

QuitBet study FAQs

Q: Why is HHRI doing this research?

A: Cigarette smoking is the leading cause of preventable death in the United States. Contingency management (paying people to stop smoking) are very effective at helping people stop smoking, but implementation of these in the real world is difficult. Concerns about such treatments include concerns about relapse once incentives are removed, how to fund incentives, and feasibility of implementing such a program which requires daily testing. QuitBet solves these problems by having players self-fund their incentives to play as many games as they need to stay abstinent. QuitBet is offered via an attractive and engaging platform where users can verify abstinence from their own homes via a portable CO monitor. The other exciting thing about QuitBet is it is designed to be fun for players. Quitting smoking is often something people have to do because of health problems. We hope QuitBet will motivate some people who smoke to make a change because it sounds like fun.

Q: What is the purpose of this study?

A: The purpose of this study is to test whether social gaming elements (a social feed moderated by a tobacco treatment specialist, access to other players' scores) will result in more players stopping smoking and engaging more with the QuitBet game. We are also interested in testing whether there is a market for QuitBet and how to commercialize it.

Q: Who is funding this study?

A: This study is funded by the National Institute of Health's National Institute on Drug Abuse (NIDA). It was funded through the Small Business Innovation Research program.

Q: How will outcomes be measured?

A: Participants in the study take daily CO tests through the QuitBet app during the game and a few times after the game is over. They complete 5 surveys over 6 months during the study administered via email or text.

Q: Is there a cost to participants to be in the study?

A: QuitBet tests a deposit contract, so participants must pay \$30 to play QuitBet. However, if they quit smoking, they are guaranteed to get their money back plus additional money from players who did not quit smoking. All players will receive a portable CO monitor (a \$68 value) and non-cash prizes for completing study surveys.

Q: What is the status of IRB approval?

A: This study has been reviewed and approved by the Advarra IRB.

Q: Where can I get more information about the study?

A: To play QuitBet, you can download the QuitBet app from the Apple or Google Play app store. You can also download the app from our website, <http://quit.bet> If you have specific questions, or can email us at quitbet@waybetter.com.