

# A15 – SMS smoking cessation system

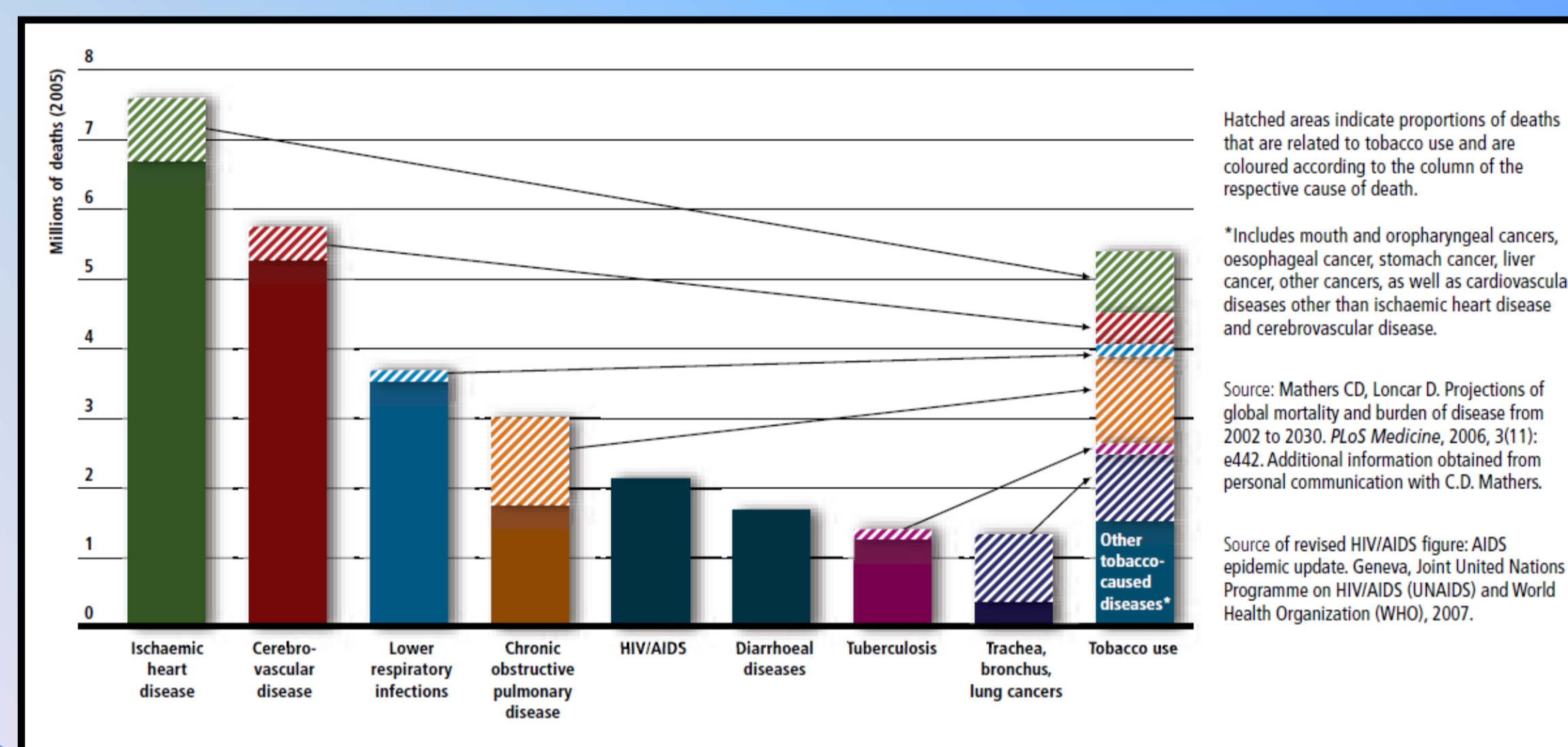
**Public Health Impact = Efficacy x Reach**

