

## SMS USA PHASE ONE

### SMS USA BULLETIN BOARD FOCUS GROUP: MODERATOR'S GUIDE

#### DAY 1: GENERAL SMOKING QUESTIONS

Welcome to our online discussion!

My name is Lisa and I will be moderating the session over the next 3 days. I will be asking questions about smoking such as why you smoke, when you smoke, whether or not you've tried to quit, etc.

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. 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 or call the technical help line at: 1-888-525-5026 (select 2, then 1 when prompted) between 9:00am and 6:00pm EST.

Okay, let's get started! Today, we will concentrate on questions about your smoking.

*Day 1: Objectives of Session 1 will be to document texting behavior and smoking origins. Session 2 will focus on motivation for smoking and understanding cessation.*

### **Day 1, Session 1**

Before we get into a discussion about your smoking, 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. Now let's move on to smoking for a bit.

- How old were you when you first started smoking? Why did you try smoking for the very first time?
- When did you begin smoking daily? For how many years have you been smoking daily?
  - *PROBE: What do you think caused you to become a daily smoker?*
- What is the best thing about smoking? What is the worst thing about smoking?

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. You will go to the section titled "Day 1, Session 2."

## Day 1, Session 2

### 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.

#### Let's get started....

- What would you say are key reasons why you smoke?
  - *PROBE: Beyond the “physical” addiction of smoking, what are other reasons why you smoke?*
- Describe when it’s most difficult for you not to smoke. Tell me about a typical situation that really makes you want to have a cigarette? Where are you when you most want to smoke (e.g., work, school, restaurants, bars, etc.)? Who are you with?
  - *PROBE: How do your friends and other people around you influence your desire for a cigarette?*
  - *PROBE: How do smoking restrictions at work make you feel? Can you describe a situation when you just had to get outside and how you felt?*
- Everyone in this discussion has said that they are seriously thinking about quitting smoking. What do you think is the number one reason why you are still smoking/haven’t stopped?
  - *PROBE: Beyond the “physical” addiction of smoking, what are other reasons why you haven’t been able to quit?*
- Have you ever tried to quit smoking for at least 24 hours? What made you want to quit?
  - *PROBES: What “triggered” you to want to quit?*
- If you’ve tried to quit before, what was hardest for you when you were trying to not smoke? Why did you start smoking again?
  - *PROBE: Beyond the “physical” addiction of smoking, what are other reasons why you went back to smoking?*
- Whether you’ve tried to quit before or not, imagine yourself quitting starting tomorrow. What things would help you the most so you can quit smoking for good?

- *PROBE: How well thought out is your quitting plan? For example, have you set a quit date? How long do you think it will take to quit? Have you told others about your intent to quit? Are you considering using NRT or other cessation support aides?*

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: Objectives of Session 3 will focus on quantifying motivations to quit like perceived motivators and barriers. Session 4 will be to document social influences on smoking and quitting.*

### **Day2, Session 3**

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. To do this simply go back to the previous section and click on "Highlight Unanswered Topic" at the top right of your screen. This will highlight in yellow any posting you might not have answered.

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, onto today's questions!

- What kinds of things worry you most about your smoking?
- How do you think smoking will affect you ten years from now if you don't quit? What about 25 years from now?
- Check one box per row below to show how much you worry about how your smoking affects you in the following ways.

	Not at all worried	Not very worried	Somewhat worried	Very worried	Extremely worried
Having bad breath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having yellow teeth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spending money on cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disappointing your family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having smelly clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not being attractive to people who don't like smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting premature wrinkles					
Having a heart attack					

- Which of these is the biggest worry about smoking for you? If we missed your biggest worry, please talk about that too.
  - *PROBE: Why is this a big worry for you?*
- Now, let's discuss quitting. Check one box per row below to show how much you worry about the following when you think about quitting.

	Not at all worried	Not very worried	Somewhat worried	Very worried	Extremely worried
Cost of quitting aids such as the nicotine patch or gum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telling friends that you are quitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not smoking when you are drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not smoking when you are with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not smoking when you are stressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The physical withdrawal from not smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not having the support you need from others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaining weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not having a way to relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Which of these is the biggest worry about quitting for you? If we missed your biggest worry, please talk about that too.
  - *PROBE: Why is this a big worry for you?*

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

**Day2, Session 4**

Welcome back...you're doing a fantastic job...let's jump right into this afternoon's questions.

