

LD # = 1030602
B2

PORG-745 FY2003
277988



**Millward Brown
Goldfarb**

QUIT 4 LIFE (Q4L) FINAL REPORT

**MILLWARD BROWN GOLDFARB
JUNE, 2003
PROJECT 20101276
POR-02-108**

TABLE OF CONTENTS

BACKGROUND	3
RESEARCH OBJECTIVES	3
METHODOLOGY	4
DETAILED FINDINGS	5
APPENDIX	
Screeners	
Moderator's Guide	

Background

Health Canada's cessation information falls under the first long-term objective of the Tobacco Control Programme (reduce the number of people who smoke from 25% to 20%). Q4L and R2Q provide information and guidance to smokers who are thinking of quitting. Both are available in softcopy (Web) and hardcopy. The booklets are cut-downs of the more extensive information available on the TCP Internet site (quit4life.com and www.goSmokefree.ca/quitting/road).

Smokers generally fall into one of 5 stages of change: pre-contemplation (not thinking of quitting), contemplation (probably considering quitting within the next 30 days, seeking information), preparation (looking for resources, planning, thinking about a definite quit date, modifying behaviour [eg: cutting down]), action (stopping smoking, dealing with withdrawal), and maintenance (avoiding temptations, developing long-term strategies for staying smokefree).

Research Objectives

To assess the effectiveness of the cessation information by testing the electronic and hard copies of these with the specific target audiences identified further below.

1. To determine the usefulness of the Web product from the point-of-view of user-friendliness, tone and quality of information. More specifically, how relevant is the information to the user's requirements? Is the information easy to understand? If the candidate is at an earlier cessation stage, would the information provided be enough to get them to an action stage? Would they seek additional assistance locally (quit groups, medical professionals, etc) or would they be likely to look for additional online self-help resources?
2. To compare the online product with the hardcopy version using the criteria outlined above. Are the two complementary? Compared to the online product, should there be more information in the brochures? Or should the existing information in the pamphlet be delivered along with other counseling in school or community settings?
3. To identify gaps in the information that might make these smokers more confident about moving to an action stage. Conversely, there is a need to identify areas where there might be too much information offered.
4. To determine how and where smokers would most like to get cessation information given the choice between self-help (Web, brochures), group sessions at public health clinics (or similar), telephone counseling, or private in-person counseling?

Methodology

A total of 10 mini-focus groups were conducted in five markets; two in each of the following:

- Toronto
- Victoria
- Montreal
- Trois Rivières
- Halifax

One of the mini-groups in each market was conducted with smokers between the ages of 13 and 15, while the other was conducted with smokers between the ages of 16 and 18. Please note that due to recruiting issues in Victoria, two groups with smokers between the ages of 16 and 18 were conducted. In total, 8 participants were recruited for 6 to show.

Participants were asked to evaluate both a website and a booklet / brochure. Each mini-focus group session lasted approximately 2 hours.



Detailed Findings

Quit4Life (Q4L) Website

Participants in both the youth groups were exposed to the 'Quit4Life (Q4L)' website; a site that has been designed by Health Canada to assist those under the age of 18 quit smoking. They were given 20 minutes to browse through the site and record their thoughts on a piece of paper. At the completion of the 20 minutes, the moderator asked the participants to log off of the site (and their web browsers) and then led them in a detailed discussion of the website.

Reaction To The Website Was Mixed

The initial impression of the website among the youth groups in most markets was relatively mixed. Many English participants thought it had a bland or boring look to it, while at the same time, they felt it contained too much information. Participants felt that the bland look would mean that the site would be easily missed while browsing in a natural setting.

Contributing to the perception of the site being boring was its perceived lack of interactive features. Some youth participants felt that the Q4L site was missing elements of interactivity they have come to expect from sites that they regularly visit. Anything that could make the site more interactive, such as chat forums or adding music to the site would be beneficial in order to satisfy the needs of the target group.

A few participants said that they appreciated the quizzes found on the site, that these added an element of interactivity that they expect from websites they visit.

Participants in both the Halifax and Victoria markets felt more positive towards the site than those in Toronto, Montreal and Trois Rivières. They felt, for the most part, that the information presented was interesting and that the site was well-organized.

The language used on the site and the information on the site was perceived as being relatively straight-forward and easy to understand by the older youth groups. Those in the younger youth groups found some of the information on the site to be "weird but interesting", with a few expressing that the information "just didn't make any sense". With that being said, there are some nomenclature issues, which mostly concern the language in which Health Canada is trying to communicate to the youths.

Some participants realized that Health Canada was trying to 'talk to them' in a language that teens use on the Q4L site, but these attempts were perceived as 'lame' and they did not appeal to the target group. In addition, some participants felt that the images used on the site (ie. the skate boarding youth on the gosmokefree.ca/youth homepage set the tone for the Q4L page) were also a failed attempt by Health Canada to be 'hip' and on the 'same page' with the youth market. The concept of 'death-defying skills' in particular

did not resonate with youthful participants; one participant asked if this term was “a joke”.

