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**Creative Concept Test of
MODIFIED Tobacco Ads With Youth,
Parents and General Population**

40
POR-216-02
HEALTH CANADA
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**Millward Brown
Goldfarb**

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EXECUTIVE SUMMARY

The Modified TV Commercial Is More Effective

The modified Couch television execution communicates a message that second-hand smoke is bad, that it is harmful, that it can cause a variety of diseases. The commercial is perceived by some youth as reminding them to be aware of their surroundings generally, and with respect to second-hand smoke in particular.

Some smokers, particularly in Montreal, believe the message is to reject smoke, and by extension, to reject smokers. They object to this message because they say they do not turn away from their friends, or someone they are interested in, just because they smoke.

The teens did not make any particular link between the acronym S.S.D.s and S.T.D.s. in either English or French (M.C.F.s and M.T.S.s).

There is still some confusion as to the story being portrayed at the beginning of the commercial, at least partially because there is not a great deal of emphasis (initially) on the smoke. However, the music and the scene serve to get the attention of the viewer. It tends to be the 'back-end' of the commercial which clearly communicates the key message about second-hand smoke.

There is some information in the commercial. The rolling list of diseases communicates that there is a variety of diseases that are linked to second-hand smoke. While teens say they knew such links existed, they did not have a clear idea of what the specific diseases are. Similarly, the line 'Health Canada says it can kill' is perceived to be a strong line that reinforces the message that a variety of diseases are linked to second-hand smoke.

It should also be noted that teens in Montreal tended to reject the use of the word 'causes', in the context of linking second-hand smoke with different diseases. They tend not to believe that there is a causal relationship, particularly since they believe that a variety of different sources can lead to each of the diseases named.

The English line '*Don't be a target*' does not resonate well with teens, as they say it is difficult NOT to be a target when they are around friends who smoke. They clearly will choose to be with friends rather than choose to walk away from them just because they are smoking, particularly in a social situation like a party. The French version of the line '*Vous sentez-vous visé?*', which is phrased more as a question, seemed to work better. It was perceived less of an order, and more thought-provoking.

The Revised Outdoor Ads Work Well To Tie The Campaign Together

Teens responded well to the revised outdoor ads which appear to consist of a series of ads which will depict a variety of second-hand smoke diseases. Not only does this tie the outdoor campaign to the TV, it is perceived to be informative in its own right. Teens seem to want to know which diseases



have been linked to second-hand smoke, and this series gives them the information in a quick, easy way.

The line 'another second-hand smoke disease' is more effective than 'a second-hand smoke disease' because it implies the billboard is one of a series, and that the disease named is only one of many that have been linked to second-hand smoke.

The picture of the little girl on the 'Asthma' execution was particularly effective in getting the attention of teens. They believe she is a real asthma sufferer, although they also felt their impression would be solidified if the ad showed her name and age. They want to believe she is real (and not an actress), because they seem to need the proof that second-hand smoke diseases are real.

While the colours were not a major issue, there was some concern that the black background did not allow the picture or the words to stand out as well as they could.

The Fulfillment Piece Is Considered Informative

Teens were asked to examine the fulfillment piece which had been designed for adults, and asked to evaluate both its design and content. The design met with mixed reactions. Some found it big and awkward to read, while others found it unique and different.

Despite being designed for adults, the fulfillment piece seemed to have information of interest to teens. Moreover, they responded positively to the tone of the piece, describing it as straightforward and not 'preachy'. Teens did not feel it needed major adjustment in order to target teens.

Some of the smokers in the groups, particularly in Montreal, were not impressed with the brochure. It contains information they are not necessarily interested in seeing.



CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The campaign works well as an integrated effort to communicate that second-hand smoke is bad for you, and that it can lead to a variety of diseases.
2. The campaign is informative in that it names some of the diseases.
3. There is no overt link made between SSDs and STDs.
4. The use of children in the print pieces, particularly the outdoor ads is effective in getting the attention of teens.

Recommendations

1. There should be a little more emphasis on the smoke in the TV execution.
2. The line 'Don't be a target' which is used in the English TV should be changed to the question 'Are you a target?'
3. Consideration should be given to using more and/or different colours on the outdoor ads.
4. The pictures used on the outdoor ads must be clearly recognizable.
5. Use the phrase 'another second-hand smoke disease' rather than 'a second-hand smoke disease' on the outdoor.



INTRODUCTION

Background

The activities of the Office of Mass Media and the Communications Branch of Health Canada have been identified as important partners in the development of a comprehensive and integrated approach to tobacco control efforts, including with youth (who have been identified as a strategic priority).

A youth campaign targeted to air in Fall 2002 will build on and support tobacco control activities undertaken at the national, provincial, territorial and regional levels in the areas of prevention, cessation, education and harm reduction, and help support strategic objectives.

Health Canada undertook some research to gauge the reactions to the proposed creative on second hand smoke with youth 16-19 years of age, parents of children 8-19 years of age and the general population. Results of that research led to some modifications in the creative, and it was decided to gauge the reactions of youth to the modified executions.

