

Project THRIVE

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Methodology

- ▶ Three year study (Spring 2014 through Spring 2017)
- ▶ Three Group Design
 - ▶ Group A (Incentivized for Research Participation Only)
 - ▶ Group B (Incentivized for Research Participation & Intervention Completion)
 - ▶ \$150 per smoking intervention completed (up to 3 interventions within the first 6 months of the study)
 - ▶ Group C (Incentivized for Research Participation & Outcomes)
 - ▶ \$200 if reported quit at 6 months, \$250 if quit at 12 months (with validation)
- ▶ Assessments every 6 months (BL, 6mo, 12mo, 18mo, 24mo, 30mo, 36mo)
 - ▶ \$35 for BL assessment and increased by \$5 at each follow-up time point

Sample Characteristics

- ▶ Sample Size = 899 participants
 - ▶ 64.3% Female
 - ▶ 78.0% White; 14.7% Black/African American
 - ▶ 14.2% Hispanic/Latino
- ▶ Group Membership
 - ▶ Group A (N=301)
 - ▶ Group B (N=297)
 - ▶ Group C (N=301)
 - ▶ No group differences on demographics, baseline smoking stage of change, or baseline smoking

Retention

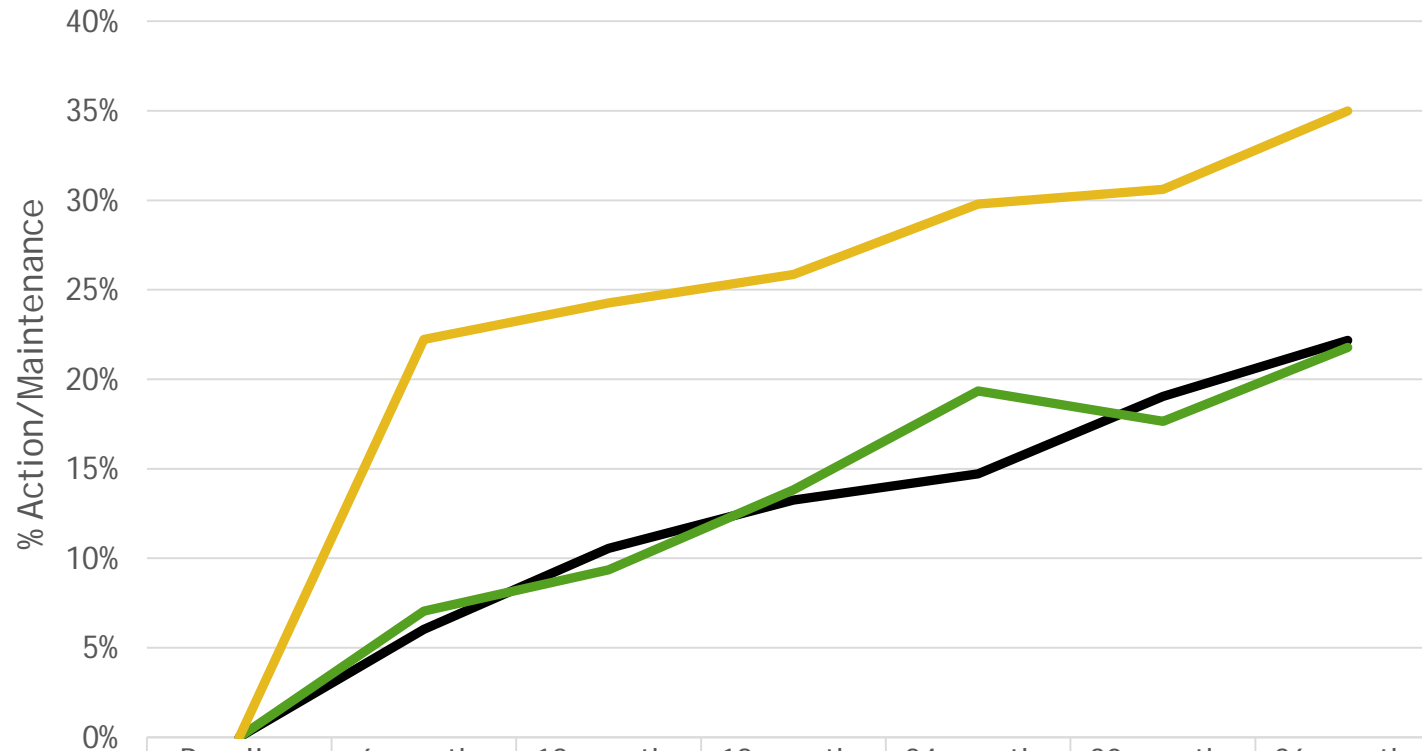
	Group A (Incentivized for Research Participation Only) N=301	Group B (Incentivized for Research Participation & Intervention Completion) N=297	Group C (Incentivized for Research Participation & Outcomes) N=301	Total
6 months	77.1%	81.1%	77.7%	78.7%
12 months	78.7%	82.8%	79.4%	80.3%
18 months	77.7%	82.8%	77.1%	79.2%
24 months	76.7%	81.8%	78.1%	78.9%
30 months	76.7%	80.1%	77.1%	78.0%
36 months	79.4%	83.5%	79.7%	80.9%

