

Is Mobile-Based Behavioral Support Provided by Peers With Smoking History Effective in Promoting Smoking Cessation Among Those Who Smoke?

STUDY DESIGN

- Randomized controlled trial of people who smoked daily
- Intervention group joined a 3-person chat group for 3 months along with a:
 - Smoking cessation advisor
 - Trained peer with smoking history who had quit for at least 1 year
- Control groups received 6 cessation-related text messages and follow-up reminders

RESULTS

At 6 Months

Intervention
553
participants



In the intervention group, those who engaged in instant messaging support exhibited more validated abstinence (22.2% vs 4.9%; RR, 4.52; 95% CI, 2.66-7.68).

Control
552
participants



no significant difference

favors intervention

Biochemically validated abstinence: (8.9% vs 6.7%; RR, 1.32; 95% CI, 0.88-1.99)

Usage of cessation services: (14.5% vs 10.0%; RR, 1.45; 95% CI, 1.05-2.00)

The findings of this study suggest that behavioral support by peers with smoking history via instant messaging is potentially effective and should be improved to increase smoking abstinence.