

**National Tobacco Prevention and Control Public Education Campaign:
In-Depth Interview Moderator's Guide
Message Platform Testing for Development of Future Advertising**

Public reporting burden of 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 CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).

{Note to reviewers: this page shown to the respondent at the end of the online survey, along with the OMB preamble, before being re-directed to the interview}

Adult Informed Consent

Toluna and the Centers for Disease Control and Prevention (CDC) invite you to be in a research study. The purpose of this research is to help CDC learn more about your opinions and ideas regarding smoking and the health consequences of using tobacco products. You will be asked to give your opinions on how information is presented, whether the information is easy to understand, and whether it is effective in changing behavior. Please feel free to ask questions as I explain the study.

If you agree to participate, you will be interviewed by a trained moderator. The total time spent in the interview will be approximately 30 minutes. The information will be used to help CDC develop advertisements and materials for people about smoking and the health consequences of tobacco use.

The information you give us will be kept private and will not be shared with anyone outside the team of researchers who are conducting this study. Your name will not appear in the report. All notes and materials will be kept in a secure location. No one outside this project will have access to the materials, notes, and other items. Materials will be deleted after the study.

Your participation is voluntary. If you begin to feel uncomfortable at any time, you can refuse to answer questions or leave the interview.

The interview poses no physical risks to you. No one is trying to sell you anything.

If you have questions about this project, please call Carol Haney, Toluna USA's principal investigator, at 203.846.5838.

If you agree to this consent, please click next and you will be re-directed to the interview.

INTRODUCTION and RULES OF ENGAGEMENT

Hello! Welcome! I'm _____ and I'll be conducting our interview. You currently use one or more of the following products: cigars, cigarillos, little cigars, electronic vapor products such as e-cigarettes, or smokeless tobacco products such as chewing tobacco or snus. You just were asked in a survey many questions about these products, your use of these products, and your opinions about a statement about quitting smoking.

I am looking forward to talking with you and getting your feedback. A little about me – I work for an independent market research firm, and my job is to ask questions and understand how you feel about things. My job is to understand your personal opinions and ideas - positive or negative - so please be honest in your responses. Remember, there are no right or wrong answers. No one will judge your answers.

Finally, and this is the most important thing to remember...When answering my questions, please fully describe your thoughts, elaborate, and be as specific as possible. If you like or don't like something, please explain WHAT you like or don't like about it and WHY. All answers are acceptable, nothing would offend, and criticism is encouraged! Let's get started.

DISCUSSION GUIDE

Smoking Behavior & Perceptions

Objective: To understand current tobacco usage and perceptions

1. I'd love to learn more about you so let's start with an introduction. Please tell me where are you from, who you currently live with (pets included!)
2. Let's move on to the main topic of conversation today: tobacco. When did you start smoking traditional tobacco cigarettes?
3. I understand you use [FILL IN: electronic nicotine delivery device products such as e-cigarettes or smokeless tobacco products such as chewing tobacco or snus]. When did you start using these products? (For the purposes of this discussion, I will refer to these products as e-cigarettes.)
4. Tell me your thoughts about how the health risks and addictiveness of electronic vapor products such as e-cigarettes compare with smokeless tobacco products such as chewing tobacco or snus?

Follow-up: Why do you think that is?

Other product usage

1. I understand you use [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars]. When did you start using these tobacco products? {if cigars, cigarillos, or little cigars:} note, for the purposes of this discussion, I will refer to these as "cigars."
2. Tell me how you started. Were you with friends? Share more about how you got your first [FILL IN: e-cigarettes/chewing tobacco or snus/cigar, cigarillos, and little cigars]. Did you buy your first [FILL IN: e-cigarettes/chewing tobacco or snus/cigar, cigarillos, and little cigars].
3. Do you think [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] are healthier than cigarettes? Why do you think that is/is not?
4. CIGAR ONLY: Is the last brand that you smoked flavored to taste like mint, clove, spice, candy, fruit, chocolate, alcohol (such as wine or cognac), or other sweets? What does the flavoring do for you?
5. Describe for me your thoughts about whether you are addicted to [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars]?
6. How do you make decisions about whether you will use [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars]?
7. Tell me about how you use [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] along with traditional tobacco cigarettes. How do you decide, for example, to smoke a traditional tobacco cigarette or an [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars].

