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QUALITATIVE RESEARCH TESTING OF 'ON THE ROAD TO QUITTING' AND 'MAKE YOUR HOME AND CAR SMOKE-FREE: A GUIDE TO PROTECTING YOUR FAMILY FROM SECOND-HAND SMOKE ' BOOKLETS WITH THEIR TARGET AUDIENCE

FINAL

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INTRODUCTION

Background

Health Canada's 'On the Road to Quitting Booklet' is a self-help resource that is designed to help adult smokers prepare and take action to successfully stop smoking. The booklet is a shorter version of the Health Canada's online "On the Road to Quitting" program. The program is based on the Prochaska and DiClemente behavioural model (stages of change) and is designed for the adult population.

The booklet…

- features evidence-based strategies to deal with obstacles and build motivation and skills;
- helps individuals to plan and carry-out quit attempts;
- provides information on effective methods for quitting;
- provides strategies to help individuals remain smoke-free; and,
- provides referral to other sources of information (ex. helplines) and resources on quitting.

A second guide book, 'Make Your Home And Car Smoke-Free: A Guide To Protecting Your Family From Second-Hand Smoke' has been designed for parents to provide them with information on the dangers of second-hand smoke in the home and car, and what they can do to reduce/eliminate their children's exposure. It features the health effects of second-hand smoke on children, misconceptions about eliminating second-hand smoke in the home and car, provides parents with ideas on how to make their home smoke-free and provides information on how to work together as a family.

Research was designed to evaluate the effectiveness of both booklets. Based on the results of this testing:

- the content of 'Make your home and car smoke-free" could be revised before the first version is printed
- the next version of 'On The Road To Quitting' could be modified to best suit the needs of the appropriate audience.

Research Objectives

The overall objective of this research was to evaluate the creative designs, the language and the messaging of both booklets. Specifically, the testing was intended to aid in determining the effectiveness, fit and appeal of the creative and the messages to the target audience. The motivational impact of the materials was also qualitatively evaluated to determine if the look of the booklet entices an individual to read the material, and if the material leads someone to thinking about changing their behaviour.

The research will be used to gauge target audience reaction to the print material designed around helping people to quit smoking or reduce the exposure of children to SHS and to obtain insights on how to improve the potential impact these materials will have.

A secondary objective was to gather insights on 40-54 year olds' attitudes, knowledge and behaviours with regard to quitting smoking as well as parents' attitudes, knowledge and behaviours with regards to SHS. This may include their attitudes to the barriers to quitting smoking, what resources might help them quit smoking and their past quitting behaviour.

More specifically, the testing was designed to provide insight on the following, for each of the booklets:

- Usability – extent, and ways in which the booklets would be used
- Understanding of the message
- Relevance of the message
- Importance of the message
- Usefulness of the information – which information is the most useful? Which information is less useful? What information is missing?
- Evaluation of the format for flow, ease of reading, use of graphics, colour, etc.

Methodology

A total of six (6) focus groups was held in a total of three markets across Canada. The groups were held as follows:

	TORONTO	MONTREAL	HALIFAX
6 PM	- English - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker	- French - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker	- English - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker
8 PM	- English - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking	- French - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking	- English - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking

In addition to the specifications outlined in the chart above, each group included the following:

- half male, half female
- good mix of occupations
- the groups included some people of lower socioeconomic status.

A total of 10 people were recruited for each session to ensure that at least eight participated in each.

Each session lasted about two hours.

Given that the objective was to evaluate a booklet in the session, and that the booklets are fairly long, participants were invited to arrive half an hour before the group was scheduled to start, so that they could be given a copy of the booklet and some time to read it before the discussion began. Participants were asked not to discuss the booklet until the group actually started.

All participants received an incentive of $75.

Reporting Perspective

Each booklet has been discussed separately in the report.

Caution:
Please note that this research was qualitative in nature. Therefore, even though some tools were used in the groups as research aids, the results from these questions are not included in this report. As the research undertaken was qualitative in nature, the results of this report are not projectable to the general population. In this context, numeric data have little meaning.

EXECUTIVE SUMMARY

'Make Your Home and Car Smoke-Free'

The overall reaction to the booklet 'Make your home and car smoke-free' was positive in that participants felt it had a valid message to communicate. The information in the booklet surprised the smokers who believed they were taking steps to minimize smoke in the house, and made them feel guilty that measures such as smoking by an open window are ineffective. Despite their guilty feelings, however, they appreciated the fact that the booklet was giving them the facts.

Some were shocked or depressed by some of the statistics in the booklet, or information they considered 'new news'. This included:

- second-hand smoke contains over 4,000 chemicals
- second-hand smoke can have a negative impact on dogs and cats
- second-hand smoke can have a negative impact on newborn babies
- second-hand smoke leads to diseases other than cancer
- second-hand smoke can impact one's ability to think
- second-hand smoke can get into your draperies and carpets
- people living in multi-unit housing can be affected by second-hand smoke.

The 'new news' in the booklet contributed to their sense that the booklet was worthwhile and had a meaningful message. That is, even though they had an emotional reaction to the information, and they felt the news was 'bad news', they appreciated reading it. The booklet forced the smokers in the groups to realize that their behaviour will have to change if they really want to protect their family.

Many liked the idea that the booklet did not just raise issues, but offered practical suggestions for dealing with various scenarios. In this respect, participants suggested that they would use the booklet as a resource to help them make the house or car smoke-free.

The obvious message was that smokers and their families should make an effort to make the house and car smoke-free. Some smokers perceived an underlying message that they should quit smoking entirely.

The booklet is perceived to be aimed at parents, particularly parents who smoke, or whose partner smokes.

Suggestions for improvement included:

- changing the cover from a dark background with smoke rings to something more reflective of the positive tone of the booklet
- reducing the number or width of the black stripes on Pages 6, 14, 17, 26, 32
- possibly reducing the length of the booklet by reducing the amount of white space, or putting some of the text into bullet points rather than paragraph form
- adding a 'Smoke-Free House' decal to the booklet
- reorganizing the Youth Zone pages to be more 'child-friendly'.

'On The Road To Quitting'

Smokers in the English markets responded positively overall, while those in Montreal were a little more cynical. Those who liked it felt the booklet has a very positive tone that has the potential to motivate smokers to think about quitting. It made quitting seem achievable, while at the same time acknowledging that it is difficult. The booklet covers issues to which the smoker can relate, from the reasons for wanting to quit, to the fear of weight gain, to the fear of slipping and how to deal with stress without a cigarette. The booklet validated their fears, but also gave them ideas on how to deal with them.

Those who did not like the booklet felt there was no new news in it. Moreover they felt there was information missing, such as alternative methods of quitting. Some felt the booklet was overly optimistic to the point where it underestimated the severity of withdrawal symptoms or cravings. Many suggested the pictures in the booklet seem a little out of place; the adults in the pictures do not look like smokers, and in some cases the photo seems to have no relevance to the points being made on the page. The pictures seemed geared to a healthy, happy lifestyle, and while that is not necessarily a bad thing, it does not reflect some the challenges that smokers face in trying to achieve that lifestyle.

The layout was typically well-received. Most felt the booklet format was big enough to seem important, but small enough to be manageable. It was widely considered an easy read.

Some were critical of the orange and purple colours used, and in particular felt that black text on a purple background was hard to read.

The obvious message of the booklet is to quit smoking, but the underlying message is one of encouragement to keep trying. Part of the message is to have the confidence to follow through on the commitment to quit.

The target group was generally considered to be middle-aged smokers.

Some of the suggestions for improvement included:

- adding more on the alternative methods that can be used to quit smoking
- having pictures that seem to relate to what is being said on the page
- including testimonials, or at least putting the name of the person and how long they have been 'smoke-free' beneath each picture
- putting the section on weight gain closer to the front of the booklet and including more proof that the comments made are true
- expanding on the economic benefits of quitting smoking

RECOMMENDATIONS

Based on the comments of the participants and the interpretations of the moderators, the following recommendations are made:

RE: Make Your Home And Car Smoke-Free

- changing the cover from a dark background with smoke rings to something more reflective of the positive tone of the booklet
- reducing the number or width of the black stripes on Pages 6, 14, 17, 26, 32
- putting some of the text into bullet points rather than paragraph form
- adding a 'Smoke-Free House' decal to the booklet
- reorganizing the Youth Zone pages to be more 'child-friendly'
  - putting the text into easy to read bullet points
  - adding more, but smaller pictures
  - including pictures of older children
- consider moving the Youth Zone up front
- consider making the booklet more widely available

RE: On The Road To Quitting

- consider adding a Table of Contents
- consider adding some testimonials, possibly by adding a name and 'time since last cigarette' onto the various pictures
- ensure that when the purple background is used, the text on it is white, not black
- consider adding a picture to the back cover
- consider adding more economic realities associated with smoking as a way to build a case for quitting
- consider adding a section on the alternative methods for quitting, such as the patch, acupuncture, hypnosis
- consider moving the section on weight gain closer to the front of the book
- consider adding some evidence of the relative lack of weight gain to this section

NOTE DE SYNTHÈSE

Maisons et voitures : des environnements sans fumée

Dans l'ensemble, la réaction au livret *Maisons et voitures : des environnements sans fumée* a été positive. Les participants et les participantes ont dit que le message communiqué était valable. Les renseignements présentés dans le livret ont surpris les fumeurs qui croyaient prendre des moyens pour diminuer la fumée chez eux. Ils se sont sentis coupables en apprenant que certaines mesures, notamment fumer près d'une fenêtre ouverte, sont inefficaces. Toutefois, malgré ces sentiments de culpabilité, ils ont apprécié que le livret leur présente les faits.

Certaines statistiques ou certains renseignements présentés dans le livret et qui étaient, selon les participants, des « mauvaises nouvelles » ont choqué ou déprimé quelques-uns. Il s'agissait notamment des renseignements suivants :

- la fumée secondaire contient plus de 4 000 substances chimiques
- la fumée secondaire peut nuire aux chiens et aux chats
- la fumée secondaire peut faire du tort aux nouveaux-nés
- la fumée secondaire cause non seulement le cancer mais aussi d'autres maladies
- la fumée secondaire peut nuire à la capacité de penser
- la fumée secondaire peut s'imprégner dans les rideaux et les tapis
- les personnes qui habitent une construction à plusieurs unités peuvent être affectées par la fumée secondaire.

Les « mauvaises nouvelles » présentées dans le livret leur ont fait dire que le livret leur semblait utile et que son message était valable. C'est-à-dire que même si les participants ont réagi, sur le plan des émotions, aux renseignements et que les renseignements étaient, selon eux, des «mauvaises nouvelles», ils les ont appréciés. Le livret a forcé les fumeurs du groupe à constater que leurs habitudes doivent changer s'ils veulent protéger leur famille.

Plusieurs participants ont aimé que le livret ne fasse pas que soulever des questions, mais qu'il offre également des suggestions pratiques dans diverses situations. À cet égard, les participants ont dit qu'ils pourraient utiliser le livret comme ressource qui les aidera à faire de leur maison et de leur voiture des lieux sans fumée.

Le message le plus évident c'est que les fumeurs et leur famille devraient prendre des moyens de faire de leur résidence et de leur voiture des lieux sans fumée. Certains fumeurs ont dit qu'il y avait un message sous-jacent, savoir qu'ils devraient cesser totalement de fumer.

Le livret viserait les parents, surtout ceux qui fument ou dont le conjoint ou la conjointe fume.

Les propositions d'amélioration comprennent notamment :

- changer la couverture qui comporte un fond noir avec des ronds de fumée pour refléter davantage le ton positif du livret
- diminuer le nombre ou la largeur des lignes noires aux pages 6, 14, 17, 26 et 32
- peut-être abréger le livret en diminuant les espaces en blanc ou en présentant les renseignements au moyen de points vignettes plutôt que dans des paragraphes
- ajouter un décalque «Cette maison est un environnement sans fumée» au livret
- réorganiser la Zone jeunesse pour attirer davantage les enfants.

Sur la voie de la réussite

Dans l'ensemble, les fumeurs et les fumeuses du marché anglophone ont réagi positivement, alors que les fumeurs de Montréal étaient un peu plus cyniques. Les participants qui ont aimé le livret ont dit que le ton était très positif et que cela pouvait motiver les fumeurs à cesser de fumer. Il présentait la possibilité d'arrêter de fumer comme faisable tout en reconnaissant que c'était difficile. Le livret soulève des questions susceptibles d'intéresser les fumeurs, à savoir les raisons de cesser de fumer, la crainte de prendre du poids, la crainte de recommencer à fumer et comment vivre avec le stress sans cigarettes. Le livret confirmait leurs craintes mais il leur présentait également des moyens de les dissiper.

Ceux et celles qui n'ont pas aimé le livret ont dit qu'il ne présentait rien de nouveau. En outre, ils ont dit que certains renseignements étaient absents, notamment les moyens de rechange pour cesser de fumer. Certains ont dit que le livret était trop optimiste au point où il sous-estimait la gravité des symptômes ou de l'état de manque. Plusieurs ont dit que les photos présentées dans le livret n'étaient pas très pertinentes; les adultes n'ont pas l'air de fumeurs et dans certains cas, la photo semble n'avoir aucun lien avec les renseignements présentés. Les photos reflétaient un mode de vie sain et heureux et même si cela n'est pas nécessairement mauvais, elles ne reflètent pas les défis auxquels les fumeurs doivent faire face pour adopter ce mode de vie.

En règle générale, la mise en page a été bien reçue. Le format était suffisamment grand mais assez petit pour être pratique. Les participants ont dit, pour la plupart, qu'il se lisait facilement.

Quelques participants ont critiqué les couleurs orange et mauve et, en particulier, ils ont dit qu'un texte noir sur fond mauve était difficile à lire.

Le message évident c'est qu'il faut cesser de fumer, mais le message sous-jacent c'est qu'on encourage le fumeur à continuer d'essayer de cesser. Il faut se sentir confiant pour respecter son engagement de cesser de fumer.

Les participants et les participantes ont dit que le groupe cible était les fumeurs d'âge moyen.

Voici quelques suggestions d'amélioration:

- ajouter des méthodes de rechange pour cesser de fumer
- présenter des photos qui semblent liées aux renseignements apparaissant sur la page
- inclure des témoignages ou donner au moins le nom de la personne sous chacune des photos et indiquer depuis combien de temps elle ne fume plus
- placer la section sur la prise de poids plus près du début du livret et inclure plus de preuves que les commentaires sont véridiques
- en dire plus sur les avantages économiques de cesser de fumer

RECOMMANDATIONS

Compte tenu des commentaires des participants et de l'interprétation des animateurs, nous soumettons les recommandations suivantes :

RE: *Maisons et voitures : des environnements sans fumée*

- modifier la couverture qui comporte un fond noir avec des ronds de fumée pour mieux refléter le ton positif du livret
- diminuer le nombre ou la largeur des lignes noires des pages 6, 14, 17, 26, 32
- présenter une partie du texte en points vignettes plutôt que dans des paragraphes
- ajouter un décalque «Cette maison est un environnement sans fumée» au livret
- réorganiser la Zone jeunesse pour attirer davantage les enfants
  - le texte en points vignette est plus facile à lire
  - plus de photos plus petites
  - photos d'enfants plus âgés
- songer à mettre la Zone jeunesse au début
- rendre le livret plus disponible.

RE: Sur la voie de la réussite

- peut-être une table des matières
- songer, sous les diverses photos, à ajouter des témoignages, peut-être aussi le nom de la personne et le temps écoulé depuis sa dernière cigarette
- veiller à ce que, lorsque le fond est mauve, le texte soit blanc plutôt que noir
- songer à mettre une photo sur le plat inférieur du livret
- songer à mentionner quelques données économiques liées à la cigarette comme moyen de convaincre
- songer à ajouter une section sur les méthodes de rechange, notamment le timbre, l'acuponcture, l'hypnose
- songer à mettre la section sur la prise de poids au début du livret
- songer à ajouter des preuves de l'absence relative de prise de poids dans cette partie…

DETAILED FINDINGS

REACTION TO 'MAKE YOUR HOME AND CAR SMOKE-FREE: A GUIDE TO PROTECTING YOUR FAMILY FROM SECOND-HAND SMOKE'

It should be noted that most of the participants in each session were smokers themselves. A couple of participants in Halifax and one in Montreal were non-smokers who lived with a smoker.

GENERAL REACTION TO THE BOOKLET

On Balance, the Reaction Was Positive

The general overall reaction to the booklet was positive. Most found it an easy read – something that did not take a lot of effort to read and absorb.

Many participants, including smokers, acknowledged that the overall message to keep the home and car smoke-free, is a positive one. Moreover, because they have seen some of the damage that smoke can do to carpets and draperies, as well as the health of the family, they could not argue with the validity of the message.

While some said the booklet contained nothing new in terms of information, many found the booklet educational. Some of the facts they said were 'news' to them included:

- second-hand smoke contains over 4,000 chemicals
- second-hand smoke can have a negative impact on dogs and cats
- second-hand smoke can have a negative impact on newborn babies
- second-hand smoke leads to diseases other than cancer
- second-hand smoke can impact one's ability to think
- second-hand smoke can get into your draperies and carpets
- people living in multi-unit housing can be affected by second-hand smoke from other units.

Several people commented that they liked the fact that the booklet acknowledges it is hard to alter smoking behaviours, and offers some strategies for dealing with the smoker who agrees to quit smoking in the house, but has a relapse.

In this respect as well, many commented positively on the fact that the booklet gives some scenarios, and offers ideas on how to deal with them. A number of participants in each session found at least one scenario that was familiar to them. Overall, participants appreciated the fact that the booklet is not simply another lecture or warning on the dangers of smoking in general, or second-hand smoke in particular. Rather it gives information that forces the reader to think about the issue, and also offers useful, practical suggestions.

Many Participants Had An Emotional Reaction To The Booklet

Many participants had an emotional reaction to this booklet, and in the end, this reaction contributed to their overall positive reaction. The fact that the booklet did play on their emotions was a clear indication that the message was getting through.

Some felt guilty. They had approached the booklet hoping it would validate some of their behaviour because they believed they had taken steps to minimize the amount of smoke in the house. For example, one man in Toronto had built himself a 'smoking room', and several participants in each market claimed to smoke only in certain parts of the house, or only by an open window. The information in the booklet made it clear that these were not effective ways to avoid second-hand smoke.

Some felt guilty because they did not realize how harmful second-hand smoke can be. Most acknowledged that they knew it was bad, but many said they did not realize all of the consequences before reading the booklet.

Some participants – particularly smokers who said they were not ready to quit – got defensive. A number of participants said they get enough lectures already from non-smoking family members; they do not intend to give them any more 'ammunition' to use against the smoker. (The non-smokers in Halifax suggested that they would definitely use the booklet in exactly the way the smokers feared.)

A few of the smokers also said they would use the booklet as ammunition against smokers who they feel exhibit particularly poor smoking 'manners'. For example, one young man in Halifax said that he tries not to smoke around his young child, but both his own mother and the child's mother do smoke around the child. He wanted to show the booklet to them in the hope of convincing them that their behaviour is wrong.

A number of smokers resented the notion that even their own homes are becoming places where they cannot smoke. Most in Toronto and Halifax acknowledged that they can no longer smoke at work, in restaurants, on public transit, or in most public buildings. They regarded private spaces like their cars or homes as the last bastion of approved smoking areas that are indoors. This booklet makes them think that even these are being targeted.

A few described the booklet, and the information in it, as depressing. Those who were not aware of all of the facts were particularly likely to express this emotion. They said it depressed them to hear of all the negative impacts that second-hand smoke can have. For some, the dark cover of the booklet also contributed to this perception.

A few said they were shocked by some of the statistics, particularly the facts that second-hand smoke contains over 4,000 chemicals, and the danger to pets.

The Main Message Is Obvious

Most participants said the main message is to discourage smokers from lighting up in the house or car. Attached to this are messages that second-hand smoke is bad, particularly for kids.

Part of the message was to respect the rights of non-smokers. In this respect, some of the smokers said the booklet gave them a new appreciation for the issues which non-smokers face.

However, an underlying message perceived by a number of smokers was that they should consider quitting entirely. Those who felt this way agreed that the main message was to quit smoking in the house and car, but they also felt that if they did that, they might as well quit smoking entirely. Because they felt this way, they tended to suspect that this was Health Canada's ultimate goal. In this respect, a few said that the only thing missing from the booklet was the overt suggestion to quit smoking.

Participants Expect To See The Booklet in Doctors' Offices

Participants in each session were asked where they would expect to see this booklet. Their responses included:

- doctors' offices, medical clinics, emergency rooms
- schools (a number fully expect to see their children bring it home from school)
- libraries
- on the Health Canada website
- (in Montreal) in grocery stores, financial institutions

Overall, most expect it to be available in places where they might see it and pick it up. Few, if any, said it was something they would go looking for.

The Booklet Is Perceived To Be Aimed Mainly At Parents

The 'Message to Parents' at the beginning of the booklet led many to say the document is aimed at parents who smoke. The number of pictures of children and families reinforce this perception, as does the extensive information on the harm that second-hand smoke does to children.

Some believe that while it might be aimed at parents, it is really for anyone who smokes, and particularly those who smoke in the house or car.

Several people suggested the booklet is for children or young teens who are fighting for their rights as non-smokers. That is, they viewed the booklet as ammunition that could be used by children of smokers to convince the smokers to change their behaviour.

Most Liked The Booklet Format

Most liked the booklet format. Several people in different markets said the booklet was a good size to leave around the house for others to read. A few specifically mentioned the bathroom as an appropriate place to leave the book.

The pictures in the book were well-received. Most depict children or families, and this was perceived to reinforce the message that second-hand smoke is harmful to children.

A few suggested that more of the information could be put into bullet form, rather than paragraphs for faster, easier reading. However, on the whole, the language used in the booklet was considered easy to read and understand.

A few people felt the booklet was bit too long, and suggested it could be shortened by reducing the amount of space devoted to pictures, the black stripes down the sides of some pages, or even the extra white space on the pages. They suggested that some of this 'blank' space could be eliminated, without impacting the text.

Many Would Use The Booklet As A Resource

Many of the people in the groups said they would use the booklet as a resource to help them change their smoking behaviour. A number said they would like to follow at least parts of the process outlined in the booklet to help eliminate smoke from the house.

A few said they wanted to show the booklet to other smokers whose smoking behaviour is worse than their own.

Several smokers said that they would not use the booklet until they were ready to think about quitting entirely. That is, they would not take the intermediate step of altering their smoking behaviour by smoking outside until they were ready to quit altogether. In the meantime, these participants did not want the booklet in the house to provide ammunition for their non-smoking family members.

PAGE-BY-PAGE EVALUATION OF THE BOOKLET

Some Felt The Cover Was Depressing

Many participants in Toronto and Halifax recognized the smoke-rings on the cover as something they have seen before in connection with second-hand smoke. A number played back the commercial in which a mother blows a smoke-ring that eventually settles over her children in another room. In this respect, the design of the cover makes sense.

However, a number of people described the cover as depressing, and out-of-step with the more optimistic tone of the booklet overall. They objected to the dark background colour, and said it is more reminiscent of the frightening pictures of black lungs and rotten teeth that are found on cigarette packages. Given that the tone of the book is intended to be practical, helpful advice, a number of participants suggested the cover should have a lighter, brighter appearance.

A few also suggested that the name of the booklet should be changed to something like 'Protect your family' if Health Canada really wants to get people to read it. As noted above, a few smokers in the groups said they would ignore this book if they have no intention of quitting smoking. If the title was less blatantly tied to smoking, they might reconsider reading it.

Page 3 – Table of Contents

This page was not evaluated in any detail.

Page 4, 5 – A Message To Parents

A number of people questioned why Page 4 is such a dark colour. In particular, they do not like the wide black stripe down the left-hand side, as well as the similar stripes on pages 6, 14, 17, 26, 32. These serve no particular design function, and tend to make the pages look 'heavy'.

A few felt that the white space occupying the top two-thirds of page 5 should at least be shaded for aesthetic purposes.

The "Message to Parents" is considered easy to read, and sets the tone for the booklet. However, a number of participants questioned why it is called a message to parents, when they felt the information in the booklet is applicable to anyone who smokes, or who lives with a smoker.

Pages 6, 7 – Introduction

A number of participants viewed the boy blowing a dandelion as a symbol of a healthy child. He clearly can get air into his lungs, and therefore likely lives in a smoke-free environment. This was perceived to be an important part of the message.

The text on page 7 was described as valid information that is not necessarily new news. However, it did make it clear to the smokers who read it that they are in a minority, but still a problem. As one person phrased it, 'it says I'm causing the statistics.'

The statistics are typically considered meaningful. The wording is fairly blunt, but in this regard is perceived to set the tone for the booklet.

