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Health Canada Youth Tobacco & Smoking Phase II Qualitative Research

Summary of Results for 16-19 Year-Olds

D-Code
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Overview

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Objectives

- Uncover how second hand smoke is a relevant issue among youth;
- Identify how we can best make this issue resonate among young people;
- Determine how the issue of second hand smoke fits into the broader context of smoking-related issues and behaviour;
- Identify the voice in which our message(s) should be delivered to optimize credibility, passion and motivational appeal;
- Determine the definition of advocacy that youth are most likely to embrace and what role they are most likely to play;
- Identify the broader (longer term) messages and/or tools that could be delivered to youth to empower them in their quest to make it understood that being a non-smoker is the norm.

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Methodology

For the express purpose of capturing the views of young Canadians on issues, attitudes and behaviour relating to smoking and tobacco, D-Code hosted and facilitated three, five-day On-Line Discussions with the following youth segments:

1. Non-Smokers (those who did not smoke) aged 16 – 19;
2. Occasional Smokers (those who smoke less than daily, more frequently than once a month) aged 16-19;
3. Regular Smokers (daily smokers) aged 16-19.

The teams were convened on a password-protected section of D-Code's website where they were asked to respond to questions and exercises posted by the D-Code facilitator.

Each participant was able to post their ideas and insight anonymously using a codename which helped to ensure honesty and openness about a subject that is often difficult to discuss.



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Context



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Non-Smokers

- Not surprisingly, non-smokers hate just about everything related to smoking.
- Some feel that people might try it to look and feel “cool”, but ultimately friends and addiction keep people smoking, not image aspirations.
- Most tried smoking between grades 7–9
 - Tried out of curiosity, to fit in/be accepted, to feel mature and rebel
- Non-smokers ultimately chose not to smoke: they felt it was disgusting, made them sick, it is harmful to their health and some didn't want to be associated with the “smoker crowd”. They are proud of their non smoker status.



Non-Smokers

- Key influences include:
 - Parents/grandparents who smoke and don't smoke;
 - Friends who smoke and don't smoke;
 - Teachers and in-school programs.
- Smoking related issues they care most about are second hand smoke and children and smoking.
 - Feel strongly that smoking should be banned in public places and that children should not be given easy access to cigarettes or exposed to second hand smoke against their will.
- Non-smokers are exposed to second hand smoke at bars/clubs, restaurants with “non-smoking” sections and around family and friends who smoke.
- Most are comfortable with asking people they KNOW to refrain from smoking around them/to keep the smoke away from them. They will not approach strangers.



Occasional Smokers

- Most feel that smoking is not cool, however they are more open to the notion that smoking can help create an image that is interesting and desirable. But most still think it is an unattractive habit.
- Most tried smoking in early teen years (consistent with quantitative findings)
 - Tried out of curiosity, desire to fit in/be accepted, aspiring to be like older teens
- They currently smoke out of boredom, when they are drinking and hanging out with friends ("it's what you do"), because it gives them confidence in uncomfortable situations and relieves stress. "Social smoking" is greatly appreciated by this group.
- However, none of them considers him or herself a "smoker" because they smoke in "moderation" - they are not addicted and claim they could "give it up anytime".



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Occasional Smokers

- Occasional smokers NEVER buy their own cigarettes – they "bum and borrow". No financial issue.
- They are well versed on the health risks associated with smoking – but aren't as concerned about them because they don't smoke "that much".
- Key influences include:
 - Parents/grandparents who smoke and don't smoke;
 - Loss of a family member;
 - Friends who smoke and don't smoke;
 - Potential love interests.
- Smoking related issues they care most about are children and smoking as well as smoking in public places, especially restaurants.
 - They are disgusted by smoke in restaurants and concerned about children being exposed to smoke in public places that should be smoke free.



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Occasional Smokers

- However, outside of its effects on children, second hand smoke doesn't seem to be an important issue for occasional smokers. They don't seem that concerned about the health related issues and some feel that their larger concern is the first hand smoke they consume.
- They are exposed to second hand smoke at bars and clubs, house parties and at work.
- Most have been asked by a non-smoking friend to smoke away from them or not smoke at all. They are sensitive to these requests and will accommodate when asked by people they know.



Regular Smokers

- Group most likely to accept the notion that smoking is "cool".
 - "It's dangerous and rebellious." "You're going against the grain." It's...self-expression."
 - Still depicted as cool in the media – television and films are still glamourizing smoking
- Health risks, cost and addiction/trying to quit are cited as the very uncool aspects of smoking.
- Most tried it/started in grade 7-9 (consistent with quantitative findings).
 - Out of curiosity, to rebel/get even with parents or teachers, to fit in/be accepted, out of boredom and because their family and friends smoked
- Most wish they could go back and make a different choice – the non-smoking choice.



Regular Smokers

- They smoke because they are addicted – to the substance, to the ritual, to the social aspect of smoking. It relieves stress, helps them focus and keeps them on an “even keel”.
- Key influences include:
 - Parents/grandparents who smoke and don’t smoke;
 - “I grew up seeing an active, healthy parent smoke. I thought the health risk stuff was BS!”
 - Friends who smoke.
- The smoking issue they care most about is children and smoking.
 - Preventing them from starting
 - Reducing access to cigarettes
 - Reducing exposure to second hand smoke

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Regular Smokers

- With respect to second hand smoke, they are most concerned with the effect it has on children.
- They are exposed to it constantly but feel strongly that they have a bigger issue to deal with – their own smoking habit.
- Most are very sensitive not to smoke around children and other non-smokers.
- Most are willing to accommodate a non-smoker's request (when it's someone they know) to smoke elsewhere. They are sensitive to signs of smoking intolerance.

