

Introduction:

“Hello, this is Dr. Lori Steinberg Benjes from the Family Sun Protection Project at Boston University School of Medicine. How are you?”

Purpose of the call:

“Is this a good time to talk for about 10-15 minutes?” [If not, reschedule]

“I’m calling to see how everything is going with sun protection for you and your baby.”

“I have a couple of things I’d like to discuss with you regarding sun protection for you and your family.

And please bring up any concerns or questions at any time during our call. If time runs short we can answer your questions either with another phone call or through e-mail (do you have e-mail?).”

Welcome to Study:

I’m so glad you’re a part of the Family Sun Protection Project. I could imagine how busy you are as a new mom (especially if have additional children) and really appreciate your time.

Explain the study: As you may know, the goal of our study is to find better ways to teach families about sun protection. And as part of the project you receive 2 newsletters and today’s phone call along w/ games for your child.

How are things going in general?

Rapport, check-in on overall status, overwhelming issues

Did you have time to review the Raybuster news bulletin? (Sent out in mid-May)

Knowledge, Attitude

Staging:

In the survey you responded that last summer your baby

- _____ (frequency) wore a hat;
- _____ (frequency) wore a shirt
- _____ (frequency) stayed in the shade
- _____ (frequency) avoided the sun
- _____ (frequency) used sunscreen

Q. 34

(qualify according to age at time of survey)

How do you feel sun protection is going for you and your baby/family?

Behavior

What do you think you'll do this Summer?/ have in mind for this Summer?/
/How do you think it will go this Summer?

Behavioral intentions

Precontemplator (Not intending to use sun protection):

Do you have any concerns or questions about sun protection for you and your baby/family?

Knowledge, attitude, risk perception, self-efficacy
Q. 32, 14, 15, 41, 42, 43, 37, 38, 39

Do you feel that you have a good understanding of the dangers of sunburn and exposure for your baby?

[Acknowledge comprehension. Fill in any gaps in knowledge]

Knowledge, attitude, risk perception Q. 32, 14, 15,
41, 42, 43, 37, 38, 39

You mentioned that your [pick a risk factor: baby is (very) fair skinned/and your baby spends a good amount of time outdoors.] Did you know that this can increase his/her exposure/the lifetime risk of skin cancer?

Knowledge, attitude, risk perception
Q. 32, 14, 15, 41, 42, 43, 37, 38, 39

What are some of the reasons why you do not practice sun protection?
(Fill in any gaps in knowledge)

Knowledge, attitude, risk perception Q. 32, 14, 15,
41, 42, 43, 37, 38, 39 (consider the pros)

What do you see as some of the benefits of sun protection?
(Reinforce benefits)

Knowledge, attitude, risk perception Q. 32, 14, 15,
41, 42, 43, 37, 38, 39 (start considering the pros to
be more important than the cons)

Obstacles

As a physician, I'm interested in helping you and your family stay healthy. Sun protection will help to prevent skin cancer, premature aging, wrinkles...

What kinds of things are getting in the way (might get in the way) or stopping you?

Attitude, self-efficacy (defining the
problem, problem-

solving) Q. 37, 38, 39, 44

Can you think of anything else? Can you give me a particular example of how this comes up (typical scenario)?

Have you ever thought about or tried anything to work around this?

[Explore]

DELETE: I understand that you are dealing with some tough challenges now. Let me ask you this: What would need to be different for you to start practicing sun protection for your baby?

Attitude (Getting Mom to start to problem solve around the negatives and obstacles)

New Ideas

Strategy:

Think of a time when you found it hard to do something you needed to do. What methods did you use that may help you practice sun protection?

Tips:

Are there any ways that you can think of that would make sun protection a little easier for you?

Yes: Brainstorming. Pick 1 or 2 ideas that are feasible.

No: Would you like some help thinking of a strategy for dealing with _____? Suggest methods (Encouraging husband to read bulletin or call us, get help from husband, keeping a bottle of sunscreen or a cover-up t-shirt in day bag).

Goals

In thinking about the tactic we discussed and all the steps of sun protection (bulletin, page 3), what seems feasible for you to start doing?

That's terrific!

Over the next 2 weeks, do you think you can start _____ ?

Yes: Great!

No: (if not so confident, suggest that she give it some thought and offer to discuss further. Mention that s/he could review the bulletin for more information or contact us.)

Also, over the next couple of weeks, can you put some thought into (another) tactics to make sun protection easier (get tips from friends)?

If not interested in sun protection: ~~I want to help you do what you want to do.~~ Getting more information always helps in making important decisions about health. You can talk further about this with your pediatrician or with us. Our number is 617 638-7130.

Closing

Review goals.

As you may know, we are collecting stories or tips from parents about sun protection to publish in our 2nd bulletin. Can you tell me a brief tip or story? If it is published, you will receive a RayBuster T-Shirt. Do you have any tips or stories about how you made sun protection easier or fun? We'd also be interested in pictures that show your family practicing sun protection?

I've enjoyed talking with you. You'll be receiving a gift and the 2nd and final news bulletin. In the Fall, we'll also be sending out the final study questionnaire. The follow-up questionnaire will be similar to the 1st one you took and take about 15 minutes. Again, I'm thrilled that you are part of the project. Your participation greatly contributes to our efforts to find better ways to educate families about sun protection. Please call us with any questions, concerns or comments at 617 638 7130 or e-mail us at: sunsmart@bu.edu

Contemplator/Preparation (Intending to use sun protection in the near future and sometimes using sun protection):

It's great that you're (planning to take) taking steps to protect your baby from the sun.

Do you have any concerns or questions about sun protection for you and your baby/family?

