

# Team Commitment Contracts for Smoking Cessation

## A Randomized Controlled Trial in Thailand

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### Appendix A

#### Assumptions for analysis of cost per marginal quitter of smoking cessation interventions

Intervention #	Cost per recipient in Thailand			Effectiveness				
	Cost (Int\$)	Notes/sources	Scenario	Quits in control, n/total (%)	Quits in intervention, n/total (%)	Effect size (95% CI)	Notes/sources	
1	Team commitment (actual)	71	Includes cash incentives (team bonus, matching contributions, forfeited deposits); personnel (field coordinator, cessation counselors, deposit collectors); medical supplies (NicCheck® strips, test tubes, pipettes, containers); and other (transport, text messages, office supplies).	Thailand	13/69 (18.8)	58/131 (44.3)	0.254 (0.127, 0.381)	Urine test–confirmed 7-day abstinence at 6 months; unadjusted effect clustered by team
2	Team commitment (feasible)	50	Same as above, except: pay deposit collectors piece rate, hire field coordinator full-time for 2 months instead of 3, buy test strips locally	Thailand	13/69 (18.8)	58/131 (44.3)	0.254 (0.127, 0.381)	Urine test–confirmed 7-day abstinence at 6 months; unadjusted effect clustered by team
3	Basic commitment contract	218	Backed out from reported cost per quitter and point prevalence of abstinence <sup>1</sup>	Philippines	55/616 (8.9)	Account. users: 29/83 (34.9)	0.312 (0.00036, 0.623)	Urine test–confirmed point prevalence at 12 months; effect size is treatment-on-the-treated effect, as reported <sup>1,2</sup>
4	Nicotine gum	365	12-week course of Nicomild, a low-cost provider of nicotine gum in Thailand; unit price of \$1.50 (45 THB) per nine-piece pack, as reported on Nicomild website <sup>3</sup>	Thailand	2/21 (9.5)	10/20 (50.0)	0.373 (0.184, 0.563)	CO-confirmed point prevalence at 24 weeks <sup>4</sup>
				Multinational meta-analysis	37/436 (8.5)	101/454 (22.2)	0.142 (0.067, 0.217)	Point prevalence for nicotine gum at >6 months, seven studies <sup>5</sup> SEs clustered by study
5	Varenicline	835	12-week course of	Thailand,	63/165	42/168	0.130	CO-confirmed continuous

varenicline, marketed in Thailand as Champix; unit price of \$2 (60 THB) per day, as reported by the Clear Skies smoking cessation clinic located in the study area	China, Singapore	(38.2)	(25.0)	(0.034, 0.227)	abstinence at 24 weeks <sup>6</sup> ; no studies have been conducted solely in Thailand
	Multinational meta-analysis	331/275 4 (12.0)	954/3412 (28.0)	0.166 (0.123, 0.209)	Continuous abstinence at >24 weeks, 14 studies <sup>7</sup> ; SEs clustered by study; point prevalences not available

*Note:* Cost per marginal quitter refers to additional quitting in the intervention group compared to the control group. Costs are adjusted for the purchasing-power-parity exchange rate of 17.09 THB to 1 Int\$ in 2010, based on data from the World Bank. Effect sizes are reported as average marginal effects from logistic regressions, except as noted for Intervention 3.

INT\$, international \$; THB, Thai Baht

## References for Appendix A

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