

Helping Wallets and Well-being: Incentivizing Tobacco Cessation in your Organization



National Behavioral Health Network
For Tobacco & Cancer Control

February 8, 2019, 2:00 PM EDT



Welcome!



Taslim van Hattum, LCSW, MPH
Director, Practice Improvement
National Council for Behavioral Health



Webinar Technology

- Webinar is being recorded. All participants will be placed in “listen-only” mode.
- You may dial-in into the conference line and input your unique passcode
- Submit questions using the Q&A pod.
- Tech Support can be reached at 1-888-259-8414.



Agenda

- **Taslim van Hattum, MSW, MPH**, *Director of Practice Improvement, National Council for Behavioral Health*
- **Rachel Landefeld, MPA**, *Strategic Management Services, LLC*
- **Dwana “Dee” Calhoun, Director**, [SelfMade Health Network](#)
- **Ron Hernandez, Managing Director**, *Monday’s Campaign [Quit and Stay Quit Monday](#), Johns Hopkins Bloomberg School for Public Health*
- **Deidre Stenard, Consumer Tobacco Advocate**, *The CHOICES Program*
- Q&A
- Wrap-up

Helping Wallets & Well-Being: **NOW a 2-Part Webinar Series**



*Thank you for your **AWESOME** feedback and inquiries about today's webinar and content you want to see covered.*

NBHN is developing a Part II to best suit your needs and specific requests—Stay Tuned!



Part I and Part II

Today's Webinar: Part I

- The impact of smoking on individuals with lower SES and behavioral health conditions
- Patient-centered savings, cessation tools, quit kit and brief overview of monetary quit-incentive programs
- How to use the peer workforce

Upcoming Webinar: Part II

- More in-depth presentation around financial incentives to patients and employees to support smoking cessation
 - The evidence base and latest research on financial incentives
 - Examples of specific monetary quit-incentive programs and how these have been implemented in a variety of settings
 - **WHAT ELSE DO YOU WANT TO KNOW?**

LET US KNOW VIA TODAY'S POST-WEBINAR EVALUATION





National Behavioral Health Network

For Tobacco & Cancer Control

- Jointly funded by CDC's *Office on Smoking & Health & Division of Cancer Prevention & Control*
- Provides resources and tools to help organizations reduce tobacco use and cancer among people with mental illness and addictions
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations

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Webinars & Presentations

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Behavioral Health & Wellness Program

Smoking Cessation
Leadership Center

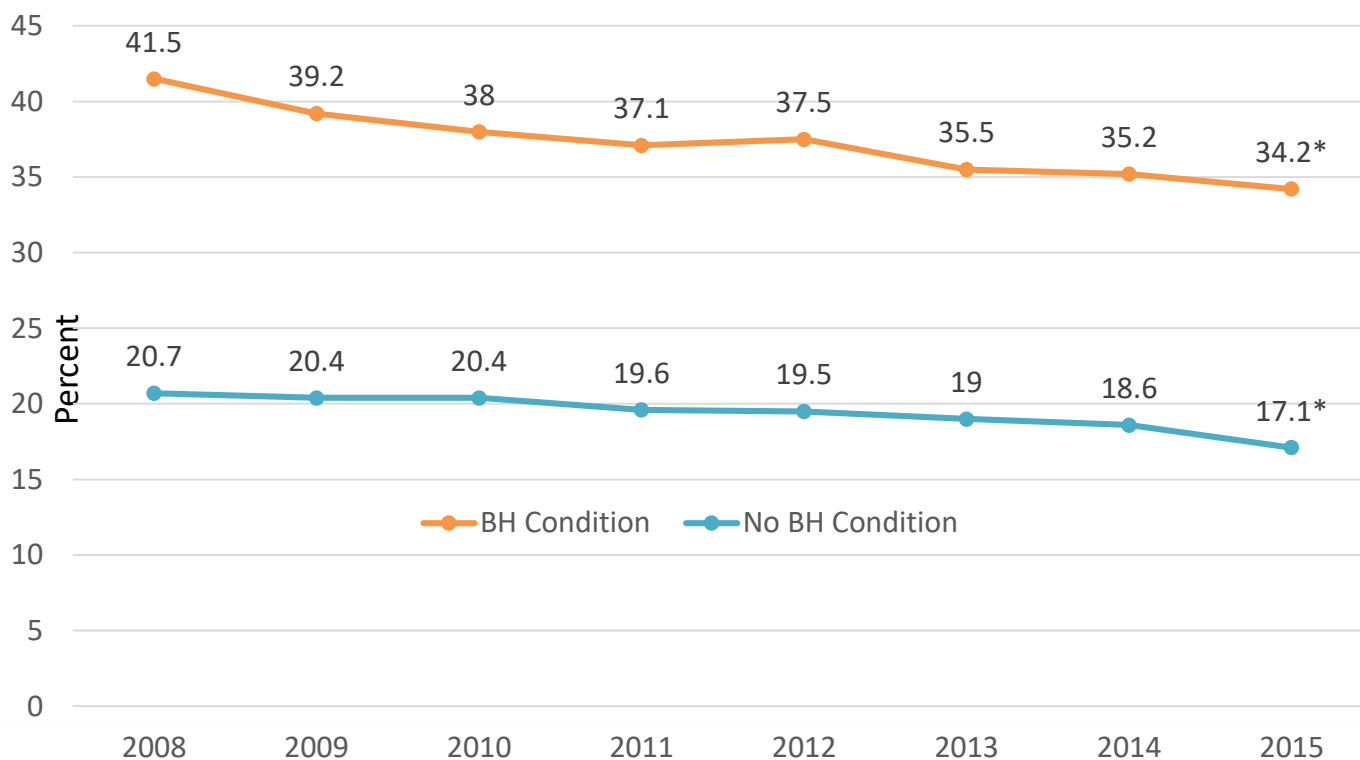


University of California
San Francisco



NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH
STATE ASSOCIATIONS OF ADDICTION SERVICES
Stronger Together.

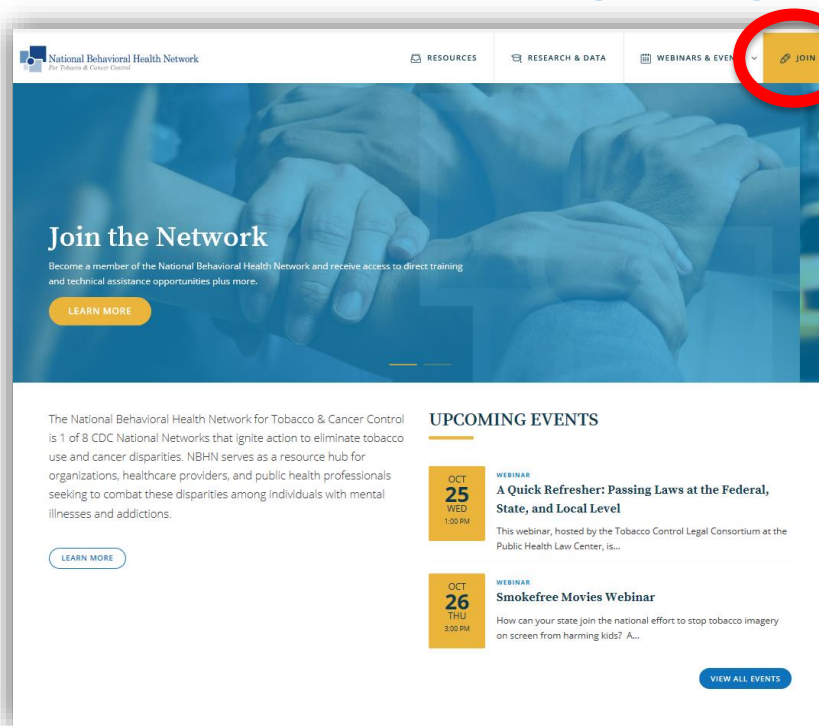
Current Smoking Among Adults (age ≥ 18) With Past Year Behavioral Health (BH) Condition: NSDUH, 2008-2015





THANK YOU!

www.BHtheChange.org



- ✓ **JOIN THE NETWORK!**
- ✓ **Monthly E-Digest**
- ✓ **Upcoming Webinars**
- ✓ **Data & Research**
- ✓ **Resources (Toolkits, Infographics, CDC Materials)**
- ✓ **Social Media - #BHtheChange**
- ✓ **Stories from the Field**



Dwana “Dee” Calhoun, Director, [SelfMade Health Network](#)

- Dwana “Dee” Calhoun is the National Network Director of the SelfMade Health Network (SMHN), the newest member of the CDC’s *Consortium of National Networks to Impact Populations Experiencing Tobacco-Related and Cancer Health Disparities* that specifically focuses on vulnerable populations with low socioeconomic status (SES) characteristics.
- Ms. Calhoun has 15 years of senior management experience in corporate and government sectors with responsibilities for divisions: public health, healthcare quality improvement/compliance, and disease case management.





