



Tobacco Cessation Tools for Patients

An Overview of 10 Smoking Cessation Mobile Applications

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Purpose:

Pharmacists are often involved in tobacco cessation services, assisting patients who struggle with tobacco use. Overtime, the number of available tobacco cessation products and services that are accessible to patients have increased. Pharmacists are often called upon to assist patients in understanding their options and helping manage their tobacco cessation journey. This resource is intended to provide pharmacists with an overview of ten of the available mobile-based applications for smoking cessation, which received the highest content scores [in a leading peer-reviewed journal in 2022](#). The document reviews the cost, features, evidence, resources, and utility of these products. The list is not intended to be exhaustive or inclusive of all available smoking cessation applications and readers are encouraged to reference the full publication for more details¹. This document is not intended to either recommend or endorse any of the referenced products.

For similar resources, please visit the [ASHP Community Pharmacy Practice Resource Center](#).

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For questions regarding this document, please contact sections@ashp.org

¹ Seo S, Cho S, Yoon W, Lee C. Classification of Smoking Cessation Apps: Quality Review and Content Analysis. *JMIR Mhealth Uhealth*. 2022;10(2):e17268. URL: <https://mhealth.jmir.org/2022/2/e17268>. DOI: 10.2196/17268

	Smoke Free Baby	My QuitBuddy	Quit Genius	Stay Quit Coach 2.0
Cost	Free (with ads); Pro version available	Free	Through insurer or employer, base cost is \$4 per month	Free
Functionality	Asks if you have smoked in your first log in of the day; visual presentation of smoke free days and social support features (a loved one's voice memo)	Useful tip given to user when app is opened during the first 30 days; user can nominate danger times so the app can get in touch and keep you on track; user sets a series of scheduled alerts	A cognitive behavioral therapy (CBT) journey that delivers bitesize audio sessions and interactive exercises to help members learn new techniques to deal with craving triggers.	Stay Quit Coach 2.0 helps users identify their personal reasons for quitting, set goals, and track their progress over time.
Developer	23 LTD	Australian National Preventive Health Agency	Industry	VA National Center for PTSD
Evidence	Based on multiple behavior change frameworks: The Behavior Change Wheel, Multiphase Optimization Strategy, and guidance from the Medical Research Council in the UK	Small, underpowered trial showed increase in motivation with the app; a clinically significant but not statistically significant doubling in self-reported quit rate was observed	The world's most effective tobacco cessation program for employers; 52% quit rates; biochemically verified in the largest randomized controlled trial ever undertaken for a digital tobacco cessation program	Access science-based information about successfully quitting smoking: https://pubmed.ncbi.nlm.nih.gov/30874289/
Customizability	Complete 5 modules at a self-set pace; there is a concise minimal version and a full interactive version	Designed to deliver you support in a way best suited to you, for you to get quit and stay quit; Distract Me: when craving, My QuitBuddy helps with a range of distractions; Remind Me: a personalized slideshow reminds you to stay focused on your goal; 'Quit Now,' prepare to 'Quit Later' or 'Continue quitting'	Usable for tobacco, alcohol, and opioids; tools to help members track their personal triggers, cigarettes smoked, dollars saved, and health progress	Set goals for cutting back or quitting tobacco; log use of multiple tobacco products in real-time; track progress over time; develop personalized coping plans to manage urges; work with a breathing tool to manage stress; learn strategies for managing lapses
Privacy/Security	---	---	---	Any data created by the user of this app are only as secure as the phone/device itself.

Integration	Comprehensive approach: the app features 5 distinct core modules that address positive identity change (Identity), consequences of smoking and benefits of quitting (Health Information), sources of support (Face-to-Face Support), stress management techniques (Stress Management), and behavioral techniques for smoking cessation (Behavioral Substitution)	Can call the quit line directly from the app; can share progress with a customized image for social media	Access to qualified Quit Coaches to help every step of the way, guiding members on their recovery journey; access to gums and patches to assist in cravings as they come; connected devices to monitor carbon monoxide levels and help members track progress	Stay Quit Coach 2.0 helps users identify their personal reasons for quitting, set goals, and track progress over time; Stay Quit Coach 2.0 is designed to be used while working with a clinical provider. It may be helpful as a self-help tool but does not replace clinical care.
Usability	One study wanted larger font size, a more varied color palette, and highlighting useful intervention components. But like the relevant content, ability to document progress (video diaries), receive professional advice (videos from smoking cessation advisors)	Live tile: set it permanently in your phone's dashboard to count every day, hour, and minute of your progress; dashboard: visualize the health benefits of each day you stay smoke free	Google rating 3.9/5; already recognized as the #1 digital clinic for substance addictions, Quit Genius grew revenue by 10x in 2021 and now partners with more than 100 employers and health plans, covering 2.5 million lives	Claims easy to use
Support provided	Participants logged in an average of 2.9 times and engaged with the app intervention for an average of 4.5 days, both indicators of low participant engagement. Participants who received the full Health Information module engaged with SmokeFreeBaby for significantly longer, and participants who interacted with both the full Face-to-Face Support module and the full Behavioral Substitution module exhibited a longer duration of engagement relative to other modules combination.	You can nominate friends/family you can call in tough times; community: read helpful messages from other people who are quitting and leave your own note for others to read	Coaches, medications, CO2 device to monitor abstinence	Access resources for getting support

