

CA.2.2003-2703

C.2

PORG -2003-1086

1030501
B2

ms.



**Millward Brown
Goldfarb**

**QUALITATIVE EVALUATION OF THE
SECOND SERIES OF 'HEATHER CROWE'
COMMERCIALS AND SECOND-HAND
SMOKE STORIES**

POR -03-13

PREPARED FOR: HEALTH CANADA

PREPARED BY: MILLWARD BROWN GOLDFARB

PROJECT #20101466

May 2003

TABLE OF CONTENTS

	<i>Page</i>
INTRODUCTION	<i>1</i>
EXECUTIVE SUMMARY	<i>4</i>
RECOMMENDATIONS	<i>6</i>
DETAILED FINDINGS	
FOCUS ON THE HEATHER CROWE COMMERCIALS	<i>7</i>
FOCUS ON THE STORIES	<i>13</i>
APPENDIX	
SCREENER – ADULTS [ENGLISH]	<i>17</i>
SCREENER – ADULTS [FRENCH]	<i>20</i>
SCREENER – TEENS [ENGLISH]	<i>22</i>
SCREENER – TEENS [FRENCH]	<i>25</i>
DISCUSSION OUTLINE – [ENGLISH]	<i>28</i>
DISCUSSION OUTLINE – [FRENCH]	<i>41</i>
STORIES	
COMMERCIAL SUMMARIES	

INTRODUCTION

Background

The Tobacco Control Programme's mission is to reduce disease and death caused by the use of tobacco through the following goals and strategic directions for the next decade:

- *Prevention* - Preventing tobacco use among young people
- *Cessation* - Persuading and helping smokers to stop using tobacco products
- *Harm Reduction* - Protecting Canadians by eliminating exposure to second hand smoke

The Tobacco Control Programme has outlined five long-term objectives:

1. Reduce the number of people who smoke from 25% to 20%
2. Decrease the number of cigarettes sold by 30%
3. Increase retailer compliance with laws from 69% to 80%
4. Reduce the number of people involuntarily exposed to environmental tobacco smoke
5. Explore ways to mandate changes that will reduce hazards to health

Health Canada's 2003-2004 Second-hand Smoke Campaign falls under the fourth long-term objective of the Tobacco Control Programme (reduce the number of people involuntarily exposed to environmental tobacco smoke). These ads raise the awareness of the dangers of second-hand smoke.

As part of the overall efforts to inform Canadians about the dangers of second-hand smoke, Health Canada will be undertaking a second round of advertising of ads featuring Heather Crowe. The first proposed ad focuses on living with lung cancer as a result of exposure to second-hand smoke, while the second proposed ad focuses on encouraging Canadians to do something about second-hand smoke. The target audience consists of adults 20-54.

This ad campaign will potentially air between September-October, 2003. The initiative may run on various TV networks, including local market TV stations, CTV, CBC, Global, SAC, TVA and possibly cinema.

The Second-hand Smoke Youth Internet contest was part of the Second-hand Smoke Youth campaign (November 2002 to February 2003). The contest ran from March 17-April 27, 2003. The winning SHS youth contest story will be turned into a television ad, which is tentatively scheduled to air fall 2003.

It is essential therefore, to test the effectiveness of ads developed for this initiative amongst the target audience before it is decided what and when ads will air.

Research Purpose

Health Canada would like to test the resonance of the potential new ads of Heather Crowe on the topic of second hand smoke with the target audiences, and the stories that have been written by young people as possible commercials.

Research Objectives

Among others, the overall objective of the qualitative work is to evaluate the impact of the visual concept, taglines and text of the Heather Crowe commercials. Specifically, this qualitative work is intended to aid in:

- Assessing the relevance, clarity credibility, and call to action components etc., associated with the various SHS Heather Crowe ads
- Determining the resonance of the proposed commercials with the target audiences
- Determining the effectiveness, fit, and appeal of the visual concept, taglines, and text of the ads to the target audiences (defined below)
- Assessing the credibility of the ads with the defined audiences
- Understanding the appropriateness and clarity of the ads to the specific audience
- Assessing the empathy of the ads with the defined audiences
- Determining the reliability and relevance of the ads with the defined audiences
- Identifying the sensitivity of the ads to the needs of the defined audiences
- Determining the effectiveness of the ads in the minds of the defined audience
- Enhancing the believability of the ads with the defined audiences.

The stories were to be evaluated with view to determining which, if any, would make a credible, compelling commercial on the topic of dealing with second-hand smoke.

Methodology

A total of 8 focus groups were conducted between May 14th and 15th; two in each of the following markets:

- Toronto
- London
- Halifax
- Montreal

The groups in Montreal were conducted in French, while the groups in the other markets were conducted in English. Each focus group session lasted approximately 2 hours.

Two groups were conducted in each market, one targeting each of the following groups:

- One group of smokers and non-smokers, aged 16 to 19; half male, half female
- One group of smokers and non-smokers aged 20 and 54; half male, half female

Note:

The French versions of the commercials tested did not feature Heather talking to the camera, but a voice-over delivered by a non-professional reader. This may have contributed to a more negative reaction on the part of the Montreal participants, especially with respect to their criticizing the lack of emotion in the audio to match the visual.



Millward Brown
Goldfarb

EXECUTIVE SUMMARY

The Second Round Of Heather Ads Need Some Adjustment

Qualitatively, it appears that there is little awareness of the details of Heather Crowe's story. While some participants recognize her when they see her, few understood her full story in terms of where she worked, and the circumstances under which she has been diagnosed. As such, many of the participants did not understand the implications of what she was saying in the second wave of the campaign.

The main message participants got from 'Fighting' was an awareness of the dangers of smoking generally, and second-hand smoke specifically. The message to non-smokers seemed to be to avoid second-hand smoke, while the message to smokers was 'be aware of what you are doing to yourself, and to others.' In the English markets in which it was evaluated, this execution was considered more effective because Heather made it personal by listing her symptoms, and discussing her feelings.

In Montreal, this focus on her problems made it difficult for people to feel concerned. They felt they were hearing a sad story, which made several feel like turning it off. The sense that Heather was indulging in self-pity was also evident in Halifax, and, to a lesser extent in the other markets.

The key problem with 'Fighting' is that Heather does not look as ill as she claims to be, and this gives smokers in particular the opportunity to dismiss her problems and her message. They are able to question whether or not the second-hand smoke actually caused her disease, and in doing so, distance themselves from her.

'Legacy' was generally considered the more aggressive of the two executions. It not only points out the real dangers of second-hand smoke, but also tends to suggest that we, as a society, need to do something about it. Some, particularly smokers, found the message too aggressive. Because they were not familiar with Heather's background, they did not feel this apparent attack on smokers was justified. Others felt this commercial was more meaningful because Heather is taking a stand on something important.

This was particularly true in Montreal, where the reaction, in fact, was that her tone was not aggressive enough to match her words.

The line 'Refuse to be a target' is the most effective call to action, if the intent is to effect a change, and garner the support of non-smokers to take more positive action than simply removing themselves from the smoky environment.

The line 'To learn how to live smoke free' works well in English to help clarify the expectations of what people might expect to find if they visit the website or call the 800 number. However, it does not work well in French because of the identical pronunciation of 'fumer' and 'fumée'. When listening to the voice-over in French, it is easy to understand 'live smoke free', which for most implies a message of quitting rather than

avoiding second-hand smoke. This has probably contributed to the Montreal participants not getting the second-hand smoke message as strongly as others did.

There Are Principles To Be Learned From The Stories

The evaluation of the individual stories did not necessarily yield one story that would be compelling as a commercial. However, there were a number of principles learned that can be used to further evaluate the stories, and determine which parts of stories can be used.

The principles are as follows:

- Stories which focus on the impact of second-hand smoke on small children are very effective
- Smokers should not be portrayed as ignorant, uncaring, disrespectful
- Smokers should not be depicted as health care workers
- The situations portrayed must be believable to the target audience
- The situations also need to be meaningful
- The story cannot be set in public places where smoking is no longer permitted
- The behaviour of the people in the story must be considered appropriate
- The behaviour of non-smokers cannot be too aggressive (although some non-smokers (especially in Montreal) react well to non-smokers taking aggressive steps to protect themselves, such as blowing smoke back in a smoker's face)
- Teens want to see the mutual respect between smokers and non-smokers which they believe exists
- Teens respond well when they can relate to a situation or person on more than one level
- To the extent possible, second-hand smoke must be definitively linked to the disease or problem being faced by the person in the story
- There might be a role for humour in the stories.

RECOMMENDATIONS

Based on the research findings, and the analysis, the following recommendations are made regarding the Heather Crowe commercials:

- the original Heather Crowe commercial should be shown in conjunction with the new ones
- the voiceover on the French version needs to have more emotion in it
- use the call to action line 'Refuse to be a target'
- include the line 'To learn how to live smoke free' on the English version of the commercial, and consider re-wording the French equivalent.

With respect to the stories, none of the ones evaluated should be used as evaluated. However, the ones which have the greatest potential, with adjustments, include:

- story #11 'Smile through smoke'
- story #29 'My life with second-hand smoke'
- story #37 'No second chances'
- story #68 'The Gesture'
- story #74 'Affects Second-Hand Smoke Has On Me'
- story #79 'de l'air pour ses poumons'



DETAILED FINDINGS

FOCUS ON THE HEATHER CROWE COMMERCIALS

While the Heather campaign is targeted more to adults, it was evaluated by both adults and teens. Their responses were somewhat similar, but this analysis focuses more on the response of adults. A specific section on the response of teens is included at the end of this section.

Awareness Of The Details Of Heather's Story Seems Limited

When participants in the groups were asked to play back any advertising they recall that deals with the issue of smoking, very few in any of the markets spontaneously mentioned Heather Crowe either directly or indirectly. Once they had been showed one of the two commercials being evaluated, a few then recalled hearing something about her. Their comments typically were 'Isn't she that waitress who has cancer from second-hand smoke?' or even more simply 'Isn't she that waitress?' Qualitatively it appears that there is not a lot of recall or awareness of the details of Heather Crowe's story. This is important to understand because it has a clear impact on the way in which people respond to the commercials that were evaluated.

The Two Executions Were Considered 'Low-Key'

There are some elements within both commercials that are worth discussing before getting into the separate analysis of each commercial.

