

LEVERAGING MONDAY

To Enhance Your Tobacco Cessation Program

Sunday	Monday	Tuesday	Wednesday	Thursday

Quit &
stay quit

QUIT & STAY QUIT MONDAY:
A PROGRAM ENHANCEMENT GUIDE

QUIT
& STAY QUIT
MONDAY

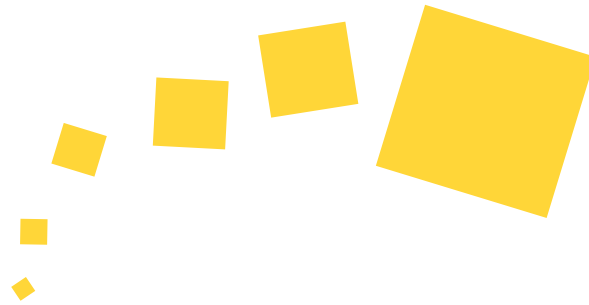
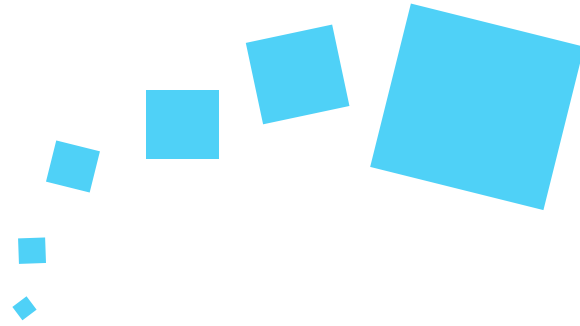


Table of Contents

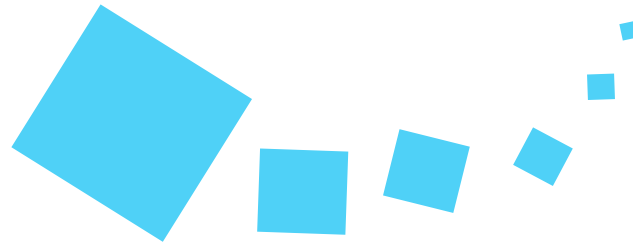
Section 1 • Overview	page 3
Section 2 • Core Strategies	page 9
Section 3 • Measuring Outcomes	page 19
Section 4 • Resources	page 23
Section 5 • Case Studies	page 26
Section 6 • Contact/Additional Resources	page 30





Section 1

Overview

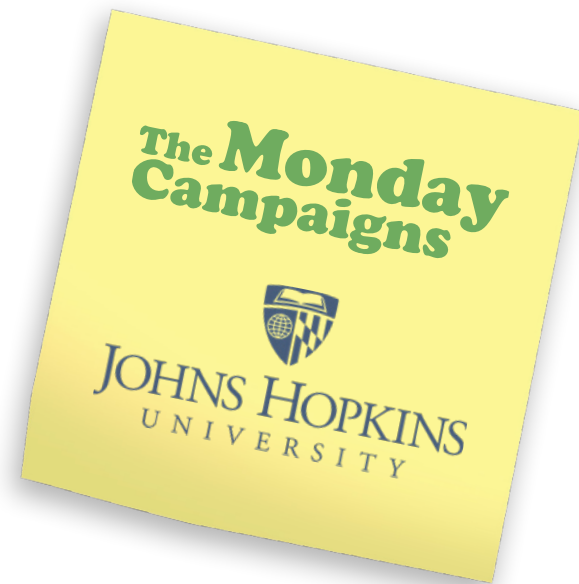




People tend to see milestones with personal or societal significance, such as birthdays or holidays, as opportunities to change their behavior or achieve a personal goal.

Smokers, for instance, often wait for special occasions like birthdays or New Year's to quit smoking, even though quitting for good often takes several attempts. If they relapse, they may wait until the same milestone occurs the following year before they try again. Even though tobacco cessation programs have traditionally had some success focusing on these annual milestones, they are nonetheless missing an opportunity to engage smokers earlier and more frequently.

The Quit & Stay Quit Monday (QSQM) approach offers a more sustainable solution. Rather than wait for an annual event, it offers smokers fifty-two opportunities a year, every Monday. For smokers who are ready to quit, Monday becomes their milestone to set goals, start their quit and do a weekly “Monday Check-In” to reflect on their progress. If they relapse, they can try again the following Monday. The QSQM approach provides the knowledge, language and resources tobacco cessation programs can use to leverage this weekly cycle in supporting smokers’ efforts to quit.

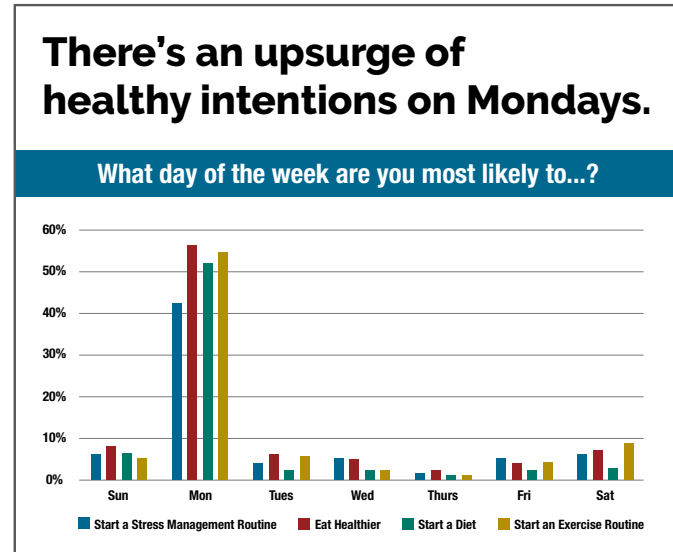
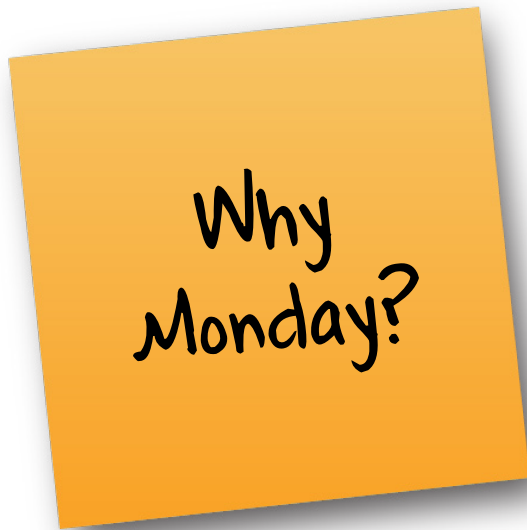


Quit and Stay Quit Monday was developed by [The Monday Campaigns](#) in collaboration with the [Lerner Center for Public Health Promotion](#) and the [Institute for Global Tobacco Control](#) at Johns Hopkins University. It's based on peer-reviewed research that shows a weekly pattern in smoking cessation attempts, with Monday as the day people are most likely to make positive behavior changes.

