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FINAL REPORT
Q4L Youth Smoking Cessation Study
An Evaluation of the Website as a Cessation Tool

Prepared for Health Canada

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Ce rapport est également disponible en français.

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5 survey
1 index
1 coding sheet

TABLE OF CONTENTS

Executive Summary i

Sommaire i

Introduction 1

Part 1 - Quantitative Findings 7
Baseline Study 7
Smoking Status 7
Current Smoking Habits 12
History With Quitting Smoking 16
Readiness To Quit Smoking 19
Making A Quit Plan and Reasons for Quitting 22
Profile of Youth 26

Initial Follow-up Survey 29
Current Smoking Habits 29
Recent Attempts to Quit Smoking 35
Readiness to Quit Smoking/Stay Quit 37
Making a Quit Plan 41
Use & Assessment of Q4L Program 45
Profile of Youth 54

Comparison Across Follow-Up Surveys 57
Current Smoking Habits 57
Readiness to Quit Smoking/Stay Quit 66
Making a Quit Plan 69
Use & Perceptions of Q4L 75
Profile of Youth 79

Part 2 - Qualitative Findings 83
Overall Impressions of Quit4Life 83
Use and Overall Perceptions of Quit4Life 84
Assessment of Quit4Life 85
Perceived Effectiveness of Quit4Life 87
Assessment of Quit4Life Website Visual Appeal 88
Future Directions 91

Appendices:

- Fagerstrom Index
- Recruitment screener & materials
- Baseline & follow-up surveys
- Email invitation and reminders
- Email correspondence to intervention group participants
- In-depth interview guide

EXECUTIVE SUMMARY

Phoenix SPI was commissioned by Health Canada to conduct quantitative and qualitative research to assess the effectiveness of Quit4Life (Q4L), an online youth smoking cessation program. The objective was to determine whether Q4L provides the information and assistance necessary to help young people quit smoking and to test its appeal with a young audience.

Research Overview

A mixed-methodology was used for this research, one that involved both quantitative and qualitative components: four surveys, a 4-week intervention, and in-depth interviews. The target audience was youth smokers between 14 and 19 years of age who were seriously considering quitting smoking and who had regular access to the Internet. Recruitment for this study was undertaken via three different methods: a youth online panel, cold calls, and Youth Services Agencies.

The quantitative research included an online baseline survey, followed by an intervention where two-thirds of the youth were asked to use the Q4L program (intervention group) and the other youth were not (control group), and then a series of follow-up surveys. The initial follow-up survey was conducted approximately four weeks after the start of the intervention, the next one three months later, and the final follow-up at six months after the intervention was finished. In total, 242 respondents completed the baseline survey, 157 the initial follow up, 124 the three-month follow-up, and 108 the six-month follow-up. All fieldwork was conducted between April 2006 and March 2007. As a complement to the surveys, a set of 13 in-depth interviews was undertaken with a subset of youth that were part of the intervention group. The interviews were semi-structured to obtain more fulsome feedback on the Q4L website, conducted in French or English, and averaged 30 minutes in length. All interviews were completed between August and October 2006.

A random sampling method was not used due to the unique characteristics of the target audience (i.e. 'primed and ready to quit' youth smokers). As a result, the survey findings are not representative of the actual population of youth smokers in Canada. As well, the in-depth interviews were qualitative in nature, so the results cannot be generalized to the full population of youth smokers that had participated in the Q4L program.

Summary of Key Findings

The research findings suggest that Health Canada's Q4L online youth smoking cessation program provides useful information and assistance to help young people who are ready to quit smoking. Youth tended to have favourable impressions of the program, with a strong majority saying they would recommend Q4L to a friend (65% in the first follow-up vs. 70-83% in subsequent follow-ups). Not only would they direct a friend to the program, many also felt the website was easy to use (68-72%), that it was easy to find what they needed on the site (60-73%), and that the program activities were useful (61%). Focusing on the program itself, strong majorities agreed that three to five activities per Q4L step is about right (82%) and that the activities take about the right about of time (74%). As well, most

in-depth interview participants thought that Q4L was a good idea and that the four steps are simple, clear and easy to understand.

Youth were less categorical, however, in terms of their perceptions of the overall value or utility of the program. The proportion of youth who found the program useful was 42% at one month, 54% at three months, and 37% at six months. Notably, those who did not assign a positive score were much more likely to hold neutral (30-51%) rather than negative (8-18%) perceptions. Simply put, there was no clear consensus among intervention group youth vis-à-vis the program's overall usefulness, but relatively few felt Q4L was not at all useful in terms of helping them to try to quit smoking.

Virtually all the intervention group participants tried to complete Q4L, although just under half (47%) *actually* finished the full four-week program. While there was significant variation in the frequency of visits to the website, close to two-thirds (64%) accessed the program at least weekly during the intervention (21% did so three or more days per week). In addition, the majority of youth completed *most* of the activities, but two stood out as being used by more youth than any others – the Goals/Values Worksheet (82%) and the Cost Calculator (80%). Well over two-thirds (69%) took the Stress Test, while 58% used the Smoke Detector/Tracking Form and 54% tried Make a Commitment/Set a Quit Date. None of the other activities was completed by a majority of youth: Dealing with Non-Supporters (44%), Create a Survival Kit (42%), and Build Your Quit Calendar (41%).

In terms of the value of the activities, youth offered mixed assessments of the extent to which the activities they tried were helpful. The majority of participants attributed value to the Cost Calculator (77%; 63% said it was *very* helpful), the Stress Test (66%), the Survival Kit (56%) and Set a Quit Date (55%). The activity that was viewed to be the least helpful was the Goals/Values Worksheet – just 38% attributed clear value to it and 23% stated unequivocally that it was <u>not</u> helpful. Beyond this, smaller proportions (44-48%) considered the other activities to be helpful, although comparatively few felt they were not useful (15-23%). In short, those who did not attribute value to these activities were more likely to hold no opinion. Perhaps not enough time had passed for these youth to rate the helpfulness of some of these activities.

Turning to the perceived impact of the program, while perceptions varied throughout the study, participants tended to give the program a positive overall evaluation. Majorities felt the program helped them to understand their smoking-related habits (60-75% said it had a big or moderate impact in this area) and the advantages of quitting (72-74%), as well as provided them with the type of information needed to quit or cut down (65-75%). In addition to having a positive impact in the area of knowledge, Q4L also had an affect on participants' sense of personal efficacy. Youth increasingly felt that Q4L increased their confidence that they can quit smoking (from 62% immediately after using Q4L to 67% in wave four). As well, while the perceived impact of the program on motivation declined over time, the majority (60%) still felt that Q4L had a positive effect in this area by the six-month follow-up. Notwithstanding these assessments, in the end, just 51% of youth said that Q4L provided the kind of help they needed to quit smoking. Given that youth clearly felt the program had at least a moderate impact in many areas, this may simply underscore the difficulty in actually quitting smoking – that is, support might be offered, and be seen

to be useful, in many areas, and still not be sufficient in terms of actually getting youth to quit smoking.

Youth also reacted positively toward the website itself. Not only did they consider it easy to use, they felt that it was visually strong and well organized. Interview participants routinely referred to the use of colours and the layout of the pages when asked why they thought the site was visually appealing. The colours were straightforward and the design was characterized as 'clean-looking' and 'non-government' in appearance. Some felt that Q4L strikes a good balance between a fun-looking, youthful website and a serious, online quit smoking program. Additionally, there was widespread agreement that the site is effectively structured, intuitive and user-friendly, and many interview participants pointed to its interactive design and strong content as key strengths of the program.

While many youth had a favourable impression of the Q4L program/website, only after comparing the attitudinal and behavioural changes between the intervention and control group is it possible to evaluate the *actual* effectiveness of Q4L. Overall, intervention youth were less apt to hold pro-smoking attitudes by the end of the research program. Aside from cravings, which almost everyone continued to experience, these youth were less inclined to say they function better after their first cigarette, worry about running out of cigarettes, and think about how to get cigarettes when they are running low. All these issues were of greater concern to members of the control group. As well, youth who took part in the intervention appear to have a stronger sense of personal efficacy. Their motivation to quit smoking or stay quit, their confidence in their ability to do so, and their knowledge about the types of things they can do in this regard were consistently higher than their counterparts in the control group. Finally, in terms of readiness to quit smoking, intervention group youth were more likely than the control group to plan to quit smoking within 30 days throughout the entire research program.

While the smoking-related attitudes of youth in the intervention group often became more positive compared to the intervention group, this was not uniformly the case. For instance, the importance intervention participants assigned to various potential reasons for quitting smoking generally declined since the baseline survey or remained unchanged since the intervention. Similarly, as time went on, the intervention group youth were less likely to be concerned about *most* aspects of their smoking. They were less apt to think about the extra money they would have (from 73% baseline, to 61-65% to 57% in wave four), to be concerned about their health (from 71-73% to 63-64% in waves three and four), and to feel that their smoking interferes with their physical or social activities (from 43% to 40-46% to 32% in wave four). Youth who did not participate in the Q4L program were more likely to agree with these smoking-related statements, and in some areas, the difference between the control and intervention groups was quite pronounced. Notably, by the end of the study, control group youth were much more likely to think about the extra money they will have when they quit smoking (74% control vs. 57% intervention) and to express concern about their health as a smoker (74% vs. 64%).

Unlike the attitudinal differences, where intervention group youth did tend to exhibit more positive perceptions, behavioural variations between the two groups were much less clear. Among the intervention group, positive changes in smoking frequency were considerable at first, and then only increased marginally from wave to wave. The number who quit

smoking rose from none during the baseline survey to 16-19% in the post-intervention waves. Similarly, the proportion of occasional smokers increased from 12% to 32-33%, while the proportion of daily smokers decreased from 88% to 49-51%. Although those in the control group were just as likely to have quit smoking or become occasional smokers by the end of the research program, it appears that youth exposed to Q4L made positive smoking-related changes at a faster pace than the others. While 16% of intervention youth had quit smoking by the first follow-up, only 3% of control group participants had done the same. Likewise, at the three-month follow-up, those who tried Q4L were more than twice as likely to have quit (18% vs. 8%). However, by the final follow-up survey, the proportion of youth that had actually quit were similar (and even slightly higher for the control group).

Youth in the intervention group, moreover, were increasingly less likely to report high levels of nicotine dependency – from 61% to 59% in wave two, and 30-32% in waves three and four, and to have tried to quit smoking within the past three months. The control group was more likely to report a high or very high level of nicotine dependency over the course of the research program, although differences between the two groups had virtually disappeared by wave four (37% control vs. 32% intervention in wave four). Compared to the control group, intervention youth were also less apt to smoke *often* during <u>all</u> times of the day. The disparity between the smoking habits of the two groups is even clearer when examining movement at the *individual* level. Youth who tried Q4L were more likely to smoke less often in the evenings and on weekends. In addition, even within the intervention group, the number of Q4L steps completed by youth seems to have had an impact on smoking behaviour. The likelihood of making positive smoking-related changes was higher among those who completed three or four steps of Q4L than those who completed two or fewer steps. These youth were more apt to smoke less often in terms of frequency and times of day.

By the end of the research program, intervention youth held more positive attitudes related to smoking, for the most part, and were more motivated, confident and knowledgeable compared to the control group. Although youth were similarly likely to have quit smoking at the six-month follow-up point in time, those who took part in the intervention made positive changes at a more rapid pace. This *may* have been the result of the Q4L program. While not conclusive, of course, the findings do suggest that Q4L succeeds in providing youth with information they need to quit and helping them develop the sense of personal efficacy that will carry them through the quit process. Underscoring this, a strong minority (44-46%) of youth went back and visited the Q4L website three- and six-months after the intervention. Q4L not only provides helpful information, it does so in an aesthetically pleasing way that utilizes the functionality of the Internet.

In summary, the research suggests that the program itself is relatively strong. Nonetheless, many did not complete the full program (even when being paid to do so). Moreover, the ultimate goal of the program – the impact on behaviour – does not appear to be as strong or direct as one would like. Moving forward, Health Canada may want to consider focusing improvements on the activities that were least used and received the least positive assessments in terms of their helpfulness. Youth are clearly receptive to an online tool such as this, so investigating new ways to make the program even more interactive might help to increase its value and utility to youth.

More Information:

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SOMMAIRE

Santé Canada a chargé Phoenix SPI d'effectuer une étude quantitative et qualitative en vue d'évaluer l'efficacité de Vie sans fumer (V100F), programme de renoncement au tabac destiné aux jeunes qui est offert sur Internet. L'étude visait à établir si V100F offre les renseignements et le soutien nécessaires pour aider les jeunes à arrêter de fumer. Elle visait aussi à établir la mesure dans laquelle le public cible trouve cette ressource intéressante.

Aperçu de l'étude

Nous avons entrepris une étude mixte faisant appel à des volets quantitatif et qualitatif : quatre sondages, une intervention de quatre semaines et des entrevues approfondies. Les jeunes fumeurs de 14 à 19 ans envisageant sérieusement d'arrêter de fumer et en mesure d'utiliser l'Internet régulièrement constituaient le groupe cible. Nous avons procédé au recrutement au moyen de trois méthodes différentes : un panel en ligne de jeunes, des appels au hasard, et le concours d'organismes de services à la jeunesse.

D'autre part, le volet quantitatif reposait sur la réalisation d'un sondage de référence en ligne, qu'a suivi une intervention à laquelle ont participé les deux tiers des participants, qui devaient se servir du programme V100F (groupe d'intervention), à la différence des autres jeunes (groupe témoin). Par la suite, nous avons effectué une série de sondages de suivi. Le premier sondage de suivi s'est déroulé environ quatre semaines après le début de l'intervention, le suivant, trois mois plus tard, et le dernier sondage de suivi, six mois après la fin de l'intervention. Au total, 242 répondants ont participé au sondage de référence, 157, au premier sondage de suivi, 124, au sondage de suivi à trois mois et 108, au sondage de suivi à six mois. Nous avons effectué l'ensemble du travail sur le terrain entre avril 2006 et mars 2007. Dans le dessein d'enrichir les sondages, nous avons aussi mené une série de 13 entrevues approfondies auprès d'un sous-groupe de jeunes faisant partie du groupe d'intervention. Nous avons privilégié un modèle d'entrevue semi-structurée afin de recueillir des observations nourries au sujet du site Web V100F. Les entrevues, qui se sont déroulées en français ou en anglais, ont duré en moyenne 30 minutes. Toutes les entrevues ont été effectuées entre août et octobre 2006.

Nous n'avons pas établi un échantillon aléatoire, compte tenu des caractéristiques uniques du public cible (c.-à-d. des jeunes fumeurs préparés et disposés à arrêter de fumer). Par conséquent, les observations découlant du sondage ne sont pas représentatives de la population des jeunes fumeurs au Canada. De même, compte tenu de la nature qualitative des entrevues approfondies, il n'est pas possible d'en généraliser les résultats à l'ensemble de la population des jeunes fumeurs ayant participé au programme V100F.

Résumé des principales observations

Les observations découlant de l'étude révèlent que le programme V100F de Santé Canada, ressource disponible sur Internet pour le renoncement au tabac chez les jeunes, offre des renseignements et une forme de soutien utiles pour aider les jeunes disposés à arrêter de fumer dans leur projet de renoncement au tabac. En général, les jeunes présentent des impressions favorables à l'égard du programme. Plus particulièrement, en forte majorité,

les participants indiquent qu'ils recommanderaient V100F à un ami (66 % lors du premier sondage de suivi contre 70 %-83 % dans le cadre des sondages de suivi subséquents). Non seulement les participants aiguilleraient-ils un ami vers le programme, mais un grand nombre sont aussi d'avis que le site Web est facile à utiliser (68 %-72 %), qu'il était facile de trouver ce dont ils avaient besoin sur le site Web (60 %-73 %) et que les activités du programme étaient utiles (61 %). Pour ce qui concerne le programme en soi, en fortes majorités, les participants sont d'accord pour dire que le nombre d'activités que comporte chaque étape de V100F, soit trois à cinq, est à peu près adéquat (82 %) et que le temps requis pour accomplir chaque activité est également à peu près adéquat (74 %). En outre, la plupart des participants des entrevues approfondies indiquent que le programme V100F procède d'une bonne idée et que les quatre étapes sont simples, claires et faciles à comprendre.

D'autre part, les jeunes se sont montrés moins catégoriques lorsque nous avons sondé leurs perceptions à l'égard de la valeur ou de l'utilité globales du programme. Plus particulièrement, la proportion des jeunes qui considèrent le programme comme utile s'est établie à 42 % lors du suivi à un mois, à 54 % lors du suivi à trois mois et à 37 % lors du suivi à six mois. Il convient de souligner que les participants qui n'ont pas présenté un résultat positif sur le plan de l'utilité sont beaucoup plus susceptibles de faire état de perceptions neutres (39 %-50 %) que négatives (8 %-18 %) à ce chapitre. Plus simplement, même si dans le groupe d'intervention, un consensus clair ne s'est pas dégagé pour ce qui concerne l'utilité globale du programme, ces participants se sont révélés relativement peu nombreux à estimer que le programme V100F n'est pas du tout utile pour les aider à renoncer au tabac.

Presque tous les participants du groupe d'intervention ont essayé de suivre le programme V100F jusqu'au bout. Cependant, un peu moins de la moitié seulement (47 %) ont *effectivement* suivi le programme de quatre semaines au complet. Tandis que nous avons observé des variations importantes sur le plan du nombre de visites sur le site Web, dans une proportion de près de deux pour trois (64 %), les participants ont consulté le programme au moins une fois par semaine au cours de l'intervention (dans une proportion de 21 %, les participants l'ont consulté au moins trois jours par semaine). En outre, la majorité des jeunes ont réalisé la *plupart* des activités. Reste que deux des activités se détachent de l'ensemble, étant donné qu'un plus grand nombre de jeunes les ont réalisées – le tableau des buts et valeurs (82 %) et la calculatrice des dépenses (80 %). D'autre part, c'est dans une proportion au-dessus des deux tiers (69 %) que les participants ont effectué le test sur le stress, tandis que 58 % ont recouru au détecteur de fumée/formulaire de suivi et 54 %, à « Engagez-vous à cesser de fumer : fixez une date ». Voici les autres activités du site, lesquelles n'ont pas rallié une majorité de jeunes : « Comment vous comporter avec les gens qui ne vous aident pas » (44 %), « Fabriquez une trousse de survie » (42 %) et « Élaborez votre calendrier de sevrage » (41 %).

Au chapitre de l'évaluation de la valeur des diverses activités, les jeunes sont partagés pour ce qui concerne la mesure dans laquelle les activités qu'ils ont réalisées leur ont été utiles. En majorité, les participants affirment que les activités suivantes leur ont été utiles : la calculatrice des dépenses (77 %; 63 % signalent que l'activité s'est révélée *très* utile), le test sur le stress (66 %), la trousse de survie (56 %) et « Fixez une date » (55 %). C'est le tableau des buts et valeurs qui est l'activité tenue pour la moins utile. En effet, 38 % des

participants affirment clairement que le tableau est utile, tandis que 23 % signalent sans équivoque que cette activité n'est pas utile. Par ailleurs, c'est en plus faibles proportions (44 %-48 %) que les participants indiquent que les autres activités sont utiles, encore que les jeunes soient relativement peu nombreux à signaler qu'elles sont inutiles (15 %-23 %). En bref, les participants qui n'ont pas présenté des résultats faisant état de l'utilité des activités étaient enclins à ne pas avoir d'opinion franche sur le sujet. Il est possible qu'il ne s'était pas écoulé assez de temps depuis l'intervention pour que les jeunes soient en mesure d'évaluer l'utilité de certaines des activités.