The commercials both seem rather low-key. The setting is static, and as a result does not tend to be attention getting. Some feel Heather's voice lacks the emotion and/or anger they expect to hear from someone in her situation. Both adults and teens commented that they were not sure they would even notice the commercial if it was on television.

It should be noted that the French version of the commercials did not feature Heather's own voice, but rather a voiceover. This seemed to contribute to the perception that the French version was especially low-key.

Heather herself does not appear to be very sick. Despite her comments about her illness (particularly in 'Fighting'), she does not look frail. She does not have the drawn appearance, which the participants said they would associate with someone who is apparently dying. Despite the fact that she mentions a wheelchair, she is sitting in an armchair. Partly because she does not appear ill, some feel Heather is indulging in self-pity. Overall, these elements detract from the credibility of what she is saying, particularly for those who are not familiar with her story.

In their response to both commercials, some participants, particularly smokers, began to question whether or not Heather's illness can be solely attributed to second-hand smoke in the workplace. Again, partially because they were not aware of the details of her

situation, a number questioned how she knows that her cancer is a result of second-hand smoke. They pose questions such as:

- How long was she exposed to cigarette smoke?
- What are the statistics regarding this type of situation?
- How can they rule out other carcinogens to which she might have been exposed?

The concern was that the commercials seem to be pointing a finger at smokers as being the 'guilty parties' in terms of causing Heather's illness, and smokers in particular resent the implication.

There is one other point to be made about the way in which the commercials were received. While there was a general acknowledgement within the groups that second-hand smoke is dangerous, there was also a sense that it is no longer the issue it once was because smoking is banned in so many public places. The emerging by-laws in various municipalities make it illegal to smoke in office buildings, on buses, in restaurants, in hockey arenas. This means there are fewer and fewer places in which non-smokers are confronted with second-hand smoke. Moreover, because a number of the non-smokers interviewed said they do not allow smoking in their homes or cars, they wonder where they might still be exposed to second-hand smoke. Both smokers and non-smokers remarked that the only places left for smokers are *their* own homes and cars, and outside on the street. Neither smokers nor non-smokers were particularly interested in trying to ban smoking from those areas.

Overall, it seems clear that if the second wave of Heather executions is to be effective, they will need to be aired in conjunction with the first commercial in which the details of her story were outlined. Without that background information, the participants in this research did not fully appreciate the message being communicated.

Reaction To 'Fighting' Execution

The general **reaction** in the three English markets was that this was the more compelling of the two commercials tested. It was considered more personal, more sincere. In this execution, Heather lists some of her symptoms such as having trouble breathing, being confined to wheelchair and shaking all the time. Participants are able to play back these symptoms, and to some extent are shocked by them. A few confessed they were not aware that lung cancer can be so debilitating as to put people into wheelchairs.

Heather talks about her feelings in this execution, and this helped adults in particular to relate to her. The commercial overall generated feelings of sadness and sympathy in some. It generated some feeling of guilt among smokers, particularly those who began to think about the damage that their smoking might be causing to others. (One smoker said her immediate response to the commercial was 'Why am I smoking? Why can't I quit?'.)

Some non-smokers felt the commercial validated their own feelings and behaviour. They say they tend to remove themselves from environments in which there are lots of people smoking, or simply do not put themselves in the situation in the first place. Heather's story, and the fact that she has a serious disease that is being attributed to second-hand smoke, confirms their own belief that second-hand smoke is not something they want to be around.

The **message** of 'Fighting' tends to be an awareness message on two levels. First, it is considered a reminder that second-hand smoke is dangerous, perhaps as dangerous as smoking. The second message is that people should try to avoid second-hand smoke, and to not put themselves in situations where they might be exposed to it. In this respect, it is described as making non-smokers aware of the dangers.

The message for smokers was also an awareness one – be aware of what you are doing, not only to yourself, but also to others. In this respect, smokers felt the intent of the commercial was to make them feel guilty, and they resented it. 'Why are they attacking smokers?', they asked. 'I might have a bad habit, but I'm not a bad person'. They are offended by the implication that they, as smokers, are solely responsible for Heather Crowe's condition.

In a very minor way, the commercial was perceived to be encouraging non-smokers to take action against smokers, by encouraging them to quit, or by taking more positive action than simply removing themselves from the situation. This was not widely acknowledged, however.

In Montreal, this commercial was found weaker than 'Legacy'. Basically, it was felt that Heather was too self-concerned for her message to be relevant to the audience. As a result, the audience tended to tune-out what was perceived as an attempt to generate sympathy for her plight. Several did not get the second-hand smoke message and assumed she was a former smoker. This may be due to the French pronunciation of the line 'Apprenez à vivre sans fumée', which can easily be interpreted as 'Learn to live smoke-free', conveying primarily a quitting message.

Reaction To 'Legacy' Execution

This commercial was perceived to be more aggressive than 'Fighting', and in some respects, more political. In the English markets, the **message** went beyond simply raising awareness of the dangers of second-hand smoke. Rather, the message is that second-hand smoke is a real problem, and is one which we need to deal with as a society. Some felt the message was that the government has to do something about it. Some perceived the message to be to encourage non-smokers to do more to help themselves by actively encouraging smokers to quit.

In Montreal, several perceived the message to be that tobacco kills. That is, the message went beyond second-hand smoke, to be something more inclusive. In this respect, too, the participants in Montreal felt that this execution was better than 'Fighting' because it did not have the same sense of self-pity. Rather, Heather was perceived to be taking a stand on an important issue, and that the overall message was more worthwhile.

Smokers in each market tended to view this commercial as a blatant attack on them. They said it was one more way in which smokers are becoming 'second-class citizens' in Canada. They pointed to the changing laws that make it impossible for them to smoke in most public buildings, and the fact that they are forced to go outside to smoke. This makes them visible, and sets them apart from those who do not smoke. The sense of isolation they already feel is exacerbated by the message of this commercial.

There were two lines in this execution which generated some discussion. The line 'Everyone has the right to clean air' was considered true, but no longer realistic. That is, people in the groups said it would be nice if everyone could breathe clean air, but in today's urban society, it is simply not a reality. This perception, in combination with the growing recognition that there are relatively few public places in which someone can smoke, tended to diminish the impact of the line.

Secondly, the line 'I want to be the last person to die from second-hand smoke' was considered very powerful for some people. They agreed that it would be wonderful if no one else contracted a disease as a result of something other people were doing. At the same time, however, the message in the line is not believable. Participants said that the line is something from a 'wish list', but is not likely to be the case. It may be as unattainable as world peace, something which everyone wishes for, yet few believe will ever happen.

Teens Tend To Lack Sympathy For Heather

While there are clearly some teens that feel both sympathy and empathy for Heather, their overall lack of awareness of her story meant that the more common reaction was almost indifference. Like some adults, they questioned how Heather knows that her disease is a result of second-hand smoke, and even if it is, they wonder why she did not simply change jobs in order to remove herself from the smoking environment. Teens were also somewhat more vocal than adults about the fact that so few public places allow smoking, and this contributed to their sense that this is not a major issue.

Generally speaking, teens did not exhibit a great deal of sympathy for Heather. They tended to feel that because of her age, she is bound to die from something anyway, and that it did not really matter what eventually killed her. They were able to distance themselves from Heather because she is so much older than they are.

Teens were also somewhat more vocal than adults in saying that Heather did not seem frail enough, or angry enough to garner their sympathy. They questioned whether she is really as sick as she claims, based on her appearance, and the manner in which she spoke.

Overall, there was not enough emotion in the commercial to act as a rallying cry against second-hand smoke.

Reaction To The Alternative Call To Action Lines

In each of the two commercials, a different call to action line was used. One line used was 'Are you a target?' This line is a simple call to action. It invites the viewer to question themselves, and their own circumstances. Are they putting themselves in danger by exposing themselves to second-hand smoke? The line is personal, and as such, does not offend anyone.

The other line used in one of the commercials was 'Refuse to be a target'. This line is more assertive and potentially more empowering to non-smokers. As one non-smoker put it, 'It's asking me to be pushy.' The line implies that non-smokers should take action against second-hand smoke by:

- asking people to butt out their cigarettes,
- removing themselves from environments in which there is a lot of smoke
- speaking up against smoking in public places

Moreover, it was considered appropriate for the government to be pursuing this type of aggressive position by sponsoring the commercials. In some respects, it was considered the government's responsibility to ensure the health of Canadians by doing whatever it takes to reduce the number of people smoking, and therefore minimize the risk of others being exposed to second-hand smoke.

A third line – 'Don't be a target' – was also evaluated. This line was typically considered similar to, but less powerful than 'Refuse to be a target'.

On balance, if the intent to effect a change, it would be our recommendation to use the line 'Refuse to be a target'.

The Smoke Rings Link The Various Executions Within The Second-Hand Smoke Campaign

While virtually no one spontaneously mentioned the smoke rings at the end of the commercial in a positive or a negative way, their presence does not seem to have a major impact on the commercial. However, because the shape of the smoke rings forms a stylized 'target', they make sense to people. Moreover, a number of participants recall the commercial in which the smoke ring from the mother's cigarette floats into the living

room where her child is playing, and settles over the child. Participants therefore feel the smoke rings act as a device to bring a sense of cohesion to the second-hand smoke campaign.

Reaction To The 800 Number And Website

Virtually no one in any of the groups indicated that they would call the 800 number or visit the website. The few who did so indicate, tended to be smokers who are seriously considering quitting.

If they were to call the number or visit the website, participants said they would expect to find:

- tips on quitting smoking
- facts on second-hand smoke/ statistics to back up claims regarding the links between certain diseases and second-hand smoke
- tips on how to make one's home smoke free
- information on the current and pending legislation within one's own community regarding where one can and cannot smoke

The line 'To learn how to live smoke-free' added to the screen which shows the 800 number and the web address would help to contribute to these expectations, particularly if the line was spoken.

It should be understood however that the French version of the line does not work as well as the English because of the similarity in the pronunciation of 'fumer' and fumée'. The spoken line tends to confuse people.

FOCUS ON THE STORIES

A series of 12 short true stories which had been written by teens about their experience with second-hand smoke were evaluated in the research. Due to time constraints, half of the stories were evaluated in London and Montreal, and the other half were evaluated in Toronto and Halifax. The stories were evaluated among both teens and adults.

