

26 **Abstract**

27 ***Background***

28 Most smoking cessation guidelines advise quitting abruptly. However, many quit attempts
29 involve gradual cessation. If gradual is as successful, smokers can be advised to quit either
30 way.

31

32 ***Objectives***

33 To examine the success of quitting smoking by reducing first relative to quitting abruptly.

34

35 ***Design***

36 Randomised controlled non-inferiority trial.

37

38 ***Setting***

39 Primary care clinics in England.

40

41 ***Participants***

42 697 adult smokers addicted to tobacco.

43

44 ***Interventions***

45 Participants quit abruptly or reduced smoking by 75% in the two weeks before quitting. Both

46 arms received behavioural support from nurses and used nicotine replacement before and

47 after quit day.

48

49 ***Outcome measures***

50 The primary outcome measure was prolonged validated smoking abstinence 4 weeks after
51 quit day. The secondary outcome was prolonged validated 6-month abstinence.

52

53 ***Results***

54 At 4 weeks, 39.2% (95%CI: 34.0, 44.4) of the participants in the gradual arm were abstinent
55 compared with 49.0% (95%CI: 43.8, 54.2) in the abrupt arm (relative risk (RR) 0.80; 95%CI,
56 0.66, 0.93). At six months, 15.5% (95% CI: 12.0, 19.7) of the participants in the gradual arm
57 were abstinent compared with 22.0% (95% CI: 18.0, 26.6) in the abrupt arm (RR 0.71;
58 95%CI, 0.46, 0.91). At four weeks, 34.6% of participants who preferred to quit gradually and
59 were allocated to quit that way were abstinent compared with 42.0% who were allocated to
60 quit abruptly, against their preference.

61

62 ***Limitations***

63 Blinding was impossible. Most participants were white.

64

65 ***Conclusions***

66 Quitting smoking abruptly is more likely to lead to lasting abstinence than cutting down first,
67 even for smokers who initially prefer to quit by reduction.

68

69 ***Trial Registration***

70 Registered on the International Standard Randomised Controlled Trial Number Register
71 before the start of participant enrolment (ISRCTN22526020). Online at: [http://controlled-
72 trials.com/ISRCTN22526020](http://controlled-
72 trials.com/ISRCTN22526020).

73

74 ***Primary funding source***

75 British Heart Foundation

76

77

78

79 **Word count: 3501**

80 **Introduction**

81 Conventionally smokers are advised to quit abruptly by setting a quit day and stopping
82 smoking in one step. Worldwide, guidelines for smoking cessation generally recommend
83 stopping smoking abruptly and do not support reducing cigarettes smoked first (2-4);
84 however, many smokers report stopping gradually (5-7). It is important to know whether
85 smokers should be advised against gradual cessation because it might produce lower success
86 rates.

87

88 Evidence on whether gradual cessation is less effective than abrupt cessation is conflicting.
89 Observational data on quit attempts made mainly without behavioural support suggest that
90 stopping abruptly is superior (5, 8). However, a Cochrane review of ten randomised trials
91 suggests there may be little difference in quit rates achieved using the two approaches (9),
92 with a relative risk (RR) of 0.94 (95% confidence intervals (CI): 0.79 to 1.13). Several trials
93 included in the review had design features that make it uncertain that differences in quit rates
94 were solely due to the method used to achieve abstinence. None were designed to assess non-
95 inferiority, and the pooled 95%CI obtained encompasses a substantial reduction in the
96 efficacy of quitting gradually compared with quitting abruptly. We conducted a large trial to
97 test whether an initial gradual reduction in smoking produces non-inferior quit rates to abrupt
98 cessation.

99

100 **Methods**

101 *Design*

102 We randomized adult smokers to either gradually reduce their tobacco use over two weeks
103 prior to a planned quit day, or to stop smoking abruptly on a planned quit day. The gradual
104 cessation group received short acting nicotine replacement therapy (NRT) and nicotine

105 patches prior to the quit day. The abrupt cessation group received only nicotine patches prior
106 to the quit day. Both groups received behavioural counseling, as well as nicotine patches and
107 short acting NRT following the quit day. Our primary outcome was validated abstinence at 4
108 weeks following the quit day. We also evaluated 6 month abstinence and whether outcomes
109 differed according to participants' preferred method of quitting.

110

111 *Participants*

112 We recruited adult smokers addicted to tobacco, defined as those smoking at least 15
113 cigarettes/12.5 grams of loose tobacco daily and/or having end-expiratory carbon monoxide
114 (CO) concentration of at least 15 parts per million (ppm). Participants had to be willing to
115 quit smoking two weeks after trial enrolment. Exclusion criteria were: currently undergoing
116 cessation treatment; cautions for the use of NRT; participation in other medicinal trials;
117 circumstances that would mean the demands of trial participation would not be met. People
118 with dependence upon alcohol or illicit drugs and severe acute or chronic medical or
119 psychiatric conditions were included unless their conditions were so incapacitating that
120 meeting the demands of the trial was very unlikely.

121

122 The lead general practitioner at 31 volunteer practices in England searched their electronic
123 patient records and wrote to all registered patients who smoked to invite them into the study.
124 Potential participants were encouraged to telephone the researchers, who explained the trial
125 and screened patients for eligibility. Eligible smokers were booked for an appointment with a
126 research nurse, where the study was explained, eligibility confirmed, and written informed
127 consent obtained.

128

129 *Interventions*

130 Participants were asked to set a quit day two weeks after enrolment and the intervention
131 differed between arms only during these two pre-quit weeks. In the gradual quit arm,
132 participants aimed to reduce smoking to half of baseline by the end of the first week (visit -1),
133 and to a quarter of baseline at the end of the second week (visit 0), in daily increments.
134 Reduction over two weeks was chosen because there is qualitative evidence that this keeps
135 people more focused on quitting than longer reduction (10); a trial (11) suggests that it is
136 more effective than longer reduction; and because the two week preparation for quit day is
137 current practice (12). Participants in the gradual reduction arm chose one of three structured
138 reduction programmes: scheduled, hierarchical, or smoke-free periods reduction. In
139 scheduled reduction, participants used a timer (usually a mobile phone) to schedule inter-
140 cigarette intervals and smoked only when the timer sounded or for five minutes thereafter.
141 The time between cigarettes lengthened daily (1, 2). In hierarchical reduction, participants
142 rated cigarettes from most to least favourite and progressively eliminated either their
143 favourite or least favoured cigarettes. In smoke-free periods, participants mapped their
144 regular day and noted the 30 minute periods within which they smoked. They then
145 progressively eliminated half, and then three quarters of these.

