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QUITNOW RESEARCH STUDY PROTOCOL

INTERVIEW GUIDE FOR NON-INDIGENOUS CURRENT QUITNOW USERS

Preparation (using Zoom for interviews)

1. AV check
2. Recording ready (recording app on phone)
3. Materials for sharing uploaded (questionnaire, interview guide, consent form)
4. Facilitator notes
5. Ensure consent for all participants has been received
6. Make sure phone calls are blocked from phone

NOTE:

- Try your best to interview the participant as close to 1 hour as you can
 - Take your time – if you are not rushed, then participants will feel less rushed to answer your questions
 - Pause for a few seconds after participants answer – this will prompt participants to add more to their answer. Saying something like “*mhm...*” after they answer as if you are expecting them to say more.
 - Encourage participants to take their time with their responses.
- Encourage creative thinking
 - Do not limit participants with what they believe is possible. People do their best creative thinking when they do not think about practical constraints.
- Try to ask as many open-ended (vs. Closed-ended) questions as possible
 - Example of a closed-ended question: *Do you like that?*
 - Example of an open-ended question: *What do you like about that?*
- Phrases you can use to prompt participants to talk more:
 - *Tell me more about ____.*
 - *How can you see ____ being incorporated into the website?*
 - *How can you see ____ (flaw of the website) ____ being fixed?*
 - *What else?*
- Responses to difficult answers:
 - Participant: there’s nothing I don’t like about it! It’s great!
 - Answer: *“What’s so great about it?”*
 - Answer: *“What can make it better?”*
 - Answer: *“I’m glad you like it so much! We’re also interested in what you don’t like about the website, as insignificant as it may be – where do you think the website can improve?”*
 - Answer: *“On a scale of 1-10, how confident do you think this website will be in helping you quit?”* - if below 10, ask *“how could the website be changed so that your answer is 10?”*



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Welcome/Instructions for Facilitators (5 minutes)

1. Hello, thank you for taking the time
2. Introduce yourself
3. Questionnaire – thank them for completing it
 - *If they haven't had a chance to do it, screen share the questionnaire and complete it with them.
4. Purpose of the study: to invite BC residents to provide their input of the smoking cessation service, QuitNow.
5. Consent – ongoing process (can discontinue at any point)
6. Questions?
7. Interview is being recorded – is that okay? *start recording*
8. Acknowledge that this research is taking place on the unceded territory of the Syilx/Okanagan people.
9. Remind participants that we are not QuitNow employees and that they can share any type of feedback.
10. Encourage participants to open up the website while they are conducting the interview

QuitNow Questions (~30 minutes)

We are now going to ask you to walk through the QuitNow website and talk about what aspects of it worked well and which ones did not. So, to start...

1. Do you/have you used QuitNow on your mobile device and/or laptop?
2. How did you hear about QuitNow?
3. How have you used QuitNow to help you quit?
4. Why did you start using QuitNow? What kept you coming back? OR Why did you not use it/stop using it?
5. What about QuitNow do you like the most?
 - a. Which aspects do you use the most?
 - b. How did (said aspects) help you in reaching your goals of reducing or quitting?
 - c. Can you tell me about a time when (said aspect) helped you?
 - d. How could this aspect be improved/even better?
6. What about QuitNow do you not like?
 - a. What were its limitations in relation to your efforts to reduce/quit?
 - b. What were you hoping for instead?
 - c. How could this limitation be addressed (e.g., should it be removed, or could it be improved)?
7. How would you like to receive support on QuitNow?
8. Would you want the QuitNow forum to have discussion threads?
 - a. If you were at week 1, would you want to hear about what others did during week 12?
 - b. Alternatively, would you like to see threads based on themes (e.g., struggles, successes, triggers, motivations, etc.)?
 - c. Or do you prefer to just have an open forum?
9. What types of information would you like to see on QuitNow (e.g., benefits of quitting, consequences of not quitting, stories from others, tips to stay nicotine-free, suggestions for distractions, what to expect, etc.)?
10. What do you think of incorporating support for quitting e-cigarettes on QuitNow?