From the discussions of these stories, a series of principles emerged which should be taken into consideration when deciding which, if any, of these stories could be made into an effective commercial. This analysis focuses on those principles, and uses extracts from the stories as examples.

Principles of Communication

1. Stories which focus on the impact of second-hand smoke on small children are very effective. For example, story #11 in which a little girl in a daycare was exposed to the second-hand smoke from her mother's cigarette upset the group participants. Similarly, #74 was considered an effective story to some because it depicted a child trying to protect his younger sister from his mother's smoke.

Both teens and adults tend to be outraged about the idea of anyone smoking around small children. They are concerned about babies and children for a number of reasons. They do not believe their lungs are developed enough to be able to deal with second-hand smoke, and therefore feel the repercussions are even stronger to children. They recognize that children do not have the same opportunities as adults to remove themselves from a situation in which people are smoking, or to speak up against smokers, particularly if the people smoking are their parents. Moreover, they acknowledge that children simply do not have the knowledge and understanding that the smoke can do them harm. For all of these reasons, the participants in the groups feel it is up to teens and adults to act responsibly around children, and that means not smoking around them.

2. Smokers should not be portrayed as ignorant, uncaring, disrespectful. One of the recurring themes that emerged within the groups, particularly among teens, is the need for mutual respect between smokers and non-smokers. Both groups acknowledge that the other group has rights that should be respected. In this respect, they do not want to see smokers portrayed in a way that makes them seem like bad people. The mother in story #11 was perceived in such a way, as was the uncle in story #35, and the man in the bar in story #68. There are two issues inherent in this type of approach. First, it tends to upset smokers to see their peers portrayed in this way; their reaction goes back to their self-perception that they have a bad habit, but that they are not inherently bad people. Secondly, when the smoker is shown in such a bad light, the viewer tends to focus on the personality of the smoker, and is distracted from the real or intended message about the

dangers of second-hand smoke. The key message becomes one of respect, rather than one of the dangers of smoking.

3. Do not depict the smokers as health care workers. In story #74, the mother is a nurse, yet continues to smoke in front of her children. While no one denies that some health care workers smoke, they do not feel it is appropriate to use them in commercials.
4. The situations portrayed must be believable to the target audience. If the situations are not believable, the entire message can get lost. For example, in story #33 the smoking friend forces a cigarette on the non-smoking friend. Teens reacted to this by saying it would never happen; teen smokers respect the right of their non-smoking friend to choose not to smoke. Moreover, they believe peer pressure is much more subtle than the blatant way in which it was portrayed in this story.

Similarly, in story #37, few believed that teens would engage in competitions to see who could smoke the most in one night. This aspect of the story led many to dismiss the whole scenario as unbelievable.

In story #76, the message is perceived to be a positive one, however, a number of people suggested that it was not believable that a five year old would ask an adult to put out a cigarette. They felt it would be more believable coming a slightly older child, who might have had some education on the dangers of second-hand smoke at school.

5. The situations also need to be meaningful. Teens in particular want to see situations that they recognize, but which are not 'corny'. For example, teens tended to totally dismiss story #20 because the girl simply held her breath and made faces at the man who was smoking in the bus shelter. Teens felt the story would have had more impact if she had politely asked the man to put out his cigarette.
6. The story cannot be set in public places where smoking is no longer permitted. For example, story #65 takes place in a football stadium. In the markets in which the groups were conducted, smoking is not allowed in places like stadiums or arenas, so the story did not have much impact. Similarly, story #20, which takes place in a bus shelter, was also dismissed partly because many felt the girl could have stepped outside the bus shelter and avoided the smoke from the man's cigarette. The participants in the groups felt that the non-smokers in these two stories were not true 'targets' because they were not in situations they could not easily remove themselves from.

7. The behaviour of the people in the story must be considered appropriate. In this respect, the daycare worker in story #11 was considered to have over-stepped her bounds when she told the little girl's mother that she should not smoke around the child. While they applaud her intent, they do not feel it was appropriate for her to speak up in this fashion. Similarly, while teens might have appreciated the gesture of the girl in story #50 who 'grabs the cigarette from the guy and tosses it in a glass of pop', they do not feel it was the right thing to do. The action tends to detract from the mutual respect which teens believe exists between smoker and non-smokers.

Another facet of this principle is that those who are objecting to the second-hand smoke must be seen as speaking up for themselves, or defending themselves, as well as others. The little boy in story #74 speaks up on behalf of his younger sister, but not himself, yet participants thought he should have. Similarly, the other people in the bus shelter in story #20 apparently let the girl be the only one to do something when the man lit his cigarette. The general consensus was that they should have also spoken up.

8. The behaviour of non-smokers cannot be too aggressive. While the intent of the campaign may be to rally non-smokers into taking more action than simply removing themselves from the smoky area, some feel the action should not go too far. Some of those who heard story #79, for example, thought the sisters went too far when they made the one who was smoking walk home in the cold. Similarly, some felt the boy in story #74 was a little aggressive when he grabbed his mother's cigarette and put it out. They did not feel this was the type of behaviour that Health Canada should necessarily be encouraging, especially among children.
9. Teens want to see the mutual respect between smokers and non-smokers which they believe exists. For example, in story #50, they did not feel the girl's gesture in tossing the guy's cigarette into a glass of pop demonstrated this respect. Similarly, they did not feel the uncle in story #35 illustrated any sense of respect.
10. Teens respond well when they can relate to a situation or person on more than one level. For example, a story that resonated well with teens in London and Toronto was story #29 in which a 19 year old is waiting for a heart transplant. The teens who heard this story responded well partly because the major character is their age, and partly because he is facing a life threatening situation. It is more difficult for them to dismiss the story when the disease the boy has is so serious. This story was one that teens found easier to embrace; it almost became their 'Heather'.

11. To the extent possible, second-hand smoke must be definitively linked to the disease or problem being faced by the person in the story. Despite the positive reaction to story #29, for example, the fact that the 'doctors don't know what caused the heart condition, but they say heavy exposure to second-hand smoke may have been the cause' detracted from the overall credibility, and allowed some teens (particularly smokers) to say that the boy's heart condition could have resulted from other factors. If the message regarding second-hand smoke is to be communicated effectively, there needs to be a 'provable' cause and effect, even if it only goes so far as to say 'second-hand smoke was a major contributing factor'.

Similarly, in story #37, the boy apparently developed asthma within a year as a result of going to high school parties. Teens simply did not believe that this could happen as quickly as it apparently did, and wanted to see some evidence of the link between the smoke at the parties and the asthma.

12. There might be a role for humour in the stories. While some adults felt that the use of humour might distract from the seriousness of the message regarding second-hand smoke, the teens said that the effective use of humour could help communicate the message. They particularly saw some humour in the story about the sisters (#79) and the one set in the bar (#68).

APPENDIX

PROJECT #20101466

May 7, 2003

MILLWARD BROWN GOLDFARB**SCREENER – ADULTS**

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

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

Yes ☐
No ☐

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

- 3) RECORD GENDER:

Male ☐
Female ☐

CHECK QUOTAS

4. In which of the following age categories do you fall?

Under 20 ☐ **TERMINATE**

20 - 29 ☐

30 - 39 ☐

40 - 54 ☐

Over 54 ☐ **TERMINATE**

ENSURE GOOD MIX OF AGES



**Millward Brown
Goldfarb**

5. Do you smoke cigarettes?

- Yes ☐
 No ☐
 DK / REFUSE ☐ **THANK AND TERMINATE**

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

6. In which of the following classifications does your total household before taxes income fall? **[READ LIST, CHECK ONE]**

- Under \$25,000 ☐
 \$25,000 - \$39,999 ☐
 \$40,000 - \$49,999 ☐
 \$50,000 - \$74,999 ☐
 \$75,000 – or more ☐
 Refused / Don't know ☐ **[DO NOT READ] THANK AND TERMINATE**

ENSURE GOOD MIX OF INCOME GROUPS.

6. What is the highest level of formal education you have completed?
[DO NOT READ]

- Primary school ☐
 Some high/ secondary school / CGEP ☐
 Graduated high/ secondary school / CGEP ☐
 Some community college technical college/ CEGEP ☐
 Graduated community college/ technical college/ CEGEP ☐
 Some undergraduate university ☐
 Graduated university or more ☐
 Other ☐ **TERMINATE**
 DK/Refused ☐ **TERMINATE**

ENSURE GOOD MIX OF THE QUALIFYING CATEGORIES.

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last 2 hours. The objective is to get your opinions on some advertising on second hand smoke. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive \$60.

Would you be interested in attending?

Yes
No



☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____



Millward Brown
Goldfarb

PROJECT #23n040 // #03-121**Legendre Lubawin Marketing inc.****QUESTIONNAIRE – Adultes****Recruter 10 par groupe.**

Bonjour / Bonsoir. Mon nom est _____ de LLM, une firme d'étude de marché indépendante. Nous menons présentement une étude pour le compte de Santé Canada auprès des gens de votre région. Je tiens à vous assurer que nous ne vendons rien, nous désirons simplement recueillir votre opinion. Puis-je prendre quelques minutes de votre temps ?

1. L'occupation des gens est un sujet qui nous intéresse. Est-ce que vous ou une personne de votre foyer travaille présentement dans l'un des domaines suivant ?

	<u>Non</u>	<u>Oui</u>
Agence de publicité	☐	☐
Journaux	☐	☐
Radio ou télévision	☐	☐
Firme d'étude de marché	☐	☐

SI "OUI" À L'UN DES ÉNONCÉS, REMERCIEZ ET TERMINEZ

2. Pour les fins de ce projet, nous devons nous assurer que nous parlons à des gens ayant un profil socio-démographique bien précis. Avez-vous des enfants ?

Oui ☐
Non ☐

BON MÉLANGE DE GENS AVEC ET SANS ENFANTS

3. NOTEZ LE SEXE:

Homme ☐
Femme ☐

VÉRIFIEZ LES QUOTAS

4. À laquelle des catégories d'âge suivantes appartenez-vous ?