146

147 In all cases, the nurse drew up reduction schedules with the participant to boost
148 understanding and memory, and discussed strategies to prompt adherence to the schedules.
149 Smoking reduction is more successful when participants use NRT (13) so we provided
150 21mg/24 hour nicotine patches and a choice of short-acting NRT products (gum, lozenge,
151 nasal spray, sub-lingual tablet, inhalator, mouth spray) during the reduction period. For
152 products such as gum and lozenge the instruction was to use one dose per cigarette missed.
153 The short-acting NRT in the gradual arm was used to try to equalise blood nicotine
154 concentrations in each trial arm prior to quitting.

155

156 Between baseline appointment and quit date, participants in the abrupt cessation arm were
157 asked to smoke as normal and not reduce. To balance the behavioural support time,
158 participants identified the cigarettes they would find hardest to give up and planned strategies
159 to avoid relapse after quit day. Prior to quitting, participants in the abrupt arm were asked to
160 use 21mg/24 hour nicotine patches but no short-acting NRT. NRT was used in this arm prior
161 to quit day because there is some evidence that pre-cessation NRT increases quit rates and
162 this balanced this effect between arms (14).

163

164 Other than these differences, the treatment programme in both arms was identical.

165 Participants were seen by a research nurse at their primary care practice weekly for two
166 weeks prior to their quit day (baseline visit, visit -1), the day before their quit day (visit 0),
167 thereafter weekly for four weeks after quitting (visits +1, +2, +3 and +4), and finally eight
168 weeks after quit day (visit +8). The behavioural support from visit 0 onwards was withdrawal
169 oriented therapy, typical of a UK smoking cessation clinic (12,15), and the same in both trial
170 arms. Withdrawal-oriented therapy focuses on the commitment to abstain completely and
171 provides support early, when withdrawal symptoms are at their worst and relapse most likely.
172 Pharmacotherapy was identical in both arms from quit day onwards, consisting of a 21mg/24
173 hour nicotine patch plus a short-acting form of NRT of the participant's choice. Participants
174 were encouraged to use the short-acting form liberally, in anticipation of or in response to
175 cravings.

176

177 ***Randomisation***

178 Participants were randomised 1:1 to gradual or abrupt cessation at the baseline visit. An
179 independent statistician used Stata to accomplish randomisation stratified by research nurse,

180 with randomly ordered blocks of 2, 4, and 6 to ensure balance. After consent, the research
181 nurse opened sealed numbered envelopes in turn. Where participants quit in pairs (e.g.
182 husband and wife), one was allocated randomly and the other allocated to the same arm.

183

184 *Sample size*

185 Our chosen non-inferiority margin was equivalent to a relative risk (RR) of 0.81 or a 19%
186 reduction in effectiveness of quitting gradually compared with abruptly. This is an absolute
187 difference in quit rates of 9.5% at four weeks assuming 50% quit in the abrupt arm (16).

188 Using a one-sided alpha of 5%, 343 participants per arm were needed to have 80% power to
189 detect this difference in the primary outcome.

190

191 *Measures*

192 Participant demographics, smoking history, nicotine dependence and preference for gradual
193 or abrupt quitting were recorded at baseline. At each subsequent clinic session we assessed
194 amount smoked, salivary cotinine, and measured exhaled carbon monoxide. Tobacco
195 withdrawal symptoms were also measured using the Mood and Physical Symptoms Scale
196 (MPSS), and are presented here as the mean score for urges and the mean score for
197 withdrawal symptoms (17). We also assessed the occurrence of adverse events and
198 participants rated the severity of possible symptoms of nicotine overdose during the two
199 weeks using NRT and smoking. Nicotine overdose symptoms were provided as a checklist
200 and participants were asked: 'Have you been troubled by any of the following problems in
201 the past 24 hours?' They rated each symptom on a scale ranging from 'Not at all' to
202 'Extremely'. All participants were asked to complete daily diaries in the two weeks prior to
203 quit day to measure adherence to medication and behavioural instructions. Trial arm
204 preference was re-assessed at four week follow-up.

205

206 The primary outcome was Russell Standard four-week abstinence. The Russell Standard
207 allows a two week grace period from quit day for slips and uses an intention to treat
208 approach, assuming people lost to follow-up are smokers. Russell Standard abstinence is
209 validated by an exhaled carbon monoxide concentration of <10ppm (18). Secondary
210 outcomes were Russell Standard abstinence at eight week and six month follow-up; seven-
211 day point prevalence abstinence at four week, eight week and six month follow-ups, validated
212 by exhaled carbon monoxide of <10ppm; and urges to smoke and nicotine withdrawal
213 symptoms at one and four weeks follow-up.

214

215 *Data analysis*

216 In the analysis of abstinence, we present relative risks due to the high incidence of abstinence
217 (>10%). The primary non-inferiority analysis (abstinence at 4 weeks) was based on a one-sided
218 alpha of 0.05 and therefore a 90% confidence interval was calculated. In accordance with
219 CONSORT (18), we interpreted this confidence interval in relation to our pre-determined non-
220 inferiority margin (RR=0.81). To assess superiority, which is also advised in non-inferiority
221 trials (19), we calculated RRs with 95% confidence intervals. All relative risks (non-inferiority
222 and superiority) were estimated using marginal standardization via logistic regression (20),
223 adjusting for nurse. Confidence intervals were calculated via percentile bootstrapping. These
224 analyses were carried out using the prLogisticBootMarg (prLogistic package) in R.

225

226 Where couples were recruited, we randomised one member and allocated the second non-
227 randomly to the same arm. As a sensitivity analysis, we re-analysed excluding the second
228 member of a couple (who was non-randomly assigned).

