

# **Emerging Tobacco Products Communication Initiative**

## ***Focus Group Recruitment Screener***

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**Focus Group Segmentation (for recruitment staff only)**

| School Level         | Teachers   | Administrators / Counselors  |
|----------------------|--|--|
| <b>Middle School</b> | <ul style="list-style-type: none"> <li>▪ <b>Group A:</b> 6 participants (+2 over-recruits)</li> <li>▪ <b>Group B:</b> 6 participants (+2 over-recruits)</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Group E:</b> 6 participants (+2 over-recruits)</li> <li>▪ <b>Group F:</b> 6 participants (+2 over-recruits)</li> </ul> |
| <b>High School</b>   | <ul style="list-style-type: none"> <li>▪ <b>Group C:</b> 6 participants (+2 over-recruits)</li> <li>▪ <b>Group D:</b> 6 participants (+2 over-recruits)</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Group G:</b> 6 participants (+2 over-recruits)</li> <li>▪ <b>Group H:</b> 6 participants (+2 over-recruits)</li> </ul> |

**Target Enrollment Quotas (for recruitment staff only)**

| Priority | Characteristic               | Target Enrollment Quota   |
|----------|------------------------------|---|
| <b>1</b> | Coaching Role                | At least 2 participants per group who currently serve as a coach.   |
| <b>2</b> | Professional Experience      | <ul style="list-style-type: none"> <li>▪ At least 10 participants with less than 5 years of experience as an educator.</li> <li>▪ At least 10 participants with 5-10 years of experience as an educator.</li> <li>▪ At least 10 participants with more than 10 years of experience as an educator.</li> </ul> |
| <b>3</b> | School Resource Availability | At least 20 participants who work in a school with limited economic resources.  |
| <b>4</b> | Geography                    | <ul style="list-style-type: none"> <li>▪ At least 12 participants who work in a school that is in a rural area.</li> <li>▪ At least 12 participants who work in a school that is in a suburban area.</li> <li>▪ At least 12 participants who work in a school that is in an urban area.</li> </ul>            |
| <b>5</b> | Race                         | At least 10 participants who are members of non-White communities.  |
| <b>6</b> | Ethnicity                    | At least 10 participants who identify as Hispanic or Latino.  |
| <b>7</b> | Gender Identity              | <ul style="list-style-type: none"> <li>▪ At least 20 participants who identify as males.</li> <li>▪ At least 20 participants who identify as females.</li> <li>▪ Include those who identify as transgender or none of these.</li> </ul>   |

**Introduction for Online Screener**

RTI International, a non-profit research organization, is conducting a study to learn more about educators’ perceptions of youth e-cigarette use (or vaping).

We will be conducting 90-minute virtual focus groups on this topic. To determine if you are eligible to participate, we’d like to ask you some questions. If you are eligible and choose to take part, all of your comments will be kept private, and we will provide you with a \$75 incentive at the end of the session.

**CORE ELIGIBILITY CRITERIA**

S1. Which of the following best describes your role as an educator? Please select all that apply.

|   |  |                  |
|---|--|------------------|
| Teacher   |  | è CONTINUE TO S2 |
| Administrator (e.g., principal, vice principal) |  | è SKIP TO S3     |
| Guidance counselor                              |  | è SKIP TO S4     |
| Staff (e.g., office manager, custodian)         |  | è TERMINATE      |
| Other   |  | è TERMINATE      |

S2. **[If teacher]** What subject(s) do you currently teach? Please select all that apply.

|  |  |                  |
|--|--|------------------|
| Art                                      |  | è CONTINUE TO S4 |
| Computer Arts / Technology               |  | è CONTINUE TO S4 |
| English / Language Arts                  |  | è CONTINUE TO S4 |
| Foreign Language                         |  | è CONTINUE TO S4 |
| Math                                     |  | è CONTINUE TO S4 |
| Music / Band                             |  | è CONTINUE TO S4 |
| Physical Education                       |  | è CONTINUE TO S4 |
| Science                                  |  | è CONTINUE TO S4 |
| Social Studies                           |  | è CONTINUE TO S4 |
| Special Education                        |  | è CONTINUE TO S4 |
| Trade Studies (e.g., mechanics)          |  | è CONTINUE TO S4 |
| Other (specify)                          |  | è CONTINUE TO S4 |
| <b>REVIEW RESPONSES AND INVITE A MIX</b> |  |                  |

S3. **[If administrator]** What is your role as an administrator?

|                                   |  |            |
|-----------------------------------|--|------------|
| Principal                         |  | è CONTINUE |
| Assistant Principal               |  | è CONTINUE |
| Guidance Counselor                |  | è CONTINUE |
| Other (please specify)            |  | è CONTINUE |
| REVIEW RESPONSES AND INVITE A MIX |  |            |

