

THE POWER OF INTERACTIVE VIDEO DRAMAS

for

MEN'S SMOKING CESSATION

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Interactive Video Drama? (IVD)

Movie-based
Education

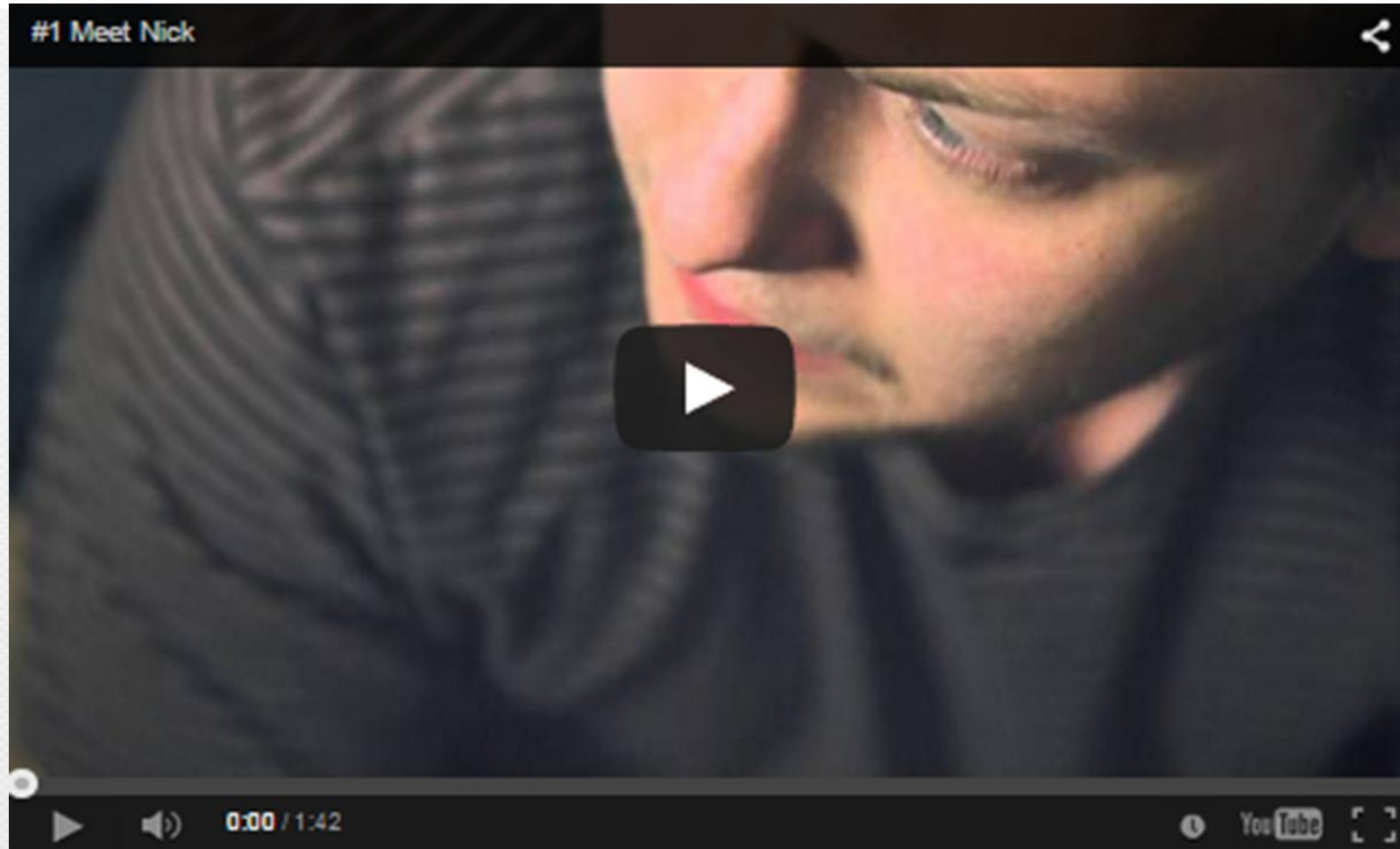


Realistic environment

Personal identification & engagement
anticipation with online content

Desire for choice &

Meet Nick



If I were Nick, how would I feel on the first day of a quit?

A I feel confident. I know what I need to do and I know how to do it!

B I'm prepared. I've tried to quit before but I'm ready now.

C I'm really worried about being able to do this.

D I'm hesitant. I've made the decision to quit, but...

If I were Nick, what tactic would I choose?

A Go cold turkey (no help)

B Use the patches and gum (Nicotine Replacement Therapy)

C Ask a doctor about prescription medication

D Talk to a quit coach at 1.877.455.2233 (toll free)

E Check out the QuitNow.ca website

F Ask a buddy for support

Lock in my answers >

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POLL

A I feel confident. I know what I need to do and I know how to do it!