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Smokers vs. Non-Smokers

SMOKERS

- More grungy, skater, punk types
- Pale, bad breath, stink, yellow teeth
- Don't care much about what they wear – but looking to make a "statement"
- More rebellious
- More accepting and less judgmental
- Challenge authority
- More relaxed and funny
- Indifferent about non-smokers

NON-SMOKERS

- Clean cut, more athletic, "preppy"
- Healthy and attractive
- More brand conscious – like trendy but mainstream clothes
- Rebellious in "less dangerous" ways
- Like to hang out with other non-smokers
- "Okay" to hang out with – more uptight
- More responsible and mature – ambitious and goal-setting
- Judgmental

Smokers vs. Non-Smokers

- Acknowledgement that what they described are stereotypes – any kind of person can be a smoker or a non-smoker.
- Reluctant to answer who they'd rather be friends with – don't want to be judgmental and "shallow" – a friend is a friend regardless of their smoking behaviour.
- The Non-Smoker group seems difficult to access. The criteria for acceptance and barriers to admission are considerable.
- Gaining admission to the "Smokers' Club", however, is as easy as putting a cigarette in your mouth.



Understanding “Cool”...

- Seemingly contradictory feedback on the “coolness” of smoking.
- Teens from each group talked about the construction of a “cool” image through movie stars and pop culture icons.
- But almost all participants agreed that there wasn’t much that was cool about smoking as they experience in their daily lives regardless of their smoking behaviour – it is dirty, smelly, addictive, expensive, dangerous, etc.
 - Quantitative data suggests that only 2% of youth think that smoking is “cool” (Anti-Tobacco Benchmark Survey, Environics, 2001)
- Smoking, as it is being packaged on a macro level by pop culture celebrity and the tobacco industry, continues to create a mystique and an image that is attractive. However, on a micro level, the “coolness” of cigarette smoking appears to be breaking down – but usually not until after someone has tried it.



Evolving Role and Influence of Friends...

- Friends clearly play an enormous role in a young person’s decision to try and/or continue smoking.
- The role of friends and the influence they exert seems to evolve from “try it or we won’t like or accept you” to “we respect your right to quit, but if you do stop, we won’t have much in common anymore.”
- Smoking is a profoundly social activity, making successful cessation a rather anti-social and alienating process.



Advocacy and Activism

- Most participants didn't feel empowered, engaged or as though they could make a difference on any of the issues they're concerned about
 - "I'm just one person...too young, who's going to take me seriously..."
- They are really turned off "Activism". They associate activism strongly with G8-type protestors who are not seen as cool, genuine or effective.
- Most teen participants indicated that they were are passive activists or silently supportive activists with respect to the issues they cared about. (Most wouldn't have used "activist" unprompted. This language was provided to them.)



Advocacy and Activism

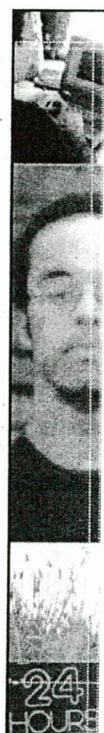
- Lack of "active activism" shouldn't be mistaken for lack of interest or compassion.
- They do care and have strong convictions, values and opinions but live in perpetual fear of doing something that will leave them on the outside.
- They are looking for and need someone to lead the way and champion the issues they care about. They will and want to support a cause or campaign, but they are not likely to drive it.
- Looking to all levels of government for support – strong sense that the government should do and/or continue to do its job.



Key Success Factors



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Key Success Factors

- **Public Enemy #1...can't be them.** If we decide to focus an anti-tobacco message against one particular group, Health Canada must establish a non-teen "enemy" for them to push back against. Health Canada can not expect teenagers to turn against one another. Teenagers, smokers and non, need to rally together against a non-teen, preferably adult, "bad guy".
- **Right Here. Right Now.** Teens do respond well to the "real stories" about the tragic and gruesome consequences associated with smoking. But they also think they're invincible (smokers are the most optimistic about their future quality of life!). Talk to them about how smoking is going to impact the things they care about RIGHT NOW – how they look, how much money they have, their friendships, their sex and relationship prospects, parties... We've scared them about the future. What about the present?



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Key Success Factors

- **Connect the Dots.** It is easier to motivate someone to do something about an issue they care about than to convince them to care about a new one. Connect an issue or an idea that they may be indifferent to or lack knowledge about (adverse effects of second hand smoke) to something they're passionate about (children not getting exposed to or addicted to cigarettes).
- **Clear and Present Goals.** What is the campaign trying to accomplish? What are you asking them to do? Is it reasonable? Most teens feel overwhelmed and unsure how they can make a difference. Make sure you're clear on what you're asking them to do and why. What is the desired outcome? Make it EASY and RISK-FREE for them to get involved.



Key Success Factors

- **Authenticity.** Reality doesn't bite. They love it. They want to hear and see real people telling their stories. They relish in the drama and unexpectedness of it.
- **Surprise and Delight.** Anti-smoking messaging is on the verge of becoming "wallpaper" and "white noise." Teens are telling us they've heard it all before. They're extremely media savvy and just shy of jaded. Health Canada and other anti-smoking organizations have been saying the same thing in a very similar way for years. Shock them into listening again. Make them say "Holy sh*t! I can't believe the federal government did/said/produced/supported that!"



Strategic Opportunities

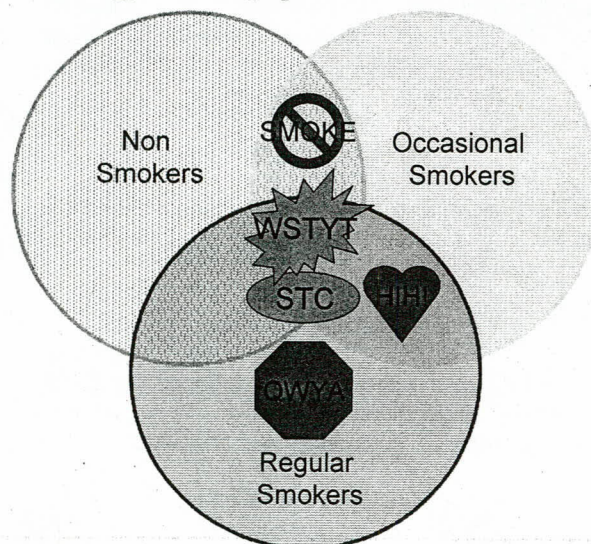
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Strategic Opportunities Map



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“We’re Smarter Than You Think...!”

