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**DEPARTMENT OF DEFENSE TOBACCO CESSATION
& EDUCATION CAMPAIGN**

MATERIALS TESTING REPORT

AUGUST 28, 2006

Introduction

ORC Macro is working with the TRICARE Management Authority (TMA; the U.S. Department of Defense Military Health System) to develop and implement a tobacco cessation marketing and education campaign targeting junior enlisted men and women (rank of E1–E4) between the ages of 18 to 24.

In spring 2006, ORC Macro conducted a series of focus groups across the four branches of military service to test a number of potential message platforms for the campaign. The findings from those focus groups were used to develop draft print, radio, and cinema advertising, and Web site designs.

To test the draft campaign materials, ORC Macro developed a plan to conduct discussion groups with members of the intended campaign audience across the four branches of military service. In addition, the plan included conducting individual interviews with the immediate supervisors (E5–E6) of the intended audience to determine their level of support for such a campaign and to hear their perceptions about barriers and facilitators to quitting for E1s–E4s.

During the week of July 25, ORC Macro conducted focus groups and interviews at the Naval Air Station Oceana, Dam Neck Annex, and United States Marine Corps Base, Quantico. Followup telephone interviews to test additional Web designs were conducted with E1s–E4s from these installations during the week of August 21. This report presents a summary of the findings from this research.

Additional focus groups and interviews are planned to test the materials with members of the Army and Air Force. After these focus groups are conducted, a full report will be developed to include all of the findings.

Methodology

Focus Groups and Interviews

The focus groups for testing the campaign materials are intentionally designed to be small to allow for a greater degree of discussion. Two focus groups were conducted at each of the two sites: Naval Air Station Oceana, Dam Neck Annex, and United States Marine Corps Base, Quantico. In the focus groups conducted at these two sites, there were a total of eight participants from the Navy and six participants from the Marines.

One-on-one interviews with E5s–E6s were conducted at each of the two bases. A total of five Navy participants and four Marine participants were interviewed.

Phone interviews with E1s–E4s who participated in the focus groups were conducted between August 17 and August 23 to test new Web site designs. There were a total of three Marine participants and two Navy participants.

Recruitment and Screening

ORC Macro contracted with independent market research firms to conduct intercept interviews in high-traffic areas, such as dining facilities and military stores. Recruiters were instructed to screen participants based on the following eligibility criteria (examples of the Focus Group and Interview screeners appear in Appendix A and B, respectively):

Focus Groups

- Currently on active duty
- Rank of E1–E4
- Aged 18–24
- Currently stationed at the designated installation
- Used tobacco products at least once a week over the past 30 days
- Intend to quit using tobacco products within the next 6 months.

Interviews

- Currently on active duty
- Rank of E5 or E6
- Supervise E1s–E4s
- Currently stationed at the designated installation.

If the person qualified for the study in age and rank, the recruiter then proceeded with the remainder of the screening questions. If the candidate was qualified, interested, and available at the time of the scheduled focus group or interview, he or she was given the necessary information about date, time, and location.

During the initial planning for the focus groups, the decision was made to provide a meal to focus group participants, in addition to \$50 as an incentive to participate. Interview participants were provided \$75 as an incentive to participate. This decision was helpful in increasing the numbers of individuals recruited for the focus groups and interviews across all of the installations.

Moderators

ORC Macro provided professionally trained moderators and interviewers. All staff on this project debriefed often to discuss any findings and to identify themes. At the conclusion of the focus groups and interviews, the entire project team met to review the findings and conduct a more systematic analysis using the notes and the observations of the moderator, interviewer, and note taker.

Focus Group Moderator's Guide

The moderator's guide was structured as follows (see Appendix C):

Introduction

- This segment enabled the moderator to introduce herself and gave the participants an opportunity to introduce themselves. This segment also gave the moderator an opportunity to explain the purpose of the focus group.

Discussion Topics

- Each focus group was divided into several discussion segments:
 - **Print ads.** Participants were shown three print ads: "Proud Father of a Marine," "She'll Be Just as Thrilled You Quit Tobacco," and "When He Looks Up." Participants were asked to comment on credibility, clarity, motivational quality, and preferences. The ads were shown one at a time, with the order rotated for each group. Each ad was discussed separately before all of the ads were discussed in general.
 - **Radio spot.** The moderator played two 30-second radio spots: "My Big Brother" and "Sounds." Participants were asked to comment on credibility, clarity, and motivational quality. The radio spots were played one at a time, with the order of play rotated for each group. Each spot was discussed separately before both spots were discussed in general.
 - **Cinema.** Participants were shown two 30-second cinema storyboards: "Copycat" and "Hazy." Participants were asked to comment on the messages and what action, if any, they would take after seeing the ad. The storyboards were shown one at a time, with the order rotated for each group. Each storyboard was discussed separately before both were discussed in general.
 - **Web site.** Participants were shown two Web site homepage designs. Participants were asked to comment on the content and design of the sites. The sites were shown one at a time, with the order rotated for each group. Each site was discussed separately before both were discussed in general.

Campaign Overall/Close

- This segment allowed the moderator to get general feedback on the campaign before adjourning the group.

Interviewer's Guide

The interviewer's guide was structured as follows (see Appendix D):

Introduction

- This segment gave the interviewer and participant an opportunity to introduce themselves. This segment also gave the interviewer an opportunity to explain the purpose of the interview.

Discussion Topics

- Each interview was divided into several discussion segments:
 - **General understanding.** Participants were asked about their own experience with tobacco use. They also were asked to comment on their perceptions of tobacco use in the military and, more specifically, tobacco use among junior enlisted personnel.
 - **Tobacco cessation.** The interviewer briefly explained themes that came out of the first phase of research: smoke breaks being the only acceptable way to take breaks from work, a perception that supervisors view smoke breaks as legitimate while nonsmoke breaks are not, and supervisors thinking tobacco use is acceptable. Participants were then asked to comment on the themes.
 - **Campaign support.** Participants were shown some campaign materials (i.e., print ads, radio spots, and Web sites) and were asked to comment on whether they would support a campaign of this nature.

Campaign Overall/Close

- This segment allowed the interviewer to get any additional information the participant may have wanted to provide before adjourning.

