



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-<br/>72 trials.com/ISRCTN22526020).

73

### 74 ***Primary funding source***

75 British Heart Foundation

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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  $\chi^2$  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

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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  
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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

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454

455

#### 456 **Data sharing**

457 Dataset available from corresponding authors on request.

458

459

460

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55 **Table 1 Participant baseline characteristics**

Characteristic	All (N=697) <sup>a</sup>	Gradual cessation (N=342) <sup>a</sup>	Abrupt cessation (N=355) <sup>a</sup>
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)
<b>Type of cigarettes smoked</b>			
-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)

<b>Preference for abrupt arm, n/N (%)</b>	224/697 (32.1)	107/342 (31.3)	117/355 (33.0)
<b>Preference for reduction arm, n/N (%)</b>	355/697 (50.9)	179/342 (52.3)	176/355 (49.6)
<b>No trial arm preference, n/N (%)</b>	118/697 (16.9)	56/342 (16.4)	62/355 (17.5)
<b>Confidence in quitting, median (IQR)<sup>c</sup></b>	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 <sup>a</sup>Numbers of participants used to calculate statistics for each variable vary slightly in some cases due to missing

555 data (denominators provided); <sup>b</sup>Range from 0 to 10, where 10=highest level of dependence; <sup>c</sup>Measured 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) <sup>b</sup>	559
	Gradual cessation arm	Abrupt cessation arm			
	(N=342)	(N=355)			
<b>Prolonged CO validated<sup>a</sup></b>					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
<b>7 day point prevalence<sup>c</sup>, CO validated<sup>a</sup></b>					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
<b>Self-reported</b>					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 <sup>a</sup>Validated by a carbon monoxide reading of <10 parts per million

576 <sup>b</sup>Adjusted for nurse

577 <sup>c</sup>No 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)
Preferred reduction arm (N=355)	62/179 (34.6%)	74/176 (42.0%)	136/355 (38.3)
No preference (N=118)	23/56 (41.1%)	32/62 (51.6%)	55/118 (46.6)
			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

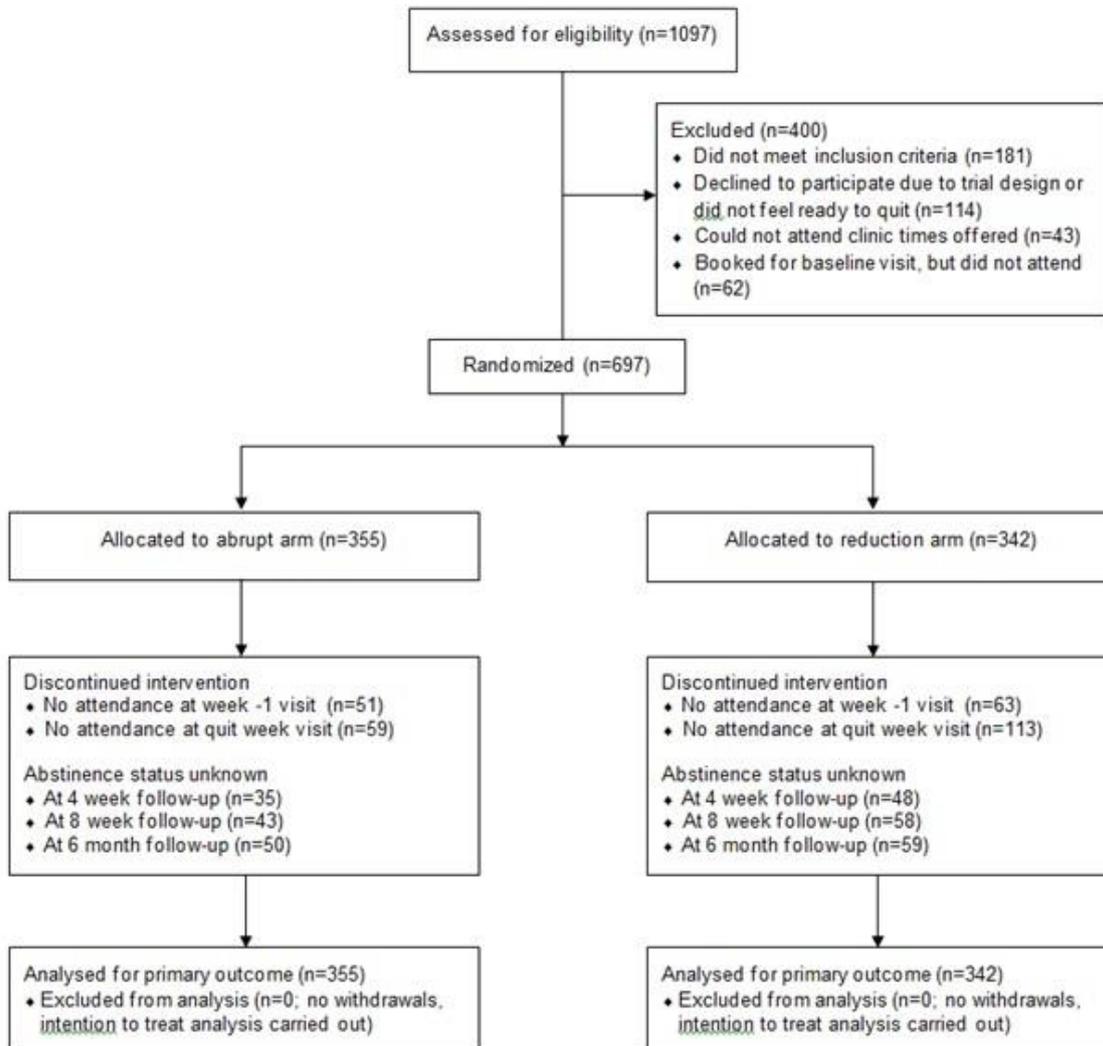
597 Gradual cpd Ns (baseline n=342; visit -1 n=264; visit 0 n=184). Gradual CO Ns (baseline

