



MENU OF STRATEGIES FOR ENGAGING CONSUMERS IN TOBACCO GROUPS

1. Strategies for Getting Consumers to Attend

- Choose non-stigmatizing name for the group
- Market the group to the community of consumers
- Put posters up advertising the group
- Have a health/wellness fair that includes information on tobacco and your group
- Present your group and information on impact of tobacco on health at one of your staff meeting (if possible)
- Have referring case manager accompany consumer to first group
- Be very supportive during first sessions attended
- Consider having a seasoned group member sponsor the new member
- Outreach call the day before group
- Provide transportation
- Advertise group using peers in recovery
- Schedule group at most optimal time (not early in morning)
- Consider some type of reward or recognition for attendance
- Serve refreshments (coffee) (if possible)
- Do a pre-group meeting with new person

Pre-Group Meeting with New Members

- Especially important for early stage consumers
- Breaks the ice, welcomes the consumer
- Go over goals and structure of the group so consumer knows what to expect
- Help consumers express apprehensions, commonly feel they won't fit in, commonly feel like they won't have anything to offer
- Consider having a seasoned group member meet & sponsor the new member
- Offer guidelines on how best to participate in group
- Instill faith in the group; raise expectations about its efficacy
- Keep reaching out, don't get discouraged



2. Getting Consumers to Come Back to 2nd Group (And More)

- Create warm, friendly, welcoming "homey" environment
- Elicit experiences of group members when possible
- Use peer interactions to help lead consumers to new insights or renewed motivation to work on the problem of substance use
- Stay neutral, non-judgmental, non-critical, do not confront
- Listen and reflect
- Be sensitive to consumer's cultural background
- Provide activities that use a variety of learning styles
- Make sure you involve group members in fun activities
- Ask group members what they already know about smoking
- Provide facts they will find interesting
- Make topics interesting
- Have interesting guest speakers
- Show a movie or video that is relevant
- Get feedback from consumers on what they would like to know
- Spend a lot of time talking about the member's goals and how regular attendance may help them get the things they want in their life... i.e. a job, GED, independent living.
- Empower consumers to run the group in pairs
- Be friendly, make sure you greet each group member individually by name, ask how they are doing, etc.
- Change the location, do outside groups in good weather
- Engage in short conversations before and after the group