Web Site Followup Interview Guide

The moderator's guide for the Web site followup phone interviews was structured as follows (see Appendix E):

Introduction

- This segment enabled the moderator to introduce herself and explain the purpose of the interview. This segment also gave the participant a chance to review some of the print ad materials they viewed during the focus group.

Discussion Topics

- Each focus group was divided into several discussion segments:
 - **Specific site questions.** Participants were asked to comment on each design individually.
 - **Differences between the three versions.** Participants were asked which design they preferred and why.
 - **General questions about the Web site.** Participants were asked to provide comments about the Web site in general (i.e., not design specific).

Documentation

Focus groups and interviews were audiotaped. These tapes were used to supplement notes taken during the groups and interviews.

Overall Findings

Participants liked the platform/concepts presented, and only minor adjustments will be needed. Participants responded positively to the materials. They saw the ads as positive and were able to relate to them. They particularly liked the use of family, especially younger siblings or children, as a motivator to quit using tobacco. The theme line, “Make everyone proud,” resonated with participants, eliciting acknowledgement that target audience members see themselves as role models and want to make their families proud.

Participants also found the notion of doing it for yourself, as well as those who care about you, appealing. The use of the Department of Defense (DoD) logo, and its implications, was appealing to the participants, who thought the campaign showed that DoD cared about them. Because participants endorsed the overall look and feel of the campaign, the recommendations included in this report are intended to assist in fine tuning the creative elements of the mass media campaign.

Materials that are realistic and practical are important. Participants generally thought the campaign materials were more realistic in comparison with other tobacco cessation campaigns they have seen. Most participants also thought the materials, specifically those on the Web site, were practical. Ideas of “realism” and practicality were important to this audience.

The photos should represent a wide variety of service members to reach a large audience. A few participants commented that all of the materials showed male service members, and they recommended that images of women be included. Similarly, several thought that including service members of different ethnicities would help the ads reach a larger audience.

Differences in service affect “call to action.” Marines were enthusiastic overall about the campaign and appeared more motivated to go to the Web site. The sailors also were supportive of the campaign and the Web site but were more reserved in their participation with the call to action of going to the Web site. The sailors we spoke with had less access to the Internet than the Marines we spoke with and, therefore, needed more motivation to go to the Web site.

Detailed Findings

Focus Groups

Focus group testing often leads to a clearer determination about which direction creative materials should take. With this project, participants gave clear indications of preference for wording, format, concepts, and ideas.

Print Ads

When He Looks Up

This ad elicited the strongest response from participants—most participants had an emotional reaction based on their own desires to see their younger siblings remain tobacco free.

Participants see themselves as role models for younger siblings, other children, and younger marines and sailors. The ad reminded them of one reason they want to quit using tobacco.

The response to this ad was consistent with the findings from the previously conducted message platform. Young enlisted personnel take seriously the fact that children look up to them and mimic their behavior. During all of the focus groups, participants talked about not wanting to leave kids with the impression that tobacco use is acceptable.

Proud Father of a Marine

There was a mixed response to this ad, with a few participants stating that it would make them think of their own father and that he would be prouder if they quit using tobacco, which would cause them to consider quitting. Some participants had no response to the ad and a few other participants said that it meant little to them because their father/parents smoked and had little or no problem with them using tobacco. A few participants stated that their father/parents were proud of them for being in the military and were more worried about their safety on deployment than their tobacco use.

She'll Be Just as Thrilled You Quit Tobacco

Most participants saw this as a picture of a soldier returning from deployment and being greeted by his girlfriend or wife. They expressed skepticism about the woman caring much about tobacco use at this point—she would just be glad and proud that her boyfriend or husband was alive and well.

The ad did generate some discussion about the role and importance of significant others being supportive of staying tobacco free. Some participants saw the picture as very positive—the soldier is returning home tobacco free, and his girlfriend can help support him so he does not go back to using tobacco.

Radio Spots

My Big Brother

This radio spot received a reaction similar to that elicited by the “When He Looks Up” print ad—participants reacted emotionally. Several said it “hit them hard” and reminded them of their own siblings and their responsibilities as role models. They discussed how their own behavior can influence the decisions of those who look up to them and that they do not want children to think tobacco use is acceptable.

A few participants noticed the Web site more in this ad (compared to the print ads). Specifically they liked, “Quit tobacco. Make everyone proud. You can start at...” This, coupled with the younger voice, would motivate them to take action since they think of themselves as role models to younger relatives.

Sounds

Immediate reactions to this radio spot included words like “gross,” “nasty,” and “disgusting.” Several participants said that they got the point, but the coughing was overplayed. A few said they didn’t hear the announcer at all. They suggested that the coughing be scaled back.

A few of the participants thought the spot was different and might catch people’s attention. A few thought that for someone who just started smoking, it might scare them into quitting. These participants said they would listen to the spot more than once and encourage others to listen.

While participants said they got the point, none of them felt they could relate to the spot personally. Only a couple of participants said they knew anyone who coughed like that, even people who had been smoking for many years.

Some participants found it somewhat comedic and said they would not likely take any action as a result of hearing it. Other participants said that they would turn the spot off right away or would not listen to it a second time.

Cinema Storyboards

Copycat

The reaction to this storyboard was similar to that of the print and radio ads involving the younger brother and sister. Participants felt that the message was clear, and remarked that they have to always be aware of their behavior in public, especially when in uniform. They take the responsibility of being role models seriously, knowing that many people look up to them. Several participants thought portraying smoking would be just as effective as, or more so than, spitting.

Hazy

Participants liked the language “don’t lose sight of what is important” and thought that was the best part of the spot. It conveys the message that smoking gets in the way of making the important connections with people in your life.

However, participants found this storyboard harder to grasp and much less realistic than any of the other materials. They had difficulty with the idea that the smoke would consume the little girl.

Web Site Homepage Designs

Blue With Scrolling Images

Overall, participants responded more positively to this design than to the other one they were shown. Aspects of this design that participants found particularly appealing included:

- Scrolling images (and that it scrolled slowly so they could absorb the pictures)
- Colors (blue with yellow writing on black background in the pictures)
- Boxes for the four steps of quitting—although they want them identified as the four steps
- Menu bar on the right side.