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- a. How should it be different to cigarette cessation support?
- b. How should it be similar?
11. What additional features would you like to see on QuitNow?
12. Do you have any suggestions for improving the look and feel of QuitNow?
13. Would you recommend QuitNow to your friends/family? Why or why not?
14. How could we get the word out that QuitNow exists?
15. What might be some barriers (e.g., stress, friends or family who smoke)? How could/should these be mitigated by QuitNow?
16. Outside of QuitNow, what are other aspects of your life that help facilitate reducing/quitting (e.g., social support, willpower, etc.)? How could/should these be incorporated into QuitNow?
17. For current QuitNow users: You have told me that you have [reduced/quit/no change in] smoking since you were first introduced to QuitNow. What do you think has been the biggest influencing factor? Overall, how helpful has QuitNow been to you?
18. Thinking about what we have talked about so far, if you could provide the developers of QuitNow with some advice, what would it be?
19. If you could have anything you wanted (i.e., in an ideal world), what would you want QuitNow have/do for you?
20. If we were to do a follow up study with a focus group, would you be interested in taking part in that? We will contact you if we do this.
21. Would you like to receive the results of the study once it is published?

Closing: final comments (5 minutes)

Thank you for joining me today and helping us understand more about what we can do to improve BC's largest smoking cessation service. This will help us to tailor the website so that it is better able to meet the needs of BC residents who are trying to quit smoking or vaping. We are at the end of this session but before we leave, do you have any final thoughts that you would like to share?

- Which vendor would you like to receive your \$50 honorarium for?
- Would you live to be contacted to participate in a follow-up study?
- Would you like to receive the results of the study once they are published?

After the Interview

1. Update spreadsheet (OneDrive):
 - a. Ensure participant information is updated (i.e., smoke status, vape status, QuitNow user, age, gender, consent, questionnaire, interview, honorarium, agree to follow-up contact, would like to receive the results of the study)
 - b. Record if they would like to participate in a follow up focus group
 - c. Record if they would like to receive results of the study
2. Upload to OneDrive
 - a. Recording
 - b. Questionnaire
3. ****Ensure files are labelled with participant ID, gender, and QuitNow status ****
 - a. E.g., "#23, M, Y" for participant number 23, male, QuitNow user (Y)
 - b. E.g., "#23, F, N" for participant number 23, female, QuitNow non-user



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NOTE:

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 - Example of a closed-ended question: *Do you like that?*
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- Phrases you can use to prompt participants to talk more:
 - *Tell me more about ____.*
 - *How can you see ____ being incorporated into the website?*
 - *How can you see ____ (flaw of the website) ____ being fixed?*
 - *What else?*
- Responses to difficult answers:
 - Participant: there’s nothing I don’t like about it! It’s great!
 - Answer: *“What’s so great about it?”*
 - Answer: *“What can make it better?”*
 - Answer: *“I’m glad you like it so much! We’re also interested in what you don’t like about the website, as insignificant as it may be – where do you think the website can improve?”*

Answer: *“On a scale of 1-10, how confident do you think this website will be in helping you quit?”* - if below 10, ask *“how could the website be changed so that your answer is 10?”*

Welcome/Instructions for Facilitators (5 minutes)

1. Hello, thank you for taking the time
2. Introduce yourself
3. Questionnaire – thank them for completing it



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- *If they haven't had a chance to do it, screen share the questionnaire and complete it with them.
- 4. Purpose of the study: to invite BC residents to provide their input of the smoking cessation service, QuitNow.
- 5. Consent – ongoing process (can discontinue at any point)
- 6. Questions?
- 7. Interview is being recorded – is that okay? *start recording*
- 8. Acknowledge that this research is taking place on the unceded territory of the Syilx/Okanagan people.
- 9. Remind participants that we are not QuitNow employees and that they can share any type of feedback.
- 10. Encourage participants to open up the website while they are conducting the interview

QuitNow Questions (~30 minutes)

Before this interview, you were asked to take a look at the QuitNow website, so I want to now hear about your reactions to the website and what it currently offers.

