

American Indian/Alaska Native Campaign: Focus Group Study of Reactions to Strategic Concepts  
Designed to Prevent Youth Tobacco Use

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## **YOUTH FOCUS GROUP DISCUSSION GUIDE**

This research will inform the development of a media campaign aimed at prevention of tobacco use among American Indian and Alaska Native youth (aged 10–12 years old). Focus groups will be conducted to better understand Native youths' perspectives on tobacco use. This focus group guide will be used for youth, which includes a primary focus group of 10–12 year olds, and another focus group of peer influencers who are 13–16 years old.

## Appendix B.1

### Discussion Guide and Focus Group Questions

#### Youth focus groups (10–12 year olds, and siblings/peer influencers 13–16 years old)

##### **Introduction (5 minutes):**

Thank you for coming today. Sharing your ideas in this focus group is very important. My name is \_\_\_\_\_, and I am from \_\_\_\_\_ and this is \_\_\_\_\_ from \_\_\_\_\_. You may also notice some people sitting in the back of the room. They are part of the research team and will be listening to our group today. This discussion is called a focus group because we will talk about just one topic. We will talk about youth using tobacco in your community. Your thoughts are very important to us. We are thankful for what you will share with us. Here is our agenda: we will all take turns introducing ourselves. Then we will ask you some questions and talk together for about 50 minutes. We will then take a 5 minute break. After that we will do an activity where you will move around the room in small groups and look at pictures and words. We want your feelings and ideas. We will ask you to share your ideas by writing words or drawing pictures on butcher paper. We will then take a 10 minute break for snacks. For the last 25 minutes, we will share with you what we heard from you during this focus group. We will ask you if any changes need to be made or new things need to be added. This will take about two hours total.

##### **Research Briefing:**

We want to tell you about focus group research. Does anyone know what “research” means? When you look up information, that is research. When you ask questions, that is research. Has anyone heard of focus group research before? Focus group research is used to find out how people feel about something. Businesses use focus groups to learn what items people will buy. TV uses focus groups to learn what shows people want to watch. By asking groups of people what they think, we can learn how many people feel about something. Our focus group is about tobacco use. We hope to learn what will help young people choose not to smoke or chew tobacco. What you tell us will help Native youth all over the country! When we say “youth,” we mean Native people between age 10 and 16 years old.

##### **Ground Rules:**

Before we begin, I would like to go over a few ground rules:

- Being part of this focus group is your choice. That means you can leave at any time if you are not comfortable.
- You can choose not to answer any of our questions.
- Please talk about people you know, but don't use their names. Please don't talk about your own behavior. If you forget and tell us personal information, we will stop. We will remind you to protect your privacy.
- Everything said here is private. Nothing you say will be shared with your family or others.
- We will audio record this focus group. We will take notes to help us record your opinions and ideas. The recording and notes will not include your names. The recording and notes will also be kept private. Only members of the research team will be able to see and use them.
- Please turn your cell phone off or to silent mode.

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- If you need to use the bathroom during the discussion, please do so.
- There are no right or wrong answers. We want to know your opinions. Your views are very important to us.
- At the end of our discussion today, you will receive a \$50 Visa gift card. This is to thank you for sharing your ideas with us.
- Do you have any questions before we begin?

#### Ice breaker (5 minutes)

Before we begin, let's do an activity to help us get to know one another better. I have a ball of yarn. We will throw the ball of yarn to each other. The first person holds onto the end of the yarn. He throws the ball and says "Hi, I'm Paul." The person catching the ball says "Hi Paul, I'm Jen." Then, the second person throws the ball to another member of the group. Holding onto a piece of yarn, she says "Hi, Jen, I'm Melissa." This game will help us all learn each other's names, if you don't know each other already. Remember to only give your first name.

*Facilitator starts by holding the end of the yarn, and throwing ball to next person. The person who catches the yarn holds onto it and tosses it to the next person. Process repeats until everyone is holding the yarn and it's in a web that connects everyone. After several rounds, the facilitator can debrief with brief comments about how everyone is contributing to the process. The facilitator points out that the yarn now looks like a dream catcher. A focus group works the same way. When everyone puts their thinking together something entirely new can come out of it.*

#### Focus Group Questions (50 minutes):

##### *Tobacco Use*

First, we will talk about tobacco use in your community.

1. Please tell us how you see people use tobacco. (Prompt: what types of tobacco do people use? Smoking cigarettes, cigars, chewing, snuff, etc.)
2. Where in the community do you see people using tobacco? (Prompts: for example, at community events? In their homes? At school? During ceremonies? Other places?)
3. For youth who use tobacco, where do you think they get it from? (Prompt: Other people?)
4. When do you think youth start using tobacco? (Prompt: What grade? How old?)

##### *Culture and tobacco use*

1. How do most adults in your community view tobacco? (Prompt: Good, bad, or don't care?)
2. How do you think youth in your community view tobacco? (Prompt: Do they believe there are consequences for using tobacco? If so, what are they?)

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#### *Tobacco prevention*

Now, we will talk about how to help people to not use tobacco.

1. What do you think causes youth to use tobacco for the first time? (Prompts: other people? Pop culture like music or TV?)
2. How can we help youth to not start using tobacco in the first place? (Prompt: Events? Activities? Education? Advertising messages? Tobacco prevention advertising/campaigns?)

#### *Media tools, health information, and community engagement*

Last, we will talk about media. "Media" means things like TV, radio, texting, or other ways you get information.

1. Where do you get health information? (Prompt: Health care worker? Internet? Billboards?)
2. What is the best type of media to reach Native youth? (Prompt: Radio, the Internet, texting?)

***Break and Preparation for World Café (5 minutes).*** (Facilitators and note-takers will distribute flip chart paper, images, and campaign message concepts at three tables around the room.)

#### **World Café (20 minutes)**

*When the group reconvenes, the facilitator will divide participants among three tables, and will inform participants that after about 6 minutes (when we tell them 6 minutes is up), they will move to another table, and so on. A NICWA/BWA facilitator or note-taker will be seated at each table, and will encourage participants to write or draw their reactions to the images and campaign ideas on the flip chart paper.*

*Script: "We will share some statements and pictures with you. We want your feelings and ideas. Please share your ideas by talking with each other and writing your own words or drawing your own pictures on the paper. I will be writing down your thoughts and sharing them with the next small group so they can build on your ideas."*

***Go to Appendix K.***

***Break and Preparation for Reflection of Themes (10 minutes).*** (Facilitators and note-takers will identify major themes to "check" findings with participants to confirm.)

#### **Reflection of Themes (25 minutes)**

Now we will go over the themes that you discussed during the focus group earlier. We want you to let us know if these are correct or not.

*Review themes with participants.*

#### **Closing (5 minutes)**

## **Appendix B.1**

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Thank you. Your thoughts are very important to us. We appreciate you sharing.

*Distribute gift cards for participating in focus group.*