Over the years, The Monday Campaigns has worked with the Institute for Global Tobacco Control at Johns Hopkins University to explore how Monday can be a leverage point in helping people quit and stay quit. This includes peer-reviewed research as well as initial pilots of Monday programs in community and state tobacco cessation programs.

Based on this research and initial pilots, the QSQM approach has evolved to encourage smokers to use Monday as a milestone to quit smoking, reflect on their progress, set goals for the week ahead, and make another attempt the following Monday if they relapse. Tobacco cessation programs can benefit from the QSQM approach and its materials because QSQM offers evidence-based resources that are free and available to the public.

In addition to our free resources, we also provide free technical assistance and work with organizations to conduct pilot studies.



Across cultures, Monday has special significance as the beginning of a new week. Research shows it's the day people are most open to starting or recommitting to healthy behaviors, making Monday the ideal time to deliver health messages.

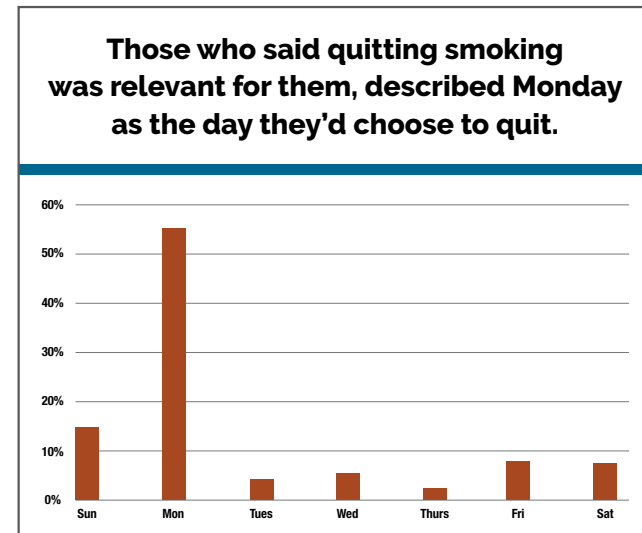
There is also compelling research that Monday is significant specifically as it relates to quitting smoking.

For example:

- A study published in JAMA Internal Medicine showed “quit smoking” query volumes are 25 percent higher on Mondays than other days, amounting 8 million more quit smoking searches on Mondays per year across six different languages.

- Results from the Johns Hopkins analysis of Truth Initiative’s “Become an Ex” quit program show more engagement with the online program at the beginning of the week compared to other times.
- According to an online survey from the Data Decisions Group, 54.5 percent of smokers said Monday was the day they’d most likely choose to quit.

This research shows Monday to be an especially powerful time to engage smokers in their efforts to quit, and provide weekly strategies to help them stay quit



There are 5 reasons to use the QSQM approach to augment your program:

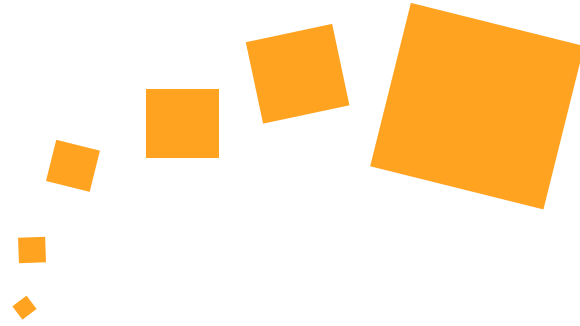
- 1 Offers 52 chances a year to quit.** It often takes several attempts before a smoker can quit successfully. Every Monday can become an opportunity to celebrate progress, recover from a relapse and stay on track with their efforts.
- 2 Offers a regular cue to action.** Research has shown milestones can help people change their health behaviors. A regular Monday reminder and activity can prove useful for smokers to be proactive and stay on track.

- 3 Provides a collective experience to quit.** The QSQM approach makes quitting a proactive, group effort rather than a solitary one.
- 4 Capitalizes when people are most engaged.** Studies have shown that people are most engaged and access health resources early in the week.
- 5 Fresh content.** QSQM provides weekly inspiration, science-based tips and information that can complement any program and keep smokers engaged.

How to Use This Guide

This guide is designed to help organizations and programs understand the QSQM approach, identify how this approach can augment your program, provide guidance on how to strategically integrate it into your program, and measure success. Use the instructions below to effectively navigate through this guide for your purposes.

- 1 Review the “Core Components of the QSQM Approach” section to get a sense of our recommended strategies in using QSQM as a supplement to existing programs.
- 2 Use the “Measuring Outcomes and Implementation Method” section to help:
 - Review the processes and outcomes of your current program
 - Identify the metrics you would like to improve or develop
 - Identify the data sources you will use to gather your desired metrics
 - Confirm your ability to follow the ideal implementation method
- 3 Revisit the “Core Components of the QSQM Approach” section to confirm your ability to integrate the applicable strategies of the QSQM approach into your program.
- 4 Review the “Quit & Stay Quit Monday Resources” section to identify the resources you might leverage for your program.
- 5 Use the “Contacting Us and Additional Resources” section to connect with us for access to free resources, technical assistance and support.



Section 2

Core Strategies





Considerations

The QSQM approach can easily be integrated into an existing program and used to bring more awareness to your program. In this section, we outline the core program and marketing strategies of the QSQM approach.

