Health Canada
Quit 4 Life website design evaluations
POR-04-77
Contract H1011-2004-0059

D-Code, Inc.

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EXECUTIVE SUMMARY

Methodology and Objectives

D-Code conducted a "disaster check" evaluation on three proposed designs for Health Canada's 'Quit4Life' website, which is being designed to encourage teens and youth to quit smoking. Health Canada presented three designs for consideration:

Option 1: Illustrated: This design was based on the illustrations of young people.
Option 2: Photographs: This design used a series of stock photographs of four characters and a relatively clean layout.
Option 3: Urban Edge: This style used original photographs, an "urban" themed graphic sensibility, and a more "busy" layout.

D-Code merged qualitative and quantitative methodologies to solicit a breadth and depth of feedback from survey participants comprised of the target audience. D-Code developed an online survey which was targeted at teens aged 14-19 years of age, who were either smokers or have smoked at least once. A total of 51 teens from across Canada completed the survey in English. Feedback generated from this survey is from a relatively small sample and is therefore used for illustrative purposes only. Survey results are not statistically representative of the teen population as a whole.

Recommendations:

- It was a close race, but Option 3 ("Urban Edge") was narrowly preferred over Option 2 ("Photographs"). A slight majority preferred the "Urban Edge" option, and almost none of the survey participants preferred the "Illustrated" design.
- Health Canada would, in our opinion, be safe using either the Urban Edge or Photograph designs for the Quif4Life web site. D-Code recommends fusing elements of both designs in the final version of the web site.
- To improve the look and feel of the website, participants recommended the following:
    - Keep the layout clean by using good colours, graphics and images, but avoid "cluttering" the site with unnecessary buttons or links.
    - Use realistic pictures of teens, not stock photographs of "Gap Models"
    - Ensure that language is not alienating or reflective of "an adult who is trying hard to be hip." Judgmental and preachy terms are also to be avoided.
    - Target the website for older teens and allow for younger ones to aspire to it.
    - Increase the interactivity of the site with games and quizzes, but be very careful about using childish, simplistic, or stereotyped characters and statements.
- Teens generally like the 'Quif4Life' slogan, but some would have preferred the use of the word "for" instead.

SOMMAIRE EXÉCUTIF

Méthodologie et objectifs

La firme D-Code a effectué un « contrôle des catastrophes » sur les trois propositions de design du nouveau site Web Vie 100 fumer de Santé Canada. Ce site est conçu pour encourager les jeunes à cesser de fumer. Santé Canada a présenté trois designs à être évalués :

Option1 : Illustrations : Design basé sur l'illustration de jeunes gens.
Option 2 : Photos : Plusieurs photographies de banques d'images de quatre personnages et une mise en page aérée.
Option 3 : Style urbain : Utilisation de photographies originales, thème graphique « urbain » et mise en page plus chargée.

D-Code a utilisé les méthodes qualitatives et quantitatives pour obtenir la rétroaction et les commentaires pertinents des participants au sondage, faisant tous partie du groupe cible. Ce sondage, développé par D-Code, était destiné aux adolescents âgés entre 14 et 19 ans, qui étaient fumeurs ou qui avaient déjà fumé au moins une fois. Au total, ce sont 51 jeunes de partout au pays qui ont répondu à la version anglaise du sondage. La rétroaction générée par ce sondage provient d'un échantillon relativement restreint et est utilisée à des fins d'illustration seulement. Les résultats du sondage ne sont donc pas statistiquement représentatifs de la population adolescente globale.

Recommandations :

- La course a été très serrée, mais c'est l'option 3 (style urbain) qui a été choisie, l'emportant de peu sur l'option 2 (photographies). La majorité des participants a préféré l'option 3 (Style urbain) et très peu de participants ont élu l'option 1 (illustrations) comme étant leur préférée.
- Selon D-Code, Santé Canada pourrait opter pour le design au style urbain ou celui présentant des photographies de banques d'images pour son site Web Vie 100 fumer. D-Code recommande de fusionner des éléments des deux propositions dans la version finale du site.
- Pour améliorer le look et l'expérience du site, les répondants ont fait les recommandations suivantes :
    - Conserver une mise en page aérée et ordonnée en sélectionnant les bonnes couleurs et images graphiques, tout en évitant de rendre le site trop chargé avec des liens et des boutons superflus.
    - Utiliser des photos réalistes d'adolescents qui reflètent la réalité des jeunes. Pas de photos de « mannequins Gap ».
    - S'assurer que la langue est « vraie ». Ils ne veulent pas sentir que ce sont les mots d'un adulte qui tente d'être *cool*. Éviter les mots porteurs de jugement et les remontrances.
    - Concevoir le site pour des adolescents plus vieux, tout en invitant les plus jeunes à aspirer à faire partie de cette communauté.
    - Augmenter le niveau d'interactivité du site à l'aide de jeux et questionnaires, mais éviter les personnages ou énoncés enfantins, clichés et simplistes.
- Les ados aiment le slogan « Vie 100 fumer » mais certains préféreraient voir le mot *sans* plutôt que le nombre 100.