229

230 We calculated the proportion of participants attending each of the two post-baseline visits prior
231 to quit day (visits -1 and 0) and compared these proportions by arm, using a χ^2 test with Yates'
232 correction for the difference between proportions. Medication use before quit day was assessed
233 and reported as percentage using a patch daily, whether short-acting NRT was used and the
234 number of units of short-acting NRT consumed daily. Both smoking reduction (cigarettes per
235 day (cpd)) and CO) and medication use were taken from the daily diary and participants without
236 these data were excluded from the analysis.

237

238 For each participant, mean urge score and withdrawal score were calculated (at baseline, week
239 +1 and +4) using their responses to the two urge questions and seven withdrawal questions of
240 the MPSS, respectively. We used a linear generalised estimating equation (xtgee command in
241 STATA) to explore differences in mean urge and withdrawal symptom scores across these four
242 weeks, adjusting for nurse and repeated measures. Participants missing scores at all three time-
243 points were excluded from this analysis, but otherwise all participants were included in the
244 model.

245

246 We assessed the impact on abstinence at four weeks of a participant preferring to quit gradually,
247 compared with abruptly or no preference. Using logistic regression with the same marginal
248 standardization as for other abstinence outcomes, we analysed the effect of allocation to
249 gradual cessation on 4-week abstinence stratified by baseline preference: prefer gradual, prefer
250 abrupt, no preference.

251

252 *Approvals*

253 The study and protocol were authorised by the Nottingham Research Ethics Committee 2
254 (08/H0408/213), the Medicines & Healthcare products Regulatory Agency, local National

255 Health Service (NHS) Research & Development offices, and registered before participant
256 enrolment (ISRCTN22526020).

257

258 ***Role of funding source***

259 Funding was provided by the British Heart Foundation (PG/08/047/25082). The funder was
260 not involved in the analysis of the data or the interpretation of the findings, and had no role in
261 writing the manuscript or submitting it for publication.

262

263

264 **Results**

265 ***Recruitment***

266 Of 1097 people enquiring, 697 were randomised (355 to the abrupt arm and 342 to the gradual
267 arm) by 23 nurses across 31 primary care practices, between June 2009 and December 2011
268 (Figure 1).

269

270 ***Baseline characteristics***

271 Participant characteristics were well balanced between trial arms (Table 1). Participants were
272 on average 49 years old, equally split between males and females, smoked 20 cigarettes daily,
273 and had a Fagerstrom Test for Cigarette Dependence (FTCD) score of 6 (21), indicating high
274 dependence. The majority of participants (94%) described their ethnicity as ‘white’.

275

276 ***Abstinence rates***

277 The primary outcome, 4-week Russell standard abstinence, was achieved by 39.2% (95% CI:
278 34.0, 44.4) of the Gradual arm and 49.0% (95%CI: 43.8, 54.2) of the Abrupt arm. Non-
279 inferiority was not demonstrated (unadjusted RR 0.80; 90%CI: 0.68, 0.96). Rather at 4

280 weeks, achieving abstinence was significantly less likely for smokers in the Gradual arm than
281 those in the Abrupt arm (adjusted RR 0.80, 95%CI 0.66, 0.93). The risk estimates for
282 secondary outcomes, including six-month prolonged abstinence and point prevalence
283 abstinence, also indicated superiority of abrupt over gradual cessation (Table 2). Excluding
284 the second member of a couple gave similar RRs for abstinence at four weeks and six months
285 (data not shown).

286

287 *Visit attendance and adherence*

288 Similar percentages of participants in the two arms attended the week -1 visit; (82%
289 (n=279/342) of the gradual arm and 85.6% (n=304/355) of the abrupt arm (p=0.147)).
290 However, significantly fewer participants in the gradual arm attended visit 0, immediately prior
291 to quit day, (67.0% (n=229/342) versus 83.4% (n=296/355) in the abrupt arm; p<0.001). Fewer
292 people made a quit attempt (at least 24 hours of self-reported abstinence) in the gradual arm
293 (61.4%, n=210/342) than the abrupt arm (71%; 252/355); p=0.007. Among participants who
294 made an attempt, relapse rates were similar in both arms at four week (gradual 36.2%
295 (n=76/210); abrupt 31.0% (n=78/252); p=0.28) and six month (gradual 74.8% (n=157/210);
296 abrupt 69.1% (n=174/252); p=0.21) follow-up.

297

298 Participants in the gradual arm cut their cigarette consumption by an average of 48% (target of
299 50%) after one week (visit -1) (n=264), and by 68% (target of 75%) at visit 0 (n=184). Exhaled
300 carbon monoxide reduced by 32% at visit -1 (n=275) and by 46% at visit 0 (n=226). There
301 were also modest reductions in cigarette consumption (n=237, 29%) and carbon monoxide
302 (n=291, 18%) in the abrupt arm at visit 0 (Figure 2).

303

304 Medication adherence was generally good. Of those participants who attended visit -1, 81.4%
305 (n=227/279) in the gradual arm and 89.5% (n=272/304) in the abrupt arm used their nicotine
306 patch daily in the first week. Of those participants who attended visit 0, 87.3% (n=200/229) in
307 the gradual arm and 89.2% (n=264/296) in the abrupt arm used their nicotine patch daily in the
308 second week. Only participants in the gradual arm were provided with short-acting NRT pre-
309 quit. In the first week 76.0% (n=212/279) used it and in the second week 76.0% (n=174/229)
310 did so. Of the participants who used short-acting NRT, 84% (n=225/279) chose gum, lozenge,
311 or sublingual tablets. Although the instruction was to replace each missed cigarette with one
312 dose of these products, the mean dose was 2.8 (SD=3.1) units per day in the first week (on
313 average participants reduced their smoking by 11 cigarettes per day), and 4.7 (SD=3.9) units
314 per day in the second week (average reduction of 15 cigarettes per day). The dose of inhalator
315 and nasal spray in the remaining participants was similarly low.

316

317 *Post-quit urges and withdrawal symptoms*

318 Withdrawal and urge scores were available on at least one assessment for 692 (99.3%) and 695
319 (99.7%), respectively. Over the whole four weeks there was no evidence of a difference
320 between arms in withdrawal or urge intensity (withdrawal: p=0.29, urge: p=0.154), both of
321 which declined over time. At week 4, there were no significant differences between arms in
322 withdrawal (mean difference: 0.08; 95%CI: -0.03, 0.19) and urge (mean difference: 0.05;
323 95%CI: -0.06, 0.17) scores.

