

Engaging Smokers to Improve Smoking Cessation Outcomes: Quit and Stay Quit Monday

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Background

- Google search query analysis identified early week peak in smoking cessation searches, suggesting increased interest or motivation at that time
- Pilot of “Quit and Stay Quit Monday” (QSQM), a smoking cessation and engagement program to assess whether smokers more successful if receiving messaging to quit or recommit to quitting on Mondays

Methods

- Quasi-experimental, pre-test-post-test pilot with two nonequivalent groups; in partnership with existing smoking cessation classes
- Both groups received same curriculum, but intervention group also received Monday messaging via:
 - Instructor encouragement to quit or recommit to quit on Mondays
 - Weekly emails with “tip of the week” and Monday quit buddy reminders
 - Optional Monday-framed text message program to offer support throughout the week for cravings and weekend preparedness
- Outcomes, including point prevalence abstinence, were assessed at final class and 3 months post-intervention

Results



- No significant differences in point prevalence abstinence or quit length observed at either follow up

Instructors reported QSQM messaging as useful tool to encourage and remind

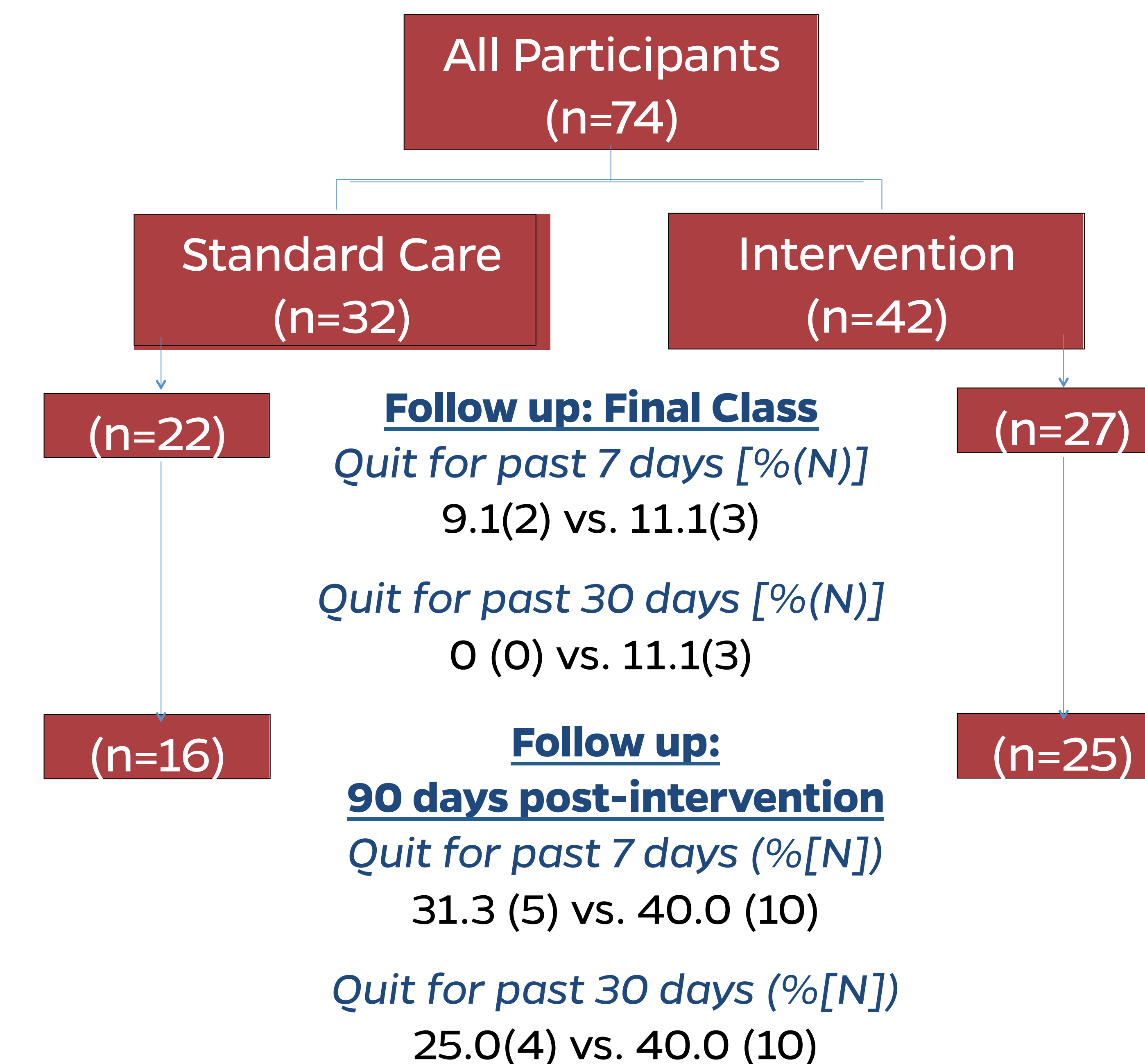
Smokers with a day of the week quitting preference tended to choose Monday ($p < 0.05$)

At the final class, Monday group participants as compared to controls ($p < 0.05$):

- More likely to use Monday as day to quit
- Reported greater confidence in quitting
- More likely to have found quit buddies helpful

Three months post-intervention, intervention and control groups varied in number of quit attempts (more Monday group quitters with 3+ quits, $p < 0.05$)

Figure. Pilot enrollment, follow up, and quit rates.



Conclusions

- Smokers seek out cessation information and help at the beginning of the week; this interest can be leveraged by existing interventions
- Preliminary data suggest Monday messaging promising in impacting self-efficacy in quitting and perceived helpfulness of quit buddies
- Larger sample needed to assess effect on abstinence, quit length, and time from relapse to next quit attempt

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