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***Smokers' perceptions of  
incentivised cessation  
programmes:  
Examining how  
payment thresholds  
change with income***

Rachel J Breen, Stuart G  
Ferguson, Matthew A Palmer

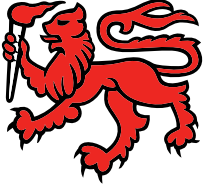
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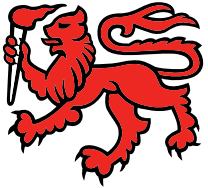
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# ***Declaration of Interests***

- SGF has consulted pharmaceutical companies on matters relating to cessation and harm minimisation. These organisations were not involved in the current study in any way.
- The other authors have nothing to disclose.
  
- Funding for this study was provide by Cancer Council Tasmania

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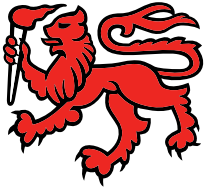


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# ***Financial incentive programmes***

- Method of motivating initiation and sustaining quit attempts by offering financial rewards
- Etter & Schmid (2016)
  - 6 sessions over 6 months
  - Incentive condition: Voucher for each session they are verified abstinent
  - Maximum amount: U.S. \$1,650

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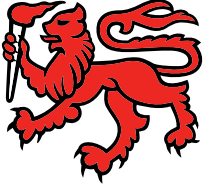


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  - 6 sessions over 6 months
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  - Maximum amount: U.S. \$1,650
- Notley et al. (2019):
  - Longest follow-up RR = 1.49 (95% CI 1.28 to 1.73)

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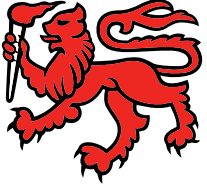


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# ***How much should we pay?***

- Policy/providers want to know how to best design programmes
- Breen et al. (2020): U.S. \$106 - ~\$4,000

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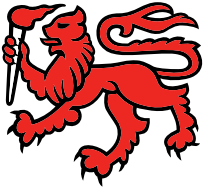


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# ***How much should we pay?***

- Amount seems to affect programme outcomes
  - Not observed in our review Breen et al. (2020)
  - Higher amount > smaller amount
- But this does not indicate which amount(s) should be provided

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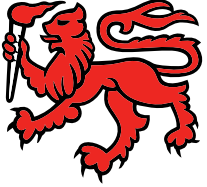


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# ***How much should we pay?***

- Amount seems to affect programme outcomes
  - Not observed in our review Breen et al. (2020)
  - Higher amount > smaller amount
- But this does not indicate which amount(s) should be provided
- Differences between income groups?
  - Economic theory: satisfaction (utility) of an additional money decreases as the base amount is higher

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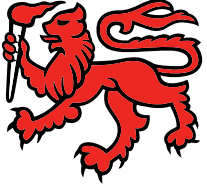
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# ***Objectives***

- Overall objective was to examine the relationship between incentive amounts and motivation
  - Role of incentives is in motivation
  - Optimising amounts may mean money can be used for other purposes

