

# Tobacco Use: Mass Media—Cessation Contests

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## Task Force Finding

### Intervention Definition

Cessation contests are short-duration, community-wide events using mass media for the promotion, recruitment, and motivation of tobacco product users to commit to quit on a targeted cessation date or during a specified period. The Task Force evaluation included contests that offered additional incentives for participation and successful cessation, as well as targeted quit events conducted without additional incentives.

### Task Force Finding (May 2000)\*

The Task Force review identified only one qualifying study of cessation contests, an insufficient number of studies for assessing the effectiveness of the intervention. Most of the identified studies provided assessments of cessation rates in contest participants without a comparison population or group. The Task Force conclusion was based on (1) too few studies, and (2) insufficient comparison/control groups.

\*From the following publication:

Task Force on Community Preventive Services. Recommendations regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. *Am J Prev Med* 2001;20(2S):10-5.

### Publications

Hopkins DP, Briss PA, Ricard CJ. Reviews of evidence regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. *Am J Prev Med* 2001;20(2S):16–66.

Task Force on Community Preventive Services. Recommendations regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. *Am J Prev Med* 2001;20(2S):10–5.

Hopkins DP, Husten CG, Fielding JE. Evidence reviews and recommendations on interventions to reduce tobacco use and exposure to environmental tobacco smoke: a summary of selected guidelines. *Am J Prev Med* 2001;20(2S):67–87.

Task Force on Community Preventive Services. Tobacco. In: Zaza S, Briss PA, Harris KW, eds. *The Guide to Community Preventive Services: What Works to Promote Health?* Atlanta (GA): Oxford University Press;2005:3-79 (Out of Print).

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### Disclaimer

The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

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