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“Smoking is bad. It is bad for me. It is bad for others. It is bad for dogs and cats, it is bad for moms and dads. It is bad for everyone WITH THE EXCEPTION of the tobacco companies. The tobacco companies are the only ones that are making a profit here. That bugs me.”

- Spaz, M19, Regular

“The obvious enemy here is the tobacco companies. It’s a billion dollar industry and they are fully cleaning up, while we all die as a result. It’s incredible!”

- Kanoodle, M18, Occasional

“My strongest feelings are directed at the tobacco companies and the way they are permitted to advertise. They purposely target a younger audience to get children hooked.

- Salmon, F17, Non Smoker

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"We're Smarter Than You Think!"

The Goal(s) – What Do We Want To Do?

- To unify all teens against tobacco. Rather than passing judgment on one another, smoking and non-smoking teens can join forces to expose and educate people on what they believe big tobacco really is – a manipulating bunch of money grubbers.
- To create a mass and viral campaign that teens can support and participate in.

Overview and Rationale – Why It Makes Sense

- Teenagers already recognize the tobacco industry's role in the perpetuation of smoking and they "get" how important it is for tobacco companies to continue to attract new customers to ensure their long term profitability.
- They crave rebellion and hate feeling like they are getting duped or "screwed" over by adults.
- And as teenagers, they are frustrated by the lack of respect they are given and how few people take them seriously (especially smokers).
- "We're Smarter Than You Think" creates a platform for teens to show the tobacco companies that they "get it", that they're onto them and that they are going to do everything they can to expose the truth and foil the industry's attempts to suck them in.
- BUT, the teens are not going to go out en masse and chain themselves to the desk of tobacco executives. They will support a campaign that speaks in THEIR voice directly to the tobacco companies and says "we're on to you!"



"We're Smarter Than You Think!"

The Target Audience – Who's Going To Care?

All teen audiences will respond well to this approach, but specifically:

- Regular Smokers: They're addicted, self-loathing and unimpressed. It's pay back time. We know they are more likely to want to stand out and rebel and they are the most likely to question authority.
- Occasional Smokers: They feel strongly about children and smoking and don't want them lured in.
- Non-Smokers: They hate everything to do with smoking and will be more than happy to be part of a movement that exposes the truth about the companies that peddle cigarettes.

The Key Messages

- We are so much smarter than you think we are. It's time to tell the truth...

Creative Fodder

What big tobacco didn't tell you:

- Smoking affects your sex life. Take care of your boys.
- You could have used that money to travel around Europe. Ironically, it's being put to the same use.
- The tobacco company actually uses non-smoking models in their advertising. They can't find smokers who look healthy enough.
- Tobacco companies actually have a financial stake in the companies who sell the gum and the patches. They've got you coming and they've got you going.



I absolutely love the ads where the kids are runnin' around displaying statistics to public onlookers. And the ones where all the body bags are piled up outside the big tobacco company. That got the cake. I like...the way their causin' crap – it's cool, almost rebellious. And I love when they show the reactions of onlookers. It's like they don't respect these kids, but now they know they are fighting for a good cause, so they do. The adults just look stupefied."

- Sherbrooke, M16, Non Smoker

"I don't believe in any smoking issue, but I'd probably jump on the "truth" bandwagon. I saw their magazine campaign with little flags you could cut out that said "Urine contains ammonia. So do cigarettes." I cut them out and put them in the urinals at the mall. It was creative. Great fun."

- Ironlung, M16, Regular Smoker



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Save The Children



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"The only thing I personally care about is little kids trying to smoke. It pisses me off and makes me think about the stupid mistake I made. I feel very strongly about not giving tobacco to minors."
- Kicker, M17, Regular Smoker

"I would like people to know more about second hand smoke and the effects it has on children. Parents shouldn't smoke around their children. Children don't deserve that. They have no choice."
- Prostar, M19, Non-Smoker

"I don't care about any smoking related issue...actually, I might be opposed to youth smoking. My little brother is 13 and if saw him smoking, I'd kill him."
- Ironlung, M16, Regular Smoker

"Second hand smoke is harmful for everyone exposed to it, but especially kids whose parents smoke. When smokers have children, they need to set boundaries for themselves and have some kind of rule that they can not smoke in the house."
- Katso, F18, Occasional Smoker

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Save the Children

The Goal(s)

- To develop a mass media campaign and in-school program that leverages the voice, credibility and conviction of teenage smokers and recovered (or recovering) smokers.
- To encourage smoking teens to use their aspirational power for good – to help educate children about the perils of smoking and to discourage exposing children/tweens to second hand smoke.
- To gain support for the government and local police efforts to crack down on parents who allow their underage kids to smoke, retailers and others who sell and provide cigarettes to minors.

Overview and Rationale - Why It Makes Sense

- Children and smoking was the smoking related issue most universally discussed.
- They are frustrated with parents and other smokers when they see children being exposed to second hand smoke.
- They know it is too easy to get cigarettes – from friends, retailers or individual adults who don't mind providing cigarettes to kids. They existing rules are not enforced.
- They know all too well how attractive smoking can be when you're 10-14 – they've been there and remember how it felt, how difficult it is to say no, how much you want to be accepted.
- And while they may have made the decision to smoke, they are passionate about preventing children from making the same mistake. They believe that young children are not able to make good decisions about smoking when they are first introduced to and tempted to try it because they are not aware enough of the dangers associated with smoking.

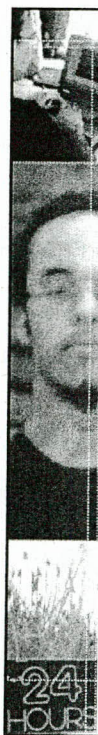
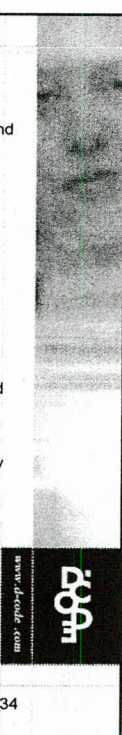
The Target Audience

- Parents and other "older" smokers.
- Children and those in their early teens.

The Key Messages

- Decide for yourself, not for others. (Don't force the young ones to breathe your smoke; don't present an image you don't want them to emulate) (Parents and older teens)
- Get the facts. Hear the truth. Make the choice. (Children and younger teens)

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"Hold the Smoke, Please..."

