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**Title**

*Features of mHealth Interventions for Smoking Cessation that Appeal to African American smokers: A Qualitative Study*

**Priority 1 (Research Category)**

Smoking Cessation

**Presenters**

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**Abstract**

Context: Mobile health (mHealth) interventions for smoking cessation have grown extensively over the last few years. While these interventions are known to improve cessation rates, African American (AA) smokers have been under-represented in mHealth studies for smoking cessation. Identifying features of mHealth interventions preferred by AA smokers is critical to develop an intervention which they are likely to use. Objective: Identify features of mHealth interventions that appeal to AA smokers, using an evidence-based app developed by the National Cancer Institute, QuitGuide, as a reference. Study Design: Virtual individual interviews after downloading and using QuitGuide for at least a week. Setting: National online research panel with a focus on the Southeastern United States. Participants: AA adults ages 18 and older who currently smoke (N=18). Measures: Participants' opinions about features of the QuitGuide app and other mHealth intervention they may have used in the past, and suggestions for future apps. Results: Participants were 77% women, with age ranging from 32-65. Majority of participants reported that they will like the following as part of the content for a smoking cessation app: inclusion of testimonials from others trying to quit or from those who have been successful, the financial benefit of quitting, facts about targeted marketing by the tobacco industry and health statistics relevant to AA smokers. Other features highly preferred include the ability to use multiple choice format to enter information with the option to keep a daily journal or write notes in the app, tracking of smoking behavior e.g. number of cigarettes smoked per day and mood, triggers or cravings associated with the act of smoking, visual badges or other incentive/reward for good behavior or achievements. The ability to enter motivation or reason for quitting in the home screen of the app, including ability for the user to upload images/videos to support the motivation to quit such as a photo of their kid was also mentioned as a highly preferred feature. Conclusions: Certain features of mHealth intervention for smoking cessation were highly preferred by African American smokers based on their use of an already existing mHealth app, QuitGuide. These findings can serve as the groundwork for a large-scale experiment to evaluate preferences with a larger sample size and can be applied in developing mHealth interventions that African American smokers are more likely to use.