



IS ALLEN CARR'S "EASYWAY TO STOP SMOKING" SUPERIOR TO QUIT.IE? PRELIMINARY RESULTS FROM A RANDOMISED CONTROLLED TRIAL

Sheila Keogan, Shasha Li, Luke Clancy

TOBACCOFREE RESEARCH INSTITUTE IRELAND (TFRI)

BACKGROUND

Allen Carr's "Easyway to Stop Smoking" method has become increasingly popular since 1985. There are claims that it has "cured at least 10 million smokers". Its scientific basis is still unclear in terms of cessation interventions. Despite its widespread popularity and use, there has been no RCT to substantiate the efficacy claims for the AC Easyway method.

DESIGN/ METHODS

300 participants were recruited through public advertisement. Potential subjects were screened by TFRI to determine eligibility for inclusion in the study. Those who met the criteria were randomised to either the Allen Carr programme or Quit.ie services.

The Allen Carr treatment was delivered by Allen Carr's Easyway Ireland. The Quit.ie service was delivered by the HSE as per the clients' requirements. Participants were followed up at 1, 3, 6 and 12 months post attending Allen Carr or setting a quit date with Quit.ie. Quit status was verified by breath CO. Quit rates were reported on an intention-to-treat basis.

RESULTS:

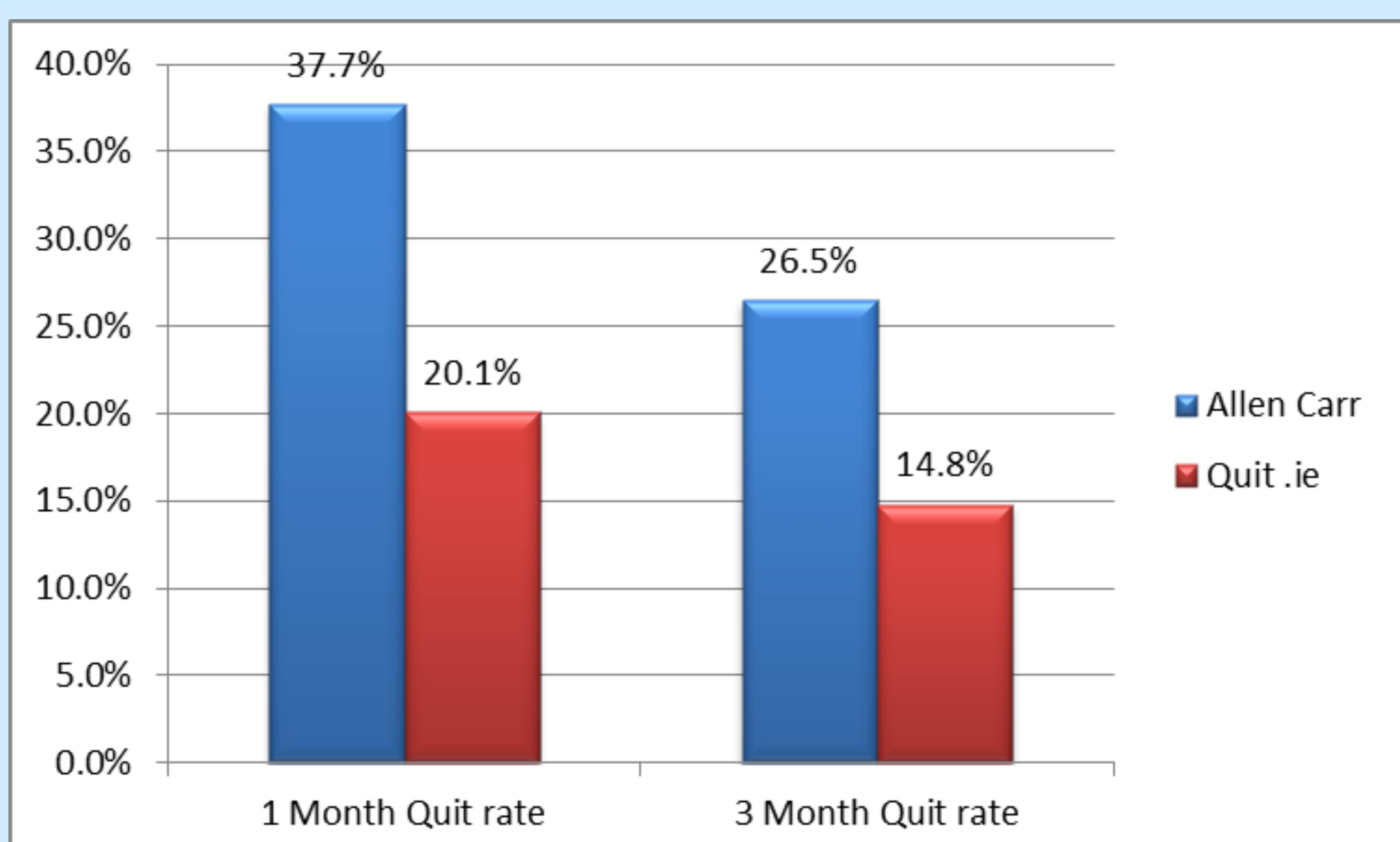
Of the 300 enrolled 151 participants were randomised to Allen Carr and 149 to the Quit.ie service. Randomization was matched in each group according to age, gender and SE Class.