One main criticism of the site from the Quebec participants is that it is targeted at too broad an audience. There is a sense that the language of the site and the images on the site are perceived to be misleading. That is, the older participants feel that the language and the images on the site are directed at younger people, while the reverse is true for the younger participants (they feel the languages and images are targeted at older people).

In addition, there is a sense that participants are not clear on the overall message or purpose of the site due to the information presented above. They feel that the main shortcoming of the site is that it is trying to be too many things to too many people.

Some Information On The Site Was Perceived To Be Interesting; Some Was Already Known

Many youth participants found that the information on the Q4L was interesting, with some expressing that they learned something that they had not known before. As mentioned before, there is a sense that there may be too much information contained on the site. A few participants acknowledged that with only 20 minutes to explore the site, the amount of information they were exposed to was a bit overwhelming.

Participants in the Quebec markets felt that the site contained too much irrelevant information.

Many participants across all of the markets were impressed with the ‘Real Cost’ feature on the Q4L site. As the cost of cigarettes can be considered one of the primary motivators for quitting among youths, this was eye-opening information for some. Some of the statistics and facts contained on the website were also perceived to be appealing to teens.

For the few youth participants that said they were actively trying to quit, the facts contained on the Q4L were appealing or reinforcing. These participants felt that creating a site such as the Q4L site was a noble act by Health Canada, but that the information represented little or no ‘new news’.

The four ‘bio’ stories contained on the Q4L site (Tony, Nathalie, Zoe and Matthew) were met with mixed reactions. Some of the older participants thought that the concept of posting stories on the site was a good one, however, they would like these stories to be more personalized. There is a sense that the stories in their current form are too generic (ie. Tony plays sports and stays fit) and that participants are looking for more ‘real life’ stories. One suggestion was to find a ‘real life’ person and tell their story – how they quit smoking or failed to quit, for example. In addition, some participants wanted a more detailed account of the ‘triggers’ that motivated the four individuals to consider quitting. Right now, there is a sense that the motivators are vague and generic.

There is a sense that some of the teens expected to see more graphic images on the site, representing the harmful effects of smoking. In contrast, a few said that seeing graphic images made them feel 'guilty' and thus, is not an effective way to reach them.

Along these lines, some teen participants would like to see the benefits of not smoking or messages of encouragement (ie. testimonials) posted on the website. A few participants who were considering quitting filled in the 'Goals and Values' section of the site.

A few older teens expressed that smoking and quitting smoking is an individual action, and that everyone is different in terms of the methods they employ. These participants felt that the Q4L site was too generic and it was not tailored to take into account the needs of different individuals.

Participants are also undecided as to whether they would visit or use the site in the future. There is a greater interest among those who said that they were interested in quitting.

The Q4L Site Would Not Actively Encourage Quitting Behaviour

Many participants in both teen groups are not at the stage where they want to quit smoking. Speaking with these participants, there is a strong sense that they feel they are 'indestructible' right now and that the health implications associated with smoking are years away from effecting them. Some participants stated flat-out that they 'like to smoke' and that cigarettes have already become intertwined as part of their 'everyday' routines (ie. having a smoke with a coffee in the morning).

Many participants also are in an environment where smoking is the norm. Specifically, most said that either one or both of their parents smoke; their friends are also likely to be smokers. Some said that they have met good friends while smoking and this social aspect of smoking would be hard for them to give up at this point in time.

Virtually all teen participants also stated that quitting smoking requires willpower and it is a highly personal decision. They acknowledge that you have to be in a mindset where you want to quit.

Taking this into consideration, many participants felt that the website would not actively encourage them to quit smoking. The few that were in the mindset of quitting said that the information contained on the site was interesting and they would use some of it on their road to quitting (ie. 'get support', 'fighting the cravings').

The Booklet Was Generally Well-Received By Participants

After being exposed to the website, participants were given a hardcopy booklet which outlined the Quit4Life program. They were told that the information was similar to that which was on the website. The reaction among participants was generally positive. Many English teens liked the booklet and the way that the information was presented.



The reaction was less positive in the Quebec markets; when the moderator told participants that they could take the booklet home with them, no one expressed an interest in doing so. The primary reason for this concerns the 'aggressive' front cover of the booklet. The language used, particularly the term 'écras' is perceived as being characteristic of militant non-smokers and reminiscent of past campaigns, while the image of the shoe with the two cigarettes together making an 'X' is not understood by many participants. Once these participants open the booklets, they are relatively impressed with the content, however, the cover is deemed to be relatively unappealing and it turns many participants off.

The booklet was the preferred source of quitting information to the website in most markets. Some participants thought that the booklet was more effective because it was more compact and contained all the information about quitting that they were interested in. A few participants thought that the booklet was effective because it was something that they could carry around with them.

