

Diverse approaches and techniques for motivating quit attempts in smokers who are not ready to quit and assisting those who are

Speakers:

Belinda Borrelli, Boston University and University of Manchester

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Chair and Discussant:

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DISCUSSION

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Key messages and food for thought

- Unpacking motivation
- Targeting
- Technology
- Action and further research

Unpacking motivation in those not ready to quit

- Motivated smokers – set quit date within next 30 days
- Smokers not ready to quit in next 30 days
 - Large and diverse group
 - How do people understand question about motivation to quit and how much do people know about their own motivation?
 - Want to quit, feel they should quit, expect to be able to quit?
 - Sub-groups with different motivators and barriers? How stable is group membership?
 - Smokers want individualised interventions
 - Can we develop interventions targeted to different sub groups?

Targeting

- Motivation changes over even short periods of time
- Some time points may be particularly salient
- Belinda's work with parents of children who have had asthma emergencies
- What is it about these teachable moments that makes interventions more effective?
- Can we use an understanding of teachable moments to engineer them into non-emergency (maybe positive) scenarios?

Technology

- Technology in the motivation stage
 - Enables contact with large swathes of population
 - Generally well disposed to use of technology
 - “A foot in the door” – a phone in the hand?
- Technology in the action stage
 - A diverse group requiring an intervention that can be tailored
 - Individualised trajectories – mapping smoking onto mood, cues etc.

Action and further research

- Importance of habits and automaticity
- Volitional help sheets help to change habits
- Helping people to develop a positive frame of mind for quit attempts
- Using technology to reach people who otherwise might not be reached
- Incorporating volitional help sheets into technology based interventions

- Questions for the speakers?
- Comments?