Yellow With Static Image

Comparatively, participants found this less visually appealing in color and organization.

Overall Web Site Features

Below are comments about specific features that span both sites:

- **Four steps to quitting**
 - Several participants commented that they would click on a button that said “Four steps to being tobacco free” to learn what the steps are.
 - Most participants liked having the steps displayed on the homepage and then being able to go to each one. They suggested making it clear that the steps were sequential (e.g., that you cannot just start at step 3).
 - They wanted more information on the homepage about what is involved in each step, then the how-to’s when they go to the step.
 - A few participants raised the question of whether the steps are different for each type of tobacco use (e.g., cigarettes, smokeless tobacco, etc.).
 - A few participants noted they had a pattern of quitting tobacco and then starting again. The participants considered this a successful quit.
- **Guide to quitting toolkit**
 - Participants expected to find specific tips and guidelines in this section.
 - They asked if there would be guidelines for different of types of tobacco use (e.g., cigarettes, smokeless tobacco, etc.).
 - Participants wanted practical tips that have been successful for others, or things to consider that they might not have thought of themselves (e.g., eating carrots when a craving arises).
 - A few participants thought this should be called “guide to quitting” without the word toolkit. They felt that the word “guide” conveyed the same idea with enough specificity.
- **Take a quick quiz or self- assessment quiz**
 - Participants responded more positively to the term “self-assessment quiz” and thought seeing where you are in your attempt to quit would be helpful.
 - They liked the idea that the quiz would be quick.
 - Several participants thought a quiz at each step could be valuable.

- **Make a plan**
 - Participants responded to this feature favorably—several said they wanted help in coming up with a plan even before they saw this item. They liked that it meant action.

- **Quit tobacco live chat**
 - Participants perceived this to be a live chat with others like themselves—tobacco users who are trying to quit.
 - There were mixed reactions about whether they would use this feature.
 - Questions arose about if it would be moderated to keep everyone on topic and keep discussions going. There was also a concern that negativity towards quitting would arise in discussions and they wanted this kept out of the live chat. Participants suggested offering this feature at least at certain times of the day.

- **Message board**
 - Participants liked the idea of posting a question and receiving a quick answer from an expert. Again, they wanted the focus to be on practical and realistic advice.
 - Several participants thought this would be valuable even if they did not post to it—they could go in and read other people’s messages and replies.

- **Personal stories**
 - Participants thought this could be helpful if the stories focused on how to quit, not on “why” the person quit or why the reader should quit.
 - Some thought this may be similar to the guide—but would contain real stories of things that work.
 - All participants emphasized keeping the stories short.

- **Help close to you**
 - Participants expected information and links to local resources, such as clinics, support groups, and smoking cessation classes.
 - A couple of participants emphasized the importance of including military and nonmilitary resources both on and off base.

- **Fact sheets**
 - Participants responded well to this feature. In fact, this was a feature that some mentioned would motivate them to go to the Web site during the discussion of the advertising (before actually seeing the homepage designs).
 - Many of the participants wanted to find statistics about tobacco use—not just the typical statistics of how many smokers have heart attacks, etc., but also about those who quit successfully.
 - Several participants wanted to find health information, such as how tobacco affects the body—along with before and after pictures (i.e., lungs affected by smoking).
 - Participants also expected to learn more about when certain ill effects would likely occur.

- Many wanted to find information about the costs associated with using tobacco—several participants suggested a cost estimator to determine how much they had spent in a year on tobacco. They also suggested perhaps showing items that could have been purchased with this amount of money (e.g., big screen TV).

One final comment about the Web site: A suggestion was made about linking the campaign with **Navy Knowledge Online (NKO)**. This is the site that comes up for Navy service members when they go online. The person commented that the easier it is to get to—and the more “in your face” this Web site is—the more likely they are to use it. Making it a part of their daily lives would help them remember it and reinforce the importance of quitting.

Interviews

During the first phase of focus groups in spring 2006 some themes arose related to the role and impact of supervisors on tobacco use and quitting. To further explore these themes we conducted one-on-one interviews with E5s–E6s who are in a position to supervise E1s–E4s. The themes we discussed with these participants are included in the bulleted list below (the Interview Guide appears in Appendix D):

- The perception that using tobacco is the only acceptable way to take a break during the workday.
- The perception that smoke breaks were legitimate while nonsmoke breaks are not viewed as acceptable. Specifically, nontobacco users who were seen taking a break are more likely to be asked to complete a task while on their break than those who are using tobacco during their break.
- The perception that supervisors see tobacco use as acceptable.

We interviewed a total of four participants at Quantico and five at Oceana/Dam Neck. Tobacco use was not a criteria for recruitment; however, we did note whether the interviewee was a tobacco user.

- **Generally, the supervisors were supportive of the campaign.** Although a few participants did not like all of the materials, they would be supportive of the campaign and those people they supervise who want to quit.
- **There was some difference in opinion between tobacco users and nonusers.** Supervisors who used tobacco did not think a supervisee on a break would be more likely to be assigned a task if he or she was not using tobacco. Supervisors who did not use tobacco did think there was a difference in productivity among the junior enlisted who use tobacco and those who do not; the perception is that tobacco users are not as productive.
- **Participants would support anyone who wanted to quit using tobacco.** The supervisors were willing to support the junior enlisted members who want to quit using tobacco but the supervisors who currently use tobacco admitted that it may be a challenge for them to be a good role model.

General Thoughts on Tobacco Cessation

When asked to estimate the percentage of military personnel that uses tobacco, most supervisors estimated more than 30 percent. More specifically, when asked to estimate the percentage of junior enlisted who used tobacco, almost all of the supervisors thought there were more E1s–E4s who used tobacco than there were tobacco users in higher ranks. None of the supervisors thought that junior enlisted personnel would try to quit tobacco, saying that they are still young, have just begun to use tobacco, and have not begun to feel the ill-effects of tobacco use.

