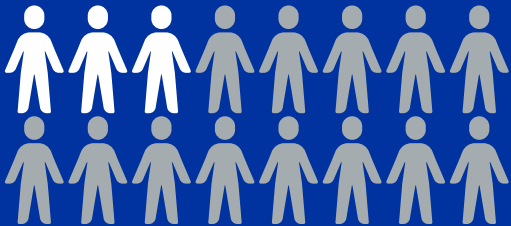




# NEW VISTA'S QUIT AND WIN TOBACCO FREE CONTEST

People living with mental illnesses (MI) are disproportionately affected by tobacco use and its related disease burden. The Incentive Theory (Bindra, 1974) purports that positive reinforcements can motivate behavior. Evidence supports using incentives for engaging in tobacco treatment among those with MI.

The purpose of UK's study was to examine the effectiveness of an incentive-based program for stopping smoking by conducting an evaluation of a Quit & Win Contest within a community-based mental health center. New Vista's Quit & Win Contest was held during the month of April 2022.



Of the 16 people who enrolled in the contest, 3 successfully stopped smoking. This represents a 19% success rate!



This study was conducted by researchers in the BH WELL program at the University of Kentucky College of Nursing, supported by a grant from the Kentucky Department for Public Health. For more information, please call: 859-323-6606 or email: [ctokol1@uky.edu](mailto:ctokol1@uky.edu)