Quit Motivation

Objective: To understand motivations or desire to quit smoking traditional tobacco cigarettes, cigars, cigarillos, or little cigars

8. How important is it to you to quit smoking [FILL IN: traditional tobacco cigarettes, cigars, cigarillos, or little cigars]? Why? Do you want to quit all the time, or does the desire to quit come and go?
9. Tell me about what had made you think about quitting [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars]? Who has influenced you in the past to want to quit using [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] or smoking traditional tobacco cigarettes? {Asked even if the respondent has not stopped smoking}
 - a. Probe: Physician, celebrity, a fellow smoker, a former smoker, a family member, advertising?
10. In the last year, how many times have you tried to quit smoking traditional tobacco cigarettes? Tell me more about your experience quitting traditional tobacco cigarettes.
11. We asked you during the survey if you are you afraid of dying from a tobacco related disease, or afraid of living with a tobacco related disease. Tell me your thoughts about which is worse, to you.

Quit History and Process

Objective: To understand quit attempt history and perceptions around quitting methods including dual use

12. Thinking back to the most recent time you tried to quit smoking traditional tobacco cigarettes, walk me through the process you went through.

{Probes to help conversation, only if needed}:
 - a. Did you quit without medication or did you use a quitting aid?
 - b. Did you reduce the amount you smoked or quit completely?
 - c. Were you successful?
 - d. What worked well about the process in your opinion?
 - e. What didn't work well?
 - f. What's the hardest part about quitting smoking?
 - g. If you had a family member trying to quit smoking traditional tobacco cigarettes – what strategies would you recommend to them?
13. Tell me about whether you think [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] products assisted or hindered you in quitting traditional tobacco cigarettes. Did you use [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] to help you quit traditional tobacco cigarettes? If so, which ones? Tell me more about why you chose to do so.

{Probe if necessary}

- a. Were there specific times/places you chose to use [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] instead of smoking a traditional tobacco cigarette?
- b. How did it make you feel to start using electronic vapor products or smokeless tobacco products? Probe on healthier, smarter? Probe on more addicted, sicker, dizzy, etc.?

- c. Did you feel you became more addicted, less addicted, or the same to nicotine when you started using [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars]? Tell me more about that.
14. Have you ever stopped smoking traditional tobacco cigarettes for 30 days or more and then started smoking again?
- {IF YES},
- a. How did you stop smoking traditional tobacco cigarettes?
 - b. Why did you start again?
 - c. What were the triggers to make you start again?
 - d. Did your use of [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] affect your starting up again? How?
 - e. PROBE – which came first, your use of [FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars], or smoking traditional tobacco cigarettes, when you started smoking again?
15. Do you think you will quit traditional tobacco cigarettes completely? Tell me more about that.
16. Do you think you will quit e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars completely as well? Tell me more about that.
17. Are there benefits, in your opinion, of switching to electronic vapor products or smokeless tobacco products? {moderator note – clarify switching cut down on traditional tobacco cigarettes, and then switching cut out on traditional tobacco cigarettes} if so, what?
18. Are there negatives? If so, what?
19. Do you think cutting down on tobacco cigarettes decreases your risk of getting a tobacco-related disease? Tell me more about that.
20. Tell me your thoughts about the differences between cutting down the amount of traditional tobacco cigarettes you smoke and stopping the use of them completely.
21. Do you think that if you quit traditional tobacco cigarette smoking completely, using an electronic vapor products or smokeless tobacco product would give you an urge to start smoking traditional tobacco cigarettes again? Why/why not?

Messaging Exploration

Objective: To evaluate the impact of messaging areas that address the need to quit completely

22. During the survey, you read a message. Can you recall what the message was about?

Now I am going to read you the message:

{MESSAGE TEXT FILL}

23. Are there any words or phrases that you think are especially attention-getting or appealing to you? Those words or phrases or ideas don't have to come from the message we are viewing.
24. How does this message make you feel? {Probe: de-motivated; shamed; lectured; motivated; energized; afraid}
25. What additional information would you need in order to more strongly believe this message?
26. After reading this statement, are you more or less likely to try and quit smoking traditional tobacco cigarettes completely in the future? {If likely} Are you planning to use FILL IN: e-cigarettes/chewing tobacco or snus/cigars, cigarillos, and little cigars] in order to quit smoking traditional tobacco cigarettes completely?
27. What is the most compelling message or story you can think of that would convince someone to quit smoking traditional tobacco cigarettes completely? {Moderator note – the new ideation can include elements of the ones above or fresh thinking, participants do not need to be tied to the statements}
28. Have you seen or heard an advertisement for electronic cigarettes/e-cigarettes? Where? Did you learn anything about e-cigarettes from the advertisement? What was it?
29. Some people say that using e-cigarettes might lead a smoker to keep using both products. Other people say that e-cigarettes help people quit smoking traditional tobacco cigarettes. What has been your experience? How easy or hard is it to switch to e-cigarettes completely?