Moins de 20 ☐ **TERMINEZ**
20 à 29 ☐
30 à 39 ☐
40 à 54 ☐
Plus de 54 ☐ **TERMINEZ**

BON MIX D'ÂGES

Millward Brown
Goldfarb

5. Fumez-vous la cigarette ?

Oui

☐ → 50% du groupe

Non

☐ → 50% du groupe

NSP / REFUS

☐ REMERCIEZ ET TERMINEZ

6. Dans laquelle des catégories suivantes se situe le revenu annuel de votre foyer avant impôt ? [LISEZ LA LISTE, NOTEZ UNE RÉPONSE]

Moins de \$25,000

☐

\$25,000 - \$39,999

☐

\$40,000 - \$49,999

☐

\$50,000 - \$74,999

☐

\$75,000 - ou plus

☐

NSP / REFUS

☐ [NE PAS LIRE.] REMERCIEZ ET TERMINEZ

AVOIR UN BON MIX DE REVENUS

7. Quel est le plus haut niveau d'éducation que vous avez atteint ? [NE LISEZ PAS]

1 - École primaire

☐

2 - Secondaire partiel

☐

3 - Secondaire complété

☐

4 - CÉGEP partiel

☐

5 - CÉGEP complété

☐

6 - Université partielle

☐

7 - Université complétée

☐

8 - Autre

☐

9 - NSP / REFUS

☐

☐ TERMINEZ

☐ TERMINEZ

AVOIR UN BON MIX DE NIVEAUX D'ÉDUCATION

Nous désirons vous inviter à participer à un groupe de discussion le **14 mai, à 19h30**, qui durera 2 heures. Le but de cette démarche est de recueillir votre opinion concernant certaines publicités portant sur la fumée secondaire. Il n'y aura aucune tentative de vous vendre quoique ce soit. Nous sommes simplement intéressés par votre opinion. Nous croyons que vous allez apprécier l'expérience et nous vous remettons la somme de \$60 en guise de remerciement.

Êtes-vous intéressé à participer ?

Oui ☐

Non ☐ TERMINEZ

L'étude aura lieu chez: Legendre Lubawin Marketing, 1172-A St-Mathieu (au niveau du sol), Montréal, le mercredi, 14 mai, à 7:30 pm.

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

TÉL. MAISON: _____ TÉL. TRAVAIL: _____

CONFIRMÉ PAR: _____ DATE: _____

PARTICIPE AU GROUPE: _____ DATE: _____ HEURE: _____



Millward Brown
Goldfarb

PROJECT #20101466

May 7, 2003

MILLWARD BROWN GOLDFARB**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? I need to speak to someone in the household who is over the age of 18.

Once person is on the phone, re-introduce...

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

- 2) In which of the following classifications does your total household before taxes income fall?
[READ LIST, CHECK ONE]

- Under \$25,000 ☐
 \$25,000 - \$39,999 ☐
 \$40,000 - \$49,999 ☐
 \$50,000 - \$74,999 ☐
 \$75,000 – or more ☐
 Refused / Don't know ☐ [DO NOT READ] THANK AND TERMINATE

ENSURE GOOD MIX OF INCOME GROUPS.

- 3a) 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**

3b) 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

4. And is the _____ year old male or female?

Male

☐

Female

☐

CHECK QUOTAS

IF TEEN IS 16 – ASK Q.5a)

IF TEEN IS 17 – 19, GO TO Q.5b)

5a) 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

5b) Could I please speak with him / her? [Use Q.4a) if you are asked WHY?]

Yes

☐

No

☐ TERMINATE

ONCE CHILD IS ON THE PHONE:

6. May I ask how old you are? _____

7. And what grade are you in? _____

8. 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.

9. 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 \$60.

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: _____



Millward Brown
Goldfarb

Questionnaire de dépistage – Jeunes

Recruter 10 par groupe.

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? J'ai besoin de parler à une personne dans votre foyer âgée de plus de 18 ans.

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**]

2. Dans laquelle des catégories suivantes se situe le revenu annuel de votre foyer avant impôt ? [**LISEZ LA LISTE, NOTEZ UNE RÉPONSE**]

Moins de \$25,000 ☐
 \$25,000 - \$39,999 ☐
 \$40,000 - \$49,999 ☐
 \$50,000 - \$74,999 ☐
 \$75,000 – ou plus ☐
 NSP / REFUS ☐

☐ [**NE PAS LIRE.**] **REMERCIEZ ET TERMINEZ**

AVOIR UN BON MIX DE REVENUS

- 3a) Pour les fins de cette étude, il nous faut parler à des gens dans certains types de foyers. Est-ce que vous ou quelqu'un d'autre dans votre foyer avez/a d'enfants?

Oui ☐ Non ☐ **TERMINER**

- 3b) Quels sont les âges des jeunes dans votre foyer? (**NE PAS LIRE. Cocher une seule case.**)

Moins de 16 ans ☐ **TERMINER**
 16 ans ☐ **A**
 17 à 19 ans ☐ **B**
 20 ans et plus ☐ **TERMINER**

- 4a) Et est-ce que l'enfant qui a ____ ans est un garçon ou une fille?

Garçon ☐ 50% Fille ☐ 50%

- 4b) Êtes-vous le parent / tuteur de cet enfant?

Oui ☐ Poser la Q.5a
 Non ☐ Demander à parler au parent. Se présenter de nouveau et commencer par la Q.5a

Si 16 ans (code A) – Poser la Q.5a. Si 17 à 19 ans (code B) – Poser la Q.5b

- 5a) Nous réalisons une discussion de groupe auprès des adolescents et nous aimerions inviter votre fils/fille. Le but de la discussion est de comprendre les attitudes des jeunes par rapport au fumée des autres. L'étude se fait pour le compte de Santé Canada. Le groupe durera 2 heures et nous remettrons une compensation monétaire. Est-ce que j'ai votre permission de parler à votre fils/fille?

Oui ☐

Non ☐ **TERMINER**

- 5b) Puis-je lui parler? [Utiliser la Q.5a) si on vous demande POURQUOI?]

Oui ☐

Non ☐ **TERMINER**

UNE FOIS L'ENFANT EST SUR LA LIGNE :

- 6) Quel âge as-tu? _____
- 7) Et dans quelle année es-tu à l'école? _____
- 8) Est-ce que tu fumes la cigarette ?

Oui ☐ → 50% du groupe
Non ☐ → 50% du groupe
NSP/Refus ☐ **TERMINER**

Assurez-vous que l'enfant est ouvert, articulé, et pas intimidé de parler avec des adultes.

- 9) Nous faisons une recherche dans ton quartier et nous sommes intéressés à votre opinion. La recherche aura lieu le soir, après l'école. Il y aura un groupe d'environ 6 autres jeunes comme toi, et quelqu'un qui te posera des questions. La discussion durera environ deux heures et nous pensons que tu le trouveras l'expérience agréable. Serais-tu intéressé à y participer?

Oui ☐

Non ☐ **TERMINER**

Demander à parler au parent / tuteur de nouveau.

J'aimerais inviter votre jeune à participer à une étude de marché pour le compte de Santé Canada. La session aura lieu le **14 mai, à 17h30**, et durera 2 heures. L'objet de cette étude est de comprendre ce que pensent les adolescents sur le sujet de la fumée des autres. Personne n'essayera pas de vendre quoi que ce soit. Nous ne sommes intéressés qu'à leurs idées et opinions. Nous pensons que l'expérience sera agréable et votre enfant recevra **60\$**. Est-ce que je peux confirmer sa présence?

Oui ☐

Non ☐ **TERMINER**



Millward Brown
Goldfarb

L'étude aura lieu chez: Legendre Lubawin Marketing, 1172-A St-Mathieu (au niveau du sol), Montréal, le mercredi, 14 mai, à 5:30 pm.

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

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

RÉCONFIRMÉ PAR: _____ DATE: _____

PROJECT #20101466
May 13, 2003 – Draft #4

DISCUSSION OUTLINE

1. Introduction Of Moderators & Project (5 minutes)

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

First off, I would like to thank each one of you for taking the time to speak with me today.

This research project is being conducted for Health 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. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. 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 smoke and second-hand smoke. I am going to expose you to some potential commercials and stories that deal with smoke and second-hand smoke and get your reaction to them. Please be honest in your opinions – if you like what I show you, please tell me and tell me why. If you do not like 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.

2. Introduction of Participants (5 minutes)

Let's start the discussion by having you introduce yourself by your first name, and tell me what you like to do in your spare time.

3. General Discussion On Smoking Information / Second-Hand Smoke (15 minutes)

- 1a - Where do you normally get information about issues like smoking? What are your sources of information? (Probe for peers, parents, teachers, media, doctor, etc.)? Why? Why not others?
- 2ab - Have you seen any advertisements on television recently that deal with the issue of smoking? Could you describe these?
- 3ab - Is there anything that you remember specifically (either positive or negative) about these ads? (Probe for words, phrases, actions, text)
- 4 - What are some of the messages in these ads?
- What is second-hand smoke? What do you know about it? Who does it affect?
- 5 - Is this a problem? Is it important to you? Why? Why not? Are you concerned about second-hand smoke?



Millward Brown
Goldfarb

- 6ab - Have you ever been exposed to second hand smoke? If so, where?
 7a - How do you deal with second-hand smoke (Listen for: Leave, complain, start smoking, etc.)? Do you deal with it differently, depending on who is smoking (e.g. parents vs. friends vs. stranger)? Why?
 8ab - Do you know who Heather Crowe is? Tell me what you know.

4. **Evaluation Of Heather Crowe Ads (40 Minutes)**

MODERATOR NOTE: THERE ARE TWO HEATHER CROWE ADS TO BE TESTED – “LIVING WITH THE DISEASE” AND “LEGACY”.

I am going to show you some potential commercials that deal with the issue of second-hand smoke.

SHOW FIRST COMMERCIAL “LIVING WITH THE DISEASE” TWICE BEFORE ASKING THE BATTERY OF QUESTIONS BELOW.

