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Millward Brown Goldfarb

QUALITATIVE RESEARCH TO DEVELOP COPING AND REFUSAL SKILLS FOR YOUTH AGED 10 TO 19 ON SMOKING TOBACCO AND MARIJUANA

PREPARED FOR: HEALTH CANADA

PREPARED BY: MILLWARD BROWN GOLDFARB

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INTRODUCTION

In January 2003, Health Canada hired Wright and Associates to develop a first phase of a new youth coping and refusal skills initiative on tobacco and smoke-related issues. Wright and Associates scanned the literature and existing reports to generate effective messaging for youth of both genders, and different age groups and cultures. The literature review confirmed that education on the health and social consequences of tobacco use, and on ways to deal with the social pressures to use tobacco, when part of a comprehensive tobacco control strategy, is an effective approach to decreasing youth tobacco use. This research project is built on the Wright and Associates literature review.

Wright and Associates developed and field-tested sample messages on a diverse sample of youth across Canada, who were involved in tobacco control initiatives. The field study provided a better understanding of the situations youth face related to tobacco and marijuana, and revealed ideas and suggestions for dealing with these situations.

Health Canada's Tobacco Control Programme and the Drug Strategy and Controlled Substance Programme will explore the social context of smoking behaviour and investigate attitudes about smoke (tobacco and marijuana) in a series of focus groups with young Canadians, both smokers and non-smokers. The results from the research will contribute to the design of future coping and refusal skill messaging for young Canadians which will be made public on the gosmokefree.ca website and the developing drug strategy youth website.

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Research Objectives

The overall goal of the qualitative research was to develop messages on tobacco and/or marijuana that will help build refusal and coping skills in Canadian youth who are pressured to smoke tobacco and/or marijuana and/or are exposed to second-hand smoke.

More specifically, the research was designed to…

- gain an understanding of how young Canadians would like to receive this messaging
- examine youth perceptions of smoke and smoking (tobacco and marijuana) and
- validate and verify a series of previously developed coping and refusal skill messages on tobacco and marijuana issues.

Target Audiences

The target audience for this research is Canadian youth aged 10 – 19, with a representative mix of ethnic background, gender and smokers/non-smokers.

Method

A total of sixteen focus groups were held with specific segmented audiences of smokers and non-smokers in four markets – Toronto, Montreal, Regina and Halifax between March 1st – 9th, 2004. The groups in Montreal were conducted in French; those in the other markets were conducted in English.

Some of the groups were held with young people aged 10 – 15. The rules of the Professional Marketing Research Society demanded that parental permission be obtained before any child in this age group was invited to participate in research. In most cases, the parents of these youth brought their child to the group, and waited for them. The parents were not invited into the room where the discussion was occurring and participants were informed that their responses would not be revealed to their parent / guardian or anyone outside the Millward Brown Goldfarb and Health Canada project teams. The moderator used for each session also guaranteed that participants' personal information would not be shared with anyone.

The groups were distributed as follows:

	10 – 12 year olds	13 – 15 year olds	16 – 19 year olds	
	Smokers/non-smokers	Smokers/non-smokers	Smokers	Non-smokers
Montreal (French)	X	X	X	X
Halifax	X	X	X	X
Toronto	X	X	X	X
Regina	X	X	X	X

Within each market, the groups were broken out as follows:

- One group of 10 – 12 year olds. Eight were recruited for six to show in the group, although if all eight showed, they were taken into the group. Smokers and non-smokers were combined in this group due to the low incidence of finding smokers in this cohort would agree to participate in the group. It should be noted that there were no smokers in this cohort in Toronto, Montreal, Halifax and Regina.

- One group of 13 – 15 year olds. Ten were recruited for eight to show. If all ten showed, they were taken into the group. Smokers and non-smokers again were combined in this group due to the low incidence of finding smokers in this cohort who would agree to participate in the group.

- One group of 16 – 19 year olds who smoke tobacco or marijuana or both. Ten were recruited for eight to show, although if all ten showed, they were all taken into the group.

- One group of 16 – 19 year olds who do not smoke either tobacco or marijuana. Ten were recruited for eight to show, although if all ten showed, they were taken into the group.

Here is the distribution of number of participants per group:

	10 – 12 year olds	13 – 15 year olds	16 – 19 year olds	
	Smokers/non-smokers	Smokers/non-smokers	Smokers	Non-smokers
Montreal (French)	8 (4 F, 4 M)	6 (3 F, 3 M)	10 (5 F, 5 M)	8 (3 F, 5 M)
Halifax	8 (3 F, 5 M)	10 (5 F, 5 M)	8 (4 F, 4 M)	9 (6 F, 3 M)
Toronto	4 (3 F; 1 M)	8 (4 F, 4 M)	10 (4 F, 6 M)	9 (4 F, 5 M)
Regina	8 (4 F, 4 M)	10 (5 F, 5 M)	10 (4 F, 6 M)	9 (5 F, 4 M)

Within each group, half the participants were male and half female, and there was a good mix of ethnic backgrounds.

All participants received an incentive of $50. In some markets, the incentive was in the form of a gift certificate for Chapters/Indigo, while in others, the incentive was in the form of cash. In order increase the efficiency of recruiting, the gift certificate incentive had to be replaced by cash in some markets.

If parents dropped the younger youth during the focus groups, they were offered $20 cash as a 'thank you'.

Note About The Methodology

This research was qualitative in nature, and as such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to Canadians as a whole. Qualitative research does, however, produce a richness and depth of response not readily available through other methods of research. It is the insight and direction provided by qualitative research that made it an appropriate tool for this project.

Reporting Perspective

Throughout the report, cigarettes are used to describe tobacco, while marijuana is used to describe "pot" or "weed" (or other terms that participants used themselves to describe it). An attempt has been made to maintain this consistency throughout the report, in order to allow the reader to fully understand the findings.

EXECUTIVE SUMMARY

The following is a summary of the research findings identifying coping and refusal behaviours of youth aged 10 to 19, as well as exploring their attitudes and behaviours with regards to tobacco and marijuana use.

Participants in the 10 to 12 year old age group believe that smoking both cigarettes and marijuana is "bad for you" and understand that there are health risks associated with both. Many said that they have not tried either substance before and would not be likely to try either in the future. Generally, participants said that they would say "no" if offered cigarettes or marijuana or walk away from the person offering them.

Peer pressure appears to concern this group, although many said that they would be willing to walk away from friendships if they were offered cigarettes or marijuana.

Some participants in the 13 to 15 year old age group said that they had tried either cigarettes or marijuana (or both) before. The primary reasons given for trying each substance were curiosity and that their friends offered them some. Some of these participants have since quit smoking cigarettes or marijuana, while some still smoke. Smoking among this age group appears to be occasional.

Those who have not tried said that they were unlikely to do so in the future, due to the health risks and because they do not see the "point" in smoking either cigarettes or marijuana.

Participants in the 16 to 19 year old age group were divided into 'smoker' and 'non smoker' groups. The smoker group tended to have tried both cigarettes and marijuana, with many still smoking one, if not both of the substances. Most in the non-smoker group tended to have also tried one or both of the substances, however, had stopped using them or only smoked either cigarettes or marijuana on occasion. Nevertheless, they did not consider themselves to be 'smokers'.

Reasons given by both groups for trying cigarettes and marijuana tended to be curiosity, stress, experimentation and because friends offered them either substance when they were younger (between the ages of 11 and 15). Those who quit smoking either substance said that they did so for health reasons, as well, they made the choice that they did not want to smoke anymore.

Among all age groups interviewed, it was generally viewed that access to cigarettes and marijuana was prevalent on school grounds. Marijuana was perceived to be easier to access than cigarettes, ironically, due to the legal age limit for smoking cigarettes and the fact that you have to buy cigarettes through 'traditional' outlets.

Generally, marijuana was perceived to be less harmful to those who used it, compared to cigarettes. This perception can largely be attributed to the messages that participants

have been exposed to on the health effects of both cigarettes and second-hand smoke, relative to those of marijuana.

Participants across all age groups said that they would prefer to hear messages about cigarettes and marijuana separately, as they perceive them as two different things and felt that people may not necessarily smoke both. Having separate messages would, in participants' minds, ensure that the key messages being communicated would not be missed or ignored.

Participants tended to react to messages or communications that showed the effects of smoking as well as messages or communications that had some elements of humour in them.

Participants generally felt that the only exposure they had received on issues dealing with marijuana were communications on the legalization of the substance or the use of marijuana for medicinal purposes. There was a genuine sense that those who were marijuana smokers do not know the adverse effects of the substance (aside from killing brain cells or making 'users' lazy) and, thus, do not see a reasons why they should stop using it.

NEXT STEPS

NEXT STEPS

Based on the research findings from the focus group sessions, the following section outlines some of the trends concerning youth coping skills towards tobacco and marijuana, as well as some of the reasons youth use each substance in order to cope.

Those in the 10 to 12 year old age groups tend to have lower levels of exposure to both cigarettes and marijuana relative to the other age groups interviewed. Their concern lies primarily with the health risks associated with smoking cigarettes and to a lesser extent, marijuana. The messaging that participants have been exposed to previously either through media campaigns or in school has primarily focused on the adverse health effects of tobacco.

In terms of coping skills, participants in this age group have yet to go through the potentially difficult task of watching friends try smoking and then being offered cigarettes or marijuana by their friends. Only a few participants said that they had friends who had started to smoke tobacco, while virtually no participant said they had friends who had started smoking marijuana.

Many participants in this age group said that they would sternly say "no" or walk away if approached by people offering them tobacco or marijuana. Their answers are relatively consistent (say "no" or walk away) when asked what their response would be if their friend offered them tobacco or marijuana. Most strongly feel that smoking either substance is "stupid" and that they could get sick from doing so.

However, judging from the results of the older groups interviewed in the sessions, peer pressure is one of the primary reasons given for trying either tobacco or marijuana. As many participants have not been put in a situation where they may have to choose tobacco / marijuana over friendships, future messaging could be built around these situations. Saying "no" may be one potential reaction to this situation, however, others such as making up an "excuse" for not smoking, could also be explored.

In addition, some participants said that they have parents who smoke tobacco and acknowledge that this may be a factor in encouraging those in their peer group to smoke ("if my parents smoke, it must be okay"). Future messaging could also potentially be built around this concept.

Future messages focusing on tobacco and marijuana should be presented separately from one another. Although a few participants in this age group felt that communicating tobacco and marijuana messages together would be acceptable, others felt that by combining them, emphasis could be potentially taken away from one of the substances.

However, there may be the potential to combine messaging on tobacco and marijuana in terms of coping or resiliency messaging. If messaging is built around peer pressure situations, the messages could be built around "walking away" from or saying "no" to

both substances. Perhaps messaging could even be as bold as to focus on the friendship aspect in peer pressure situations (i.e. "If your friend wants you to smoke, they are not your friends"), as many participants said that they would not be friends with people that smoke.

Those in the 13 to 15 year old age group have more levels of exposure to both tobacco and marijuana compared to those in the younger age group. Some participants have tried either cigarettes or marijuana, while a few are current "smokers". A few describe themselves as occasional smokers, only smoking cigarettes or marijuana occasionally (i.e. at parties, with friends on weekends).

The primary reason given by those who have tried either substance is curiosity or peer pressure ("my friends offered me a cigarette or marijuana and I tried it to see what it was like"). These participants have tried cigarettes although they are aware of the health risks associated with smoking. A few said that they were not addicted to cigarettes, while other said that they were addicted and it was difficult for them to stop. These may be the years when smoking moves from being a "curious experiment" to something that is relied upon to relieve stress or something that becomes part of an everyday routine.

Some participants had never tried cigarettes or marijuana before and felt it was unlikely that they would ever find themselves in a situation where they would try either one.

Future messaging could focus on the addictive power of cigarettes and how to say "no" or walk away from those offering them. A few participants also had younger siblings and said that they would not want them to find out about their smoking (either tobacco or marijuana), which could also be communicated in a potential message (i.e. could depict a younger child finding their older siblings' cigarettes or marijuana and trying it).

Messaging could also be built around how tobacco and marijuana affects physical performance, in school or extra-curricular sports, for example. This physical aspect of life is important to some participants and it may "hit home". In addition, messaging could also be built around other ways to cope with school, friends, home life (i.e. sources of stress) rather than tobacco or marijuana.

Similar to the 10 to 12 year old age group, participants in the 13 to 15 year old age group felt that messages about tobacco and marijuana should be communicated separately from one another, as someone who smokes cigarettes may not smoke marijuana (and vice versa), thus, the messages may get lost or ignored.

Those in the 16 to 19 year old age group have by far the most exposure to both cigarettes and marijuana. One group in each market targeted "smokers", while the other targeted non-smokers.

Most of those in the smokers group had tried both cigarettes and marijuana and they were current smokers of either substance (in some cases, both). The primary reasons given for starting to smoke both tobacco and marijuana were curiosity, experimentation, peer

pressure and to deal with stress. Many participants said that they had been smoking either tobacco or marijuana since their early teenage years and felt that they were "addicted" to tobacco. They said that they tried smoking out of curiosity and did not realize that they would become addicted. This finding could be used to build a potential message for those in the younger age groups.

Although some participants smoked marijuana regularly, they did not consider this substance to be as "addictive" as cigarettes.

Some participants started smoking either tobacco or marijuana to deal with the stress in their lives, while others may not have started because of stress, but now use these substances in order to "cope" when times are stressful.

Similar to 13 to 15 year olds, some do not want their younger siblings to find out about their habit, so they do not smoke around them. These participants did not want to be responsible for their sibling choosing to smoke either tobacco or marijuana.

The messaging for this age group could focus on alternate methods of coping with stress, rather than relying on tobacco or marijuana. Messaging could also focus on being a 'role model' for younger siblings, however, participants were unlikely to quit smoking because they had younger siblings, rather they were likely to become more selective as to who they decided to smoke around.

The messaging also may need to take into account that some in this age group are addicted to smoking cigarettes, thus, cessation messaging may need to be produced with the focus on a younger target audience.

Messaging could also take the form of testimonials, potentially from those in the non-smoker group who used to smoke either cigarettes or marijuana and have since quit. It may be effective for people to see others in their age group speaking to them about these issues.

Similar to the other two age groups, those in the 16 to 19 age group (both smokers and non-smokers) felt that messaging on tobacco and marijuana should be presented separately from one another.

One potential difficulty moving forward will be to determine how to communicate messages about marijuana usage once someone has moved from the stage of initially trying the substance to the stage of using it more regularly. Resiliency messaging is rather easy to communicate (you can say "no", make an excuse or walk away), however, it is more difficult to get someone to quit smoking marijuana once they have started, especially if people are not sure what the drawbacks of smoking "pot" are.

Participants across all age groups are open to messaging that "hits home" and outlines the health effects of smoking. In addition, most would also be open to elements of humour.

DETAILED FINDINGS

FOCUS ON 10 TO 12 YEAR OLDS' PERCEPTIONS OF TOBACCO AND MARIJUANA

This section outlines the perceptions of 10 to 12 year olds in regards to tobacco and marijuana. Any differences in perception by market will be indicated in the report.

GENERAL SMOKING PERCEPTIONS

What Does Being A Smoker / Non-Smoker Mean To You?

Participants in the 10 to 12 year old age group generally felt that being a smoker meant someone who was "addicted" to cigarettes. They also associated lung cancer, second-hand smoke and "bad teeth" with the term smoker. A few participants said that smoking was "stupid" either because those who smoked were hurting their health or because those who smoked had to go outside in the cold to do so.

The term 'non-smoker' was associated with healthier people who are more active in sports and physical activities. Some participants also associated non-smoker with those who had never tried smoking. A few Halifax participants said that they associated the term non-smoker with a nicotine patch.

The term "smoker" was generally not associated with marijuana among the younger age group. The Toronto group, in particular, appeared to be less knowledgeable when it came to marijuana, while participants in the Montreal, Halifax and Regina markets appeared to be more knowledgeable in their discussion of marijuana smoking.

Marijuana was perceived by those in Montreal, Halifax and Regina as "making you high" so that "you do not know what you are doing". There was a strong tie between marijuana and fear of brain damage or killing brain cells in the sessions. Toronto participants felt that marijuana made you see "illusions" and also made your "brain move faster". When asked where they got this perception, participants said from "watching an episode of *The Simpsons* on television". Montreal, Halifax and Regina participants got their information on marijuana largely from television shows and the movies, however, they also said that their schools taught them a bit about it in health.

Many participants felt that both marijuana and cigarettes were unhealthy and can have harmful effects on the physical performance of those who smoke them, for example, not being able to run and becoming easily winded. In addition to marijuana, smoking was also seen as causing brain damage, a perception which was perpetuated through images some participants had seen on cigarette packages.

Most participants said that cigarettes were more harmful, with a few in each market not being sure whether cigarettes or marijuana were more or less harmful. Some felt that marijuana was less harmful because it was "just a plant" and could be used to help others (i.e. for medicinal purposes) and cigarettes have more chemicals in them (some which

cause you to be addicted). Others felt that "smoking was smoking" and smoking either substance was bad for you.

Why Start Smoking Cigarettes / Marijuana?

Many participants did not differentiate between cigarettes or marijuana in terms of why people start smoking either. Below are some influences that they felt could cause someone to smoke either substance.

- Parents smoke
- Think it makes them "look cool"
- Friends or older kids "peer pressuring them"
- At parties / raves with friends or older people
- Chemical in cigarettes / marijuana that makes them feel good
- Second-hand smoke may make you feel good, so you want to try
- To fit in - friends may smoke so you feel you have to as well
- Stress
- Someone could dare you
- Favourite actor / celebrity could smoke

FOCUS ON TOBACCO

Feelings / Image

Many felt that smoking cigarettes was "stupid" and wrong because of the health issues associated with smoking. Specifically, they felt that by smoking, you were putting toxins in your system and harming yourself. One participant in Regina said that "every eight seconds someone dies from lung cancer and that makes me sad."

Some participants felt that smoking cigarettes was so addictive, that after having one or two cigarettes you could become addicted to it. They felt that people were "stupid" for giving into peer pressure and experimenting with smoking at a party or with friends because millions die every year from smoking cigarettes. A few participants have had family members die from lung cancer. They said it was because these family members were not aware of the harmful consequences associated with smoking cigarettes at the time.

One participant in Halifax said that smoking is portrayed in a bad light in movies, such as *101 Dalmations*. For example, Cruella DeVille smokes in the film and she is the 'bad guy', therefore, cigarette smoking is perceived to be 'bad'.

Smoking was not perceived as being "cool" because to participants, it does not look "cool" and it was considered to be a waste of time, money and, ultimately, "your life". Many participants in this age group wondered: "Why would you start something that will kill you?" They felt that some people were so addicted to smoking cigarettes that they would choose smoking over doing something really fun.

Problem / Not A Problem?

For most, smoking cigarettes was considered to be a "problem". A few participants had friends who started smoking cigarettes and as a result, they decided to stop hanging out with these friends. For these participants, it was hard for them to end the friendship with their friends; however, they made the choice not to smoke and did not want to hang around with those who made the choice to smoke.

Some have parents that smoke, which for them, was considered to be a problem because they think smoking is "gross" and "sick". Many participants felt that if parents smoked, kids may then imitate them. As one Halifax participant said: "Parents are the boss and teach kids what to do", which suggested that kids may think that smoking was acceptable because their parents were smoking. This confirms one of the findings from the 16 to 19 year old age group in that some who smoke cigarettes said that they grew up with watching their parents smoke and thought that it was alright to do so because their parents did. A few participants said that some kids at their school purchased "Popeye cigarettes", to try to imitate their parents or others who are smoking. At this stage, these kids think smoking is "cool".

Some participants whose parents smoke said that they have tried to quit recently, with varying degrees of success. These participants felt that their parents were trying to quit because of television commercials saying that "smoking is bad for you".

Some participants said that did not know anyone that smoked cigarettes around them, so it was not a problem for them at this time. They did, however, understand the health risks associated with smoking and felt that smoking was a problem in society overall.

Participants in this age group felt that peer pressure was one of the primary reasons people start to smoke cigarettes and although many would say "no" if offered cigarettes, there was a sense that some were concerned with peer pressure.

Would You Try It / Have You Tried It?

Virtually all participants in this age group had never tried either cigarettes or marijuana and they did not think that they would try these substances in the future. For the most part, they had been exposed to advertising, messaging and communication at school, which outlined the potential damage cigarette smoking could cause. Not many participants had been offered cigarettes in the past, however, if they had been or if they were to be offered cigarettes, participants said that they would generally walk away or call the person offering "stupid". Moreover, if someone at their school, on the street or a good friend were to offer them cigarettes, most said that they would reply with a stern "no".

Some participants said that they may also tell a guidance counsellor, their parents or their friend's parents if their friend offered them cigarettes or marijuana in order to try to get them help.

Participants said that they are not worried about not looking "cool" if they said "no" to cigarettes because they do not think that smoking is "cool" and they do not want to be friends with those who smoke.

Some participants mentioned that they knew a few kids their age who smoked and in only a few cases were these individuals considered friends. Generally, most said that older kids at their school were more likely to smoke cigarettes.

Affect On School / Relationships / Sports

Participants said that those who smoke generally have lower grades because they are often outside smoking instead of in class. There was a sense that this was speculative as many admitted to not knowing anyone their age who smoked. However, many felt that smoking cigarettes was a "bad" influence on all aspects of your life.

Smoking was also perceived by many to affect your ability to play sports because of the health risks participants associated with smoking. Participants learned this information from media communications or educational programs on smoking. In addition, a few participants said that you would not be able to excel in sports if you smoked cigarettes, again making reference to the negative health affects.

FOCUS ON MARIJUANA

Terms Used for Marijuana

Generally, the most common term mentioned for marijuana among this age group was "pot", "weed", "cannabis", "hash". There was then some confusion generated by participants as a few used "crack" to describe marijuana. Compared to participants from the other markets, Toronto participants were less knowledgeable when it came to marijuana. This also could be due to the lower show rate in the Toronto group relative to that of other sessions.

