

Analytic Framework Description: Internet-based Interventions for Tobacco Use Cessation

The analytic framework depicts postulated causal pathways through which internet-based interventions motivate and support tobacco users in their efforts to quit. Internet-based tobacco cessation interventions provide information and advice to recruited tobacco users interested in quitting. An additional intervention or process is required to recruit tobacco users interested in quitting and direct them to the internet-based resource. Recruited tobacco users make use of the internet-based intervention components as additional motivation and advice on how to initiate and maintain a quit effort. Use of internet-based interventions would increase the number of tobacco users making a quit attempt, and reduce the number of tobacco users who experience a relapse to tobacco use. The combination of more quit attempts and fewer relapses would result in more recruited tobacco users successfully quitting. Tobacco users who quit would benefit from reductions in future tobacco-related morbidity and mortality and improved quality of life. Information and advice available through the internet-based interventions may improve the motivation and support provided to the recruited tobacco user by family members. One potential harm of employing internet-based interventions is the potential that recruited tobacco users end up using other web-based resources, many of which are not evidence-based. Key potential effect modifiers include differences in the internet content, such as interactive and tailored components, the use of additional interventions such as face-to-face or virtual counseling or cessation medications, and client demographic characteristics.