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## CONFERENCE ABSTRACT

### Text messaging as an addition to an internet based smoking cessation intervention: a randomized controlled trial

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**Purpose:** The main aim of the study was to compare the effect of identical tailored messages by SMS and e-mail on adherence and smoking cessation rates in an intention to treat analyses.

**Context:** In 2010, 30% Norwegian men and 28% of women were smokers (daily and occasionally). The website [www.slutta.no](http://www.slutta.no) was open to the Norwegian public. It was free, and a part of the national smoking cessation strategy of the Directorate of Health. As many as 94% of the population in Norway have access to Internet in their homes and 96% owns a mobile phone.

**Methods:** We conducted a two arm Randomized Controlled Trial (RCT), from May 2010 until October 2012, among users of [www.slutta.no](http://www.slutta.no), a multi component Norwegian internet based smoking cessation program. We analyzed self-reported no smoking past 7 days at 1, 3, 6 and 12 months post cessation in the arm that received SMS compared with the arm that received e-mails.

**Results and discussion:** After randomization, baseline data were available for 2,188 and 2,147 participants in the intervention and E-mail arm, respectively. Compared with the E-mail arm, the proportion that had logged in more than once and that had logged on additional times post cessation was higher in the SMS arm, both P-values <.0001.

At 1 month post cessation 19.1% in the SMS arm reported no smoking past 7 days, compared with 19.0% in the E-mail arm. The corresponding figures were at 3 months 14.6% for both arms, at 6 months 11.5% and 11.0%; and at 12 months 12.2% and 13.6% (intervention:115/941; E-mail :126/927). The results from this RCT show that the smoking cessation rates are similar when the tailored smoking cessation advice is delivered by SMS and by e-mail.

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