



Leveraging the Monday Effect for Tobacco Cessation

Introduction -

The Monday Campaigns (TMC) launched in 2003 with the mission to make Monday the day we collectively commit to our health. This includes applying the Monday concept to tobacco cessation by encouraging people to build in a weekly cue to recommit to their quit and re-quit if they've had a relapse.

In the last five years, TMC has worked with the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health to explore the ways in which Monday can be a leverage point in helping people quit and stay quit.

This includes peer-reviewed research published in JAMA Internal Medicine about weekly patterns in quit smoking-related internet searches, an analysis of weekly patterns in calls to 28 state quitlines, online polls of smoker preference of quit days, three pilots of Monday programs in community and state tobacco cessation programs, and most recently an analysis of the Truth Initiative's data on engagement with their Become an Ex program.

Here's what we found:

Monday is the day smokers are most likely to choose as a quit date.

- According to an online survey conducted by DDG, 54.5 percent of smokers said Monday was the day they would most likely choose to quit.ⁱ

People seek cessation services and information more on Monday than other days.

- A study published in JAMA Internal Medicine showed "quit smoking" query volumes are 25 percent higher on Mondays than other days, amounting to 8 million more quit smoking searches per year on Mondays across 8 different languages.ⁱⁱ
- An analysis of participant engagement data from Truth Initiative's "Become an Ex" quit program shows that there are more initial contacts with the online program at the beginning of the week as compared to other times.ⁱⁱⁱ
- An analysis of 16 state quitlines and the US national quit hotline showed that Mondays are the most popular day for calls, with a consistent weekly pattern of a beginning of the week "surge" in call volumes and a decline towards the end of the week and over the weekend.^{iv}

Engagement with online quit programs follows a weekly pattern with Mondays demonstrating higher engagement.

- Results from the Johns Hopkins analysis of Truth Initiative's "Become an Ex" quit program show that there is more engagement with the online program at the beginning of the week as compared to other times.

Choosing Monday as a quit day increases confidence and success rates for quitters.

- A QSQM pilot conducted by the Information & Quality Healthcare and the Mississippi state smoking quitline found that more smokers self-selected into the Monday quit group or chose Monday as a quit date.^v
- In a pilot conducted with smokers in State of Maryland counselor-led weekly in-person cessation groups, Johns Hopkins researchers found that those that opted-in to the group that encouraged using Monday as a quit day were more likely to show increased self-efficacy about quitting at the end of the study than those that did not.^{vi}

Promoting cessation services on Monday increases visits to websites and engagement with quit resources.

- A QSQM campaign conducted by the Louisiana Public Health Institute (LPHI), in collaboration with the state health department's Louisiana Tobacco Control Program (LTCP), found that the average number of daily users of their website increased by 49 percent from the previous year and average daily page views increased by 41 percent from the previous year, exceeding campaign objectives.^{vii}

What does this mean?

These findings suggest a range of improvements to existing cessation programs that are easy to implement and can save lives!

It's time to recommend Monday as a day to quit.

- While some may choose to quit on another day, building in a Monday quit recommendation along with education on how to use it as a weekly cue to stay on track can give quitters a tool to stay quit over the long haul.

Leverage insight about the collective “Monday mindset” to quit-smoking communications.

- Every Monday millions of smokers around the world are contemplating quitting. We need to connect them, support them, and let them know they're not alone! Focus deployment of precious resources when people are most likely to quit... and don't waste resources when they're not paying much attention.
- This means staffing up quitlines, buying advertising, and engaging followers and participants at the beginning of the week. Messages can incorporate the “fresh start” Monday insight to give meaning to the timing of the message.
- Regardless of what day people chose as their quit day, Monday sustaining messages should be built into every tobacco cessation program as a way to help people stay quit.

Our team is eager to work with leading tobacco cessation groups to offer digital resources and content to help incorporate Monday into existing programs. If you are interested in working with us, please contact Cori Floyd at cfloyd@mondaycampaigns.org

References

- ⁱDDG Research (2017). Monday Campaigns Online Panel
- ⁱⁱAyers, J. W., Althouse, B. M., Johnson, M. J., & Cohen, J. E. (2014). Circaseptan (weekly) rhythms in smoking cessation considerations. *JAMA Internal Medicine*, 174, 146-148.
- ⁱⁱⁱDe Leon, E., Welding, K., Cha, S., Johnson, M.L., Cohen, J., Graham, A. (2016). Weekly enrollment and usage patterns for the BecomeAnEX online smoking cessation intervention. Manuscript submitted for publication.
- ^{iv}Johnson, M.J. (2011). Weekly patterns in usage of tobacco quit lines. Presented to the North American Quitline Consortium. November, 2011.
- ^vInformation & Quality Healthcare (2015). Pilot of a Monday-based tobacco cessation intervention via the Mississippi State Tobacco Quitline.
- ^{vi}Cohen JE, De Leon E, Crossnohere N, Fuentes L, Johnson M. Engaging smokers to improve smoking cessation outcomes: Quit and Stay Quit Monday. Poster at the Society for Research on Nicotine and Tobacco Annual Meeting. Chicago, USA. March 2-5, 2016
- ^{vii}Louisiana Public Health Institute (2015). Pilot of a Monday-based tobacco cessation service promotion strategy in Louisiana.