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Study-at-a-glance

SEARHC UAF
Division of Public Health

GOALS:

1. Determine if/how to modify current program
2. Determine what quit-support methods and what marketing messages appeal to young adults
3. Develop baseline research protocol for potential reuse

Overarching goal:
Reduce smoking rates for young adult SEARHC beneficiaries

Phase 1: Inform phase 2

Phase 2: Qualitative research

Social Marketing Foundation

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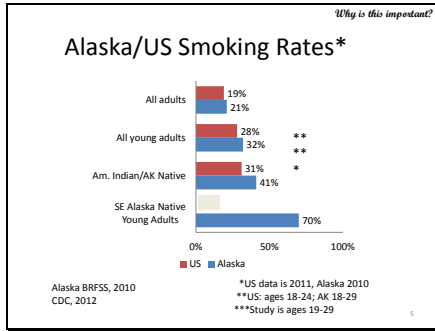
Seven research questions

- 1) Benefits of smoking?
- 2) Benefits of quitting?
- 3) Barriers to quitting?
- 4) How do you quit?
- 5) What ads work?
- 6) What quit aids might work?
- 7) How do you communicate?

*potentially differs from literature

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- Why is this important?*
- ### Best Practices in Cessation¹
- Brief counseling
 - Intensive counseling
 - Nicotine Replacement Therapy (NRT)
 - Prescription drugs (e.g. varenicline/Chantix®)
- ¹Fiore, Jaén, Baker, & et al., 2008
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Why is this trustworthy?

Research Design

Phase 1 Objective: Inform Phase 2 Design



- 6 key informant interviews
- informed consent
- Demographic questionnaire
- Recruiting methods
- Semi-structured interview guide



Phase 2 Objective: Answer Seven Research Questions

• 4 Individual Interviews, 5 Focus Groups, n=23

1. Benefits of smoking
2. Benefits of quitting
3. Barriers to quitting
4. Quit methods attitude & experience
5. Tobacco countermarketing
6. Quit support program ideas
7. e-Communication habits



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Why is this trustworthy?

Phase 2 Methods

- Referrals and same-day on-location recruiting¹
- Varied venues for participant diversity
- \$30 iTunes gift card incentive
- Visual aids incorporated into discussion
- Standard qualitative data analysis techniques²

¹ Krueger and Casey, 2009
² Boeije, 2002

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What did we find?

RQ2: Benefits of quitting

- Immediate health impacts
- Social benefits
- Impact on children
- Note: small concern for expense of smoking

Well, miss, like to box. I just lost The Beatdown because I smoke. *35 yr old female*

And when you're running for the bus, you just feel slow, oh s**t, I need to quit. *29 yr old male*

I want to NOT be a smoker when they're old enough to learn from their mom and I do. *30 yr old male*

With my nieces, I want to be around long enough see them grow up. *33 yr old female*

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What did we find?

RQ3: Barriers to quitting

- Addiction
- Habit
- Other people smoking

Those first 72 hours are no joke when you're quitting smoking. *25 year old male*

It's almost like alcoholism, it's always there. *28 year old female*

It's definitely generational, I see it. *26 year old female*

But when I hang out with my mom, which she's like every day, and smoke a cigarette. *25 year old female*

He'd smoke in the company truck right next to me. And at first I could say no, but... *27 year old male*

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What did we find?

RQ4: Experience with quitting:

General

- Strongly prefer cold turkey
 - Their own experience
 - Others, particularly family members
- NRT has a bad reputation
 - Some based on hearsay/second-hand
- Almost no experience with varenicline (Chantix®)

My grandpa quit cold turkey. And I guess I always had that in my mind, that if my grandpa could do it, I could do it too.
26 year old female

So I don't want any advice from anyone, I just want to do it myself.
19 year old male

I tried the patch and I had nightmares and it didn't help with the cravings.
19 year old male

I think it would help some people. But since I've done it on my own so many times, I don't know if I would actually utilize a quit program.
26 year old female

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What did we find?

RQ4: Experience with quitting:

Counseling

- In both mall groups, strong negative reaction to the word "counseling"
- Those who had used SEARHC quit program highly recommended it

There's a lot of counseling out there and you don't really need one for smoking.
24 year old male

Yeah, all of this just feels like an AA meeting.
19 year old male

The program itself is just wonderful. It allows somebody to not just say "I need to quit smoking." It gives them the means with which to quit.
28 year old female

I support it 110%.
29 year old male

Counseling feels I'm being judged a bit. And I'd feel like a worse person.
24 year old male

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Practical implications?

Social marketing program

- Target audience: Young Southeast Alaska Native adults **who have decided to quit smoking**
- Positioning:
We want young Alaska Native adults who decide to quit smoking to view **seeking support** from the tobacco health educator as **normal, simple, and more effective** than quitting on their own.
- Behavior change: **Enroll** in the tribal program rather than quitting cold turkey

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Practical implications?

Marketing Mix: 4Ps

Price:	Product:
•Maximize:	•Rename counseling to "coaching"
•Short-term benefits	•Optional pharmacotherapy
•Benefits to extended family	
•Minimize:	
•Smoking as stress relief	
Place:	Promotion:
•Optional texting component	•Flyers and quitcards
•Telephone contact with counselor	•Social norms
	•Family values and/or social impact
	•Facebook incentives for favorable postings

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Practical implications?

Further Research

- SEARHC
- Alaska
- Young adult
 - Special need for qualitative research
 - “...to learn why young adults choose to smoke and choose to quit rather than just whether they are successful”¹

¹Bader et al., 2007 25

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Conclusions

Conclusions

- Notable similarities and notable differences
- Practical use of findings
- Contribution made to young adult, Alaska Native, and Indigenous literature
 - Especially non-university based young adult
 - Extends via social marketing framework

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