Quit4baby: Results From a Pilot Test of a Mobile Smoking Cessation Program for Pregnant Women
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Background
Pregnant smokers are hard to reach with smoking cessation programs. This study describes the results of a pilot test of Quit4baby, a novel smoking cessation text messaging program.
The text messages include:
- pre- and post-quit messages
- messages timed around baby’s due date
- peer ex-smoker messages
- multiple opportunities for interaction
- program is based on Text2Quit

Objectives
To demonstrate the feasibility and acceptability of Quit4baby for women currently enrolled in Text4baby, a perinatal health text messaging program.

Methods
Pregnant women enrolled in Text4baby were contacted via SMS to assess interest in being part of a study.
Eligibility: Current smokers or recent quitters, over 18 years old, pregnant, not using nicotine replacement therapy.
Participants: 20 were enrolled in the Quit4Baby SMS program.
Follow-up: Participants were surveyed at baseline and at 2 and 4 weeks post-enrollment.

SMS Programs
To help pregnant women quit smoking and stay quit for a healthy pregnancy and baby.
To help keep mothers and babies healthy during pregnancy and throughout baby’s first year of life.
To help men and women quit smoking and stay quit.

Results

Demographics
- Age: 28.1 years (SD=6.10)
- Race: 65% White, 25% Black, 10% more than 1 race
- Education: 50% high school or trade school, 20% some college, 15% college grad.
- Employment: 70% unemployed, 20% part time, 10% full time
- Martial Status: 50% single, 35% partnered, 10% married, 5% separated
- Has other children: 70%
- Cigarettes per day: 7.2 (SD = 4.9)
- Time to first cigarette after waking up: 25% within 5 min, 40% 6-30 min, 20% 31-60 min, 15% after 60 min
- Believe or strongly believe smoking...
  - is bad for my own health (95%)
  - is soothing (40%)
  - tastes good (5%)

Results & Discussion
- Highly rated aspects of the program: Program content, skills, encouragement, and social support.
- Participants reported program was helpful in quitting, gave good ideas on quitting, and that they would recommend it to a friend.
- Suggestions for improvement included increasing the message dose and making the quitpal more interactive.

Conclusions
The pilot test provides support for the feasibility and acceptability of Quit4baby. Future studies are needed to assess whether Quit4baby is effective for pregnancy smoking cessation.

References
Abroms LC, Johnson PR, Heminger CL, Van Alstyne JM, Leavitt LE, Schindler-Ruwisch JM, Bushar JA. Quit4baby: Results From a Pilot Test of a Mobile Smoking Cessation Program for Pregnant Women. JMIR mHealth uHealth 2015;3(1):e10

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