Research Objectives

The purpose of the research is to evaluate and determine if the visual concept, taglines and associated texts of the proposed creative:

- Are credible and relevant with the segmented audiences,
- Appeal and are sensitive to the cultural and emotional sensitivities of the above audience,
- Have memorable impact in the minds of the above audience,
- Have the ability to motivate the above audiences to action, and
- Have the capability to mobilize public support behind government action with the designated target audiences on the creative concepts.

The overall objective of the qualitative work is to evaluate the impact of the visual concepts, taglines and text. Specifically, it is intended to aid in determining:

- The effectiveness, fit, and appeal of the visual concepts, taglines and text,
- The credibility of the visual concepts, taglines and text,
- The appropriateness and clarity of the visual concepts, taglines and text,
- The understanding of the visual concepts, taglines and text,
- The reliability and relevance of the visual concepts, taglines and text,
- The sensitivity of the visual concepts, taglines and text,
- The effectiveness of the visual concepts, taglines and text, and
- The believability of the visual concepts, taglines and text.

Methodology

In total, 4 focus groups were held on October 24th in Toronto and Montreal. All four groups were held with youths aged 16-19. Within each group, half the participants were male and half were female, as well, half were smokers and half were non-smokers.

The groups in Toronto were conducted in English, while the groups in Montreal were conducted in French.

A total of 12 participants were recruited for each group to ensure that at least 10 participated in each session. Each session lasted approximately one and a half hours.



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DETAILED FINDINGS

REACTION TO TELEVISION EXECUTION

In each session, participants were shown a modified versions of the 30 second television 'Sofa' concepts. They were shown the commercial once, and then asked to complete a short questionnaire describing their overall impression and the main message of the concept. They were then shown the concept again before engaging in an in-depth conversation of each.

The Main Message Is That Second-Hand Smoke Is Bad For You

The main message of the modified Sofa execution is that second-hand smoke is bad for you, is harmful, can lead to a variety of serious diseases.

Some extend this to say the message is that it is easy to get second-hand smoke diseases because you might not always realize what is around you. In this respect, the teens tended to see this as an awareness campaign.

A secondary message for some is that no one has to be around second-hand smoke if they don't want to be. That is, there was a message that it is your choice whether or not to stay in a situation in which there is second-hand smoke. Those who got this message tended to perceive that two people (the blond girl and the 'intruder') in the commercial walked away from the guy who was smoking, while one (the dark-haired girl) stayed.

Some of the smokers interviewed had a different interpretation of the message. They viewed the look on the girl's face (after the close-up of the cigarette) as rejection of the smoke, and, by extension, rejection of the smoker. In this respect, they interpreted the message as 'don't hang around smokers, because they can kill you.' Those who got this message reacted negatively to it, as they do not feel it reflects real life situations. Teens tend to believe they are tolerant of each other, and each other's behaviour as it relates to smoking. They do not like to see themselves portrayed as rejecting each other.

The Story Is Confusing To Some

The story is typically described as portraying a house party in which a boy (the smoker) sees a girl (the dark-haired one) in whom he is interested. There is clearly a flirtation being set up, but virtually none of the teens interviewed overtly mentioned any link between SSDs and STDs. Those who followed the storyline saw this as a 'boy meets girl' story, but did not necessarily take it any further than that.

There are some concerns with the execution. Some feel the girl takes too long to notice that the guy is smoking, at least partially because there does not appear to be enough smoke in the room. A few were not even sure she ever noticed. In this respect, they said that they, as the audience, had to work too hard to figure out the story that was being played out on the screen; they did not immediately see the connection between the story in the visual and the ultimate message of the commercial.

A few people had trouble interpreting her look at the end, and felt she looked a little 'spaced out'. In this respect, some said they thought initially the commercial would be addressing the drug issue, and that the message was 'be careful what you do at parties.' The voiceover line '*There's no telling what you'll pick up tonight*' in the English execution seemed to contribute to this perception because it is a generic line that could apply to a number of things.

Overall, while most of the teens interviewed ultimately got the message about second-hand smoke, it was communicated by what came after the story, rather than by the 'play' being acted out.

The Screens After The Story Communicate The Message

To a large extent, it is the elements *other than* the visual 'story' that contribute to the overall message. The voiceover was effective in communicating a message of caution. On second viewing, teens more clearly understood the meaning behind the line 'There's no telling what you'll pick up tonight', and were able to put it in the context of second-hand smoke diseases.

In this respect, those who noticed the voice, described it as male, and older, perhaps late twenties. That is, it was not perceived to be a teenage voice. Nonetheless, the male voice was considered an asset to the commercial in that it was strong, had good intonation and clearly had a message.

The S.S.D. screen that plays as the voiceover offers a word of caution tends to communicate a specific message that second-hand smoke can lead to a variety of diseases. While few could recall more than one of the diseases named, the fact that a number were quickly scrolled through led the teens in the groups to assume there are many diseases. Moreover, they appreciated the information about the diseases that are linked to second-hand smoke, as most of the teens in the groups admitted they do not know what those diseases are.