En ce qui concerne maintenant les perceptions des participants au sujet de l'effet du programme, encore qu'il y ait eu à cet égard des fluctuations tout au long de l'étude, les participants se sont révélés enclins à présenter dans l'ensemble une évaluation positive de V100F. Plus particulièrement, les participants conviennent majoritairement que le programme les a aidés à comprendre leurs habitudes en matière de tabagisme (60 %-75 % indiquent que V100F a eu un effet important ou modeste dans ce domaine) ainsi que les avantages à cesser de fumer (72 %-74 %), et que le programme offre les renseignements nécessaires pour cesser de fumer ou réduire leur consommation (65 %-75 %). En outre de ces effets positifs sur le plan des connaissances, V100F a aussi eu des répercussions au chapitre des perceptions des jeunes au sujet de leurs propres capacités. En effet, au fil de l'étude, de plus en plus de jeunes ont affirmé que V100F les a rendus plus confiants à l'égard du renoncement au tabac (de 62 % tout de suite après l'utilisation de V100F à 67 % lors du quatrième sondage). De même, bien que l'effet perçu du programme au chapitre de la motivation se soit affaibli au fil du temps, la majorité des participants (60 %) demeuraient convaincus que V100F a eu un effet positif à ce chapitre lorsque nous les avons interrogés dans le cadre du suivi à six mois. Malgré ces évaluations, en bout de ligne, seulement 51 % des jeunes affirment que V100F offre le genre de soutien dont ils ont besoin pour arrêter de fumer. Étant donné que les jeunes indiquent clairement que le programme a au moins produit un modeste effet dans de nombreux domaines, cette dernière observation souligne peut-être simplement que dans les faits, il est difficile d'arrêter de fumer. Autrement dit, même si l'on offre du soutien, qui sera peut-être perçu comme utile, dans de nombreux domaines, cela pourrait ne pas suffire à convaincre vraiment les jeunes de renoncer au tabac.

Les jeunes ont aussi présenté des réactions favorables à l'égard du site Web en soi. Non seulement indiquent-ils qu'il est facile de l'utiliser, mais ils sont d'avis que le site est très réussi sur le plan visuel et qu'il est bien structuré. Les participants aux entrevues ont régulièrement fait mention de l'utilisation des couleurs et de la mise en page lorsque nous leur avons demandé pourquoi ils sont d'avis que le site est attrayant sur le plan visuel. Aux dires des participants, les couleurs sont directes et la conception graphique, « soignée » et d'apparence « non gouvernementale ». Certains sont d'avis que le site V100F parvient à établir un équilibre entre ses aspects amusants et jeunes et sa dimension plus sérieuse de programme de renoncement au tabac offert sur Internet. En outre, les participants s'entendent largement pour dire que le site est structuré de façon efficace, qu'il est intuitif et convivial. De plus, bon nombre de participants aux entrevues ont signalé sa conception interactive et l'excellent contenu au nombre des principaux points forts du programme.

Tandis que le programme/site Web V100F a laissé une impression favorable à un grand nombre de jeunes, seule la comparaison des changements d'attitudes et de comportements

qui se sont opérés dans le groupe d'intervention avec ceux du groupe témoin permet d'évaluer l'efficacité *réelle* de V100F. Dans l'ensemble, les jeunes du groupe d'intervention se sont révélés moins disposés à afficher des attitudes propices au tabagisme à la fin de l'étude. En dehors des envies de fumer, que presque tous les participants ont continué à éprouver, les jeunes du groupe d'intervention étaient moins enclins à indiquer qu'ils fonctionnent mieux après avoir fumé leur première cigarette, qu'ils s'inquiètent de manquer de cigarettes et qu'ils réfléchissent aux façons de se procurer des cigarettes lorsqu'il ne leur en reste que quelques-unes. Toutes ces questions préoccupaient davantage les membres du groupe témoin. De même, les jeunes ayant participé à l'intervention semblaient plus confiants à l'égard de leurs capacités personnelles. Dans la même veine, les résultats témoignant de leur motivation à cesser de fumer ou à ne pas recommencer, de la mesure dans laquelle ils sont confiants qu'ils peuvent y arriver et de leurs connaissances au sujet des choses qu'ils peuvent faire à cet effet sont régulièrement plus élevés chez eux que chez leurs homologues du groupe témoin. Enfin, pour ce qui concerne la mesure dans laquelle ils sont prêts à arrêter de fumer, comparativement aux participants du groupe témoin, les jeunes du groupe d'intervention se sont révélés plus susceptibles, tout au long de l'étude, de prévoir cesser de fumer dans les 30 prochains jours.

Bien que les attitudes lieés au tabagisme des sujets du groupe d'intervention ont souvent évolué favorablement par rapport aux sujets du groupe témoin, cela n'est pas toujours le cas. Par exemple, en général, l'importance que les participants du groupe d'intervention attribuent aux diverses raisons pour lesquelles ils pourraient arrêter de fumer a fléchi, par rapport au sondage de référence, ou encore est demeurée la même à partir de la fin de l'intervention. Dans la même veine, au cours de l'étude, les jeunes du groupe d'intervention sont devenus moins susceptibles de se préoccuper de la *plupart* des aspects du tabagisme. Plus particulièrement, ils se sont révélés moins enclins à penser à l'argent qu'ils auront de plus (le résultat est passé de 73 %, dans le cadre du sondage de référence, à 61 %-65 %, pour s'établir à 57 % lors du quatrième sondage), à se préoccuper de leur santé (le résultat est passé de 71 %-73 % à 63 %-64 % lors des troisième et quatrième sondages), et à estimer que la cigarette les empêche de sortir ou de faire de l'activité physique (le résultat est passé de 43 % à 40 %-46 %, pour s'établir à 32 % lors du quatrième sondage). Les jeunes qui n'ont pas participé au programme V100F se sont révélés plus susceptibles d'être d'accord avec ces énoncés sur la cigarette, et dans certains domaines, la différence entre le groupe témoin et le groupe d'intervention était plutôt marquée. Fait à souligner, à la fin de l'étude, les jeunes du groupe témoin étaient beaucoup plus susceptibles de penser à l'argent qu'ils auront de plus lorsqu'ils auront cessé de fumer (74 % dans le groupe témoin contre 57 % dans le groupe d'intervention) et de dire que leur santé les préoccupe parce qu'ils fument la cigarette (74 % contre 64 %).

Contrairement aux différences d'attitudes observées – en effet, les jeunes du groupe d'intervention avaient tendance à avoir de meilleures perceptions – les variations entre les deux groupes sont beaucoup moins claires sur le plan du comportement. Dans le groupe d'intervention, si les changements positifs au chapitre de la fréquence à laquelle les participants fument étaient considérables au début, par la suite, ces résultats n'ont affiché que de très légères augmentations d'un sondage de suivi à l'autre. Le nombre de jeunes qui ont cessé de fumer est passé de zéro, lors du sondage de référence, à 16 %-19 %, lors des sondages consécutifs à l'intervention. De même, la proportion de jeunes qui fument à l'occasion a augmenté, passant de 12 % à 32 %-33 %, tandis que la proportion de jeunes

qui fument tous les jours a diminué, passant de 88 % à 49 %-51 %. Même si au terme de l'étude, les jeunes du groupe témoin se sont révélés aussi susceptibles d'avoir cessé de fumer ou de ne fumer qu'à l'occasion, il semble que les jeunes qui ont participé à V100F ont apporté plus rapidement que les autres des changements positifs au chapitre de leurs habitudes liées à la cigarette. Tandis que 16 % des jeunes du groupe d'intervention avaient renoncé au tabac lors du premier sondage de suivi, seulement 3 % des participants du groupe témoin en avaient fait autant. De même, lors du sondage de suivi à trois mois, les jeunes qui ont utilisé le programme V100F étaient plus de deux fois plus susceptibles d'avoir arrêté de fumer (18 % contre 8 %). En revanche, lors du dernier sondage de suivi, les proportions de jeunes qui avaient vraiment cessé de fumer étaient semblables (ce résultat est même un peu plus élevé dans le groupe témoin).

De plus, les jeunes du groupe d'intervention se sont révélés de moins en moins susceptibles de faire état de niveaux élevés de dépendance à la nicotine – ce résultat est passé de 61 %, au départ, à 59 % lors du deuxième sondage de suivi, pour s'établir à 30 %-32 % dans le cadre des troisième et quatrième sondages – et d'indiquer avoir essayé d'arrêter de fumer au cours des trois mois précédents. Les sujets du groupe témoin étaient plus susceptibles d'indiquer un degré élevé ou très élevé de dépendance à la nicotine au cours de l'étude, même si les différences entre les deux groupes avaient pratiquement disparu lorsque nous avons effectué le quatrième sondage de suivi (37 % dans le groupe témoin contre 32 % dans le groupe d'intervention au quatrième sondage). Comparativement aux sujets du groupe témoin, les jeunes du groupe d'intervention se sont aussi révélés moins enclins à fumer *souvent* à tout moment pendant la journée.

La disparité des observations au chapitre des habitudes de fumeur/fumeuse des sujets des deux groupes apparaît encore plus clairement à l'étude de l'évolution des résultats au niveau *individuel*. Les jeunes qui ont utilisé V100F se sont révélés plus susceptibles de fumer moins souvent le soir et la fin de semaine. En outre, au sein même du groupe d'intervention, le nombre d'étapes de V100F franchies semble avoir une incidence sur les comportements liés à la cigarette. En effet, la probabilité d'apporter des changements positifs dans le contexte du tabagisme est plus élevée chez les participants qui ont franchi trois ou quatre étapes de V100F que chez ceux qui ont achevé tout au plus deux étapes. Ces jeunes se sont aussi révélés plus enclins à fumer moins, tant sur le plan de la fréquence à laquelle ils fument que sur celui des moments de la journée où ils fument.

Au terme de l'étude, les jeunes du groupe d'intervention affichaient pour la plupart de meilleures attitudes dans le contexte du tabagisme. Ils se sont aussi révélés plus motivés, plus confiants et mieux renseignés comparativement aux jeunes du groupe témoin. Même si les jeunes étaient à peu près tous aussi susceptibles d'avoir cessé de fumer lors du suivi à six mois, les participants du groupe d'intervention ont plus rapidement apporté des changements positifs. Cela *pourrait* découler de leur utilisation du programme V100F. Bien que ces observations ne soient évidemment pas concluantes, elles indiquent néanmoins que le programme V100F est parvenu à présenter aux jeunes les renseignements nécessaires pour cesser de fumer et pour les aider à prendre conscience de leurs capacités personnelles qui leur permettront de traverser le processus de renoncement au tabac. À l'appui de cette dernière observation, une faible minorité (44 %-46 %) des jeunes avaient consulté de nouveau le site Web de V100F trois et six mois après l'intervention. Non seulement le programme V100F présente-t-il des renseignements

utiles, mais il y parvient d'une façon plaisante esthétiquement, en misant sur la fonctionnalité de l'Internet.

En bref, l'étude indique que le programme en soi est assez réussi. Reste qu'un grand nombre des participants n'ont pas suivi le programme jusqu'au bout (même s'ils ont reçu une rémunération pour le faire). De plus, l'effet sur le comportement, qui est l'objectif ultime du programme, ne semble pas aussi efficace ou direct que l'on pourrait le souhaiter. Dans une perspective d'avenir, Santé Canada pourrait envisager d'articuler les améliorations à apporter autour des activités que les participants ont réalisées le moins souvent et qui ont fait l'objet des évaluations les moins favorables sur le plan de l'utilité. Il ne fait aucun doute que les jeunes sont réceptifs aux ressources en ligne comme V100F. Dans ce contexte, l'exploration des possibilités d'améliorations pour rendre le programme encore plus interactif pourrait contribuer à en accroître la valeur et l'utilité aux yeux des jeunes.

Information supplémentaire :

Nom du fournisseur : Phoenix Strategic Perspectives Inc.
Numéro de contrat TPSGC : H1011-050020/001/CY
Date du contrat : 09-09-2005

Pour obtenir de plus amples renseignements sur cette étude, prière d'adresser un courriel au Ministère, à l'adresse por-rop@hc-sc.gc.ca.

INTRODUCTION

Health Canada commissioned Phoenix Strategic Perspectives to conduct qualitative and quantitative research to assess the effectiveness of Quit4Life (Q4L), the online youth smoking cessation program

Background and Objectives

The goal of the Government of Canada's Federal Tobacco Control Strategy (FTCS) is to significantly reduce disease and death associated with tobacco use. Helping Canadians to quit smoking is a key strategic direction of the FTCS. Nearly one-quarter of all smokers in Canada are under 25 years of age, and approximately one in five young people in Canada smoke. To address this, the Tobacco Control Program's (TCP) Office of Programs and Mass Media developed a website for young people that provides information to help them quit smoking. Many adolescents want to quit smoking – more than 60% have serious intentions to quit and the majority make at least one attempt to quit (Myers and McPherson 2004; Grimshaw *et al* 2003). However, few young smokers are able to quit successfully (Burt and Peterson, 1998).

The Quit4Life (Q4L) youth cessation program is a bilingual, national program designed to help youth (aged 14-19) quit smoking. It is a made-in-Canada smoking cessation program, developed in accordance with the principles of social cognitive theory, using cognitive behavioural techniques to promote individual behaviour change. Web-based smoking cessation programs have the potential to reach a wide population at a relatively low cost. Cessation information tailored to the individual through interactive web-based programs bridges the gap between cost-effective self-help print material and more costly one-on-one cessation counselling.

The program is available on-line at www.quit4life.com, or in handbook format with an accompanying Facilitator's Guide and promotional materials. The Q4L handbook was piloted across Canada in 2003/2004, and the evaluation resulted in updates to both the handbook and Facilitator's Guide, as well as the development of a new self-help website.

The new Q4L website is organized around four steps, and is designed as an interactive and personalized 4-week program. Each week, the user is asked to complete 3-5 activities on-line, which will help them to learn about why they smoke, how to quit, and how to stay quit once they get there. The user can also create a personalized profile, store and save completed activities, sign up for email reminders and messages, and learn how to deal with stress, boredom and people who might not support them in quitting smoking.

The objective of this research was to determine whether the Q4L website provides the information and assistance necessary to help young people quit smoking, and to test its appeal with a young audience. Specific objectives included:

- assessing if the Q4L website provides helpful information to young people who are seriously thinking of quitting smoking;
- assessing if the Q4L website provides value-added help to young people who are seriously thinking of quitting smoking;

- assessing the appeal of the 'look and feel' of the website to a youth audience;
- examining attitudes, knowledge and behaviours regarding cessation for this target group; and
- examining barriers to cessation for the target group.

Since this was the first time that this methodology was used by Health Canada to recruit research participants, an additional objective of this study was to pilot test the methodology itself.

Research Activities

To address the objectives, a multi-phased, mixed-methodology research program was undertaken. The research program consisted of four core elements:

- A baseline survey,
- A follow-up survey (at around 4-6 weeks after completion of the baseline survey)[1],
- A set of in-depth interviews, and
- Two longer-term follow-up surveys, at the 3-month and 6-month points after the post-Q4L survey (i.e. after the intervention group will have completed the 4-week Q4L program).

Following the baseline survey, the sample was divided into two groups – an intervention group, which was asked to use the Q4L site/program, and a control group, which was not directed to the site. Approximately four to six weeks after the baseline survey, all research participants were asked to complete the follow-up survey to explore the differences in knowledge, attitudes and behaviour. Following this, surveys were administered at three and six months after the first follow-up to track changes in the two groups over time. The results for these activities are included in Part 1 of this report. In addition, qualitative research was undertaken in the form of a set of in-depth interviews with a subset of research participants that were part of the intervention group. The results for this activity are included in Part 2 of this report.

For this study, the following types of participants were recruited:

- Canadian youth smokers between 14 to 19 years of age.
- All youth had to be seriously considering quitting smoking (i.e. 'primed and ready' to quit smoking). To address this issue, a set of questions were developed for use during recruitment. These questions included both attitudinal and behavioural measures related to smoking. Youth that scored high on the 'readiness to quit' index were eligible to take part in the research.
- There was a mix of participants by length of time smoking, type of smoker (i.e. light versus heavy), age, gender, and region. Participants were recruited from a number of cities across the country: Mission (BC), Vancouver, Calgary, Edmonton, Melfort, North Battleford, Prince Albert, Portage La Prairie, Winnipeg, Sault Ste. Marie, Thunder Bay, Toronto, London, Ottawa, Chicoutimi, Montreal, Sherbrooke,

[1] The start date of the initial follow-up survey varied somewhat because some youth took longer to complete the intervention than others.

Trois Rivieries, Quebec City, Chipman (NB), Moncton, Saint John (NB), Halifax, and St. John's (NFLD). Approximately one-fifth of the recruited youth *who completed* the baseline survey were French-speaking.

- All youth had access to and made regular use of the Internet.

The various research activities are described in more detail below, organized according to the structure of this report.

Part 1 – Quantitative Research

Baseline Survey

The following specifications applied to the baseline survey:

- Recruitment for this research was undertaken via three different methods: a youth online panel, cold calls, and Youth Services Agencies (YSAs).
  - Online panel: An online screening questionnaire was administered to youth panellists. The screener was available in both official languages, and accessible through a URL link contained in an email invitation letter.
  - Cold calls: Using the same recruitment tool, youth were contacted by phone and screened to determine if they met the research criteria. Contact information and parental consent forms (for those under 16 years) were collected from eligible youth.
  - YSAs: These agencies recruited a small number of youth smokers using the recruitment screener and a collection of other tools (e.g. recruitment script, flyer, Q&As, etc.). Again, contact information and parental consent forms (for those under 16 years) were collected from eligible youth.
- Eligible youth were invited to take part in the research. At this time, they were informed of the purpose of the study (while learning nothing about the Q4L program), the research requirements, and the incentives, as well as offered assurances of confidentiality.
- The incentive structure included prize draws immediately following each survey, as well as a participant incentive which was paid in two instalments – part after the 1st follow-up survey and rest at the end of the study. The incentive amount was $60 for both intervention and control participants. However, to address attrition among the intervention group, the incentive for these youth was increased to $100 ($75 after the 1st follow-up and the rest after the 6-month follow-up survey).
- The baseline survey was available in French and English, and took approximately 10 minutes to complete.
- As a reminder regime, three emails were sent and a series of phone calls were made to youth that had not completed the baseline questionnaire.
- In total, 242 respondents completed the baseline survey. The target had been 250 youth, so despite the recruitment difficulties, the final intake of youth participants for this study was only slightly affected.

- The questionnaire was available online from April to June, 2006.