100 million smoking deaths in the 20<sup>th</sup> Century

Smoking is the number one preventable cause of premature death

Potentially 1 billion smoking deaths in the 21<sup>st</sup> Century

## Public Health Impact



Two-fold increase in self-reported quit rates at clinical trial

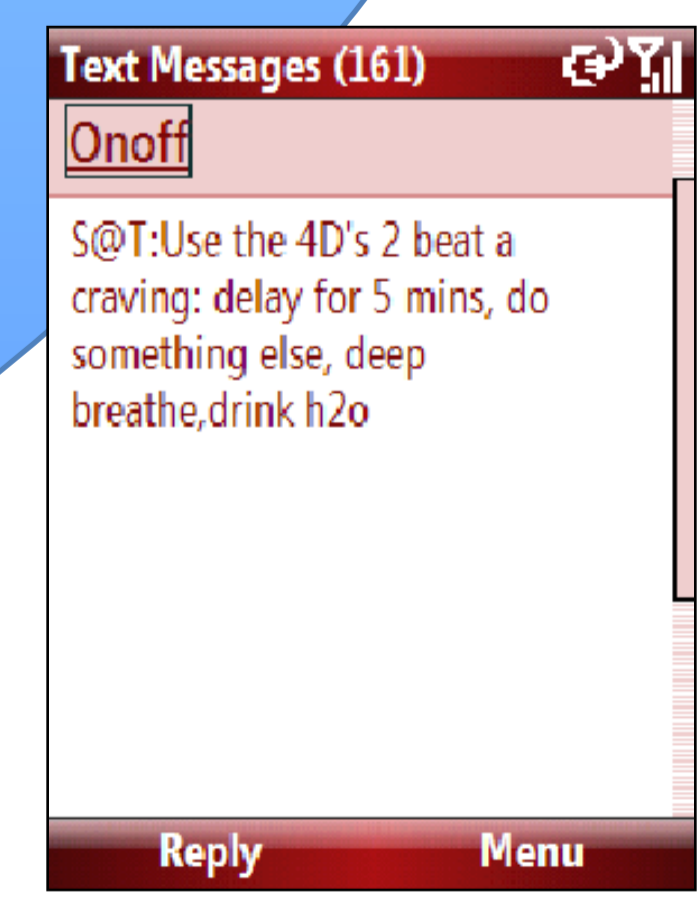
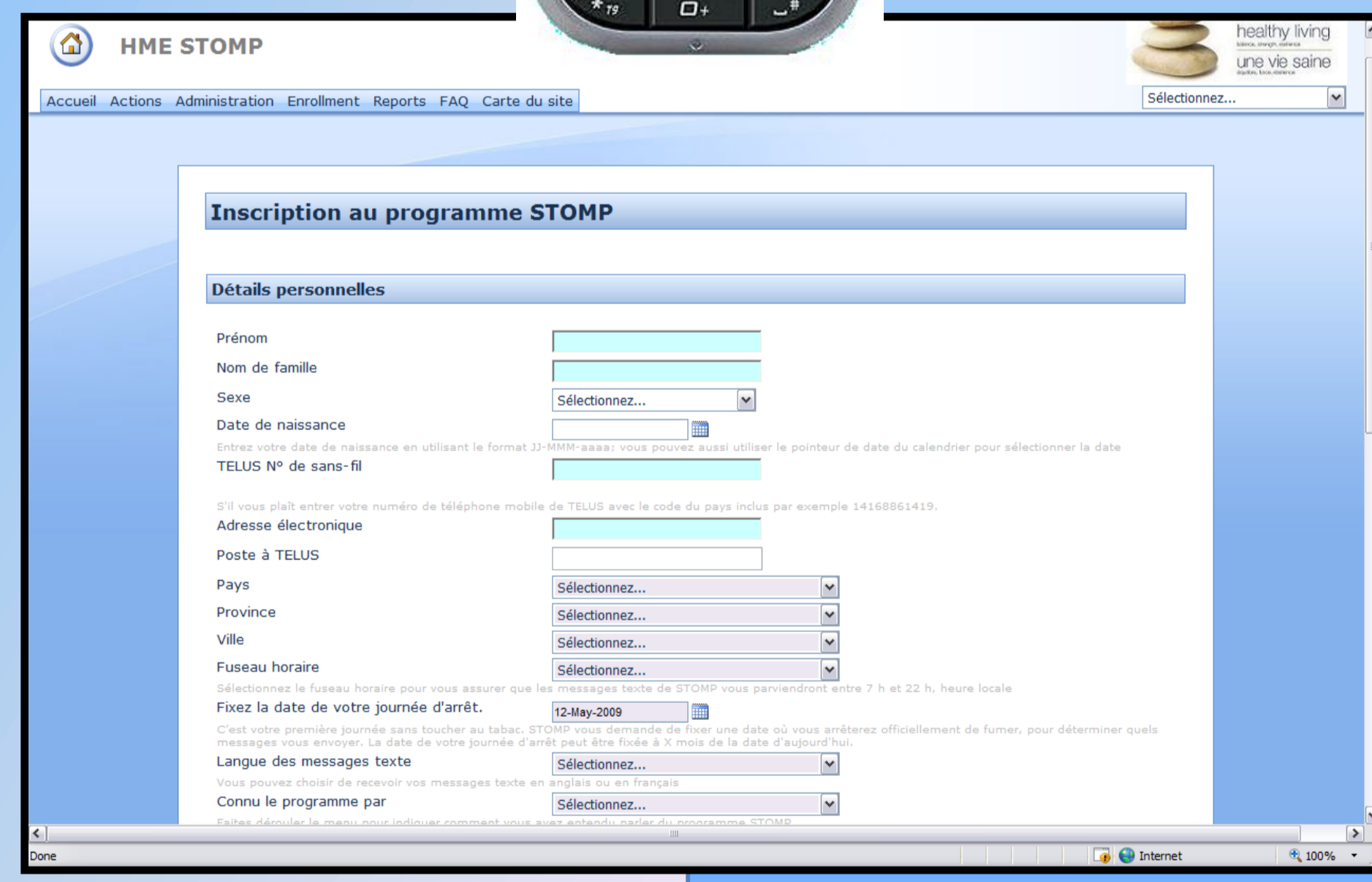
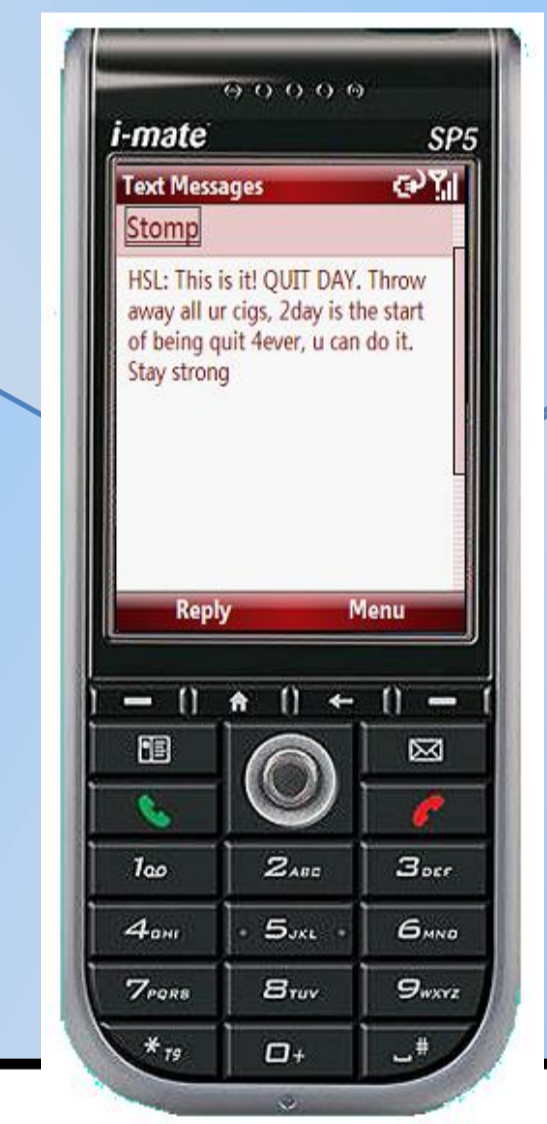
~70% of smokers want to quit

## Reach

## Efficacy

~80% of the world's population had mobile phone coverage as of 2006. ~90% estimated by 2010.

Multi-lingual operation and message delivery. Can be delivered globally over any SMS provider. Timezone aware



Mobile phone penetration is high amongst youth age groups – when smoking typically starts

Interactive Technology Platform

- Two way messaging
- Supports real-time user interaction – crave, relapse

Email [medicaldevices@who.int](mailto:medicaldevices@who.int) for further information