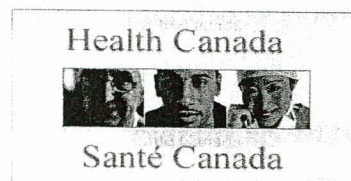


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Health Canada

Social Sources of Supply: Creative Concept
Testing (POR-05-50)

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Report (Final)

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WESTERN OPINION RESEARCH

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EXECUTIVE SUMMARY

Six focus groups were conducted in three locations in Saskatchewan: Regina, Saskatoon and Prince Albert. All participants were between the age of 18 and 24. In Regina and Saskatoon the groups were divided between Smokers and Non-Smokers. All groups and materials tested were in English. In Prince Albert both groups were made up of Smokers. Focus groups are a qualitative research method, where participants are lead through a discussion by a moderator. Participants are encouraged to provide open-ended and detailed responses to questions that allow for probing of inner thoughts and feelings.

The primary objective of the sessions was to test three visual concepts (posters) related to the social sources of supply issue. The different visual concepts included:

- Two females exchanging a cigarette pack – A Costly Favour
- Traffic signal – STOP \$3000
- Blurry boy – Caring Means Saying NO...

Each visual was tested with two different message versions; a legal consequence message only and legal and health consequence messages.¹

The ads each depicted different communication approaches regarding this issue. The specific goals of the research were to test three visual ads with differing taglines to see if they were:

- Credible and relevant with the segmented audiences;
- Clear and concise
- Able to appeal and were sensitive to the cultural and emotional sensitivities of the target audience;
- Had memorable impact in the minds of the above audience;
- Had the ability to motivate the above audiences to think differently about subject
- Had the capability to mobilize public support behind government action with the designated target audiences on the creative concepts.

In addition to testing the communications material, the research groups also probed into participant's attitudes, awareness and experience with supplying tobacco products to minors.

Legal vs. Health Messaging

Of the messages examined in this study, the legal consequence message—*up to a \$3000 fine for any adult caught providing a minor cigarettes*—is the most direct and understandable message for the young adult audience. The fine amount is higher than many anticipated and is a significant dollar figure for this age group.

Credibility with respect to the ability to enforce this law is an issue not far from the surface of young adult thinking, but even with this, the legal approach appears to get young adults thinking. With enforcement the effectiveness of this messaging would improve.

¹ It is important to note that the identical visual twice with participants (once each with different by line messaging). This approach can result in a somewhat higher degree of critical analysis from participants concerning the visual aspects of the creative than perhaps would have normally been the case in a traditional test setting (one-time viewing).

There is an opportunity to communicate on this issue using a health consequence message. It should be more subtle, however, as opposed to direct. The primary health consequence message text tested (Your actions are supporting an addiction which can lead to serious illness—even death.) was not very effective. Primarily this was because it was seen as the typical anti-smoking message—smoking is bad for you. The Caring Means Saying No tagline, however, does resonate to a degree with some young adults. This message conveys health consequences message, but not to the point that it detracts from the primary intent of the ad, that is encouraging adults to not provide cigarettes to minors.

The challenge with a health consequence message is that it appears to not be uncommon for individuals from this age group to “not care about some kid coming up to them to ask for a smoke”. The relevance of this message approach increases if the young adult happens to be a parent or have a much younger sibling.

The reactions to the legal and health messaging appeared to be dividing along gender lines, although it was not consistent across all groups. This should be a point that is monitored in any subsequent research on this issue.

Specific Concept Reactions

The points below summarize, very broadly, participants reactions to the three unique creative approaches tested during this round of research. More in-depth creative findings are provided in the body of this report.

Concept #2 STOP \$3000 Fine

- This ad was noted as visually being the most eye-catching and generally understandable.
- This approach did the best job communicating the legal consequence message associated with adults providing tobacco products to minors.
- As determined in the earlier August 2005 research, the concern with this creative approach is the initial misdirected meaning and message that is interpreted at first glance. There are many initial references to “traffic offences”, “thought it was a prize” or a “drinking and driving campaign”. Fortunately, these initial impressions are quickly dispelled through the clear, uncomplicated supporting text.
- Traffic Signal works best with only with the legal consequence message. Good fit visually with this. The red font and red light leaves participants with an almost authoritarian (for some, almost too directive) feel which fits with a legal consequence message.
- Visually, it was perceived as standing out enough to work in a store or another visually busy environment.

Concept #3 Caring Means Saying No

- This concept received fairly good reviews, although somewhat more mixed than the comments associated with Traffic Signal.
- The character worked well as almost all participants perceived the figure as being a very young (12-13 years of age) male. This resonated well with those who had been approached by minors to provide cigarettes.

- The blurred image and hand-out in sharper focus seemed to work. For parents or individuals with much younger siblings it allowed them to substitute the blurred face with a 'known' person close to them.
- The image on its own conjured up some mixed messages—homelessness, panhandling, street kids—but the bolding of the word 'cigarettes' in the tagline minimized this.
- The fine print at the bottom too small
- A number of participants commented that the overall look of the poster was somewhat dark. It would need to be in a location where it stands out and the viewer can easily read it. A busy store area may not be the best location. The messaging at the bottom is too small, to the point it comes across as "fine print".
- The tagline Caring Means Saying No worked reasonably well. Of the language tested it was the best to communicate the health consequence message. It does not work for all individuals, however, as there are elements of this age groups that simply 'don't care'.

Concept #1 A Costly Favour

- This concept was somewhat similar to visual concepts tested in August. As such in some respects this image suffered the same fate.
- There are concerns that the cigarette exchange (deemed as very important in relation to this poster) was not clear enough. Cigarette package is not big enough in the photo and it blends in with woman's shirt sleeve.
- In addition, the age difference is not distinct enough for viewers. Either character could have been the adult.
- Setting or scenario depicted was good in terms of being familiar to participants.
- The perceived closeness of age of the two main characters led to discussions about the challenge of preventing this type of exchange. Very difficult to legally prevent two friends from exchanging cigarettes. Easier to communicate this message with a much younger central character (Caring Means Saying NO).
- The tagline A Costly Favour worked reasonably well. Clearly ties in with the legal consequence message underneath. It also relates to the health message, although not as directly. A few references were made regarding the irony of a 'favour' since it really was no favour when considering health or financial consequences.

SOMMAIRE

Six groupes de discussion ont eu lieu en Saskatchewan : à Regina, Saskatoon et Prince Albert. Tous les participants étaient âgés de 18 à 24 ans. Les groupes de Regina et Saskatoon ont été divisés entre Fumeurs et Non-Fumeurs. Tous les groupes et documents ont été testés en anglais. Les deux groupes de Prince Albert étaient des Fumeurs. Les groupes de discussion sont une méthode de recherche qualitative où les participants sont guidés par un modérateur lors de la discussion. On encourage les participants à fournir des réponses ouvertes et détaillées qui invitent l'approfondissement des pensées et des sentiments.

L'objectif principal de ces séances était de faire l'essai de trois concepts visuels (affiches) liés à la question des sources sociales d'approvisionnement. Les concepts visuels incluaient :

- Two females exchanging a cigarette pack – A Costly Favour [Deux femmes s'échangeant un paquet de cigarettes – Un service coûteux]
- Traffic signal – STOP \$3000 [Panneau routier – STOP 3 000 \$]
- Blurry boy – Caring Means Saying NO... [Image floue d'un garçon – Dire NON c'est avoir de la compassion...]

On a fait l'essai de chaque concept visuel à l'aide de deux différents messages ; un message exprimant une conséquence légale seulement et un autre message exprimant des conséquences légales et de santé.¹

Chaque annonce illustre des approches de communication différentes sur le sujet. Les buts précis du projet de recherche étaient de faire l'essai de trois annonces visuelles avec différents titres d'appel afin d'observer si elles :

- étaient plausibles et pertinentes pour des auditoires fragmentés ;
- étaient claires et concises
- étaient sensibles ou capables de faire appel aux sensibilités émotives et culturelles du public cible ;
- ont un impact mémorable dans l'esprit des auditoires ci-dessus ;
- ont la capacité de motiver les auditoires ci-dessus à réfléchir différemment sur la question
- ont la capacité de mobiliser l'appui du public au plan d'action du gouvernement auprès du public cible à l'égard des concepts créateurs.

En plus de faire l'essai des affiches, les groupes de recherche ont également exploré les attitudes, la sensibilisation et l'expérience des participants quant à fournir des produits du tabac aux mineurs.

Message légal par opposition à un message de santé

De tous les messages dont cette étude a fait l'examen, le message exprimant une conséquence légale—*jusqu'à 3 000 \$ d'amende pour un adulte qui donne des cigarettes à un mineur*—est le message le plus direct et compréhensible pour l'auditoire des jeunes adultes. Le montant

¹ Il est important de noter que chaque élément visuel identique a été montré deux fois aux participants (une fois chaque avec différents titres d'appel). Cette approche peut résulter en un plus haut degré d'analyse critique des participants concernant les aspects visuels créatifs qu'il ne l'aurait peut-être été normalement dans un environnement traditionnel d'essai (visualisation unique).

d'amende est plus élevé que ce que plusieurs avaient anticipé et représente un montant substantiel pour ce groupe d'âge.

