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):