

Appendix 1

Respondent Screener:

Focus Group Study of Adolescent and Young Adult Perceptions Related to Cigarette Smoking

Recruiting Goals

- Eight groups and 12 individual interviews (IDIs) conducted in the following cities: Baltimore, New York City, Portland ME, and Indianapolis, IN
- The groups will be segmented by age and menthol preference with a mix of races and ethnicities.
- All groups will be separated by gender.
- Each group should be comprised of participants who have similar socioeconomic and educational backgrounds.
- Age profile for each group should be as follows:

Age range	Demographics	
15-17		IDI
	Cig. preference-menthol-male	3
	Cig. preference-menthol-female	3
	Cig preference-non-menthol-male	3
	Cig preference-non-menthol-female	3
18-21		Groups 6-7
	Menthol smokers-male	1
	Menthol smokers-female	1
	Non-menthol smokers-male	1
	Non-menthol smokers-female	1
22-25		Groups 8-9
	Menthol smokers-male	1
	Menthol smokers-female	1
	Non-menthol smokers-male	1
	Non-menthol smokers-female	1

- All participants must be able to read, understand, and speak English.
- Scientists, tobacco industry workers, and market researchers will be excluded.
- All participants who normally wear corrective lenses, contacts, or glasses to read must have them with them during the focus group.
- Participants cannot have participated in a focus group or a similar study in the past 6 months.
- Youth will receive \$30 and their parents will receive \$25; young adult participants will receive \$50.
- Each focus group will last approximately 90 minutes.
- Upon consent, groups will be audio- and video-taped.
- Obtain consent/assent.
- The identity of the participants will remain confidential.
- Groups at the Greenbelt site will be observed by staff from the Food and Drug Administration (FDA). FDA will travel to other sites if funding permits.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate

Recruitment Script for Adults

Hello Mr. /Ms. _____, my name is _____ and I would like to talk to you about a focus group study we plan to conduct for the U.S. Department of Health and Human Services. We are recruiting people for an upcoming focus group in which participants will be asked to share their thoughts and feelings about information regarding tobacco products. Would you mind answering a few questions to see if you are able to participate in the study?

Screening Questions

Q1. Before I start, are you at least 18 years old?

[YES] Continue

[NO]

If no: Can I speak with someone at least 18 years old?

If no, when would be a good time to call back and speak with someone at least 18 years old? SET UP CALL BACK TIME

Or, is there no one over 18 in the household? TERMINATE IF NO ONE OVER 18

Q2. Have you participated in a focus group within the past 6 months?

[YES] TERMINATE

[NO] Continue

Q3. Do you currently smoke cigarettes?

[YES] Continue

[NO] Terminate

Q4. Do you smoke everyday or occasionally? ____ everyday ____ occasionally (3 or more times per week) ____ seldom (less than 3 times a week)

Q5. How long have you been smoking?

Less than 1 years

2-5 years

More than 5 years

Q6. Do you remember your first cigarette?

[YES] Continue

[NO] Continue

Q7. Which of the following best describes your cigarette preference?

- I prefer smoking menthol cigarettes *[assign to menthol group]*
- I prefer to smoke non-menthol cigarettes *[assign to non-menthol group]*
- I do not have a preference [TERMINATE]

Q8. Do you have family members who smoke?

[YES] Continue

[NO] Continue

Q9. Do you have friends who smoke?

[YES] Continue

[NO] Continue

Demographic Questions

Q10. Are you male or female?

- Male
- Female

Q11. How old are you? _____

If the person refuses to report age, then say “I understand you don't want to tell me your age. Which of the following category of age are you in?”

- 18-21
- 22-25

Q12. What is the highest level of education you have completed?

- Less than high school
- High school (including GED)
- Some college
- College
- Post graduate

Q13. What is your profession? _____

[TERMINATE if market researcher, scientist, or employed by the tobacco industry. Ask directly if unsure based on response above.]

Q14. Are you of Hispanic or Latino origin?

- Yes
- No

Q15. What is your race? I am going to read several categories of race. You may choose one or more categories as they apply. Are you...

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

Q16. On a scale of 1-5, how comfortable are you understanding and speaking English? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

Q17. On a scale of 1-5, how comfortable are you participating in a group discussion with approximately 8-10 other adults? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

From what you told me it looks like you are eligible to participate in the study therefore we invite you to meet with a group to discuss issues related to tobacco products with about 10 other people who use tobacco products. The discussion will last no more than two hours, will be video- and audio-taped, and observed by the focus group staff. Your participation and everything you say during the discussion will remain confidential. You will receive \$50 for participating. Additionally, we will serve you snacks and beverages before the group discussion starts. Are you interested in participating in this focus group?

