SMS TURKEY PHASE THREE
RANDOMIZED CONTROLLED TRIAL (RCT): FOCUS GROUP GUIDE
AT INTERVENTION END

Thank you for your time today. My name is Burcu.

The purpose of this focus group is to learn more about your experience with the Cebiniz Biryakin Diyor program. I am not affiliated with the Cebiniz Biryakin Diyor program.   I hope that you feel comfortable being honest and sharing your experiences freely.

There are four parts that we are going to cover. First, we will get to know each other by sharing our use of text messaging generally. Then we will talk about your experiences with the Cebiniz Biryakin Diyor program specifically. Third, we will talk about your previous experiences quitting smoking. And then finally we will talk about ways you think the researchers might improve the Cebiniz Biryakin Diyor program.

Any questions?

I would like to record this conversation. I do not have to if you do not want to, but it will help me focus on the conversation right now, and make sure that I get all of your feedback later. Is it okay if I record this conversation?

Ok great. Let's get started.

Part A: Breaking the ice
Before we get into a discussion about your smoking, let's begin with some fun questions about texting to break the ice.
- How many text messages do you SEND in an average day?
- How many texts do you RECEIVE in an average day?
- How important is text messaging to you? If I took away the text messaging capability of your cell phone and you couldn't text for a week, how would this change your life?
- When do you read your texts? (For example, as soon as they are received, or some other time?) Does it depend on the time of day / what you're doing? Do you keep important text messages?
    - *PROBE: What do you do with the text messages you keep?*

Thanks for sharing about texting. Now let's move on to smoking for a bit.
- How old were you when you first started smoking? Why did you to try smoking for the very first time?
- When did you begin smoking daily? For how many years have you been smoking daily?

o *PROBE: What do you think caused you to become a daily smoker?*
- What is the best thing about smoking? What is the worst thing about smoking?

Part B: Past Experiences
We would like you to now consider a time when you quit smoking before the Cebiniz Biryakin Diyor program.
- What was involved during that attempt to quit smoking?
- How was it alike or similar to this most recent attempt to quit smoking?
- How was it different? [probe for personal differences such as more ready to quit or learned from past attempts and also for programmatic or resource differences such as used medication or a program to help]
- What did you apply from that past quit smoking attempt to this one? How did that work?

Part C: SMS Program Specifics
Now we would like you to think about Cebiniz Biyrakin Diyor specifically.
- Please tell me about the features of the program.
- Which of these messages (or features) did you use?
- Please describe your use of the text messages. Did you encounter any difficulties using the messages? What difficulties and what was the result of these difficulties? What about the messages was helpful to you?
- To what extent did the messages impact upon your quit smoking result (quitting or not quitting) during this most recent quit attempt?
- What is your overall experience with the program? What was the overall value? Was it worthwhile?

Part D: Improving Cebiniz Biyirakin Diyor
Finally today, we would like your advice on how to improve the program.
- If you were designing a smoking cessation program for people like you, what messages (features) of Cebiniz Biyirakin Diyor would you use? What messages would you not use?
- What are your thoughts about the number of messages per day? The timing of those messages? The overall length of the program (i.e., amount of time you received messages)?
- What about the tone of the messages? How did the information compare to what you were hoping to hear / learn as you were trying to quit?
- What is the one thing that you think we should definitely keep in the program as we make changes to improve it? What is one thing that we should definitely drop or change from the program?