Helping Wallets & Wellbeing: Incentivizing Tobacco Cessation in Your Organization

Dwana “Dee” Calhoun, MS-Director, SelfMade Health Network
February 8, 2019

- ❖ Cancer and Tobacco Use (Low SES Populations)
- ❖ Brief Overview: Projects/Initiatives (Tobacco and Cancer Prevention/Control)
- ❖ Potential opportunities for organizations to consider when addressing challenges faced by populations (low-SES characteristics)



SelfMade Health Network

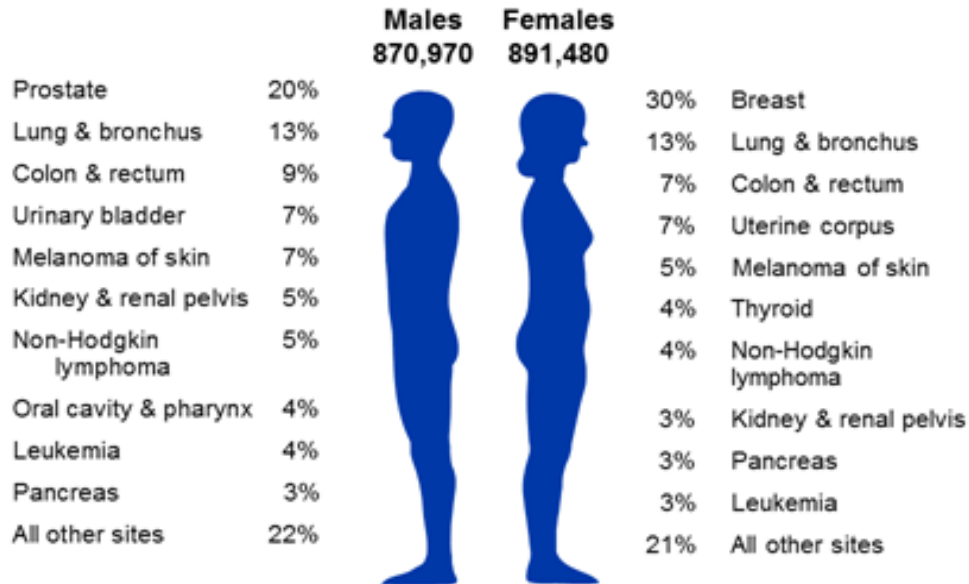
Member of a consortium of eight (8) national networks funded by the Centers for Disease Control (CDC) Office of Smoking and Health (OSH) in partnership with the Division of Cancer Prevention and Control (DCPC) to advance prevention and control efforts involving cancer and tobacco-related disparities.

SMHN Priority Populations:

Populations with low socioeconomic status (SES) characteristics.

Cancer Incidence (New Cases)

Estimated New Cancer Cases* in the US in 2019



*Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.



Populations living below the poverty level and populations with lower levels of educational attainment possess higher rates of cigarette smoking compared to the general population.

- Cigarette smoking cessation rates (34.5%) are lower among adults who live below the poverty level compared to cessation rates (57.5%) among adults who live at or above the poverty level.
- Cessation rates (43.5%) are lower among adults with less than a high school education (9–12 years, but no diploma) compared to cessation rates (73.9%) among adults with a college education or greater.

References:

U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

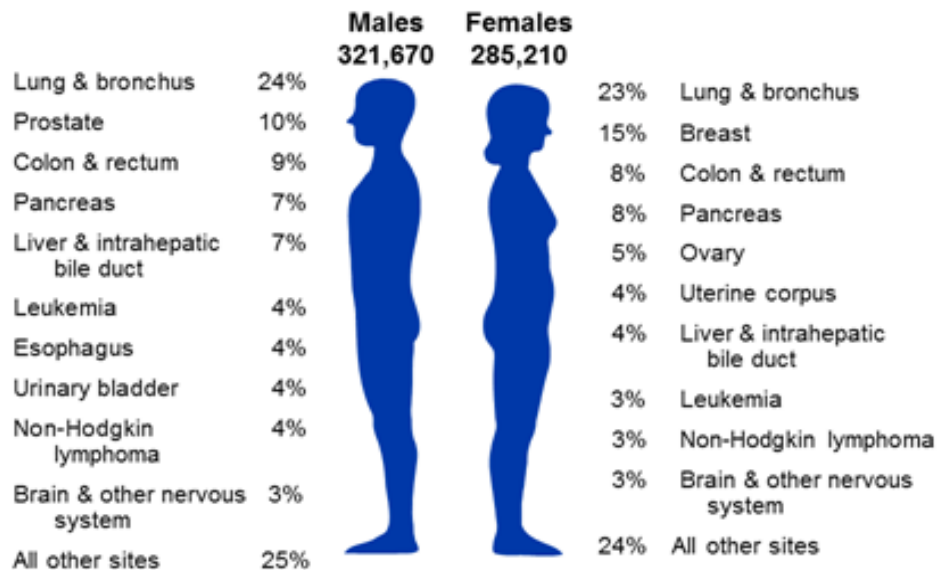
Substance Abuse and Mental Health Services Administration. Results from the 2016 National Survey on Drug Use and Health: Rockville, MD: Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality, 2014.

#EndCancerSilence

@DeeCalhounSMHN

Cancer Mortality

Estimated Cancer Deaths in the US in 2019





1. Populations with low socioeconomic status (SES) characteristics are less likely than others to receive timely cancer screenings.
2. Lung cancer incidence is higher among populations with annual family incomes (less than \$12,500) compared to populations with annual family incomes of \$50,000 or greater.
3. Lower-income populations have less access to healthcare, making it more likely that they are diagnosed at later or advanced stages of diseases and conditions (including cancer).
4. The degree or magnitude of cancer disparities can vary dramatically across geographic areas.

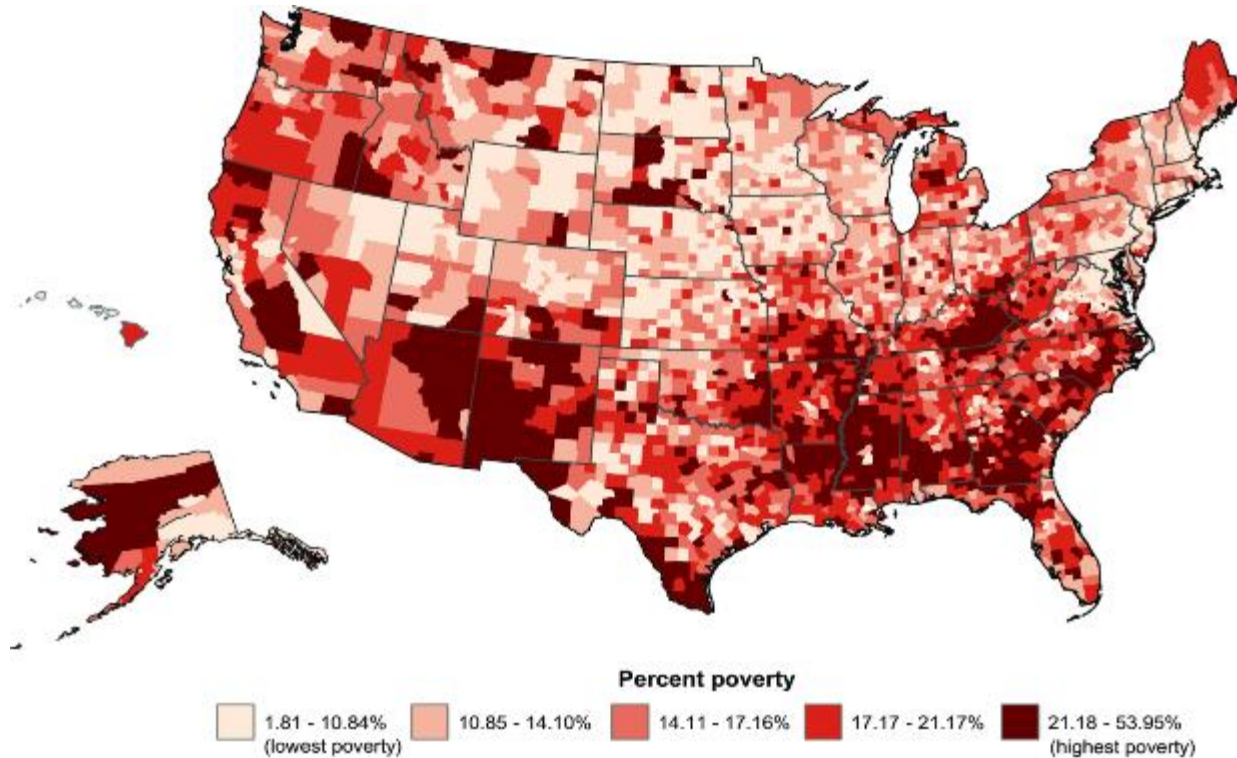
References

Clegg LX, Reichman ME, Miller BA, Hankey BF, Singh GK, Lin YD, et al. [Impact of Socioeconomic Status on Cancer Incidence and Stage at Diagnosis: Selected Findings from the Surveillance, Epidemiology, and End Results: National Longitudinal Mortality Study](#). Cancer Causes and Control 2009.

