

Qualitative Study of Perceptions and Knowledge of Visually Depicted Health Conditions

SCREENER
Youth

Screening Criteria

- Gender: Aim for a mix in each market
- Language Recruiting: 2 Spanish speaking/reading and 4 English speaking/reading in each market (account for necessary over-recruits)
- Age: Good mix between 12-17
- All must be “never” smokers or are “susceptible-to-smoking” based on questions 13, 14, 15, 16 & 17.
- All must not have participated in a focus group discussion or an individual interview on a health-related topic in the past 6 months
- All need to have consent to participate by their parent(s) and their assent
- Thank and Terminate any respondent if they, or any member of their household, have worked in the past five years for a tobacco or cigarette company, public health or community organization involved in communicating the dangers of smoking, a marketing, advertising or public relations agency or department, the FDA, NIH, CDC, SAMHSA, CMS, ATF or TTB
- Thank and Terminate any respondent if they, or any member of their household, have ever lobbied on behalf of tobacco OR personally represented or worked on behalf of a tobacco company in connection with a tobacco lawsuit

Screener Script:

Good morning/afternoon.

My name is _____ and I'm calling from _____ on behalf of [RECRUITER]. *This is not a sales call and there will be no attempt to sell you anything now or later.* From time to time, we organize one-on-one discussions (interviews) with **young people** to obtain their opinions on a variety of issues. We are organizing an interview of up to an hour on the following date [DATE].

If your child matches the criteria we are looking for and kindly agrees to participate, we will offer them a monetary incentive for their time and effort as well as cover any transportation costs to get them to and from the facility.

Rest assured that your child's identity will remain private to the extent allowable by law.

First, I must ask you a few questions.

1. Do you have any children in the household between the ages of 12 and 17?

Yes, CONTINUE [READ STATEMENT BELOW IN ITS ENTIRETY]

No [THANK AND TERMINATE]

2. In which language(s) does your child feel comfortable speaking and reading?

IF RECRUITING FOR SPANISH SPEAKING/READING PARTICIPANT, PARENT MUST RESPOND WITH SPANISH, OR CHILD CANNOT BE RECRUITED AS SPANISH SPEAKING

We are conducting a research study with different segments of the population, and one of the important segments is young people between the ages of 12 and 17. This study will be asking you to look at images that might be used on future health education efforts. We believe it is important to speak with young people among this age group in order to get their response to the images.

We would like to ask your permission to speak with the young person in your household between the age of 12 and 17 to see if they are willing and able to participate in the study. PARENTS PLEASE ask your child to move to a quiet and private location where they can provide responses to the screening questions confidentially.

WHEN YOUNG PERSON GETS ON THE PHONE START FROM THIS POINT

Good morning/afternoon. My name is _____ and I'm calling from _____ on behalf of [RECRUITER]. *This is not a sales call and there will be no attempt to sell you anything now or later.* From time to time, we organize in-person interviews with **young people** to obtain their opinions on a variety of issues. We are organizing an interview of up to an hour on the following date [DATE].

If you qualify for this study, after you show up for the interview and participate, you will get a \$40 gift card as a thank you for your time and effort, and your parent(s) will receive a \$25 gift card to cover any transportation costs for driving you to and from the facility.

Rest assured that your identity will remain private to the extent allowable by law.

First, I must ask you a few questions.

3. What is your exact age? _____

CONTINUE ONLY IF BETWEEN THE AGES OF 12 AND 17; OTHERWISE THANK AND TERMINATE

NEED A GOOD MIX OF AGES BETWEEN 12 AND 17 PER MARKET

We are conducting individual interviews with people from different segments of the population, and one of the important segments is young people between the ages of 12 and 17. During this discussion, you will be asked to look at images that might be used on future cigarette packaging. We believe it is important to speak with young people in your age group to get their response to the images.