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).

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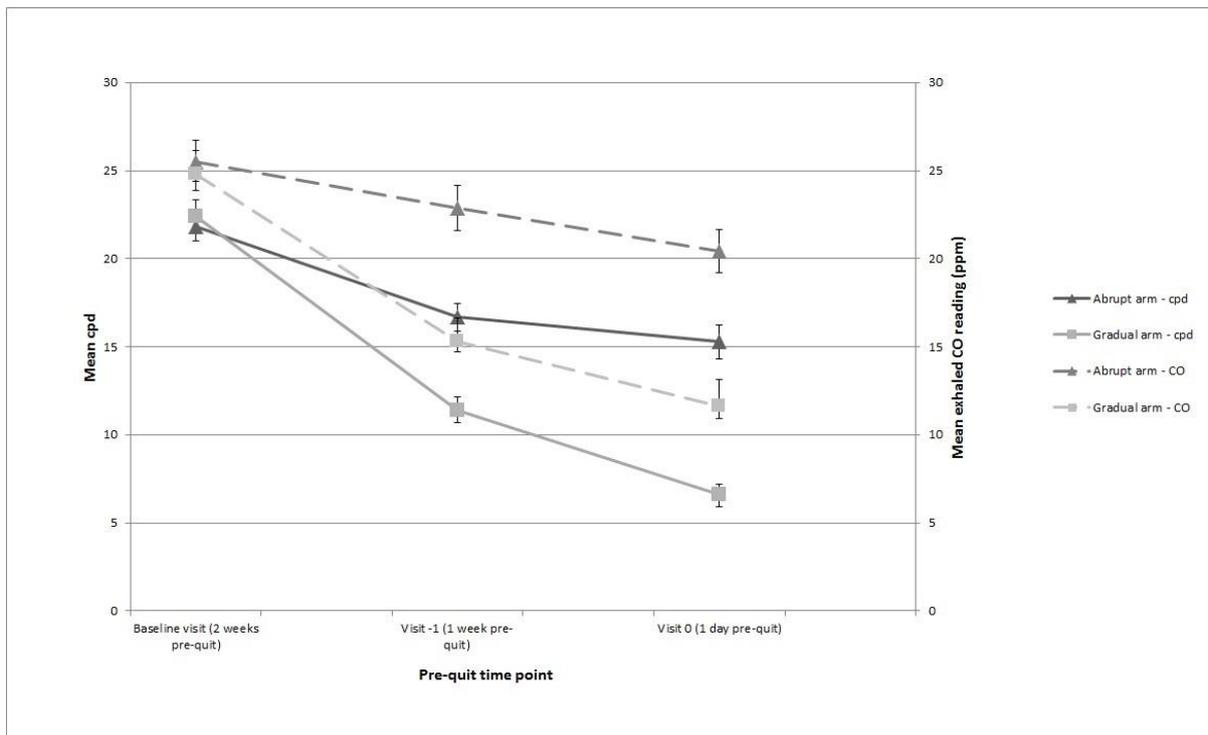
601 Figure 1.  
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605 Figure 2.  
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