

Fact sheet

(Seinäjoki Social and Primary Health Care Centre, Finland)

Intervention theme: Tobacco products use cessation (cigarettes, e-cigarettes, snus)

User group: Adolescents (16-17 years)

Used methods: Focus group, Individual meetings incl. Motivational Interview, Workshop

Used eTools: EiNi MobileHealth application

Further information on the Seinäjoki pilot 2:

The Finnish project partners, Seinäjoki Social and Primary Health Care Centre, in cooperation with Seinäjoki University of Applied Sciences (SeAMK) planned and implemented a pilot project to promote quitting the use of tobacco products among 16-17 years old adolescents (user group). Especially snus is an increasing problem in Finland. This work was carried out in one vocational school in Seinäjoki.

The structure of this pilot was based on the intervention model developed in the project. The needs and preferences of the vocational school students were determined using the focus group interview method. The analysis of the user group interviews gave the idea for creating a new e-tool – a MobileHealth application – to support those, who want to quit and/or reduce the use of tobacco products.

Students who were motivated to stop smoking and/or using snus visited the school health nurse (SHN). In Finland, every school has a school health nurse with a public health nurse education. In the individual appointments, the SHN discussed with the

students by using motivational interview method. When needed, the students were tested with the breath carbon monoxide monitor, and got nicotine replacement therapy (chewing gum or tablets) if they were addicted to nicotine.

The Finnish project group and the SME Valakia Interactive planned together the content for the EiNi mobile application and the SME constructed a proto type. The proto type was further developed together with the user group in a workshop. The EiNi application (No Nicotine in Finnish), was presented on the mobile application stores (Android, iOS) in December 2019.

Students tested the app for a couple of weeks. After that, the usability and the user experiences of the app were discussed in a workshop. The app was updated and new features were added based on the students' feedback.

Results from the Seinäjoki pilot 2:

10 students quit using tobacco products during the piloting period with the support of the school health nurse.

Tips / lessons learned:

The user group participation is essential when planning and implementing health promotion interventions. It is important to discover the needs and preferences for the user group from the very beginning when introducing the intervention. This cooperation will also promote the commitment of the user group to the intervention.

Fact sheet

(Seinäjoki Social and Primary Health Care Centre, Finland)

Intervention Theme: Tobacco products (cigarettes, e-cigarettes, snus), prevention or cessation

User group: Adolescents (13 -14 years)

Used methods: Health appointment including Motivational interview

Used eTool: Fume Mobile Game:

Evidence based (Doctoral thesis by Parisod, H. 2018.)

Free to download in Finnish, English and Swedish on mobile application stores (Android, iOS).

Further information on the Seinäjoki pilot 1:

The Finnish project partners, Seinäjoki Social and Primary Health Care Centre, in cooperation with Seinäjoki University of Applied Sciences (SeAMK) completed a pilot among 13-14 years old adolescents (user group). The goal was to prevent using tobacco products and promote quitting or reducing the use among the upper comprehensive school 7th grade pupils. The pilot was based on the intervention model developed in the project.

In the upper comprehensive school, five classes from one school in Seinäjoki (89 pupils) had a test period of two weeks to play the health game FUME before the health appointment (including motivational interview) with school health nurse (SHN). In Finland, every school has a school health nurse with a public health nurse education. Pupils also filled the national health questionnaire. FUME was used as a starting point for adolescent-oriented discussions with the SHN. The game led the

pupils' thoughts to topics related to tobacco products before discussing them with the SHN. The FUME eTool was evaluated using the internal evaluation questionnaires of the project.

Results from the Seinäjoki pilot 1:

FUME mobile game is aimed to support tobacco-free life, offering information on tobacco products and increasing understanding about the consequences of tobacco product use. In our pilot, 52 % of adolescents liked playing FUME mobile game much or very much. They knew a bit more (5 %) about snus after the intervention. 21 % from adolescents thought that FUME gave them information and they could learn from it. 14 % of adolescents thought that the app reminds them to refuse and not to start using nicotine products.

Tips / lessons learned:

School health nurses should highlight that also snus is addictive, not only tobacco.

FUME mobile game should be used already in primary schools (10 years olds-) to support nicotine-free life. It is important to do primary prevention already before children and adolescents start to use tobacco products. By playing FUME game, it is possible to influence children and change their attitudes into more negative towards tobacco products (Parisod, H. 2018).