
Randomized Controlled Trial of a Text-Based Smokeless Tobacco Cessation Intervention for Rural and Medically Underserved Communities

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Why We Did This Study

Chewing tobacco and dip are more common in rural areas and communities with limited healthcare access. People in these areas have fewer options for help quitting. Researchers wanted to test whether a program delivered entirely by text message could help people quit smokeless tobacco. The program, called #EnufSnuff.TXT, gradually reduced how often a person used tobacco before the quit date.

Who Participated in This Study?

US participants were recruited through Facebook and Instagram ads in states with high smokeless tobacco use. Nearly all were male (99%) and most were White (97%). They were split into two groups of about 266 each.

What Were the Results?

At 3 months, more people in the #EnufSnuff.TXT group had quit compared to the Enough Snuff group (29% vs. 19%). By 6 months, quit rates were similar in both groups (23% vs. 21%) — the gap between the groups had closed. Among those who did not

quit, those in the #EnufSnuff.TXT group cut back their use more at 3 months. Both groups showed meaningful quit rates at 6 months.

What Do These Results Mean?

A text-based quit program that uses reduction to help people quit can help people in rural and underserved areas quit smokeless tobacco, especially in the short term. Both programs worked at similar rates by 6 months, suggesting even a simple text-based approach can be effective. Future studies should focus on helping people stay quit past 3 months. Supporting those with depression — who were less likely to quit — is also a key next step. Text tools offer a way to reach people with limited access to care.
