Practical Challenges and Promising Strategies for Adapting MDS Intake Questions for In-Person Cessation Programs

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Today

- Reasons to use MDS protocols
- Two case studies
- Challenges
- Lessons learned
- Results of efforts
Primary Reasons to Use MDS

1. Valid and reliable instruments
2. Developed to be used in practice
3. Comparable data across interventions
Case Study 1: Large statewide community-based in-person cessation program

Stop-Smoking Program Registration Form

To help you quit tobacco, we'd like to learn about you and your tobacco use. These questions are used only to see who is using this program. Everyone can join this program. Your responses on this form will be kept confidential. If you have any questions when filling out this form, please ask your facilitator.

REGISTRATION INFORMATION

Today's Date: ____________________

Name: ______________________________

Address: ______________________________

City: __________________ Zip code: __________ County: ______________

Home Phone Number: __________________ Cell Phone Number: __________

E-Mail Address: __________________________

HOW DID YOU HEAR ABOUT THIS PROGRAM

1. How did you hear about this program? (Check all that apply)
   - Newspaper
   - Radio
   - Television
   - Internet/web
   - Phone directory
   - Flyers/brochures
   - Health care provider (doctor/dentist/nurse)

   □ Family/friends
   □ Employer
   □ Health insurance plan
   □ Community organization
   □ Outlines
   □ Other: __________________
   □ Don't know/not sure

YOUR CURRENT TOBACCO USE

2. What types of tobacco do you use now or in the past 30 days? (Check all that apply)
   - Cigarettes
   - Cigars, cigarillos, or little cigars
   - A pipe
   - Chewing tobacco, snuff, or dip
   - Other types of tobacco (such as hookahs, bidis, snus)
   - None - I haven't used any tobacco in the past 30 days. Please go to question 6.

   4. How soon after you wake up do you smoke your first cigarette? (Check one)
      - Within 5 minutes
      - 6 to 30 minutes
      - 31 to 60 minutes
      - After 60 minutes
      - Not applicable - I only use other forms of tobacco

   5. How many cigarettes do you smoke per day on the days that you smoke? (Check one)
      - 10 or fewer cigarettes
      - 11-20 cigarettes
      - 21-30 cigarettes
      - 31 or more cigarettes
      - Not applicable - I only use other forms of tobacco

3. Do you currently use tobacco every day, some days, or not at all? (Check one)
   - Everyday
   - Some days
   - Not at all - go to question 6.

Continue →
Case Study 2: Small statewide in-person cessation program

- Diverse Grantees
- Technology
  - Paper forms
- Formatting as key issue
- Diversity of interventions and need for different forms
Formatting Cigarette Use Items

Key Strategies:
- Visually simplify complicated skip conditions
- Include key verbal prompts as written instructions

Your Current Tobacco Use

4. This section will ask about your cigarette use only. Have you used cigarettes in the past 30 days?
   - Yes
   - No → SKIP TO QUESTION 10

5. Do you currently smoke cigarettes every day, some days, or not at all?
   - Everyday
   - Some days
   - Not at all

6. How many cigarettes do you smoke per day on the days that you smoke? (enter number)
   - Number of cigarettes per day

7. How soon after you wake up do you smoke your first cigarette?
   - Within 5 minutes
   - 31 to 60 minutes
   - 6 to 30 minutes
   - More than 60 minutes

8. Do you intend to quit using cigarettes within the next 30 days?
   - Yes
   - No
   - Don’t know

9. When was the last time you smoked a cigarette, even one puff? Your best guess is fine. (enter date)
   - Date of last cigarette
   - Note: If day is unknown, write 99 for DD

CONTINUE TO QUESTION 10
Key Strategies:

- Exclude other tobacco use screener
- Ask unique question stem for each tobacco use type
- Organize all same-tobacco use items together
Diversity of Grantees – Brief Interventions

Key Differences:
- MDS inspired tobacco use items only
- Every day / Some day / Not at all for all other tobacco products combined
Challenges

• Program staff, funders, and other stakeholders’ concerns
  – Contextual issues
  – Resources to implement

• Moving from phone to paper administration
  – Guiding clients through skip patterns
  – Health literacy issues
Lessons Learned

• Unique settings demand different strategies
• Find a champion to support implementation
• Educate stakeholders on reasons for using MDS
• Listen to program staff concerns and modify questions to fit their context
• Match number and content of questions to the intensity and goals of the program
• Use graphic design services for help formatting paper questionnaires
Results of efforts

• Implementation process can help build the evaluation capacity of in-person programs

• Results can be compared to national quitlines (or other in-person programs) (See An et al.. (2010). “The comparative effectiveness of clinic, work-site, phone, and Web-based tobacco treatment programs.” Nicotine & Tobacco Research, 12 (10), 989-996.)

• Share knowledge with field on how to evaluate in-person cessation programs
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