Specific Aspects Of The Booklet Are Appealing

Many participants said that they would read the booklet and that it would be something they would keep to help them when they decide to quit smoking. The cost of smoking and the differences between the two sexes in terms of the effects of smoking were the most relevant issues to both the younger and older teen groups.

Some participants also found the 'Smoke Detector' tracking form to be an effective tool. These participants said that they would use this tool when they decided to quit smoking, although the general feeling was that they would use it for the first while, and then stop using it. A few participants said that they would use the 'Goals and Values' worksheet at the back of the booklet. Among these teens, it was felt to be a useful tool.

Participants in the younger teen groups found the 4 Step to Quitting to be appealing due to their perceived simplicity. There is a sense that the steps made the quitting process look easy to this target group.

Less appealing was the 'Q4L Support Card'. Some of the older participants thought that this tool was 'cheesy' and 'hokey' and they said that they would not use it.

Among some teens, there is a sense that the booklet could focus a little more on stress (ie. parents, school) and boredom as drivers for smokers and less on 'being cool' or 'fitting in'. A few participants said that they often find themselves smoking out of boredom and that they would like to see this reflected.

A few participants in Victoria thought that the images in the booklet were weak. To these participants, the images used were 'too happy'; it gave the perception that once you quit smoking, everything is happy and perfect. There is a sense that they would like to see more 'real' images used.

Similar to the results for the website, the concept of 'Learning some new death-defying skills' was felt to be unappealing.

The Quit4Life name / concept itself was met with some objections in the Victoria market. Specifically, a few participants did not like the use of the word 'Life'. They felt that it implies once you have quit smoking, you cannot have any more cigarettes; that there is no room for failure. Nonetheless, whether or not they agree with the Quit4Life name would not deter any from reading the booklet.

Participants Were Receptive To The Booklet Being Handed Out In School

Participants in most markets were very receptive to the Q4L booklet being handed out in school. Some felt that there should be an assembly to discuss the booklet at school; that this would be an effective way to communicate its content to the masses. There is a sense that some teens have received similar anti-smoking or quitting booklets before in the past and that this booklet is felt to be the most effective. Teens would like to make sure that this is communicated.

Handing out the booklet in home room is also perceived as an effective method to distribute this tool. Participants in the Toronto market were receptive to the booklet being available in the subway or on public transportation, while many participants suggested a television or radio advertising campaign in order to promote the booklet and the program overall.

A few participants felt that the booklet should be available where birth control materials are sold. Other participants felt that the booklet could be available in places where they have to wait (and are bored); places such as hospitals and doctor's offices.

Similar to the reaction to the website, many participants felt that the booklet would not actively encourage them to quit smoking. However, some participants felt that they learned some new information after being exposed to the booklet and that it had got them thinking about quitting, more so than the website.

The Booklet And The Internet Are The Preferred Mediums To Get Quitting Information

Many teen participants said that they would use the booklet as a source of information on quitting, followed by the website. Less appealing to teens was the community centre or one-on-one counseling approaches. A few participants felt that the personal support that a community centre or counseling would afford them would be helpful, but this was not the general consensus.

Some teen participants said that they would be likely to recommend the program to others, however, only via the brochure format.

APPENDIX 1 – SCREENERS

SCREENER – GROUPS A AND B - QUIT4LIFE

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 18.

Once respondent is on the phone, reintroduce.

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	☐	☐
Web Design 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

PLEASE ENSURE THAT 2 PARTICIPANTS PER GROUP HAVE A TOTAL HOUSEHOLD INCOME OF \$50,000 OR OVER (IN TORONTO) OR \$40,000 OR OVER (IN MONTREAL, TROIS RIVIERES, HALIFAX AND VICTORIA).

THE OTHER 4 PER GROUP HAVE A TOTAL HOUSEHOLD INCOME OF \$50,000 OR LESS (IN TORONTO) OR \$40,000 OR LESS (IN MONTREAL, TROIS RIVIERES, HALIFAX AND VICTORIA).

- 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]**

12 and under

☐ **TERMINATE**

13 to 15

☐ **GROUP A**

16 to 18

☐ **GROUP B**

19 and over

☐ **TERMINATE**

CHECK QUOTAS

- 4a) And is the _____ year old male or female?

Male
Female

☐☐

CHECK QUOTAS

- 4b) Are you the parent / guardian of him / her?

Yes
No

☐ **ASK Q.5a**

☐ **ASK TO SPEAK TO PARENT – REINTRODUCE YOURSELF AND BEGIN AT Q.5a**

AGE 16 AND UNDER – ASK Q.5a)

OVER 16 – ASK 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 smoking. 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.5a) 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) Have you ever smoked cigarettes regularly or even occasionally?

Yes

☐

No

☐

THANK AND TERMINATE

DK / REFUSE

☐

THANK AND TERMINATE

9) Do you currently smoke cigarettes?

Yes

☐

SKIP TO Q.11

No

☐

ASK Q.10

DK / REFUSE

☐

THANK AND TERMINATE

10) Have you quit smoking in the past 6 months?