La crédibilité quant à l'application de cette loi est une question qui fait surface dans les pensées des jeunes adultes, mais même en comptant cela, l'approche légale semble les faire réfléchir. Avec l'application de la loi, l'efficacité de ce message s'améliorerait.

Il y a une opportunité de communiquer ce problème à l'aide d'un message comportant une conséquence sur la santé. Ce message devrait être subtile, cependant, plutôt que direct. Le texte du message de conséquence principale sur la santé testé (Vos actions encouragent une accoutumance qui peut mener à des maladies sérieuses—même la mort.) n'a pas été très efficace. Principalement, cela a été perçu comme étant un message typique de lutte contre le tabagisme—fumer est mauvais pour la santé. Le titre d'appel « Dire NON c'est avoir de la compassion », néanmoins, trouve écho chez certains jeunes adultes. Ce message communique les conséquences sur la santé, mais pas au point d'amoindrir l'intention principale de l'annonce, c'est-à-dire, d'encourager les adultes à ne pas donner des cigarettes aux mineurs.

Le défi posé par un message avec une conséquence sur la santé est qu'il semble commun pour les individus de ce groupe d'âge de ne « pas être tracassé si un jeune leur demande une cigarette ». La pertinence de cette approche intensifie si le jeune adulte est un parent ou s'il a un frère ou une sœur beaucoup plus jeune.

Les réactions aux messages à contenu légal et de santé semblent se diviser selon le sexe, cependant cela n'était pas constant dans tous les groupes. Ce point devrait être surveillé lors de recherche ultérieure sur ce sujet.

Réactions à chaque concept

Les points ci-dessous résument, de façon générale, les réactions des participants aux trois approches créatives uniques dont on a fait l'essai lors de cette projet de recherche. Des résultats approfondis sont fournis dans le corps du rapport.

Concept #2 STOP 3 000 \$

- Cette annonce a été identifiée comme étant la plus accrochante au niveau visuel et généralement compréhensible.
- Cette approche a été la plus efficace à communiquer le message de conséquences légales associé aux adultes fournissant des produits du tabac aux mineurs.
- Tel que déterminé lors du projet de recherche en août 2005, l'inquiétude causée par cette approche créative est d'induire en erreur l'observateur quant au sens et au message interprété à première vue. Il y a plusieurs mentions initiales de « délit de la route », « pensait que c'était un prix » ou une « campagne sur l'ivresse au volant ». Heureusement, ces premières impressions sont rapidement estompées par un texte d'accompagnement clair et simple.
- Le panneau routier est plus efficace lorsqu'il contient le message légal seulement. Bon agencement visuel avec le message. La police de caractères rouge et le feu rouge donne une impression presque trop autoritaire aux participants (pour certains, presque trop directive), ce qui va bien avec un message à conséquence légale.
- Visuellement, on a perçu cette annonce comme étant suffisamment discernable pour pouvoir être efficace dans un magasin ou tout autre endroit visuellement encombré.

Concept #3 Dire NON c'est avoir de la compassion

- Ce concept a eu d'assez bonnes revues, mais les commentaires ont été un peu plus variés que ceux du panneau routier.
- Le personnage a été efficace puisque presque tous les participants l'ont perçu comme étant un très jeune garçon (12-13 ans). Cela a trouvé écho chez ceux à qui des mineurs ont demandé de leur fournir des cigarettes.
- L'image floue avec le texte focalisé a semblé fonctionner. Pour les parents ou individus avec un frère ou une sœur beaucoup plus jeune, cela leur a permis de substituer le visage flou avec celui d'une personne 'connue' près d'eux.
- L'image a évoqué des messages variés—sans-abrisme, mendicité, enfants de la rue—mais la mise en gras du mot 'cigarettes' dans le titre d'appel a minimisé cet effet.
- Les petits caractères au bas sont trop petits
- Un nombre de participants ont commenté que l'apparence globale de l'affiche était un peu sombre. Elle devrait être à un endroit où elle est discernable afin que les observateurs puissent la lire facilement. Un coin encombré d'un magasin ne serait probablement pas le meilleur endroit. Le message au bas est trop petit, à un point tel qu'il donne l'impression d'être en «petits caractères».
- Le titre d'appel « Dire NON c'est avoir de la compassion » a eu un assez bon impact. De tout le langage testé, cela a été la meilleure façon de communiquer les conséquences sur la santé. Le message ne fonctionne pas avec tous les individus cependant, car certaines personnes dans ces groupes d'âge ne semblent pas « être tracassées » par ces conséquences.

Concept #1 Un service coûteux

- Ce concept était semblable à des concepts visuels testés au mois d'août. Par conséquent, cette image a souffert le même destin de quelques façons.
- Il y a des inquiétudes que l'échange de cigarettes (considéré comme étant très important en ce qui a trait à l'affiche) n'était pas suffisamment clair. La taille du paquet de cigarettes n'est pas suffisante dans la photo et elle disparaît dans la manche du chemisier de la femme.
- De plus, la différence d'âge n'est pas assez évidente pour les observateurs. L'une ou l'autre des personnes auraient pu être l'adulte.
- La situation ou le scénario était bon dans le sens que les participants l'ont trouvé familier.
- Le fait que l'âge des deux personnages principaux semblait être proche a provoqué des discussions sur le défi que tenter d'empêcher ce type d'échange poserait. Il est très difficile d'empêcher légalement deux amis de s'échanger des cigarettes. Il est plus facile de communiquer ce message avec un personnage central plus jeune (Dire NON c'est avoir de la compassion).
- Le titre d'appel « Un service coûteux » a été assez efficace. Lien clair avec les conséquences légales du message au bas. Il se lie également bien au message de santé mais pas aussi directement. Certains ont fait allusion à l'ironie d'un 'service' puisque les conséquences financières et sur la santé ne rendent pas vraiment service à quiconque.

STUDY BACKGROUND & RESEARCH DESIGN

Background & Objectives

A key component in the efforts to limit smoking in society has been to focus on preventing young people from beginning the habit in the first place. A key element of this strategy is to limit the access young people—minors—have to tobacco products. The first step was through a combination of education and enforcement limit access minors have to cigarettes directly at the retail level.

Over the past few years, tobacco enforcement and education efforts have increased substantially, and as a result, retailer compliance rates have improved significantly. The A.C. Nielsen report entitled "Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions" indicates that compliance rates were at 47.9% in the top 25 Canadian markets in 1995. The Corporate Research Group 2004 report "Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions" showed that national compliance rates had increased dramatically to 82.3%.

As retailer compliance rates have improved, it has become increasingly difficult for underage youth to purchase cigarettes in retail stores and as a result, many underage youth turn to other means of obtaining cigarettes - in particular social sources of supply, such as parents, friends, acquaintances and strangers. This trend is supported by the 2003 CTUMS report which indicated that 48% of teenagers aged 15-17 use social sources to obtain tobacco products and The Youth Smoking Survey (2002) which indicated that 75% of youth in grades 5-9 used social sources to obtain tobacco products.

The proposed social sources public awareness campaign begins the process of developing and refining effective messages required to change the current social norms surrounding supplying youth with tobacco. Its objectives are as follows:

- To change the practices of targeted groups who supply tobacco to minors. This includes people's level of knowledge, modifying inappropriate behaviour and understanding the reasons why it is wrong to buy tobacco products for minors.
- To inform casual or sympathetic suppliers of tobacco to minors of the potential legal consequences and of the short and long term health implications to minors.
- To engage the primary target group (ages 18-24) and increase their awareness of the legal consequences while creating a consciousness about the issue that will help change patterns of behaviour over the long term.

A series of messages were tested in August 2005 in Regina, Saskatchewan and Prince Albert with the target audience¹. A few of the ads seemed to be more effective in getting participants who smoke to consider their actions and the long-term health/social implications these may have on minors. This was particularly the case in groups with smokers who were presented messages and visuals which juxtapose their present smoking with that of a minor's situation. Upon viewing these ads, they thought of how they were affecting the health of the minor to whom they were providing tobacco products. The concern, however, was that these ads also delivered a traditional anti-smoking message, which lead to some confusion over the intended message and who the target of the ads was.

¹ Social Sources of Supply: Creative Concept Testing (POR-05-22)

Participant reactions indicated that it is important to make sure that the first glance impression of the ads is not a general "anti-smoking" message. While this was more prevalent in Regina, many participants, when asked to indicate what the ads were talking about, suggested that the ads were about tobacco cessation and not social sources. Given the prevalence of anti-smoking ads, and the fact that social sources is not a "top of mind issue", Health Canada has revised a few of the messages that tested more successfully in order to ensure that the social sources of supply message was clear in the creative product.

