

# Using Periodic Messaging via Text Messages and Email for Cessation Among U.S. smokers

## A Knowledge Synthesis

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### Background

- Periodic delivery of smoking cessation prompts via email or text message increases quit attempts, short-term abstinence and reduces consumption
- We reviewed periodic messaging literature targeting youth/young adult smoking to: (1) assess success, (2) identify typical strategies and (3) identify common message types

### Methods

- Searches of PubMed, PsycINFO, CINAHL and Web of Science conducted October 2012, May 2013 and July 2014 with variant terms for periods, prompts, interventions, media and smoking
- Studies targeting youth and young adults selected for further review
- Periodic messages defined as three or more messages sent throughout the intervention

### Results



Infographic produced at [Piktochart.com](http://Piktochart.com)

- Tailored, higher frequency messages produced higher long-term quit rates among young smokers (Skov-Ettrup, 2014)
- Message content typically addressed participants' reasons for smoking and offered specific strategies to tackle cravings and smoking triggers
- Interactive features also played a prominent role in all studies

### Conclusions

- Messaging interventions yield positive short-term smoking behavior changes in young adults
- Prompt interventions use tailoring, quit dates and feedback to provide applicable content to participants
- Though tailored messages sent in high frequencies show promise, work remains to better understand whether these elements have an impact and if so, what the impact is on the efficacy of these youth-centered interventions
- Studies with longer follow-up periods are also necessary to gauge long-term impacts
- Leveraging optimal time/days of the week to deliver youth-centric messages might increase intervention effectiveness

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