Define Your Message

Program Specifics

Program Name:

Project Quit

Target Behavior:
What health behavior will you change?
(e.g., smoking, exercise, diet)

Smoking – helping people who are ready to quit and want to quit within the “next 30 days”.

Main Point:
What is the most important message?
(e.g., cessation, walking 10,000 steps, increasing fruit and veg. consumption)

cessation

Target Population:
To whom will you offer the program?
(e.g., pregnant women, sedentary adults, elementary school students)

Adult smokers (age 21+) who are members of Group Health, HealthPartners, and Henry Ford Health System.

Medium:
How will the program be delivered?
(e.g., web- or print-based, text message, etc.)

Web and email based program, with a telephone-interview for the 6-month follow-up survey

Detail your program – Create message concepts

Outline your program’s structure (e.g., two 8-page newsletters), then list message concepts within that structure (e.g., newsletter 1, page 2 – motivation/values). Break concepts into sections (e.g., NL1; pg 2- motivation/values; create 2 text sections: testimonial and didactic information and 1 graphic section: photos of people for testimonial). For each section, specify a topic, writing style, and critical tailoring elements, along with any other details you want to document.

• Six web-based sessions, timed to work in conjunction with a subject’s quit smoking date.
  o Welcome Letter/Social Support – Immediately after Baseline Survey is completed
  o Preparing for How to Deal with Stress – Delivered 7 Days before Quit Date
  o Individual Barrier 1 – Delivered 2 Days before Quit Date
  o Individual Barrier 2 – Delivered 2 Days after Quit Date
  o Outcome Expectations – Delivered 7 Days after Quit Date
  o Closing – Delivered 14 Days after Quit Date
• Email messages, timed with sessions, NRT patch use, quit day, follow-up survey
  o When each session becomes available on the website, subject will get an email that morning telling them to login and visit site for new content
  o When subject needs to start using NicoDermCQ patches, as well as when they need to step down to the lower patch doses, we’ll send an email reminder to do so
  o On subject’s quit day – send a supportive email for their big day and remind them to visit site to review sessions that can help them throughout their day.
After sessions, but before 6-month follow-up, send 4 and 5-month check-in emails, just reminding subject to visit site if they wish and that 6-month follow-up is coming.

Before 6-month telephone survey call is made, send email reminder that the call is coming.

Tailored Web Sessions – each session is 4 pages long – here’s the set-up

- Pg 1: Each Session begins with an Opening section from the “source” tailoring factor. It sets the stage for the purpose of the Session and has the "team" vs "institution" tailoring factor.
- Pgs 2 & 3: The Middle section of each session dives into:
  - Narrative text (the beginning of a character’s story – pg 2)
  - Didactic and narrative text (end of a character’s story + advice for subject – pg 3)
- Pg 4: Then the Closing section wraps things up, again with a little touch of "team" vs. "institution" feel. It includes “what to expect next”.
- Each session will also have 1 Special Feature that address content covered in Session. This will allow for some interactivity in the session – with many “worksheet” type activities.
- Each subject will read stories from ONE character all the way through, matched visually on age, gender, and race. The character will “go through the entire process” with the subject, sharing their story as it relates to the topic of the session.

What to tailor on within each session-

Session 1 – Introduction/Social Support
Tailor page 1 with what we understand about them (name, age, yrs smoked, # cigs smoked, motivation, confidence, etc.) so they see we know who they are and can help them quit for good. Provide tailored bullet list of what will help them quit as well as what might make it more difficult. Within social support – highlight who they think will help them, talk about smokers around them, ways to get support if they don’t have any. Stories should at least tailor on age, gender, level of support, and family status, to start.

Session 2 – Stress
Highlight their current level of stress and coping. Review their confidence of smoking under stress. Discuss ways they like to manage stress and add more ways to manage stress that match their personalities and preferences. Stories should match on these same areas, as well as age and gender.

Session 3 – Barrier 1
Determine what “trigger/temptation” they feel will be most difficult for them once they do quit. Tailor advice and story to the barrier, including specific tips on how to work through barrier without reaching for a cigarette. Use information like need for cognition, family status, exercise, specific support people, and work status, alcohol use, gender and age to tailor tips. Create stories based on these responses too.

Session 4 – Barrier 2
Determine what “trigger/temptation” they feel will be 2nd most difficult for them once they do quit. Tailor advice and story to the barrier, including specific tips on how to work through barrier without reaching for a cigarette. Use information like need for cognition, family status, exercise, specific support people, and work status, alcohol use, gender and age to tailor tips. Create stories based on these responses too.

Session 5 – Motivation/Outcomes
Same as Session 4, but tailor on 2nd biggest barrier.

Session 6 – Closing/Maintenance
Reflect on things like how to manage stress, use activity to keep you busy, how to set goals for working through a barrier and staying one more day quit. Encourage them to thank the people they said would support them. Review slips/trying again (use past quit attempt responses here too). Stories should reflect success, but only slips/relapses (if true for subject too).