Perceptions About Smoke Breaks

In the first phase of focus groups we found that, while quitting is hard, there is a perception that it is even harder in the military, where there is a perception that most people use tobacco and that using tobacco is the only acceptable way to take a break during the workday. The E5s and E6s who were interviewed generally agreed with this finding. The perception was that the junior enlisted may come into the military as nontobacco users but begin using tobacco to actually take a break and to have something to do if they are given a break. Some supervisors who use tobacco commented how there are not many alternatives to tobacco use when taking a break. This was especially true in the Navy since they are aboard ships and activities are limited in general. Also, while most of the supervisors said they allow anyone who asks for a quick break to take one, they see the junior enlisted taking breaks because their superiors take breaks. More specifically, supervisors thought that “smoke breaks” can be used as a time to bond with others, including superiors, because rank is meaningless on the smoke decks/pits. In some cases, junior enlisted have even broken the chain of command while on a smoke break and told a superior something that their immediate supervisor did not know.

Opinions differed about whether someone who was not using tobacco on their break was more likely to be asked to complete a task than was a tobacco user based on the supervisor’s own tobacco use status. Supervisors who do not use tobacco had personally experienced this phenomenon and reported seeing it happen more often than did supervisors who use tobacco. In fact, a couple of the nontobacco users reported that taking a smoke break was a weakness and unnecessary. Supervisors who use tobacco, on the other hand, did not think nontobacco users were more likely to be asked to complete a task and in turn did not see a difference in productivity levels between users and nonusers. Supervisors who did not use tobacco thought tobacco users had a lower productivity level because tobacco users are more likely to take more breaks.

While none of the supervisors encouraged tobacco use, those who did use tobacco thought it was harder to support or encourage those who want to quit since they use tobacco as well. The participants had some concerns about being good role models and telling their subordinates to quit using tobacco while they still use tobacco.

Support for the Campaign and for Those Who Want To Quit

In general, supervisors reported they would support those who want to quit and that they did not see anything in the campaign that would cause them not to support it. Most of the supervisors would do whatever they could within limits (i.e., what their rank allows them to do) to get the word out for the campaign, such as sending out the link to the Web site and putting up posters. A few supervisors stated that they would personally counsel or advise their subordinates who want to quit using tobacco. For example, these supervisors might talk with the subordinates to help personally support them and think of other resources that could be used as a form of support.

Web Site Followup Interviews

We conducted followup phone interviews with some of the E1–E4 participants from the Quantico and Dam Neck focus groups to assist in further development of the Web site. We tested two new Web site designs (marine and pink/purple colors) and compared them with the version that was preferred during the focus groups (blue with scrolling images).

Participants were asked to sign up for followup phone calls during the July focus groups. Individuals who agreed to participate were called to confirm their participation between August 16 and August 18, and they were asked to schedule a phone interview between August 17 and August 23. An ORC Macro trained interviewer conducted the phone calls. Participants received a link to the Web site homepages and reviewed the Web pages during the phone interview (the Web Site Followup Guide appears in Appendix E).

Findings

Participants responded well to the new design with the marine. Most of the participants preferred the new design with the picture of the marine on it to either of the others. The colors and layout appealed to participants. A few participants said the color scheme is eye-catching and draws people in. A few participants liked the marine’s picture on the Web site because it appears positive and reinforces the idea that this site is designed specifically for members of the military.

The other two designs were accepted by some participants. There were some elements of the original design (blue with scrolling images) that participants liked, such as the colors and layout. In particular, one aspect of the original design that a few participants liked was being able to see what is involved in each step without having to click further. They like the information to be presented up front and “in their face.” Only one participant preferred the new design with pink and purple colors. Many participants commented that this homepage was “dark,” “negative,” and “grim.” One participant commented that this design may be more appealing if different colors were used, such as red and gold for the Marine Corps or blue and white for the Navy.

All of the participants said they would subscribe to quick tips or support that they would receive via e-mail. They liked this idea because if they forgot to go to the Web site one day, it would be a good reminder for them. A few participants said they would only want to receive these e-mails on a weekly or monthly basis.

Participants would return to the Web site. All of the participants said they would return to the Web site but most said they would be more likely to return to the site with the marine. Some participants also thought that while the DoD logo made them think the sites were trustworthy, the original design appeared more trustworthy than the other two designs. However, the marine design was viewed as more trustworthy than the pink and purple design, which was viewed as “sketchy.”

Conclusions

Focus groups conducted with E1–E4 members of the Navy and Marine Corps provided some preliminary insight. Several points can be drawn that should be helpful for further development of campaign materials:

- Participants responded to messages that contained children—they do not want their younger siblings, relatives, or other children to think that it is acceptable to use tobacco.
- The participants thought this campaign contained messages that are realistic and practical for their lives. The participants thought the homepage would be practical for them, and that is important to this audience.
- Keeping the materials on the Web site quick and simple are key to reaching this audience.

**SCREENING AND RECRUITMENT QUESTIONNAIRE
FOR TOBACCO FOCUS GROUPS
July 2006—Quantico Marine Base**

PURPOSE:

- To identify and recruit qualified volunteers
- To recruit for a total of two focus groups across Quantico Marine Base. We'll want to recruit a total of nine participants for each group to ensure that five show up for the focus group.

INTRODUCTION:

Hello, my name is _____ with _____. I'm here today on behalf of the Department of Defense to invite you to potentially receive **\$50** for participating in an important focus group discussion on base NEXT WEEK. The discussion groups are being held to learn more about service members' thoughts and opinions about their use of tobacco. The discussions are taking place on base on July 25 and are completely confidential.

May I ask you a few questions to see if you qualify for this upcoming project?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

Your answers to these questions are strictly confidential. We will never release your identity or answers to these questions to anyone other than the organization that is conducting the research, ORC Macro. ORC Macro needs to know how you answered these questions so that they can determine whether you qualify for the discussion groups. You are not required to answer any of these questions, and if you wish to end this interview at any time, you may.

SCREENING/RECRUITMENT

1. Are you between 18 and 24 years of age?

- 1 YES: CONTINUE
- 2 NO: TERMINATE – Thank you.
- 3 REFUSED: TERMINATE – Thank you.

