

# IMPLEMENTATION GUIDE

## Stop Smoking for Good

*Using an Evidence-Based Self-help Intervention To Quit Smoking*

Stop Smoking for Good is available online at:

<https://moffitt.org/research-science/research-teams/tobacco-research-and-intervention-program-trip/trip-research/forever-free-self-help/>

### I. Program Administration (Type of Staffing and Functions Needed)

#### Health Educator or Staff Member

- Identifies current smokers
- Responds to questions or concerns regarding the intervention
- Provides appropriate hard copy or electronic copy of intervention materials to interested individuals in a timely manner

### II. Program Delivery

#### A. Program Materials (*All listed materials can be viewed and/or downloaded from the TRIP website*):

The intervention comprises 10 didactic booklets and 9 pamphlets that are delivered monthly over the course of 18 months. Each booklet covers an important topic in the smoking cessation process. The pamphlets are presented in first person and share the experience of individuals who were able to successfully quit smoking.

- **Booklets:**
  - **Booklet 1: An Overview:** This booklet provides important information to get smokers ready to make a quit attempt.
  - **Booklet 2: Smoking Urges:** This booklet focuses specifically on helping smokers deal with urges to smoke.
  - **Booklet 3: Smoking and Weight:** This booklet summarizes relevant information regarding weight concerns after quitting smoking.
  - **Booklet 4: What If You Have a Cigarette?** This booklet provides information to help individuals deal with smoking slips after they tried to stop smoking.
  - **Booklet 5: Your Health:** This booklet provides information on how smoking affects health and how health improves after quitting smoking.

- **Booklet 6: Smoking, Stress & Mood:** This booklet helps smokers to better understand the link between stress, mood, and smoking and suggests ways to cope with stress.
- **Booklet 7: Lifestyle Balance:** This booklet discusses how to enjoy life without cigarettes.
- **Booklet 8: Life Without Cigarettes:** This booklet covers how to live a life without cigarettes and maintain a smokefree lifestyle.
- **Booklet 9: Benefits of Quitting:** This booklet reminds individuals about the benefits that come from quitting smoking.
- **Booklet 10: The Road Ahead:** This booklet takes a look down the road at life as a non-smoker.

### **Pamphlets:**

- Pamphlet 1: Angie's Story
- Pamphlet 2: Michael's Story
- Pamphlet 3: Bryan's Story
- Pamphlet 4: Gloria's Story
- Pamphlet 5: Candice's Story
- Pamphlet 6: Maria's Story
- Pamphlet 7: Dave's Story
- Pamphlet 8: Carlos's Story
- Pamphlet 9: Clement's Story

### **B. Program Implementation:**

The steps used to implement this program are as follows:

Step 1: The health educator or staff person identifies individuals who may be current smokers (report smoking every day or some days) in existing patient history or by asking individuals about their smoking status.

Step 2: The health educator or staff member confirms smoking status and introduces the intervention. A suggested talking point to assess smoking behaviors is, "Do you smoke cigarettes every day or on some days?"

- If “yes,” the health educator or staff member asks them if they would like to receive some free information about smoking cessation; indicates that they will receive a booklet or pamphlet every month for 18 months by mail or email based on their preference or the institution’s capability; and asks them whether they would like to receive a call a week after the first set of materials (Booklets 0 and 1) are sent to go over the materials and address any questions they may have.

Step 3: The health educator or staff member mails (if hard copy) or emails (if electronic copy) the intervention materials following this schedule:

Immediately	Booklet 1, <i>An Overview</i>
Month 1	Booklet 2, <i>Smoking Urges</i>
Month 2	Booklet 3, <i>Smoking and Weight</i>
Month 3	Booklet 4, <i>What If You Have a Cigarette?</i>
Month 4	Pamphlet 1, <i>Angie’s Story</i>
Month 5	Booklet 5, <i>Your Health</i>
Month 6	Pamphlet 2, <i>Michael’s Story</i>
Month 7	Booklet 6, <i>Smoking, Stress &amp; Mood</i>
Month 8	Pamphlet 3, <i>Bryan’s Story</i>
Month 9	Booklet 7, <i>Lifestyle Balance</i>
Month 10	Pamphlet 4, <i>Gloria’s Story</i>
Month 11	Pamphlet 5, <i>Candice’s Story</i>
Month 12	Booklet 8, <i>Life Without Cigarettes</i>
Month 13	Pamphlet 6, <i>Maria’s Story</i>
Month 14	Pamphlet 7, <i>Dave’s Story</i>
Month 15	Booklet 9, <i>The Benefits of Quitting Smoking</i>
Month 16	Pamphlet 8, <i>Carlos’s Story</i>
Month 17	Pamphlet 9, <i>Clement’s Story</i>
Month 18	Booklet 10, <i>The Road Ahead</i>

### III. Program Evaluation

Evaluation should be based on self-reported abstinence rates of participants at key timepoints, including 6, 12, 18, and 24 months after enrollment. Seven-day point prevalence abstinence (i.e., not smoking, not even a puff, in the past 7 days) is most relevant, as it allows for recovery from temporary lapses or relapses as well as comparisons with much of the published literature. Biochemical validation (e.g., exhaled breath carbon monoxide or urine/saliva/serum cotinine) may also be used.