Metrics

We strongly recommend you first define the metrics you will capture or monitor to measure potential changes in relevant outcomes before integrating these strategies into your program. For guidance on strategies and metrics that can be used, see the “Measuring Outcomes and Implementation Method” section above.

Ideal Integration

In order to maximize the weekly insights for smoking cessation, we recommend using all applicable strategies in the QSQM approach. These strategies are designed to complement one another and help smokers internalize a weekly cycle with Monday as their milestone to set goals, quit, reflect on progress, and make another attempt to quit if they relapse.

Of course, the strategies you choose must fit with your capabilities. If you're unable to incorporate all the strategies at once into your program, consider integrating them a few at a time. At minimum, we recommend starting with Program Strategies 1, 3, 4 and Marketing Strategies 1 and 2. This allows your smokers to become acquainted with the QSQM approach, reinforces weekly activities they can manage on their own within your program, and helps promote your program to more smokers looking to quit. [Contact us](#) if you need technical assistance on integrating these strategies into your program.

Impact on Outcomes

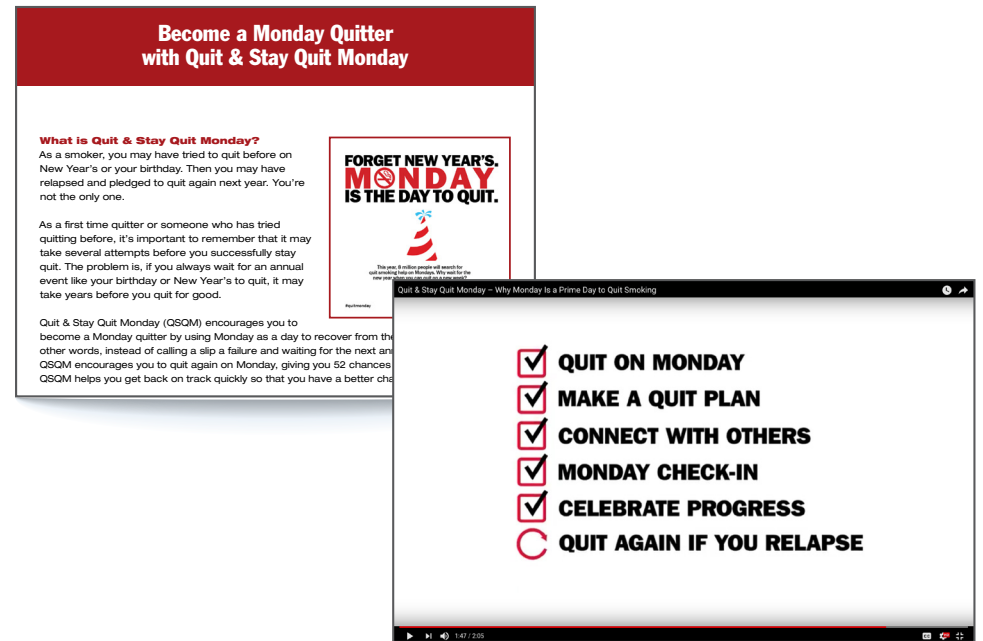
If you're unable to incorporate all the applicable strategies, it may influence your outcomes. For example, introducing the QSQM approach, without facilitating or regularly encouraging smokers in your program to do a weekly check-in activity with themselves and their support system, may affect their ability to internalize the weekly cycle and your related metrics. Please keep this in mind if your program doesn't currently have the capacity to implement all of these strategies. You may not see improvement until you've integrated all the applicable strategies into your program.

Program Strategies

STRATEGY 1: INTRODUCE THE QSQM APPROACH.

Whether smokers have already quit or are considering it, we suggest introducing the QSQM approach to provide context before using it as a strategy. This can be combined with other pre-quit strategies you may already use in your program.

To introduce the QSQM approach, we've developed a summary [video](#) explaining the approach and the research behind it. We've also developed a brief [overview handout](#) that can be shared with smokers describing the QSQM approach and how to use the Monday check-in handout described in Program Strategy 3.



We recommend introducing the QSQM approach at the beginning of your program or during initial encounters with smokers. For example, if you provide an in-person tobacco cessation program, introduce the approach within the first few sessions. If you run a quitline, share this approach the first time smokers call in. Introducing it during these first encounters, in addition to other strategies you may share, will help participants see it as another tool, one they should start using.

STRATEGY 2: OPT-IN TO ADOPT THE QSQM APPROACH.

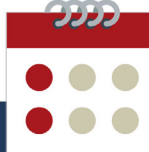


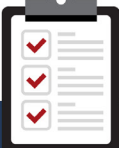


Commit to encouraging Monday as the day smokers quit or recommit, as well as Monday check-in activities. Once you've integrated the QSQM approach, ask smokers to commit to quit on Monday, and use every subsequent Monday for a check-in activity (Program Strategy 3). This will help reinforce the weekly cycle. This approach also helps if smokers relapse, allowing them to recommit to quit the following Monday.


For example, during group counseling sessions, and after introducing the QSQM approach, encourage the group to commit to quit on a Monday. Afterward, you can either facilitate the Monday check-in activity with the group or ask members to commit to the Monday check-in activity on their own and share progress during your sessions. If you run a quitline or mobile service, encourage smokers during your initial call to quit on a Monday and offer to check-in with them on Mondays. You can also encourage them to commit to a Monday check-in activity on their own.

However, if you have concerns asking smokers to quit on a particular day, instead ask them to just use Monday to reflect on their progress and check-in with their support system (Program Strategies 3 and 4). This would still help smokers get used to a weekly support cycle and recommit if they relapse.

BE A MONDAY QUITTER. HERE'S HOW:

Quit & Stay Quit Monday uses a 7-day cycle to keep you on track. Each Monday, you quit or recommit to your quit – until you're finally smoke free. That's 52 chances a year to succeed.

