

HOOKAH FOCUS GROUP MODERATOR GUIDE – IN PERSON

PATH ad hoc – E-cig and hookah formative research

A. OVERVIEW

Thank you for agreeing to participate in a discussion about hookah use . My name is _____ and I will be leading the session tonight. With me is _____, who will be taking notes and helping me with the discussion. _____ and I both work for Westat, a company based in Rockville, MD. Through a contract from the National Institutes of Health (NIH) and the Food and Drug Administration (FDA), Westat is developing materials and questionnaire items for a study known as the Population Assessment of Tobacco and Health or PATH Study. The PATH Study is a large national study to understand tobacco use and health among Americans.

Our interest is in being sure that people can understand and answer the questions we ask in the PATH Study. Because hookah use is fairly new, people may think about it or talk about hookah use in different ways. The questions and materials in the PATH Study need to reflect how people talk and think about hookah use . We hope to learn from you how we should ask about this product in the study questionnaires.

Today/tonight, we'll ask you questions about your experiences using hookah, such as when you first started using hookah, what you like about using hookah, how often you use hookah, and why you use hookah.

Before we start, we'd like to make a few things clear. This is a research project, and your participation is voluntary. The focus group will last about an hour and a half. We will provide you \$40.00 after the focus group as a thank you for your participation. You may choose not to answer any question. You may leave at any time during the session.

Your participation is anonymous. Findings from the focus group will include the ideas that you all share with us today, but not your names. Sometimes we will quote what the group says, but we will not use anyone's names in the findings. This study is interested in *what* gets said, not who said what. On occasion, researchers from NIH and FDA may listen to this discussion today/tonight.

[WALK PARTICIPANTS THROUGH THE INFORMED CONSENT DOCUMENT]

Does anyone have any questions? **[ANSWER ALL QUESTIONS]**

I'd like to start the audio recording now.

[TURN ON RECORDER]

I will call on you by your first name when appropriate. However, you don't have to wait for me to call on you. Feel free to speak naturally and interact with the other focus group participants. Please use each other's first names so that we know who you're speaking to on the tape. When studying the transcripts from today's session, it is also helpful for me to know when we change speakers. So, please identify yourself by first name when you speak so that we have that on tape. Also, please try to speak one at a time. If you have a cell phone, we would appreciate if you would silence the ringer; if you need to take a

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call, please step out and return as soon as you are done. If you need a restroom, they are located _____ . Please feel free to step out if you need to, but don't all leave at once!

Does anyone have any other questions? **[ANSWER ALL QUESTIONS]**

B. INTRODUCTIONS

Let's start off by going around the room: state just your first name, approximately how long you've been using hookah, and then tell us something unique about yourself – an interesting hobby, famous relative or ancestor, something like that.

C. HOOKAH USE

[GENERAL DISCUSSION – NO NEED TO ASK EVERYONE INDIVIDUALLY]

- a. When did you first use a hookah?
- b. Why did you start using a hookah?
- c. How often do you use hookah?
- d. When was the last time you used a hookah? Could you describe it to me?
 - i. **PROBE AS NEEDED:** Where were you? How many people were you with? How typical is this of your usual hookah use?

[SHOW PICTURE OF HOOKAH]

A. ANATOMY OF THE HOOKAH

- a. Can anyone tell me about the different parts of the hookah and what they are for? You can use the letters in the picture to refer to specific parts if you would like.

CHARCOAL

Many people use charcoal to heat the hookah.

[REFER TO LETTER POINTING TO WHERE CHARCOAL GOES]

- a. Do you use/Have you used natural charcoal? Is it quick light or non-quick light?
- b. Have you heard of or used electric charcoal?
- c. What do you think about electric charcoal?

BOWL

[REFER TO LETTER POINTING TO BOWL]

- d. What goes in that part?
- e. What do you typically put in there?
- f. Have you heard of or ever put anything else in there? (**PROBE ONLY IF ABSOLUTELY NEEDED** with "such as juice, Kool-Aid, or anything else?")
- g. Does that change the experience?

VENT

[REFER TO LETTER POINTING TO VENT]

- h. Does anyone know what this is?

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[IF NEEDED: Tell them that it is the vent for hookah]

- i. Why do you think there is a vent there? What do you think it does?