Table 1: Showing gender split in each arm of the study

	Quit.ie	Allen Carr	All
Male	81 (54.4%)	84 (55.6%)	165 (55.0%)
Female	68 (45.6%)	67 (44.4%)	135 (45.0%)

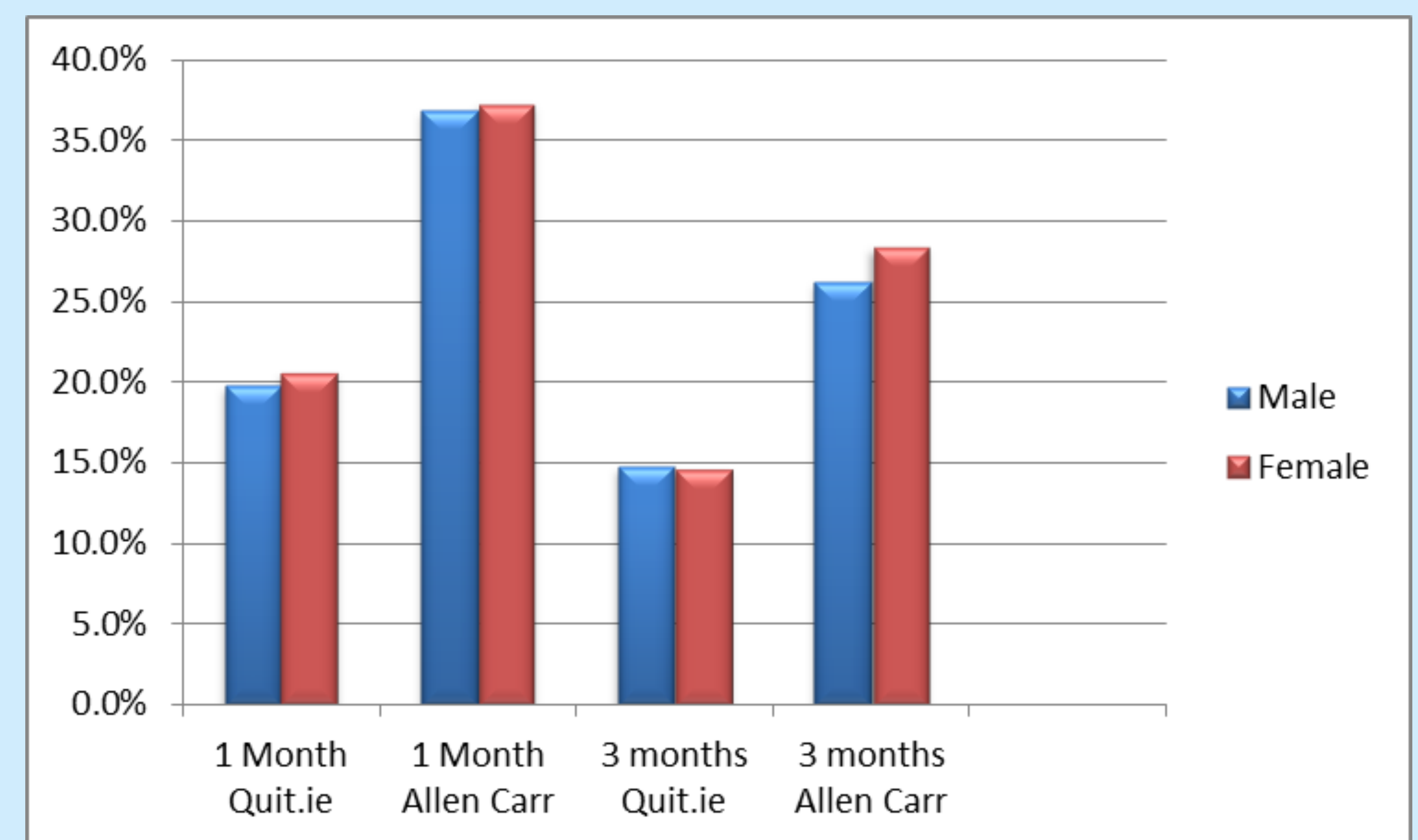
Quit rates were significantly higher in the Allen Carr limb both at 1 and 3 months. ** $p < .001$ The quit rates are point prevalence rather than continuous abstinence.