20 (14%)

B I'm prepared. I've tried to quit before but I'm ready now.

30 (21%)

C I'm really worried about being able to do this.

58 (41%)

D I'm hesitant. I've made the decision to quit, but...

31 (22%)

A Go cold turkey (no help)

52 (37%)

B Use the patches and gum (Nicotine Replacement Therapy)

43 (30%)

C Ask a doctor about prescription medication

19 (13%)

D Talk to a quit coach at 1.877.455.2233 (toll free)

5 (3%)

E Check out the QuitNow.ca website

14 (10%)

F Ask a buddy for support

6 (4%)

139 total votes

139 total votes

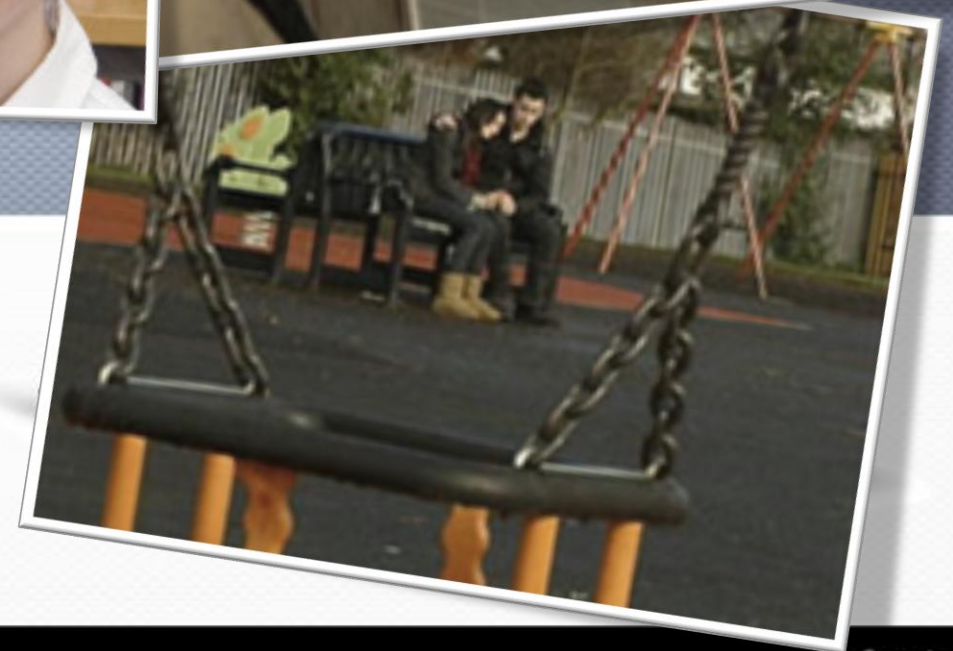
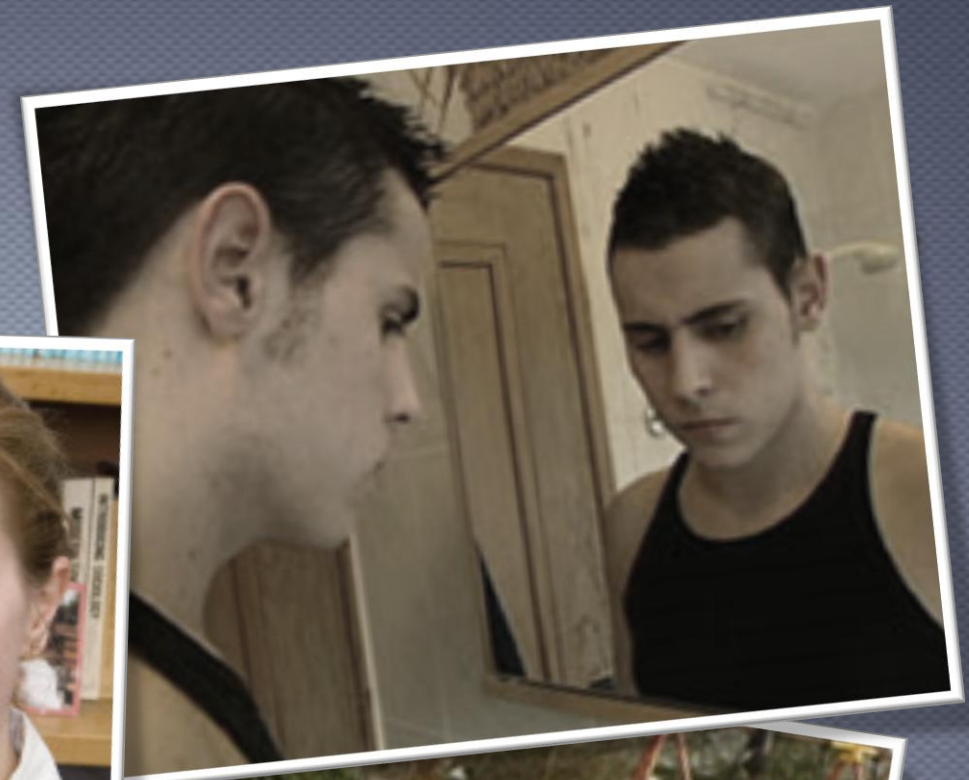
Lock in my answers >

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Dr. Maria Lohan et al.