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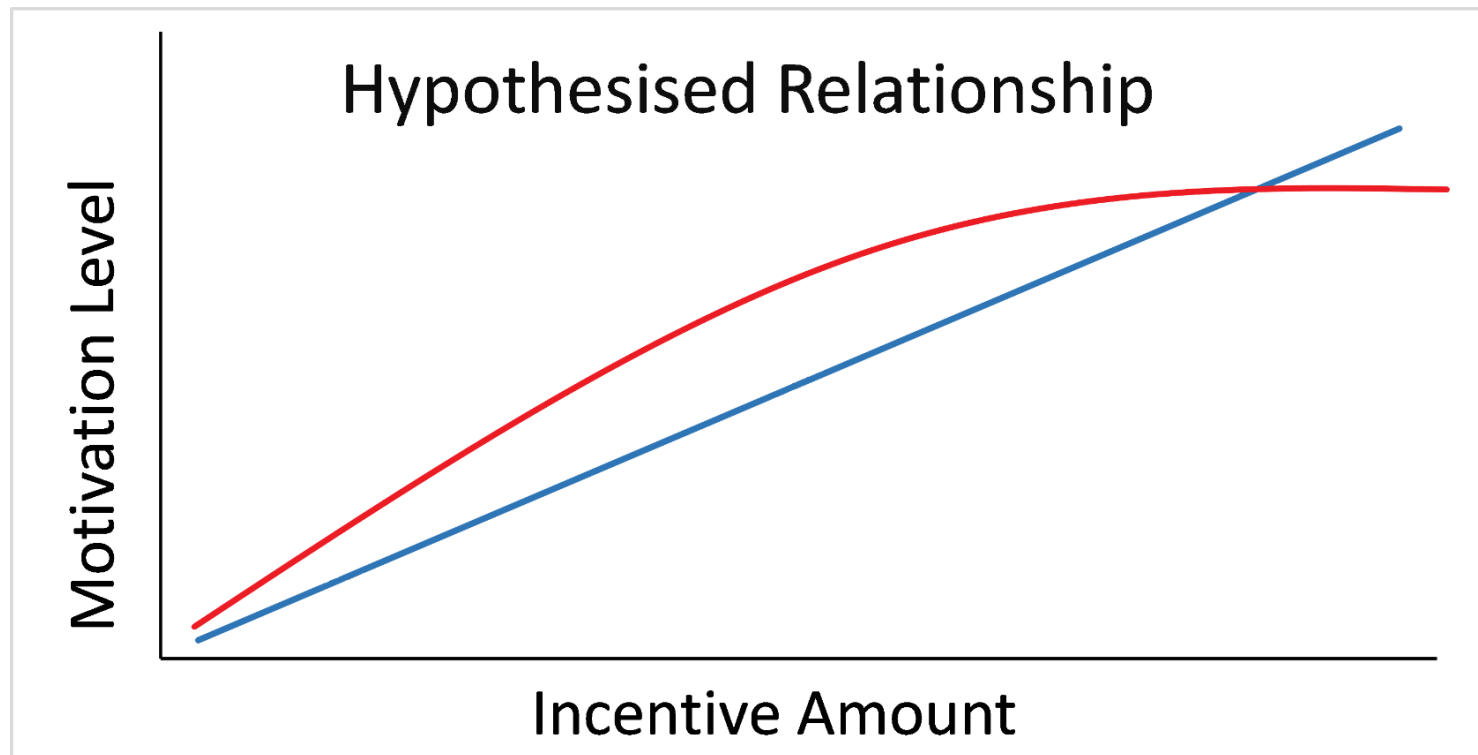
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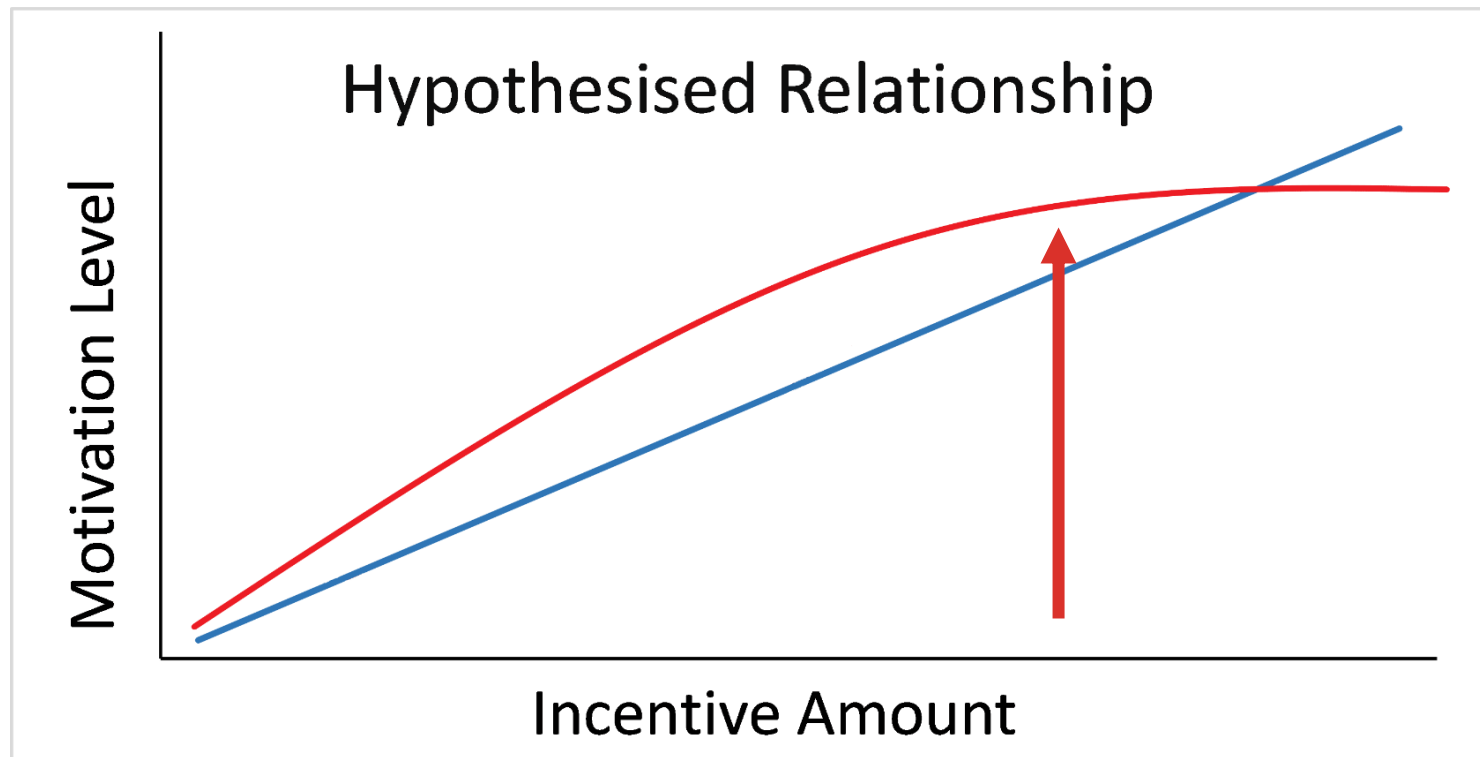
- Overall objective was to examine the relationship between incentive amounts and motivation
  - Role of incentives is in motivation
  - Optimising amounts may mean money can be used for other purposes
- Two questions:
  - Effect of income level
  - Search for optimal level of incentive

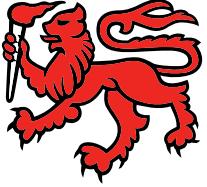
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# *Is there a point after which offering greater incentive amounts is of little benefit?*



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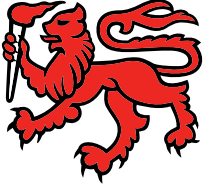
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# ***Methods***

Two studies:

- Study 1: N = 56
- Study 2: N = 147
  
- Random presentation of hypothetical 10-week programmes with various incentive amounts

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# ***Methods***

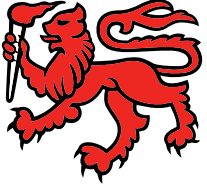
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Three outcome measures:

- Willingness to enrol
- Appeal of programmes
- Motivation to quit if enrolled

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# ***Data analysis***

- Growth models
- Inflection points

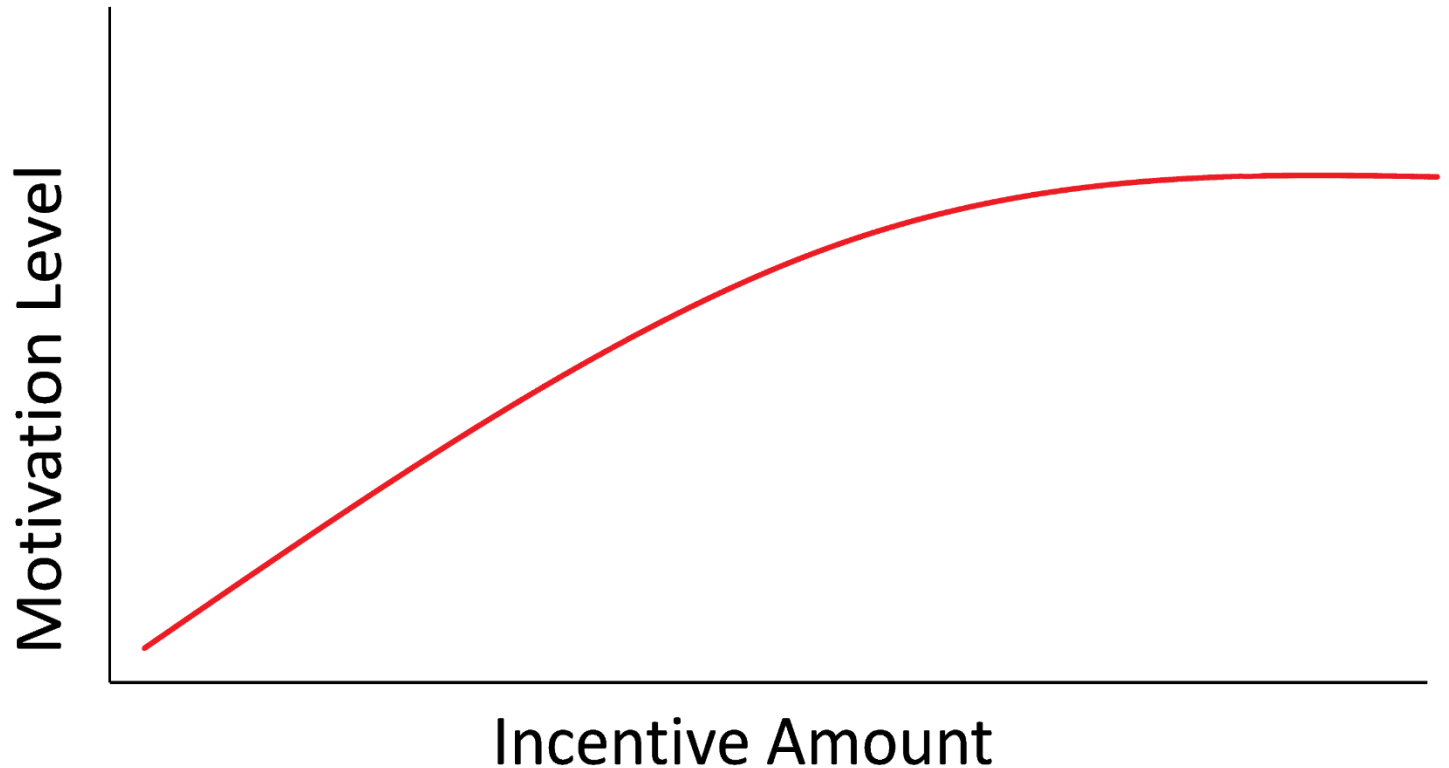
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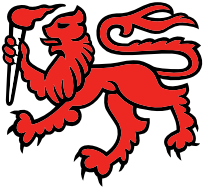
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# ***Data analysis***

- Growth models
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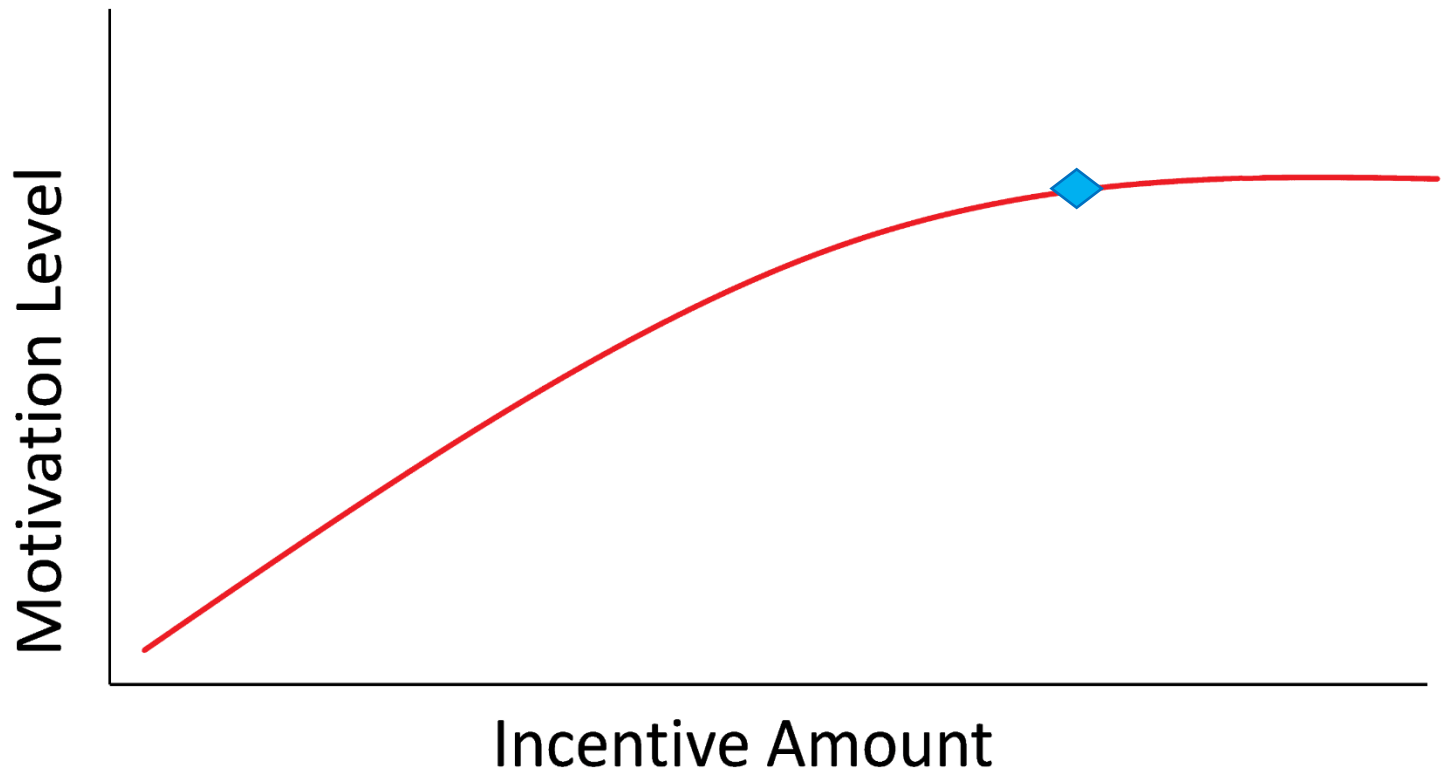
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# Data analysis