#EndCancerSilence

@DeeCalhounSMHN

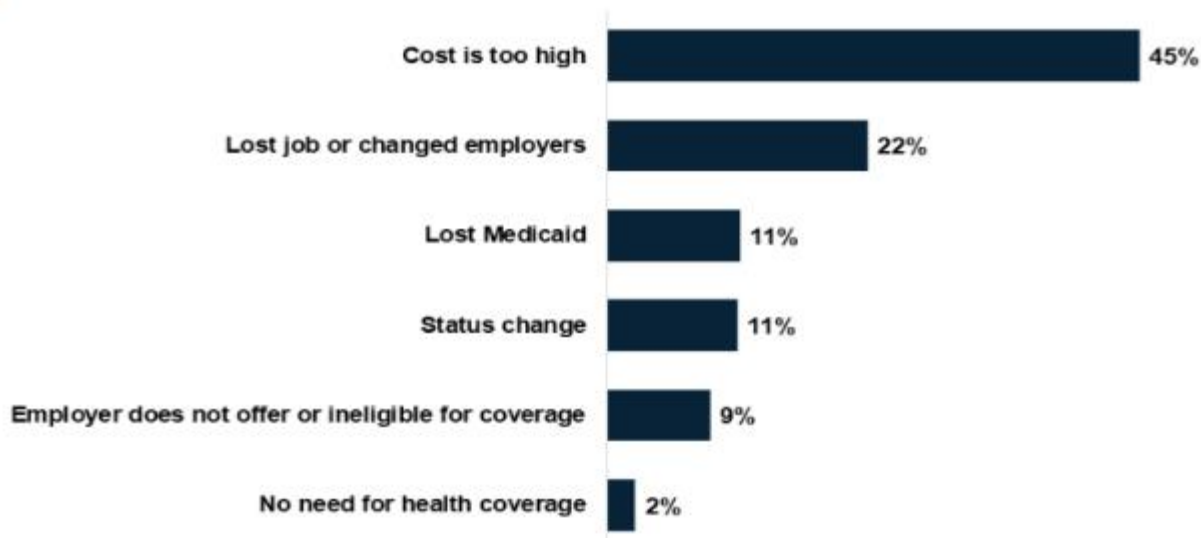
Poverty



CA: A Cancer Journal for Clinicians, First published: 08 January 2019, DOI: (10.3322/caac.21551)

Figure 4

Reasons for Being Uninsured Among Uninsured Nonelderly Adults, 2017



NOTE: Includes nonelderly individuals ages 18 to 64. Respondents can select multiple reasons. Status change includes marital status change, death of spouse or parent, or ineligible due to age or leaving school.
SOURCE: Kaiser Family Foundation analysis of the 2017 National Health Interview Survey.



Projects/Initiatives

Tobacco Cessation and Lung Cancer: Kentucky and South Carolina

SMHN Regional Resource Lead Organization (RRLO)-University of Kentucky College of Public Health

- “Blue-collar” industry worksites

South Carolina

- Rural Health Clinics (RHCs)

Breast Cancer: Memphis, Tennessee

- Breast Cancer Disparities



SMHN Resources

SelfMade Health Network (SMHN)-Webinars (Accessed at anytime)

<https://selfmadehealth.org/webcasts/>

SMHN Determinants of Health Fact Sheets

- Smoking and Poverty
- Smoking and Working Adults-Secondhand Smoke, Smoking Prevalence and Cancer Screening Patterns Among Working Adults
- Mens' Cancer Health Disparities
- Smoking Impacts Illness
- Lung Cancer and Smoking: Examining Lung Cancer Diagnosis, Survivorship, Stigma, and its Effect on Nonsmokers

<https://selfmadehealth.org/educate/determinants-of-health-fact-sheets/>

Healthier Nation Fact Sheets: Tobacco Cessation and Cancer Survivorship

A copy can be obtained by contacting Dee Calhoun (SMHN) directly.

#EndCancerSilence

@DeeCalhounSMHN



Potential Opportunities for Organizations

Tobacco Cessation:

Assistance to support quit attempts, and long-term tobacco abstinence offered to patients who use any tobacco product. Measures to consider include: additional counseling, combining stop-smoking medicines or using them longer, and follow-up to care (e.g., telephone calls by a counselor, extended counseling, or continued medications).

Participate in the *Year of Cessation* (Centers for Disease Control and Prevention)

https://www.cdc.gov/tobacco/about/osh/index.htm?s_cid=osh-stu-home-slider-004#partners

Smokefree Environments:

Support the adoption of comprehensive smokefree policies in mental health facilities (inpatient/outpatient) and campuses as well as offer

#EndCancerSilence cessation support to patients/clients and staff.

@DeeCalhounSMHN



Resources

Provider Education Training to Improve Mental Health Care of Cancer Survivors

<https://www.cdc.gov/cancer/survivors/index.htm>

Tips From Former Smokers Campaign and Resources (Centers for Disease Control and Prevention)

<https://www.cdc.gov/tobacco/campaign/tips/index.html>

Bring Your Brave Campaign (Centers for Disease Control and Prevention)-Breast Cancer

https://www.cdc.gov/cancer/breast/young_women/bringyourbrave/index.htm

Lung Cancer Screening Insurance Coverage

<https://www.lung.org/lung-health-and-diseases/lung-disease-lookup/lung-cancer/healthcare-professionals/resources-for-your-patients.html>

Screen for Life: National Colorectal Cancer Action Campaign (Centers for Disease Control and Prevention)

<https://www.cdc.gov/cancer/colorectal/sfl/index.htm>



Additional Resources-Financial Incentives

A Randomized Trial of Incentives for Smoking Treatment in Medicaid Members

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5978743/>

Improving Medicaid Health Incentives Programs: Lessons from Substance Abuse Treatment Research

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4043298/>

Financial Incentives for Smoking cessation in Low-income Smokers: Study Protocol for a Randomized Controlled Trial

<https://trialsjournal.biomedcentral.com/articles/10.1186/1745-6215-13-88>

Effect of Patient Navigation and Financial Incentives on Smoking Cessation Among Primary Care Patients at an Urban Safety-Net Hospital

<https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2659556>

Tobacco Cessation Among Low-Income Smokers: Motivational Enhancement and Nicotine Patch Treatment

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3954421/>



Dwana “Dee” Calhoun, MS

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Twitter: @DeeCalhounSMHN and @SelfMadeHealth

Website: <http://www.selfmadehealth.org/>

Send questions or contact us at anytime via shared SMHN mailbox: info@selfmadehealth.org



Ron Hernandez, MBA

Ron is a Managing Director for Monday Campaigns, Ron has worked in the marketing industry for more than twenty years. Prior to his work with The Monday Campaigns, he held positions as a marketing & communications director, PR director, media director and advertising manager for organizations like New York University, Simon & Schuster



Ron holds an MBA in Management and Marketing from the Stern School of Business at New York University. He has many years' experience working on both the staff and the board of several nonprofits and volunteers for childhood education, HIV-awareness and animal rescue organizations both locally and abroad.

Quit Smoking 52 Times a Year: How Monday Messaging Can Leverage Intentions and Improve Engagement

Ron Hernandez, MBA
The Monday Campaigns

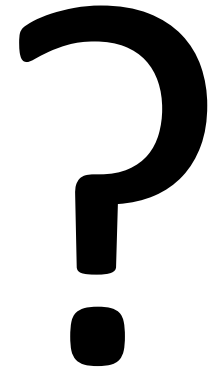
Authors:
Joanna Cohen, PhD
Johns Hopkins University




What Regular Cue Can Help Smokers Maintain a Commitment to Quit?



What About:



Make Quit Attempts More Frequent



FOOD AND DRINK

Forget New Year's health goals, try 'Monday resolutions' instead

By Lisa Drayer, CNN
Updated 8:32 AM ET, Wed December 26, 2018



natural SOLUTIONS

HOME BALANCE BEAUTY FOOD & RECIPES CONTACT US HEALTH SUBSCRIBE

BALANCE

Give New Year's Resolutions a Boost with a "Monday Resolution"



Forget New Year's resolutions, experts say 'Monday resolutions' work

Most of us can't stick to a New Year's resolution for 365 days, but what about for 7? Buzz60's Tony Spitz has the details.

BUZZ60

10:11 a.m. EST Jan. 2, 2019

The Monday Campaigns



Meatless Monday started in 2003 with Johns Hopkins University Center for a Livable Future

- Founded by former ad exec Sid Lerner
- Revival of World War II campaign
- Used Monday message for engagement

Mission

Reduce chronic preventable diseases by encouraging individuals and organizations to join together to dedicate the first day of every week to health

The Monday CampaignsSM

**The day all health
breaks loose!**

Why Monday?

- Shared cultural experience that provides a context for change
- Capitalizes on a cycle of planning and renewal
- 52 Mondays in a year means 52 chances to quit

**FORGET NEW YEAR'S.
MONDAY IS THE DAY TO QUIT.**

This year, 8 million people will search for quit smoking help on Mondays. Why wait for the new year when you can quit on a new week?
CALL 1-800-QUIT-NOW.

