

SMS USA PHASE TWO

SMS USA YAAC BULLETIN BOARD: MODERATOR'S GUIDE

Welcome to our online discussion!

My name is Tonya and I will be moderating the session over the next 2 days. I will be asking questions about the text messages we want to use in the smoking cessation programs, and your ideas on parts of the intervention.

There are about 20 of you participating, so I anticipate a lively discussion! You all have a few things in common. You are all young adults between 18 and 25 years old who smoke and who have told us that you are seriously thinking about quitting.

Here are some basic instructions about how to participate:

1. Each day, two sets of questions will be posted: one set at 6 am and the other at 12 noon Eastern time. Since we have people participating from a range of geographic locations some of you will need to make adjustments for your local time. Please look at the entire list of topics for the day to answer all the questions.
2. Each question is labeled with a "reply" button and you will find it simple to navigate through the questions. You can also reply to other people's remarks.
3. Please go online and check this board at least twice per day. You can log on more frequently if you want to. I will be watching your posts as they come in and responding with additional questions for you. Please take a look back at the topics once you have answered them to see if I've asked any additional questions specifically for you. Many of my posts are just points of clarification and probing. I appreciate the fact that you have limited time to spend on this, so I will try to make it short and sweet!
4. If you have any problems at all with access, or have questions, please let me know at: tonya@isolutions4kids.org or call 1 877.302.6858, ext. 806.

Okay, let's get started!

Day 1, Morning Session

Before we get into today's discussion, let's begin with some fun questions about texting to break the ice.

- How many text messages do you SEND in an average day?
- How many texts do you RECEIVE in an average day?
- How important is text messaging to you? If I took away the text messaging capability of your cell phone and you couldn't text for a week, how would this change your life?
- When do you read your texts? (For example, as soon as they are received, or some other time?) Does it depend on the time of day / what you're doing? Do you keep important text messages?
 - *PROBE: What do you do with the text messages you keep?*

Thanks for sharing about texting.

As you know, the program that we are developing is for young adults like you who are currently smoking and are seriously thinking about quitting. We got great feedback and advice from you all this past week on the text messages that we asked you each to review. Write a paragraph here about your thoughts on the messages that you read. Do you think we got the tone right? Was the information clear? What's one suggestion for how to make the messages even better? And, of course, any other thoughts you might have.

Now let's look at some program text messages together. The first two weeks of the program will prepare people to quit by teaching them how to quit. Each person's Quit Day will be set two weeks after they start the program. Here are some examples of the text messages that someone would get during this two week period:

- When and why do you smoke? Start a smoking diary to find out. Keep track of when you smoke each cigarette, what you're doing (the activity), how you're feeling, and your desire for the cigarette (from not at all to *a lot*).
- If you smoke within 30 minutes of waking up, you are probably addicted to nicotine. Taking some type of medicine can double your chances of quitting. Visit [ADD URL] to learn about the best option for you.
- How are you doing with your smoking diary? Be sure to fill it out for every cigarette you smoke - it will help you quit!
- Now PRACTICE - practice not smoking as much as you can. Cut out one particular cigarette each day to prove to yourself that you CAN do this. For the others, try waiting as long as you can before smoking it and practice using your coping strategies instead.
- Here are some coping strategies. Practice the 4 D's as you work on cutting down: Delay, Distract, Deep breathe, and Drink water.

- If you live with someone who smokes, try to identify a "smoke free place" in the home.

Tell us what you think about each text message above. Please answer the following for EACH message.

1. What is your reaction to the text message?
2. How does the message sound to you? What is its tone?
3. How do the suggestions in the text messages compare to things that you or other people you know have done when they have tried to quit smoking?
4. Is the information clear about what it is that you can do? Is there a way to make it more clear?
5. *[Specific to the second message] What word would you use to describe medicines that can help a person quit smoking? I'm talking about things like the nicotine patch, gum, lozenge, inhaler, Chantix and Zyban. What is one term you would use to refer to all of these? Is 'medicine' a good term? Why or why not?*
6. These are just a few of the messages that someone would get. Give us 3 examples of the kind of message you would write for someone.

That's it for this morning. Thanks for your time so far...you're doing a great job. Please log on again this afternoon anytime after 12:00 Noon EST for your next session.

Day 1, Afternoon Session

Introduction

Welcome back!

Please be sure to go to the sections from this morning and do a quick check to see if there are “posts” that you missed.

Also, I may have asked additional questions of *some of you* on this morning's boards in response to your initial answers. Please do a quick look through to see if there's something in there for you.

And, please feel free to ask others for clarification or for examples, share your reaction to their comments, or add any new ideas that their answers may prompt. This is important for the success of the research – it ensures we have better, more meaningful conversations.

This afternoon, I'm going to ask you to respond to text messages that people will receive on the Quit Day and thereafter.

Let's get started....

Chances are, you've tried to quit before. If you haven't, you probably know someone who has. Think back to that first day and write a paragraph about the experience. What were you feeling? How did your friends and family react? What was easy? What was hard?