324

325 *Intervention preference*

326 At baseline, 16.9% (n=118) of participants had no preference for which intervention they were
327 assigned, 32.1% (n=224) would have chosen abrupt quitting and 50.9% (n=355) gradual.
328 Participants who preferred gradual cessation were significantly less likely to be abstinent at 4

329 weeks than those who preferred abrupt cessation (38.3% vs 52.2%; $p=0.007$). However, being
330 allocated to quit abruptly, against their preference, was associated with an increase in
331 abstinence at 4 weeks (42.0% versus 34.6% who were assigned to gradual cessation), albeit not
332 significantly ($p=0.152$). The relative risks of achieving abstinence for the gradual cessation arm
333 compared with the abrupt arm stratified by baseline preference were: prefer gradual $RR=0.82$
334 (95%CI: 0.64, 1.07), no preference 0.80 (95%CI: 0.49, 1.07), and prefer abrupt 0.79 (95%CI:
335 0.60, 1.08) (Table 3). Of all participants who did not achieve four week abstinence, 61%
336 ($N=112/184$) said they would prefer to quit by reduction in a future quit attempt.

337

338 *Adverse events*

339 None of the serious adverse events reported during the trial were deemed a reaction to the trial
340 medication. Three (shoulder arthroscopy; hospitalisation due to salivary gland calculus;
341 hospitalisation for ovarian cyst) in the gradual cessation arm and one in the abrupt arm
342 (orchidectomy) occurred whilst participants were using NRT and concurrently smoking. In
343 participants who adhered to their NRT while still smoking, most symptoms of nicotine
344 overdose were uncommon, mild and did not differ by arm (Supplement; Table A). Watering
345 mouth and cold sweats were more common in the gradual than the abrupt arm in both pre-quit
346 weeks.

347

348

349 **Discussion**

350 There was clear evidence that quitting abruptly was superior in the short and longer term.
351 Adherence to behavioural instructions and pre-quit NRT was good, and medication well
352 tolerated. People who preferred to quit gradually were less likely to succeed in achieving

353 abstinence regardless of how they were allocated to quit; being allocated to quit abruptly,
354 against their preference, was associated with improved success.

355

356 *Potential explanation and comparison of findings*

357 A recent review (9) compared gradual and abrupt cessation approaches and found similar quit
358 rates, with a summary RR of 0.94 (95% CI: 0.79, 1.13); whereas our data show superior results
359 with abrupt cessation. We found evidence that gradual cessation was less successful than abrupt
360 cessation probably because fewer people made a quit attempt when reducing smoking first.
361 Another similar study reported that gradual cessation seemed to deter people from making quit
362 attempts and also reported a substantial though not statistically significant advantage of abrupt
363 cessation over gradual (22). Population data show that unaided abrupt quit attempts are twice
364 as successful as quit attempts made by reducing first (5,8). One explanation could be that
365 gradual cessation requires structure, for example a quit date or reduction goals, to maximise
366 success (23). People quitting unsupported may not provide this structure for themselves.
367 Another could be that motivation to quit predicts the means by which people quit, with those
368 less motivated selecting gradual cessation (24,25), which is supported here by the fact that
369 those who favoured gradual cessation at baseline were less likely to quit than those who
370 favoured abrupt quitting, regardless of allocation.

371

372 *Strengths*

373 The use of NRT prior to quitting makes reduction more successful (13), but also may enhance
374 the success of cessation regardless of whether reduction occurs; so we balanced any effect NRT
375 may have had by offering it to both trial arms. We also guided participants on how to reduce
376 their cigarettes using structured plans, which seems to enhance the success of reduction and

377 subsequent cessation (23). These two elements combined to ensure that we gave gradual
378 cessation the best possible chance to succeed.

379

380 *Limitations*

381 Blinding was impossible; however there is no reason to believe that false claims of abstinence
382 would have differed between arms, and the use of biological verification mitigates this further.

383 Twenty three percent of the English population aged 18 and older are from a minority ethnic
384 group and most ethnic minority groups have a much lower smoking prevalence than the
385 majority population(27). Consequently non-white groups formed only 6% of the trial
386 population and the results may not apply to groups other than white British, although we can
387 think of no mechanism that might explain effect modification by ethnic group.

388

389 *Implications and conclusions*

390 Evidence that gradual is as successful as abrupt cessation would allow smoking cessation
391 programmes to adopt this method and allow participants to choose, as suggested in guidelines
392 on tobacco harm reduction from one country (28). These results imply that, in clinical practice,
393 we should encourage people to stop smoking abruptly and not gradually. However, gradual
394 cessation programs could still be worthwhile if they increase the number of people that try to
395 quit or take up support and medication whilst trying. We need population-focused trials to
396 assess the population impact of promoting and supporting a wider range of quitting options and
397 programs than most countries currently support (29). However, key future developments will
398 be finding means to retain smokers in gradual cessation programmes while they reduce, more
399 successful reduction methods, or aborting reduction before participants deem it a failure and
400 abandon their quit attempt. For now, however, we conclude that supporting gradual cessation

401 may be a useful way to increase cessation in the population, but abrupt quitting is the more
402 effective method, even in people who have a preference against it.

