



Quit Smoking Toolkit

It's Monday. Recommit to quit.

Welcome to the Quit & Stay Quit Monday Movement

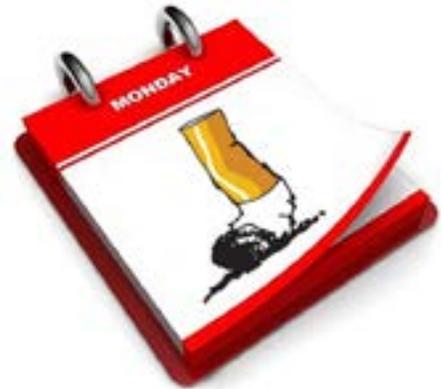


Congratulations, on taking the first steps to helping smokers quit and sustain their quit! You've seen it happen before. New Year's or a birthday rolls around and smokers are inspired to quit. They have the initial motivation, but despite their best intentions they often slip up, get off track, and then swear to try again next year.

Quit & Stay Quit Monday (QSQM) is a new way to think about quitting smoking. After a slip, rather than giving up and waiting until the next annual event to try again, quitters can use Monday to re-quit, giving them 52 chances a year to quit for good.

Monday is the perfect time for a fresh start. 70% of first time quitters relapse and it takes smokers an average of 7-10 times to quit for good. Using Monday as the day to quit smoking, celebrate progress, or get back on track after a relapse can help people maintain their smoking cessation goals until they sustain their quit

Why Monday? It is the day most people want to start diets, start exercising, schedule doctor's appointments, and quit smoking. A Monday start can help quitters stick to their health goals each week. Data shows that Mondays are a popular day for calls in to tobacco quit lines and Google searches for help quitting. By joining the QSQM community, quitters can join together to provide the support to help them quit and stay quit.



QSQM is an initiative by the Monday Campaigns, a non-profit based in New York City that aims to promote Monday as a great day for health promotion. Their free programs are supported by research performed with partners from top institutes of public health, such as Johns Hopkins, Syracuse, and Columbia Universities.

The purpose of this booklet is to provide you with the information, ideas, tools and resources you need to launch a QSQM program with your cessation group. The QSQM program can be used as a stand-alone program or as a supplement to your existing cessation program.

Research Behind Quit & Stay Quit Monday



National Cancer Institute

A survey conducted by the National Cancer Institute on their Smokefree.gov website found that 53% of people picked Monday as their preferred day of the week to quit smoking.¹

FGI Research Survey

A 2011 nationwide survey conducted by FGI Research, Inc., asked participants what day they were most likely to try a healthy behavior such as beginning a diet, starting to exercise, scheduling a doctor's appointment, or quitting smoking. Overwhelmingly, respondents said that Monday is the day they would start these behaviors.²

Google Searches

A recent study of Google searches for smoking cessation terms (i.e. "quit smoking") in English, Spanish, French, Portuguese, Mandarin and Russian. The study found that searches were higher on Monday than any other days of the week, demonstrating that people are actively thinking about quitting on Monday.³

Tobacco quit lines

"The Monday Effect" can also be seen in calls to national tobacco quit lines. Examining complete data sets from 16 different national quit lines, calls increase at the beginning of the week and decrease at the end of the week across every single quit line examined.⁴ This pattern can also be seen abroad. A 2006 Australian study also showed more calls to quit lines at the beginning of the week than in the middle or at the end of the week.⁵



¹ <http://women.smokefree.gov/pledge.aspx>

² <http://www.mondaycampaigns.org/about/research/>

³ John W. Ayers Ph.D. M.A. Benjamin M. Althouse Ph.D. Sc.M., Morgan Johnson M.P.H., Joanna E. Cohen Ph.D. M.H.Sc. Weekly "Circaseptan" Rhythms in Smoking Cessation Contemplations. JAMA Internal Medicine. [In press]

⁴ <http://www.naquitline.org/?page=ResearchCallArchive#Weekly>

Key Benefits of **QSQM**



Provides more chances to quit

For first-time quitters, it takes an average of 8-11 times to successfully stay quit. If they wait for an annual event such as New Year's or their birthday to require, it may take several years before they are successful. QSQM takes a different approach than many smoking cessation campaigns because it gives smokers a realistic strategy to quit – use Monday. Knowing that first time quitters will inevitably slip up, QSQM encourages them to use Monday as a day to recover from the occasional slip. This strategy gives people 52 chances a year to quit, encouraging them to make more quit attempts in a shorter time period.



