

Effectiveness and economic evaluation of self-help educational materials for the prevention of smoking relapse: randomised controlled trial

Annie Blyth,¹ Vivienne Maskrey,¹ Caitlin Notley,¹
Garry R Barton,^{1,2} Tracey J Brown,¹ Paul Aveyard,³
Richard Holland,¹ Max O Bachmann,¹
Stephen Sutton,⁴ Jo Leonardi-Bee,⁵
Thomas H Brandon⁶ and Fujian Song^{1*}

¹Norwich Medical School, Faculty of Medicine and Health Science,
University of East Anglia, Norwich, UK

²Norwich Clinical Trials Unit, University of East Anglia, Norwich, UK

³Nuffield Department of Primary Care Health Sciences, University of Oxford,
Oxford, UK

⁴Institute of Public Health, University of Cambridge, Cambridge, UK

⁵Division of Epidemiology and Public Health, University of Nottingham,
Nottingham, UK

⁶Department of Health Outcomes and Behavior, Moffitt Cancer Center,
Tampa, FL, USA

*Corresponding author

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Plain English summary

Self-help educational materials for the prevention of smoking relapse

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About half of the people who go to NHS Stop Smoking Clinics successfully stop smoking after several weeks. However, 7 or 8 out of 10 people who stop smoking start to smoke again within 1 year. In this study, we wanted to find out if a set of eight educational booklets (called *Forever Free*) could be used to help more people to remain non-smokers after using NHS Stop Smoking Services.

Roughly half of our 1404 trial participants were sent eight educational booklets in the post and the other half received a single leaflet currently used by the NHS (called *Learning to Stay Stopped*). We found that people who attempted to do something to control their smoking urges were more likely to remain smoke free. However, after 12 months, there were no differences in smoking status between the eight-booklets group and the single-leaflet group. Interviews with some of the study participants told us that some people liked the booklets and found them useful, although the booklets did not provide much additional advice beyond what they had already been told by their stop smoking advisors. In conclusion, compared with a single leaflet, the use of a set of eight educational booklets will not help more people to remain non-smokers after using the NHS Stop Smoking Services.

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