Yes

☐

ASK Q.12

No

☐

THANK AND TERMINATE

DK / REFUSE

☐

THANK AND TERMINATE

11) How likely is it that you will try to quit smoking in the next 12 months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐

Not likely at all

☐

CHECK QUOTAS

AT LEAST FOUR IN EACH GROUP SHOULD BE CURRENT SMOKERS WHO ARE VERY OR SOMEWHAT LIKELY TO QUIT IN THE NEXT 12 MONTHS, WHILE TWO COULD BE RECENT EX-SMOKERS ('YES' IN Q.10) OR THOSE WITH NO INTENTION OF QUITTING SMOKING IN THE NEXT 12 MONTHS ('NOT VERY LIKELY / NOT LIKELY AT ALL' IN Q.11).

12) Do you currently use the Internet at least once a week? Do not include times when you logged on just to check or send e-mail.

Yes

☐

No

☐

THANK AND TERMINATE



13) Do you enjoy reading for pleasure?

Yes ☐
No ☐

ENSURE GOOD MIX OF THOSE WHO SAY 'YES' AND 'NO' TO Q.13

14) Which of the following do you read on a regular basis? (**Read List. Check All That Apply.**)

Daily newspaper ☐
Novels ☐
Magazines ☐
Websites ☐

ENSURE GOOD MIX OF THOSE WHO READ THE ABOVE REGULARLY AND THOSE WHO DO NOT.

FOR GROUPS A AND B READ THE FOLLOWING PARAGRAPH AND ENSURE THAT TEEN IS OUTGOING, ARTICULATE, AND NOT INTIMIDATED SPEAKING WITH ADULTS.

15) We are going to be doing some research in your area and are interested in your opinions. The research will be taking place in the afternoon, after school. There will be a group of about 6 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 GROUP A AND B ASK TO SPEAK TO PARENT / GUARDIAN AGAIN AND READ THE FOLLOWING:

We would like to extend an invitation to your teenager, to attend an opinion research session on behalf of Health Canada. The session is scheduled for [DATE] at [LOCATION AND TIME] which will last 2 hours. The objective is to understand what teenagers think about smoking in general and they will be asked to evaluate a website and a booklet. 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 \$XX.

Can we confirm his or her attendance?

Yes

☐

No

☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____



Questionnaire de dépistage – Groupes A & B

Recruter 8 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	☐
Une compagnie de conception de sites Internet	☐

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

- 2) Dans laquelle des tranches de revenus suivantes se situe le revenu annuel de votre foyer avant les impôts? **(Lire la liste.)**

Moins de 25 000\$ 1 → 4 par
 25 000 à 39 999\$ 2 → groupe
 40 000 à 49 999\$ 3 → 2
 50 000 à 74 999\$ 4 → par
 75 000\$ et plus 5 → groupe
 NSP/Refus ☐ **TERMINER**

- 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 enfants dans votre foyer? **(NE PAS LIRE. Cocher une seule case.)**

Moins de 12 ans ☐ **TERMINER**
 13 à 15 ans ☐ **Groupe A**
 16 à 18 ans ☐ **Groupe B**
 19 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

GROUPE A – Poser la Q.5a**GROUPE 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 tabac. 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 as déjà fumé des cigarettes sur une base régulière ou même occasionnelle?

Oui ☐Non ☐NSP / REFUS ☐☐☐ **REMERCIER ET TERMINER**☐ **REMERCIER ET TERMINER**

- 9) Est-ce que tu fumes actuellement des cigarettes?

Oui ☐Non ☐NSP/Refus ☐☐ **Passer à la Q.11**☐ **Poser la Q.10**☐ **TERMINER**

- 10) Est-ce que tu as cessé de fumer au cours des 6 derniers mois?

Oui ☐Non ☐NSP/Refus ☐☐ **Poser la Q.12**☐ **TERMINER**☐ **TERMINER**

- 11) Jusqu'à quel point est-il probable que tu cesserais de fumer au cours des 12 prochains mois? Est-il ...?

Très probable ☐4Plutôt probable ☐3Pas très probable ☐2Pas probable du tout ☐1

Quota : Au moins 4 par groupe fument actuellement (Q.9=Oui) et affirment qu'ils est très/assez probable qu'ils vont cesser de fumer au cours des 12 prochains mois (Q.11). 2 par groupe peuvent être des anciens fumeurs récents (Q.10=Oui) ou des personnes qui n'ont pas l'intention de cesser de fumer au cours des 12 prochains mois (Q.11=pas très/pas probable du tout).

- 12) Est-ce que tu utilises l'Internet au moins une fois par semaine? Ne pas inclure le temps passé sur les courriels.

Oui ☐Non ☐ **TERMINER**

- 13) Est-ce que tu aimes lire pour le plaisir?