Following the baseline survey, respondents were divided into two matched groups based on demographics and smoking status. The intervention group (n = 150) was asked to visit and use the Q4L website/program, and the control group (n = 92) was not asked to take part in any activity. The groups were not split evenly in order to accommodate higher anticipated attrition among the participants in the intervention group – this was expected to be higher than in the control group because they were asked to complete the 4-week program, a significant undertaking, while control group members had no such requirement.

Initial Follow-Up Survey

Approximately four to six weeks after the baseline survey, all research participants were asked to complete the follow-up survey. The following specifications applied to this survey:

- In total, 157 research participants completed the online survey. This included 81 participants from the intervention group and 76 from the control group. This represents a response rate of 54% for the intervention group and 83% for the control group. This difference is not unexpected given that members of the intervention group were required to complete the Quit4Life program in addition to the online surveys. Overall, the response was 65% (based on the 157 completed surveys). When the youth who tried to complete the follow-up survey, but were ineligible (i.e. had not tried Quit4Life [n = 19]) are included, the response rate is 72%.
- The survey was available in both official languages, accessible through a URL link contained in an email invitation letter, and took up to 15 minutes to complete.
- As a reminder regime, four emails were sent (approximately one week apart) and up to three phone calls were made to youth to remind them to complete the survey. Email invitations were re-sent as needed to make it easier for youth to log on and participate.
- The questionnaire was online from June to September, 2006. The field period was longer than normal to better enable youth in the intervention group to take part in the Q4L program – some did this immediately, while others did not and required significant prodding.

Three-Month Follow-Up Survey

Approximately three months after the first follow-up survey, research participants were asked to complete the three-month follow-up survey. The following specifications applied to this survey:

- In total, 124 research participants completed the three-month follow-up survey. This included 63 youth from the intervention group and 61 from the control group. This represents a response rate of 78% for the intervention group and 80% for the control group.
- The survey was available in both official languages, accessible through a URL link contained in an email invitation letter, and took up to 10 minutes to complete.

- As a reminder regime, four emails were sent (approximately one week apart) to youth to remind them to complete the survey. Email invitations were re-sent as needed to make it easier for youth to log on and participate.
- The fieldwork took place from November 2006 to December 2006.

Six-Month Follow-Up Survey

Approximately six months after the first follow-up survey, research participants were asked to complete the six-month follow-up survey. The following specifications applied to this survey:

- In total, 108 research participants completed the six-month follow-up survey. This included 57 youth from the intervention group and 51 from the control group. This represents a response rate of 91% for the intervention group and 84% for the control group.
- The survey was available in both official languages, accessible through a URL link contained in an email invitation letter, and took up to 10 minutes to complete.
- As a reminder regime, four emails were sent (approximately one week apart) to youth to remind them to complete the survey.
- The fieldwork took place from February 2007 to March 2007.

This component of the research is described as quantitative because it involved a quantitative data collection method. That said, it should be understood that the findings are not representative of the actual population of youth smokers in Canada because a random sampling method was not used. While the findings are presented in a graphical format and percentages used to describe the data, they cannot be generalized to the full population of youth smokers in Canada, or the percentage that would/will use the Q4L website.

Part 2 – Qualitative Research

In-depth Interviews

A set of 13 in-depth interviews were conducted with participants from the intervention group. The following specifications applied to the in-depth interviews:

- The interview guides were semi-structured in nature, designed to generate robust feedback, and averaged 30 minutes in length.
- Participants had the choice of being interviewed in English or French. Three of the interviews were conducted in French, and the rest in English.
- The interviews were completed between August to October, 2006.

This part of the research program was qualitative in nature, not quantitative. As such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to the full population of youth smokers that had participated in the Q4L program.

Note to Readers

- As noted above, this report is divided into two parts to coincide with the quantitative and qualitative components of the research program. Part 1 describes the results of the two surveys, and Part 2 presents the results of the in-depth interviews.
- For editorial purposes, the terms 'respondents', 'participants', 'youth' and 'smokers' are used interchangeably to denote research participants.
- At times, the number of respondents (i.e. not the percentage) who answered certain questions or answered in a certain way is provided. The following method is used to denote this: n = 100, which means the number of respondents, in this instance, is 100.
- For key questions, changes for individual respondents are identified in the main report. The text describing these differences is put in a box for easy identification.
- Please note that some of the graphs do not sum to 100% due to rounding.
- In Part 2 (qualitative section), participants' comments are provided in italics. These are either actual verbatim comments or have been paraphrased to reflect the intent of the remark.

Appended to this report are the following (in both English and French):

- Fagerstrom index (English only)
- Recruitment screener & materials
- Baseline & follow-up surveys
- Email invitation and reminders
- Email correspondence to intervention group participants
- In-depth interview guide

PART 1 - QUANTITATIVE FINDINGS

This part of the report presents the findings of the quantitative research conducted to date. This includes the baseline survey and the initial follow-up survey. While the findings are presented in a graphical format and percentages used to describe the data, they cannot be generalized to the full population of youth smokers in Canada or of youth that have used the Q4L website. Accordingly, there is no margin of error reported for the findings. For this reason, and due to the relatively small sample size, caution is advised when interpreting these results.

BASELINE STUDY

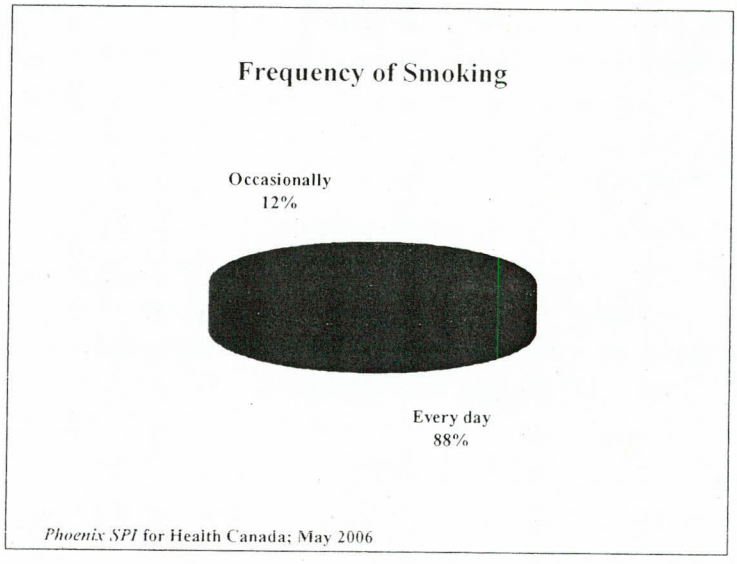
The baseline survey was conducted with 'eligible' research participants recruited via a number of methods: an online panel, third-party Youth Services Agencies, and random recruitment calls (i.e. cold calls). Eligibility was based on the smoker's readiness to quit smoking, as measured through a multi-item recruitment questionnaire designed to identify those youth smokers that are 'primed and ready' to quit. Smokers who met the eligibility requirements, and who agreed to take part in the research, were directed to complete the baseline survey. In total, 242 respondents completed the baseline survey between April and June, 2006.

SMOKING STATUS

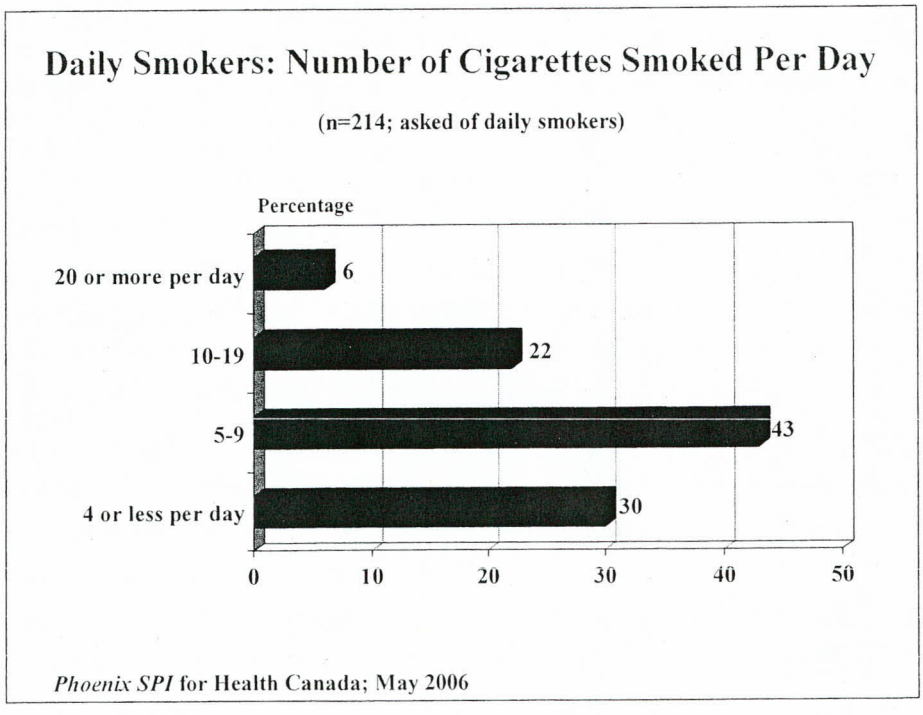
This section presents participants' smoking behaviour, including cigarettes bought in a pack and roll-your-owns.

Strong Majority Smoke Daily; Most Smoke Less Than 10 Cigarettes Per Day

Almost nine-in-ten youth said they smoke cigarettes every day (88%), while only 12% do so occasionally.



Among daily smokers (n=214), almost three-quarters (73%) usually smoke fewer than 10 cigarettes a day, including 43% who smoke between five and nine. Just over one-quarter (28%) said they smoke 10 or more cigarettes per day, with 22% smoking between 10 and 19, and 6% 20 cigarettes or more each day.



Many Occasional Smokers Smoked on At Least Half of Last 30 Days

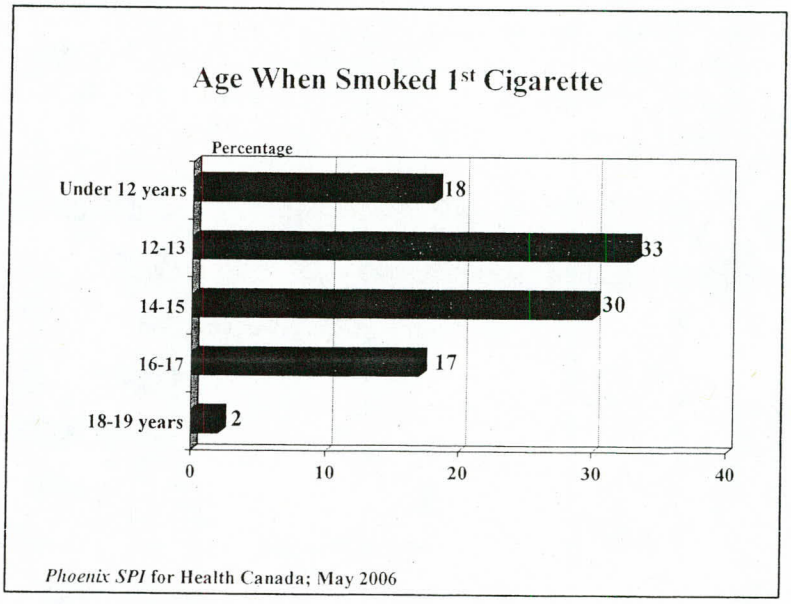
Over half (54%) of occasional smokers smoked on at least 15 of the last 30 days. The largest proportion did so on 16 to 20 days (29%), while 18% said they smoked on 21 days or more. Following this, 22% each smoked on 11 to 15 and 6 to 10 of the last 30 days. One in ten (11%) claimed to have smoked on five days or less.

Occasional Smokers Likely to Have Less than 3 Cigarettes Per Day

In total, 39% of occasional smokers reported having two cigarettes or less on the days that they smoked. This includes 29% who generally had two, and 11% who had just one. Similar numbers smoked 5-7 cigarettes (22%), 3-4 cigarettes (21%), and 8 or more cigarettes (18%) on the days that they smoked.

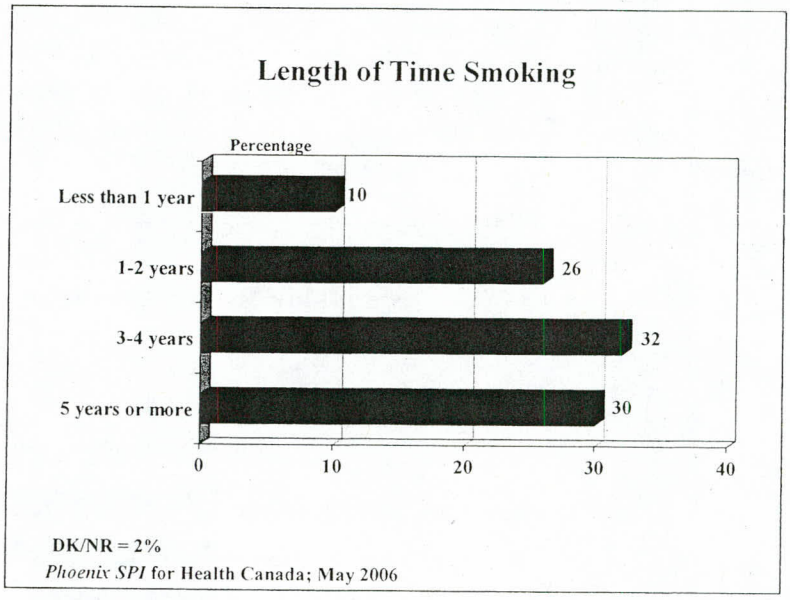
Majority Smoked First Cigarette at 12-15 Years Old

One-third (33%) of youth smokers claimed to have smoked their first cigarette between the ages of 12 and 13 years, followed closely by those who first smoked when they were 14 and 15 years old (30%). Approximately one in five (19%) had smoked their first cigarette at 16 years or older. Similarly, 18% did so at a younger age, with 9% first smoking between 10 and 11, and 9% at under 10 years of age.



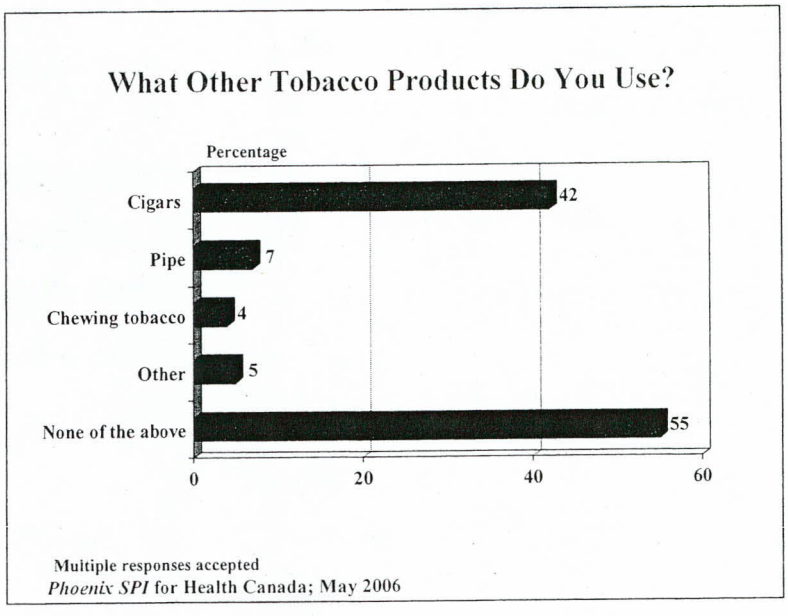
Likely to Have Been Smoking For Three Years or More

In total, 62% of young smokers have been smoking for at least three years, with 32% smoking for three to four years, and 30% for five years or longer. One quarter (26%) have been smoking for one to two years, while one in ten have been for less than one year.



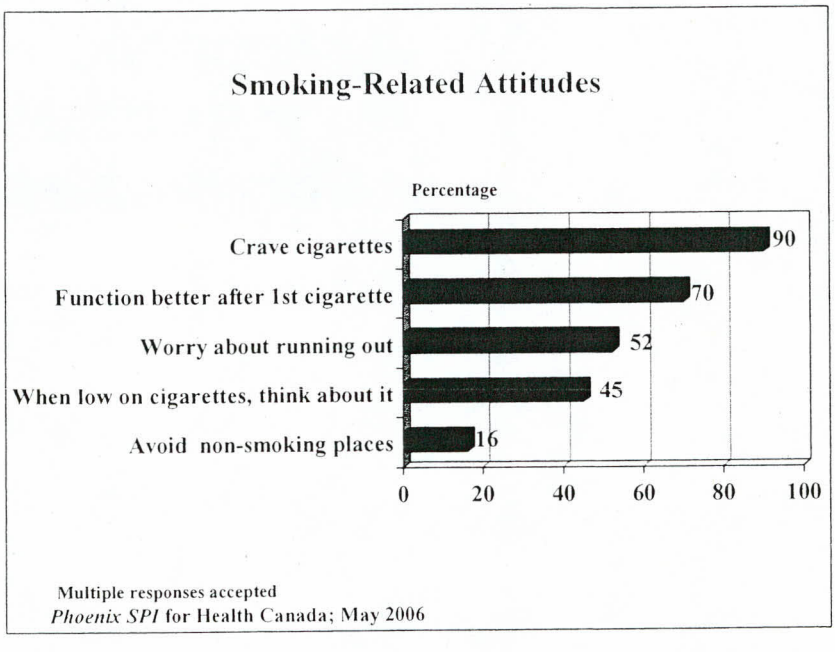
Cigarette Smokers Most Likely to Also Smoke Cigars

While more than half (55%) said they did not use other nicotine products, 42% said they also smoke cigars in addition to cigarettes. Youth smokers were less likely to use nicotine products such as pipes and chewing tobacco (4-7%).



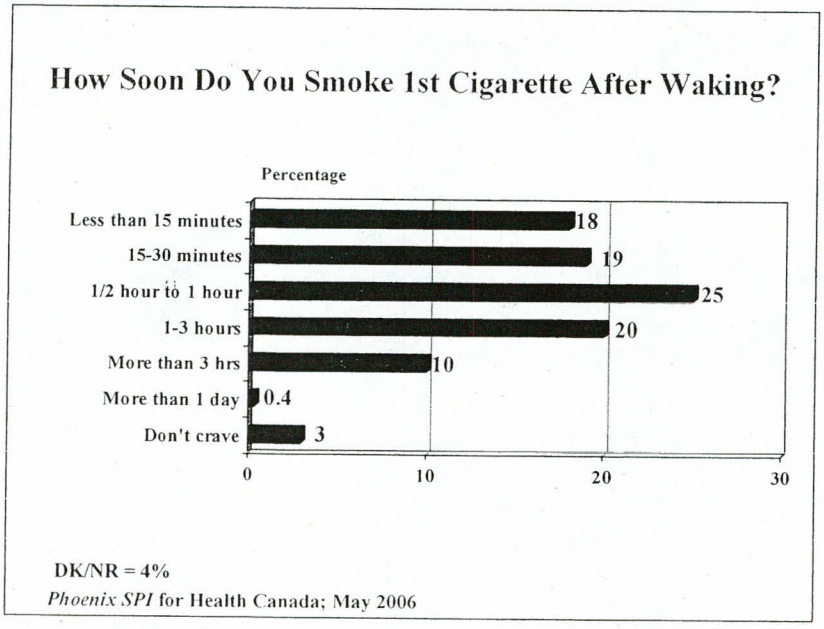
Many Have Cravings, Identify Increased Functionality After First Smoke of Day

Nearly everyone (90%) said they have cravings for cigarettes (a feeling that they really need a cigarette at that time). This was followed by 70% who said that they function better after their first cigarette of the day. Just over half (52%) worry about running out of cigarettes, and 45% spend time thinking about how to get them when they are low. By a wide margin, respondents were least likely to say they avoid places where they cannot smoke due to the difficulty of not smoking (16%).