RECRUITMENT

Participants were recruited from D-Code's network database of youth consultants, which includes youth from all regions across the country. A general call was put out across the D-Code network for youth between the ages of 14 and 19 years who were either regular smokers or had tried smoking on more than one occasion. Youth were also invited to pass along the e-mail screening form to friends or people they knew. All participants were required to confirm their age and identity to D-Code as per PMRS guidelines. Given the small sample size and tight timelines, a strict regional/ gender balance was not achieved – the emphasis in this project was to conduct a "disaster check" among youth familiar with smoking to see if the proposed Quit4Life designs resonated with them.

N.B.: Parental consent was obtained for all participants under the age of 16, as per PMRS guidelines. D-Code also protects the privacy rights of all participants in the collection, use and disclosure of personal information, in compliance with the federal privacy Act (PIPEDA). In addition, industry standards (through PMRS and CAMRO guidelines) related to recruiting, research, and reporting the views of young people were adhered to throughout the course of the project. Due to the sensitive nature of the discussion, participants were also informed about the purpose of the research and of D-Code's privacy policy, in compliance with Federal law.

SURVEY RESULTS

Note: This report contains a series of graphs that provide a visual perspective on survey results. Please note that these graphs are provided for illustrative purposes only. Because of the relatively small sample size, the data shown here cannot be treated as representative of the teen population.

In addition, because of the small sample size, D-Code has refrained from referring to strict percentages in data collected, instead using the terms "some", "a few", and "most".

Overall Impressions:

When asked if they preferred one site over the other two, participants narrowly chose the "Urban Edge" design over the "Photographs" one. The "Illustrated" design was by far the least popular, with almost no participants identifying it as their favourite. When asked to rank how they felt about each design, most participants said they "like slightly" or "like extremely" the "Photographs" and "Urban Edge" designs.

