**BACKGROUND**
Considering resources invested in an endeavor can produce persistence, even if the outcome is not optimal (i.e., a sunk cost effect). No research has evaluated if a sunk cost-like effect can be used to promote persistence of positive health behaviors.

**OBJECTIVES**
1. Evaluate whether thinking about previously being abstinent from alcohol can reduce the likelihood of a lapse to use in a hypothetical scenario.
2. Determine awareness of the study purpose and whether participants feel imagining prior abstinence would be helpful in “the real world”.

**METHODS**
1. Adults at risk for alcohol use disorder recruited via Amazon Mechanical Turk®, n = 183 (goal N = 350).
2. All participants randomly assigned to either...
   - Imagine having just decided to quit drinking (decision control) or having abstained from alcohol for 60 or 120 days; and being tempted to have an alcoholic drink.
   - Or complete tasks as usual (neutral control).
3. Then complete...
   - An alcohol purchase task that gauged likelihood of consuming a single drink at different prices.
   - Questions gauging demand characteristics, how participants felt the scenario affected their responses, and if they thought they would be affected similarly in the field.

**RESULTS**
Preliminary findings with the currently recruited N...

**DISCUSSION**
Focusing on the decision to quit and prior abstinence may encourage further abstinence when tempted to drink. Thus far, sunk cost-like effects appear in some demand indices but not others. The potential utility of focusing on decisions to quit/abstinence is supported by the belief that such considerations would likely be helpful if encountering a similar scenario in one’s own life.