Oui ☐Non ☐**Avoir un bon mix**

- 14) Parmi les sources d'information ou de divertissement suivants, lesquelles utilises-tu de façon régulière? (**Lire la liste. Cocher toutes ceux qui s'appliquent.**)

Journal quotidien ☐1

Romans ☐2

Magazines ☐3

Sites Internet ☐4

Aucun ☐5 (**Avoir un bon mix.**)

Lire la Q.15 et assurez-vous que l'enfant est ouvert, articulé, et pas intimidé de parler avec des adultes.

- 15) Nous faisons une recherche dans ton quartier et nous sommes intéressés à votre opinion. La recherche aura lieu dans l'après-midi, 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 :

Montréal : le 28 mars, à 16h00 // 18h00

Trois-Rivières : 29 mars, à 14h00 // 16h00

... et elle durera deux heures. L'objet de cette étude est de comprendre ce que pensent les adolescents sur le sujet du tabac en général et d'évaluer un site Internet, ainsi qu'un dépliant sur ce sujet. 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 50\$. Est-ce que je peux confirmer sa présence?

Oui ☐

Non ☐ **TERMINER**

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

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

RÉCONFIRMÉ PAR: _____ DATE: _____

APPENDIX 2 – MODERATOR’S GUIDE

PROJECT #20101276
Final – March 25, 2003

MINI-FOCUS GROUP DISCUSSION OUTLINE – QUIT4LIFE GROUPS

FRANCAIS-- Vie100fumer

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.

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. Each session is audio-taped for research purposes. The observer(s) behind the mirror are from Health Canada.

The purpose of the session today is to obtain some input from you. As you were told on the phone, we are looking for feedback from people like you on a website and brochure that deals with quitting smoking, to understand what they think of each.

First, let me tell you a little about the material you will be looking at.

Quit4Life (Q4L) is a federally funded program designed to help people under 19 years old quit smoking, even if they are occasional smokers. The site is designed to help people like yourselves learn some 'death-defying' skills and to build your confidence to quit smoking. It also outlines some potential roadblocks in quitting.

The session will be broken into two parts. In the first part, I am going to have you log onto the Quit4Life (Q4L) site. You will access it on the Internet by typing the following address into your browser:

GoSmokefree.ca/youth

www.VivezSansFumee.ca/jeunesse

When you have reached the site, I'm going to ask you to spend about twenty minutes surfing it. Take a few minutes to look at the main page or anything else that catches you eye, then follow the link near the top of the page to Q4L. Q4L is the focus of our session today. Use the paper and pencil in front of you to take notes on what you think is good, what you think is not so good, where you have trouble, where it is easy to navigate, and so on. That is, I want you to look at the website as you normally would, but to do so with a more critical eye. As you do this, I will walk around to observe what you are doing. I will ask you not to give me any of your opinions when you are surfing the site, we will discuss at the end of 20 minutes.

As you go through the site, please make sure that you follow all of the links so that you have a sense of what each offers.

After about 20 minutes, we will have a discussion on what you have observed about the website. At that point, you will have the opportunity to voice your opinions on the site, as I take you through a series of questions. Any questions before we begin?

ASK RESPONDENTS TO LOG ONTO THE WEBSITE

GoSmokefree.ca/youth

www.VivezSansFumee.ca/jeunesse

(Give participants 20 minutes to explore the site)

2. Introduction of Participants (5 minutes)

Please log-off your web browser now and let's start the discussion by having you introduce yourself by your first name. Please also tell me how often you use the Internet, and what kinds of things you use it for. Also, tell us when did you start smoking, how often you smoke and if you've ever tried to quit smoking. If you've tried to quit, what motivated you to do that and were you successful?

3. General Reaction To the Website (40 minutes)

- What was your first impression of this site based on the main Q4L page (eg. relevant, timely, of quality, cluttered, credible confusing, useful)? If you were browsing the Internet and came across this homepage would you investigate further? Why/why not?
- What is your overall reaction to Q4L? Why do you say that?
- What were you expecting?
- Did you like how the website looks? What did you like / did not like? (eg. type face, use of photos, colour, etc.)
- What about the way the material is organized -- did you ever get lost?
- Is the information easy to understand? Why / why not?
- This website has been developed as a way to help teens quit smoking. Do you think that it works in that way? Why/why not? What specifically contributes to the website's success/failure?
- Is the content of the website relevant to you? Why / why not?
- Did you look at any of the samples or stories about Nathalie and Tony, etc? What did you think of that? Were these realistic situations based on your own experience?
- Were there any words or phrases or ideas specifically that you felt you could relate to personally?
- Is there too much or too little information on this site? What's missing? What do you not relate to?
- Would this site make you think seriously about quitting? Why / Why not?

- Would this site and the information on it encourage you to quit smoking or to go to the next step and really do it? What information contributes to this perception?
- What are the 3 best things (ideas for quitting) that you found on the Q4L site?
- Would you visit this website in the future to get information on quitting?