- Besides you, who in your life that is close to you smokes?
  - *PROBE: How does this affect your own smoking behavior?*
- Do you know anyone close to you who has successfully quit smoking? What do you think helped them be successful?
  - *PROBE: Do you think that what they did to quit will work for you?*
- What have you heard about things people can do to successfully quit smoking? Are there any that you think would work better for you than others?
- What do your friends and family think about your smoking? What do they say to you about your smoking?
  - *PROBE: Would your friends and family like you to quit?*
- What kind of support would you want from your family when you try to quit? What kind of support from your friends?
  - *PROBE: How often do you expect them to check in with you about quitting? In what ways are you most likely to discuss quitting with family versus friends – e.g., in-person, phone, text, IM, etc?*
- If you tried to quit smoking, would you use a quitting aid like the nicotine patch? Why or why not?
  - *PROBE: Why would/wouldn't a quitting aid like this work for you?*

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 discussing ideas for how to help support people who want to quit smoking, including a text messaging program we are designing. The questions will be online by 6am EST, so I'll "see" you then!

*Day 3: Objectives of this last day will be to present the text program concepts and to document participants' reactions.*

### **Day3, Session 5**

Welcome back!

Please remember to check back to yesterday's posts to see if I have further questions for you.

Today, we will be discussing ideas for how to help support people who want to quit smoking. We are designing a text messaging program for young adults who want to quit smoking and we need your advice and feedback.

People who have support from others when they are quitting smoking are more likely to be successful. We have designed a quit smoking program that allows people to support each other via text messages.

For example: Carlos and Michael are in a quitting program and are **Text Buddies**. Carlos and Michael text back and forth giving and getting support from each other during the quitting process. Carlos and Michael do not know each other – the two “text buddies” are anonymous to protect their privacy.

- What do you like most about the “text buddy” idea? How would it be helpful to you?
- What do you like least about this idea? In what ways would it not be helpful to you as you try to quit smoking?
- What would you do to improve this idea?
- If you were in charge of matching up people to become Text Buddies, what criteria would you use to pair them together?
- Would you worry about losing your Text Buddy if he/she dropped out of the study early? What if your Text Buddy started smoking again?
- What do you think would be more helpful in assisting you to quit– a Text Buddy, or an online community / space where everyone in the program could connect with each other?
  - *PROBE: What would be the benefits of a text buddy? The benefits of an online community?*
- If you were Carlos or Michael, what would keep you in a 6 month long text buddy smoking cessation program like the one described above? What would keep you from dropping out?
  - *PROBE: What incentives would likely keep you enrolled in a 6-month study?*

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



**Day3, Session 6**

Hailey participates in a program for quitting smoking that includes something called **Text Crave**. Whenever she is craving a cigarette, she sends a text to the Crave number and she instantly receives a text message back that is intended to distract her, help her deal with her cravings, and stay quit.

- What do you like most about the Text Crave idea? How would it be helpful to you?
- What do you like least about this idea? In what ways would it not be helpful to you as you try to quit smoking?
- What would you do to improve the idea?
- If you were in charge of writing the Text Crave messages (the text that would come back to a smoker trying to quit who is craving a cigarette \*in that moment\*), what would you have the text messages say? Write the “perfect” Text Crave message for us below.
  - *PROBE: Look at the messages other people in this session wrote. Which one (other than the one you wrote) would work best for you? Why?*
- If you were in charge of Text Crave, what would you do to assure that the Text Crave program is helpful to young adults who want to quit?

Now a bit of a shift in topic: In order to see how good the text messaging program is at helping people quit smoking, we need to compare it to a program that has nothing to do with smoking. If you were interested in quitting smoking and took part in a research program testing this smoking cessation program, you would be randomly assigned to either the smoking cessation program or this other, comparison program that did not talk about smoking cessation. If you were assigned to this other text messaging program, you would receive the same number of text messages as the people in the smoking cessation program. So, this means you would receive about 3-4 text messages per day for 6 weeks. What topics would interest you and you would be willing to receiving information about daily for a month and a half?

- *PROBE: Nutrition information? Exercise/physical activity information? Weight loss information? Healthy sexuality?*
- One final question before we go. This session has been held to help us design a text messaging program that will help young people quit smoking. What words of advice would you give us as we move forward and design this program?

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

Thank you!!!