The proposed campaign will target 18-24 year olds and could be located in stores selling tobacco products, cigarette vendor locations, college and university campus public areas, with the potential of additional exposure of messages through partner organizations (such as NGOs etc). Please note that concepts will also be tested for their potential to be used in an advertising campaign (bar/restaurants, bus shelters, etc).

This project is being pilot tested in Saskatchewan only. After evaluating the campaign in Saskatchewan, a decision will be made as to whether the campaign has the potential to be used in other areas of the country.

The purpose of the qualitative research is to test three possible creative concepts to evaluate and determine if the print concepts:

2. • Are credible and relevant with the segmented audiences;
3. • Messages are clear and concise;
4. • Appeal and are sensitive to the cultural and emotional sensitivities of the above audience;
5. • Have memorable impact in the minds of the above audience;
6. • Have the ability to motivate the above audiences to think differently about subject; and,
7. • Have the capability to mobilize public support behind government action with the designated target audiences on the creative concepts.

Methodology

Western Opinion Research (WOR)¹ was contracted by Health Canada through the Qualitative Standing Offer list to provide the research service necessary to address the study objectives.

A series of 6 focus groups were conducted in three locations across Saskatchewan: Regina, Prince Albert and Saskatoon.

Location	Smoker	Non-Smoker
Regina – Mar 6	X	X
Prince Albert – Mar. 7	XX	
Saskatoon – Mar. 8	X	X

¹ Western Opinion Research still operates as fully functional research company providing research services to the Federal Government under the qualitative standing offer list. NRG Research Group (NRG) was formed in 2005 from the merger of Western Opinion Research and Nordic Research Group, two companies whose combined legacy as leaders in the field of market and public opinion research totals over forty years.

Health Canada provided the proposed creative concepts to be tested. Three visually unique ads were tested with participants. These were:

Ad #1 - Two females exchanging a cigarette pack – A Costly Favour

Ad #2 - Traffic signal – STOP \$3000

Ad #3 - Blurry boy – Caring Means Saying NO

Each creative piece was presented to participants with alternative taglines so in all 6 posters were evaluated. The order the ads were shown to participants as well as the order of the different message by lines were changed in each of the groups to eliminate any order bias that may have occurred otherwise.

The process for testing the creative was: participants were shown the ad and asked to independently record their reactions to it by completing a short questionnaire (see appendices). After completing the questionnaire, the ad was discussed as a group. This process was then repeated for the next ad.

The recruitment of participants for these sessions was done from WOR's field centre located in Winnipeg. Participants were recruited at random from the general population surrounding the location of the groups. When recruiting for the groups, several specific criteria were tracked for qualifying purposes. These were:

- Age – must have been 18 and 24 years of age
- Smoker or Non-Smoker (amount smoked)
- Attitudes toward smoking (virulent anti-smokers were excluded)
- Past focus group attendance
- Employment conflicts

A mix of gender and age (within the 18-24 bracket) were included in each group. In addition, participants of aboriginal descent were included randomly in several of the groups.

Ten participants were recruited for each group with an average of 8 to 10 attending each session. In total 53 individuals participated in the 6 focus group sessions. Andrew Enns moderated all the groups. All six focus groups, along with the materials, were conducted in English. The groups were held the evenings of March 6th (Regina), March 7th (Prince Albert) and March 8th (Saskatoon).

Context of Qualitative Research

The primary benefit of focus group discussions is that they allow for in-depth probing with qualifying participants on behaviour, habits, usage patterns, perceptions and attitudes related to the subject matter. The group discussion allows for flexibility in exploring other areas that may be pertinent to the investigation.

The focus group technique is used in marketing research as a means of gaining insight and direction, rather than collecting quantitatively precise data or absolute measures. Although numbers are sometimes presented as illustrative of the opinions of the participants in this study, these are offered for insight and should not be considered statistically reliable.

SUMMARY OF FINDINGS – BROAD THEMES

Over the course of testing the creative concepts, several broad themes emerged which are applicable and important considerations when developing a communications strategy with respect to the provision of tobacco products to minors. These are discussed in detail below.

The Social Sources of Supply is Not a Top-of-Mind Concern of Young Adults

This issue is not a top-of-mind concern of young adults. Most participants were aware that adults do provide minors with tobacco products and that this is an illegal act. Many participants admitted that they have provided minors cigarettes in the past and, as well, asked and received cigarettes from adults when they themselves were minors.

The apparent familiarity with the issue, however, does not translate into a strong level of concern or immediate awareness of this situation as an 'issue'. In fact, it was not uncommon to have some participants in the sessions question openly whether this issue (adults supplying minors) was really a frequent enough occurrence to warrant a communications campaign. Other individuals in the sessions, however, were quick to remind participants making these comments that, based on earlier discussions, which identified that most individuals in the session had engaged in this practice, that it was maybe more prevalent than first appeared.

Overall, there was strong support from young adults in the sessions to at least begin communicating on this issue. Primarily this support was tied to the belief that the most effective way to curtail smoking is to stop young people from starting in the first place. Many participants were of the belief that if some adults were exposed to the communication messaging tested maybe it might make it harder for a young person to get enough cigarettes to start the habit.

Legal Consequence Message Effective, but Requires Enforcement

The legal message—that is the \$3000 fine for providing tobacco products to minors—was the most memorable message for the majority of participants after viewing all the creative concepts. The information that the provision of tobacco products to minors was illegal was not new, but the amount of the fine was. Being 'new' information, it is not surprising that this message would stand-out for participants.

In addition, \$3000 was not viewed as a trivial amount by participants, keeping in mind they were all from the 18-24 age bracket. Some comments to this effect included:

- *I think the people you are trying to target, that's what they are going to care about—the fine.*
- *I think the legal portion is a pretty big deterrent.*
- *People don't understand it without the fine. It's not going to hit home much unless you hit them in the wallet.*
- *I would say \$3000. That's what people care about.*
- *Most people would think of the \$3000. They don't care about the person that's asking them. They don't care if this person dies. It's the money that they're thinking about.*

Interestingly, a number of participants across all the groups indicated the increased knowledge of the fine would make it easier for them to say "no" to individuals. For these participants the fine became an excuse to say "no"—a more useful and available excuse than then a perceived more

judgmental approach of saying "no" because it was bad for that person's health. There were also a few comments that suggested if more minors were aware of the seriousness of the legal consequences of adults providing tobacco products to them, they might be less willing to approach strangers or, at the very least, more accepting of being refused.

While the legal messaging was memorable and viewed as important by participants in the sessions there is also a significant weakness to this communication approach. The weakness stems from the fact that many participants are sceptical about the enforcement prospects as it relates to adults providing minors cigarettes.

As witnessed during the August research and again during this latest round, in every group there were a few participants who were able to rationalize convincingly that it would be very difficult to be actually caught in the act of providing a cigarettes to a minor. For these individuals the only way it seemed possible was through a 'sting' approach where an undercover minor was used.

Through the discussion it became apparent that the legal consequence of this action was more of a concern when a stranger, typically a very young individual, was the minor, as opposed to a peer (friend or sibling) of a similar age. If the minor was a peer, participants were almost unanimous that getting caught providing cigarettes was virtually impossible.

The vast majority of participants agreed that the legal consequence message would be greatly enhanced if some signs of enforcement were seen.

- *If it was actually enforced which I don't think it is very well enforced, I think that would make the ads so much more effective.*
- *Seeing people get in trouble for it.*
- *I think it would be a little bit more effective if they did slap those fines a little more often.*

The Right Health Consequence Message Can Work

The health consequence message tested in the sessions along side the legal text was, for the most part, not viewed by participants as particularly effective. In some cases it was the placement—at the bottom of the ad and in some cases in fine print—which was the concern. Other, more frequent concerns was the effectiveness of the message itself. The language, 'Your actions are supporting an addiction that can lead to serious health problems—even death' was seen as 'old news' and as such, not motivating.

- *We already know it's bad for us, so there's no need to keep telling us it's bad for your health.*

Some participants suggested cutting the health consequence message off at 'Your actions are supporting an addiction'. In their view the rest of the message was obvious. Shortening the text for them made it a bit more succinct.

The approach that most effectively delivered the health consequence message was the tagline 'Caring Means Saying NO' and accompanying visual (Ad concept #3). The tagline was subtle yet clear enough for many participants to convey the health message. The visual of the young boy supported this point.

The use of the word 'caring' generated considerable debate in the groups and clearly provided an opportunity for participants to define themselves as more supportive of the legal or health messaging approach on this issue. There were many participants who indicated they did not care about minors when it came to the consequences of providing them cigarettes. There were, however, a significant number of participants who did indicate that this was an effective message and visual to get them thinking about the long term consequences of their actions in terms of providing cigarettes to minors. Additionally, the broadness of the message 'Caring Means Saying NO' resonated in different ways with participants. Some associated caring with caring for the young boy's health. Other individuals commented that 'caring' for them related to a broader lifestyle view.

The visual of the young boy which accompanies this tagline was important in communicating this message. The other two ads tested (STOP and Costly Favour) while, obviously without the Caring Means Saying NO tagline, did not generate the kind of reaction to the health consequences messaging as this ad did.