Knowledge, attitude, risk perception, self-efficacy
Q. 32, 14, 15, 41, 42, 43, 37, 38, 39

Do you feel that you have a good understanding of the dangers of sunburn and exposure for your baby?

[Acknowledge comprehension. Fill in any gaps in knowledge]

Knowledge, attitude, risk perception Q. 32, 14, 15,
41, 42, 43, 37, 38, 39

You mentioned that your [pick a risk factor: baby is (very) fair skinned/and your baby spends a good amount of time outdoors]. Did you know that this can increase his/her exposure/the lifetime risk of skin cancer?

Knowledge, attitude, risk perception
Q. 32, 14, 15,
41, 42, 43, 37, 38, 39

What do you see as some of the benefits of sun protection?
(Reinforce benefits)

Knowledge, attitude, risk perception Q. 32, 14, 15,
41, 42, 43, 37, 38, 39 (reinforcing
that the pros outweigh the cons)

Obstacles

As a physician, I'm interested in helping you and your family stay healthy. Sun protection will help to prevent skin cancer.

What kinds of things are getting in the way (can you anticipate anything that could get in the way?)

Attitude, self-efficacy
(defining the problem, problem-solving) Q. 37, 38,
39, 44

Can you think of anything else? Can you give me a particular example of how this could come up (possible scenario)?

Can you think of any strategy or tactic to work around this?

Attitude (Getting Mom to start to problem solve around the negatives and obstacles)

New Ideas

Strategy:

Think about a time when you found it hard to do something you needed to do (for example, getting to bed early). What methods did you use that may help you practice sun protection?

Tips:

Are there any ways that you can think of that would make sun protection a little easier for you?

Yes: Brainstorming. Pick 1 or 2 ideas that are feasible.

No: Would you like some help thinking of a strategy for dealing with _____? Suggest methods (Encouraging husband to read bulletin or call us, get help from husband, keeping a bottle of sunscreen or a cover-up t-shirt in day bag).

Goals

In thinking about the tactic we discussed and all the steps of sun protection (bulletin, page 3), what seems feasible for you to start doing?

That's terrific!

Over the next week, do you think you can start _____ (pick one: using sunscreen, covering up with a hat, shirt and shorts, finding shade, limiting peak sun exposure)?

Yes: Great!

No: (if not so confident, suggest that she give it some thought and offer to discuss further. Mention that s/he could review the bulletin for more information or contact us.)

Plan to reward yourself and your family for practicing sun protection. Think of something fun: Use the kids' sunscreen that goes on like body paint, rent a movie.

Closing

Review goals.

As you may know, we are collecting stories or tips from parents about sun protection to publish in our 2nd bulletin. Can you tell me a brief tip or story? If it is published, you will receive a RayBuster T-Shirt. Do you have any tips or stories about how you made sun protection easier or fun? We'd also be interested in pictures that show your family practicing sun protection?

I've enjoyed talking with you. You'll be receiving a gift and the 2nd and final news bulletin. In the Fall, we'll also be sending out the final study questionnaire. The follow-up questionnaire will be similar to the 1st one you took and take about 15 minutes. Again, I'm thrilled that you are part of the project. Your participation greatly contributes to our efforts to find better ways to educate families about sun protection. Please call us with any questions, concerns or comments at 617 638 7130 or e-mail us at: sunsmart@bu.edu

Action/Maintenance (Currently using sun protection)

That's great that you're using sun protection.

Do you have any concerns or questions about sun protection for you and your baby/family?

Knowledge, attitude, risk perception, self-efficacy
Q. 32, 14, 15, 41, 42, 43, 44, 37, 38, 39

It's good that you're practicing sun protection because your [pick a risk factor: baby having (very) fair skin/and your baby spending a good amount of time outdoors] can increase his/her exposure to the sun/the lifetime risk of skin cancer.

Knowledge, attitude, risk perception
Q. 32, 14, 15, 41, 42, 43, 37, 38, 39

What motivates you to use sun protection?

Attitude reinforcement (reminding them of all benefits)

What benefits do you get out of using sun protection?
(Reinforce benefits)

Knowledge, attitude, risk perception Q. 32, 14, 15, 41, 42, 43, 37, 38, 39 (reinforcing that the pros outweigh the cons)

Obstacles

As a physician, I'm interested in helping you and your family stay healthy. Sun protection will help to prevent skin cancer.

Can you anticipate anything that could get in the way?

Attitude, self-efficacy Q. 37, 38, 39, 44
(defining the problem, problem-solving)

Can you think of anything else? Can you give me a particular example of how this could come up (possible scenario)?

Can you think of any strategy or tactic to work around this?

Attitude (Getting Mom to problem solve
around the negatives and obstacles)

New Ideas

Strategy:

Think about a time when you found it hard to do something you needed to do (for example, getting to bed early). What methods did you use that may help you continue to practice sun protection?

Tips:

Are there any ways that you can think of that would make sun protection a little easier for you?

Yes: Brainstorming. Pick 1 or 2 ideas that are feasible.

No: Would you like some help thinking of a strategy for dealing with ____? Suggest methods (Encouraging husband to read bulletin or call us, get help from husband, keeping a bottle of sunscreen or a cover-up t-shirt in day bag).

Goals

In thinking about the tactic we discussed and all the steps of sun protection (bulletin, page 3), over the next week, do you think you can start ____ (pick one additional behavior she is not doing: using sunscreen, covering up with a hat, shirt and shorts, finding shade, limiting peak sun exposure)?

Yes: Great!

No: (if not so confident, suggest that she give it some thought and offer to discuss further. Mention that s/he could review the bulletin for more information or contact us.)

Plan to reward yourself and your family for maintaining practicing sun protection. Think of something fun: Use the kids' sunscreen that goes on like body paint, rent a movie.

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