Queen's University, Belfast



An educational resource about unintended pregnancy

www.qub.ac.uk/sites/IfIWereJack/

HARMFUL EFFECTS OF TOBACCO

CANCERS

Head or Neck

Lung

Leukemia

Stomach

Kidney

Pancreas

Colon

Bladder

Cervix

CHRONIC DISEASES

Stroke

Blindness

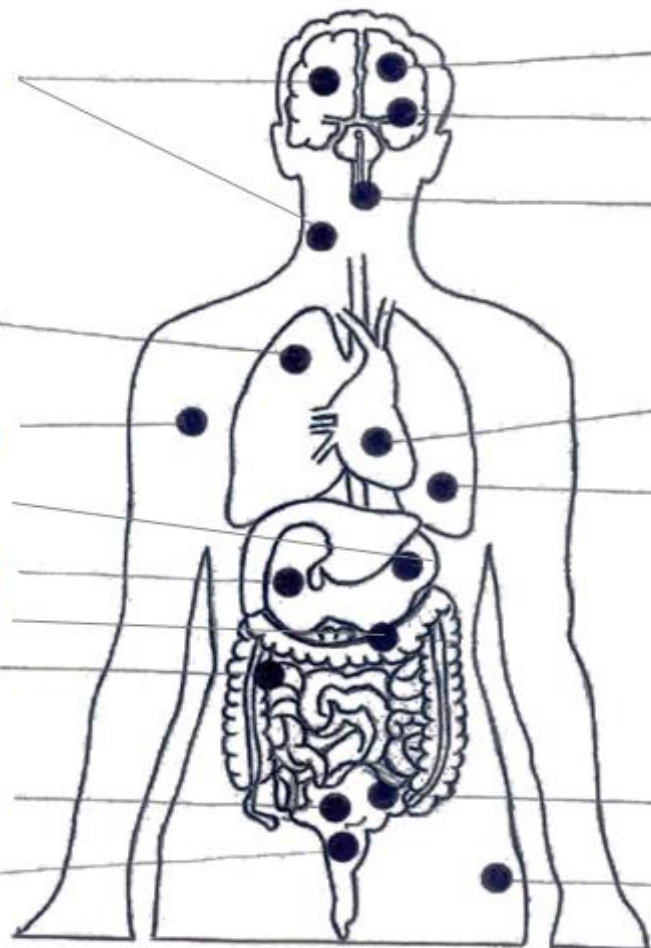
Gum infection

Heart disease

Pneumonia,
Chronic
lung disease
& Asthma

Reduced fertility

Hip fracture



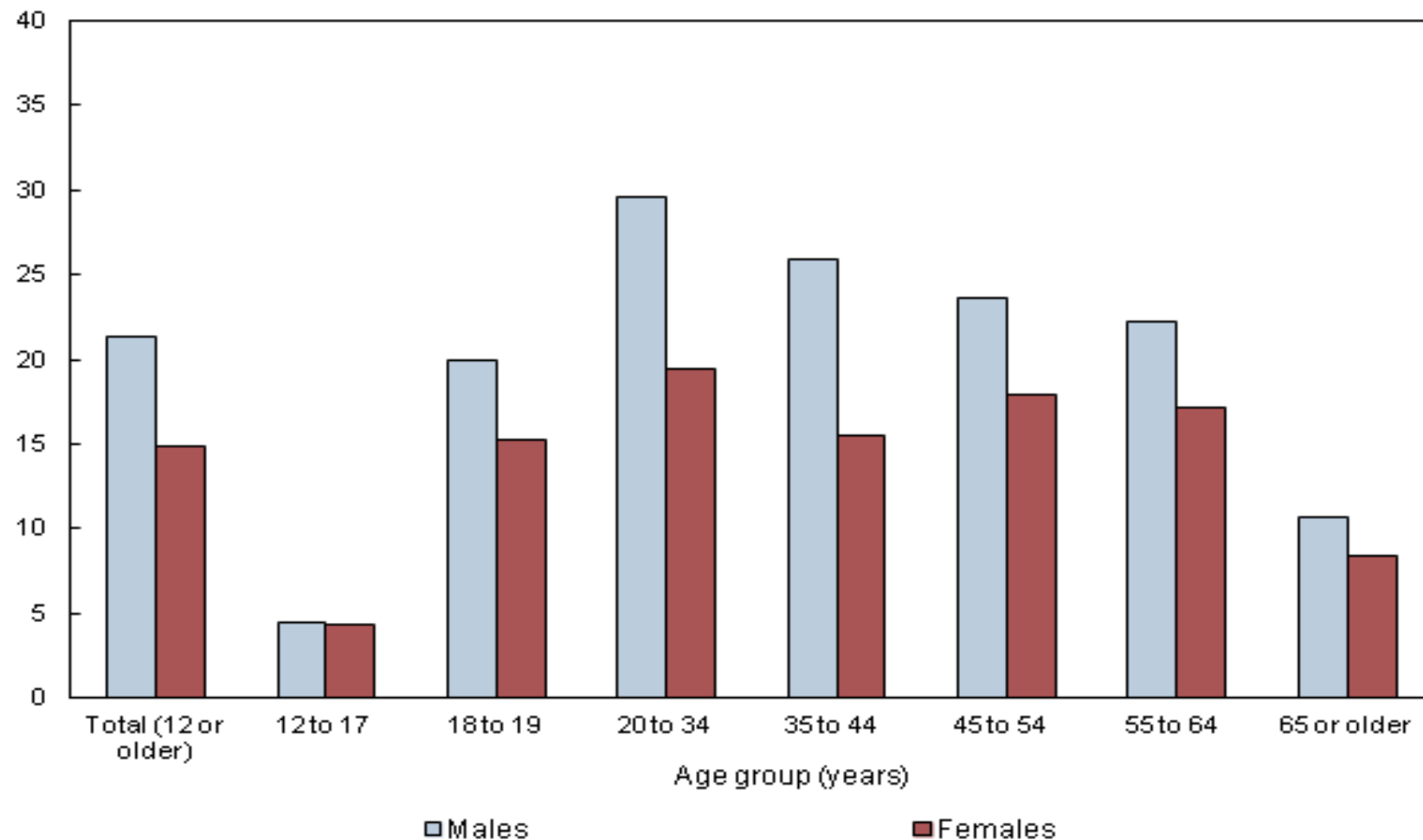
IVDs for
SC?

Why
Men ?

Chart 3

Percentage who smoke daily or occasionally, by age group and sex, household population aged 12 or older, Canada, 2014

percent



Source: Canadian Community Health Survey, 2014.



**SMOKE LIKE A MAN
DIE LIKE A MAN**



Engage men & influence their health behaviours



Morning Routine



Reflective Questions

If I were Nick, how would I feel about changing my morning routine?

A

I'm proud that I'm making healthy choices for myself.

B

I'll miss some things I enjoy but I'll try new things.

C

I feel that I'm strong enough to give it a shot.

D

I'm on the fence about changing my routine.

E

I'm comfortable making changes to my normal routine.

If I were Nick, what would I change?

A

Change the order of my morning routine.

B

