

Formative research for the promotion of a national smoking quitline: Findings from focus groups

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CONSTELLA



GROUP®

Enhancing Human Health



1-800-QUIT-NOW

- National Cancer Institute's toll-free smoking quitline
- Target audience is 18-29 year old smokers with an interest in quitting smoking
 - Low SES
 - Active military



Formative Research

- Test messages and materials for target audience to determine:
 - What kinds of messages and materials are appealing, engaging, and relevant?
 - What kinds of messages and materials are confusing or hard to follow?
 - What information about 1-800-QUIT-NOW services should be emphasized in order to motivate smokers to call?
 - Which themes are unique to specific target audiences?



Focus Group Demographics

- All participants were 18-29 year old smokers with some interest in quitting
- Locations
 - Las Vegas, Nevada
 - St. Louis, Missouri
 - Atlanta, Georgia
- Demographic sub-groups
 - Low SES
 - Active military
 - Race/Ethnicity
 - Black/African American
 - Hispanic/Latino
 - White/Caucasian



Creative Materials

- Materials reviewed included:
 - 3 Radio PSAs
 - 2 TV PSAs
 - 3 versions of the logo
 - 2 posters
 - 1 version of the webpage home and a sub-page



FINDINGS

What kinds of messages and materials are appealing, engaging, and relevant?

- Story told from a smoker's point of view
- Real speakers
- Real experiences
- People from diverse racial and economic backgrounds in the correct age demographic represented
- National initiative stronger than local initiative
- Catchy, upbeat background music
- Clear logo with quitline number emphasized



1-800-QUIT-NOW



We can help you draw the line.



FINDINGS

What kinds of messages and materials are confusing or hard to follow?

- Quit coach, quit plan, quit date
- “I’m a quitter”



FINDINGS

What services should be emphasized?

- Free services
- Personalized attention
- Toll-free number



FINDINGS

Which themes are unique to specific target audiences?

- Local smoking policies in Las Vegas
- Ambivalence toward the phrase “I’m a quitter” among non-military White/Caucasian participants
- Support of the phrase “I’m a quitter” among military participants
- Emphasis on children and family as a quitting motivator among Hispanic/Latino participants
- Preference for exclusion of military representation among military participants

Microsite Home Page, <http://1800quitnow.cancer.gov>

The screenshot shows the home page of the 1-800-QUIT-NOW microsite. The layout is divided into a left sidebar and a main content area. The sidebar contains a search bar, a list of navigation links, and contact information. The main content area features a large banner with the service name and a testimonial video player.

1-800-QUIT-NOW
We can help you draw the line.

What's it like to call 1-800-QUIT-NOW?

"QUIT NOW" Challenge Blog
Real People Quitting Tobacco

Find Services in Your Area

Press Room

FAQs

More Information on Quitting

Contact Us

Home

This site has been developed under contract for:

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Cancer Institute

"I called 1-800-QUIT-NOW because I was ready to change my life."

1 2 3 || Pause

FREE
FREE CALL. FREE QUIT COACH. FREE QUIT PLAN.

If you smoke or chew tobacco and you've decided to quit, **1-800-QUIT-NOW is a free service** that can help. When you call, a trained quit coach in your state will work with you to help you quit and avoid the things that tempt you back into the habit.

SiteMap Privacy Policy Web Policies

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Find Services in Your Area

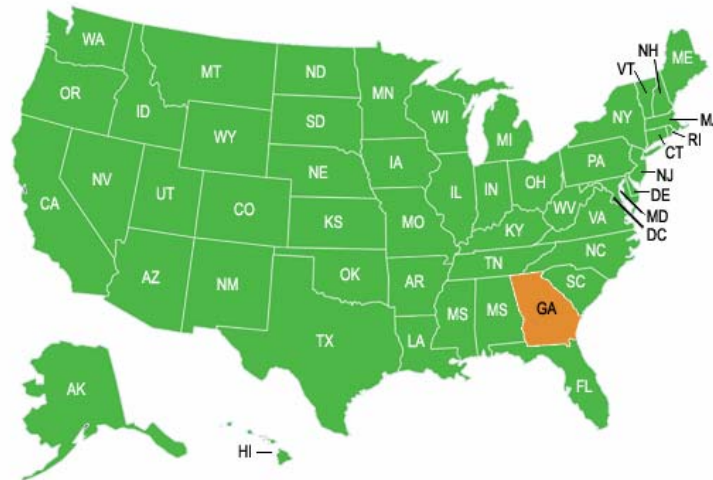


1-800-QUIT-NOW



Find Services in Your Area

Click on your state. Information about services in your area provided by North America Quitline Consortium will open in a new browser window.



- | | | | | |
|----------------------------|--------------------------|-------------------------------|--------------------------------|------------------------------|
| Arizona | Hawaii | Massachusetts | New Hampshire | South Dakota |
| Alabama | Idaho | Michigan | New York | Tennessee |
| Alaska | Illinois | Minnesota | North Dakota | Texas |
| Arkansas | Indiana | Mississippi | North Carolina | Utah |
| California | Iowa | Missouri | Ohio | Vermont |
| Colorado | Kansas | Montana | Oklahoma | Virginia |

What happens when you call 1-800-QUIT-NOW?

“QUIT NOW” Challenge Blog
Real Stories About Real People Quitting

Find Services in Your Area

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