

# 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.

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