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| **A qualitative study of attitude towards mobile health smoking cessation intervention among Chinese male smokers** |
| **Background/Objectives**China has 316 million smokers, only 17.6% of whom intend to quit smoking within 12 months. With the exponential increase in mobile Internet users in China (788 million in 2018), mobile health (mHealth) based approaches offer unprecedented opportunities for cost-effective cessation interventions. However, substantial adaptations may be needed to address the unique sociocultural barriers to quitting smoking. In this paper, we describe a qualitative study to inform the development of culturally-adapted mHealth smoking cessation messages that incorporate mindfulness and are delivered via WeChat, a ubiquitously-used app in China.**Methods**Eight focus groups and six semi-structured interviews were conducted among a convenient sample of 47 Chinese male adult smokers, recruited from factories, universities, communities, and smoking cessation clinics in Shanghai, China, in 2018. Thematic analyses were conducted using NVivo.**Results**Smokers preferred messages delivered via WeChat compared with other delivery modes, such as regular text messaging. Smokers preferred content that comes from government health agencies or health professionals. In addition, they also preferred content that includes practical smoking cessation skills, and incorporates current smoking related events. Additionally, interactive two-way messages that include keywords such as ‘I want to smoke’, ‘take a puff’, ‘craving’, ‘harms of secondhand smoke’, ‘pressure’, ‘irritable’, ‘words of encouragement’ were liked by many smokers. Chinese smokers were less familiar with the concept of “mindfulness,” and many equated it with the concept of “meditation”. Smokers who had in-person mindfulness training prior to the study indicated that it was an effective way for them to cope with stress and craving. Many smokers, particularly those with higher levels of education, were willing to try mindfulness-based smoking cessation interventions.**Discussion**WeChat appears to be a preferred mode for delivering smoking cessation messages among Chinese male smokers. Personalized mHealth messages originated from government/health professionals, and adapted for Chinese cultures, may be effective in helping Chinese smokers quit smoking. Moreover, mindfulness-based interventions via WeChat may be useful for smokers with higher education.**Keywords**Smoking cessation, Mobile health, Mindfulness, China |