Overall Impressions
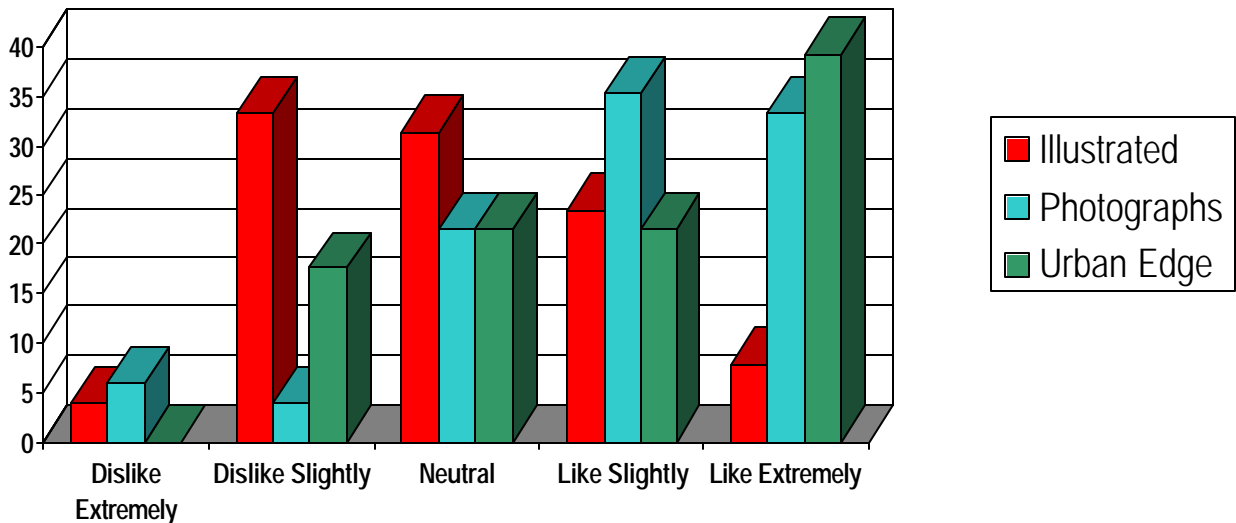
Specific Elements

Participants were asked to identify which site they preferred based on specific design features, including "Illustrations", "Colours", "Pictures of Teens", "Background Images", "Fonts", "Layout" and "Exercise Ideas".   Findings were as follows:
- Illustrations: Some participants preferred the "Urban Edge" design. A third preferred the "Photographs" design and under a fifth preferred the "Illustrated" design.
- Colours: Likewise, some participants preferred the colours of the "Urban Edge" design, with a few preferring the "Photographs" one.
- Pictures of Teens: Some preferred the "Photographs" design for this aspect, and just over a few preferred "Urban Edge".
- Background Images: Some preferred the background images in the "Urban Edge" design.
- Fonts: Some preferred the fonts in the "Urban Edge" design.
- Layout: Some preferred the layout in the "Urban Edge" design.
- Exercise ideas: Some preferred the exercise ideas in the "Urban Edge" design.

Breakdown of Preferences
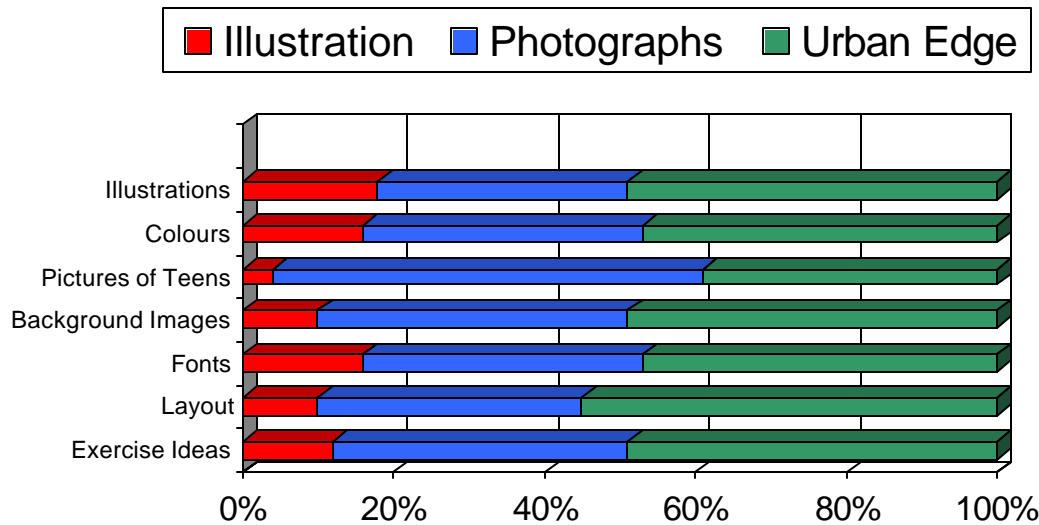
Specific feedback on Designs: Illustrated

Overall respondents were divided in their views towards the design. Some disliked the site "slightly" or "extremely".   An almost similar number of participants were "neutral" about the site. Many felt the tone of the sight was too childish and not serious enough for the topic and content. The site was also described as cluttered, busy, and hard to navigate but others found it colourful and pleasant. The 'Create your own character' section was confusing to many, but the attempt at interactivity was appreciated.

While the "Illustrated" design has its positive elements, it clearly was not the preferred option of the three.

What they liked MOST about the 'Illustrated' design:

- Non-threatening, almost welcoming
- Good layout, easy navigation

- Doesn't look like a typical Government website
- Well matched colours, eye-catching graphics
- Different use of fonts
- Strong slogan and symbol
- Interactivity idea behind the design your own character, journal and tracking functions
- Number of posters/flyers – intrigued to read about them

Key Quote: "I like how it's illustrations by young people, talking to young people that smoke. Instead of young smokers getting an opinion forced on them by an older generation"

What they liked LEAST about the 'Illustrated design:

- Animations, crayon and cursive writing too childish and comical
    – Single comment most often made, "quit smoking for dummies" feeling
    – Using numbers instead of words is "cheesy" if over 12 years
    – Create your own character section was targeted too young
    – Too text-bookish, doesn't grab your attention
- Too busy and cluttered, layout is slightly confusing
    – Find oneself wandering all over the page and not focusing on any particular link
    – Page is too small and does not take up whole screen – harder to read
- Colours are unattractive and not exciting to some, while others felt they were too dramatic
- Slogan should be bigger, cannot see text on Q4L sticker

Key Quotes:

"If I wanted to quit smoking I wouldn't feel like creating a little childish character to represent me while I'm researching seriously for help and advice adolescents always want to act older than what they really are, this website will simply be a source of laughter."