	Quit Right	QuitNow!	Beat Smoking
Cost	Free to download	Free to download; Pro option available for \$3.49 per month	\$2.99 to download; offers in-app purchases
Functionality	Medical symptoms test reminder, Fagerstrom test, available in Chinese and English	Community chat option; uses the STAR method; available in 20 languages	Provides percentages for nicotine addiction, when last nicotine attack was, and how long until urges will go away; has a tracker for cigarettes not smoked, life gained, money saved, and time without smoking; provides a timeframe and percentage for health outcomes
Developer	Stop Smoking Strategies, LLC	Fewlaps SL	Can Kiranli
Evidence	Uses a modification of the medical symptom check list and nicotine withdrawal symptom rating and the Fagerstrom test. The app itself has not been tested in any clinical trials.	Promotes the STAR method to quit smoking. The app itself has not been tested in any clinical trials.	The app itself has not been tested in any clinical trials.
Customizability	Users complete various questions/tests that will create a custom plan	Allows user to select their quit date and calculates cigarettes avoided, money saved, and time the user saved by quitting smoking	Allows users to pick their quit date and provides reasons for quitting; if users are not ready to quit, they can select a quit date and a goal number of cigarettes to decrease; when users get the urge to smoke they can notify the app, which will provide activities for users to do and urges users to avoid tobacco
Privacy/Security	Privacy practices not detailed/available. No account creation is necessary; simply download the app.	Collects contact information, identifiers, diagnostics, user content, and usage data; account creation optional	Developers did not provide details. No account creation is necessary.
Integration	Will send notifications/reminders to user's phone	Will send notifications/reminders to user's phone	No option for push notifications or reminders for user's phone
Usability	Users can track their days without smoking, cigarettes avoided, money saved, and can enter personal notes through their journey	Users can track their days without smoking, cigarettes avoided, money saved, and can enter personal notes through their journey; users can earn achievements	Friendly and easy user interface; can track days without smoking, cigarettes avoided, money saved, and can enter personal notes through their journey
Support provided	Education section that reviews medications, behavioral changes, nutrition, exercise, and spirituality; FAQ section, myths vs facts, and benefits/motivations for quitting; provides links to various society/association resources and toll free quit line numbers	Links to books on Amazon that promote smoking cessation; provides a "chatbot" that can answer questions	Provides alternative activities to smoking; in-app relaxation and meditation resource; does not provide links, resources, or educational materials

	QuitSTART	Alex AI	Quit Smoking
Cost	Free	Basic version = free Premium = \$60/year or \$11/mo.	Free
Functionality	Progress tracker, ability to earn badges for being smoke-free, distractions from cravings, journal feature to log progress, tips, challenges, insights, and “quit kit”	Smoke-free tracker, health insights, customized quit plan, money saved while smoke-free; Premium only: tools to form good habits, deep dives into various smoking-related topics	Progress tracker, craving relief tips, information about how to stop smoking and the benefits of being smoke-free
Developer	ICF International	Alex Therapeutics	Tobacco Control Office, Dept. of Health
Evidence	Data provided by National Cancer Institute and Food and Drug Administration	Subject to safety and efficacy review from FDA; studies available	No clear evidence
Customizability	Able to customize content based on factors such as identified triggers, patient’s motivation to quit, when the patient usually smokes, and how the patient plans to reward themselves for staying smoke free	Uses AI to customize quit plan to each patient	Is not customizable
Privacy/Security	Usage data, identifiers, and user content may be collected but is not linked to user identity	App may collect health and fitness data, contact info, usage data and location	Usage data, identifiers, and user content may be collected but is not linked to user identity
Integration	Does not integrate with other resources	Includes cognitive behavioral therapy techniques in the app. Does not integrate with outside resources.	Does not integrate with other resources
Usability	Intuitive app with a well-defined home screen and “quit kit”	Simple app with only three different screens; easy to use	App is intuitive with several various categories along the bottom of the screen
Support provided	Provides links to other Smokefree resources	None	None