#quitmonday

**Quit & Stay Quit
Monday**

Communications Channels

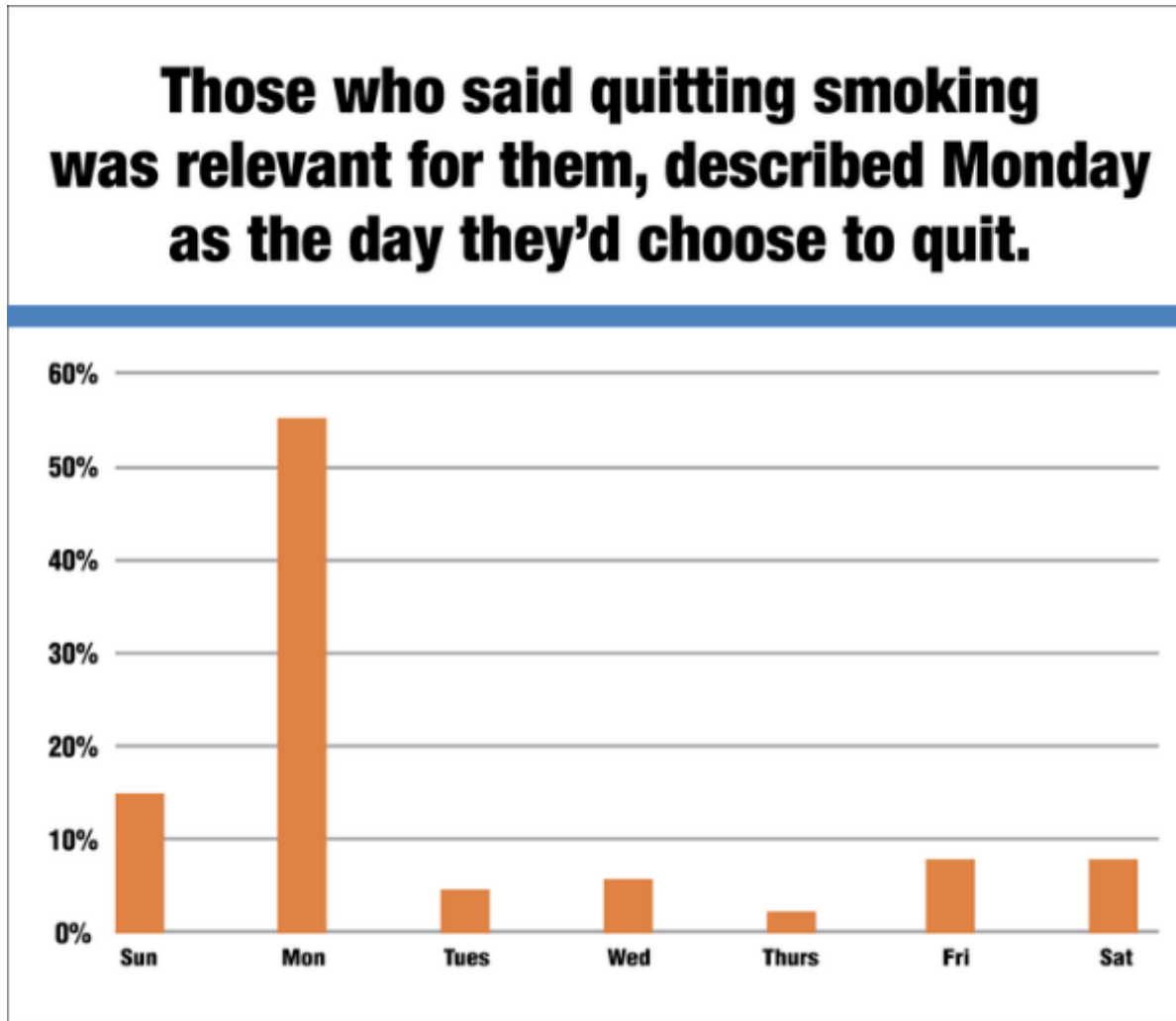
We looked at:

- ✓ Weekly patterns in internet searches
- ✓ Weekly call patterns to state quitlines
- ✓ Website traffic patterns
- ✓ Day-of-the week data on engagement patterns with an online quit program
- ✓ Pilot study using a “Monday” approach

... to better understand if Monday should be touted as a good day to quit

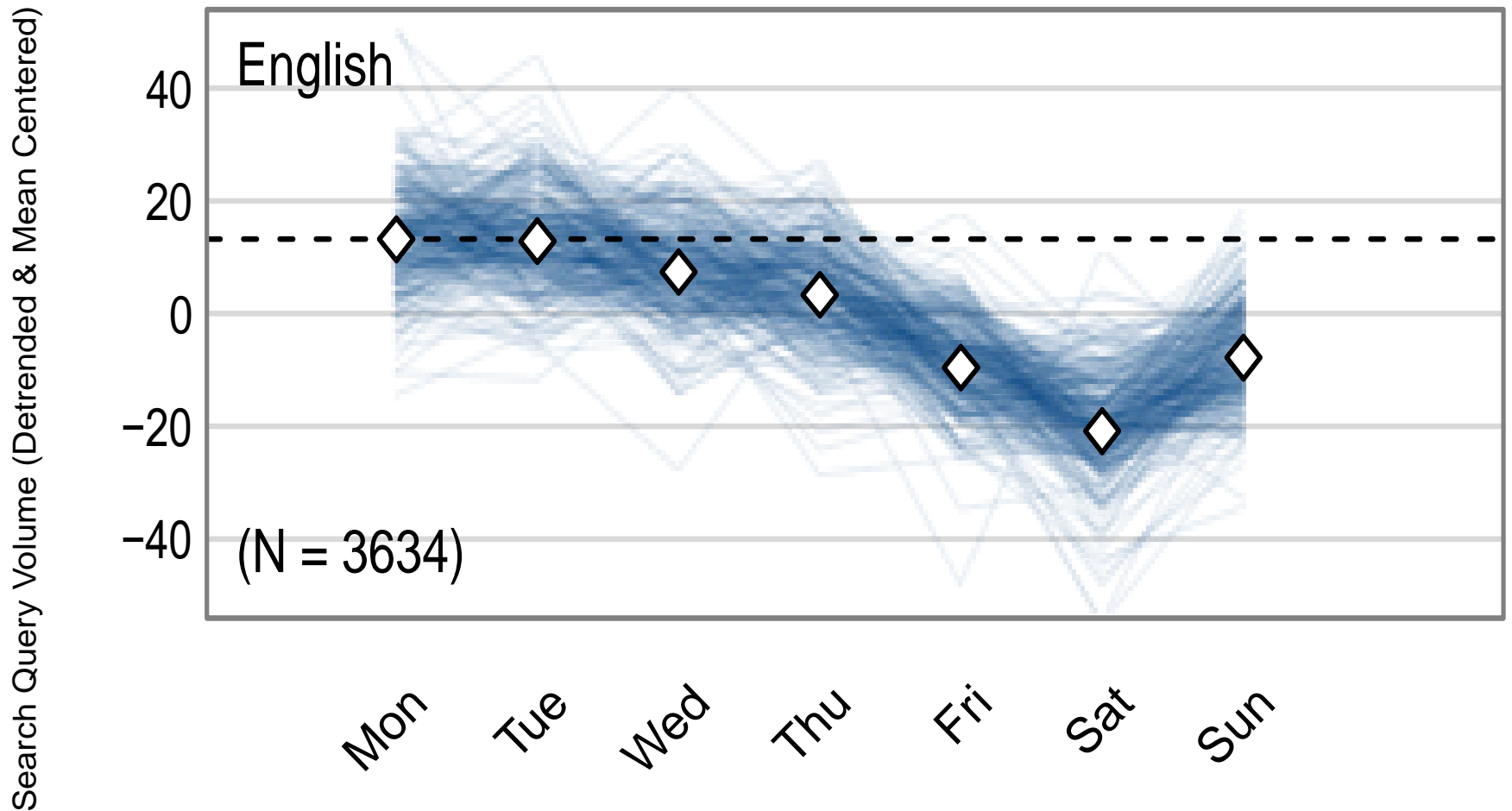


Monday Start and Sustainability



Data Decisions Group, 2017. Survey of 1,000 U.S. respondents

Google Search Queries for Smoking Cessation, By Day of Week



Ayers JW, Althouse BM, Johnson M, Cohen J. Weekly “Circaseptan” Rhythms in Smoking Cessation Considerations. JAMA Internal Medicine. 2013.

Health-related Google Searches Spike on Monday

JAMA Internal Medicine

January 2014

Circaseptan (Weekly) Rhythms in Smoking Cessation Considerations

AMERICAN JOURNAL OF
Preventive Medicine

What's the Healthiest Day?

Circaseptan (Weekly) Rhythms in Healthy Considerations

**NATIONAL
CANCER
INSTITUTE**

“Quit smoking” query volumes are **25%** higher on Mondays than other days, amounting to **8 million** more quit smoking searches per year on Mondays across 7 different languages

Health-related searches were **30%** higher on Mon-Tues than other days, with largest day-over-day increase from Sunday to Monday

53% of respondents indicated Monday was the best day to quit smoking.
(National Cancer Institute. 2011. women.smokefree.gov)

Make Quit Attempts More Frequent



**“Move over,
New Year’s resolutions.”**
Smokers most likely to think about quitting
on Mondays, study finds

**Thinking of quitting smoking?
Mondays may be your day**

“The idea that Mondays are ‘52 opportunities a
year’ to quit for good is ‘an optimistic message’”
– Tom Glynn, American Cancer Society



**USA
TODAY**

The New York Times

Quit Smoking? It’s Probably Monday

“Researchers monitored Google search queries from 2008 to 2012 in
English, French, Chinese, Portuguese, Russian and Spanish. Almost
every week, queries about smoking cessation peaked on Mondays.”

