

An overview of intervention program

Post Number	Objectives	Contents	Format
1	Instructions	Turn on notifications to “all posts”	An explanations and a photo
2	Create welcoming environment	Introduction, purpose of the group	An explanation and an invitation to share
3	Create a sense of community and belonging	Introduction, self presentation, purpose of the group	A personal story
4	Create a sense of community and belonging	Sharing what's happening at their home	Asking them questions
5	Informative message	Making the group private and hidden	An announcement
6	Provide knowledge, to encourage engagement and discussion	Introduction to the concept of secondhand smoke	A text and a question
7	To encourage engagement and discussion	Seeking opinions on safe levels of secondhand smoke	Open-ended question encouraging personal opinions and experiences

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8	Provide knowledge, to encourage engagement and discussion	Secondhand smoke and its effects on pregnant women	Informative post with a call for personal stories and experiences
9	Provide knowledge, to encourage engagement and discussion	The risks of secondhand smoke on fetal development	Informative post with a call for personal reflection and sharing of concerns
10	To encourage engagement and discussion	Seeking personal perspectives on the necessary distance to avoid secondhand smoke exposure outdoors	Open-ended question designed to elicit personal opinions and experiences
11	Provide knowledge, to encourage engagement and discussion	secondhand smoke, limitations of senses, and safe distance recommendations	Informative post followed by a question-based discussion to encourage personal reflection and problem-solving

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12	Provide knowledge, to encourage engagement and discussion	E-cigarettes, their effects on pregnant women, and legal regulations	Informative post with a call for personal stories and experiences
13	To encourage engagement and discussion	Posing a question about their understanding of thirdhand smoke	Introductory post designed to spark curiosity and engagement
14	Provide knowledge, to encourage engagement and discussion	Thirdhand smoke and its potential health risks	Informative post with engaging questions to encourage discussion and awareness
15	Building trust and engagement. To acknowledge the difficulty of the information-sharing stage	Reassuring that practical tips are coming soon, emphasizing the importance of foundational knowledge, and inviting feedback	Supportive and encouraging post

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16	Provide knowledge and reassurance, to encourage engagement and discussion	Stopping exposure at any stage helps improve overall health	Informative post with a call for personal reflection and sharing
17	To generate engagement and prepare for upcoming posts that encourage creating a smoke-free home	Asking participants if they believe they can achieve a smoke-free environment	A Facebook poll with multiple-choice options
18	Setting goals, creating an action plan, encouraging sharing, and increasing engagement	Encouraging participants to define a personalized goal for reducing smoke exposure at home and consider practical steps to achieve it	Open-ended question encouraging goal-setting and sharing of personal plans
19	Provide knowledge, to encourage engagement and discussion	Removing all smoking products is most effective. A summary of harmful effects of passive smoke	An informative post and a video

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20	To drive action, boost engagement, and foster community spirit	Initiate a conversation with one's partner towards smoke-free home	Open-ended questions encouraging sharing. Paving the way for a follow-up post with negotiation tips
21	To provide conversation tools and guidelines for discussing a smoke-free home with one's partner	Offers step-by-step strategies for a mutual decision - shared goals, defining personal interests and targets, and preparing alternative plans if needed	An instructional post featuring clear bullet-pointed tips followed by a call-to-action for sharing the conversation outcomes and setting a target date
22	To take actionable steps in securing a smoke-free home for the baby's arrival	Advise removing ashtrays from both indoor and outdoor areas	An informative post with a call-to-action for sharing before-and-after photos

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23	To take actionable steps in securing a smoke-free home for the baby's arrival	Lists actionable steps: change clothes, brush teeth, wash hands after smoking, and use a "smoking shirt" as a reminder	An instructive post with practical tips and a call-to-action to share setup photos
24	Provide knowledge, to encourage engagement and discussion	To introduce nicotine replacements as a tool to reduce indoor smoking and protect home and car environments	An informative post, practical usage suggestions, a call-to-action and a link for further reading
25	Assign a task, drive action, and create engagement	Placing "Smoke-Free Home" stickers in various areas as a daily reminder	An actionable post with a call-to-action for participation
26	Assign a task, drive action, and create engagement	Set clear expectations with guests for a smoke-free home	An actionable post with a call-to-action for participation

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27	Sharing practical ideas that can serve as alternatives to cigarettes and increasing engagement in the group	To provide alternatives to cigarettes and encourage engagement in creating a smoke-free environment at home	An interactive post with practical suggestions and a call-to-action encouraging members to contribute additional ideas
28	Encourage sharing to foster community, provide support and advice, and boost engagement	To invite participants to share their experiences and ideas regarding partner resistance to establishing a smoke-free home	A discussion-oriented post that creates a safe space for sharing personal experiences and challenges
29	Provide knowledge, to encourage engagement and discussion	Offer practical tips to reduce smoke exposure when a completely smoke-free home is not achievable	An instructive post with actionable tips and a call-to-action for sharing personal experiences

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30	To wish a happy Passover	Wishing the group and their families a happy Passover and convey a message of change and renewal	A brief, personal, and festive post
31	To boost engagement and serve as a foundation for providing further information	Presents a thought-provoking question about exposure to various pollutants	A brief post designed to stimulate community discussion and prepare readers for more detailed information
32	Provide knowledge, to encourage engagement and discussion	To provide detailed information on pollutant exposure, especially for sensitive groups, while offering practical recommendations	An in-depth informational post, offers actionable advice, and invites to share thoughts on the topic

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33	Provide knowledge, to encourage engagement and discussion	To promote the creation of a smoke-free car environment as part of the overall goal of reducing secondhand smoke	An informative post with practical tips and a call-to-action for sharing personal experiences
34	Provide knowledge, to encourage engagement and discussion	To raise awareness of smoke infiltration from neighbors, discuss the balance between individual rights and community health	An in-depth informational post and an open-ended call-to-action for group feedback
35	To boost engagement and serve as a foundation for providing further information	Encourage sharing past smoking experiences	An open-ended, discussion-focused post
36	Provide knowledge, to encourage engagement and discussion	Quitting smoking for pregnancy and encourage maintaining smoking cessation postpartum	A motivational post with an invitation to discuss

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37	Provide knowledge, to motivate action and engagement	Personal and household (including family and pets) benefits of a smoke-free home	An informational post with a request for sharing personal motivations and perceived benefits
38	To check goal attainment, gather feedback, and boost engagement as the study concludes	Asks participants if they reached their self-set targets and reduced their exposure as intended	A concise, interactive post prompting participants to share their outcomes and reflections
39	Encourage sharing to foster community, provide ideas and boost engagement	To prompt reflection on changes made to the home's smoking area and foster ideas for repurposing it	Questions encouraging sharing of actions taken and creative ideas
40	Drive engagement, solicit reflections on progress, foster supportive discussion	Reflection on their process toward a smoke-free home	A closing discussion post encouraging sharing

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41	Request completion of the end-of-study survey and express gratitude for participating in the research	A thank-you, request to fill out the end-of-study questionnaire, and information about the raffle prize (200 NIS)	Appreciative post with a link to complete the survey and details about the incentive
42	Reminder to complete the final survey	A prompt for anyone who hasn't yet to fill out the questionnaire, and notice of the raffle for the 200 NIS voucher upon submission	A brief reminder with gratitude, incentive details, and the survey link
43	Final reminder to complete the survey and announcement of the prize draw	Thank you message, last chance to participate, and information about the draw happening today	A brief reminder with gratitude, incentive details, and the survey link
44	Announce winner of the prize draw	Celebratory announcement of the winner, gratitude to participants, and well wishes for childbirth	A text post