S4. In addition to your role as an educator, are you a coach for any sports or extracurricular activities at your school?

|                      |  |                  |
|----------------------|--|------------------|
| Yes, I am a coach    |  | è CONTINUE TO S5 |
| No, I am not a coach |  | è SKIP TO S6     |

S5. **[If coach]** What sports or extracurricular activities do you coach at your school?

|                                   |  |            |
|-----------------------------------|--|------------|
| Football                          |  | è CONTINUE |
| Lacrosse                          |  | è CONTINUE |
| Basketball                        |  | è CONTINUE |
| Baseball/Softball                 |  | è CONTINUE |
| Soccer                            |  | è CONTINUE |
| Swimming                          |  | è CONTINUE |
| Tennis                            |  | è CONTINUE |
| Other Sport (specify)             |  | è CONTINUE |
| Chess                             |  | è CONTINUE |
| United Nations                    |  | è CONTINUE |
| Math/Science Competitions         |  | è CONTINUE |
| Engineering/Robotics              |  | è CONTINUE |
| Debate/Drama                      |  | è CONTINUE |
| Other Extracurricular (specify)   |  | è CONTINUE |
| REVIEW RESPONSES AND INVITE A MIX |  |            |

S6. What percentage of your professional time do you spend in direct contact with students? Your best estimate is fine.

|               |  |                  |
|---------------|--|------------------|
| 50% or higher |  | è SKIP TO S8     |
| Less than 50% |  | è CONTINUE TO S7 |

S7. [If less than 50% time in contact with students] Do you oversee school operations, such as curriculum development, or school policy?

|     |  |             |
|-----|--|-------------|
| Yes |  | è CONTINUE  |
| No  |  | è TERMINATE |

S8. Before COVID-related school closures, did your current job involve working on-site at a school or facility where there are students?

|     |  |             |
|-----|--|-------------|
| Yes |  | è CONTINUE  |
| No  |  | è TERMINATE |

S9. Are you comfortable speaking and reading English fluently?

|     |  |             |
|-----|--|-------------|
| Yes |  | è CONTINUE  |
| No  |  | è TERMINATE |

S10. Do you currently reside in the United States?

|     |  |             |
|-----|--|-------------|
| Yes |  | è CONTINUE  |
| No  |  | è TERMINATE |

S11. These focus groups will take place via web-based video conferencing. Do you have access to Internet that is fast enough to stream videos, such as on YouTube?

|     |  |             |
|-----|--|-------------|
| Yes |  | è CONTINUE  |
| No  |  | è TERMINATE |

S12. What is the grade-level of the school you currently work at?

|                        |  |                    |
|------------------------|--|--------------------|
| <b>A middle school</b> |  | <b>è CONTINUE</b>  |
| <b>A high school</b>   |  | <b>è CONTINUE</b>  |
| <b>Other</b>           |  | <b>è TERMINATE</b> |

S13. In what type of school do you currently work?

|                |  |                   |
|----------------|--|-------------------|
| <b>Private</b> |  | <b>è CONTINUE</b> |
| <b>Public</b>  |  | <b>è CONTINUE</b> |
| <b>Other</b>   |  | <b>è CONTINUE</b> |

S14. How many years of professional experience do you have in your role as an educator (and/or coach)?

|  |  |                   |
|--|--|-------------------|
| <b>Less than 5 years</b>   |  | <b>è CONTINUE</b> |
| <b>5-10 years</b>  |  | <b>è CONTINUE</b> |
| <b>More than 10 years</b>  |  | <b>è CONTINUE</b> |
| <b>REVIEW RESPONSES AND INVITE AT LEAST 10 PARTICIPANTS PER EXPERIENCE LEVEL</b> |  |                   |

S15. Do you work at a Title 1 school or a school with limited resources? Title 1 is a federal program that gives funds to schools in need based on student enrollment, free and reduced lunch percentage, and other data.

|   |  |                   |
|---|--|-------------------|
| <b>Yes</b>  |  | <b>è CONTINUE</b> |
| <b>No</b>   |  | <b>è CONTINUE</b> |
| <b>Don't know</b>   |  | <b>è CONTINUE</b> |
| <b>REVIEW RESPONSES AND INVITE AT LEAST 20 PARTICIPANTS FOR 'YES'</b> |  |                   |

## DEMOGRAPHIC QUESTIONS

S16. What is your current age?

|       |                               |
|-------|-------------------------------|
| _____ | <b>è CONTINUE</b>             |
|       | <b>è TERMINATE IF &lt; 18</b> |

S17. Which of the following best describes the location of the school where you work?

