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# Persuasive message criteria for smoking cessation from the perspective of medical students: a structured content analysis study



Zakieh Ahmadi 1, Zahra Khademi1, Razieh Beigi Broujeni1\*

Affiliation 1: Department of Nursing, Faculty of Nursing and Midwifery, Hormozgan University of Medical Sciences, Bandar Abbas, Iran

Corresponding author: Razieh Beigi Broujeni (email address [rabeigi1615@gmail.com](mailto:rabeigi1615@gmail.com))



## Introduction:



Smoking is considered as one of the biggest challenges and threats to people's health, deadly factors and increasing the overall burden of diseases and mortality risk factors. The prevalence of smoking among young people, especially among students of medical sciences, is increasing despite the awareness of its harms. Therefore, paying attention to young people for prevention and quitting smoking has a double value.



Quitting smoking is a very complex behavior and is influenced by various individual, social and cultural factors. Certainly, determining environmental factors and warning and **persuasive messages to quit smoking** requires careful and scientific planning.

One of the best ways to determine the hidden angles of behavior are qualitative studies, which provide the ability to discover the roots and causes of behavior through **in-depth interviews**, so the researchers decided to investigate the criterion of persuasive messages to quit smoking in students



## Qualitative Research



### Method:

This **qualitative study** is a structured content analysis with the code of ethics IR.HUMS.REC.1401.146. which took place in 1401 at Bandar Abbas Nursing-Midwifery College. The research population included the students of HUMS at different levels of study, who were selected using the purposeful sampling method and based on the study entry criteria, including things such as studying in the fields of medical sciences, willingness to participate in the interview, and completing the consent form to attend the study. research were selected. Sampling continued until **data saturation**. The interviews were conducted with a prior agreement with the interviewees and in a quiet place in the Faculty of Nursing and Midwifery and at a suggested time that was determined by the interviewee. The duration of the interview lasted from 40 to 60 minutes according to the conditions and willingness of the participants.



Data analysis was done after each interview until data saturation was achieved. The analysis of the text of the interviews began with repeated reading of the textual data and making a general sense of the data and continued until the researchers were deeply immersed in the data. Before the study, it was decided to pay attention to both explicit and implicit content. Ethical considerations such as the right to withdraw at every stage of the study, the confidentiality of information and the non-mention of names of individuals were observed in this study.

## Qualitative Research





Compliance with the principle of **diversity** in the interviews, including male and female students – dormitory and non-dormitory students - students of all levels of education (graduate and undergraduate ,associate), smoking and non-smoking students and different fields (nursing-operating room anesthesia-midwifery) are also taken into account.

To increase the internal validity of the study, the member control method was used, and to increase the external validity, the method of rich description of the data set was used. To increase the reliability, the method of organizing the data recording process was used in the data collection and extraction stage.





## Findings:

28 students of different medical sciences participated in this study, their average age was  $22.2 \pm 4.6$ , 57.14% were male and 11 of the participants were smokers. The average duration of the interviews was 48 minutes. In this study, **4 main topics** were found: how to send a message(5 sub-categories), how to send it to a person (2 sub-categories), when to deliver the message (2 sub-categories), and the way/means of delivering the message (3 sub-categories).





## Conclusion:

Smoking cessation messages require the time, skill and knowledge of experts to help realize this complex behavioral phenomenon. The **views of medical students** who are related to the **future of society's health** can be very valuable.





**Thank you for your attention**

