

Financial incentives for successful smoking cessation: an implementation study to increase reach and adoption among companies and their employees with a low socioeconomic status

No registrations found.

Ethical review	Not applicable
Status	Recruiting
Health condition type	-
Study type	-

Summary

ID

NL-OMON22838

Source

Nationaal Trial Register

Brief title

CATCH-2

Health condition

smoking

Sponsors and support

Primary sponsor: ZonMw

Source(s) of monetary or material Support: ZonMw

Intervention

Outcome measures

Primary outcome

Increased reach, adoption, implementation and maintenance of the smoking cessation intervention within Dutch companies

Secondary outcome

Increased reach, adoption, implementation and maintenance of the smoking cessation intervention within Dutch employees

Study description

Background summary

Background

In a cluster randomized controlled trial (RCT) that we performed in 61 companies, we found that financial incentives for successful smoking cessation are highly effective in increasing smoking abstinence among employees who follow a smoking cessation group training. The results of our study are in line with international studies showing the potential of incentives to increase smoking cessation rates. Very promising is that our intervention was more effective among employees with a low income and education, which is a group with a high smoking rate that has shown to be difficult to reach with existing smoking cessation interventions. Because of its promising results and its potential to engage smokers with a lower socioeconomic status (SES), it is important to investigate how the smoking cessation group training programme combined with incentives can be diffused and implemented in companies throughout the Netherlands. However, previous research has shown that successful research trials do not automatically lead to implementation in the field. Although the trial was designed to closely resemble a real-world situation, the researchers actively recruited interested companies, which is a task that should be conveyed to other parties and information platforms to be sustainable. Because of the innovative nature of the intervention, it is possible that mostly companies open to new ideas were the first responders to the call for the recruitment of the trial. There is

need for an implementation strategy that could convince different types of companies to offer the smoking cessation programme with incentives. Furthermore, the incentives were paid for by the funder of the trial and more research is required on how companies could implement these incentives. Also, a practical guide should be developed for companies, including a step-by-step action plan on how to implement the smoking cessation intervention on the worksite and how to break through potential barriers. This would help companies with the organization of the programme. Finally, in the trial only a small group of employees within each company participated. It was not investigated how the majority of the employees who smoke could be reached and made enthusiastic to participate in the smoking cessation training programme, but this knowledge is crucial to maximize the reach and impact of the intervention, especially for lower SES employees.

Objective

This study aims to increase the dissemination and adoption of a successful smoking cessation intervention among Dutch companies by developing an implementation strategy which will be constructed and tested after (1) investigating how companies can be convinced to organize a smoking cessation group training programme with financial incentives for their employees, (2) assessing how tobacco smoking employees with a low SES can be stimulated to participate in the smoking cessation group training, (3) identifying which barriers at the employer and employee level could influence adoption of the programme and how these barriers can be overcome, (4) investigating how the implementation of the programme can be maintained.

Methods

We want to focus our efforts on companies with relatively many low SES employees. The proposed study will develop an implementation strategy at the company level and at the employee level to promote a workplace smoking cessation group training with incentives, and will evaluate the implementation process within the companies who will actually carry out the smoking cessation programme. The proposed implementation study will start with monitoring the effect of the currently used implementation strategies as a baseline measure. Employers and employees will be interviewed about which motivators and barriers influence their decision to organize or enroll in a smoking cessation programme. This information, together with the input from the consortium partners consisting of end users, health consultancy organizations, smoking cessation counsellors, health promotion platforms and communication specialists will be used to develop an

implementation strategy aimed at the employer and the employee, which will be tested, evaluated and adapted multiple times. We will develop the implementation strategy by applying Intervention Mapping, and we will use the RE-AIM Framework to form our implementation study and evaluate the reach, effectiveness, adoption, implementation, and maintenance of the intervention.

Study objective

This study aims to increase the implementation of smoking cessation group trainings with financial incentives among Dutch companies by developing an implementation strategy that will be tested, evaluated and adapted multiple times. We hypothesize that the implementation of the smoking cessation intervention will be more successful with the implementation strategy.

Study design

First twelve months: Monitoring of standard strategy (100 companies)

Month 1 – 6: Needs assessment

Month 7 – 8: Analysis and reporting of needs assessment

Month 9 – 12: Development of implementation strategy

Month 13 – 24: Testing of first implementation strategy (100 companies)

Month 25 – 27: Analysis of first effect- and process evaluation

Month 28 – 29: Adjusting implementation strategy

Month 30 – 41: Testing of adjusted implementation strategy (100 companies)

Month 42 – 44: Analysis of second effect- and process evaluation

Month 45 – 48: Reporting, dissemination and implementation

Intervention

An implementation strategy aimed at employers and at employees who smoke

Contacts

Public

Maastricht University
Floor Van den Brand

0433882318

Scientific

Maastricht University
Floor Van den Brand

Eligibility criteria

Inclusion criteria

not applicable

Exclusion criteria

not applicable

Study design

Design

Intervention model:	Other
Allocation:	Non controlled trial
Masking:	Open (masking not used)
Control:	N/A , unknown

Recruitment

NL	
Recruitment status:	Recruiting
Start date (anticipated):	01-12-2018
Enrollment:	300
Type:	Anticipated

IPD sharing statement

Plan to share IPD: Undecided

Ethics review

Not applicable
Application type:

Not applicable

Study registrations

Followed up by the following (possibly more current) registration

No registrations found.

Other (possibly less up-to-date) registrations in this register

No registrations found.

In other registers

Register	ID
NTR-new	NL8175
Other	ZonMw 531003019 : Grant number 531 003019

Study results