In Montreal, however, there was significant concern about the use of the phrase 'causes (the disease)'. They tended to reject the idea that second-hand smoke causes these diseases, especially ones like asthma, which they believe can manifest itself from a variety of sources.

The lines '*Some tobacco companies say second-hand smoke bothers people*' and '*Health Canada says it kills*' were not immediately played back by the group participants, but did emerge during the course of conversation. The first line was not necessarily attributed to tobacco companies, but rather was described almost as a truism that second-hand smoke bothers people. In this respect, teens were not always sure of its purpose.

However, the second line, shown alone on the screen, seemed to communicate a powerful message about the dangers of second-hand smoke. The use of the word 'kills' juxtaposed with 'bothers' is compelling. It reinforced the message begun by the listing of diseases.

The line 'Don't be a target' was considered somewhat confusing. Those who saw it and/or heard it questioned how they can avoid being a target. They said everyone who is around smokers is a target. Again, the extended implication was that the commercial was suggesting that teens not go to parties

where people will be smoking, as this could lead to second-hand smoke diseases, and they reject this idea. That is, to some extent, the teens in the English groups perceived the line to be a directive, and this is not something to which they tend to respond.

The French version of the line (Vous sentez-vous viser?), which is phrased more as a question, seemed to work better. It was not perceived as an order, but was considered more thought-provoking.

REACTION TO THE OUTDOOR ADS

In each group, two outdoor executions were evaluated by teens, 'Asthma' and 'Lung Cancer'.

The Message Is Clear From The Billboards

Teens responded positively to the (apparent) series of billboards depicting second-hand smoke diseases. In their minds, the outdoor campaign tied in well with the TV execution to communicate the idea that second-hand smoke is bad, and can lead to a variety of diseases.

The 'Asthma' Execution Is Particularly Effective

There was a very positive response to the billboard featuring the picture of the girl with asthma. The general perception was that she is a 'real' victim of asthma (as opposed to an actress). As one teen put it, this says that 'it *has* happened, not just that it *could* happen'. The teens felt the sense that she is a real person would be even stronger if her name and age were included under her picture. Overall, it seemed important to the teens that the people featured in the outdoor campaign be real people, with real stories. Teens appear to respond to testimonials, and they clearly remember them.

The lung cancer execution was less successful because the picture does not look like a set of lungs. Rather many teens described it as a planet, or the moon. Nonetheless, they felt if the picture of lungs was more like the picture on the cigarette packages (as one girl described it – more 'gross'), they felt the billboard could be as effective.

The notion of showing someone who has lung cancer (eg. 'Heather') rather than a set of lungs was discussed in the Toronto groups, and generated mixed reactions. Some felt it would be effective, particularly if the person clearly appeared to be suffering. Others did not feel it would be effective because they believe the person shown would be older, and they find the most effective pictures to be those of children.

In the initial discussions about second-hand smoke, children are invariably mentioned first as a group which is perceived by teens to be more vulnerable to SHS. Teens say that young children who have parents who smoke do not have the option of walking away from the smoke. In a sense they view children as victims. For this reason, teens tend to demonstrate a desire to protect children, and they tend to respond to children in the ads. They did not feel their sympathy would extend to an adult in the same way. In this respect, the inclusion of children forced some of the smokers in the group to think about who they might be hurting with their smoking. As one teen put it, 'I don't care if I kill myself, but I don't want to be responsible for killing someone else.'

The Ads Need To Communicate That There Is More Than One Second-hand Smoke Disease

It was unanimously agreed that the phrase 'another second-hand smoke disease' was better than 'a second-hand smoke disease' because it clearly implies there is more than one disease. This is a key part of the message that teens receive from the campaign overall.

There Are Some Issues With The Design Of The Billboards

There was some concern about the colours used on the billboards, particularly the black background. Some felt it was too dark, and inhibited their ability to clearly make out the picture. A number of people felt the colours were too drab, and needed to be more colourful. While this was not a big issue, it might be worthy of consideration.

REACTION TO THE FULFILLMENT PIECE

In each group, teens were shown an existing fulfillment piece which had been designed for adults generally, and parents in particular. They were asked to examine it for format, as well as content, to determine whether the type of information being presented was relevant to teens.

The Format Generates Mixed Reactions

The format of the brochure generated some mixed reactions. Some liked it because it is different in terms of the layout; it is unique. Others, however, found it big and awkward to read. A few suggested it is too big for the amount of information it contains.

A few commented positively on the apparent 'target' made out of the swirl of smoke. They felt it helped to tie the whole campaign together.

A few also commented that the white text on the black background is easy to read.

The Content Is Informative

Despite being cautioned that the brochure they were examining had been designed for adults, many of the teens responded positively to it. They found the information it contained both useful and newsworthy. That is, it was new information for many, particularly the complete list of chemicals found in second-hand smoke, and the information that second-hand smoke lingers in the environment even after the cigarette is out. One non-smoker described it as giving him ammunition with which to justify his position to smokers.