- 9ab - What is your initial reaction to this commercial?
 10ab - What did you like about it? What didn't you like about it?
 11 - What is the main message that it is trying to communicate?
 12ab - Is the message easy to understand? If not, what is difficult?
 13ab - Is the message credible? What makes it credible/ what makes it not credible?
 14 - What is the tone of the script?
 15 - Are there specific words or phrases you recall that contribute to the message?
 16 - Who is this script aimed at?
 17ab - Is it aimed at you?
 ▪ What reasons do you have for saying that?
 18ab - Is this script/commercial relevant to you?
 ▪ What reasons do you have for saying that?
 19 - If this script was on television, is it something you would notice?
 20 - Is this something that would prompt action on your part?
 21 - If 'Yes', ask...What actions would it prompt you to take?
 22 - If 'No', ask...What are some reasons for not taking action?
 23a-c - What is your opinion of Heather Crowe? Can you relate to her story? What do you like / dislike about her?
 24 - (Regardless of respondents' opinion of the script, ask) If you were able to improve this script, what would you do?
 25 - Would you discuss ads using this script with others?
 26ab - Did you notice the list of Second-Hand Smoke Diseases (SSDs) during the commercial? What do you think of this?
 27a-c - “Some tobacco companies say second-hand smoke bothers people. Health Canada say's it kills” What do you think of this line? How does it make you feel about the tobacco industry? Is second hand smoke their fault? How does it make you feel about the government? Should it be included in the ads? Why? Why not?

9' - 29'

- 28 - Where should these commercials be aired in order to have the most impact (ie. cinemas, television, internet, other)?
- 29 - When should these commercials be aired in order to reach you?

REPEAT BATTERY OF QUESTIONS FOR THE "LEGACY" AD.

'Call to Action Lines: (there was a different line used on each of the two commercials I showed you. In 'Living with the disease', the line was 'Are you a target?'

30a → y

- what is your reaction to this line? What does it say/ suggest?
- In the 'Legacy' ad, the line was 'Refuse to be a target'. What is your reaction to this line? What does it say or suggest?
- What is your reaction to the line 'Don't be a target.'
- Which one of these 3 lines do you feel is the most effective in terms of the way it affects you? Why?

Smoke Rings: (at the end of the commercials, there are some smoke rings, along with the line 'Are you a target', or 'Refuse to be a target'.)

31 a-re

- did you notice the smoke rings? If yes, what did you think of them? What, if anything did they do for the overall message of the commercial?
- If it was up to you, would you include them in the commercials, or not? Why?

End Line: (at the very end of the commercial was an 800 number. (1-800-O-Canada)

32 a-nd

- did you notice this line? What would you like to receive if you called the number?
- If there was a voiceover that said 'To learn how to live smoke-free, call 1-800...' would it change the way you think about the 800 #? Would it make you any more or less likely to call the number?

5. **Questions On The 1-800 Number & Website (5 minutes)**

33

34 a-nd

35

What is your overall opinion of this as a campaign?
 Would you visit a website to get help/information on Second-Hand Smoke?
 What would you expect to receive? What would you like to receive?
 If you could give Health Canada some additional advice on this advertising, what would it be?



6. SHS Youth Contest Testing (50 minutes)

(NOTE TO MODERATORS: There are 12 stories to be tested. We have grouped them into 2 batches – A and B. In London and Montreal, we will evaluate Batch A (#11, 20, 29, 33, 35, 37). In Toronto and Halifax, we will evaluate Batch B (#50, 65, 68, 74, 76, 79))

In March / April 2003, Health Canada ran a Second-Hand Smoke Internet contest on its website. Youths aged 12 to 19 were asked to send in stories about how they have been affected by Second-Hand Smoke. They were asked specifically to describe how they were exposed to Second-Hand Smoke, what they did about it or what they would have done differently as they became more aware of the dangers associated with Second-Hand Smoke.

I am now going to show you some of these stories and get your opinions on them. There are 6 of them. I'm going to read them to you one at a time, and get your reaction to them. (HAND OUT FIRST STORY IN ROTATION. READ STORY OUT LOUD AS PARTICIPANTS FOLLOW ALONG. THEN ASK...)

- 36 - What was the main message of this story?
- 37 - Are there any key words or phrases that contribute to this message?
- 38 - Is this message credible?
- 39ab - What are your feelings on the way the person in the story reacted to Second-Hand Smoke? Is this reaction credible / not credible?
- 40ab - Do you think that this story would encourage youth (for adult groups) / you (for teen groups) to take action against smoking / second-hand smoke? Why or why not?
- 41ab - Do you think that this story would make a good television or cinema advertisement? What are your reasons for saying that?
- 42ab - Do you feel that this story would be better portrayed as a testimonial (real person) style commercial with the actual author telling you about their story or with actors acting out the story line? Which would be more effective?

REPEAT FOR NEXT STORY IN BATCH.

Any other comments on any of the things we have talked about tonight?

Thanks again for taking the time to talk with me today. Have a great evening.

PROJET #20101466
12 mai 2003 – Draft #2

GUIDE D'ENTRETIEN

1. *Présentation de l'animateur et du projet (5 minutes)*

Avant de commencer, est-ce que je pourrais vous demander d'éteindre vos téléphones cellulaires et télé-avertisseurs si vous en avez sur vous .

D'abord, j'aimerais vous remercier, chacun d'entre vous, pour avoir pris le temps de venir ici aujourd'hui.

Il s'agit d'un projet de recherche qui est réalisé pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. La réunion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant l'entrevue. Le ruban me permet d'avoir un enregistrement que je peux revoir de façon à rédiger un rapport détaillé pour mon client. Il y a des observateurs derrière le miroir, des représentants de Santé Canada qui sont ici pour écouter et apprendre de vous. Nous recherchons vos opinions franches et honnêtes et les raisons de celles-ci.

Aujourd'hui, nous allons parler de fumée et de fumée secondaire. Je vais vous montrer quelques annonces potentielles et quelques scénarios qui concernent la fumée et la fumée secondaire pour obtenir votre réaction. Veuillez être honnête lorsque vous donnez votre opinion – si vous aimez ce que je vais vous montrer, dites-le-moi, dites-moi pourquoi. Si vous ne l'aimez pas, dites-le-moi aussi et dites-moi aussi pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes et de mauvaises réponses, et l'opinion de chacun est importante.

2. *Présentation des participants (5 minutes)*

Avant de commencer la discussion, je vous demanderais de vous présenter, en me donnant votre prénom, et en me disant ce que vous aimez faire pendant vos loisirs.

3. *Discussion générale sur la fumée / La fumée secondaire (15 minutes)*

- Où est-ce que vous obtenez généralement de l'information sur des choses telles que la fumée ? Quelles sont vos sources d'informations ? (**Approfondir, amis, parents, enseignants, médias, médecin, etc.**) ? Pourquoi eux ? Pourquoi pas d'autres ?
- Est-ce que vous avez vu quelque publicité à la télévision récemment sur le sujet de la fumée ? Pourriez-vous me les décrire ?
- Est-ce qu'il y a des choses dont vous vous souvenez spécifiquement (que ce soit positif ou négatif) dans ces annonces ? (Approfondir des mots, des phrases, des scènes, du texte) ?
- Quels étaient quelques-uns des messages de ces annonces ?

- La fumée secondaire c'est quoi ? Qu'est-ce que vous en savez ? Qui est-ce qu'elle affecte ?
- Est-ce que c'est un problème ? Est-ce que c'est important pour vous ? Pourquoi/ pourquoi pas ? Êtes-vous préoccupé par la fumée secondaire ?
- Avez-vous déjà été exposé à de la fumée secondaire ? Si oui, où ?
- Comment est-ce que vous composez avec la fumée secondaire ? (**Écouter pour : je m'en vais, je me plains, je commence à fumer, etc.**) Est-ce que vous vous comportez différemment selon la personne qui fume (**par exemple, parents vs amis vs étrangers**) ? Pourquoi ?
- Est-ce que vous savez qui est Heather Crowe ? Dites-moi ce que vous savez d'elle.

4. *Évaluation des annonces* (40 Minutes)

ANIMATEUR: VEUILLEZ NOTER IL Y A DEUX ANNONCES À TESTER – «COMBAT» ET «HÉRITAGE».

Je vais vous montrer quelques annonces potentielles sur le sujet de la fumée secondaire.

MONTREZ LA PREMIÈRE ANNONCE DEUX FOIS AVANT DE POSER LA BATTERIE DE QUESTIONS CI-DESSOUS.

- Quelle est votre réaction initiale à cette annonce ?
- Qu'est-ce que vous en avez aimé ? Qu'est-ce que vous n'avez pas aimé ?
- Quel était le principal message qu'ils essayaient de communiquer ?
- Est-ce que ce message était facile à comprendre ? Sinon, qu'est-ce qui était difficile ?
- Est-ce que le message était crédible ? Qu'est-ce qui le rendait crédible ? Qu'est-ce qui ne le rendait pas crédible ?
- Quel était le ton de l'annonce ?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez qui contribuent au message ?
- À qui était destinée cette annonce ?
- Est-ce que c'était une annonce qui vous était destinée ?
 - Qu'est-ce qui vous fait dire cela ?
- Est-ce que c'est une annonce qui était pertinente pour vous ?
 - Qu'est-ce qui vous fait dire cela ?
- Si cette annonce passait à la télévision, est-ce que c'est une de celles que vous auriez remarquées ?
- Est-ce que c'est une de celles qui vous auraient porté à faire quelque chose ?
- Si «Oui», demandez... Quelles sont les choses qu'elle vous aurait porté à faire ?
- Si «Non», demandez... Quelles sont quelques-unes des raisons de ne rien faire ?
- Quelle est votre opinion de Heather Crowe ? Est-ce que vous pouvez vous identifier à elle ? Qu'est-ce que vous aimez / ou n'aimez pas d'elle ?

- (Peu importe l'opinion des participants sur l'annonce, demandez) Si vous pouviez améliorer cette annonce, qu'est-ce que vous feriez ?
- Est-ce que c'est une annonce dont vous parleriez avec d'autres personnes ?
- Avez-vous remarqué la liste de maladies reliées à la fumée secondaire durant cette annonce ? Qu'est-ce que vous en avez pensé ?
- "Quelques compagnies de tabac dissent que la fumée secondaire dérange les gens. Santé Canada dit qu'elle tue." Qu'est-ce que vous pensez de cette phrase ? Qu'est-ce que cela vous dit de l'industrie du tabac ? Est-ce qu'elle est responsable de la fumée secondaire ? Qu'est-ce que cela vous dit à propos du gouvernement ? Est-ce qu'elle devrait être incluse dans les annonces ? Pourquoi ? Pourquoi pas ?
- Où est-ce que ces annonces devraient être montrées pour avoir le plus d'impact (par exemple, cinéma, télévision, Internet, autres) ?
- À quel moment est-ce que ces annonces devraient être montrées pour vous rejoindre ?

