

FDA TIOW Retailer Feedback Study

INTERVIEWER GUIDE

Objective: To obtain feedback from retailers and inform updates to CTP’s This Is Our Watch (TIOW) materials in order to support tobacco retailers in their implementation of the minimum legal purchase age (MLPA) for tobacco.

To achieve this objective, interviews will focus on identifying:

- ▶ Tobacco retailers’ and proprietors’ needs for guidance and educational resources on T21 and MLPA
- ▶ Areas of confusion around T21 and MLPA
- ▶ Current age verification practices

Notes to Reviewer

This Interviewer Guide is not a script and therefore will not be read verbatim. The interviewer will use these questions as a roadmap and probe as needed to maintain the natural flow of conversation.

Interviewer instructions and review notes are highlighted in yellow.

Session Overview

Section I: Introduction/Ground Rules (5 minutes)

The interviewer will explain the purpose of the research, present ground rules, allow the interviewee to ask any questions, and get to know the interviewee.

Section II: Retail Environment (10 minutes)

This section serves as a warm-up and a way to gain more context of the retail environment.

Section III: Age Verification (10 minutes)

The purpose of this section is to understand how ID checks are completed.

Section IV: T21 (10 minutes)

The purpose of this section is to assess knowledge of T21 and discover whether retailers received T21-specific training.

Section V: Education and Resources (10 minutes)

This section gathers information on the tools and education materials retailers use, and obtains feedback from retailers about their awareness, preferences and experiences related to the TIOW materials.

Section VI: Statement Testing (10 minutes)

The purpose of this section is to test language from existing TIOW materials and to test new language for TIOW materials to align with T21.

Section VII: Conclusion (5 minutes)

SECTION I: INTRODUCTION/GROUND RULES (5 MINUTES)

Thank you for participating in today’s interview on tobacco sales communication materials. Your input will help the FDA Center for Tobacco Products Communications Office develop resources that tobacco sellers like you can use to keep your communities healthy. My name is _____ and I am from Fors

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Marsh Group, an independent research company. I do not work for the FDA, and your comments will be kept private, so please feel free to be honest and open with me. Before we begin, I would like to go over a few ground rules for this interview. The interview will take approximately 60 minutes.

- ▶ If you are able, please take a moment to go to a place where you feel comfortable, where you will have reliable telephone service, and that is relatively quiet. If possible, I also ask that you please silence your phone or other electronic devices for the duration of this interview. **[Interviewer note: Give the interviewee a moment to move if needed.]**
- ▶ Your participation is voluntary. If you do not want to answer a question, please let me know and you do not have to answer it. Additionally, you are free to stop the interview at any time, without any penalty.
- ▶ While this interview will be audio recorded for data analysis purposes, everything we discuss will be kept private. Your name and contact information are available only to one research team member, and your contact information will not be shared with anyone else. The audio recording will help me when writing the final report.
- ▶ The time estimated to complete this interview is 60 minutes. We can provide the OMB control number and expiration date for this collection if you would like. If you have any comments about this burden estimate, please contact PRASStaff@fda.hhs.gov. [Note: OMB Control No. 0910-0697 Exp. Date 12/31/2023]
- ▶ Some of my colleagues may be listening to our conversation, but they will be on mute. They are here to help take notes.
- ▶ I want to emphasize that there are no wrong answers. Your opinions are important to us, so please be as honest as possible in your responses.
- ▶ Do you have any questions? **[Interviewer note: Pause to see if the interviewee has questions; if none, proceed to the next section.]**

SECTION II: RETAIL ENVIRONMENT (10 MINUTES)

Note for interviewer: These questions are intended to add more detail to the information collected in the recruitment screener, such as type of retailer store (e.g., small business or large chain store) and geographic setting (e.g., region/state; urban, rural, suburban). The interviewer can probe for additional details as needed.

1. I would like to hear a little bit more about you and your work environment. To start, please tell me about the store or establishment or setting where you work (this includes store[s] you might manage).
 - a. How many employees work at your store?
 1. How many people do you supervise?
 - b. Please tell me about your typical customers.
 1. Who typically is looking to buy tobacco products at your store?

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2. Where do you get tobacco-related information, such as any educational materials and trainings? (Probes: staff meetings, new employee training)
 1. [For managers] How do you keep your staff informed of tobacco related information or updates?
 2. Where would you like to get this information?
 3. Who would you trust to provide this information?
 4. [For Spanish speakers] What language are materials/training usually in? What language would you prefer for materials and training to be in?

