

Mobile applications for users of tobacco, alcohol and cannabis: Switzerland

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Geneva Health Forum – April 2016

■ Our 3 apps

We developed 3 applications for mobile devices: Stop-tabac, Stop-alcool and Stop-Cannabis. The latter 2 applications are available in French only, but Stop-tabac is also available in English, German and Italian. All 3 applications are available for free on iOS, and Stop-tabac and Stop-cannabis are also available for free on Android.

■ These applications contain a virtual 'coach', that is, an interactive counselling system that provides individually-tailored advice, based on the user's profile assessed via a questionnaire. The applications offer 'real time' support during relapse situations and craving episodes.

■ Discussion forums are a popular feature of these applications: users take part in written discussions and receive support and encouragements from other users. These discussion forums are moderated by a psychologist 24h / 7d / 365.

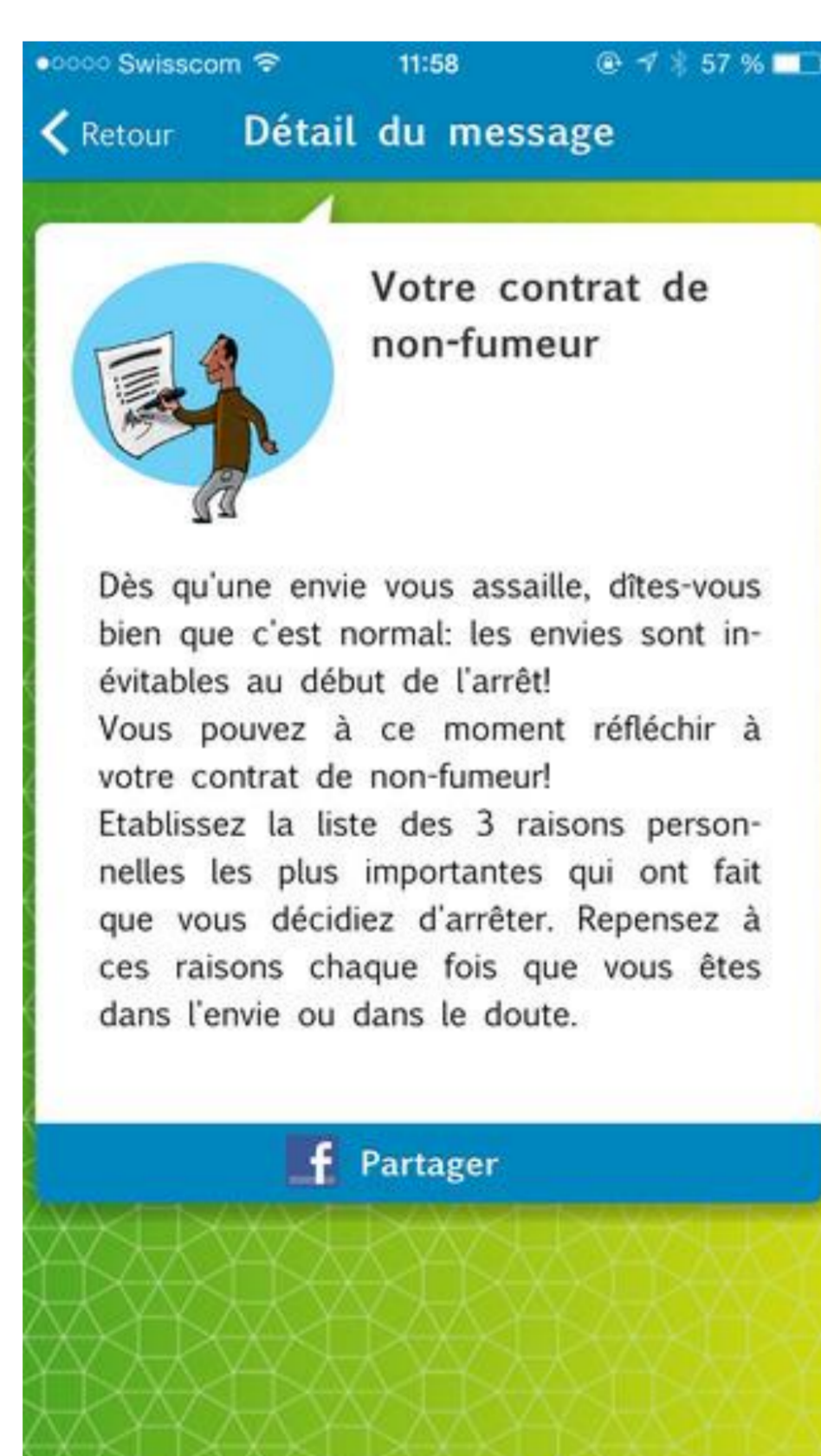
■ The Stop-tabac app is used every month by 6,000 persons, Stop-cannabis by 1,200 persons, and Stop-alcool by 300 persons. Many users are heavy consumers of these substances.

■ The development and maintenance of these applications is expensive. However, once developed, these applications can reach large numbers of users, and the marginal cost for new users is zero.

■ Evaluation

Previous studies suggest that text messaging (an older technology) is effective for smoking cessation and the reduction of alcohol consumption. However, there are few, if any, randomized trials testing the efficacy of comprehensive mobile applications in the field of addictions. We are currently conducting a randomized trial to test the efficacy of the Stop-tabac application, and several other research projects are planned or ongoing.

Stop-tabac.ch



Stop-alcool.ch



Stop-cannabis.ch