Feelings / Image

Participants in each session had no real feelings or images for marijuana aside from saying that it was "bad for you", it "hurt your lungs", it "made you high" and killed or hurt brain cells.

Some participants had heard that marijuana was used for medicinal purposes and could be used when you were sick.

Would You / Have You Tried It?

As mentioned in the tobacco section, virtually all participants in this age group had never tried marijuana in their lifetime and they did not think that they would try it in the future. For the most part, they had been exposed to communication on marijuana at school,

which outlined that smoking "pot" was "bad for you". Similar to cigarettes, not many participants had been offered marijuana in the past, however, if they had been or if they were to be offered it, participants said that they would generally walk away or say "no". Again, if someone at their school, on the street or a good friend were to offer them marijuana, most said that they would reply with a stern "no".

Again, similar to tobacco behaivour, some participants said that they may also tell a guidance counsellor, their parents or their friend's parents if a friend offered them marijuana in order to try to get them help.

Only a few participants mentioned that they knew kids their age who smoked marijuana and in only one or two cases, were these people considered to be friends. Generally, older kids in the higher grades (i.e. Grades 7 to 9) were the ones perceived to be smoking marijuana.

Focus on Access to Tobacco / Marijuana

The general perception among the younger age group was that you can get "pot" cheaper, which was debated within the groups, as some said they thought cigarettes were cheaper. However, the general consensus was that marijuana was easy to get. Teenagers are perceived to smoke "pot" more than cigarettes because "you have to be legal age (either 18 or 19) to buy cigarettes, whereas dealers will sell marijuana to anyone". There was no perceived age restriction on marijuana even though participants knew it was illegal.

Some participants said that you could get access to cigarettes by waiting outside of a store and asking someone to buy them for you.

In Toronto, some participants thought that you needed a prescription from a doctor to get marijuana.

The perception among Halifax participants was that drug dealers will give you the first "joint" for free, so that they can get you addicted. Cigarettes were also perceived to be easy to get from older students at school. However, marijuana was felt by most to be the easier substance to get of the two.

Similar to the findings for other groups, access to cigarettes and marijuana was perceived to be prevalent and widespread across school grounds.

What do Parents Say About Tobacco / Marijuana?

Many participants said that their parents have spoken to them about smoking both cigarettes and marijuana. The messages that have been relayed are ones that participants "play back" when discussing how they would deal or cope with being offered cigarettes or marijuana. For example, participants said that their parents have outlined how harmful and bad smoking cigarettes or marijuana is and that they should say "no" or walk away if offered either.

A few participants said that if they get caught smoking cigarettes and / or marijuana by their parents, they would have their computer, video game system (i.e. PlayStation 2) or television taken away. Participants said that their parents were generally "stern but calm" when talking to them about cigarettes or marijuana.

Several participants in Montreal had parents or relatives who smoked. In most instances, they wished their parents did not smoke. ("I'd like to rediscover my father when he was into sports".) Some parents have admitted to their children that they were addicted and warned them about that danger.

FOCUS ON SECOND-HAND SMOKE

Many participants said that they "hate the smell of smoke". They also felt that second-hand smoke was bad and damaging to all that are exposed to it. Most participants said that second-hand smoke was worse for you than cigarette smoke. Exposure to advertising and communication at school appeared to contribute to most participants' perception of second-hand smoke.

A few participants have told their parents (who smoke) that they do not like cigarette smoke and, as a result, some participants' parents now smoke outside. A few participants in each session also said that they feel safer in places where you cannot smoke.

Some participants said that second-hand smoke causes health-related problems such as asthma, allergies and not being able to breathe in general. They knew this from their own experiences (some have asthma and allergies to smoke), as well as from exposure to advertising and communication from school.

Some participants also felt that second-hand smoke was not fair for those who do not smoke. They said that it was unfair for someone who does not want to smoke to inhale cigarette smoke on the street or in their house.

Although participants generally talked about cigarette smoke when discussing second-hand smoke, they felt both cigarette and marijuana could produce second-hand smoke, and they perceived second-hand smoke from both to be harmful. The smell of cigarette smoke was found to be more unpleasant, if not unbearable.

Exposed To Second-Hand Smoke

Many participants said they have been exposed to second-hand smoke. A few, however, said they have not been because people around them, such as family or friends do not smoke. Below are some common places where participants said they have been exposed to second-hand smoke:

- Walking down the street
- Bowling alleys
- Restaurants

- Cars / vehicles
- Their own house
- Relatives' houses
- Friends' houses

Participants in this age group were almost exclusively exposed to second-hand smoke from cigarettes.

In terms of dealing with second-hand smoke, generally, participants will tell someone they know (such as a parent) that they do not like cigarette smoke or that it is bothering them (i.e. "It's your choice, but please do not smoke around me"). A few participants said that sometimes they are scared to say something because of the fear that they will get into trouble from a parent. For the most part, participants said that they will not ask strangers to put out their cigarette, although a few said that they make a fake coughing sound when passing those who smoke on the street. Another way that participants dealt with second-hand cigarette smoke was to "walk away" from it, hold their nose while walking by a smoker or breathing through their clothing.

In terms of rules in their home for dealing with second-hand smoke, most participants said that their parents tell those who smoke to go outside. A few said that people are only allowed to smoke in designated areas of the house (i.e. the furnace room or the basement). A few participants said that their parents often smoke in the house, therefore, there are no rules against smoking.

The general rule among participants with regards to smoking in the car, was that there was no smoking allowed in the car. A few, again, said that their parents smoke in the car, with the window rolled down.

Focus on Messaging

Participants were asked what they thought of when they initially heard the phrase "Go Smoke Free". For the most part, participants in this age group said that the phrase could apply to both cigarettes and marijuana, but more so cigarettes. This perception was largely due to exposure to past advertising, which was felt to concentrate almost exclusively on cigarettes and second-hand smoke. Many participants cannot remember being exposed to any past advertising on marijuana. A few said that they had seen posters in their school dealing with marijuana, however, the messages focused on saying "no" when someone offered it to you.

Many would like to see cigarette and marijuana messages separated because they feel people would only concentrate on cigarettes and miss the messages on marijuana if they were put together. A few said that if you kept the two substances together, it would be acceptable.

FOCUS ON 13 TO 15 YEAR OLDS' PERCEPTIONS OF TOBACCO AND MARIJUANA

This section outlines the perceptions of 13 to 15 year olds in regards to tobacco and marijuana. Any differences in perception by market will be indicated in the report.

GENERAL SMOKING PERCEPTIONS

What Does Being A Smoker / Non-Smoker Mean To You?

Generally, participants in this age group considered 'smokers' to be those who smoked cigarettes. They were also considered to be someone who smokes cigarettes regularly or someone who was "addicted" to smoking cigarettes.

Some participants associated some health risks, such as lung cancer, with the term 'smoker' and felt that smoking cigarettes were harmful. However, it was felt by some that if someone smoked cigarettes, it was their choice and there was a need to respect that choice. One female Toronto participant said that being a 'smoker' meant to "sacrifice what you like for something small".

In Montreal, it was felt that those who smoked a cigarette now and then and are not dependent could be considered non-smokers.

A 'non-smoker' was felt to be healthier than someone who does not smoke.

As mentioned earlier, the term 'smoker' was commonly associated with cigarettes, while those who smoked marijuana were referred to as "potheads" or "stoners". There was definite distinction between the two in this regard.

Marijuana was perceived as not being as bad for you as cigarettes, which was attributed to the advertisements and information in school that participants had been exposed to on the health effects of cigarette smoking. Most participants said that they had not been exposed to communication on the health effects of marijuana.

A few participants felt that marijuana was not that bad for you, as they remember hearing that it has been used for medicinal purposes: "It can't be that bad for you, then."

Many participants felt that a lot of teenagers are smoking marijuana either by rolling it, or using it in bongs or pipes. It was perceived to be common, more so than smoking cigarettes in this age group.

Many participants attributed marijuana to the feeling of "getting high", being a plant and also being illegal. Cigarettes and marijuana were also felt by this age group to have different effects on the people who smoked them.

FOCUS ON TOBACCO

Feelings / Image

Some participants who had felt that smoking cigarettes was "pointless" and that "they did not do anything for you." This perception was true among those who had tried smoking before. A few refuted that point by saying you often experienced a "head rush" when smoking cigarettes initially. This was considered one the reasons people become addicted to cigarettes.

Some participants who did not smoke said that they "would never do it", that they had no desire to try and again, did not see the point of smoking cigarettes.

A few participants in Toronto and Montreal experience an indifference towards cigarette smoke, saying that smoking did not "bother them" and they had no definitive opinion on the subject.

A Problem / Not A Problem?

Some participants said that smoking cigarettes was a problem in society and among their age group because smoking was "addictive" and harmful. Some also said that they did not "care" about smoking cigarettes; it was not a problem for them and that it was the choice of those who wanted to smoke cigarettes to smoke them.

In Montreal, the cost of cigarettes was considered a problem. "When you run out of money", it is a problem.

Do You Know People Who Smoke?

Some participants have friends who smoke and also know people at their school who smoke. Some also have parents that smoke cigarettes. The amount that people smoke ranges from one or two cigarettes per day to a pack a day. A few participants mentioned that their friends are "weekend" smokers. Among those who said their parents smoke, a few said that their parents were trying to decrease the amount they smoked or quit altogether.

A few participants said that they did not know anyone who smokes cigarettes (either parents, relatives or friends) and that smoking did not affect them.

Have You Tried Smoking / Currently Smoke?

Approximately one-third in each group said that they currently smoke cigarettes and they consider themselves to be 'smokers'. About half in each group said that they have tried smoking cigarettes in the past, but do currently not smoke. The primary reasons given by this group for trying cigarettes were "curiosity" and because their friends were smoking and offered them a cigarette.

A few participants said that they quit because smoking cigarettes was "pointless" and it did not do anything for them. A few who currently smoke said that they were trying to quit due to their participation in sporting activities and the fact that they knew smoking cigarettes was not healthy for them.

A few participants said that they were "occasional" smokers, in that they smoke once a week or on the weekend. There was a sense that these participants felt they were 'in control' of smoking and were not addicted.

Some participants in the Toronto session who currently smoke or have smoked in the past were "embarrassed" that they smoked and tried to conceal it from their non-smoking friends and, more importantly, their parents. They said that they did not want to be considered "gross" by their friends for smoking cigarettes, while they did not want their parents to yell at them or punish them for smoking. Only a few participants in each session said that their parents knew they had either tried smoking or were currently smoking. In each instance, their parents did not react favourably.

Some reasons given for not trying cigarettes were health-related. For instance, a few participants said that they have asthma and that smoking affected their asthma, while another participant said that their throat "closes up" when they were exposed to smoke, due to an allergic reaction. A few participants said that some members of their family had died from smoking-related diseases, so that discouraged them from trying.

In addition, some simply expressed no desire to try smoking cigarettes and did not think they would ever try to smoke in the future.

Affect On Relationships / Sports / Academics

Participants generally felt that cigarette smoking can adversely affect your ability to play sports, because those who smoke often run out of breath and cannot keep up with those who do not smoke.

Cigarette smoking was felt by some to adversely affect academic performance, only in so much if people skipped class in order to have a cigarette.

The general consensus was that a non-smoker dating a smoker was "gross". Many of those in the group who identified themselves as non-smokers said that they would not date a smoker. A few non-smoking participants said that if they liked the person, they would consider dating them, even if they were a smoker.

FOCUS ON MARIJUANA

Words Used For Marijuana

The words used by 13 to 15 year old participants to describe marijuana were not as extensive as those used by those in the 16 to 19 year old age groups. However, the following are some words that were used or mentioned:

- "Weed"
- "Pot"
- "Mary Jane"
- "Blunt"
- "Chronic"
- "Joint"
- "Buzz"

Feelings / Image

As mentioned in the "General Smoking Section" above, many participants describe people who smoke marijuana as "potheads" or "stoners". Although some participants have tried marijuana or currently smoke marijuana themselves, there was a sense that they do not consider themselves to embody these terms.

A few participants expressed some indifference in terms of their feelings on marijuana in that they did not think or care about it or expressing that it was the choice of the person smoking it and they respected that choice.

In Montreal, most thought that marijuana was more dangerous than tobacco "because you don't know what it has gone through". There was a sense that because tobacco is produced by well known companies, it somehow cannot be as harmful.

A few participants also mentioned seeing marijuana portrayed in a 'funny way' and as a 'cool thing to do', for example, on *That 70's Show*.

A Problem / Not A Problem?

Marijuana smoking was not considered by most in this group to be a problem. A few said that it could hurt your brain cells, however, many did not know what the adverse effects of marijuana smoking were due to the "lack of information out there".

Do You Know People Who Smoke / Tried Smoking / Currently Smoke?

Many in this group had friends who smoke marijuana. The amount people smoked ranged from once or twice a day to on weekends or at parties. A few participants said that they did not know anyone who smoked marijuana.

Approximately one-third of participants in each session said that they had either tried smoking marijuana in the past or currently smoke it now. Some of the reasons given for trying marijuana were to "experiment" and because friends offered them marijuana. The reasons were similar for trying cigarettes.

Some participants said that they had not tried marijuana before mostly because they did not like smoking in general and considered it to the same action. Some participants also had health-related issues for not trying cigarettes, including allergies to smoke and asthma. Similar to the cigarette smoking findings presented above, a few participants said that they had no desire to try smoking marijuana and did not think that they would ever try it.

Affect On Relationships / Sports / Academics

Marijuana, like cigarettes, was generally perceived to have an adverse affect on athletic performance, although a few participants said that they performed better at sports when they under the influence because they could concentrate more effectively. Generally, marijuana was perceived to slow people down or tire them out when playing sports.

Smoking marijuana was also perceived to have an adverse affect on the academic performance of people who used it. A few participants said that they knew friends or acquaintances from their school who attended class "high". Many felt you would forget things easily or get "really tired" during class if under the influence of marijuana and many participants (even those who said they had tried marijuana) said that they would not attend class after "smoking up". Marijuana was generally felt to adversely affect academic performance if used during school hours. It was explained that it slows down the brain cells and changes one's personality. There was also some concern among Montreal participants that it could lead to experimenting with harder drugs.

In terms of relationships, many participants felt that relationships would only be affected if one of the people in the relationship was smoking marijuana on a frequent basis and the other person was not. Those who did not smoke marijuana said that they were unlikely to date a person who did smoke marijuana.

FOCUS ON ACCESS TO TOBACCO / MARIJUANA

Many participants said that it was fairly easy to gain access to both tobacco and marijuana. Most participants felt it was easier to gain access to marijuana compared to tobacco. This perception was due to participants' feeling that there were many marijuana dealers at their school: "Weed is 100% more accessible than cigarettes because there are so many dealers at school." Also contributing to this perception was the fact that most stores will not sell cigarettes to those under the legal age, whereas marijuana dealers do not have these restrictions.

In Montreal, it was stated that marijuana is widely available in the subway, as well as the downtown area.

Among those who currently smoke cigarettes or who had tried cigarettes in the past, many had access through the following sources:

- Older people at school (some who had fake ID's and were able to buy cigarettes)
- Friend's older siblings
- Older siblings
- Stealing from parents who smoke
- Buying 'single' cigarettes from those at school

A few participants in each session who smoked cigarettes said that if it was known you were a smoker, other students (both younger and older) would then approach you looking to buy cigarettes. These participants did not particularly like this, as it labelled them as "smokers" and also potentially threatened their own supply of cigarettes.

No participant in this age group identified themselves as a marijuana "dealer".

Generally, participants in this age group felt that they would not give cigarettes or marijuana to those younger than them due to some of the reasons identified above (i.e. it would threaten their own supply) and also because some participants said that it was "wrong" to give cigarettes or marijuana to younger people.

Some participants said that they had younger siblings and would not want them to find out that they smoked. They feared that they may get in trouble from their parents if anyone were to find out. Some participants said that they did not intend to start smoking cigarettes or marijuana, therefore, they also did not intend to be in a position to have either to give to others.

A few participants said that they would give cigarettes or marijuana to those younger than them only if they were "serious" about smoking.

FOCUS ON SECOND-HAND SMOKE

Generally, participants said that second-hand smoke was worse for you than smoking first-hand. It was perceived as being worse because there is no filter on the second-hand smoke you inhale and there are a lot of chemicals in smoke that is inhaled second-hand. Many said that they have seen commercials to support or help formulate these thoughts.

Participants generally thought of cigarette smoke when asked about second-hand smoke as this is what they have been exposed to through media campaigns. Although a few participants thought that you could be exposed to second-hand smoke through marijuana, most felt that marijuana second-hand smoke was less harmful than second-hand smoke from cigarettes.

Many participants had been exposed to second-hand cigarette smoke at some point in their lives. Places where participants had commonly been exposed to second-hand cigarette smoke included:

- At school
- From their parents (at home)
- In cars / vehicles
- In friend's / relative's houses
- Through friend's siblings
- On the street
- In restaurants
- At bus stops
- At parties

Some said that they had never been exposed to second-hand marijuana smoke, however, a few said they did have this happen, including the following situations:

- At a concert
- At school
- At parties
- At friend's houses

Generally, participants deal with exposure to second-hand smoke from cigarettes by walking away or leaving the situation. Sometimes leaving was not an option, so participants made the choice to stand there and perhaps ask the person smoking to not blow smoke in their face. Participants generally only said something to people that they knew, although a few said that sometimes they say something like "doesn't smoking really suck" really loud around people they do not know. A few participants in Toronto said that they did not care about second-hand smoke and whether they were exposed to it. These participants tended to be those who were either currently smoking or had tried smoking before.

Some participants in Montreal emphasized the "awful" smell of cigarettes, which was viewed as much more unpleasant than the smell of marijuana, as a reason to stay away from cigarette smokers.

A few participants also said that they tried to avoid places that contained second-hand cigarette smoke, but that sometimes (i.e. at a party, at a restaurant), there may not be a choice. Some participants said that their parents allowed smoking in the house, while others said that cigarette smoke was prohibited. This was generally dependent on whether or not the participant's parent was a smoker. A few had parents who smoked outside, rather than in the house. Generally, smoking marijuana in the house was prohibited.

In terms of rules for smoking in the car, again, it appeared that if parents smoked, then smoking was allowed in the car, however, in these cases, the window was generally rolled down.

A few said that second-hand smoke from cigarettes was not a problem for them and that they rarely were exposed to it.

FOCUS ON MESSAGING

Participants were asked what they thought of when they initially heard the phrase "Go Smoke Free". Similar to 10 to 12 year olds, for the most part, participants in this age group said that the phrase could apply to both cigarettes and marijuana, but more so cigarettes. In Montreal, it was associated solely with cigarette smoke. This perception was largely due to past advertising, which was felt to concentrate almost exclusively on cigarettes and second-hand smoke and the adverse health effects of each. Many participants cannot remember being exposed to past advertising on marijuana generally or the health effects specifically.

Again, similar to the younger age group, many in this group said they would like to see cigarette and marijuana messages separated because they feel people would only concentrate on cigarettes and miss the messages on marijuana if they were put together. A few said that if you kept the two substances together, it would be acceptable.

A few in the Toronto session said that they did not "care" about smoking messages and rarely paid attention to them.

FOCUS ON 16 TO 19 YEAR OLD SMOKERS' PERCEPTIONS OF TOBACCO AND MARIJUANA

This section outlines the perceptions of 16 to 19 year old smokers in regards to tobacco and marijuana. Any differences in perception by market will be indicated in the report.

In order to put these findings into the proper context, it is important to know the smoking habits of those interviewed. Most in all the smoker groups said that they had smoked marijuana in the past or currently smoke it now. Approximately half in each group said that they do not smoke tobacco, but instead smoke marijuana. Some smoke both tobacco and marijuana.

FOCUS ON GENERAL SMOKING PERCEPTIONS

What Does Being A Smoker / Non-Smoker Mean To You?

Aside from the obvious ("It means that you smoke"), participants almost universally associated smoking with cigarette smoking, rather than marijuana smoking. Participants said that the term smoker did not adequately describe marijuana smokers, who were instead referred to as "potheads" or "stoners". There was a definite division between the two in this regard.

Some of this division could be attributed to participants' perception that there is currently and historically has been more media attention devoted to cigarettes and cigarette smoking than to marijuana or marijuana smoking (please see the Messaging Section for more details). In addition, some participants also felt that cigarette smoking is 'more public' than marijuana smoking given that it is not illegal to smoke cigarettes if you are 18 or 19 (depending on the province the interviews were conducted in).

In Montreal, it was found that a major difference between cigarette and marijuana smoking was the frequency.

Some participants said that they felt like they were "social outcasts" because they smoke, given the regulations that have been adopted over the past few years. They acknowledged that it was now prohibited to smoke almost everywhere, except for outside. This was what the term "smoker" meant to them.

Halifax smokers were more apt to say that the 'motion' and 'action' of smoking both tobacco and marijuana were similar, however, they acknowledged that each had different effects on those who used them.

Among the smokers group, there was a perception that in order to be considered or defined as a 'smoker' of cigarettes, you have to smoke on a fairly frequent basis (i.e. at least one a day, however, most likely more). Some participants said that you had to be "addicted" to cigarettes in order to be considered a smoker.

Participants appeared to be divided in terms of how to label those who smoke at a party or only occasionally. Some referred to these 'social' smokers as smokers ("it doesn't matter how often you smoke"), while others felt that someone who has the occasional cigarette should not be labelled as a smoker.

The cost issue was also raised among smokers when asked what the term meant to them. Specifically, some participants said that being a smoker meant having no money, due to the cost of cigarettes. A few also raised more 'physical' attributes including their hair or clothes smelling like smoke, while other raised health issues associated with smoking, such as the inability to participate effectively in sporting activities.

Cigarette smoking was generally considered by participants to be more harmful than marijuana smoking. Again, this could be attributed to the messages and media that participants have been exposed to in their lifetime on such topics as cigarettes and second-hand smoke from cigarettes. Some participants said that cigarette smoking was more harmful than marijuana smoking because it harms your lungs and causes lung cancer, as well, it contains many harmful chemicals. A few participants tried to rationalize that marijuana was a plant and thus, must be less harmful, however, other participants said that tobacco was also a plant and was harmful.