2. Are you currently pay grade:

- 1 E1 through E4: CONTINUE
- 2 NONE OF THESE: TERMINATE

3. Are you currently on active duty?

- 1 YES: CONTINUE
- 2 NO: TERMINATE
- 3 REFUSED: TERMINATE

4. Are you currently an active duty Marine?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

5. Will you still be at Quantico Marine Base on July 25 (next week)?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

6. Have you used tobacco products at least once a week over the past 30 days?

- 1 YES: CONTINUE
- 2 NO: TERMINATE
- 3 REFUSED: TERMINATE

7. What type of tobacco products have you used?

- 1 Cigarettes (any brand or type): CONTINUE
- 2 Smokeless tobacco or chewing tobacco (chew, dip, chaw, plug, snuff, etc.): CONTINUE
- 3 Cigarettes AND smokeless tobacco: CONTINUE
- 4 OTHER; RECORD: _____. If tobacco product, CONTINUE
- 5 Do not use tobacco: TERMINATE

8. Do you intend to make a serious attempt to quit using tobacco products during the next 6 months?

(IF NECESSARY: By “seriously plan to quit,” I mean that you are thinking about your tobacco use habits and how you might stop using tobacco for good, and think you will act on this within the next 6 months.)

- 1 YES: CONTINUE
- 2 DON'T KNOW: TERMINATE
- 3 NO: TERMINATE

9. What is your age?

- 1 18: CONTINUE
- 2 19: CONTINUE
- 3 20: CONTINUE
- 4 21: CONTINUE
- 5 22: CONTINUE
- 6 23: CONTINUE
- 7 24: CONTINUE

10. What is your pay grade?

- 1 E1: CONTINUE
- 2 E2: CONTINUE
- 3 E3: CONTINUE
- 4 E4: CONTINUE

11. Please look at this card (HAND CARD LISTING RACES) and tell me which of these best represents you.

- 1 White, not Hispanic or of Latino origin
- 2 Black or African American
- 3 Hispanic or Latino
- 4 American Indian or Alaska Native
- 5 Asian
- 6 Native Hawaiian or Pacific Islander
- 7 Other; SPECIFY: _____
- 8 REFUSED

12. RECORD GENDER.

- 1 MALE
- 2 FEMALE

We would like to invite you to participate in a focus group in which you will be asked to discuss your attitudes towards tobacco use, your perceptions regarding kicking the habit, and a variety of test messages. As I mentioned, the focus group is being conducted on behalf of the Department of Defense and you will receive \$50 for your participation. The purpose is not to sell you anything, but to learn more about your ideas regarding tobacco and tobacco cessation as well as how you react to certain messages regarding this topic.

The discussion will last approximately 90 minutes and will include approximately six participants (your peers). Your participation is completely voluntary and everything you say during the discussion will remain confidential. We will also provide lunch (or dinner) for you before the focus group begins.

The focus group will be held on July 25 at 12:00 p.m. and 6:00 p.m. (SEE ATTACHED TABLE 1). It will be held on your base, in **Barber Physical Activity Center**.

13. Do you think that you will be able to and willing to participate?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

I'm glad that you'll be able to join us!

I'd like to send you a confirmation letter and directions to the focus group. In order to do so, could you please give me your name, mailing address (or fax number), and a phone number where you can be reached?

NAME:

ADDRESS:

CITY:

STATE, ZIP:

PHONE:

E-MAIL:

DATE AND TIME OF GROUP:

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call _____ at _____ if this should happen. We look forward to seeing you on DATE at TIME.

We will call you the day before the focus group to remind you. What is the best telephone number to reach you on the DAY BEFORE GROUP)?

PHONE: _____

Is this number:

- 1 Your cell or mobile phone?
- 2 A barracks phone?
- 3 Your duty phone?
- 4 Other; SPECIFY: _____

When is the best time to reach you at this phone number? RECORD.

Those are all the questions I have for now. Thank you for your time.

**SCREENING AND RECRUITMENT QUESTIONNAIRE
FOR TOBACCO ONE-ON-ONE INTERVIEWS
July 2006—Quantico Marine Base**

PURPOSE:

- To identify and recruit qualified volunteers
- To recruit for a total of four one-on-one interviews at Quantico Marine Base. We'll want to recruit a total of five participants for each base.

INTRODUCTION:

Hello, my name is _____ with _____. I'm here today on behalf of the Department of Defense to invite you to potentially receive **\$75** for participating in an important one-on-one interview on base NEXT WEEK. The interviews are being held to learn more about supervisors' thoughts and opinions about their direct reports' (E1s–E4s) use of tobacco. The interviews are taking place on base on July 25 and are completely confidential.

May I ask you a few questions to see if you qualify for this upcoming project?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

Your answers to these questions are strictly confidential. We will never release your identity or answers to these questions to anyone other than the organization that is conducting the research, ORC Macro. ORC Macro needs to know how you answered these questions so that they can determine whether you qualify for the project. You are not required to answer any of these questions, and if you wish to end this interview at any time, you may.

SCREENING/RECRUITMENT

1. Are you currently pay grade:

- 1 E5: RECORD AND CONTINUE
- 2 E6: RECORD AND CONTINUE
- 3 NONE OF THESE: TERMINATE

2. Are you currently on active duty?

- 1 YES: CONTINUE
- 2 NO: TERMINATE
- 3 REFUSED: TERMINATE

3. Are you currently an active duty Marine?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

4. Will you still be at Quantico Marine Base on July 25 (next week)?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

5. Do you currently supervise active duty E1–E4s?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

6. Do you use tobacco?

- 1 YES: CONTINUE
- 2 NO: CONTINUE

7. RECORD AGE _____

8. Please look at this card (HAND CARD LISTING RACES) and tell me which of these best represents you.

- 1 White, not Hispanic or of Latino origin
- 2 Black or African American
- 3 Hispanic or Latino
- 4 American Indian or Alaska Native
- 5 Asian
- 6 Native Hawaiian or Pacific Islander
- 7 Other; SPECIFY: _____
- 8 REFUSED

9. RECORD GENDER.

- 1 MALE
- 2 FEMALE

We would like to invite you to participate in a one-on-one interview in which you will be asked to discuss your attitudes towards tobacco use by E1s–E4s, your perceptions regarding kicking the habit, how and what support you or others give to E1s–E4s regarding the use of or cessation of tobacco use, and a variety of test messages. As I mentioned, the interview is being conducted on behalf of the Department of Defense and you will receive \$75 for your participation. The purpose is not to sell you anything, but to learn more about your ideas regarding tobacco and tobacco cessation as well as how you react to certain messages regarding this topic. The discussions will be held in person, one-on-one.