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"The issue I feel most strongly about is people smoking in public places. There is nothing I hate more than having to sit in the smoking section of a restaurant or in the "non smoking" section while I'm eating. Maybe that makes me a hypocrite, because I smoke sometimes, around people who don't. But in restaurants, I hate it."

- Tiger, M18, Occasional Smoker

"I suggest NO SMOKING IN DOORS ANYWHERE, unless it's your own house and the people you live with are smokers too."

- Funkster, F16, Non Smoker

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"A Burger and a Coke - Hold the Smoke."

The Goal(s)

- To generate awareness about the health related risks associated with second hand smoke.
- To generate support for government efforts (at all levels) to ban smoking from public places.

Overview and Rationale - Why It Makes Sense

- Eighty percent of youth support the banning of tobacco products in the workplace and in restaurants (Anti-Tobacco Benchmark Study, Environics, 2001). The non-smoker participants in this study felt passionately about banning smoking in public places. They are concerned for their health and for the health of children who truly have no control over when and where they are exposed to second hand smoke.
- Most occasional smokers felt similarly about banning smoking in public places, especially restaurants, as long as there were some spaces where they were permitted to smoke.
- Despite the conviction they have for this issue, teens do not see it as their role to "fight" for smoke-free spaces. This is the government's job. They will support and promote the efforts, but they expect the legislators to drive the process of creating smoke-free public space.
- Creating smoke-free spaces by banning smoking in public places is a tangible way to rally non-smokers and occasional smokers around the issue of second hand smoke.

The Target Audience

- Occasional Smokers: They don't like smoke in their food either. And they feel strongly about children and smoking and don't want them exposed to it.
- Non-Smokers: They hate it everything to do with smoking and don't want it anywhere near them. They are also concerned about children's exposure

The Key Messages

- You have a right to smoke-free spaces. We are protecting that right.
- Decide for yourself, not for others. Respect smoke-free spaces.

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Healthy is Hot.

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"Picture this... You're at your after-grad party at some remote campground. You're alone with your girlfriend in your tent. She actually says "do you want to have sex?" And you have to say "I would, except that I can't get an erection. After all those years of smoking, I'm flaccid. Try the next tent."

- Tiger, M18, Occasional Smoker

Healthy is Hot. Smoking is Not.

The Goal(s)

- To elevate the awareness of the IMMEDIATE effects smoking has on your body, your social life, your sexual performance and your ability to deal with stress of teenage living.
- To build an element of rebellion, "danger" and irreverence into being healthy and hot – address the need that smoking is currently filling.

Overview and Rationale – Why It Makes Sense

- Although ninety percent of youth think smoking is unattractive and addictive, smoking continues to be glamorized by the tobacco industry, the mass media and pop culture. It's still considered and perceived to be "sexy" to smoke – at least on a macro, aspirational level.
- There is an opportunity to denormalize and deglamourize smoking by using positive "sexy" imagery to counteract the negative "sexy" imagery being posited by the tobacco industry. Fight sex with sex, if you will. Make being healthy hot by closely linking the hazards of smoking to a teenager's lifestyle and immediate priorities. Make it more sexy to be a non-smoker than a smoker.

The Target Audience

- Regular Smokers and Occasional Smokers: Because being attractive and able to perform is important to everyone.



Healthy is Hot. Smoking is Not.

The Key Messages

- It might look hot, cool and sexy, but what you don't know about smoking will not only kill you, it's not going to help your dating situation either.

Creative Fodder

- Hot, healthy celebrities talking about how hot it is to be a non-smoker (a la "Got Milk" campaign).
- Sex: There is nothing sexy about poor performance.
- Looks/Body Image
- Stress Management: Daily smokers are the most likely to stressed out. Give them other "hot healthy" ways to manage their stress. Campy but practical – don't insult their intelligence or the seriousness of their addiction.

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Quit While You're Ahead.

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"It's a pretty simple concept really. Consider this...

Cigarettes are \$7.00/pack. Patches are over \$30.00/pack. If patches were \$7.00/pack or even cheaper, the vast majority of smokers would buy them instead of cigarettes.

Right now, the cause is cheaper than the cure."

- Spaz, M19, Regular Smoker



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Quit While You're Ahead

The Goal(s)

- To develop a quitting program that provides the various types of support a smoker needs to kick the habit for good.
- To emphasize the importance of quitting early so as to minimize the damage.

Overview and Rationale – What It Makes Sense

- Three-quarters of all teenage smokers have tried to quit. Two-thirds are seriously thinking about it. It is safe to say that most teenage smokers want to quit. But they lack the financial, emotional and societal support to do so.
- When the cure is more expensive than the cause and giving up smoking creates friction, discomfort and alienation socially, it is little wonder teenage smokers find it so difficult to quit successfully.
- Rather than judging smokers as weak or stupid or unwilling to quit, there is an opportunity to develop communication and programming that acknowledges the addiction in its various forms and provides the support and assistance required to make a major lifestyle change.

The Target Audience

- Smokers – Occasional and Regular

The Key Messages

- We get that it's an addiction and it's hard. We're willing to work with you to make it happen. Quit while you're ahead.
- Take the Quit While You're Ahead Challenge. You're not alone.



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Next Steps – Phase III



Phase III – Qualitative Concept Testing



Toronto

- Six 16-19 Non Smokers (M/F)
- Six 16-19 Occasional and Regular Smokers (M/F)
- Six 16-19 Smokers who have successfully quit (M/F)

Montreal

- Six 16-19 Non Smokers (M/F)
- Six 16-19 Occasional and Regular Smokers (M/F)
- Six 16-19 Smokers who have successfully quit (M/F)



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Project Overview – Can be shared with potential recruits

We've been hired to explore issues related to smoking and second hand smoke. We are engaging 30 young Canadians from across the country to participate in an on-line discussion that will be active from July 8 to 12. Participants will be required to spend at least 60 minutes each day on-line. Preferably they'll spend some time in the morning and later in the day each day.