Connects to a community

QSQM's message is unique in that it makes quitting a collective experience rather than something done alone. It encourages quitters to join the movement with other quitters, fostering social support, which is shown to improve quit rates. QSQM uses a variety of social engagement strategies to keep quitters connected – from Quit Buddies to a text messaging program to social media. The flexibility of QSQM allows cessation counselors to use whichever engagement methods they find useful to help connect their participants to a larger community of quitters.

Uses a natural behavioral cue

Monday is something we all experience. Because Monday occurs on a weekly basis, it can serve as a regular prompt (or cue to action) for smokers trying to quit. It's a great day to anticipate triggers for smoking in the coming week and strategize about ways to avoid them. For quitters who slipped up over the weekend, it provides an ideal cue to recommit to their quit and start fresh.

Efficiently uses resources

Based on research demonstrating that smokers are “open to buy” tobacco cessation on Monday, organizations wishing to promote tobacco cessation may benefit from running campaigns on Mondays, as opposed to other days of the week. This can help organizations utilize small-scale weekly promotions instead of focusing resources on large-scale annual programs. If organizations need to cut back resources, they should avoid cutting back services on Mondays.

⁶ Westmaas, JL; Bontemps-Jones, J; Bauer, JE (2010). Social support in smoking cessation: Reconciling theory and evidence. *Nicotine & Tobacco Research*, 12(7), 695-707.

Ten simple ways to promote **QSQM**

1. Hand out QSQM informational and creative materials.

Provide hospitals, doctors' offices, local businesses, and organizations with posters and flyers to distribute. Be sure to distribute materials in places smoking cessation groups are held.

2. Spread the word about QSQM.

Disseminate announcements about QSQM and smoking groups in email blasts, newsletters, or through local media.

3. Use Monday to engage your cessation group members.

Send out weekly tips, group meeting reminders, links to resources, announcements, and encouraging notes on Mondays.

4. Organize a Monday giveaway.

Give away a variety of smoking cessation-related items such as QSQM magnets, new toothbrushes, or nicotine patches and gum.

5. Host a QSQM pledge drive.

Encourage cessation group members or worksite employees to sign the QSQM pledge to quit smoking. Display a chart showing the growing numbers of pledges to demonstrate the growing community of quitters.

6. Go viral.

Share QSQM Tips of the Week on Facebook, Twitter, and Pinterest and encourage your audience to recognize Monday as the day to recommit to their quit. Connect to the national campaign by using [@QuitMonday](#) in your post.

7. Hold a "ciggy bank" challenge.

Encourage quitters to calculate how much they saved by not smoking each week. Total their submitted savings and challenge them to collectively save a goal sum of money.

8. Feature QSQM mentors.

When quitters have been quit for a while, encourage them to share their insight with new quitters by becoming QSQM mentors. Feature their stories on social media and connect to the national campaign by using [@QuitMonday](#) in your post.

9. Start a Quitters Club.

Invite your cessation members to stay engaged with each other by starting a QSQM Quitters Club that encourages members to continue their journeys as quitters together. Encourage them to continue providing social support even after they've been quit for a while.

10. Join the QSQM text program.

Encourage your quitters to sign up for the QSQM text messaging program that provides cessation tips and keeps users engaged in their quit. Instruct them to simply text **"QSQM" to 55155** to sign up. Encourage them to stay in the text program even after they've completed their cessation program.

Quit & Stay Quit Monday Resources



 **Facebook**
www.facebook.com/QuitMonday

 **Twitter**
www.twitter.com/quitMonday

 **Pinterest**
www.pinterest.com/quitmonday

 **Website**
<http://www.mondaycampaigns.org/campaigns/quit-stay-quit-monday/>

If you are interested in becoming a **QSQM pilot site**, start by completing this brief survey: <http://www.surveymonkey.com/s/62MPVN7>

For **questions or more information** about QSQM, contact rreeder@mondaycampaigns.org

Quit & Stay Quit Monday

Additional Resources



National Cancer Institute (NCI)

<http://smokefree.gov/>

NCI provides a quit line to provide support for people trying to quit. Visit their site for more information or to sign their Quit Monday pledge.

U.S. Department of Health & Human Services (HHS)

<http://betobaccofree.hhs.gov/>

HHS provides a quit line and online chat support. Learn more by visiting their website.

American Lung Association (ALA)

<http://www.lung.org/>

ALA provides helpful facts, cessation support, and advocacy information on their website.

Centers for Disease Control and Prevention (CDC)

<http://www.cdc.gov/tobacco/>

The CDC provides statistics as well as information about state smoking poli-