Supplementary appendix: Efficacy inserts used in the EMA pilot study

Self-efficacy inserts

After quitting, the cravings will fade away
Quitting smoking can be like riding a roller coaster.
Without warning, you can get a strong urge to smoke.
Over time, these cravings will fade until they are gone.
You’ve got what it takes to go smoke-free!

If you want help to quit, call 1-800-784-8669 or visit http://smokefree.gov

Today could be the day
People who set a quit date are more likely to quit.

If you want help to quit, call 1-800-784-8669 or visit http://smokefree.gov

Try to pick a date that’s not too far away. The sooner the better.
Think of every quit attempt as a learning experience, not a failure.

Self-efficacy message 1- Front
Self-efficacy message 1- Back
Self-efficacy message 2- Front
Self-efficacy message 2- Back

Response efficacy inserts

Good things happen when you quit
When you quit, in...
20 minutes Your heart rate and blood pressure drop.
2 weeks - 3 months Your blood circulation and lung function improve.
1 year Your risk of heart disease is half of someone who continues to smoke. Your risk of a heart attack drops dramatically.
5 - 10 years Your risk of lung cancer is cut in half.

If you want help to quit, call 1-800-784-8669 or visit http://smokefree.gov

Quitting saves money
If you smoke a pack a day, quitting will save you at least $1,500 each year.
Quitting leaves more money for paying bills, buying things you want, and doing the things you enjoy.

If you want help to quit, call 1-800-784-8669 or visit http://smokefree.gov

Response efficacy message 1- Front
Response efficacy message 1- Back
Response efficacy message 2- Front
Response efficacy message 2- Back

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