"Kind of plain and didn't really grab my attention. Looks too 'text bookish.' I think that if I was to actually pay attention or grasp anything from the website, it would need to have short, quick facts."

Suggestions:
- Make the site less cartoon-ish
    – Use real people or better illustrations to show the seriousness of how bad smoking is for you
    – Include real facts to increase the maturity of the site, as well as a 1-800 number
    – Take away the characters or make them less childish
- Organize the site more
    – Less cluttered with things that have no significance (i.e. little stars, arrows)
    – Make the steps on the homepage easier to understand and navigate
    – Reduce the amount of information on each page it easier to read
    – Increase the size of the page across the screen surface
- Make the links stand out more
- Use an older colour theme rather than a palette of many different ones
- Use proper fonts rather than cursive handwriting

Specific Feedback on Designs: Photographs

Overall, the majority of respondents liked the web design, with most saying they liked the site slightly or extremely. While survey results revealed an appreciation for the site's more professional tone, use of "4 Gurus" as a navigational tool, clean design, and overall layout, participants did outline several problems with the site's overall tone.   While participants liked the idea of using photographs of teens, many participants objected to the "Gap model" nature of those that were used in the design, and were uncomfortable that the "4 Gurus" section perpetuated racial or gender stereotypes.

What they liked MOST about the "Photographs" design:

• Clean, simple design and layout
• Easy to navigate
• Good colours - "Juicy tropical," continuity throughout site
• Pictures of actual teenagers instead of illustrations
• Four Guru's appealed to some – easy to identify & relate
    – Good navigational tool
• Four stages of quitting smoking made the process accessible
• Enjoyed the "Did you know" sections
• Targeted towards teens more than Illustration concept

Key Quotes:

"I like this website design… It was serious enough but just enough pictures and colours to show that quitting smoking is worth it, is a challenge a possible thing to do. I was interested by the design and eager to go on to the next page."

"I felt more that it was for my group age, but i think they should take better pictures... Like pictures of normal kids.. Or teenagers or adult. They can still be good looking... :)"

What they liked LEAST about the "Photographs" design:

• Text on white background is too plain, boring
• Teens in the pictures are unrealistic, like actors in a Gap or Ikea commercial – no subcultures
• Four Gurus not received well
    – Creates extra step to "decipher" before getting into the program
    – Can communicate idea that youth pictured are "better than me, that I need help somehow"
• "Ew…Stinky" makes light of the dangers of smoking
• A bit preachy, impression that it's "really cool to quit smoking"
• Comments suggest site feels very oriented towards girls, might alienate guys (numbers do not reflect this however)
• Unrealistic to expect all teens to quit in 4 weeks, need own timelines

Key quote: "I think classifications of youth into stereotypes or certain profiles is harmful, or at least should be avoided in most situations (example, there are people in the world that don't fit into the 'living-on-the-edge white guy, the relaxed and casual black guy, the control freak asian girl and the sexy white girl)"

Suggestions for improving the "Photographs" Design:

• Make each section more defined
    – Home page doesn't explain what the site is about, state this clearly
    – Role of Guru's is unclear – provides extra step to click through
    – Shorten amount of text, concise sentences in larger font
• Liven up the site with more colour, pictures, graphics
    – Add in more interactivity, games, quizzes, etc
    – Give the site more of an edge to appeal to guys
• Ensure continuity of colour and pictures throughout site
    – Lose the excitement and sense of the site after the first page
    – Darken/thicken font colours to facilitate easier reading
• Pictures should be more realistic and representative of teens

- Use teens of all age groups, sizes and subcultures in pictures rather than stock photo models
- Get rid of harmful stereotypes

Specific Feedback on Designs: "Urban Edge"

Overall, respondents liked the urban edge design, ranking it slightly higher than the "Photographs" option.   Most liked the design, but felt it was a little too busy from a design perspective. The slogan "Quit4Life: Break the Habit" was generally preferred over slogans used in other designs. Respondents liked the mixed use of animation and photography, and generally felt this was the "edgiest" design. Content in this site received high marks for the more mature content, in particular references to how smoking can negatively affect their sex lives. Implicit in this assessment, however, were concerns that this design was geared more for males than females. Despite the general approval of the site, it's important to note that almost half felt this design "wouldn't be useful to them at all."