- [YES] Continue
- [NO] TERMINATE

I'm glad that you will be able to join us! The focus group will take place on **[Day], [Date], at [6:00 or 8:00 p.m.] at [site location]**. If you normally wear corrective lenses, contacts, or glasses to read please remember to have them with you during the focus group.

Will you be available to participate at this time?

- [YES] Continue
- [NO] TERMINATE

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call **[recruiter]** at **[telephone number]** if this should happen. We look forward to seeing you on **[date]** at **[time]**.

Recruitment Script for Adolescents

Parent Introduction:

Hello Mr. /Ms. _____, my name is _____ and I would like to talk to you about a study we plan to conduct for the U.S. Department of Health and Human Services. We are recruiting for an upcoming interview in which participants will be asked to share their thoughts and feelings about information regarding cigarette smoking. We believe it is particularly important to talk with teens about this issue. Can we speak to _____ [teen's name] to see if they are able to participate in the study? If he/she is able to participate, we will need you to sign a consent form and have him/her bring it to the focus group.

Adolescent Introduction:

Hello _____, my name is _____. I'm with XXX and we're interested in talking to teens about cigarette smoking. We are planning to conduct interviews with teens for the U.S. Department of Health and Human Services. Everything you share in the interview will be confidential—which means it will not be shared with anyone outside of the study personnel, including your parents. Would you mind answering a few questions to see if you are able to participate in the study?

Screening Questions

Q1. Before I start, are you between the ages of 15 and 17?

[YES] Continue
[NO] **TERMINATE**

Q2. Have you participated in a focus group or interview within the past 6 months?

[YES] **TERMINATE**
[NO] Continue

Q3. Do you currently smoke cigarettes?

[YES]
[NO] **TERMINATE**

Q4. How many times a week do you smoke?

- 3 or more times a week
- Less 3 times/week

Q5. Which of the following best describes your cigarette preference?

- I prefer smoking menthol cigarettes [*assign to menthol group*]
- I prefer to smoke non-menthol cigarettes [*assign to non-menthol group*]
- I do not have a preference [**TERMINATE**]

Q6. How long have you been using tobacco products?

- Less than 1 year
- 1-2 years
- 3 or more years

Q7. Do you remember your first cigarette?

[YES] Continue

[NO] Continue

Demographic Questions

Q8. Are you male or female?

- Male
- Female

Q9. How old are you? _____

Q10. What grade are you in?

- 7th grade
- 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade
- No longer attending school
- Other _____

Q11. Are you of Hispanic or Latino origin?

- Yes
- No

Q12. What is your race? I am going to read several categories of race. You may choose one or more categories as they apply. Are you...

- White
- Black or African American
- Asian

- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

Q13. On a scale of 1-5, how comfortable are you understanding and speaking English? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

Q14. On a scale of 1-5, how comfortable are you participating in an interview with an adult? 1 is very uncomfortable, 3 is somewhat comfortable, and 5 is very comfortable. _____

[TERMINATE if 3 or lower]

From what you told me it looks like you are eligible to participate in the study. I would like to invite you to be one of 12 teens who will be interviewed. The discussion will last no more than one hour, will be video- and audio-taped, and observed by the study group. As I said earlier, your participation and everything you say during the discussion will remain confidential. You will receive \$30 for participating. Additionally, we will serve you snacks and beverages before the interview starts. Are you interested in participating in this study?

- [YES] Continue
- [NO] TERMINATE

Because you are under age 18, we will need a parent or guardian’s permission for you to be in the focus group. Will you be able to have a parent or a guardian sign a form giving you permission to attend?

- [YES] Continue
- [NO] TERMINATE

You will need to bring the consent form I will send you with your parent or guardian’s signature when you come to the focus group. If you don’t have this consent form, you won’t be able to participate.

I’m glad that you will be able to join us! The focus group will take place on **[Day], [Date], at [5:00 6:00, 7:00 or 8:00 p.m.] at [site location]**. If you normally wear corrective lenses, contacts, or glasses to read please remember to have them with you during the focus group.

Will you be available to participate at this time?

- [YES] Continue
- [NO] TERMINATE

Because you are under 18, you will need to get written permission from a parent or guardian in order to participate in the interview. I would also like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____
Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call **[recruiter]** at **[telephone number]** if this should happen. We look forward to seeing you on **[date]** at **[time]**. If you use reading glasses, please bring them with you to the focus group.