

## Focus Group Study of Youth Reactions to Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth

### Screener Script

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Hi! I'm recruiting students to be part of a discussion group after school on [date]. During this discussion group, students will tell us about what it is like to be a teenager in [city] to help us with the development of a youth-focused campaign. If you are selected, you will receive a \$25 VISA gift card (accepted everywhere) and snacks. That's \$25 for just 90 minutes of you telling us what you think! Is this something you might be interested in?

[NO] – Ok, well, thank you for your time. [end]

[YES] – Great, first let's confirm your availability to make sure you can come.

1. Are you available [date] after school to participate in a 90-minute discussion group here at school?
2. Can you get a ride home after the group?

[NO] – Ok, well, thank you for your time. [end]

[YES] – Great, glad you are available! I have a quick survey for you fill out right now during lunch to see if you qualify to participate in this study. Please complete it and keep your answers to yourself. Please tell us how to contact you and the last classroom you will be in today and [date]. If you are selected, then we'll send the information to your last period class today and someone will text you tonight to confirm. After you show up for the discussion group and choose to participate, you get a \$25 gift card! Does that sound good?

[NO] – Ok, well, thank you for your time. [end]

[YES] – Great, here is the survey. I will be walking around the lunchroom if you have any questions. Then, you can bring it to me or the researcher at our station over there.

[When youth submit survey, open it to make sure that all questions are completed correctly and legibly. Put the survey in onsite lockbox so it cannot be seen by anyone else except when opened by research staff after lunch period is over to assess eligibility.]

Great, everything looks good. Now, if you are selected, we will send the information packet to your last period class today. I'll also be back during lunch tomorrow – we'll all be wearing the same color t-shirts again. You should stop by to drop off the forms from that packet or just to check in with us! If you bring back the forms, we'll even give you a free snack! Do you have any questions now?

[NO] – Great, thank you again.

[YES] – [See common questions. Refer to onsite lead for any other questions.]

#### Common Questions:

1. What's the catch? – There is no catch. We are working to better understand teen culture to help us develop a campaign for youth. That is all we are doing, so really, all we want is to hear your thoughts and opinions and we are willing to give you a \$25 gift card for it.

2. Where is the discussion group? – We are conducting the groups here at your school and there will be light snacks during the group! If you are selected, we will provide you with the room number.
3. Why are you doing this? - We are conducting this research to better understand teen culture to help us develop a campaign for youth.
4. What will you do with my info? – We are only using your contact information to schedule the discussion group and send you reminders to attend if you are selected. We will not share your information with anyone else or any other organization. Once the discussions groups are completed, your contact information will be shredded and destroyed.