What they liked MOST about the "Urban Edge" design

- Good layout, navigation – links are more apparent
- Liked the font, captions and graphics – very eye-catching
- Factoids: "smoking can kill your sex life" quoted often
  - Not too preachy or dogmatic, very accessible, fun yet serious
- Feels targeted towards older teens, which will still appeal to younger ones
- Photos of teens are more realistic and exciting, positive vibe
- Edgier language
- Not what you expect from a government website
- Liked option of seeing video of teens who have quit
- Liked detail of profile questions about smoking habits

Key Quotes

"This is the only site where I feel the people behind the photos are real. I don't feel judged when I come to this site I feel as though its just a fun place to be."

"Overall I really liked this design also. The pictures were good the teens were natural and looked like they were having fun. The homepage makes you feel like going inside the website to find out more and read on. The subject sounds interesting. However the second page gave me the impression it was too much of a 'wannabe cool' kind of thing..."

What they liked LEAST about the "Urban Edge" design

- Looks generic – not inspired to check out rest of site
- Formal government toolbar at the top doesn't mesh with site – realize may not be able to get rid of it
- Split on whether liked the upside-down teen on first page
  - Not sure if he was break-dancing or skateboarding
  - Pictures can seem irrelevant – not related to topic of quitting smoking
  - Scratchy effect on picture edges is trying too hard
  - Shorten image of broken cigarette – unrealistically long
- Use of colour could be improved
  - Some didn't like the grey colour, but liked the fact that it wasn't a white background on the first page
  - Too much white background on the second page – presentation of info is boring with simple black font
- Too cluttered and busy
- Edgy language trying too hard

Key Quote: *"very transparently targeted at the rebellious 14 year old male…design is ok, a little cluttered and those 'edgy factoids' are lame"*

Suggestions for improving the "Urban Edge" design

- Be careful with executing edgier language
    - "No proper ID required" too awkward
- Ensure that pictures are relevant to topic
    - Use different pictures on each page for variety
    - Use diverse teens representing all ages, sizes and subcultures

- Add more colour to bottom of pages, text presentation is boring in comparison to top
- Liven up the site with more interactivity (games, quizzes, etc.)

Potential Impact of Website

- **Most teens have never used the Internet to search for information about smoking**
    - However, just over half say they would use a website to help them find information on quitting smoking

Key Quote:
"Just because youth use the internet for many purposes doesn't mean they'll use it for everything… to quit smoking is such a physical and mental strain, i think that it would be hard to change just by looking through a website. if they were simply just getting information, that would a bit different. this does not mean though that the opportunity should not be made available."

"I think this idea has a lot of potential but it needs to get out of the governement's way of thinking a little more. I think a lot of teens can benefit from it and even if they don't quit smoking right away it will open their eyes and let them know that some people are behind them and that they are encouraged to quit and lead healthier lives"

- **Health Canada is a good potential messenger to teens about smoking**
    - The vast majority of teens felt very to somewhat positive about them trying to help teens quit
    - Three quarters of participants felt a website was a good way to help
    - On average, teens affirmed a strong trust in Health Canada as a source of information on smoking
    - However on average, they gave Health Canada lower marks for understanding the realities of teenage smokers in Canada today
- **Website has the potential to spread by word of mouth**
    - Over three quarters of teens say they are very to somewhat likely to recommend the website to a friend
- **Moderate likelihood of teens returning to site – few said 'no', but many uncertain**
    - Just under half said they would return to the site, just over a third said they "did not know" if they would return to the site

Appendix A: Questionnaire

Thanks for agreeing to participate in this survey!

As you will see, Health Canada is in the process of designing a website to help youth quit smoking.

In this survey, we'd like you to evaluate the DESIGN CONCEPTS provided. There are three different design ideas for a future website. Please look at each one carefully and answer the corresponding questions in the survey. These are what the actual website may look like in its final form.
Finally, we'd like to know how likely you would be to use this kind of website and/or refer a friend to it.

Remember, your anonymity is guaranteed. Only D-Code will have access to the complete survey data. Your privacy is protected by PIPEDA, Federal Privacy laws. Also, we comply with the Professional Market Research Society standards of good conduct in online research in Canada.

Ready to get started? Great! This should take about 15-20 minutes to complete. Once you submit your answers, you will be taken to D-Code's website. This means the questionnaire has been successfully completed and you will receive a $20 gift-certificate by mail as a thank you for your participation.

