

**Title of Intervention:** Committed Quitters Program (CQP)

**Website:** <http://www.committedquitters.com/>

**Intervention Strategies:** Individual Education, Supportive Relationships

**Purpose of the Intervention:** To increase smoking cessation

**Population:** Smokers age 18 or older

**Setting:** Homes with telephones; home-based

**Partners:** None mentioned

**Intervention Description:**

- Individual Education: Participants received the Committed Quitters Program support materials, which consisted of mailings incorporating information specifically designed to support each particular participant. The initial package included a six-week calendar with weekly quitting and abstinence maintenance tips, health information, testimonials and prompts to comply with Nicotine Replacement Therapy medication.
- Supportive Relationships: Participants received a call after their tentative quit date to check in.

**Theory:** Cognitive-behavioral Model

**Resources Required:**

- Staff/Volunteers: Counselors
- Training: Not mentioned
- Technology: Computer programs for randomization
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Telephone, self-help quit materials, Committed Quitters Program materials, nicotine replacement gum
- Evaluation: Telephones, interviewer

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - Telephone calls assessed current smoking status, abstinence history, program usage (amount of treatment materials read, frequency of referring to materials, helpfulness and satisfaction with materials) and nicotine polacrilex gum use.
  - Bogus pipeline techniques increased the truth of self-reports.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Abstinence rates among respondents were significantly higher for the intervention groups compared with the control group. Quit rates increased almost identically among both intervention groups.

**Maintenance:** Not mentioned

**Lessons Learned:** Not mentioned

**Citation(s):**

Shiffman, S., J. A. Paty, et al. (2000). "The efficacy of computer-tailored smoking cessation material as a supplement to nicotine polacrilex gum therapy." Arch Intern Med 160(11): 1675-81.