|  |  |                   |
|--|--|-------------------|
| <b>Urban</b>   |  | <b>è CONTINUE</b> |
| <b>Suburban</b>  |  | <b>è CONTINUE</b> |
| <b>Rural</b>   |  | <b>è CONTINUE</b> |
| <b>REVIEW AND INVITE AT LEAST 12 PARTICIPANTS FROM EACH CATEGORY</b> |  |                   |

S18. What is the ZIP code of the school where you work? We use this information to make sure that we include educators from many different geographic areas.

|       |                   |
|-------|-------------------|
| _____ | <b>è CONTINUE</b> |
|-------|-------------------|

S19. Are you Hispanic/Latino?

|  |  |                   |
|--|--|-------------------|
| <b>Yes</b>   |  | <b>è CONTINUE</b> |
| <b>No</b>  |  | <b>è CONTINUE</b> |
| <b>REVIEW AND INVITE AT LEAST 10 PARTICIPANTS WHO ARE HISPANIC</b> |  |                   |

S20. What is your race? Please select all that apply. [\[Read options below\]](#)

|   |  |                   |
|---|--|-------------------|
| <b>American Indian or Alaska Native</b>                                     |  | <b>è CONTINUE</b> |
| <b>Asian</b>  |  | <b>è CONTINUE</b> |
| <b>Black or African American</b>  |  | <b>è CONTINUE</b> |
| <b>Native Hawaiian or Other Pacific Islander</b>                            |  | <b>è CONTINUE</b> |
| <b>White</b>  |  | <b>è CONTINUE</b> |
| <b>REVIEW AND INVITE AT LEAST 10 PARTICIPANTS FROM NON-WHITE CATEGORIES</b> |  |                   |

S21. What sex were you assigned at birth, on your original birth certificate?

|                     |  |                   |
|---------------------|--|-------------------|
| <b>Male</b>         |  | <b>è CONTINUE</b> |
| <b>Female</b>       |  | <b>è CONTINUE</b> |
| <b>Refused</b>      |  | <b>è CONTINUE</b> |
| <b>I don't know</b> |  | <b>è CONTINUE</b> |

S22. Do you currently describe yourself as male, female, or transgender?

|   |  |                   |
|---|--|-------------------|
| <b>Male</b>   |  | <b>è CONTINUE</b> |
| <b>Female</b>   |  | <b>è CONTINUE</b> |
| <b>Transgender</b>  |  | <b>è CONTINUE</b> |
| <b>None of these</b>  |  | <b>è CONTINUE</b> |
| <b>REVIEW AND INVITE AT LEAST 20 MALE PARTICIPANTS AND 20 FEMALE PARTICIPANTS<br/>INCLUDE THOSE WHO ARE TRANSGENDER/NONE OF THESE IF IDENTIFIED</b> |  |                   |

S23. What is the highest level of school you completed or the highest degree you received?

|                          |  |                   |
|--------------------------|--|-------------------|
| <b>Bachelor's degree</b> |  | <b>è CONTINUE</b> |
| <b>Master's degree</b>   |  | <b>è CONTINUE</b> |
| <b>Doctoral degree</b>   |  | <b>è CONTINUE</b> |
| <b>Other</b>             |  | <b>è CONTINUE</b> |

S24. In the past, have you ever been a regular user of e-cigarettes or other tobacco products?

|                                    |  |                   |
|------------------------------------|--|-------------------|
| <b>Yes, e-cigarettes</b>           |  | <b>è CONTINUE</b> |
| <b>Yes, regular cigarettes</b>     |  | <b>è CONTINUE</b> |
| <b>Yes, other tobacco products</b> |  | <b>è CONTINUE</b> |
| <b>No</b>                          |  | <b>è CONTINUE</b> |

S25. Do you currently use e-cigarettes or other tobacco products?



|                             |  |            |
|-----------------------------|--|------------|
| Yes, e-cigarettes           |  | è CONTINUE |
| Yes, regular cigarettes     |  | è CONTINUE |
| Yes, other tobacco products |  | è CONTINUE |
| No                          |  | è CONTINUE |

## ELIGIBILITY SCREEN

Thank you for answering these questions. Based on your responses, you are eligible to take part in our study. We can invite only a few people to take part in the study. We will contact you via email if we would like to schedule you for a focus group. The focus group will take place via ZOOM™, a web-based video conferencing platform.

Please provide your email address and phone number if you are interested in participating:

Please note that not everyone who qualifies for this study will be invited to participate. There are many possible reasons why you may not be invited to participate. For instance, we may have received more responses than we anticipated, or we may try to gather more geographically diverse perspectives.

## CLOSING FOR INELIGIBLE PARTICIPANTS

Thank you for answering these questions. We are sorry, but based on your responses, you are not eligible to take part in our study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer this questionnaire today.