The interview will last approximately 45 minutes. Your participation is completely voluntary and everything you say during the interview will remain confidential.

The interview will be held on July 25 (**SEE ATTACHED TABLE 1**). It will be held on your base, in **Barber Physical Activity Center**.

10. Do you think that you will be able to and willing to participate?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

I'm glad that you'll be able to join us!

I'd like to send you a confirmation letter and directions to the interview. In order to do so, could you please give me your name, mailing address (or fax number), and a phone number where you can be reached:

NAME:
ADDRESS:
CITY:
STATE, ZIP:
PHONE:
E-MAIL:
DATE AND TIME OF GROUP:

We are only interviewing a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call _____ at _____ if this should happen. We look forward to seeing you on DATE at TIME.

We will call you the day before the interview to remind you. What is the best telephone number to reach you on the DAY BEFORE GROUP)?

PHONE: _____

Is this number:

- 1 Your cell or mobile phone"
- 2 A barracks phone"
- 3 Your duty phone?
- 4 Other; SPECIFY:_____

When is the best time to reach you at this phone number? RECORD.

Those are all the questions I have for now. Thank you for your time.

TRICARE TOBACCO CESSATION PROGRAM FOCUS GROUP MODERATOR'S GUIDE JULY 2006

Welcome/Introduction: 5 minutes

Welcome and thank you very much for agreeing to participate in this focus group. My name is _____, and my role is to guide the discussion tonight. Right away, I want to let everyone know that I'm not an expert in the topic we'll be covering. I want to hear your honest opinions about the topics we discuss tonight. There is no right or wrong answer to the questions I'm going to ask; please just relax and enjoy the discussion.

Before we get started, there are just a few things I'd like to point out. We have in the room someone else from my company, ORC Macro, who is observing and taking notes.

Please keep in mind that your participation in this discussion is completely voluntary. If for any reason you wish to leave the discussion, you may.

Ground Rules

- A. You have been asked here to offer your views and opinions; participation from everyone is important.
- B. We are audiotaping the session.
- C. Speak one at a time.
- D. No side conversations.
- E. It is OK to disagree with each other because there are no right or wrong answers to these questions. If you dislike something or disagree with something that is said, I want to hear about it.
- F. Use first names only when speaking.
- G. All answers are confidential so feel free to speak your mind.
- H. You may excuse yourself from the conversation at any time for any reason.

Ice Breaker: 5 minutes

Let's begin by finding out a little bit about each of you. Please tell everyone your first name, where you are from, and how long you have been in the military.

Topic 1: General Understanding

We're here this evening because my client, DOD/TRICARE, wants to reach junior enlisted (E1–E4) 18- to 24-year-old active-duty service members (ADSM) with a campaign to help people quit using tobacco. We are especially interested in people who are thinking about or trying to quit. So I'd like to get your ideas and your feedback on materials that we have developed to help communicate these messages.

Topic 2: Print Ads: 20 minutes

a. Make Everyone Proud

Take a look at this ad. I'll give you a few minutes to review the ad before we continue our discussion. *[Rotate order of ads shown between groups]*

General

1. What do you think about this ad?

Understandability

2. What does the ad convey to you?
 - a. Who is the other person in the picture? [Probe: family member, acquaintance, girlfriend.]
 - i. What image/person would be the most motivating to you—what would be a reason you wanted to quit using tobacco?
 - b. How do the photos help you understand this message?
 - c. In your own words, how would you describe the general message of this ad? What do they want you to take away from it?
 - d. Would you read the text?
[Allow participants to describe the ad. If not mentioned, ask specifically if the ad is interesting. New?]

Behavior Change

3. Do you see yourself as a role model either among younger people in your family or in the community? Is the answer different depending on whether you are in uniform?
4. Would this make you think more seriously about quitting tobacco? Why? Why not?
 - a. Is there missing information that you would like to have included in this ad?
 - b. What part of this ad affects you most? Why? Least? Why?
 - c. What would you do after seeing this ad?
 - i. Would you go to the Web site?
 - ii. Would you tell someone about the ad?

Now I'd like to show you other ads that have the same message but slightly different ways of illustrating the idea.

[Show remaining ads at the same time]

Additional Ads

5. What do you think of this version?
 - a. How do the different ads affect your perception of the message?
[Probe to see if family or being a role model is more important.]
 - i. Would different ethnicities or genders make a difference?
 - ii. Does the age of the person in the ad appeal to you? Would it better if they were younger or older?
 - b. Which ad gets the message across the best?
 - c. Would you change anything in these ads to make them more appealing?
 - d. Do you think different versions would appeal to different types of people? Why?

Placement

6. Where might you expect to see an ad like this?
 - a. Magazines, base newspapers?
 - b. What on-base venues? Kiosks?
 - c. Would any of the places you mentioned have more impact than the others? If you had to choose one place, which would it be?

Topic 3: Radio Spot: 12 minutes

Now I would like to have you listen to an ad you would hear on the radio. Once you have listened to the ad, we'll discuss it, so please pay close attention.

1. What do you think about this advertisement radio spot?
 - a. What does this radio spot say to you?
 - b. What part of the message affects you most? Why? Least? Why?
 - c. Can you relate to it? Why or why not?
2. What do you think of the announcer's voice? Would it make a difference if it was a man talking? Why or why not?
3. Would you do anything after hearing this ad?
 - a. Would you listen to it more than once or change the station after the first time? Why?
 - b. Would you go to the Web site? Why or why not?
 - c. Would you tell a friend about this ad or send it to them from the Web site? Why or why not?

Now I would like to have you listen to another ad you would hear on the radio. We will discuss it once you have listened to it.

4. What do you think about this advertisement radio spot?
 - a. What does this radio spot say to you?
 - b. What part of the message affects you most? Why? Least? Why?
 - c. Can you relate to it? Why or why not?
5. What do you think of the announcer's voice? Would it make a difference if it was a little boy talking? Why or why not?
6. Would you do anything after hearing this ad?
 - a. Would you listen to it more than once or change the station after the first time? Why?
 - b. Would you go to the Web site? Why or why not?
 - c. Would you tell a friend about this ad or send it to them from the Web site? Why or why not?