RÉPÉTEZ LA BATTERIE DE QUESTIONS POUR LA DEUXIÈME ANNONCE.

Slogans motivationnels: (Il y avait un slogan différent dans les deux annonces que je vous ai montrées. Dans « Combat », la phrase était « Vous sentez-vous visé ».

- Quelle est votre réaction à cette phrase ? Qu'est-ce qu'elle dit/suggère ?
- Dans l'annonce "Héritage", la phrase était « Refusez d'être une cible ». Quelle est votre réaction à cette phrase ? Qu'est-ce qu'elle dit/suggère ?
- Quelle est votre réaction à la phrase « Ne soyez pas une cible » ? Qu'est-ce qu'elle dit/suggère ?
- Lequel de ces trois slogans est plus efficace, selon vous, en termes de vous accrocher émotionnellement ? Pourquoi ?

Ronds de fumée: (À la fin des annonces, il y avait quelques ronds de fumée, accompagnant la phrase « Vous sentez-vous visé » ou « Refusez d'être une cible ».

- Avez-vous remarqué les ronds de fumée ? Si oui, qu'est-ce que vous en avez pensé ? Qu'est-ce qu'ils contribuaient, le cas échéant, au message global de l'annonce ?
- S'il n'en était que de vous, est-ce que vous les inclueriez dans l'annonce, ou non ? Pourquoi ?

Signature: (À la fin de chaque annonce, il y avait un numéro 800. (1-800-O-Canada)

- L'avez-vous remarqué ? Qu'est-ce que vous aimeriez recevoir si vous composiez ce numéro ?
- S'il y avait une voix hors-champ qui disait « Pour apprendre à vivre sans fumée, composer 1-800... », est-ce que cela changerait votre impression du numéro 800 ? Est-ce que cela vous rendrait plus ou moins susceptible d'appeler ce numéro ?

5. *Questions sur le numéro 1-800 et le site Internet (5 minutes)*

- Quelle est votre opinion générale de cette campagne ?
- Est-ce que vous visiteriez un site Internet pour obtenir de l'aide ou de l'information sur la fumée secondaire ? Qu'est-ce que vous vous attendriez de recevoir ? Qu'est-ce que vous aimeriez recevoir ?
- Si vous pouviez offrir d'autres idées à Santé Canada concernant sa publicité, quelles seraient-elles ?

6. *Concours fumée secondaire pour les jeunes (50 minutes)*

(NOTE AUX ANIMATEURS: Il y a 12 scénarios à tester. Ils sont groupés en deux séries – A et B. À London et Montréal, on évaluera la série A (#11, 20, 29, 33, 35, 37). À Toronto et Halifax, on évaluera la série B (#50, 65, 68, 74, 76, 79).)

En mars/avril 2003, Santé Canada a mené un concours sur son site Internet au sujet de la fumée secondaire. Des jeunes âgés de 12 à 19 ans faisaient parvenir des histoires racontant comment ils avaient été affectés par la fumée secondaire. On leur demandait de décrire spécifiquement de quelle façon ils avaient été exposés à la fumée secondaire, ce qu'ils avaient fait à ce sujet, ou ce qu'ils auraient fait de différent au fur et à mesure qu'ils devenaient plus conscients des dangers associés à la fumée secondaire.

Je vais maintenant vous montrer quelques unes de ces histoires pour avoir votre opinion. Il y en a 6. Je vais vous les lire une par une et vous demander votre réaction. **(REMETTRE EN ROTATION. LIRE À VOIX HAUTE PENDANT QUE LES PARTICIPANTS SUIVENT. PUIS DEMANDER....)**

- Quel était le message principal de cette histoire ?
- Est-ce qu'il y a des mots clés ou des phrases qui ont contribué au message ?
- Est-ce que le message était crédible ?
- Qu'est-ce que vous ressentez par rapport à la façon dont la personne dans l'histoire réagit à la fumée secondaire ? Est-ce que sa réaction était crédible/ou non ?
- Est-ce que vous pensez que cette histoire encouragerait les jeunes (pour les groupes d'adultes) / vous (pour les groupes de jeunes) à faire quelque chose au sujet de la fumée secondaire ? Pourquoi ou pourquoi pas ?
- Est-ce que vous pensez que c'est une histoire qui pourrait faire une bonne annonce à la télévision ou au cinéma ? Qu'est-ce qui vous fait dire cela ?
- Est-ce que vous pensez que cette histoire serait mieux rendue comme témoignage (avec une vraie personne) dans un commercial où c'est l'auteur lui-même qui raconte son histoire, ou avec des comédiens qui jouent l'histoire ? Lequel serait le plus efficace ?

RÉPÉTEZ POUR LA PROCHAINE HISTOIRE.

Avez-vous d'autres commentaires sur ce dont nous avons parlé ce soir ?



Millward Brown
Goldfarb

Merci encore une fois d'avoir pris le temps de venir ici me parler. Ayez une excellente fin de soirée.

LOW RISK STORIES (English)

#11 Smile through Smoke

Girl works at a daycare centre. She has a favourite little girl who is very cute but everyday she comes to daycare completely smelling of smoke. Even the other kids noticed the smell and asked her about it. One day the worker saw the little girl pulling up in a car with her mom. The worker went over to say hi and noticed the mom on a cell phone and smoking. The little girl was sitting in the front seat rubbing her nose and eyes, obviously bothered by the smoke. The worker told the mother it was wrong to smoke in front of her child, the mother remarked "I'm the one smoking, not her." The little girl didn't show up for daycare for a while. The worker later discovered that she had spent over a week in the hospital - she was OK but her throat and lungs weren't.

#20 L'héroïne du jour

Teenage girl is born asthmatic and needs to breath clean air. The girl holds her breath whenever she is in a situation where the air is not clean. One day she is waiting to catch a bus at the bus stop. An older gentleman sits in front of her and starts to smoke. Without thinking the girl starts to hold her breath and puff out her cheeks in the process. The girl started to stare at the man with a disgusted look. It got to a point where the man got embarrassed, butted out and left. When the girl started breathing normally again she felt bad about what she had done. However when she saw how other people were reacting to her actions she was proud of what she had done. Everyone there, teenagers, elderly and adults were smiling at her and giving her a look of approval. She felt like the Heroine of the day. It's only at that time that I realised that the air in the cabin smelt good since the gentlemen in front of me had butt out his self-inflected death sentence.

#29 My Life With Second Hand Smoke

19 year old male has a dilated right ventricular cardiomyopathy and is currently waiting for a heart transplant surgery. Years before he was ever diagnosed his step-father would smoke around him - he doesn't anymore. The boy would have episodes of chest pain, shortness of breath and panic attacks. The doctors always said he was border-line asthmatic and finally told his step-father he could no longer smoke around him. The boy started to swell up so the doctors put him on fluid pills. One night it got so bad he was rushed to emergency and was diagnosed later that night. The doctors don't know what caused the heart condition but they say heavy exposure to second-hand smoke may have been a cause and deep down the boy believes this to be the case. He would like to serve as an example of the dangers of second-hand smoke.

#33 Right back at cha

Two girls have been best friends since grade 4. They are very much alike except one smokes. One time they went to a concert together, the girl was disturbed by the amount of smoke in the venue, the friend didn't notice because she was a smoker. Her friend always thought it would be funny if the girl joined her in a smoke. Throughout the concert she kept shoving a cigarette in her face and at this concert the girl finally gave in. She took the cigarette and took a puff, but did not inhale. The friend had a total look of shock on her face, but the real surprise was yet to come. The girl immediately blew the smoke right back in her friends face, and it really grossed her out. For the first time she realized how horrible second-hand smoke was, especially to a non-smoker. The friend is now very conscious not to smoke around the girl anymore.

#35 Don't you see?

Girl with asthma driving in a van with her uncle. He lights a cigarette, the girl figures he forgot about her condition. She asked her uncle to roll down his window and he does. Even though the window was all the way down the smoke started to burn the girls eyes and she started coughing. The uncle asks what's wrong. The girl says it's the cigarette and asks the uncle to put it out. He says he can't quit, smoking comforts him when he's stressed. She tells him of the horrible effects of smoking and of second-hand smoke. He won't put the cigarette out. The girl tells her uncle to let her out of the car. He says she'll get run over. She says then put it out. He finally does. He no longer smokes around the girl but she still not happy because she knows he still smokes when she is not around and she doesn't want to lose her uncle early to smoking.

#37 No second chances

Boy knew smoking was bad, but never realised the direct effects of second-hand smoke. He always hung out with friends at school who smoked, although he never did. He would go to parties and dances where everyone would smoke. His friends would have competitions to see who could smoke the most in one night. The boy would never tell his friends not to smoke, it was cool to just hang out with them. He figured it was their choice whether or not to smoke, he didn't realize they were not giving him the same choice. A year later the boy was diagnosed with respiratory asthma. There was no prior history of it in his family. The boy can no longer play sports and has trouble breathing in many situations. Second-hand smoke changed his life style and he blames himself for not doing something about the situation when he could. He has lost his right to breath and if he could go back and live a smoke-free lifestyle he would. He now tells everyone the dangers of second-hand smoke.

#50 Loser guy

A girl and her friends are at a party hanging out and listening to music. A guy comes in and starts to smoke like he owned the place. Everyone is bothered by the smoke and the friends remark "who is this loser?" After a while they ignore the guy and he went outside. The friends went to get something to eat, when they got back the party was packed. The girl goes to a couch to eat and watch some TV. The smoker guy come back in, sits down on the couch beside her and lights up a cigarette. The girl politely asked the guy not to smoke around her, in reaction he blew smoke in her face. A few seconds later the girl grabs the cigarette from the guy and tosses it in a glass of pop, called him a freak and went outside. The guy got very mad and left the party. She doesn't know if she handled the situation correctly. In the future she will probably avoid highschool parties because there is usually someone smoking. Next time she's around a smoker she'll just ask them to stop or leave herself.