There were some suggestions by participants that to more effectively convey the health consequence message the ads needed to provide more graphic detail of the illnesses associated with smoking—similar to the images shown of cigarette packages. As learned from the research in August, however, this approach would run the risk of deflecting the message from the intended social access one to a more standard anti-smoking theme.

The Age of the Minor has a Bearing on Message Delivery

As touched on above, the age of the minor depicted in the advertising has a bearing when communicating on this issue. This is a finding that was not noticeable in the last round of research in August. This is likely a result of not having any ad concepts at that time that depicted a very young (11 or 12 year old) youth.

A younger minor was more effective with participants for a number of reasons:

1. Participants noted that minors who were approaching them outside stores were usually 10 to 12 years old. The ad was relatable for that reason.
2. Participants indicated that they did not have friends that age so the poster was referring to a stranger approaching them. They could visualize saying "no" to this individual—a stranger—easier than a character closer in age who might be a friend.
3. The young person image, particularly when blurred, could easily be substituted for a son, daughter or younger sibling. Participants said they would care more about this issue if this thought was in the back of their mind.
4. Both the legal and health consequence messaging appeared to work with a younger character. Some participants felt that it would be easier to say to "no" to a "young kid" because they would not be worth the \$3000 fine. Some participants said they "cared" enough for the young person's future to say no.

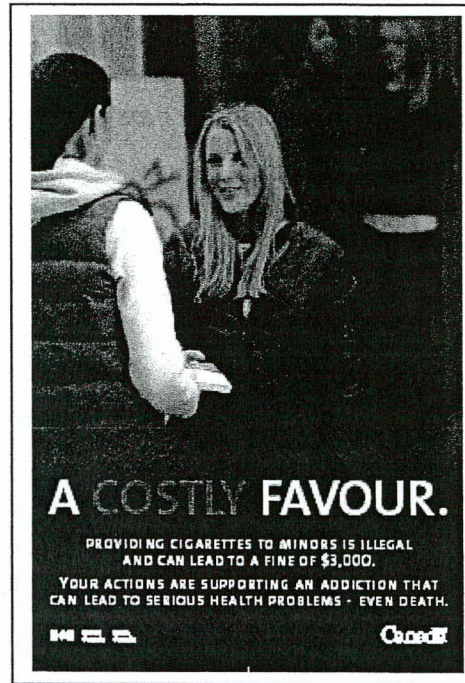
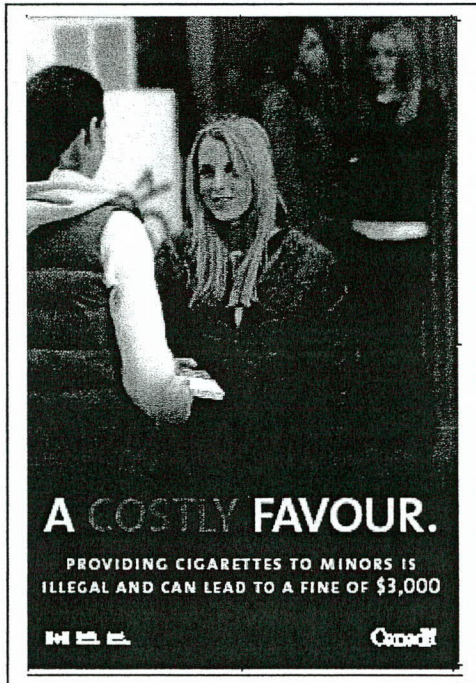
Ad Placement Suggestions

There were a number of suggestions provided from participants as to where these ads could be placed. These included:

- *Stores (7-11's, Mac's, etc.)*
- *Schools*
- *Universities*
- *Washrooms at school and in bars (over urinals and on stall doors)*
- *Buses and shelters*
- *Liquor stores*
- *Arcades, pool halls*
- *Community centres*

SUMMARY OF FINDINGS – CREATIVE CONCEPTS

Ad #1a and b – A Costly Favour

General Impression

Overall, this was not a strong poster in terms of delivering the intended social access message. Neither the picture nor the tagline, 'A Costly Favour', immediately delivered the intended message that adults should not provide cigarettes to youth.

Visually, this poster elicited almost identical reactions to a similar creative approach tested in August of 2005. A common reaction to the visual of the two women exchanging the cigarette package was that it was not clear as to who was the minor in the situation depicted.

In addition, a number of participants felt a key aspect of the visual, the exchange of the cigarette package was not clear enough.

The visual did appear to relate to participants in terms of depicting a scene that many have seen or could visualize seeing. For many people, the scene was occurring outside a school or convenience store—locations commonly mentioned as places where adult-minor cigarette exchanges occurred. Several individuals noted that this appeared to them as an exchange of cigarettes between friends. These comments take on greater significance when contrasted with the reactions to the visual of Ad #3, Caring Means Saying No.

Participants may have understood the visual scene and how the situation was depicted, but in such a manner that diminished the intended impact of the message. Participants found it easiest to downplay either intended message (Legal or Health) when the focus of the adult-minor relationship was between friends of similar age. This was not so clearly the case when the minor

seeking cigarettes was of a younger age.

The overall effectiveness of this ad did not change noticeably with just a Legal message or with a combination of Legal and Health messages.

Positive Comments

Visually, Ad #1 was not an unappealing poster. Participants commented that it was well laid out. The characters in the pictures stood out well, as well, the fonts used in the tag lines and bottom information by lines were viewed as relatively clear and easy to read. Many individuals noted that the red font effectively highlighted the word 'costly'. In addition, the white on black font of the bottom message was good and easy to read. Several males in the sessions noted that the central character in the poster was fairly attractive and caught their attention.

As noted above, the situation in the visual was familiar to many, particularly those still in or just out of high school. Most participants felt this visual was situated outside a school. Another possible location mentioned was outside of a convenience store.

The tagline, A Costly Favour, worked reasonably well when it was read in conjunction with the bottom legal and/or health consequence messaging. 'Costly' was read as meaning the consequence of your actions. Most people interpreted the more literal meaning of costly, that is, a financial cost of one's actions. Fewer individuals, though still a noticeable number, also interpreted costly as meaning the potential health costs associated with adults providing cigarettes to minors.

Negative Comments

The primary focus of the concerns regarding this ad was with respect to the visual. From the discussion it was clear that for a significant number of participants the visual alone would not clearly communicate the intended message. Individuals commented that their first thoughts when they saw the poster were:

- *A teen theme, maybe a Degrassi ad*
- *A clothing ad*
- *Drugs*
- *Bullying*

When probed it was determined that what led to these first impressions was the failure to clearly see the cigarette package changing hands. Many participants suggested making this clearer, perhaps the package could be a different colour (red) so it would immediately stand-out for the viewer. The cigarette package used in the poster was white which was noted as blending in with the white sleeve of one of the character's arms.

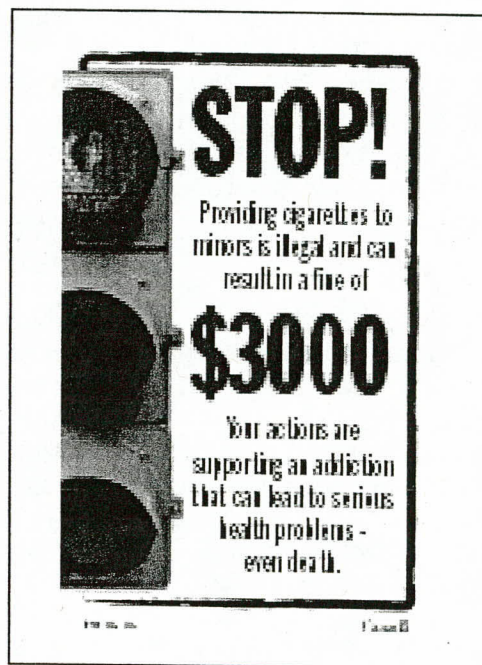
Several individuals commented that the visual had several features that actually drew their attention away from the cigarette exchange which was, in their view, a problem when it came to interpreting the main message. The blond woman was positioned very prominently in the photo, which immediately captured one's attention (males more so than females). In addition, the two individuals blurred out in the background were noted for diverting the attention of the viewer from actually seeing the cigarette exchange. There was a general view that for this poster it was important that the cigarette exchange be very prominent.

Another concern expressed about the visual was that the main characters in the visual did not clearly illustrate the adult-minor relationship.

