

Optimizing digital smoking cessation interventions

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Propositions

accompanying the dissertation

Optimizing digital smoking cessation interventions

1. Health promotion and related disciplines benefit from a science of user engagement. | this thesis
2. E-cigarette policy should take the contradictory public health effects of e-cigarettes depending on smoking status and age group into account. | this thesis
3. Future digital interventions to prevent smoking relapse should incorporate contextual factors. | this thesis
4. The field of tobacco control should be prepared for future pandemics, as pandemics can worsen smoking behavior as well as increase smokers' receptivity to smoking cessation advice. | this thesis
5. To end the smoking epidemic in the Netherlands, evidence-based digital smoking cessation interventions need to be implemented nationwide.
6. The technological development of digital behavior change interventions should be done in collaboration with (external) developers to meet the requirements of state-of-the-art websites and apps. Grant applications should include funding for this purpose.
7. Adapting and evaluating several specific intervention features may be more informative and cost-effective for both theory and intervention development than developing and evaluating an entirely new intervention.
8. Do not only rely on p-values; report effect sizes with confidence intervals.
9. "There is only one way to happiness and that is to cease worrying about things which are beyond the power of our will." | Epictetus

Jan Mathis Elling