Some felt the information got right to the point; there was no 'filler' or what one teen termed 'small talk'. The piece offers the facts without putting a lot of words around it.

The tone was described as blunt, yet not demanding. A few teens particularly pointed to the line 'Quit' as an example of the former, and the line 'If you can't or don't want to quit, smoke outside' as an example of the latter.

Moreover, they liked the fact that the text pointed out the particular danger of second-hand smoke to the groups that teens themselves had identified as vulnerable – children, the elderly, pregnant women and people with respiratory diseases. They feel this is an important message to communicate.

One teen in Toronto felt the message about children can be appropriate for teenage mothers. She mentioned that a number of her peers have children, and felt the message was therefore relevant in a very real way.

It should be noted that the smokers in the groups, particularly those in Montreal, were not interested in the fulfillment piece. They are not looking for this type of information, and are unlikely to pick up a brochure of this type to read it.

REACTION TO THE CAMPAIGN OVERALL

The Campaign Has Potential

While each individual element of the campaign has its own strengths and weaknesses, taken as a whole, the campaign has potential. The overall campaign is perceived to be an awareness campaign designed to force people to think about the harmful effects of second-hand smoke. It is seen as an anti-smoking campaign with a 'twist', in that it is advocating that people quit smoking, if not for their own sake, then for the sake of the others whom they might be harming.

It Is Considered The Role Of Health Canada To Advertise In This Way

Teens are almost unanimous in their view that creating advertising of this type is an appropriate role for Health Canada. They recognize that health care costs are escalating, and they see campaigns such as this as one way of promoting prevention. This type of campaign is, they feel, part of the Health Canada mandate.

Teens Are Unlikely To Contact Health Canada

While no one said they would phone the 800 number, a few teens said they might visit the website if they had an opportunity to write down the web address. A few also said they believed they would read the brochure if it was made available to them.

Overall, however, a number of the teens interviewed suggested they did not have time to fully read the web address, nor would they be likely to write it down if they did read it.

APPENDIX

SCREENER – TEENS

Good morning/ afternoon/ evening. This is _____ from Millward Brown Goldfarb, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does anyone living in your household work for any of the following?

	<u>No</u>	<u>Yes</u>
Advertising agency	☐	☐
Newspaper	☐	☐
Radio or television station	☐	☐
Market or opinion research company	☐	☐

IF "YES" TO ANY OF THE ABOVE THANK AND TERMINATE

- 2a) For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you, or does anyone in your household have any children?

Yes ☐
No ☐ **TERMINATE**

- 2b) How old are the children in your household? **[DO NOT READ, CHECK ONE]**

15 and under ☐ **TERMINATE**
16 ☐ **A**
17 to 19 ☐ **B**
20 and over ☐ **TERMINATE**

CHECK QUOTAS; Group should include 1 or 2 16 year olds

- 3) And is the _____ year old male or female?

Male ☐
Female ☐

CHECK QUOTAS

IF TEEN IS 16 (I.e. A)– ASK Q.4a)

IF TEEN IS 17 – 19, GO TO Q.4b)

- 4a) We will be doing a focus group among young teens in your area and we would like to invite your son / daughter. The purpose of the focus group is to get young people's opinions on issues related to second hand smoke. The study is being done on behalf of Health Canada. The focus group will last two hours, and there will be an honorarium offered. Do we have your permission to speak with your son / daughter?

Yes

☐

No

☐ **TERMINATE**

- 4b) Could I please speak with him / her? [Use Q.4a) if you are asked WHY?]

Yes

☐

No

☐ **TERMINATE**

ONCE CHILD IS ON THE PHONE:

- 5) May I ask how old you are? _____
- 6) And what grade are you in? _____
- 7) Do you smoke cigarettes?

Yes

☐

No

☐

DK / REFUSE ☐ **THANK AND TERMINATE**

HALF IN THE GROUP SHOULD SMOKE, THE OTHER HALF DO NOT

ENSURE THAT THE TEEN IS OUTGOING, ARTICULATE, AND NOT INTIMIDATED SPEAKING WITH ADULTS.

- 8) We are going to be doing some research in your area and are interested in your opinion. The research will be taking place in the afternoon, after school. There will be a group of about 10 teenagers like yourself, and someone asking you some questions. The discussion will last for two hours and we think you will find it fun. Would you be interested in participating?

Yes

☐

No

☐ **TERMINATE**

IF TEEN IS 16 YEARS OLD, ASK TO SPEAK TO PARENT / GUARDIAN AGAIN

We would like to extend an invitation to your teenager, to attend a marketing research session scheduled for **DATE/LOCATION AND TIME** which will last 2 hours. The objective is to understand what teenagers think about second hand smoke and smoking in general. There will be absolutely no attempt to sell anything. We are interested only in their thoughts and opinions. We think it will be enjoyable and your child would receive \$50.

Can we confirm his or hers attendance?