Stage of Change

Baseline Stage of Change		
	N	Percent
Precontemplation	447	49.7
Contemplation	333	37.0
Preparation	119	13.2

Baseline Stage of Change by Group			
	Group A	Group B	Group C
Precontemplation	49.8%	50.5%	48.8%
Contemplation	38.5%	35.4%	37.2%
Preparation	11.6%	14.1%	14.0%

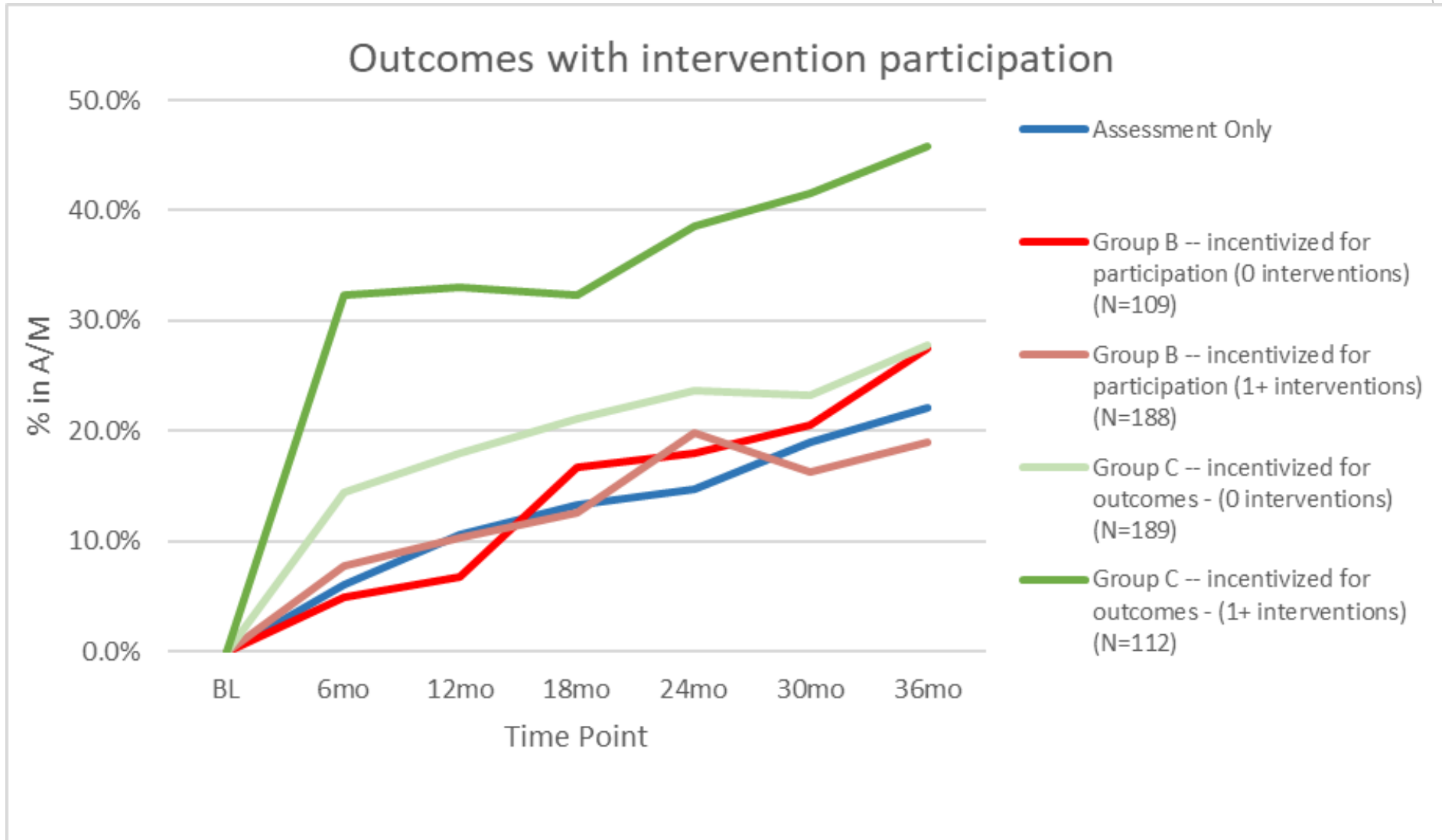
Smoking Cessation across 36 months by Group