#65 Second-Hand Smoke Spoils A Great Day At The Football Stadium

Friend invites a boy to go to a football game with him. The boy loves sports, agreed, and they went to the game. The first half was great football. During the intermission they walk to the concession stands. There were many people smoking there. Walking through the clouds of second-hand smoke made the boys cough and wheeze. The boys decided to escape the smoke clouds by running to the upper level. There were people smoking there also, the boys could find no place in the stadium where noone was smoking, they were trapped. The air was hazy with smoke and even though the boys love football, the smoke ruined their afternoon. The boys went and complained to the customer service booth. The next day they called the football teams head office and wrote a letter to the editor of the paper. They also wrote a letter to their mayor and city councillor asking that they pass no-smoking bylaws.

#68 The Gesture

Student works as a part-time bartender and has been around smokers her whole life including her mother. She has had a few puffs and can't figure out what anyone sees in smoking. During her working hours she is surrounded by smokers all the time. Recently she started thinking about the dangers of second-hand smoke, shes never done anything about it until recently. A cute guy came to the bar, when she noticed that he was smoking, he automatically became unattractive. He ordered drinks but she couldn't hear him so she leaned in closer. The guy took a drag and blew the smoke in her face, she was shocked and tongue-tied. He said in some countries that is a gesture to say I want you. She said in Canada that gesture kills, so take you cigarette and get out of my face. It took a direct attack on her lungs to realize the total inconsideration that goes along with so-called smokers rights.

#74 Affects Second-Hand Smoke has on me!

Boy is exposed to second-hand smoke everyday because mother and older sister smoke. One day he was watching TV with his little sister. His mother came into the room and lit a cigarette. As usual the kids didn't take notice. After the mother left the room a commercial about the dangers of second-hand smoke came on and the boy realized that he was putting himself at risk of cancer. The next day the same thing happened again. This time the boy grabbed the cigarette and put it out. He told his mom she was putting his little sister at risk of developing cancer. Later that day he talked to his mom about second-hand smoke. His mother is a nurse so she knew all the problems and agreed to try and stop smoking.

#76 "not until you put that out"

Girl and mother go out for lunch at the same place all the time. One day there was a group of teenagers at the restaurant and they had a little girl with them that was about five years old. One of the teens mothers pulled out a cigarette and lit it up. The girl didn't really take notice because she had been exposed to second-hand smoke her whole life because her parents smoke. What caught her interest was the little girl reaction. She walked up to the older lady and asked her to put her cigarette out. The lady looked embarrassed and quickly told the little girl to just sit down and finish her lunch. The little girl said "not until you put that out." The lady looked annoyed but she put her cigarette out. The girl was shocked at the bravery of the little girl and is now no longer afraid to ask smokers to put their cigarettes out. If a little girl is able to see that second-hand smokes harms others, why aren't we?

#79 de l'air pour ses poumons...

Three sisters driving in a car on a Winter day. One of the sisters decides to light a cigarette, the other two are unhappy with her because they cannot open the windows on the cold winter day. The two sisters lecture the smoking sister on respect but she kept smoking. The sister that owns the car asked the sister that was driving to pull over at the next stop. When she does the car owner gets out, opens the back door and tells her smoking sister to get out. The two non-smoking sisters tell her that a nice long walk will help her lungs. The two sisters get home and wait on the other. When she arrives 20 minutes later she is freezing. The girl told her sisters that she realises that it is time for her to stop smoking because she was already out of breath. It wasn't always easy for her, but today she feels a lot better. The purpose of this story is that we do want to help smokers but we also want them to respect us and to stop damaging our lungs we want pink and healthy lungs.

LOW RISK STORIES (French)

#11 Sourire à travers la fumée

Une fille travaille dans une garderie. Elle a une petite fille préférée qui est très mignonne, mais chaque jour elle arrive et sent la fumée. Même les enfants plus âgés remarquèrent l'odeur et lui posèrent des questions à ce sujet. Un jour, la travailleuse vit la petite fille montant dans une automobile avec sa mère. La travailleuse alla saluer la petite et remarqua la mère parlant au téléphone cellulaire et fumant une cigarette. La petite fille était assise sur un siège avant et frottait son nez et ses yeux, clairement importunée par la fumée. La travailleuse dit à la mère qu'elle avait tort de fumer devant son enfant; la mère répondit, « c'est moi qui fume, non la petite ». La petite ne vint pas à la garderie pour un certain temps. Plus, tard, la travailleuse découvrit que la petite avait passé une semaine à l'hôpital – elle était bien, mais sa gorge et ses poumons ne l'étaient pas.

#20 L'héroïne du jour

Une adolescente est asthmatique et a besoin d'air propre. La fille retient sa respiration dès que l'air qui l'entoure n'est pas propre. Un jour, elle attendait son autobus à un arrêt. Un homme plus âgé s'assit devant elle et fuma. Sans réfléchir, la fille commença à retenir son souffle et, ce faisant, se gonfla les joues. Elle commença par fixer des yeux l'homme avec un air de dégoût. Les choses en vinrent au point où l'homme fut embarrassé, éteignit sa cigarette et partit. Lorsque la fille se remit à respirer normalement, elle n'était pas contente de ce qu'elle avait fait. Toutefois, lorsqu'elle vit comment d'autres personnes réagissaient à ses réactions, elle éprouva de la fierté pour ses gestes. Tous là, adolescents, adultes et personnes âgées, lui souriaient et lui donnaient des signes d'approbation. Elle avait l'impression d'être l'héroïne du jour. Ce n'est qu'à ce moment-là que je réalisai que l'air de la cabine sentait bon depuis que le monsieur devant moi avait, en éteignant sa cigarette, suspendu sa sentence de mort volontaire.

#29 Ma vie avec la fumée secondaire

Un mâle de 19 ans a une dilatation du ventricule droit et attend sa greffe du cœur. Des années avant son diagnostic, son beau-père fumait près de lui – il ne le fait plus. Le garçon avait des périodes de douleurs thoraciques, des essoufflements et des crises de panique. Les médecins disaient toujours qu'il était presque asthmatique et finirent par dire au beau-père qu'il ne pouvait plus fumer près du garçon. Le garçon se mit à enfler, et les médecins lui prescrivirent des pilules contre ces types des liquides. Un soir, les choses avaient tellement empiré qu'il fut transporté à l'urgence et son diagnostic fut connu plus tard ce soir-là. Les médecins ne connaissent pas les causes de sa maladie cardiaque, mais ils dirent qu'une importante exposition à la fumée des autres pouvait être une cause et, au fin fond, le garçon croit que c'est le cas. Il souhaite servir d'exemple en ce qui concerne les dangers de la fumée des autres.



#33 En pleine face

Deux filles sont des amies depuis la quatrième année. Leur comportement est très semblable, mais une fume. Un jour, elles allèrent ensemble à un concert, la fille fut dérangée par la quantité de fumée de l'endroit; l'amie ne remarqua rien parce qu'elle était fumeuse. La fumeuse amie croyait qu'il serait amusant que l'autre se joigne à elle et fume une cigarette. Pendant le concert elle présentait toujours sa cigarette, et l'autre fille finit par céder. Elle prit la cigarette et en tira une bouffée, sans respirer la fumée. Le visage de la non-fumeuse paraissait totalement sous l'effet du choc, mais la vraie surprise était pour plus tard. La fille souffla immédiatement la fumée dans le visage de son amie, laquelle éprouva vraiment de la répugnance. Pour la première fois, elle réalisait combien horrible est la fumée des autres, surtout pour un non-fumeur. L'amie est maintenant beaucoup plus délicate et ne fume plus près de la fille.

#35 Êtes vous conscient?

Une fille asthmatique voyage dans une fourgonnette avec son oncle. Il allume une cigarette, la fille s' imagine qu'il a oublié la maladie dont elle souffre. Elle demande à son oncle de baisser sa fenêtre, et il le fait. En dépit de la fenêtre complètement ouverte, la fumée commence à brûler les yeux de la fille et elle commence à tousser. L'oncle demande ce qui ne va pas. La fille dit que c'est la cigarette et demande à l'oncle d'éteindre celle-ci. Il dit qu'il ne peut pas cesser de fumer, que cela le soulage lorsqu'il est stressé. Elle lui parle des conséquences horribles du tabagisme et de la fumée des autres. Il ne veut toujours pas éteindre sa cigarette. La fille dit à son oncle de la laisser sortir de l'automobile. Il dit qu'elle se fera frapper. Elle lui répète alors d'éteindre sa cigarette. Il finit par le faire. Il ne fume plus près de la fille, mais elle n'est pas contente parce qu'elle sait qu'il fume encore en son absence; elle ne veut pas perdre précocement son oncle à cause de la cigarette.

#37 Pas de deuxième chance

Le garçon savait que le tabagisme était nocif, mais sans jamais prendre conscience des répercussions directes de la fumée des autres. Il se tenait toujours avec des amis de l'école qui fumaient, mais lui ne fumait pas du tout. Il allait à des fêtes et à des danses où tous fumaient. Ses amis organisaient des concours pour déterminer qui pouvait fumer le plus en une soirée. Le garçon ne disait jamais à ses amis de ne pas fumer, il était cool de se tenir simplement avec eux. Il se disait qu'il leur appartenait de décider de fumer ou non, ne constatant pas qu'ils ne lui offraient pas d'option semblable. Une année plus tard, le garçon eut un diagnostic d'asthme. Il n'y avait pas d'antécédent à ce sujet dans sa famille. Le garçon ne peut plus faire de sport et a du mal à respirer dans beaucoup de situations. La fumée des autres changea son style de vie, et il se reproche de ne pas avoir fait quelque chose face à la situation pendant qu'il le pouvait. Il a perdu son droit de respirer et, s'il pouvait revenir en arrière et vivre dans un contexte sans fumée, il le ferait. Il parle maintenant à tout le monde des dangers de la fumée des autres.

