Define Your Project

Program Design and Outline

**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 program, phone text message, etc.)

- Web and email based program

Program Name

List ideas for what to call your program.

- Smoke No More
- Quit Now
- Project Quit
- Stop for Good

Program approach

Outline any theoretical model(s) that will inform your framework, survey, and tailored messages.

- And/Or -

List concepts and/or psychosocial constructs you plan to use to get across your main message.

*Major theories* to guide intervention: Health Belief Model and Social Cognitive Theory

*Components* from theories as well as potential moderators to use when developing content:

- Outcome expectations (general motivation to quit smoking; intrinsic versus extrinsic motivation)
- Efficacy expectations (self-efficacy)
- Message framing (gain-framed messages vs. loss-framed messages)
- Source (“lay” versus “expert” contrast or “institutional” versus “HMO team” contrast)
- Testimonials (SCT - observing similar others going through a behavioral experience can help build self-efficacy)
- Socio-demographics (age, gender, ethnicity/race, education, family status)
- Health status (presence of smoking-related illness/conditions; current health status)
- Need for cognition (Individual’s tendency to engage in effortful cognitive endeavors)
Brainstorm program ideas

Think big picture, not too many specific details yet. Keep in mind your target behavior, main point and audience while brainstorming. Here are a few things to think about:

1. How will you attract participants?

   Enrollment ideas: Start with an invitation letter sent to HMO members who are on file as smokers. Place an ad in each HMO quarterly newsletter promoting the program. The letters and ad will list a website members can visit to learn more about Project Quit. Interested members can register on the website, answer eligibility questions, fill out an online consent, and take the program survey. After that, they start receiving program materials.

2. What channel will you use to deliver your message? (e.g., 1 print newsletter, 4 web sessions, weekly emails, daily phone texts, etc.)

   • 4-8 web sessions – provided at various times throughout their quitting process (before, on, and after their quit date)
   • emails letting them know when new web sessions become available on the website as well as general supportive emails that provide positive quitting messages

3. List ideas that you would like to incorporate as part of your overall program. (e.g., enrollment incentives, coupons to local vendors, use of video, interactive quizzes)

   • FREE NRT PATCHES for everyone upon completing enrollment and choosing a quit date

4. List ideas that you would like to incorporate in your tailored messages. (e.g., using values to strengthen motivation, providing solutions to barriers through information and stories, give normative/evaluative data in charts, using need for cognition to determine message complexity, etc.)

   • Maybe each web session can cover a topic, for example, motivation, social support, efficacy.
   • We could give advice to them about the topic (like how to keep from smoking when feeling stressed if that’s a barrier for them)
   • We could also provide a story from someone who quit about what they did to keep from smoking during some stressful situation (model the behavior in a “real world” situation).
   • Use a Values checklist (from Motivational Interviewing) to increase motivation if it’s low.
   • Tailor testimonial images to match a few age ranges, gender, and race (if we can).
   • Keep sessions short, like no more than 4 web pages (welcome, advice, testimonial, closing?)
   • Make sure some barrier help comes before their quit day
   • Start with a welcome session that uses lots of tailoring so they see we understand who they are and how we plan to help them succeed.
   • Include some activities they can type in on the web and save and look back at (doing some of their own problem solving, support building, motivation generation).
   • Definitely send something the day before, the day of, and the day after they quit (either session or just a supportive email).

5. List layout/design ideas for your program. (Review the MTS Publisher themes to decide on a look for your program. Make note of template layouts within your theme that you like as well.)

For this project, we’ll work with our tech and design team to create a unique layout design.