Great, thanks for that. Below are text messages that people would get on their Quit Day - their first official day without cigarettes. Please answer for each message provided above.

- Congratulations - today is your special day!!! It is your first day without cigarettes. Your goal today is to keep yourself busy and without a cigarette. Remember NOPE... Not One Puff Ever!
- Look at your list of smoking patterns, remind yourself when you're most likely to want to have a cigarette and review how you're going to handle it. Have at least one thing ready to do instead of smoke.
- Withdrawal symptoms are unique to everyone. Frustration, impatience and depression are common but usually only last a week or two.
- Did you know the urge to smoke typically lasts for only 3-5 minutes? You can delay that long! Use a coping strategy instead to get you through.

1. What is your reaction to the text messages?
2. How much do these messages speak to what people go through on their quit day?
3. What are things not talked about in the text messages that you think are critical on your Quit Day to hear?
4. What do you think would be the most helpful **types** of messages to receive during the first week after you quit? Messages that are encouraging, provide practical tips on how to cope, or let you know what is normal when quitting; or some combination?
5. These are just a few of the messages that someone would get. Give us 3 examples of the kind of message you would write for someone.

That is all of my questions for today. If you have answered them all, please remember to check back later to see if I have further questions for you or to comment on other people's responses.

Tomorrow we will be getting more into the reasons you smoke and your thoughts on quitting. The questions will be online by 6am EST, so I'll "see" you then!

Day 2, Morning Session

Welcome back! Glad to have you checking back in. Yesterday was great. I am getting fantastic information and appreciate your detail.

Please be sure to go to the sections from yesterday and check to see if there are posts you missed.

Also I have asked additional questions of *some of you* on yesterday's boards so take a quick look to see if there's something there for you. And, feel free to ask others what they mean or ask for ideas and clarification.

Thanks! Now, on to today's questions!

First, think about a time when you really wanted a cigarette but you couldn't have one. Maybe you were in an office setting; maybe you were at someone's house and they didn't want you to smoke; or maybe it was something totally different. Write a paragraph about how you felt and how you dealt with the fact that you couldn't smoke.

People who are going through the program will have access to "Text Crave". This feature allows people to text "crave" to the program when they are afraid they are 'falling off the wagon' and at risk for starting to smoke again. They will receive an automated text message back that is meant to help them work through their cravings. Below are some examples:

- You have made it this far, find a nonsmoking friend to talk to.
 - Remember that you WANT to smoke but you do not NEED to smoke. You can feel stronger after you survive this moment.
 - Go get some water.
 - Text a friend
 - Quit smoking or you will end up dead!
 - Duck-billed platypi are the cutest and coolest creatures on earth. Have you petted your platypus today? They don't appreciate smoke!
1. What is your reaction to each text messages above?
 2. Which one do you think would help you through a craving when your quitting, and why
 3. Write 3 of your own Text Crave messages

That's it for this morning's questions... please log back in this afternoon anytime after 12 noon EST for your next session!! Thanks!

Day 2, Afternoon Session

Welcome back...you're doing a fantastic job...can you believe we're almost there?

This afternoon, I have some questions for you about the program itself.

First, how many text messages per day seems like the "right" amount? Let's break it up into the different sections...

Remember that for the first two weeks, people are learning how to quit smoking. How many text messages would you want to get during this time? 1 per day? 5 per day? 25 per day?

What about your quit day? Would you want a blast of text messages? the same number as the previous days?

And then the next 4 weeks are about helping you stay quit. How many text messages would you want to receive during the first 2 weeks?

After that, as we get closer to the end and you've been quit now for more than 2 weeks, how many messages would you want to get? the same amount? fewer?

Great! Thanks for that. The next question I have is about what our program should provide for people who are not able to quit. As I explained yesterday, we will send a text message to people the day after their Quit Day. For those who are smoking (didn't quit), we will send text messages to help them try quitting again right away.

One week after the Quit Day, we'll send another text message to everyone to see how things are going. People who are still smoking – meaning that they were smoking both the day after their quit day, and at the end of the first week; they will get a few messages to encourage them to think about trying quit again in the future and then their program will end.

Does that make sense to you? Do you think the program should allow you to set a new quit date to try again soon? How soon? ?

One more question. This is about our recruitment strategy. Where online do you think we should advertise for people to join the study? How did you hear about the YAAC? What in the advertisement caught your eye?

I've had such a great experience talking with all of you. I'm sad to say our discussion is complete!

You have been great and I appreciate the time and effort you put into the discussion over the last few days. As a last request please take one final look over all the sections to make sure you didn't miss any postings and to see if there are other comments you'd like to respond to. We'll leave these Boards up through the weekend so that you have enough time.

If you have participated fully and answered all the questions, you will receive your incentive in a few days time.

And, keep an eye out for an email that has our 'final' text messages for you to look over. We want to make sure that we got your suggestions and ideas right!

Thank you!!!