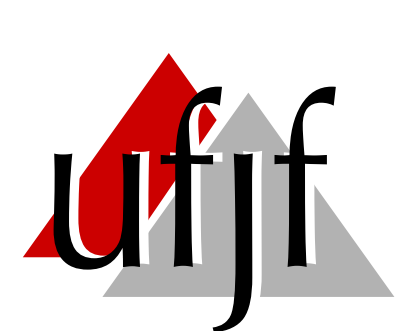


USERS CHARACTERISTICS OF THE WEB-BASED INTERVENTION FOR SMOKING CESSATION - LIVE WITHOUT TOBACCO



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Background

Tobacco use causes nearly six million deaths per year¹. Web-based interventions for smoking cessation are one of the complementary approaches to the standard tobacco treatment^{2,3}. Although there are some interventions available in Portuguese, information about its users appears to be unavailable⁴.

Objective

This study aimed to describe the profile of the users from the web-based intervention “Live without Tobacco”.

Methods

Intervention description

The intervention “Live without Tobacco” is fully automated and is divided into three stages: “Is it worth quitting?”; “Ready to stop”; and “Already stopped”.

Its main objective is to offer users a personalized quit plan at the end of their visit. After creating a quit plan, the user received follow-up through email messages.



Figure 1 - Screenshot of intervention main page on a desktop device.

