

The largest online smoking cessation community

QuitNet® uses a web- and mobile-based, therapeutic social community that helps participants who are serious about quitting smoking learn the behavioral norms that make a quit attempt successful. The program guides a person through a series of critical steps:

Preparing to quit: Leading up to the quit date, QuitNet prompts a member with educational tips and introduces them to a certified smoking cessation counselor in the community who will help them prepare and acquire NRT (either through the program or over the counter). Participants also are instructed to download the “Quit Guide” and learn about state-operated quit lines and additional support.

Joining the chain: The day of their quit, members are prompted to “join the chain” and pledge to not smoke that day. They receive support and they in turn support others who are on the day’s chain and hoping to stay quit.

Celebrating milestones and anniversaries: The community recognizes a variety of milestones during a quit attempt: today, 3 days, 1 week, 10 days, etc., all the way out to years!

Receiving support and education: While someone is in the process of quitting, they can reach out to the community for support and ideas for how to deal with cravings, or to celebrate all the small victories along the way. There is a Q&A section that is also moderated by experts.

Starting over: It takes a person seven times (on average) to quit successfully. If you fail with QuitNet, the community is there to pick you up and help you try again.