In Montreal, it was stated that marijuana, as a substance, is more harmful, but that because the frequency is much less, the overall impact on the health might be less.

Marijuana was perceived by most as being harmful to the brain cells or short term memory of those who used it, while cigarettes were not perceived as having this effect on users.

Many participants also felt that cigarettes were more addictive than marijuana once you tried them, thus making them more harmful. A few participants, speaking from their own experiences with marijuana, said that marijuana could be as addictive as cigarettes.

Cigarettes and marijuana were perceived as having different purposes in terms of their use. For instance, cigarettes were perceived as largely satisfying a physical craving of those using them, while the purpose of marijuana was to "get you high". Both were seen as being avenues to relieve stress.

Nonetheless, versus cigarettes, marijuana was largely perceived as being less harmful to those who used it.

FOCUS ON TOBACCO

This section of the report will focus on participants' perceptions towards cigarettes or tobacco smoking.

Feelings / Image

When asked about their feelings towards tobacco, there was a perception among smokers that smoking was "dirty", "gross" and "not attractive". One female Halifax participant sarcastically said that no one has ever approached her while she was smoking: "Look at her smoking, that's attractive." Although most of these participants currently smoke cigarettes or have smoked cigarettes in the past, many conceded that smoking hurts your body and can lead to death.

Other images that come to mind when thinking of tobacco were "cancer", the pictures on the packs and "abnormality" (because "fewer people smoke"). Marijuana triggered images of smiling, a smiling face with crossed eyes.

On the other hand, smokers also felt that smoking was relaxing and relieved both stress and boredom. Some participants said that they enjoyed smoking cigarettes "very much". There was a strong sense that smoking has become part of participants' everyday routine and that those who smoked cigarettes were addicted. A few said that they had been smoking cigarettes for such a long period of time, that they did not realize they were addicted until they tried to stop one day and could not.

Some participants said that enjoy the act of smoking; it relaxes them and they use it as a chance to be social with others.

A Problem / Not A Problem?

Many participants felt that smoking cigarettes was currently "a problem" or was turning into "a problem" for them. One of the primary reasons cited with smoking cigarettes was the cost of smoking. Some participants said it was becoming very expensive for them to smoke cigarettes and thus, were trying to cut down the number of cigarettes they smoked. Health issues were also mentioned as a problem associated with smoking, especially among those who worked out or played sports on a regular basis. These participants said that it was very difficult for them to run or lift weights at a pace they were used to and that they now were short on breath after engaging in these activities. They attributed these declines in athletic prowess to smoking cigarettes for a long period of time.

A few participants acknowledged that they were concerned about the diseases they could be exposing themselves to as a result of smoking cigarettes: "Diseases – it is a fact that you get them from smoking." One female participant in Halifax mentioned that she gets sick more consistently because she smokes, while a participant in Toronto has asthma due to smoking cigarettes. A participant in Montreal raised the issue of the barrier between smokers and non-smokers and claimed he became aggressive when he needed a cigarette but smoking was forbidden.

A few participants also said that they were "sick of smoking cigarettes", however, felt that if they quit smoking cigarettes, they would then smoke "a lot more weed". One participant had recently decreased the amount of marijuana she smoked and as a result, was smoking more cigarettes.

Others felt that it was turning into a problem and were looking to quit. Some of the things that were mentioned in terms of it being a problem were the cost ("it is a waste of money") and the perceived health risks, especially among those smokers who participated in sports.

Who Does Smoking Affect?

Many smokers acknowledged that cigarette smoking affects "everyone", although a few participants felt that it adversely affects children and they try not to smoke around children due to this perception.

Generally, participants who smoked cigarettes said that they only smoke inside if others around them are smoking and if it is allowed. They will not smoke cigarettes inside around those who are adverse to it. Outside, participants generally said that they smoked wherever they wanted to and only moved away if there were children in the area.

Do You Know Anyone Who Smokes?

Many participants who smoked cigarettes also knew others who smoked. A key finding was that most interviewed who smoked cigarettes said that their parents also smoked cigarettes. In addition, many said that their friends smoked either cigarettes or marijuana. In essence, these participants were surrounded by those who smoked.

Some participants in Halifax felt that watching their parents smoke growing up may have contributed to the fact that they smoke now. It was seen as a reinforcement or role modelling: "If my parents smoke, then it must be okay if I do it as well." These participants felt that kids today should not be exposed to their parents smoking, as it may encourage them to take it up when they get older.

Those participants whose parents smoke cigarettes tended to say that their parents were fairly "heavy" smokers. These participants said that they used to tell their parents to stop smoking, however, given their own smoking habit, they now felt embarrassed to say anything to their parents about the subject.

Some participants in Montreal were the only smokers in the household. They smoked in their own room and claimed their parents accepted it.

Personally Tried Smoking

As mentioned previously, approximately half of the 'smoking' participants said that they currently smoke or have smoked cigarettes in the past. Among those who smoke cigarettes, many can be considered fairly regular or heavy smokers, sometimes smoking as much as one pack per day. Although some participants in the sessions were 16 years of age, many said that they started smoking when they were about 12 or 13 years of age, meaning that they have already been smoking for three or more years.

Among those who smoke cigarettes, many said that they had friends who smoked when they were a younger age and they began smoking just to experiment or to "look cool" in front of their friends. There was a sense that these participants did not realize that they would become 'hooked' on tobacco by initially trying it and that they were only trying it to have fun and out of curiosity. As one participant said: "I'm not going to get addicted, I'll just try."

Some said that they were too young to know the consequences associated with cigarette smoking, therefore, they tried it and now are addicted. Some participants truly enjoy smoking cigarettes.

A few mentioned the "head rush" that they experienced when they first started smoking cigarettes and said that this was one of the aspects that made them want to keep smoking (although many said that this sensation disappears after smoking for a while).

They said that their parents know, but have not really discussed it openly (most of them, a few who have parents that smoke said that their parents have asked them for cigarettes before).

Affect on Relationships / Sports / Academics

Many smokers said that smoking cigarettes adversely affects their performance in sporting activities. They mentioned that they run out of breath much more frequently than they used to before they started smoking.

The effect of cigarette smoking on academic prowess is felt to only be adverse if someone skipped class to smoke. One participant in Montreal admitted the craving affected his performance during exams.

In terms of relationships, some smokers felt it was sometimes "gross" to kiss someone who smoked (even if both are smokers). Many participants who were currently involved in a relationship said that their significant other was also a smoker and generally do not feel that relationships are adversely affected by smoking (perhaps because participants themselves were smokers and tended hang-out with smokers).

FOCUS ON MARIJUANA

Words Used To Describe Marijuana

In each session, the moderator asked participants at the beginning of the focus group to identify any words they either had used personally or had heard others use to describe marijuana. The intent of this exercise was to get everyone on the "same page" for the impending discussion and ensured that the moderator was aware of all the marijuana terminology that potentially could be used throughout the session.

Participants in this age group played back many different terms for marijuana, including:

- "Pot"
- "Weed"
- "Mary Jane"
- "Blunt"
- "Smoke" (i.e. "Do you want some smoke?")
- "The Chronic"
- "Herb"
- "Roll a joint"
- "Bud"
- "Doobie"
- "Ganja"
- "Grass"
- "Dope"
- "Blaze"
- "Spliffs"

Feeling / Image

As one male participant in Halifax said: "I love it (pot). Straight up." This quote appeared to embody the opinions from most who smoked marijuana in the sessions. Although smoking marijuana is commonly affiliated with the loss of brain cells and short-term memory loss, many participants who currently smoke marijuana or have smoked in the past enjoy the feeling of smoking "pot"(i.e. "getting high") and said that they have not let it take over their lives. Overall, those who smoke marijuana are seen as being more "mellow" and "chill", as well as being more "open" individuals.

There was a strong sense that marijuana is a more "private vice", compared to cigarettes. In this regard, it was difficult for participants to determine who fit the image of a typical marijuana smoker. Many referred to the "classic" stereotype of the "slacker" to describe someone who smokes marijuana, although some marijuana smokers in the sessions acknowledged that both themselves and their friends do not fit into this stereotype.

The image associated with cigarette smoking was largely looked upon as more negative than that of marijuana smoking, largely due to images and messaging participants said that they receive in the media. In addition, the fact that cigarette smoking was being regulated in restaurants, bars, workplaces was also perceived as contributing to the more negative image of cigarettes and cigarette smoking. The image of marijuana smoking was seen by a few as being 'misunderstood'. For instance, a few participants in Halifax said that one of the few advertisements they have seen on television dealing with marijuana was an inaccurate depiction of marijuana's effects. The advertisement depicted a young woman waking up pregnant with the message "this is what happens to you on pot." It was perceived as being an inaccurate image of marijuana smoking: "You tend to know what you are doing when on pot."

Along these lines, many participants from all sessions considered drinking alcohol as being more serious than smoking "pot".

Marijuana smoking was not looked down upon as much as cigarettes, due to the fact that some participants mentioned it was used for medicinal purposes, so they reasoned that it must be "somewhat healthy" for you.

In Montreal, the participants were split on the image their habit projects among their family members. Some claim it is well accepted, while others claim they are viewed as "dope addicts".

Driving Under The Influence Of Marijuana

Opinions of smokers were generally divided between those who felt that it was acceptable to drive a vehicle under the influence of marijuana and those who felt that it was unacceptable to do so. A few participants said that they had driven under the influence of marijuana before, with one participant likened it to "playing a videogame" and others saying that marijuana made you a better driver because you had to "concentrate more".

Those who felt it was unacceptable said that marijuana was still a "drug" and altered your perceptions. Some said that they would not drive while under the influence of marijuana, nor would they get into a car with anyone who was under the influence.

Regardless of participants' opinion on the acceptability of driving while under the influence, most felt that it was safer than driving while under the influence of alcohol.

A Problem / Not A Problem?

Approximately half the participants in all sessions, if not more, said that they currently smoke or have smoked marijuana in the past. Although marijuana smokers were commonly referred to as "potheads" or "stoners", there was a sense that participants did not consider themselves to embody these terms, no matter how often they smoked marijuana. Most felt that smoking marijuana was "not a problem" for them and that they had it under control. A few participants said that marijuana became a problem for them so they decreased the amount that they smoked, however, they said that they now smoked more cigarettes instead.

Many participants felt that marijuana smoking could become a problem if smoke too much of it and you "let it take over your life". More specifically, some participants felt that smoking excessive amounts of marijuana made you stop caring about what was going on around you. As one participant in Toronto said: "Your life is weed." A participant in Montreal claimed that, over time, he is no longer getting a high, but rather feeling fatigued, lacking energy.

A few participants disagreed with this assessment and said that they themselves smoked or knew friends who smoked marijuana on a frequent basis and it had not adversely affected them; that they earned good grades at school and did not exhibit this non-caring behaviour described by others. There was a sense that participants felt the effects of marijuana were largely dependent on the person smoking; that it can affect people in different ways and that some people can "handle" smoking large quantities of "weed", while others cannot.

Who Does It Affect?

Whereas cigarettes were perceived to affect "everyone", marijuana was not felt to have the same effects. Marijuana second-hand smoke was not perceived as being a negative, with some saying that they enjoyed the smell of marijuana and used the second-hand smoke experience to "get high" (through "hot boxing"). For more details, please see the "Focus on Second-Hand Smoke section."

Know People Who Smoke?

Similar to the results for cigarette smoking, participants tend to be surrounded by those who smoke marijuana. In contrast to cigarette smoking, where both parents and friends of participants tended to smoke, participants' friends were the ones more likely to be smoking marijuana. A few participants said that their parents or relatives also smoked marijuana, while others said that their friends' parents often smoked marijuana. A few mentioned "smoking up" with their own or their friends' parents.

Participants generally said that the marijuana use of their friends ranges from those who smoke it everyday to those who only smoke it at parties. This tends to mirror participants' own use of the substance.

Marijuana smoking is not perceived to adversely affect the lives of participants' friends who smoke it, except for a few instances where people let it "take control" of their lives.

Both cigarette smoking and marijuana were prevalent at most participants' schools.

Personally Tried Smoking Marijuana

As mentioned earlier in this section, almost all smoking participants in the sessions said that they have tried marijuana at least once. Their use of marijuana ranges from those who use it everyday to those who use it only at parties or on the weekend. Some participants said that they use it frequently when "hanging out" or "chilling" with friends, mostly because their friends are also using it.

Many participants said that they will not smoke marijuana alone, however, they have friends who do. In this regard, marijuana was seen as being a 'social' drug, to be smoked around friends or at parties. As one Toronto participant said: "I'm not going to get high by myself, but I know people who do."

A few participants in each of the sessions said that they smoke by themselves daily to "relax" or "relieve stress". For the most part, they did not see this to be a problem, as they have it "under control". Some said that marijuana made them "concentrate" harder at school or on the task that they were performing.

Similar to smoking cigarettes, most participants said that they tried marijuana out of curiosity and "to experiment". Many said that their friends had marijuana and they tried it for the first time with their friends. In most cases, participants did not feel pressured to try marijuana, but instead tried it on their own initiative. A few participants said that they were pressured to try marijuana by older siblings or relatives.

Some participants said that they had friends who hated tobacco, yet smoked marijuana regularly. Many participants themselves mentioned that they began smoking cigarettes and tobacco before trying marijuana and that trying marijuana was a natural extension of cigarettes.

Some participants said that they mix tobacco and marijuana together while rolling a marijuana cigarette so that it "burns better". Others say that they do not mix the two substances together.

Marijuana appears to be something that participants are not willing to give up, mostly because they do not see any adverse effects of casual use and find smoking it to be "enjoyable".

Affect on Relationships / Sports / Academics

Some participants said that smoking marijuana only adversely affects the academic prowess of those who smoke it on a frequent basis and miss class because of their habit.

A few participants said that they knew a few friends or acquaintances that smoke "weed" frequently and were very intelligent. This again suggested that marijuana affects different people in different ways.

Smoking participants felt that smoking marijuana would affect the lung capacity of those who smoked it and, thus, they would be less likely to play sports effectively.

Relationships were seen by many to be adversely affected by marijuana use only if one partner was a "smoker" and the other was not. A few participants recounted their own experiences where their significant other at the time chose "pot over them", which affected the relationship in a negative manner. In addition, some participants said that smoking marijuana could affect a relationship if one partner was "high all the time". The other partner may never then get to know the "real person".

In Montreal, some participants claimed it had a positive effect on their ability to play music and sing.

FOCUS ON ACCESS TO TOBACCO / MARIJUANA

As mentioned previously, many participants began smoking both cigarettes and / or marijuana between the ages of 12 and 14. The legal age for smoking cigarettes differs by province (it is 19 in Ontario and Regina and 18 in Halifax and Quebec), therefore, it was illegal for participants to get access to cigarettes during this time (some participants were still under the legal limit for cigarettes) through 'traditional channels'. As marijuana is currently illegal, participants cannot gain access to it through 'traditional channels', such as stores.

However, despite the illegality of each substance, participants said that they could gain access to and often do gain access to each quite easily. It was generally perceived to be easier to get access to marijuana, as many participants knew people at their school who were dealers or else had friends who knew dealers and, therefore, supplied them with marijuana. A few participants said it was easier to get marijuana because it was illegal and there were no fines associated with the substance, like there were for cigarettes.

Although it was perceived as easier to get access to marijuana, participants said that they could get access to cigarettes easily as well. When participants were younger, they said that older siblings or friends bought cigarettes for them, with some saying that they stole cigarettes from their parents. Some participants in each session said that they had approached people outside of variety or corner stores and asked them to purchase cigarettes for them. These participants said in some cases that people would purchase cigarettes for them, however, in other cases, they were turned down.

In addition, some participants have found variety or corner stores that do not ask for identification for cigarettes. These venues have become their "go to" sources of cigarettes. A few participants in each market said that variety and corner store owners who sell cigarettes to underage people were well aware that they were underage, however, there was a perception that they make enough revenue off underagers that they were willing to be fined by the police. The perception was that the revenue generated by cigarette sales to minors would be enough to pay off any fines levied.

Some participants said that some people at their respective schools sold cigarettes, however, there was a sense that underagers in the session preferred to find a store that would sell them cigarettes (less embarrassing). One participant in Montreal said that his mother bought him cartons of cigarettes on a regular basis, although she did not approve of him smoking. She supplied him with cigarettes as she felt he may resort to stealing to support his habit.

Giving Cigarettes or Marijuana to Those Younger

Generally, smoking participants said that they do not give cigarettes or marijuana to younger people, however, a common question asked initially by this group was "how much younger?" The general consensus was that 11 or 12 year olds were "too young". The reasons for not wanting to give cigarettes or marijuana to those younger than them

appeared to be two-fold. One, it appeared that this group did not want to give away their supply of cigarettes or marijuana to others (unless it was friends) and two, some participants considered themselves "role models" to their younger siblings or relatives. There was a sense that they do not want the responsibility of sending their siblings down the road of smoking cigarettes or marijuana. Instead, they would like their siblings or relatives to make that decision on their own.

In addition, many participants who smoked either substance said that they themselves started their habit at the age their siblings or relatives currently were and they knew how impressionable those in this age group can be.

A few participants said that they have given cigarettes or marijuana to those younger than them and charge more money than they paid in order to make "a profit". The rationale among the few participants who did supply cigarettes and / or marijuana to those younger than themselves was that "this person is going to get cigarettes or pot anyway from someone else, so I might as well give it to them." A few participants were "strict" about who they gave or sold cigarettes / marijuana to. That is, they said that they would only give them to people who had "obviously" already tried or were serious about it.

FOCUS ON SECOND-HAND SMOKE

Participants were asked to give their general feelings on second-hand smoke. The general consensus among participants was that second-hand smoke from cigarettes was worse than first-hand smoke. This perception was largely based on what participants said they had been exposed to in the media. Although the participants were current or past cigarette smokers, they felt negatively about second-hand smoke, saying that "it stinks" and "I hate it". A few participants said that they would rather smoke themselves than inhale second-hand smoke.

Many felt that second-hand smoke was worse when in an enclosed place with smokers. As such, if their friends are smoking around them (including them smoking), they said that they frequently open a window in order to "air out" the room. A few participants said that they find it "gross" and "disgusting" when a parent is smoking in the car without the window open. Frequently, they will ask the parent to open a window or open one themselves.

Some participants said that although they want to say something to others about second-hand smoke, they find it to be a bit contradictory coming from another smoker and as someone who directly causes second-hand smoke: "I can't really say I hate second-hand smoke or tell someone to stop because I smoke myself."

Only a few participants said that they had friends who did not smoke cigarettes and said that they will sometimes tell them their cigarette smoke "stinks" or "your smoke is blowing in my face". These participants are quick to point out that their friends generally comment on second-hand smoke only when indoors.

Outdoors, participants generally smoke where they want to. A few participants said that they will remove their cigarette if it is blowing in others' faces, however, the perception among many cigarette smokers is that outside was one of the few remaining public places where they were allowed to smoke. Many said that strangers rarely say anything to them in public about their cigarette smoke.

Many Are Exposed To Second-Hand Smoke On A Regular Basis

As mentioned previously, many participants said that they were surrounded by family and / or friends who smoke cigarettes and were, therefore, exposed to second-hand smoke on a fairly regular basis. Some of the places that they were exposed to second-hand smoke included:

- Their parent's house
- Their friend's houses
- Their parent's / friend's / own car
- Work

Many said that there were 'no rules' in their parents' houses when it came to cigarette smoking in that they were allowed to smoke in the house. This was generally due to parents themselves smoking in the house. Some participants said that they only smoked cigarettes in their own room, with the window open, so that their younger siblings would not see them smoking. A few felt uncomfortable smoking in front of their parents, so they also preferred to smoke cigarettes in their room.

In addition, some participants said they had to smoke outside when they wanted a cigarette, as their parents did not allow smoking in the house.

In terms of marijuana, many participants said that they often smoke it at a friend's house or at parties. A few participants said that their friends' parents smoke marijuana and, therefore, they were allowed to smoke it in their friends' homes openly. The few who said that they smoke marijuana on a regular basis said that they often do so in their own room, with the door closed and the window open.

Second-Hand Smoke Is Not Readily Associated With Marijuana

The initial discussion on second-hand smoke and second-hand smoke in general almost exclusively centered on cigarette smoke. Many participants did not associate marijuana smoke with the concept of second-hand smoke. They generally felt that second-hand smoke from marijuana was not as harmful as second-hand smoke produced by cigarettes. Some participants said that they were not bothered by second-hand smoke from marijuana and a few used the smoke from other's "joints" for their own benefit, in order to "get high" (i.e. by "hot boxing" – going into an enclosed area i.e. a room or a car and smoking marijuana with a group of people). This lack of association may be due to the fact that participants have not been exposed to communication on second-hand smoke

from marijuana in the same way that they have been exposed to messaging on second-hand smoke from cigarettes.

Focus on Messaging

Near the end of each session, participants were asked what they thought of first when they heard the message "Go Smoke Free". Many participants thought of cigarettes primarily and not marijuana when they initially heard this message. This perception was generally due to the amount of attention cigarette smoking receives in the media relative to marijuana. A few participants said that the only consistent messages they recalled hearing about marijuana centered around its potential legalization and use for medicinal purposes. In contrast, many recalled anti-smoking and second-hand smoke messages that they had been exposed to recently (including the "Heather Crowe" spot, "Bob" and various provincial advertisements).

In Montreal, the participants tended to feel that marijuana should be legalized and that it was not because Canada was following the States. One participant had been thrown out of school for smoking a joint and another one claimed one of his friends went to jail.

Virtually all participants felt that future campaigns concerning cigarette and marijuana smoking should be separate, as they are separate acts and people smoke each for different reasons. In addition, some participants pointed out that some people do not smoke cigarettes, but smoke marijuana and vice versa, so essentially half of the communication may be lost or ignored if it were not relevant.