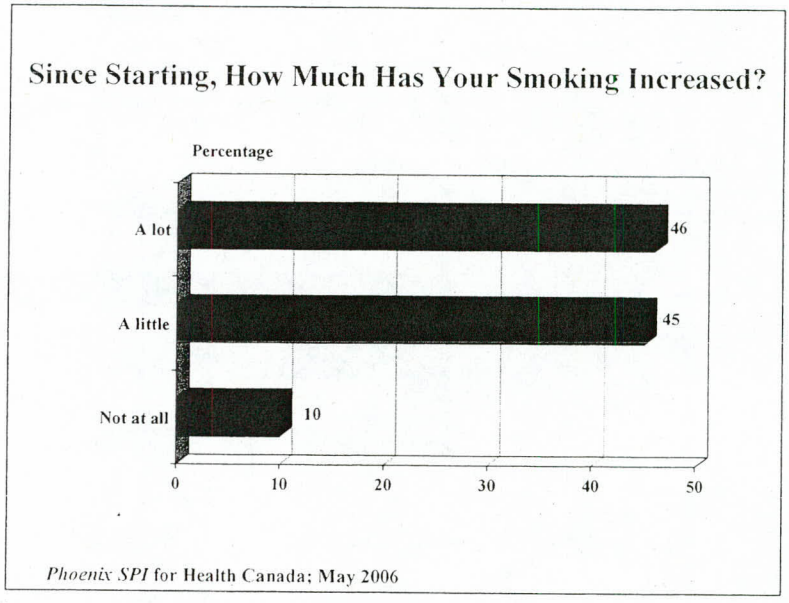
Majority Smoke 1st Cigarette Within One Hour of Waking

Fully 62% of respondents smoke their first cigarette less than one hour after they wake up. This includes one-quarter who smoke their first cigarette between one half hour and an hour, 19% who do so within 15 to 30 minutes, and 18% less than 15 minutes after waking. Of those who wait more than an hour, 20% smoke their first cigarette between one and three hours, and 10% do so more than three hours after waking. Three percent said that they do not crave cigarettes.



Almost All Say Their Smoking Has Increased Since They First Started

Nine in ten (91%) young smokers reported an increase in their smoking from the time they had smoked their first cigarette. This included similar numbers whose smoking had increased a lot (46%) or a little (45%). Just 10% said that their smoking had not increased at all.

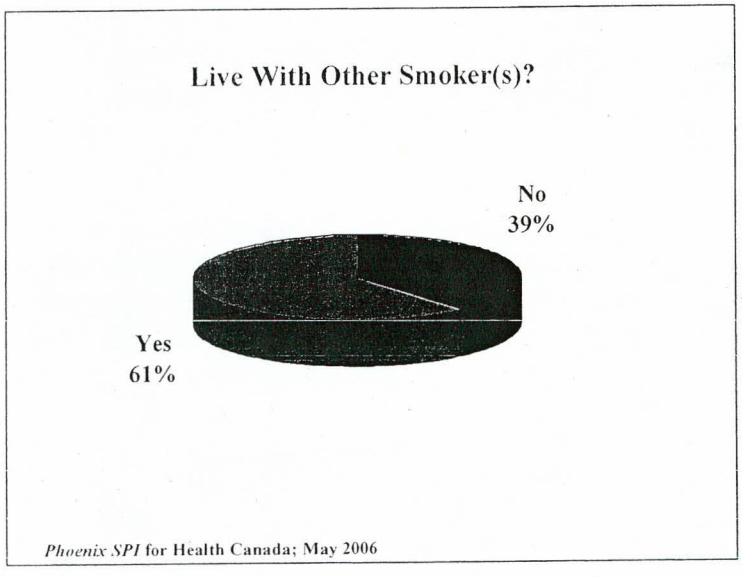


CURRENT SMOKING HABITS

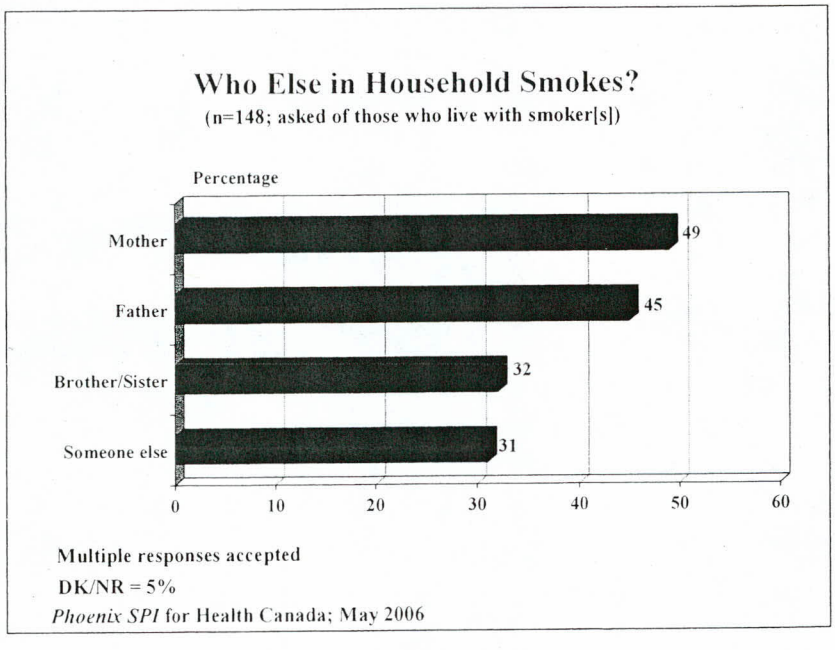
This section describes respondents' current smoking habits, including when and with whom they smoke.

Majority Live With Other Smoker(s), Mainly Parents

Six in ten (61%) surveyed youth said that they live with someone that smokes, while 39% do not.

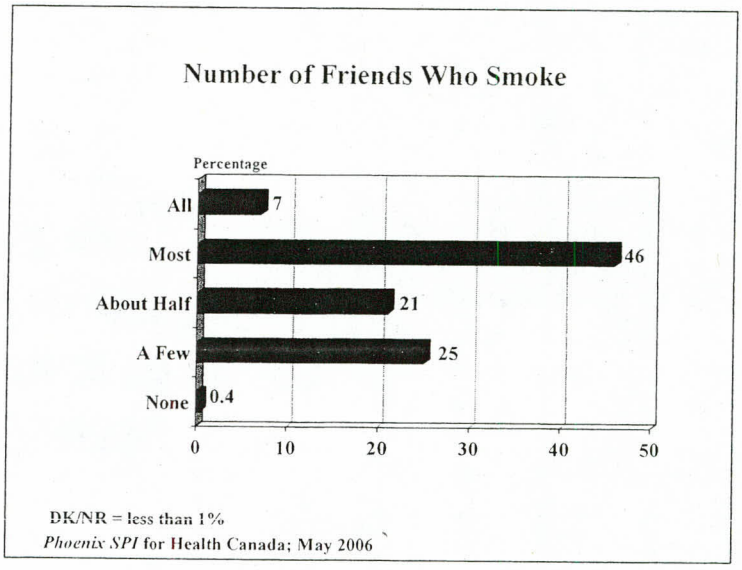


Almost half (45-49%) of those who live with another smoker (n = 148) identified that person as a parent. Forty-nine percent said that their mother is a smoker, followed closely by 45% who said that their father smokes. Just under one-third (32%) live with a brother or sister who smokes, while 31% said they live with someone else who smokes.



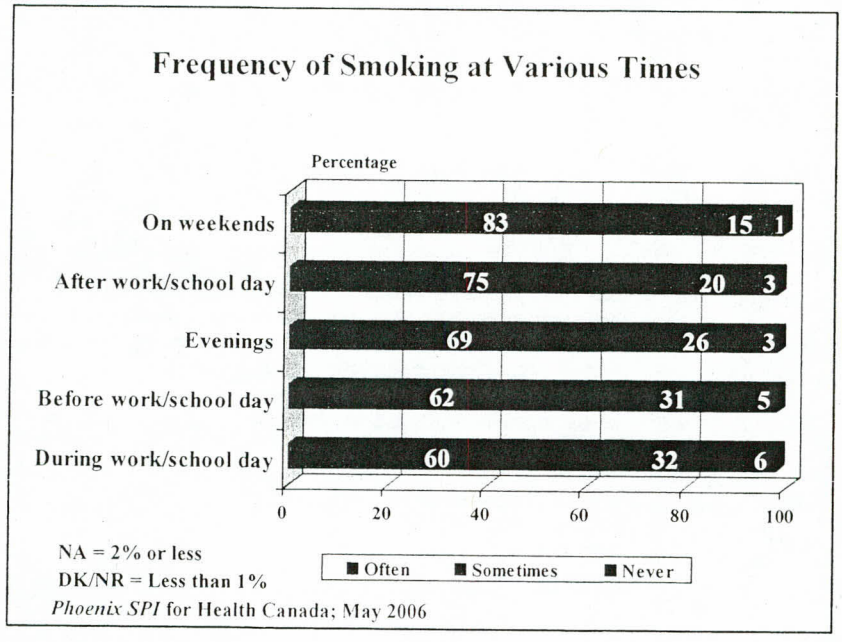
Three-quarters Say at Least Half Their Friends Smoke

Fully, 74% of respondents claim that half or more of their friends smoke. This includes the largest proportion who said that most of their friends smoke (46%), followed by those who said about half (21%) or all (7%) of their friends are smokers. One-quarter said that a few smoke, while less than 1% claimed that none of their friends are smokers.



More Likely to Often Smoke on Weekends, Evenings & After Work/School Day

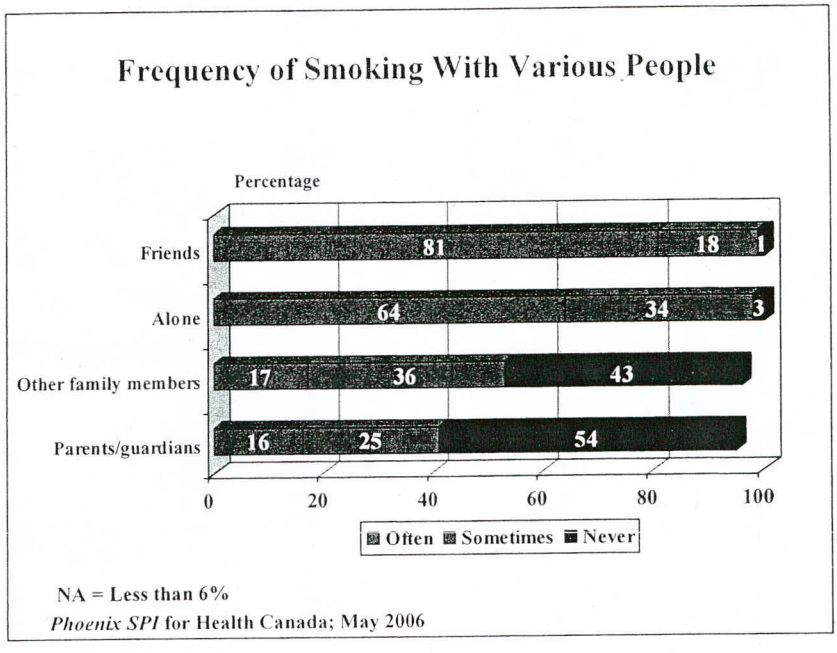
Respondents are more likely to say that they *often* smoke when away from work or school. They were most likely to *often* smoke on weekends (83%), after work or school (75%) and in the evening (69%). They were least likely to say that they *often* smoke before or during the work or school day (60-62%).



To look at it another way, when combining *often* and *sometimes* there is little difference in terms of likelihood of smoking (92-98%), with 6% or less claiming to never smoke at any of these times.

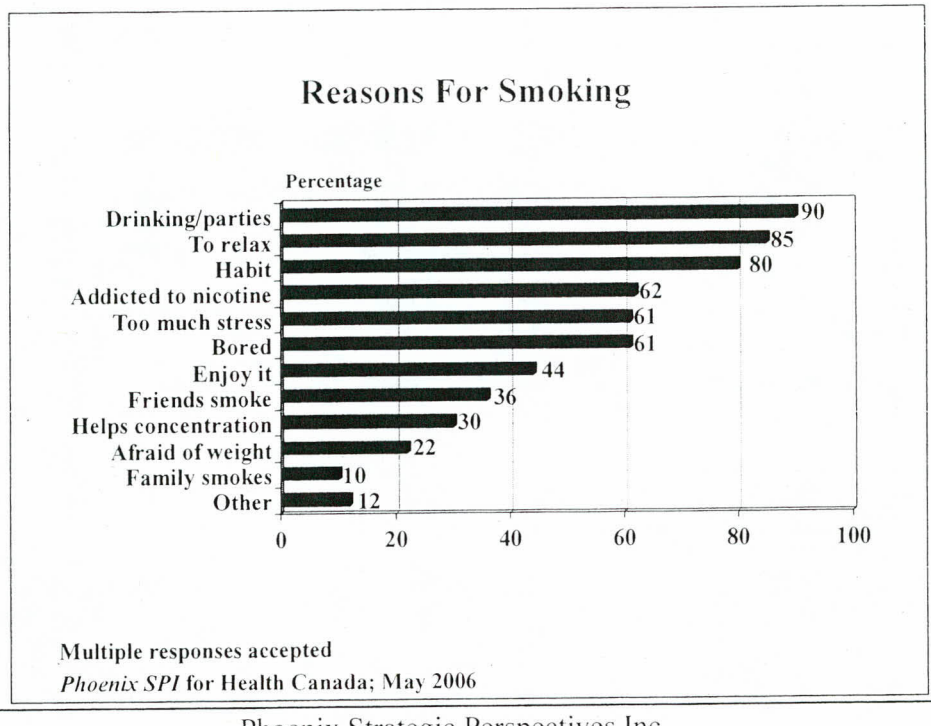
Much More Likely to Smoke With Friends & By Themselves

Young smokers were significantly more likely to say they smoke with friends or alone, rather than with family members. They are similarly likely to smoke with their friends (99%) and by themselves (98%). However, they are more likely to *often* smoke with their friends (81%) rather than alone (64%). Respondents tended to smoke more with other members of their families (53%), than with their parents (41%). In fact, they were most likely to *never* smoke with parents (54%) and family (43%).



Drinking/Parties, Relaxing & Habit – Top Reasons for Smoking

A number of reasons were offered by youth as to why they smoke. However, three clearly dominated – the most cited reason for smoking was drinking or being at a party (90%), followed by to relax (85%), and out of habit (80%). More modest majorities named being addicted to nicotine, too much stress, and boredom (61-62%).



Youth were less likely to say they smoke because they enjoy it (44%), their friends smoke (36%), that it helps their concentration (30%), or that they are afraid they will gain weight if they quit. Only 10% said they smoke because their someone in their family smokes.

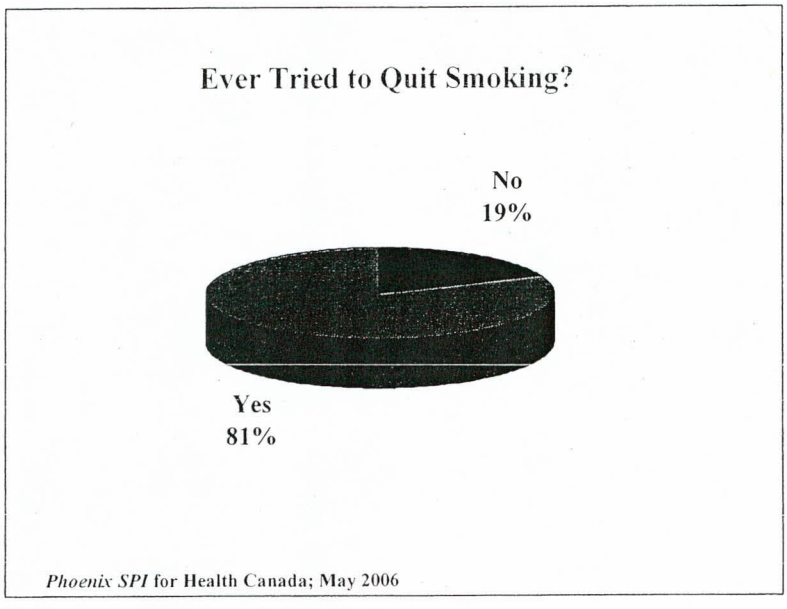
Included in the 'other' category are depression, when having conversations, school, passing the time, with other substances (e.g. coffee or marijuana), and because of enjoying the taste.

History With Quitting Smoking

This section explores issues related to participants' attempts to quit smoking

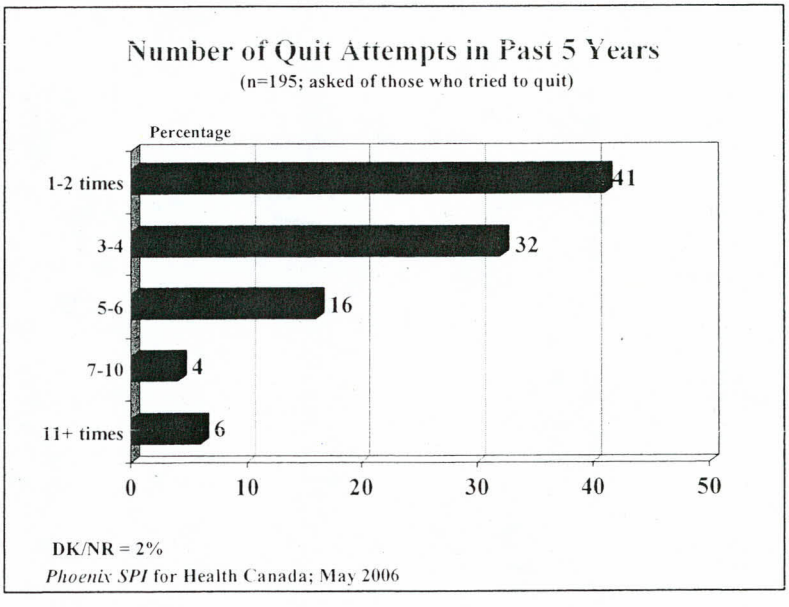
Most Have Tried to Quit Smoking

The majority of surveyed youth smokers have made attempts to quit smoking (81%), while one-in-five (19%) have not.



