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Put Your Money Where Your Butt Is

If smokers are well aware of the negative impacts of smoking, why don't they quit? While nicotine substitutes and counseling have been dominant in smoking cessation programs in developed countries, these programs are costly and often not accessible for the rural poor in developing countries. Researchers Xavier Giné, Dean Karlan, and Jonathan Zinman designed an alternative approach: a commitment contract that provides financial incentives for smokers to quit. The CARES product (Committed Action to Reduce and End Smoking) was introduced and evaluated in the Philippines. The researchers find evidence supporting its effectiveness, offer suggestions on future research and recommendations on how to improve smoking cessation programs.

Full published paper is available [here](#).

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