Yes

☐

No

☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

Questionnaire de dépistage – JEUNES

Bonjour/bonsoir. Mon nom est ___ de LLM, une firme indépendante de recherche. Nous effectuons présentement une étude pour le compte de Santé Canada auprès des gens de votre quartier. Nous ne vendons rien. Nous sommes simplement intéressés à vos attitudes et à vos opinions. Toutes vos réponses resteront strictement confidentielles. Puis-je avoir quelques minutes de votre temps?

1. D'abord, nous sommes intéressés à l'occupation des gens. Est-ce que vous ou quelqu'un d'autre dans votre foyer travaille pour... **(Lire la liste.)**

Une agence de publicité ☐

Un journal ou un magazine ☐

Une station de radio ou de télévision ☐

Une compagnie de recherche ou d'études de marché ☐

[Si "oui" à l'un ou l'autre ci-dessus, TERMINER]

- 2a) Pour les fins de cette étude, il faut nous assurer de parler à des gens qui vivent dans des ménages qui ont une certaine composition. Est-ce qu'il y a des enfants dans votre ménage?

Oui

☐

Non

☐

TERMINER

- 2b) Quel(s) âges ont les enfants dans votre ménage? **(Ne pas lire.)**

15 et moins ☐ **TERMINER**

16 ans ☐ **A**

17 à 19 ans ☐ **B**

20 et plus ☐ **TERMINER**

Doit inclure 1 ou 2 personnes qui ont 16 ans.

- 3) Et est-ce qu'il s'agit d'un garçon ou d'une fille?

Garçon

☐ **50%**

Fille

☐

50%

Si 16 ans (code "A") – Poser la Q.4a. Si 17 à 19 ans, passer à la Q.4b.

- 4a) Nous faisons un groupe de discussion auprès des jeunes dans votre région, et nous aimerions inviter votre fils/fille. Le but de ce groupe de discussion est d'obtenir les opinions des jeunes sur le sujet de la fumée des autres. L'étude se fait pour le compte de Santé Canada. Le groupe durera deux heures, et il y aura une rétribution pour les participants. Est-ce que j'ai votre permission de parler avec votre fils/fille?

Oui

☐

Non

☐

TERMINER

4b) Est-ce que je pourrais lui parler? [Utiliser la Q.4a si demande pourquoi.]

Oui

☐

Non

☐ **TERMINER**

Une fois le jeune est sur la ligne :

5) Puis-je demander ton âge? _____

6) Et dans quelle année à l'école es-tu? _____

7) Est-ce que tu fumes la cigarette?

Oui

☐

Non

☐

NSP/REFUS ☐ **Remercier et Terminer**

50 % doivent fumer; 50 % ne doivent pas fumer.

S'assurer que le jeune est animé, articulé, et pas intimidé de parler avec des adultes.

9) Nous faisons une étude de recherche dans votre quartier et nous sommes intéressés à ton opinion. La recherche aura lieu l'après-midi, après l'école. Il y aura un groupe d'environ 10 jeunes comme toi, et quelqu'un qui vous posera des questions. La discussion durera environ deux heures et je pense que tu la trouveras intéressante. Est-ce que tu serais intéressé à y participer?

Oui

☐

Non

☐ **TERMINER**

Si le jeune a 16 ans, demander à parler de nouveau à son parent/tuteur.

J'aimerais inviter votre jeune à assister à une étude qui aura lieu le 18 octobre, à 4h30, et qui durera deux heures. L'objet est de comprendre ce que pensent les jeunes du sujet de la fumée des autres et de la fumée en général. Personne n'essayera pas de vendre quoi que ce soit. Nous sommes seulement intéressés à leurs idées et opinions. Le groupe sera relaxe et informel et votre jeune recevra \$50 pour sa participation. Est-ce que je peux confirmer sa présence?

Oui

☐

Non

☐ **TERMINER**

Il faudra lire du matériel pendant le groupe. Veuillez donc apporter des lunettes si nécessaire.

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

TÉL. (résidence) _____ TÉL. (bureau) _____

RÉCONFIRMÉ PAR: _____ DATE: _____

PROJECT #21100061

October 24, 2002 – FINAL Youth Groups For Modified Commercials

DISCUSSION OUTLINE

1. Introduction Of Moderators & Project (5 min)

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

This research project is being conducted for Health Canada. The group here today is only one of a series of similar sessions we are holding in a number of cities across Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. Each session is videotaped for research purposes; I take some notes, but I can't write down everything, so the tape gives me a record I can review. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

Today we are going to talk about the issue of second hand smoke. I am going to show you some potential advertising and get your reaction to it. Please be honest in your opinions – if you like what I show you, please tell me and tell me why. If you hate what I show you, also tell me, but also tell me why. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

Again, let me stress that the report that we will write at the end of the project will summarize the ideas and opinions we have heard. It will not identify anyone by name.

2. Introduction of Participants (5min)

Let's start the discussion by having you introduce yourself by your first name, and tell us a little about yourself. Do you work or are you in school? What is your favorite course in school? What do you like to do in your spare time? What is your favourite TV show?