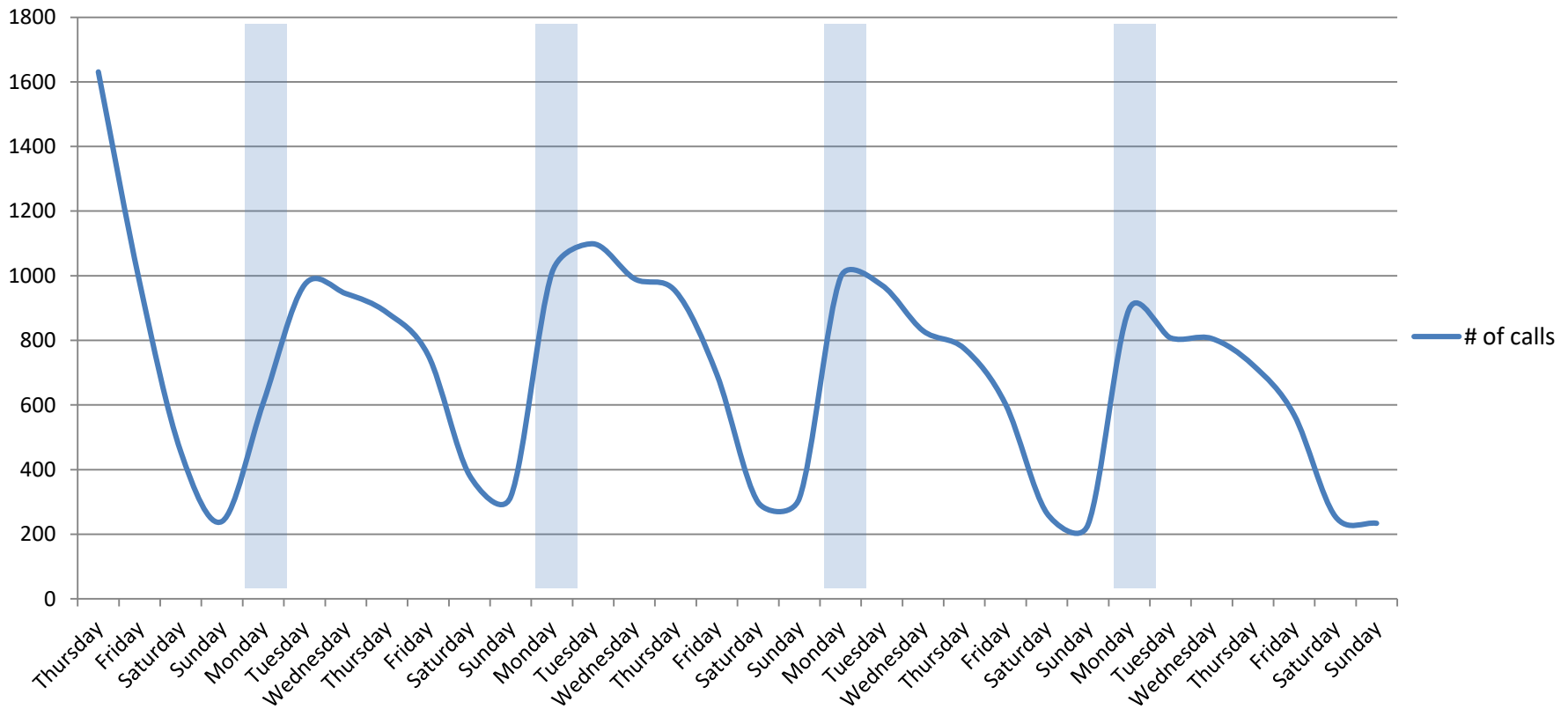
**Mondays Might Be Your
Best Day to Quit Smoking** *WebMD*

“We know it takes smokers many quit attempts before they succeed, so prompting
them to try again on Mondays may be an effective and easy-to-implement campaign.”
– Joanna Cohen, Johns Hopkins Institute for Global Tobacco Control



Weekly Patterns in Quit Line Use

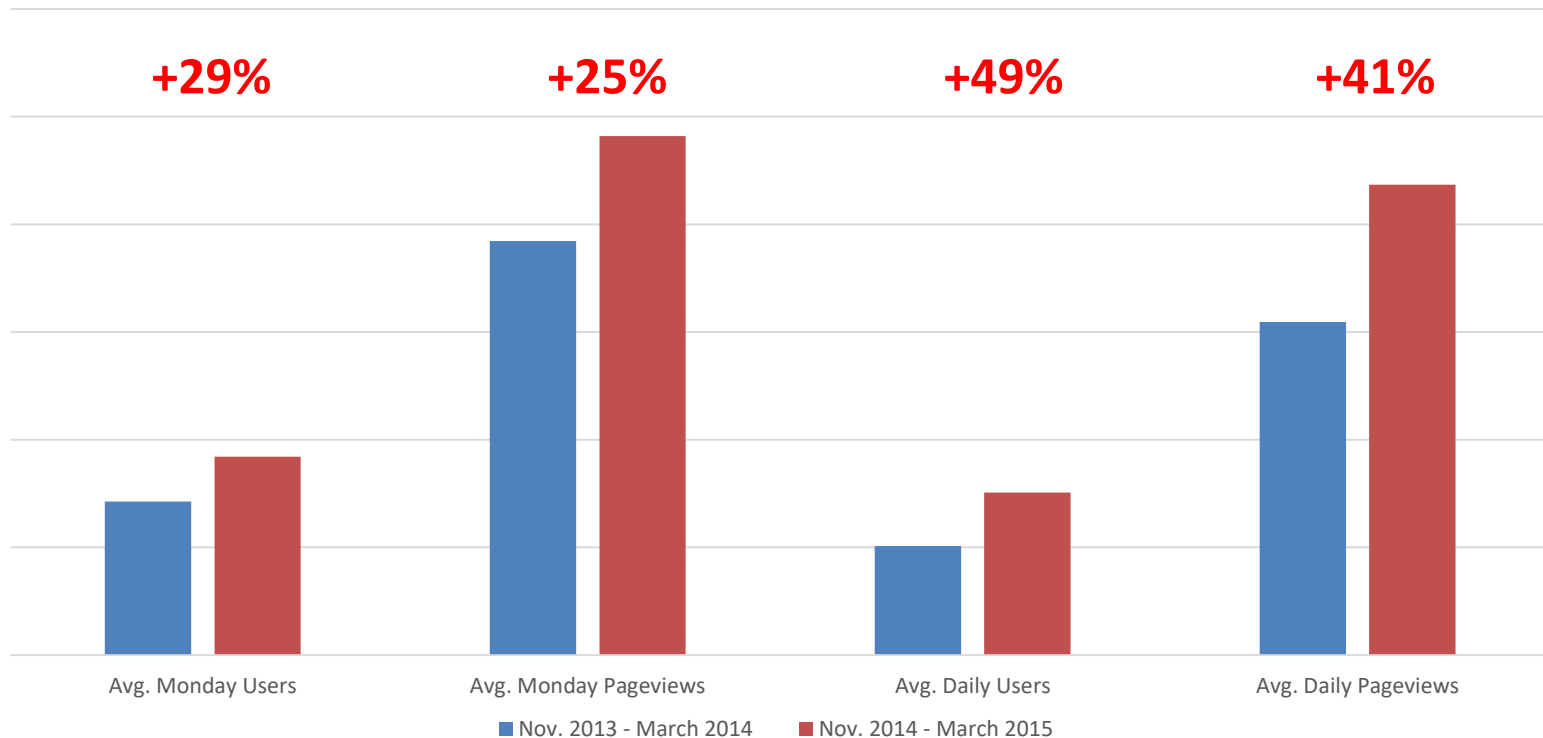
Day-by-day Call Volumes for Sample State Quitline, July 2010



Across quit lines, calls increase at the beginning of the week and decrease at the end of the week

Improved Website Traffic Through Monday Messaging

We looked at how website traffic of the Louisiana Public Health Institute traffic changed after implementing Monday messages



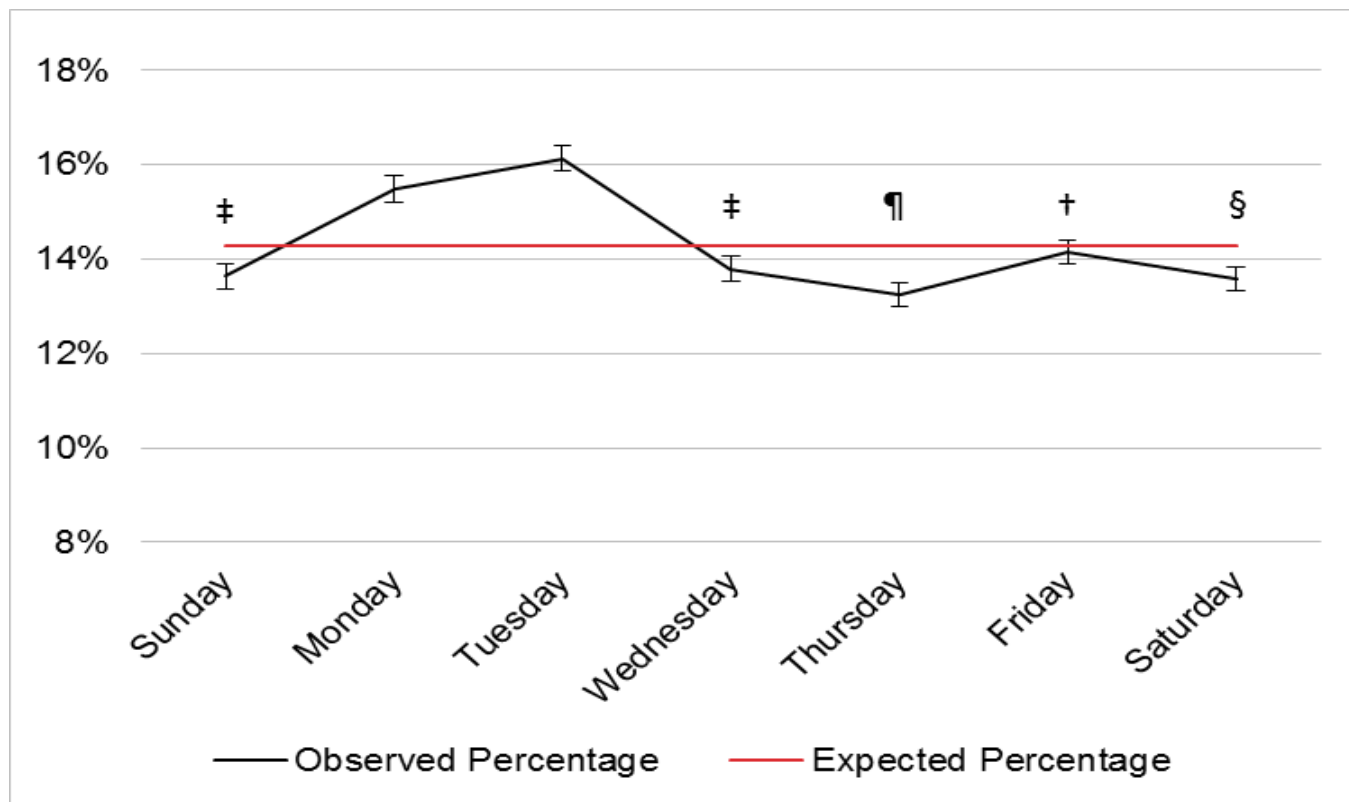
Weekly Patterns for Enrollment and Usage of an Internet Smoking Cessation Intervention?

