

Appendix 3.1: Sample Recruitment Screener for Intercept Interviews Regarding Smoking Cessation

*This has been adapted, with permission, from the U.S. Centers for Disease Control and Prevention's **Designing and Implementing an Effective Tobacco Counter-Marketing Campaign**, which is available at http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/00_pdf/Tobacco_CM_Manual.pdf.*

(Interviewer instructions are in italics. Interview script is not italicized.)

Good morning/afternoon, my name is _____, from _____ (organization or market research firm). Today, we are conducting a survey in this area among people between 25 and 49 years old.

Do you fit into that age group?

Yes _____ *(Continue.)*

No _____ *(Thank and end interview.)*

1. First, may I ask, do you or does anyone in your family work in any of the following areas?

(Show card A with the following items written on it.)

Market research _____ 1

Advertising or marketing _____ 2

Media _____ 3

Public relations _____ 4

Automobile industry _____ 5

Manufacture or distribution of tobacco products _____ 6

(If answer is "yes" for any of these areas, except automobile industry, thank and end interview. If answer is "no" for all of these areas, except automobile industry, continue.)

2. Do you currently smoke cigarettes?

Yes _____ 1 *(Continue.)*

No _____ 2 *(Thank and end interview.)*

3. Since you started smoking, would you say you have smoked more than 100 cigarettes?

Yes _____ 1 *(Continue.)*

No _____ 2 *(Thank and end interview.)*

4. Please tell me how much you agree with the following statement: "I want to stop smoking within the next 6 months." *(Show card B with the statements below written on it.)*

Strongly agree _____ 1 *(Continue.)*

Slightly agree _____ 2 *(Continue.)*

Neither agree nor disagree _____ 3 *(Thank and end interview.)*

Slightly disagree _____ 4 *(Thank and end interview.)*

Strongly disagree _____ 5 *(Thank and end interview.)*

5. Could you spare some time to come into the hall to answer some more questions?

(If respondents need reading glasses, check whether they have their glasses with them.)

Yes _____ 1 *(Continue.)*

No _____ 2 *(Thank and end interview.)*

(Check quotas to see whether a minimum number of participants with certain demographics is required.)

6. Do you have a telephone at home or work or a cell phone where you can be reached?

Yes _____ 1 *(Continue.)*

No _____ 2 *(Conduct 20-minute interview.)*

7. Would you be available to take part in a short telephone interview within the next 3 or 4 days?

Yes _____ 1 *(Conduct 10-minute interview.)*

No _____ 2 *(Conduct 20-minute interview.)*

Appendix 3.2: Sample Recruitment Screener for Individual Interviews to Test Advertisements and Ad Concepts

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(Instructions for interviewer are in italics. Interview script is not italicized.)

Hello. My name is _____, and I am calling from _____ (organization or market research firm) in _____ (city). We are conducting a very brief public opinion survey. If you complete the study, you may be invited to participate in a discussion about advertising at _____ (location) on _____ (date). May I ask you a few questions?

(Do not ask but do record gender. Try to recruit 50 percent males and 50 percent females.)

_____ Male _____ Female

1. Do you or anyone in your household work for any of the following types of companies: marketing, marketing research, public relations, advertising, or a tobacco company or any of its affiliates?

_____ Yes *(Thank and end interview.)*

_____ No *(Continue interview.)*

2. In which one of the following age groups are you? *(Try to recruit a good mix of ages.)*

_____ Younger than 25 years old *(Thank and end interview.)*

_____ 25–30 years old

_____ 31–39 years old

_____ 40–50 years old

_____ Older than 50 years old *(Thank and end interview.)*

3. Have you participated in a market research discussion group of any kind in the last 3 months?

_____ Yes *(Thank and end the interview.)*

_____ No *(Continue.)*

4. So that we can be sure that all backgrounds are represented in our study, please tell me your race or ethnic background. Are you ?