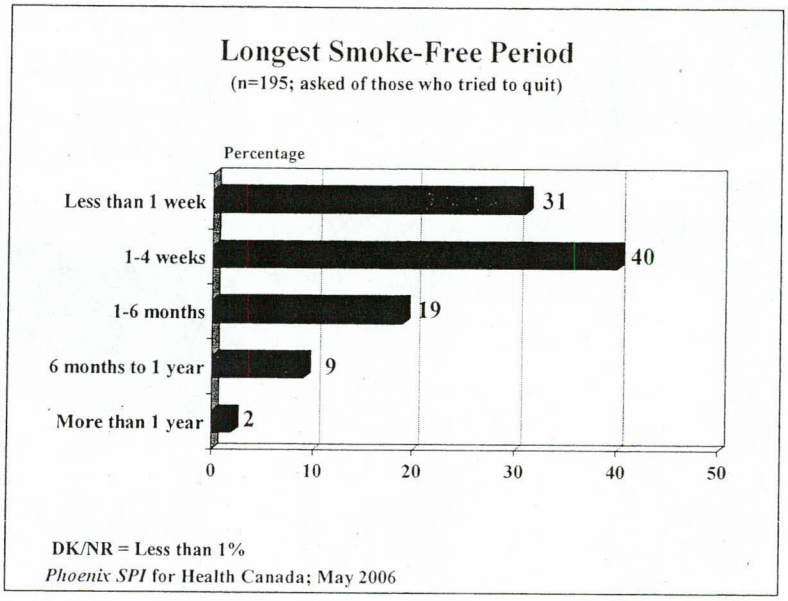
Most Likely to have Made up to Two Quit Attempts

The largest share of those who had tried to quit (n = 195) made up to two attempts to quit smoking (41%). Following this, 32% made 3-4 attempts. Just over one-quarter (26%) tried to quit five or more times.



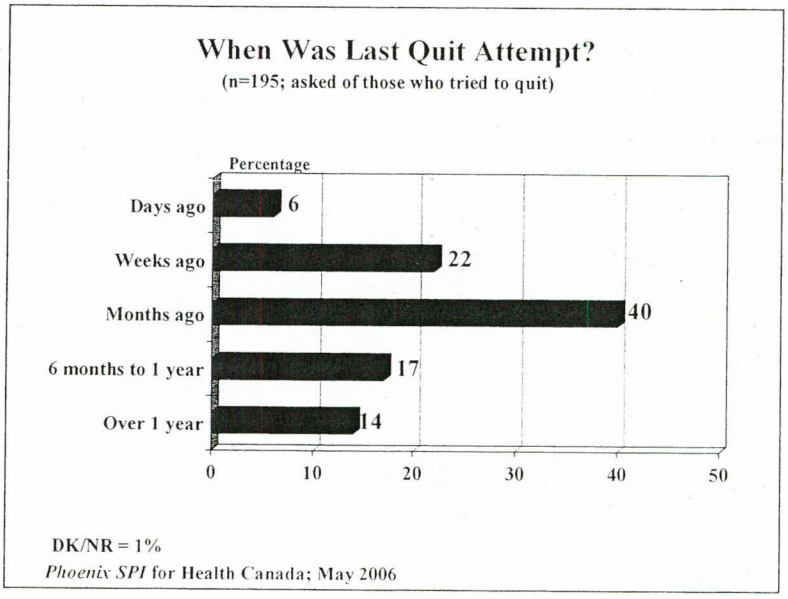
Many Smoke-Free for up to One Month

A significant number of those who had tried to quit smoking spent between 1 and 4 weeks smoke-free (40%), followed by one-third (31%) who had done so for less than one week. Those who had remained smoke–free for longer were most likely to have gone up to six months without smoking (19%). Smaller numbers had quit for six months or more (11%).



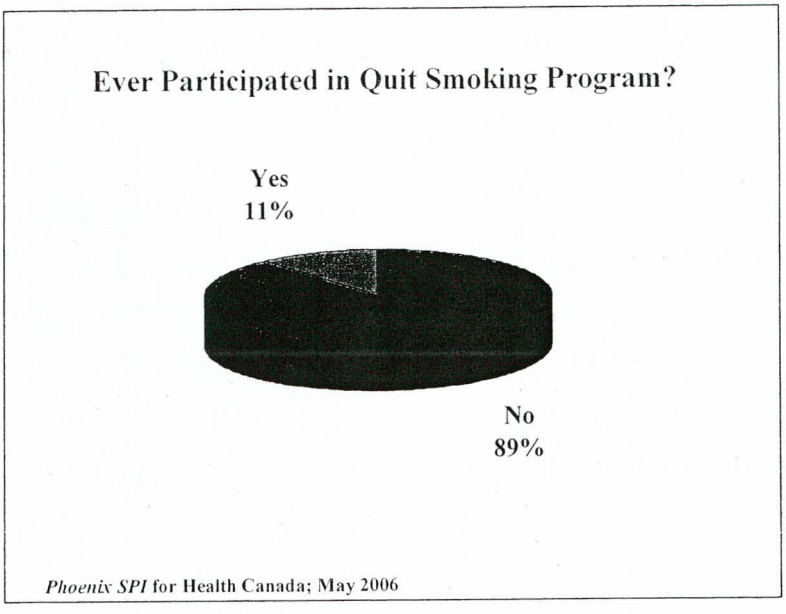
More than One-Quarter Had Tried to Quit Recently

Slightly more than one-quarter (28%) of those who tried to quit had made an attempt in the last few weeks, including 22% who had made a quit attempt within weeks, and 6% with the previous few days. The largest number of those who had tried to quit had made their last attempt months ago (40%). Almost one-third (31%) made their last attempt six months ago or longer.



Most Had Never Participated in a Quit Smoking Program

Approximately one in ten (11%) of surveyed youth smokers claim to have previously participated in a quit smoking program. However, the clear majority (89%) had not.



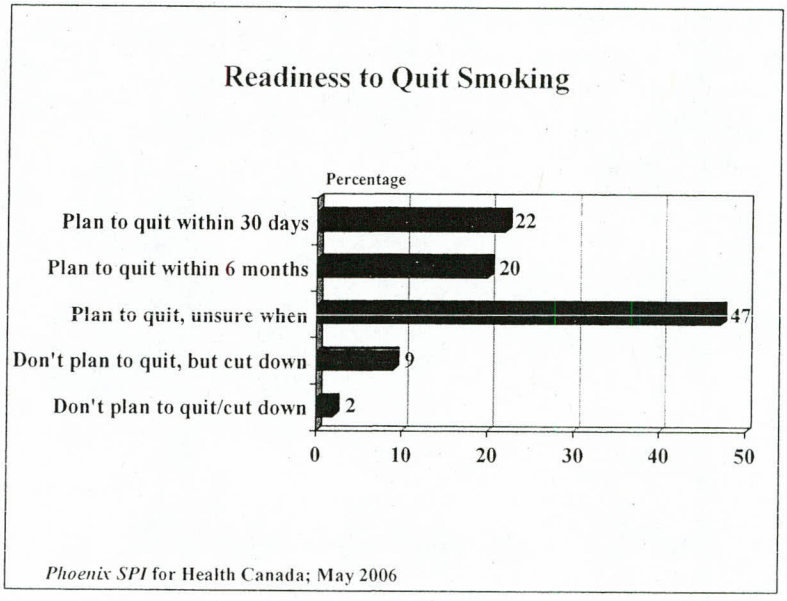
READINESS TO QUIT SMOKING

This section assesses young smokers' readiness to quit smoking, as well as their confidence, motivation and knowledge about it.

Clear Majority Plan To Quit

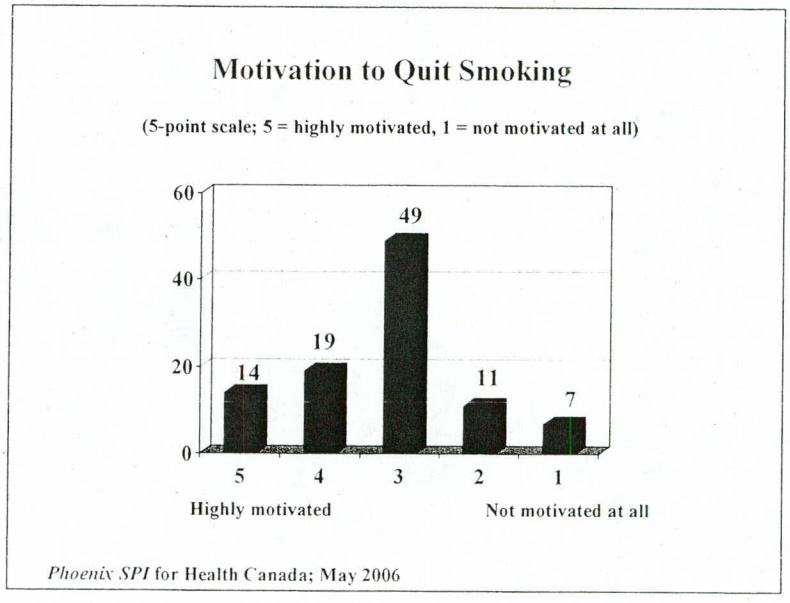
Fully 89% of smokers said they plan to quit smoking. That said, many are unsure when they will quit (47%), while 22% plan to quit within 30 days, and a further 20% plan to quit within six months.

Very few (2%) do not plan to quit, with 9% planning to cut down their smoking.



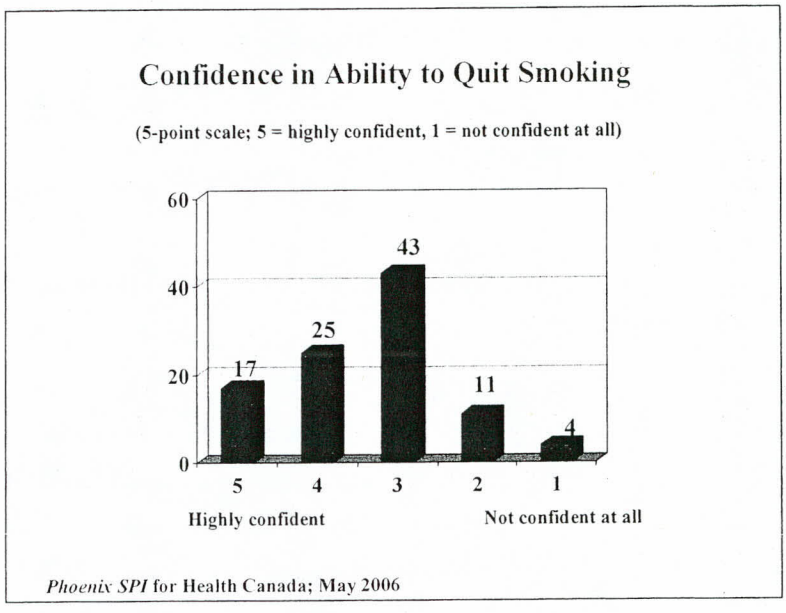
Modest Numbers Motivated to Quit Smoking

Almost half of young smokers (49%) are neither motivated nor unmotivated to quit smoking (scores of 3 on a 5-point scale). One-third said that they are motivated to quit smoking (with 14% feeling strongly about it). Just under one-fifth (18%) are not motivated, with 7% being not motivated at all.



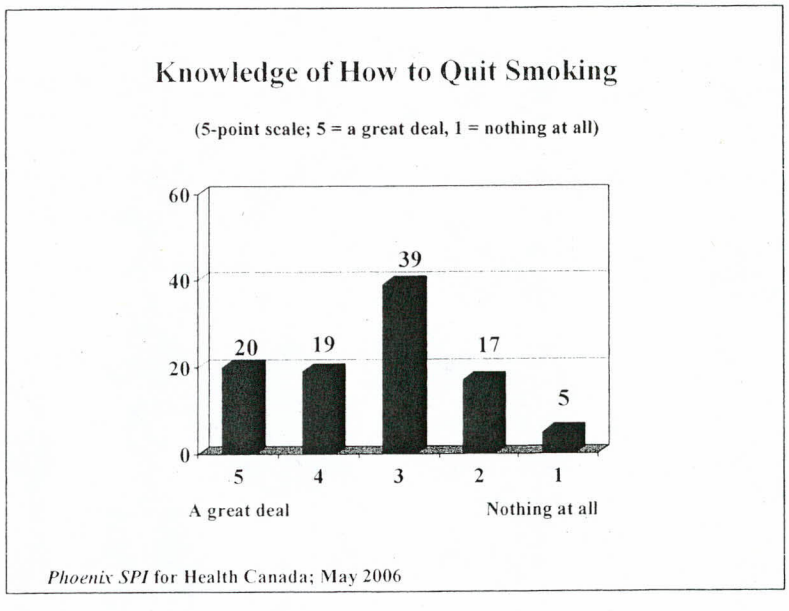
Many Confident They Can Quit Smoking

In total, 42% surveyed smokers are confident in their ability to quit smoking (scores of 4-5 on 5-point scale), 17% of whom say they are *very* confident. Almost as many (43%) gave a neutral evaluation of their confidence, while 15% are not confident in their ability to quit.



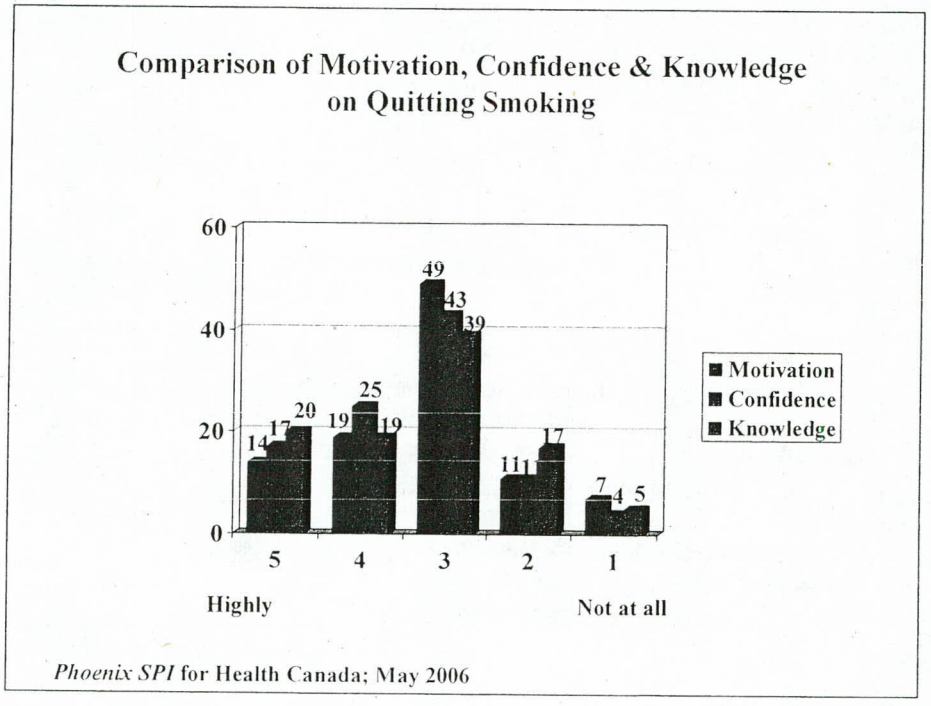
Over One-Third Know How To Quit Smoking

In total, 39% of young smokers assessed their knowledge about the types of things they can do to quit smoking as high (scores of 4-5 on a 5-point scale), including 20% who think they know *a great deal*. Over one-fifth do not feel they know what they can do to quit, while 39% were in between or neutral.



Comparison of Motivation, Confidence and Knowledge

All three measures follow a similar distribution, with majorities of respondents gathering around the scales' mid-points. However, some differences were apparent. Young smokers were slightly more likely to rate their knowledge as low (22%) compared to their motivation and confidence (15-18%). They also tended to rate their confidence more positively, compared to their motivation or knowledge (42% vs. 33-39%).

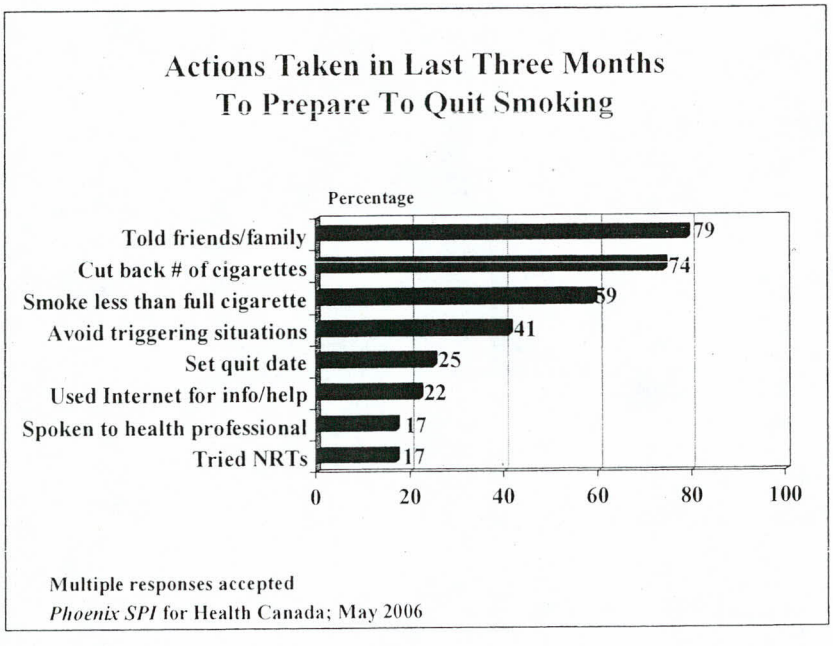


Making A Quit Plan and Reasons for Quitting

This section explores issues related to making a quit plan, including motivation to quit smoking.

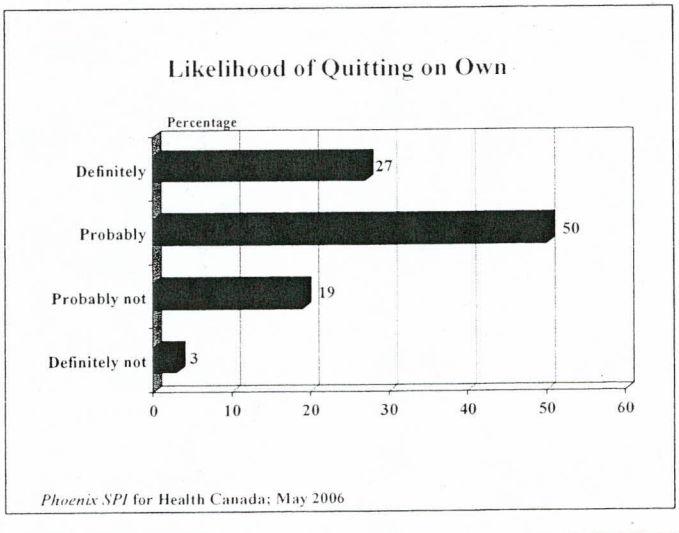
Top Actions Preparing to Quit – Tell Friends/Family, Cut Back

In preparing to quit smoking, youth smokers were most likely to tell friends and family that they intend to quit (79%), and to cut back on the number of cigarettes they smoke (74%). Following at a distance were related actions, such as smoking less than a full cigarette (59%) and avoiding triggering situations (41%). Fewer were inclined to set a quit date (25%), use the Internet for help and information (22%), speak to a health professional or purchase NRTs (17% each).