Many participants said that they like messaging that "hits home" or that presents the consequences of smoking, such as the aforementioned "Heather Crowe" ad and the spot which depicts the husband whose wife always complained about him smoking and then died of lung cancer. Second-hand smoke advertising tended to "hit home" more for participants in Halifax, who felt genuine responsibility for not exposing non-smokers to second-hand smoke: "it's your choice, not theirs."
Messaging that focuses on quitting techniques are not perceived as being effective, as many participants felt it was their choice whether to keep smoking or decide to quit. They said that they were less likely to pay attention to these types of messages.

Some mentioned that they enjoyed humourous advertising, however, there was a sense that the ad had to convey an important message as well. The ad needs to be memorable in order for the message to resonate with participants.

Focus on Sources of Stress

As both cigarette and marijuana smoking were viewed by some participants to relieve stress, participants were asked to identify the sources of stress in their lives. The most common source of stress identified by participants was school related. For instance, some participants were at the stage of their academic career where it was time to choose

either post-secondary education or find a suitable occupation. This was identified as a major source of stress.

Other participants said that their family (including parents and siblings) was one of the sources of stress in their lives currently. A few participants said that their friends or others at their school (not necessarily friends) were sources of stress. In Montreal, three sources of stress were identified: school, parents, and money.

When confronted with stress, participants often find themselves smoking either cigarettes or marijuana as a way to relieve the stress, although many acknowledged that this only made them feel "less stress" when they are smoking. There was a sense that smoking either cigarettes or marijuana only served as a temporary relief from stress; to "take your mind off of issues". Many participants said that they prefer smoking "joints" when stressed, however, sometimes marijuana was not readily available, so they relied on cigarettes. There was a strong sense that effects of marijuana (i.e. "getting high") took participants' minds off of their issues for a longer period of time and made them feel better after smoking it.

FOCUS ON 16 TO 19 YEAR OLD NON-SMOKERS' PERCEPTIONS OF TOBACCO AND MARIJUANA

This section outlines the perceptions of 16 to 19 year old non-smokers in regards to tobacco and marijuana. Any differences in perception by market will be indicated in the report.

In order to put these findings into the proper context, it is important to know the smoking habits of those interviewed. Most in all the smoker groups said that they had either tried smoking cigarettes or marijuana at least once in their lifetime. A few participants used to smoke cigarettes regularly but have since quit, while a few had never tried either of the substances before. A few said that they were 'social' or occasional smokers of cigarettes or marijuana, but did not define themselves as being "smokers".

FOCUS ON GENERAL SMOKING PERCEPTIONS

What Does Being A Smoker / Non-Smoker Mean To You?

Similar to the 16 to 19 smokers group, participants almost universally associated smoking with cigarette smoking, rather than marijuana smoking. Again, participants said that the term smoker did not adequately describe marijuana smokers, who were instead referred to as "potheads" or "stoners". There was a definite division between the two in this regard.

Some of this division could be attributed to participants' perception that there is currently and historically has been more media attention devoted to cigarettes and cigarette smoking than to marijuana or marijuana smoking (please see the Messaging Section for more details). These findings are again, similar to those of the 16 to 19 year old smokers group.

Participants in the non-smokers group said that a smoker was someone who smoked on a regular basis (i.e. at least one or two cigarettes per day) or someone who bought packs of cigarettes for themselves. It was interesting that a few participants in each session described themselves as 'social' smokers or those who will have a cigarette at parties or when drinking. They did not consider themselves to be smokers, because they were not addicted to cigarettes, nor did they have the desire to smoke when not in a social setting (or when consuming alcohol, as the two seemed to go hand-in-hand). "It is more an issue of necessity than quantity."

Similar to the smoking group, some raised health issues associated with smoking, such as the inability to participate effectively in sporting activities, due to physical handicaps caused by smoking cigarettes.

Consistent with the smoking group, cigarette smoking was generally considered by participants to be more harmful than marijuana smoking. Again, this could be attributed to the messages and media that participants have been exposed to in their lifetime on such

topics as cigarettes and second-hand smoke from cigarettes. Some participants said that cigarette smoking was more harmful than marijuana smoking because it harms your lungs and causes lung cancer, as well, it contains many harmful chemicals.

Marijuana was associated with the killing of brain cells, as well as making people who used it more "mellow" or "chill". This latter point was perceived in both a positive and negative light, as someone who is "mellow" or "chill" may be too relaxed to take situations seriously.

Nonetheless, compared to cigarettes, marijuana was largely perceived as being less harmful to those who used it, as well as in terms of secondary smoke.

FOCUS ON TOBACCO

This section of the report will focus on non-smoking participants' perceptions towards cigarette or tobacco smoking.

Feelings / Image

When asked about their feelings towards cigarettes, non-smokers perceptions were similar to those of smokers. Smoking was considered to be "dirty", "gross" and "not attractive". Cigarette smoking was also considered to be unhealthy and, ultimately, harmful to your body. Some participants did not know why people would want to subject themselves or their body to cigarette smoke due to its perceived harm.

A Problem / Not A Problem?

Many non-smoking participants did not have a problem with cigarette smoking, although some said that their parents currently or used to smoke and it was affecting them adversely (i.e. some had asthma or were allergic to smoke). Some participants said that they know friends who smoke and that it bothers them, however, they relieve the problem by not hanging around with them as much as they once did. A few participants used to smoke cigarettes and quit because they began having health problems or wanted to participate more in sports. The problems associated with cigarettes were: lung cancer, tongue and mouth diseases, emphysema and bad breath.

Know People Who Smoke

Many participants who did not smoke cigarettes knew people who smoked. Some said that their parents currently smoked cigarettes or used to smoke cigarettes in the past, while others said that they knew some friends who smoked cigarettes. Very few participants in the non-smoker group did not know someone who smoked.

Those who knew others that smoked said that these people tend to smoke quite frequently.

Personally Tried Smoking

As mentioned previously, many participants in the non-smoking group said that they had tried cigarettes in the past or used to smoke cigarettes. This experience with cigarettes ranged from just trying cigarettes once to being a regular smoker for two or three years.

A few participants said that they had never tried cigarettes and, at this point in their lives, probably never would. They said that had never tried cigarettes before because they had never had the urge or desire to try. A few said that they did not want to get addicted to cigarettes, so they decided not to try smoking.

Those who had tried cigarettes said that they tried out of "curiosity" and because their friends were smoking. A few said that they tried because they thought that it was "cool" at the time to smoke.

Participants who only tried cigarettes once or twice said that they did not like the taste of cigarettes or did not like inhaling them, so they stopped smoking. A few said that smoking cigarettes "did nothing for them" and they decided to stop, while some mentioned that they were heavily involved with sports and did not want to jeopardize this aspect of their lives by smoking.

A few participants said that they saw their parents smoking while growing up and it turned them off of smoking cigarettes, due to the smell and the health risks. Others had lost a relative due to smoke-related diseases, which made them decide that smoking cigarettes was not for them. One male participant in Halifax who had smoked for two or three years recently had quit due to the death of his girlfriend's father from lung cancer. He wanted to stay with his girlfriend, so as a result, quit smoking.

Affect on Relationships / Sports / Academics

Many non-smokers said that smoking cigarettes adversely affects smokers' performance in sporting activities. They mentioned that they run out of breath much more frequently and need to take "more breathers" than those who do not smoke.

The effect of cigarette smoking on academic prowess is felt to only be adverse if someone skipped class to smoke, or chose smoking over going to class.

In terms of relationships, some non-smoking participants said that they would not date someone who smoked cigarettes. A few participants said that they had dated smokers in the past or were currently dating a smoker. They acknowledged that sometimes it was an issue because frequently, they will need to take a "smoke break", however, if you care for the person, you learn to "get through it" and "deal with it".

FOCUS ON MARIJUANA

Words Used To Describe Marijuana

In each session, the moderator asked participants at the beginning of the focus group to identify any words they either had used personally or had heard others use to describe marijuana. The intent of this exercise was to get everyone on the "same page" for the impending discussion and ensured that the moderator was aware of all the marijuana terminology that potentially could be used throughout the session.

Non-smoking participants in this age group played back similar terms for marijuana relative to the smoking groups, including:

- "Pot"
- "Weed"
- "Mary Jane"
- "Blunt"
- "The Chronic"
- "Herb"
- "Roll a joint"
- "Bud"
- "Doobie"
- "Ganja"
- "Grass"
- "Dope"

Feeling / Image

Non-smoking participants generally felt that marijuana smoking was associated with the loss of brain cells, short-term memory loss and indifference on the part of those using marijuana. Non-smoking participants had similar feelings compared to smokers on marijuana smoking relative to cigarette smoking in that they felt marijuana smoking was less harmful. Some participants had friends who smoked marijuana frequently and said that the affects were beginning to show (i.e. they were "burnt out", very "laid back"), but smoking cigarettes was perceived as being more harmful in terms of your health than smoking marijuana was.

Similar to the smoking group, alcohol was looked upon as being more harmful than marijuana due to the way people act when under the influence of alcohol. This was considered to be more harmful or dangerous than the way people act while under the influence of marijuana.

In contrast to the smoking group, driving while under the influence of marijuana was considered wrong, with only a few participants saying that it was okay. Among those who said that it was acceptable to drive under the influence of marijuana, they felt it was easier to concentrate; that you were more focused. Those who opposed driving under the

influence of marijuana said that it was still a "drug" and that your perception was affected by it. Moreover, they felt unsafe getting into a vehicle with someone who was "high" behind the wheel.

Similar to the findings for the smoking group, the image associated with cigarette smoking was largely looked upon as more negative than that of marijuana smoking, largely due to images and messaging participants said that they receive in the media. In addition, the fact that cigarette smoking was being regulated in restaurants, bars and workplaces was also perceived as contributing to a negative image of cigarettes and cigarette smoking.

Similar to smokers, besides killing brain cells, and / or short-term memory loss, non-smoking participants cannot readily identify any harmful effects of marijuana.

A Problem / Not A Problem?

Some participants said that they had tried smoking marijuana before and a few said that they currently smoke marijuana occasionally, either at a party or on the occasional weekend with friends. Most felt that smoking marijuana was "not a problem" for them and that, even if they smoked occasionally, they had this habit "under control".

Similar to the smoking group, many non-smokers felt that marijuana smoking could become a problem if smoke too much of it and you "let it take over your life". More specifically, some participants felt that smoking excessive amounts of marijuana made you stop caring about what was going on around you. Again, similar to the smoking group, it appeared to be dependent on the person smoking it.

The main reasons for not smoking marijuana are fear of side effects, illegal, cost, and a feeling of drowsiness and mental cloudiness the morning after.

Know People Who Smoke Marijuana?

Similar to the results for cigarette smoking, participants tended to be surrounded by those who smoke marijuana. In contrast to cigarette smoking, where both parents and friends of participants tended to smoke, participants' friends were the ones more likely to be smoking marijuana. A few participants said that their parents or relatives also smoked marijuana, while others said that their friends' parents often smoked marijuana.

Participants generally said that the marijuana use of their friends ranges from those who smoke it everyday to those only smoke it at parties.

Marijuana smoking is not perceived to adversely affect the lives of participants' friends who smoke it, except for a few instances where people let it "take control" of their lives and smoke it all of the time.

Similar to smokers, both cigarette smoking and marijuana were prevalent at most participants' schools.

Personally Tried Smoking Marijuana

Some non-smoking participants in the sessions said that they have tried marijuana at least once. In most cases, their past use of marijuana ranged from those who used it everyday to those who used it only at parties or on the weekend. A few participants said that they currently use marijuana, however, this use was relegated to the occasional "joint" on the weekend or at parties. It is important to note that these individuals do not consider themselves to be 'smokers'.

Those who tried marijuana said that they did mostly out of curiosity or because their friends offered them some marijuana. Similar to smokers, many non-smokers said that their friends had marijuana and they tried it for the first time with their friends. In most cases, participants did not feel pressured to try marijuana, but instead tried it on their own initiative. Many participants said they had only tried marijuana once or twice and stopped smoking marijuana because they did not want to smoke it anymore.

Affect on Relationships / Sports / Academics

Some participants said that smoking marijuana only adversely affects the academic prowess of those who smoke it on a frequent basis and miss class because of their habit. A few participants said that some of their school acquaintances come to class "high" and make "fools of themselves" when called upon. Although this generated "laughs" from classmates, it was regarded as not being good for their academic appearance.

Similar to the smoking group, participants in the non-smoking sessions said that they knew a few friends or acquaintances that smoke "weed" frequently and were very intelligent. This again suggested that marijuana affects different people in different ways.

Non-smoking participants were split in their opinion on whether smoking marijuana adversely affected athletic performance. Specifically, some felt that smoking marijuana would affect the lung capacity of those who smoked it and, thus, they would be less likely to play sports effectively. Others felt that smoking marijuana does not affect athletic performance per se, but that those who smoked marijuana may choose smoking over sports.

Similar to the smoking group, relationships were seen by many to be adversely affected by marijuana use only if one partner was a "smoker" and the other was not. A few participants recounted their own experiences where their significant other at the time chose "pot over them", which affected the relationship in a negative manner. In addition, some participants said that smoking marijuana could affect a relationship if one partner was "high all the time". The other partner may never then get to know the "real person".

A few participants said that they would never date a frequent marijuana smoker, while others said that if they really felt a connection with the person or were attracted to them, they would try to make it work.

Focus on Access to Tobacco / Marijuana

As mentioned previously, many participants said they had tried either cigarettes and / or marijuana before. They were not likely to try earlier in their "teenage" years (from between the ages of 11 and 15). The legal age for smoking cigarettes differs by province (it is 19 in Ontario and Regina and 18 in Halifax and Quebec), therefore, it was illegal for participants to get access to cigarettes during this time through 'traditional channels'. As marijuana is currently illegal, participants again could not gain access to it through 'traditional channels', such as stores.

However, despite the illegality of each substance, participants said that they could gain access to each quite easily. Similar to the smoking group, it was generally perceived to be easier to get access to marijuana, as many participants knew people at their school who were dealers or else had friends who know dealers. A few participants said it was easier to get marijuana because it was illegal and there were no fines associated with the substance, like there were for selling cigarettes to underage individuals.

Although it was perceived as easier to get access to marijuana, participants said that it was also easy to gain access to cigarettes. When participants were younger, they said that older siblings or friends bought cigarettes for them, with some saying that they stole cigarettes from their parents. Some participants in each session said that during their smoking days they had approached people outside of variety or corner stores and asked them to purchase cigarettes for them. These participants said in some cases that people would purchase cigarettes for them, however, in other cases, they were turned down.

Some participants tried smoking either substance only a few times and were supplied with cigarettes or marijuana by their friends. Nonetheless, most participants in the non-smoking group were still aware of how easy it was to access cigarettes or marijuana. Those who were 'social' smokers of cigarettes and / or marijuana are often supplied either substance by their friends while at a party or just "hanging out".

Similar to smokers, some participants were aware of variety or corner stores that did not ask for identification for cigarettes. A few participants in each market said that variety and corner store owners who sell cigarettes to underage people were well aware that they were underage, however, they thought that owners of these stores made enough revenue off underagers that they were willing to be fined by the police. The perception was that the revenue generated by cigarette sales to minors would be enough to pay off any fines levied.

Some participants said that some people at their respective schools sold cigarettes. The results suggest that participants could gain access to either substance easily if they so desired.

Giving Cigarettes or Marijuana to Those Younger

Many non-smoking participants said that they felt it was wrong to give cigarettes or marijuana to those younger than them. They felt that by supplying these individuals with cigarettes or marijuana, they may be helping these people potentially get "hooked" on a very addictive substance. In addition, virtually all non-smoking participants do not regularly have cigarettes or marijuana on them, making it very difficult to supply those younger if asked at school or at home.

Some participants had younger siblings or cousins and considered themselves 'role models'. Although they did not smoke either cigarettes or marijuana in many of the cases, they would not want their younger sibling or cousin to find out that they had tried smoking as they would not want to be the one responsible for their sibling or cousin "experimenting" with cigarettes or marijuana. Most had a sense of responsibility to their younger siblings or cousins in this regard.

A few participants felt that telling a younger sibling not to smoke may "backfire" in that they may rebel against what older people say, but many felt that being a role model was dependent on the relationship a person had with their sibling or cousin.

When approached by younger individuals for cigarettes or marijuana (as many participants had been), most participants told them "no".

FOCUS ON SECOND-HAND SMOKE

Participants were asked to give their general feelings on second-hand smoke. The general consensus among participants was that second-hand smoke from cigarettes was worse than first-hand smoke. This perception was largely based on what participants said they had been exposed to in the media. Many felt negatively about second-hand smoke, saying that "it stinks" and "I hate it". For some participants, second-hand smoke was causing them health problems, such as asthma or increasing their susceptibility to other illnesses (i.e. colds or coughs).

Similar to smokers, many felt that second-hand smoke was worse when in an enclosed place with smokers. As such, if their friends are smoking around them (including them smoking), they said that they frequently open a window in order to "air out" the room. A few participants said that they found it "gross" and "disgusting" when a parent or friend was smoking in the car without the window open and they will let their feelings be known.

Non-smoking participants were fairly comfortable telling parents or friends that their smoking was bothering them. Generally, friends were respectful of the fact that these participants did not smoke and that smoke bothered them. Some parents were also respectful of non-smokers in their family (i.e. by going outside to smoke), however, some smoked in the home, which frustrated participants.

In terms of marijuana, generally, participants said that their friends will smoke around them. It does not generally bother these participants, although a few said that it was "boring" for them to hang with a "bunch of stoned people".

Many Are Exposed To Second-Hand Smoke On A Regular Basis

As mentioned previously and similar to smokers, some participants said that they were surrounded by family and / or friends who smoke cigarettes and were, therefore, exposed to second-hand smoke on a fairly regular basis. Some of the places that they were exposed to second-hand smoke included:

- Where they currently live
- Their parent's house
- Their friend's houses
- Their parent's / friend's / own car
- Work

Some said that there were 'no rules' in their parents' houses when it came to cigarette smoking in that parents or friends allowed to smoke in the house. Some participants said that no one was allowed to smoke in their house and those who wanted to smoke (including their parents), had to go outside to do so.

Marijuana smoking was generally prohibited in participants' parent's houses. Many said that friends who smoked marijuana generally did so in their own homes, while some who were in college or university, said that friends who smoked "pot" did so in their residence rooms or off-campus dwellings.

A few participants let their friends smoke marijuana in their homes (i.e. if they lived by themselves or in residence), while one participant in Halifax said that she occasionally allowed people to smoke it in her car, while travelling on longer road trips.

At parties, almost all participants said that it was a given that people would be smoking either cigarettes or marijuana and that they will be exposed to it. In these cases, participants generally left the room where the smoking was taking place or went outside to take a "breather". It generally did not effect their enjoyment of the party.

Second-Hand Smoke Is Not Readily Associated With Marijuana

Similar to other age groups interviewed, the initial discussion on second-hand smoke almost exclusively centered on cigarette smoke. Many participants did not associate marijuana smoke with the concept of second-hand smoke. They generally felt that second-hand smoke from marijuana was not as harmful as second-hand smoke produced by cigarettes. A few in the non-smoking sessions said that second-hand smoke from marijuana was just as harmful for you as second-hand smoke from cigarettes.

Some participants said that they were not bothered by second-hand smoke from marijuana. Again, there was a sense that participants have not been exposed to communication on second-hand smoke from marijuana or marijuana in general in the same way that they have been exposed to messaging on second-hand smoke from cigarettes or cigarettes in general.

FOCUS ON MESSAGING

Near the end of each session, participants were asked what they thought of first when they heard the message "Go Smoke Free". Many participants thought of cigarettes primarily and not marijuana when they initially heard this message. To some, hearing the word "smoke" automatically made them think about cigarettes. This perception was generally due to the amount of attention cigarette smoking receives in the media relative to marijuana. A few participants said that the only consistent messages they recalled hearing about marijuana recently centered around its potential legalization and use for medicinal purposes. In contrast, many recalled anti-smoking and second-hand smoke messages that they had been exposed to recently (i.e. "Truth" advertisements and provincial advertisements).

Similar to the findings for other age groups, virtually all participants felt that future campaigns concerning cigarette and marijuana smoking should be separate, as they are separate acts and people smoke each for different reasons. In addition, some participants pointed out that some people do not smoke cigarettes, but smoke marijuana or vice versa, so essentially half of the communication may be lost or ignored if it were not perceived as relevant.

Many participants said that they like messaging that "hits home" or that presents the "bad effects" of smoking, such as the aforementioned "Truth" advertisements.

Some mentioned that they enjoyed humourous advertising; however, there was a sense that the ad had to convey an important message as well. The ad needs to be memorable in order for the message to resonate with participants. In this sense, some participants wanted a humourous message mixed with a dose of reality.

APPENDIX

SCREENERS

PROJECT #20102414
February 20 – FINAL
POR-03-78

MILLWARD BROWN GOLDFARB

SCREENER

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 young people in the area. We are not selling anything, rather we are 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. Are you or is any member of your household or your immediate family employed in…:?

	No	Yes
A marketing, research or a public relations firm or advertising agency	❑	❑
Radio, TV or the media	❑	❑
Health sector	❑	❑
Pharmaceutical industry	❑	❑
Tobacco industry	❑	❑

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

2) We need to speak with people in all walks of life. Could you please tell me into which of the following categories your total annual household income falls, before taxes? Would that be . . . **[READ LIST, CHECK ONE]**

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

ENSURE GOOD MIX OF INCOME LEVELS

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 AS MANY AS APPLY. IF MORE THAN ONE CHECKED, SELECT ONE.]**

9 and under	❑ **TERMINATE**
10 to 12	❑ **GROUP A**
13 – 15	❑ **GROUP B**
16 to 19	❑ **GROUP C**
20 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	❑ **ASK Q.5a**
No	❑ **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 with young people in your area and we would like to invite your son / daughter / child in your care. The purpose of the focus group is to get young people's opinions on issues related to smoking and they would handle situations involving tobacco and marijuana. The study is being done on behalf of Health Canada. The focus group will last two hours. Do we have your permission to speak with your son / daughter / child in your care?

