**Food Security for Successful Smoking Cessation: Qualitative Interview Coding and Thematic Analysis**

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### Background

My practicum was completed through the Prevention and Research Center for Healthy Neighborhoods at Case Western Reserve University (CWRU). As part of the practicum experience, I worked on the Food for SuccCess Project, which works to promote smoking cessation for individuals who suffer from food insecurity in the Cleveland area.

### Population

The Food for SuccCess intervention aimed to promote smoking cessation among individuals who consume tobacco products and experience food insecurity in Cleveland.

### Learning Objectives

1. Understand acceptability of the intervention by analyzing qualitative feedback and responses from research participants on the Food for SuccCess smoking cessation study.
2. Interpret the results of analyses conducted on two sources of qualitative data from the study.
3. Integrate data and findings with literature on the topic.

### Activities

- Transcribe eight qualitative interviews conducted with study participants.
- Meet with qualitative interview team and attend seminars to learn about thematic analysis.
- Develop a codebook using NVivo software.
- Examine similarities among interviews and develop final themes.
- Conduct literature reviews to understand current research on the topic.
- Analyze end-of-study feedback from all participants.
- Organize findings and develop graphs and tables.

### Deliverables

- Codebook derived from analysis of interview transcripts.
- Eight interview transcripts with codes.
- Literature reviews on various topics.
- Graphs and tables from end-of-study feedback survey.

### Methods

Qualitative interviews were conducted with select individuals who had completed the Food for SuccCess study to gain insight into their food shopping habits and quit attempt experiences. These interview transcripts were examined and several team-based discussions were held to develop and refine a tree of codes that encompassed common topics in the interviews.

The final code tree was used to conduct qualitative analyses on the transcripts using the NVivo software. Using thematic analysis guidelines, three final themes were extracted. From other sources of data such as the baseline survey, follow-up survey, and end-of-study feedback form, graphs and tables were generated to characterize smoking habits and document any behavioral changes.

### Results

The following graphs, codes, and themes were generated from interviews and study surveys:

![Graph showing changes in smoking and spending habits](#)

<table>
<thead>
<tr>
<th>Code Name</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping routine</td>
<td>38</td>
</tr>
<tr>
<td>VISA Card</td>
<td>33</td>
</tr>
<tr>
<td>Types of foods</td>
<td>26</td>
</tr>
<tr>
<td>Motivation, desire to quit (or lack thereof)</td>
<td>25</td>
</tr>
<tr>
<td>Income sources, financial situation</td>
<td>24</td>
</tr>
<tr>
<td>Health conditions</td>
<td>21</td>
</tr>
<tr>
<td>SNAP, WIC, or food stamps</td>
<td>18</td>
</tr>
<tr>
<td>Daily routine</td>
<td>16</td>
</tr>
<tr>
<td>Housing</td>
<td>15</td>
</tr>
<tr>
<td>Quitting, stopping down smoking</td>
<td>15</td>
</tr>
<tr>
<td>Money running out or not lasting</td>
<td>15</td>
</tr>
<tr>
<td>Transportation</td>
<td>15</td>
</tr>
<tr>
<td>Employment status</td>
<td>15</td>
</tr>
</tbody>
</table>

### Public Health Implications

Currently, there is little research on the effectiveness of a financial intervention on smoking and food shopping habits. If effective, the financial intervention could add to the growing body of research on smoking cessation interventions and help inform public health policy on the matter. My project, which focuses on interview analysis, provides an important qualitative aspect to the study. The qualitative coding process helped our team identify shared experiences and provided context on smoking-related struggles. The thematic analysis process allowed our to isolate key topics that could be targeted in future interventions.

### Lessons Learned

During this practicum experience, I learned so much about the intricacies of conducting public health research. This included understanding the underlying health promotion theories that guide interventions, the day-to-day activities necessary to complete interventions, and the analysis techniques used to find meaning in the data. This hands-on experience not only enhanced my practical knowledge of data analysis but also honed my communication skills, creativity, and perseverance. The knowledge I gained from this process will shape my future public health research endeavors.

Additionally, I gained valuable insight into the lives of Cleveland’s most disadvantaged populations. Given that smoking occurs disproportionately in lower-income communities, I gained a deeper understanding of the struggles individuals face when striving to access adequate food and overcome addiction. Thanks to this experience, I have become more aware of the impact of seemingly unrelated social needs, such as food access, on participants’ abilities to make healthy behavioral choices.

Ultimately, food insecurity is a complex challenge that will not be easily resolved. However, my involvement in this project has helped me realize the potential of public health interventions in improving the lives of those suffering from food insecurity.

### Acknowledgements

I would like to thank Dr. Jin Kim-Mozeleski for providing advice and guidance on the process of thematic analysis throughout my practicum experience. I would also like to thank Madeline Castele for being part of the qualitative analysis team and answering all of my questions.