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% 6-30min, 20% 31-60min, 15% after 60min
- Believe or strongly believe smoking

  …is bad for my own health 95% (19)

  …is sociable 90% (18)

  …makes my baby weigh less 90% (18)

  …makes my baby smaller 85% (17)

  …is soothing 40% (8)

  …tastes good 5% (1)
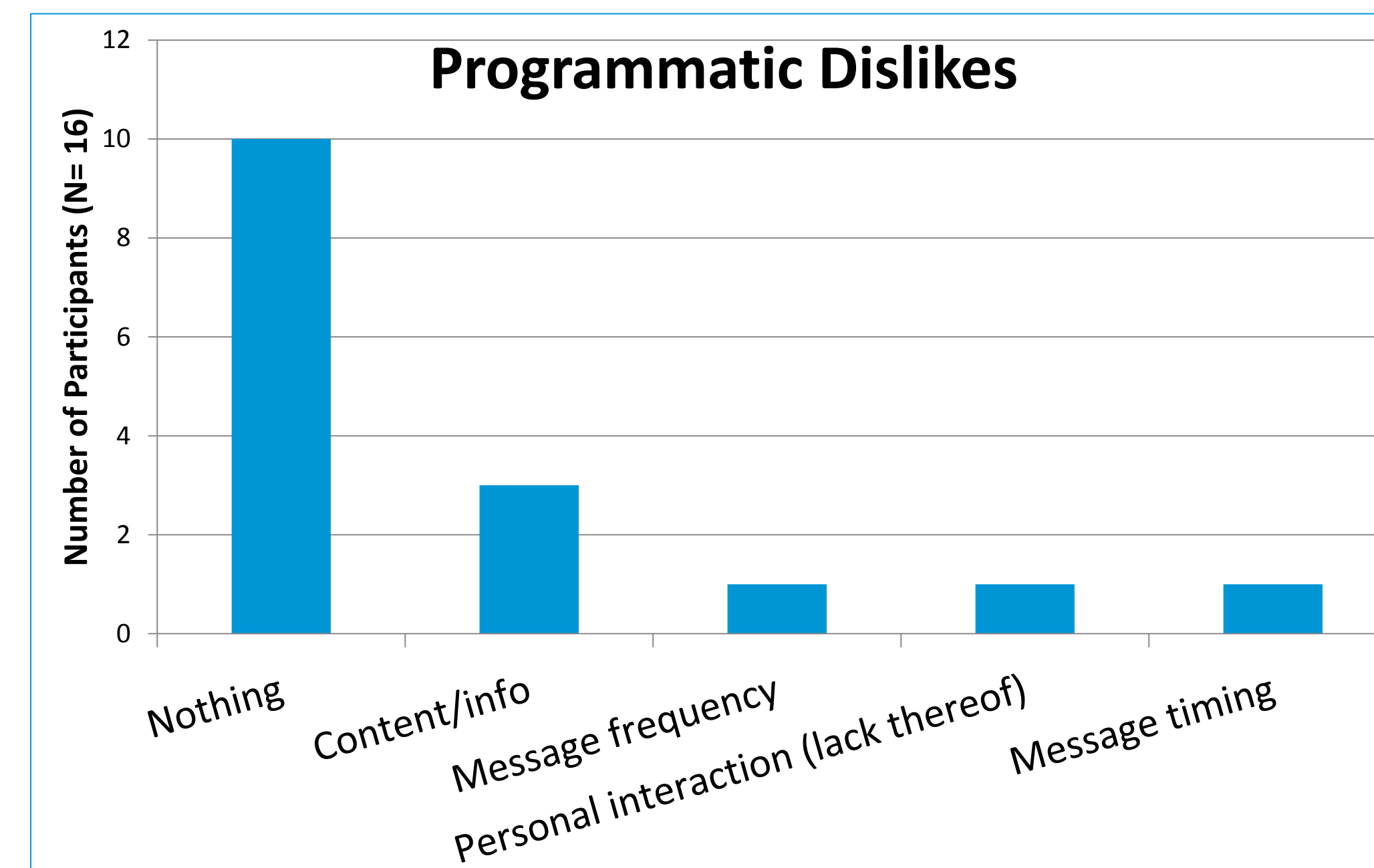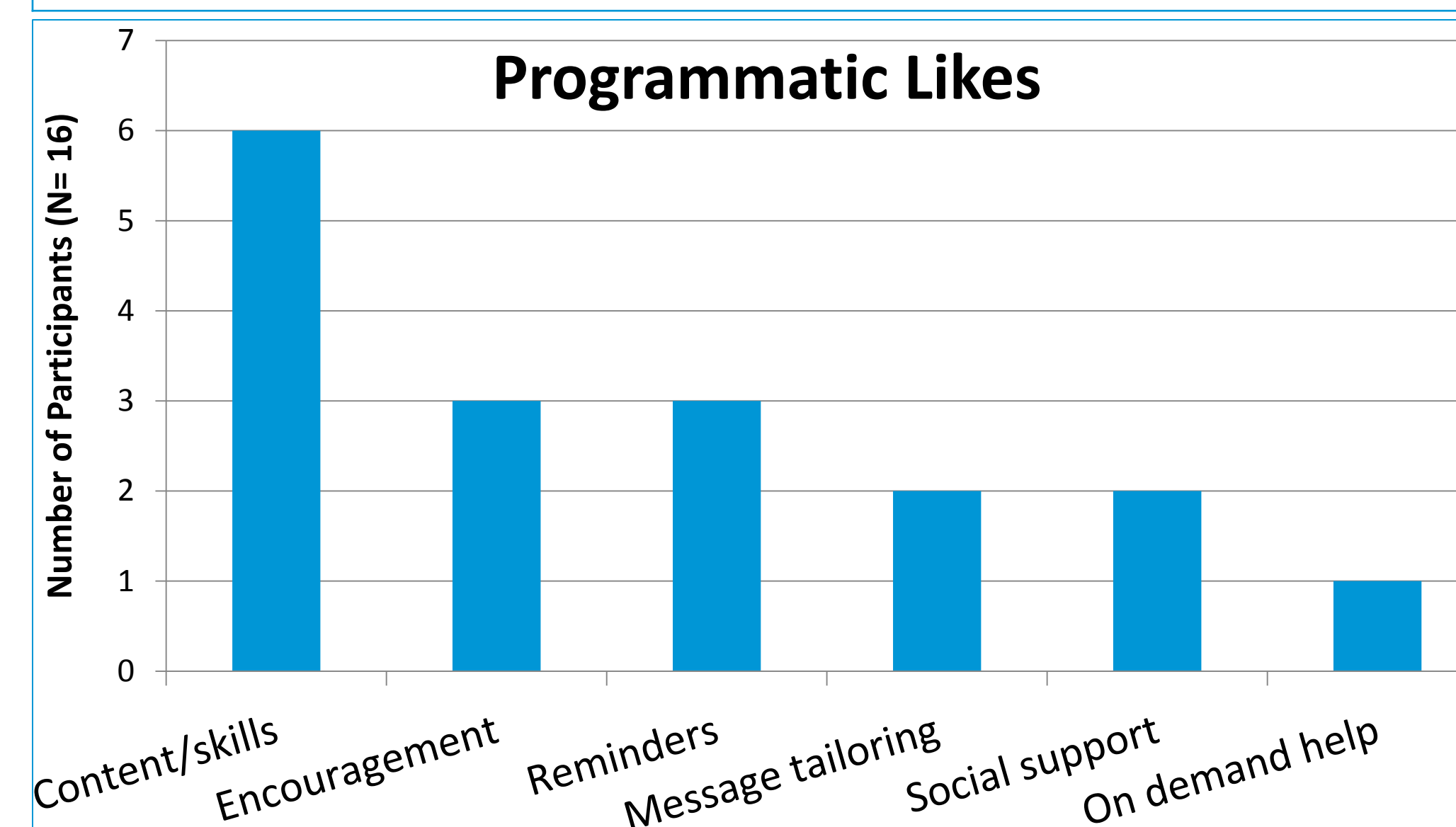
Table 1. Overall Engagement (N=16)	N / M (SD/%)
Read all texts	16 (100%)
Average total responses	5.4 (6.56)
Average response period in days	24.2 (16.95)
Participants who replied after their quitdate	12 (60%)

Measures taken at 2-week follow up survey

Table 2. Keyword Use (N=20)	N (%)
Pre-Quit Surveys	
Pre quit smoking tracker	18 (90%)
Are you ready to quit (on quitdate)?	14 (70%)
Post-Quit Surveys	
Are you smoke free?	9 (45%)
Post quit status tracker	10 (50%)
Pledge to stay smoke free	3 (15%)
Keywords	
REASONS	11 (55%)
CRAVE	10 (50%)
DATE	9 (45%)
TIPS	7 (35%)
GUIDE	7 (35%)
STATS	6 (30%)
SLIP	5 (25%)
SMOKED	5 (25%)
WHYQUIT	3 (15%)
GAME	1 (5%)
STOP	0 (0%)

Measures taken from computer records of use

Programmatic Likes (chart: Number of Participants N=16 — Content/skills 6, Encouragement 3, Reminders 3, Message tailoring 2, Social support 2, On demand help 1)

Programmatic Dislikes (chart: Number of Participants N=16 — Nothing 10, Content/info 3, Message frequency 1, Personal interaction (lack thereof) 1, Message timing 1)

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

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