QuitNow Men

Directions for Designing Novel Health Promotion Approaches for Men

Joan L. Bottorff, PhD, RN, FCAHS, FAAN, Professor, School of Nursing, Faculty of Health and Social Development; Director, Institute for Healthy Living and Chronic Disease Prevention

Paul Sharp, M.Sc, Research Assistant, Institute for Healthy Living and Chronic Disease Prevention
University of British Columbia

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Designing Smoking Cessation Resources for Men

Phase 1
• Consultations with Men
• Website Development

Phase 2
• Usability Testing

Phase 3
• Pilot Testing (6 months)
• Website Revisions

Phase 4
• Launch (Jan 2015)
Consultations with Men

- Main Motivations for Quitting
  - Health and fitness
  - Money
  - Family

- Preferred Messaging
  - Personal and relatable
  - Positively framed
  - Strong masculine tone
  - Action oriented
  - Humorous

- Interactive and Engaging Content
  - Friendly competition
  - Connects with peers “who know what it’s like”

56 men from 4 locations in BC participated in the groups
Design principles
SMOKING IS BAD (WE GET IT).
WHAT WE NEED NOW IS STRATEGY, TOOLS, ACTION.

I'm ready to pick a quit date

I'm not totally ready. I'll look around a bit.

HOW MUCH CASH AM I?

HOW DEPENDENT AM I?

www.QuitNowMen.ca
HOW MUCH CASH AM I BLOWING ON SMOKING?

I've spent $10.00 per pack
Smoked 5 cigarettes a day
For 7 years

5 cigarettes a day for 7 years costs:

$912.50 a year
$75.00 a month
$2.50 a day

www.QuitNowMen.ca
**TACTICS**

- Getting started
- Surviving quit day
- Staying on track
- Quick Tips
- Try our Quizzes
- Quitting Videos

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**TOOLS**

Alright, it’s time to suit up and get ready. Pick the tools that are right for you.

- Patches, gum and more
- Will Power
- Call or Text
- Expert chat
5 of 10
In 1978, a document from Big Tobacco described cancer as “an essential ingredient of life”.

A
Cigarettes are a major cause of cancer worldwide, but one Big Tobacco executive also said that “unhappiness causes cancer”. Interestingly, executives from the six major tobacco companies in the U.S. told Congress that they don’t want their own children to smoke.

B
False

You got 6 out of 10 correct.

A score of 60%.

The average score is 72%.

www.QuitNowMen.ca
Interactive video drama

Drama-based approach to engage viewers and influence health behaviours.

Theoretical underpinnings:
• Social theory on gender norms, masculinity, cognitive learning, behaviour change

Lohan et al. (2014)
Interactive Video Drama

Meet Nick

Morning routine

Out with the guys

Stressed out

On the road to work

I need a break

On track

www.QuitNowMen.ca
Meet Nick

If I were Nick, how would I feel on the first day of a quit?

A. I feel confident. I know what I need to do and I know how to do it!
B. I'm prepared. I've tried to quit before but I'm ready now.
C. I'm really worried about being able to do this.
D. I'm hesitant. I've made the decision to quit, but...

If I were Nick, what tactic would I choose?

A. Go cold turkey (no help)
B. Use the patches and gum (Nicotine Replacement Therapy)
C. Ask a doctor about prescription medication
D. Talk to a quit coach at 1.877.455.2233 (toll free)
E. Check out the QuitNow.ca website
F. Ask a buddy for support

www.QuitNowMen.ca
Out with the Guys

If I were Nick, what do I think my friends would say when I tell them I’ve quit smoking?

A. Really – why?
B. Again? Haha – good luck with that!
C. That’s stupid man - you’ll never last.
D. Good for you bud, let me know if you need any help.
E. So you’re not going to hang out with the guys anymore?
F. That’s not fair – we’re smoking buddies!

If I were Nick, how would I respond to pressure from my friends to smoke?