Try a different drink, brand of coffee or mug.

C

Move to a new place to drink coffee and eat breakfast.

D

Jump in the shower as soon as I wake up.

E

Do something active in the morning (walk the dog, lift weights at home, do push-ups, hit the gym).

Lock in my answers >

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**CONTENT
for IVDs**



A SINGLE VISION

- Responsive to men's interest in real-life experiences with "real" men
- Promote anticipatory thinking
- Model skills with strong self-efficacy
- Influence men's beliefs about quitting through identification with central character

Meet Nick



Morning routine



On the road to work



I need a break



Out with the guys



Stressed out



On track



+ collaborative energy...

**SMOKING IS BAD
(WE GET IT).
WHAT WE NEED NOW IS
STRATEGY, TOOLS, ACTION.**

I'm ready to pick a quit date > ?

↓ I'm not totally ready. I'll look around a bit.



HOW MUCH CASH AM I

HOW DEPENDENT AM I?

MacBook Air

www.quitnowmen.ca



**HOW MUCH CASH AM I
BLOWING ON SMOKING?**

Smoking Calculator >

HOW DEPENDENT AM I?

Addiction evaluation >



**WHAT DOES QUITTING
FEEL LIKE ON DAY 1?**

Nick's Story >

**HOW DO I GET THROUGH
THIS CRAVING?**

Quick Tips >

TACTICS & TOOLS

to get the job done.