1. Let's start with the overall look and feel.
 - a. What is your initial reaction?
 - b. How could it be improved?
2. What aspects of the website did you like?
 - a. What would you find helpful in quitting smoking?
 - b. What would keep you coming back?
3. What did you not like?
 - a. What are the major limitations of the site?
 - b. What makes you not want to come back to it?
4. How would you like to receive support on QuitNow?
5. Would you want the QuitNow forum to have discussion threads?
 - a. If you were at week 1, would you want to hear about what others did during week 12?
 - b. Alternatively, would you like to see threads based on themes (e.g., struggles, successes, triggers, motivations, etc.)?
 - c. Or do you prefer to just have an open forum?
6. What types of information would you like to see on QuitNow (e.g., benefits of quitting, consequences of not quitting, stories from others, tips to stay nicotine-free, suggestions for distractions, what to expect, etc.)?
7. What do you think of incorporating support for quitting e-cigarettes on QuitNow?
 - a. How should it be different to cigarette cessation support?
 - b. How should it be similar?
8. Outside of QuitNow, what are other aspects in your life that help facilitate reducing/quitting (e.g., social support, willpower, etc.)? How could/should these be incorporated into QuitNow?
9. What additional features would you like to see on QuitNow?
10. Thinking about what we have talked about so far, if you could provide the developers of QuitNow with some advice, what would it be?
11. Would you recommend QuitNow to your friends/family? Why or why not?
12. What might be some barriers (e.g., stress, friends/family who smoke) to quitting? How could/should these be mitigated by QuitNow?



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13. Would you be more likely to use QuitNow on your mobile device or laptop?
14. If you could have anything you wanted, what would you want QuitNow have/do for you?
15. How could we get the word out that QuitNow exists?
16. If we were to do a follow up study with a focus group, would you be interested in taking part in that? We will contact you if we do this.
17. Would you like to receive the results of the study once it is published?

Closing: final comments (5 minutes)

Thank you for joining me today and helping us understand more about what we can do to improve BC's largest smoking cessation service. This will help us to tailor the website so that it is better able to meet the needs of BC residents who are trying to quit smoking or vaping. We are at the end of this session but before we leave, do you have any final thoughts that you would like to share?

- Which vendor would you like to receive your \$50 honorarium for?
- Would you like to be contacted to participate in a follow-up study?
- Would you like to receive the results of the study once they are published?

After the Interview

1. Update spreadsheet (OneDrive):
 - a. Ensure participant information is updated (i.e., smoke status, vape status, QuitNow user, age, gender, consent, questionnaire, interview, honorarium, agree to follow-up, would like results of the study)
 - b. Record if they would like to participate in a follow up focus group
 - c. Record if they would like to receive results of the study
2. Upload to OneDrive
 - a. Recording
 - b. Questionnaire
3. ****Ensure files are labelled with participant ID, gender, and QuitNow status ****
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Welcome/Instructions for Facilitators (5 minutes)

1. Hello, thank you for taking the time
2. Introduce yourself
3. Questionnaire – thank them for completing it; if they haven't had a chance to do it, go through it on share screen
4. Purpose of the study: to invite BC residents to provide their input of the smoking cessation service, QuitNow.
5. Questions?
6. Interview is being recorded – is that okay?
7. Acknowledge that this research is taking place on the unceded territory of the Syilx/Okanagan people.

QuitNow Questions (~50 minutes)

We are now going to ask you to walk through the QuitNow website and talk about what aspects of it worked well and which ones did not. So, to start...