 <p>COMMIT TO QUIT ON MONDAY Make a 100% effort. Go all in.</p>	 <p>WRITE DOWN YOUR QUIT PLAN List why you're quitting and how you'll handle the cravings.</p>
 <p>CONNECT WITH OTHERS Gain support from friends and family. Let them know you're serious about quitting.</p>	 <p>DO A MONDAY CHECK-IN Each week, review what's working. Identify challenges and how to overcome them.</p>
 <p>CELEBRATE YOUR WEEKLY PROGRESS Each cigarette not smoked gets you closer to your goal. Reward your positive efforts.</p>	 <p>QUIT AGAIN IF YOU RELAPSE Most important, stick with your quit. If you slip up, recommit again on Monday.</p>


 #QuitMonday | iquitmonday.org

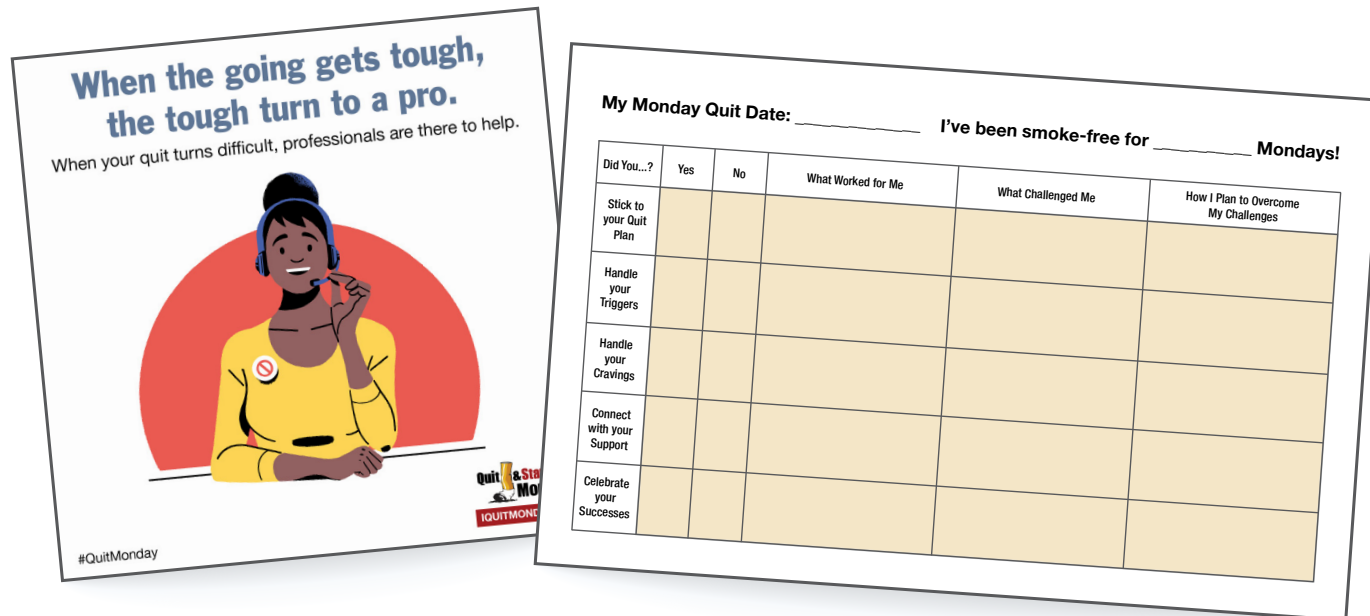
STRATEGY 3: MONDAY CHECK-IN ACTIVITY.

It's important to encourage or help smokers in your program commit to a Monday check-in activity. This provides a weekly opportunity to reflect on progress, set goals for the week or quit again if they relapse. Your team can do this with participants or you can encourage participants to do it on their own after they've seen the QSQM introductory video and QSQM overview handout.

We developed a [Monday check-in tool](#) that can help. If your program has a similar tool, feel free to use that.

STRATEGY 4: MONDAY CHECK-IN WITH SUPPORT SYSTEM.

This strategy recommends encouraging smokers to meet with their support system on Mondays. This could be a quit buddy, family member, smoking cessation counselor or others who support the effort to quit. Designating Monday as a day to meet with their support system helps reinforce the weekly cycle. It also supports smokers as they reflect, set goals, and even recommit based on Program Strategy 3. Your program may already encourage participants to have a support system, so this strategy complements that idea with a weekly mechanism for participants to connect with their support system.

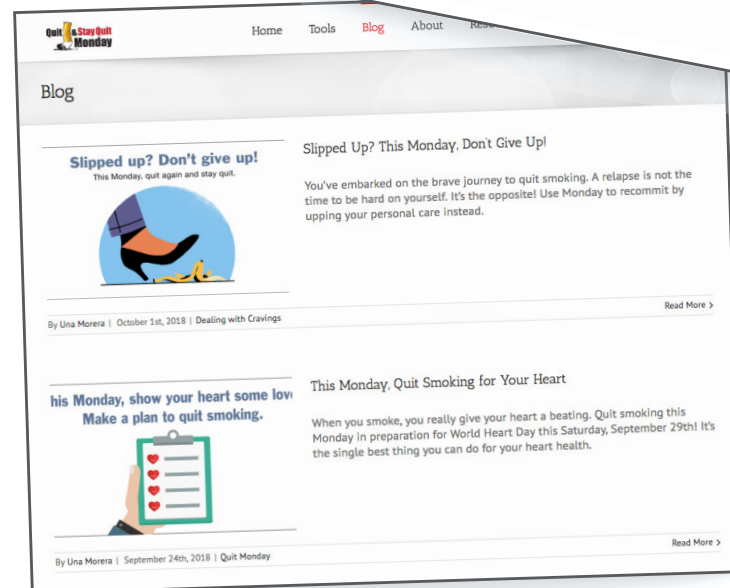


STRATEGY 5: MONDAY MESSAGES/REMINDERS.

Keeping smokers engaged with notifications and reminders is a key component of many smoking cessation programs. We recommend sending these notifications and reminders on Mondays to reinforce the weekly cycle and keep smokers motivated.

QSQM has developed [tip graphics](#) and [informational blogs](#) that can be used to reinforce messaging. The tips and language in these resources are meant to complement existing strategies found in many smoking cessation programs. Every Monday, you can send the graphics and messages that best align with your program to participants.