Objectives – For KSC info only – DO NOT share client name

The main objective of Phase II of Health Canada's Youth Research on Smoking and Tobacco is to gain initial qualitative insight on the attitudes and views of young Canadians about smoking and tobacco, particularly as it relates to second hand smoke. As such, Phase II qualitative will seek to hear, explore and understand:

- ◆ Youth perspectives on tobacco and smoking and the role each play in their lives – whether they smoke or not;
- ◆ Youth perspectives on the second hand smoke – how they feel about it, how it affects their lives and what they are willing to/would like to do about it;
- ◆ Youth perspectives on activism in general and to understand more specifically how young people could be engaged take ownership of the second hand smoke issue;
- ◆ Youth perspectives on messaging and communication: what are the relevant messages as it relates to second hand smoke, how should they be delivered and whose voice should they delivered in;
- ◆ Youth perspectives on a suitable role for the federal government and Health Canada.

Recruiting Criteria

D-Code will recruit and facilitate on-line discussions with each of the 16-19 year-old groups. Each of the three groups will reflect the Canadian youth population in the following way:

- At least one participant will be from the East;
- At least one participant will be from Quebec;
- 2-3 participants will be from Ontario;
- At least one participant will be from the Mid-West;
- At least one participant will be from BC or Alberta;
- At least one participant will be from the North;
- Each team will be split evenly along gender lines;
- Each team will have urban and non-urban participants;
- Each team will have participants from each age – 16, 17, 18 and 19 years-old.

1. Group 1 - age 16-19 - non-smoker
2. Group 2 - age 16-19 - occasional smoker (ask who many per month)
3. Group 3 - age 16-19 - daily smoker - who is considering or has tried to quit

HEALTH CANADA SCREENER QUESTIONNAIRE

Hello. My name is _____ and I am with D-Code, a strategy, research and development firm that specializes in youth. We are based in Toronto and we frequently engage young people from across the country to find out how they feel about issues, topics and ideas that we are exploring on behalf of our clients.

We often gather our youth participants on-line to participate in an on-line discussion.

1. Would you be interested in participating in such a discussion group as a paid respondent?

IF YES: CONTINUE

IF NO: Do you have any friends who might be interested? _(IF YES, GET NAME AND NUMBER) _____

2. Have you participated in any kind of research group in the past 12 months? (Focus group, on-line survey, etc.)

IF YES: Thank and terminate.

IF NO: CONTINUE

1. First of all, could I get your age? _____

IF 16 TO 19, MAY QUALIFY FOR GROUP 1,2, or 3

1. Are you a cigarette smoker?
((If no, may qualify for group 1 - go to question 2 and watch quotas, want 3-4 of the non-smokers to come from smoking households) If yes, go to question 3)
2. Is anyone that you live with a smoker? (need 3-4 per group)
3. Do you smoke every day?
(If no, move to question 4 - if yes, move to question 5)
4. How many cigarettes do you smoke per month?
(record - ideally we want weekly or more than monthly - if meet this criteria may qualify move to question 6)
5. Have you ever tried to quit smoking or have you been thinking about quitting smoking?
(If no, thank and terminate - if yes, move to question 6)
6. Is anyone that you live with a smoker? (need 3-4 per group)

Great. You qualify for this discussion group. You will be paid \$50 for your participation. You will be called a day or two before to remind you about the group. Please be aware that we always over recruit to make sure that we have the ten people we need for the discussion – it's possible that just prior to the discussion you will not be required to participate. Could I please get your name and phone numbers where you can be reached?

Name: _____

Age: _____

Gender: Male/Female

e-mail Address: _____

Phone (also get cell number):

Home: _____ Cell: _____

	Group 1	Group 2	Group 3
Need 10	Age 16-19 Non	Age 16-19 Occasional	Age 16-19 Smokers
In smoking household (need 3-4 per group)			
Male (need 5-6)			
Female (need 5-6)			
Toronto area (max. 3)			
West Coast (min 2)			
East Coast (min 2)			
Quebec (min 2)			
Ontario (max 4)			
Urban (major city) (max 7)			
Non -Urban (min 3)			

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NOTE: This first section is for the D-Coder participants so they know what to do.

Introduction

Welcome to Project Smoke. We're pumped to have you with us for this really exciting on-line discussion.

As you know, we have been asked to help our client better understand the attitudes and experiences young people have about and with smoking. We want to explore a number of different smoking related issues – peer pressure, starting, quitting, second hand smoke, activism, smoking marketing and messaging to name but a few. Once we've got you chatting about your own ideas about and attitudes towards smoking, we're going to have you do some brainstorming about the most effective ways to change attitudes about smoking, especially among young Canadians.

As you know, this is going to be a VERY intense on-line discussion. There are 5 phases to this discussion – the topic is going to change everyday – which means YOU MUST get on-line at least twice a day to contribute. Here is the breakdown:

Phase 1: Smoking	Monday, July 8
Phase 2: Activism	Tuesday, July 9
Phase 3: Second Hand Smoke	Wednesday, July 10
Phase 4: Messaging and Communication	Thursday, July 11
Phase 5: Brainstorm	Friday, July 12



Each phase will be associated with a category (i.e. Phase 1 – Smoking (see listing on the left of your screen)). There will be a number of READ MEs within each category that we want you to read and respond to. Please answer each question or exercise separately – post one idea per entry. This makes it easier for us to track the themes and insights generated in each of the discussion threads.

Once each phase has ended, we will be closing the conversation on the topics covered in that phase. We ask that you not backtrack into previous phases – please stick to the timing outlined above. This means that you should check in at least TWICE EVERY DAY and read what's been posted. You can go away, reflect and then come back to add your thoughts, but you must visit the discussion a couple of times every day. The timing is very tight and there won't be an opportunity to catch up at the end.