Figure 1: Overview of quit rates at 1 and 3 months



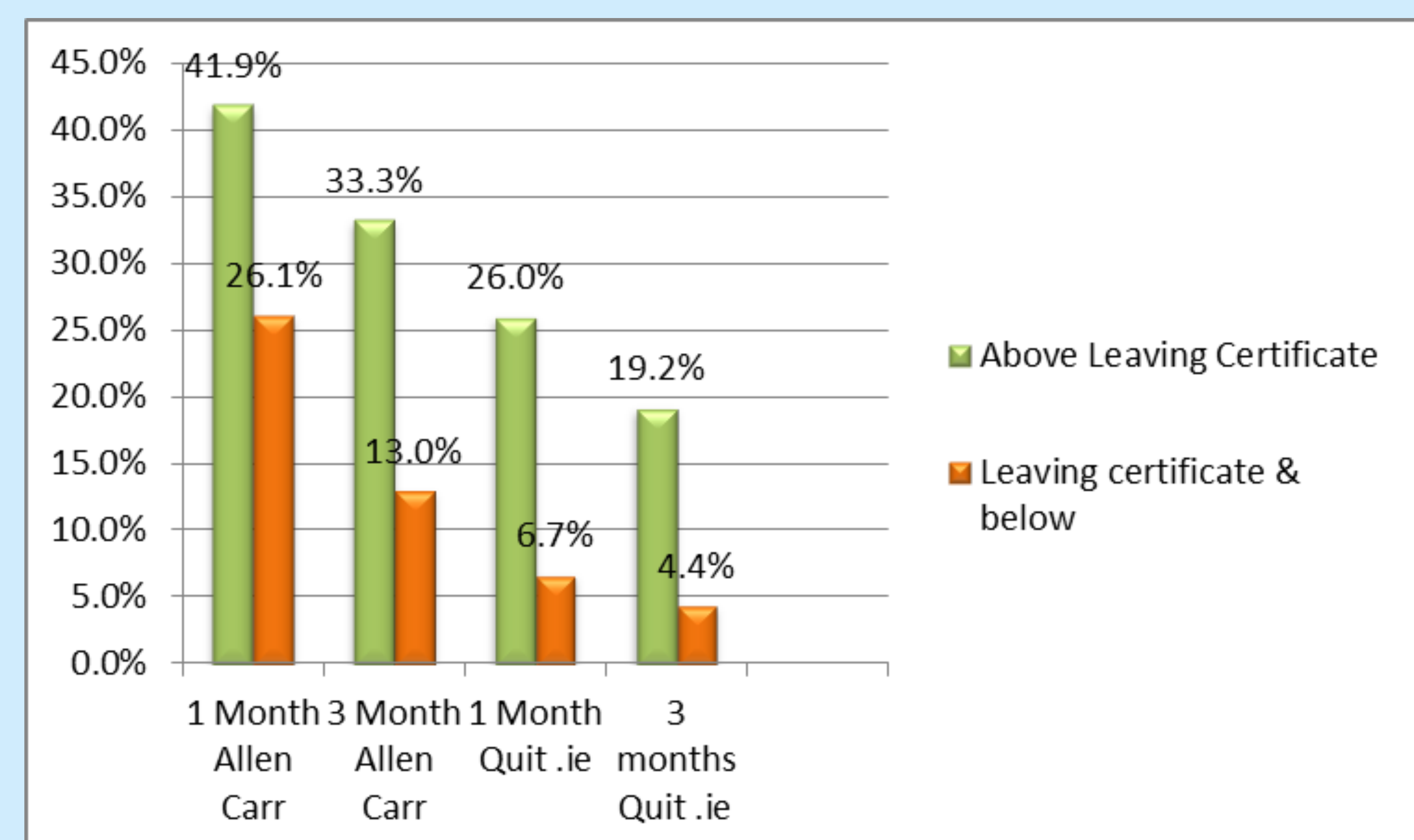
There were 135 Female participants and 165 Male participants there was no significant difference in quit rates between the genders.

Figure 2: Quit rates according to Gender



At the one and 3 month data point analysis show that the more well educated have a considerable better quit rate in both treatment arms.

Figure 3: Quit rates according to Education level.



CONCLUSIONS:

Preliminary analysis suggests that the Allen Carr method is more effective than Quit.ie at 1 and 3 months. Results from 6 and 12 months will follow. Further analysis will try to identify success factors and longer term outcomes.

Acknowledgements:

Funding DOH Lottery Fund.

Focas Research Institute 

For additional information please contact:

Sheila Keogan TobaccoFree Research Institute Ireland

skeogan@tri.ie