Pages 8, 9 – The Truth About Second-Hand Smoke

The layout of these two pages catches the attention of the reader, although several people questioned why such harsh facts are positioned on such a healthy-looking lawn. They said the background picture does not fit with the facts that are shown on it.

The facts themselves are believed to be true, particularly since participants said they had heard at least some of these facts before. However, some was new information. For example, while they said they knew tobacco smoke contained some of the chemicals listed, participants were unaware of others. The statement about the '4,000+ chemicals' clearly stood out to some.

A few questioned what was meant by a 'Class A' environmental substance.

The definitions of 'Sidestream smoke' and 'Mainstream smoke' were considered irrelevant to many participants. People suggested that giving the definitions is useless information, unless they also hear that one form of smoke is worse than the other.

A few smokers saw the word 'environmental' on Page 8, and began to wonder why environmental issues such as air pollution were not being included. That is, they got a little defensive, and began to suggest that other pollutants in the air might be contributing to the issue of second-hand smoke. They tried to suggest that smokers were being made a scapegoat for all airborne pollutants.

Page 10, 11 – The Health Effects Of Second-Hand Smoke

These pages generated a lot of discussion because of the very specific information that they include. Participants claimed to know a lot of the information on this page, but in each group there were people who did not know all of it. For example, while many said they understood that a pregnant woman who smokes could harm her unborn child, several said they were not aware the danger was just as great to a newborn. A couple of women

said they quit smoking while they were pregnant, but started up again once the baby was born.

A number of participants said they were not aware that second-hand smoke had been linked to Sudden Infant Death Syndrome (SIDS).

Several commented on the link between second-hand smoke and a child's ability to think things through, and their ability to score well on tests. A number found this a very disturbing finding. A few others, however, rejected this as scare tactics, as they believe there are far too many variables involved in cognition to pinpoint any one specifically.

The section on this page which generated the most discussion, however, was the one headed 'Second-hand smoke and your pets'. Many participants said it had never occurred to them that the smoke might affect their pet's ability to breathe, or that the smoke might get into their fur, and ultimately be ingested when they clean themselves. A number of those who have a dog or a cat seemed very disturbed by this information. One of the non-smokers said that she was going to use the information to play on her smoking husband's love of his dog to see if she could influence his behaviour; a couple of other pet owners said this section also led to think twice about smoking around their pets.

Pages 12, 13 – The Truth About How Second-Hand Smoke Travels In Your Home

These pages, perhaps more than any others in the booklet, resonated with the smokers in the groups. As noted earlier, many of the smokers believed they were being responsible in the way in which they smoke in the house. They said they smoke by an open window, or go into the basement to smoke. Several said they use air filters or purifiers. A few said they only smoke when no one else is home, or when the kids are in bed (to the point where a couple of women said their family does not know they smoke).

Many felt it was a clever move for Health Canada to call this behaviour 'myths'. They recognized their own behaviour, and in some cases were shocked to discover that the steps they have taken are not effective at protecting their family. These pages forced them to realize that their behaviour will have to change if they really want to protect their family. This page was considered a 'reality check'.

The information that seemed to be most newsworthy on this page was that the 'harmful chemicals can cling to rugs, curtains, clothes and other materials and can usually remain in a room long after someone has smoked there.' This sentence brought it home to people that it is not just the smoke that causes harm, but the harmful chemicals which linger. A number began thinking about small children who will crawl on carpets, or wipe their hands in the dust on furniture and then put their fingers in their mouth.

Pages 14, 15 – If You Live In A Multi-Unit Residence

Those who live in a multi-unit residence like a townhouse or apartment complex had mixed reactions to this page. First, many acknowledge that all odours, including cooking odours and second-hand smoke, will travel in this type of residence.

A few also said that they have taken certain steps to seal cracks or put a towel across the bottom of a doorway. However, many suggested some of the other measures are a little extreme, particularly if they are ones that the landlord would need to do. There is a perception that the 'typical' landlord would not be prepared to take these steps.

Most tended to feel these pages were aimed at non-smokers who live in multi-unit residences.

Pages 16, 17 – Further Benefits of A Smoke-Free Home And Car

Most people liked the information on this page, as virtually everyone could find a benefit that was meaningful to them. In particular, they appreciated the focus on the economic benefits, rather than the health benefits.

A few questioned the credibility of the claim that one would not have to clean/ repaint so often.

Pages 18 - 27 The Process

The concept of working together as a family to make the home and car smoke-free was met with mixed reactions. Some liked the idea, particularly if they are used to having family discussions on a variety of issues. They felt that having a family meeting would make sense, and would give all family members an opportunity to voice their opinions.

Others thought the process that was outlined was too formal, and would not work in their family.

A number of smokers in the groups, particularly those who are the only smoker in the family, said that if they were going to move in the direction of not smoking in the house or car, they would prefer to attempt it on their own, without telling anyone. There was a very real concern that if they make a public commitment (to the family) that they will not smoke in the house, and then fail to meet their commitment, they will be 'bugged' even more than they are now about their smoking. There is a very real defense mechanism that comes into play, with smokers saying things like 'the more they bug me, the less inclined I am to try to quit'.

Step 3 of the process outlines several scenarios which also seemed to resonate with the participants. Most related to at least one of the scenarios listed. From a purely format

perspective, it was suggested that the scenarios be identified by letters, rather than numbers to keep them from being confused with the various steps in the process.

At least one person suggested the NOTE following the first scenario on page 21 should be in bigger font size, as he was sure most people were not aware that children cannot be left alone until they are at least ten.

Many appreciated the fourth scenario in which a family member insists on smoking indoors, as they felt it would be very realistic that someone would 'backslide'.

A number of participants thought it would be a good idea to set a date, as suggested by Step 4, however, most felt they would probably not do it, or, if they did set a date, they would probably need to do so several times. Several commented that the key thing needed to achieve a smoke-free home or car was a commitment from the smokers in the house, and that if they did not have that commitment, nothing else would work. While a few felt that setting a date would force the commitment, most felt the commitment had to come first.

The list of action steps on Page 25 seemed to be familiar to the participants. Most knew people who already do some or all of these things. A few wondered why the booklet did not contain a decal for the front door.

Step 6 suggested that the family celebrate their success in going smoke-free. While most agreed that recognizing the achievement was important, many also said that a major celebration could be setting them up for failure. Several commented, for example, that if they have a party, they will want to smoke.

Some suggested that the purchase of something bought with money saved by not smoking would be an appropriate reward.

A few said the celebration should be a thank-you to the person who has quit smoking in the house, as he or she is the one who has made the biggest sacrifice.

Step 7 (Dealing with setbacks) outlined some suggestions which a few thought were rather drastic. For example, calling Public Health for support or approaching the family doctor to resolve family conflict were considered steps that were extreme, and would not apply to the 'average' family. Most wanted to attempt to deal with the issue on their own, if they were going to deal with it at all.

Pages 28, 29 – The Pledge

The chart on Page 29 (the Pledge) was ignored by most participants in Toronto and Halifax. Some said they would only consider filling it in if they were going to quit smoking altogether, and even then, many said they would keep the decision to themselves. It would not be a public document, as is suggested by the booklet.

In Montreal, about half of the participants said they would fill in this chart, saying they felt it would help them make the decision to quit smoking in the house and car.

Pages 30, 31 – Youth Zone

The language in which this page is written led participants to say it is geared to children aged 12 or older. The picture on the facing page, however, seems to show younger children.

Some in each market suggested that these pages should have a different 'look and feel' to them if they are to stand out as ones for young people. It needs to be more spread out, and the pictures should show some older children or young teens. Some suggested that the information for kids and teens should be in a totally separate document because they suspected that parents who smoke would not show this booklet to their children.

Others suggested it should be a visually distinct section, more youthful in look and tone, possibly using a design similar to that of pages 8 and 9, or even cartoon characters. In Montreal, this was viewed, along with the front cover, as the main area requiring improvement.

Pages 32, 33 – You're on a roll!

A number of participants said that one thing they won't do is 'talk it up' that they have gone smoke-free. That is, they will let people know before they arrive for dinner or a visit, but they could not see themselves actively telling a lot of people.

In particular, participants said they would not try to influence the behaviour of other smokers, nor would they talk to landlords or neighbours in a multi-unit residence. There is a sense that quitting smoking – whether it is quitting totally, or just in the house – is a personal choice issue, and that no one should be challenging anyone else's right to smoke. Part of this position was also a fear of antagonizing one's neighbours. In this respect, they were saying they would not be trying to get their neighbours in a multi-unit residence to quit smoking.

Pages 34, 35 – Bibliography

This section lends credibility to the facts and statistics included in the booklet, and is therefore important to be included.

A few people were intrigued to see the very recent dates on some of the references, something they felt spoke to the timeliness of the document.

In Montreal, some complained that the small font made it hard to read.

Back Cover

Some in Montreal, suggested it should have an illustration to have more "punch".

A few in each market felt the website address should be on the back cover.

SUGGESTIONS FOR IMPROVEMENT

The Booklet Has Potential To Impact Behaviour

Overall, participants responded fairly positively to the booklet. Some participants wanted to take the booklet home from the research session, either to re-read it themselves, or so they could show it to someone else. For example, the young man in Halifax mentioned earlier (see Page 10) wanted to show it to his mother, and the mother of his child, both of whom smoke around the child. Several people wanted to show the information about pets to someone who smokes around animals.

It was clear that some of the smokers who participants were given 'food for thought'; they wanted to take the information in the booklet and think about how they could modify their own behaviour, or the behaviour of the smoker in their household. The information about the harmful effects of second-hand smoke on babies, children and pets, coupled with the information that some of their behaviour is ineffective seemed to motivate some smokers to at least think about what they are doing.

Some of the smokers in the groups appeared less likely to carry through on any of the suggestions. Those who were not prepared to accept the book tended to be ones who felt the overall message of the book was to quit smoking totally. Until they are ready to do that, they said, they would probably keep smoking in the house. . However, a few did say it gave them a better understanding of non-smokers' intolerance of smoking.

There Were Some Suggestions For Change

A few suggested the booklet could be reduced by a few pages if there was less blank space, and if more facts were put on the page.

Some suggested the cover should be changed to be less intimidating.

There was a suggestion to include a 'SMOKE-FREE HOUSE' decal or sticker in the booklet.

A few suggested moving "Youth Zone' up front, and making it more spread-out, more fun and less like a text book.

REACTION TO 'ON THE ROAD TO QUITTING'

It should be noted that most of the participants in each session were smokers themselves. In each group, however, there was at least one recent quitter.

GENERAL REACTION TO THE BOOKLET

The Initial Reaction Was Fairly Positive

The reactions to the 'On the Road To Quitting' booklet ranged from very enthusiastic ("it's the best thing I've ever seen on this issue") in Toronto to a more moderate, almost cynical reaction in Montreal.

Participants said the key benefit of the booklet was its overall positive tone. There are no lectures in the book, no preaching, no scare tactics. Rather, the tone was described as positive, encouraging and motivating. One person described it by saying 'it talks to me like I'm an adult'. Overall, participants found the booklet a refreshing change from some others they have seen.

The booklet was described as insightful, or personal. It covered issues which the typical smoker faces as he tries to quit. Many participants indicated that when they read the section on dealing with cravings, for example, they saw themselves in the pages of the booklet.

Participants felt that the booklet (and, by extension, Health Canada) was on their side. It clearly acknowledged that quitting is hard, and suggested the reader not be too hard on themselves if they slip. Instead, it actively advocated that the smoker 'be kind to themselves'. The booklet acknowledged that some of the immediate effects of quitting are unpleasant for those around the smoker, but also suggested that the smoker remind people that 'irritability is a sign of healing'. This was noted by participants who have tried to quit in the past and understand that they do become moody or irritable. They viewed the booklet almost as validation that their feelings are normal, and expected. It allowed them to accept their own feelings a little easier.

Many found the booklet encouraging. At least one person in Toronto and another in Halifax said that as they read the book they asked themselves what they were waiting for. That is, quitting was clearly on their minds, and the book seemed to give them the incentive they needed to stop thinking and start acting. It reminded them of why they want to quit, but went a step further and said they could do it.

While logically (and from their own experience) smokers know that quitting is not easy, the booklet made it at least seem achievable. The booklet make the participants feel that there can be a simple plan that they can follow to help them quit. Moreover, the plan can be broken down into small, attainable steps. It made the whole process of quitting seem less intimidating.

The Reaction Was Not Totally Positive

While the overall reaction was more positive than negative, the group in Montreal appeared more cynical than the two English groups. Participants in Montreal were less likely to point out the positives of the book, and more inclined to be critical of what it didn't say. They felt there should be more information on the various methods that are available to help smokers quit the habit, and more statistics on the success rates of each method.

Some felt there was no new information in the booklet, and no new ideas. Several said that the ideas presented were not new, just recycled.

Participants in all markets, and Montreal in particular, were critical of the way in which the booklet seems to 'gloss over' the withdrawal symptoms, and the extent to which cravings can last. Virtually everyone in each group had tried to quit at least once, and most said they felt the booklet made these issues seem less of a challenge than they really are. In this respect, some felt the booklet was a little misleading in that it did not put enough emphasis on the possible negative experiences that one can encounter when trying to quit.

Another criticism voiced in Montreal was that the booklet did not seem to address the "true reasons" for trying to quit – i.e.: coughing, spitting, self-loathing, feeling humiliated to have to go out to smoke. In this sense, a few felt the booklet was too rational and theoretical.

Another criticism that emerged in all groups was that the pictures in the booklet do not always match the text, nor do the people in the pictures look like smokers. That is, participants suggested the photos depict happy, healthy people, but they felt that they looked 'too healthy'. The people in the pictures do not look like people who have struggled to quit smoking.

The Layout Of The Booklet Raised Some Issues

Overall, the booklet format was well-received in that was a manageable size, and a fairly easy read.

Many commented positively on the information included in the 'Did You Know?' statements as well as the bullet point format. The statements were interesting as well as easy to read.

Some also liked the encouraging words that were put in the purple band across the bottom of many of the right-hand pages, however, there was criticism that the black text on a purple background was very hard to read. Some people missed these entirely because they thought they were unimportant footnotes.

The colours orange and purple were also criticized by some people, as being too 'retro' or 'seventies'. They did not seem to be up-to-date colours.

As noted earlier, there was some criticism of the photographs that were used, in that the people in the photos do not look like smokers, or even former smokers (which is what they were assumed to depict.) A few also said the pictures did not seem to have any relationship with the text they accompanied. However, several participants suggested they would rather see these (apparently) healthy, happy people than the black lungs or rotten teeth that they see on cigarette packages.

Some suggested that if the people are supposed to be former smokers, then the pictures should be labeled with their name, and the length of time they have been 'smoke-free'.

Montreal participants, in particular, said that they were looking for testimonials from actual former smokers instead of a cross-section of "happy, multicultural Canadians".

Some participants recognized 'Bob' in the inside front cover of the English booklet. They knew he was featured in commercials dealing with quitting, and were able to play back some of the commercials they have seen. Similarly, some participants in Montreal recognized 'Martin'.

The cover of the book was also criticized in Montreal for being too much like a 'Participaction' ad. The pictures seem biased in favour of depicting physical activity, and did not seem to reflect the smokers or their issues.

A few in the other markets, on the other hand, said the pictures on the cover reflect the type of person they want to become. As one person said "everyone's healthy and I want to be part of it".

The Overall Message Is To Keep Trying To Quit

The overall message of the booklet is to quit smoking, but many took this a step further to say it is to quit, even if it takes several tries. That is, the overall positive tone of the booklet made it clear to participants that it is OK if they do not quit the first time.

Part of the message is that the smoker needs to feel confident that he or she can quit smoking. The motivational aspect of the book led some to say that all they need to do is make the commitment to themselves to quit, and then use the booklet, and the other resources it recommends to develop a plan.

Some felt that the message was that they need to understand what triggers their smoking behaviour, and that if they can recognize those triggers, it will be easier to avoid them.

The Target Is Perceived To Be Middle-Aged Smokers

It was clear to most participants that the target for the booklet is middle-aged smokers, or smokers who had been smoking for a long time. The pictures of people in that age group or parents with their children, as well as some of the text led them to this conclusion.

Some suggested it could not be aimed at teens because of the way it is written; it is not 'cool' enough for teens. Moreover, they suggested that the information in the booklet seems geared to those who have tried to quit at least once, and few believed that teens would fall into that category.

No One Recalled Seeing The Booklet

Virtually no one remembered seeing the booklet before, even though it is displayed at the end of the 'Bob' or 'Martin' commercial that is on air at the moment.

Most said they would expect to see it doctors' offices, medical clinics, emergency rooms and possibly dentists' offices.

PAGE-BY-PAGE EVALUATION OF THE BOOKLET

Page 1 – Choosing To Quit

This page begins to set the tone for the booklet by acknowledging immediately that the smoker must choose to quit. It is up to the smoker to make the decision, and in this respect participants said the booklet is not 'preaching'.

The bullet points on the page were generally acknowledged to be true statements that are hard to refute. Indeed a number of people said they are embarrassed to smoke in public because it has become socially unacceptable.

Page 2, 3 – Quitting Will Improve Your Life…

The bullet points of page 2 were also considered to be true, although a number of heavier smokers felt the dollar figure of $2,500 was probably conservative. Many had actually added up how much their cigarettes cost them, and suggested one incentive to quit is to think about the other ways in which they could spend the money. Some suggested it is the cost of an annual trip, for example.

With respect to the last bullet point, a few participants suggested that while 'thousands will quit smoking", they are not sure how many will be successful. The experience of the people interviewed was that it can take many tries before one can really say they have 'quit for good'.

The statements on page 3 were also regarded as true, and a reminder of the reasons that some participants had been thinking about quitting.

Page 4, 5 – It's The Single Best Thing…

Page 5 was generally considered one of the more important pages in the booklet because it described some immediate benefits to quitting. Most smokers tend to regard quitting as a long-term process, and few seemed to think in terms of any immediate results. Many were encouraged to see that within 8 hours the carbon monoxide levels drops in their body and the oxygen level in the blood increases to normal, and that within 48 hours their chances of having a heart attack go down.

Part of the reason this page resonated with many participants is that it played into the step-by-step message of the book. It gave people a very short-term goal to reach, and helped them regard quitting as something they have to take one day at a time, or even one hour at a time. The small, attainable goals made the process seem somewhat easier.

It should be noted that not everyone responded positively to the facts on this page. Some felt it could be de-motivating for older people, if they see that it will take 15 years before their risk of dying from a heart attack is equal to that of someone who never smoked.

Pages 6, 7 – You Can Change Your Smoking Habits

Many participants felt these pages were also important because they forced them to think about the activities, people or issues which trigger their desire to smoke. Those in the groups who were in the process of quitting said that they did find they had to avoid certain situations where they used to smoke. For example, one woman said she now takes her newspaper to work to read with a cup of coffee at her desk, because if she had breakfast at home she would want to linger over her coffee and paper with a cigarette. She is not allowed to smoke at work, so she feels 'safer' there. Others began thinking about their own triggers, and discussing them with the other participants.

A number of people commented favourably on the Tracking Card. The concept of the card seemed to be new to most people, and they felt it was an excellent way to keep track of their behaviour for a couple of days so they could pinpoint which cigarettes they really needed, and which ones were being smoked out of habit. Again, not everyone would use the Tracking Card, but most thought it was a good idea.

Some, in Montreal, mentioned that the small orange type on the dark blue background on the Tracking Card is hard to read, especially for middle-aged people.

Pages 8, 9 – You Can Break Your Nicotine Addiction

The reaction to these pages was mixed. Some responded positively to the four "D"s, and liked the idea of having some alternative ways of dealing with their cravings. Several reported having tried drinking water, or deep breathing and finding they did work.

Others, however, questioned whether these would really work, and felt the points on Page 8 were underestimating the effect of withdrawal symptoms and cravings. Several people reported severe withdrawal symptoms, and most also suggested that the cravings never go away. On balance, a number suggested these two pages might be too biased in favour of the optimistic viewpoint.

The statement which suggested that withdrawal symptoms rarely persist more than ten days was especially hard to believe, perhaps because smokers confuse cravings and withdrawal symptoms.

Pages 10, 11 – Facing Your Roadblocks…

Some people found these pages the most reassuring in the booklet because they clearly reflect some of the thoughts the smokers have had. They have had doubts about whether or not they were ready to quit – and these pages say their doubts are normal. However, it goes beyond that reassurance to give something to think about. It says, for example, that smoking does not really help them relax and that the average person gains only five or six pounds. The idea of looking at quitting as a series of small challenges to be overcome appealed to some.

Some participants, however, rejected some of the ideas on this page. A number challenged the assertion about weight gain and said their own personal experience or that of their friends was very different. Moreover, the possibility of gaining weight appeared to be a big concern among those who were thinking of quitting, except in Montreal where it was not raised.

A few also objected to the sentence 'Your friendships don't depend on smoking'. While many admitted that they do have 'smoking buddies' or people with whom they typically go for a cigarette, they felt the sentence was a little condescending. It sounded more like something that would be said to a teenager. One suggestion was to discuss the issue of friendships in a positive way, such as was done on Page 3 with the line 'Your friendships with non-smokers will improve".

Some questioned the statement "Smoking does not really help you relax…", as this is contrary to what the smokers in the groups seemed to believe.

Those who saw the reference to the email assistance program thought this would be a very worthwhile service. However many missed seeing it because of the black text on a purple background.

Page 12 – Dealing with stress

Smokers tend to say that one of the key reasons they smoke is to help them deal with stress. If they try to quit, they are afraid that the first time they encounter a stressful situation, they will light up a cigarette. Page 12 of the booklet is dealing with a very real concern. The inclusion of this page, then, contributed to the overall sense that the booklet is 'talking to them' in a personal way.

Having said this, some of the suggestions offered for alternative ways of dealing with stress seem unrealistic to the participants. Some participants interpreted the suggestions as meaning they should listen to soft music when they feel stressed instead of reaching for a cigarette.

A few responded positively to the suggestion to take deep breaths as one way of dealing with stress, as they had tried it and found it helped.

Page 13 – Are You Ready...

The general impression of participants was that this was a page intentionally inserted to allow the smoker to pause and reflect on his or her own situation. The booklet overtly suggests to the reader that if they are not ready to make the commitment, it's OK; they can go away and think about it some more. A number of participants appreciated this, because it put the control of the situation firmly in the hands of the smoker. It allowed them to say that they were not failing, they were simply not ready.

A few said they would go to the website at this point to see what was there.

However, many said that the page actually served to intrigue them more. It made them want to read on to see what else the booklet had to say, and how else it might motivate them to make the commitment to quit.

Some did not like the suggestion that they could stop at this point. They wanted the booklet to take a 'hard line' with them. As one man said 'they shouldn't let me off this easily'. This type of person did not seem to want to have the control in his own hands.

Pages 14, 15 – Set A Date

Participants understood the rationale for setting a date, and some said that whenever they try to quit they do set a date and they think about it carefully. They know from experience that they cannot try to quit on a weekend, for example, or a Monday. They know they should not try to quit on a day that is likely to be stressful.

Many, however, said they will not set a date, or that if they do, they will keep it to themselves. They prefer not to tell anyone they are going to try to quit because of a fear of being challenged or harassed if they slip. Their past experience with quitting has told them they *will* likely slip, and many dislike the idea of having other people monitoring them to see if they do slip. They do not want to put themselves in the position of feeling guilty or defensive when they have cigarette. In this respect, they liked the message in the booklet that they don't need to feel guilty, but they are not sure others will respect that notion.

Pages 16, 17 – Plan To Get Support

Many of the participants liked the idea of getting support – as long as the support was positive. Again, they do not want to be supported by someone who will criticize them when they slip, but rather want to hear that it's OK to slip as long as they try again.

In this respect, some liked the idea of a 'quit buddy', even if it was a stranger on a help line. They said that they would like to believe they can do it on their own, but they are

not really sure they can. Having someone to talk to, and encourage them might be helpful.

Page 18, 19 – Choose The Quit Method That's Right...

The bullet points on Page 18 make sense to people. They understand that thinking ahead of time about some of the issues they will face when they do quit could make quitting a little easier.

The discussion of alternative methods of quitting seemed incomplete, particularly to participants in Montreal. They wanted to see a description of various methods such as the patch, nicotine gum, zyban, hypnotism, acupuncture, and so on. The suggestions on Page 19 seemed focused on quitting without any of these types of aids.

Some wanted to see some statistics on the success rates of the various methods.

Pages 20, 21 – Getting Ready...

Many responded positively to the idea of rewarding themselves for each small step they take and maintain. For example, some liked the idea of putting the money they save in a special jar, and watching it add up. Given the price of cigarettes, they believe it would add up quickly and that they would soon be able to buy a new pair of shoes or even something larger. For example, one woman who had quit in January felt she owed it to herself to buy a red leather purse (something she had always wanted) because of the money she had saved by not smoking.

