



Skill sets for family members and friends to help motivate a smoker to seek treatment: research to practice

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Agenda

- Rationale
- Skill Set
- Written materials
- Intervention – 1 call
- Challenges & Barriers

Rationale

- Social support has not been effectively leveraged in smoking cessation
- Evidence-based smoking cessation treatments are underutilized by smokers
 - Only about 1-2% of smokers utilize quitlines
- Most smokers seeking treatment are by definition highly motivated to quit
- Barriers to treatment utilization include:
 - lack of awareness or understanding of services offered
 - underestimation of potential efficacy
- This approach targets nonsmokers to prompt smokers to utilize treatment
- Coaching versus counseling approach

Theoretical Framework

- The intervention was based on Cohen's theory of social support and health:
 - Supportive actions promote positive health practices of others by encouraging more effective coping:
 - ✓ Instrumental: providing material aid
 - ✓ Informational: providing relevant information or advice to make behavioral change
 - ✓ Emotional: expressing empathy, caring, reassurance.

- Positive and negative support behaviors (*Lichenstein et al., JCCP, 2000*)

Behavior Change Techniques Taxonomy (handout)

*From: Michie et al. (2013). The behavior change technique taxonomy (v. 1) of 93 hierarchically clustered techniques: building an international consensus for the reporting of behavior change interventions. *Annals of Behavior Medicine*, 46(1), 81-95.*

Inter-rater agreement: 92%



SKILL SETS



Motivational interviewing key principles

- R – Resist the righting reflex (resist fixing)
- U – Understand client's motivations (ambivalence)
- L – Listen to your client (reflect)
- E – Empower your client (engage)



Foundational MI Skills: OARS

- Open-ended questions
- Affirmations
- Reflective listening
- Summarizing



Useful Questions

- What challenges do you face....
- How do you see the drawbacks of....
- What have you noticed about.....
- What will make the most sense to you....
- How important is it for you to change....
- How might things be different if you...
- How confident do you feel about supporting your smoker....
- In what way....
- How do you see the benefits of....
- Where does this leave you now...

Written Materials

- Clearing the Air brochure
- Why Do You Smoke
- Readiness to Quit Ladder
- Helping a Friend or Family Member Quit Smoking
 - Brief description of services provided by the QUITPLAN Helpline
 - Card for the support person to give to their smoker
 - Information on support strategies: how to help their smoker move forward in quitting



INTERVENTION – 1 CALL

1 Call

Topics Covered:

1. Provide rationale for the treatment
 - Raise awareness of possible personal benefits of treatment (e.g., dealing with anger or distress regarding smoker's behavior)
2. Describe role of the support person in this program
 - To help SP better understand or accept their smoker's smoking behavior
 - To help SP encourage their smoker to move towards quitting and to get help to quit.



1 Call

Topics Covered:

3. Describe the QUITPLAN Helpline, what happens when a smoker calls and benefits of using this service

- Emphasize that the QUITPLAN Helpline could be helpful to smokers regardless of their readiness to quit and level of nicotine dependence



4. Provide education on readiness to quit

- Review handout on the Contemplation Ladder and ask support person to decide where their smoker fits



1 Call

Topics Covered:

5. Discuss supportive and non-supportive behaviors and statements to encourage their smoker to move forward in the quitting process

- “It will take time so remember to be patient and accepting of where he/she is in the process now.”



6. Reinforcing any progress smoker makes toward quitting

- examples of behaviors to reinforce: smoker wrote down the number for the QUITPLAN Helpline, or talked about his/her reasons to quit
- examples of reinforcers: take the smoker out to dinner, help the smoker with chores, send a special card to the smoker.





Next Steps/Goal Setting

- Discuss ways to promote positive behavior change within their smoker
- If support person does not want to approach smoker over the upcoming week discuss indirect behaviors and/or positive behavior change they can do for themselves



CHALLENGES & BARRIERS

Challenges & Barriers

How would you approach these situations and what could you suggest/provide to the support person:

- Smoker expresses that they want to quit but continues to avoid setting a Quit Date.
- Smoker won't talk to support person at all regarding their smoking.
- Smoker is not interested in using Quitline.
- Smoker is pre-contemplative / contemplative.



Challenges & Barriers

- How can I help them move forward?
- “I don’t want to make them feel pressured” or “I don’t want to harp on them”
- “How often should I bring up this topic without becoming nagging?”