- *The girl that's handing the other girl the smokes, it's hard to tell how old she is. Is she the minor?*
- *You can't tell the age and what's going on. It just looks like they're sharing a pack of cigarettes.*
- *I think the picture is not good at all. I don't think it's really obvious that the girl giving the cigarettes is older.*
- *I don't think it's even really obvious that she's even giving her cigarettes until you look really close.*
- *I don't think it's really obvious that the blond girl is a minor.*
- *Without the words though it would be a little unclear because you can't see the other woman so it looks like one teenager passing a package of cigarettes to another teenager.*
- *The girl handing the cigarettes over should be older so you get more of an adult should not be giving a child cigarettes.*

The tagline, A Costly Favour, on its own was not immediately understandable to some participants. A few individuals related 'costly' to the price of cigarettes. In order for the tagline to be effective it was important that the viewer read the bottom messaging. When this was done many participants appreciated the intent of the tagline. The problem, however, is that many participants indicated that overall, this poster was not likely to immediately grab their attention and compel them to read it.

Ad #2a and b – STOP \$3000

General Impression

Poster #2, STOP \$3000, was almost identical to a poster tested in August of last year. Not surprisingly, the reactions to the ad were similar.

This poster was the clearest of the three visually unique ads tested in terms of immediate comprehension of the social access message. Individuals liked the simplicity of the ad and the message. This poster worked particularly well with the Legal message on its own. The red light along with the red front was noted by participants as giving the ad an 'authoritarian' feel to it, which worked well with a legal message.

There were a few participants in all groups who mentioned that the traffic signal depicted down the left-hand side of the ad was initially misleading as they immediately thought of a traffic related offence of some sort. Other individuals said they focussed on the STOP and \$3000 and interpreted this to perhaps be a prize draw for something. However, whatever the initial interpretation of the ad, the accompanying text was bold and clear enough to immediately provide the information necessary to allow participants to appreciate the intended message.

Positive Comments

Overall, participants liked this ad. Out of the three visually unique posters tested, this one was simplest and most direct. A large number of respondents felt it was the best visual tested in terms of attention grabbing. The traffic signal image, along with the use of the red bolded font, was noted by individuals as working well at capturing the reader's attention. Comments to this effect included:

- *That's kind of the thing I like about it, is you look at it, you don't know what it's about but it still catches your eye.*
- *More eye appealing. It gets you to stop and look and see what it is.*
- *I think it's good. It caught my attention instantly.*
- *The \$3000 just stands out.*
- *What do you see first? I'm losing out on cash, or at first maybe I can win some.*
- *I think the reason it caught my eye, big red stop, big red \$3000. It almost seems like you can win it so it kind of catches your attention.*
- *It's like it's trying to trick you into reading it.*
- *I think it says stop \$3000 I'm thinking stop I could win \$3000. It gets your attention...the main thing is it makes you stop and read it.*

While there was some initial misguided interpretation of the intended because of the visuals (explained in greater detail below) most people felt this was quickly rectified because the message information was presented in a clear and prominent fashion in the poster.

Many participants indicated they liked this poster because it did the best job of the three tested of communicating the primary point of this issue—providing cigarettes to minors is illegal and the fine if caught is \$3000. As noted elsewhere in this report, the legal consequence message was the most memorable for the majority of participants. Participants' provided the following comments in this regard:

- *If you look at the poster though and the format of it, it still draws more of your attention to the \$3000...all you see is the \$3000...it kind of leads you away from the last part because that big \$3000 right in the middle of it all kind of sticks you right in the head and then you're like okay read the rest but you're still thinking \$3000.*
- *I love the way it stands out, like the two kind of main things—stop and \$3000.*
- *Stop! \$3000. Catches your attention.*

Negative Comments

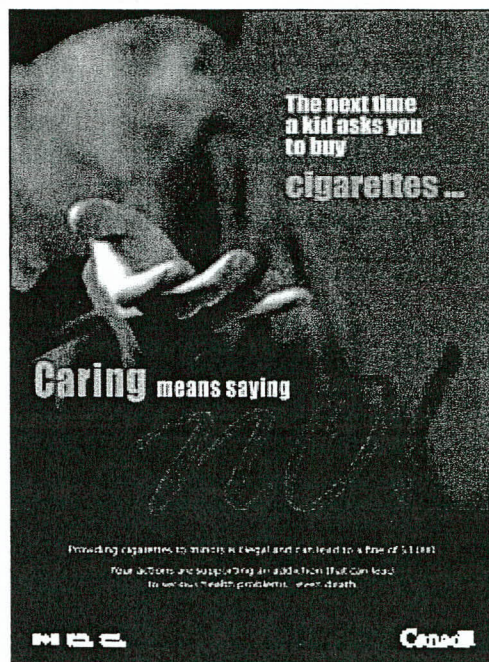
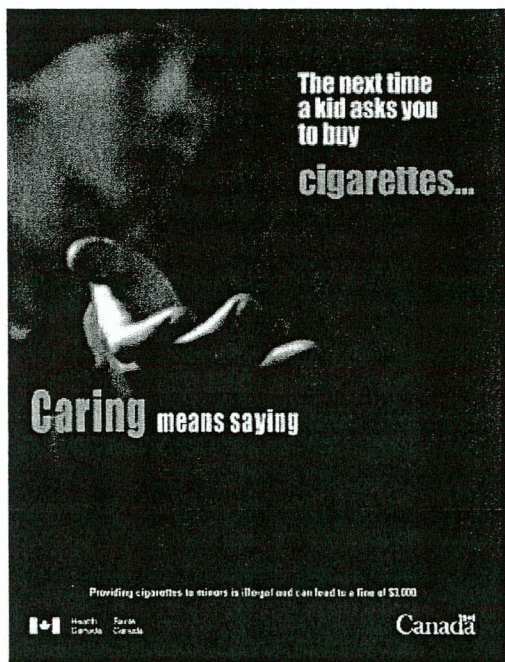
Concerns expressed by participants regarding this poster most frequently centred on the visual approach of the ad not immediately delivering the intended message. Some comments to this effect included:

- *It could be a sale poster for something...you don't know if it applies to you so you might not even look at it.*
- *I thought it was more a traffic violation poster than a cigarette. You have to read it to know it's a cigarette ad.*
- *It looks like it's something for drinking and driving.*
- *This one more made it seem like it was a law like running a red light. Nobody would intentionally run a red light if they knew they were going to get caught and there was going to be a fine and consequence.*
- *I have a problem with it. I don't like it because I see traffic light. I see stop \$3000 I think it's like a traffic violation thing because there's so much writing just jumbled right on that part that whose really going stop and read it.*
- *Even then you might think wait a second what kind of traffic light do you have to run. \$3000 might make a person want to read it anyway.*

As noted above, most participants preferred the traffic signal poster with just the legal consequence messaging. The inclusion of both legal and health consequence messaging made the ad too cluttered and gave the appearance of requiring too much reading. A few people noted that the traffic signal visual with red font left them with more of a 'legal' feel as opposed to a 'health' feel.

It is important to note that while this ad was viewed by the majority of participants as doing a good job communicating the legal consequences of providing tobacco products to minors, this focus also generated some discussion over the credibility of this legal message. A poster of this nature would succeed at getting the message out regarding the legalities of adults providing cigarettes to minors, but it likely would also draw attention to the credibility of this law.

Ad #3a and b – Caring Means Saying No

General Impression

This poster received the greatest range of commentary of all the concepts tested. Of the three ads tested it was perceived as most clearly trying to communicate a message broader than just a legal consequence one.

Visually, the image of the blurred boy with his hand-out generated mainly positive reactions. Individuals all perceived the character to be a young boy, probably 12 to 14 years of age. The perceived age was important, as this was an age group that appeared to be often asking adults for cigarettes. This helped people relate to the poster.

The tagline, Caring Means Saying NO, generated most of the debate among participants. A large number of participants felt the tagline worked well with the visual and intended message. These individuals saw the tagline's purpose as getting an adult to think twice before providing a cigarette to a minor. The 'caring' aspect was interpreted by these participants as caring for the young person's future, including their future health.

A significant number of individuals, however, did not think this was a particularly effective tagline. These participants were of the view that it was a "waste of time" asking a person to 'care' about a young person who they do not know or ever met before. Participants felt that the 'caring' message was not the way to go in this instance, but rather emphasize the \$3000 fine.

Females and young parents were more likely to believe the 'caring' tagline and message approach would be effective with this issue.

A majority of participants commented that the information by line messages were very small and almost appeared to be 'fine print' on both poster depictions tested.

A last general note regarding this creative is that the two posters making up this pairing were slightly, but noticeably different visually (the only pair where this was the case). A few groups noticed this and commented on the visual difference. Generally, the darker green visual was preferred, although a few individuals noted they liked the lighter green (faded) visual because the boy's face seemed blurrier which made the hand appear more in focus. According to these participants this had the effect of drawing the viewer's attention to the hand—made the hand almost appear to come out of the poster.

In terms of the two alternative information by line approaches: legal or legal and health, opinions were mixed. A large number of participants felt the legal consequence message did not really fit with 'caring' theme, yet it was still good to have on the poster somewhere. The health consequence message was more in keeping with the overall theme; however, many people felt it was not really necessary and somewhat redundant as the tagline itself did an adequate job in this regard.