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:

We will be talking with young people in your area and we would like to invite you to join us. The talk will take place with about 8 people your age, and an adult will ask some questions. The reason for this talk is to get young peoples' ideas about smoke and smoking. The study is being done for Health Canada. The talk will last two hours and you will be offered a gift certificate for your time. Do you mind if I ask you a few questions?

6) May I ask how old you are? _____

7) And what grade are you in? _____

ASK Q.8a and b) OF ALL:
The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in any way. There are no right or wrong answers.

(RECRUITER: You should listen to the responses, and recruit the person only if he/she can give an articulate response that indicates that he/she will not be shy about speaking in front of strangers. If he/she gives a vague response, or 'I don't know', do not recruit).

8a) What is your favourite movie and why?

_____

8b) If you could be a famous person for a day, who would you be and why?

_____

IF TEEN IS AGED 10 – 12, ASK Q. 9a, b)

9a) Do any of your friends smoke?

Yes	❑
No	❑
DK / REFUSE	❑

9b) Does anyone in your family smoke?

Yes	❑
No	❑
DK / REFUSE	❑

IF PARTICIPANT IS 10 – 12 YEARS, SKIP TO Q.14a) AFTER ANSWERING Q.9

IF TEEN IS AGED 13 - 15, ASK Q. 10

10) Have you ever smoked cigarettes or marijuana, even occasionally?

Yes ❑
No ❑

IF PARTICIPANT IS 13 – 15 YEARS, SKIP TO Q.14a) AFTER ANSWERING Q.10

IF TEEN IS AGED 16 – 19, ASK Q. 11 - 13

11) Have you ever smoked cigarettes or marijuana regularly or even occasionally?

Yes ❑
No ❑
DK / REFUSE ❑

12) Do you currently smoke cigarettes or marijuana?

Yes ❑ **QUALIFIES FOR GROUP C1 (Smokers)**
No ❑ **QUALIFIES FOR GROUP C2 (Non-smokers)**
DK / REFUSE ❑ **THANK AND TERMINATE**

13) **IF 'YES' IN Q.12, ASK**...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 ❑

ASK ALL

14) 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 8 people your age, and someone asking you some questions. The discussion will last for two hours. We think you will find it fun and you would receive a $50 gift certificate. Would you be interested in participating?

Yes ❑
No ❑ **TERMINATE**

IF PARTICIPANT IS AGED 17 – 19, SKIP TO CLOSING ON NEXT PAGE.

IF PARTICIPANT IS AGED 10-16 YEARS, ASK TO SPEAK TO PARENT / GUARDIAN AGAIN AND READ THE FOLLOWING:

We would like to extend an invitation to your child / child in your care to attend an opinion research session on behalf of Health Canada. The session is scheduled for **[DATE]** at **[LOCATION AND TIME]** and will last 2 hours. The objective is to understand what young people think about smoke and smoking in general. The feedback will help Health Canada develop messages for young people on coping and refusal skills related to tobacco and marijuana. 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 a $50 gift certificate. If you bring your child, you will be asked to wait in the lobby, and you will be given a thank-you gift of $20.

Your child has indicated he/she would like to participate. Can we confirm his or her attendance?

Yes ❑ No ❑ **TERMINATE**

As your child's parent or guardian, you will be asked to sign a permission form when you get to the research facility. The form simply states that you have given your permission for your child to participate in the research, and will repeat that there will be no attempt to sell him/her anything. Are you prepared to sign such a form?

Yes ❑ No ❑ **TERMINATE**

CLOSING:

For our records, I will need some information from you. Someone will call you the day before the session to confirm that you/your child will be attending.

PARTICIPANT'S NAME: _____

PARENT'S / GUARDIANS NAME (if participant is aged 10 – 16):
_____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

Legendre Lubawin Marketing inc. **Projet # 04-215**

Questionnaire de dépistage –

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? Je dois parler à une personne dans votre foyer âgée de plus de 18 ans.

(Une fois que le répondant est sur la ligne, se présenter de nouveau.)

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 compagnie de recherche marketing, une agence de publicité ou une firme de relations publiques	[ ]
Un média (Radio, TV, autre)	[ ]
Le secteur de la santé	[ ]
L'industrie pharmaceutique	[ ]
L'industrie du tabac	[ ]

[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 ? **[Lire la liste, cocher une case.]**

Moins de $25,000	[ ]
$25,001 - $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 des enfants?

Oui ❑ Non ❑ **Terminez**

3b. Quels sont les âges des jeunes dans votre foyer? **(NE PAS LIRE. Cocher toutes les cases qui s'appliquent. Si plus d'une case cochée, choisissez-en une)**

Moins de 9 ans	❑ **Terminez**
10 à 12 ans	❑ **Groupe A**
13 à 15 ans	❑ **Groupe B**
16 à 19 ans	❑ **Groupe C**
20 ans et plus	❑ **Terminez**

Vérifier les quotas

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

Garçon ❑ Fille ❑

Vérifier les quotas

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 l'enfant a 16 ans et moins– Poser la Q.5a. Si plus que 16 ans – Poser la Q.5b

5a. Nous réalisons une discussion de groupe auprès des adolescents de votre quartier et nous aimerions inviter votre fils/fille. Le but de la discussion est de comprendre les attitudes des jeunes par rapport à la cigarette et comment ils feraient face à des situations impliquant le tabac et la marijuana. L'étude se fait pour le compte de Santé Canada. Le groupe durera 2 heures. Est-ce que j'ai votre permission pour 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 QUE L'ENFANT EST SUR LA LIGNE :
Nous allons discuter avec des jeunes de ton quartier et nous aimerions t'inviter à te joindre à nous. La discussion aura lieu avec environ 8 personnes de ton âge, et un adulte posera des questions. La raison de cette discussion est d'obtenir les opinions des jeunes sur le fait de fumer. L'étude est réalisée pour Santé Canada. La discussion durera environ 2 heures et tu recevras un montant d'argent pour le temps que tu nous accordes. Est-ce que je peux te poser quelques questions?

6. Quel âge as-tu? _____

7. Et en quelle année es-tu? _____

Demander Q.8a et b pour tous:
Les questions suivantes concernent ton imagination. Amuse-toi avec les questions et sens-toi libre de répondre comme tu veux, puisqu'il n'y a pas de bonnes ou de mauvaises réponses.

(*Recruteur* : Écoutez les réponses et recruter uniquement les personnes qui donnent des réponses articulées montrant qu'il/elle ne sera pas gêné de parler devant des étrangers. S'il/elle fournit des réponses vagues ou répond 'Je ne sais pas', ne pas recruter)

8a. Quel est ton film préféré et pourquoi? _____

8b. Si tu pouvais être une personne célèbre pendant une journée, ça serait qui et pourquoi?

Si l'adolescent a 10-12 ans, demander Q.9a et b

9a. Est-ce que tu as des amis qui fument?

Oui ❑ Non ❑ NSP / REFUS ❑

9b. Est-ce qu'il y a des gens qui fument dans ta famille?

Oui ❑
Non ❑
NSP / REFUS ❑

Si participant a 10-12 ans, aller à Q14a. après Q.9

Si l'adolescent a 13-15 ans, demander Q.10

10. Est-ce que tu as déjà fumé des cigarettes ou de la marijuana, même à l'occasion ?

Oui ❑
Non ❑

Si participant a 13-15 ans, aller à Q14a. après Q.10

Si l'adolescent a 16-19 ans, demander Q.11 à 13

11. Est-ce que tu as déjà fumé des cigarettes ou de la marijuana, que ce soit régulièrement ou à l'occasion ?

Oui ❑ Non ❑

12. Est-ce que tu fumes la cigarette ou de la marijuana actuellement ?

Oui ❑ → **Se qualifie pour le groupe C1 (fumeurs)**
Non ❑ → **Se qualifie pour le groupe C2 (non fumeur)**
NSP/Refus ❑ → **Remercier et Terminer**

13. **Si 'Oui' à la Q.12, demander :** Quelle est la probabilité que tu essayes d'arrêter de fumer au cours des 12 prochains mois? Est-ce que c'est … ?

Très probable ❑
Assez probable ❑
Pas très probable ❑
Pas probable du tout ❑

Demander à tous

14. Nous faisons une recherche dans ton quartier et nous sommes intéressés à ton opinion. La recherche aura lieu l'après-midi, après l'école. Il y aura un groupe d'environ 8 jeunes comme toi, et quelqu'un qui te posera des questions. La discussion durera environ deux heures. Nous pensons que tu trouveras l'expérience agréable et tu recevras un montant de **50$ en certificat cadeau de Chapters**. Serais-tu intéressé à y participer?

Oui ❑ Non ❑ **Terminer**

Si l'adolescent a 17-19 ans, aller à la conclusion.

Si l'adolescent a 10-16 ans, demander à parler au parent / tuteur de nouveau et lire ce qui suit.

J'aimerais inviter votre jeune à participer à une étude de marché pour le compte de Santé Canada. La session aura lieu le **lundi 1er mars/ mercredi 3 mars,** chez: Legendre Lubawin Marketing, 1172-A St-Mathieu (la porte en bas, au niveau de la rue), et elle durera 2 heures.

L'objectif de cette étude est de comprendre ce que pensent les jeunes du fait de fumer en général. La rétroaction qu'ils vont fournir va aider Santé Canada à développer des messages destinés aux jeunes pour les aider à faire face aux questions relatives au tabac et à la marijuana ainsi qu'à développer des habiletés pour refuser. 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$ en certificat cadeau de Chapters**. Si vous emmenez votre enfant, on vous demandera d'attendre dans la salle d'attente, et vous recevrez **$20** en certificat cadeau pour vous remercier.

Votre enfant nous a mentionné qu'il/elle aimerait participer. Est-ce que je peux confirmer sa présence?

Oui ❑ Non ❑ **Terminer**

En tant que parent ou tuteur, on vous demandera de signer un formulaire d'autorisation lors de votre arrivée au lieu de la rencontre. Le formulaire indique simplement que vous avez autorisé votre enfant à participer à la recherche, et mentionnera à nouveau que personne n'essayera pas de vendre quoi que ce soit. Êtes-vous prêt à signer un tel formulaire?

Oui ❑ Non ❑ **Terminer**

Conclusion:

Pour nos dossiers, nous avons besoin de quelques informations. Quelqu'un va vous téléphoner le jour précédant la rencontre pour confirmer votre présence/la présence de votre enfant.

NOM DU PARTICIPANT: _____

NOM DU PARENT/TUTEUR (Si participant a 10/16 ans): _____

ADRESSE: _____

VILLE:_____ CODE POSTAL: _____

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

PARTICIPERA AU GROUPE : _____

RÉCONFIRMÉ PAR:_____ DATE: _____

DISCUSSION GUIDES

PROJECT #20102414
March 7, 2004 – FINAL
POR-03-78

DISCUSSION OUTLINE FOR YOUTH 10 TO 12

1. Introduction Of Moderators & Project (10 minutes)

Thank you all for attending this evening. My name is Ted Doering, and I am a market research consultant at a company called Millward Brown Goldfarb. We are an independent research company, which has been hired by Health Canada in order to help them understand what you think about smoking.

Before we begin, I would like to point out that I am audio taping the conversation this evening. That is because it is difficult for me to listen to your answers, ask questions and take notes at the same time. I listen to the tapes after the discussion so that I can think about your responses and write a report for Health Canada. You may also notice behind me that there is a mirror. That mirror is a one-way mirror and there are people from Health Canada behind the glass. They are simply here to listen and learn.

I want you to understand that I am not going to tell anyone anything personal about you. I will ask you for your first name only, so that I can address you by name, but I don't need anything more than that. When we write the report for Health Canada, we write about your opinions only. We do not include your name. It is important for you to know that your parents or guardians are not behind the glass and the information collected tonight will not be shared with them.

As I mentioned before, today we are going to talk about the issue of smoking. We will be talking about both tobacco and marijuana today. That is, we will be talking about cigarettes or tobacco and marijuana or pot. We are looking for honest responses today and the reasons behind your responses. I would like to point out that in this kind of research there are no right or wrong answers, and everyone's opinion is important.

The length of the discussion on tobacco and marijuana this evening will be approximately 90 minutes, or an hour and a half. What is going to happen tonight is that I will ask the group questions. You do not have to put your hand up (like in school) to answer, simply call out your answers. But, because I want to hear what everyone has to say, please try to speak one at a time. I may call on you to give an answer. Do not feel that I am picking on you, I just want to make sure that everyone gets involved. Should you need to use the washroom, please let me know and go see the receptionist and she will show you where it is. Should you need to leave early, also please let me know and then go see the receptionist. You will receive your gift certificate on your way out tonight from the receptionist. Again, I would like to remind you that your answers this evening will not be shared with anyone else other than myself and those from Health Canada, who are watching behind the glass.

Are there any questions before we begin?

2. *Introduction of Participants (5 minutes)*

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

3. *General Discussion On Smoking Information / Smoking / Second-Hand Smoke / Marijuana Smoke (30 to 40 minutes)*

I would like to begin this evening with a general discussion about cigarette (tobacco) smoking and marijuana (pot) smoking.

To start off, I would like to know what words you use for marijuana? This will make sure we are all on the same page during our discussion. Okay, tonight we are going to use the word marijuana when referring to (play back some of the words / terms that participants use).

- What does being a **smoker** mean to you? (probe: tobacco, marijuana or both, and daily, occasionally, socially, only tried it, never smoked anything)
- What does being a **non-smoker** mean to you?
- Tell me what you know about marijuana. Do you feel it is the same or different as smoking cigarettes? Why or why not? Do you think one is less harmful? Which one?
- How do you feel about smoke or smoking tobacco? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- How do you feel about smoke or smoking marijuana? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- What is the image associated with tobacco? Is this image important to you?
- What is the image associated with marijuana? (generally, smoking tobacco is perceived negatively... what about smoking marijuana?) Is this image important to you?
- Do you know any people who smoke tobacco (listen for friends, siblings, parents)? Do they smoke tobacco and marijuana? Do they smoke a lot? What do you think about this? How does smoking affect them and their lives?
- Do you know any people who smoke marijuana (listen for friends, siblings, parents)? Do they smoke tobacco and marijuana? Doe they smoke a lot? What do you think about this? How does smoking affect them and their lives?

- Have you ever been offered tobacco ? Do you remember the first time this happened?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Have you ever been offered marijuana? Do you remember the first time this happened?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Who does smoking affect? **(Listen for any discussion on marijuana smoking to see if it is associated with smoking.)**

We talked a bit earlier about being offered cigarettes or marijuana. Let's discuss this in more detail now (probe for both substances).

- We may have discussed this earlier, but have any of your friends started smoking cigarettes or marijuana? Did they want you to smoke as well? If yes, what did you say or do? What was your reason for not smoking
- If one of your friends has just started smoking cigarettes or marijuana, have you said anything to him or her about it? If yes, what did you say? If no, what do you think you would say? Why did you say something / not say something? (probe each substance)
- Do you think that any of your friends will start smoking cigarettes or marijuana? Why or why not? What would you say to them? Do you think that he or she will want you to smoke as well? What would you say or do?
- Has anyone at your school (besides your friends) started smoking cigarettes or marijuana? Who were they? (probe : older students, cool people, etc) If yes, how do you feel about this? Have you ever said anything to them?
- What are some reasons to start smoking cigarettes? What are some reasons to smoke marijuana? (Probe on each substance)
- What are some reasons not to smoke cigarettes? (Listen for health reasons, makes hair and clothes smell, it is addictive, money, will make you perform poorly in sports, know someone who has died from a smoking-related disease)
- What are some reasons not to smoke marijuana? (Listen for similarities / differences in the above list)
- Do you ever think about cost?

Let's talk about what you say to parents about smoking tobacco or marijuana (probe for both substances).

- Do you talk to your parents or guardian about smoking? What do you say? How do you talk to them? Do you talk to them about cigarettes or marijuana or both?
- If you smoke either cigarettes or marijuana, do your parents know you smoke? Does this affect you talking to them about smoking?
- Do your parents or guardian talk to you about smoking? What do they say? How do you want them to talk to you about smoking (cigarettes, marijuana or both)?
- How is what you say to your parents about smoking different from what you say to your friends?

Let's talk about your feelings on smoking tobacco or marijuana, school and sports.

- Do you think that smoking marijuana would affect your performance at school or in after-school activities? Do you that smoking cigarettes would affect your performance at school or in after-school activities? How so?
- Do you think that smoking marijuana would affect your relationships (e.g. friends, family)? Do you think that smoking cigarettes would affect your relationships (e.g. friends, family)? How so?
- When you hear the message Go Smoke Free, do you think of cigarettes, or marijuana or both? Do you like to get the message about smoking cigarettes and marijuana at the same time or in separate messages? Do you have any messages you like?

Let's talk about second-hand smoke for a few minutes.

- Do you know about second-hand smoke? What do you know about it?
- How do you feel about second-hand smoke? Does it ever affect you? How so?
- What does second-hand smoke mean to you? Do you think that it is only tobacco smoke or marijuana smoke or both? Do you think there is a difference between tobacco and marijuana smoke? Why or why not?
- Is second-hand smoke a problem for you or not a problem? Why? Why not?
- Have you ever been exposed to second hand smoke? If so, where?
- How do you/would you deal with second-hand smoke (Listen for: Leave, complain, start smoking, etc.)? What do you say?
- Do you deal with it differently, depending on who is smoking (e.g. parents vs. friends vs. stranger)? Why?
- Do you ever avoid places with second-hand smoke from cigarettes or marijuana? Why or why not? What did you do or say when you avoided the second-hand smoke?
- How do you feel about avoiding areas where there is second-hand smoke from cigarettes or marijuana?
- Do you have any rules in your house about smoking? Are people allowed to smoke in your house? In your car? Is this different for cigarettes or marijuana?
- If people smoke in your house or car do you say anything to them? What do you say? If no, why do you not say anything?

Focus on Media / Image

Let's talk about the media (for example, television and the movies) and smoking for a few minutes.

- Do you ever see tobacco shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?
- Do you ever see marijuana shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?
- How does it make you feel when you see one of your favourite celebrities/ stars smoking cigarettes or marijuana in a movie or on TV? Does it make smoking 'cool' or attractive? Or does it make it look gross and disgusting?
- Do you ever talk to your friends about how smoking (cigarettes, marijuana or both) looks? What would you say to them?

6. Wrap-Up (5 minutes)

- 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.

PROJECT #20102414
March 7, 2004 – FINAL
POR-03-78

DISCUSSION OUTLINE FOR YOUTH 13 TO 15

1. Introduction Of Moderators & Project (10 minutes)

Thank you all for attending this evening. My name is Ted Doering, and I am a market research consultant at a company called Millward Brown Goldfarb. We are an independent research company, which has been hired by Health Canada in order to help them understand what you think about smoking.

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As I mentioned before, today we are going to talk about the issue of smoking. We will be talking about both tobacco and marijuana today. That is, we will be talking about cigarettes or tobacco and marijuana or pot. We are looking for honest responses today and the reasons behind your responses. I would like to point out that in this kind of research there are no right or wrong answers, and everyone's opinion is important.

The length of the discussion on tobacco and marijuana this evening will be approximately 90 minutes, or an hour and a half. What is going to happen tonight is that I will ask the group questions. You do not have to put your hand up (like in school) to answer, simply call out your answers. But, because I want to hear what everyone has to say, please try to speak one at a time. I may call on you to give an answer. Do not feel that I am 'picking' on you, I just want to make sure that everyone gets involved. Should you need to use the washroom, please let me know and go see the receptionist and she will show you where it is. Should you need to leave early, also please let me know and then go see the receptionist. You will receive your gift certificate on your way out tonight from the receptionist. Again, I would like to remind you that your answers this evening will not be shared with anyone else other than myself and those from Health Canada.

Are there any questions before we begin?

2. *Introduction of Participants (5 minutes)*

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

3. *General Discussion On Smoking Information / Smoking / Second-Hand Smoke / Marijuana Smoke (30 to 40 minutes)*

I would like to begin this evening with a general discussion about cigarette (tobacco) smoking and marijuana (pot) smoking.

To start off, I would like to know what words you use for marijuana? This will make sure we are all on the same page during our discussion. Okay, tonight we are going to use the word marijuana when referring to (play back some of the words / terms that participants use).

- What does being a **smoker** mean to you? (probe: tobacco, marijuana or both, and daily, occasionally, socially, only tried it, never smoked anything)
- What does being a **non-smoker** mean to you?
- Tell me what you know about marijuana. Do you feel it is the same or different as smoking cigarettes? Why or why not? Do you think one is less harmful than the other? Why or why not?
- How do you feel about smoke or smoking tobacco? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- How do you feel about smoke or smoking marijuana? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- What is the image associated with tobacco? Is this image important to you?
- What is the image associated with marijuana? (generally, smoking tobacco is perceived negatively... what about smoking marijuana?) Is this image important to you?
- Do you know any people who smoke (listen for friends, siblings, parents? Do they smoke tobacco or marijuana? Do they smoke a lot? How does smoking affect them and their lives? How do you feel about this?
- Have you ever tried smoking? If yes, do you currently smoke? **(Listen for 'I only smoke tobacco' or 'I only smoke marijuana')** What are some of the reasons that

you smoke? **(Listen for friends / relatives currently smoke, media (ie. I see it on tv or in the movies), to 'cope')**

- For smokers, ask…If you have just started smoking cigarettes or marijuana, have any of your friends said anything to you about it? What did they say? How did you react?

- Where do you generally smoke? How often do you smoke? How do you get your cigarettes? Do you smoke alone or with others?

- If have tried, but do not currently smoke, why did you try smoking? Why did you decide not to keep smoking? **(Try to determine if participants are 'social' smokers)**

- Have you ever been offered tobacco? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke tobacco (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Have you ever been offered marijuana? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke marijuana (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Ask of smokers: Do you smoke at parties and when hanging out with friends? **(Probe: fitting in, social benefits)** If yes, what do you generally smoke – tobacco, marijuana or both?

- Who does smoking affect? **(Listen for any discussion on marijuana smoking to see if it is associated with smoking.)**

We talked a bit earlier about being offered cigarettes or marijuana. Let's discuss this in a little more detail now.