3. Warm-Up (5 minutes)

- I want to start by talking a little about second-hand smoke. What is second-hand smoke? What do you know about it? Who does it affect? Who is most vulnerable to it? Is it an issue more for smokers or non-smokers?

- Is this a problem? Is it important to you? Why? Why not? Is second-hand smoke more a problem for adults or kids? Why?

- How do you deal with second-hand smoke? What can people do about it? What can young people (i.e. teens) do about it?

4. ADVERTISING EVALUATIONS

I am going to show you some potential advertising dealing with second hand smoke, including a TV commercial, some print material and some outdoor ads. I will start with the TV commercial, then show you the related print material.

I will show the commercial to you once, and then get you to complete a short questionnaire on your impression of it. During this time, please do not talk, as we will be discussing it after everyone has completed the questionnaire.

SHOW COMMERCIAL. HAND OUT QUESTIONNAIRES. GIVE TIME TO COMPLETE. WHEN ALL QUESTIONNAIRES ARE HANDED IN, SHOW COMMERCIAL AGAIN, AND BEGIN DISCUSSION..

- what is your initial reaction to the commercial? How would you rate it on a one-to-ten scale, where ten means you loved it and one means you hated it? Why?
- What is the main message they are trying to communicate? What is the message you get from the voiceover? What is the message you get from the visual? Are they consistent?
- Is the message easy to understand? Are there specific words or phrases you recall that contribute to the message?
- Who is this commercial aimed at? Is it aimed at you? why/why not? What types of TV shows would you expect to see this commercial aired on?
- The commercial talks about the diseases you can get from second-hand smoke. Do you believe you can get diseases from second-hand smoke? What diseases?
- If you were able to improve this commercial, what would you do?

SHOW RELATED OUTDOOR ADS (*Explain that these would be billboards and/or transit signs*)

- what is your initial reaction to the format and colours? How would you rate it on a one-to-ten scale, where ten means you loved it and one means you hated it? Why?
- What is the main message they are trying to communicate with this ad? Is the message easy to understand? Are there specific words or phrases you recall that contribute to the message?
- What do you think of the pictures used? Do they contribute to the ad? Why/why not?
- Who is this ad aimed at? Is it aimed at you? why/why not?
- Where would you expect to see this billboard?
- Is it important to see the diseases named? Why/why not?
- Is there anything missing from the billboard? If so, what?
- In one concept the word "another" was used before 2nd hand smoke disease and in the other version, "a" was used. Which do you prefer? Why?

SHOW FULFILLMENT PIECE (Explain that if they called the 800#, they would be sent something like this brochure. The brochure would look similar to this one, but the text would be targeted to youth and the cover would be similar to the television commercial. It would also mention how second-hand smoke hurts family and friends. Ask them to read the some of the brochure)

- what is your overall reaction to the brochure? How would you rate it on a one-to-ten scale, where ten means you loved it and one means you hated it? Why?
- Is this something you would read? Why/why not? Who do you think would read it?
- What message(s) do you get from the brochure? Is the message easy to understand? Are there specific words or phrases you recall that contribute to the message?
- Who is this brochure aimed at? Is it aimed at you? why/why not? Who could benefit from reading it?
- Is there anything missing from the brochure? If so, what?

5. WRAP-UP

- once all the elements have been evaluated, ask... You have now seen a number of different pieces of communication from Health Canada. What is your overall opinion of this as a campaign?
- Is it something you will notice? Is it something you will pay attention to? Why/why not?
- Do the ads make you feel any more or less positive toward Health Canada? The Government of Canada? Why?
- Why do you think the Government of Canada is doing these ads?
- Would you call the 1-800 number? Do you remember the number? What would you expect to receive if you did call?
- Would you visit the website? What is the web address? What would you expect to receive if you did go to the site?
- If you could give Health Canada some advice overall on this advertising, what would it be?

Thank you for your time.

Advertisement Questionnaire

Ad # _____: Title: _____

Overall Views: _____

Main Message of the ad: _____

Using a scale of 0 to 10 please mark each ad (circle your response) on the following:

<i>Not very believable</i>					<i>Very believable</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Not very appropriate for Health Canada</i>					<i>Very appropriate</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Does not explain the issue of 2nd hand smoke</i>					<i>Explains the issues well</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Does not provide new information</i>					<i>Provides new information</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Does not communicate the dangers</i>					<i>Communicates the dangers of 2nd smoke</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>2nd Hand Smoke Not a Serious Problem</i>					<i>Is very serious problem</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Would not catch my attention</i>					<i>Would get my attention</i>					
0	1	2	3	4	5	6	7	8	9	10
<i>Ad Would likely encourage me to talk to my friends/family about second hand smoke</i>										
<i>Disagree</i>					<i>Agree</i>					
0	1	2	3	4	5	6	7	8	9	10

GUIDE DE DISCUSSION – JEUNES

1. Préambule (5 min)

Avant de commencer, je demanderais à ceux et à celles d'entre vous qui ont des téléphones cellulaires ou des pagettes de bien vouloir les fermer.

