

Analytic Framework: Mobile Phone Text Messaging Interventions for Smoking Cessation

The analytic framework depicts postulated causal pathways through which mobile phone text messaging interventions motivate and support people who smoke in their efforts to quit. Interventions provide text messages to recruited participants interested in quitting. An additional intervention or process is required to recruit participants interested in quitting and direct them to the text messaging cessation resource. Recruited participants make use of the text messaging intervention components as additional motivation and advice on how to initiate and maintain a quit effort. Use of mobile phone text messaging interventions are expected to increase the number of people who make a quit attempt and reduce the number of people who experience a relapse to tobacco use. The combination of more quit attempts and fewer relapses would result in more recruited participants successfully quitting. Those who quit would benefit from reductions in future tobacco-related morbidity and mortality and improved quality of life.

One potential harm of employing mobile phone text messaging interventions is the possibility of distraction while engaged in other activities. No additional potential benefits were identified.

Key potential effect modifiers include differences in the mobile phone text messaging features, such as interactive and tailored components, the use of additional evidence-based interventions such as internet-based content, or FDA-approved cessation medications, and client demographic characteristics (e.g., age, gender, race/ethnicity).