Topic 4: Cinema: 12 minutes

Now I would like to show you what we call a storyboard. This is an illustration of what you might see in a 30-second advertisement that would run in a movie theater. Once you all have an opportunity to review the ad, we'll discuss it, so please try to pay close attention.

[Moderator: briefly describe each frame in the storyboard, then allow participants to view the storyboard in silence for a few moments.]

1. What is the message being conveyed in this ad?
 - a. What part of this message affects you the most? Why? The least? Why?
 - b. Can you relate to it? Why or why not?
2. What would you do after seeing this ad?
 - a. Would you go to the Web site?
 - b. Would you tell a friend about this ad? Why or why not?
 - c. If this ad were made available to you on the Web, would you send it to someone? Why or why not?

Now I would like to show you the storyboard for another advertisement. *[Moderator: briefly describe each frame in the storyboard, then allow participants to view the storyboard in silence for a few moments.]*

3. What is the message being conveyed in this storyboard?
 - a. What part of this message affects you the most? Why? The least? Why?
 - b. Can you relate to it? Why or why not?
4. What would you do after seeing this ad?
 - a. Would you go to the Web site?
 - b. Would you tell a friend about this ad? Why or why not?
 - c. If this ad were made available to you on the Web, would you send it to someone? Why or why not?

Topic 5: Homepage/Site Design: 20 minutes

Now I would like to have you review a couple of different designs for a Web site homepage. Once all of you have an opportunity to review the Web site, we'll discuss it, so please review it carefully.

[Moderator: briefly describe the content—provide a handout with the mockup of the pages, then allow participants to view the content in silence for a few moments as the mockup is displayed on the laptop.]

1. What do you think about this homepage design?
 - a. Does it look like what you expected to see once you got to the site? *[Probe for more information]*
 - b. Which of the buttons or features would you be most likely to click on? *[Probe: facts, personal stories, live chat, toolkit, help close to you]*

APPENDIX C: FOCUS GROUP MODERATOR GUIDE

Now I would like to have you review a second design for the campaign Web site. Once all of you have an opportunity to review the Web site, we'll discuss it, so please review it carefully. *[Moderator: briefly describe the content—provide a handout with the mockup of the pages, then allow participants to view the content in silence for a few moments as the mockup is displayed on the laptop.]*

2. What do you think about this homepage design?
 - a. Does it look like what you expected to see once you got to the site? *[Probe for more information]*
 - b. Which of the buttons or features would you be most likely to click on? *[Probe: facts, personal stories, live chat, toolkit, help close to you]*

Differences Between the Three Versions

3. Which overall design do you prefer?
 - a. What is it about the version you prefer that makes it better than the other design?
 - b. Did the use of color affect your decision?
 - i. Which color scheme do you like better?

General Questions about the Homepage/Site

4. What is the most important information you gathered after looking at the homepages?
 - a. What part of this message affects you most? Least? Why?
 - b. What, if anything, should be added to the Web site?
 - c. How might you improve this Web site?
 - d. Based on the information, how often would you return to this Web site?
 - e. Would you tell someone about this Web site? Why or why not?
5. Would you subscribe to receive quick tips or support e-mail from this site?
 - a. How often would you want to receive e-mails? Weekly? Daily?

Topic 6: Campaign Overall: 10 minutes

After viewing all the materials, take a minute and think about them as a complete package.

1. What are your overall feelings about the Tobacco Cessation campaign?
2. What do you think the common message of the campaign is?
3. What is the most important part of this campaign to convey the message? Why?
4. Does any part stand out more than others?
5. Would these materials make you more likely to reach out to the Web site/phone number/other for tobacco cessation information or help? Why or why not?
6. Based on the materials, do you think you are more likely to try to quit in the next 3 months? Why or why not?
7. Based on our conversation, what have we missed? Any other ideas?

Close

Thank you very much for coming [tonight], and for sharing your ideas with us—we really appreciate your time.

**TRICARE TOBACCO CESSATION PROGRAM
INTERVIEWER GUIDE
JULY 2006**

Introduction: 5 minutes

My name is _____, and I want to thank you for agreeing to be interviewed. I'm not an expert in the topic we're discussing; I just want to hear your honest opinions about the topic.

Please keep in mind that your participation in this interview is completely voluntary. If for any reason you wish to discontinue the interview, you may.

I would also like to remind you of a few things:

- ◆ The interview is being audiotaped.
- ◆ There are no right or wrong answers to these questions.
- ◆ All answers are confidential, so feel free to speak your mind.
- ◆ You may excuse yourself from the conversation at any time for any reason.

I'm speaking with you today because DOD/TRICARE wants to reach people in the military for a campaign to help people quit using tobacco. In particular, our goal is to develop messages and materials that will focus on junior enlisted (E1–E4) 18- to 24-year-old active-duty service members. The objective is to encourage this group to quit smoking or using other tobacco products. We're interested in talking to you because you supervise the group of individuals we are interested in. So if you have any ideas to better reach these individuals or how to better support tobacco cessation among them, we want to hear about it.

Do you have any questions before I begin?

Topic 1: General Understanding: 5 minutes

Tell me about your own experience with tobacco.

- a. Do you currently use tobacco?
 - ◆ If yes, what type and how much?
 - ◆ Have you ever tried to quit?
 - ◆ Are you currently thinking about quitting?
 - ◆ If no, have you ever used tobacco in the past?
- b. What proportion of people at your level use tobacco? What about at the junior enlisted level?
- c. Do you think that most of the E1s–E4s who use tobacco want to quit?

Topic 2: Thoughts on Tobacco Cessation: 20 minutes

Let me describe for you what we did in the first phase of our research. We conducted focus groups among E1s–E4s in various military installations, including [mention installation for same

branch]. Some key themes came out of those focus groups and we want to explore those a little more with you.

What we found is that while quitting is hard, there is a perception that it's even harder in the military. Some of the main reasons for this include being in an environment where it seemed that most people use tobacco and the feeling that smoking was the only acceptable way to take a break during the workday.