#50 Un garçon nul

Une fille et ses amis sont à une fête et écoutent de la musique. Un gars arrive et commence à fumer comme si les lieux lui appartenaient. Tous sont ennuyés par la fumée et les amis demandent « qui est ce perdant »? Après un moment, ils ignorent le gars et sortent à l'extérieur. Les amis vont chercher des choses à manger; à leur retour, la fête faisait salle comble. La fille s'assoit sur un divan et regarde la télé. Le fumeur rentre, s'assoit sur le divan près d'elle et allume une cigarette. La fille demande poliment au gars de ne pas fumer près d'elle; il réagit en soufflant de sa fumée dans le visage de la fille. Quelques secondes plus tard, la fille s'empare de la cigarette du gars et plonge celle-ci dans un verre de boisson gazeuse, disant au gars qu'il est un monstre et sort à l'extérieur. Le gars quitte la fête très fâché. Elle ne sait pas si elle a géré correctement la situation. À l'avenir, elle évitera probablement les fêtes d'école secondaire parce que, habituellement, quelqu'un y fume. La prochaine fois qu'elle sera près d'une personne qui fume, elle lui demandera tout simplement de cesser de fumer ou c'est elle qui partira.

#65 La fumée secondaire ruine une belle journée au stade de football

Un ami invite un garçon à un match de football. Le garçon aime les sports, accepte, et ils vont au match. La première partie du match est formidable. À la pause, ils se rendent aux concessions. Beaucoup de personnes fument là. Traversant d'épais nuages de fumée des autres, les garçons toussent et ont du mal à respirer. Les garçons décident d'échapper à ces nuages en courant vers l'étage supérieur. Les spectateurs fument là aussi; les garçons ne peuvent trouver d'endroit dans le stade où personne ne fume. Ils sont pris. L'air est brumeux et, même si les garçons aiment le football, la fumée gâche leur après-midi. Les garçons vont porter plainte au stand des services à la clientèle. Le jour suivant, ils téléphonent au siège social des équipes de football et écrivent une lettre au directeur du journal. Ils envoient aussi une lettre à leur maire et au conseiller municipal afin de leur demander d'adopter un règlement contre le tabagisme.

#68 Une signification

Une étudiante travaille à temps partiel comme barmaid et, toute sa vie, elle a été entourée de fumeurs, y compris sa mère. Elle a bien tiré quelques bouffées mais ne comprend ce que les autres trouvent dans la cigarette. Pendant ses heures de travail, elle est constamment entourée de fumeurs. Elle s'était mise à penser aux dangers de la fumée des autres, mais sans rien faire jusqu'à récemment. Un gars charmant vint au bar; lorsqu'elle remarqua qu'il fumait, il perdit automatiquement son charme aux yeux de la barmaid. Il commanda à boire, mais voyant qu'elle ne pouvait l'entendre, il s'approcha donc. Le gars aspira une bouffée et souffla sa fumée dans le visage de la barmaid; elle fut abasourdie et muette. Il dit que, dans certains pays, ce geste sert à dire je te désire. Elle dit que, au Canada, ce geste tue; elle lui ordonna de prendre sa cigarette et de disparaître. Il fallut une attaque directe contre ses poumons avant qu'elle se rende compte du manque complet de considération qui entoure les soi-disant droits des fumeurs.

#74 Effet de la fumée secondaire sur moi

Un garçon est exposé chaque jour à la fumée des autres parce que sa mère et sa sœur aînée fument. Un jour, il regardait la télévision avec sa jeune sœur. Sa mère vint dans la pièce et alluma une cigarette. Comme d'habitude, les enfants n'en firent aucun cas. Après le départ de la mère passa un message commercial sur les dangers de la fumée des autres, et le garçon comprit qu'il était exposé au cancer. Le jour suivant la scène se répéta. Cette fois-là, le garçon s'empara de la cigarette et l'éteignit. Il dit à sa mère qu'elle exposait sa petite sœur à des risques de cancer. Plus tard ce jour-là, il parla à sa mère de la fumée des autres. Sa mère étant infirmière, elle connaissait donc tous les problèmes et accepta de faire des efforts pour cesser de fumer.

#76 Pas avant que tu l'éteins

Une fille et sa mère vont toujours déjeuner au même endroit. Un jour, il y avait un groupe d'adolescents au restaurant; une fillette d'environ cinq ans se trouvait parmi eux. La mère d'un des adolescents tira une cigarette et l'alluma. Cela ne dérangerait pas vraiment la fillette parce qu'elle avait été exposée à la fumée des autres toute sa vie, ses parents étant fumeurs. Ce qui attira l'attention fut la réaction de la petite fille. Elle alla vers la dame plus âgée et lui demanda d'éteindre sa cigarette. La dame parut embarrassée et dit aussitôt à la fillette de s'asseoir et de terminer son repas. La fillette répondit qu'elle ne le ferait qu'une fois la cigarette éteinte. La femme parut ennuyée et éteignit sa cigarette. La fille fut bouleversée par la bravoure de la fillette et ne craint plus maintenant de demander aux fumeurs d'éteindre leur cigarette. Si une fillette se rend compte de la nocivité de la fumée des autres, pourquoi ne pouvons-nous pas en faire autant?

#79 de l'air pour ses poumons...

Trois sœurs voyagent en automobile un jour d'hiver. Une des sœurs décide d'allumer une cigarette, les deux autres sont mécontentes d'elle parce qu'elles ne peuvent ouvrir les fenêtres un jour froid d'hiver. Les deux sœurs la sermonnent sur le respect envers les autres, mais elle continua de fumer. La sœur à qui appartient l'automobile demande à celle qui conduit d'arrêter à la prochaine occasion. À l'arrêt du véhicule, la propriétaire sort, ouvre la porte arrière et dit à sa sœur qui fume de sortir. Les deux non-fumeuses lui disent qu'une bonne marche aidera ses poumons. Les deux sœurs repartent et arrivent à la maison, où elles attendent l'autre. À son arrivée, vingt minutes plus tard, celle-ci est gelée. Elle dit à ses deux sœurs que, déjà à bout de souffle, elle se rend compte qu'il est temps pour elle de cesser de fumer. Cela ne fut pas facile, mais elle se sent aujourd'hui beaucoup mieux. L'objet de cette histoire est que nous voulons aider les fumeurs, mais aussi qu'ils nous respectent et cessent d'endommager nos poumons que nous voulons roses et sains.



DESCRIPTIONS OF COMMERCIALS TESTED

“Heather Crowe – Fighting”

The ad starts with an older woman talking. Text appears on the right hand side of the screen, identifying the woman as Heather Crowe. We also find out that she is dying of cancer although she has never smoked. As the commercial moves forward, Heather wonders out-loud what it will feel like to take her last breath. She also explains how second-hand smoke has destroyed her life, bound her to a wheelchair and that she is dying of lung cancer because of second-hand-smoke.

As she is talking, the screen goes black and the following text appears: Some Tobacco Companies Say Second-Hand-Smoke Bothers People. Health Canada Says It Kills. Then, second-hand-smoke diseases start appearing over rings of tobacco smoke: lung cancer, asthma, bronchitis, etc. Finally, the closing line Are You A Target? appears, along with contact information, a 1-800 # (1-800-O-CANADA) and the website www.gosmokefree.ca. Then, the government of Canada logo appears.

“Heather Crowe – Legacy”

The ad starts with an older woman talking. Text appears on the right hand side of the screen, identifying the woman as Heather Crowe. We also find out that she is dying of cancer although she has never smoked. She explains that the problem of second-hand-smoke is not going to go away unless something is done about it. She asks the viewer to think about their families and their health and coughs at this point. Heather says that second-hand-smoke and its affects are real and that second-hand-smoke is preventable, but there has to be some big changes. She goes on to conclude that she wants to be the last person ever to die from second-hand-smoke.

Then the screen goes black and the following text appears: Some Tobacco Companies Say Second-Hand-Smoke Bothers People. Health Canada Says It Kills. Then, second-hand-smoke diseases start appearing over rings of tobacco smoke: lung cancer, asthma, bronchitis, etc. Finally, the closing line Are You A Target? appears, along with contact information, a 1-800 # (1-800-O-CANADA) and the website www.gosmokefree.ca. Then, the government of Canada logo appears.



“Heather Crowe – Combat”

L’annonce commence avec une femme d’un certain âge qui parle à la caméra. Puis, on voit des mots à la droite de l’écran qui identifient Heather Crowe. Ils révèlent aussi qu’elle se meurt du cancer même si elle n’a jamais fumé. L’annonce progresse et Heather se demande à voix haute ce qu’elle ressentira lorsqu’elle rendra son dernier souffle. Elle explique comment la fumée secondaire a ruiné sa vie, qu’elle est en chaise roulante et qu’elle se meurt du cancer du poumon à cause de la fumée secondaire.

Tandis qu’elle parle, l’écran devient noir et un super apparaît : Certaines compagnies de tabac disent que la fumée secondaire dérange les gens. Santé Canada affirme qu’elle tue. Puis on voit le nom de maladies associées à la fumée secondaire : cancer du poumon, asthme, bronchite, etc... Enfin, la signature “Refuse d’être une cible” apparaît, de même que l’information 1-800 # (1-800-O-CANADA) et l’adresse Internet www.VivezSansFumee.ca. Puis, on voit le logo du Gouvernement du Canada.

“Heather Crowe – Héritage”

L’annonce commence avec une femme d’un certain âge qui parle à la caméra. Puis, on voit des mots à la droite de l’écran qui identifient Heather Crowe. Ils révèlent aussi qu’elle se meurt du cancer même si elle n’a jamais fumé. Elle explique que le problème de la fumée secondaire ne disparaîtra pas à moins qu’on agisse. Elle demande aux téléspectateurs de penser à leur santé et à celle de leur famille, puis elle se met à tousser. Heather explique que la fumée secondaire est un problème réel et qu’on peut l’éviter, mais qu’il faut faire des gros changements. Elle conclut qu’elle veut être la dernière personne à mourir de la fumée secondaire.

Tandis qu’elle parle, l’écran devient noir et un super apparaît : Certaines compagnies de tabac disent que la fumée secondaire dérange les gens. Santé Canada affirme qu’elle tue. Puis on voit le nom de maladies associées à la fumée secondaire : cancer du poumon, asthme, bronchite, etc... Enfin, la signature “Refuse d’être une cible” apparaît, de même que l’information 1-800 # (1-800-O-CANADA) et l’adresse Internet www.VivezSansFumee.ca. Puis, on voit le logo du Gouvernement du Canada.