

## Quit Texts Will Support Smokers Through Their First Month Quitting

*Quit Texts is a new free SMS based text messaging program from Quit Co. that is designed to help smokers prepare to quit, with lots of tips, encouragement, and advice on how to set up new healthy habits.*

GREENWICH, CT., Monday, November 30, 2015 – Having a support buddy has been shown to greatly improve the chances of successfully quitting smoking. However, not everyone can have a buddy with them all the time. That is why Quit Co. is now providing a free SMS text message support program called [Quit Texts](#), which provides daily support to help get smokers through the 1st month of quitting, and be set up for success.

Even with a good plan and willpower, quitting smoking can be difficult. The daily text message reminders from [Quit Texts](#) arrive every morning at 7:00 am for 1 week prior to quitting, and for 30 days after quitting. The messages begin with advice on how to prepare to quit smoking. There are also informative texts intended to teach the basics of behavioral modification therapy. After the Quit Date, the text messages are encouraging, with advice on how to get through each day, messages about health improvements for positive reinforcement, and most importantly reminders that 1 cigarette does not mean failure!

Researchers at the University of North Texas looked at 13 different studies conducted on SMS text message based intervention smoking cessation services, and found an increase in smoking cessation success rates by 36%. These results were considered significant, especially as a viable tobacco dependence treatment option, because of the ease and low cost with which such a program can be administered to a large group of people.

The purpose of the program is to help set up those quitting smoking with the new routines they need to be successful. Living smoke free is all about adopting new habits to replace cigarettes. This is called the [Substitution Strategy for Quitting Smoking](#), and the reason it is important is that smokers typically slip back into smoking after the first few weeks when physical addiction to nicotine is over. This highlights the need to address the deeply ingrained behavioral dependency of tobacco smoking.

There are links to sign up for [Quit Texts](#) on the [TheQuitCo.com](#) website. Also, any page in the [smoking cessation News & Info](#) blog has a link in the sidebar. And there is a dedicated [Quit Texts](#) page where anyone can go direct to sign up. It is important to sign up exactly 1 week before the Quit Date.

### About The Quit Company, LLC

Based in Greenwich, Conn., The Quit Company, LLC “Quit Co.” develops products and services designed to help people quit smoking for good, using the Substitution Strategy for Quitting Smoking. This strategy is based on the behavioral modification therapy principles of habit reversal.

SOURCE: The Quit Company, LLC

The Quit Company, LLC  
Matthew Bucklin, President  
203-987-670  
[matt@quittea.com](mailto:matt@quittea.com)