

How can you promote our trial?

Everyone can inform their friends, family, whānau, colleagues, patients, etc. about the RAUORA trial. We have listed the inclusion criteria for you on page 1 of this newsletter.

We have free recruitment material, such as flyers and posters. If you would like to order flyers or posters please call us on 0800 367 644 or send us an email rauoratrial@auckland.ac.nz. Also contact the research team if you would like to promote the trial at any local events, in a newsletter or via (social) media. The team would be very happy to help you with this.

Natalie Walker, Principal Investigator



FLYERS
POSTERS
SOCIAL MEDIA
RADIO
MARKETS
SCHOOLS
NEWSLETTERS
SPORTS CLUBS
NEWSPAPERS
COMMUNITY EVENTS



Funding

The RAUORA trial is funded by a three-year grant from the Health Research Council of New Zealand.

The cytisine (Tabex®), manufactured by Sopharma in Bulgaria, has been provided by Achieve Life Sciences. Neither Sopharma nor Achieve Life Sciences has been involved in the design, conduct or analysis of the trial.

The trial is registered in the Australian New Zealand Clinical Trial Registry: NCT02957786. Ethics approval for the trial (16/STH/147) was granted by the Southern Health and Disability Ethics Committee. The trial is also approved by the Lakes District DHB Research Review Committee.

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Next issue

RECRUITMENT UPDATE
FACTS ABOUT CHAMPIX
ROTORUA NIGHT MARKET
COMMUNITY ADVERTISEMENT
PARTICIPANT STORY

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P1 / RAUORA update

What is the RAUORA trial, who are we inviting to take part and what is cytisine? Find the answers in this newsletter.



P2 / Behavioural Support

Almost 200 people have joined RAUORA. Read more about where they pick up their medicine and what behavioural support they are getting.



P3 / Media

RAUORA has been in the media including local newspapers, radio and on Facebook. Find out more in this newsletter.



P4 / Recruitment

How is recruitment going? This newsletter provides a first overview of the number of people that have been randomised into the trial.

DECEMBER 2017

STAKEHOLDER UPDATE / ISSUE 1

RAUORA

Nau te kakahu i whatu.
He taniko taku.

What is the RAUORA Trial?

The RAUORA trial is a randomised controlled trial that aims to evaluate the effectiveness, safety, and cost-effectiveness of Tabex® (cytisine) plus behavioural support compared to Champix® (varenicline) plus behavioural support for smoking cessation, in Māori and whānau of Māori who smoke and are motivated to quit.

Who are we inviting to participate?

We are inviting 2,140 (1,070 per arm) daily smokers (≥18 years) in the Lakes District Health Board region of New Zealand, who self-identify as Māori or whānau of Māori (defined as people who aren't themselves Māori by whakapapa, but live in a Māori whānau, e.g. in a household by marriage), are motivated to quit, and are eligible for subsidised varenicline under special authority conditions. This means that they have tried to quit smoking at least

“If cytisine is effective, has an acceptable safety profile, and is cost-effective, it has substantial potential for use as an alternative treatment to help people quit smoking”

twice before with nicotine replacement therapy, but haven't used Champix in the past 12 months.

What is cytisine?

Cytisine (used under the brand name Tabex in RAUORA) is an alkaloid found in many plants, including the NZ Kōwhai. Cytisine has been used in at least 16 Central/Eastern Europe for more than 50 years as a smoking cessation medication, but remains unknown outside of these countries. Like varenicline, cytisine is a partial agonist at the nicotinic acetylcholine receptor and acts by attenuating cigarette withdrawal symptoms while simultaneously making smoking less rewarding.



Recruitment has started

Almost 200 people have joined the trial

Since RAUORA was launched officially in September 2017, almost 200 people have joined the trial. How are they going?

SCREENING

Participants can express their interest in the trial either by free phone, free text, email, a contact form on the study website, or Facebook. One of our research assistants will give them a call and screen them for eligibility. Our study doctor will, if necessary, contact their GP to confirm the patient's eligibility. After eligibility is confirmed and baseline data is collected, the participant is randomised to either Tabex or Champix and instructed to pick up their medicine at a local community pharmacy

GP AND PHARMACY ENGAGEMENT

Comprehensive engagement with local pharmacies and GPs across the region was undertaken during September/October 2017 by our Rotorua-based research assistants. All pharmacies taking part have been trained and are actively dispensing trial medication to participants.

Any issues and questions about GP or pharmacy involvement should be addressed to the Project Manager Tomasz Kurdziel at t.kurdziel@auckland.ac.nz



Abigale Eichelman (intern Boston University), Mary-Kay Wharakura, Wetini Paul, Tina Lees (research assistants). PHOTO/SUE WILKIE; LAKES DHB

BEHAVIOURAL SUPPORT

Depending on the participants' preference they will receive behavioural support from either a research assistant or Tipu Ora. Research assistants will provide weekly support and advice during a 10 to 15 minute phone call over the first six weeks after randomisation. Tipu Ora will provide their own service; the frequency, mode of delivery and duration will be tailored to the participant's wants and needs. So far 67% of participants receive behavioural support from the research assistants and 33% from Tipu Ora.