Let's go >



Research Team

UBC & QuitNow BC

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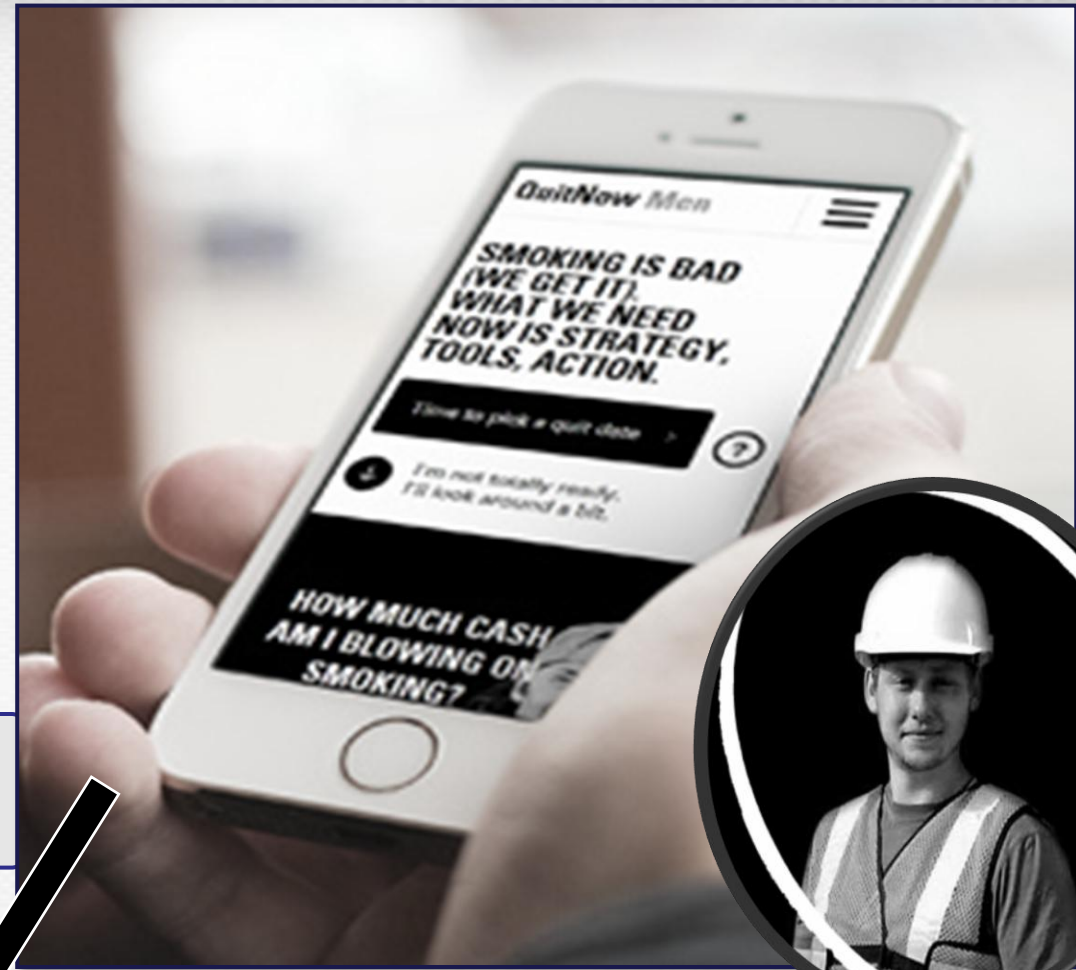
Canadian Cancer Society
BC Lung Association

Phase 1 Consultations with Men & Website Development

Phase 2 Usability Testing

Phase 3 Pilot testing (6 mo) & Revisions to website

Phase 4 Launch (Jan 2015)



www.quitnowmen.ca

How did men respond?