As noted earlier, many felt the $2,500 a year figure that was quoted earlier in the booklet was probably an under-estimate of how much money a smoker could save in a year if they quit. However, even if it is accurate, a number said that this would pay for a nice trip for two, something that would be an incentive to stay focused on quitting. Overall, many said that the economic rewards of quitting should not be ignored.

Pages 22, 23, 24 – Create Your Own Action Plan

A few people noticed the 'typo' in the heading for first paragraph on Page 23 of the English booklet. It says '...stopping smoking' instead of '...stopped smoking'.

While most read these pages, few said they would get the point of writing anything down. As indicated, the participants were reluctant to tell anyone else that they were going to quit, and it appeared that writing down their reasons was considered something similar. In particular, the notion of creating a plan, setting a date, and signing it was perceived as too much commitment on their part. They agreed with the booklet that if they signed it, it

would be a signal that they were serious, but many said they simply were not sure they were at that point yet.

A few felt the suggestion to sign the plan was contrary to the message of the rest of the book. That is, one of the messages of the book is that it is OK – even expected – that someone trying to quit will slip. However, if someone signs something, it is perceived to be a contract with oneself, and therefore binding; it tends to make slipping less acceptable.

Page 25 – Review and Prepare

There was some discussion around the idea of throwing away all of one's cigarettes the day before you quit. While some agreed that this was the best thing to do, others felt they needed a few on hand to reduce the stress of cravings. That is, they felt it would be easier to resist having a cigarette if they knew there was one available than it would be if there were not any available.

The Montreal respondents tended to see this page as redundant.

Pages 26, 27 – Quitting Day

These pages were perceived to be a recap of what was included on the earlier pages of the booklet.

A few suggested that the congratulations should wait at least until 'day two', so the smoker could see if they made it through the first day of quitting.

Others suggested that it would be more realistic to recommend that they keep busy to take their minds off smoking, rather than rest.

Page 28, 29 – Dealing With Withdrawal

These pages are also perceived to be encouraging the reader to try the techniques outlined earlier in the book. However, there is some skepticism as to whether some of the points made are really true; many questioned, for example, whether the cravings will go away in a few minutes, or if the withdrawal symptoms will last only ten days.

The heading 'Staying Quit' on the final paragraph on Page 29 of the English version is perceived to be awkward. Several suggested the wording should be changed to avoid the use of the word 'quit' to something more positive, such as 'staying a non-smoker'.

Page 30, 31 – Be Positive. Stay Focussed.

Some of the suggestions on this page were considered unrealistic. For example, taking time off work when one is quitting smoking or working at a slower pace is perceived as difficult to do as it affects other people. Few felt their boss would allow them time off work to quit smoking.

However, the suggestions to think positively and reward yourself for small achievements were well received as they continued the overall theme of encouragement.

Page 32, 33 – Learning To Live Without Cigarettes

These pages were generally considered to be more encouragement to 'stay the course'.

A few suggested that the picture on Page 32 is 'washed out' or too dark.

Page 34, 35 – Regaining Control If You Slip

Again, the information on these pages was considered more suggestions for how to stay focused on the goal of quitting.

In this respect, however, many wondered what the picture of the fisherman had to do with the text.

Pages 37, 37 – Why Do Some People Gain Weight

Qualitatively, it appears that the fear of gaining weight is a big issue with smokers, particularly women. Participants liked seeing the information on these pages, as it gave them some hope that they would not be among those who will gain a lot of weight.

A few suggested that this page should be moved forward in the booklet, since it addresses an issue that is such a major factor preventing people from trying to quit.

Back Cover

The back cover is considered a good summary of the book, although some felt it could be made more interesting with a picture – perhaps a picture of the types of things with which a former smoker could reward themselves.

In Montreal, a few participants said the back cover looked like a political tract.

SUGGESTIONS FOR IMPROVEMENT

The Booklet Has Some Potential To Impact Behaviour

Overall, some participants responded very positively to the booklet, and actively requested that they be allowed the take it home with them. Many said they found the tone so encouraging, and the ideas so practical that they felt it would be a big help to them in their quest to quit smoking.

Others were not convinced that the booklet had anything different to offer, and felt it was missing some elements. Some of the suggestions for improvement included:

- adding a Table of Contents
- more on the alternative methods that can be used to quit smoking
- having pictures that seem to relate to what is being said on the page
- including testimonials, or at least putting the name of the person and how long they have been 'smoke-free' beneath each picture
- putting the section on weight gain closer to the front of the booklet and including more proof that the comments made are true
- expanding on the economic benefits of quitting smoking

APPENDIX

PROJECT #20103466 MILLWARD BROWN
February 28, 2005

SCREENER – Parents

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

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

	Yes	No
Advertising agency	❑	❑
Newspaper	❑	❑
Radio or television station	❑	❑
Market or opinion research company	❑	❑
Tobacco industry	❑	❑

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

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children under the age of 18 who live with you?

Yes ❑
No ❑ **TERMINATE**

3. RECORD GENDER:

Male ❑
Female ❑

CHECK QUOTAS

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

Under 20 ❑ **TERMINATE**
20 - 34 ❑
35 to 54 ❑
55 or over ❑ **TERMINATE**

TRY FOR ABOUT HALF IN EACH AGE RANGE.

What is your marital status?

Married ☐
Living with someone/cohabiting ☐
Single ☐
Widow/divorced/separated ☐

Do you smoke cigarettes?

Yes	❑	SKIP TO Q.8
No	❑	IF MARRIED/COHABITING IN Q.5, ASK Q.7, OTHERWISE THANK AND TERMINATE
Refused	❑	IF MARRIED/COHABITING IN Q.5, ASK Q.7, OTHERWISE THANK AND TERMINATE

IF 'MARRIED OR COHABITING' IN Q.5, AND 'NO' OR 'REFUSED' IN Q.6, ASK... Does your spouse or partner smoke cigarettes?

Yes ❑
No ❑ **THANK AND TERMINATE**
DK / REFUSE ❑ **THANK AND TERMINATE**

IF 'YES' IN Q.6 OR Q.7, ASK... How often do you/your spouse partner smoke in the house or car? Would you say that you/they...

Always smoke in the house or car ❑
Sometimes smoke in the house or car ❑
Rarely smoke in the house or car ❑ **THANK AND TERMINATE**
Never smoke in the house or car ❑ **THANK AND TERMINATE**

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

Primary school ☐
Some high/ secondary school / CGEP ☐
Graduated high/ secondary school / CGEP ☐
Some community college technical college/ CEGEP ☐
Graduated community college/ technical college/ CEGEP ☐
Some university ☐
Graduated university or more ☐
Other ☐

GOOD MIX.
MUST HAVE AT LEAST TWO IN GROUP WITH HIGH SCHOOL OR LESS

10. Which of the following best describes the type of work you do?

Blue Collar	☐
White Collar	☐
Pink collar (clerical)	☐
Grey collar (technical)	☐
Not currently employed	☐

GOOD MIX

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

Under $40,000	○
$40,000 - $74,999	○
$75,000 - $99,999	○
$100,000 - $149,999	○
$150,000 +	○
(DO NOT READ) Refused / Don't know	○

GOOD MIX. MUST HAVE AT LEAST 3 WITH INCOMES UNDER $40,000

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last about two and a half hours. The objective is to get your opinions on a booklet that is being developed. For the first half hour you will read through the booklet, and the balance of the session will be spent discussing it. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive $75 for your time.

Would you be interested in attending?

Yes	❑
No	❑ **TERMINATE**

If you use reading glasses, please be sure to bring them with you.

RECRUITER NOTE: The participant should be invited to come at 5:30 pm to give them half an hour to read the booklet before the group starts at 6 pm.

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

PROJECT #20104501 **MILLWARD BROWN**
February 28, 2005

SCREENER – Adult Smokers/Recently Quit

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

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

	Yes	No
Advertising agency	❑	❑
Newspaper	❑	❑
Radio or television station	❑	❑
Market or opinion research company	❑	❑
Tobacco industry	❑	❑

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

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

Yes ❑
No ❑

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

3. RECORD GENDER:

Male ❑
Female ❑

CHECK QUOTAS

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

Under 24 ❑ **TERMINATE**
25 - 39 ❑ **TERMINATE**
40 to 54 ❑
55 – 70 ❑ **TERMINATE**
Over 70 ❑ **TERMINATE**

Do you smoke cigarettes?

Yes	❑ **ASK Q.6**
No	❑ **SKIP TO Q.7**
DK / REFUSE	❑ **THANK AND TERMINATE**

How likely is it that you will try to quit smoking in the next six months? Is it…

Very likely	❑ **SKIP TO Q.9**
Somewhat likely	❑ **SKIP TO Q.9**
Not very likely	❑ **THANK AND TERMINATE**
Not likely at all	❑ **THANK AND TERMINATE**

IF 'NO' IN Q.5, ASK… Have you ever smoked cigarettes?

Yes	❑ **ASK Q.8**
No	❑ **THANK AND TERMINATE**
DK / REFUSE	❑ **THANK AND TERMINATE**

IF 'YES' IN Q.7, ASK… When did you quit smoking?

Within the last 6 months (ie. since last September)	❑ **ASK Q.9**
6 months – a year ago	❑ **THANK AND TERMINATE**
More than a year ago	❑ **THANK AND TERMINATE**

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

Primary school	☐
Some high/ secondary school / CGEP	☐
Graduated high/ secondary school / CGEP	☐
Some community college technical college/ CEGEP	☐
Graduated community college/ technical college/ CEGEP	☐
Some university	☐
Graduated university or more	☐
Other	☐

GOOD MIX.
MUST HAVE AT LEAST TWO IN GROUP WITH
HIGH SCHOOL OR LESS

10. Which of the following best describes the type of work you do?

Blue Collar	☐
White Collar	☐
Pink collar (clerical)	☐
Grey collar (technical)	☐
Not currently employed	☐

GOOD MIX

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

Under $40,000	○
$40,000 - $74,999	○
$75,000 - $99,999	○
$100,000 - $149,999	○
$150,000 +	○
(DO NOT READ) Refused / Don't know	○

GOOD MIX. MUST HAVE AT LEAST 3 WITH INCOMES UNDER $40,000

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last about two and a half hours. The objective is to get your opinions on a booklet that is being developed. For the first half hour you will read through the booklet, and the balance of the session will be spent discussing it. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive $75 for your time.

Would you be interested in attending?

Yes	❑
No	❑ **TERMINATE**

If you use reading glasses, please be sure to bring them with you.

RECRUITER NOTE: The participant should be invited to come at 7:30 pm to give them half an hour to read the booklet before the group starts at 8 pm.

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

Legendre Lubawin Marketing **Projet # 05-338**

Questionnaire de dépistage - Parents

Nom du répondant: _____ Téléphone (maison): _____
Téléphone (bureau) #: _____ Groupe #:_____

Bonjour/Bonsoir. Mon nom est _____ de LLM, une firme de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre secteur. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1a. Nous nous intéressons aux occupations des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage travaille pour... **Lire la liste**

Une agence de publicité	[ ]	
Un journal		[ ]
Une station de radio ou de télévision	[ ]	
Une entreprise dans le domaine du marketing ou de l'opinion public	[ ]	
L'industrie du tabac		[ ]

Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer

2. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants de moins de 18 ans qui vivent avec vous?

Oui 1
Non 2 - **Terminer**

3. **Enregistrer le sexe :**

Homme 1 Femme 2 **Vérifier les quotas**

4. Dans laquelle des catégories d'âge suivantes vous situez-vous?

Moins de 20 ans 1 – **Terminer**
20 – 34 ans 2
35 – 54 ans 3
Plus de 55 ans 4 – **Terminer**

Essayer d'avoir la moitié dans chaque catégorie d'âge.

5. Quel est votre état civil?

Marié 1
Vivant avec quelqu'un/cohabitation 2
Célibataire 3
Divorcé/veuf/séparé 4

6. Fumez-vous la cigarette?

Oui 1 – **Aller à Q.8**
Non 2 – **Si marié/cohabitation à Q.5, demander Q.7, sinon terminer**
Refus 3 – **Si marié/cohabitation à Q.5, demander Q.7, sinon terminer**

7. **Si marié/cohabitation à Q.5 et 'Non' ou 'refus' à Q.6, demander** : Est-ce que votre conjoint ou partenaire fume la cigarette?

Oui 1
Non 2 – **Terminer**
NSP/Refus 3 – **Terminer**

Si 'Oui' à Q.6 ou Q.7, demander : À quelle fréquence vous ou votre partenaire/ conjoint fumez dans la maison ou la voiture? Diriez-vous que vous ou il/elle…

Fume toujours dans la maison ou la voiture	1
Fume parfois dans la maison ou la voiture	2
Fume rarement dans la maison ou la voiture	3 – **Terminer**
Ne fume jamais dans la maison ou la voiture	4 – **Terminer**

Quelle est la dernière année de scolarité que vous avez complétée? **(Ne pas lire.)**

École primaire	1
École secondaire/Cégep commencé	2
École secondaire/Cégep terminé	3
Collège/Cégep technique commencé	4
Collège/Cégep technique terminé	5
Université commencée	6
Université ou études supérieures complétées	7
Autre	8

Bon mix – Doit y avoir au moins 2 par groupe avec secondaire ou moins.

Lequel des énoncés suivants décrit le mieux le type de travail que vous faites?

Col bleu	1		
Col blanc		2	
Col rose (bureau)	3		
Col gris (technique)		4	
Présentement sans emploi	5		**Bon mix**

Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... **Lire la liste – Cochez-en 1**

Moins de $40,000		1
$40,000 - $74,999		2
$75,000 - $99,999		3
$100,000 - $149,999		4
Plus de $150,000	5	
Ne pas lire - Refus/NSP	6	

Bon mix – Doit y avoir au moins 3 avec revenus en dessous de $40,000.

ɔus aimerions vous inviter à participer à un de nos groupes de discussion prévu le **8 mars, à h00**, qui durera environ 2h30. Le but est d'obtenir vos opinions concernant une brochure qui est train d'être conçue. Au cours de la première demi-heure, vous examinerez la brochure, et le ɜte de la séance sera consacré à la discussion. Personne ne tentera de vous vendre quoi que ce it. Nous sommes uniquement intéressés à vos idées et opinions. Nous croyons que vous ɹuverez la séance agréable et vous recevrez une rétribution de **$75** pour vous remercier de votre rticipation.

ɜs-vous intéressé à participer?

Oui	1
Non	2 – **Terminer**

vous avez besoin de lunettes pour lire, assurez-vous de les apporter.

te au recruteur : Le participant doit être invité à se présenter à 5h00 pm pour qu'il ait 30 minutes afin de lire la ɔchure avant le début du groupe à 5h30 pm.

Legendre Lubawin Marketing **Projet # 05-338**

Questionnaire de dépistage – Fumeurs adultes/Récemment arrêté

Nom du répondant: _____ Téléphone (maison): _____
Téléphone (bureau) #: _____ Groupe #:_____

Bonjour/Bonsoir. Mon nom est _____ de LLM, une firme de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre secteur. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1a. Nous nous intéressons aux occupations des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage travaille pour... **(Lire la liste.)**

Une agence de publicité	[ ]	
Un journal		[ ]
Une station de radio ou de télévision	[ ]	
Une entreprise dans le domaine du marketing ou de l'opinion public	[ ]	
L'industrie du tabac		[ ]

Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer

5. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants?

Oui	1	
Non	2	**Bon mix de personnes avec/sans enfants**

6. Enregistrer le sexe :

Homme 1 Femme 2 **Vérifier les quotas**

7. Dans laquelle des catégories d'âge suivantes vous situez-vous?

Moins de 24 ans	1 – **Terminer**
25 – 39 ans	2 – **Terminer**
40 – 54 ans	3
55 – 70 ans	4 – **Terminer**
Plus de 70 ans	5 – **Terminer**

5. Fumez-vous la cigarette?

Oui	1 – **Demander Q.6**
Non	2 – **Aller à Q.7**
NSP/Refus	3 – **Terminer**

6. Quelle est la probabilité que vous cessiez d'arrêter de fumer dans les 6 prochains mois? Est-ce…

Très probable	1 – **Aller à Q.9**
Plutôt probable	2 – **Aller à Q.9**
Plutôt improbable	3 – **Terminer**
Très improbable	4 – **Terminer**

7. **Si 'Non' à Q.5, demander** : Avez-vous déjà fumé la cigarette?

Oui	1 – **Demander Q.8**
Non	2 – **Terminer**
NSP¨/Refus	3 – **Terminer**

8. **Si oui à Q.7, demander** : Quand avez-vous arrêté de fumer?

Au cours des 6 derniers mois (i.e., depuis septembre dernier)	1 – **Demander Q.9**
Depuis 6 mois à 1 an	2 – **Terminer**
Depuis plus d'1 an	2 – **Terminer**

9. Quelle est la dernière année de scolarité que vous avez complétée? **Ne pas lire**

École primaire	1
École secondaire/Cégep commencé	2
École secondaire/Cégep terminé	3
Collège/Cégep technique commencé	4
Collège/Cégep technique terminé	5
Université commencée	6
Université ou études supérieures complétées	7
Autre	8

Bon mix – Doit y avoir au moins 2 par groupe avec secondaire ou moins

10. Lequel des énoncés suivants décrit le mieux le type de travail que vous faites?

Col bleu	1		
Col blanc		2	
Col rose (bureau)	3		
Col gris (technique)		4	
Présentement sans emploi	5		**Bon mix**

11. Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... **Lire la liste – Cochez-en 1**

Moins de $40,000		1
$40,000 - $74,999		2
$75,000 - $99,999		3
$100,000 - $149,999		4
Plus de $150,000	5	
Ne pas lire - Refus/NSP	6	

Bon mix – Doit y avoir au moins 3 avec revenus en dessous de $40,000.

ous aimerions vous inviter à participer à un de nos groupes de discussion prévu le **8 mars, à 9h00**, qui durera environ 2h30. Le but est d'obtenir vos opinions concernant une brochure qui est ı train d'être conçue. Au cours de la première demi-heure, vous examinerez la brochure, et le ste de la séance sera consacré à la discussion. Personne ne tentera de vous vendre quoi que ce ıit. Nous sommes uniquement intéressés à vos idées et opinions. Nous croyons que vous ouverez la séance agréable et vous recevrez une rétribution de **$75** pour vous remercier de votre ırticipation.

es-vous intéressé à participer?

ıi	1
Non	2 – **Terminer**

vous avez besoin de lunettes pour lire, assurez-vous de les apporter.

ote au recruteur : Le participant doit être invité à se présenter à 7:00 pm pour qu'il ait 30 minutes afin de lire la ochure avant le début du groupe à 7:30 pm.

PROJECT #20104501
March 4, 2005 – DRAFT #2

DISCUSSION OUTLINE – "MAKE YOUR HOME AND CAR SMOKE-FREE"

1. *Introduction Of Moderators & Project (5 min)*

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

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

Today we are going to focus our discussion on an evaluation of the booklet that you have just been reading. I want to get your reaction to it. Please be honest in your opinions. In this kind of research there are no wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 min)*

Let's start the discussion by having you introduce yourself by your first name, and tell us a little about yourself – if you are married or single, if you have any children, your occupation, and what you like to do in your spare time. Also tell me who in your household smokes cigarettes.

3. *Overall Evaluation of Draft Guide (30 minutes)*

You all should have had a chance to read through the guide entitled 'Make your home and car smoke-free'.

- What is your initial reaction to the guide? What are your reasons for this reaction?
- What did you feel was the main message of the guide overall? What is the key intent of the guide? What is the most important part or section of the Guide? Why?
- Who is this guide aimed at? Is it aimed at you? why/why not?
- Where would you expect to find this guide? Would you read it if you came across somewhere other than here? Would you keep it? Why?
- Is there enough information in the guide? Is the guide too long? Too short?
- Is any of this information familiar to you? IF YES…
  - What parts were familiar to you?
  - Where have you seen this type of information before?
- How useful is the information in the guide? What specifically did you find the most useful? Why? What pieces were not as useful? Why?
- Is the information on this guide information you can use on its own, or do you need more information/support in order for it to be useful? What more do you need?

If you were given this guide, how would you use it? Would it be something you would use for yourself, or for other family members? Would you pass it along to friends? Why?

Evaluation of The Design of The Guide (15 minutes)

What is your reaction to the overall layout of the guide? It is easy to follow/understand?
Do the messages flow easily? Is there anything confusing in it?
Would it be any easier to read if there were bullet points rather than parapgraphs?
Is the information well-presented overall?
What is your reaction to the graphics on the guide? Are they effective/not effective? Why?
Are there enough pictures? What do they add to the guide?
What is your reaction to the colours used?
What is your reaction to the font size? Is it easy to read?
Would you prefer to receive this information in a different format? *If 'yes'*, what format would you prefer to receive it in?

Page by Page Evaluation (30 minutes)

ow I want to go through the booklet page-by-page and get your comments on each page ıdividually. **MODERATOR**: Have participants start at the beginning, and go through page-by ıge, asking on each page:

do you have any particular comments on this page? Think in terms of the overall look of the page, the pictures, and the information

ɔecific Probes:

Page 5 – is the message to parents appropriate?

Pages 6 - 11 – includes some statistics. Are these meaningful to you? Did you know this? Is it important to include?

- Page 8 – definitions of 'Sidestream smoke' and 'Mainstream smoke' – is this important to know? Why?
- Pages 9, 10, 11 – is this new information to you? Do you believe it?
- Page 11 - effect on pets – is this effective? Does it belong in this booklet?

Pages 12 – 13 – dispelling myths – had you heard these 'myths' before? Did you believe them? Do you believe the responses to the myths that are in this guide? Is it important to dispel these myths? Are there any other myths you have heard that you would like to see included?

Page 15 – multi-unit residence – who is this page for – the smoker or the non-smoking neighbour? Is this a relevant section to include in the guide?

Page 17 – most of the guide focuses on health benefits. This page brings in some other benefits of being smoke-free. Is there 'news' on this page? Is this interesting? Convincing?

25a-o Pages 18 – 27 give a step-by-step process for making your home and car smoke-free. What is your reaction to the process? What parts of this process will work in your family? Why? What parts won't work for your situation? Why? What would you adapt for your own purposes?

- Step 3 outlines several challenges – are these familiar to you? Is this the way you would deal with them? Do you have any other suggestions for challenges or how to deal with them?
- Step 4 – would you set a specific date and make a pledge with your family to go smoke-free?
- Step 5 outlines some action steps – is there 'news' in this section? Anything you had not considered?
- Step 6 recommends a celebration – would you do it? do you have other suggestions for a celebration?
- Step 7 gives ideas on how to deal with setbacks – do you have any other suggestions?

26 abc- Pages 28 – 29 give you a chart to complete. Would you fill it in? is it a handy thing to have even if you don't complete it? why?

27a-f Pages 30 – 31 – Youth Zone – would you get your children to read this page? Why/why not? Is the language appropriate fro children? What is your reaction to the advice on this page? How would you/do you react to your children asking you not to smoke? Should this section look different from the rest of the guide to set it apart more?

28a-d Pages 32 – 33 – What else can you do? – would you take any of these steps? Why/why not? Do you have any other suggestions for action?

29 abc - Pages 34 – 35 – Notes – would you follow up on any of these? Is it important to show these sources of information? Why?

6. *Wrap-Up (5 minutes)*

30abcd- If you were able to improve this guide, what suggestions would you make? What would you change? What would you add? What would you delete?

31abc- Is a guide with this type of information something you will notice? Is it something you will pay attention to? Why/why not?

32ab- Would you use this guide to help make your home or car smoke-free? Wh/why not?

33abc - Does the guide make you feel any more or less positive toward Health Canada? The Government of Canada? Why?

34 - Why do you think the Government of Canada is doing this guide?

35 - If you could give Health Canada some advice overall on this type of material, what would it be?

Thank you for your time.

PROJET # // 04-338

GUIDE DE DISCUSSION – FAITES DE VOTRE MAISON ET DE VOTRE VOITURE DES ENVIRONNEMENTS SANS FUMÉE

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

Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs, si vous en avez avec vous.

Ce projet de recherche est commandité par Santé Canada. Nous ne vous poserons aucune question confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Chaque entrevue fait l'objet d'un enregistrement audio pour fins de recherche; je prends des notes, mais je ne peux tout écrire, alors il m'est possible de réécouter les bandes après les groupes. Il y a des observateurs derrière le miroir qui représentent Santé Canada. Ils ne sont là que pour écouter et apprendre. Nous recherchons vos opinions honnêtes ainsi que les raisons de vos opinions.

Aujourd'hui nous allons porter notre attention sur l'évaluation de la brochure que vous venez de lire. Je veux connaître vos réactions. Soyez honnêtes dans vos opinons. Dans ce genre de recherche, il n'y a pas de mauvaises réponses, et l'opinion de chacun compte.

