



NORTHKEY'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. NorthKey's Quit & Win Contest was held during the month of April 2022.



**Of the 5 people who enrolled in the contest,
no one successfully stopped smoking.**

We did have the opportunity to talk to several potential participants during our time at NorthKey. The reasons they gave for not wanting to participate in the contest included:

- *Not interested in stopping (19)*
- *Timing- just released from incarceration (6)*
- *Wanted more time to think about it (5)*

These conversations were important and have the potential to move the people we spoke with from precontemplation to contemplation, the first step in changing a behavior.



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