

# Higher engagement with chat-based smoking intervention boosts abstinence rates

July 5 2024, by Lori Solomon

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Higher levels of engagement with a chat-based smoking cessation intervention are associated with greater biochemically validated tobacco abstinence at three and six months, according to a study published online

June 26 in *JAMA Network Open*.

Yajie Li, from the School of Nursing at the University of Hong Kong, and colleagues conducted a secondary analysis of a cluster randomized clinical trial involving 624 [cigarette smokers](#) receiving chat-based smoking cessation support via mobile instant messaging for three months.

The researchers identified four distinct engagement trajectories: a low engagement group (71.6 percent), in which participants maintained very low engagement throughout; rapid-declining group (13.8 percent), in which participants began with moderate engagement and rapidly decreased to a low level; gradual-declining group (9.3 percent), in which participants had high initial engagement that gradually decreased to a moderate level; and high engagement group (5.3 percent), in which participants maintained high engagement throughout. The six-month validated abstinence rates were significantly higher in the rapid-declining group (adjusted relative risk [aRR], 3.30), gradual-declining group (aRR, 5.17), and high engagement group (aRR, 4.98) compared with the low engagement group. For three-month validated [abstinence](#), the corresponding aRRs were 4.03, 5.25, and 9.23.

"Improving [engagement](#) with digital interventions may increase [intervention](#) benefits," the authors write.

**More information:** Yajie Li et al, Engagement With a Mobile Chat-Based Intervention for Smoking Cessation, *JAMA Network Open* (2024). [DOI: 10.1001/jamanetworkopen.2024.17796](https://doi.org/10.1001/jamanetworkopen.2024.17796)

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Citation: Higher engagement with chat-based smoking intervention boosts abstinence rates (2024, July 5) retrieved 5 July 2024 from <https://medicalxpress.com/news/2024-07-higher-engagement-chat-based-intervention.html>

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