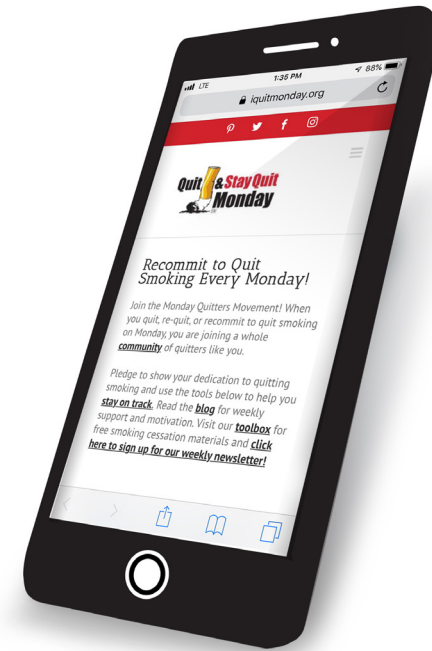
We also have a weekly newsletter that delivers new tip graphics and blogs every Monday. Sign up for the [QSQM newsletter](#) and you'll have fresh graphics and blogs to share with smokers once a week.



Marketing Strategies

STRATEGY 1: DIGITAL PROMOTION

Promoting your program on digital platforms such as websites, emails, and other digital channels is essential to connecting audiences to your resources and services. We recommend incorporating Monday-themed messages into your digital channels to recruit and engage smokers. For example, if you primarily direct people to your website for information and to sign up, include Monday messaging on your home page such as “Quit with us on Mondays! Sign up to see how you can quit and stay quit!”



It's also a good idea to promote your services on Mondays to reach people when they're looking for help. If email is your primary digital channel, send them out on Mondays and include Monday messaging such as “It's Quit Monday! Did you know smoking can damage every part of your body? Remind your patients, family members and friends that we want to help them quit today!”

QSQM provides a variety of [promotional materials](#) that can help incorporate Monday messaging into your digital channels.

STRATEGY 2: PRINT MARKETING

We recommend making print materials such as brochures and posters available where smokers regularly frequent such as doctor's offices, bus stations, grocery stores, and others.

Print materials can also be used to help health professionals or community organizations guide smokers who want to quit to your program by informing them about it. These groups may identify smokers through one-on-one encounters such as doctor visits or in-person counselor visits. Provide your print materials to these professionals in your community so they know where to send smokers who want to quit.

Incorporating Monday messaging into your print materials is an effective way to get smokers interested in your program. We've developed posters that provide simple, engaging Monday messaging. You can either download the posters directly, or you use the language in the [posters](#) to update your existing print materials.

**IT TAKES MOST
SMOKERS
SEVERAL TIMES
TO QUIT FOR GOOD
MAKE IT
MONDAY**

In order to succeed, sometimes you have to quit and quit again. The good news is, there are 52 Mondays every year to start your next quit. Don't let another go by. Visit IQuitMonday.org for more help.

#quitmonday

**Quit & Stay Quit
Monday**

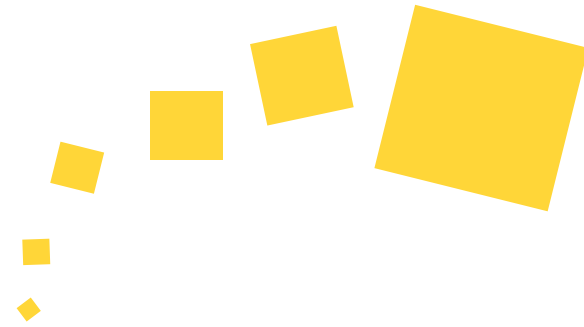
STRATEGY 3: QUITLINE, CHAT AND TEXT SUPPORT

For programs that offer quitline, chat and text support, we recommend incorporating messaging on the QSQM approach in scripts and message banks to encourage smokers to opt-in and engage with the program. Incorporating Monday messaging and the QSQM approach can be a great way to use in-bound inquiries for resources and support to promote the QSQM approach.

STRATEGY 4: SOCIAL MEDIA MARKETING

If your program has a social media presence, we recommend scheduling posts on Mondays and sharing Monday-themed messages. This consistency helps reach smokers when they're most open to receiving smoking cessation information while directing them to your services. You can use our [tip graphics](#) and messaging for this purpose. You'll also find examples of social media language on our [Facebook](#) and [Twitter](#) pages. Feel free to copy and edit the language for your purposes.





Section 3

Measuring Outcomes



Getting Started

It's important to consider how to measure success before implementing the QSQM approach. Gather relevant data from your program and assess the current status of your program.

This will help identify where it's succeeding, metrics you may want to improve using the QSQM approach, and any new metrics you may want to develop.

DATA METRIC EXAMPLES

Below you'll find examples of recommended metrics. If your program is capturing some or most of these, you may not have to create new metrics. Our program and marketing strategies

are designed to align with existing metrics you may be using. Because of this, when you integrate the QSQM approach, you can monitor your existing metrics for improvement and develop new metrics to capture additional information you want to gather.

We recommend developing metrics specific to the QSQM approach or the Monday cycle so you can determine whether the QSQM approach and weekly engagement affected your program's outcomes. Examples of these metrics include:

PROGRAM METRICS

- Number of quit attempts
- Length of quit attempts
- Time from relapse to next quit attempt
- Number of participants completely abstinent from smoking
- Level of self-efficacy in managing health and quit
- Level of satisfaction with program
- Satisfaction and usefulness of Monday as a quit strategy
- Likelihood to use Monday as a quit milestone/ check-in day in the future

MARKETING METRICS

- Number of program sign-ups
- Number of program inquiries
- Day of the week with the most sign-ups, inquiries or engagement
- Number of website visits

PROCESS METRICS

These metrics specifically relate to internal systems for integrating the QSQM approach. We recommend outlining process metrics to help confirm if the approach was implemented appropriately, since this may influence success or improve relevant outcomes.

- Introduction to the QSQM approach completed
- Number of Monday check-ins
- Number of notifications and tips sent on Mondays
- Number of Monday-oriented signs, posts and tips distributed
- Updated website to incorporate Monday messaging

Data Sources

Here you'll find examples of sources designed to capture program metrics.