_____ European descent/white

_____ African descent/black

_____ Hispanic descent/Latino

_____ Asian descent

_____ Other

(Recruit two or three individuals from each group.)

5. Have you smoked more than 100 cigarettes in your life?

Yes (Continue.)

No (Thank and end the interview.)

6. Do you currently smoke?

Yes (Continue.)

No (Thank and end the interview.)

7. Do you plan to quit smoking in the next 3 months?

Yes (Continue.)

No (Thank and end the interview.)

We are holding a discussion on _____ (date) at _____ (location). Light refreshments will be served, and you will receive \$X (regular interviews) or \$Y (floaters). (Incentive dollar amounts differ based on your community context. Floaters are individuals who will be recruited for a longer period of time and will be interviewed if someone scheduled for a regular slot does not show up.)

The topics for the focus group will be advertising and smoking.

Will you be able to join us?

Yes (Continue.)

No (Thank and end the interview.)

Great. Now I just need to record some information, so we can mail you a confirmation letter and directions. We will call you the day before to confirm your attendance. (Fill out all information on the next page.)

Recruitment Interview Summary

45-minute interview

\$X for regular times; \$Y for floaters. (*Incentive dollar amounts differ based on your community context. Floaters are individuals who will be recruited for a longer period of time and might be interviewed if someone scheduled for a regular slot does not show up. Recruiter will ask people their availability and assign them to a specific time slot. Individuals who are available for longer periods of time are typically assigned as floaters.*)

(*Circle time for which participant is available and scheduled.*)

Regular times: 1:00 p.m., 1:45 p.m., 2:30 p.m., 3:15 p.m., 4:00 p.m., 4:45 p.m., 5:30 p.m., 6:15 p.m.,
7:00 p.m., 7:45 p.m., 8:30 p.m.

Floater times: 1:45–3:15 p.m., 4:00–5:30 p.m., 7:00–8:30 p.m.

Name _____ Date of birth _____

Address _____

City _____ State or province _____ ZIP _____

Telephone numbers:

Home _____

Work _____

Cell _____

Fax number _____

(*Ask and record responses to the following questions after the screening interview is completed.*)

When you come to the discussion, please bring your driver's license or other picture identification with your birth date for registration.

If you have any questions or need to reschedule your interview time, you may call _____ (organization or market research firm) at xxx-xxx-xxxx (phone number).

Someone from _____ (organization or market research firm) will call you the day before the discussion in order to confirm and remind you of the time.

First name and initial of last name of phone interviewer _____

Appendix 3.3: Sample Recruitment Screener for Focus Group Discussion

This has been adapted, with permission, from Edith Wellington, Senior Health Research Officer, Ghana Health Service, Ghana.

Background Information:

(Completed by recruiter)

- | | |
|---------------|-----------------------|
| 1. Name | 2. Marital Status |
| 3. Age | 4. Educational Status |
| 5. Sex | 6. Number of children |
| 7. Occupation | 8. Religion |

Screening Questions:

(Completed by potential focus group participants on a separate piece of paper than the paper that captured the above demographic information)

Name: _____

1. Have you ever tried or experimented with cigarette smoking (even one or two puffs)?

1. Yes 2. No

2. How old were you when you first tried a cigarette? _____

3. Do you currently smoke?

1. Yes 2. No

4. How many cigarettes do you usually smoke a day? _____

5. Do you want to stop smoking now?

1. Yes 2. No

Note:

- All who said **Yes** *have ever tried* could go into one group.
- All who said **No** *never* could also go into one group.
- All who smoke more than a certain number of cigarettes could go into one group depending on one's objectives.
- Also those who want to stop now could go into one group for a smoking cessation study.

Appendix 3.4: Sample Moderator's Guide for Focus Groups with Smokers

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Instructions for moderator are in italics.

Objectives for Focus Groups

1. Identify benefits and barriers to calling a quitline or visiting a quit smoking Web site.
2. Determine which logo design most clearly conveys the purpose of the quitline and which logo elements are most likely to motivate smokers to call the quitline, to visit the Web site, or both.
3. Determine which TV and radio ads/spots are most likely to move the target audience to take action by calling the quitline, visiting the Web site, or both.