4. *Discussion of the Q4L Booklet (45 minutes)*

Introduce the handbook by saying that Health Canada would like feedback from participants on this booklet which is designed to assist smokers in quitting. It is based on the same information provided online but with somewhat less detail. Frame the showing of the booklet by saying 'If you called 1-800 O-Canada, you would be sent a booklet like this in the mail'.

Give participants **5 to 10 minutes** to look and read some of the booklet.

After participants have read the booklet, ask them the following questions:

- What is your overall reaction to the booklet? i.e. look, feel, size, etc. Why?
- Is this something you would pick up and want to read? Why/why not?
- What message(s) do you get from the booklet? Is/are the message(s) easy to understand?
- Who is this booklet aimed at? Is it aimed at you? why/why not? Who could benefit from reading it?
- Is the language written in a way that is clear and is the information helpful? Do you have any suggestions to help improve this booklet? Was the information realistic and practical based on your experiences with smoking or quitting?
- Is there too much or too little information in the booklet? If so, in what area(s)?
- Is there anything missing from the booklet? If so, what?
- Would you use this type of booklet if you were trying to quit smoking? Do you think that this booklet would assist you if you were trying to quitting smoking? How can it be improved to assist you in quitting smoking?
- Could the information contained in the booklet be used in school, community or other settings? What other settings? How?
- Would this booklet inspire you to take action to quit smoking? Why / why not?
- What do you think about the 4 step process to quitting? Are these relevant to you? Are they realistic? Why do you say that?
- What was your impression of the 'Goals and Values' worksheet? Is this something you would personally fill out? Why / why not? Do you find this information to be helpful? Why do you say that? What about the sample goals and values? Were they realistic?
- What was your impression of the 'Smoker Detector – Smoker's Tracking Form'? Is this something you would use? Why / why not? Do you think this information would be helpful? Why do you say that?

- What was your impression of the 'Q4L Support Card'? Is this something that you would use? Why / why not? Do you find this tool helpful? Why do you say that?
 - What were the 3 best things about the booklet?
5. *Comparison of the Two Mediums (10 minutes)*
- You have been exposed to both a website and a booklet here this evening. Which one would you be more likely to use to get information on quitting? Why / why not?
 - Both contain pretty much the same information but use a somewhat different approach (eg. different photos, graphic presentation, and so forth). Did you notice that? Which look do you prefer?
 - Which source (website or booklet) seemed to give you the most valuable information? Was one better than the other in terms of helping you build motivation?
 - Which source (website or booklet) would be more likely to make you think seriously about quitting and take the next steps? Why do you say that?
 - Which do you think would make you better prepared to plan a quit attempt?
 - Are the two sources (website and booklet) complementary in delivering information about quitting smoking? That is, could you start with one and then keep going with the other? Which would you start with?
 - Would either of these sources encourage you to seek additional help to quit smoking? Which sources? (school or community groups, telephone quitlines, public health centers, etc) Why do you say that?
 - Which source (web, booklet, group sessions at school, telephone or in-person counselling) would you be more likely to use to get help to quit smoking?
 - What is the best way to promote a program like this? TV or Web advertising, word-of-mouth, school promotion (posters, group sessions), booklet distribution to places like _____, etc.?
 - Would you recommend this program to others? Why / why not?
 - any other comments?

I appreciate you taking the time to speak with me this evening. Have a great night!

GUIDE DE DISCUSSION – VIE 100 FUMER

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

Avant de commencer, je vous demanderais de fermer vos téléphones cellulaires ou téléapprentissage si vous en avez.

Il s'agit d'un projet de recherche que nous menons pour le compte de Santé Canada. Je ne suis pas ici pour vous demander quelque information confidentielle que ce soit, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Chaque groupe fait l'objet d'un enregistrement audio pour fin de recherche. Il y a quelques observateurs de Santé Canada derrière le miroir.

Le but de la réunion aujourd'hui est d'obtenir votre opinion. Comme on vous l'a dit au téléphone nous recherchons le point de vue de gens comme vous sur un site Internet et un dépliant qui concerne le tabac. Nous cherchons à comprendre ce que vous pensez de chacun.

D'abord, je vais vous parler un petit peu du matériel que je vais vous présenter.

Vie 100 fumer est un programme subventionné par le gouvernement fédéral qui est destiné à aider les jeunes de moins de 19 ans à cesser de fumer, même s'ils ne fument qu'à l'occasion. Ce site est conçu pour aider les jeunes comme vous à acquérir la capacité et la confiance nécessaires pour cesser de fumer. Il montre aussi quelques unes des difficultés associées au fait de cesser de fumer.

La réunion comprend deux étapes: d'abord nous allons regarder la version interactive sur Internet puis nous nous concentrerons sur le dépliant, la version imprimée. Pour la première partie je vais vous demander de visiter le site Vivez100Fumee. Pour avoir accès au site vous devez inscrire l'adresse suivante sur votre fureteur:

www.gosmokefree.ca/quitting/road

www.VivezSansFumee.ca/cesser/voie

Lorsque vous serez sur le site je vais vous demander de passer une vingtaine de minutes pour en faire le tour. Prenez quelques minutes pour jeter un coup d'œil à la page d'accueil, puis cliquer sur le lien près du haut de la page pour vous rendre sur Vivez100Fumee. Vivez100Fumee est l'objet principal de notre rencontre d'aujourd'hui.

