

The Real Cost Smokeless: Wave 2 Focus Group Study of Reactions to Creative Advertising Concepts
Designed to Prevent Rural Youth Tobacco Use

SCREENER

OVERVIEW

Focus group participants will be recruited during lunch, in the hallways between classes, or at another time designated by the local principal. Between 2-4 recruiters per school will be on campus to administer the electronic screener via tablet, and provide instructions and materials for parental consent.

Before recruiting commences, all recruiters will attend training to ensure the screening procedures are administered consistently.

Rationale/Justification for Screener Items:

Item(s)	Rationale/Justification
1	Initial agreement to participate in the research study
<i>Termination point for students who do not wish to participate.</i>	
2-3	Verify age. Ensure all participants are between the ages of 12-17 and will not turn 18 that week. Use age and grade information to assign participants to groups. Middle school groups (6 th -8 th grades) will have 12 and 13 year olds and high school groups (9 th -12 th grade) will have 15, 16, and 17 year olds. We anticipate that some 14 year olds will be in 8 th grade, and thus will be placed with their middle school peers. Other 14 year olds will be in 9 th grade, and thus will be placed with their high school peers.
4	Verify gender. Ensure all participants are male.
5a-b	Verify race/ethnicity.
6	Distractor questions.
7	
<i>Termination point for students who do not meet criteria in 2, 3, or skipped 4a-b.</i>	
8	Verify smokeless tobacco status. Identify students who are at-risk and
9	experimenters. Exclude students who are closed to using smokeless tobacco, former
10a-d	users, or established users.
<i>Termination point for students who do not meet criteria in 7, 8, and 9a-d.</i>	
11-12	Student name and 1 st period class (obtained for scheduling purposes only)
13	Student willing to be audio recorded for focus groups
14-15	Student agreement to either return a signed Parent/Guardian permission form to study staff the next day or deliver a Parent/Guardian opt-out the next day.
<i>Termination point for eligible students who are not willing to comply with 13-15.</i>	

RECRUITER SCRIPT

Hi! I’m [NAME]. I work for a research company [Fors Marsh Group – point to logo on nametag] and we are at your school this week conducting focus groups. The focus groups will take place during the regular school day. The focus group will last about 90 minutes. In the focus groups, we will show you some advertisements for a public health campaign. All you have to do is tell us what you think. There are no wrong answers – we just want your opinion.

If you are interested, all you have to do now is answer a few questions on my tablet [clipboard] to see if you are eligible to participate. If you don’t want to participate, or if we determine that you are not eligible to participate, there are no consequences to you and it will have no effect on your grades or how you teachers or staff at your school think of you. It’s completely your choice, and we will not share any information you provide to us during the screening process or in the focus groups with your parent(s)/guardian(s), teachers, or anyone else outside of the research team.

Do you want to complete the questionnaire to see if you are eligible to participate? [If yes, continue. If no, thank and move on.]

Note- The screener will be programmed as an electronic survey that students will complete via tablet during the recruitment period. In some cases we may employ paper screeners should the need arise.

Please answer the following questions.

1. We will be conducting focus groups at your school over the next several days. Would you be interested in participating in our studies?

Yes

CONTINUE to Q2

No thanks

TERMINATE

TERMINATION CRITERIA	Terminate if Q1= “No thanks”
TERMINATION LANGUAGE [shown on separate screen]	Thank you for your time. Please return this [clipboard/tablet] back to the study staff.

Programming Note: All the questions from 2 to 4B will be asked, even if participants screen out by question 2 or 3 in order to obscure the reason for screening out.

2. How old are you?

- Under 12
- 12
- 13
- 14
- 15
- 16
- 17
- 18 or Over

3. Will you turn 18 by this Friday?

- Yes
- No

4. What is your gender?

- Male
- Female

5a. Are you Hispanic or Latino?

- Yes
- No

5b. Which of the following best describes your race? (Mark all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Pacific Islander
- White

<p>TERMINATION CRITERIA</p>	<p>Terminate if Q2= “Under 12” or “18 or Over” Terminate if Q3= “Yes” Terminate if Q4 = Female</p>
<p>TERMINATION LANGUAGE [shown on separate screen]</p>	<p>Thank you for your interest in participating in this study. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for to complete this study. Please return this [clipboard/tablet] to the study staff.</p>

6. During the past 7 days, did you drink a can, bottle, or glass of soda or pop, such as Coke, Pepsi, or Sprite? (Do not count diet soda or diet pop.)

