

ATTACHMENT B

Playing for Life: Reducing the Negative Impact of Tobacco on Youth and Young Adults through Video Games, Gaming, and Gamification

Interview Guide

Collection of this information is authorized by The Public Health Service Act, Section 411 (42 USC 285a). Rights of study participants are protected by The Privacy Act of 1974. Participation is voluntary, and there are no penalties for not participating or withdrawing from the study at any time. I understand that this image or audiotape might be used as part of an academic or scholarly presentation and could be seen or heard by researchers and professors doing research in cancer-related issues, and/or students in fields such as public health, health communication, or information technology. I understand that any other identifiers of mine besides my name and professional title (such as my age, city of residence) will not be revealed or released along with my image or voice and will be kept private under the Privacy Act. I also understand that the videotape and/or the audiotape of me will never be posted on the NCI website or used for other general release publications. You are being contacted by email and/or phone to complete this interview so that your expertise and can be shared with the academic and government communities to improve products and efficacy related to games for health work and/or tobacco prevention and cessation for adolescents.

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0046). Do not return the completed form to this address.

This project is being conducted by researchers at the University of Florida, in collaboration with the National Cancer Institute. The University of Florida had received approval from the University's Institutional Review Board (UFIRB #2013-U-130). There is very little risk in participating in this interview. We would like you tell us about your job experiences and ways in which games can be used for health promotion and communication.

Participation is voluntary and you do not have to answer any questions you don't wish to; you can withdraw at any time without penalty. The benefits include providing compiled expert advice regarding best practices for games for health. This will be shared with the academic and government communities to improve products and efficacy. You will receive \$100 as a thank you for participating.

The interviews are being audio- and videotaped and transcribed and may be shared with others, therefore, your answers may be identifiable. The recordings will be archived at the University of Florida, College of Health and Human Performance. By participating today, you are granting us your informed consent to use your answers and name and professional title in future materials.

Do you understand what I have said? Do you have any questions?

Do you give us consent to participate in this interview? (Complete the Release Form)

[If Yes – proceed to the following questions. If No – end interview]

- 1) What is your current title, place of work, and work expertise?
- 2) Do you know of any games used in tobacco interventions for youth? If so, please name them and briefly describe them. (Moderator: ask participant to discern between cessation and prevention-based games.)
- 3) Have you ever used or evaluated the role of games for health in your work?
 - If yes, ask about experience with games for health for youth ages 12-17.
- 4) What do you think are the benefits for using games for health promotion purposes?
 - Are there particular benefits for youth?
- 5) Would you recommend someone use games as a means to improve health outcomes? If yes, why?
- 6) What are some difficulties or challenges you foresee when using games to promote health with youth?
- 7) What advice would you give someone who is designing or developing a tobacco prevention/smoking cessation game for adolescents?
- 8) How would you define a game as successful for health change related to tobacco prevention/smoking cessation?
- 9) What types of tobacco interventions (including but also expanding beyond games) do you think are most successful for adolescents?
 - For tobacco prevention?
 - For smoking cessation?
- 10) What are the most relevant theories, models, and/or evaluation strategies for tobacco control/prevention programs targeted at youth?
- 11) Is there anything you would like to add that you think we missed in our discussion today?