Smoke Free - Introduction

Smoke Free follows the UK's National Institute for Clinical Excellence (NICE) guidance, implements National Centre for Smoking Cessation and Training (NCSCT) best practices and has been found effective in two randomised control trials [1,2].

It is the most highly ranked stop smoking app available for iOS and Android, has been downloaded over 4.5 million times and has an average user rating of 4.7 out of 5, from over 185,000 ratings.

Automated self-help

The automated self-help features include progress indicators on things such as time smoke free, money saved and health improvements made, as well as 90 badges for reaching quit milestones. Users can keep track of their cravings: what triggered them and any notes associated with them, either for journaling purposes, or so they can use the graph to see cravings progression over time. Two other helpful features include a countdown timer that shows when users can afford to buy themselves treats they've specified with the money saved from not smoking, and the ability to add their main reason for quitting to the main screen of the app for motivational purposes

Digital stop smoking programme

Our digital stop smoking programme is delivered in two ways. The simplest is via daily 'missions', short stop smoking tasks designed to increase motivation and self-confidence in quitting, change identity to that of a non-smoker and reinforce the benefits of cessation. These have been found to double a user's chances of quitting compared to using the automated self-help features [1].

The second way we deliver our digital stop smoking programme is via our chatbot. This implements the NCSCT's Standard Treatment Programme, but checks-in twice a day for the first month and continues its programme for 100 days in total. The bot is also available for on-demand help wherever and whenever needed to motivate users, help them deal with cravings and withdrawal, give them tools to cope with difficult situations, assist in forming new habits, and perhaps most importantly, provide someone to be accountable to.

The chatbot has been found to double the chances of quitting compared to people who use the missions [2].

One-to-one support from stop smoking experts

Our NCSCT-certified advisors have decades of experience helping people quit. Advisors are available 20 hours a day at present, we will be moving to 24/7 coverage in August. This means that whenever users are struggling, whenever they want advice or support, or whenever they need a bit of a boost, our advisors will be on hand to help. We are very confident that our advisors will improve our quit success rates even further.

References

1. Crane D, Ubhi HK, Brown J and West R. Relative effectiveness of a full versus reduced version of the 'Smoke Free' mobile application for smoking cessation: an exploratory randomised controlled trial [version 2; peer review: 2 approved]. F1000Research 2019, 7:1524 https://f1000research.com/articles/7-1524
2. Perski, O., Crane, D., Beard, E., & Brown, J. (2019). Does the addition of a supportive chatbot promote user engagement with a smoking cessation app? An experimental study. DIGITAL HEALTH. https://doi.org/10.1177/2055207619880676