Facebook Intervention for Connecting Alaska Native People Who Smoke to Quit (CAN Quit): Phase 2 & 3 Results

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Background
In the CAN Quit (Connecting Alaska Native People to Quit smoking) study, we developed a Facebook (FB) group intervention to promote utilization of evidence-based smoking cessation resources for AN people living in AK. CAN Quit has four phases: 1) qualitatively adapt existing content from the Alaska Native Tribal Health Consortium and CDC Tips; 2) evaluate perceived effectiveness of content via survey; 3) develop and beta-test intervention; and 4) conduct pilot RCT of intervention.

Purpose
To describe how we evaluated content for perceived effectiveness (phase 2), and developed and beta-tested the FB intervention prototype (phase 3).

Methods-Phase 2
Evaluate the perceived effectiveness (PE) (6-items) and cultural relevance (1 item) of six moderator postings via an online survey (N=40 AN people who smoke).

Results-Phase 2
Median total PE and cultural relevance scores were high, from 3.5 to 4.4 (range 1-5). Content perceived to be most appealing, effective, and culturally relevant were selected and/or created for the CAN Quit content library.

Methods-Phase 3
1. Develop intervention prototype, a content library of 64 tobacco cessation postings, training for two AN Tobacco Treatment Specialists to moderate the group, and FB group interface.
2. Beta-test FB group prototype for 30 days with 10 AN people who smoke.

Results-Phase 3
Over 30 days, 19 posts were shared with engagement on all. Of 10 participants, 6 reported at least one quit attempt and 2 quit smoking (both called Quitline). FB usability and satisfaction scores were high. Feedback on beta-test included need to clarify the group purpose, provide more incentives, and make posts more interactive.

Intervention Prototype

Content Library

Moderator
Online community moderator practices, motivational interviewing, tailoring, and cultural adaptation skills.

FB Group Interface
Set-up guided by Facebook: 1) group name and cover photo; 2) about section; 3) group rules & guidelines; 4) privacy settings; 5) links to quitting resources on all content.

Conclusion and Discussion
Beta-test results were encouraging with participants expressing a high degree of usability and there was a signal of potential effectiveness with two out of 10 participants using the Quitline and reporting quitting smoking. If proven effective in the subsequent Phase 4 pilot RCT, our FB intervention could be deployed statewide to reduce barriers of limited reach and remote isolation.

Funding
National Institute on Drug Abuse (NIDA) of the National Institutes of Health; R34DA046008 (PI: Patten)