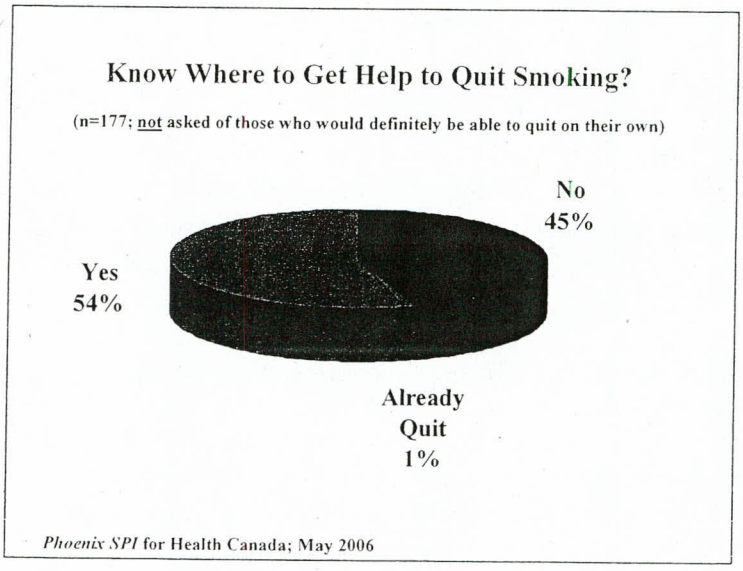
Three-Quarters Believe They Can Quit Smoking On Their Own

Fully 77% of respondents think they will be able to quit smoking on their own. However, the largest share of this group thought they could *probably* not definitely do so (50%). Just under one-quarter (22%) did not think they would be able to quit without help. Looking at this another way, only 27% felt certain that they would not need help to quit.



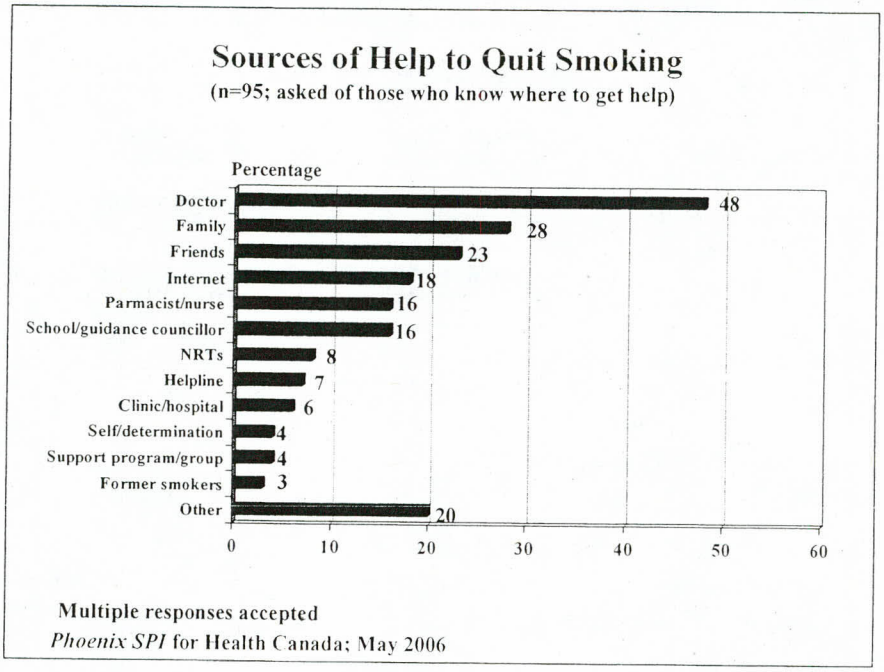
Slim Majority Know Where to Get Help Quitting Smoking

Just over half (54%) of those who were unsure that they could quit smoking on their own (n = 177) feel they know where to get help. The remaining 45% did not.



Top Source For Help Quitting Smoking – Doctor

Almost half (48%) of those who know where to get help with their smoking would go to a doctor. For approximately one quarter, family (28%) and friends (23%) were likely sources of help. Smaller numbers pointed to the Internet, a pharmacist or nurse, and their school guidance councillor (16-18%). Relatively few said that they would seek help from alternative sources, including use of NRTs, a helpline, or clinics and hospitals.



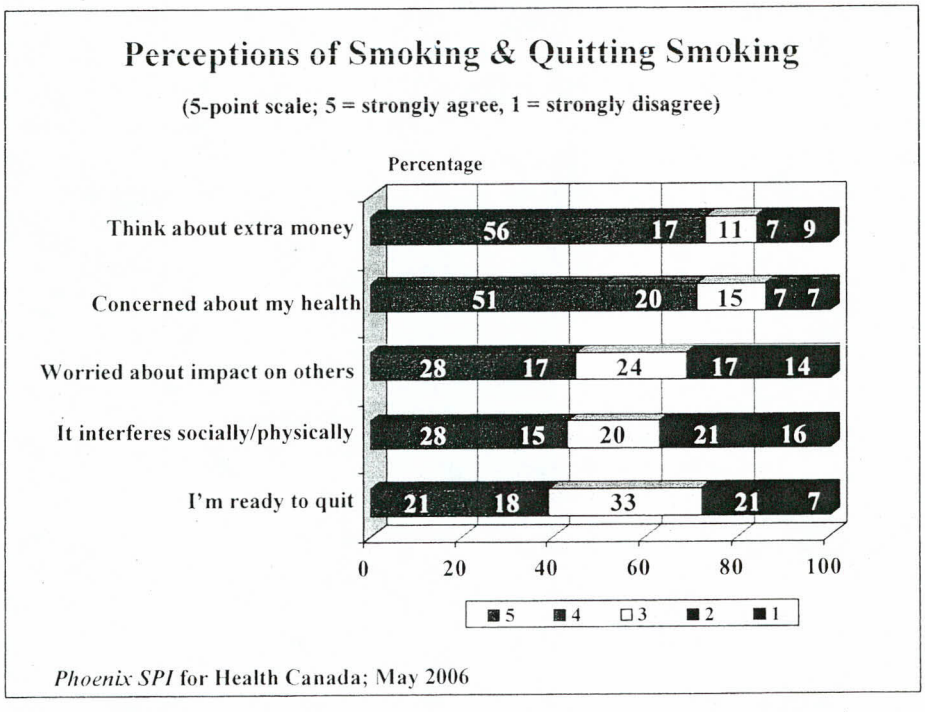
Included in the 'other' category are a variety of responses, such as hypnosis, the CLSC (French-speaking participants only), personal isolation, books and other reading material.

Youth Smokers Most Likely Concerns – Extra Money & Health

Respondents were asked to indicate whether they agree or disagree with the following statements, using a 5-point scale (5= strongly agree, 1 = strongly disagree):

- They are concerned about their health as a smoker.
- They worry about the impact of their smoking on others around them.
- They think about the extra money they'll have when they stop smoking cigarettes.
- Smoking often gets in the way of their physical or social activities.
- They seriously want to quit smoking and think they are ready.

Respondents tended to be more concerned with the impacts of their smoking on themselves, than on others. Similar numbers agreed that they thought about the extra money they could have if they stopped and were concerned about their health (71-73%). More than half *strongly* agreed with each of these statements (51-56%). Just under half (45%) agreed that they worried about the impact their smoking had on others, while 43% said that it interfered with their physical and social activities (28% each *strongly* agreed). However, just over one-third (39%) agreed that they are ready to quit.



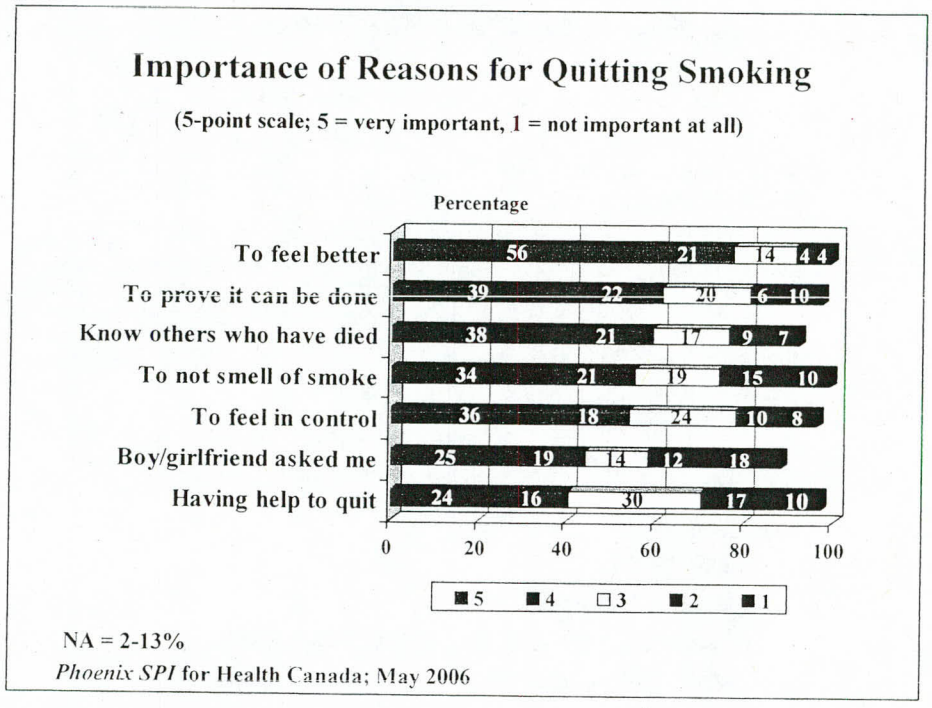
Participants were most likely to disagree that smoking interfered with their activities (37%) or that they were worried about its impacts on others (31%). Youth smokers were more likely to be neutral about their readiness to quit than any other statement (33% vs. 11-24%).

Most Important Reason for Quitting Smoking – To Feel Better

Respondents were asked to indicate whether or not the following reasons for quitting smoking were important to them personally, using a 5-point scale (5= very important, 1 = not important at all):

- If their girlfriend/boyfriend asked them to quit.
- To feel in control of their lives.
- To prove that they can quit if they really want to.
- So they don't smell of smoke/cigarettes.
- Because they know other people who have gotten sick and died because of smoking.
- If there was someone or something to help them quit.

Over three-quarters of youth smokers (77%) held that feeling better was an important reason for quitting smoking, with it being *very* important for 56%. Relatively strong numbers felt that proving that they could do it and knowing others who had died was important (59-61%), including 38-39% for whom these reasons were *very* important. To not smell of smoke and to feel in control were considered important for over half (54-55%). Fewer assigned importance to being asked by their boyfriend or girlfriend (44%), or having help with their quitting (40%).

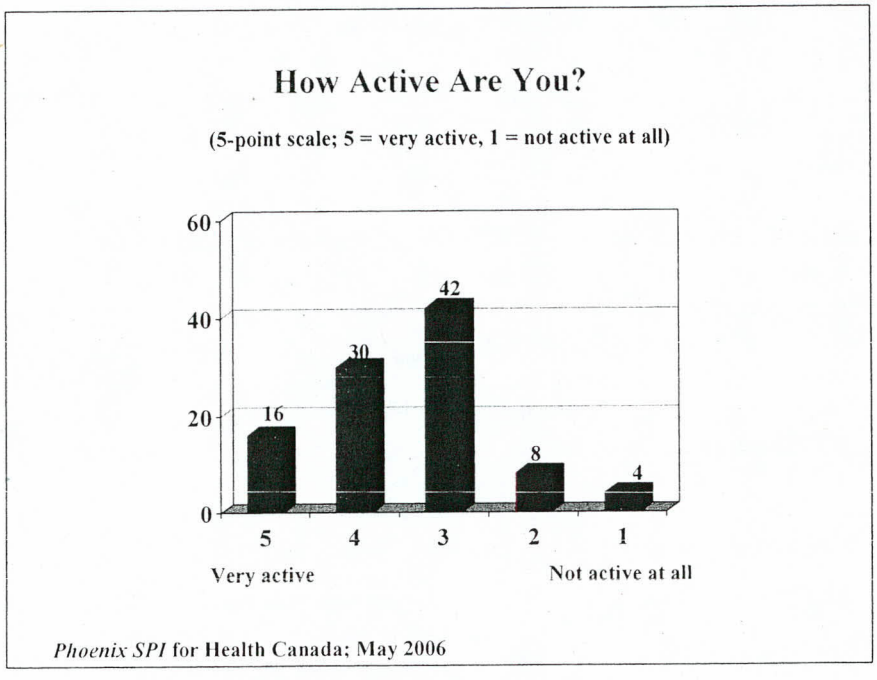


Being asked by a boyfriend or girlfriend was most likely to be seen as unimportant (30%), followed by having help (27%) and to not smell of smoke (25%).

PROFILE OF YOUTH

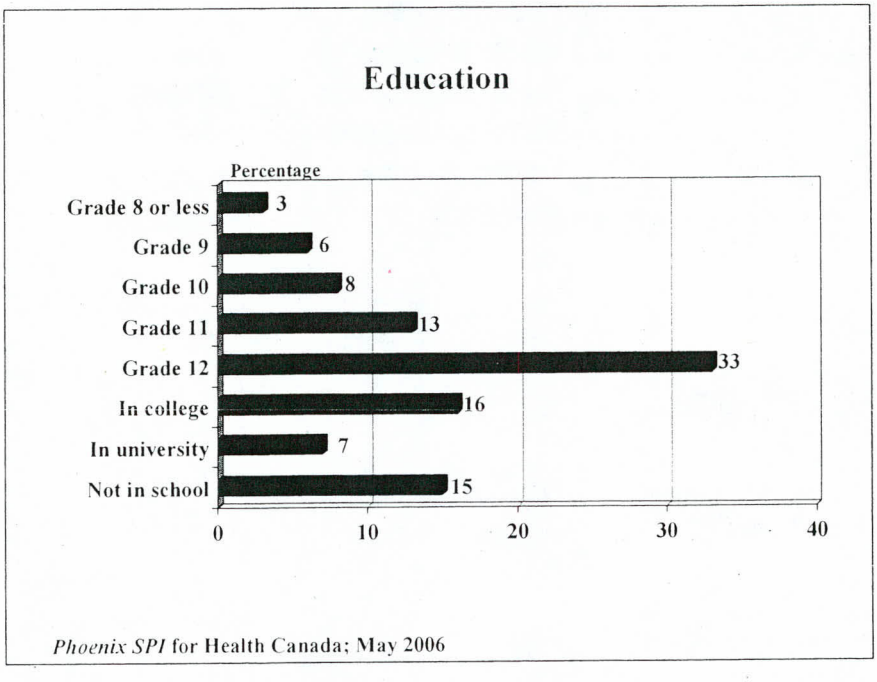
The following graphs present the characteristics of survey participants, including involvement in physical activity, education, age, gender, language, and region.

Level of Physical Activity



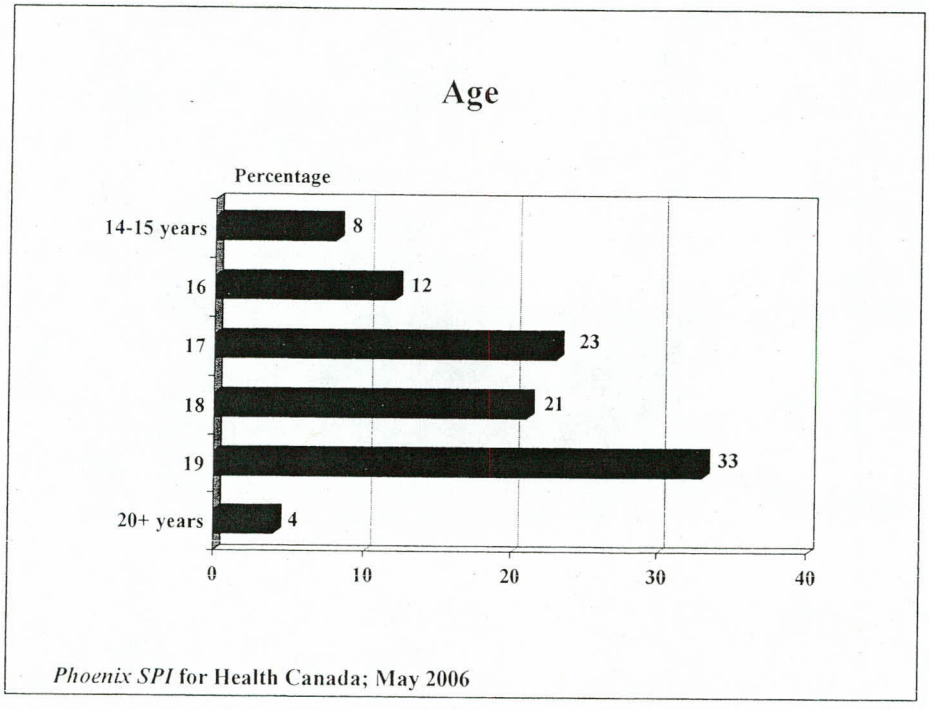
Phoenix SPI for Health Canada; May 2006

Education

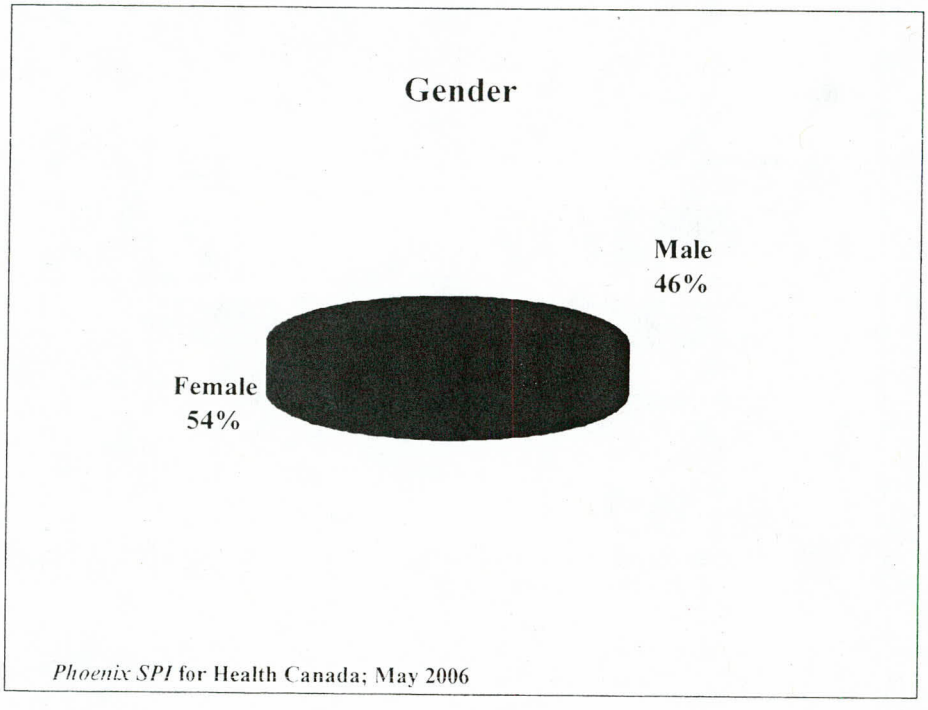


Phoenix SPI for Health Canada; May 2006

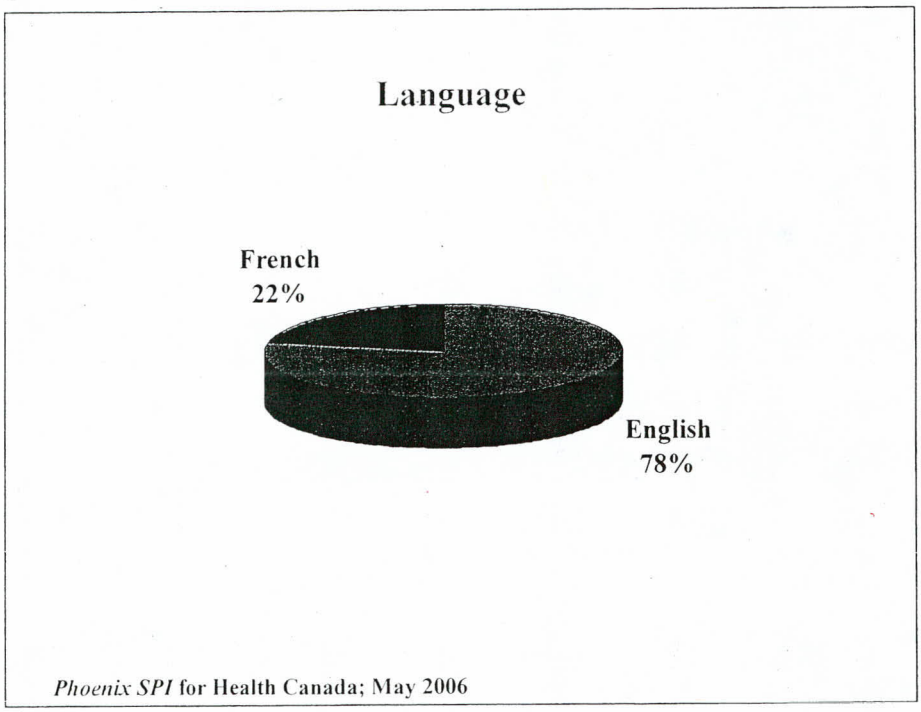
Age


Age
Percentage
14-15 years
16
17
18
19
20+ years
8
12
23
21
33
4
0
10
20
30
40
Phoenix SPI for Health Canada; May 2006