- Growth models
- Inflection points



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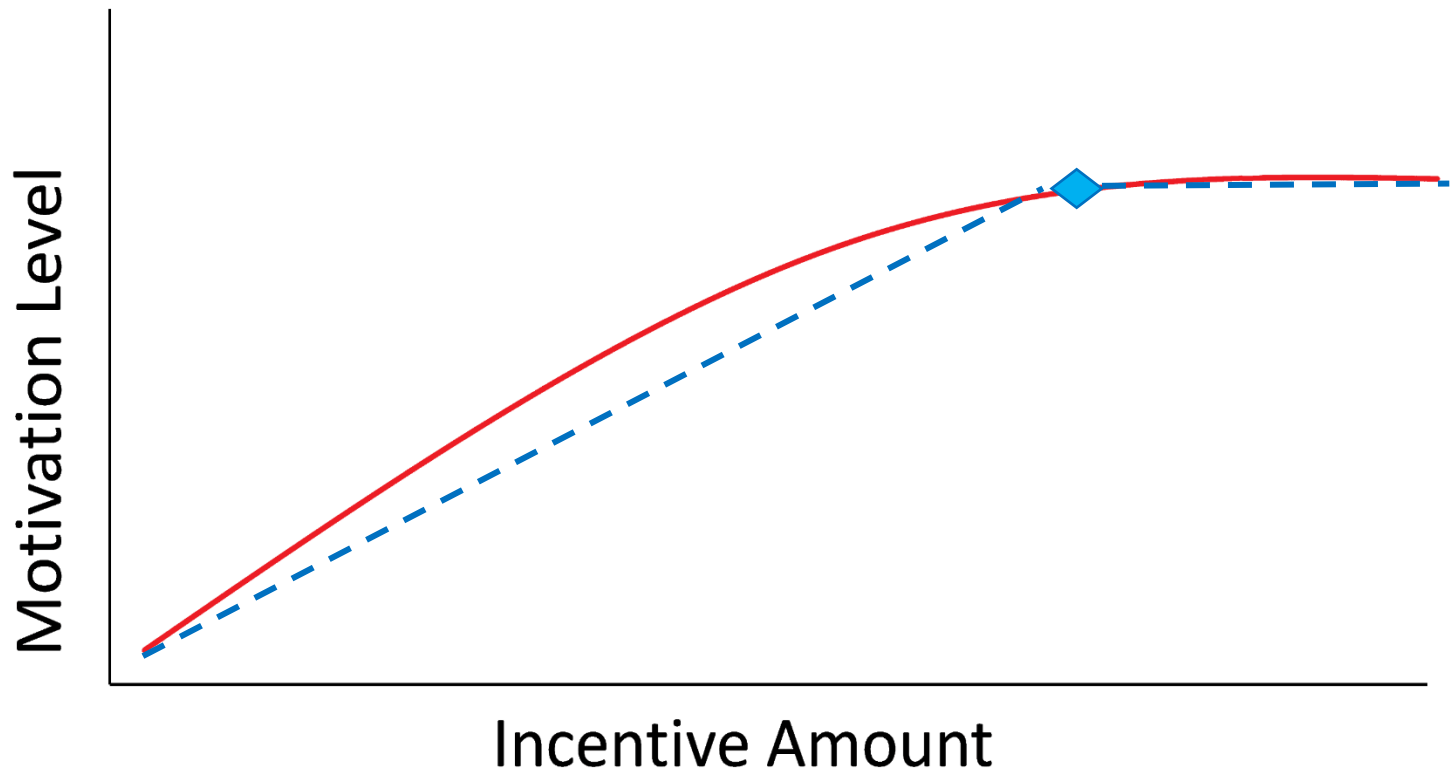