[Many of you already know this, but] Typically people use something called shisha or mu'assel in a hookah.

[SHOW PICTURE OF SHISHA]

- j. Have you seen this before?
- k. What is shisha? (What is it made of?)
- l. What kind or flavors of shisha have you used?
 - a. Is it herbal? Fruit? Tobacco? Candy? Some combination of those?
- m. Does all shisha contain tobacco?
- n. Does shisha contain nicotine?

[PROBE AS NEEDED]

- i. How would you recommend we ask about other changes people might make to a hookah?
- ii. For example, how would you ask someone what they use in the bowl for the liquid in a hookah?
- iii. How would you ask them what they use in a hookah?

B. HOOKAH USE BEHAVIOR

- a. When you use a hookah, how many puffs do you usually take?
- b. How long does it usually take you to use one hookah?
- c. How often do you use your hookah in a day?
- d. Is there a certain time of day that you usually use a hookah?
- e. Where do you usually use a hookah?
- f. Are you usually alone or do you usually use with friends?
- g. How many hoses do you usually have coming off the hookah?
- h. How many people do you usually share the hookah with?
- i. Do you own a hookah? Do you live with someone who owns a hookah?
- j. For how long have you been using hookahs this way? Would you describe this as how you “typically” use a hookah?
- k. Do you consider hookah a “tobacco product”?
 - i. PROBE AS NEEDED: Tell me more about that. Is this what you usually do?

C. USE BEHAVIORS

- a. What do YOU usually use in a hookah?
- b. Have you ever used anything else in a hookah? Do you know anyone who has used anything other than [responses provided] in a hookah?
- c. Do you prepare the hookah yourself or does someone else prepare it for you?
- d. Where do you buy the shisha?
- e. How do you decide which one to buy?
- f. How much do you usually pay for it? Is it expensive?

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PATH ad hoc – E-cig and hookah formative research

- g. If you purchase shisha yourself, how long does it usually last? How do you think the price of the shisha compare to other tobacco products?
 - i. PROBE AS NEEDED: How do you know that?/How can you tell? Do you have a typical brand that you like to use?

In our surveys, we often want to learn how many cigarettes smokers are using. We thus typically ask a question like the following [SHOW TO PARTICIPANTS]:

On average, about how many cigarettes do you now smoke each day? A pack usually has 20 cigarettes in it.

If we were to ask about using a hookah, does asking [SHOW] “On average, about how many *times* do you use a hookah in a day?” make sense to you? What time period makes sense—day, week, month, 3 months? Explain.

[IF THE ABOVE WORKS] How meaningful would it be for us to then ask [SHOW]:

“Each time you use a hookah, how many puffs do you take?”

Does this question make sense to you [SHOW]:

“On average, how long [is/was] one hookah session for you [and the people you share/d it with]? A session is one sitting in which you use hookah, whether alone or with others.”

[IF ABOVE QUESTIONS DO NOT WORK] What would be a better way to ask these types of questions? Would you say a hookah ‘session’ or a ‘time’ that you used a hookah or something else?

D. DUAL USE

We’re also interested in how people use tobacco products in the same day.

- a. Other than hookah, can you tell me what tobacco products you usually smoke or use?
- b. Describe how you use hookah and _____ in a typical day.
- c. When do you use hookah and when do you use _____ in a typical day?
- d. Which one do you use the most?
- e. Which one did you start using first?
- f. Why do you sometimes use hookah and sometimes use _____?
 - i. PROBE AS NEEDED about environment, social context, subjective experience from different products.
- g. Do these patterns stay the same month to month, or does how you use hookah and _____ vary a lot from month to month?
- h. Are you planning on cutting back on one of these products? Switching completely to one product?
- i. Do you think using a hookah is bad for you? How about compared to other tobacco products?

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PATH ad hoc – E-cig and hookah formative research

CLOSE

Those are all the questions I have for you, but let me check with my colleagues to see if there are issues you all raised about which they have additional questions.

[CHECK WITH OBSERVERS, RETURN AND ASK ADDITIONAL QUESTIONS, AS APPROPRIATE]

Thank you for your thoughts and your time today. We will now give you \$40 as a thank you for your participation. Do you have any other questions?