- Self-forgiveness is an important part of recovery. Work on letting go of guilt, bitterness, and resentment.
- Failure to stay sober on one day does not mean failure for life. Recommit to your goals and start fresh.

Week 4: Good People
- Tonight we'll talk about the magic of social support. Become like the best people around you! See you at 7pm!
- Volunteer to chair a recovery meeting in your area.
- Reach out to family and friends who may have distanced themselves while you were using substances.
# Changing Content Text Examples

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Time</td>
<td>Message</td>
<td>Message</td>
</tr>
<tr>
<td>1</td>
<td>9/1/19</td>
<td>4:00pm</td>
<td>What kind of changes are right for you? Come find out at 7pm tonight!</td>
</tr>
<tr>
<td>2</td>
<td>9/2/19</td>
<td>9:00am</td>
<td>Keep a picture of a loved one where you can see it. They're more important than getting high</td>
</tr>
<tr>
<td>3</td>
<td>9/5/19</td>
<td>9:00am</td>
<td>Get the best information! Talk to someone with clean time to see how they did it!</td>
</tr>
<tr>
<td>4</td>
<td>9/8/19</td>
<td>4:00pm</td>
<td>Tonight we'll talk about the secret to managing craving. Join us at 7pm!</td>
</tr>
<tr>
<td>5</td>
<td>9/9/19</td>
<td>9:00am</td>
<td>Wait it out! Most urges go away with time.</td>
</tr>
<tr>
<td>6</td>
<td>9/12/19</td>
<td>9:00am</td>
<td>Don't blindsde yourself! Look through your house and vehicle and throw away any drugs or drug equipment.</td>
</tr>
<tr>
<td>7</td>
<td>9/15/19</td>
<td>4:00pm</td>
<td>Tonight we'll open up our minds to see what's inside. See you at 7pm!</td>
</tr>
<tr>
<td>8</td>
<td>9/16/19</td>
<td>9:00am</td>
<td>Self-forgiveness is an important part of recovery. Take a few minutes today to work on letting go of guilt and resentment.</td>
</tr>
<tr>
<td>9</td>
<td>9/18/19</td>
<td>9:00am</td>
<td>Failure to say sober one day doesn't mean failure for life. Recommit to your goals and star fresh!</td>
</tr>
</tbody>
</table>
Example 3:
Tailored tracks using keywords

THINK

Over the next week, we'll be sending some tips that are tailored just to you! Stay tuned...

BEGIN

Congratuations! You've decided to change. Some people write down their commitment, and a plan for change.

You're wondering whether it's worth making a change. Sometimes people talk to people they trust to see what their concerns are.

Make a list of the ways that drugs have affected the people you care about most.

Why reinvent sobriety? Talk to someone with clean time to see how they did it.

Surround yourself with the best people! Get in touch with old friends who might help you stay clean.

CONGRATULATIONS! You've already made positive changes. Some people think about getting in touch with old friends who might help them stay clean.

Keep a picture of a loved-one where you can see it. Spend just a moment each day thinking through the benefits of your sobriety for this person.

Spend just a moment each day thinking through the benefits of your sobriety for this person.

Stay busy! Volunteer, schedule social time with friends, or work on a project.

Change is hard! You should be proud of the progress you have made in overcoming substance abuse!
Here's an example of chaining

<p>| | | | |</p>
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
</tr>
<tr>
<td>Enrollment</td>
<td>Day Sent at enrollment</td>
<td>Schedule</td>
<td>Content</td>
</tr>
<tr>
<td>1</td>
<td>3 days before Part 1</td>
<td>TH 8/1 @ 2:00pm PT</td>
<td>Hi! You've been added to the message service for the Mountain Plains ATTC Texting Manual online learning series. See you on August 5!</td>
</tr>
<tr>
<td>2</td>
<td>TH 8/1 @ 2:02pm PT</td>
<td>Looking forward to the first text message training on August 5! Prior to class, make sure to look through the handbook and jot down a few observations.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1 day before Part 1</td>
<td>M 8/5 @ 9:00am PT</td>
<td>Here's the handbook. Check it out! <a href="https://bit.ly/2FvLRFr">https://bit.ly/2FvLRFr</a></td>
</tr>
<tr>
<td>4</td>
<td>Part 1</td>
<td>evening of Part 1</td>
<td>M 8/5 @ 3:00pm PT</td>
</tr>
<tr>
<td>5</td>
<td>1 day after Part 1</td>
<td>T 8/6 @ 11:30am PT</td>
<td>Thanks for attending Part I of Using Text Messages to Improve SUD TX outcomes. Text messages can build motivation, make things easier, and provide reminders.</td>
</tr>
<tr>
<td>6</td>
<td>3 days after Part 1</td>
<td>TH 8/8 @ 11:30am PT</td>
<td>Take time today to jot down a few text messages that could build motivation, make something easier to do, or remind clients to do something.</td>
</tr>
<tr>
<td>7</td>
<td>6 days after Part 1</td>
<td>M 8/12 @ 9:00am PT</td>
<td>Take 10 minutes today to browse Textedly (or another texting program) to see how they work.</td>
</tr>
<tr>
<td>8</td>
<td>Part 2</td>
<td>evening of Part 2</td>
<td>M 8/12 @ 3:00pm PT</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td>Thanks for attending the MPATTC online training. Please take a few moments to complete the evaluation. Your feedback is really important to us!</td>
</tr>
</tbody>
</table>
Ready to give it a try?

Text MONDAYGROUP to 77222
The Setup: Monday Evening Group

Topic: Temptation and Confidence

1. Identify triggers
2. Identify trigger categories
3. Identify confident situations
4. Evaluate temptation and confidence ratings
Another Example

Topic: Automatic Thoughts

1. Situation
2. Mood
3. Automatic thoughts
4. Examine thoughts in light of evidence
5. Identify alternative thoughts
Reminder: the texting guide has tons of helpful stuff!

https://bit.ly/2FvLRFr
Thanks for attending!

See you next time!