Focus Group Discussion Moderator's Guide

1. Introductions and Explanations

Moderator introduction and purpose of discussion

Welcome. My name is _____, and I will be facilitating our discussion tonight. Thanks for joining us. We do appreciate the fact that you have taken time from your day to give us your opinions.

What we are doing tonight is called a focus group. It is a way for us to get your opinions, much like a survey, but it is done as a group discussion rather than individually answering questions on paper or over the phone.

There are no right or wrong answers, and it is important that I hear what everyone thinks. All of your comments—both positive and negative—are important, so please speak up, even if you disagree with someone else.

Procedure

Our discussion tonight will be videotaped and audiotaped so I do not lose any of your comments. We will use the tapes to write a report summarizing what was said. The report will not identify any of you by name.

Behind me is a one-way mirror. Some people who are interested in what you have to say will be sitting behind the glass on and off during our discussion. They are not in the same room with us because they can be distracting.

This is a group discussion, so please do not wait for me to call on you, but please speak one at a time so the recorder can pick up everything. It is also helpful if we give everyone in the group a chance to voice an opinion.

We do have many topics to discuss in a very limited amount of time, so at times I may change the subject or move on to keep us on schedule. I will try to come back to earlier points at the end of our session if there is time.

Self-introductions

First, a quick round of introductions. Just tell us your first name and your occupation.

2. General Information Discussion

Overview of discussion

Tonight, we are going to talk about smoking. Everyone here smokes, at least some of the time. All of you said in the screening interview that you want to quit. I would like to start by asking about that.

Can you tell me what good things might happen if you quit?

(After initial answers, probe for additional benefits.)

I know most people here think it would be a good idea to stop smoking, but even things we want to do sometimes have a downside. Can you tell me what bad things might happen if you quit?

(Probe for unwanted consequences of quitting [e.g., more difficulty fitting in socially].)

What makes it hard to quit?

(After initial answers, probe for additional barriers.)

Who do you think would approve if you stopped smoking?

Who might disapprove?

When you think about quitting, whose opinion do you respect?

(Probe for trusted sources.)

Has anyone ever heard about a quitline or resource number to help you stop smoking?

What have you heard? Has anyone ever called this type of number?

For those of you who have not called, why not?

For those of you who have called, how did it work for you?

If there were a quitline like this available where you live, would you use it? Why or why not?

What would make it easier to use the number?

What makes it hard to use a quitline like that?

Has anyone ever visited a Web site to help you quit smoking or to find out more about it?

(Use follow-up questions similar to the previous five questions.)

Where would you expect to see or hear information about a quitline or Web site designed to help people quit smoking?

What would be the best way to hear about such a hotline or Web site? Why?

3. Test of Television and Radio Ads

Overview of TV testing

I would like to show you several TV ads on this subject. I am going to begin by showing you a set of three ads. I am most interested in whether any of these ads might make you want to call—or at least think about calling—a stop smoking quitline, or visit a quit smoking Web site.

To record your individual opinions, we have provided you with a reaction sheet. Please mark your opinions individually either during the ads or immediately after you see them. We will collect the sheets after we have completed this exercise. *(Distribute sheets, cue VCR, and run first set of spots.)*

I am now going to give you a moment to fill out your handouts. Then we are going to watch another set of three ads. *(Allow time—a few minutes maximum—for individual responses to be completed.)*

Now we are going to watch another set of three ads. Once again, I am most interested in whether any of these ads might make you want to call—or at least think about calling—a quitline. *(Distribute sheets, cue VCR, and run second set of spots.)*

Discussion of TV ads

Please take a moment to record your thoughts and pass your sheets to me. Now I would like to hear your feedback.

Which spots would be the most likely to catch your attention? Why?

Which ads did you like the best? Why?