We used process data from 69,237 users of BecomeAnEx.org, a free, publicly-available Internet smoking cessation program, developed and managed by Truth Initiative.



Higher Enrolls Early in the Week

Users were more likely to enroll on Mondays and Tuesdays compared to other days of the week ($p < 0.0001$); enrollment rates did not differ between Mondays and Tuesdays



Findings by Day-of-the-Week



- Some website features (use of quit date selection, cigarette tracker, coping strategies record) were used at higher rates by early week enrollees vs. later week enrollees
- General utilization metrics (i.e. number of visits, time on site, number of page views, number of community pages visited) did not differ for early week enrollees vs. later week enrollees.

Translating Research into Practice

We undertook a pilot study to see if we could leverage the momentum of Monday as a day-to-quit

5 WAYS MONDAYS CAN HELP YOU QUIT & STAY QUIT

Some call it the Monday strategy. It's deciding to take advantage of the recurring rhythms science has discovered that make people want to start diets, start exercising, and stop smoking on Mondays. If it can make quitting easier why not try it?

- You get a fresh start on Monday.**

Many smokers use special occasions like New Year's or birthdays to quit. But what if you relapse? Do you wait for a whole year to try again? With Mondays you get a fresh start with every new week. If you slip, use your fresh start to get back on track right away.
- Do a Monday Check-in.**

Planning is critical to success. Take a few minutes every Monday to assess the progress you made over the previous week and make a plan for the upcoming week. Write down any cravings you had and how you overcame them, and record any upcoming triggers you may face in the current week.
- Reward yourself for each Monday you stay quit.**

It's not easy to quit, so if you stay smoke-free for a week be sure to celebrate your success. With all the money you're saving by not smoking you can afford a little treat. Explore new smoke-free ways to enjoy yourself such as a night out at the movies or dinner with a friend.
- Embrace a world of support.**

Every Monday, people all over the world are starting the week with intentions to quit smoking. So take comfort in knowing you're not alone. Connect with everyone you can at school, at work, in your community, and on social media. Share your experience with others and learn from theirs as well.
- Remind yourself why you're quitting.**

Take time each Monday to remind yourself why you're doing this. Perhaps write down how you feel. When you look at all the solid reasons you have for quitting you'll see that it's definitely worth it.

QUIT

Quit & Stay Quit Monday
We're with you 52/12

Quit & Stay Quit Monday Pilot - Using Monday in Programming

Are smokers who receive messaging that encourages them to use Mondays as their day to quit/recommit to quitting more successful in their quit attempts?



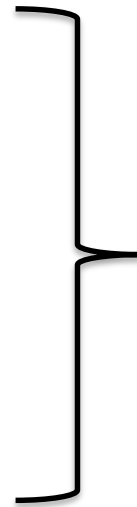
Quit & Stay Quit Monday Pilot

- Quasi-experimental, pre-post test design (baseline, at final class, 3 months later)
- Daily smokers, 18+ years, Harford County Maryland smoking cessation class attendees
- Outcomes of interest
 - 7 day point-prevalence abstinence
 - 30 day point-prevalence abstinence
 - Self-efficacy
 - Length of first quit attempt



Quit & Stay Quit Monday Classes

- Quit counseling
- Quit buddy system
- Newsletter
- Text messaging program



All with an emphasis on:



Quit Counseling

The tobacco cessation specialist:

- Encourages participants to try the “tip of the week”
- Reminds participants to quit or recommit to quitting on Mondays
- E-mails participants on Mondays with tip and quit buddy reminder

I QUIT
(And stay quit)
MONDAY
APRIL 28, 2014

Mark D. Driscoll

The Monday Quitter Mantra

“I am a Monday quitter, and this Monday I...”
...pledge to stay quit.
...plan to avoid my triggers.
...will check-in with my quit buddy.
...will celebrate my success.
...will learn from last week’s challenges.
...am not alone.

Quit Buddy System

Dear _____,

I have decided to quit smoking, and I'd like your help to keep me on track as my "Quit Buddy." To be a good Quit Buddy, I need you to do the following:

Be encouraging. It will really help me if you can be upbeat and positive especially when I'm feeling discouraged.

Be a good listener. Sometimes having someone to talk to may be all I need to keep me going.

Talk to me about what I could do instead of smoking, like talking a walk, or chewing some gum.

Tell me you're proud of me, or reward my progress with a simple, "You're doing great!" It will mean a lot to me.

Be patient with me if I slip once or twice before reaching my goal. Quitting is hard, but with your support I'll make it.

Please stick with me for as long as it takes. Quitting can take a long time, but the more support I have, the faster I can do it.

Thank you for your help, and I can't wait to get started!

Sincerely,

I QUIT
And Stay QUIT
MONDAY

For more information on how to be a good Quit Buddy please visit: cancer.org/healthy/stayawayfromtobacco/helping-a-smoker-quit

**WE'RE
GETTING
TOO OLD
FOR THIS**

(So be my Quit Buddy!)

**ENLIST YOUR PALS
TO HELP YOU STAY QUIT**



Because what are friends for if not sharing your many burdens and openly teasing you for it? Quit Monday and keep good company.

#quitmonday

I QUIT
And Stay QUIT
MONDAY



The Monday Quitters Club

Hey <<Name>>,

Monday is the perfect day to begin a smoke-free life! Research proves that healthy thinking is synchronized to the week, with [Monday](#) being the day people are most likely to engage in healthy behaviors. In fact, 58% of people view Monday as the perfect opportunity to take on a healthy habit. The new week can signal a fresh start; a chance to hit the reset button and start over. Check out our [new blog post](#) on how to set yourself up for success by choosing Monday as your quit day.

QUIT TIP

MAKE MONDAY YOUR QUIT DAY

According to Google searches, more people look up how to quit smoking on Monday than on any other day. Use each Monday to recommit to your quit. It's like a New Year's resolution – 52 times a year.



#quitmonday



QUITMONDAY.ORG

Newsletter

Distraction of the Week

Cook a healthy meal

Cravings typically only last a matter of minutes. Keep busy by cooking [one of these 52 healthy meals](#) in 12 minutes or less.

