

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!




Self-efficacy message 1- Front

After quitting, the cravings will fade away

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

Self-efficacy message 1- Back

Today could be the day

People who set a quit date are more likely to quit.



MM	DD	YY

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 2- Front

Today could be the day

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

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.




Response efficacy message 1- Front



Good things happen when you quit

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Response efficacy message 1- Back

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.

Response efficacy message 2- Front

Quitting saves money

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

Response efficacy message 2- Back