We have now completed participant recruitment in 17 Stop Smoking Service areas [Camden, Oxfordshire, Eastern and Coastal Kent, Medway, Lincolnshire, Essex, Cornwall, Derby, Brent, Plymouth, Swindon, Durham and Darlington, Hampshire, Portsmouth, Staffordshire, Barnsley, Buckinghamshire]. Of the 94,520 smokers that were invited from the 17 Stop Smoking Service areas, 42,460 smokers were randomised and took part in the study. Our target for the number of participants in the trial has remained 45,800 smokers. Recruitment is ongoing in Coventry. We will complete recruitment of participants by the end of November 2013.

**Aim of Start2quit:**

Start2quit is a randomised control trial which aims to increase uptake of NHS Smoking Cessation Services using personal targeted risk information and taste-
The 6-month follow up interviews were completed in Medway, Eastern and Coastal Kent, Lincolnshire, Essex, Cornwall, Derby and Brent by September 2013. Of the 1350 interviews due to be conducted, 1027 people were contacted. 97 participants chose to complete the postal questionnaires rather than telephone interview and 88 participants chose to answer the basic outcome questions. The telephone interview follow up phase is ongoing for Plymouth, Swindon, Durham, and Hampshire. Attendance data at the Stop Smoking Services has been collected in Camden, Oxfordshire, Eastern and Coastal Kent, Medway, Lincolnshire, Essex, Derby, Cornwall, and Plymouth. Attendance data is in the process of being collected in Brent and Swindon.

Flow diagram of the 6-month follow up interview procedure (For 7 SSS completed as of September 2013)

6-month follow up interviews  
\( n = 1350 \)

Total contacted  
\( n = 1027 \) (76.1%)

Tel interviews  
\( n = 842 \) (62.4%)

Postal Questionnaires  
\( n = 97 \) (7.2%)

Basic Outcome Questions  
\( n = 88 \) (6.5%)

Thanks!
The Start2quit research team would like to thank the NHS Stop Smoking Services, GP practices and PCRN in Camden, Oxfordshire, Kent, Medway, Mid Essex, Lincolnshire, Cornwall, Derby, Brent, Plymouth, Swindon, Durham, Buckinghamshire, Barnsley, Hampshire, Portsmouth, Staffordshire and Coventry for their participation in and continued support for the Start2quit project.

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