Positive Comments

One of the primary reasons Ad #3 worked well for participants was the visual depiction of the young boy. Even though the image was quite blurred it was still clear to almost all participants that this was a 12 to 14 year old male. This was important, as it became apparent in the groups that for most participants who had been asked by a minor for cigarettes, that this was the common age of the minor. In addition, for the Smokers who participated in the sessions, this was the age most of them started smoking and many could relate to being in the young boy's situation asking an adult for a cigarette.

- *I think it's really good...I think it's exactly what you would see in a real situation.*
- *This shows more of the innocence of a child...reaching out, wanting something and they can only get it if you give it to them.*
- *I feel the hand out could mean two things: caring gesture or putting hand out for cigarette.*
- *That was me at some point...I feel bad for them.*
- *I like the poster actually...I like where they had no it's like right underneath his hand. It's what you would say to him.*
- *It's supposed to pull on the heartstring right and it does a little bit.*

The blurred visual effect was also noted positively as it allowed some viewers, particularly those with their own young children or young siblings or nieces, to visualize a familiar face in the poster.

- *He's a lot younger...you can tell he's younger by his hand and his face.*
- *You think more of like your children (good thing).*
- *It could be anybody (blurry visual good thing).*
- *The blurry image is like his life's fading away.*

The visual on its own (noted in greater detail below) did conjure up messages other than the one intended, however, the bold font of the tagline, particularly the bold green font highlighting the word 'cigarettes' effectively clarified the main message. The tagline, for most individuals was

easy to read and understand. The use of the red font colour for the NO message was noted in several groups as eye-catching.

- *The picture doesn't really get my attention, but the big bold letters would make me look at it closer.*
- *The 'NO' in the red font reminds me of a horror movie title—blood dripping down. Maybe a bit much, but does stand-out.*

As noted above, the tagline, Caring Means Saying NO was the recipient of a range of opinions. Those who liked the tagline felt it did a good job getting at the crux of the issue—adults should not encourage young people to smoke. There was a tendency among individuals who supported this approach to communicating the intended message to believe that, in the long run, appealing to an adult's moral fibre or integrity, as this message was perceived to do, was going to be more effective than the threat of a fine.

- *For me though, it's not the \$3000 that's making me not want to do it. It's the fact that they're a kid and I care about, he's not smart enough to know about all the consequences.*

The tagline also effectively communicated one of the by line messages that were shown repeatedly on the posters—'Your actions are supporting an addiction...'. Several individuals thought the message in the tagline did a better job of communicating the health consequence message and therefore made the additional 'fine print' at the bottom of the poster unnecessary.

- *People who care don't need to be reminded about why they shouldn't buy cigarettes for people.*

Negative comments

A number of negative comments were expressed regarding poster #3. One reason for this was as a result of the different messages the visual left with participants. A few of these misperceptions are noted below:

- *Looks like he's peddling drugs or something.*
- *He looks like a little thug.*
- *He looks like he's hungry or something.*
- *He looks like he's trying to sell you smokes.*
- *He's panhandling or a homeless kid.*

In Saskatoon, several participants in both groups commented that the visual looked similar to a 'stop panhandling' communications campaign that had recently been conducted in the city. The blurry image of the boy with his hand out reminded them of these other posters.

On a similar note, the image of the young boy along with this large red lettered NO reminded a number of participants of the "Just Say NO" social responsibility ad campaigns of previous years. These perceptions distracted some participants from the actual intended message.

The visual on its own was not very attention grabbing—for many participants it was not as eye-catching as the traffic signal for instance. Several participants noted that poster #3 was an ad that had to be read in order to get the full effect of the message. The look of the poster was

seen by many participants as fairly dark and not something that will jump out at the viewer.

The tagline, 'Caring Means Saying NO' did not work very well with a significant number of participants, particularly young single males. The main concern mentioned was that, for many individuals they simply did not care about a stranger who was asking them for a cigarette—care for their health or their future. In a few extreme cases participants in the groups confessed that at times they "sold" cigarettes or charged a "smokers fee" for buying cigarettes for minors. This was a way of obtaining a few cigarettes if one was short at the time.

The 'caring' aspect of the tagline was asking the viewer of the ad to think about the minor as opposed to themselves. For many participants this was not very realistic as noted in the comments below:

- *I don't know why they highlight caring. The caring is not the big thing for me because you shouldn't buy smokes for kids. I like the facts. The facts are cool i.e. \$3000 fine.*
- *I think the \$3000 fine should be bigger because oh well I don't care and then you look at the fine, it's like okay maybe I do care.*
- *If a person doesn't buy a kid cigarettes it's not 'cause they care it's 'cause they don't want the fine or else they're just too busy to buy it.*
- *Change the text then it would be okay. The caring part 'cause some people just don't care.*
- *Caring is a really bad word I think because people just don't care about other people's kids.*

In one of the Prince Albert groups there were a few specific concerns expressed about the language used in the tagline. Several individuals noted that the use of 'kids' was a bit "slangy" and perhaps 'child' would be a better word. In addition, the description 'buy cigarettes' may be too narrow as a lot of minors are asking to "bum a smoke" which is not really 'buying' them a cigarette. It was suggested to replace 'buy' with 'provide'.

Also in one of the Prince Albert groups, several participants felt the tagline did not flow properly. The main message 'Caring Means Saying NO' should be located at the top of the poster so it is the first thing read. These concerns did not come up in any of the other locations.

A final concern raised with this creative concept pairing was that in both versions the bottom by line information was too small. For many individuals the fineness of the font below the visual made it seem that this information was not very important. It was suggested this information be made bigger somehow.

APPENDICES**Recruitment Instrument**

Hello, my name is _____. I'm calling from Western Opinion Research, a national marketing research firm. We're organizing a small research discussion group made up of people from your area to explore some health related issues. We are offering a \$65 to anyone who attends the meeting. This project is being sponsored by Health Canada. Participation is voluntary and comments made during the discussion will remain confidential. [IF NECESSARY- The purpose of the session is to review some communication materials]

For this study we are looking to speak with individuals 18 to 24 years of age? Would you or anyone in your household be of that age and interested in taking part in this research study?

IF YES AND CORRECT PERSON ON PHONE REPEAT INTRO AND ASK:

What is your age? _____ [Record exact MUST BE 18-24]

No attempt will be made to sell you anything – we are simply interested in hearing your opinions. The format is a "round table" discussion lead by a research professional. An audio recording of the group session will be produced for research purposes only. The tapes will be used only by the researcher to assist in preparing a report. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Yes 1 CONTINUE

No 2 THANK & DISCONTINUE- Ask to speak with someone else in the HH

Would you be available to attend a discussion group on Monday March 6 @ 5:30pm/7:30pm in Regina? It will last 1^{1/2} to two hours and you will receive \$65 to thank you for your participation and to cover any travel costs.

Yes 1 CONTINUE

No 2 THANK & TERMINATE- Ask to speak with someone else in HH

1. At the present time do you smoke cigarettes daily, occasionally, or not at all?

Daily	1	
Occasionally	2	
Not at all	3	[RECRUIT FOR <u>GROUP 2</u> NON-SMOKERS SKIP TO Q4]

IF NON-SMOKERS FILLED, AND RESPONDENT DOES NOT SMOKE, ASK FOR A SMOKER IN THE HOUSEHOLD BETWEEN 18-24

2. **[IF SMOKE DAILY]** And, how many cigarettes do you smoke each day?
 _____ [Individual cigarettes/Packs – **Circle one**]
3. **[IF SMOKE OCCASIONALLY]** And, how many cigarettes do you smoke in a typical week?
 _____ [Individual cigarettes/Packs – **Circle one**]

*****RECRUIT AT LEAST 7 PARTICIPANTS WHO SMOKE DAILY FOR GROUP 1**

Smokers skip to Q6

4. **[IF NON-SMOKER]** Do you have any close friends or family members who smoke?

Yes
 No **TERMINATE**

5. **[IF NON-SMOKER]** Which of the following statements is closest to your own personal point of view?
- a. Smoking is such a dangerous risk to health that the sale of cigarettes and smoking in general should be made totally illegal. **[THANK AND TERMINATE]**
 - b. Adults have the right to choose to smoke or not as long as they smoke in designated areas and they respect the rights of non-smokers.

