May 20th, 12:30 PM

**Networks Fighting Nicotine: Will Visitors to a Tobacco Cessation Website Engage in an Online Support Community?**

Sarah L. Cutrona  
*University of Massachusetts Medical School*

*Et al.*

Let us know how access to this document benefits you.

Follow this and additional works at: [https://escholarship.umassmed.edu/cts_retreat](https://escholarship.umassmed.edu/cts_retreat)

Part of the Health Information Technology Commons, Social Media Commons, Substance Abuse and Addiction Commons, and the Translational Medical Research Commons


Creative Commons License

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License. This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in UMass Center for Clinical and Translational Science Research Retreat by an authorized administrator of eScholarship@UMMS. For more information, please contact Lisa.Palmer@umassmed.edu.
Networks fighting nicotine: Will visitors to a tobacco cessation website engage in an online support community?

Sarah L Cutrona
Rajani Sadasivam
Kathryn DeLaughter
Gregg H Gilbert
Midge N Ray
Thomas Houston, a, b
*For the National Dental PBRN Collaborative Group

a. UMass Medical School, Worcester, MA, US
b. VA eHealth QUERI and CHOIR, Bedford, MA, US
c. Department of Health Services Administration, School of Health Professions, University of Alabama at Birmingham, Birmingham, AL, US
d. Department of Clinical & Community Sciences, School of Dentistry, University of Alabama at Birmingham, Birmingham, AL, US

*The National Dental PBRN Collaborative Group Comprises practitioners, faculty and staff who contributed to this activity. A list of these persons is at http://nationaldentalpbrn.org/publication.php

Background: Online tobacco cessation social networks may influence effectiveness of Web-Assisted Tobacco Interventions (WATIs).

Purpose: To understand characteristics and quit rates of WATI participants navigating to BecomeAnEx.org, an online cessation network.

Methods: We recruited 759 smokers to a WATI (decide2quit.org), through in-person primary care and dental office referrals and Google ads. We used online surveys to gather data on sociodemographics, tobacco use, and readiness to quit. Smokers were able to navigate online from the WATI to an online social network supporting cessation (BecomeAnEx.org). We identified visitors to and registrants with BecomeAnEx.org, examining associations between BecomeAnEx.org use and sociodemographic characteristics, patterns of WATI use and likelihood of tobacco cessation.

Results: One-quarter (26.0%) of WATI users visited BecomeAnEx.org; 7.5% registered. BecomeAnEx.org visitors were more likely than nonvisitors to be female (73.0% vs. 62.6% p<0.01) and more likely to have visited a smoking cessation website before (43.9% vs 17.4%, p<.01). Registrants were more likely to engage in other WATI tools including e-mails to trained tobacco specialists (68.4% vs 28.8). No significant association was found between BecomeAnEx.org use (visiting or registration) and tobacco cessation.

Conclusions: BecomeAnEx.org navigation from our WATI was limited, attracting those already inclined toward online cessation tools. Future studies must explore whether online cessation social networks may have additional benefits if designed to attract larger audiences.