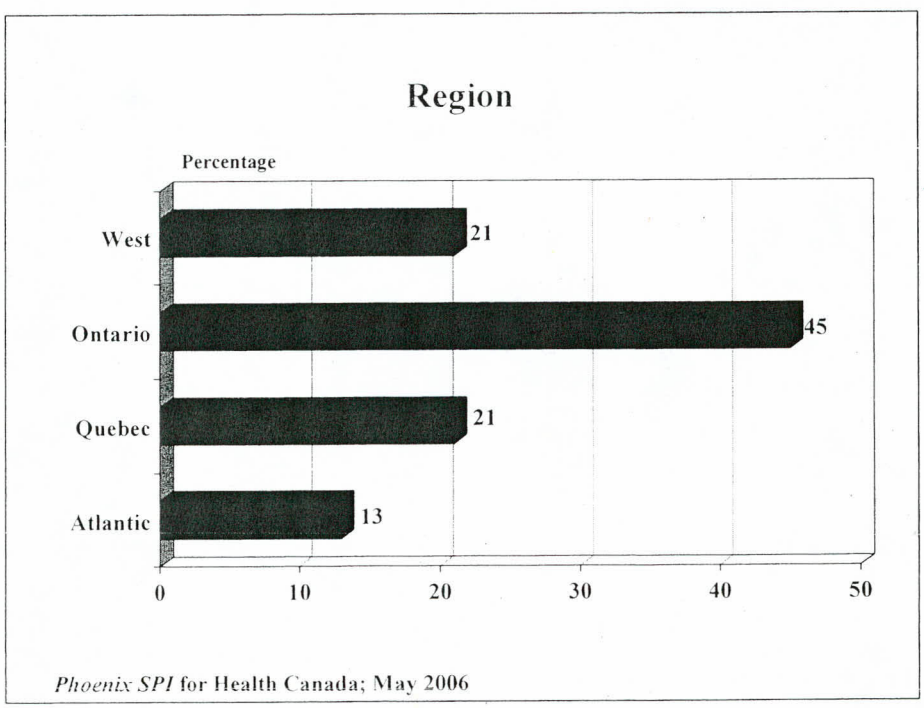
Gender


Gender
Male
46%
Female
54%
Phoenix SPI for Health Canada; May 2006

Language



Region



INITIAL FOLLOW-UP SURVEY

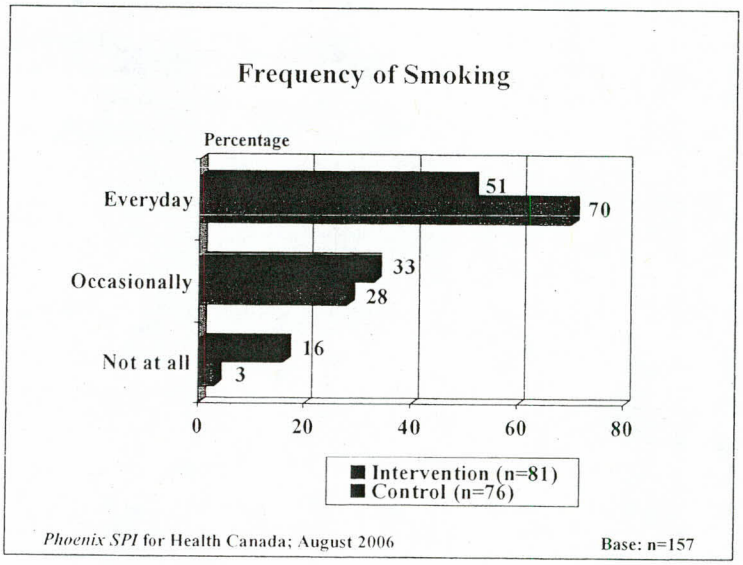
This section presents the findings of the initial follow-up survey, which was administered approximately four to six weeks after the baseline survey. During the period leading up to this survey, the intervention group was invited to visit and try the Quit4Life (Q4L) online smoking cessation program. Findings, therefore, are reported for the intervention group primarily, and to a lesser degree, for the control group. In total, 157 participants completed the follow-up survey – 81 from the intervention group and 76 from the control group – June to September, 2006. Once again, caution is advised when interpreting these results.

CURRENT SMOKING HABITS

This first section focuses on the youth's current cigarette smoking habits.

Intervention Group Less Likely to Smoke Daily

Youth who took part in the Q4L intervention were less likely to smoke everyday (51% vs. 70%), compared to those in the control group. As well, members of the intervention group were more apt to say they smoke occasionally (33% vs. 28%) or not at all (16% vs. 3%).



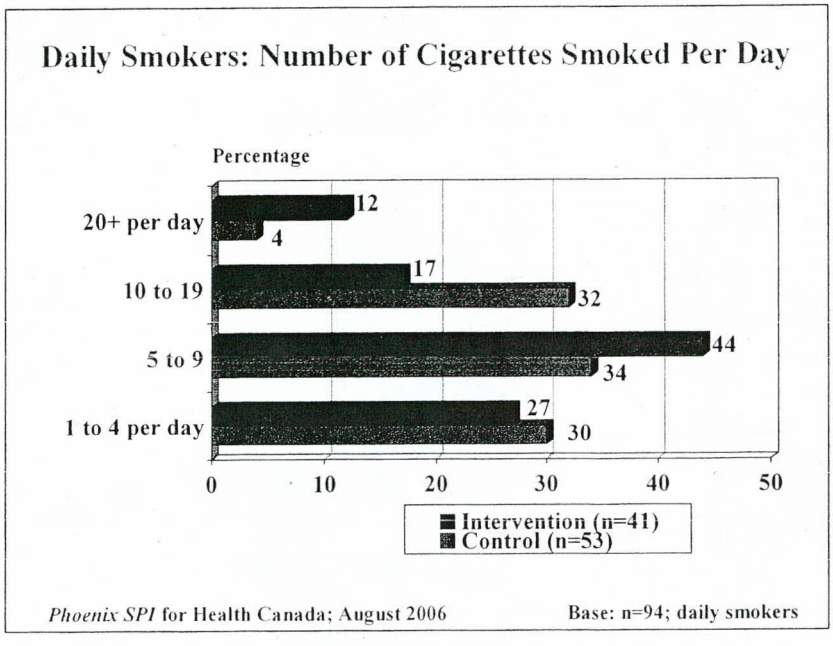
Changes for Individual Respondents[2]

Focusing on individual respondents, members of the intervention group were significantly more likely than those in the control group to smoke less (37% vs. 24%). Since visiting and using the Q4L program, intervention group youth reported a greater positive change in their smoking behaviour. Well over one-third of these participants smoke less now than they did prior to taking part in the smoking cessation program.

[2] These data are based on youth who responded to both waves of the survey. Most of the changes observed for individual respondents are not statistically significant. Taken together, however, these data are suggestive of a pattern – there have been more positive changes noted for respondents who took part in the intervention compared to members of the control group who did not use the Q4L program.

Most Smoke Less Than 10 Cigarettes Per Day

Compared to the control group, daily smokers in the intervention group were more likely to smoke fewer cigarettes a day. In total, 71% of these youth said they smoke less than 10 cigarettes a day. Among participants in the control group, somewhat less (64%) smoke between one and nine cigarettes a day.



The single largest proportion of intervention youth (44%) smoke between five and nine cigarettes each day, while 29% smoke more than this (17% have 10-19 cigarettes and 12% smoke about a pack a day or more). In contrast, more than one-third (36%) of members of the control group said they smoke ten or more cigarettes a day.

Changes for Individual Respondents

Just as intervention group youth were more likely to smoke less frequently following the intervention, they were also more apt to have made a positive change in terms of the number of cigarettes they smoked per day (28% vs. 20% of youth in the control group). While this difference is not statistically significant, given that youth who took part in Q4L smoke less often as well, this certainly is indicative of a pattern.

Turning to gender differences based on the movement of individuals, male participants were more likely to say that they smoke less often now than they did at the time of the baseline survey (26% vs. 22%).

Occasional Smokers Habits

Regardless of the research group, occasional smokers were most likely to have smoked on more than 15 days in the previous month. Caution should be used when interpreting these results, as the total number of occasional smokers was quite small (n=48).

Days Smoked in Past 30 Days

Intervention (n = 27) vs. Control (n = 21)

Days Smoked	Intervention		Control	
	No. Youth	%	No. Youth	%
Over 20	4	15	4	19
16-20	10	37	8	38
11-15	4	15	4	19
6-10	5	19	3	14
1-5	4	15	2	10

Phoenix SPI for Health Canada; August 2006 Base: n=48; occasional smokers

There was significant variability in the number of cigarettes occasional smokers smoked on these days. Notably, youth from the intervention group were far more likely to say that they smoked one cigarette only (37% vs. 5% of the control group).

Number of Cigarettes Smoked When Smoking

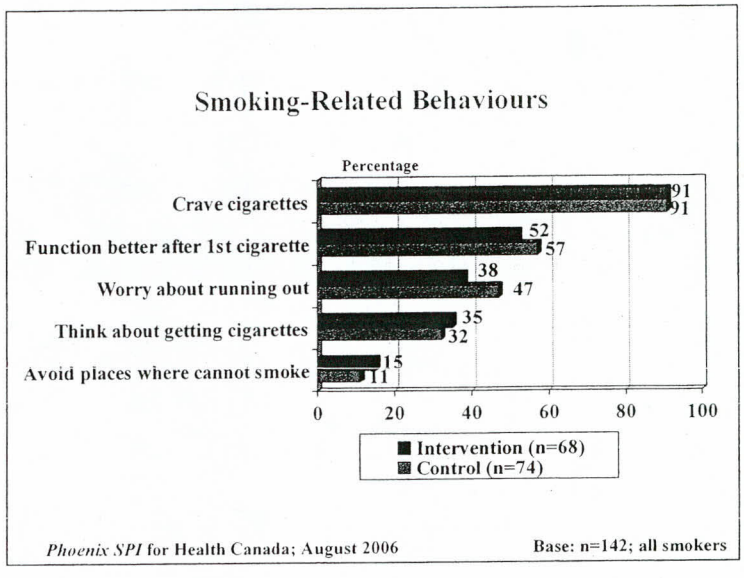
Intervention (n = 27) vs. Control (n = 21)

Cigarettes Smoked	Intervention		Control	
	No. Youth	%	No. Youth	%
One	10	37	1	5
Two	3	11	8	38
Three	4	15	5	24
Four	2	7	0	0
Five	5	19	3	14
Six or more	3	11	4	19

Phoenix SPI for Health Canada; August 2006 Base: n=48; occasional smokers

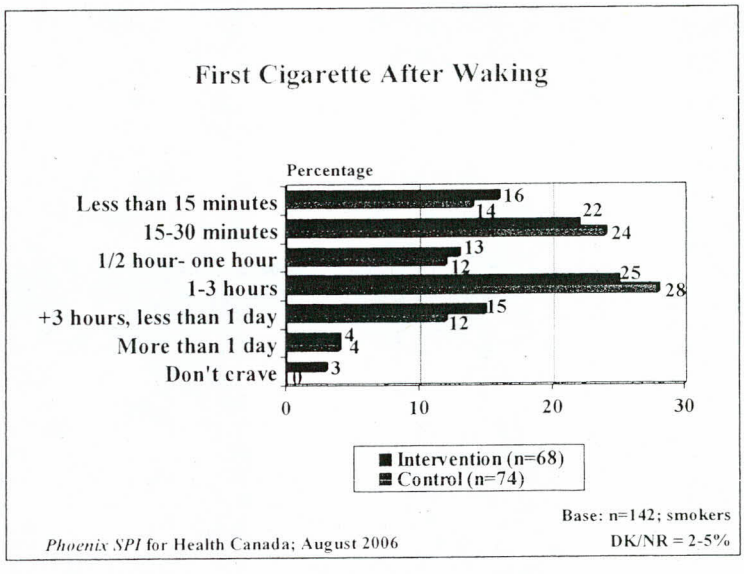
Virtually Everyone Craves Cigarettes

Virtually everyone experiences feelings that they really need a cigarette. Regardless of whether the youth took part in the intervention, they were equally likely to say they crave cigarettes (91% each). Looking beyond cravings, those who tried Q4L are a little less likely to feel that they function better after their first cigarette in the morning (52% vs. 57% control group) and to worry about running out of cigarettes (38% vs. 47% control group). All other differences were minimal – 35% of youth in the intervention group spend a lot of time thinking about how they're going to get more cigarettes when they're low (compared to 32% of control group youth) and 15% avoid places where they can't smoke because they find it hard to spend more than a couple of hours without smoking (11% of youth in the control group do this).



Majority Smokes 1st Cigarette Within 1 Hour of Waking

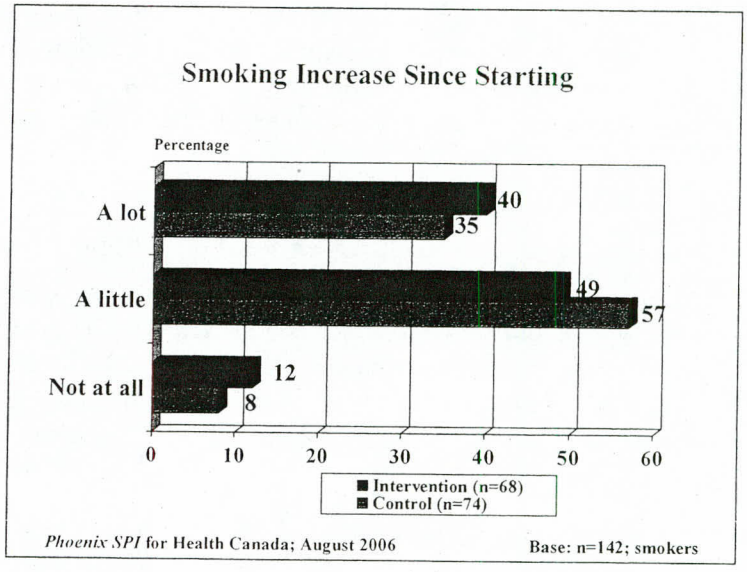
Half the youth in the intervention smoke their first cigarette within one hour of waking each morning. In total, 16% smoke their first cigarette within 15 minutes of waking, 22% with 15 to 30 minutes, and 13% do so within 30 to 60 minutes. Virtually identical numbers in the control group smoke within an hour of waking. At the other end of the spectrum, 4% of youth in both groups said they can go for more than 1 day before having a cigarette (3% of youth in the intervention explained that they do not crave cigarettes).



Among the rest, one-quarter smoke their first cigarette between one to three hours after they wake (25% intervention vs. 28% control), and somewhat less do so more than 3 hours after waking (15% intervention vs. 12% control).

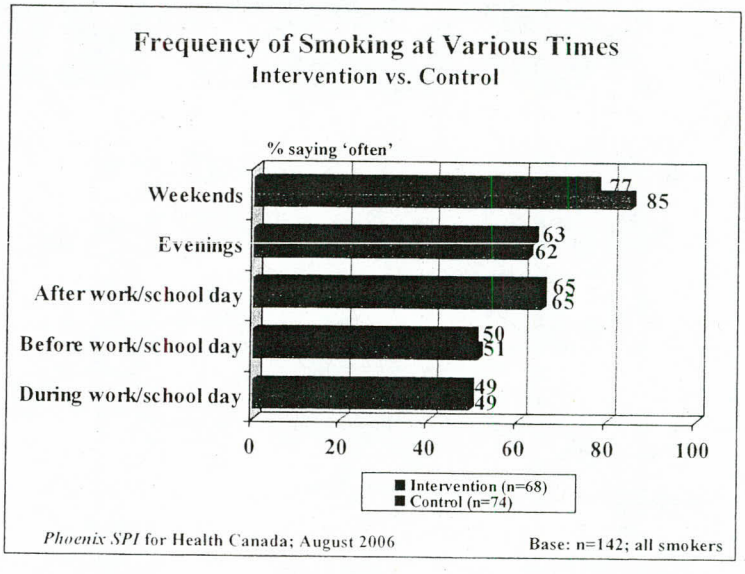
Most Youth Smoke More Frequently Now

Since starting to smoke cigarettes, the vast majority of youth said they have *increased* their smoking a little (49% intervention vs. 57% control) or a lot (40% vs. 35%). Notice that the likelihood of smoking more is slightly higher among members of the control group (92% vs. 89% intervention), although youth who participated in the intervention were more apt to feel that they smoke *a lot* more since starting. Relatively few, but more youth from the intervention group, felt that they have not at all increased their smoking (12% vs. 8%).



Few Differences in Smoking Patterns

There were very few differences between youth from the intervention group and those from the control group when it comes to smoking patterns. The one noteworthy exception is the frequency of smoking on weekends – 77% of intervention group youth said they smoke *often* or *always* on the weekends, compared to 85% of control group youth who smoke with this frequency on the weekends.