ASK ALL

6. Please tell me whether you agree strongly, agree somewhat, neither agree/disagree, disagree somewhat or disagree strongly with the following two statements... **[Rotate]**

	Agree Strongly	Agree Somewhat	Neither Agree/Disagree	Disagree Somewhat	Disagree Strongly
Casually giving cigarettes to young people is OK, as long as they smoke anyhow	☐	☐	☐	☐	☐
Youth smoking is a serious social concern	☐	☐	☐	☐	☐

7a. Record gender (**recruit mix**)

- ☐ Male
☐ Female

7b. Are you or any members of your household, employed in or retired from...(**Read List**)

	Yes	No
a. Market research	1	2
b. Advertising, marketing, public relations	1	2
c. Media (e.g., print/radio/TV)	1	2
d. Health related organization such as a hospital, pharmacy, etc.	1	2
e. Government (at the political level e.g. assistant to a MP, or member of the cabinet, political consultant, or anyone who is part of the political decision making process. People who work as civil servants in departments other than Health Canada are eligible.	1	2

IF YES TO ANY, THANK & TERMINATE

7c. For this project we are looking for a mix of people. What would you say is you're ethnic or cultural

background? (**DO NOT READ LIST.**) [Aim for a min of 3 per group]

- ☐ Aboriginal/ Native Canadian/Métis
☐ Other _____

8. Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money? [AT LEAST HALF SHOULD NEVER HAVE ATTENDED BEFORE]

Yes	1	CONTINUE AT 8a
No	2	GO TO Q9

8a) When was the last time you attended a group? _____

8b) How many groups have you attended in the last 5 years? _____ [IF MORE THEN 5
THANK AND TERMINATE]

8c) What was the subject? _____

(THANK & TERMINATE IF IN THE PAST 12 MONTHS; IF NOT, CONTINUE)**(THANK & TERMINATE IF SUBJECT MATTER WAS IN CONFLICT: Health/Tobacco related]**

9. As I mentioned earlier you are being invited to a group discussion with approximately 10 other people. How comfortable are you in participating and speaking out in group discussions of this size?

Very comfortable

Somewhat comfortable

Not very comfortable

Not at all comfortable

Don't know

[THANK AND TERMINATE]

[THANK AND TERMINATE]

[THANK AND TERMINATE]

10. Sometimes participants are also asked to write out their answers to a questionnaire, read, or watch an ad or brochure during the discussion. Is there any reason why you could not participate?

Yes

1

THANK & TERMINATE

No

2

CONTINUE

(PARTICIPANT MUST BE ARTICULATE AND RESPONSIVE)

You qualify for one of our sessions to be held on Monday March 6th at 5:30/7:30 PM. The session will take no more than 2 hours. To thank you for your participation, you will be paid \$65. Will you be able to attend?

Moderator's Guide

Schedule

1. Group guidelines (5 minutes)
2. Introduction & Warm-Up (5 minutes)
3. Ad Testing (45 Minutes)
4. Best Elements From Ads/Ranking (15 Minutes)
5. Youth Smoking (25 minutes)
6. Wrap-Up Question (10 Minutes)

Interview Guidelines

Use this document as a guide, it is meant to be a semi-structured discussion with focus group participants

Ask additional questions for clarification

It is not necessary to answer the questions in order

Keep discussion informal and conversational

Summarize notes, comments and conclusions at the end of the discussion

Avoid discussion of a general nature. Participants should be talking about themselves, their behaviours and attitudes. They should not be expressing opinions about the general population or others.

Introduction & Warm-Up (10 min)

- *Introduce the moderator*
- *Introduce assignment and role of the focus group*
 - Health Canada is the sponsor of these focus groups.
 - Talking with Canadians about smoking. The topic will become more specific as the groups goes on. **[If non-smoker groups, state "Even though you don't smoke, the topic has relevance for you as well, and it will become clearer as we go on."]**
 - Only talking with a few groups of people in Saskatchewan, thus your observations and opinions are important.
- *Conduct of the discussion*
 - Not all at once, but do not need to wait for me to call on you
 - Respect
 - No right or wrong answers.
 - Want to get individual thoughts and opinions—we're not looking for a consensus. Encourage individual group members to participate.
- *Audio recording and presence of observers.*
 - Assure participants we are not selling anything; this meeting is strictly for research purposes.
 - Colleagues behind the mirror who are observing and on the telephone
 - Confirm that individual responses will be kept confidential. The purpose is not to report on individuals, but instead to get a better understanding of the needs across different types of Canadians.
- *Roundtable Intros*

What I'd like you to do is go around the room and introduce yourself, first name is fine, and tell me what keeps you busy these days—work, family, hobbies.

Smoking - General

1 [FOR SMOKERS ONLY...] I want to go around the table once more... tell me **quickly** about the first cigarette you had. I'm interested in is where it was, what were the circumstances, how old you were and where you got the cigarette from.

1a [NON-SMOKERS] Have you every smoked? How long ago did you quit. Why did you quit?
 1b [THOSE NEVER] Why never start. [FOR THOSE WHO SMOKED IN THEPAST] When did you
 1c start? Do you have friends or family members who smoke? How does that wok? Respect?
 1d
 1e

Ad Testing (45 minutes)**ROTATION:**

Regina 5:30 Smokers – 1a/1b, 2b/2a, 3a/3b
 Regina 7:30 Non Smokers – 3b/3a, 2a/2b, 1b/1a

Prince Albert Smokers – 1b/1a, 3a/3b, 2b/2a
 Prince Albert Smokers – 2a/2b, 1b/1a, 3a/3b

Saskatoon 5:30 Smokers – 2b/2a, 3a/3b, 1b/1a
 Saskatoon 7:30 Non Smokers – 3a/3b, 1b/1a, 2a/2b

[Creative discussed in pairs]

As I mentioned, focus groups are great way to get your opinions towards some visual material. We're going to spend the first portion of the group looking at a number of visuals and then discussing them. We'll then spend the last part of the group in a more general discussion.

*We're going to look at each visual **one at a time!** You can see the visuals behind me here, and in front of you in the stack of papers that you have. **Do not look ahead.** Look at each visual for about 5-10 seconds, or as you normally would if you saw it. Then, there are some questions in front of you about the visual. Answer those questions, and take a few minutes or so to note your answers. After that we'll discuss each visual in more detail.*

Creative Legend

1. A Costly Favour
2. STOP
3. Caring Means Saying NO

- a. Legal message
- b. Legal and Health message

[NOTE TO MODERATOR: Be aware that may have to adapt guide somewhat for the 2nd and 3rd sets of creative pairing tests in each group. It is likely that after the first pairing is shown to the group and discussed participants will not have as much to say regarding the alternative byline approaches]

Top-of-Mind Reactions [15 minutes a pairing]**Main Message**

- 2a → e 1. What is the main message in the visual? What do you understand the message to be? Where do you get that from? [Have participants refer to Q3 on their sheets]
- o Is the main message clear? 2d
 - o Is it memorable for you in any way? (Q4 – I would remember this poster) 2c

Visual Elements

- 3a - j 2. Tell me about the look and feel of the poster... Forget about the words for a moment.
- 3a o What grabs your attention, if anything?
 - 3b o What words would you use to describe the visuals? (Q4 – text readability)
 - 3c o Is this attractive or appealing to you in any way?
 - 3d o Is there anything confusing in this to you?
 - 3e o Tell me about the scene depicted – describe what is going on? 3g
 - 3f o Would you find yourself in a scene like this? Is it realistic? How well does this “speak to you” or does it do a good job in “relating to you” or making you feel anything? 3h
 - 3i o Is there anything in the image that would turn you off? Is there anything in this that makes it lose credibility to you? 3j

- 4ab 3. Is there anything that you would change to this visual? 4a
- o Would you notice this as an ad in a store or as a poster – would you understand the message? (Q4 – I would notice this poster) 4b

Taglines

- 5ab 4. What do you think about the tagline in the visual? 5a
- i. **A Costly Favour**
 - ii. **STOP**
 - iii. **Caring Means Saying No**
 - o What do you think of the wording, or explanation in the visual? 5b

Information Bylines

- 6a → h 5. Now, how about the by line text at the bottom [READ LINE]. Does that work with the main message and visual? Does it fit with the tagline? 6a
- o Do you need more information? Does it raise any questions for you? [LISTEN FOR BUT DO NOT PROMPT] How could this be enforced? Is it a criminal charge? 6b
 - o Is it credible or believable (Can you get caught/addict a minor to smoking) 6c
 - o What is the main the main point the byline is trying to communicate 6d

General Discussion

- 7a → e 6. How relevant is this message (Legal/Addiction) to you? (Q The message is relevant/important to me) To people that you know? To youth and society? Is this a message that is worthwhile spreading 7b 7c 7d

- o Would you notice this as an ad in a store or as a poster – would you understand the message? (Q4 – I would notice this poster) 7e

- 8abc 7. How effective is it in getting you to think about the topic, or consider changing your behaviour? Would it deter you from buying or providing cigarettes to youth? (Q – This poster would deter me from buying tobacco for minors) 8a 8b

- o Can anything be done to make the message clearer or improve the message? What would make it more understandable? 8c

[SHOW SECOND PAIR OF SAME CREATIVE WITH ALTERNATIVE BY LINE]

Please have a look at this and complete the questionnaire.

You have noticed the two posters are very similar except for different information bylines.

- 9 8. With the 2nd poster of the pair, what in your view is the main message in this poster? [canvass room] 10a 10b 10c

- 10abcd 9. What do you think of this approach? Is it clear to you? Does this byline work better with the visual? How so or why not? 11a 11b

- 11a-g 10. Let's focus on the different byline. What do you think of this? Does that work with the main message and visual? Does it fit with the tagline? 11c 11d 11e

- o Do you need more information? Does it raise any questions for you? (e.g. How could this be enforced? Is it a criminal charge?) 11g
- o Is it credible or believable – 11f
- o What is the main the main point the byline is trying to communicate

- 12a-f 11. How does the different wording change your outlook for the poster? 12a 12b 12c 12d 12e 12f

- o Improve or worsen? How
- o Does it change the focus of the poster? The message? In what way?