- We may have discussed this earlier, but have any of your friends started smoking cigarettes or marijuana? Did they want you to smoke as well? If yes, what did you say or do? Did you smoke? If yes, what was your reason(s) for smoking? If no, what was your reason(s) for not smoking?
- If one of your friends has just started smoking cigarettes or marijuana, have you said anything to him or her about it? If yes, what did you say? If no, what do you

think you would say? Why did you say something / not say something? (probe each substance)

- Do you think that any of your friends will start smoking cigarettes or marijuana? Why or why not? What would you say to them? Do you think that he or she will want you to smoke as well? What would you say or do?
- Has anyone at your school (besides your friends) started smoking cigarettes or marijuana? Who were they?(probe : older students, cool people, etc) If yes, how do you feel about this? Have you ever said anything to them?
- What are some reasons to start smoking cigarettes?
- What are some reasons to smoke marijuana? (Probe on each substance)
- What are some reasons not to smoke cigarettes? (Listen for health reasons, makes hair and clothes smell, it is addictive, money, will make you perform poorly in sports, know someone who has died from a smoking-related disease)
- What are some reasons not to smoke marijuana? (Listen for similarities / differences in the above list)
- Do you ever think about cost?

Let's talk about what you say to parents about smoking tobacco or marijuana.

- Do you talk to your parents or guardian about smoking? What do you say? How do you talk to them? Do you talk to them about cigarettes or marijuana or both?
- For smokers, ask...If you smoke either cigarettes or marijuana, do your parents know you smoke? Does this affect you talking to them about smoking?
- Do your parents or guardian ever talk to you about smoking? What do they say? How do you want them to talk to you about smoking (cigarettes, marijuana or both)?
- How is what you say to your parents about smoking different from what you say to your friends?

Access to Cigarettes / Marijuana

Let's talk about how you or your friends get access to tobacco or marijuana.

Ask of Tobacco Smokers Only:

- Where do you get your cigarettes?
- If from a friend – are they given to you? If yes, how old is the friend that gives them to you? Do you know how that friend gets them?
- Do you buy single cigarettes? If yes, how much?
- Do you ever get cigarettes from someone you live with ? (listen for: take them from parents, siblings)
- If from a store – do you buy them yourself from a store? If yes, are you ever asked for ID? Are you ever refused a sale? Would you try to buy from any store or only certain ones? Why?
- Do you ask someone to buy them for you? Do you pay more if you ask someone to buy them for you?

Ask of both Smokers and Non-Smokers:

- How easy do you think it is to get cigarettes? Is it easier to get marijuana?
- How old do you have to be in your province to legally be sold cigarettes? *(19 in Ontario and Nova Scotia, 18 in Quebec and Saskatchewan)*

Ask of Marijuana Smokers:

- How do you get marijuana? Who do you get it from (probe friends, older person)?

- Do you also smoke tobacco? Which do you prefer? Why? Do you ever smoke tobacco and marijuana together?

Ask of Marijuana Non-Smokers:

- If no, why haven't you tried smoking marijuana? Do you think that you will in the future? Why or why not?

Ask of both Groups:

- Do you think that smoking marijuana is legal? (or not legal?) Does it make a difference to you? Is it a reason not to use it or try it?
- Do you know of anybody who has ever been charged with a marijuana offense? What happened?

Let's talk about your feelings on smoking, school and sports.

- Do you think that smoking marijuana affects your (or people in general) performance at school or in after-school activities? Do you that smoking cigarettes affects your performance at school or in after-school activities? How so?
- Do you think that smoking marijuana has affected your relationships (e.g. friends, family)? Do they think that smoking cigarettes has affected your relationships (e.g. friends, family)? How so?

- When you hear the message Go Smoke Free, do you think of cigarettes, or marijuana or both? Do you like to get the message about smoking cigarettes and marijuana at the same time or in separate messages? Do you have any messages you like?

Focus on Second-Hand Smoke

We are now going to talk about second-hand smoke for a few minutes.

- Do you know about second-hand smoke? What do you know about it?
- How do you feel about second-hand smoke? Does it ever affect you? How so?
- What does second-hand smoke mean to you? Do you think that it is only tobacco smoke or marijuana smoke or both? Why or why not?
- Is second-hand smoke a problem for you or not a problem? Why? Why not?
- Have you ever been exposed to second hand smoke? If so, where?
- How do you deal with second-hand smoke **(Listen for: Leave, complain, start smoking, etc.)**? What do you say?
- Do you deal with it differently, depending on who is smoking **(e.g. parents vs. friends vs. stranger)**? Why?
- Do you ever avoid places with second-hand smoke from cigarettes or marijuana? Why or why not? What did you do or say when you avoided the second-hand smoke?
- How do you feel about avoiding areas where there is second-hand smoke from cigarettes or marijuana?
- Do you have any rules in your house about smoking? Are people allowed to smoke in your house? In your car? Is this different for cigarettes or marijuana?
- If people smoke in your house or car do you say anything to them? What do you say? If no, why do you not say anything?
- What do you think about driving while under the influence of marijuana? Do you think that there are risks and consequences involved?

Focus on Media / Image

Let's talk about the media for a few moments.

- Do you ever see tobacco shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?
- Do you ever see marijuana shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?

- How does it make you feel when you see one of your favourite celebrities/ stars smoking cigarettes or marijuana in a movie or on TV? Does it make smoking 'cool' or attractive? Or does it make it look gross and disgusting?

- Do you ever talk to your friends about how smoking (cigarettes, marijuana or both) looks? What would you say to them?

6. Wrap-Up (5 minutes)

- 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.

PROJECT #20102414
March 7, 2004 – FINAL
POR-03-78

DISCUSSION OUTLINE FOR YOUTH 16 TO 19

1. Introduction Of Moderators & Project (10 minutes)

Thank you all for attending this evening. My name is Ted Doering, and I am a market research consultant at a company called Millward Brown Goldfarb. We are an independent research company, which has been hired by Health Canada in order to help them understand what you think about smoking.

Before we begin, I would like to point out that I am audio taping the conversation this evening. That is because it is difficult for me to listen to your answers ask questions and take notes at the same time. I listen to the tapes after the discussion so that I can think about your responses and write a report for Health Canada. You may also notice behind me that there is a mirror. That mirror is a one-way mirror and there are people from Health Canada behind the glass. They are simply here to listen and learn.

I want you to understand that I am not going to tell anyone anything personal about you. I will ask you for your first name only, so that I can address you by name, but I don't need anything more than that. When we write the report for Health Canada, we write about your opinions only. We do not include your name. It is important for you to know that your parents or guardians are not behind the glass and the information collected tonight will not be shared with them.

As I mentioned before, today we are going to talk about the issue of smoking. We will be talking about both tobacco and marijuana today. That is, we will be talking about cigarettes or tobacco and marijuana or pot. We are looking for honest responses today and the reasons behind your responses. I would like to point out that in this kind of research there are no right or wrong answers, and everyone's opinion is important.

The length of the discussion on tobacco and marijuana this evening will be approximately 90 minutes, or an hour and a half. What is going to happen tonight is that I will ask the group questions. You do not have to put your hand up (like in school) to answer, simply call out your answers. But, because I want to hear what everyone has to say, please try to speak one at a time. I may call on you to give an answer. Do not feel that I am 'picking' on you, I just want to make sure that everyone gets involved. Should you need to use the washroom, please let me know and go see the receptionist and she will show you where it is. Should you need to leave early, also please let me know and then go see the receptionist. You will receive your gift certificate on your way out tonight from the receptionist. Again, I would like to remind you that your answers this evening will not be shared with anyone else other than myself and those from Health Canada.

Are there any questions before we begin?

2. Introduction of Participants (5 minutes)

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

3. General Discussion On Smoking Information / Smoking / Second-Hand Smoke / Marijuana Smoke (30 to 40 minutes)

I would like to begin this evening with a general discussion about cigarette (tobacco) smoking and marijuana (pot) smoking.

To start off, I would like to know what words you use for marijuana? This will make sure we are all on the same page during our discussion. Okay, tonight we are going to use the word marijuana when referring to (play back some of the words / terms that participants use).

Ask the following for Smokers:

- What does being a **smoker** mean to you? (probe: tobacco, marijuana or both, and daily, occasionally, socially, only tried it, never smoked anything)
- What does being a **non-smoker** mean to you?
- Tell me what you know about marijuana. Do you feel it is the same or different as smoking cigarettes? Why or why not? Do you think one is less harmful than the other? Why or why not?
- How do you feel about smoke or smoking tobacco? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- How do you feel about smoke or smoking marijuana? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**
- What is the image associated with tobacco? Is this image important to you?
- What is the image associated with marijuana? (generally, smoking tobacco is perceived negatively... what about smoking marijuana?) Is this image important to you?
- Do you know any people who smoke (listen for friends, siblings, parents? Do they smoke tobacco or marijuana? Do they smoke a lot? How does smoking affect them and their lives? How do you feel about this?

- Have you ever tried smoking? If yes, do you currently smoke? **(Listen for 'I only smoke tobacco' or 'I only smoke marijuana')** What are some of the reasons that you smoke? **(Listen for friends / relatives currently smoke, media (ie. I see it on tv or in the movies), to 'cope')**

- Where do you generally smoke? How often do you smoke? How do you get your cigarettes? Do you smoke alone or with others?

- If have tried, but do not currently smoke, why did you try smoking? Why did you decide not to keep smoking? **(Try to determine if participants are 'social' smokers)**

- Have you ever been offered tobacco? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke tobacco (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Have you ever been offered marijuana? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke marijuana (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Do you smoke at parties and when hanging out with friends? **(Probe: fitting in, social benefits)** If yes, what do you generally smoke – tobacco, marijuana or both?

- Who does smoking affect? **(Listen for any discussion on marijuana smoking to see if it is associated with smoking.)**

Ask the following for Non-Smokers:

- What does being a **smoker** mean to you? (probe: tobacco, marijuana or both, and daily, occasionally, socially, only tried it, never smoked anything)

- What does being a **non-smoker** mean to you?

- How do you feel about smoke or smoking tobacco? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**

- Tell me what you know about marijuana. Do you feel it is the same or different as smoking cigarettes? Why or why not? Do you think one is less harmful than the other? Why or why not?

- How do you feel about smoke or smoking marijuana? ***(probe: it's gross, it looks cool, it's bad for health, etc.)*** Is smoking a problem for you or not a problem? Why or why not? **(Listen for: health issues, parents / relatives / friends smoke)**

- What is the image associated with tobacco? Is this image important to you?

- What is the image associated with marijuana? (generally, smoking tobacco is perceived negatively... what about smoking marijuana?) Is this image important to you?

- Do you know any people who smoke? Do they smoke tobacco or marijuana? How does smoking affect them and their lives?

- Have you ever tried smoking? If yes, do you currently smoke? **(Listen for 'I only smoke tobacco' or 'I only smoke marijuana')** What are some of the reasons that you smoke? **(Listen for friends / relatives currently smoke, media (ie. I see it on tv or in the movies), to 'cope')**

- For smokers, ask...**If you have just started smoking cigarettes or marijuana, have any of your friends said anything to you about it? What did they say? How did you react?**

- If have tried, but do not currently smoke, why did you try smoking? Why did you decide not to keep smoking? **(Try to determine if participants are 'social' smokers)**

- Have you ever been approached with tobacco? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke tobacco (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Have you ever been approached with marijuana? Do you remember the first time this happened? How old were you?

- Where were you? Who were you with? What did you do? What did you say?

- Did you feel encouraged/ pressured to smoke marijuana (e.g. if someone you perceive to be really "cool" was smoking near you or offered you to smoke)? What did you say? If not, what do you think you would say?

- Who does smoking affect? **(Listen for any discussion on marijuana smoking to see if it is associated with smoking.)**

We talked a bit earlier about being offered cigarettes or marijuana. Let's discuss this in a little more detail now.

- We may have discussed this earlier, but have any of your friends started smoking cigarettes or marijuana? Did they want you to smoke as well? If yes, what did you say or do? Did you smoke? If yes, what was your reason(s) for smoking? If no,what was your reason(s) for not smoking?
- If one of your friends has just started smoking cigarettes or marijuana, have you said anything to him or her about it? If yes, what did you say? If no, what do you think you would say? Why did you say something / not say something? (probe each substance)
- Do you think that any of your friends will start smoking cigarettes or marijuana? Why or why not? What would you say to them? Do you think that he or she will want you to smoke as well? What would you say or do?
- Has anyone at your school (besides your friends) started smoking cigarettes or marijuana? Who were they?(probe : older students, cool people, etc) If yes, how do you feel about this? Have you ever said anything to them?
- What are some reasons to start smoking cigarettes?
- What are some reasons to smoke marijuana? (Probe on each substance)
- What are some reasons not to smoke cigarettes? (Listen for health reasons, makes hair and clothes smell, it is addictive, money, will make you perform poorly in sports, know someone who has died from a smoking-related disease)
- What are some reasons not to smoke marijuana? (Listen for similarities / differences in the above list)
- Do you ever think about cost?

Let's talk about what you say to parents about smoking tobacco or marijuana.

- Do you talk to your parents or guardian about smoking? What do you say? How do you talk to them? Do you talk to them about cigarettes or marijuana or both?
- For smokers, ask...If you smoke either cigarettes or marijuana, do your parents

know you smoke? Does this affect you talking to them about smoking?

- Do your parents or guardian ever talk to you about smoking? What do they say? How do you want them to talk to you about smoking (cigarettes, marijuana or both)?
- How is what you say to your parents about smoking different from what you say to your friends?

Access to Cigarettes / Marijuana

Let's talk about how you or your friends get access to tobacco or marijuana.

Ask of Tobacco Smokers Only:

- Where do you get your cigarettes?
- If from a friend – are they given to you? If yes, how old is the friend that gives them to you? Do you know how that friend gets them?
- Do you buy single cigarettes? If yes, how much?
- Do you ever get cigarettes from someone you live with ? (listen for: take from siblings, parents).
- If from a store – do you buy them yourself from a store? If yes, are you ever asked for ID? Are you ever refused a sale? Would you try to buy from any store or only certain ones? Why?
- Do you ask someone to buy them for you? Do you pay more if you ask someone to buy them for you?
- Do you consider yourself a role model to your younger brothers and sisters or relatives (others)?
- Do you ever smoke (probe for each substance) around your brothers / sisters, relatives or others? Why or why not?

Ask of both Smokers and Non-Smokers:

- Have you ever been asked to buy or get cigarettes or marijuana for younger kids? Did you? Why or why not?
- Do you believe that by giving or buying kids cigarettes / marijuana you could be getting a kid hooked on a harmful drug? What are your feelings on this? Does it affect you? Why or why not?
- How easy do you think it is to get cigarettes? Is it easier to get marijuana?
- How old do you have to be in your province to legally be sold cigarettes? *(19 in Ontario and Nova Scotia, 18 in Quebec and Saskatchewan)*

Ask of Marijuana Smokers:

- How do you get marijuana? Who do you get it from (probe friends, older person)?

- Do you also smoke tobacco? Which do you prefer? Why? Do you ever smoke tobacco and marijuana together?

Ask of non-smokers:

- If no, why haven't you tried smoking pot? Do you think that you will in the future? Why or why not?

Ask of both Groups:

- Do you think that smoking marijuana is legal? (or not?) Does it make a difference to you? Is it a reason not to use it or try it?
- Do you know of anybody who has ever been charged with a marijuana offense? What happened?

Let's talk about your feelings on smoking, school and sports.

- Do you think that smoking marijuana affects your (or people in general) performance at school or in after-school activities? Do you that smoking cigarettes affects your performance at school or in after-school activities? How so?
- Do you think that smoking marijuana has affected your relationships (e.g. friends, family)? Do they think that smoking cigarettes has affected your relationships (e.g. friends, family)? How so?

- When you hear the message Go Smoke Free, do you think of cigarettes, or marijuana or both? Do you like to get the message about smoking cigarettes and marijuana at the same time or in separate messages? Do you have any messages you like?

Focus on Second-Hand Smoke (Both Groups)

We are now going to talk about second-hand smoke for a few minutes.

- Do you know about second-hand smoke? What do you know about it?
- How do you feel about second-hand smoke? Does it ever affect you? How so?
- What does second-hand smoke mean to you? Do you think that it is only tobacco smoke or marijuana smoke or both? Why or why not?
- Is second-hand smoke a problem for you or not a problem? Why? Why not?
- Have you ever been exposed to second hand smoke? If so, where?
- How do you deal with second-hand smoke (Listen for: Leave, complain, start smoking, etc.)? What do you say?
- Do you deal with it differently, depending on who is smoking (e.g. parents vs. friends vs. stranger)? Why?
- Do you ever avoid places with second-hand smoke from cigarettes or marijuana? Why or why not? What did you do or say when you avoided the second-hand smoke?
- How do you feel about avoiding areas where there is second-hand smoke from cigarettes or marijuana?
- Do you have any rules in your house about smoking? Are people allowed to smoke in your house? In your car? Is this different for cigarettes or marijuana?
- If people smoke in your house or car do you say anything to them? What do you say? If no, why do you not say anything?
- What do you think about driving while under the influence of marijuana? Do you think that there are risks and consequences involved?

Focus on Media / Image

Let's talk about the media for a few moments.

- Do you ever see tobacco shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?
- Do you ever see marijuana shown in a cool (positive) way? Do you see it shown in a negative way? Where do you see it? How is it normally shown? How do you feel about it?

- How does it make you feel when you see one of your favourite celebrities/ stars smoking cigarettes or marijuana in a movie or on TV? Does it make smoking 'cool' or attractive? Or does it make it look gross and disgusting?

- Do you ever talk to your friends about how smoking (cigarettes, marijuana or both) looks? What would you say to them?

Stress Questions

Let's talk about stress for a moment.

For 'Smokers' Group:

- What are some sources of stress in your life?
- Would you say that you smoke when you feel stressed? Do you smoke marijuana or cigarettes when you feel this way? How does it help you? (Probe: to relax, feel less stressed, during exams, when things go wrong, deal with relationships, problems with friends)
- Are there other ways you could deal with the stress? What are these ways?

For 'Non-smokers' Group:

- What are some sources of stress in your life?
- How do you deal with stress? What do you do? Who do you talk to?

Additional Questions (for both Smokers and Non-Smokers Group):

Let's talk about a few other issues now.

- Have you heard of the water-pipe/ hookah/ sheesha/ nargile/ hubble-bubble/ gouza? If no awareness, read the following:

"It is a tall container with water in it that the air bubbles through and it has long hoses coming out of it that people smoke through."

- Have you used it? Do you know people who have used it?
- Was it used to smoke tobacco or marijuana or both?
- Do you think it is less harmful than smoking cigarettes?

6. Wrap-Up (5 minutes)

- 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 04-215

GUIDE DE DISCUSSION – JEUNES DE 10 À 12

1. Présentation de l'animateur et du projet (10 minutes)

Merci de vous être présentés ce soir. Mon nom est Isabelle Tanguay. Je travaille pour une compagnie de recherche indépendante. Santé Canada a retenu nos services afin de les aider à comprendre ce que vous pensez du fait de fumer.

Avant de commencer, j'aimerais souligner que je fais un enregistrement audio de notre conversation ce soir, parce qu'il est difficile pour moi d'écouter, d'animer la discussion, de formuler mes questions et de prendre des notes en même temps. Je réécoute les bandes après les groupes de façon à analyser vos réponses et à rédiger un rapport pour Santé Canada. Vous noterez aussi qu'il y a derrière moi un miroir unidirectionnel, et qu'il y a des gens de Santé Canada en arrière. Ils sont tout simplement ici pour écouter et apprendre.

La discussion est anonyme et complètement confidentielle. Je ne vous demanderai que votre prénom, de façon à pouvoir vous nommer mais cela sera tout. Quand j'écris le rapport pour Santé Canada, j'écris seulement vos opinions. Je n'inclus pas votre nom. Il est important que vous sachiez que vos parents ou tuteurs ne sont pas derrière le miroir, et que l'information que nous allons obtenir ce soir ne sera pas partagée avec eux.

Comme je l'ai mentionné tout à l'heure, aujourd'hui nous allons parler du fait de fumer. Nous allons parler du tabac et de la marijuana. Autrement dit, nous allons parler de cigarette ou de tabac et de marijuana ou de pot. Soyez tout à fait francs dans vos opinions. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses, et l'opinion de chacun compte.

La durée de la discussion sur le tabac et la marijuana va durer environ 90 minutes, ou une heure et demi. Ça va se dérouler comme ceci: je vais poser des questions au groupe, et vous n'avez pas à lever la main pour répondre (comme à l'école); dites tout simplement vos réponses. Mais parce que je veux entendre ce que chacun de vous a à dire, je veux que vous parliez un à la fois. Ne pensez pas que je vous 'harcèle', je veux juste m'assurer que tout le monde s'implique. Si vous avez besoin d'aller aux toilettes, dites-le moi et aller voir l'hôtesse qui va vous montrer où elles sont. Si vous devez partir plus tôt, dites-le moi aussi et aller voir la réceptionniste. Vous allez recevoir votre montant d'argent de l'hôtesse en partant. Encore une fois, je veux vous rappeler que vos réponses ne seront partagées avec personne d'autre que Santé Canada, dont quelques représentants sont derrière le miroir.

Avez-vous des questions avant que nous commencions?

2. Présentation des participants (5 minutes)

Avant d'entrer dans le vif du sujet, veuillez vous présenter en me donnant votre prénom et en me disant ce que vous aimez faire dans vos moments de loisirs, quelle est votre matière préférée à l'école et quelle est votre émission de télévision préférée.

3. ***Discussion générale sur les informations disponibles sur le tabagisme/sur le tabagisme/sur la fumée secondaire/sur la consommation de marijuana (30 à 40 minutes)***

J'aimerais commencer ce soir avec une discussion générale sur la consommation de cigarettes et la consommation de marijuana (pot).

Pour débuter, j'aimerais savoir quel(s) mot(s) vous utilisez pour marijuana? Ceci pour être certains qu'on est sur la même longueur d'ondes durant la discussion. OK, ce soir nous allons utiliser le terme marijuana pour nous référer à (répéter certains des mots/termes utilisés par les participants).

