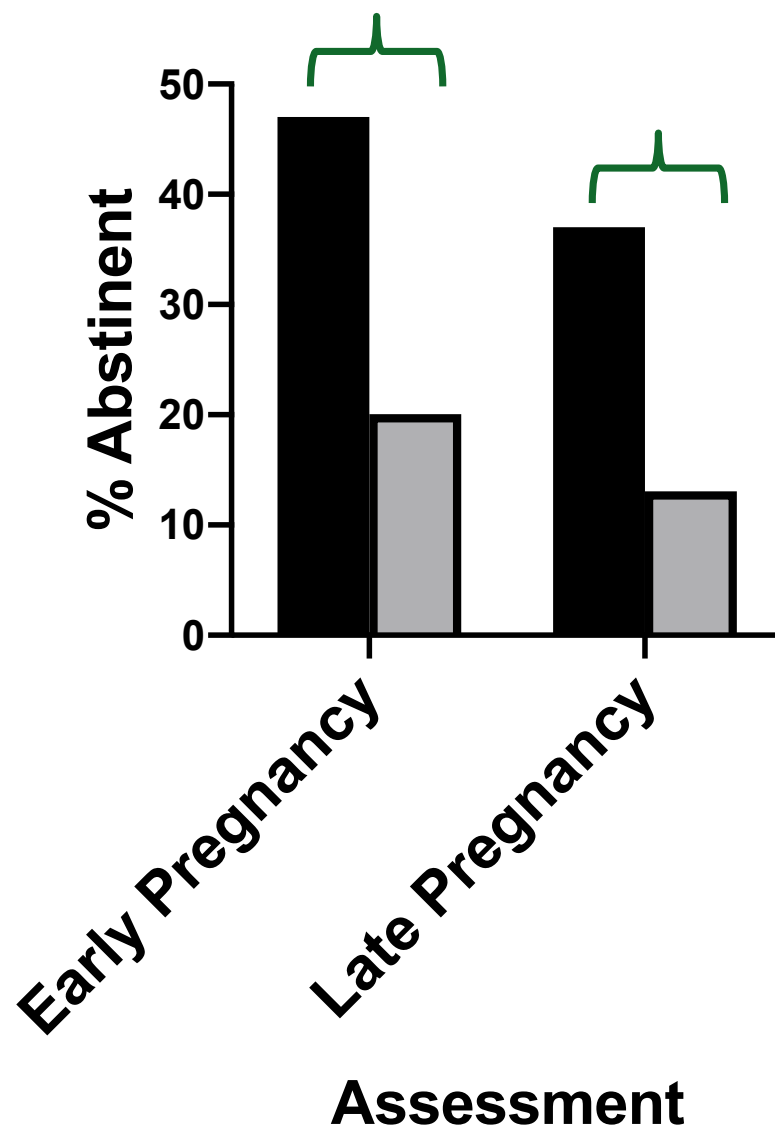


Point Prevalence Smoking Abstinence



■ Incentives
■ Best Practices

Quit rates at early pregnancy:

14/30 (46.7%) vs 6/30 (20%) =
2.3-fold difference

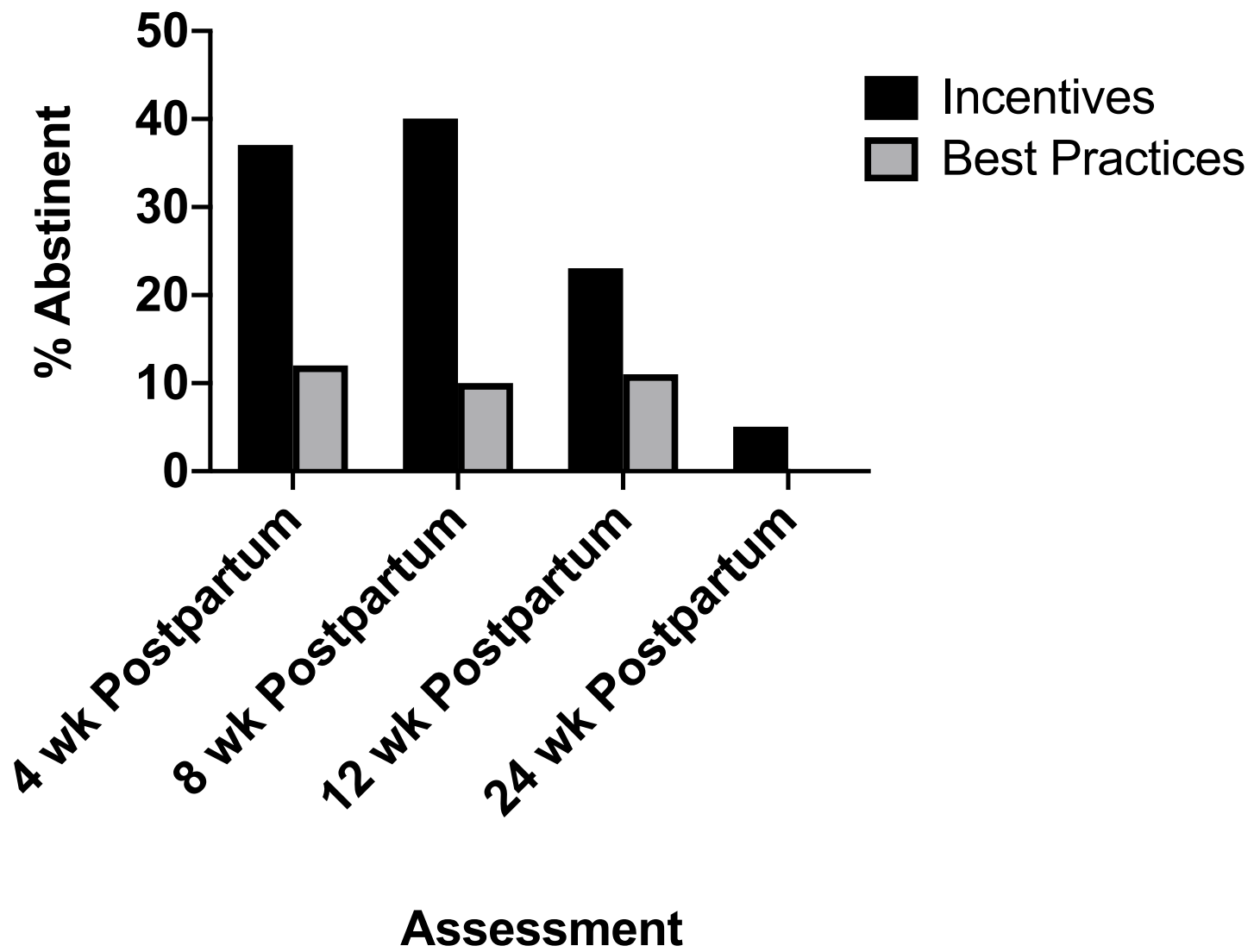
$X^2 = 4.80, p = 0.03$

Quit rates at late pregnancy:

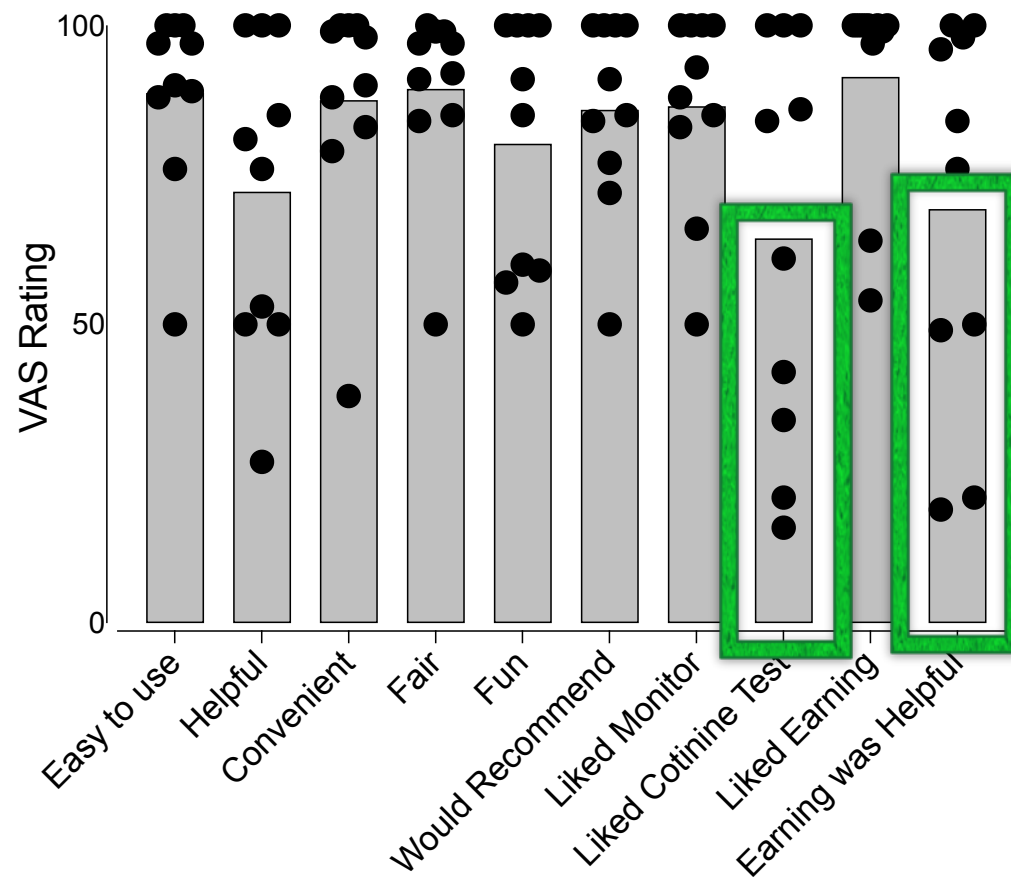
11/30 (36.7%) vs 4/30 (13.3%) =
2.8-fold difference

$X^2 = 4.37, p = 0.04$

Point Prevalence Smoking Abstinence



Treatment Acceptability



Treatment Acceptability

“The new smartphone testing makes this so **convenient** because as long as it’s in the testing time frame I can do it at my convenience instead of scheduling an appointment to do urine samples like it used to be. The **support and positive reinforcement** through not only the **debit card** but the **staff** has been wonderful. They have been super encouraging!” – 88040

“I feel like this whole study has helped me not only quit smoking, but become healthier which is the goal for any mom to be...I think the app through the smartphone is great because **smartphones are something we have on us most of the day**. We just record a video of ourselves completing the saliva test, upload it, then wait. It makes the process so much **easier**. I feel that I have benefited from this study the best I can with help from everyone involved and I **couldn’t be more thankful to have the opportunity to participate and better myself!**” – 88017

“Pros: The **compensation, easy testing, fast results, easy access to customer service, constant support and encouragement**. Cons: Payment process delay in surveys, using gift card requires paying for shipping so you don’t have your full compensation, managing the camera while doing the testing for saliva” – 88032