If you have ANY questions about the survey or if you have any technical problems, please contact Samir Khan at D-Code: 1-800-448-4044 x23, samir@d-code.com

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PART ONE
Getting Started….

1. Have you ever used the Internet to find out about quitting smoking?

[Yes]   [No]

PART TWO:
Layout and Concepts

You are being asked to evaluate three design concepts for a website. To access them, cut and paste the following URL in your web browser.

http://hc0899.imatics.com/projsite/concepts/index.html

Click on the first design labeled "Option 1: Illustrated". Click around the site as far as you can go. Note that the activities and information have not been finalized, so a lot of the buttons are not enabled yet – we're only interested in what you feel about the "look and feel" of the web site.

2. What were your FIRST thoughts and feelings about the website design? [open]

3. How much do you like the first website design?

[Dislike extremely]   [Dislike slightly]   [Neutral]   [Like Slightly]   [Like extremely]

4. To what extent do you disagree or disagree with the following statements about the design of the first concept.

1	2	3	4	5	6	7	8	9	10
[disagree strongly]									[agree strongly]

I like the slogan "Quit 4 Life"
I don't get the meaning of the slogan
I like the look of the fonts
The design is cheesy
I like the look of the ILLUSTRATED graphics
The homepage is too busy
I like the colours
This doesn't look like a typical government website
The site has a very unique look and feel
The site would not be useful to me at all
The design is eye-catching

5. I think this website design would be better with:

[More illustrations]   [Fewer illustrations] [No illustrations] [I think it's good as is]

6. What do you like MOST about this design? [open]

7. What do you like LEAST about this design? [open]

8. If there was one thing that would improve the design, what would it be? [open]

Go back to the main page with the three design concepts:

http://hc0899.imatics.com/projsite/concepts/index.html

Now pick "Option 2: Photographs." Please view the website design and give your answers to the following questions.

9. What were your FIRST thoughts and feelings about the website design? [open]

10. How much do you like the website design?

[Dislike extremely]   [Dislike slightly]   [Neutral]   [Like Slightly]   [Like extremely]

11. To what extent do you disagree or disagree with the following statements about the second design concept.

1   2   3   4   5   6   7   8   9   10
[disagree strongly]   [agree strongly]

I like the look of the fonts
The design is cheesy
I like the look of the PICTURE graphics
The homepage is too busy
I like the colours
This doesn't look like a typical government website
The site has a very unique look and feel
The site would not be useful to me at all
The design is eye-catching
I like the idea of four "guru" teens
I can identify with the "guru" names

12. I think this website design would be better with:

[More Pictures of teens]   [Fewer pictures of teens] [No pictures of teens] [I think it's good as is]

13. What do you like MOST about this design? [open]

14. What do you like LEAST about this design? [open]

15. If there was one thing that would improve the design, what would it be? [open]

Go back to the main page with the three design concepts:

http://hc0899.imatics.com/projsite/concepts/index.html

Pick "Option 3: Urban Edge." Please view the third website design and give your answers to the following questions.

16. What were your FIRST thoughts and feelings about the website design? [open]

17. How much do you like the website design?

[Dislike extremely]   [Dislike slightly]   [Neutral]   [Like Slightly]   [Like extremely]

18. To what extent do you disagree or disagree with the following statements about the third design concept.

1   2   3   4   5   6   7   8   9   10
[disagree strongly]   [agree strongly]

I like the look of the fonts
The design is cheesy
I like the look of the PICTURE graphics
The homepage is too busy
I like the colours
This doesn't look like a typical government website
The site has a very unique look and feel
The site would not be useful to me at all
The design is eye-catching

19. I think this website design would be better with:

[More Pictures of teens]   [Fewer pictures of teens] [No pictures of teens] [I think it's good as is]

20. What do you like MOST about this design? [open]

21. What do you like LEAST about this design? [open]

22. If there was one thing that would improve the design, what would it be? [open]

PART THREE
Comparing the Design Concepts…

23. Now that you have seen the three website design concepts, which ONE do you prefer for the new Health Canada website to help teens quit smoking?

[Option 1 : Illustrated]   [Option 2 : Photographs]   [Option 3 : Urban Edge]

24. Please explain WHY you prefer this design over the other two. [open]

25. When it comes to the following features of the designs, indicate whether you'd prefer the look on "Option 1: Illustrated", "Option 2: Photographs" or "Option 3: Urban Edge"

The exercise ideas	[1]	[2]	[3]
The layout	[1]	[2]	[3]
The fonts	[1]	[2]	[3]
The background images	[1]	[2]	[3]
The pictures of teens	[1]	[2]	[3]
The colours	[1]	[2]	[3]
The illustrations	[1]	[2]	[3]

Would you use a website to help you quit smoking?