Il s'agit d'une étude menée pour Santé Canada. Des groupes de discussion semblables à celui-ci ont lieu à travers le Canada. Nous ne cherchons pas d'information personnelle (même pas vos noms de famille) et vos opinions individuelles ne seront jamais révélées à qui que ce soit. Chaque entretien est enregistré pour des fins de recherche. Je prends quelques notes mais ne peux pas capter tout ce que vous me dites sur le vif, mais je pourrai consulter la bande plus tard. Il y a des observateurs de Santé Canada derrière le miroir; ils sont là pour écouter et apprendre. Nous voulons que vous exprimiez vos opinions honnêtement ainsi que les raisons pour lesquelles vous les tenez.

Nous allons parler aujourd'hui de fumée secondaire. Je vais vous montrer des concepts publicitaires et vous allez me dire ce que vous en pensez. De grâce, soyez honnêtes – si je vous montre quelque chose qui vous plaît, dites-le-moi. Si vous avez horreur de quelque chose que je vous montre, dites-le-moi aussi, mais dites moi aussi pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses et tous les points de vues sont valables.

Je tiens à souligner encore une fois que le rapport qui sera écrit à la fin de cette étude résumera les idées et les opinions que nous avons entendues. Personne ne sera nommé.

2. Présentation des participants (5 min)

Je demanderais maintenant à chacun et chacune de se présenter en utilisant votre prénom en nous parlant un peu de vous. Travaillez-vous ou êtes-vous encore aux études? Quel est votre cours préféré? Qu'aimez-vous faire de vos temps libres? Quel programme de télé aimez-vous le mieux?

3. Entrée en matière (5 min)

- Parlons un peu de fumée secondaire pour commencer. De quoi s'agit-il au juste selon vous? Qu'en savez-vous? Qui en est affecté? Qui sont les plus vulnérables? Est-ce une question qui concerne les fumeurs ou les non-fumeurs?
- Est-ce un problème? Est-ce important pour vous? Pourquoi? Pourquoi pas? La fumée secondaire est-elle un plus gros problème pour les adultes ou pour les jeunes? Pourquoi?
- Comment réagissez-vous à la fumée secondaire? Que peut-on faire de façon générale? Que peuvent faire les jeunes (les adolescents)?

4. Évaluations des annonces

Je vais vous montrer du matériel publicitaire qui traite de fumée secondaire, y compris une annonce de télévision, de l'imprimé et des affiches d'extérieur. Je commence avec l'annonce télé et poursuis ensuite avec l'imprimé.

Vous allez regarder la première annonce et compléter un petit questionnaire sur vos impressions immédiatement après. S'il-vous-plaît, ne dites pas un mot avant d'avoir complété votre questionnaire. Nous discuterons de l'annonce après.

FAIRE VISIONNER L'ANNONCE EN FAISANT UNE ROTATION. DISTRIBUER LES QUESTIONNAIRES. ALLOUER LE TEMPS DE LES REMPLIR. LORSQUE TOUS LES QUESTIONNAIRES SONT REMIS, VISIONNER L'ANNONCE UNE DEUXIÈME FOIS ET ENTAMER LA DISCUSSION.

- S Quelle est votre première impression de cette annonce? Sur une échelle de 1 à 10, où 10 indique qu'elle vous plaît énormément et 1 qu'elle ne vous plaît pas du tout, quel numéro lui donnez-vous? Pourquoi?
- S Quel est le message qu'on essaie de transmettre? Quel message retenez-vous du verbal, c'est-à-dire de ce que vous avez entendu? Quel est le message communiqué par les images, c'est-à-dire de ce que vous avez vu? Ces messages sont-ils en harmonie l'un avec l'autre?
- S Ce message est-il facile à comprendre? Vous rappelez-vous certains mots ou expressions qui contribuent mieux que d'autres à faire passer le message?
- S Qui est ciblé par cette annonce? L'êtes-vous? Pourquoi / Pourquoi pas? Quels sont programmes de télévision les plus aptes à diffuser cette annonce?
- S L'annonce parle de maladies causées par la fumée secondaire. Croyez-vous pouvoir contracter des maladies à cause de la fumée secondaire? Lesquelles?
- S Que feriez-vous pour améliorer cette annonce?

MONTRER LES AFFICHES D'EXTÉRIEUR (*Expliquer que ces concepts pourraient devenir de gros panneaux réclames aussi bien que des affiches d'autobus*)

- S Quelle est votre première impression du format et des couleurs? Sur une échelle de 1 à 10, où 10 indique que l'annonce vous plaît énormément et 1 qu'elle ne vous plaît pas du tout, quel numéro lui donnez-vous? Pourquoi?
- S Quel est le message qu'on essaie de transmettre? Ce message est-il facile à comprendre? Vous rappelez-vous certains mots ou expressions qui contribuent mieux que d'autres à faire passer le message?
- S Que pensez-vous des images utilisées? Ajoutent-elles quelque chose à cette annonce? Pourquoi / Pourquoi pas?
- S Qui est ciblé par cette annonce? – L'êtes-vous? – Pourquoi / Pourquoi pas?
- S À quels endroits verriez-vous cette affiche?
- S Est-il important que les maladies y soient inscrites? Pourquoi / Pourquoi pas?
- S Manque t'il quelque chose à cette affiche – Y ajouteriez-vous quelque chose?
- S Dans un cas, on a utilisé "une autre" pour qualifier "maladie causée par la fumée secondaire" tandis que dans l'autre version on a utilisé simplement "une". Quelle expression préférez-

vous? Pourquoi?

