

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
Middle School	▪ Group A: 6 participants (+2 over-recruits) ▪ Group B: 6 participants (+2 over-recruits)	▪ Group E: 6 participants (+2 over-recruits) ▪ Group F: 6 participants (+2 over-recruits)
High School	▪ Group C: 6 participants (+2 over-recruits) ▪ Group D: 6 participants (+2 over-recruits)	▪ Group G: 6 participants (+2 over-recruits) ▪ Group H: 6 participants (+2 over-recruits)

Target Enrollment Quotas (for recruitment staff only)

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

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
REVIEW RESPONSES AND INVITE A MIX		

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?

A middle school		è CONTINUE
A high school		è CONTINUE
Other		è TERMINATE

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

Private		è CONTINUE
Public		è CONTINUE
Other		è CONTINUE

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

Less than 5 years		è CONTINUE
5-10 years		è CONTINUE
More than 10 years		è CONTINUE
REVIEW RESPONSES AND INVITE AT LEAST 10 PARTICIPANTS PER EXPERIENCE LEVEL		

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.

Yes		è CONTINUE
No		è CONTINUE
Don't know		è CONTINUE
REVIEW RESPONSES AND INVITE AT LEAST 20 PARTICIPANTS FOR 'YES'		

DEMOGRAPHIC QUESTIONS

S16. What is your current age?

_____	è CONTINUE
	è TERMINATE IF < 18

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

Urban		è CONTINUE
Suburban		è CONTINUE
Rural		è CONTINUE
REVIEW AND INVITE AT LEAST 12 PARTICIPANTS FROM EACH CATEGORY		

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.

_____	è CONTINUE
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S19. Are you Hispanic/Latino?

Yes		è CONTINUE
No		è CONTINUE
REVIEW AND INVITE AT LEAST 10 PARTICIPANTS WHO ARE HISPANIC		

S20. What is your race? Please select all that apply. **[Read options below]**

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

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

Male		è CONTINUE
Female		è CONTINUE
Refused		è CONTINUE
I don't know		è CONTINUE

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

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

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

Bachelor's degree		è CONTINUE
Master's degree		è CONTINUE
Doctoral degree		è CONTINUE
Other		è CONTINUE

S24. In the past, have you ever been a regular user of 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

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.