Was there anything in any of the spots that upset you?

(Probe for reasons and implications.)

Overview of radio testing

I would like to have you listen to several radio spots about smoking health, smoking cessation, or both. Each of the radio spots is 60 seconds long, and we will be playing a total of six ads for you to review. As with the TV ads, we are most interested in hearing your feedback as to which spot or spots do the best job of motivating you to call the quitline or visit the quit smoking Web site.

Again, we would like you to record your individual opinions on the sheet we are distributing and then we will have a group discussion once the tape is finished playing. *(Distribute sheets, cue tape and run compilation tape.)*

Discussion of radio ads

Please take a minute to record your individual thoughts on the radio spots, and pass the sheets to me. Now I would like to hear your feedback as to which spot or spots would make you call the quitline or visit the Web site. *(Probe as to why and why not.)*

4. Testing of Logos

Overview of logo testing

I would also like to get your opinions on several logo designs that are being considered. The final logo will appear on materials related to the quitline, for instance, at the end of a TV spot, on an outdoor billboard, or on a poster or handout in a physician's office.

Please keep in mind that we want your feedback on which logo or logos most clearly convey what the quitline is about. As we did with the TV and radio ads, we will be handing out a sheet to each of you. Please record your opinions, and pass your sheets to me. Then we will discuss your thoughts as a group.

Logo presentation and discussion

(Distribute sheets, present four logos and pass around logos, display, or both for participants to review. Collect sheets.)

Which logo or logos did you like the most? Why?

Which logo or logos did you like the least? Why?

5. Wrap-up

Thank you very much for participating tonight. I am going to see if my colleagues have anything else they would like to ask.

(If time allows, check with staff behind the mirror to see if anyone has other questions.)

Thanks for sharing your opinions and your time with us tonight. This session has been very helpful. As you leave, a staff member will give you reimbursement for your time tonight. She will also ask you to sign a form acknowledging your receipt of the compensation. Thanks again and have a good night.

Appendix 3.5: Sample Advertisement Testing Protocol

This testing protocol has been adapted from one developed by Melanie Wakefield (Centre for Behavioural Research in Cancer, Cancer Council Victoria, Australia) and Lois Biener (Researcher, University of Massachusetts, United States).

ID#: _____

Please complete the questions on this page before we start watching the ads.

The first questions are about anti-smoking commercials or “spots” that are intended to discourage cigarette smoking or to advertise cigarettes.

In recent months, how often have you seen such anti-smoking commercials on TV or heard them on the radio?
(Circle one number)

Anti-Smoking Commercials

1. Not at all
2. Less than once per month
3. 1-3 times per month
4. 1-3 times per week
5. Daily or almost daily
6. More than once a day

Advertising for Cigarettes

1. Not at all
2. Less than once per month
3. 1-3 times per month
4. 1-3 times per week
5. Daily or almost daily
6. More than once a day

In recent months, about how often have you seen anti-smoking ads or ads for cigarettes on billboards or in magazines and newspapers? *(Circle one number)*

Anti-Smoking Ads, Billboards, Magazines

1. Not at all
2. Less than once per month
3. 1-3 times per month
4. 1-3 times per week
5. Daily or almost daily
6. More than once a day

Ads for Cigarettes

1. Not at all
2. Less than once per month
3. 1-3 times per month
4. 1-3 times per week
5. Daily or almost daily
6. More than once a day

1. To what extent do you think such anti-smoking ads on TV, radio, billboards or in magazines and newspapers have... *(Circle one number for each statement)*

	Not at all	To a little extent	To some extent	To a great extent	To a very great extent
...made you less favorable toward smoking cigarettes?	1	2	3	4	5
...made you less likely to smoke cigarettes?	1	2	3	4	5