[Yes]   [No]   [I don't know]

26. Would you come back and use the site once it is produced and live?

[Yes}   [No]   [I don't know]

27. After it is live, would you recommend this website to a friend?

[I don't know]   [Very Unlikely]   [Somewhat unlikely]   [Very Likely]

28. Explain your answer to question #29 about your likeliness to recommend the site to a friend. Why or why not? [open]

29. How do you feel about Health Canada trying to help teens quit smoking?

[Very negative] [Somewhat negative]   [Neutral]   [Somewhat positive]   [Very Positive]

30. Do you think this is a good way for Health Canada to help teens quit smoking?

[Yes]   [No]   [I don't know]

31. What is your overall impression of the site you prefer?

[Excellent]   [Pretty Good]   {Neither like nor dislike] [Average]   [Terrible]

32. On a scale of one to ten, please rate how much you TRUST Health Canada as a source of information about the effects of smoking, where 1 means "I don't trust Health Canada at all" and 10 means "I absolutely trust Health Canada" as a source of information on smoking.

Health Canada is a trusted source of information on smoking:

1	2	3	4	5	6	7	8	9	10
(not at all)									(absolutely)

33. On a scale of one to ten, please rate how much you think Health Canada understands the realities of teenagers smoking in Canada today, where 1 means "Health Canada doesn't understand the realities of teen smoking at all" and 10 means "Health Canada completely understands the realities of teen smoking".

1   2   3   4   5   6   7   8   9   10
(Not at all)   (completely)

PART FOUR: DEMOGRAPHICS

34. How old are you?
[14]   [15]   [16]   [17]   [18]   [19]

35. What is your gender?
[male]   [female]

36. How often do you smoke?
[tried it under 5 times]   [every day]   [once every 2-3 days]   [once a week]
[once a month]

37. Would you say most, some, a few, or none of your friends smoke?
[most] [some] [a few] [none]

Are you interested in quitting smoking?

Yes   No

If yes, are you thinking of quitting in:
The next month
The next 3 months
The next 6 months

38. What town/city and province do you call home? [open]

Thank you for completing this survey!

To receive the gift certificate for $20, you must tell us who you are and where we should send the gift certificate. Please be assured that your privacy is completely protected. This is a confidential survey.

39. Full Name: [open]

40. Mailing Address: [open]

Appendix B: Web Screenshots

Front Page

IMATICS   **Project Site**

0899: Quit 4 Life Web Site   Updated: 2004-12-21

Design Concepts

**Option1:
Illustrated**

This style is based on illustrations of young people. The look relies mainly on illustrations, and reflects the social environment of youth.

[view]
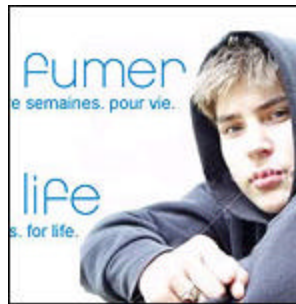
**Option 2:
Photographs**

This style is taking a similar expanded approached to the current site, using a series of stock photos of specific four characters through out the site. The look relies mainly on photographic images, and reflects realism.

[view]
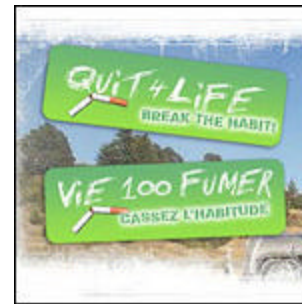
**Option3:
Urban Edge**

This style provides a youth-based edge. The look uses photographs, and further graphic elements, treatment and colour to raise visual stimulus.

[view]

Note: To read PDF documents you need Adobe Acrobat Reader 4.0 (or later) on your system.