- Qu'est-ce que ça veut dire d'être **fumeur** pour vous? (Approfondir: tabac, marijuana, les deux, et tous les jours, occasionnellement, socialement, ont seulement essayé, n'ont jamais rien fumé.)
- Qu'est-ce que ça veut dire d'être **non-fumeur** pour vous?
- Comment vous sentez-vous par rapport à la fumée du tabac ou au fait de fumer le tabac? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Comment vous sentez-vous par rapport à la fumée de la marijuana ou au fait de fumer la marijuana? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Dites-moi ce que vous savez de la marijuana. Est-ce que c'est comme fumer du tabac ou est-ce que c'est différent? Pourquoi ou pourquoi pas? Pensez-vous qu'un des deux est moins dommageable/nocif que l'autre? Lequel des deux?
- Quelle image associez-vous au tabac? Est-ce que cette image est importante pour vous?
- Quelle image associez-vous à la marijuana? (généralement fumer le tabac est perçu négativement… qu'en est-il du fait de fumer la marijuana?) Est-ce que cette image est importante pour vous?
- Connaissez-vous des gens qui fument la cigarette (porter attention: amis, frère/sœur, parents)? Est-ce qu'ils fument la cigarette ou la marijuana? Fument-ils beaucoup? Que pensez-vous de ça? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Connaissez-vous des gens qui fument la marijuana (porter attention: amis, frère/sœur, parents)? Est-ce qu'ils fument la cigarette et la marijuana? Fument-ils beaucoup? Que pensez-vous de ça? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Est-ce qu'on vous a déjà offert des cigarettes? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce qu'on vous a déjà offert de la marijuana? Vous rappelez-vous la première fois que c'est arrivé?

- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Le fait de fumer affecte qui? **(Porter attention à toute discussion sur la consommation de marijuana afin de voir si elle est associée au fait de fumer) .**

Parlons de la fumée secondaire quelques minutes.

- Est-ce que vous savez ce qu'est la fumée secondaire? Qu'est-ce que vous en savez?
- Comment vous sentez-vous par rapport à la fumée secondaire? Est-ce qu'elle vous affecte? Comment?
- Qu'est-ce que la fumée secondaire veut dire pour vous? Pensez-vous que c'est seulement la fumée de cigarette ou la fumée de la marijuana ou les deux? Pensez-vous qu'il y a une différence entre la fumée de cigarette et la fumée de la marijuana? Pourquoi ou pourquoi pas?
- Est-ce que la fumée secondaire est un problème pour vous ou non? Pourquoi? Pourquoi pas?
- Avez-vous déjà été exposé à de la fumée secondaire? Si oui, où?
- De quelle façon composez-vous avec la fumée secondaire? **(Porter attention à des mots tels que: je quitte, je me plains, je commence à fumer, etc.)**
- Est-ce que vous agissez différemment selon la personne qui fume (parents ou amis par opposition à un étranger)? Pourquoi?

4. Réactions face aux messages (50 à 60 minutes)

Emphase sur les tactiques de prévention et sur la fumée secondaire

Nous avons parlé tout à l'heure du fait de se faire offrir des cigarettes ou de la marijuana. Parlons-en plus en détails (Approfondir pour les deux substances).

- Peut-être en avons-nous parlé plus tôt, mais est-ce que certains de vos amis ont commencé à fumer des cigarettes ou du pot? Est-ce qu'ils voulaient que vous fumiez aussi? Si oui, qu'est-ce que vous avez dit ou fait? Quelle était votre excuse pour ne pas fumer?
- Pensez-vous que certains de vos amis vont commencer à fumer la cigarette ou de la marijuana? Pourquoi ou pourquoi pas? Que leur diriez-vous? Pensez-vous qu'il/elle voudra aussi que vous fumiez? Qu'est-ce que vous diriez ou feriez?
- Y a-t-il des gens à votre école (en dehors de vos amis) qui ont commencé à fumer la cigarette ou de la marijuana? Qui sont-ils? (Approfondir: élèves plus vieux, personnes cool, etc.) Si oui, comment vous sentez-vous par rapport à ça? Leur avez-vous déjà dit quelque chose?
- Quelles seraient certaines des raisons pour commencer à fumer la cigarette? Quelles seraient certaines des raisons pour fumer la marijuana? **(Approfondir pour chaque substance)**
- Quelles seraient certaines des raisons pour ne pas fumer la cigarette? **(Porter attention : questions de santé, cheveux et vêtements qui sentent la fumée, crée**

de la dépendance, argent, peut provoquer de faibles performances sportives, connaissance de quelqu'un décédé d'une maladie liée au tabagisme)

- Quelles seraient certaines des raisons pour ne pas fumer la marijuana? **(Porter attention aux similarités/différences d'avec la liste ci-haut)**
- Pensez-vous des fois au coût?

Parlons maintenant de ce que vous dites à vos amis ou parents par rapport à la cigarette ou à la marijuana **(Approfondir les 2 substances)**

- Quand l'un de vos amis s'est mis à fumer des cigarettes ou de la marijuana, lui avez-vous dit quelque chose? Si oui, que lui avez-vous dit? Si non, que pensez-vous que vous lui diriez? Pourquoi lui avez-vous dit quelque chose / ne lui avez rien dit? **(Approfondir pour chaque substance)**
- Parlez-vous du fait de fumer avec vos parents ou vos tuteurs? Que dites-vous? Comment leur parlez-vous? Leur parlez-vous de cigarettes ou de marijuana ou des deux?
- Si vous fumez la cigarette ou de la marijuana, est-ce que vos parents savent que vous fumez? Est-ce que cela vous affecte de leur parler de ça?
- Est-ce que vos parents ou vos tuteurs vous parlent du fait de fumer? Que disent-ils? Comment voulez-vous qu'ils vous parlent de ça (cigarettes, marijuana ou les deux)?
- Que dites-vous ou ne dites pas à vos parents par rapport au fait de fumer que vous dites ou ne dites pas à vos amis?

Parlons de la fumée secondaire plus en détails.

- Est-ce que vous évitez les endroits où il y a de la fumée secondaire de cigarette ou de marijuana? Pourquoi ou pourquoi pas? Qu'avez-vous dit ou fait quand vous avez évité la fumée secondaire?
- Que pensez-vous du fait d'éviter les endroits où il y a de la fumée secondaire causée par la cigarette ou de la marijuana?
- Y a-t-il des règles dans votre maison par rapport à la fumée? Est-ce que les gens ont le droit de fumer dans votre maison? Dans la voiture? Est-ce que c'est différent pour les cigarettes ou la marijuana?
- Si des gens fument dans votre maison ou dans l'auto, leur dites-vous quelque chose? Que dites-vous? Si non, pourquoi ne dites-vous rien?

Parlons de vos sentiments face au tabagisme et à la marijuana, l'école et les sports.

- Pensez-vous que fumer la marijuana affecterait votre performance à l'école ou dans les activités parascolaires? Pensez-vous que fumer la cigarette affecterait votre performance à l'école ou dans les activités parascolaires? Comment?
- Pensez-vous que fumer la marijuana affecterait vos relations (i.e. amis, famille)? Pensez-vous que fumer la cigarette affecterait vos relations (i.e. amis, famille)? Comment?
- Quand vous entendez le message Vivre sans fumée, pensez-vous à la cigarette, à la marijuana ou aux deux? Préférez-vous avoir le message concernant le tabagisme et la consommation de marijuana en même temps ou dans des messages séparés? Y a-t-il des messages que vous aimez?

Emphase sur les médias / l'image de soi

Parlons maintenant des médias (par exemple, la télévision et les films) et du fait de fumer pour quelques minutes.

- Voyez-vous des fois le tabac présenté d'une manière cool (positive)? Le voyez-vous des fois présenté d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Voyez-vous des fois la marijuana présentée d'une manière cool (positive)? La voyez-vous des fois présentée d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Comment vous sentez-vous quand vous voyez un de vos acteurs/actrices préférés fumer la cigarette ou de la marijuana dans un film ou à la télé? Est-ce que ça rend le fait de fumer 'cool', ou attrayant? Ou est-ce que ça rend le fait de fumer dégoûtant et dégueulasse?
- Parlez vous des fois avec vos amis à propos de ce que ça a l'air de fumer (cigarette, marijuana ou les deux))? Que leur dites-vous?

5. Conclusion (5 minutes)

- Avez-vous d'autres commentaires sur les choses que nous avons abordées ce soir?

Merci encore d'avoir pris le temps de venir ici aujourd'hui. Bonne fin de soirée.

PROJET 04-215

GUIDE DE DISCUSSION – JEUNES DE 13 À 15

1. Présentation de l'animateur et du projet (10 minutes)

Merci de vous être présentés ce soir. Mon nom est Isabelle Tanguay. Je travaille pour une compagnie de recherche indépendante. Santé Canada a retenu nos services afin de les aider à comprendre ce que vous pensez du fait de fumer.

Avant de commencer, j'aimerais souligner que je fais un enregistrement audio de notre conversation ce soir, parce qu'il est difficile pour moi d'écouter, d'animer la discussion, de formuler mes questions et de prendre des notes en même temps. Je réécoute les bandes après les groupes de façon à analyser vos réponses et à rédiger un rapport pour Santé Canada. Vous noterez aussi qu'il y a derrière moi un miroir unidirectionnel, et qu'il y a des gens de Santé Canada en arrière. Ils sont tout simplement ici pour écouter et apprendre.

La discussion est anonyme et complètement confidentielle. Je ne vous demanderai que votre prénom, de façon à pouvoir vous nommer mais cela sera tout. Quand j'écris le rapport pour Santé Canada, j'écris seulement vos opinions. Je n'inclus pas votre nom. Il est important que vous sachiez que vos parents ou tuteurs ne sont pas derrière le miroir, et que l'information que nous allons obtenir ce soir ne sera pas partagée avec eux.

Comme je l'ai mentionné tout à l'heure, aujourd'hui nous allons parler du fait de fumer. Nous allons parler du tabac et de la marijuana. Autrement dit, nous allons parler de cigarette ou de tabac et de marijuana ou de pot. Soyez tout à fait francs dans vos opinions. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses, et l'opinion de chacun compte.

La durée de la discussion sur le tabac et la marijuana va durer environ 90 minutes, ou une heure et demi. Ça va se dérouler comme ceci: je vais poser des questions au groupe, et vous n'avez pas à lever la main pour répondre (comme à l'école); dites tout simplement vos réponses. Mais parce que je veux entendre ce que chacun de vous a à dire, je veux que vous parliez un à la fois. Ne pensez pas que je vous 'harcèle', je veux juste m'assurer que tout le monde s'implique. Si vous avez besoin d'aller aux toilettes, dites-le moi et aller voir l'hôtesse qui va vous montrer où elles sont. Si vous devez partir plus tôt, dites-le moi aussi et aller voir la réceptionniste. Vous allez recevoir votre montant d'argent de l'hôtesse en partant. Encore une fois, je veux vous rappeler que vos réponses ne seront partagées avec personne d'autre que Santé Canada, dont quelques représentants sont derrière le miroir.

Avez-vous des questions avant que nous commencions?

2. Présentation des participants (5 minutes)

Avant d'entrer dans le vif du sujet, veuillez vous présenter en me donnant votre prénom et en me disant ce que vous aimez faire dans vos moments de loisirs, quelle est votre matière préférée à l'école et quelle est votre émission de télévision préférée.

3. Discussion générale sur les informations disponibles sur le tabagisme/sur le tabagisme/sur la fumée secondaire/sur la consommation de marijuana (30 à 40 minutes)

J'aimerais commencer ce soir avec une discussion générale sur la consommation de cigarettes et la consommation de marijuana (pot).

Pour débuter, j'aimerais savoir quel(s) mot(s) vous utilisez pour marijuana? Ceci pour être certains qu'on est sur la même longueur d'ondes durant la discussion. OK, ce soir nous allons utiliser le terme marijuana pour nous référer à (répéter certains des mots/termes utilisés par les participants).

- Qu'est-ce que ça veut dire d'être **fumeur** pour vous? (Approfondir: tabac, marijuana, les deux, et tous les jours, occasionnellement, socialement, ont seulement essayé, n'ont jamais rien fumé)
- Qu'est-ce que ça veut dire d'être **non-fumeur** pour vous?
- Comment vous sentez-vous par rapport à la fumée du tabac ou au fait de fumer le tabac? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Comment vous sentez-vous par rapport à la fumée de la marijuana ou au fait de fumer la marijuana? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention : questions de santé, parents/parenté/amis qui fument)**
- Dites-moi ce que vous savez de la marijuana. Est-ce que c'est comme fumer du tabac ou est-ce que c'est différent? Pourquoi ou pourquoi pas? Pensez-vous qu'un des deux est moins dommageable/nocif que l'autre? Lequel des deux?
- Quelle image associez-vous au tabac? Est-ce que cette image est importante pour vous?
- Quelle image associez-vous à la marijuana? (généralement fumer le tabac est perçu négativement… qu'en est-il du fait de fumer la marijuana?) Est-ce que cette image est importante pour vous?
- Connaissez-vous des gens qui fument la cigarette (porter attention: amis, frère/sœur, parents)? Est-ce qu'ils fument la cigarette ou la marijuana? Fument-ils beaucoup? Que pensez-vous de ça? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Connaissez-vous des gens qui fument la marijuana (porter attention: amis, frère/sœur, parents)? Est-ce qu'ils fument la cigarette ou la marijuana? Fument-ils beaucoup? Que pensez-vous de ça? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Avez-vous déjà essayé de fumer? Si oui, fumez-vous présentement? **(Porter attention à 'Je fume seulement du tabac' ou 'Je fume seulement la marijuana')** Quelles sont certaines des raisons pour lesquelles vous fumez? **(Porter attention: amis/parenté qui fument, média (i.e. 'Je le vois à la télé ou dans les films')**
- Où fumez-vous généralement? À quelle fréquence fumez-vous? Comment vous-procurez-vous vos cigarettes? Est-ce que vous fumez seul ou avec d'autres?
- Si ont essayé de fumer, mais ne fument pas présentement: Pourquoi avez-vous essayé de fumer? Pourquoi avez-vous décidé de ne pas continuer à fumer? **(Essayer de déterminer si les participants sont des fumeurs 'sociaux')**

- Est-ce qu'on vous a déjà offert des cigarettes? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce qu'on vous a déjà offert de la marijuana? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Demander aux fumeurs: est-ce que vous fumez dans les parties ou quand vous êtes avec des amis? (Approfondir: faire partie du groupe, bénéfices sociaux) Si oui, que fumez-vous généralement – cigarette, marijuana ou les deux?
- Le fait de fumer affecte qui? **(Porter attention à toute discussion sur la consommation de marijuana afin de voir si elle est associée au fait de fumer) .**

Parlons de la fumée secondaire quelques minutes.

- Est-ce que vous savez ce qu'est la fumée secondaire? Qu'est-ce que vous en savez?
- Comment vous sentez-vous par rapport à la fumée secondaire? Est-ce qu'elle vous affecte? Comment?
- Qu'est-ce que la fumée secondaire veut dire pour vous? Pensez-vous que c'est seulement la fumée de cigarette ou la fumée de la marijuana ou les deux? Pensez-vous qu'il y a une différence entre la fumée de cigarette et la fumée de la marijuana? Pourquoi ou pourquoi pas?
- Est-ce que la fumée secondaire est un problème pour vous ou non? Pourquoi? Pourquoi pas?
- Avez-vous déjà été exposé à de la fumée secondaire? Si oui, où?
- De quelle façon composez-vous avec la fumée secondaire? **(Porter attention à des mots tels que: je m'en vais, je me plains, je commence à fumer, etc.)**
- Est-ce que vous agissez différemment selon la personne qui fume (parents ou amis par opposition à un étranger)? Pourquoi?

4. Réactions face au message (50 à 60 minutes)

Emphase sur les tactiques de prévention et sur la fumée secondaire

Nous avons parlé tout à l'heure du fait de se faire offrir des cigarettes ou de la marijuana. Parlons-en plus en détails (Approfondir pour les deux substances).

- Peut-être en avons-nous parlé plus tôt, mais est-ce que certains de vos amis ont commencé à fumer des cigarettes ou de la marijuana ? Est-ce qu'ils voulaient que vous fumiez aussi? Si oui, qu'est-ce que vous avez dit ou fait? Avez-vous fumé? Si oui, quelle était votre raison pour fumer? Si non, quelle a été votre excuse pour ne pas fumer?

- Pensez-vous que certains de vos amis vont commencer à fumer la cigarette ou la marijuana? Pourquoi ou pourquoi pas? Que leur diriez-vous? Pensez-vous qu'il/elle voudra aussi que vous fumiez? Qu'est-ce que vous diriez ou feriez?
- Y a-t-il des gens à votre école (en dehors de vos amis) qui ont commencé à fumer la cigarette ou la marijuana? Qui sont-ils? (Approfondir: élèves plus vieux, personnes cool, etc.) Si oui, comment vous sentez-vous par rapport à ça? Leur avez-vous déjà dit quelque chose?
- Quelles seraient certaines des raisons pour commencer à fumer la cigarette? Quelles seraient certaines des raisons pour fumer la marijuana? **(Approfondir pour chaque substance)**
- Quelles seraient certaines des raisons pour ne pas fumer la cigarette? **(Porter attention: questions de santé, cheveux et vêtements qui sentent la fumée, crée de la dépendance, argent, peut provoquer de faibles performances sportives, connaissance de quelqu'un décédé d'une maladie liée au tabagisme)**
- Quelles seraient certaines des raisons pour ne pas fumer la marijuana? **(Porter attention aux similarités/différences d'avec la liste ci-haut)**
- Pensez-vous des fois au coût?

Parlons maintenant de ce que vous dites à vos amis ou parents par rapport à la cigarette ou à la marijuana **(Approfondir les 2 substances)**

- Quand l'un de vos amis s'est mis à fumer des cigarettes ou de la marijuana, lui avez-vous dit quelque chose? Si oui, que lui avez-vous dit? Si non, que pensez-vous que vous lui diriez? Pourquoi lui avez-vous dit quelque chose / ne lui avez rien dit? **(Approfondir pour chaque substance)**
- **Aux fumeurs, demander:** Quand vous vous êtes mis à fumer des cigarettes ou de la marijuana, est-ce que certains de vos amis vous ont dit quelque chose? Si oui, qu'ont-ils dit? Comment avez-vous réagi?
- Parlez-vous du fait de fumer avec vos parents ou vos tuteurs? Que dites-vous? Comment leur parlez-vous? Leur parlez-vous de cigarettes ou de marijuana ou des deux?
- **Aux fumeurs, demander:** Si vous fumez la cigarette ou de la marijuana, est-ce que vos parents savent que vous fumez? Est-ce que cela vous affecte de leur parler de ça?
- Est-ce que vos parents ou vos tuteurs vous parlent du fait de fumer? Que disent-ils? Comment voulez-vous qu'ils vous parlent de ça (cigarettes, marijuana ou les deux)?
- Que dites-vous ou ne dites pas à vos parents par rapport au fait de fumer que vous dites ou ne dites pas à vos amis?

Parlons de la fumée secondaire plus en détails.

- Est-ce que vous évitez les endroits où il y a de la fumée secondaire de cigarette ou de marijuana? Pourquoi ou pourquoi pas? Qu'avez-vous dit ou fait quand vous avez évité la fumée secondaire?
- Que pensez-vous du fait d'éviter les endroits où il y a de la fumée secondaire causée par la cigarette ou à la marijuana?

- Y a-t-il des règles dans votre maison par rapport à la fumée? Est-ce que les gens ont le droit de fumer dans votre maison? Dans l'auto ? Est-ce que c'est différent pour les cigarettes ou la marijuana?
- Si des gens fument dans votre maison ou dans l'auto, leur dites-vous quelque chose? Que dites-vous? Si non, pourquoi ne dites-vous rien?
- Que pensez-vous du fait de conduire sous l'influence de la marijuana? Pensez-vous qu'il y a des risques et des conséquences impliqués?

Parlons de vos sentiments face au tabagisme et à la marijuana, l'école et les sports.

- Pensez-vous que fumer la marijuana affecterait votre performance (ou celle des gens en général) à l'école ou dans les activités parascolaires? Pensez-vous que fumer la cigarette affecterait votre performance à l'école ou dans les activités parascolaires? Comment?
- Pensez-vous que fumer la marijuana a affecté vos relations (i.e. amis, famille)? Pensent-ils que fumer la cigarette a affecté vos relations? Comment?
- Quand vous entendez le message Vivre sans fumée, pensez-vous à la cigarette, à la marijuana ou aux deux? Préférez-vous avoir le message concernant le tabagisme et la consommation de marijuana en même temps ou dans des messages séparés? Y a-t-il des messages que vous aimez?

Emphase sur les médias / l'image de soi

Parlons maintenant des médias quelques instants.

- Voyez-vous des fois le tabac présenté d'une manière cool (positive)? Le voyez-vous des fois présenté d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Voyez-vous des fois la marijuana présentée d'une manière cool (positive)? La voyez-vous des fois présentée d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Comment vous sentez-vous quand vous voyez un de vos acteurs/actrices préférés fumer la cigarette ou de la marijuana dans un film ou à la télé? Est-ce que ça rend le fait de fumer 'cool', ou attrayant? Ou est-ce que ça rend le fait de fumer dégoûtant et dégueulasse?
- Parlez vous des fois avec vos amis à propos de ce que ça a l'air de fumer (cigarette, marijuana ou les deux))? Que leur dites-vous?

Accès aux cigarettes / marijuana

Parlons un peu de l'accès que vous et vos amis avez au tabac ou à la marijuana.

Aux fumeurs de tabac seulement, demander:

- Où vous procurez-vous vos cigarettes?
- Si c'est d'un ami – est-ce qu'il vous les donnent? Si oui, quel âge a l'ami qui vous donne les cigarettes? Savez-vous comment cet ami se les procure?