Data Collection and Instruments

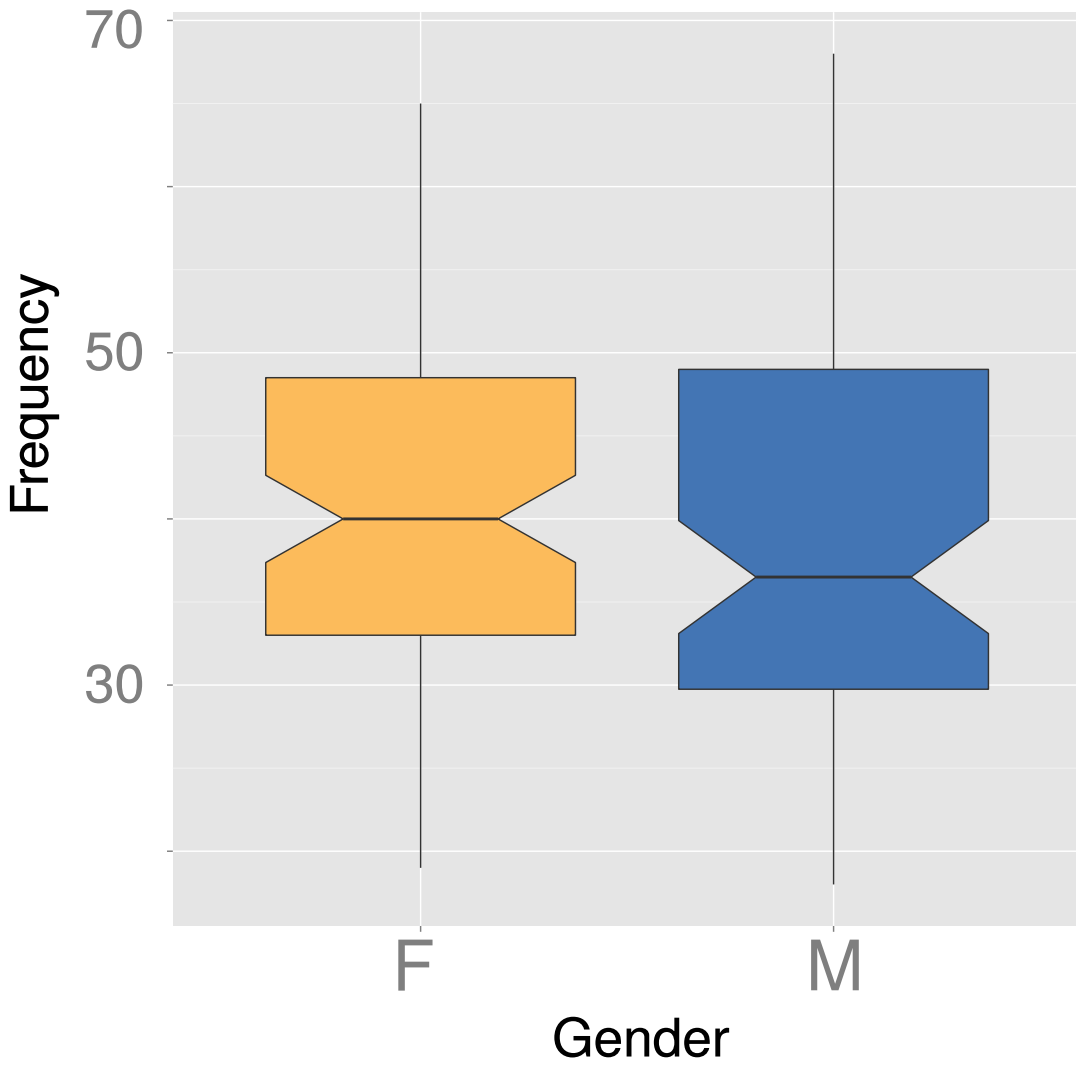
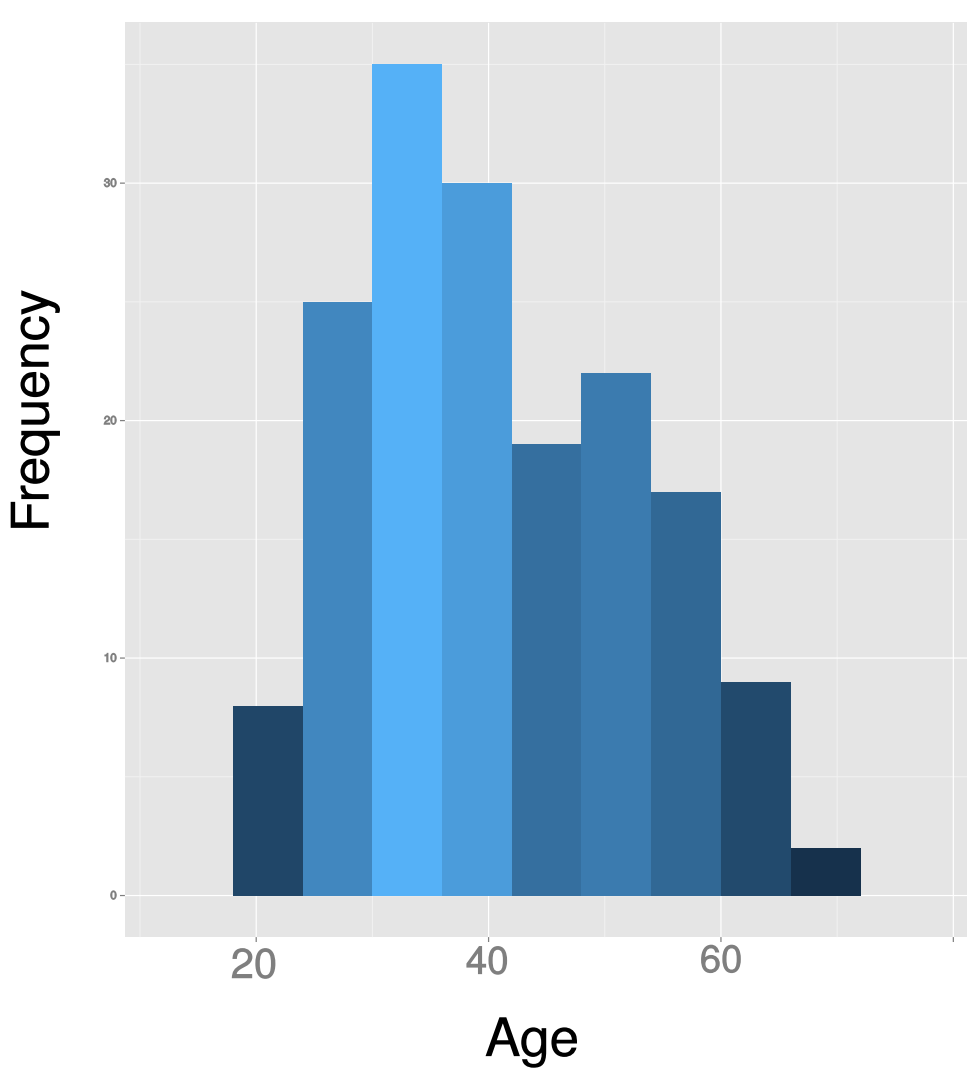
The data were collected between 05.28.2015 to 07.29.2015 via:

- 1) “Google Analytics” - the number of visits, the average visit time, and the average number of pages viewed by visit.
- 2) Registration form and access logs - sex, age, time of use, the number of page views and site usage.

Results

According to the data from “Google Analytics”, the intervention received 5.905 visits, the average visit time was 3.5 minutes and the number of pages accessed per visit was 3.83.

