

# 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.