2. *Présentation des participants (5 minutes)*

Pour commencer, veuillez vous présenter en me donnant votre prénom et en me disant si vous êtes marié ou célibataire, si vous avez des enfants, votre occupation et ce que vous aimez faire dans vos temps libres. Dites-moi également qui fume la cigarette dans votre ménage.

3. *Évaluation globale du guide (30 minutes)*

Vous devez tous avoir eu la chance de lire le guide intitulé « Faites de votre maison et de votre voiture des environnements sans fumée ».

- Quelle est votre première réaction face au guide ? Pourquoi réagissez-vous ainsi ?
- Quel était le principal message de guide en général ? Quelle est son intention première? Quelle partie ou section du guide est la plus importante ? Pourquoi ?
- À qui ce guide est-il destiné ? Est-ce qu'il vous est destiné ? Pourquoi/Pourquoi pas ?
- Où penseriez-vous pouvoir trouver ce guide ? Le liriez-vous si vous tombiez sur lui ailleurs qu'ici ? Le garderiez-vous ? Pourquoi ?
- Y a-t-il suffisamment d'informations dans le guide ? Est-il trop long ? Trop court ?
- Est-ce que vous êtes familier avec les informations contenues dans le guide ? Si oui...
    - Avec quelles portions êtes-vous familier ?
    - Où avez-vous déjà vu ce type d'information ?
- À quel point l'information contenue dans le guide est-elle utile ? Qu'avez-vous trouvé le plus utile ? Pourquoi ? Qu'est-ce qui était moins utile ? Pourquoi ?
- Est-ce que l'information contenue dans le guide est utile en soi, ou auriez-vous besoin de plus d'information/d'aide pour qu'il soit utile ? De quoi de plus auriez-vous besoin?

- Si on vous remettait ce guide, comment l'utiliseriez-vous ? L'utiliseriez-vous vous-même ou serait-il utile à d'autres membres de votre famille ? Le passeriez-vous à des amis ? Pourquoi ?

4. ***Évaluation du design du guide (15 minutes)***

- Quelle est votre réaction par rapport à la mise en page du guide ? Est-elle facile à suivre/à comprendre ? Est-ce que les messages coulent de source ? Y a-t-il des choses que vous ne comprenez pas ?
- Serait-il plus facile à lire si l'information était présentée sous forme de points plutôt que sous forme de paragraphes ?
- Est-ce l'information en général est bien présentée ?
- Quelle est votre réaction face aux photos ? Ont-elles un impact ou non ? Pourquoi ? Y a-t-il suffisamment d'images ? Qu'ajoutent-elles au guide ?
- Quelle est votre réaction face aux couleurs utilisées ?
- Quelle est votre réaction face à la taille des caractères ? Sont-ils faciles à lire ?
- Préféreriez-vous recevoir cette information sous un autre format ? *Si oui*, dans quel format préféreriez-vous la recevoir ?

Évaluation page par page (30 minutes)

aimerais maintenant que nous examinions la brochure page par page et que vous me donniez vos ıpressions sur chacune de ces pages. Animateur : demandez aux participants d'aller au début, et :aminez les pages une par une, en demandant à chaque page :

- Avez-vous des commentaires concernant cette page ? Pensez en terme de l'apparence globale de la page, des images et de l'information. Pensez également au ton utilisé.

ɔprofondir spécifiquement :

?age 5 : Est-ce que le message aux parents est approprié ?

Pages 6-11 : Incluent des statistiques – Sont-elles significatives pour vous ? Le saviez-vous ? ɜt-il important de les inclure ?

?age 8 : Définitions de 'Fumée des autres' (Fumée principale) – Est-ce que c'est important de les ınnaître? Pourquoi?

?ages 9, 10, 11 : Est-ce que cette information est nouvelle pour vous? La croyez-vous?

?age 11 : Effet sur les animaux – Cela a-t-il un impact? Est-ce que cela a sa place dans cette ochure?

?ages 12, 13 : Détruire les mythes – Aviez-vous déjà entendu parler de ces mythes auparavant? :s croyiez-vous? Croyez-vous les réponses à ces mythes contenues dans ce guide? Est-ce qu'il t important de détruire ces mythes? Avez-vous entendu parler d'autres mythes que vous aimeriez :rouver dans le guide?

- Page 15 : Construction à plusieurs unités – À qui s'adresse cette page : au fumeur ou au voisin non-fumeur? Cette section est-elle pertinente dans le guide?

- Page 17 : La plus grande partie du guide porte sur les bienfaits pour la santé. Cette page présente d'autres bienfaits liés au fait d'arrêter de fumer. Y a-t-il des éléments nouveaux sur cette page? Est-ce intéressant? Convaincant?

- Pages 18-27 : Planification étape par étape pour faire de votre maison et de votre voiture des lieux sans fumée. Quelle est votre réaction face à ce processus? Quelles portions de ce processus pourraient fonctionner dans votre famille? Pourquoi? Quelles portions ne fonctionneraient pas dans votre cas? Pourquoi? Qu'adapteriez-vous en fonction de vos objectifs propres?

  - L'étape 3 présente plusieurs défis – Vous sont-ils familiers? Est-ce que vous les géreriez de cette manière? Avez-vous des suggestions concernant les défis ou les manières de les gérer?

  - L'étape 4 – Planifieriez-vous une date précise et vous engageriez-vous auprès de votre famille à arrêter de fumer?

  - L'étape 5 présente quelques étapes à suivre - Y a-t-il quelque chose de nouveau dans cette section? Quelque chose que vous n'aviez pas envisagé?

  - L'étape 6 suggère que vous célébriez – Le feriez-vous? Avez-vous d'autres suggestions concernant cette célébration?

  - L'étape 7 vous donne quelques idées sur la manière de gérer les rechutes – Avez-vous d'autres suggestions?

- Pages 28-29 vous donne une feuille à remplir – La rempliriez-vous? Est-il pratique de l'avoir même si vous ne la rempliriez pas? Pourquoi?

- Pages 30-31 – Zone jeunesse : Feriez-vous lire cette page à vos enfants? Pourquoi/Pourquoi pas? Est-ce que le langage utilisé est approprié pour des enfants? Quelle est votre réaction face aux conseils donnés sur cette page? Comment réagiriez-vous/réagissez-vous lorsque vos enfants vous demandent d'arrêter de fumer? Est-ce que cette section devrait différer du reste du guide afin qu'elle ressorte davantage?

- Pages 32-33 – Que pouvez-vous faire d'autre? Entreprendriez-vous certaines de ces étapes? Pourquoi/Pourquoi pas? Avez-vous d'autres suggestions pour agir?

- Pages 34-35 – Notes : Est-ce que vous y donneriez suite? Est-il important de montrer ces sources d'information? Pourquoi?

6. *Sommaire (5 minutes)*

- Si vous aviez la possibilité d'améliorer ce guide, quelles suggestions feriez-vous ? Que modifieriez-vous ? Qu'ajouteriez-vous ? Qu'enlèveriez-vous ?

Est-ce que vous remarqueriez un guide contenant ce genre d'information ? Est-ce que c'est ıelque chose à laquelle vous porteriez attention ? Pourquoi/Pourquoi pas ?

Jtiliseriez-vous ce guide ? Vous aiderait-il si vous arrêtiez de fumer ? Qu'est-ce qui serait le plus ile ?

Est-ce que ce guide vous rend plus ou moins favorable face à Santé Canada ? Au gouvernement ı Canada ? Pourquoi ?

Pourquoi croyez-vous que le gouvernement du Canada a conçu ce guide ?

Si vous pouviez donner des conseils à Santé Canada sur ce genre de matériel, quels seraient-ils ?

erci de votre participation.

PROJECT #20104501
March 4, 2005 – DRAFT #2

DISCUSSION OUTLINE – "ON THE ROAD TO QUITTING"

1. *Introduction Of Moderators & Project (5 min)*

Introduction

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

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

Today we are going to focus our discussion on an evaluation of the booklet that you have just been reading. I want to get your reaction to it. Please be honest in your opinions. In this kind of research there are no wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 min)*

Warm up

Let's start the discussion by having you introduce yourself by your first name, and tell us a little about yourself – if you are married or single, if you have any children, your occupation, and what you like to do in your spare time.

3. *Overall Evaluation of Draft Guide (30 minutes)*

You all should have had a chance to read through the guide entitled 'On the road to quitting'.

1a b - What is your initial reaction to the guide? What are your reasons for this reaction?

2 a b c d What did you feel was the main message of the guide overall? What is the key intent of the guide? What is the most important part or section of the Guide? Why?

3 a b c Who is this guide aimed at? Is it aimed at you? why/why not?

4 a b c d Where would you expect to find this guide? Would you read it if you came across somewhere other than here? Would you keep it? Why?

5 a → e Is any of this information familiar to you? IF YES…

- 5b ○ What parts were familiar to you? Have you seen the guide before?
- 5d ○ Where have you seen this type of information before?
- 5e ○ Is there any important information missing from the guide?

6 a → e How motivating is the information in the guide? What specifically did you find the most motivating? Why? What pieces were not as motivating? Why?

7 a b Is the information on this guide information you can use on its own, or do you need more information/support in order for it to be useful? What more do you need?

If you were given this guide, how would you use it? Would it be something you would use for yourself, or for other family members? Would you pass it along to friends? Why?

Evaluation of The Design of The Guide (15 minutes)

What is your reaction to the overall layout of the guide? It is easy to follow/understand?
Do the messages flow easily? Is there anything confusing in it?
Is the booklet easy to read in terms of the way it is written?
Is the information well-presented overall? Well-organized?
What is your reaction to the graphics on the guide? Are they effective/not effective? Why?
Are there enough pictures? What do they add to the guide? Is the choice of pictures appropriate? What other pictures could be used?
What is your reaction to the colours used?
What is your reaction to the font size? Is it easy to read?
Would you prefer to receive this information in a different format? *If 'yes'*, what format would you prefer to receive it in?

Page by Page Evaluation (30 minutes)

ow I want to go through the booklet page-by-page and get your comments on each page ıdividually. **MODERATOR**: Have participants start at the beginning, and go through page-by ıge, asking on each page:

do you have any particular comments on this page? Think in terms of the overall look of the page, the pictures, and the information. Think also of the tone of what is being said.

ɔecific Probes:

Inside front cover – do you recognize the man in the picture? Who is he? What does his presence do for the booklet?

Page 1 – how do you feel about statements like "Smoking is not socially acceptable to the majority"?

Page 2 – do you believe these statements? Why/why not? Should the guide have more of these economic calculations? What impact does the economic argument have on you? On smokers in general?

Page 3 – how persuasive are these comments? What might be more persuasive? Do they motivate you to read on?

Page 5 – is this information news to you? How important is it to see the time for possible improvements measured in hours? Which one of these, if any, is the most likely to hit home with you? Which is the least motivating?

Page 6, 7 – changing habits – is this new information? Have you tried anything like this before? What parts are new? Did you look at the Tracking Card? What was your reaction to it? (Turn to Tracking Card now) Would you use it? why/why not?

25abcd Page 8, 9 – do you believe the points on these pages? What is your reaction to the 4 'D's? How motivating is it to know the cravings don't last forever? Is it believable to suggest you can distract yourself?

26abc Page 10, 11 – do the points on these pages make sense? How motivating are they? Do they resonate with you?

27ab Page 12 – dealing with stress – how believable are these points? How motivating?

28abc Page 13 – did you see the reference to visiting the website? Would you do it? why/why not?

29a→e Page 14, 15 – Set a date – would you follow this advice? Why/why not? Have you tried anything like this before? Why/why not? If yes, what was the outcome?

30a→h Pages 16, 17 – Get support - you follow this advice? Why/why not? Have you tried anything like this before? Why/why not? What was the outcome? Who would you enlist to support you? Would you phone the number? Why/why not?

31abc Page 19 – What is your reaction to this advice? Will it work? What barriers do you predict?

32 - Page 21 – what types of rewards might work?

33a→g Page 22, 23, 24 – Create your own action plan – do you recognize this page as a summary of what came before it in the guide? what is your reaction to these suggestions? Have you tried them? What was the outcome? What other suggestions do you have? Are the tools in this section appropriate? Helpful?

34ab Page 25 – Review and Prepare – what is your reaction to this advice? Any other suggestions for how to prepare?

35ab Page 27 – Quitting Day - what is your reaction to this advice? Any other suggestions for how to deal with 'quitting day'?

36abcd Page 29 –Dealing with Withdrawal - what is your reaction to this advice? Any other suggestions for how to deal with withdrawal? Does this section address what withdrawal means to you? Do you see withdrawal as just a physical issue, or one that is also emotional and psychological?

37abc Page 31 – Be Positive - what is your reaction to this advice? Any other suggestions for how to stay positive and focused? Is the advice in this section realistic?

38ab Page 33 – Learning to live without cigarettes - what is your reaction to this advice? Any other suggestions for how to live without cigarettes

39abc Page 34 – 36 – Regaining control – is it important to deal with the issue of 'slipping'? why? Any other suggestions on how to deal with this issue?

40 a→f 40a 40b

Page 37 – Why some people gain weight – is this a critical issue? What is your reaction to the ideas presented here? Do you have any other suggestions? Should there be more information in the guide relating to the weight gain issue? If yes, what other information do you need to see? Should this section be placed here (ie: at the end of the booklet) or somewhere else? 40c 40d 40e 40f

41 a b 41a 41b

Back page – is this a good summary? What else should be included on this page?

Wrap-Up (5 minutes)

42 a→d 42a 42b

If you were able to improve this guide, what suggestions would you make? What would you change? What would you add? What would you delete? 42c 42d

43 a b c 43a 43b

Is a guide with this type of information something you will notice? Is it something you will pay attention to? Why/why not? 43c

44 a b c

Would you use this guide? Would it be helpful if you were quitting? What was most useful? 44a 44b 44c

45 Was anything confusing?

46 What did you think of the tone overall?

47 Is this plan a credible approach to making a change in your behaviour?

48 a b 48a 48b

Does the guide make you feel any more or less positive toward Health Canada? The Government of Canada? Why? 48c

49 Why do you think the Government of Canada is doing this guide?

49 a b c 49a 49b 49c

Did you notice the website address on the back? Would you visit the site? What would you expect to find if you went there?

50 If you could give Health Canada some advice overall on this type of material, what would it be?

Thank you for your time.

PROJET # // 04-338

GUIDE DE DISCUSSION – SUR LA VOIE DE LA RÉUSSITE

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

Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs, si vous en avez avec vous.

Ce projet de recherche est commandité par Santé Canada. Nous ne vous poserons aucune question confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Chaque entrevue fait l'objet d'un enregistrement audio pour fins de recherche; je prends des notes, mais je ne peux tout écrire, alors il m'est possible de réécouter les bandes après les groupes. Il y a des observateurs derrière le miroir qui représentent Santé Canada. Ils ne sont là que pour écouter et apprendre. Nous recherchons vos opinions honnêtes ainsi que les raisons de vos opinions.

Aujourd'hui nous allons porter notre attention sur l'évaluation de la brochure que vous venez de lire. Je veux connaître vos réactions. Soyez honnêtes dans vos opinons. Dans ce genre de recherche, il n'y a pas de mauvaises réponses, et l'opinion de chacun compte.

2. *Présentation des participants (5 minutes)*

Pour commencer, veuillez vous présenter en me donnant votre prénom et en me disant si vous êtes marié ou célibataire, si vous avez des enfants, votre occupation et ce que vous aimez faire dans vos temps libres.

3. *Évaluation globale du guide (30 minutes)*

Vous devez tous avoir eu la chance de lire le guide intitulé Sur la voie de la réussite.

- Quelle est votre première réaction face au guide ? Pourquoi réagissez-vous ainsi ?
- Quel était le principal message de guide en général ? Quelle est son intention première? Quelle partie ou section du guide est la plus importante ? Pourquoi ?
- À qui ce guide est-il destiné ? Est-ce qu'il vous est destiné ? Pourquoi/Pourquoi pas ?
- Où penseriez-vous pouvoir trouver ce guide ? Le liriez-vous si vous tombiez sur lui ailleurs qu'ici ? Le garderiez-vous ? Pourquoi ?
- Est-ce que vous êtes familier avec les informations contenues dans le guide ? Si oui...
    - Avec quelles portions êtes-vous familier ? Avez-vous déjà vu ce guide ?
    - Où avez-vous déjà vu ce type d'information ?
    - Y a-t-il des informations importantes qui manquent à ce guide ?
- À quel point l'information contenue dans le guide est-elle motivante ? Qu'avez-vous trouvé le plus motivant ? Pourquoi ? Qu'est-ce qui était moins motivant ? Pourquoi ?
- Est-ce que l'information contenue dans le guide est utile en soi, ou auriez-vous besoin de plus d'information/d'aide pour qu'il soit utile ? De quoi de plus auriez-vous besoin?

- Si on vous remettait ce guide, comment l'utiliseriez-vous ? L'utiliseriez-vous vous-même ou serait-il utile à d'autres membres de votre famille ? Le passeriez-vous à des amis ? Pourquoi ?

5. *Évaluation du design du guide (15 minutes)*
   - Quelle est votre réaction par rapport à la mise en page du guide ? Est-elle facile à suivre/à comprendre ? Est-ce que les messages coulent de source ? Y a-t-il des choses que vous ne comprenez pas ?
   - Est-ce que la brochure est facile à lire, compte tenu de la façon dont elle est écrite ?
   - Est-ce l'information en général est bien présentée ? Bien organisée ?
   - Quelle est votre réaction face aux photos ? Ont-elles un impact ou non ? Pourquoi ? Y a-t-il suffisamment d'images ? Qu'ajoutent-elles au guide ? Est-ce que le choix des images est approprié ? Quelles autres images pourraient être ajoutées ?
   - Quelle est votre réaction face aux couleurs utilisées ?
   - Quelle est votre réaction face à la taille des caractères ? Sont-ils faciles à lire ?
   - Préféreriez-vous recevoir cette information sous un autre format ? *Si oui*, dans quel format préféreriez-vous la recevoir ?

. *Évaluation page par page (30 minutes)*

'aimerais maintenant que nous examinions la brochure page par page et que vous me donniez vos npressions sur chacune de ces pages. Animateur : demandez aux participants d'aller au début, et 'examiner les pages une par une, en demandant à chaque page :

- Avez-vous des commentaires concernant cette page ? Pensez en terme de l'apparence globale de la page, des images et de l'information. Pensez également au ton utilisé.

pprofondir spécifiquement :

Au verso de la première page – reconnaissez-vous l'homme sur la photo ? Qui est-ce ? Est-ce ue sa présence ajoute à la brochure ?

Page 1 : comment réagissez-vous à des énoncés tels que : 'La majorité considère qu'il est orénavant socialement inacceptable de fumer' ?

Page 2 : Croyez-vous ces énoncés ? Pourquoi/Pourquoi pas ? Le guide devrait-il contenir avantage de ces calculs économiques ? Quel impact l'argument économique a-t-il sur vous ? Sur :s fumeurs en général ?

Page 3 : À quel point ces commentaires sont-ils convaincants ? Qu'est-ce que qui serait avantage convaincant ? Est-ce qu'ils vous incitent à poursuivre la lecture ?

Page 5 : Est-ce que cette information est nouvelle pour vous ? À quel point est-il important de oir le temps requis calculé en heures pour obtenir des améliorations ? Lequel de ces énoncés est le lus susceptible de vous rejoindre ? Lequel est le moins motivant ?

Pages 6, 7 : Modifier les habitudes – Est-ce que cette information est nouvelle ? Avez-vous déjà ssayé l'une ou l'autre de ces méthodes ? Quels éléments sont nouveaux ? Avez-vous examiné la

Feuille de route ? Quelle a été votre réaction ? (Allez à la Feuille de route) L'utiliseriez-vous ? Pourquoi/Pourquoi pas ?

- Pages 8, 9 : Croyez-vous les arguments sur ces pages ? Comment réagissez-vous aux 4 principes ? À quel point est-ce motivant de savoir que les envies de fumer ne durent pas éternellement ? Le croyez-vous lorsqu'on suggère que vous pouvez vous distraire ?

- Pages 10, 11 : Est-ce que les arguments de ces pages ont du sens ? À quel point sont-ils motivants ? Est-ce qu'ils trouvent un écho chez vous?

- Page 12 : Gérer le stress – À quel point peut-on croire aux différents arguments ? À quel point sont-ils motivants?

- Page 13 : Avez-vous vu la référence au site Internet ? Le visiteriez-vous ? Pourquoi/ Pourquoi pas ?

- Pages 14, 15 : Fixez une date – Suivriez-vous ce conseil ? Pourquoi/Pourquoi pas ? Avez-vous déjà essayé de le faire ? Pourquoi/Pourquoi pas ? Si oui, quel a été le résultat ?

- Pages 16, 17 : Demander de l'aide - Suivriez-vous ce conseil ? Pourquoi/ Pourquoi pas ? Avez-vous déjà essayé de le faire ? Pourquoi/ Pourquoi pas ? Quel a été le résultat ? Qui choisiriez-vous pour vous soutenir ? Composeriez-vous le numéro ? Pourquoi/ Pourquoi pas ?

- Page 19 : Comment réagissez-vous à ce conseil ? Fonctionnera-t-il ? Quels obstacles entrevoyez-vous ?

- Page 21 : Quels types de récompenses pourraient fonctionner ?

- Pages 22, 23, 24 : Élaborer votre plan d'action - Reconnaissez-vous cette page comme étant un sommaire de ce qui a été précédemment dit dans le guide ? Quelle est votre réaction face à ces suggestions ? Les avez-vous essayées? Quel en a été le résultat ? Quelles autres suggestions avez-vous ? Est-ce les outils dans cette section sont appropriés? Utiles ?

- Page 25 : Passez en revue vos connaissances et préparez-vous en conséquence – Quelle est votre réaction face à ce conseil ? Avez-vous d'autres suggestions sur la manière de se préparer ?

- Page 27 : La journée où vous cessez de fumer - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de gérer la journée où vous cessez de fumer?

- Page 29 : Comment faire face au sevrage - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de gérer le sevrage? Est-ce que cette section aborde ce que le sevrage signifie pour vous? Percevez-vous le sevrage uniquement comme un phénomène physique ou un phénomène qui a également un côté émotionnel et psychologique?

- Page 31 : Affichez une attitude positive - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de rester positif et persévérant? Est-ce que les conseils dans cette section sont réalistes?

- Page 33 : Apprendre à vivre sans fumée - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière d'apprendre à vivre sans fumée?

Pages 34-36 : Reprendre la situation en main – Est-ce qu'il est important de gérer la question de la défaillance'? Avez-vous d'autres suggestions sur la manière de gérer cette question?

Page 37 : Pourquoi certaines personnes gagnent-elles du poids – Est-ce une question cruciale? Comment réagissez-vous aux idées exposées? Avez-vous d'autres suggestions? Devrait-il y avoir avantage d'information dans le guide concernant la question de la prise de poids? Si oui, quelles autres informations aimeriez-vous trouver? Cette section devrait-elle être placée ici (i.e. à la fin de la brochure) ou devrait-elle être mise ailleurs?

Endos : Est-ce un bon sommaire? Que devrait-il y avoir d'autre sur cette page?

. ***Sommaire (5 minutes)***

Si vous aviez la possibilité d'améliorer ce guide, quelles suggestions feriez-vous ? Que modifieriez-vous ? Qu'ajouteriez-vous ? Qu'enlèveriez-vous ?

Est-ce que vous remarqueriez un guide contenant ce genre d'information ? Est-ce que c'est quelque chose à laquelle vous porteriez attention ? Pourquoi/Pourquoi pas ?

Utiliseriez-vous ce guide ? Vous aiderait-il si vous arrêtiez de fumer ? Qu'est-ce qui serait le plus utile ?

Y a-t-il des choses que vous n'avez pas comprises ?

Qu'avez-vous pensé du ton utilisé ?

Est-ce que ce plan constitue une approche crédible en vue de modifier votre comportement ?

Est-ce que ce guide vous rend plus ou moins favorable face à Santé Canada ? Au gouvernement du Canada ? Pourquoi ?

Pourquoi croyez-vous que le gouvernement du Canada a conçu ce guide ?

Avez-vous remarqué l'adresse Internet à l'endos ? Visiteriez-vous le site ? Que vous attendriez-vous à trouver si vous le visitiez ?

Si vous pouviez donner des conseils à Santé Canada sur ce genre de matériel, quels seraient-ils ?

Merci de votre participation.

