

Talking cigarette pack discourages smoking

February 16 2015



Associate Professor Paul Chang with one of the "talking" cigarette packets

Cigarette packets have long been emblazoned with warnings and graphic images of the dangers of tobacco.

Now Edith Cowan University and Curtin University researchers have developed an innovative new way to encourage smokers to kick the habit – a cigarette packet that talks to you.

Researchers have designed a plastic case for smokers to keep their cigarettes or nicotine-replacement products in a handy box that is equipped with a speaker and microphone.

Smokers can record their own voice (or that of their loved ones) reminding them of the reason they want to quit which will play every time the packet is opened.

Associate Professor Paul Chang from ECU's School of Psychology and Social Science said the idea was to tap into the smoker's own motivations for quitting.

"To change behaviour, it is very important for people to have their own [personal motivation](#) to do so," he said.

"The hope is that by reminding [smokers](#) of their own personal reason for quitting every time they open the packet will give them a powerful motivation to quit once and for all.

"One thing I think that could be particularly effective for parents who smoke would be to get their children to record the message encouraging them to kick the habit."

Study participant Cathy Skalski said she had reduced the number of cigarettes she was smoking since she started using the packet.

"I have a recording of my two-week old grandson crying on my packet," the Bedford resident said.

"It's a great reminder for me of why I want to quit, so I can watch him grow up."

Ms Skalski said having the sound play every time she opened her cigarette packet was embarrassing which was a further incentive to reduce her smoking.

"I don't like people looking at me when they hear the sound of a baby

crying when I open the pack, which is good because it means I'm less likely to reach for a cigarette," she said.

Professor Chang said the next step for the research was to use the data from the study to design a larger randomised control trial in the future.

Provided by Edith Cowan University

Citation: Talking cigarette pack discourages smoking (2015, February 16) retrieved 7 May 2024 from <https://medicalxpress.com/news/2015-02-cigarette-discourages.html>

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