

Comparing tailored video- and text-based messages about smoking cessation in different socioeconomic groups : reach, adherence and (cost-) effectiveness

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Comparing tailored video- and text-based messages about smoking cessation in different socioeconomic groups: Reach, adherence and (cost) effectiveness

1. The recruitment of smokers via mass media channels is a feasible approach to reach a high number of smokers for web-based computer-tailored smoking cessation interventions (*this thesis*).
2. Computer-tailored feedback technology is also attractive for lower educated smokers and can thus be an interesting strategy to reach this group (*this thesis*).
3. Tailored smoking cessation guidance using video-based messages is effective to achieve long-term abstinence in smokers with a lower socioeconomic status as well as in smokers with a higher socioeconomic status (*this thesis*).
4. Video-tailored smoking cessation guidance in which the routing of program elements is tailored to a smoker's intention to make a quit-attempt is beneficial for smokers with a high and low motivation to quit smoking (*this thesis*).
5. Prompting respondents by additional reminders can be a feasible method to reduce study drop-out in Internet trials (*this thesis*).
6. Web-based video-tailored smoking cessation interventions are a cost-effective option compared to usual care. However, less information is available on the societal willingness to pay per abstinent smoker which makes appropriate interpretation of the economic results difficult (*this thesis*).
7. Using multiple approaches to deal with missing data gives a broader view of the intervention effects and sheds light on the robustness of the results (*this thesis*).
8. In times of rising health-care costs, it is essential to know whether the societal benefits of smoking cessation programmes are worth the investments that have to be made to offer them.
9. Science may set limits to knowledge, but should not set limits to imagination (*Bertrand Russel*).
10. The whole of science is nothing more than a refinement of everyday thinking (*Albert Einstein*).
11. I can't change the direction of the wind, but I can adjust my sails to always reach my destination (*Jimmy Dean*).