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Peggy Campbell, Information Architect

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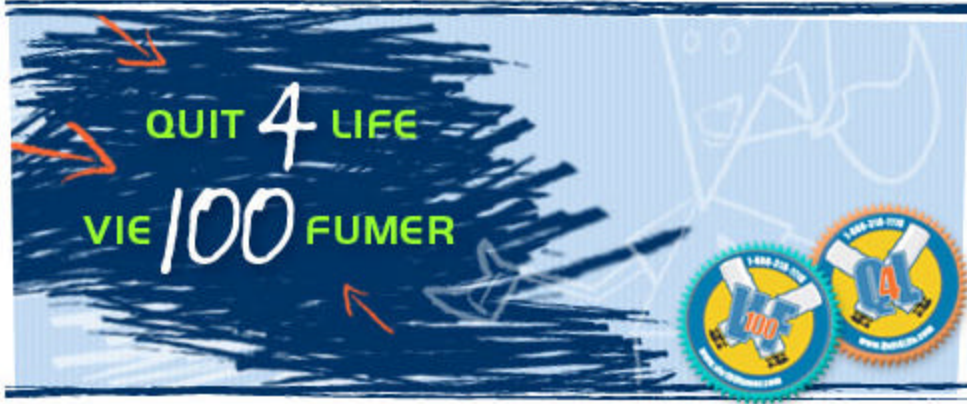
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QUIT 4 LIFE: THE 4-STEP PROGRAMME

Welcome, SmokeFreeJane!
Congratulations on taking the first step...

Quit4Life Online (or Q4L for short) has four steps:

1 GET PSYCHED: Motivate Yourself To Quit And Stay Smoke-Free

2 GET SMART: Know What To Expect When You Quit

3 GET SUPPORT: Create A Positive Environment For Yourself

4 GET ON WITH IT: Know What To Do When You Quit

People who have successfully quit smoking usually complete all 4 Steps and try to do all the suggested activities. If some activities seem familiar from other times you tried to quit: try the New, Improved, Q4L Version! Just think how often you have to practice a new skill until you get it the way YOU want it.

Quitting takes practice. It's best to take your time and go through each step in order. Ideally, you should start this program at least one month before you set a firm quit date. The program is designed to take 4 weeks, one week for each step. Each step has 3-5 activities that will take 5-15 minutes to do. Most of these are on-line. Don't rush through all the steps and activities in a single day.

To improve your chances of success, take it one step at a time.

Get Started! STEP 1 →

User: SmokeFreeJane
Start date: 20/03/05
Goal date: 1/05/05
Status: Step 1

4 STEPS IN THE RIGHT DIRECTION

What's in the bag?

Your personalized tracking tools

→ Tracking Form
→ Worksheets
→ Quit Calendar
→ E-postcard & Pledge cards
→ Quizzes
→ Real Cost Calculator
→ Multimedia interactivities
→ Animations

Last updated: 2004-12-16

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Resources

Order the
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Handbook

stinky?

Ew. It's time to quit!

It's free, it's fast and for you!
Four weeks to Quit 4 Life

First Time? — Register
Returning? — Sign In

What's this thing about? Tour the Program

Four Stages. Four Weeks. Four Gurus.

mr. extreme   ms. control   mr. resilient   ms. appeal

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Quit 4 Life
Resources

Did you know that according to recent Health Canada surveys on smoking:

There are now more ex-smokers than current smokers in Canada.

In 2003, more than 80% of all young Canadians (15 to 19 years old) did not smoke.

Congratulations for taking the next step!

People of all ages, cultures, smoking patterns and histories have quit smoking. It isn't always easy but lots of young people, just like you, have succeeded. No one can do it for you. You have to choose to quit. Now that you've made your choice to quit, this program can help!

How to Use Quit4Life Online:

Quit4Life Online (or Q4L for short) has four steps:

1. Get Psyched:
Motivate Yourself To Quit And Stay Smoke-Free

2. Get Smart:
Know What To Expect When You Quit

3. Get Support:
Create A Positive Environment For Yourself

4. Get On With It:
Know What To Do When You Quit

Create my Profile ▶   Forget the profile » Start the Program ▶

People who have successfully quit smoking usually complete all 4 Steps and try to do all the suggested activities. If some activities seem familiar from other times you tried to quit: try the New, Improved, Q4L Version! Just think how often you have to practice a new skill until you get it the way YOU want it. Quitting takes practice. It's best to take your time and go through each step in order.

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my profile

» sign out

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Ready?

Create your profile

HOW READY ARE YOU TO QUIT?

1. I want to:

- ○ Quit smoking now
- ○ Quit smoking in the next month
- ○ Cut down the number of cigarettes that I smoke
- ○ Quit smoking some time, not sure when
- ○ I smoke, and I'm not thinking of quitting anytime soon.

2. Have you ever tried to quit smoking before?

- ○ Yes
- ○ No

Next

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QUIT 4 LIFE
BREAK THE HABIT!

VIE 100 FUMER
CASSEZ L'HABITUDE

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