PORG-2004-1770
274226
ID CODE 10503 02 /1

Millward Brown

2 focus groups
10503 02.21 Home + Car
10503 02.22 ou ils font la quitting

QUALITATIVE RESEARCH TESTING OF 'ON THE ROAD TO QUITTING' AND 'MAKE YOUR HOME AND CAR SMOKE-FREE: A GUIDE TO PROTECTING YOUR FAMILY FROM SECOND-HAND SMOKE' BOOKLETS WITH THEIR TARGET AUDIENCE

FINAL

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PREPARED FOR: HEALTH CANADA

PREPARED BY: MILLWARD BROWN

PROJECT #20104501
MARCH 2005

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REACTION TO 'ON THE ROAD TO QUITTING'

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INTRODUCTION

Background

Health Canada's 'On the Road to Quitting Booklet' is a self-help resource that is designed to help adult smokers prepare and take action to successfully stop smoking. The booklet is a shorter version of the Health Canada's online "On the Road to Quitting" program. The program is based on the Prochaska and DiClemente behavioural model (stages of change) and is designed for the adult population.

The booklet…

- features evidence-based strategies to deal with obstacles and build motivation and skills;
- helps individuals to plan and carry-out quit attempts;
- provides information on effective methods for quitting;
- provides strategies to help individuals remain smoke-free; and,
- provides referral to other sources of information (ex. helplines) and resources on quitting.

A second guide book, 'Make Your Home And Car Smoke-Free: A Guide To Protecting Your Family From Second-Hand Smoke' has been designed for parents to provide them with information on the dangers of second-hand smoke in the home and car, and what they can do to reduce/eliminate their children's exposure. It features the health effects of second-hand smoke on children, misconceptions about eliminating second-hand smoke in the home and car, provides parents with ideas on how to make their home smoke-free and provides information on how to work together as a family.

Research was designed to evaluate the effectiveness of both booklets. Based on the results of this testing:

- the content of 'Make your home and car smoke-free" could be revised before the first version is printed
- the next version of 'On The Road To Quitting' could be modified to best suit the needs of the appropriate audience.

Research Objectives

The overall objective of this research was to evaluate the creative designs, the language and the messaging of both booklets. Specifically, the testing was intended to aid in determining the effectiveness, fit and appeal of the creative and the messages to the target audience. The motivational impact of the materials was also qualitatively evaluated to determine if the look of the booklet entices an individual to read the material, and if the material leads someone to thinking about changing their behaviour.

The research will be used to gauge target audience reaction to the print material designed around helping people to quit smoking or reduce the exposure of children to SHS and to obtain insights on how to improve the potential impact these materials will have.

A secondary objective was to gather insights on 40-54 year olds' attitudes, knowledge and behaviours with regard to quitting smoking as well as parents' attitudes, knowledge and behaviours with regards to SHS. This may include their attitudes to the barriers to quitting smoking, what resources might help them quit smoking and their past quitting behaviour.

More specifically, the testing was designed to provide insight on the following, for each of the booklets:

- Usability – extent, and ways in which the booklets would be used
- Understanding of the message
- Relevance of the message
- Importance of the message
- Usefulness of the information – which information is the most useful? Which information is less useful? What information is missing?
- Evaluation of the format for flow, ease of reading, use of graphics, colour, etc.

Methodology

A total of six (6) focus groups was held in a total of three markets across Canada. The groups were held as follows:

	TORONTO	MONTREAL	HALIFAX
6 PM	- English - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker	- French - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker	- English - Parents aged 20 – 54 with at least one child at home under the age of 18. Either the participant or their partner must be a smoker
8 PM	- English - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking	- French - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking	- English - people aged 40 – 54 who are smokers and thinking about quitting, or have recently quit smoking

In addition to the specifications outlined in the chart above, each group included the following:

- half male, half female
- good mix of occupations
- the groups included some people of lower socioeconomic status.

A total of 10 people were recruited for each session to ensure that at least eight participated in each.

Each session lasted about two hours.

Given that the objective was to evaluate a booklet in the session, and that the booklets are fairly long, participants were invited to arrive half an hour before the group was scheduled to start, so that they could be given a copy of the booklet and some time to read it before the discussion began. Participants were asked not to discuss the booklet until the group actually started.

All participants received an incentive of $75.

Reporting Perspective

Each booklet has been discussed separately in the report.

Caution:
Please note that this research was qualitative in nature. Therefore, even though some tools were used in the groups as research aids, the results from these questions are not included in this report. As the research undertaken was qualitative in nature, the results of this report are not projectable to the general population. In this context, numeric data have little meaning.

EXECUTIVE SUMMARY

'Make Your Home and Car Smoke-Free'

The overall reaction to the booklet 'Make your home and car smoke-free' was positive in that participants felt it had a valid message to communicate. The information in the booklet surprised the smokers who believed they were taking steps to minimize smoke in the house, and made them feel guilty that measures such as smoking by an open window are ineffective. Despite their guilty feelings, however, they appreciated the fact that the booklet was giving them the facts.

Some were shocked or depressed by some of the statistics in the booklet, or information they considered 'new news'. This included:

- second-hand smoke contains over 4,000 chemicals
- second-hand smoke can have a negative impact on dogs and cats
- second-hand smoke can have a negative impact on newborn babies
- second-hand smoke leads to diseases other than cancer
- second-hand smoke can impact one's ability to think
- second-hand smoke can get into your draperies and carpets
- people living in multi-unit housing can be affected by second-hand smoke.

The 'new news' in the booklet contributed to their sense that the booklet was worthwhile and had a meaningful message. That is, even though they had an emotional reaction to the information, and they felt the news was 'bad news', they appreciated reading it. The booklet forced the smokers in the groups to realize that their behaviour will have to change if they really want to protect their family.

Many liked the idea that the booklet did not just raise issues, but offered practical suggestions for dealing with various scenarios. In this respect, participants suggested that they would use the booklet as a resource to help them make the house or car smoke-free.

The obvious message was that smokers and their families should make an effort to make the house and car smoke-free. Some smokers perceived an underlying message that they should quit smoking entirely.

The booklet is perceived to be aimed at parents, particularly parents who smoke, or whose partner smokes.

Suggestions for improvement included:

- changing the cover from a dark background with smoke rings to something more reflective of the positive tone of the booklet
- reducing the number or width of the black stripes on Pages 6, 14, 17, 26, 32
- possibly reducing the length of the booklet by reducing the amount of white space, or putting some of the text into bullet points rather than paragraph form
- adding a 'Smoke-Free House' decal to the booklet
- reorganizing the Youth Zone pages to be more 'child-friendly'.

'On The Road To Quitting'

Smokers in the English markets responded positively overall, while those in Montreal were a little more cynical. Those who liked it felt the booklet has a very positive tone that has the potential to motivate smokers to think about quitting. It made quitting seem achievable, while at the same time acknowledging that it is difficult. The booklet covers issues to which the smoker can relate, from the reasons for wanting to quit, to the fear of weight gain, to the fear of slipping and how to deal with stress without a cigarette. The booklet validated their fears, but also gave them ideas on how to deal with them.

Those who did not like the booklet felt there was no new news in it. Moreover they felt there was information missing, such as alternative methods of quitting. Some felt the booklet was overly optimistic to the point where it underestimated the severity of withdrawal symptoms or cravings. Many suggested the pictures in the booklet seem a little out of place; the adults in the pictures do not look like smokers, and in some cases the photo seems to have no relevance to the points being made on the page. The pictures seemed geared to a healthy, happy lifestyle, and while that is not necessarily a bad thing, it does not reflect some the challenges that smokers face in trying to achieve that lifestyle.

The layout was typically well-received. Most felt the booklet format was big enough to seem important, but small enough to be manageable. It was widely considered an easy read.

Some were critical of the orange and purple colours used, and in particular felt that black text on a purple background was hard to read.

The obvious message of the booklet is to quit smoking, but the underlying message is one of encouragement to keep trying. Part of the message is to have the confidence to follow through on the commitment to quit.

The target group was generally considered to be middle-aged smokers.

Some of the suggestions for improvement included:

- adding more on the alternative methods that can be used to quit smoking
- having pictures that seem to relate to what is being said on the page
- including testimonials, or at least putting the name of the person and how long they have been 'smoke-free' beneath each picture
- putting the section on weight gain closer to the front of the booklet and including more proof that the comments made are true
- expanding on the economic benefits of quitting smoking

RECOMMENDATIONS

Based on the comments of the participants and the interpretations of the moderators, the following recommendations are made:

RE: Make Your Home And Car Smoke-Free

- changing the cover from a dark background with smoke rings to something more reflective of the positive tone of the booklet
- reducing the number or width of the black stripes on Pages 6, 14, 17, 26, 32
- putting some of the text into bullet points rather than paragraph form
- adding a 'Smoke-Free House' decal to the booklet
- reorganizing the Youth Zone pages to be more 'child-friendly'
  - putting the text into easy to read bullet points
  - adding more, but smaller pictures
  - including pictures of older children
- consider moving the Youth Zone up front
- consider making the booklet more widely available

RE: On The Road To Quitting

- consider adding a Table of Contents
- consider adding some testimonials, possibly by adding a name and 'time since last cigarette' onto the various pictures
- ensure that when the purple background is used, the text on it is white, not black
- consider adding a picture to the back cover
- consider adding more economic realities associated with smoking as a way to build a case for quitting
- consider adding a section on the alternative methods for quitting, such as the patch, acupuncture, hypnosis
- consider moving the section on weight gain closer to the front of the book
- consider adding some evidence of the relative lack of weight gain to this section

NOTE DE SYNTHÈSE

Maisons et voitures : des environnements sans fumée

Dans l'ensemble, la réaction au livret *Maisons et voitures : des environnements sans fumée* a été positive. Les participants et les participantes ont dit que le message communiqué était valable. Les renseignements présentés dans le livret ont surpris les fumeurs qui croyaient prendre des moyens pour diminuer la fumée chez eux. Ils se sont sentis coupables en apprenant que certaines mesures, notamment fumer près d'une fenêtre ouverte, sont inefficaces. Toutefois, malgré ces sentiments de culpabilité, ils ont apprécié que le livret leur présente les faits.

Certaines statistiques ou certains renseignements présentés dans le livret et qui étaient, selon les participants, des « mauvaises nouvelles » ont choqué ou déprimé quelques-uns. Il s'agissait notamment des renseignements suivants :

- la fumée secondaire contient plus de 4 000 substances chimiques
- la fumée secondaire peut nuire aux chiens et aux chats
- la fumée secondaire peut faire du tort aux nouveaux-nés
- la fumée secondaire cause non seulement le cancer mais aussi d'autres maladies
- la fumée secondaire peut nuire à la capacité de penser
- la fumée secondaire peut s'imprégner dans les rideaux et les tapis
- les personnes qui habitent une construction à plusieurs unités peuvent être affectées par la fumée secondaire.

Les « mauvaises nouvelles » présentées dans le livret leur ont fait dire que le livret leur semblait utile et que son message était valable. C'est-à-dire que même si les participants ont réagi, sur le plan des émotions, aux renseignements et que les renseignements étaient, selon eux, des «mauvaises nouvelles», ils les ont appréciés. Le livret a forcé les fumeurs du groupe à constater que leurs habitudes doivent changer s'ils veulent protéger leur famille.

Plusieurs participants ont aimé que le livret ne fasse pas que soulever des questions, mais qu'il offre également des suggestions pratiques dans diverses situations. À cet égard, les participants ont dit qu'ils pourraient utiliser le livret comme ressource qui les aidera à faire de leur maison et de leur voiture des lieux sans fumée.

Le message le plus évident c'est que les fumeurs et leur famille devraient prendre des moyens de faire de leur résidence et de leur voiture des lieux sans fumée. Certains fumeurs ont dit qu'il y avait un message sous-jacent, savoir qu'ils devraient cesser totalement de fumer.

Le livret viserait les parents, surtout ceux qui fument ou dont le conjoint ou la conjointe fume.

Les propositions d'amélioration comprennent notamment :

- changer la couverture qui comporte un fond noir avec des ronds de fumée pour refléter davantage le ton positif du livret
- diminuer le nombre ou la largeur des lignes noires aux pages 6, 14, 17, 26 et 32
- peut-être abréger le livret en diminuant les espaces en blanc ou en présentant les renseignements au moyen de points vignettes plutôt que dans des paragraphes
- ajouter un décalque «Cette maison est un environnement sans fumée» au livret
- réorganiser la Zone jeunesse pour attirer davantage les enfants.

Sur la voie de la réussite

Dans l'ensemble, les fumeurs et les fumeuses du marché anglophone ont réagi positivement, alors que les fumeurs de Montréal étaient un peu plus cyniques. Les participants qui ont aimé le livret ont dit que le ton était très positif et que cela pouvait motiver les fumeurs à cesser de fumer. Il présentait la possibilité d'arrêter de fumer comme faisable tout en reconnaissant que c'était difficile. Le livret soulève des questions susceptibles d'intéresser les fumeurs, à savoir les raisons de cesser de fumer, la crainte de prendre du poids, la crainte de recommencer à fumer et comment vivre avec le stress sans cigarettes. Le livret confirmait leurs craintes mais il leur présentait également des moyens de les dissiper.

Ceux et celles qui n'ont pas aimé le livret ont dit qu'il ne présentait rien de nouveau. En outre, ils ont dit que certains renseignements étaient absents, notamment les moyens de rechange pour cesser de fumer. Certains ont dit que le livret était trop optimiste au point où il sous-estimait la gravité des symptômes ou de l'état de manque. Plusieurs ont dit que les photos présentées dans le livret n'étaient pas très pertinentes; les adultes n'ont pas l'air de fumeurs et dans certains cas, la photo semble n'avoir aucun lien avec les renseignements présentés. Les photos reflétaient un mode de vie sain et heureux et même si cela n'est pas nécessairement mauvais, elles ne reflètent pas les défis auxquels les fumeurs doivent faire face pour adopter ce mode de vie.

En règle générale, la mise en page a été bien reçue. Le format était suffisamment grand mais assez petit pour être pratique. Les participants ont dit, pour la plupart, qu'il se lisait facilement.

Quelques participants ont critiqué les couleurs orange et mauve et, en particulier, ils ont dit qu'un texte noir sur fond mauve était difficile à lire.

Le message évident c'est qu'il faut cesser de fumer, mais le message sous-jacent c'est qu'on encourage le fumeur à continuer d'essayer de cesser. Il faut se sentir confiant pour respecter son engagement de cesser de fumer.

Les participants et les participantes ont dit que le groupe cible était les fumeurs d'âge moyen.

Voici quelques suggestions d'amélioration:

- ajouter des méthodes de rechange pour cesser de fumer
- présenter des photos qui semblent liées aux renseignements apparaissant sur la page
- inclure des témoignages ou donner au moins le nom de la personne sous chacune des photos et indiquer depuis combien de temps elle ne fume plus
- placer la section sur la prise de poids plus près du début du livret et inclure plus de preuves que les commentaires sont véridiques
- en dire plus sur les avantages économiques de cesser de fumer

RECOMMANDATIONS

Compte tenu des commentaires des participants et de l'interprétation des animateurs, nous soumettons les recommandations suivantes :

RE: *Maisons et voitures : des environnements sans fumée*

- modifier la couverture qui comporte un fond noir avec des ronds de fumée pour mieux refléter le ton positif du livret
- diminuer le nombre ou la largeur des lignes noires des pages 6, 14, 17, 26, 32
- présenter une partie du texte en points vignettes plutôt que dans des paragraphes
- ajouter un décalque «Cette maison est un environnement sans fumée» au livret
- réorganiser la Zone jeunesse pour attirer davantage les enfants
  - le texte en points vignette est plus facile à lire
  - plus de photos plus petites
  - photos d'enfants plus âgés
- songer à mettre la Zone jeunesse au début
- rendre le livret plus disponible.

RE: Sur la voie de la réussite

- peut-être une table des matières
- songer, sous les diverses photos, à ajouter des témoignages, peut-être aussi le nom de la personne et le temps écoulé depuis sa dernière cigarette
- veiller à ce que, lorsque le fond est mauve, le texte soit blanc plutôt que noir
- songer à mettre une photo sur le plat inférieur du livret
- songer à mentionner quelques données économiques liées à la cigarette comme moyen de convaincre
- songer à ajouter une section sur les méthodes de rechange, notamment le timbre, l'acuponcture, l'hypnose
- songer à mettre la section sur la prise de poids au début du livret
- songer à ajouter des preuves de l'absence relative de prise de poids dans cette partie…

DETAILED FINDINGS



REACTION TO 'MAKE YOUR HOME AND CAR SMOKE-FREE: A GUIDE TO PROTECTING YOUR FAMILY FROM SECOND-HAND SMOKE'

It should be noted that most of the participants in each session were smokers themselves. A couple of participants in Halifax and one in Montreal were non-smokers who lived with a smoker.

GENERAL REACTION TO THE BOOKLET

On Balance, the Reaction Was Positive

The general overall reaction to the booklet was positive. Most found it an easy read – something that did not take a lot of effort to read and absorb.

Many participants, including smokers, acknowledged that the overall message to keep the home and car smoke-free, is a positive one. Moreover, because they have seen some of the damage that smoke can do to carpets and draperies, as well as the health of the family, they could not argue with the validity of the message.

While some said the booklet contained nothing new in terms of information, many found the booklet educational. Some of the facts they said were 'news' to them included:

- second-hand smoke contains over 4,000 chemicals
- second-hand smoke can have a negative impact on dogs and cats
- second-hand smoke can have a negative impact on newborn babies
- second-hand smoke leads to diseases other than cancer
- second-hand smoke can impact one's ability to think
- second-hand smoke can get into your draperies and carpets
- people living in multi-unit housing can be affected by second-hand smoke from other units.

Several people commented that they liked the fact that the booklet acknowledges it is hard to alter smoking behaviours, and offers some strategies for dealing with the smoker who agrees to quit smoking in the house, but has a relapse.

In this respect as well, many commented positively on the fact that the booklet gives some scenarios, and offers ideas on how to deal with them. A number of participants in each session found at least one scenario that was familiar to them. Overall, participants appreciated the fact that the booklet is not simply another lecture or warning on the dangers of smoking in general, or second-hand smoke in particular. Rather it gives information that forces the reader to think about the issue, and also offers useful, practical suggestions.

Many Participants Had An Emotional Reaction To The Booklet

Many participants had an emotional reaction to this booklet, and in the end, this reaction contributed to their overall positive reaction. The fact that the booklet did play on their emotions was a clear indication that the message was getting through.

Some felt guilty. They had approached the booklet hoping it would validate some of their behaviour because they believed they had taken steps to minimize the amount of smoke in the house. For example, one man in Toronto had built himself a 'smoking room', and several participants in each market claimed to smoke only in certain parts of the house, or only by an open window. The information in the booklet made it clear that these were not effective ways to avoid second-hand smoke.

Some felt guilty because they did not realize how harmful second-hand smoke can be. Most acknowledged that they knew it was bad, but many said they did not realize all of the consequences before reading the booklet.

Some participants – particularly smokers who said they were not ready to quit – got defensive. A number of participants said they get enough lectures already from non-smoking family members; they do not intend to give them any more 'ammunition' to use against the smoker. (The non-smokers in Halifax suggested that they would definitely use the booklet in exactly the way the smokers feared.)

A few of the smokers also said they would use the booklet as ammunition against smokers who they feel exhibit particularly poor smoking 'manners'. For example, one young man in Halifax said that he tries not to smoke around his young child, but both his own mother and the child's mother do smoke around the child. He wanted to show the booklet to them in the hope of convincing them that their behaviour is wrong.

A number of smokers resented the notion that even their own homes are becoming places where they cannot smoke. Most in Toronto and Halifax acknowledged that they can no longer smoke at work, in restaurants, on public transit, or in most public buildings. They regarded private spaces like their cars or homes as the last bastion of approved smoking areas that are indoors. This booklet makes them think that even these are being targeted.

A few described the booklet, and the information in it, as depressing. Those who were not aware of all of the facts were particularly likely to express this emotion. They said it depressed them to hear of all the negative impacts that second-hand smoke can have. For some, the dark cover of the booklet also contributed to this perception.

A few said they were shocked by some of the statistics, particularly the facts that second-hand smoke contains over 4,000 chemicals, and the danger to pets.

The Main Message Is Obvious

Most participants said the main message is to discourage smokers from lighting up in the house or car. Attached to this are messages that second-hand smoke is bad, particularly for kids.

Part of the message was to respect the rights of non-smokers. In this respect, some of the smokers said the booklet gave them a new appreciation for the issues which non-smokers face.

However, an underlying message perceived by a number of smokers was that they should consider quitting entirely. Those who felt this way agreed that the main message was to quit smoking in the house and car, but they also felt that if they did that, they might as well quit smoking entirely. Because they felt this way, they tended to suspect that this was Health Canada's ultimate goal. In this respect, a few said that the only thing missing from the booklet was the overt suggestion to quit smoking.

Participants Expect To See The Booklet in Doctors' Offices

Participants in each session were asked where they would expect to see this booklet. Their responses included:

- doctors' offices, medical clinics, emergency rooms
- schools (a number fully expect to see their children bring it home from school)
- libraries
- on the Health Canada website
- (in Montreal) in grocery stores, financial institutions

Overall, most expect it to be available in places where they might see it and pick it up. Few, if any, said it was something they would go looking for.

The Booklet Is Perceived To Be Aimed Mainly At Parents

The 'Message to Parents' at the beginning of the booklet led many to say the document is aimed at parents who smoke. The number of pictures of children and families reinforce this perception, as does the extensive information on the harm that second-hand smoke does to children.

Some believe that while it might be aimed at parents, it is really for anyone who smokes, and particularly those who smoke in the house or car.

Several people suggested the booklet is for children or young teens who are fighting for their rights as non-smokers. That is, they viewed the booklet as ammunition that could be used by children of smokers to convince the smokers to change their behaviour.

Most Liked The Booklet Format

Most liked the booklet format. Several people in different markets said the booklet was a good size to leave around the house for others to read. A few specifically mentioned the bathroom as an appropriate place to leave the book.

The pictures in the book were well-received. Most depict children or families, and this was perceived to reinforce the message that second-hand smoke is harmful to children.

A few suggested that more of the information could be put into bullet form, rather than paragraphs for faster, easier reading. However, on the whole, the language used in the booklet was considered easy to read and understand.

A few people felt the booklet was bit too long, and suggested it could be shortened by reducing the amount of space devoted to pictures, the black stripes down the sides of some pages, or even the extra white space on the pages. They suggested that some of this 'blank' space could be eliminated, without impacting the text.

Many Would Use The Booklet As A Resource

Many of the people in the groups said they would use the booklet as a resource to help them change their smoking behaviour. A number said they would like to follow at least parts of the process outlined in the booklet to help eliminate smoke from the house.

A few said they wanted to show the booklet to other smokers whose smoking behaviour is worse than their own.

Several smokers said that they would not use the booklet until they were ready to think about quitting entirely. That is, they would not take the intermediate step of altering their smoking behaviour by smoking outside until they were ready to quit altogether. In the meantime, these participants did not want the booklet in the house to provide ammunition for their non-smoking family members.

PAGE-BY-PAGE EVALUATION OF THE BOOKLET

Some Felt The Cover Was Depressing

Many participants in Toronto and Halifax recognized the smoke-rings on the cover as something they have seen before in connection with second-hand smoke. A number played back the commercial in which a mother blows a smoke-ring that eventually settles over her children in another room. In this respect, the design of the cover makes sense.

However, a number of people described the cover as depressing, and out-of-step with the more optimistic tone of the booklet overall. They objected to the dark background colour, and said it is more reminiscent of the frightening pictures of black lungs and rotten teeth that are found on cigarette packages. Given that the tone of the book is intended to be practical, helpful advice, a number of participants suggested the cover should have a lighter, brighter appearance.

A few also suggested that the name of the booklet should be changed to something like 'Protect your family' if Health Canada really wants to get people to read it. As noted above, a few smokers in the groups said they would ignore this book if they have no intention of quitting smoking. If the title was less blatantly tied to smoking, they might reconsider reading it.

Page 3 – Table of Contents

This page was not evaluated in any detail.

Page 4, 5 – A Message To Parents

A number of people questioned why Page 4 is such a dark colour. In particular, they do not like the wide black stripe down the left-hand side, as well as the similar stripes on pages 6, 14, 17, 26, 32. These serve no particular design function, and tend to make the pages look 'heavy'.

A few felt that the white space occupying the top two-thirds of page 5 should at least be shaded for aesthetic purposes.

The "Message to Parents" is considered easy to read, and sets the tone for the booklet. However, a number of participants questioned why it is called a message to parents, when they felt the information in the booklet is applicable to anyone who smokes, or who lives with a smoker.

Pages 6, 7 – Introduction

A number of participants viewed the boy blowing a dandelion as a symbol of a healthy child. He clearly can get air into his lungs, and therefore likely lives in a smoke-free environment. This was perceived to be an important part of the message.