The users average age was 40.6 years. The sex distribution was very similar (51.5% of females).



Figures 2 and 3 - Histogram of age and boxplot of age by gender.

The system has 161 valid users by the end of this study. Of these, 88 (54.7%) set a date to stop smoking and 15 (9.3%) used the session "Already stopped" of the site.

The average visit time of the users in the system was 7.5 minutes. The average number of pages viewed was 13.62 per user. The median number of sessions was equal to 1.

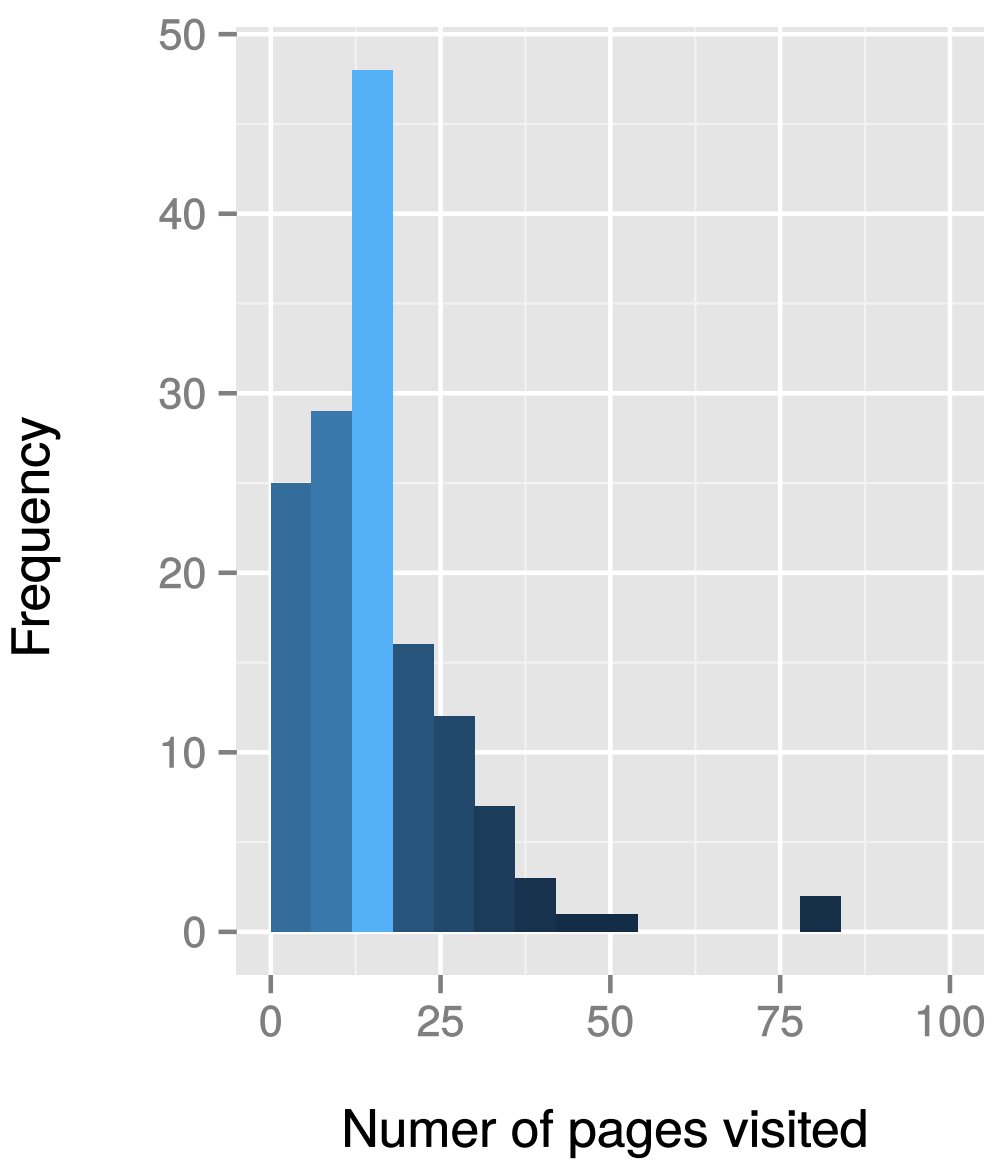


Figure 4 - Number of pages accessed by users.

Conclusion

The characteristics of "Live Without Tobacco" users are different from those seeking treatment in outpatient services in Brazil⁵. Therefore, it may be an important tool for health and education, and referral to the national services.

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