Utilisez le papier et le crayon devant vous pour prendre des notes sur ce que vous aimez, ce que vous aimez moins, les endroits ou les pages où vous avez eu des difficultés, celles qui sont plus faciles à naviguer et ainsi de suite. Je veux que vous regardiez ce site

comme vous le feriez normalement, mais peut-être avec un œil plus critique. Pendant que vous faites cet exercice, je vais me promener et vous observer. Je ne veux pas que vous me donniez vos opinions tout de suite pendant que vous visitez le site, nous en discuterons à la fin des 20 minutes.

Après environ 20 minutes, nous aurons une discussion sur ce que vous aurez observé sur le site. C'est alors que vous aurez l'opportunité de donner vos opinions sur le site. Je vous poserai une batterie de questions. Est-ce que vous avez des questions avant que nous commencions ?

DEMANDEZ AUX PARTICIPANTS D'ALLER SUR LE SITE

www.gosmokefree.ca/quitting/road

www.VivezSansFumee.ca/cesser/voie

(Accorder aux participants 20 minutes pour explorer le site)

2. *Introduction des Participants (5 minutes)*

Veillez maintenant quitter le site. Avant de commencer la discussion, je vous demanderais de vous présenter en me donnant votre prénom. Dites-moi aussi si vous avez déjà essayé de cesser de fumer, et si vous avez eu du succès. Dites-moi aussi avec quelle fréquence vous utilisez l'Internet et ce que vous y cherchez.

4. *Réaction générale au site (40 minutes)*

- Quelle a été votre première impression de ce site sur la base de la page d'accueil (pertinent, à point, de qualité, encombré, crédible, confus, utile) ? Si vous naviguiez sur l'Internet et que vous voyiez cette page d'accueil, est-ce que vous iriez plus loin ? Pourquoi / pourquoi pas ?
- Quelle est votre réaction générale à ce site ? Qu'est-ce qui vous fait dire cela ?
- À quoi est-ce que vous vous attendiez ?
- Est-ce que vous avez aimé l'aspect visuel du site ? Qu'est-ce que vous avez aimé ? Qu'est-ce que vous n'avez pas aimé ? Approfondir : les polices, l'utilisation des photos, de la couleur, etc ?
- Qu'est-ce que vous pensez de la façon dont le contenu était organisé ? Est-ce que vous vous êtes perdu ?
- Est-ce que l'information était facile à comprendre ? Pourquoi / pourquoi pas ?
- Est-ce que vous avez jeté un coup d'oeil à quelques-uns des exemples d'histoire comme celle de Nathalie et de Tony, etc ? Qu'est-ce que vous en avez pensé ? Est-ce que ces situations étaient réalistes selon votre propre expérience ?
- Est-ce qu'il y avait des mots ou des phrases spécifiquement auxquels vous pouviez vous identifier personnellement ?
- Est-ce qu'il y avait trop ou trop peu d'informations sur le site ? Qu'est-ce



qui manquait ? Quelles sont les choses auxquelles vous ne pouviez pas vous identifier ?

- Est-ce que ce site vous ferait sérieusement penser à cesser de fumer ? Pourquoi /pourquoi pas ?
- Est-ce que ce site et l'information qu'il contient vous encourageraient en à cesser de fumer ou à passer à la prochaine étape et le faire pour vrai ? Quelle information contribue à cette perception ?
- Quelles sont les 3 meilleures choses – je veux dire les meilleures idées pour cesser de fumer, que vous avez trouvé sur le site Vivez100Fumee ?
- Est-ce que vous visiteriez ce site à l'avenir pour recueillir de l'information sur comment cesser de fumer ?

4. *Discussion du dépliant Vivez100Fumee (45 minutes)*

Introduire le dépliant en expliquant que Santé Canada apprécierait le point de vue des participants sur ce dépliant qui a été conçu pour aider les fumeurs à cesser de fumer. Il contient essentiellement les mêmes informations que celles qui sont disponibles sur le site, mais avec moins de détails. Présentez le dépliant de la façon suivante : si vous appelez 1-800-O-Canada, vous recevriez ce dépliant par la poste.

Accorder 5-10 minutes aux participants pour regarder et parcourir le dépliant.