PRE-POST EVALUATION

Many smoking cessation programs conduct pre-post evaluations with participants. If your program is not already conducting pre-post evaluations, we strongly encourage that you develop one and provide participants with a brief evaluation to capture data on your program.

The evaluation should be distributed at the start of the program to get a baseline from participants, at the conclusion, and periodically following the program. We recommend 1-month, 6-month, and 12-month follow-up evaluations if possible.

WEB ANALYTICS

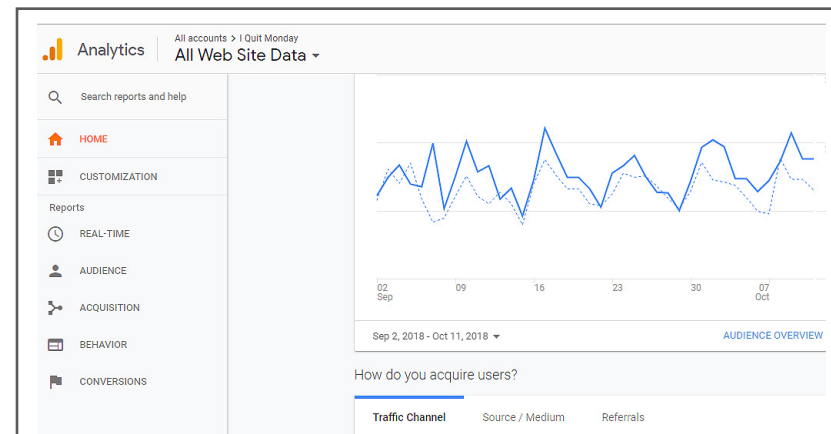
Web analytics are a great source for capturing online marketing metrics. The backend of websites and social media accounts

provide information related to daily visits, engagement and volume of engagement. Google analytics offers a free and easy-to-use service that provides insight into website engagement. Business accounts for social media provide additional insights related to posts and engagement trends.

INTERNAL RECORDING SYSTEMS

Some process or marketing metrics may be limited to the number of inquiries about your program, materials distributed, etc. It's important to outline which metrics are being captured by internal, manual tracking systems and encourage your team to use these consistently to get the cleanest data.

For examples of additional metrics and data sources, see [CDC's guide](#) of outcome indicators for comprehensive tobacco control programs.



Implementation Method

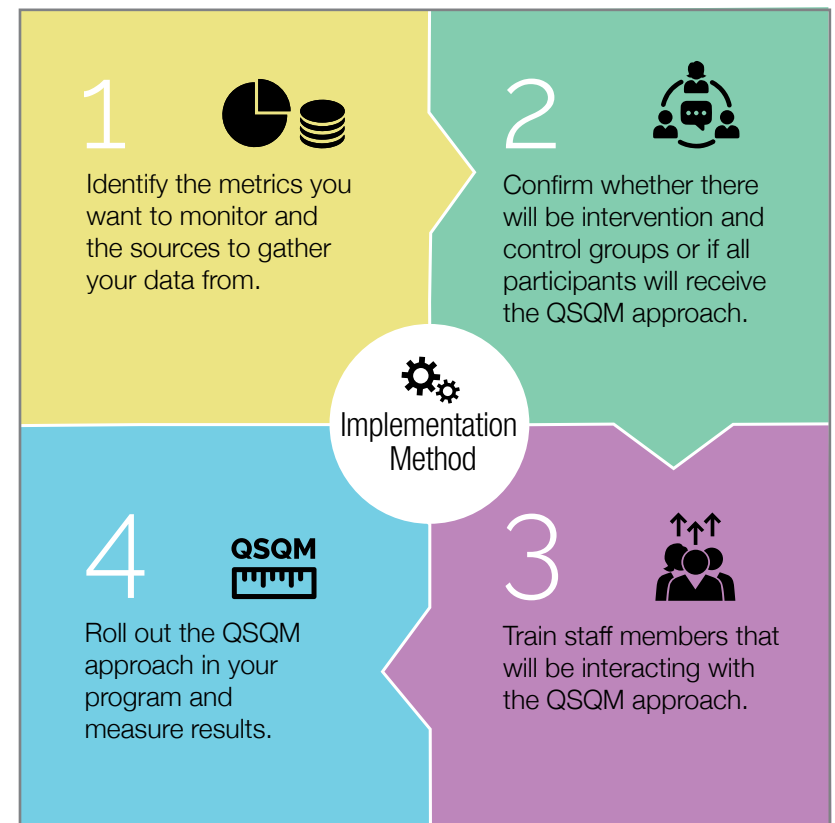
Intervention and Control groups

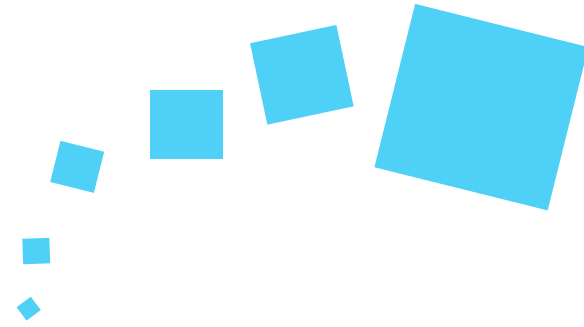
After you've identified the metrics you want to monitor and the data sources from which you will gather them, you need to decide how to roll out the QSQM approach to effectively measure change. The ideal way to roll it out and measure results is by using an intervention and control group. The intervention group receives the enhanced program with the QSQM approach and messaging, while the control group receives the program as it's currently delivered. This allows you to account for outlying factors that may occur during implementation.

If it's not possible to have an intervention and control group, use the QSQM approach throughout the program, and remember there may be other factors influencing the outcome or improvement of your chosen metrics.

Training

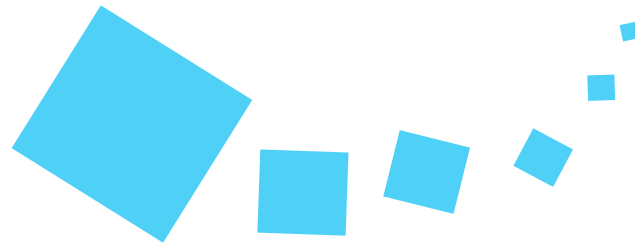
Once you've decided how to roll out the QSQM approach, you must train all staff members who will be interacting with the QSQM approach. [Contact us](#) for free technical assistance or training. We regularly partner with organizations that want to test the QSQM approach.





