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Background and Challenges to Implementation

- Article 14 of the World Health Organization Framework Convention on Tobacco Control requires the provision of services and treatment to address tobacco dependence
- Resources are limited, thus novel and cost-effective strategies are needed to enhance current smoking cessation efforts

The Monday Campaigns

- The Monday Campaigns launched “Quit and Stay Quit Monday” (QSQM): promotes Monday as a day to quit and recommit to quitting smoking
- Survey (n=1,000) with 58 percent of respondents reporting Monday as opportunity to start afresh and organize one’s life (FGI, 2014)
- Smoking cessation-related searches peak early in the week in six languages (English, French, Mandarin, Portuguese, Russian and Spanish) (Ayers et al., 2014)

“Quit and Stay Quit Monday” Pilot Study

- Pilot to see if Monday messaging in smoking cessation groups helps smokers in quit attempts
- Quasi-experimental study comparing “Monday” group participants to those who receive traditional classes
- Components: “tip of the week,” Monday quit buddy, email and optional text messaging program
- Follow-up at final cessation class and three months post-intervention



Quit and Stay Quit Monday Mantra/Pledge Card



Quit and Stay Quit Monday Quit Buddy Invitation



PRELIMINARY DATA

- **Feasibility and acceptability:** Viewed as useful tool; easy to implement by tobacco cessation specialists; focusing on Monday was rated highly by participants (3.9 out of 5, 5 being strongly agree)
- **Low cost:** Cessation specialists report Monday messaging as point of conversation carrying no added cost for interventions
- **Better quits:**
 - Preliminary data (n=24) found 30-day point prevalence abstinence higher for the “Monday” group (p=0.046)
 - A nearly significant difference in self-efficacy to quit identified for non-quitters in the “Monday” group between baseline and follow-up (p=0.061); no difference found for comparison group

Preliminary Conclusions

- Monday messaging was viewed positively by cessation specialists and smokers
- Addition of Monday-related messaging easy and helpful for cessation specialists, and little to no cost for existing smoking cessation interventions
- QSQM messaging could help smokers prolong abstinence and increase self-efficacy to quit
- We will continue the pilot study to assess if the Monday frame has an effect on abstinence rates, self-efficacy, time from relapse to next quit, quit length and program retention rate

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