



Upcoming Randomized Controlled Trial (RCT)

211 Incentive Project (IP)

Key Staff

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Study Rationale

- High rates of tobacco use among individuals with low-income, resource, and support
 - This creates additional barriers to cessation
- Research shows that quitting is possible but difficult
- Additional support is helpful for those quitting
 - Financial incentives
 - Quitting aids (Nicotine Replacement Therapy, NRT)

Purpose:

This study examines financial incentives and quitting aids (i.e., nicotine patches) to determine how best to increase low-income smokers' use of evidence-based cessation services and, further, whether that increase in use of service results in increased quitting success.

Groups

All participants will be randomized into one of 4 groups

1

Standard Care

2

Gift Card

3

Nicotine Patches

4

Gift Card + Nicotine Patches

Cross with Patch for a Factorial Design

Standard Care	S + Patch
S + Incentive	S + Incentive + Patch

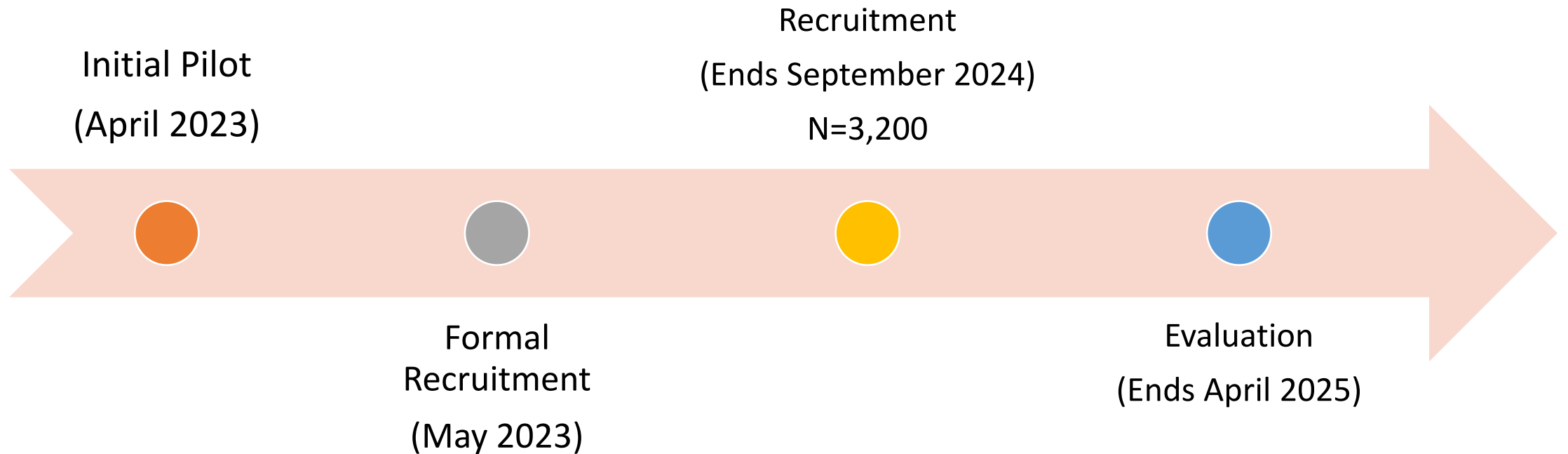


Hypotheses

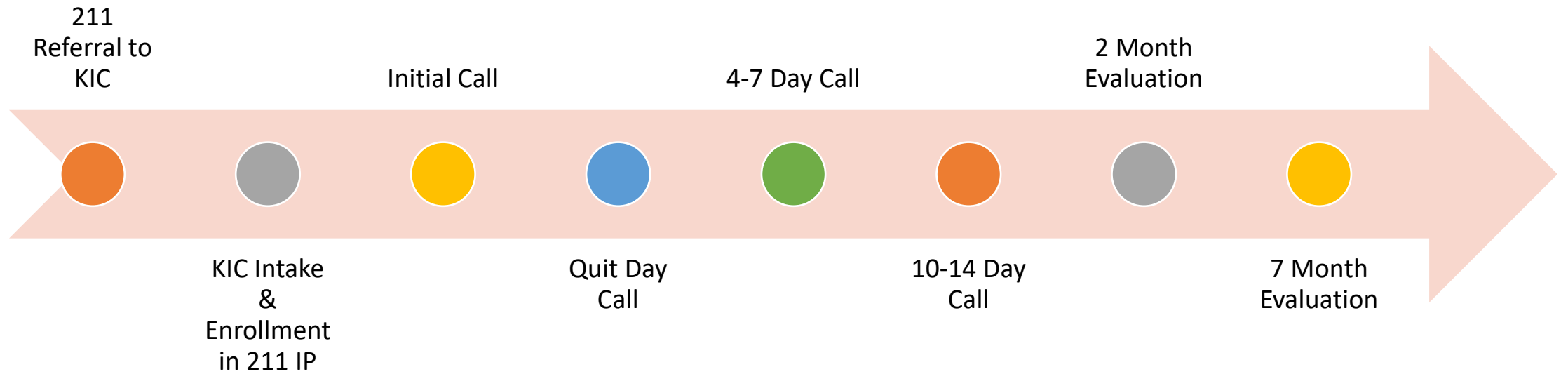
Hypothesis 1: The nicotine patch condition will have a higher quit rate than the no-patch condition.