Dr Huber Cubillos (Study Doctor). PHOTO/HUBER CUBILLOS



Kōwhai tree planted during launch. PHOTO/NIHI

Launch at Lakes District Health Board

On Wednesday 18 October 2017 the RAUORA trial received an official Māori Blessing in the Atrium of the Rotorua Hospital conducted by Eru George, a Ngāti Whakaue Kaumatua and Māori Health Advisor for the Lakes District Health Board. The morning started with a 'Meet and Greet' of numerous members of the District Health Board, Tipu Ora, our RAUORA team and the general public. This was followed by Karakia (Prayer) and Waiata (Songs) to commemorate this special occasion. Dr Barry Smith – who is part of the Kaitiaki group of the trial - delivered a great speech about all the benefits of the study and also acknowledged the work of those based at the National Institute for Health Innovation, University of Auckland. A Kōwhai tree was blessed to signify the special link between the Lakes District Health Board, the University of Auckland, and the people of the RAUORA trial. The tree is planted in the grounds of the hospital. Over 30 people attended, making the morning a very special and emotional time. Thank you to everyone for making this happen.

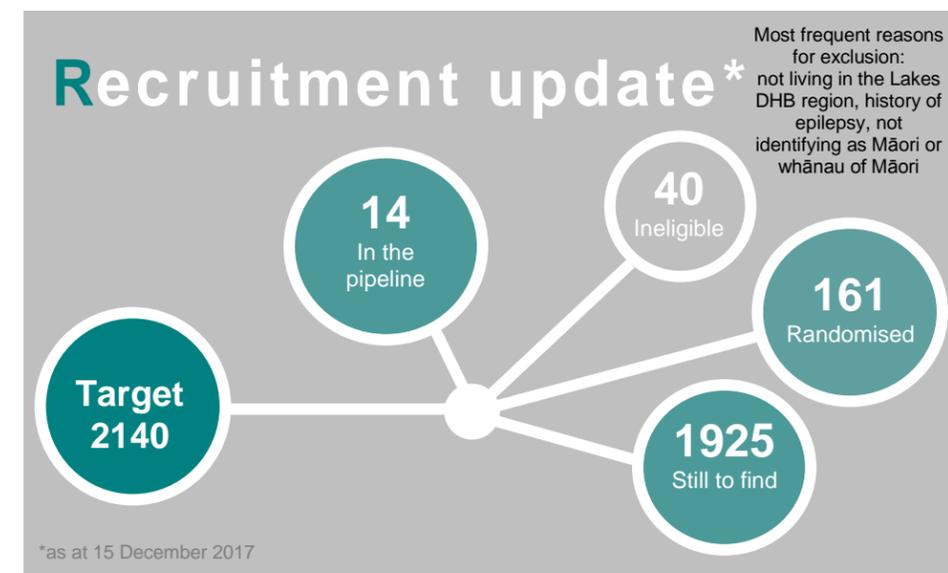
RAUORA in the media

The primary focus in the past 12 weeks has been to promote the trial within the community. We have made people aware of the trial by engaging with local media, such as newspapers and radio. A lot of interest has come from the community and we are aiming to further promote the trial at local markets, via social media, and billboards within the community early in the New Year.



Santana Ngamoki (left), Wetini Paul and Eru George are involved in the trial. PHOTO/BEN FRASER; ROTORUA DAILY POST

“The whole idea of this is for the principles we hold as Māori”, Mr Paul said”



>> VISIT THE STUDY WEBSITE FOR MORE INFORMATION AT [HTTPS://RAUORA.NIHI.AUCKLAND.AC.NZ](https://rauora.nihi.auckland.ac.nz)

NEWSPAPERS

The trial was officially launched by a story printed by the Rotorua Daily Post on the 13th September 2017. The story was based on an interview with our Rotorua-based research assistant Wetini Paul and was posted on the Facebook page of the Daily Post and the online NZ Herald. Also the Taupo Times published a story about the study on the 20th October 2017.

RADIO

The Heat FM and sister radio station Te Arawa FM have been very supportive of the trial. An interview with Wetini Paul was broadcasted on the 9th November 2017 and another interview with our Auckland-based research assistant Mary-Kaye Wharakura was broadcasted on the 22nd November 2017. Both interviews were promoted on the stations' Facebook pages.

SOCIAL MEDIA

Quitline New Zealand has promoted our trial on their Facebook page twice in October and once in December, targeting the Lakes DHB region. They have agreed to do more promoted Facebook campaigns in the New Year.

LOCAL COMPANIES

Several local timber companies - including Red Stag Timber and Timberlands - have agreed to promote RAUORA among their staff during annual health checks or via an occupational health nurse.

SCHOOLS

All schools in the Lakes DHB region have been contacted and informed about the trial. Several of them have already agreed to promote RAUORA in both their online and printed newsletters targeting the parents and whānau of the children within their schools.

COMMUNITY EVENTS AND ADVERTISEMENT

On 4 and 11 January 2018, the Rotorua-based research assistants will attend the Rotorua Night Market to promote the trial. This will be a joint effort together with Tipu Ora. In consultation with the Rotorua and Taupo councils, the RAUORA team is also exploring other advertisement opportunities within the community such as placing billboards in the community and advertisement in empty shop windows.

BUS ADVERTISEMENT

The trial will be advertised on the back of local buses during January and February 2018, as part of a larger promotional campaign run by the Lakes DHB.