2. Now, we would like to know a few final things about you.

1. How old were you on your last birthday? _____ years
2. What is your gender? Female Male

3. What is highest grade or year of regular school or college that you completed?

No formal education
1st Grade
2nd Grade
3rd Grade
4th Grade
5th Grade
6th Grade
7th Grade
8th Grade
9th Grade
10th Grade
11th Grade
High School Diploma or GED
B.A. Level Degree
M.A., Ph.D. or Higher Degree
Other

4. Have you smoked at least 100 cigarettes in your lifetime?

Yes No

5. Do you currently smoke cigarettes every day, some days or not at all?

Every day Some days Not at all (Skip to end)

6. Do you think you will ever quit smoking entirely?

Yes No (Skip to end)

7. Are you planning to quit in the next 30 days?

Yes (Skip to end) No

8. Are you planning to quit in the next 6 months?

Yes No

**STOP HERE and WAIT for the first ad to be shown before turning the page.
It will be shown twice. Please watch and listen closely.**

Respondent #: _____ Ad # _____

What is the MAIN point that this ad is trying to make?

What ELSE is it trying to say?

How well do the following phrases describe this ad? (Circle one number for each phrase)

This ad...	Not at all							Extremely						
...was clear	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...had a message that is important to me	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...said things that were hard to believe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...made me stop and think	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...made me curious to know if what the ad says is true	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...is one that I would talk to other people about	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...told me something new	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...talked down to me	1	2	3	4	5	6	7	1	2	3	4	5	6	7
This ad made me feel...														
...sad	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...angry	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...happy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...scared	1	2	3	4	5	6	7	1	2	3	4	5	6	7
This ad was...														
...funny	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...powerful	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...boring	1	2	3	4	5	6	7	1	2	3	4	5	6	7
...emotional	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Overall, how good was this ad as an anti-smoking advertisement?

Not good at all 1 2 3 4 5 6 7 Very good

What makes it that way? _____

Once you have viewed all five ads, which ONE of these ads will most make you stop and think? (Circle one number only)

1. Baby Monitor
2. Artery
3. Camel
4. Cowboy
5. Ronaldo

Why? _____

Appendix 3.6: Sample Target Audience Profile

This sample target audience was provided by Marietta Dreher, Advertising Manager, ClearWay Minnesota, and Rich McCracken, Group Brand Director, Clarity Coverdale Fury Advertising, Minnesota, United States.

In the United States, ClearWay MinnesotaSM decided to focus marketing for its QUITPLAN ServicesTM in 2006-07 to those smokers who were preparing to quit or were actively taking quitting action, rather than those who were just contemplating, or not even contemplating, quitting. ClearWay Minnesota used quantitative market survey data to identify those who had purchased nicotine replacement therapy products in the last year and described this priority audience as “help seekers.”

The basic demographics of this group were:

- Approximately half male, half female
- Relatively evenly spread among age groups, with slightly more between the ages of 45-54
- Half had an annual household income of more than \$50,000 (USD)
- Eighteen percent held four-year college degrees or postgraduate degrees
- Approximately 70 percent lived in larger cities

Lifestyle data were used to determine that these smokers were more likely to:

- Participate in environmental groups and causes
- Belong to a veterans club
- Attend horse races
- Attend country music performances
- Go to bars and nightclubs
- Go fresh-water fishing
- Hunt
- Ride motorcycles

Media tracking data were used to determine what media these smokers use. These smokers were more likely to:

- Be heavy users of broadcast media (radio listenership was equal to TV viewership)
- Prefer radio formats such as Classic Hits, All Talk and Oldies
- Be light users of the newspaper and the Internet
- Use coupons they received in the mail

Based on this profile, ClearWay Minnesota and its advertising agency, Clarity Coverdale Fury, bought media placements and marketed through events where they had a high likelihood of reaching the target audience of smokers seeking help in quitting. For example, they increased radio buys and decreased newspaper buys, and they provided information about QUITPLAN ServicesTM at the fishing season opener and at snowmobiling expos. They also focused their communications on messages that would resonate with this audience. The ads emphasized the resources available to those ready to quit, such as QUITPLAN Services.TM