Compare Creative Pairings

- 13a
13abc 12. Is one approach more or less effective to change adults' behaviour when it comes to giving cigarettes to minors? Why? — 13b
o What about the two bylines? — 13c

[LISTEN FOR HEALTH CONSEQUENCE OF SMOKING VS. COSEQUENCES OF PROVIDING CIGARETTES TO MINORS]

We're going to have a general discussion, and many of the discussion points will involve your answers to Q4.

- 14a-f 13. How relevant is this message (Legal/Addiction) to you? (Q The message is relevant/important to me) To people that you know? To youth and society? Is this a message that is worthwhile spreading? — 14a
14b 14c 14d 14e 14f

- o Would you notice this as an ad in a store or as a poster – would you understand the message? (Q4 – I would notice this poster)
o Would you notice this as an ad in a store or as a poster – would you understand the message? (Q4 – I would notice this poster)

15ab How effective is it in getting you to think about the topic, or consider changing your behaviour? — 15a
Would it deter you from buying or providing cigarettes to youth? (Q – This poster would deter me from buying tobacco for minors) — 15b

ROTATE LEGAL AND ADDICTIONS

16a-9 LEGAL - Does anyone know about legality of supplying cigarettes to minors? Are you aware that it is illegal to supply cigarettes to minors? How do you think you became aware of this? Has it been promoted? Does this make you think differently about buying or providing cigarettes to youth? If you did read about fines being given to people buying or giving cigarettes to underage youth, would it make you think more about buying or giving cigarettes to minors? A friend or sibling? — 16a 16b 16c 16d 16e 16f 16g

17abcd Health Consequences - How do you feel about the health consequences message – potentially contributing to the health problems of a minor? Would that make you personally think twice about providing a cigarette to a younger friend or sibling? Does this make you think differently about buying or providing cigarettes to youth? Why or why not? — 17a 17b 17c 17d

[MOVE TO NEXT PAIR OF POSTERS] RETURN TO PAGE 3 OF THE GUIDE

I am going to show you another poster. [REPEAT ABOVE]. Have a look and fill out your questionnaire.....

+
→ repeat above for each ad. →
page 30 à 32 → questions repeated
for each ad (3 ads in
all)

Wrap-Up Ad Discussion (15 minutes)**[DISCUSS ALL ADS TOGETHER]**

"You have been presented with three sets of ads. I want you to help me make some decisions. Our goal is to **get adults to think twice before providing tobacco products to minors**. I need you to help me in terms of which ads you would recommend moving forward with? Which ones would you not recommend?"

- o First, which would you select in terms of a VISUAL [SHOW OF HANDS. DISCUSS]

Next what about TAGLINES (A Costly Favour vs. Caring Means Saying No) [SHOW OF HANDS. DISCUSS]

- o Let's discuss the taglines. Do you think it is a favour to give tobacco products to someone who is too young to purchase them themselves? Are there specific circumstances where you think this might apply (friends/family?)

Lastly the INFO BYLINE [SHOW OF HANDS. DISCUSS] Which message approach do you choose? Why? What do you interpret in the different bylines? [LISTEN FOR HEALTH CONSEQUENCE OF SMOKING VS. COSEQUENCES OF PROVIDING CIGARETTES TO MINORS]

- o Where would you expect to find these ads? What situations?
- o Are these ads targeted at a particular age group? Which age group? Does one of the two byline approaches work better for a certain age group? Which one?
- o Should the issues and consequences related to providing tobacco products to minors be communicated to the public? Why do you say that [YES OR NO]
- o Could any improvements be made to these ads (if not mentioned in the above discussions).

Youth Smoking (25 Minutes Some material to be covered during ad discussion)

- 57a →
- **[FOR SMOKERS ONLY...]** I want to go around the table once more... tell me quickly about the first cigarette you had. I'm interested in is where it was, what were the circumstances, how old you were and where you got the cigarette from. Are you aware of the health risks associated with smoking? Have you ever tried to quit smoking? Do you wish that you could quit smoking right now? 57a 57b 57c 57d 57e
 - We're going to spend some time talking about youth who smoke. Tell me some of your thoughts about youth smoking. By youth, I mean a minor who is not old enough, according to the law to purchase cigarettes. **[Probe – Is it a serious concern? Is it just a “phase” youth go through? If anyone in here started smoking underage, how do you feel about others starting the habit underage? Is it just something that will happen no matter what (i.e. can't be enforced), so people should just let it happen.]** 58a 58b 58c 58d
 - Where do you think youth not old enough to buy cigarettes get them from? 59
 - **[For NON-SMOKERS, add... While I know you don't smoke]** Have you ever been in the situation where a minor has asked you to supply them with cigarettes? **[Follow-up with “Did the minor ask you to buy cigarettes, or give them cigarettes you may have access to?”]** **[Be sensitive to group – if people are hesitant, say “I don't need to know whether or not you actually gave the cigarettes or not, but I'm curious how many of you find yourself in that situation.”]** 60a 60b
 - Can you tell me what it was like to be asked by a minor? What did you feel? Do you think that providing/buying cigarettes for kids helps them become addicted to smoking? Do you ever feel guilty about giving/selling smokes to kids knowing that they can become addicted to cigarettes? 61a 61b 61c 61d

Moderator Instruction { [Use judgment if should directly ask them if they feel guilty about it but it would be good to draw this type of information out – want to get at the moral dilemma of giving kids cigarettes and the health consequences of this, if they feel that they are a part of the addiction process – but would rather this information come from them rather than asking them directly about it].

- 62a 62b
- **[IF ABOVE CLOSES-OFF THE GROUP, ATTEMPT QUESTIONS WITH THIS... IF ABOVE WORKS, DO NOT USE THESE QUESTIONS]** Why do you think people in general would supply cigarettes to minors? What do you think people who supply cigarettes to youth are thinking about? I don't necessarily want to talk about you personally – I'm looking more for reasons why you think people would do this. 62a 62b

- 63a →
- **[FOR NON-SMOKERS, ADD... While I know that you don't smoke, you mentioned that you are around someone who does smoke]** Have you ever refused to supply a youth cigarettes? What's it like to say “no”? What were the circumstances? **OR...** If you haven't had to say no, what would be like to say no? 63a 63b 63c 63d 63e 63f
 - What would make it easier for you to say “No”?
 - What would deter you, or smokers, from supplying cigarettes to minors?

- **(for non-smokers)** Have you ever seen a young adult or adult buying cigarettes for kids? Do you think that this is wrong? — 63g
- **(for non-smokers)** Have you ever thought of saying something to the person buying the cigarettes? What would you say? — 63c

64abc ○ Beyond not supplying cigarettes, have you ever discouraged minors from smoking in any way? Have you ever asked an adult not to supply cigarettes to youth? What would you be willing to do, if anything, to get youth from stopping to smoke? — 64a

65abcde ○ What would convince you (or others if answers are not forthcoming) to stop giving or buying cigarettes to underage youth. Thinking about the health consequences for that person? Wishing someone wouldn't have given you your first cigarette? — 65a

- The fine involved if you were caught doing so? — 65d
- A combination of all of these factors? — 65e

66ab ○ What do you think some of the issues or consequences are in supplying youth with cigarettes and tobacco? **[Probe social, health and legal]** — 66a

67abc ○ **[LISTEN FOR THE CONTRADICTION OF WISHING NEVER STARTED SMOKING, BUT PREPARED TO PROVIDE CIGARETTES TO A YOUNGER SIBLING]** Why would you do this? It seems a bit of a contradiction. Why not say no? What would it take for you to say no? — 67a

Wrap-Up (5 Minutes)

68ab • What, if anything, has the discussion made you think about? Will you remember anything in particular from this discussion? — 68a

69abcd • Is this a worthwhile message to communicate? Do you think this is an issue that is worth putting money, effort and resources behind? Did you feel this way before you came in? What, if anything, that you heard tonight makes this message worthwhile communicating? — 69b

70 • Last thoughts or advice for me? — 69c

Thank you and good night.

In-Group Questionnaire

Ad _____

Name _____

1. When you first glanced at the ad what did you think it initially was about?

2. What was your first impression of the ad? Was it... **[Circle one]**

Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative

Why did you answer the way you did above?

3a. What's the ad saying? What's the main message?

3b. How well does the ad communicate the main message?

I like the way the ad communicates	I neither like/dislike the way the ad communicates	I dislike the way the ad communicates

3c. Is there anything that is confusing or unclear? If so, write it in...

4. Answer Yes/No or Don't Know

	YES	NO	DON'T KNOW
I can read the text easily			
I would notice this poster			
I would remember this poster			
The message is relevant/important to me			
The poster would deter me from buying tobacco for minors			