- Achetez-vous des cigarettes à l'unité ? Si oui, combien?
- Obtenez-vous des fois des cigarettes des gens avec qui vous vivez? (porter attention : des parents, des frères/sœurs)
- Si d'un magasin : Les achetez-vous vous-mêmes au magasin? Si oui, est-qu'on vous demande des pièces d'identité? Est-ce qu'on vous refuse des fois de vous en vendre? Est-ce que essayez d'en acheter dans n'importe quel magasin ou seulement dans certains? Pourquoi?
- Est-ce que vous demandez à quelqu'un de vous les acheter? Payez-vous plus cher quand vous demandez à quelqu'un de les acheter pour vous?

Aux fumeurs et aux non-fumeurs, demander:

- Pensez-vous que c'est facile de se procurer des cigarettes? Est-ce que c'est plus facile se procurer de la marijuana?
- Quel âge devez-vous avoir au Québec pour qu'on ait le droit de vous vendre des cigarettes? (18)

Aux fumeurs de marijuana, demander:

- Où vous procurez-vous votre marijuana? De qui vous la procurez-vous? (Approfondir: amis, personnes plus âgées)
- Fumez-vous aussi la cigarette? Lequel préférez-vous? Pourquoi? Fumez-vous du tabac et de la marijuana ensemble?

Aux non-fumeurs de marijuana, demander:

- Pourquoi n'avez-vous pas essayé de fumer la marijuana? Pensez-vous que vous allez essayer dans le futur? Pourquoi ou pourquoi pas?

Demander aux 2 groupes:

- Pensez-vous que fumer la marijuana est légal ou non? Est-ce ça fait une différence pour vous? Est-ce que c'est une raison pour ne pas en consommer ou ne pas essayer d'en fumer?
- Connaissez-vous des gens qui se sont fait accuser d'une infraction liée à la marijuana? Qu'est-il arrivé?

6. Conclusion (5 minutes)

- Avez-vous d'autres commentaires sur les choses que nous avons abordées ce soir?

Merci encore d'avoir pris le temps de venir ici aujourd'hui. Bonne fin de soirée.

PROJET 04-215

GUIDE DE DISCUSSION – JEUNES DE 16 À 19

1. Présentation de l'animateur et du projet (10 minutes)

Merci de vous être présentés ce soir. Mon nom est Isabelle Tanguay. Je travaille pour une compagnie de recherche indépendante. Santé Canada a retenu nos services afin de les aider à comprendre ce que vous pensez du fait de fumer.

Avant de commencer, j'aimerais souligner que je fais un enregistrement audio de notre conversation ce soir, parce qu'il est difficile pour moi d'écouter, d'animer la discussion, de formuler mes questions et de prendre des notes en même temps. Je réécoute les bandes après les groupes de façon à analyser vos réponses et à rédiger un rapport pour Santé Canada. Vous noterez aussi qu'il y a derrière moi un miroir unidirectionnel, et qu'il y a des gens de Santé Canada en arrière. Ils sont tout simplement ici pour écouter et apprendre.

La discussion est anonyme et complètement confidentielle. Je ne vous demanderai que votre prénom, de façon à pouvoir vous nommer mais cela sera tout. Quand j'écris le rapport pour Santé Canada, j'écris seulement vos opinions. Je n'inclus pas votre nom. Il est important que vous sachiez que vos parents ou tuteurs ne sont pas derrière le miroir, et que l'information que nous allons obtenir ce soir ne sera pas partagée avec eux.

Comme je l'ai mentionné tout à l'heure, aujourd'hui nous allons parler du fait de fumer. Nous allons parler du tabac et de la marijuana. Autrement dit, nous allons parler de cigarette ou de tabac et de marijuana ou de pot. Soyez tout à fait francs dans vos opinions. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses, et l'opinion de chacun compte.

La durée de la discussion sur le tabac et la marijuana va durer environ 90 minutes, ou une heure et demi. Ça va se dérouler comme ceci : je vais poser des questions au groupe, et vous n'avez pas à lever la main pour répondre (comme à l'école); dites tout simplement vos réponses. Mais parce que je veux entendre ce que chacun de vous a à dire, je veux que vous parliez un à la fois. Ne pensez pas que je vous 'harcèle', je veux juste m'assurer que tout le monde s'implique. Si vous avez besoin d'aller aux toilettes, dites-le moi et aller voir l'hôtesse qui va vous montrer où elles sont. Si vous devez partir plus tôt, dites-le moi aussi et aller voir la réceptionniste. Vous allez recevoir votre montant d'argent de l'hôtesse en partant. Encore une fois, je veux vous rappeler que vos réponses ne seront partagées avec personne d'autre que Santé Canada, dont quelques représentants sont derrière le miroir.

Avez-vous des questions avant que nous commencions?

2. Présentation des participants (5 minutes)

Avant d'entrer dans le vif du sujet, veuillez vous présenter en me donnant votre prénom et en me disant ce que vous aimez faire dans vos moments de loisirs, si vous allez à l'école ou si vous travaillez, et quelle est votre émission de télévision préférée.

3. Discussion générale sur les informations disponibles sur le tabagisme/sur le tabagisme/sur la fumée secondaire/sur la consommation de marijuana (30 à 40 minutes)

J'aimerais commencer ce soir avec une discussion générale sur la consommation de cigarettes et la consommation de marijuana (pot).

Pour débuter, j'aimerais savoir quel(s) mot(s) vous utilisez pour marijuana? Ceci pour être certains qu'on est sur la même longueur d'ondes durant la discussion. OK, ce soir nous allons utiliser le terme marijuana pour nous référer à (répéter certains des mots/termes utilisés par les participants).

Aux fumeurs, demander:

- Qu'est-ce que ça veut dire d'être **fumeur** pour vous? (Approfondir: tabac, marijuana, les deux, et tous les jours, occasionnellement, socialement, ont seulement essayé, n'ont jamais rien fumé)
- Qu'est-ce que ça veut dire d'être **non-fumeur** pour vous?
- Comment vous sentez-vous par rapport à la fumée et au fait de fumer le tabac? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention : questions de santé, parents/parenté/amis qui fument)**
- Dites-moi ce que vous savez de la marijuana. Est-ce que c'est comme fumer du tabac ou est-ce que c'est différent? Pourquoi ou pourquoi pas? Pensez-vous qu'un des deux est moins dommageable/nocif que l'autre? Lequel des deux?
- Comment vous sentez-vous par rapport à la fumée de la marijuana ou au fait de fumer la marijuana? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Quelle image associez-vous au tabac? Est-ce que cette image est importante pour vous?
- Quelle image associez-vous à la marijuana? (généralement fumer le tabac est perçu négativement… qu'en est-il du fait de fumer la marijuana?) Est-ce que cette image est importante pour vous?
- Connaissez-vous des gens qui fument (porter attention: amis, frère/sœur, parents)? Est-ce qu'ils fument la cigarette ou la marijuana? Fument-ils beaucoup? Que pensez-vous de ça? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Avez-vous déjà essayé de fumer? Si oui, fumez-vous présentement? **(Porter attention à 'Je fume seulement du tabac' ou 'Je fume seulement la marijuana')** Quelles sont certaines des raisons pour lesquelles vous fumez? **(Porter attention: amis/parenté qui fument, média (i.e. 'Je le vois à la télé ou dans les films')**
- Où fumez-vous généralement? À quelle fréquence fumez-vous? Comment vous-procurez-vous vos cigarettes? Est-ce que vous fumez seul ou avec d'autres?
- Si ont essayé de fumer, mais ne fument pas présentement: Pourquoi avez-vous essayé de fumer? Pourquoi avez-vous décidé de ne pas continuer à fumer? **(Essayer de déterminer si les participants sont des fumeurs 'sociaux')**
- Est-ce qu'on vous a déjà offert des cigarettes? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?

- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce qu'on vous a déjà offert de la marijuana? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce que vous fumez dans les party ou quand vous êtes avec des amis? (Approfondir: faire partie du groupe, bénéfices sociaux) Si oui, que fumez-vous généralement – cigarette, marijuana ou les deux?
- Le fait de fumer affecte qui? **(Porter attention à toute discussion sur la consommation de marijuana afin de voir si elle est associée au fait de fumer) .**

Aux non-fumeurs, demander:

- Qu'est-ce que ça veut dire d'être **fumeur** pour vous? (approfondir: tabac, marijuana, les deux, et tous les jours, occasionnellement, socialement, ont seulement essayé, n'ont jamais rien fumé)
- Qu'est-ce que ça veut dire d'être **non-fumeur** pour vous?
- Comment vous sentez-vous par rapport à la fumée et au fait de fumer le tabac? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Dites-moi ce que vous savez de la marijuana. Est-ce que c'est comme fumer du tabac ou est-ce que c'est différent? Pourquoi ou pourquoi pas? Pensez-vous qu'un des deux est moins dommageable/nocif que l'autre? Lequel des deux?
- Comment vous sentez-vous par rapport à la fumée de la marijuana ou au fait de fumer la marijuana? (Approfondir: c'est dégueulasse, c'est cool, c'est mauvais pour la santé, etc.) Est-ce que le fait de fumer est un problème pour vous ou non? Pourquoi ou pourquoi pas? **(Porter attention: questions de santé, parents/parenté/amis qui fument)**
- Quelle image associez-vous au tabac? Est-ce que cette image est importante pour vous?
- Quelle image associez-vous à la marijuana? (généralement fumer le tabac est perçu négativement… qu'en est-il du fait de fumer la marijuana?) Est-ce que cette image est importante pour vous?
- Connaissez-vous des gens qui fument? Est-ce qu'ils fument la cigarette ou la marijuana? Comment le fait de fumer les affecte-t-ils et comment cela affecte-t-il leurs vies?
- Avez-vous déjà essayé de fumer? Si oui, fumez-vous présentement? **(Porter attention à 'Je fume seulement du tabac' ou 'Je fume seulement la marijuana')** Quelles sont certaines des raisons pour lesquelles vous fumez? **(Porter attention: amis/parenté qui fument, média (i.e. 'Je le vois à la télé ou dans les films')**
- Si ont essayé de fumer, mais ne fument pas présentement : Pourquoi avez-vous essayé de fumer? Pourquoi avez-vous décidé de ne pas continuer à fumer? **(Essayer de déterminer si les participants sont des fumeurs 'sociaux')**

- Est-ce qu'on vous a déjà offert des cigarettes? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce qu'on vous a déjà offert de la marijuana? Vous rappelez-vous la première fois que c'est arrivé?
- Où étiez-vous? Avez qui étiez-vous? Qu'avez-vous fait? Qu'avez-vous dit?
- Vous sentiez-vous encouragé à fumer/sous pression (i.e. si quelqu'un que vous trouvez vraiment «cool» fumait près de vous ou vous offrait de fumer?) Qu'avez-vous dit? Si non, que pensez-vous que vous diriez?
- Est-ce que vous fumez dans les party ou quand vous êtes avec des amis? (Approfondir: faire partie du groupe, bénéfices sociaux) Si oui, que fumez-vous généralement – cigarette, marijuana ou les deux?
- Le fait de fumer affecte qui? **(Porter attention à toute discussion sur la consommation de marijuana afin de voir si elle est associée au fait de fumer) .**

Emphase sur la fumée secondaire (Les 2 groupes)

Parlons de la fumée secondaire quelques minutes (les deux groupes).

- Est-ce que vous savez ce qu'est la fumée secondaire? Qu'est-ce que vous en savez?
- Comment vous sentez-vous par rapport à la fumée secondaire? Est-ce qu'elle vous affecte? Comment?
- Qu'est-ce que la fumée secondaire veut dire pour vous? Pensez-vous que c'est seulement la fumée de cigarette ou la fumée de la marijuana ou les deux? Pensez-vous qu'il y a une différence entre la fumée de cigarette et la fumée de la marijuana? Pourquoi ou pourquoi pas?
- Est-ce que la fumée secondaire est un problème pour vous ou non? Pourquoi? Pourquoi pas?
- Avez-vous déjà été exposé à de la fumée secondaire? Si oui, où?
- De quelle façon composez-vous avec la fumée secondaire? **(Porter attention à des mots tels que: je quitte, je me plains, je commence à fumer, etc.)**
- Est-ce que vous agissez différemment selon la personne qui fume (parents ou amis par opposition à un étranger)? Pourquoi?

4. Réactions face au message (50 à 60 minutes)

Emphase sur les tactiques de prévention et sur la fumée secondaire (les questions vont être posées aux 2 groupes fumeurs et non-fumeurs; les questions spécifiques aux fumeurs ont été mises en évidence).

Nous avons parlé tout à l'heure du fait de se faire offrir des cigarettes ou de la marijuana. Parlons-en plus en détails (Approfondir pour les deux substances).

- Peut-être en avons-nous parlé plus tôt, mais est-ce que certains de vos amis ont commencé à fumer la cigarette ou la marijuana ? Est-ce qu'ils voulaient que vous fumiez aussi? Si oui, qu'est-ce que vous avez dit ou fait? Avez-vous fumé? Si oui, quelle était votre raison pour fumer? Si non, quelle a été votre excuse pour ne pas fumer?
- Pensez-vous que certains de vos amis vont commencer à fumer la cigarette ou la marijuana? Pourquoi ou pourquoi pas? Que leur diriez-vous? Pensez-vous qu'il/elle voudra aussi que vous fumiez? Qu'est-ce que vous diriez ou feriez?
- Y a-t-il des gens à votre école (en dehors de vos amis) qui ont commencé à fumer la cigarette ou la marijuana? Qui sont-ils? (Approfondir: élèves plus vieux, personnes cool, etc.) Si oui, comment vous sentez-vous par rapport à ça? Leur avez-vous déjà dit quelque chose?
- Quelles seraient certaines des raisons pour commencer à fumer la cigarette? Quelles seraient certaines des raisons pour fumer la marijuana? **(Approfondir pour chaque substance)**
- Quelles seraient certaines des raisons pour ne pas fumer la cigarette? **(Porter attention: questions de santé, cheveux et vêtements qui sentent la fumée, crée de la dépendance, argent, peut provoquer de faibles performances sportives, connaissance de quelqu'un décédé d'une maladie liée au tabagisme)**
- Quelles seraient certaines des raisons pour ne pas fumer la marijuana? **(Porter attention aux similarités/différences d'avec la liste ci-haut)**
- Pensez-vous des fois au coût?

Parlons maintenant de ce que vous dites à vos amis ou parents par rapport à la cigarette ou à la marijuana **(Approfondir les 2 substances)**

- Quand l'un de vos amis s'est mis à fumer des cigarettes ou de la marijuana, lui avez-vous dit quelque chose? Si oui, que lui avez-vous dit? Si non, que pensez-vous que vous lui diriez? Pourquoi lui avez-vous dit quelque chose / ne lui avez rien dit? **(Approfondir pour chaque substance)**
- **Aux fumeurs, demander:** Quand vous vous êtes mis à fumer des cigarettes ou de la marijuana, est-ce que certains de vos amis vous ont dit quelque chose? Si oui, qu'ont-ils dit? Comment avez-vous réagi?
- Parlez-vous du fait de fumer avec vos parents ou vos tuteurs? Que dites-vous? Comment leur parlez-vous? Leur parlez-vous de cigarettes ou de marijuana ou des deux?
- **Aux fumeurs, demander:** Si vous fumez la cigarette ou de la marijuana, est-ce que vos parents savent que vous fumez? Est-ce que cela vous affecte de leur parler de ça?
- Est-ce que vos parents ou vos tuteurs vous parlent du fait de fumer? Que disent-ils? Comment voulez-vous qu'ils vous parlent de ça (cigarettes, marijuana ou les deux)?
- Que dites-vous ou ne dites pas à vos parents par rapport au fait de fumer que vous dites ou ne dites pas à vos amis?

Parlons de la fumée secondaire plus en détails.

- Est-ce que vous évitez les endroits où il y a de la fumée secondaire de cigarette ou de marijuana? Pourquoi ou pourquoi pas? Qu'avez-vous dit ou fait quand vous avez évité la fumée secondaire?
- Que pensez-vous du fait d'éviter les endroits où il y a de la fumée secondaire due à la cigarette ou à la marijuana?
- Y a-t-il des règles dans votre maison par rapport à la fumée? Est-ce que les gens ont le droit de fumer dans votre maison? Dans l'auto? Est-ce que c'est différent pour les cigarettes ou la marijuana?
- Si des gens fument dans votre maison ou dans l'auto, leur dites-vous quelque chose? Que dites-vous? Si non, pourquoi ne dites-vous rien?
- Que pensez-vous du fait de conduire sous l'influence de la marijuana? Pensez-vous qu'il y a des risques et des conséquences ?

Parlons de vos sentiments face au tabagisme et à la marijuana, l'école et les sports.

- Pensez-vous que fumer la marijuana affecterait votre performance (ou celle des gens en général) à l'école ou dans les activités parascolaires? Pensez-vous que fumer la cigarette affecterait votre performance à l'école ou dans les activités parascolaires? Comment?
- Pensez-vous que fumer la marijuana a affecté vos relations (i.e. amis, famille)? Pensent-ils que fumer la cigarette a affecté vos relations? Comment?
- Quand vous entendez le message Vivre sans fumée, pensez-vous à la cigarette, à la marijuana ou aux deux? Préférez-vous avoir le message concernant le tabagisme et la consommation de marijuana en même temps ou dans des messages séparés? Y a-t-il des messages que vous aimez?

Emphase sur les médias / l'image de soi

Parlons maintenant des médias quelques instants.

- Voyez-vous des fois le tabac présenté d'une manière cool (positive)? Le voyez-vous des fois présenté d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Voyez-vous des fois la marijuana présentée d'une manière cool (positive)? La voyez-vous des fois présentée d'une manière négative? Où voyez-vous cela? Comment est-ce que c'est présenté normalement? Comment vous sentez-vous par rapport à ça?
- Comment vous sentez-vous quand vous voyez un de vos acteurs/actrices préférés fumer la cigarette ou de la marijuana dans un film ou à la télé? Est-ce que ça rend le fait de fumer 'cool', ou attrayant? Ou est-ce que ça rend le fait de fumer dégoûtant et dégueulasse?
- Parlez vous des fois avec vos amis à propos de ce que ça a l'air de fumer (cigarette, marijuana ou les deux) ? Que leur dites-vous?

Accès aux cigarettes / marijuana

Parlons un peu de l'accès que vous et vos amis avez au tabac ou à la marijuana.

Aux fumeurs de tabac seulement, demander:

- Où vous procurez-vous vos cigarettes?
- Si c'est d'un ami – est-ce qu'il vous les donnent? Si oui, quel âge a l'ami qui vous donne les cigarettes? Savez-vous comment cet ami se les procure?
- Achetez-vous des cigarettes à l'unité? Si oui, combien?
- Obtenez-vous des fois des cigarettes des gens avec qui vous vivez? (porter attention: des parents, des frères/sœurs)
- Si d'un magasin: Les achetez-vous vous-mêmes au magasin? Si oui, est-qu'on vous demande des pièces d'identité? Est-ce qu'on vous refuse des fois de vous en vendre? Est-ce que essayez d'en acheter dans n'importe quel magasin ou seulement dans certains? Pourquoi?
- Est-ce que vous demandez à quelqu'un de vous les acheter? Payez-vous plus cher quand vous demandez à quelqu'un de les acheter pour vous?

Aux fumeurs et aux non-fumeurs, demander:

- Pensez-vous que c'est facile de se procurer des cigarettes? Est-ce que c'est plus facile se procurer de la marijuana?
- Quel âge devez-vous avoir au Québec pour qu'on ait le droit de vous vendre des cigarettes? (18)

Aux fumeurs de marijuana, demander :

- Où vous procurez-vous votre marijuana? De qui vous la procurez-vous? (Approfondir: amis, personnes plus âgées)
- Fumez-vous aussi la cigarette? Lequel préférez-vous? Pourquoi? Fumez-vous du tabac et de la marijuana ensemble?

Aux non-fumeurs de marijuana, demander:

- Pourquoi n'avez-vous pas essayé de fumer la marijuana? Pensez-vous que vous allez essayer dans le futur? Pourquoi ou pourquoi pas?

Demander aux 2 groupes:

- Pensez-vous que fumer la marijuana est légal ou non? Est-ce ça fait une différence pour vous? Est-ce que c'est une raison pour ne pas en consommer ou ne pas essayer d'en fumer?
- Connaissez-vous des gens qui se sont fait accuser d'une infraction liée à la marijuana? Qu'est-il arrivé?

Questions de stress

Parlons du stress un moment.

Pour le groupe des fumeurs:

- Quelles sont les sources de stress dans votre vie?
- Diriez-vous que vous fumez lorsque vous êtes stressés? Fumez-vous la cigarette ou la marijuana quand vous vous sentez comme ça? Comment est-ce que ça vous aide? (Approfondir: pour relaxer, se sentir moins stressé, pour les examens, quand les choses vont mal, pour composer avec les relations, pour les problèmes avec les amis)
- Y a-t-il d'autres choses qui vous aideraient à composer avec le stress? Lesquelles?

Pour le groupe des non-fumeurs:

- Quelles sont les sources de stress dans votre vie?
- Comment composez-vous avec le stress? Que faites-vous? À qui parlez-vous?

Questions additionnelles (pour les 2 groupes)

Parlons d'autres sujets maintenant.

- Avez-vous entendu parler de pipe-à-eau/ hookah/ sheesha/ nargile/ hubble-bubble/ gouza? Si aucune notoriété, lire ceci:

«C'est un long tube avec de l'eau à travers duquel l'eau fait des bulles et qui possède un long tuyau qui permet aux gens de fumer.»

- L'avez-vous déjà utilisé? Connaissez-vous des gens qui l'ont utilisé?
- Était-il utilisé pour fumer du tabac ou de la marijuana ou les deux?
- Pensez-vous que c'est moins nocif que de fumer la cigarette?

7. Conclusion (5 minutes)

- Avez-vous d'autres commentaires sur les choses que nous avons abordées ce soir?

Merci encore d'avoir pris le temps de venir ici aujourd'hui. Bonne fin de soirée.