

Types of Lay Health Influencers in Tobacco Cessation: A Qualitative Study

Nicole P. Yuan, PhD; Steven Wind, PhD; Mimi Nichter, PhD; Mark Nichter, PhD; Heide Castañeda, PhD, MPH; Lauren Carruth, MS; Myra Muramoto, MD, MPH

Objective: To identify types of health influencers in tobacco cessation based on the frequency and characteristics of brief intervention activities. **Methods:** Longitudinal qualitative interviews were completed with 28 individuals posttraining. **Results:** Four individuals were categorized as Rarely Active, 5 as Active With Family and Friends, 9 as Active in the Workplace, and 10 as Proactive in Multiple Settings. Unique motivators,

intervention behaviors, and barriers were documented. Some individuals displayed high levels of self-efficacy necessary for expanding the reach of community-based interventions. **Conclusion:** Training programs need to address the impact of contextual factors on initiating and sustaining intervention activities.

Key words: tobacco cessation; brief intervention; lay health advisor model; qualitative data

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