



# A qualitative exploration of homeless smokers and the services they receive: Contextual factors

## Background

**80% of people experiencing homelessness in the UK smoke compared to 14% of the general population**  
SCeTCH is a 3-year trial exploring the effects of e-cigarettes vs usual care for those experiencing homelessness.

In the intervention arm, homeless centre staff are responsible for providing the EC starter kit and choice of e-liquid to participants for 4 weeks following the intervention.

An embedded process evaluation explores treatment context, fidelity of implementation, mechanisms of change, and sustainability.

## Aims

1. How is the EC intervention implemented and how does organisational and geographic context influence implementation?
2. What are the mechanisms through which the delivered intervention activities and participant interactions produce change in smoking behaviour?
3. If the intervention is effective and cost-effective, what are the facilitators and barriers to roll out across Great Britain?

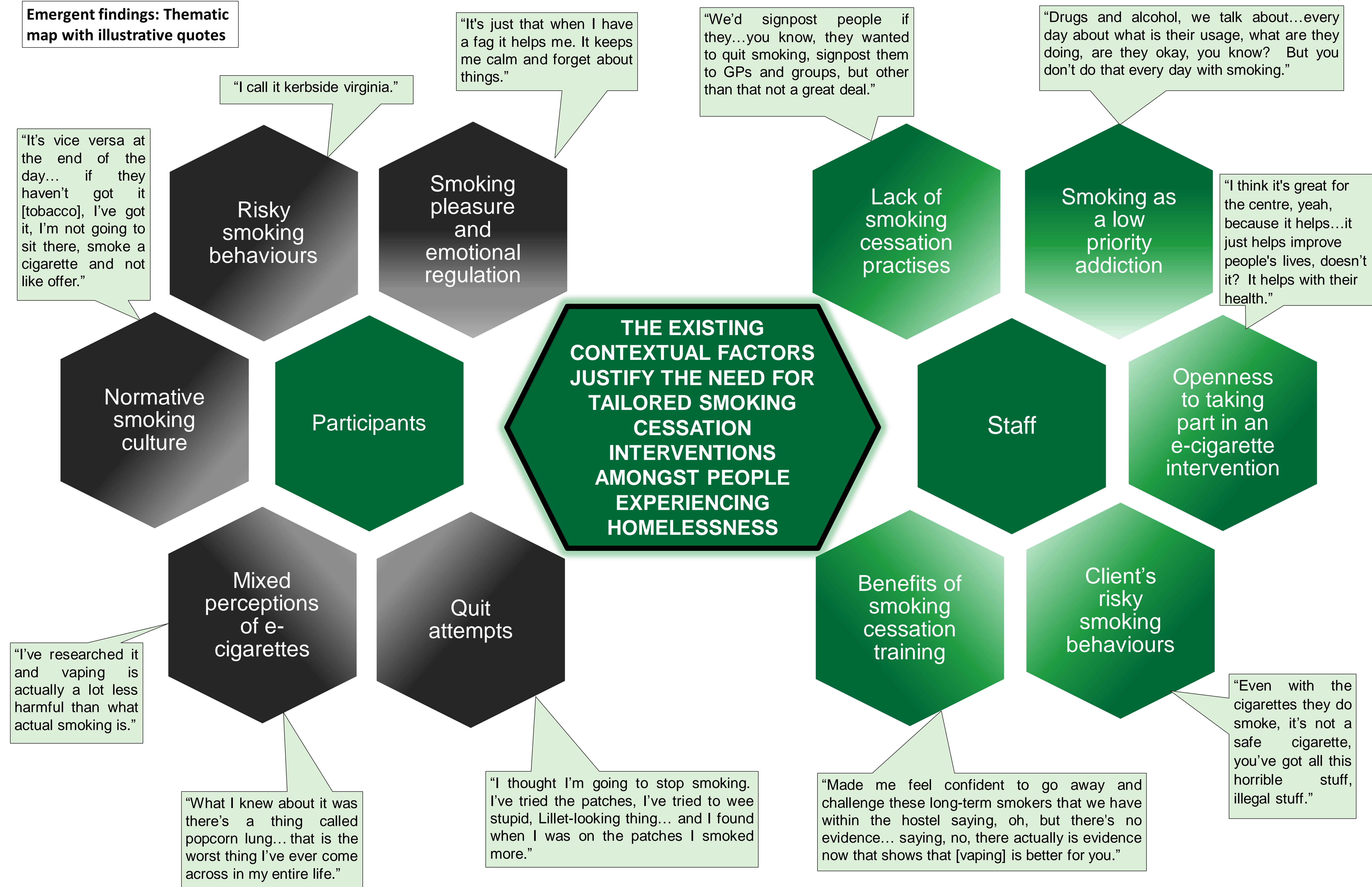
## Methods

**Design:** Uses both qualitative and quantitative approaches across 32 homelessness services in Great Britain.

### Methods include:

- In-depth semi-structured interviews with 32 participants & 16 staff from 8 centres
- Observations
- Checklists
- Staff evaluation forms
- Questions within baseline and follow-up questionnaires

## Emergent findings: Thematic map with illustrative quotes



The authors have no conflicts of interests to declare.

## Next Steps

Qualitative data will be analysed using thematic analysis with deductive and inductive approaches.

Integration not triangulation – insights from the full process evaluation will be combined for a fuller understanding of how contextual influences, implementation processes, and intervention mechanisms contribute to outcomes.

# BE THE DIFFERENCE

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The views expressed are those of the authors and not necessarily those of the NIHR or the Department of Health and Social Care.