



Smoke-free Dads: A game changer for better health

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INTRODUCTION

Background:

- There is a need for father-specific smoking cessation resources
- Majority of resources targeted towards mothers
- Children play a strong role in motivating fathers to quit smoking
- Key factors include potential effects on the child's health and their ability to care for the child
- The use of gaming strategies has been shown to be effective in promoting positive health behaviour changes
- An effective approach may include designing smartphone apps for supporting smoking cessation



Credit: Danielle MacInnes

Objectives:

- Expand the reach of the Dads In Gear (DIG) program – a group-based smoking cessation program tailored for fathers



- Design a smartphone app with information, tools and gamification strategies to support smoking cessation

METHODS

1. Review of literature

2. Development of app prototypes

3. Gather father feedback on prototypes

REVIEW OF LITERATURE

Focused review of literature included:

- Evaluations of health apps developed for men
- Studies re: fathers and smoking cessation
- Use of gamification to support behaviour change

Identified user needs

Translate needs into features

Resources from the DIG booklets

Behaviour Change Techniques:

Highlighted examples of Behaviour Change Techniques (BCT) used in gamification:



Home Screen



These BCTs are used and integrated into the DIG smartphone app.

Goal Setting → Selecting personal “Reasons to Quit” at registration

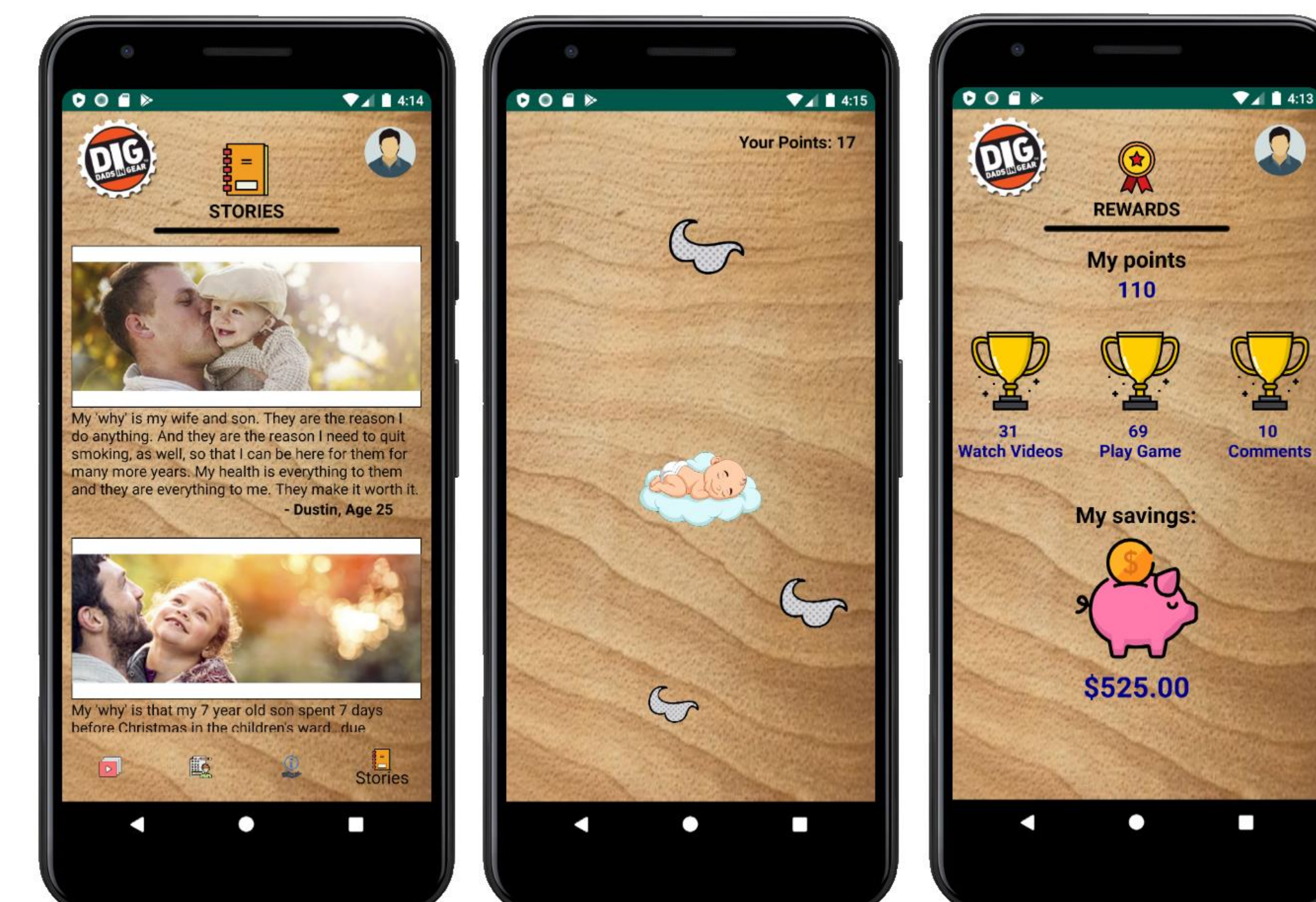
Social Support → Opportunity to connect with other fathers in forums

Feedback → Tracking number of cigarettes smoked

DEVELOPMENT OF APP PROTOTYPES

Evidence-based, father-friendly, high-fidelity app prototypes to support smoking cessation, fathering, and healthy lifestyles were designed, including:

- Distraction game
- Rewards page
- Quizzes
- Smoking cost calculator
- Community board
- Quit stories from other dads



Quit stories

Distraction game

Rewards and savings

PRELIMINARY FINDINGS & NEXT STEPS

- Participants have expressed financial incentives and family health are important parts of the app for motivation
- The game components were positively reviewed with suggestions for improvement
- Personalisation of app were viewed favourably to provide tailored support and notifications

Next Steps:

•Continue recruitment of fathers to gather feedback on DIG app prototypes

•Conduct a content analysis of data gathered from end users to inform revisions to the DIG app

•Create recommendations for a pilot mobile application

CONCLUSION

The DIG smartphone app has the potential to reach a wide range of fathers who smoke and provide a valuable addition to existing smoking cessation resources.