Section 4

Resources



Free Resources

QSQM provides free resources that can be used as part of smoking cessation programs, as well as to promote them. Here's what we offer:

BRANDING CONSIDERATIONS

We're committed to providing free resources to smoking cessation programs to help them leverage insights derived from our approach. Because of this, we're flexible when it comes to branding. If you have the capacity to add your program's branding to our QSQM resources, we encourage you to do so. If you have branding ideas or concerns you'd like to discuss with us, please feel free to [contact us](#). We'd be happy to work with you.

QSQM INTRODUCTORY VIDEO

This [video](#) explains the QSQM approach to share with program participants or smokers one-on-one.

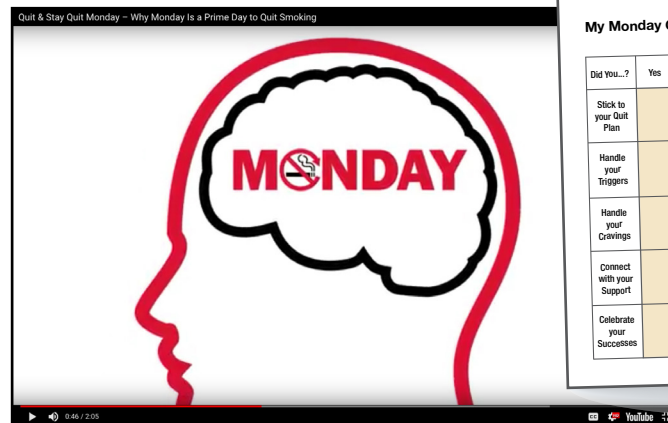
QSQM OVERVIEW HANDOUT

This [document](#) outlines the QSQM approach, how to become a Monday Quitter and how to use the Monday Quit Check-In handout. It's a free resource that can be shared in a smoking cessation program or given to health providers or community organizations for one-on-one encounters with smokers looking to quit.

MONDAY QUIT CHECK-IN HANDOUT

This [tool](#) can be used by smokers trying to quit every Monday.

They can use it to reflect on their progress and set goals for the week ahead. Smoking cessation programs can use it with participants or ask participants to do this activity on their own.



My Monday Quit Date: _____ I've been smoke-free for _____ Mondays!

Did You...?	Yes	No	What Worked for Me	What Challenged Me	How I Plan to Overcome My Challenges
Stick to your Quit Plan					
Handle your Triggers					
Handle your Cravings					
Connect with your Support					
Celebrate your Successes					

Graphic Tips

These graphics are visually engaging images that emphasize one strategy that can help smokers quit and stay quit. These strategies align with many widely accepted practices such as: Making a quit plan, Getting extra help, Managing triggers, Overcoming cravings, Celebrating progress, Recommitting after slips or relapses, and more.

Infographics

These graphics highlight processes or a series of activities in a simple, visual way. They cover a variety of topics such as how to use Mondays to quit, activities to keep hands busy during cravings, tips to stay quit while going out, and more.

Posters

These posters can be used to promote smoking cessation programs. They highlight Monday messaging that also references relevant research.

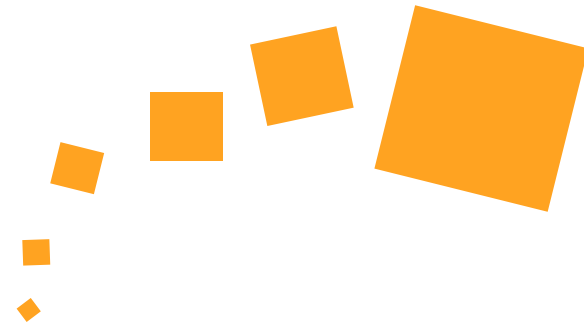
Blog Content/Newsletter

We write weekly blogs covering topics related to smoking cessation and reference current research. All blog content aligns with our creative assets and can be used as reminders to reinforce quitting strategies or used for digital promotion. [Sign up here.](#)

Monday Texting/Phone App Language (By Request Only)

We developed quick notices that can be incorporated into a texting or phone app program. Messages are in alignment with widely accepted practices and provide reminders to help smokers quit.





Section 5

Case Studies



Case Studies 1

Below are examples of partners we've worked with to leverage the QSQM approach. These examples are not the only way the QSQM approach can be used. We can find innovative ways to integrate the QSQM approach into your program or initiative. [Contact us](#) to learn more.

LEAD COLLABORATIVE PARTNER(S):

Harford County, Maryland Health Department

LOCATION:

Harford, Maryland

IMPLEMENTATION DESCRIPTION:

The Harford County Health Department provides 6-8 week group smoking cessation programs to help smokers in their community quit smoking.

During this implementation, smokers participating in the Monday-oriented counseling services:

- Met on Mondays as a group
- Received a Quit & Stay Quit Monday pamphlet explaining the Monday concept and a Quit & Stay Quit Monday Mantra card to keep with them as a reminder of their quit journey.
- Were encouraged to identify a quit buddy and check-in with them on Mondays.

Facilitators of the Monday-oriented sessions reinforced the use of the Monday concept and offered a Monday 'tip of the week' during the session and via email.

IMPLEMENTATION METHOD:

Intervention and Control Group

OUTCOMES:

Smokers receiving the Monday-oriented sessions reported a higher self-efficacy of quitting, rated their programs as more helpful in quitting smoking, and were more likely to rate quit buddies as very helpful.

SUGGESTED FUTURE APPLICATION:

Organizations providing in-person counseling services can leverage this model to support smokers in their communities to quit. QSQM can provide free training and materials to guide facilitators or health professionals in using the QSQM approach to ensure seamless integration into the existing program's structure.