403

404

405 **Author mailing addresses**

406 NLH, BS & PA can be contacted at the Nuffield Department of Primary Care Health
407 Sciences, University of Oxford, New Radcliffe House, Radcliffe Observatory Quarter,
408 Woodstock Road, Oxford, OX2 6GG, UK. MB can be contacted at Primary Care Clinical
409 Sciences, The Learning Centre, University of Birmingham, Edgbaston, Birmingham, B15
410 2TT, UK. RS can be contacted at the Health Behaviour Research Centre, Department of
411 Epidemiology & Public Health, University College London, 1-19 Torrington Place,
412 London WC1E 6BT, UK. SM can be contacted at the Research Department of Clinical,
413 Educational and Health Psychology, University College London, 1-19 Torrington Place
414 London, WC1E 7HB, UK

415

416

417 **Competing interests**

418 (2) NLH reports personal fees from manufacturers of smoking cessation aids, outside the
419 submitted work; and manages an National Institute for Health Research, Health Technology
420 Assessment programme funded trial of nicotine patch preloading. The nicotine patches for
421 the trial are provided free of charge to the NHS by GlaxoSmithKline (GSK). GSK have no
422 other involvement in the trial; (3) MB has nothing to disclose; (4) RW reports grants from
423 Cancer Research UK, during the conduct of the study; grants from Pfizer, grants from
424 Johnson&Johnson, personal fees from Pfizer, outside the submitted work; and is Honorary
425 Director of the National Centre for Smoking Cessation and Training and trustee of the

426 charity, QUIT; (5) SM has nothing to disclose; (6) BS has nothing to disclose (7) PA reports
427 grants from the UK Centre for Tobacco and Alcohol Studies and grants from the National
428 Institute for Health Research School for Primary Care Research, during the conduct of the
429 study; personal fees from Pfizer outside the submitted work, and is chief investigator of the
430 preloading trial NLH manages.

431

432

433 **Contributions**

434 NLH was involved in the design of the study and literature search, carried out data analysis
435 and data interpretation and drafted the manuscript, tables and figures. MB was involved in
436 study data collection, cleaning the data and data-analysis, and drafting the manuscript. RW
437 and SM were involved in designing the study and drafting the manuscript. BS was involved
438 with and carried out data- analysis, and helped draft the manuscript. PA designed the study
439 and was involved in the literature search, data collection, data analysis, data interpretation
440 and drafting the manuscript tables and figures. NLH and PA are the study guarantors and had
441 full access to all the study data, take responsibility for the integrity of the data and the
442 accuracy of the analyses, and had final responsibility for the decision to submit for
443 publication. They affirm that no important aspects of the study have been omitted; and that
444 any discrepancies from the study as planned have been explained. All authors had full access
445 to all of the data in the study.

446

447

448 **Acknowledgments**

449 We gratefully acknowledge funding from the British Heart Foundation. NLH, PA, SM & RW
450 are members of the UK Centre for Tobacco and Alcohol Studies. Funding from the British

451 Heart Foundation, Cancer Research UK, the Economic and Social Research Council, the
452 Medical Research Council and the National Institute for Health Research, under the auspices
453 of the UK Clinical Research Collaboration, is gratefully acknowledged.

454

455

456 **Data sharing**

457 Dataset available from corresponding authors on request.

458

459

460

461 **References**

462 1. Cinciripini PM, Lapitsky L, Seay S, Wallfisch A, Kitchens K, Van Vunakis H. The
463 effects of smoking schedules on cessation outcome: can we improve on common methods
464 of gradual and abrupt nicotine withdrawal? *Journal of Consulting & Clinical Psychology*
465 1995, 63: 388-399

466 2. Fiore MC, Jaen CR, Baker TB, Bailey WC, Benowitz NL, Curry SJ, et al. *Treating*
467 *tobacco use and dependence: 2008 update*. Rockville, MD: Department of Health and
468 Human Services, 2008. (Accessed September 19, 2013, at

469 [http://www.ahrq.gov/professionals/clinicians-providers/guidelines-](http://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/update/treating_tobacco_use08.pdf)
470 [recommendations/tobacco/clinicians/update/treating_tobacco_use08.pdf](http://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/clinicians/update/treating_tobacco_use08.pdf))

471 3. New Zealand Ministry of Health. *New Zealand smoking cessation guidelines*.

472 Wellington: Ministry of Health, 2007. (Accessed March 16, 2015 at

473 [http://www.treatobacco.net/en/uploads/documents/Treatment%20Guidelines/New%20Ze-](http://www.treatobacco.net/en/uploads/documents/Treatment%20Guidelines/New%20Zealand%20treatment%20guidelines%20in%20English%202007.pdf)
474 [aland%20treatment%20guidelines%20in%20English%202007.pdf](http://www.treatobacco.net/en/uploads/documents/Treatment%20Guidelines/New%20Zealand%20treatment%20guidelines%20in%20English%202007.pdf))

475 4. Society for Research on Nicotine and Tobacco. *National treatment guidelines*. Online:

476 Wisconsin, USA, 2012. (Accessed September 19, 2013 at

477 http://www.treatobacco.net/en/page_224.php)

- 478 5. Cheong Y, Yong H, Borland R. Does how you quit affect success? A comparison
479 between abrupt and gradual methods using data from the international tobacco control
480 policy evaluation study. *Nicotine & Tobacco Research* 2007; **9** (8): 801–810
- 481 6. Hughes JR. Smokers who choose to quit gradually versus abruptly. *Addiction* 2007;
482 102(8):1326–7
- 483 7. West R. *Behaviour change in theory and in real life*. London, UK 2008. (Accessed
484 September 19, 2013, at
485 www.rjwest.co.uk/downloadfile.php?filename=uploads/080424stockholm.ppt)
- 486 8. West R, Brown J *Smoking and Smoking Cessation in England 2011*. London, UK 2012.
487 (Accessed September 19, 2013, at www.smokinginengland.info/downloadfile/?type=stsdocuments&src=19)
488 documents&src=19)
- 489 9. Lindson-Hawley N, Aveyard P, Hughes JR. Reduction versus abrupt cessation in
490 smokers who want to quit. *Cochrane Database of Systematic Reviews* 2012, Issue 11.
491 Art. No.: CD008033
- 492 10. Blalock JA, Cinciripini PM, Crivens M. *Transdermal nicotine and gradual reduction for*
493 *smoking cessation*. Presented at SRNT Annual Conference 2001: Seattle, USA
- 494 11. Haustein KO, Batra A, Landfeldt B, Westin A. The effect of short-term or long-term
495 reduction on smoking cessation; results from a placebo controlled smoking reduction
496 study with the nicotine gum. *Nicotine and Tobacco Research*. 2003;5:278.
- 497 12. McEwen A. *Standard treatment programme: one-to-one smoking cessation support*.
498 London, UK: National Centre for Smoking Cessation and Training 2012. (Accessed
499 September 20, 2013, at <http://www.ncsct.co.uk/usr/pub/NCSCCT%20STP.pdf>)
- 500 13. Moore D, Aveyard P, Connock M, Wang D, Fry-Smith A, Barton P. Effectiveness and
501 safety of nicotine replacement therapy assisted reduction to stop smoking: systematic
502 review and meta-analysis. *BMJ* 2009, 338: 867-880