117 men in pilot study

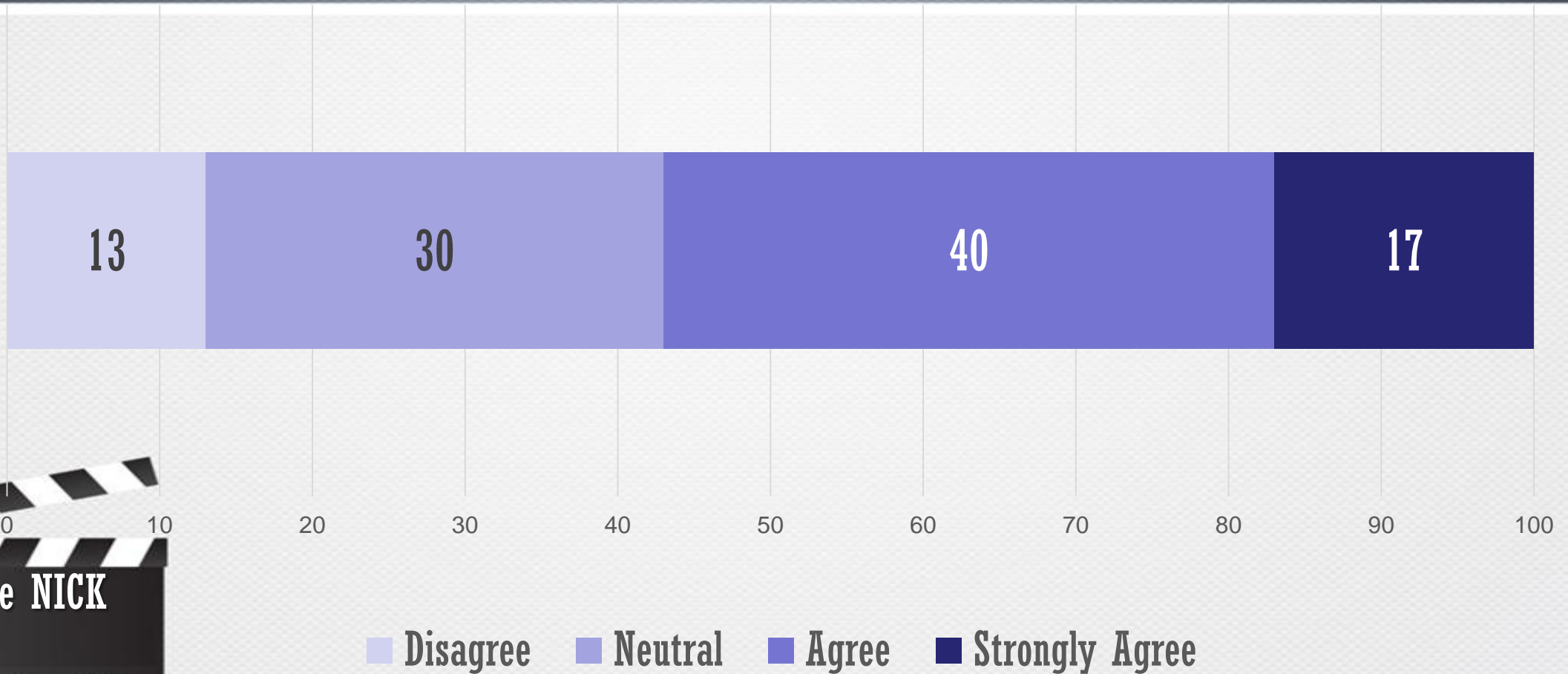
75 men completed
F/up survey

47 men viewed
at least 1 IVD
(40% of these men viewed
all 7 scenarios)

