Please *Like Me* – A Qualitative Evaluation of the Make Smoking History Facebook Page

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Make Smoking History campaign

SMOKING CAUSES 16 TYPES OF CANCER

Make Smoking History
WA
Non-Profit Organization
Make Smoking History Facebook page

Total Page Likes

- Wave 31
- WNTD post
- Wave 32
- Wave 33

- 42 Sep 25, 2012
- 5,504 Sep 30, 2013
Smoking status by gender

- Intention to quit
- Attempt to quit
- Successfully quit
- Relapse
- No intention to quit
Comments on posts by smoking status

- **Ex-smokers** (n=149) commented more on:
  - ‘Positive impacts of not smoking’
  - ‘Loved ones’
  - ‘Personal testimony’

- **Current smokers** (n=76) commented more on:
  - ‘Negative impacts of smoking’
  - ‘Policy and legislation’
Gender differences

Comments on posts themed ‘Policy & Legislation’ & ‘News Articles’

Female (n=87)

- Agree/positive comments: 69%
- Disagree/negative comments: 27%
- Other: 6%

Male (n=64)

- Agree/positive comments: 47%
- Disagree/negative comments: 28%
- Other: 25%
Gender differences

Comments on posts themed ‘Loved ones’

- **Shane**: I been smoking since 97 I hate the fact I know it’s killing me. The constant pestering by my kids aged 5 & 6 to quit has brought this on so what’s the best advice from all u current quitters to make this journey successful and less stressful

- **Caroline**: More than 30 years ago, because it was impacting my kids health - one of the BEST decisions I’ve ever made

- **Cari**: I want to live a healthy long life! I wanna watch my children grow up in a clean environment. I don’t wanna waste my money on smokes when I can be building a future for myself n family. I want all the good things that smoking takes away from me!!!!
Time of comment by gender
Lessons learned