Yes **CONTINUE TO Q7**
 No **SKIP to Q8**

[Programmer: ONLY ASK Q6 IF Q6=“Yes”]

7. During the past 7 days, how many times did you drink a can, bottle, or glass of soda or pop, such as Coke, Pepsi, or Sprite? Your best guess is fine. (Do not count diet soda or diet pop.)

- I did not drink soda or pop during the past 7 days
- 1 to 3 times during the past 7 days
- 4 to 6 times during the past 7 days
- 1 time per day
- 2 times per day
- 3 times per day
- 4 times or more per day

8. Have you ever tried smokeless tobacco (such as snus pouches, moist snuff, dip, spit, or chewing tobacco)?

Yes **CONTINUE TO Q9**
 No **SKIP to Q10a**

[Programmer: ONLY ASK Q9 IF Q8=“Yes”]

9. How many times have you used chewing tobacco, snuff or dip in your entire lifetime? Would you say...

- Less than 20 times
- 20 times, but less than 50 times
- 50 times, but less than 100 times
- More than 100 times **TERMINATE**

TERMINATION CRITERIA	Terminate if: Q8=“More than 100 times”
TERMINATION LANGUAGE [shown on separate screen]	Thank you for your interest in participating in this study. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for to complete this study. Please return this [clipboard/tablet] to the study staff.

[Programmer: ONLY ASK Q10a-Q10d IF Q8=“No”]

10a. Do you think you will use chewing tobacco, snuff or dip in the future?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

10b. Do you think you will use chewing tobacco, snuff or dip in the next year? Would you say...

- Definitely yes
- Probably yes
- Probably not
- Definitely not

10c. If one of your best friends were to offer you chewing tobacco, snuff or dip, would you use it? Would you say...

- Definitely yes
- Probably yes
- Probably not
- Definitely not

10d. Have you ever been curious about using smokeless tobacco?

- Very curious
- Somewhat curious
- A little curious
- Not at all curious

TERMINATION CRITERIA	Terminate if: Q8="No" and Q10a/Q10b/Q10c="Definitely Not" and Q10d= "Not at all curious"
TERMINATION LANGUAGE [shown on separate screen]	Thank you for your interest in participating in this study. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for to complete this study. Please return this [clipboard/tablet] to the study staff.

Thanks! Based on the responses you provided, you meet the specifications for this study.

11. Please enter your first name and last initial (e.g., James M.):

12. Please enter your teacher’s last name and topic of your [X] period class on [Day of the week] (e.g., 10th grade Chemistry):

[Programmer: SHOW NEW SCREEN]

You are almost set!

13. If selected to participate in this study, we would like to audio record the focus groups. Would you be willing to be audio recorded during focus groups as part of this study?

Yes

No

TERMINATE

[Programmer: SHOW Q14 IF Q2=“13” OR SIGNED PARENT/GUARDIAN PERMISSION IS REQUIRED BY SCHOOL]

14. If selected to participate in this study, you will need to obtain permission from a parent/guardian to participate. Tomorrow, if selected, you will receive a “Parent/Guardian Permission Form” that you will need to get signed and bring back to the research staff the next day. No personal information will be on the permission form. Do you agree to take home a “Parent/Guardian Permission Form” tomorrow and (if your parent/guardian approves) bring a signed copy to the research staff the next day?

Yes

No

TERMINATE [see language above]

[Programmer: SHOW Q15 IF Q2>“12” AND SCHOOL HAS AGREED TO PASSIVE PARENT/GUARDIAN PERMISSION PROCEDURES]

15. We are required to notify your parent/guardian about this study before you participate. Tomorrow, if selected, you will receive a “Parent/Guardian Opt-out” form. Do you agree to deliver that “Parent/Guardian Opt-out” to your parent/guardian tomorrow when you get home from school?

Yes

No

TERMINATE [see language above]

[Programmer: SHOW NEW SCREEN]

Congratulations, you are eligible to participate in this study! If you are selected to participate in a focus group, you will receive a paper copy of the [Parent/Guardian Permission Form/Parent/Guardian Opt-out], a reminder card with the scheduled date/time/location of your focus group, and a pre-session activity worksheet to complete and bring to the group.

At this time, please return this [clipboard/tablet] back to the study staff.

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response to complete the Screener (the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.

