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

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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

Background

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

Methods

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)

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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