	Baseline	6 months	12 months	18 months	24 months	30 months	36 months
Group A (Incentivized for Research Participation Only) N=301	0.0%	6.0%	10.5%	13.2%	14.7%	19.0%	22.2%
Group B (Incentivized for Research Participation & Intervention Completion) N=297	0.0%	7.1%	9.3%	13.8%	19.3%	17.6%	21.8%
Group C (Incentivized for Research Participation & Outcomes) N=301	0.0%	22.2%	24.3%	25.9%	29.8%	30.6%	35.0%

$p < .001$ at each time point

Outcomes by Participation Rates



Outcomes by Participation Rates

Percent in A/M -- groups including participation (0 vs 1+ interventions completed)							
	BL	6	12	18	24	30	36
Assessment Only	0.0%	6.0%	10.5%	13.2%	14.7%	19.0%	22.2%
Group B -- incentivized for participation (0 interventions) (N=109)	0.0%	5.0%	6.8%	16.7%	18.1%	20.5%	27.5%
Group B -- incentivized for participation (1+ interventions) (N=188)	0.0%	7.7%	10.4%	12.6%	19.9%	16.4%	19.0%
Group C -- incentivized for outcomes - (0 interventions) (N=189)	0.0%	14.4%	18.0%	21.1%	23.7%	23.2%	27.8%
Group C -- incentivized for outcomes - (1+ interventions) (N=112)	0.0%	32.4%	33.0%	32.3%	38.5%	41.5%	45.8%

Project THRIVE - Odds Ratio for Long-term Smoking Cessation (36 months)

Variable	Odds Ratio (95% CI)	P Value
GROUP		
Group A (Incentivized for Research Participation Only)	--	
Group B (Incentivized for Research Participation & Intervention Completion)	1.16 (.557, 2.41)	0.693
Group C (Incentivized for Research Participation & Outcomes)	4.30 (2.30, 8.05)	0.000
SMOKING STATUS		
Non Heavy Smoker (< 2 packs per day)	--	
Heavy Smoker (2+ packs per day)	.488 (.145, 1.65)	0.248

Participants in all 3 groups smoked approximately 0.75 packs of cigarettes per day and approximately 4 to 7% of the participants were heavy smokers (2+ packs per day).

Stage of Change as a predictor being in A/M at 36 months

		OR (95% CI)	P Value	N
Entire Sample	C vs. PC	2.02 (1.40, 2.94)	0.000	727
	Prep vs. PC	3.59 (2.20, 5.86)	0.000	
Assessment Only	C vs. PC	1.72 (.994, 3.29)	0.105	239
	Prep vs. PC	1.46 (.520, 4.09)	0.473	
Group B -- incentivized for participation (0 interventions)	C vs. PC	10.0 (2.04, 49.12)	0.005	80
	Prep vs. PC	70 (8.52, 574.54)	0.000	
Group B -- incentivized for participation (1+ interventions)	C vs. PC	6.03 (2.25, 16.18)	0.000	168
	Prep vs. PC	4.22 (1.22, 14.63)	0.023	
Group C -- incentivized for outcomes - (0 interventions)	C vs. PC	.929 (.396, 2.18)	0.865	144
	Prep vs. PC	3.90 (1.42, 10.70)	0.008	
Group C -- incentivized for outcomes - (1+ interventions)	C vs. PC	1.45 (.600, 3.51)	0.409	96
	Prep vs. PC	4.90 (1.18, 20.37)	0.029	