

## FACTORS ASSOCIATED WITH SUCCESSFUL SMOKING CESSATION AMONG PARTICIPANTS IN A SMOKING CESSATION PROGRAM INVOLVING USE OF THE INTERNET, E-MAILS, AND MAILING-LIST

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**Objective** The objective was to clarify factors, including Internet-accessed advice for smoking cessation, associated with smoking cessation among participants of the *Quit Smoking Marathon* (QSM), a one-month smoking cessation program involving use of e-mails and a mailing-list.

**Methods** The subjects were 88 volunteers who aimed to quit smoking and completed the QSM program. Those who remained abstinent from smoking at 1 year thereafter were defined as successful quitters. Factors associated with successful smoking cessation were examined by multiple logistic regression analysis adjusted for confounders and separately for use of nicotine replacement therapy (NRT).

**Results** Successful smoking cessation was reported by 49 subjects (55.7%). For the NRT-free group, sending 10 or more e-mails to the mailing-list was significantly associated with successful smoking cessation [odds ratio: 10.7,  $P=0.015$ ].

**Conclusion** Frequent e-mailing to the mailing-list followed by obtaining personal advice is an effective way to quit smoking among QSM participants not using NRT.

**Key words** : smoking cessation, Internet, e-mail, mailing-list, Fagerstrom Test for Nicotine Dependence, nicotine replacement therapy

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