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How to Navigate the On-line Discussion (please print so you can refer back to it):

D-Code On-line Discussions function just like Internet user groups. Here is your step-by-step guide:

RESPONDING TO THE NEXUS READ MEs (you must respond to ALL of these):

1. Choose a Category on the top right hand side of the screen (Smoking, Activism, etc.)
2. When the Category screen opens, click on one of the READ MEs. (There will usually be 3-5 READ MEs posted within each category.)
3. When you have read the "NEXUS Read Me" in a Category, click on "Compose Idea".
4. Once your "Compose Idea" screen opens up YOU MUST CHOOSE A CATEGORY at the top of the screen. If you forget to choose a Category, your posting and all of your great ideas will end up in the VOID, lost forever!
5. When you choose your Category, fill out the form, and hit submit.
6. You will be thanked for your submission and from there you click on the Category you are working on – this will take you back to the READ MEs so you can keep responding.
7. If you don't see your posting right away, DON'T PANIC. Hit refresh/reload, and it will magically appear.

RESPONDING TO SOMEONE ELSE'S IDEA

8. When you read someone else idea and you think "I have something to say about that", choose "Compose Response" (NOT Compose Idea). You'll notice that this link is only available when you are reading someone else's posting.
9. Once you've hit "Compose Response", fill out the form, making sure you CHOOSE A CATEGORY and submit your posting.
10. When you've submitted your posting, you will end up back at the Introduction page (where you are now).
11. To continue your postings, click on the Category you're working on and keep on going!
12. If you don't see your response, try hitting Expand Thread and then refresh/reload and it will show up.

Some Rules of "Engagement"...

We don't have many rules at D-Code – we're kind of an easy-going gang. But the rules we have, we feel veeery strongly about so break them at your own risk!

- **You must read everything that NEXUS posts. Nexus will be asking specific questions and posting very important information. You need to read everything that NEXUS posts to be able to participate in the discussion.**
- Check in a couple of times a day. Read, reflect and post your thoughts as frequently as you can.
- Speak honestly. This discussion is all about open conversation and idea sharing. If you don't agree with what someone said, say so.
- Disagree with your teammates, but please be respectful. We will defend your right to disagree but you must be respectful when you offer ideas that are different than your teammates.
- Think and write as creatively as you possibly can. There are no limits at this stage. Go crazy, be wild, have fun.
- PLEASE be creative, but please keep your responses as short and sweet as possible.
- Refrain from using any weird words that your fellow participants might not understand.
- Avoid using unexplained acronyms (like ACF or TNT or JDK). If you use one and you don't explain it, well, we'll be very, very sad because we won't know what you're talking about!

If you have any problems send an e-mail karen@d-code.com or call 416-599-5400/1-800-448-4044.

Happy chatting!



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Category #1: Smoking

NOTE: THIS SECTION IS DESIGNED TO HELP US LEARN MORE ABOUT THEIR ATTITUDES ABOUT AND EXPERIENCES WITH SMOKING – THEIR PAST AND CURRENT BEHAVIOUR.

READ ME #1 - NON-SMOKERS AND SMOKERS

What is cool about smoking? What is not cool about smoking?

READ ME #2 – NON-SMOKERS

We'd like you to outline your smoking history for us. Think about your own experience with smoking to date and consider the following questions:

- When were you first tempted to try smoking? What tempted you to try it in the first place?
- Why did you try smoking?
- If you never tried smoking, how were you able to resist? What made you decide to say "no, thanks", and not try it at all?
- Have you been tempted since you first tried smoking or made the decision not to smoke?
- How have you managed to stay a "non-smoker"?
- When do find it most difficult to stay a "non-smoker"? When do you find the pressure greatest?

So, with these questions in mind, take us through your smoking history – from the time you were first introduced to smoking and tempted to try it out to the present day and how you feel about it right now. Provide as much interesting detail as you can – we really want to understand your journey!

READ ME #2 – SMOKERS

We'd like you to outline your smoking history for us. Think about your own experience with smoking to date and consider the following questions:

- When were you first tempted to try it? What tempted you to try it in the first place?
- Why did you try it?
- When did you become a "smoker"?
- How many cigarettes do you smoke now? On a daily, weekly or monthly basis?
- How has the cost of cigarettes affected how much you smoke?
- Have you ever wanted to quit? Why? How did you try to quit? What did you do?
- What happened when you tried to quit? How successful were you?
- How and where do you get your cigarettes?

So, with these questions in mind, take us through your smoking history – from the time you were first introduced to smoking and started smoking to the present day. Provide as much interesting detail as you can – we really want to understand your journey!



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Category #1: Smoking (cont'd)

READ ME #3 - NON-SMOKERS AND SMOKERS

Think about the people who have impacted your attitudes and experience with smoking (your friends, your parents, your siblings, your grandparents, etc).

- Who are they?
- How have they shaped your attitudes and behaviour towards smoking?
- Would you feel differently about smoking if they weren't in your life?

Explain, provide examples and discuss.

Note: This READ ME may need additional facilitation to ensure we understand WHY and HOW the people in their lives have influenced them. Initially, however, we would like to leave it open and not lead.

READ ME #4 – NON-SMOKERS AND SMOKERS

Think about the non-smokers that you know. And think about the smokers that you know.

We'd like you to tell us about the differences and similarities between the two groups by describing a non-smoker and a smoker. Please make sure you include the following in your description:

- What they wear and what they look like;
- Who they hang out with and what kinds of activities they do with their friends;
- What their relationship with the family, friends and teachers is like;
- How are they perceived by others – what do other people think about them?

Please think and write creatively about these two people – really bring them to life for us so we know who they are and what they are all about.

And finally, consider and respond to the following question after you've described each person:

Who would you rather be friends with? Why?

READ ME #5 – SMOKERS

Why do you smoke? Please explain in detail.

If someone were to take smoking away from you, how would your life change? How would it get worse? And how might it improve?

Make sure you answer each question. And be sure to consider and respond to the responses of your teammates.



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Category #1: Smoking (cont'd)

READ ME #5 – NON-SMOKERS

Why don't you smoke?

Why were you able to avoid starting or picking up the habit?

How would your life change if you became a smoker? How might it improve? How might it get worse?

Make sure you answer each question. And be sure to consider and respond to the responses of your teammates.



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Category #2: Activism

NOTE: THIS SECTION IS DESIGNED TO HELP US UNDERSTAND HOW YOUNG PEOPLE – SMOKERS AND NON-SMOKERS – WOULD LIKE TO BE ENGAGED IN CHANGING ATTITUDES AND BEHAVIOURS AS THEY RELATE TO SMOKING.

