

Benefit promotion tool #2

Behavioral principles underlying effective cessation messages

This tool summarizes principles that, when used in designing health messages, have been found to be most likely to lead to cessation. We have included several examples of ways to build on these underlying principles.

Underlying Principles	Definitions	Example of incorporating principles into development of promotional messages and strategies
Self confidence	Building confidence among participants in their ability to quit smoking or use other forms of tobacco.	<p>Produce written materials, videotapes or other media that profile other union members who have been successful in quitting tobacco use.</p> <p>Design hard hat stickers for workers who have succeeded in quitting with relevant messages, such as: "If I can quit, so can you! Ask me how." or "Quitting Makes Cents."</p> <p>Sponsor a health promotion event where participants who have quit using tobacco give testimonials about their experiences or are available to answer questions.</p>
Observational/ experiential learning	Learning to perform new behaviors by observing demonstrations or by trying skills needed to change.	In captive audience settings, such as at toolbox meetings, union meetings or health fairs, show a videotape of a union member making a call to a telephone counseling cessation hot line or stage live demonstrations of counseling calls. Feature an online video, which demonstrates an in-person tobacco cessation counseling session/group and advertise its availability.
Facilitation	Providing tools and resources that make new behaviors easier to adopt.	<p>Make comprehensive health insurance coverage for tobacco cessation available and provide free samples of medications such as over-the-counter nicotine gum or lozenges.</p> <p>Print tobacco cessation information on the outside of fund mailings (members may be more likely to see it on the outside of the envelope).</p>
Social support	Providing positive support for quitting from persons influential in members' lives.	Encourage families, co-workers and union leaders to support members' efforts to quit.
Self-regulation	Learning to modify one's own behavior through self-monitoring, goal-setting, feedback and getting social support.	Provide health insurance coverage for tobacco cessation counseling that routinely employs these techniques with persons counseled.
Incentives	Using material (money, gift items) or non-material (privileges) rewards to reward positive behavior.	Research is limited and mixed on the value of incentives for achieving quitting. However, incentives can be used to attract people to participate and this might lead to larger absolute numbers of quitters.

For additional references, see "References," in Cessation Benefits Focus, Issue 4, March 2010, available at www.workshifts.org.

To learn more about smoking cessation, visit www.workshifts.org.