- 503 14. Shiffman S, Ferguson SG. Nicotine patch therapy prior to quitting smoking: a meta-
504 analysis. *Addiction* 2008, 103: 557-563
- 505 15. Hajek P. Withdrawal-oriented therapy for smokers. *British Journal of Addiction* 1989,
506 84: 591-598
- 507 16. The NHS Information Centre. *Key facts on NHS Stop Smoking Services in England,*
508 *April 2010 to September 2010.* Leeds, UK 2011. (Accessed September 19, 2013, at
509 [https://catalogue.ic.nhs.uk/publications/public-health/smoking/nhs-stop-smok-serv-eng-](https://catalogue.ic.nhs.uk/publications/public-health/smoking/nhs-stop-smok-serv-eng-2010-q2-rep/nhs-stop-smok-serv-eng-2010-q2-rep-key-apx.pdf)
510 [2010-q2-rep/nhs-stop-smok-serv-eng-2010-q2-rep-key-apx.pdf](https://catalogue.ic.nhs.uk/publications/public-health/smoking/nhs-stop-smok-serv-eng-2010-q2-rep/nhs-stop-smok-serv-eng-2010-q2-rep-key-apx.pdf))
- 511 17. West R, Hajek P. Evaluation of the mood and physical symptoms scale (MPSS) to assess
512 cigarette withdrawal. *Psychopharmacology (Berl)* 2004, 177: 195-199
- 513 18. West R, Hajek P, Stead L, Stapleton J. Outcome criteria in smoking cessation trials:
514 proposal for a common standard. *Addiction* 2005, 100: 299-303
- 515 19. Piaggio G, Elbourne DR, Pocock SJ, Evans SJW, Altman DG, for the CONSORT Group.
516 Reporting of noninferiority and equivalence randomized trials. Extension of the
517 CONSORT 2010 statement. *JAMA* 2012; 308(24): 2594-2604
- 518 20. Localio AR, Margolis DJ, Berlin JA. Relative risks and confidence intervals were easily
519 computed indirectly from multivariable logistic regression. *J Clin Epidemiol.* 2007
520 Sep;60(9):874-82. Epub 2007 Jan 18.
- 521 21. Heatherton TF, Kozlowski LT, Frecker RC, Fagerstrom KO. The Fagerstrom Test for
522 Nicotine Dependence: a revision of the Fagerstrom Tolerance Questionnaire. *British*
523 *Journal of Addiction* 1991, 86: 1119-1127.
- 524 22. Hughes JR., Solomon LJ., Livingston AE., Callas PW, & Peters EN. (2010). A
525 randomized, controlled trial of NRT-aided gradual vs. abrupt cessation in smokers
526 actively trying to quit. *Drug and Alcohol Dependence*,111(1), 105-113.

- 527 23. Cinciripini PM, Lapitsky L, Seay S, Wallfisch A, Kitchens K, Van Vunakis H. The
528 effects of smoking schedules on cessation outcome: can we improve on common methods
529 of gradual and abrupt nicotine withdrawal? *Journal of Consulting & Clinical Psychology*
530 1995, 63: 388-399.
- 531 24. Wee LH, Shahab L, West R, Bulgiba A. Conflict about quitting predicts the decision to
532 stop smoking gradually or abruptly: Evidence from stop smoking clinics in Malaysia.
533 *Journal of Smoking Cessation* 2011, 6: 37-44.
- 534 25. Peters EN, Hughes JR, Callas PW, Solomon LJ. Goals indicate motivation to quit
535 smoking. *Addiction* 2007;102:1158-63
- 536 26. Foulds J, Stapleton J, Hayward M, Russell MA, Feyerabend C, Fleming T, Costello J.
537 Transdermal nicotine patches with low-intensity support to aid smoking cessation in
538 outpatients in a general hospital. A placebo-controlled trial. *Archives of Family Medicine*
539 1993;2:417-423.
- 540 27. Office for National Statistics. Health Survey for England 2004: the Health of Minority
541 Ethnic Groups- headline tables. Health and Social Care Information Centre, 2005.
542 Accessed 27 May at [http://www.hscic.gov.uk/catalogue/PUB01209/health-surv-hea-eth-](http://www.hscic.gov.uk/catalogue/PUB01209/health-surv-hea-eth-min-hea-tab-eng-2004-rep.pdf)
543 [min-hea-tab-eng-2004-rep.pdf](http://www.hscic.gov.uk/catalogue/PUB01209/health-surv-hea-eth-min-hea-tab-eng-2004-rep.pdf).
- 544 28. NICE Public Health Guidance 45. *Tobacco: harm-reduction approaches to smoking*.
545 London, UK 2013. (Accessed March 16, 2015 at
546 [http://www.nice.org.uk/guidance/ph45/resources/guidance-tobacco-harmreduction-](http://www.nice.org.uk/guidance/ph45/resources/guidance-tobacco-harmreduction-approaches-to-smoking-pdf)
547 [approaches-to-smoking-pdf](http://www.nice.org.uk/guidance/ph45/resources/guidance-tobacco-harmreduction-approaches-to-smoking-pdf))
- 548 29. Aveyard P, Lindson-Hawley N, Hastings G, de Andrade M. Should smokers be advised
549 to cut down as well as quit? *BMJ* 2014: 348:g2787
- 550