Case Studies 2

LEAD COLLABORATIVE PARTNER(S):

Louisiana Public Health Institute (LPHI), State Health Department's Louisiana Tobacco Control Program (LTCP)

LOCATION:

Louisiana

IMPLEMENTATION DESCRIPTION:

They piloted a “Quit with Us on Mondays” campaign to encourage smokers to make quit attempts on Mondays. QSQM resources and Monday messaging was incorporated into their digital promotions and resource website. This included content updates to the website and frequent posts on tips and other messages to LPHI’s Facebook page and Twitter account.

IMPLEMENTATION METHOD:

Statewide promotion

OUTCOMES:

Through their statewide QSQM campaign, LPHI exceeded campaign goals by increasing calls to the state tobacco quitline and significantly boosting engagement with its web and social media channels:

- 15% increase in calls
- 49% more website visitors
- 25K Facebook impressions
- 5K Twitter impressions

SUGGESTED FUTURE APPLICATION:

Organizations that have a social media/web presence and want to help market and increase awareness of their services can leverage this model. QSQM can provide free digital materials, promotional language, and weekly behavioral insights to accomplish this.

Case Studies 3

LEAD COLLABORATIVE PARTNER(S):

The Mississippi Foundation for Medical Care, Inc. dba Information & Quality Healthcare (IQH)

LOCATION:

Mississippi

IMPLEMENTATION DESCRIPTION:

IQH incorporated concepts of the Quit and Stay Quit Monday campaign into its existing evidenced-based tobacco quitline. Two quitline counselors were trained on incorporating Monday messaging in their quitline sessions and encouraged tobacco users to set planned quit dates on Mondays. Counselors then scheduled proactive contact with the Monday participants on subsequent Mondays to encourage continued abstinence or a re-commitment to the quit process.

IMPLEMENTATION METHOD:

Intervention and Control Group

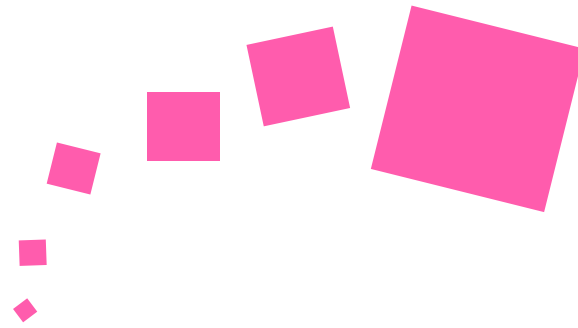
OUTCOMES:

Ninety-five percent of callers receiving the QSQM messaging made a plan to quit on Monday. Half of these callers (49%) actually quit on Monday.

SUGGESTED FUTURE APPLICATION:

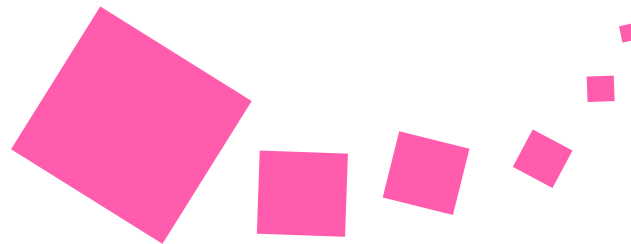
Organizations that manage a quitline can use this model to integrate Monday messaging with their program to offer callers an additional approach to help quit smoking. QSQM can provide training for quitline counselors and QSQM language that can be incorporated into any script that may be used by quitline counselors.





Section 6

Contact/Additional Resources



Quit & Stay Quit Monday Packages

With just one click, organizations can download our free tobacco-cessation packages and help their audiences start and maintain their quit.



Extinguish Stress and Stay Quit

A package offering ways to reduce stress without relying on tobacco

This 12-week package offers smoke-free strategies for managing stress.

Making Monday the Time to Quit

A package for starting the Quit & Stay Quit Monday practice

This 12-week package is designed to introduce future quitters to the Quit & Stay Quit approach.

Teamwork Makes the Quit Work

A package for building a strong support system

This 12-week package is designed to help quitters identify support options that can be used to begin or continue their quit.

Staying Strong, Staying Quit

A package to inspire quitters to keep their Monday commitment

This 12-week package is designed to support quitters as they work towards maintaining a smoke-free life.

Additional Support

If you have questions or would like more support and guidance, we can help. All of our materials and technical assistance are free of charge.

For general inquiries about our resources and approach, [contact us here](#).

If you have questions about integrating the QSQM approach into your program, [contact us here](#).

If you are interested in partnering with us on a pilot study for your program, [contact us here](#).

WEBSITE

iquitmonday.org

mondaycampaigns.org/campaigns/quit-stay-quit-monday

FACEBOOK

facebook.com/QuitMonday

TWITTER

twitter.com/QuitMonday

PINTEREST

pinterest.com/QuitMonday

Other Smoking Cessation Resources

NATIONAL CANCER INSTITUTE

smokefree.gov

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

betobaccofree.hhs.gov

AMERICAN LUNG ASSOCIATION

lung.org

CENTERS FOR DISEASE CONTROL AND PREVENTION

cdc.gov/tobacco

BECOME AN EX:

becomeanex.org

If you have any questions or are interested in using the QSQM approach in your program, [contact us here](#).

QUIT & STAY QUIT MONDAY: A PROGRAM ENHANCEMENT GUIDE

¹ Hengchen Dai, Katherine L. Milkman, Jason Riis (2014). [The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior](#). *Management Science*

² Ayers, John W. et al. (2014). [What's the Healthiest Day? Circaseptan \(Weekly\) Rhythms in Healthy Considerations](#). *American Journal of Preventive Medicine*, Volume 47 , Issue 1 , 73 - 76

³ Ayers, J. W., Althouse, B. M., Johnson, M. J., & Cohen, J. E. (2014). [Circaseptan \(weekly\) rhythms in smoking cessation considerations](#). *JAMA Internal Medicine*, 174, 146-148.

⁴ De Leon, E., Welding, K., Cha, S., Johnson, M.L., Cohen, J., Graham, A. (2017). [Weekly enrollment and usage patterns for the BecomeAnEX online smoking cessation intervention](#). *Journal for Internet Interventions*, Volume 9, 100-105

⁵ [DDG Research \(2017\). Monday Campaigns Online Panel](#)