Après que les participants auront lu le dépliant, leur poser les questions suivantes :

- Quelle est votre réaction générale à ce dépliant (i.e., son apparence, sa texture, son format, l'usage des photos, etc.)? Pourquoi ?
- Est-ce que c'est quelque chose que vous liriez ? Pourquoi/pourquoi pas ?
- Quel message retenez-vous de ce dépliant ? Est-ce que ce sont des messages faciles à comprendre ?
- À qui est-ce que ce dépliant est destiné ? Est-ce qu'il est destiné à quelqu'un comme vous? Pourquoi / pourquoi pas ?
- À qui sera-t-il utile ? Est-ce que le vocabulaire est clair et facile à comprendre ? Est-ce que l'information est réaliste et utile ? Est-ce que vous avez des suggestions pour aider à améliorer ce dépliant ?
- Qu'est-ce que vous pensez de la quantité d'informations dans ce dépliant ? Par rapport à ce que vous avez vu sur le site, est-ce qu'il y a des informations importantes qui manquent ? Est-ce qu'il y a d'autres choses qui manquent dans ce dépliant ? Si oui, quoi ?
- Est-ce que vous utiliseriez ce type de dépliant si vous décidiez de cesser de fumer ? De quelle façon vous pensez que ce dépliant vous aidera si vous essayiez de cesser de fumer ?
- Comment pourrait-il être amélioré pour vous aider à cesser de fumer ?
- Est-ce que ce dépliant, vous inciterait à faire quelque chose pour cesser de fumer ? Pourquoi / pourquoi pas ?

- Est-ce que l'information qui est contenue dans ce dépliant, pourrait être utilisée dans le contexte d'une école ou d'un autre milieu similaire ? Quel milieu ? De quelle façon ?
- Est-ce que ce dépliant vous inciterait à faire quelque chose pour cesser de fumer ? Pourquoi / pourquoi pas ?
- Qu'est-ce que vous pensez du processus en 4 étapes pour cesser de fumer ? Est-ce qu'elles sont pertinentes pour vous ? Est-ce réaliste ? Qu'est-ce qui vous fait dire cela ?
- Quelle a été votre impression générale de la feuille de travail « Buts et valeurs » ? Est-ce que c'est quelque chose que vous rempliriez personnellement ? Pourquoi / pourquoi pas ? Est-ce que vous trouvez que cette information vous serait utile ? Qu'est-ce qui vous fait dire cela ? Qu'est-ce que vous pensez des exemples de buts et de valeurs ? Est-ce qu'ils sont réalistes ?
- Quelle a été votre impression du détecteur de fumée, du formulaire de suivi ? Est-ce que c'est quelque chose que vous utiliseriez ? Pourquoi / pourquoi pas ? Est-ce que vous pensez que cette information sera utile ?
- Quelle a été votre impression du formulaire d'entraide ? Est-ce que c'est quelque chose que vous utiliseriez ? Pourquoi / pourquoi pas ? Est-ce que vous avez trouvé que c'était un outil utile ? Qu'est-ce qui vous fait dire cela ?
- Quelles étaient les 3 choses les meilleures dans ce dépliant ?

5. *Comparaison des deux médias (10 minutes)*

- Vous venez de regarder le site Internet et le dépliant, qui contiennent la même information. Lequel des deux seriez-vous le plus susceptible d'utiliser pour obtenir de l'information sur comment cesser de fumer ? Pourquoi / pourquoi pas ?
- Le site et le dépliant offrent tous les deux plus ou moins la même information mais de manière différente (par exemple des photos différentes, présentation graphique différente et ainsi de suite) Est-ce que vous l'avez remarqué ? Lequel des deux est-ce que vous préférez pour cesser de fumer ?
- Quelle source (Internet ou dépliant) vous paraît offrir la meilleure information ? Est-ce qu'il y a une qui était supérieure à l'autre, laquelle va vous aider à vous motiver ?
- Quelle source (Internet et dépliant) serait la plus susceptible de vous faire sérieusement penser à cesser de fumer et à passer aux prochaines étapes ? Qu'est-ce qui vous fait dire cela ?
- Lequel des deux, selon vous, vous offre la meilleure préparation pour planifier d'essayer de cesser de fumer ?
- Est-ce que ces deux sources (site et dépliant) sont complémentaires dans l'information qu'elles donnent sur comment cesser de fumer ? C'est-à-dire, est-ce que vous pourriez commencer avec l'un, puis continuer avec l'autre ? Avec laquelle commenceriez-vous ?
- Est-ce que l'une ou l'autre de ces deux sources vous encourage à rechercher de l'aide supplémentaire sur comment cesser de fumer ? Quelles sources ? Médecin, CLSC, ligne d'aide, etc ? Qu'est-ce qui vous



fait dire cela ?

- Quelle source (Internet, dépliant, discussion de groupe à l'école, téléphone, consultation personnelle, incluant les médecins) seriez-vous la plus susceptible d'utiliser pour obtenir de l'information sur comment cesser de fumer ?
- Quelle est la meilleure façon de promouvoir un programme comme celui-là ? Télévision ou publicité, information dans les écoles, affiches, discussions de groupe) distribution de dépliant dans des endroits précis, etc.?
- Est-ce qu'il y a d'autres programmes que vous recommanderiez ? Pourquoi / pourquoi pas ?

J'ai beaucoup apprécié que vous ayez pris le temps de venir ici ce soir.