READ ME #1 - NON-SMOKERS AND SMOKERS

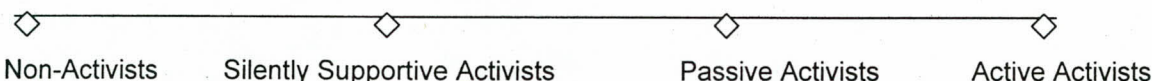
What “issues” or causes do you personally care about? Which ones are most important to you personally – the ones that you feel strongly about? Why?

How do you/have you expressed your concern about those issues? Have you been active in any way?

Explain and discuss.

READ ME #2 - NON-SMOKERS AND SMOKERS

We’d like you to review and consider the following “activist” scale or spectrum.



On one end of the scale, you have Non-Activists – people who don’t really care and don’t do anything about anything.

On the other end of the scale you have people who are really active in supporting causes and issues they care about – they are out there voicing their opinions, volunteering and making things happen – they are the Active Activists.

In between you have Passive Activists – people who care about issues important to them and express that concern in a more passive way. They might wear a T-Shirt, put a bumper sticker on their car, donate money to a cause they care about, etc.

Finally, you have Silently Supportive Activists, the people who care about an issue and feel pretty strongly that it is important but they don’t do anything about it. They don’t publicly show their support or do anything for the cause. They believe in it and support the work that is being done, they just don’t say or do anything themselves.

If you think about the issue or cause that you really care about personally (maybe one of the ones you told us about in READ ME#1), where do you fit on this scale? PLEASE BE HONEST!

Explain why you fit on that part of the scale when it comes to your issue. Or, if you are a Non-Activist (and that’s okay!), tell us why you fit on that end of the scale.



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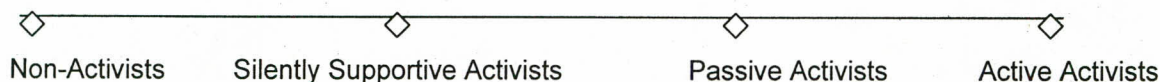
- FINAL -

Category #2: Activism (cont'd)

READ ME #3 - NON-SMOKERS AND SMOKERS

Think again about your attitudes and experience with smoking. Which smoking related issue, if any, do you feel most strongly about?

Once you've answered that questions, let's return to the "activist" scale or spectrum and think about it in terms of smoking and smoking related issues.



Based on the smoking related issue that you feel strongly about, where do you or would you place yourself on the "activist" spectrum when it came to the issue of smoking?

Explain and discuss.

READ ME #4 - NON-SMOKERS AND SMOKERS

Think again about the smoking related issue you feel most strongly about. You've told us where you fit on the activist scale, we'd now like you to talk to us about HOW you might get active on the smoking related issue you care about. So, review and respond to the following questions...

If you are interested in doing something to address your smoking related issue, who would you get to work with you? Who would you "get active" with?

Who or what could help you get mobilized and make a difference? Where would you turn for help? How would they be able to help you?

Who could help you lead the charge in getting something done about the smoking related issues you care about?

Who would make an ideal spokesperson for the "movement"? Why?

Think about and share specific examples. Discuss...!

Note: READ ME #5 may need some additional facilitation so we can understand we degree of assistance and intervention they are interested in/require. They may feel as though they can initiate change on their own, but more likely, they will be looking for help, support and possibly even intervention or for someone else to do it for them. We will ensure this comes out through the course of the discussion.



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Category #3: Second Hand Smoke

NOTE: THIS SECTION IS DESIGNED TO HELP US UNDERSTAND WHAT THEY KNOW AND THINK ABOUT SECOND HAND SMOKE.

READ ME #1 - NON-SMOKERS AND SMOKERS

What is smoke? What's in it?

What is second-hand smoke? Is it different than first hand smoke? How does it affect your life?

How harmful is second-hand smoke to your health?

READ ME #2 - NON-SMOKERS AND SMOKERS

When and where are you exposed to second-hand smoke most often?

And when you do encounter second hand smoke or find yourself in a situation where you can't avoid being around second hand smoke, what do you do?

NON-SMOKERS: Have you ever asked friends, family members or even strangers to stop smoking around you because you were concerned about second hand smoke?

SMOKERS: How do you feel when non-smokers ask you not smoke around them? Have you ever been approached with this request? How did you handle it?

READ ME #3 - NON-SMOKERS AND SMOKERS

On a scale of 1 – 10, how important or serious an issue is second-hand smoke for you? For your friends? How much do you care about second-hand smoke?

Explain, consider and discuss.

READ ME #4 - NON-SMOKERS AND SMOKERS

If you do think second-hand smoke is a serious issue, what would you like to see done about it?

What, if anything, are you doing to address it right now?

How would you like to be involved in doing something about second-hand smoke?

Note: We may find that the participants rank the issue of second smoke as a 10 because they feel it is an important issue and then find that they aren't doing anything about it, or aren't willing to do anything about it. If this happens, we will facilitate a discussion about the disconnect between the stated importance of the issue and the action being taken.

READ ME #5 - NON-SMOKERS AND SMOKERS

Imagine a world where there is no second-hand smoke. What would it be like? How would this new second-hand smoke free world affect your life? How would you feel? How would your life change?



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Category #4: Messaging and Communication

NOTE: THIS SECTION IS DESIGNED TO HELP US UNDERSTAND HOW YOUNG PEOPLE ARE RESPONDING TO EXISTING TOBACCO AND SMOKING MESSAGING AND WHAT THEY WOULD LIKE TO SEE DELIVERED TO THEM.

READ ME #1 - NON-SMOKERS AND SMOKERS

Have you ever seen any tobacco or smoking related advertising? Please describe it with as much detail as you can. What did you like about it? What didn't you like about it?

How did the advertising affect your ideas about smoking?

READ ME #2 - NON-SMOKERS AND SMOKERS

We've listed a number of smoking related statements below. We want you to tell us how you feel about them and explain which ones you think are the most interesting and compelling. Which ones resonate with you the most?

We don't want you to tell us "I like it" or "I don't like it" – we need more than that!. For each statement, please explain how the statement makes you feel, whether or not it would be effective in smoking related advertising and also explain how each statement would effect your own smoking related attitudes and behaviours. Would it prevent you from smoking or make you want to quit?