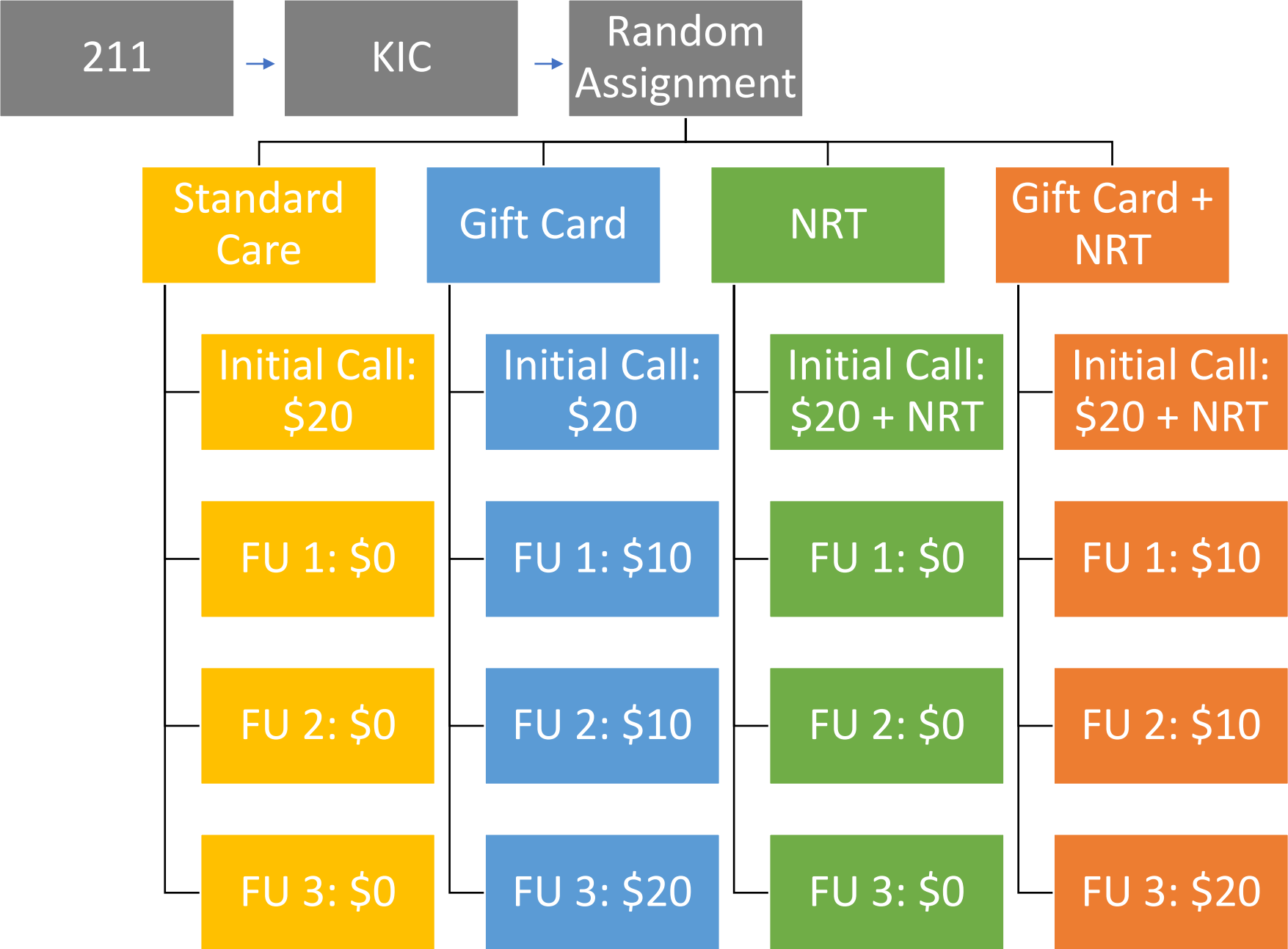
Hypothesis 2: The financial incentive condition will have a higher quit rate than the no-incentive condition.

Projected Study Timeline



Participant Process





General Considerations



Please do not advertise RTC – maintains integrity of the research project

Avoid mentioning the project to 211 callers. Our staff are trained to screen all potential eligible referrals from 211.



Complaints – please report them to KIC



Timeline is tentative – we will update you once it is confirmed



There is no penalty to a caller that declines to participate – they are still eligible for the \$20 gift card for completing the first session and all KIC standard services



Questions?

Thank you for your support!!!