55 **Table 1 Participant baseline characteristics**

Characteristic	All (N=697) ^a	Gradual cessation (N=342) ^a	Abrupt cessation (N=355) ^a
Age, median (IQR)	49.0 (17.0)	49.0 (17.3)	49.0 (17.0)
Male gender, n/N (%)	350/697 (50.2)	175/342 (51.2)	175/355 (49.3)
White ethnicity, n/N (%)	648/692 (93.6)	319/341 (93.5)	329/351 (93.7)
Post-secondary school (15/16 years) educational qualification, n/N (%)	345/678 (50.9)	160/330 (48.5)	185/348 (53.2)
In paid employment, n/N (%)	382/691 (55.3)	190/340 (55.9)	192/351 (54.7)
Age started smoking (years), median (IQR)	16.0 (4.0)	16.0 (3.0)	16.0 (4.0)
Lives with smoker, n/N (%)	266/688 (38.7)	116/335 (34.6)	150/353 (42.5)
Number of previous quit attempts, median (IQR)	2.0 (2.0)	2.0 (2.0)	2.0 (3.0)
Type of cigarettes smoked			
-Smokes manufactured cigarettes, n/N (%)	530/697 (76.0)	266/342 (77.8)	264/355 (74.4)
-Smokes hand-rolled cigarettes, n/N (%)	137/697 (19.7)	61/342 (17.8)	76/355 (21.4)
-Smokes both manufactured and hand-rolled cigarettes, n/N (%)	30/697 (4.3)	15/342 (4.4)	15/355 (4.2)
Number of cigarettes per day, median (IQR)	20.0 (10.0)	20.0 (10.0)	20.0 (9.0)
Expired carbon monoxide concentration (ppm), median (IQR)	24.0 (14.0)	24.0 (14.0)	24.0 (14.0)
Salivary cotinine concentration (ng/ml), median (IQR)	358.5 (212.7)	365.3 (234.5)	349.5 (197.7)
FTCD score, median (IQR)	6.0 (3.0)	6.0 (3.0)	6.0 (3.0)

Preference for abrupt arm, n/N (%)	224/697 (32.1)	107/342 (31.3)	117/355 (33.0)
Preference for reduction arm, n/N (%)	355/697 (50.9)	179/342 (52.3)	176/355 (49.6)
No trial arm preference, n/N (%)	118/697 (16.9)	56/342 (16.4)	62/355 (17.5)
Confidence in quitting, median (IQR)^c	4.0 (1.0)	4.0 (1.0)	4.0 (1.0)

552 n/N=number of participants; IQR=interquartile range; ppm=parts per million; ng/ml=nanograms per millileter;

553 FTCD=Fagerstrom Test for Cigarette Dependence

554 ^aNumbers of participants used to calculate statistics for each variable vary slightly in some cases due to missing

555 data (denominators provided); ^bRange from 0 to 10, where 10=highest level of dependence; ^cMeasured on a

556 scale from 1 to 6, where 1=Very low and 6=Extremely high

557

558 **Table 2 Abstinence Outcomes**

Abstinence outcome	Number Abstinent (%)		Absolute difference % (95%CI)	Relative Risk (95%CI) ^b	559
	Gradual cessation arm	Abrupt cessation arm			
	(N=342)	(N=355)			
Prolonged CO validated^a					562
RS abstinence at 4 weeks post-quit	134 (39.2)	174 (49.0)	9.8 (2.5 to 17.1)	0.80 (0.66 to 0.93)	563
RS abstinence at 8 weeks post-quit	100 (29.2)	130 (36.6)	7.4 (0.4 to 14.3)	0.80 (0.63 to 0.95)	564
RS abstinence at 6 months post-quit	53 (15.5)	78 (22.0)	6.5 (0.7 to 12.2)	0.71 (0.46 to 0.91)	565
7 day point prevalence^c, CO validated^a					566
4 week	146 (42.7)	191 (53.8)	9.1 (1.8 to 16.5)	0.83 (0.72 to 0.98)	567
8 week	106 (31.0)	136 (38.3)	7.3 (0.3 to 14.3)	0.81 (0.68 to 1.04)	568
6 month	63 (18.4)	94 (26.5)	8.1 (1.9 to 14.2)	0.70 (0.51 to 0.97)	569
Self-reported					570
24 hour	210 (61.4)	252 (71.0)	9.6 (2.6 to 16.5)	0.87 (0.77 to 0.97)	571
					572
					573

574 RS= Russell Standard; N=number of participants; CO=carbon monoxide; CI=confidence interval

575 ^aValidated by a carbon monoxide reading of <10 parts per million

576 ^bAdjusted for nurse

577 ^cNo smoking in the 7 days prior to assessment

578

579

580 **Table 3 Russell standard 4-week quit rates stratified by baseline trial arm preference and trial arm allocation**

581

Baseline preference for quitting method	Trial arm to which participant allocated		
	Gradual cessation (N=342) n (%) abstinent at 4 weeks	Abrupt cessation (N=355) n (%) abstinent at 4 weeks	Total (N=697) n (%) abstinent at 4 weeks
Preferred abrupt arm (N=224)	49/107 (45.8%)	68/117 (58.1%)	117/224 (52.2) 586
Preferred reduction arm (N=355)	62/179 (34.6%)	74/176 (42.0%)	136/355 (38.3) 587
No preference (N=118)	23/56 (41.1%)	32/62 (51.6%)	55/118 (46.6) 588
			589

590

591

592 **Figure 1: Participant flow through the Rapid Reduction Trial (RRT)**

593

594 **Figure 2: Mean (95% CI) pre-quit exhaled carbon monoxide (CO) and cigarettes per**
595 **day (cpd) split by trial arm**

