

## CVS Experiment On How To Get People To Stop Smoking Has Fascinating Results



Although the smoking rate among U.S. adults has been on the [decline](#) in recent years, tobacco is still the [biggest public health threat](#) in the country, contributing to [tens of thousands of preventable deaths](#) and racking up [billions in health care expenditures](#) each year. So researchers are still trying to figure out what could convince the [estimated 40 million smokers](#) in the U.S. to kick the habit for good. Is there a more creative way to tackle the problem?

That was the subject of an [innovative study](#) that tracked a group of CVS employees who were recruited to participate in an incentive-based cessation program. According to the researchers, who [published their results](#) in the *New England Journal of Medicine* this week, offering smokers varying financial rewards and penalties in exchange for cutting out cigarettes worked better than they expected...

article: <http://thinkprogress.org/health/2015/05/14/3658925/smoking-quit-experiment-incentive/>

**Smoking Bites so Students at Berkeley City College Fight Back**

Berkeley City College Students Fight Back

<http://www.smokingbites.org>

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