4. What is the primary language you use to communicate with your family and friends? _____

IF RECRUITING FOR SPANISH SPEAKING/READING PARTICIPANT, CHILD MUST RESPOND WITH "SPANISH" OR CHILD CANNOT BE RECRUITED AS SPANISH SPEAKING

5. What is the primary language you use to read magazines, newspapers, books, etc...? _____

IF RECRUITING FOR SPANISH SPEAKING/READING PARTICIPANT, CHILD MUST RESPOND WITH "SPANISH" OR CHILD CANNOT BE RECRUITED AS SPANISH SPEAKING

6. Are you interested in and available on [DATE], to participate in our research?

- Yes, CONTINUE
- No, THANK AND TERMINATE

7. Are you in a quiet and private location where you can provide responses to our questions?

- Yes, CONTINUE
- No, ASK IF THEY CAN MOVE TO A PRIVATE LOCATION TO CONTINUE THE SCREENING

8. Have you ever participated in any focus groups or individual interviews (either by phone or in-person)?

- Yes [CONTINUE]
- No [SKIP TO Q. 7]

a. When did you last participate in either a focus group or individual interview?

_____ IF UNDER SIX MONTHS AGO, CONTINUE;
OTHERWISE SKIP TO Q. 7

b. What was the topic of the focus group or individual interview?

IF A HEALTH-RELATED TOPIC, THANK AND TERMINATE; OTHERWISE CONTINUE

[RECORD TO GRID]

9. RECORD GENDER (DO NOT ASK)

- Male
- Female

[RECORD TO GRID]

10. Which of the following best represents your racial or ethnic group? (READ LIST, CHECK ONE RESPONSE)

- Asian/Pacific Islander
- Black/African American
- White/Caucasian
- Hispanic
- Other
- Prefer not to answer

[RECORD TO GRID]

11. Has any member of your household worked in the past five years for a tobacco or cigarette company, public health or community organization involved in communicating the dangers of smoking, a marketing, advertising or public relations agency or department, the U.S. Food and Drug Administration, the National Institutes of Health, the Centers for Disease Control and Prevention, the Substance Abuse and Mental Health Services Administration, the Centers for Medicare and Medicaid Services, the Bureau of Alcohol, Tobacco, Firearms and Explosives or the Alcohol and Tobacco Tax and Trade Bureau?

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

12. Has any member of your household ever lobbied on behalf of tobacco OR personally represented or worked on behalf of a tobacco company in connection with a tobacco lawsuit

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

13. Have you ever smoked a traditional cigarette (as opposed to an e-cigarette)?

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

14. Have you ever tried or experimented with cigarette smoking, even a few puffs?

- Yes [THANK AND TERMINATE]
- No [CONTINUE]

15. Do you think in the future you might experiment with cigarettes?

- Definitely Yes
- Probably Yes
- Might or Might Not

- Probably No
- Definitely No

16. If one of your best friends were to offer you a cigarette, would you smoke it?

- Definitely Yes
- Probably Yes
- Might or Might Not
- Probably No
- Definitely No

17. At any time during the next year, do you think you will smoke a cigarette?

- Definitely Yes
- Probably Yes
- Might or Might Not
- Probably No
- Definitely No

NOTE: IF A RESPONDENT HAS ANSWERED “DEFINITELY NO” TO ALL THREE QUESTIONS (Q 11, 12 AND 13) CLASSIFY THEM A “NEVER SMOKER.” OTHERWISE CLASSIFY THEM AS “SUSCEPTIBLE-TO-SMOKING.”

[RECORD TO GRID]

ASK TO SPEAK TO PARENT

Your child has qualified and agreed to participate in our study, please note that you will be required to sign a consent form at the facility prior to your child’s participation in the study; and they will need to sign an assent form.

INVITE

Again, we thank you very much for allowing your child to answer my questions today. Based on their responses, they have qualified to participate in our research study. The interview with your child will take up to one hour to complete and will require them to view small images during the interview (please ensure they bring along any glasses or wear their contacts, if needed).

The following times are currently available: [PROVIDE AVAILABLE TIMES TO PARENT]

We will call you the evening before your child’s scheduled interview time as a reminder. Also, as a thank you for both your and your child’s time and effort, we will be provide you with a \$25 gift card, and your child will receive a \$40 gift card for their participation. Please notify us as soon as possible if something should come up and your child cannot participate in this study.

OMB No. 0910-0796

Exp. 6/30/18

We will only be using your contact information to schedule the interview and send you details to attend. We will not share your or your child's information with anyone else or any other organization. Once the interview is completed, your and your child's contact information for this study will be shredded and destroyed.

NAME: _____

DAYTIME PHONE NUMBER: _____

EVENING PHONE NUMBER: _____