596 Figure 2 Legend: Cpd=cigarettes per day; CO=carbon monoxide; ppm=parts per million

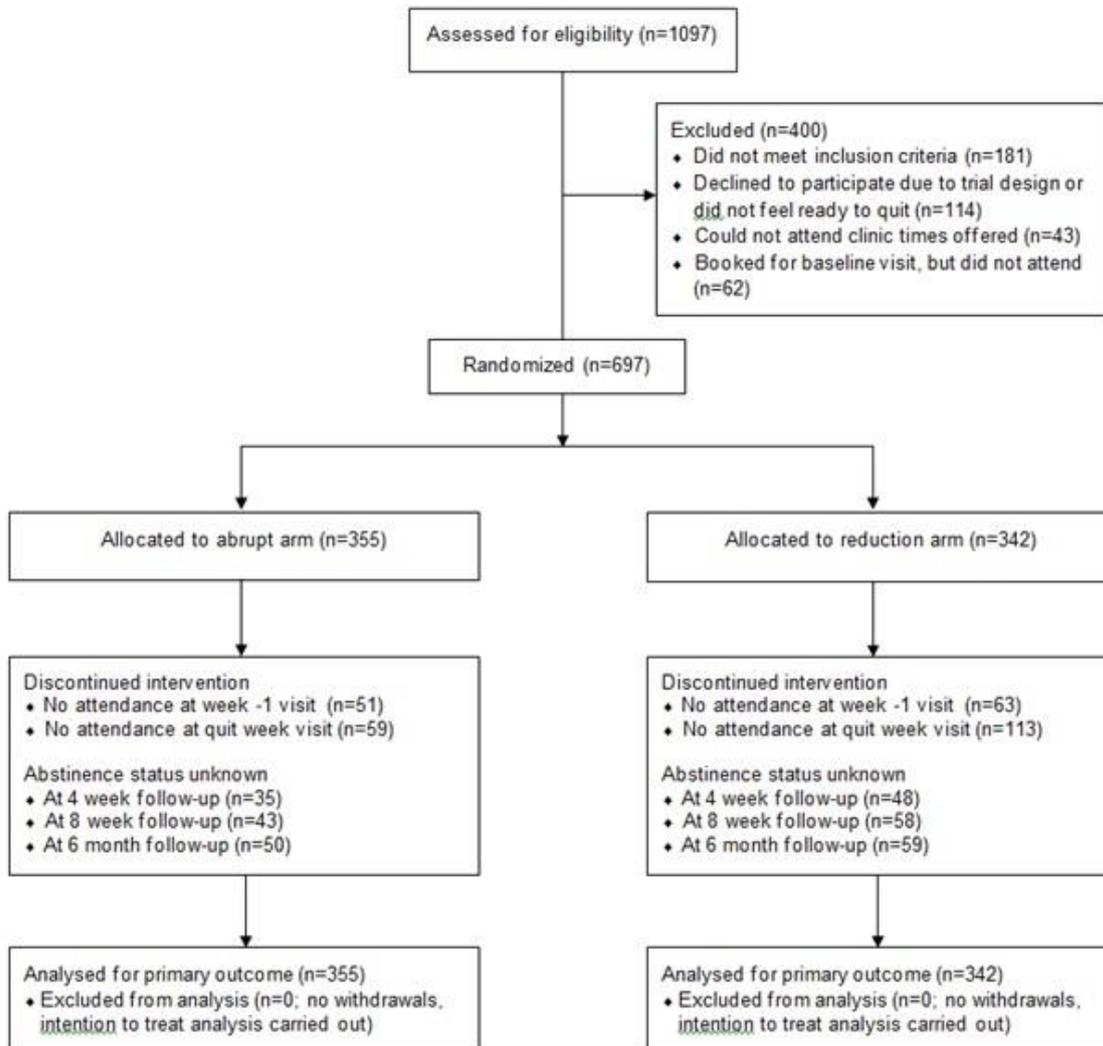
597 Gradual cpd Ns (baseline n=342; visit -1 n=264; visit 0 n=184). Gradual CO Ns (baseline

598 n=342; visit -1 n=275; visit 0 n=226). Abrupt cpd Ns (baseline n=355; visit -1 n=299; visit 0

599 n=237). Abrupt CO Ns (baseline n=354; visit -1 n=299; visit 0 n=292).

600

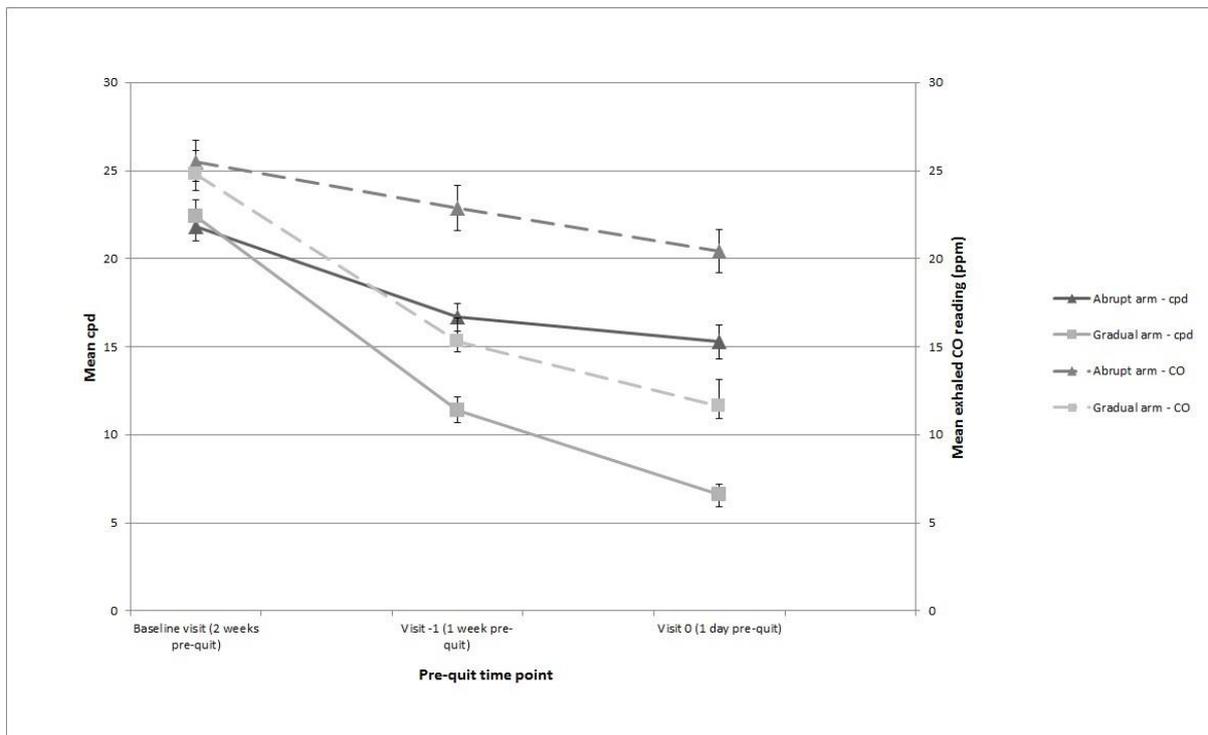
601 Figure 1.
602



603

604

605 Figure 2.
606



607