MONTREZ LE DÉPLIANT (*Expliquer qu'en appelant le numéro 800 on obtiendrait quelque chose qui ressemble à ce dépliant. Le dépliant en question ressemblerait à celui-ci, mais le texte serait ciblé sur les jeunes et l'illustration en première page s'apparenterait à l'annonce télévisée. Il serait aussi question du tort que la fumée secondaire fait aux familles et aux amis. Demander leur de lire le texte en partie.*)

- S Quelle est votre première impression de ce dépliant? Sur une échelle de 1 à 10, où 10 indique qu'elle vous plaît énormément et 1 qu'elle ne vous plaît pas du tout, quel numéro lui donnez-vous? Pourquoi?
- S Le liriez-vous? Pourquoi / Pourquoi pas? Qui lirait ce texte selon vous?
- S Quel message retenez-vous de ce dépliant? Ce message est-il facile à comprendre? Vous rappelez-vous certains mots ou expressions qui contribuent mieux que d'autres à faire passer le message?
- S Qui est ciblé par ce dépliant? – L'êtes-vous? – Pourquoi / Pourquoi pas? Qui profiterait à sa lecture?
- S Manque t'il quelque chose à ce dépliant? Qu'est ce que vous ajouteriez?

5. Clôture

- S Lorsque tout le matériel a été évalué, demander... Vous avez vu différentes pièces de communications de Santé Canada. Que pensez-vous de la campagne dans son ensemble?
- S Est-ce une campagne qui va saisir votre attention? Va t'elle la retenir? Pourquoi / Pourquoi pas?
- S Ces annonces affectent-elles vos sentiments vis-à-vis de Santé Canada pour le mieux ou le pire? Envers le gouvernement du Canada? Pourquoi?
- S Que croyez-vous est la raison pour laquelle le gouvernement du Canada désire diffuser ces annonces?
- S Appelleriez-vous le numéro 1-800? Vous souvenez-vous du numéro? Vous vous attendriez à quoi en composant ce numéro?
- S Iriez-vous au site Internet? Quelle est l'adresse du site? Qu'attendriez-vous y retrouver?
- S Quelles recommandations feriez-vous à Santé Canada par rapport à ces annonces?

Merci d'avoir participer!

Questionnaire

Annonce # : Titre:

Impression d'ensemble: _____

Message principal de l'annonce: _____

Sur une échelle de 0 à 10, veuillez encercler le numéro qui convient le mieux à votre opinion

Pas très crédible						Très crédible				
0	1	2	3	4	5	6	7	8	9	10
Ne convient pas à Santé Canada						Convient bien à Santé Canada				
0	1	2	3	4	5	6	7	8	9	10
N'explique pas bien la question de fumée secondaire						Explique bien la question				
0	1	2	3	4	5	6	7	8	9	10
Ne contient pas d'information nouvelle						Contient de nouvelle information				
0	1	2	3	4	5	6	7	8	9	10
Ne communique pas les dangers						Communique bien les dangers de fumée secondaire				
0	1	2	3	4	5	6	7	8	9	10
La fumée secondaire n'est pas un problème grave						C'est un problème très grave				
0	1	2	3	4	5	6	7	8	9	10
Ne capterait pas mon attention						Capterait mon attention				
0	1	2	3	4	5	6	7	8	9	10
L'annonce m'inciterait à parler de fumée secondaire avec amis et famille										
Pas d'accord						D'accord				
0	1	2	3	4	5	6	7	8	9	10

TEST MATERIALS



Asthma a 2nd hand smoke disease.



second-hand smoke diseases

L'asthme
une maladie causée par
la fumée secondaire.



maladies causées par la fumée secondaire



**Lung cancer
another 2nd hand
smoke disease.**



second-hand smoke diseases

**Le cancer du poumon
une autre maladie
causée par la fumée
secondaire.**



maladies causées par la fumée secondaire



1 800 O-Canada (1 800 622-6232) TTY / ATS : 1 800 465-7735 www.GoSmokefree.ca www.VivezSansFumee.ca

Canada 1994



L'asthme
une maladie causée par
la fumée secondaire.



maladies causées par la fumée secondaire

Asthma
a 2nd hand smoke
disease.



second-hand smoke diseases



**Le cancer du poumon
une autre maladie
causée par la fumée
secondaire.**



maladies causées par la fumée secondaire

**Lung cancer
another 2nd hand
smoke disease.**



second-hand smoke diseases