

Motivating smokers to quit : effectiveness and feasibility of a web-based multiple tailored smoking cessation programme and tailored counselling by practice nurses

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SUMMARY

Despite the fact that each year 5.4 million people die from the consequences of smoking, more than one billion people in the world continue to smoke. To reduce both the number of people suffering from smoking-related illnesses and the number of smoking-related deaths, continued efforts are required to move smokers towards cessation. As the effects of stand-alone interventions have been found to typically be limited, the smoking cessation intervention PAS (Personal Advice in Stopping smoking) combines two previously developed effective micro-level interventions: computer-tailoring and behavioural counselling by a practice nurse working in primary care. The first aim of the present dissertation was to develop and to evaluate PAS with regard to its effectiveness, cost-effectiveness and feasibility (*chapters 2 up to and including 8*). The second aim of this dissertation was to inform the development of future smoking cessation interventions by contributing to an increased understanding of smokers' motivation to quit, as a positive motivation is a necessary though not always sufficient prerequisite for smoking cessation to occur (*chapters 9 and 10*).

Chapter 1 provides a general introduction to the studies presented in this dissertation. It presents the background of the studies conducted as well as the specific research questions this dissertation aims to answer. In addition, this chapter describes the theoretical framework used for most of the studies conducted, i.e. the I-Change Model.

Chapter 2 provides an extensive description of the development of PAS, consisting of an Internet-based multiple computer-tailored smoking cessation programme and tailored counselling by a practice nurse.

Chapter 3 describes a cross-sectional study among Dutch practice nurses and nurse practitioners (N=139) that aimed to identify factors associated with their intention to adopt the new smoking cessation intervention PAS. Both a positive attitude and a positive social environment were positively associated with the intention to adopt PAS, while practice nurses' and nurse practitioners' satisfaction with current smoking cessation activities appeared to be negatively correlated with the intention to adopt.

Chapter 4 describes a study investigating the influence of recruitment strategy on the reach and (short-term) effect of the Internet-based multiple tailored smoking cessation programme. Recruitment via general practices (N=409) yielded fewer respondents than recruitment via the mass media (N=1154). However, respondents recruited via general practices were more likely to quit smoking: they were significantly less addicted to nicotine, more motivated to quit smoking as well as to maintain non-smoking and they were more likely to complete the intervention. This