Monday Inspiration

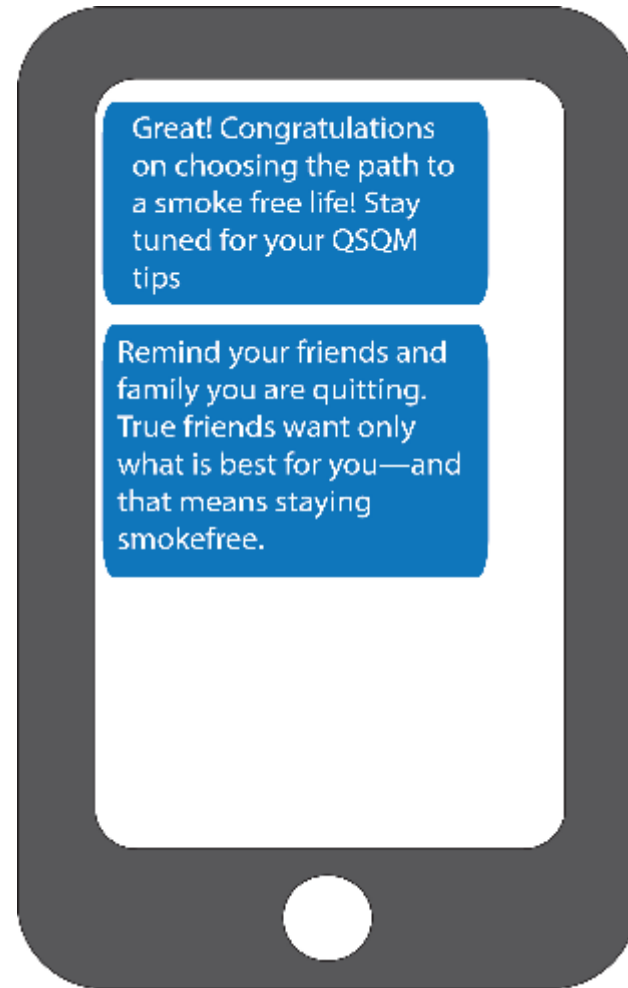
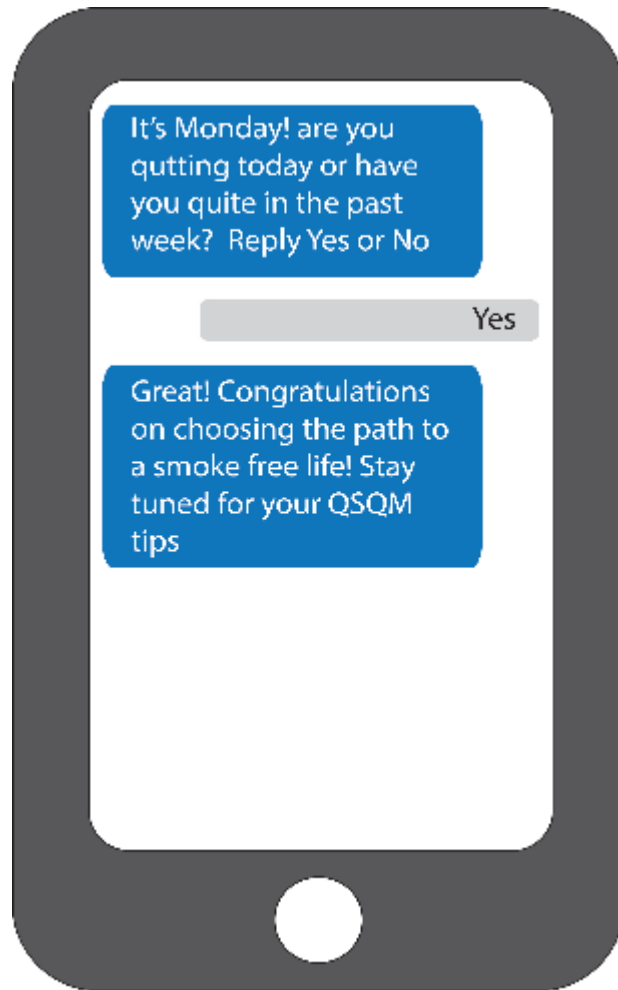
"Don't worry about failures. Worry about the chances you miss when you don't even try."
- Jack Cainfield



Get Support Now: Call 1-888-QUIT NOW for a 24-hour support line or [chat online with a cessation counselor](#).

Visit www.iqumonday.org for more help and resources.

QSQM Text-Messaging



Enrollment: Demographics

There were no differences in the demographic characteristics of participants.

	Standard Care Participants (n=36)	QSQM Participants (n=42)	All Participants (n=78)
Age (Mean [SD])	55.2 (11.5)	54.8 (12.9)	55.0 (12.2)
Sex (% [n])			
<i>Male</i>	25.0 (9)	31.0 (13)	28.2 (22)
<i>Female</i>	75.0 (27)	69.1 (29)	71.8 (56)
Race (all that apply) (% [n])			
<i>White</i>	86.1 (31)	83.3 (35)	84.6 (66)
<i>Black</i>	11.1 (4)	11.9 (5)	11.5 (9)
<i>Other</i>	2.8 (1)	4.8 (2)	3.9 (3)
Age Started Smoking (Mean [SD])	16.8 (6.1)	18.9 (7.1)	17.9 (6.7)
Cigarettes per Day (Mean [SD])	15.6 (9.2)	17.7(8.9)	16.7 (8.9)

Finding

At last class:

- Individuals in the Monday group were more likely to use Monday as a day to quit
- Smokers in the Monday group had higher self-efficacy in quitting than those in the control group
- Individuals in the Monday group were more likely to have found quit buddies to be very helpful



Limitations

- Challenges in enrolling participants, small sample size
- Variation in instructors
- Limited enrollment in text-messaging program

Conclusions

Beginning of the week interest in cessation information and help can be leveraged to promote engagement with existing interventions.

- Choosing Monday as a quit day can provide smokers with a weekly vs. annual cue to recommit to their quit
- Monday messages in counselor-led groups show promise in impacting self-efficacy in quitting, and perceived helpfulness of quit buddies

Considerations: Timing of Communications

Schedule communications for distribution when people are most likely to quit.



**MAKE EVERY
MONDAY**

**WORLD
NO TOBACCO
DAY**

See how using each Monday to recommit to your quit brings long-term smoke free success.

**Quit & Stay Quit
Monday**
QUITMONDAY.ORG

#NoTobacco #QuitMonday



HAPPY JULY 4TH!
CELEBRATE INDEPENDENCE DAY BY
DECLARING YOUR INDEPENDENCE
FROM CIGARETTES!



**Quit & Stay Quit
Monday**
QUITMONDAY.ORG



QUIT TIP

**SET MONDAY
AS YOUR
QUIT DATE**



A quit date is helpful in preparing you for your quit and keeping you on track.

QUITMONDAY.ORG

**Quit & Stay Quit
Monday**

Considerations: Positive Outcomes Communications

Leverage the “Monday mindset” to feature benefits of quitting as personal incentives.

Quit and Stay Quit
MONDAY
And recharge your energy faster



Here's how it works: Quit smoking on Monday, then use each following Monday to recommit to your quit. So why wait for New Year's? With Monday, you get 52 chances a year to become smoke free.



QUIT TOBACCO
UCanQuit2.org

Quit & Stay Quit
Monday

See your primary care provider or call the Armed Forces Wellness Center at 888-9757

Quit and Stay Quit
MONDAY
And build your strength faster



Here's how it works: Quit smoking on Monday, then use each following Monday to recommit to your quit. So why wait for New Year's? With Monday, you get 52 chances a year to become smoke free.

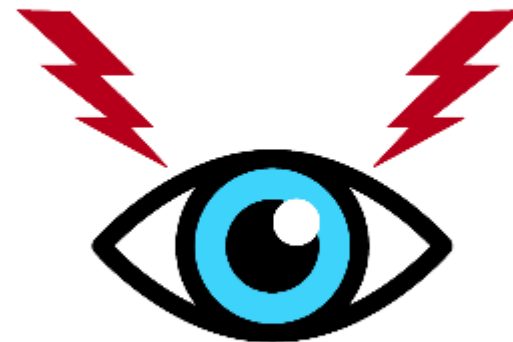


QUIT TOBACCO
UCanQuit2.org

Quit & Stay Quit
Monday

See your primary care provider or call the Armed Forces Wellness Center at 888-9757

Quit and Stay Quit
MONDAY
And get sharper vision sooner



Here's how it works: Quit smoking on Monday, then use each following Monday to recommit to your quit. So why wait for New Year's? With Monday, you get 52 chances a year to become smoke free.



QUIT TOBACCO
UCanQuit2.org

Quit & Stay Quit
Monday

See your primary care provider or call the Armed Forces Wellness Center at 888-9757

Considerations: Group-focused Communications

Leverage the “Monday mindset” sensibility for quit smoking communications, especially for groups. Every Monday millions of smokers around the world are contemplating quitting.

**Join the Monday
quitters movement.**

Every Monday is another chance to stop smoking.



#QuitMonday



8,000,000
MORE PEOPLE ARE LOOKING
TO QUIT
SMOKING ON
MONDAY

Thinking about quitting? More people search “quit smoking” on Monday than any other day of the week.

So be one of the eight million people, and make this Monday the day you quit and stay quit.

Visit IQuitMonday.org for more help.

#quitmonday



Considerations: Guiding Others' Communications

Educate organizations on how to use Monday as a weekly cue to stay on track, and give quitters a tool to help stay quit over the long haul.

QUIT TOBACCO
UCanQuit2.org

How To Quit | Stay Quit | Help Your Hero Quit | Events

4 Steps to Quitting
Ready2Quit Quit Plan
Live Chat
SmokefreeMIL
Savings Calculator
Freedom Outline Research Study
Medicines to Help You Quit
Resource Library

UCANQUIT2.ORG - Quit Tobacco, Quit Smoking, Quit Dipping / How To Quit / Resource Library / Quit on Monday and Start Your Week Fresh

Quit on Monday and Start Your Week Fresh

Have the case of the Mondays? Cheer up! Monday is a fresh start to a new week and a great day to quit tobacco!

Research shows that tobacco users who chose Monday have a higher quitting success than those who quit on any other day of the week.¹ That also means that quitting tobacco on a Monday gives you more confidence because you know you are more likely to succeed. Remember, there are 52 Mondays in a year, giving you 52 chances to quit.

Whether you are attempting to quit for the first time or you have quit before and want to start over, Monday can provide a new start to a week of being tobacco-free. Maybe pick a Monday that is meaningful to you, like the first Monday of your birthday month. Or maybe the Monday falls on a date that's your favorite number. Picking a Monday is a great choice!

With [Ready2Quit](#) you can see a full year's calendar which shows each day of the week so you are able to pick a Monday that is meaningful to you. So what are you waiting for? Monday is coming up!