So, copy and paste the list below into your response posting and then tell us how you feel about each one.

- 75% of young people who smoke have tried to quit and can't.
- Nine out of ten young smokers planned to only smoke for a couple of years and quit. When they do try to quit, they find it is much harder than they thought it would be.
- Young people who smoke can't keep up in sports.
- Second hand smoke contains more than 4000 chemicals.
- Smoking has a negative effect on sexual performance among boys and men.
- Smoking has the potential to kill anyone who comes into contact with first or second hand smoke. It should be banned everywhere except in people's homes where they are the only ones who are affected by their choice.
- Tobacco companies make smoking look attractive and cool so they can continue to make tons of money by addicting young people to their cigarettes.
- Smoking causes heart disease and cancer, which can lead to a slow and painful death.
- Smoking is expensive and forces you to give up other things you like to do because you don't have enough money.
- Exposure to second hand smoke makes young people more likely to develop ear infections and chronic respiratory illnesses.
- If you chose not to smoke one pack of cigarettes a week between the ages of 14 – 19, you could spend that money on more than 20 pairs of Nike shoes or 200 tubes of MAC lipstick or 120 CDs or two new computers or a two-month trip to Europe.
- Teenagers who smoke are encouraging young children to pick up the habit.



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Category #4: Messaging and Communication (cont'd)

READ ME #3 - NON-SMOKERS AND SMOKERS

Creative writing time! Oh, don't groan! We just need a little help making the statements you liked a little more interesting.

So, let's go back to the list of smoking statements again. We'd like you to tell us how we could make the existing statements better.

So, here's our list again...

- 75% of young people who smoke have tried to quit and can't.
- Nine out of ten young smokers planned to only smoke for a couple of years and quit. When they do try to quit, they find it is much harder than they thought it would be.
- Young people who smoke can't keep up in sports.
- Second hand smoke contains more than 4000 chemicals.
- Smoking has a negative effect on sexual performance among boys and men.
- Smoking has the potential to kill anyone who comes into contact with first or second hand smoke. It should be banned everywhere except in people's homes where they are the only ones who are affected by their choice.
- Tobacco companies make smoking look attractive and cool so they can continue to make tons of money by addicting young people to their cigarettes.
- Smoking causes heart disease and cancer, which can lead to a slow and painful death.
- Smoking is expensive and forces you to give up other things you like to do because you don't have enough money.
- Exposure to second hand smoke makes young people more likely to develop ear infections and chronic respiratory illnesses.
- If you chose not to smoke one pack of cigarettes a week between the ages of 14 – 19, you could spend that money on more than 20 pairs of Nike shoes or 200 tubes of MAC lipstick or 120 CDs or two new computers or a two-month trip to Europe.
- Teenagers who smoke are encouraging young children to pick up the habit.



Choose the statements that you liked the most – the ones you felt were the most interesting and effective.

We want you to rewrite those statements to make them even more relevant to people your age. How can we take the information or the idea in the statements you liked and present it or write it up in a way that will have an even stronger impact?

Don't censor yourself. Use any kind of language you think will be most effective. Copy the statements you liked the most and paste them into your response posting. Under each original statement, write down your revised and improved statement. And don't worry about your writing being "perfect". We want to hear how you would communicate the statements that you like in your own words.

Write away!

READ ME #4 - NON-SMOKERS AND SMOKERS

What other smoking related information could we communicate in advertising that would encourage young people to think twice before starting to smoke or encourage them to quit smoking once they've started?

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Category #5: Brainstorming

NOTE: THIS SECTION IS DESIGNED TO GET THE PARTICIPANTS THINKING ABOUT HOW THEY/WE CAN ACHIEVE OUR GOAL OF MAKING NON-SMOKING A COOL AND SOCIALLY ACCEPTABLE THING TO BE.

READ ME #1 - NON-SMOKERS AND SMOKERS

You've told us that smoking is a pretty major health concern. You've told us that you do care about second hand smoke and the negative impact it has on your health. You've told us that you'd like to quit smoking but find it impossible. You've told us that you feel pressure to smoke to fit in with your friends.... *(Note: This summary may change as it needs to reflect and capture the discussion outcomes.)*

Well, 5 years from now, we are going to be living in a brand new world. It will be a world where no one feels pressure to smoke, it will be so much cooler to NOT to smoke than it is to smoke and there won't be a waft of second hand smoke anywhere in sight.

We want you to help us figure out what needs to happen between now and then to make that world a reality. We want you to brainstorm any and all ideas that could get us to that new reality. The sky is the limit – ANYTHING is possible.

To get you started, consider the following questions:

- How could we make the choice to not smoke cool? How do we change attitudes about smoking?
- How could we reduce the temptation to try smoking?
- How could we reduce the peer pressure that young people feel to try smoking?
- How could we help current smokers kick the habit?
- What kinds of programs could we introduce to help young people resist smoking in the first place?
- What kind of ad campaigns would help us convince young people that it is much cooler not to smoke than it is to smoke?
- What kind of laws could be introduced that would help us reach our goal?
- What could you do in your life, with your friends and family that would help us reach our goal?
- How could the Government of Canada help us achieve our goal? What could they do?

You don't have to answer all of the questions above. They are meant to get you thinking about different ideas and to kick start the brainstorming. So, start sharing your ideas and make sure you read the postings of your teammates and build on their ideas.

There are NO bad ideas – share them all! And think big. NOTHING is impossible. We can do anything as long as it moves us towards our goal of a smoke free world in 2007.

Go crazy!!!



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What kind of information could we provide and communicate in advertising that would encourage young people to raise their concerns about second hand smoke? What could we tell them or provide to them that would make them feel more comfortable asking someone not to smoke around them?

What kind of information and advertising would make you say "I had no idea! I'm never going to smoke, or "I had no idea! I've got to quit", or "I had no idea! I've got to protect my poor little lungs and do something about second hand smoke!"

Again, don't censor. Tell us about any and all ideas that you have. What could we do and say in advertising to get young people to respond with some kind of action in their own life?

Go!