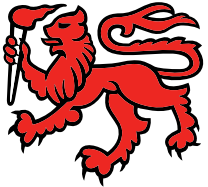
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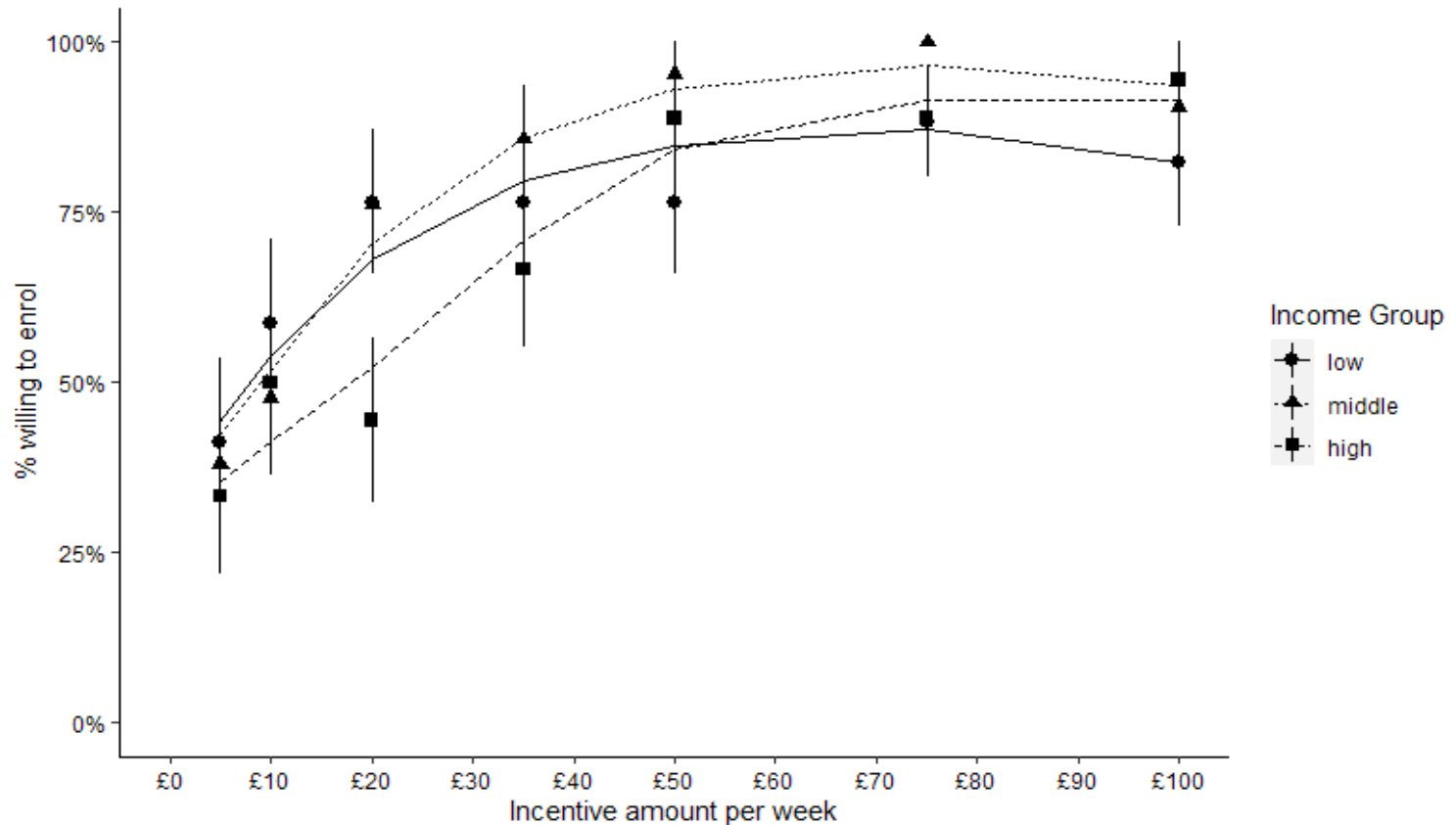


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# Study 1: No differences by income



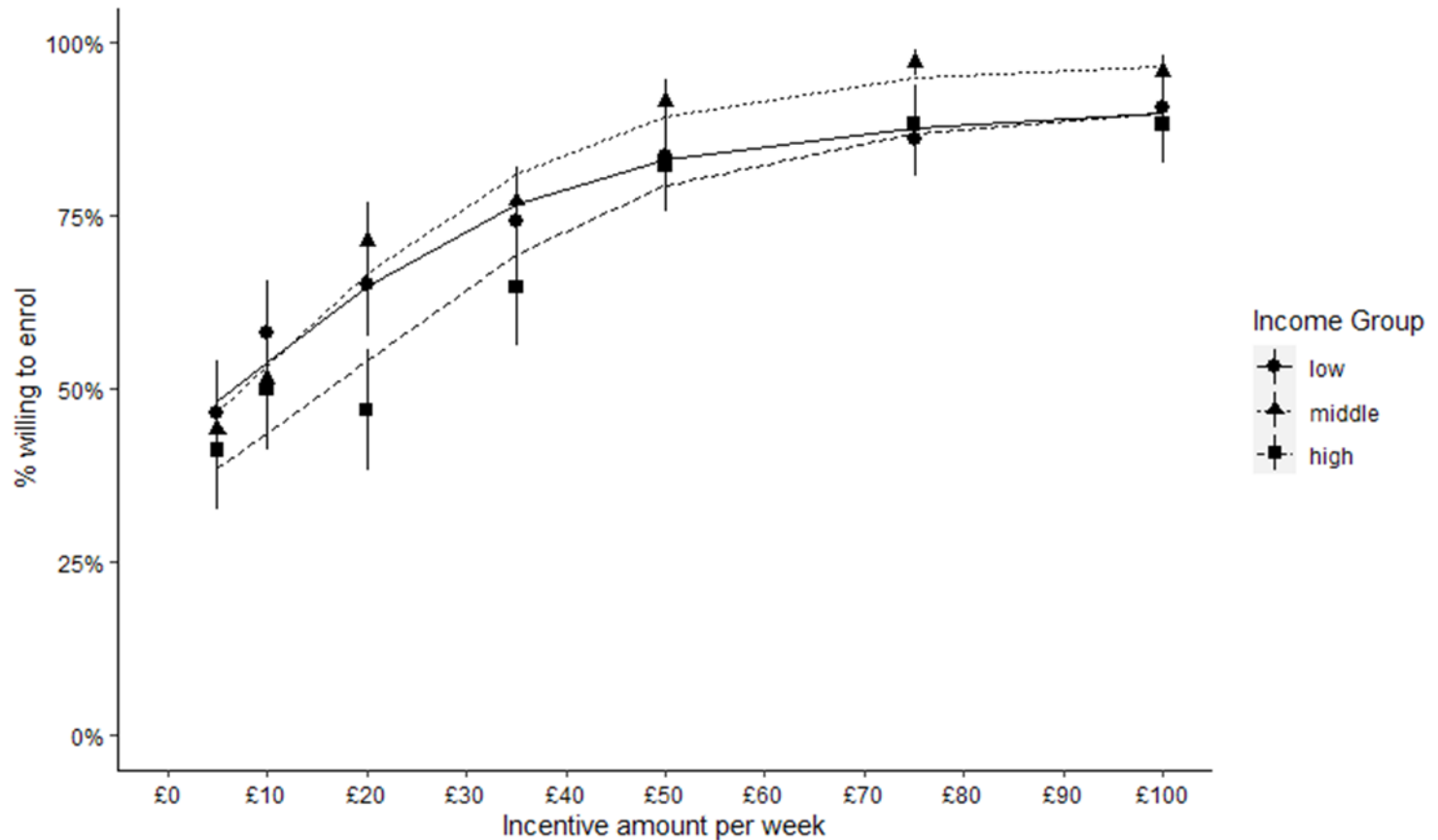
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N = 56; ; approx. equal  $n$  per income.