SECTION III: AGE VERIFICATION (10 MINUTES)

1. When you are verifying someone's age for tobacco sales, how do you do that? (e.g. look for birth date, digital calendar, scanner, app, etc.)
 - a. What information do you look for on an ID?
2. What challenges have you faced in trying to keep customers under the legal age from purchasing tobacco products at your store?
 - a. What has helped you or would be helpful to you in verifying someone's age/eligibility for a tobacco say?
 - b. What specific resources help/would help? (I.e. digital calendars, apps)

SECTION IV: T21 (10 MINUTES)

1. What have you heard about the minimum purchasing age being raised to 21 years or the "Tobacco 21" or "T21" law?
 - a. [If yes] What do you know about this law?
 - b. [If yes] How did you first hear about this law?
 - c. [If yes] Is there anything about the law that you do not understand or want more information about?
 - d. [if yes] How is your state dealing with this law?
 - e. [If yes] Do you think most of your co-workers know about the T21 law?

Note for interviewer: If respondent has heard of T21, ask questions 2 and 3. If respondent has not heard of T21, ask question 4.

2. [If aware of T21] Have you received any training about the T21 law?
 - a. [If yes] From where/from whom did you get the training?
 - b. [If yes] What topics did the training cover? How long did the training last?
 - c. [If yes] What was most helpful about the training?
3. [If aware of T21] How aware are your customers about this change to the minimum legal purchase age?
 - a. What, if any, challenges have you faced with former tobacco customer (18-20-year olds)?

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- b. What has helped or would be helpful for you in interacting with former tobacco customers?
4. [If unaware of T21] In December 2019, the president signed legislation raising the federal minimum age for purchasing tobacco products from 18 to 21 years. This legislation (known as “Tobacco 21” or “T21”) became effective immediately, and it is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars, and e-cigarettes—to anyone under 21.
 - a. How will you adapt to this change? What will be challenging? What information or materials would help you with this change?

SECTION V: EDUCATION AND RESOURCES (10 MINUTES)

1. What educational materials or resources do you have in your store related to not selling tobacco to underage users?
 - b. How do you use these resources or materials?
 - c. [For Spanish speakers] What language are these educational materials/resources written in? What language would you prefer for them to be written in?
2. Have you heard of or seen materials for the “This is Our Watch” (TIOW) campaign?
 - a. [If yes] Where have you heard/seen these materials?
3. Next, we’re going to show you an image of a variety of “This is Our Watch” campaign materials.
 - a. Have you seen or do you have anything that looks like this in your store?
 - b. Which of these materials have you seen, or do you have?
 - c. Does anything stand out about these materials?
 - d. How do you or would you use these materials?
 - e. Which of the types of materials is/would be the most useful to you? Least useful?
4. What are some other resources or materials that would be useful to you (or to your staff/co-workers) to help comply with the T21 law at your store? **Interviewer note: If needed, ask the interviewee to elaborate on the types of resources.** In other words, what kinds of materials do you need to help make following the new federal law (making it illegal to sell tobacco products to people under age 21) easier to follow at your store?

SECTION VI: STATEMENT TESTING (10 MINUTES)

1. On the screen, we will show you a statement. After I show you the statement, I will ask you a few questions about each statement. **Interviewer note: For each statement, ask the following questions.**

1. Tell me what this statement means to you in your own words.

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2. Is there anything confusing or unclear about this statement?
3. If yes, what is confusing about it? What would make it clearer?
4. On a scale of 1 to 5 where 1 is not at all believable and 5 is extremely believable, how believable is this statement? What makes you say that?
5. On a scale of 1 to 5 where 1 is not at all informative and 5 is extremely informative, how informative is this statement? What makes you say that?
6. On a scale of 1 to 5 where 1 is not at all useful and 5 is extremely useful, how useful is this statement? What makes you say that?

SECTION VII: CLOSING (5 MINUTES)

We are almost done with this interview.

1. Is there anything else that you would like to share?

Thank you again for participating in this conversation and sharing your opinions. I'm going to stop the audio recording now and ask you for your email or mailing address so we can send you your gift card.

Do you prefer for us to email or mail you your gift card? Can you please provide your email address/ mailing address?

Great, thank you again for taking the time to chat, I really appreciate it. Hope you enjoy the rest of your day!