The text on page 7 was described as valid information that is not necessarily new news. However, it did make it clear to the smokers who read it that they are in a minority, but still a problem. As one person phrased it, 'it says I'm causing the statistics.'

The statistics are typically considered meaningful. The wording is fairly blunt, but in this regard is perceived to set the tone for the booklet.

Pages 8, 9 – The Truth About Second-Hand Smoke

The layout of these two pages catches the attention of the reader, although several people questioned why such harsh facts are positioned on such a healthy-looking lawn. They said the background picture does not fit with the facts that are shown on it.

The facts themselves are believed to be true, particularly since participants said they had heard at least some of these facts before. However, some was new information. For example, while they said they knew tobacco smoke contained some of the chemicals listed, participants were unaware of others. The statement about the '4,000+ chemicals' clearly stood out to some.

A few questioned what was meant by a 'Class A' environmental substance.

The definitions of 'Sidestream smoke' and 'Mainstream smoke' were considered irrelevant to many participants. People suggested that giving the definitions is useless information, unless they also hear that one form of smoke is worse than the other.

A few smokers saw the word 'environmental' on Page 8, and began to wonder why environmental issues such as air pollution were not being included. That is, they got a little defensive, and began to suggest that other pollutants in the air might be contributing to the issue of second-hand smoke. They tried to suggest that smokers were being made a scapegoat for all airborne pollutants.

Page 10, 11 – The Health Effects Of Second-Hand Smoke

These pages generated a lot of discussion because of the very specific information that they include. Participants claimed to know a lot of the information on this page, but in each group there were people who did not know all of it. For example, while many said they understood that a pregnant woman who smokes could harm her unborn child, several said they were not aware the danger was just as great to a newborn. A couple of women

said they quit smoking while they were pregnant, but started up again once the baby was born.

A number of participants said they were not aware that second-hand smoke had been linked to Sudden Infant Death Syndrome (SIDS).

Several commented on the link between second-hand smoke and a child's ability to think things through, and their ability to score well on tests. A number found this a very disturbing finding. A few others, however, rejected this as scare tactics, as they believe there are far too many variables involved in cognition to pinpoint any one specifically.

The section on this page which generated the most discussion, however, was the one headed 'Second-hand smoke and your pets'. Many participants said it had never occurred to them that the smoke might affect their pet's ability to breathe, or that the smoke might get into their fur, and ultimately be ingested when they clean themselves. A number of those who have a dog or a cat seemed very disturbed by this information. One of the non-smokers said that she was going to use the information to play on her smoking husband's love of his dog to see if she could influence his behaviour; a couple of other pet owners said this section also led to think twice about smoking around their pets.

Pages 12, 13 – The Truth About How Second-Hand Smoke Travels In Your Home

These pages, perhaps more than any others in the booklet, resonated with the smokers in the groups. As noted earlier, many of the smokers believed they were being responsible in the way in which they smoke in the house. They said they smoke by an open window, or go into the basement to smoke. Several said they use air filters or purifiers. A few said they only smoke when no one else is home, or when the kids are in bed (to the point where a couple of women said their family does not know they smoke).

Many felt it was a clever move for Health Canada to call this behaviour 'myths'. They recognized their own behaviour, and in some cases were shocked to discover that the steps they have taken are not effective at protecting their family. These pages forced them to realize that their behaviour will have to change if they really want to protect their family. This page was considered a 'reality check'.

The information that seemed to be most newsworthy on this page was that the 'harmful chemicals can cling to rugs, curtains, clothes and other materials and can usually remain in a room long after someone has smoked there.' This sentence brought it home to people that it is not just the smoke that causes harm, but the harmful chemicals which linger. A number began thinking about small children who will crawl on carpets, or wipe their hands in the dust on furniture and then put their fingers in their mouth.

Pages 14, 15 – If You Live In A Multi-Unit Residence

Those who live in a multi-unit residence like a townhouse or apartment complex had mixed reactions to this page. First, many acknowledge that all odours, including cooking odours and second-hand smoke, will travel in this type of residence.

A few also said that they have taken certain steps to seal cracks or put a towel across the bottom of a doorway. However, many suggested some of the other measures are a little extreme, particularly if they are ones that the landlord would need to do. There is a perception that the 'typical' landlord would not be prepared to take these steps.

Most tended to feel these pages were aimed at non-smokers who live in multi-unit residences.

Pages 16, 17 – Further Benefits of A Smoke-Free Home And Car

Most people liked the information on this page, as virtually everyone could find a benefit that was meaningful to them. In particular, they appreciated the focus on the economic benefits, rather than the health benefits.

A few questioned the credibility of the claim that one would not have to clean/ repaint so often.

Pages 18 - 27 The Process

The concept of working together as a family to make the home and car smoke-free was met with mixed reactions. Some liked the idea, particularly if they are used to having family discussions on a variety of issues. They felt that having a family meeting would make sense, and would give all family members an opportunity to voice their opinions.

Others thought the process that was outlined was too formal, and would not work in their family.

A number of smokers in the groups, particularly those who are the only smoker in the family, said that if they were going to move in the direction of not smoking in the house or car, they would prefer to attempt it on their own, without telling anyone. There was a very real concern that if they make a public commitment (to the family) that they will not smoke in the house, and then fail to meet their commitment, they will be 'bugged' even more than they are now about their smoking. There is a very real defense mechanism that comes into play, with smokers saying things like 'the more they bug me, the less inclined I am to try to quit'.

Step 3 of the process outlines several scenarios which also seemed to resonate with the participants. Most related to at least one of the scenarios listed. From a purely format

perspective, it was suggested that the scenarios be identified by letters, rather than numbers to keep them from being confused with the various steps in the process.

At least one person suggested the NOTE following the first scenario on page 21 should be in bigger font size, as he was sure most people were not aware that children cannot be left alone until they are at least ten.

Many appreciated the fourth scenario in which a family member insists on smoking indoors, as they felt it would be very realistic that someone would 'backslide'.

A number of participants thought it would be a good idea to set a date, as suggested by Step 4, however, most felt they would probably not do it, or, if they did set a date, they would probably need to do so several times. Several commented that the key thing needed to achieve a smoke-free home or car was a commitment from the smokers in the house, and that if they did not have that commitment, nothing else would work. While a few felt that setting a date would force the commitment, most felt the commitment had to come first.

The list of action steps on Page 25 seemed to be familiar to the participants. Most knew people who already do some or all of these things. A few wondered why the booklet did not contain a decal for the front door.

Step 6 suggested that the family celebrate their success in going smoke-free. While most agreed that recognizing the achievement was important, many also said that a major celebration could be setting them up for failure. Several commented, for example, that if they have a party, they will want to smoke.

Some suggested that the purchase of something bought with money saved by not smoking would be an appropriate reward.

A few said the celebration should be a thank-you to the person who has quit smoking in the house, as he or she is the one who has made the biggest sacrifice.

Step 7 (Dealing with setbacks) outlined some suggestions which a few thought were rather drastic. For example, calling Public Health for support or approaching the family doctor to resolve family conflict were considered steps that were extreme, and would not apply to the 'average' family. Most wanted to attempt to deal with the issue on their own, if they were going to deal with it at all.

Pages 28, 29 – The Pledge

The chart on Page 29 (the Pledge) was ignored by most participants in Toronto and Halifax. Some said they would only consider filling it in if they were going to quit smoking altogether, and even then, many said they would keep the decision to themselves. It would not be a public document, as is suggested by the booklet.

In Montreal, about half of the participants said they would fill in this chart, saying they felt it would help them make the decision to quit smoking in the house and car.

Pages 30, 31 – Youth Zone

The language in which this page is written led participants to say it is geared to children aged 12 or older. The picture on the facing page, however, seems to show younger children.

Some in each market suggested that these pages should have a different 'look and feel' to them if they are to stand out as ones for young people. It needs to be more spread out, and the pictures should show some older children or young teens. Some suggested that the information for kids and teens should be in a totally separate document because they suspected that parents who smoke would not show this booklet to their children.

Others suggested it should be a visually distinct section, more youthful in look and tone, possibly using a design similar to that of pages 8 and 9, or even cartoon characters. In Montreal, this was viewed, along with the front cover, as the main area requiring improvement.

Pages 32, 33 – You're on a roll!

A number of participants said that one thing they won't do is 'talk it up' that they have gone smoke-free. That is, they will let people know before they arrive for dinner or a visit, but they could not see themselves actively telling a lot of people.

In particular, participants said they would not try to influence the behaviour of other smokers, nor would they talk to landlords or neighbours in a multi-unit residence. There is a sense that quitting smoking – whether it is quitting totally, or just in the house – is a personal choice issue, and that no one should be challenging anyone else's right to smoke. Part of this position was also a fear of antagonizing one's neighbours. In this respect, they were saying they would not be trying to get their neighbours in a multi-unit residence to quit smoking.

Pages 34, 35 – Bibliography

This section lends credibility to the facts and statistics included in the booklet, and is therefore important to be included.

A few people were intrigued to see the very recent dates on some of the references, something they felt spoke to the timeliness of the document.

In Montreal, some complained that the small font made it hard to read.

Back Cover

Some in Montreal, suggested it should have an illustration to have more "punch".

A few in each market felt the website address should be on the back cover.

SUGGESTIONS FOR IMPROVEMENT

The Booklet Has Potential To Impact Behaviour

Overall, participants responded fairly positively to the booklet. Some participants wanted to take the booklet home from the research session, either to re-read it themselves, or so they could show it to someone else. For example, the young man in Halifax mentioned earlier (see Page 10) wanted to show it to his mother, and the mother of his child, both of whom smoke around the child. Several people wanted to show the information about pets to someone who smokes around animals.

It was clear that some of the smokers who participants were given 'food for thought'; they wanted to take the information in the booklet and think about how they could modify their own behaviour, or the behaviour of the smoker in their household. The information about the harmful effects of second-hand smoke on babies, children and pets, coupled with the information that some of their behaviour is ineffective seemed to motivate some smokers to at least think about what they are doing.

Some of the smokers in the groups appeared less likely to carry through on any of the suggestions. Those who were not prepared to accept the book tended to be ones who felt the overall message of the book was to quit smoking totally. Until they are ready to do that, they said, they would probably keep smoking in the house. . However, a few did say it gave them a better understanding of non-smokers' intolerance of smoking.

There Were Some Suggestions For Change

A few suggested the booklet could be reduced by a few pages if there was less blank space, and if more facts were put on the page.

Some suggested the cover should be changed to be less intimidating.

There was a suggestion to include a 'SMOKE-FREE HOUSE' decal or sticker in the booklet.

A few suggested moving "Youth Zone' up front, and making it more spread-out, more fun and less like a text book.

REACTION TO 'ON THE ROAD TO QUITTING'

It should be noted that most of the participants in each session were smokers themselves. In each group, however, there was at least one recent quitter.

GENERAL REACTION TO THE BOOKLET

The Initial Reaction Was Fairly Positive

The reactions to the 'On the Road To Quitting' booklet ranged from very enthusiastic ("it's the best thing I've ever seen on this issue") in Toronto to a more moderate, almost cynical reaction in Montreal.

Participants said the key benefit of the booklet was its overall positive tone. There are no lectures in the book, no preaching, no scare tactics. Rather, the tone was described as positive, encouraging and motivating. One person described it by saying 'it talks to me like I'm an adult'. Overall, participants found the booklet a refreshing change from some others they have seen.

The booklet was described as insightful, or personal. It covered issues which the typical smoker faces as he tries to quit. Many participants indicated that when they read the section on dealing with cravings, for example, they saw themselves in the pages of the booklet.

Participants felt that the booklet (and, by extension, Health Canada) was on their side. It clearly acknowledged that quitting is hard, and suggested the reader not be too hard on themselves if they slip. Instead, it actively advocated that the smoker 'be kind to themselves'. The booklet acknowledged that some of the immediate effects of quitting are unpleasant for those around the smoker, but also suggested that the smoker remind people that 'irritability is a sign of healing'. This was noted by participants who have tried to quit in the past and understand that they do become moody or irritable. They viewed the booklet almost as validation that their feelings are normal, and expected. It allowed them to accept their own feelings a little easier.

Many found the booklet encouraging. At least one person in Toronto and another in Halifax said that as they read the book they asked themselves what they were waiting for. That is, quitting was clearly on their minds, and the book seemed to give them the incentive they needed to stop thinking and start acting. It reminded them of why they want to quit, but went a step further and said they could do it.

While logically (and from their own experience) smokers know that quitting is not easy, the booklet made it at least seem achievable. The booklet make the participants feel that there can be a simple plan that they can follow to help them quit. Moreover, the plan can be broken down into small, attainable steps. It made the whole process of quitting seem less intimidating.

The Reaction Was Not Totally Positive

While the overall reaction was more positive than negative, the group in Montreal appeared more cynical than the two English groups. Participants in Montreal were less likely to point out the positives of the book, and more inclined to be critical of what it didn't say. They felt there should be more information on the various methods that are available to help smokers quit the habit, and more statistics on the success rates of each method.

Some felt there was no new information in the booklet, and no new ideas. Several said that the ideas presented were not new, just recycled.

Participants in all markets, and Montreal in particular, were critical of the way in which the booklet seems to 'gloss over' the withdrawal symptoms, and the extent to which cravings can last. Virtually everyone in each group had tried to quit at least once, and most said they felt the booklet made these issues seem less of a challenge than they really are. In this respect, some felt the booklet was a little misleading in that it did not put enough emphasis on the possible negative experiences that one can encounter when trying to quit.

Another criticism voiced in Montreal was that the booklet did not seem to address the "true reasons" for trying to quit – i.e.: coughing, spitting, self-loathing, feeling humiliated to have to go out to smoke. In this sense, a few felt the booklet was too rational and theoretical.

Another criticism that emerged in all groups was that the pictures in the booklet do not always match the text, nor do the people in the pictures look like smokers. That is, participants suggested the photos depict happy, healthy people, but they felt that they looked 'too healthy'. The people in the pictures do not look like people who have struggled to quit smoking.

The Layout Of The Booklet Raised Some Issues

Overall, the booklet format was well-received in that was a manageable size, and a fairly easy read.

Many commented positively on the information included in the 'Did You Know?' statements as well as the bullet point format. The statements were interesting as well as easy to read.

Some also liked the encouraging words that were put in the purple band across the bottom of many of the right-hand pages, however, there was criticism that the black text on a purple background was very hard to read. Some people missed these entirely because they thought they were unimportant footnotes.

The colours orange and purple were also criticized by some people, as being too 'retro' or 'seventies'. They did not seem to be up-to-date colours.

As noted earlier, there was some criticism of the photographs that were used, in that the people in the photos do not look like smokers, or even former smokers (which is what they were assumed to depict.) A few also said the pictures did not seem to have any relationship with the text they accompanied. However, several participants suggested they would rather see these (apparently) healthy, happy people than the black lungs or rotten teeth that they see on cigarette packages.

Some suggested that if the people are supposed to be former smokers, then the pictures should be labeled with their name, and the length of time they have been 'smoke-free'.

Montreal participants, in particular, said that they were looking for testimonials from actual former smokers instead of a cross-section of "happy, multicultural Canadians".

Some participants recognized 'Bob' in the inside front cover of the English booklet. They knew he was featured in commercials dealing with quitting, and were able to play back some of the commercials they have seen. Similarly, some participants in Montreal recognized 'Martin'.

The cover of the book was also criticized in Montreal for being too much like a 'Participaction' ad. The pictures seem biased in favour of depicting physical activity, and did not seem to reflect the smokers or their issues.

A few in the other markets, on the other hand, said the pictures on the cover reflect the type of person they want to become. As one person said "everyone's healthy and I want to be part of it".

The Overall Message Is To Keep Trying To Quit

The overall message of the booklet is to quit smoking, but many took this a step further to say it is to quit, even if it takes several tries. That is, the overall positive tone of the booklet made it clear to participants that it is OK if they do not quit the first time.

Part of the message is that the smoker needs to feel confident that he or she can quit smoking. The motivational aspect of the book led some to say that all they need to do is make the commitment to themselves to quit, and then use the booklet, and the other resources it recommends to develop a plan.

Some felt that the message was that they need to understand what triggers their smoking behaviour, and that if they can recognize those triggers, it will be easier to avoid them.

The Target Is Perceived To Be Middle-Aged Smokers

It was clear to most participants that the target for the booklet is middle-aged smokers, or smokers who had been smoking for a long time. The pictures of people in that age group or parents with their children, as well as some of the text led them to this conclusion.

Some suggested it could not be aimed at teens because of the way it is written; it is not 'cool' enough for teens. Moreover, they suggested that the information in the booklet seems geared to those who have tried to quit at least once, and few believed that teens would fall into that category.

No One Recalled Seeing The Booklet

Virtually no one remembered seeing the booklet before, even though it is displayed at the end of the 'Bob' or 'Martin' commercial that is on air at the moment.

Most said they would expect to see it doctors' offices, medical clinics, emergency rooms and possibly dentists' offices.

PAGE-BY-PAGE EVALUATION OF THE BOOKLET

Page 1 – Choosing To Quit

This page begins to set the tone for the booklet by acknowledging immediately that the smoker must choose to quit. It is up to the smoker to make the decision, and in this respect participants said the booklet is not 'preaching'.

The bullet points on the page were generally acknowledged to be true statements that are hard to refute. Indeed a number of people said they are embarrassed to smoke in public because it has become socially unacceptable.

Page 2, 3 – Quitting Will Improve Your Life…

The bullet points of page 2 were also considered to be true, although a number of heavier smokers felt the dollar figure of $2,500 was probably conservative. Many had actually added up how much their cigarettes cost them, and suggested one incentive to quit is to think about the other ways in which they could spend the money. Some suggested it is the cost of an annual trip, for example.

With respect to the last bullet point, a few participants suggested that while 'thousands will quit smoking", they are not sure how many will be successful. The experience of the people interviewed was that it can take many tries before one can really say they have 'quit for good'.

The statements on page 3 were also regarded as true, and a reminder of the reasons that some participants had been thinking about quitting.

Page 4, 5 – It's The Single Best Thing…

Page 5 was generally considered one of the more important pages in the booklet because it described some immediate benefits to quitting. Most smokers tend to regard quitting as a long-term process, and few seemed to think in terms of any immediate results. Many were encouraged to see that within 8 hours the carbon monoxide levels drops in their body and the oxygen level in the blood increases to normal, and that within 48 hours their chances of having a heart attack go down.

Part of the reason this page resonated with many participants is that it played into the step-by-step message of the book. It gave people a very short-term goal to reach, and helped them regard quitting as something they have to take one day at a time, or even one hour at a time. The small, attainable goals made the process seem somewhat easier.

It should be noted that not everyone responded positively to the facts on this page. Some felt it could be de-motivating for older people, if they see that it will take 15 years before their risk of dying from a heart attack is equal to that of someone who never smoked.

Pages 6, 7 – You Can Change Your Smoking Habits

Many participants felt these pages were also important because they forced them to think about the activities, people or issues which trigger their desire to smoke. Those in the groups who were in the process of quitting said that they did find they had to avoid certain situations where they used to smoke. For example, one woman said she now takes her newspaper to work to read with a cup of coffee at her desk, because if she had breakfast at home she would want to linger over her coffee and paper with a cigarette. She is not allowed to smoke at work, so she feels 'safer' there. Others began thinking about their own triggers, and discussing them with the other participants.

A number of people commented favourably on the Tracking Card. The concept of the card seemed to be new to most people, and they felt it was an excellent way to keep track of their behaviour for a couple of days so they could pinpoint which cigarettes they really needed, and which ones were being smoked out of habit. Again, not everyone would use the Tracking Card, but most thought it was a good idea.

Some, in Montreal, mentioned that the small orange type on the dark blue background on the Tracking Card is hard to read, especially for middle-aged people.

Pages 8, 9 – You Can Break Your Nicotine Addiction

The reaction to these pages was mixed. Some responded positively to the four "D"s, and liked the idea of having some alternative ways of dealing with their cravings. Several reported having tried drinking water, or deep breathing and finding they did work.

Others, however, questioned whether these would really work, and felt the points on Page 8 were underestimating the effect of withdrawal symptoms and cravings. Several people reported severe withdrawal symptoms, and most also suggested that the cravings never go away. On balance, a number suggested these two pages might be too biased in favour of the optimistic viewpoint.

The statement which suggested that withdrawal symptoms rarely persist more than ten days was especially hard to believe, perhaps because smokers confuse cravings and withdrawal symptoms.

Pages 10, 11 – Facing Your Roadblocks…

Some people found these pages the most reassuring in the booklet because they clearly reflect some of the thoughts the smokers have had. They have had doubts about whether or not they were ready to quit – and these pages say their doubts are normal. However, it goes beyond that reassurance to give something to think about. It says, for example, that smoking does not really help them relax and that the average person gains only five or six pounds. The idea of looking at quitting as a series of small challenges to be overcome appealed to some.

Some participants, however, rejected some of the ideas on this page. A number challenged the assertion about weight gain and said their own personal experience or that of their friends was very different. Moreover, the possibility of gaining weight appeared to be a big concern among those who were thinking of quitting, except in Montreal where it was not raised.

A few also objected to the sentence 'Your friendships don't depend on smoking'. While many admitted that they do have 'smoking buddies' or people with whom they typically go for a cigarette, they felt the sentence was a little condescending. It sounded more like something that would be said to a teenager. One suggestion was to discuss the issue of friendships in a positive way, such as was done on Page 3 with the line 'Your friendships with non-smokers will improve".

Some questioned the statement "Smoking does not really help you relax…", as this is contrary to what the smokers in the groups seemed to believe.

Those who saw the reference to the email assistance program thought this would be a very worthwhile service. However many missed seeing it because of the black text on a purple background.

Page 12 – Dealing with stress

Smokers tend to say that one of the key reasons they smoke is to help them deal with stress. If they try to quit, they are afraid that the first time they encounter a stressful situation, they will light up a cigarette. Page 12 of the booklet is dealing with a very real concern. The inclusion of this page, then, contributed to the overall sense that the booklet is 'talking to them' in a personal way.

Having said this, some of the suggestions offered for alternative ways of dealing with stress seem unrealistic to the participants. Some participants interpreted the suggestions as meaning they should listen to soft music when they feel stressed instead of reaching for a cigarette.

A few responded positively to the suggestion to take deep breaths as one way of dealing with stress, as they had tried it and found it helped.

Page 13 – Are You Ready...

The general impression of participants was that this was a page intentionally inserted to allow the smoker to pause and reflect on his or her own situation. The booklet overtly suggests to the reader that if they are not ready to make the commitment, it's OK; they can go away and think about it some more. A number of participants appreciated this, because it put the control of the situation firmly in the hands of the smoker. It allowed them to say that they were not failing, they were simply not ready.

A few said they would go to the website at this point to see what was there.

However, many said that the page actually served to intrigue them more. It made them want to read on to see what else the booklet had to say, and how else it might motivate them to make the commitment to quit.

Some did not like the suggestion that they could stop at this point. They wanted the booklet to take a 'hard line' with them. As one man said 'they shouldn't let me off this easily'. This type of person did not seem to want to have the control in his own hands.

Pages 14, 15 – Set A Date

Participants understood the rationale for setting a date, and some said that whenever they try to quit they do set a date and they think about it carefully. They know from experience that they cannot try to quit on a weekend, for example, or a Monday. They know they should not try to quit on a day that is likely to be stressful.

Many, however, said they will not set a date, or that if they do, they will keep it to themselves. They prefer not to tell anyone they are going to try to quit because of a fear of being challenged or harassed if they slip. Their past experience with quitting has told them they *will* likely slip, and many dislike the idea of having other people monitoring them to see if they do slip. They do not want to put themselves in the position of feeling guilty or defensive when they have cigarette. In this respect, they liked the message in the booklet that they don't need to feel guilty, but they are not sure others will respect that notion.

Pages 16, 17 – Plan To Get Support

Many of the participants liked the idea of getting support – as long as the support was positive. Again, they do not want to be supported by someone who will criticize them when they slip, but rather want to hear that it's OK to slip as long as they try again.

In this respect, some liked the idea of a 'quit buddy', even if it was a stranger on a help line. They said that they would like to believe they can do it on their own, but they are

not really sure they can. Having someone to talk to, and encourage them might be helpful.

Page 18, 19 – Choose The Quit Method That's Right…

The bullet points on Page 18 make sense to people. They understand that thinking ahead of time about some of the issues they will face when they do quit could make quitting a little easier.

The discussion of alternative methods of quitting seemed incomplete, particularly to participants in Montreal. They wanted to see a description of various methods such as the patch, nicotine gum, zyban, hypnotism, acupuncture, and so on. The suggestions on Page 19 seemed focused on quitting without any of these types of aids.

Some wanted to see some statistics on the success rates of the various methods.