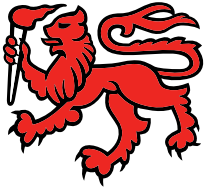
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# Study 2: No difference in willingness to enrol by income



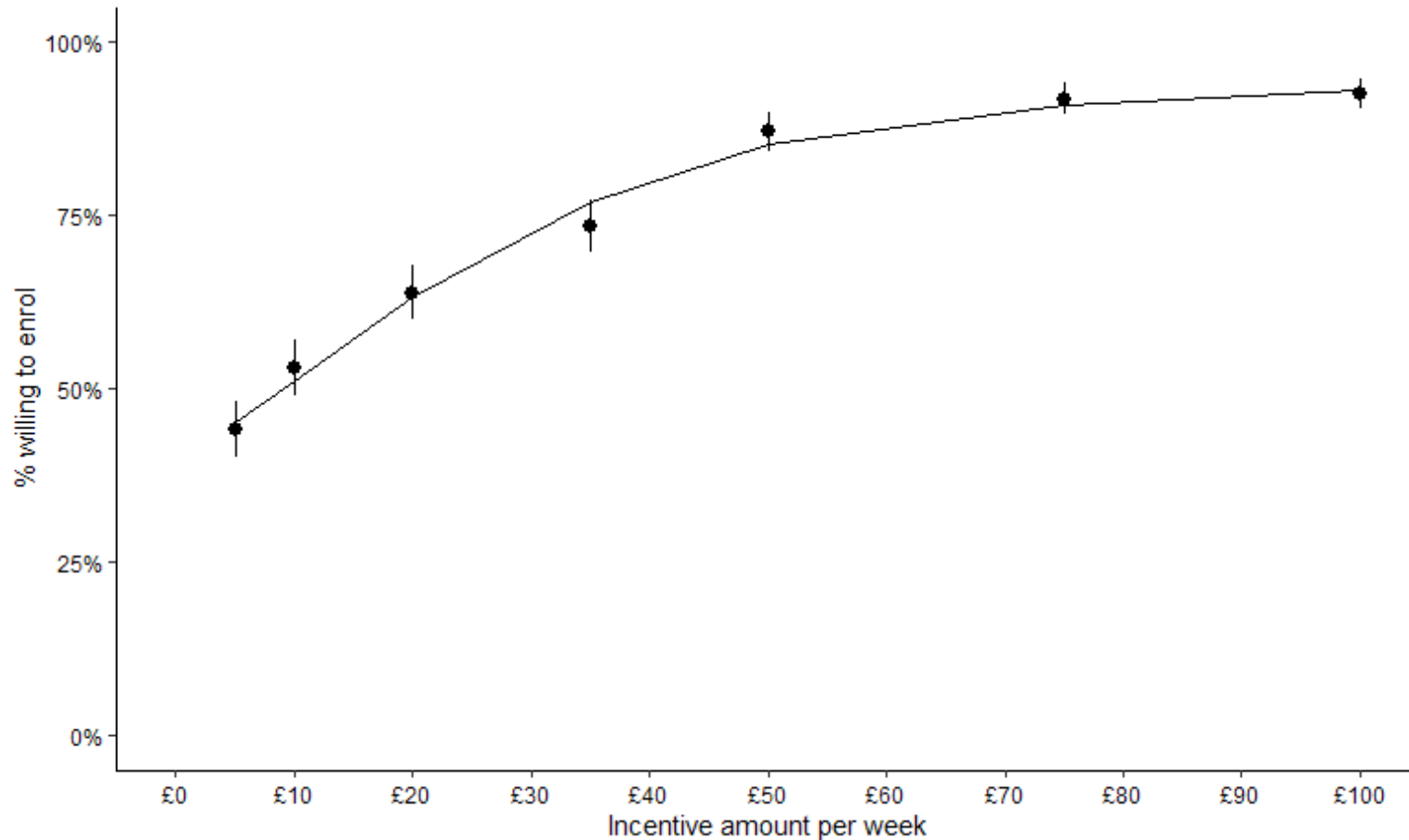
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N = 147; approx. equal  $n$  per income.



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# ***Study 2: Willingness to enrol increased with the amount, to a point***



N = 147; combined data for all income groups.