Health Topics | For Professionals | Clinics and Classes | A-Z Content List

Home > Health Topics > Tobacco > Quitting > Quit Monday

Quit and Stay Quit Monday

Many people see Monday as the perfect day for a fresh start; a day to either start or restart healthy lifestyle choices or to quit smoking.^{1,2,3} The majority of smokers want to quit, however, only about 10% are successful. The majority of smokers who quit on a Monday, however, stay quit for at least a year.⁴ Those who try to quit, many will start smoking again seven days later.⁵

Charles B. Wang Community Health Center
May 22 · 🌐

New Year's and birthdays come only once a year, but there are 52 Mondays to quit smoking. Don't wait another one. Call (212) 966-0461 now. #QuitMonday

**IF AT FIRST YOU DON'T SUCCEED,
QUIT, QUIT
MONDAY.**

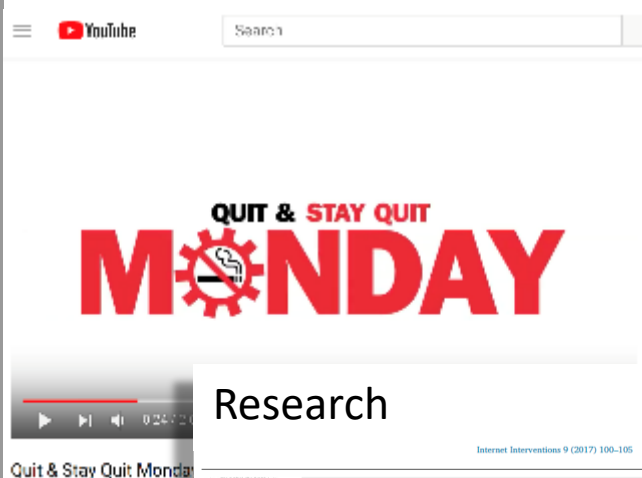
CALL (212) 966-0461
#quitmonday

Quit A Star Quit Monday

THINKING OF QUITTING?
MONDAY
IS THE DAY TO
START

Free Resources

Videos



Research

Internet Interventions 9 (2017) 100–105

Contents lists available at ScienceDirect

Internet Interventions

journal homepage: www.elsevier.com/locate/invent

ELSEVIER

Weekly enrollment and usage patterns in an Internet smoking cessation intervention

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^b Schroeder Institute for Tobacco Research and Policy Studies at Truth Initiative, Washington, DC, USA
^c The Monday Campaigns, New York, NY, USA
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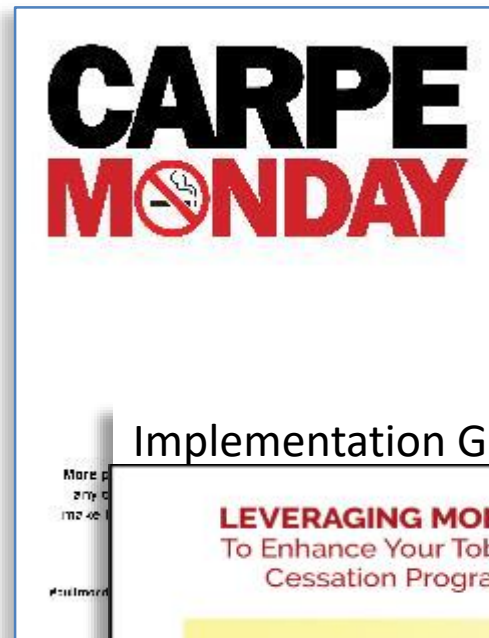
ABSTRACT

Background: Previous analyses of Google search queries identified circaseptan (weekly) rhythms in smoking cessation information seeking, with Google searches for “quit” and “smoking” peaking early in the week. Similar patterns were observed for smoking cessation treatment seeking, such as calls to quitlines. These findings suggest that smoking cessation behaviors may have a weekly rhythm that could be leveraged to improve smoking cessation efforts.

Aims: To assess whether weekly enrollment and usage patterns exist for an Internet smoking cessation intervention.

Methods: We used process data from a large, longstanding Internet smoking cessation intervention (www.becomeanex.org). Pearson’s chi-squared tests were performed to identify day-of-the-week differences in enrollment, first visit to site community pages, and quit date. Differences were considered statistically significant at the 1% level if $p < 0.00167$ due to multiple comparisons. Regression analysis was used to examine differences in engagement activity based on the day of the week a user enrolled.

Printed materials



Implementation Guides

LEVERAGING MONDAY
 To Enhance Your Tobacco Cessation Program

Sunday	Monday	Tuesday	Wednesday	Thursday

quit & stay quit

QUIT & STAY QUIT MONDAY:
 A PROGRAM ENHANCEMENT GUIDE

Free Resources

Blog content

Quit & Stay Quit Monday

Home Tools Blog About Cessation Professionals Contact

Blog

First Item on Your To-Do List: Don't Smoke

If you took one look at your pack of cigarettes and thought it was time to quit, good! You've made an important first step in your quest to quit smoking. Now is the time to be proactive. However, you don't have to go cold turkey – you can ease yourself into quitting to make sure you can quit and stay quit. One great way to start your quit plan is to put it in writing. This Monday, write up a checklist with all the reasons you want to quit smoking.

By Jamie Prewick | August 7th, 2017 | Motivation, Quit Monday

It's Cold Turkey

It's straightforward: a real test of your resolve and stay quit before deciding.

By Sarah Keville | July 31st, 2017 | Motivation, Quit Monday, Stay Quit Monday

#QuitMonday

Enewsletters

Quit & Stay Quit Monday

The Monday Quitters Club

Hi Ron,

If you took one look at your pack of cigarettes and thought it was time to quit, good! You've made an important first step in your quest to quit smoking. Now is the time to be proactive. One great way to start your quit plan is to put it in writing. This Monday, write up a checklist with all the reasons you want to quit smoking. For help getting started on your checklist visit the [Quit & Stay Quit Blog](#).

EM ON YOUR TO-DO LIST: DON'T SMOKE.

checklist with all the reasons you're ready and stay quit – then do it on Monday.

Quit & Stay Quit Monday

QUITMONDAY.ORG

Social media content and graphics

This Monday, get the support you need to stay smoke free.

What's Your Motivation?

This Monday, combat your cravings and win.

This Monday, light up the party, not a cigarette.


This Monday, take back control of your quit.

This Monday, who ya gonna call?

#QuitMonday

Quit Monday Resources: www.iquitmonday.org



[About](#) [Tools](#) [Blog](#) [Resources](#) [Subscribe](#) [Contact](#) 

Recommit to Quit Smoking Every Monday!

Join the Monday Quitters Movement! When you quit, re-quit, or recommit to quit smoking on Monday, you are joining a whole community of quitters like you.

Pledge to show your dedication to quitting smoking and use the tools below to help you stay on track. Read the blog for weekly support and motivation. Visit our toolbox for free smoking cessation materials and click here to sign up for our weekly newsletter!

This Monday, take back control of your quit.

If you've slipped up over the weekend, use Monday to recommit.



Contact Information

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Managing Director

The Monday Campaigns

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646-878-0322 phone

rhernandez@mondaycampaigns.org



Deidre Stenard, *Consumer Tobacco Advocate, The CHOICES Program*

- Deidre is an ex-smoker who attributes her success to attendance at support groups, use of the website www.njquitnet.com and the use of Nicotine Replacement Therapy. She started attending Dr. Jill Williams' quit smoking support group over 12 years ago. She also started working for CHOICES over 10 years ago. She made many (8) attempts at stopping smoking before this last successful quit attempt. She has stopped for good this time.
- Quitting smoking has enabled her to live a much healthier lifestyle, which includes working out at a gym and eating healthy foods. It has been 11 years since Deidre had her last cigarette. Deidre has saved \$168,000 as a result of quitting smoking.





Consumers Helping Others Improve their Condition by Ending Smoking

**Deidre Stenard, Consumer Tobacco Advocate,
CHOICES Program**

www.njchoices.org



Addiction to Smoking: What it was like

- I started smoking when I was 14.
- I smoked outside between classes at school.
- I wasn't spending that much at first
- I would get cigarettes out of a vending machine

Addiction to Smoking: What it was like

- Smoking became part of my routine.
- Moved out to the West Coast to take a job
- My routine was to buy 2 packs of cigarettes a day
- 7 years I spent out in California, smoked 2 packs a day
- I would smoke to get a fix

When I had enough of my Smoking

- I came back to New Jersey
- Smoked 3 packs of cigarettes a day
- My lungs hurt
- I would cough uncontrollably
- I had trouble breathing
- *My health condition is what got me to stop*

Quitting Smoking: The Benefits

- **Tobacco Dependence Program in New Brunswick, NJ**
- **I saved \$320 a month**
- **I started working for CHOICES in April of 2008.**
- **I saved more and more money**

Quitting Smoking: The Benefits

- I have saved \$168,000 since I stopped smoking
- I bought a 2013 Honda Civic with the money
- The money saved = Food, clothing, basics
- Special reward when I get paid

Quitting Smoking: The Benefits

- **I could smell and taste my food more fully**
- **Once I quit smoking, my body started to heal right away**

Quitting Smoking: The Benefits

- **The quality of my breathing is amazing**
- **I notice that I am not going outside to take a break**
- **I got checked out by a doctor in the Pulmonary Department at the local hospital. The doctor said my lungs were clear and that I didn't have emphysema.**





Wrap-up & Reminders

- Evaluations
- Recording availability
- Visit <https://bhthechange.org> for more information.

Thank You!



National Behavioral Health Network

For Tobacco & Cancer Control