Pages 20, 21 – Getting Ready…

Many responded positively to the idea of rewarding themselves for each small step they take and maintain. For example, some liked the idea of putting the money they save in a special jar, and watching it add up. Given the price of cigarettes, they believe it would add up quickly and that they would soon be able to buy a new pair of shoes or even something larger. For example, one woman who had quit in January felt she owed it to herself to buy a red leather purse (something she had always wanted) because of the money she had saved by not smoking.

As noted earlier, many felt the $2,500 a year figure that was quoted earlier in the booklet was probably an under-estimate of how much money a smoker could save in a year if they quit. However, even if it is accurate, a number said that this would pay for a nice trip for two, something that would be an incentive to stay focused on quitting. Overall, many said that the economic rewards of quitting should not be ignored.

Pages 22, 23, 24 – Create Your Own Action Plan

A few people noticed the 'typo' in the heading for first paragraph on Page 23 of the English booklet. It says '…stopping smoking' instead of '…stopped smoking'.

While most read these pages, few said they would get the point of writing anything down. As indicated, the participants were reluctant to tell anyone else that they were going to quit, and it appeared that writing down their reasons was considered something similar. In particular, the notion of creating a plan, setting a date, and signing it was perceived as too much commitment on their part. They agreed with the booklet that if they signed it, it

would be a signal that they were serious, but many said they simply were not sure they were at that point yet.

A few felt the suggestion to sign the plan was contrary to the message of the rest of the book. That is, one of the messages of the book is that it is OK – even expected – that someone trying to quit will slip. However, if someone signs something, it is perceived to be a contract with oneself, and therefore binding; it tends to make slipping less acceptable.

Page 25 – Review and Prepare

There was some discussion around the idea of throwing away all of one's cigarettes the day before you quit. While some agreed that this was the best thing to do, others felt they needed a few on hand to reduce the stress of cravings. That is, they felt it would be easier to resist having a cigarette if they knew there was one available than it would be if there were not any available.

The Montreal respondents tended to see this page as redundant.

Pages 26, 27 – Quitting Day

These pages were perceived to be a recap of what was included on the earlier pages of the booklet.

A few suggested that the congratulations should wait at least until 'day two', so the smoker could see if they made it through the first day of quitting.

Others suggested that it would be more realistic to recommend that they keep busy to take their minds off smoking, rather than rest.

Page 28, 29 – Dealing With Withdrawal

These pages are also perceived to be encouraging the reader to try the techniques outlined earlier in the book. However, there is some skepticism as to whether some of the points made are really true; many questioned, for example, whether the cravings will go away in a few minutes, or if the withdrawal symptoms will last only ten days.

The heading 'Staying Quit' on the final paragraph on Page 29 of the English version is perceived to be awkward. Several suggested the wording should be changed to avoid the use of the word 'quit' to something more positive, such as 'staying a non-smoker'.

Page 30, 31 – Be Positive. Stay Focussed.

Some of the suggestions on this page were considered unrealistic. For example, taking time off work when one is quitting smoking or working at a slower pace is perceived as difficult to do as it affects other people. Few felt their boss would allow them time off work to quit smoking.

However, the suggestions to think positively and reward yourself for small achievements were well received as they continued the overall theme of encouragement.

Page 32, 33 – Learning To Live Without Cigarettes

These pages were generally considered to be more encouragement to 'stay the course'.

A few suggested that the picture on Page 32 is 'washed out' or too dark.

Page 34, 35 – Regaining Control If You Slip

Again, the information on these pages was considered more suggestions for how to stay focused on the goal of quitting.

In this respect, however, many wondered what the picture of the fisherman had to do with the text.

Pages 37, 37 – Why Do Some People Gain Weight

Qualitatively, it appears that the fear of gaining weight is a big issue with smokers, particularly women. Participants liked seeing the information on these pages, as it gave them some hope that they would not be among those who will gain a lot of weight.

A few suggested that this page should be moved forward in the booklet, since it addresses an issue that is such a major factor preventing people from trying to quit.

Back Cover

The back cover is considered a good summary of the book, although some felt it could be made more interesting with a picture – perhaps a picture of the types of things with which a former smoker could reward themselves.

In Montreal, a few participants said the back cover looked like a political tract.

SUGGESTIONS FOR IMPROVEMENT

The Booklet Has Some Potential To Impact Behaviour

Overall, some participants responded very positively to the booklet, and actively requested that they be allowed the take it home with them. Many said they found the tone so encouraging, and the ideas so practical that they felt it would be a big help to them in their quest to quit smoking.

Others were not convinced that the booklet had anything different to offer, and felt it was missing some elements. Some of the suggestions for improvement included:

- adding a Table of Contents
- more on the alternative methods that can be used to quit smoking
- having pictures that seem to relate to what is being said on the page
- including testimonials, or at least putting the name of the person and how long they have been 'smoke-free' beneath each picture
- putting the section on weight gain closer to the front of the booklet and including more proof that the comments made are true
- expanding on the economic benefits of quitting smoking

APPENDIX

PROJECT #20103466 MILLWARD BROWN
February 28, 2005

SCREENER – Parents

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

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

	Yes	No
Advertising agency	❑	❑
Newspaper	❑	❑
Radio or television station	❑	❑
Market or opinion research company	❑	❑
Tobacco industry	❑	❑

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

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children under the age of 18 who live with you?

Yes ❑
No ❑ **TERMINATE**

3. RECORD GENDER:

Male ❑
Female ❑

CHECK QUOTAS

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

Under 20 ❑ **TERMINATE**
20 - 34 ❑
35 to 54 ❑
55 or over ❑ **TERMINATE**

TRY FOR ABOUT HALF IN EACH AGE RANGE.

What is your marital status?

Married ☐
Living with someone/cohabiting ☐
Single ☐
Widow/divorced/separated ☐

Do you smoke cigarettes?

Yes	❑	SKIP TO Q.8
No	❑	IF MARRIED/COHABITING IN Q.5, ASK Q.7, OTHERWISE THANK AND TERMINATE
Refused	❑	IF MARRIED/COHABITING IN Q.5, ASK Q.7, OTHERWISE THANK AND TERMINATE

IF 'MARRIED OR COHABITING' IN Q.5, AND 'NO' OR 'REFUSED' IN Q.6, ASK... Does your spouse or partner smoke cigarettes?

Yes ❑
No ❑ **THANK AND TERMINATE**
DK / REFUSE ❑ **THANK AND TERMINATE**

IF 'YES' IN Q.6 OR Q.7, ASK... How often do you/your spouse partner smoke in the house or car? Would you say that you/they...

Always smoke in the house or car ❑
Sometimes smoke in the house or car ❑
Rarely smoke in the house or car ❑ **THANK AND TERMINATE**
Never smoke in the house or car ❑ **THANK AND TERMINATE**

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

Primary school ☐
Some high/ secondary school / CGEP ☐
Graduated high/ secondary school / CGEP ☐
Some community college technical college/ CEGEP ☐
Graduated community college/ technical college/ CEGEP ☐
Some university ☐
Graduated university or more ☐
Other ☐

GOOD MIX.
MUST HAVE AT LEAST TWO IN GROUP WITH HIGH SCHOOL OR LESS

10. Which of the following best describes the type of work you do?

Blue Collar	☐
White Collar	☐
Pink collar (clerical)	☐
Grey collar (technical)	☐
Not currently employed	☐

GOOD MIX

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

Under $40,000	○
$40,000 - $74,999	○
$75,000 - $99,999	○
$100,000 - $149,999	○
$150,000 +	○
(DO NOT READ) Refused / Don't know	○

GOOD MIX. MUST HAVE AT LEAST 3 WITH INCOMES UNDER $40,000

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last about two and a half hours. The objective is to get your opinions on a booklet that is being developed. For the first half hour you will read through the booklet, and the balance of the session will be spent discussing it. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive $75 for your time.

Would you be interested in attending?

Yes	❑
No	❑ **TERMINATE**

If you use reading glasses, please be sure to bring them with you.

RECRUITER NOTE: The participant should be invited to come at 5:30 pm to give them half an hour to read the booklet before the group starts at 6 pm.

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

PROJECT #20104501 **MILLWARD BROWN**
February 28, 2005

SCREENER – Adult Smokers/Recently Quit

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

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

	Yes	No
Advertising agency	❑	❑
Newspaper	❑	❑
Radio or television station	❑	❑
Market or opinion research company	❑	❑
Tobacco industry	❑	❑

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

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

Yes ❑
No ❑

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

3. RECORD GENDER:

Male ❑
Female ❑

CHECK QUOTAS

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

Under 24 ❑ **TERMINATE**
25 - 39 ❑ **TERMINATE**
40 to 54 ❑
55 – 70 ❑ **TERMINATE**
Over 70 ❑ **TERMINATE**

Do you smoke cigarettes?

Yes	❑ **ASK Q.6**
No	❑ **SKIP TO Q.7**
DK / REFUSE	❑ **THANK AND TERMINATE**

How likely is it that you will try to quit smoking in the next six months? Is it…

Very likely	❑ **SKIP TO Q.9**
Somewhat likely	❑ **SKIP TO Q.9**
Not very likely	❑ **THANK AND TERMINATE**
Not likely at all	❑ **THANK AND TERMINATE**

IF 'NO' IN Q.5, ASK… Have you ever smoked cigarettes?

Yes	❑ **ASK Q.8**
No	❑ **THANK AND TERMINATE**
DK / REFUSE	❑ **THANK AND TERMINATE**

IF 'YES' IN Q.7, ASK… When did you quit smoking?

Within the last 6 months (ie. since last September)	❑ **ASK Q.9**
6 months – a year ago	❑ **THANK AND TERMINATE**
More than a year ago	❑ **THANK AND TERMINATE**

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

Primary school	☐
Some high/ secondary school / CGEP	☐
Graduated high/ secondary school / CGEP	☐
Some community college technical college/ CEGEP	☐
Graduated community college/ technical college/ CEGEP	☐
Some university	☐
Graduated university or more	☐
Other	☐

GOOD MIX.
MUST HAVE AT LEAST TWO IN GROUP WITH HIGH SCHOOL OR LESS

10. Which of the following best describes the type of work you do?

Blue Collar	☐
White Collar	☐
Pink collar (clerical)	☐
Grey collar (technical)	☐
Not currently employed	☐

GOOD MIX

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

Under $40,000	○
$40,000 - $74,999	○
$75,000 - $99,999	○
$100,000 - $149,999	○
$150,000 +	○
(DO NOT READ) Refused / Don't know	○

GOOD MIX. MUST HAVE AT LEAST 3 WITH INCOMES UNDER $40,000

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last about two and a half hours. The objective is to get your opinions on a booklet that is being developed. For the first half hour you will read through the booklet, and the balance of the session will be spent discussing it. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive $75 for your time.

Would you be interested in attending?

Yes	❑
No	❑ **TERMINATE**

If you use reading glasses, please be sure to bring them with you.

RECRUITER NOTE: The participant should be invited to come at 7:30 pm to give them half an hour to read the booklet before the group starts at 8 pm.

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

Legendre Lubawin Marketing **Projet # 05-338**

Questionnaire de dépistage - Parents

Nom du répondant: _____ Téléphone (maison): _____
Téléphone (bureau) #: _____ Groupe #:_____

Bonjour/Bonsoir. Mon nom est _____ de LLM, une firme de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre secteur. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1a. Nous nous intéressons aux occupations des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage travaille pour... **Lire la liste**

Une agence de publicité	[ ]	
Un journal		[ ]
Une station de radio ou de télévision	[ ]	
Une entreprise dans le domaine du marketing ou de l'opinion public	[ ]	
L'industrie du tabac		[ ]

Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer

2. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants de moins de 18 ans qui vivent avec vous?

Oui	1
Non	2 - **Terminer**

3. Enregistrer le sexe :

Homme 1 Femme 2 **Vérifier les quotas**

4. Dans laquelle des catégories d'âge suivantes vous situez-vous?

Moins de 20 ans	1 – **Terminer**
20 – 34 ans	2
35 – 54 ans	3
Plus de 55 ans	4 – **Terminer**

Essayer d'avoir la moitié dans chaque catégorie d'âge.

5. Quel est votre état civil?

Marié	1
Vivant avec quelqu'un/cohabitation	2
Célibataire	3
Divorcé/veuf/séparé	4

6. Fumez-vous la cigarette?

Oui	1 – **Aller à Q.8**
Non	2 – **Si marié/cohabitation à Q.5, demander Q.7, sinon terminer**
Refus	3 – **Si marié/cohabitation à Q.5, demander Q.7, sinon terminer**

7. **Si marié/cohabitation à Q.5 et 'Non' ou 'refus' à Q.6, demander** : Est-ce que votre conjoint ou partenaire fume la cigarette?

Oui	1
Non	2 – **Terminer**
NSP/Refus	3 – **Terminer**

Si 'Oui' à Q.6 ou Q.7, demander : À quelle fréquence vous ou votre partenaire/ conjoint fumez dans la maison ou la voiture? Diriez-vous que vous ou il/elle…

Fume toujours dans la maison ou la voiture	1
Fume parfois dans la maison ou la voiture	2
Fume rarement dans la maison ou la voiture	3 – **Terminer**
Ne fume jamais dans la maison ou la voiture	4 – **Terminer**

Quelle est la dernière année de scolarité que vous avez complétée? **(Ne pas lire.)**

École primaire	1
École secondaire/Cégep commencé	2
École secondaire/Cégep terminé	3
Collège/Cégep technique commencé	4
Collège/Cégep technique terminé	5
Université commencée	6
Université ou études supérieures complétées	7
Autre	8

Bon mix – Doit y avoir au moins 2 par groupe avec secondaire ou moins.

Lequel des énoncés suivants décrit le mieux le type de travail que vous faites?

Col bleu	1		
Col blanc		2	
Col rose (bureau)	3		
Col gris (technique)		4	
Présentement sans emploi	5		**Bon mix**

Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... **Lire la liste – Cochez-en 1**

Moins de $40,000		1
$40,000 - $74,999		2
$75,000 - $99,999		3
$100,000 - $149,999		4
Plus de $150,000	5	
Ne pas lire - Refus/NSP	6	

Bon mix – Doit y avoir au moins 3 avec revenus en dessous de $40,000.

)us aimerions vous inviter à participer à un de nos groupes de discussion prévu le **8 mars, à h00**, qui durera environ 2h30. Le but est d'obtenir vos opinions concernant une brochure qui est train d'être conçue. Au cours de la première demi-heure, vous examinerez la brochure, et le te de la séance sera consacré à la discussion. Personne ne tentera de vous vendre quoi que ce t. Nous sommes uniquement intéressés à vos idées et opinions. Nous croyons que vous uverez la séance agréable et vous recevrez une rétribution de **$75** pour vous remercier de votre rticipation.

s-vous intéressé à participer?

Oui	1
Non	2 – **Terminer**

/ous avez besoin de lunettes pour lire, assurez-vous de les apporter.

te au recruteur : Le participant doit être invité à se présenter à 5h00 pm pour qu'il ait 30 minutes afin de lire la chure avant le début du groupe à 5h30 pm.

Legendre Lubawin Marketing **Projet # 05-338**

Questionnaire de dépistage – Fumeurs adultes/Récemment arrêté

Nom du répondant: _____ Téléphone (maison): _____
Téléphone (bureau) #: _____ Groupe #:_____

Bonjour/Bonsoir. Mon nom est _____ de LLM, une firme de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre secteur. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1a. Nous nous intéressons aux occupations des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage travaille pour... **(Lire la liste.)**

Une agence de publicité	[ ]	
Un journal		[ ]
Une station de radio ou de télévision	[ ]	
Une entreprise dans le domaine du marketing ou de l'opinion public	[ ]	
L'industrie du tabac		[ ]

Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer

5. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants?

Oui	1	
Non	2	**Bon mix de personnes avec/sans enfants**

6. Enregistrer le sexe :

Homme 1 Femme 2 **Vérifier les quotas**

7. Dans laquelle des catégories d'âge suivantes vous situez-vous?

Moins de 24 ans	1 – **Terminer**
25 – 39 ans	2 – **Terminer**
40 – 54 ans	3
55 – 70 ans	4 – **Terminer**
Plus de 70 ans	5 – **Terminer**

5. Fumez-vous la cigarette?

Oui	1 – **Demander Q.6**
Non	2 – **Aller à Q.7**
NSP/Refus	3 – **Terminer**

6. Quelle est la probabilité que vous cessiez d'arrêter de fumer dans les 6 prochains mois? Est-ce…

Très probable	1 – **Aller à Q.9**
Plutôt probable	2 – **Aller à Q.9**
Plutôt improbable	3 – **Terminer**
Très improbable	4 – **Terminer**

7. **Si 'Non' à Q.5, demander** : Avez-vous déjà fumé la cigarette?

Oui	1 – **Demander Q.8**
Non	2 – **Terminer**
NSP/Refus	3 – **Terminer**

8. **Si oui à Q.7, demander** : Quand avez-vous arrêté de fumer?

Au cours des 6 derniers mois (i.e., depuis septembre dernier)	1 – **Demander Q.9**
Depuis 6 mois à 1 an	2 – **Terminer**
Depuis plus d'1 an	2 – **Terminer**

). Quelle est la dernière année de scolarité que vous avez complétée? **Ne pas lire**

École primaire	1
École secondaire/Cégep commencé	2
École secondaire/Cégep terminé	3
Collège/Cégep technique commencé	4
Collège/Cégep technique terminé	5
Université commencée	6
Université ou études supérieures complétées	7
Autre	8

Bon mix – Doit y avoir au moins 2 par groupe avec secondaire ou moins

0. Lequel des énoncés suivants décrit le mieux le type de travail que vous faites?

Col bleu	1		
Col blanc		2	
Col rose (bureau)	3		
Col gris (technique)		4	
Présentement sans emploi	5		**Bon mix**

1. Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... **Lire la liste – Cochez-en 1**

Moins de $40,000		1
$40,000 - $74,999		2
$75,000 - $99,999		3
$100,000 - $149,999		4
Plus de $150,000	5	
Ne pas lire - Refus/NSP	6	

Bon mix – Doit y avoir au moins 3 avec revenus en dessous de $40,000.

lous aimerions vous inviter à participer à un de nos groupes de discussion prévu le **8 mars, à 9h00**, qui durera environ 2h30. Le but est d'obtenir vos opinions concernant une brochure qui est n train d'être conçue. Au cours de la première demi-heure, vous examinerez la brochure, et le ɛste de la séance sera consacré à la discussion. Personne ne tentera de vous vendre quoi que ce ɔit. Nous sommes uniquement intéressés à vos idées et opinions. Nous croyons que vous ouverez la séance agréable et vous recevrez une rétribution de **$75** pour vous remercier de votre ırticipation.

es-vous intéressé à participer?

ui 1
Non 2 – **Terminer**

vous avez besoin de lunettes pour lire, assurez-vous de les apporter.

ote au recruteur : Le participant doit être invité à se présenter à 7:00 pm pour qu'il ait 30 minutes afin de lire la ochure avant le début du groupe à 7:30 pm.

PROJECT #20104501
March 4, 2005 – DRAFT #2

DISCUSSION OUTLINE –"MAKE YOUR HOME AND CAR SMOKE-FREE"

1. *Introduction Of Moderators & Project (5 min)*

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

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

Today we are going to focus our discussion on an evaluation of the booklet that you have just been reading. I want to get your reaction to it. Please be honest in your opinions. In this kind of research there are no wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 min)*

Let's start the discussion by having you introduce yourself by your first name, and tell us a little about yourself – if you are married or single, if you have any children, your occupation, and what you like to do in your spare time. Also tell me who in your household smokes cigarettes.

3. *Overall Evaluation of Draft Guide (30 minutes)*

You all should have had a chance to read through the guide entitled 'Make your home and car smoke-free'.

- What is your initial reaction to the guide? What are your reasons for this reaction?
- What did you feel was the main message of the guide overall? What is the key intent of the guide? What is the most important part or section of the Guide? Why?
- Who is this guide aimed at? Is it aimed at you? why/why not?
- Where would you expect to find this guide? Would you read it if you came across somewhere other than here? Would you keep it? Why?
- Is there enough information in the guide? Is the guide too long? Too short?
- Is any of this information familiar to you? IF YES…
  - What parts were familiar to you?
  - Where have you seen this type of information before?
- How useful is the information in the guide? What specifically did you find the most useful? Why? What pieces were not as useful? Why?
- Is the information on this guide information you can use on its own, or do you need more information/support in order for it to be useful? What more do you need?

9a→d

If you were given this guide, how would you use it? Would it be something you would use for yourself, or for other family members? Would you pass it along to friends? Why?

9a 9b 9c 9d

Evaluation of The Design of The Guide (15 minutes)

10a→f

What is your reaction to the overall layout of the guide? It is easy to follow/understand? Do the messages flow easily? Is there anything confusing in it?
Would it be any easier to read if there were bullet points rather than parapgraphs?
Is the information well-presented overall?
What is your reaction to the graphics on the guide? Are they effective/not effective? Why?
Are there enough pictures? What do they add to the guide?
What is your reaction to the colours used?
What is your reaction to the font size? Is it easy to read?
Would you prefer to receive this information in a different format? *If 'yes'*, what format would you prefer to receive it in?

10a 10b 10c 10d 10e 10f 10g 10h 10i 10j 10k 10l 10m 10n 10o 10p

Page by Page Evaluation (30 minutes)

ow I want to go through the booklet page-by-page and get your comments on each page ıdividually. **MODERATOR**: Have participants start at the beginning, and go through page-by ıge, asking on each page:

11 do you have any particular comments on this page? Think in terms of the overall look of the page, the pictures, and the information

ɔecific Probes:

12 Page 5 – is the message to parents appropriate?

13 a→i

Pages 6 - 11 – includes some statistics. Are these meaningful to you? Did you know this? Is it important to include?

13a 13b 13c

- Page 8 – definitions of 'Sidestream smoke' and 'Mainstream smoke' – is this important to know? Why?
- Pages 9, 10, 11 – is this new information to you? Do you believe it?
- Page 11 - effect on pets – is this effective? Does it belong in this booklet?

13d 13e 13f 13g 13h 13i

14a→e

Pages 12 – 13 – dispelling myths – had you heard these 'myths' before? Did you believe them? Do you believe the responses to the myths that are in this guide? Is it important to dispel these myths? Are there any other myths you have heard that you would like to see included?

14a 14b 14c 14d 14e

15a b

Page 15 – multi-unit residence – who is this page for – the smoker or the non-smoking neighbour? Is this a relevant section to include in the guide?

15a 15b

16a→c

Page 17 – most of the guide focuses on health benefits. This page brings in some other benefits of being smoke-free. Is there 'news' on this page? Is this interesting? Convincing?

16a 16b 16c

- Pages 18 – 27 give a step-by-step process for making your home and car smoke-free. What is your reaction to the process? What parts of this process will work in your family? Why? What parts won't work for your situation? Why? What would you adapt for your own purposes?
    - Step 3 outlines several challenges – are these familiar to you? Is this the way you would deal with them? Do you have any other suggestions for challenges or how to deal with them?
    - Step 4 – would you set a specific date and make a pledge with your family to go smoke-free?
    - Step 5 outlines some action steps – is there 'news' in this section? Anything you had not considered?
    - Step 6 recommends a celebration – would you do it? do you have other suggestions for a celebration?
    - Step 7 gives ideas on how to deal with setbacks – do you have any other suggestions?

- Pages 28 – 29 give you a chart to complete. Would you fill it in? is it a handy thing to have even if you don't complete it? why?

- Pages 30 – 31 – Youth Zone – would you get your children to read this page? Why/why not? Is the language appropriate fro children? What is your reaction to the advice on this page? How would you/do you react to your children asking you not to smoke? Should this section look different from the rest of the guide to set it apart more?

- Pages 32 – 33 – What else can you do? – would you take any of these steps? Why/why not? Do you have any other suggestions for action?

- Pages 34 – 35 – Notes – would you follow up on any of these? Is it important to show these sources of information? Why?

6. *Wrap-Up (5 minutes)*

- If you were able to improve this guide, what suggestions would you make? What would you change? What would you add? What would you delete?

- Is a guide with this type of information something you will notice? Is it something you will pay attention to? Why/why not?

- Would you use this guide to help make your home or car smoke-free? Wh/why not?

- Does the guide make you feel any more or less positive toward Health Canada? The Government of Canada? Why?

- Why do you think the Government of Canada is doing this guide?

- If you could give Health Canada some advice overall on this type of material, what would it be?

Thank you for your time.

PROJET # // 04-338

GUIDE DE DISCUSSION – FAITES DE VOTRE MAISON ET DE VOTRE VOITURE DES ENVIRONNEMENTS SANS FUMÉE

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

Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs, si vous en avez avec vous.