A. Don’t hang out with friends who might put pressure on me.
B. Be firm about being a non-smoker now.
C. Pay up and head home early.
D. Keep the number of drinks I have in check.
E. Choose a drink that’s non-alcoholic.
F. If I feel a craving coming on, I can go out for some fresh air.
G. Tell friends before my quit date and ask for their support.
Potential advantages

- Responsive to men’s interest in real-life experiences with “real” men
- Promote anticipatory thinking
- Model skills with strong self-efficacy
- Influence men’s beliefs about quitting through identification with central character
Smokefree Men: Does it work?

**Phase 3**
- Pilot Testing (3 and 6 months)

**Phase 4**
- Launch (Jan 2015)
Pilot Study Participants

- 117 Men, 21-68 years old
- Smoking for an average of 24 years
- Smoked an average of 15 cigarettes a day
Website use

Frequency of Website Usage

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>8</td>
</tr>
<tr>
<td>Once</td>
<td>4</td>
</tr>
<tr>
<td>2-3 times</td>
<td>31</td>
</tr>
<tr>
<td>4-6 times</td>
<td>11</td>
</tr>
<tr>
<td>More than 6</td>
<td>29</td>
</tr>
</tbody>
</table>

Average Website Tools Used and Helpfulness of Tools

<table>
<thead>
<tr>
<th>Tools Used</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpage tools</td>
<td>54%</td>
</tr>
<tr>
<td>Helpfulness</td>
<td>90%</td>
</tr>
</tbody>
</table>
Website Satisfaction

How satisfied are you with the QuitNow Men Website?

- Satisfied: 64%
- Neither satisfied nor dissatisfied: 32%
- Dissatisfied: 4%
Smoking Behaviour

Since using the QuitNowMen website have you tried to reduce or quit smoking?

- [CATEGORY NAME] for 24 hours or longer, [VALUE]
- Did not Quit, [VALUE]

- [CATEGORY NAME], [VALUE]
- [CATEGORY NAME], [VALUE]
If you decided to quit during the next month, how confident are you that you could do it?

- **NOT AT ALL CONFIDENT**: 7.1
- **NOT VERY CONFIDENT**: 19.6
- **SOMewhat CONFIDENT**: 57.1
- **VERY CONFIDENT**: 16.1

Website usage and quit confidence within the next month ($r_s (63) = .256, p=.043$)
Vasileu, M. & van Bylandt, K. (Feb 26, 2015). *Cold Turkey Contest*, Tobacco Cessation Update, Stakeholder Teleconference, Hosted by the BC Lung Association and QuitNow.

1. Motivate men to make quit attempts (emphasis BC’s North)
2. Encourage quitters to use QuitNowMen.ca tools and strategies
How did they do?

77% of participants stayed smoke-free
Were you able to remain tobacco-free for the week of Feb 1 to 7?

Plus ... of daily smokers, 71% remained smoke-free for the whole week

Vasileu, M. & van Bylandt, K. (Feb 26, 2015). *Cold Turkey Contest*, Tobacco Cessation Update, Stakeholder Teleconference, Hosted by the BC Lung Association and QuitNow.
Discussion Questions

• How can QuitNow Men™ be integrated with other men’s health promotion programs?

• What did you see in QuitNow Men™ that can be used in your work in promoting men’s health?
Health Promotion Approaches for Men?
Thank You!

www.quitnow.ca

• Bottorff, J.L., Sarbit, G., Oliffe, J.L., Kelly, M.T., Lohan, M., Stolp, S., & Sharp, P. (in review, March 31, 2015). “If I were Nick”: Men’s responses to an interactive video drama series to support smoking cessation. *Journal of Medical Internet Research*.


**For more information:**

Dr. John Oliffe: [john.Oliffe@ubc.ca](mailto:john.Oliffe@ubc.ca)

Dr. Joan Bottorff: [joan.Bottorff@ubc.ca](mailto:joan.Bottorff@ubc.ca)

[www.quitnowmen.ca](http://www.quitnowmen.ca)
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