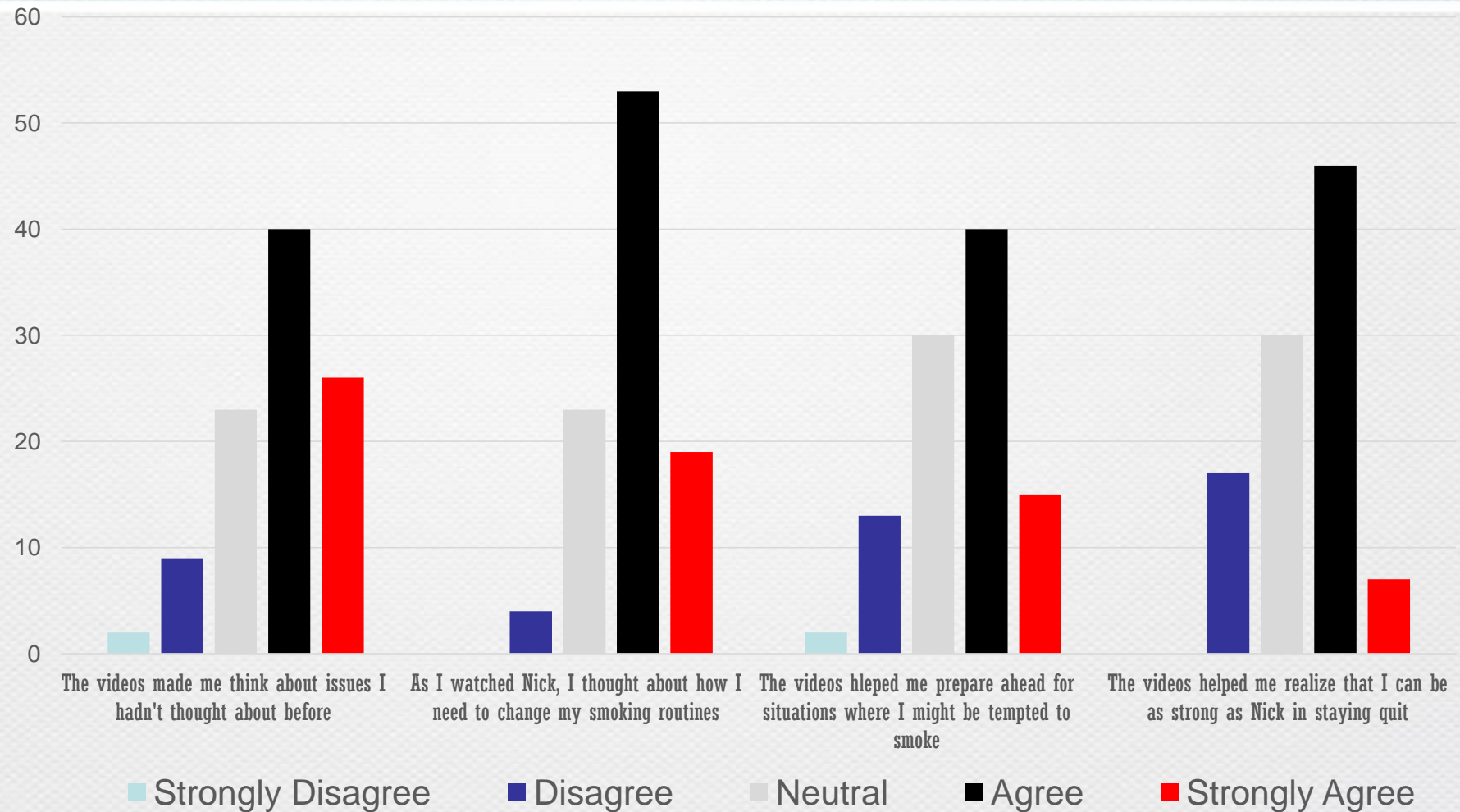


Bottorff, J.L., Sarbit, G., Oliffe, J.L., Kelly, M.T., Lohan, M., Stolp, S., & Sharp, P. (2015). "If I were Nick": Men's responses to an interactive video drama series to support smoking cessation. *Journal of Medical Internet Research*. 17(8), e190 <http://www.jmir.org/2015/7/e190/>

Nick was someone I could relate to...