1. What do you think? Do you think there are things about the military that might make it difficult for E1s–E4s to quit using tobacco?
 - a. Are these challenges unique to junior enlisted, or do they exist throughout the ranks?
2. Where do supervisors fit in? Is there anything about a supervisor's role that might influence an E1–E4 who was trying to quit?
3. Would you or do you support those you supervise who want to quit using tobacco? If so, what kind of support do/would you offer?
4. Are there things about your job and responsibilities that make it difficult to support those who want to quit using tobacco?
5. What would make you more likely to encourage or support E1s–E4s who want to quit using tobacco?

Another theme that came up was the issue of taking breaks. A lot of the people we talked to said that it would be important or useful to be able to take a work break from time to time to collect their thoughts or diffuse a tense situation. However, they also said that taking a smoke break was considered to be “legitimate” while nonsmoke breaks weren't viewed that way by their supervisors.

1. What do you think about that? Does that fit any experience you've had?
 - a. Is it possible for nonsmokers to take a break?
 - b. What would you think if a nonsmoker who reported to you asked to take a 5-minute break?
 - c. Is this the same reaction you have to someone who wants to take a smoke break?

To explore that a little more, many participants said that their supervisors often use tobacco and see tobacco use among E1s–E4s as acceptable. They said that supervisors even encouraged smoke breaks or considered those who were taking breaks but were not using tobacco to be slackers and sent them back to work. The supervisors were also reported to be more likely to ask a person who was on a break and not using tobacco to complete a task before they would ask a person who was using tobacco on their break.

2. What is your thought on that?
 - a. Does that fit with your experience?
 - b. From your perspective, do you see a difference in productivity between tobacco users and nontobacco users?

Topic 3: General Campaign Thoughts/Ideas: 20 minutes

I'd like to show you some of the tobacco cessation campaign materials that we've developed and then ask you a few questions.

1. What are your overall thoughts about the tobacco cessation campaign I've just shown you?
2. Would you support a campaign like this? Why or why not?
 - a. Is there anything in particular that would cause you to support or not to support it?
3. How would you support this campaign? [*Probes: how might you spread the word, how might you support someone you supervise who was motivated by the campaign?*]

Close: 3 minutes

Before we end this interview, do you have any additional information that you feel would be helpful to provide?

Thank you very much for your time and for sharing your thoughts and ideas with us—we really appreciate your time assisting us with this research project.

Homepage/Site Design: 20 minutes

Hello, my name is _____ with ORC Macro. I'm calling to discuss homepage designs to help develop the Make Them Proud tobacco cessation campaign that we talked about on base a couple of weeks ago. Thank you for agreeing to participate in this call. I want to hear your honest opinions about the designs. There are no right or wrong answers to the questions I'm going to ask.

Please keep in mind that your participation in this discussion is completely voluntary. If for any reason you wish to discontinue the discussion or not answer any question, you may. All answers are confidential, so feel free to speak your mind.

You may excuse yourself from the conversation at any time for any reason.

First, if you haven't done so already, please click on the link that we sent you in an e-mail. I'd like to remind you about the campaign. My client, DoD/TRICARE, wants to reach junior enlisted (E1-E4) 18- to 24-year-old active duty service members with a campaign to help people quit using tobacco. When we met on base, we asked for your opinion on materials such as print ads, radio and cinema spots, and homepage designs. If you've clicked the link that we sent you, you will see a couple of the print ads. Just take a look at these to refresh your memory about the campaign.

Before we talk about the homepage designs, I want to let you know that what you will see today are just static images of the homepage. When we develop the actual Web site it will have graphics that move, and things like podcasts and games, plus a live-chat feature where you could get advice from a trained cessation counselor. This is true for all the designs I'm going to show you, so please keep that in mind. You will have to use your imagination a bit to picture these as actual Web sites.

Now please click on Home 1 and take a look at the homepage design.

1. What do you think about this design?
 - a. Is it a site designed for someone like you?
 - b. Is it the kind of site you'd expect to see based on the ads (including the radio and cinema ads we talked about a couple of weeks ago)? [*Probe for more information*]
 - c. If you wanted to get more information on quitting tobacco, would you find this site useful? Would it answer your questions about your own tobacco use? Why or why not?
 - d. Does this site seem easy to use? Why or why not? [*Probe for information on layout and navigation thoughts*]
 - e. Is this the kind of site you might return to more than once? Would you tell others about this?
 - f. What do you like about the site and why?
 - g. What don't you like about the site and why?

Now click on Home 2 and take a look at the homepage design.

2. What do you think about this homepage design?
 - a. Is it a site designed for someone like you?
 - b. Is it the kind of site you'd expect to see based on the ads (including the radio and cinema ads we talked about a couple of weeks ago)? [*Probe for more information*]
 - c. If you wanted to get more information on quitting tobacco, would you find this site useful? Would it answer your questions about your own tobacco use? Why or why not?
 - d. Does this site seem easy to use? Why or why not? [*Probe for information on layout and navigation thoughts*]
 - e. Is this the kind of site you might return to more than once? Would you tell others about this?
 - f. What do you like about the site and why?
 - g. What don't you like about the site and why?

Now I would like you to look at Home 3, which is a design you saw when we were on base a couple of weeks ago.

3. What do you think about this design in comparison with the other two?
 - a. Is it designed for someone like you?
 - b. Would you be more or less likely to use this site than the others?
 - c. Is this site easier or more difficult to use?

Now please click on Homepage Comparison, which has all three designs in one place.

Differences Between the Three Versions

4. Which design do you like better?
 - a. What is it about this version that makes it better than the other designs?
 - b. Which one is best for someone like you who wants to learn more about quitting tobacco?
 - c. Which one would you be more likely to visit more than once?
 - d. If you had the chance, what would you change or improve about the design you liked best?

General Questions About the Homepage/Site

[These questions are asking about the site concept in general, not just the ones we tested.]

5. Would you subscribe to receive quick tips or support e-mail from this site?
6. Would this site help you quit using tobacco?
7. Do you think the site looks like something you can trust? Why or why not? Does one appear more trustworthy than the others? Why?