1. Do you/have you used QuitNow on your mobile device and/or laptop?
2. How did you hear about QuitNow?
3. How have you used QuitNow to help you quit?
4. Why did you start using QuitNow? What kept you coming back? OR Why did you not use it/stop using it?
5. We understand that you identify as Indigenous. Which nation do you belong to?
6. We understand that tobacco is considered a medicine in some Indigenous cultures. Is that the case with your nation as well?
 - a. How should this be honored in QuitNow?
7. What other aspects of your nation's culture or of Indigenous culture in general might be honored in QuitNow?
8. What about QuitNow do you like the most?
 - a. Which aspects do you use the most?
 - b. How (said aspects) help you in reaching your goals of reducing or quitting?
 - c. Can you tell me about a time when (said aspect) helped you?
 - d. How could this aspect be improved/even better?
 - e. What aspects of QuitNow resonate with your nation's culture or Indigenous culture in general as you understand it?



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9. What about QuitNow do you not like?
 - a. What were its limitations in relation to your efforts to reduce/quit?
 - b. What were you hoping for instead?
 - c. How could this limitation be addressed (e.g., should it be removed, or could it be improved)?
 - d. What aspects of QuitNow do not resonate with your nation's culture or Indigenous culture in general as you understand it? How could this be addressed?
10. How would you like to receive social support on QuitNow?
11. Would you want the QuitNow forum to have discussion threads?
 - a. If you were at week 1, would you want to hear about what others did during week 12?
 - b. Alternatively, would you like to see threads based on themes (e.g., struggles, successes, triggers, motivations, etc.)?
 - c. Or do you prefer to just have an open forum?
12. What types of information would you like to see on QuitNow (e.g., benefits of quitting, consequences of not quitting, stories from others, tips to stay nicotine-free, suggestions for distractions, what to expect, etc.)?
13. What do you think of incorporating support for quitting e-cigarettes (e.g., Juul) on QuitNow?
 - a. How should it be different to cigarette cessation support?
 - b. How should it be similar?
14. What additional features would you like to see on QuitNow?
15. Do you have any suggestions for improving the look and feel of QuitNow?
16. Would you recommend QuitNow to your friends/family? Why or why not?
17. How could we get the word out that QuitNow exists?
18. Outside of QuitNow, what are other aspects in your life that help facilitate reducing/quitting (e.g., social support, willpower, etc.)? How could/should these be incorporated into QuitNow?
19. What might be some barriers (e.g., stress, friends or family who smoke)? How could/should these be mitigated by QuitNow?
20. For QuitNow users: You have told me that you have [reduced/quit/no change in] smoking since you were first introduced to QuitNow. What do you think has been the biggest influencing factor? Overall, how helpful has QuitNow been to you?
21. Thinking about what we have talked about so far, if you could provide the developers of QuitNow with some advice, what would it be?
22. If you could have anything you wanted (i.e., in an ideal world), what would you want QuitNow have/do for you?

Closing: final comments (5 minutes)

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Welcome/Instructions for Facilitators (5 minutes)

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2. Introduce yourself
3. Questionnaire – thank them for completing it; if they haven't had a chance to do it, go through it on share screen
4. Purpose of the study: to invite BC residents to provide their input of the smoking cessation service, QuitNow.
5. Questions?
6. Confirm that they have looked through the QuitNow website
7. Interview is being recorded – is that okay?
8. Acknowledge that this research is taking place on the unceded territory of the Syilx/Okanagan people.

QuitNow Questions (~30 minutes)

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 - c. Or do you prefer to just have an open forum?
6. What types of information would you like to see on QuitNow (e.g., benefits of quitting, consequences of not quitting, stories from others, tips to stay nicotine-free, suggestions for distractions, what to expect, etc.)?



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7. What do you think of incorporating support for quitting e-cigarettes (e.g., Juul) on QuitNow?
 - a. How should it be different to cigarette cessation support?
 - b. How should it be similar?
8. You mentioned that you identify as Indigenous. Which nation do you belong to?
9. We understand that tobacco is considered a medicine in some Indigenous cultures. Is that the case with your nation as well?
 - a. How should this be honored in QuitNow?
10. What other aspects of your nation's culture or of Indigenous culture in general might be honored in QuitNow?
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