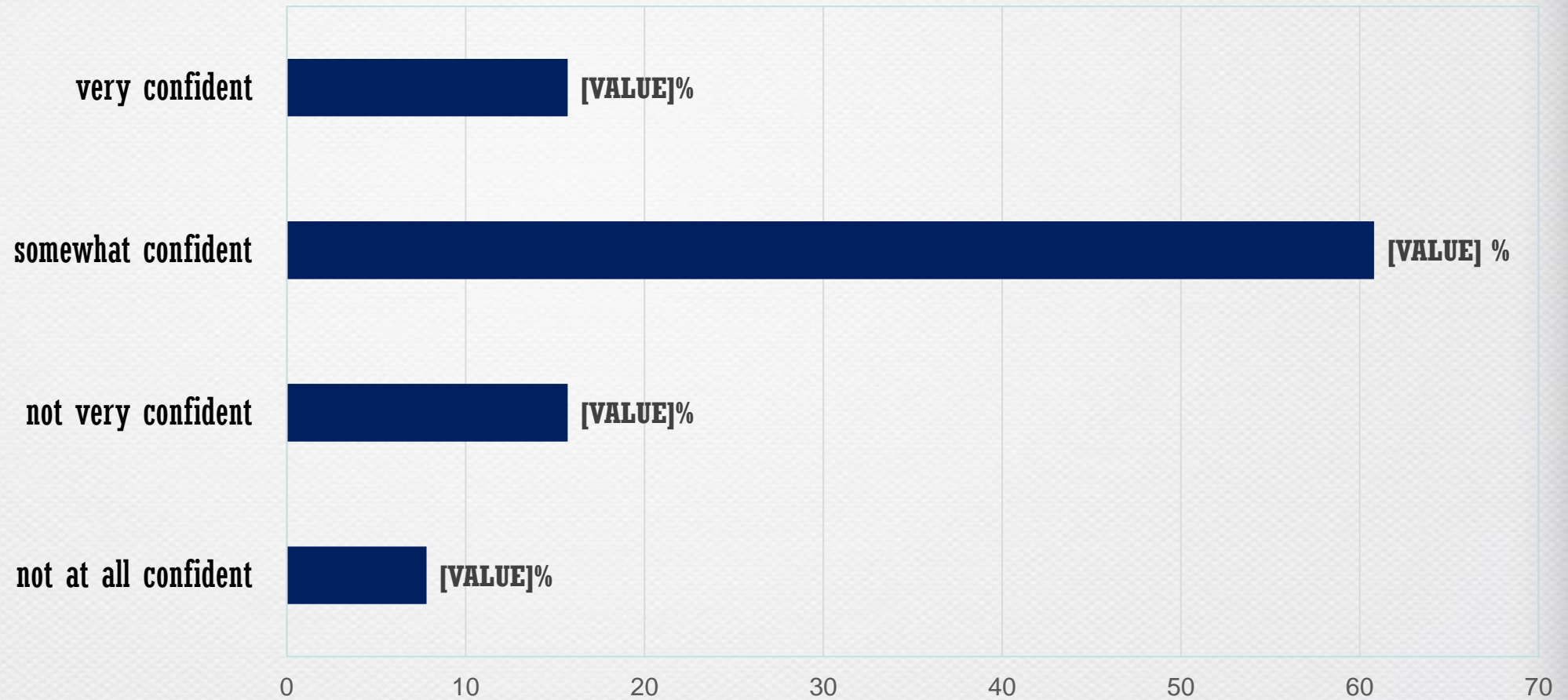


Responses to Questions about the IVDs



Quit Confidence among Smokers at 6 Month F/Up

If you decided to quit in the next month, how confident are you that you could do it?



It will get easier . . . tomorrow is another day . .



THE POWER OF INTERACTIVE VIDEO DRAMAS

NEW APPROACH FOR MEN

- emotional, social & cognitive aspects of behaviour change

POSITIVE OUTCOMES

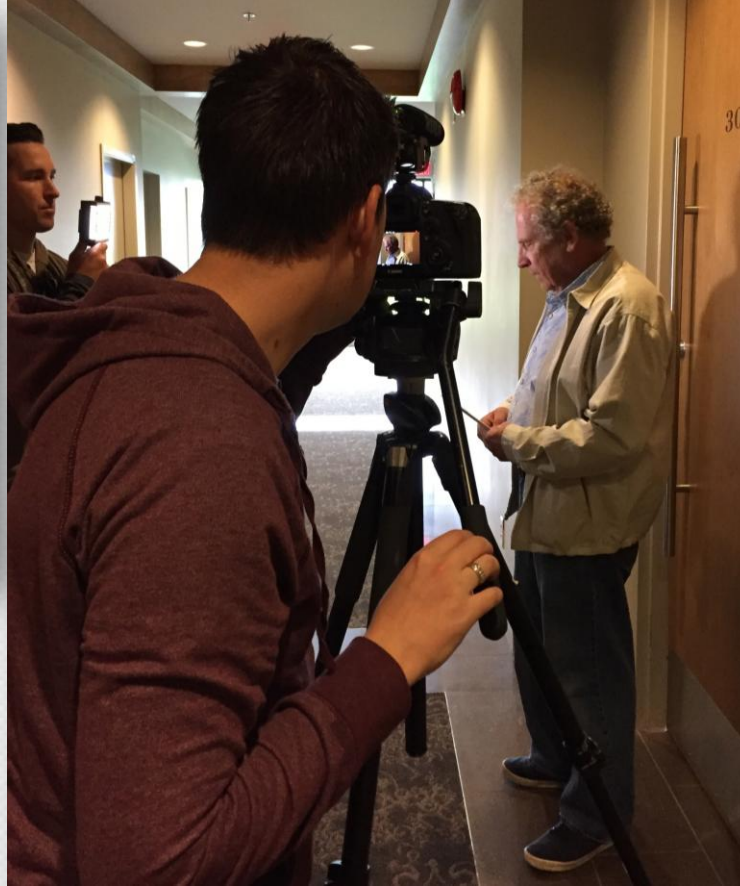
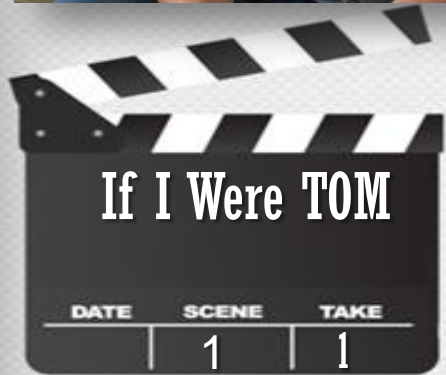
- potential for IVDs to enable men to action (vs receiving help)

POTENTIAL

- other areas of health promotion



IVDS FOR MEN WITH PROSTATE CANCER



www.smokefreemen.com

Welcome to smokefreeMEN.com

We are a team of researchers and community partners who care about supporting men to live healthy and smokefree lives. We create new game-changing approaches to quitting smoking.



HOW MUCH CASH AM I BLOWING ON SMOKING?



Smoking Calculator >

From the projects tab, check out the publications on each project page for the research behind Smokefree Men.



Dads in Gear (DIG) is a unique program for expectant & new dads who want to reduce and quit smoking.

Developed from the *inspiration, insight and imagination* of men who want to quit smoking.



DR. JOHN L. OLIFFE

Dr. Oliffe is a professor in the School of Nursing at the University of British Columbia.



THANK YOU.

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What did you find most useful in this presentation?

How can we improve these scenarios to further men's engagement and advance their self-efficacy?



How could you implement IVDs in your context?

