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CFHealthHub: Development and evaluation of videos incorporating peer description of successful self-management with inhaled therapies in adults with CF used to build self-efficacy to support self-care within the CFHealthHub complex intervention

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Objectives: CFHealthHub (CFHH) is a complex intervention to help people with cystic fibrosis (PWCF) master self-care. Self-efficacy is an important determinant of behaviour change and peer modelling of success can increase self-efficacy.

Methods: We recruited adult PWCF from five UK CF units. Those post lung transplant, on the active transplant list or in the palliative phase of disease were excluded. Participants were purposively sampled based on objectively-measured adherence; lung function and socio-demographic characteristics. Video interviews were conducted in participants’ homes by the Health Experiences Research Group from the University of Oxford. Semi-structured interviews explored patients’ experience of CF and barriers and facilitators of nebuliser adherence. Interviews were analysed thematically using NVivo 10, within the COM-B model and then reviewed to select video clips for inclusion on CFHH with participant consent.

Results: Fourteen interviews were conducted between October 15 and August 16. PWCF described experiences of using inhaled therapy, motivations to improve adherence, and strategies for mastery. Initial qualitative research conducted in the CFHealthHub pilot suggested that overall the videos were well received. Some PWCF shown videos to support self-efficacy in the pilot RCT had concerns that seeing videos of PWCF who were healthier might make them reflect negatively on their comparative status and videos of PWCF who were less healthy might create anxieties about future health decline.

Conclusion: We have developed ‘talking heads’ videos to support behaviour change as part of a complex intervention. Some but not all PWCF found the videos helpful. It is important to sensitively support choice in the resources provided to PWCF aiming to increase self-efficacy.