

# ***Craving to Quit***<sup>®</sup> ***Digital Therapeutic Program for Smoking Cessation***

## **Facts**

**What** *Craving to Quit* is a digital therapeutic program developed by MindSciences utilizing evidence-based mindfulness techniques, mobile health technology and behavioral psychology for the treatment of cravings, addictions and behavior change.

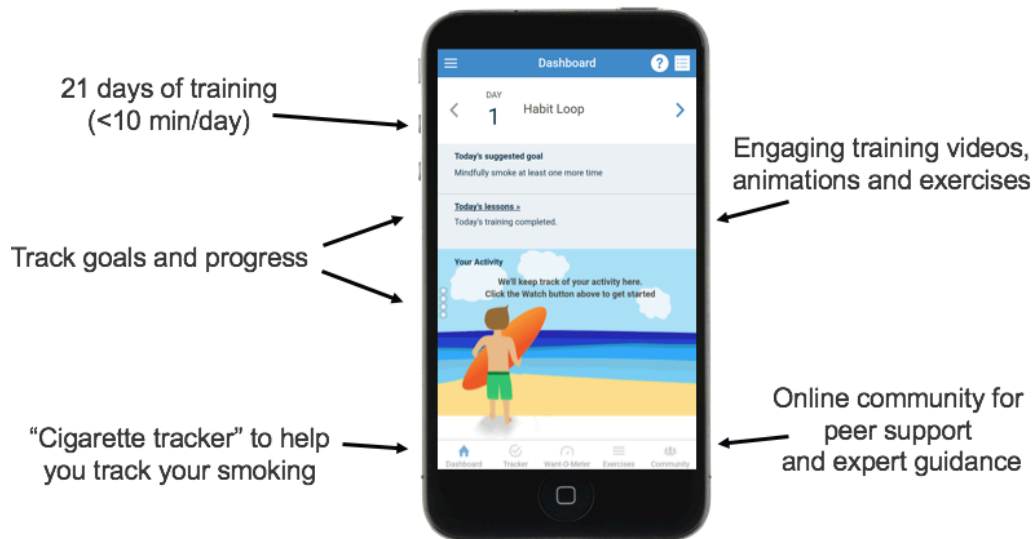
The training delivered by *Craving to Quit* when given in person was shown to be **5x more effective** than gold-standard treatment at helping people quit smoking.<sup>1</sup> It has scientifically been proven to break the links between craving and smoking, and to target the brain mechanisms related to getting caught up in craving - predicting smoking outcomes.<sup>2,3</sup>

**Why** *Smoking is the #1 preventable cause of morbidity and mortality in the US.*

**How** *Craving to Quit* is a scientifically proven daily program that combines neuroscience and mindfulness to help participants identify smoking triggers, and provides tools to ride out cravings, so that they can quit smoking, for good.

The behavior change training of *Craving to Quit* was developed at Yale University School of Medicine by Dr. Jud Brewer MD, PhD, and is based on (1) research into how the brain forms habits (2) evidence-based mindfulness practices that have been translated for modern-day use through programs such as mindfulness-based stress reduction (MBSR), and (3) digital delivery platforms.

The *Craving to Quit* program is comprised of 21 app-based daily video modules including app-triggered check-ins to encourage engagement; user-initiated, guided mindfulness exercises to help ride out cravings; live weekly check-ins with experts; options for customized coaching; and a peer-supported online community. The program delivers measurable progress via a “Want-O-



<sup>1</sup> Brewer et al. (2011) “Mindfulness Training for smoking cessation: results from a randomized controlled trial.” Drug and Alcohol Dependence 119: 72-80.

<sup>2</sup> Elwafi, et al. (2013) “Mechanisms of mindfulness training in smoking cessation: moderation of the relationship between craving and cigarette use.” Drug and Alcohol Dependence 130(1-3): 222-29.

<sup>3</sup> Janes, et al. (submitted) “Quitting starts in the brain: a randomized controlled trial of app-based mindfulness shows decreases in neural responses to smoking cues that predict reductions in smoking”

Meter” and “Cigarette Tracker” with an algorithm based on cigarette use to help taper smoking and minimize withdrawal until the identified quit date.

**Creator** Dr. Judson Brewer MD, PhD, is a neuroscientist and psychiatrist who has devoted his career to studying the science of habit formation, from addiction to self-mastery. He has over 20 years of experience conducting evidence-based clinical and neuroscience research and has developed a number of trainings for behavior change based on these scientific insights.

Dr. Brewer is the Director of Research and Innovation at the Mindfulness Center at Brown University where he is also an Associate Professor in Behavioral and Social Sciences in the School of Public Health and Psychiatry department in the Medical School. He is also an MIT research affiliate in the Department of Brain and Cognitive Sciences.

**Price** \$24.99 for one month, \$99.99 for one year. All plans include all modules, lessons, group coaching calls & online community support.

**Availability** *Craving to Quit* is available on iPhones and Android platforms.

**Website** <https://cravingtoquit.com>