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Introduction

Method

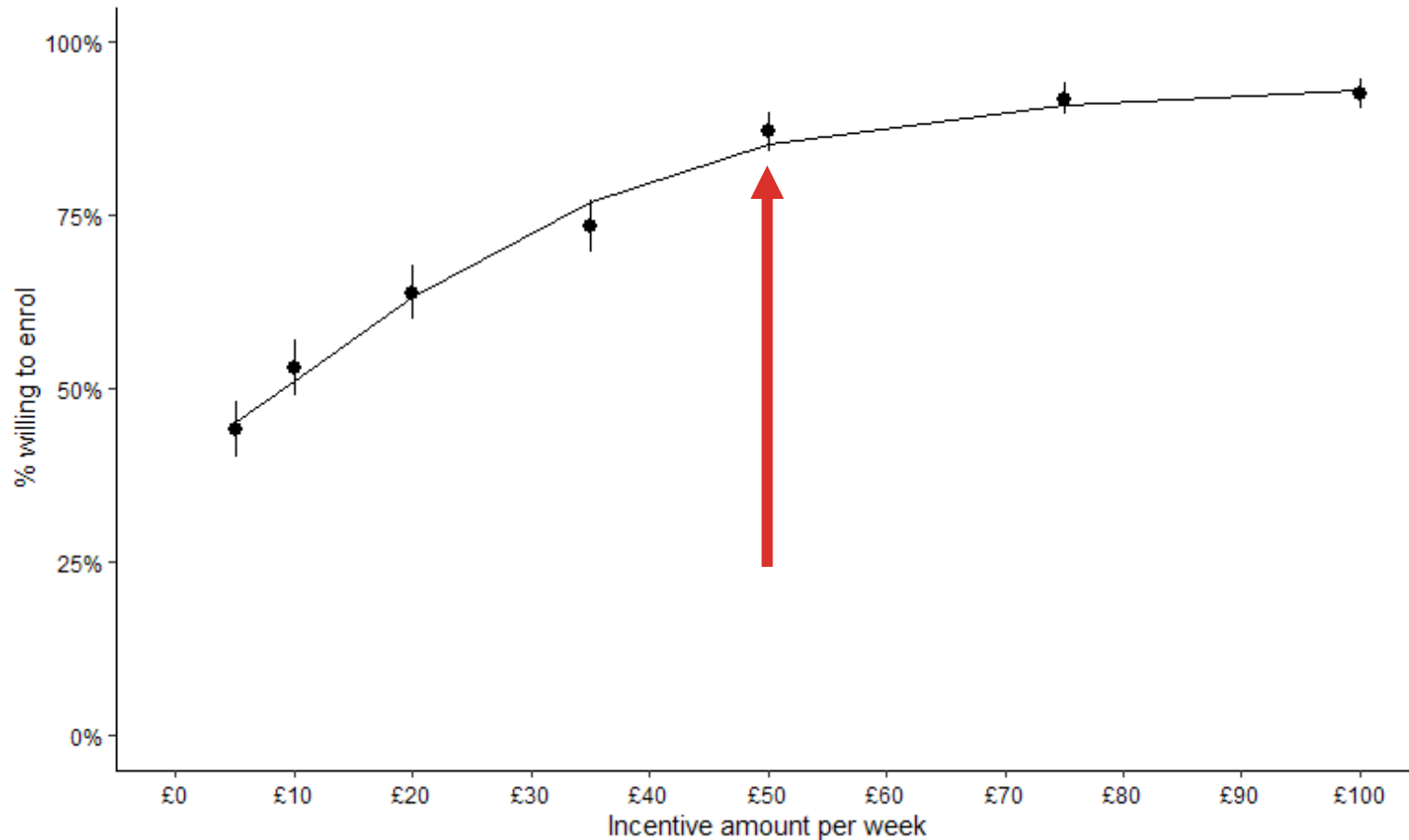
**Results**

Discussion



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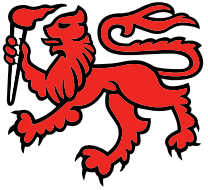
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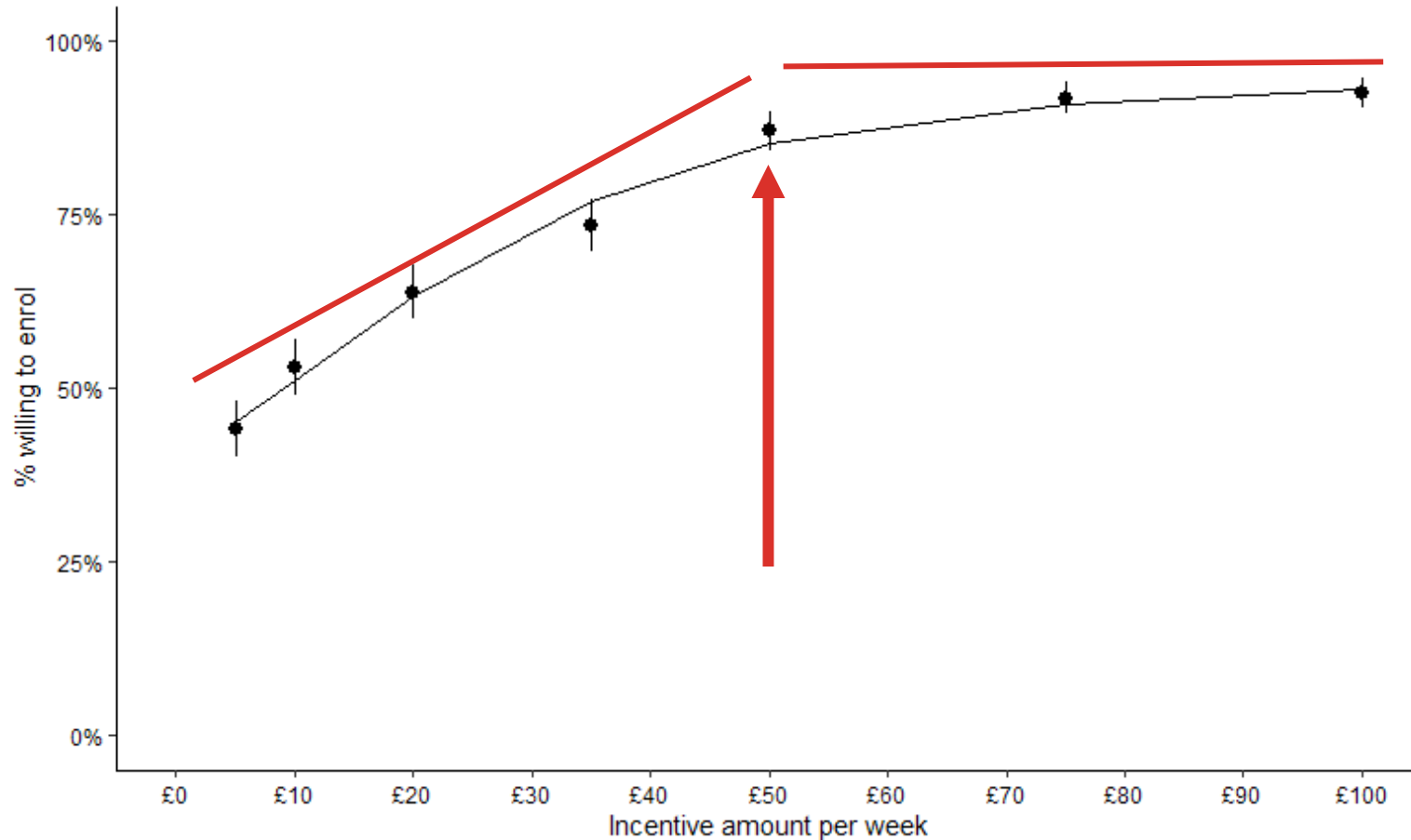
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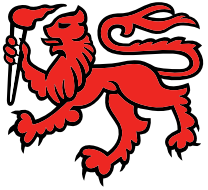
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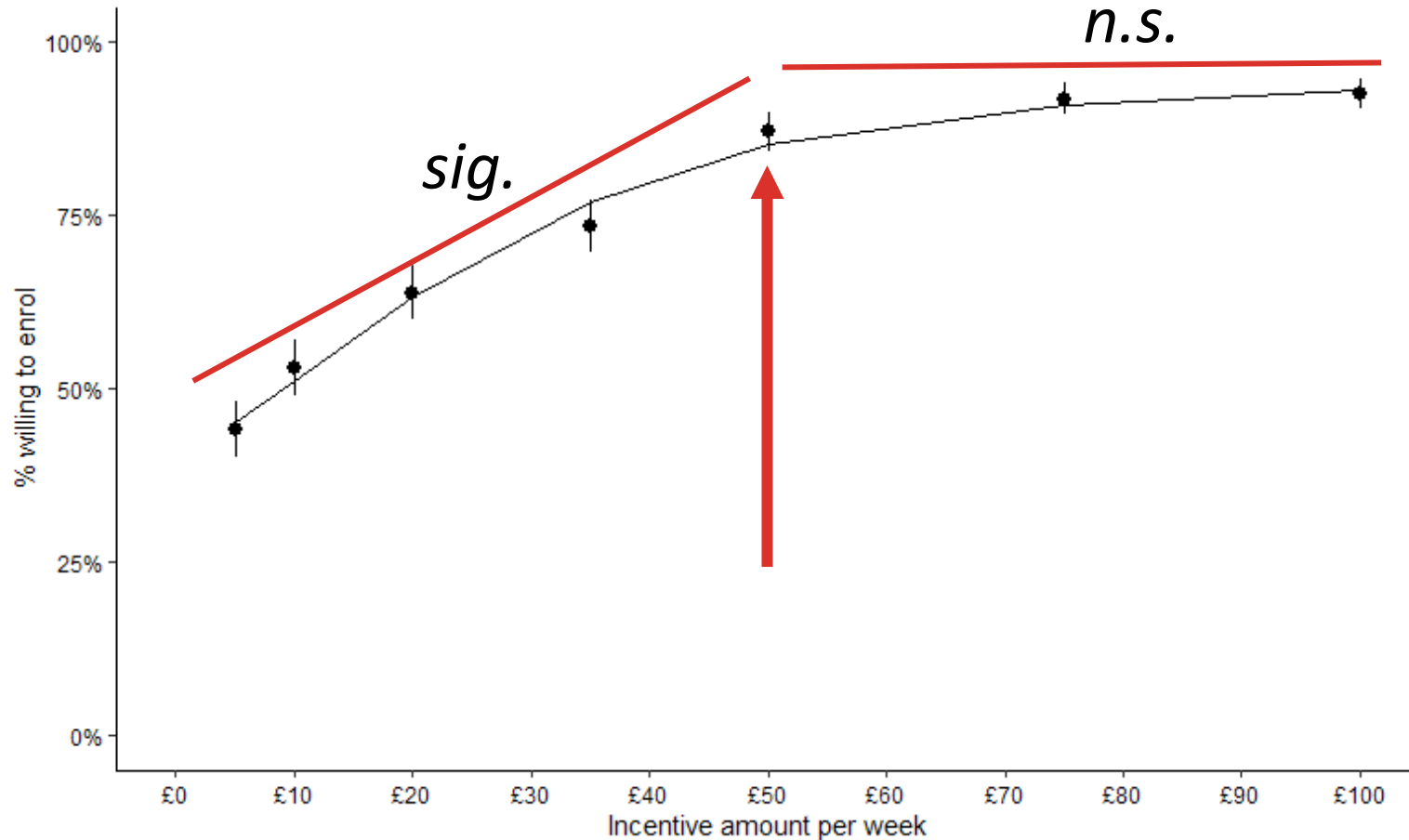
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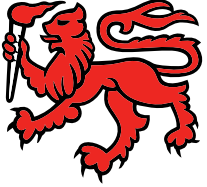
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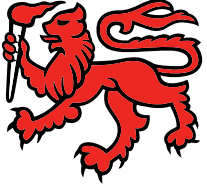
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## ***Summary of findings***

- Smoker's opinions of programmes were associated with incentive amount
- All income groups equally likely to enrol
  - Higher income earners rated appeal/motivation to quit lower
- Inflection point at  $\sim$ £50 per week

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# ***Higher amounts are beneficial, to a point***

- Adds to work suggesting benefits to using higher amount
- Curvilinear relationship - a point at which increasing the amount will not meaningfully benefit motivation or enrolments

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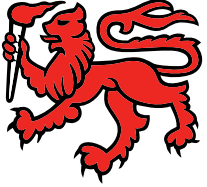


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# ***Amounts may be equally viable for all income group***

- Views of low-income smokers' = middle-income smokers'
- Use in higher-income groups still viable:
  - Equally likely to enrol
  - Ratings were still high
  - Shape of the outcome-amount relationships

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## ***Future directions***

- Hypothetical questions; confirmation is needed
- Consideration of other programme characteristics
- Larger and alternative samples

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# Thank you

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