Ce projet de recherche est commandité par Santé Canada. Nous ne vous poserons aucune question confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Chaque entrevue fait l'objet d'un enregistrement audio pour fins de recherche; je prends des notes, mais je ne peux tout écrire, alors il m'est possible de réécouter les bandes après les groupes. Il y a des observateurs derrière le miroir qui représentent Santé Canada. Ils ne sont là que pour écouter et apprendre. Nous recherchons vos opinions honnêtes ainsi que les raisons de vos opinions.

Aujourd'hui nous allons porter notre attention sur l'évaluation de la brochure que vous venez de lire. Je veux connaître vos réactions. Soyez honnêtes dans vos opinons. Dans ce genre de recherche, il n'y a pas de mauvaises réponses, et l'opinion de chacun compte.

2. *Présentation des participants (5 minutes)*

Pour commencer, veuillez vous présenter en me donnant votre prénom et en me disant si vous êtes marié ou célibataire, si vous avez des enfants, votre occupation et ce que vous aimez faire dans vos temps libres. Dites-moi également qui fume la cigarette dans votre ménage.

3. *Évaluation globale du guide (30 minutes)*

Vous devez tous avoir eu la chance de lire le guide intitulé « Faites de votre maison et de votre voiture des environnements sans fumée ».

- Quelle est votre première réaction face au guide ? Pourquoi réagissez-vous ainsi ?
- Quel était le principal message de guide en général ? Quelle est son intention première? Quelle partie ou section du guide est la plus importante ? Pourquoi ?
- À qui ce guide est-il destiné ? Est-ce qu'il vous est destiné ? Pourquoi/Pourquoi pas ?
- Où penseriez-vous pouvoir trouver ce guide ? Le liriez-vous si vous tombiez sur lui ailleurs qu'ici ? Le garderiez-vous ? Pourquoi ?
- Y a-t-il suffisamment d'informations dans le guide ? Est-il trop long ? Trop court ?
- Est-ce que vous êtes familier avec les informations contenues dans le guide ? Si oui...
    - Avec quelles portions êtes-vous familier ?
    - Où avez-vous déjà vu ce type d'information ?
- À quel point l'information contenue dans le guide est-elle utile ? Qu'avez-vous trouvé le plus utile ? Pourquoi ? Qu'est-ce qui était moins utile ? Pourquoi ?
- Est-ce que l'information contenue dans le guide est utile en soi, ou auriez-vous besoin de plus d'information/d'aide pour qu'il soit utile ? De quoi de plus auriez-vous besoin?

- Si on vous remettait ce guide, comment l'utiliseriez-vous ? L'utiliseriez-vous vous-même ou serait-il utile à d'autres membres de votre famille ? Le passeriez-vous à des amis ? Pourquoi ?

4. ***Évaluation du design du guide (15 minutes)***

- Quelle est votre réaction par rapport à la mise en page du guide ? Est-elle facile à suivre/à comprendre ? Est-ce que les messages coulent de source ? Y a-t-il des choses que vous ne comprenez pas ?
- Serait-il plus facile à lire si l'information était présentée sous forme de points plutôt que sous forme de paragraphes ?
- Est-ce l'information en général est bien présentée ?
- Quelle est votre réaction face aux photos ? Ont-elles un impact ou non ? Pourquoi ? Y a-t-il suffisamment d'images ? Qu'ajoutent-elles au guide ?
- Quelle est votre réaction face aux couleurs utilisées ?
- Quelle est votre réaction face à la taille des caractères ? Sont-ils faciles à lire ?
- Préféreriez-vous recevoir cette information sous un autre format ? *Si oui*, dans quel format préféreriez-vous la recevoir ?

. ***Évaluation page par page (30 minutes)***

aimerais maintenant que nous examinions la brochure page par page et que vous me donniez vos npressions sur chacune de ces pages. Animateur : demandez aux participants d'aller au début, et xaminez les pages une par une, en demandant à chaque page :

- Avez-vous des commentaires concernant cette page ? Pensez en terme de l'apparence globale de la page, des images et de l'information. Pensez également au ton utilisé.

pprofondir spécifiquement :

Page 5 : Est-ce que le message aux parents est approprié ?

Pages 6-11 : Incluent des statistiques – Sont-elles significatives pour vous ? Le saviez-vous ? st-il important de les inclure ?

Page 8 : Définitions de 'Fumée des autres' (Fumée principale) – Est-ce que c'est important de les nnaître? Pourquoi?

Pages 9, 10, 11 : Est-ce que cette information est nouvelle pour vous? La croyez-vous?

Page 11 : Effet sur les animaux – Cela a-t-il un impact? Est-ce que cela a sa place dans cette ochure?

Pages 12, 13 : Détruire les mythes – Aviez-vous déjà entendu parler de ces mythes auparavant? es croyiez-vous? Croyez-vous les réponses à ces mythes contenues dans ce guide? Est-ce qu'il t important de détruire ces mythes? Avez-vous entendu parler d'autres mythes que vous aimeriez trouver dans le guide?

- Page 15 : Construction à plusieurs unités – À qui s'adresse cette page : au fumeur ou au voisin non-fumeur? Cette section est-elle pertinente dans le guide?

- Page 17 : La plus grande partie du guide porte sur les bienfaits pour la santé. Cette page présente d'autres bienfaits liés au fait d'arrêter de fumer. Y a-t-il des éléments nouveaux sur cette page? Est-ce intéressant? Convaincant?

- Pages 18-27 : Planification étape par étape pour faire de votre maison et de votre voiture des lieux sans fumée. Quelle est votre réaction face à ce processus? Quelles portions de ce processus pourraient fonctionner dans votre famille? Pourquoi? Quelles portions ne fonctionneraient pas dans votre cas? Pourquoi? Qu'adapteriez-vous en fonction de vos objectifs propres?

  - L'étape 3 présente plusieurs défis – Vous sont-ils familiers? Est-ce que vous les géreriez de cette manière? Avez-vous des suggestions concernant les défis ou les manières de les gérer?

  - L'étape 4 – Planifieriez-vous une date précise et vous engageriez-vous auprès de votre famille à arrêter de fumer?

  - L'étape 5 présente quelques étapes à suivre - Y a-t-il quelque chose de nouveau dans cette section? Quelque chose que vous n'aviez pas envisagé?

  - L'étape 6 suggère que vous célébriez – Le feriez-vous? Avez-vous d'autres suggestions concernant cette célébration?

  - L'étape 7 vous donne quelques idées sur la manière de gérer les rechutes – Avez-vous d'autres suggestions?

- Pages 28-29 vous donne une feuille à remplir – La rempliriez-vous? Est-il pratique de l'avoir même si vous ne la rempliriez pas? Pourquoi?

- Pages 30-31 – Zone jeunesse : Feriez-vous lire cette page à vos enfants? Pourquoi/Pourquoi pas? Est-ce que le langage utilisé est approprié pour des enfants? Quelle est votre réaction face aux conseils donnés sur cette page? Comment réagiriez-vous/réagissez-vous lorsque vos enfants vous demandent d'arrêter de fumer? Est-ce que cette section devrait différer du reste du guide afin qu'elle ressorte davantage?

- Pages 32-33 – Que pouvez-vous faire d'autre? Entreprendriez-vous certaines de ces étapes? Pourquoi/Pourquoi pas? Avez-vous d'autres suggestions pour agir?

- Pages 34-35 – Notes : Est-ce que vous y donneriez suite? Est-il important de montrer ces sources d'information? Pourquoi?

6. *Sommaire (5 minutes)*

- Si vous aviez la possibilité d'améliorer ce guide, quelles suggestions feriez-vous ? Que modifieriez-vous ? Qu'ajouteriez-vous ? Qu'enlèveriez-vous ?

Est-ce que vous remarqueriez un guide contenant ce genre d'information ? Est-ce que c'est uelque chose à laquelle vous porteriez attention ? Pourquoi/Pourquoi pas ?

Utiliseriez-vous ce guide ? Vous aiderait-il si vous arrêtiez de fumer ? Qu'est-ce qui serait le plus tile ?

Est-ce que ce guide vous rend plus ou moins favorable face à Santé Canada ? Au gouvernement u Canada ? Pourquoi ?

Pourquoi croyez-vous que le gouvernement du Canada a conçu ce guide ?

Si vous pouviez donner des conseils à Santé Canada sur ce genre de matériel, quels seraient-ils ?

lerci de votre participation.

PROJECT #20104501
March 4, 2005 – DRAFT #2

DISCUSSION OUTLINE – "ON THE ROAD TO QUITTING"

1. *Introduction Of Moderators & Project (5 min)*

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

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

Today we are going to focus our discussion on an evaluation of the booklet that you have just been reading. I want to get your reaction to it. Please be honest in your opinions. In this kind of research there are no wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 min)*

Let's start the discussion by having you introduce yourself by your first name, and tell us a little about yourself – if you are married or single, if you have any children, your occupation, and what you like to do in your spare time.

3. *Overall Evaluation of Draft Guide (30 minutes)*

You all should have had a chance to read through the guide entitled 'On the road to quitting'.

- What is your initial reaction to the guide? What are your reasons for this reaction?
- What did you feel was the main message of the guide overall? What is the key intent of the guide? What is the most important part or section of the Guide? Why?
- Who is this guide aimed at? Is it aimed at you? why/why not?
- Where would you expect to find this guide? Would you read it if you came across somewhere other than here? Would you keep it? Why?
- Is any of this information familiar to you? IF YES…
  - What parts were familiar to you? Have you see the guide before?
  - Where have you seen this type of information before?
  - Is there any important information missing from the guide?
- How motivating is the information in the guide? What specifically did you find the most motivating? Why? What pieces were not as motivating? Why?
- Is the information on this guide information you can use on its own, or do you need more information/support in order for it to be useful? What more do you need?

If you were given this guide, how would you use it? Would it be something you would use for yourself, or for other family members? Would you pass it along to friends? Why?

Evaluation of The Design of The Guide (15 minutes)

What is your reaction to the overall layout of the guide? It is easy to follow/understand?
Do the messages flow easily? Is there anything confusing in it?
Is the booklet easy to read in terms of the way it is written?
Is the information well-presented overall? Well-organized?
What is your reaction to the graphics on the guide? Are they effective/not effective? Why?
Are there enough pictures? What do they add to the guide? Is the choice of pictures appropriate? What other pictures could be used?
What is your reaction to the colours used?
What is your reaction to the font size? Is it easy to read?
Would you prefer to receive this information in a different format? *If 'yes'*, what format would you prefer to receive it in?

Page by Page Evaluation (30 minutes)

Now I want to go through the booklet page-by-page and get your comments on each page individually. **MODERATOR**: Have participants start at the beginning, and go through page-by page, asking on each page:

do you have any particular comments on this page? Think in terms of the overall look of the page, the pictures, and the information. Think also of the tone of what is being said.

Specific Probes:
Inside front cover – do you recognize the man in the picture? Who is he? What does his presence do for the booklet?

Page 1 – how do you feel about statements like "Smoking is not socially acceptable to the majority"?

Page 2 – do you believe these statements? Why/why not? Should the guide have more of these economic calculations? What impact does the economic argument have on you? On smokers in general?

Page 3 – how persuasive are these comments? What might be more persuasive? Do they motivate you to read on?

Page 5 – is this information news to you? How important is it to see the time for possible improvements measured in hours? Which one of these, if any, is the most likely to hit home with you? Which is the least motivating?

Page 6, 7 – changing habits – is this new information? Have you tried anything like this before? What parts are new? Did you look at the Tracking Card? What was your reaction to it? (Turn to Tracking Card now) Would you use it? why/why not?

17a→d

- Page 8, 9 – do you believe the points on these pages? What is your reaction to the 4 'D's? How motivating is it to know the cravings don't last forever? Is it believable to suggest you can distract yourself?

18a→c

- Page 10, 11 – do the points on these pages make sense? How motivating are they? Do they resonate with you?

19ab

- Page 12 – dealing with stress – how believable are these points? How motivating?

20a→c

Page 13 – did you see the reference to visiting the website? Would you do it? why/why not?

21a→c

- Page 14, 15 – Set a date – would you follow this advice? Why/why not? Have you tried anything like this before? Why/why not? If yes, what was the outcome?

22a→h

- Pages 16, 17 – Get support - you follow this advice? Why/why not? Have you tried anything like this before? Why/why not? What was the outcome? Who would you enlist to support you? Would you phone the number? Why/why not?

23a→c

Page 19 – What is your reaction to this advice? Will it work? What barriers do you predict?

24-

Page 21 – what types of rewards might work?

25a→g

- Page 22, 23, 24 – Create your own action plan – do you recognize this page as a summary of what came before it in the guide? what is your reaction to these suggestions? Have you tried them? What was the outcome? What other suggestions do you have? Are the tools in this section appropriate? Helpful?

26ab

Page 25 – Review and Prepare – what is your reaction to this advice? Any other suggestions for how to prepare?

27ab

- Page 27 – Quitting Day - what is your reaction to this advice? Any other suggestions for how to deal with 'quitting day'?

28a→d

- Page 29 –Dealing with Withdrawal - what is your reaction to this advice? Any other suggestions for how to deal with withdrawal? Does this section address what withdrawal means to you? Do you see withdrawal as just a physical issue, or one that is also emotional and psychological?

29a→c

- Page 31 – Be Positive - what is your reaction to this advice? Any other suggestions for how to stay positive and focused? Is the advice in this section realistic?

30ab

- Page 33 – Learning to live without cigarettes - what is your reaction to this advice? Any other suggestions for how to live without cigarettes?

31a→c

- Page 34 – 36 – Regaining control – is it important to deal with the issue of 'slipping'? why? Any other suggestions on how to deal with this issue?

Page 37 – Why some people gain weight – is this a critical issue? What is your reaction to the ideas presented here? Do you have any other suggestions? Should there be more information in the guide relating to the weight gain issue? If yes, what other information do you need to see? Should this section be placed here (ie: at the end of the booklet) or somewhere else?

Back page – is this a good summary? What else should be included on this page?

Wrap-Up (5 minutes)

If you were able to improve this guide, what suggestions would you make? What would you change? What would you add? What would you delete?

Is a guide with this type of information something you will notice? Is it something you will pay attention to? Why/why not?

Would you use this guide? Would it be helpful if you were quitting? What was most useful?

Was anything confusing?

What did you think of the tone overall?

Is this plan a credible approach to making a change in your behaviour?

Does the guide make you feel any more or less positive toward Health Canada? The Government of Canada? Why?

Why do you think the Government of Canada is doing this guide?

Did you notice the website address on the back? Would you visit the site? What would you expect to find if you went there?

If you could give Health Canada some advice overall on this type of material, what would it be?

Thank you for your time.

PROJET # // 04-338

GUIDE DE DISCUSSION – SUR LA VOIE DE LA RÉUSSITE

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

Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs, si vous en avez avec vous.

Ce projet de recherche est commandité par Santé Canada. Nous ne vous poserons aucune question confidentielle, même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Chaque entrevue fait l'objet d'un enregistrement audio pour fins de recherche; je prends des notes, mais je ne peux tout écrire, alors il m'est possible de réécouter les bandes après les groupes. Il y a des observateurs derrière le miroir qui représentent Santé Canada. Ils ne sont là que pour écouter et apprendre. Nous recherchons vos opinions honnêtes ainsi que les raisons de vos opinions.

Aujourd'hui nous allons porter notre attention sur l'évaluation de la brochure que vous venez de lire. Je veux connaître vos réactions. Soyez honnêtes dans vos opinons. Dans ce genre de recherche, il n'y a pas de mauvaises réponses, et l'opinion de chacun compte.

2. *Présentation des participants (5 minutes)*

Pour commencer, veuillez vous présenter en me donnant votre prénom et en me disant si vous êtes marié ou célibataire, si vous avez des enfants, votre occupation et ce que vous aimez faire dans vos temps libres.

3. *Évaluation globale du guide (30 minutes)*

Vous devez tous avoir eu la chance de lire le guide intitulé Sur la voie de la réussite.

- Quelle est votre première réaction face au guide ? Pourquoi réagissez-vous ainsi ?
- Quel était le principal message de guide en général ? Quelle est son intention première? Quelle partie ou section du guide est la plus importante ? Pourquoi ?
- À qui ce guide est-il destiné ? Est-ce qu'il vous est destiné ? Pourquoi/Pourquoi pas ?
- Où penseriez-vous pouvoir trouver ce guide ? Le liriez-vous si vous tombiez sur lui ailleurs qu'ici ? Le garderiez-vous ? Pourquoi ?
- Est-ce que vous êtes familier avec les informations contenues dans le guide ? Si oui...
    - Avec quelles portions êtes-vous familier ? Avez-vous déjà vu ce guide ?
    - Où avez-vous déjà vu ce type d'information ?
    - Y a-t-il des informations importantes qui manquent à ce guide ?
- À quel point l'information contenue dans le guide est-elle motivante ? Qu'avez-vous trouvé le plus motivant ? Pourquoi ? Qu'est-ce qui était moins motivant ? Pourquoi ?
- Est-ce que l'information contenue dans le guide est utile en soi, ou auriez-vous besoin de plus d'information/d'aide pour qu'il soit utile ? De quoi de plus auriez-vous besoin?

- Si on vous remettait ce guide, comment l'utiliseriez-vous ? L'utiliseriez-vous vous-même ou serait-il utile à d'autres membres de votre famille ? Le passeriez-vous à des amis ? Pourquoi ?

5. *Évaluation du design du guide (15 minutes)*
   - Quelle est votre réaction par rapport à la mise en page du guide ? Est-elle facile à suivre/à comprendre ? Est-ce que les messages coulent de source ? Y a-t-il des choses que vous ne comprenez pas ?
   - Est-ce que la brochure est facile à lire, compte tenu de la façon dont elle est écrite ?
   - Est-ce l'information en général est bien présentée ? Bien organisée ?
   - Quelle est votre réaction face aux photos ? Ont-elles un impact ou non ? Pourquoi ? Y a-t-il suffisamment d'images ? Qu'ajoutent-elles au guide ? Est-ce que le choix des images est approprié ? Quelles autres images pourraient être ajoutées ?
   - Quelle est votre réaction face aux couleurs utilisées ?
   - Quelle est votre réaction face à la taille des caractères ? Sont-ils faciles à lire ?
   - Préféreriez-vous recevoir cette information sous un autre format ? *Si oui*, dans quel format préféreriez-vous la recevoir ?

. *Évaluation page par page (30 minutes)*

'aimerais maintenant que nous examinions la brochure page par page et que vous me donniez vos npressions sur chacune de ces pages. Animateur : demandez aux participants d'aller au début, et 'examiner les pages une par une, en demandant à chaque page :

- Avez-vous des commentaires concernant cette page ? Pensez en terme de l'apparence globale de la page, des images et de l'information. Pensez également au ton utilisé.

pprofondir spécifiquement :

Au verso de la première page – reconnaissez-vous l'homme sur la photo ? Qui est-ce ? Est-ce ue sa présence ajoute à la brochure ?

Page 1 : comment réagissez-vous à des énoncés tels que : 'La majorité considère qu'il est orénavant socialement inacceptable de fumer' ?

Page 2 : Croyez-vous ces énoncés ? Pourquoi/Pourquoi pas ? Le guide devrait-il contenir avantage de ces calculs économiques ? Quel impact l'argument économique a-t-il sur vous ? Sur :s fumeurs en général ?

Page 3 : À quel point ces commentaires sont-ils convaincants ? Qu'est-ce que qui serait avantage convaincant ? Est-ce qu'ils vous incitent à poursuivre la lecture ?

Page 5 : Est-ce que cette information est nouvelle pour vous ? À quel point est-il important de oir le temps requis calculé en heures pour obtenir des améliorations ? Lequel de ces énoncés est le lus susceptible de vous rejoindre ? Lequel est le moins motivant ?

Pages 6, 7 : Modifier les habitudes – Est-ce que cette information est nouvelle ? Avez-vous déjà ssayé l'une ou l'autre de ces méthodes ? Quels éléments sont nouveaux ? Avez-vous examiné la

Feuille de route ? Quelle a été votre réaction ? (Allez à la Feuille de route) L'utiliseriez-vous ? Pourquoi/Pourquoi pas ?

- Pages 8, 9 : Croyez-vous les arguments sur ces pages ? Comment réagissez-vous aux 4 principes ? À quel point est-ce motivant de savoir que les envies de fumer ne durent pas éternellement ? Le croyez-vous lorsqu'on suggère que vous pouvez vous distraire ?

- Pages 10, 11 : Est-ce que les arguments de ces pages ont du sens ? À quel point sont-ils motivants ? Est-ce qu'ils trouvent un écho chez vous?

- Page 12 : Gérer le stress – À quel point peut-on croire aux différents arguments ? À quel point sont-ils motivants?

- Page 13 : Avez-vous vu la référence au site Internet ? Le visiteriez-vous ? Pourquoi/ Pourquoi pas ?

- Pages 14, 15 : Fixez une date – Suivriez-vous ce conseil ? Pourquoi/Pourquoi pas ? Avez-vous déjà essayé de le faire ? Pourquoi/Pourquoi pas ? Si oui, quel a été le résultat ?

- Pages 16, 17 : Demander de l'aide - Suivriez-vous ce conseil ? Pourquoi/ Pourquoi pas ? Avez-vous déjà essayé de le faire ? Pourquoi/ Pourquoi pas ? Quel a été le résultat ? Qui choisiriez-vous pour vous soutenir ? Composeriez-vous le numéro ? Pourquoi/ Pourquoi pas ?

- Page 19 : Comment réagissez-vous à ce conseil ? Fonctionnera-t-il ? Quels obstacles entrevoyez-vous ?

- Page 21 : Quels types de récompenses pourraient fonctionner ?

- Pages 22, 23, 24 : Élaborer votre plan d'action - Reconnaissez-vous cette page comme étant un sommaire de ce qui a été précédemment dit dans le guide ? Quelle est votre réaction face à ces suggestions ? Les avez-vous essayées? Quel en a été le résultat ? Quelles autres suggestions avez-vous ? Est-ce les outils dans cette section sont appropriés? Utiles ?

- Page 25 : Passez en revue vos connaissances et préparez-vous en conséquence – Quelle est votre réaction face à ce conseil ? Avez-vous d'autres suggestions sur la manière de se préparer ?

- Page 27 : La journée où vous cessez de fumer - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de gérer la journée où vous cessez de fumer?

- Page 29 : Comment faire face au sevrage - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de gérer le sevrage? Est-ce que cette section aborde ce que le sevrage signifie pour vous? Percevez-vous le sevrage uniquement comme un phénomène physique ou un phénomène qui a également un côté émotionnel et psychologique?

- Page 31 : Affichez une attitude positive - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière de rester positif et persévérant? Est-ce que les conseils dans cette section sont réalistes?

- Page 33 : Apprendre à vivre sans fumée - Quelle est votre réaction face à ce conseil? Avez-vous d'autres suggestions sur la manière d'apprendre à vivre sans fumée?

Pages 34-36 : Reprendre la situation en main – Est-ce qu'il est important de gérer la question de la défaillance'? Avez-vous d'autres suggestions sur la manière de gérer cette question?

Page 37 : Pourquoi certaines personnes gagnent-elles du poids – Est-ce une question cruciale? Comment réagissez-vous aux idées exposées? Avez-vous d'autres suggestions? Devrait-il y avoir lavantage d'information dans le guide concernant la question de la prise de poids? Si oui, quelles utres informations aimeriez-vous trouver? Cette section devrait-elle être placée ici (i.e. à la fin de a brochure) ou devrait-elle être mise ailleurs?

Endos : Est-ce un bon sommaire? Que devrait-il y avoir d'autre sur cette page?

Sommaire (5 minutes)

Si vous aviez la possibilité d'améliorer ce guide, quelles suggestions feriez-vous ? Que nodifieriez-vous ? Qu'ajouteriez-vous ? Qu'enlèveriez-vous ?

Est-ce que vous remarqueriez un guide contenant ce genre d'information ? Est-ce que c'est uelque chose à laquelle vous porteriez attention ? Pourquoi/Pourquoi pas ?

Utiliseriez-vous ce guide ? Vous aiderait-il si vous arrêtiez de fumer ? Qu'est-ce qui serait le plus tile ?

Y a-t-il des choses que vous n'avez pas comprises ?

Qu'avez-vous pensé du ton utilisé ?

Est-ce que ce plan constitue une approche crédible en vue de modifier votre comportement ?

Est-ce que ce guide vous rend plus ou moins favorable face à Santé Canada ? Au gouvernement u Canada ? Pourquoi ?

Pourquoi croyez-vous que le gouvernement du Canada a conçu ce guide ?

Avez-vous remarqué l'adresse Internet à l'endos ? Visiteriez-vous le site ? Que vous attendriez-ous à trouver si vous le visitiez ?

Si vous pouviez donner des conseils à Santé Canada sur ce genre de matériel, quels seraient-ils ?

Merci de votre participation.