Changes for Individual Respondents

There were few noteworthy changes for individual respondents in this area. Youth who took part in the intervention did report smoking less frequently, but they did not make any statistically significant changes to their pattern of smoking. Compared to youth in the control group, intervention youth were somewhat more likely to say they smoke less often on the weekend (18% vs. 11%) and before work or school (23% vs. 18%). Conversely, the likelihood of smoking less often during (24% vs. 16%) and after (26% vs. 23%) work or school was higher among members of the control group.

Changes for Individual Respondents (Cont'd.)

With one exception, male participants were more likely to have made positive changes to their smoking patterns. They smoke less often before (24% vs. 17%) and after (30% vs. 20%) work or school, and on weekends (20% vs. 9%). The likelihood of smoking less often during the evenings was higher among female participants (25% vs. 17%).

Nicotine Dependency – Intervention Youth Report Greatest Change

Using a variation of the Fagerstrom Index[3], 60% of youth who took part in the intervention reported a low-to-medium level of nicotine dependency (compared to just 28% of these respondents at the time of the baseline survey). While 41% of these youth continue to have a high-to-very-high dependence on nicotine, this is down substantially from prior to the intervention, when 73% recorded this level of dependency.

Fagertrom Index* - Nicotine Dependency

Intervention (n = 81) vs. Control (n = 76)

Level of Dependency	Intervention %			Control %		
	Baseline	1-Month Follow-up	+/-	Baseline	1-Month Follow-up	+/-
Low dependence	14	36	22	9	21	12%
Medium	14	24	10	32	28	-4%
High	42	25	-17	37	34	-3%
Very high dependence	31	16	-15	22	17	-5%

*Adapted to reflect a youth audience.

Phoenix SPI for Health Canada; August 2006 Base: n=157

Turning to the control group, these respondents were slightly more likely to score high/ very high on the index (51% vs. 41% intervention). Not only do members of the control group report a greater dependence on nicotine, they also made much smaller changes (positive or negative) in the period of time between the baseline and initial follow-up survey.

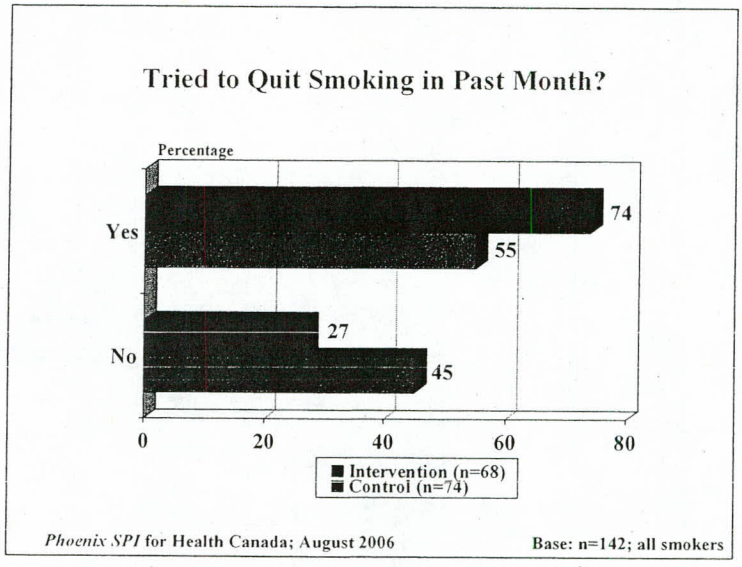
[3] The Fagerstron Index is used to test smokers' addiction to nicotine. This Index has been adapted slightly to reflect a youth audience. Appended to the report is a description of how this rating was calculated from the data.

RECENT ATTEMPTS TO QUIT SMOKING

This section explores participants' attempts to quit smoking within the previous month.

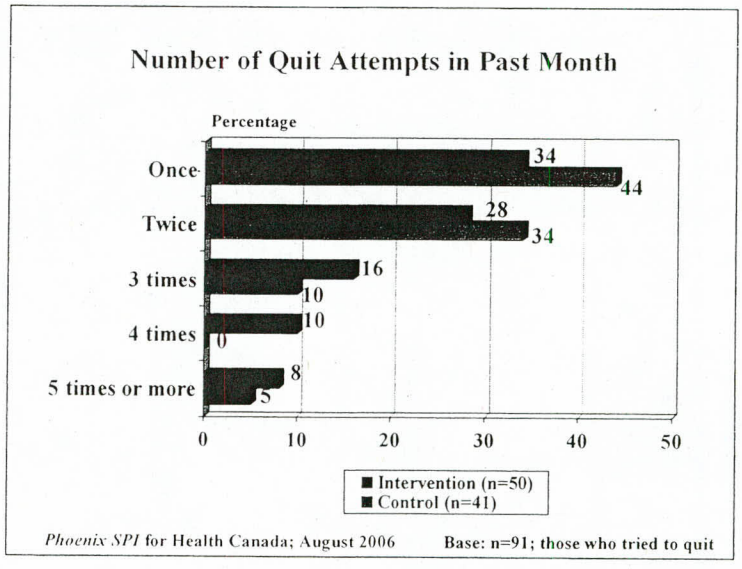
Many Tried to Quit in Past 30 Days

Youth who took part in the intervention were more likely to have tried to quit smoking within the previous month or so. Nearly three-quarters (74%) said they tried to break their habit, compared to 55% of those in the control group. Not surprisingly, control group respondents were more apt to have not made any attempt to quit smoking (45% vs. 27%).



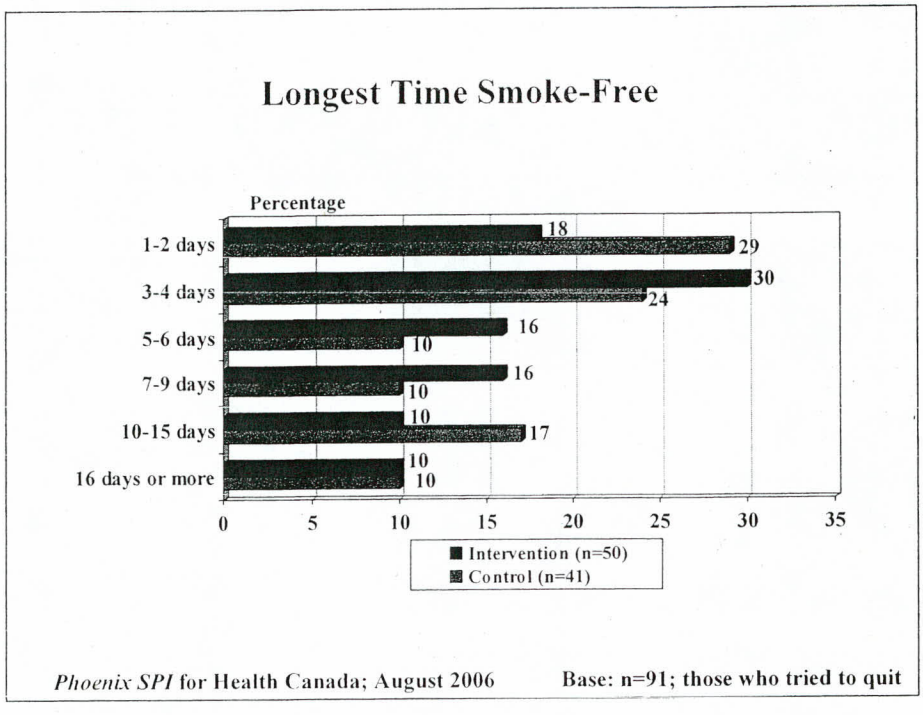
Intervention Youth Made More Quit Attempts

Among youth who tried to quit smoking, those in the intervention group made more attempts than members of the control group. In total, one-third (34%) of these respondents tried at least three times to quit – 16% tried three times, 10% four times, and 8% made five or more attempts. In contrast, youth in the control group were more apt to have tried once (44% vs. 34%) or twice (34% vs. 28%) only.



Most Spent Just a few Days Smoke Free

Those who had made one or more quit attempts were more likely to have spent four days or less smoke free, regardless of group. However, those in the intervention group were more likely than in the control group to stay smoke free for between three and nine days (62% vs. 44% control). Those in the control group were more likely to have been smoke free for just one or two days (29% vs. 18% intervention), but also 10 days or more (27% vs. 20%).



READINESS TO QUIT SMOKING/STAY QUIT

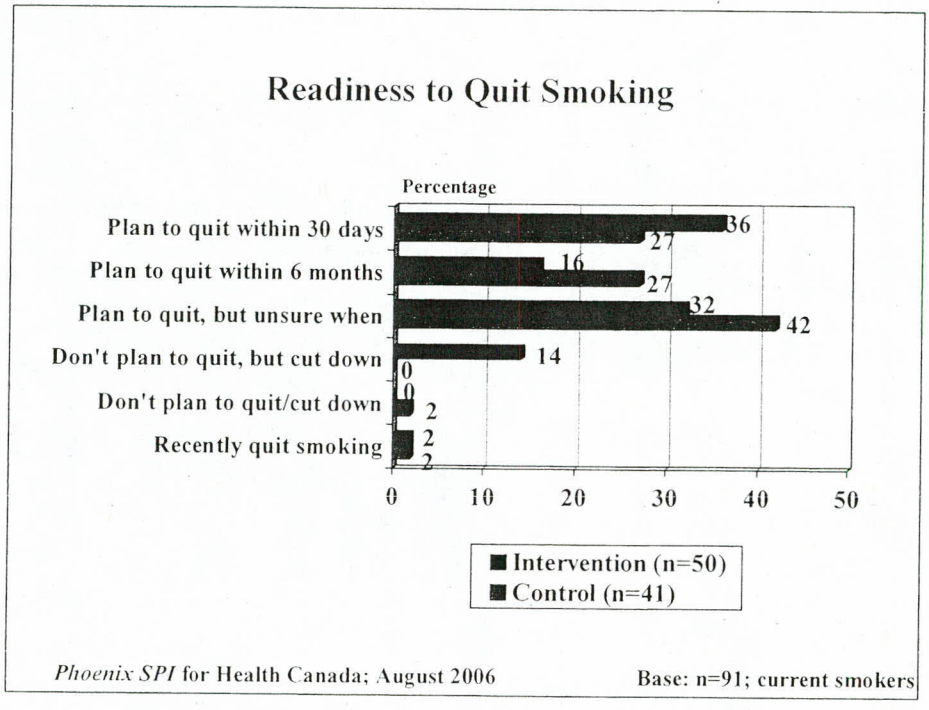
This section explores respondents' readiness to quit smoking, including their readiness to change their smoking behaviour, their knowledge about how to quit or stay quit, and their motivation and confidence vis-à-vis quitting or staying quit.

Intervention Youth Appear to be More Likely to Quit in 30 Days

Youth were asked to identify which of the following statements best describes how they feel about changing their smoking:

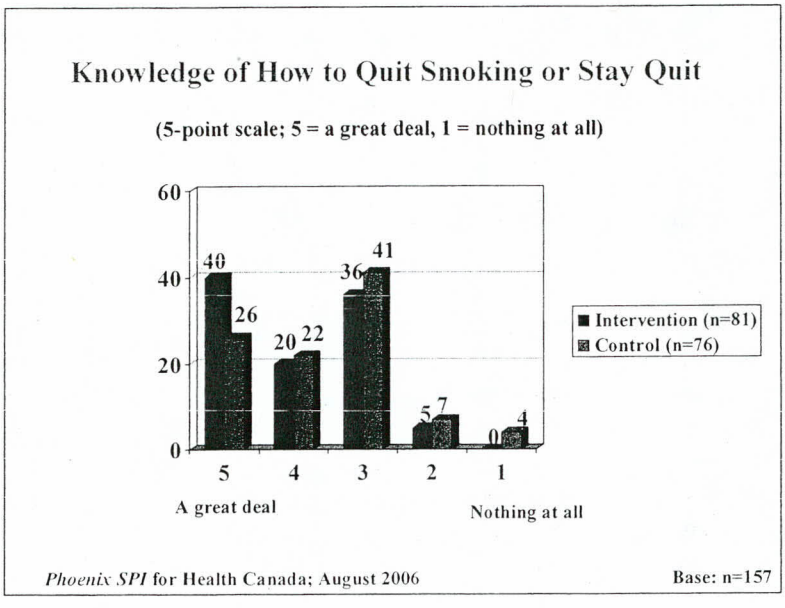
- I plan to quit smoking within the next 30 days
- I plan to quit smoking within the next 6 months
- I plan to quit smoking, but am not sure when
- I don't plan to quit, but want to cut down
- I don't plan to quit smoking or cut down
- I recently quit smoking

Youth who took part in the intervention are more likely than those in the control group to be ready to quit within 30 days (36% vs. 27%). Members of the control group, however, were more apt to say they are planning to quit, but don't know when they will try (42% vs. 32%) or see it happening further down the road (27% plan to quit within six months compared to 16% of the intervention group). Two percent of respondents in both groups said they recently quit smoking. Fourteen percent of intervention group members said they don't plan to quit, but do want to cut down (compared to 0% of control group).



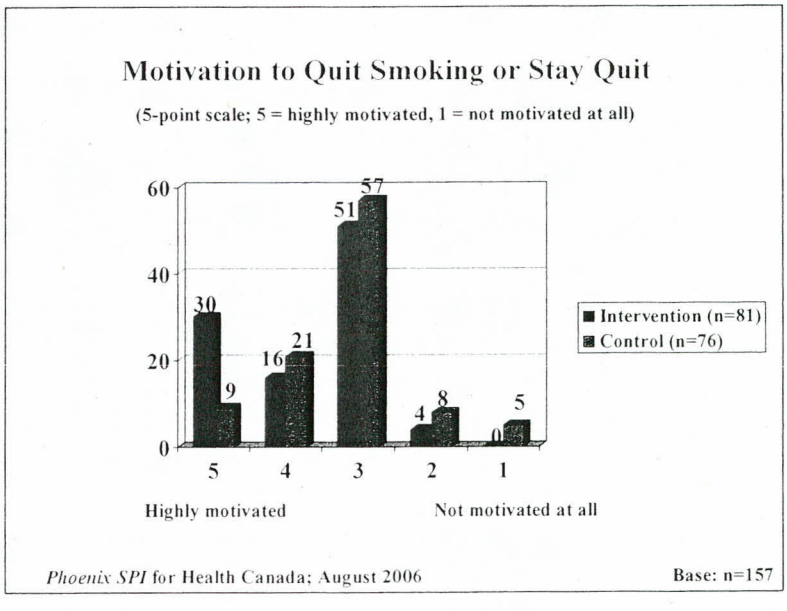
Most Intervention Youth Claim to be Knowledgeable About Quitting

Most youth who tried Q4L claimed to be knowledgeable about how to quit smoking or stay quit. Compared to youth in the control group, intervention group participants were far more likely to say they know about the types of things they can do to help themselves (60% vs. 48%). Respondents from the control group, conversely, were more inclined to express ambivalence, rating themselves as neither knowledgeable or not knowledgeable about how to quit or stay quit (41% vs. 36%). Relatively few youth in either group characterized themselves as not knowledgeable (5% intervention vs. 11% control).



Modest Level of Motivation to Quit Among Intervention Youth

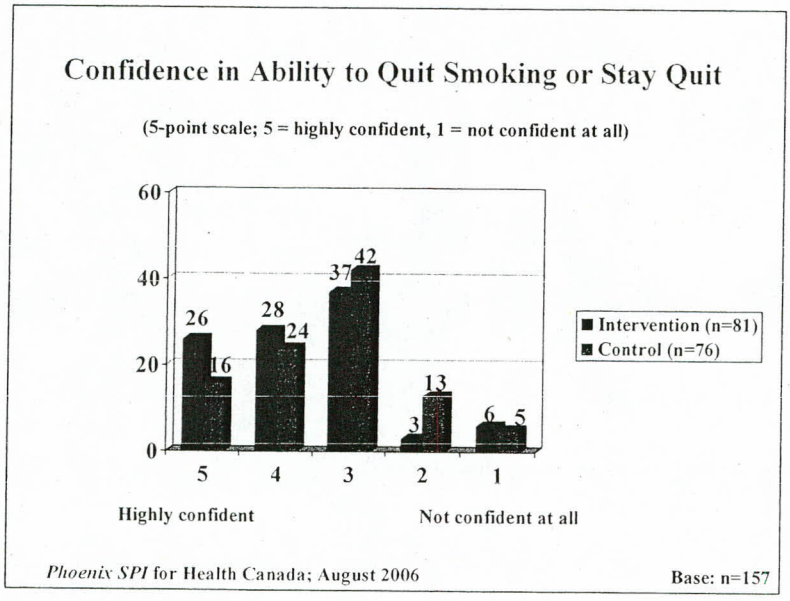
Intervention group respondents expressed modest levels of motivation to quit smoking. Despite claiming to be knowledgeable about how to quit smoking or stay quit, less than half (46%) these youth described themselves as motivated to quit or stay quit. While the intervention youth are certainly more motivated than their counterparts in the control group (46% vs. 30%), the majority of respondents from both groups (51-57%) indicated that they are neither motivated nor not motivated to quit smoking, or to stay quit.



Few expressed clearly an almost complete lack of motivation (4-13%).

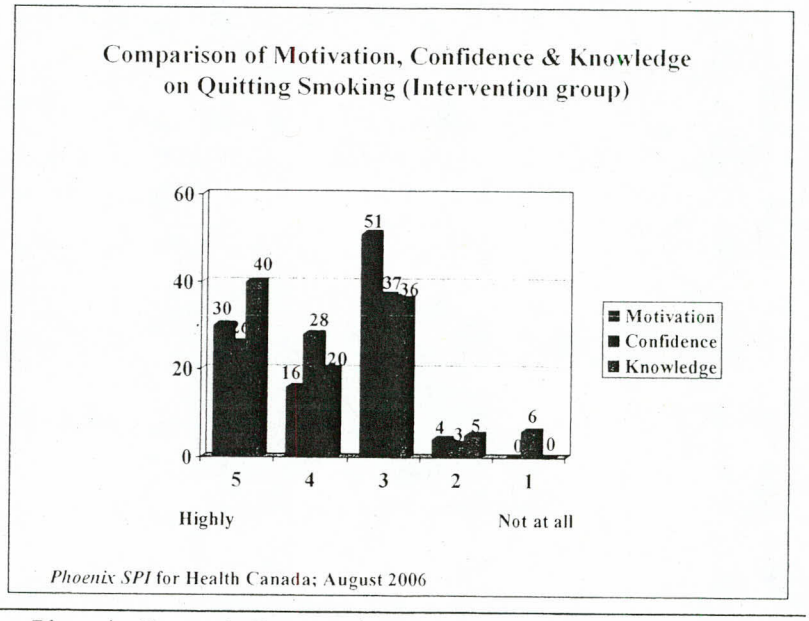
Majority Confident They Can Quit; Confidence Lower Among Control Group

Confidence exceeds respondents' motivation to quit smoking or to stay quit. Over half the youth from the intervention group (54%) expressed confidence in their ability to quit smoking or stay quit (compared to 40% of the control group). Relatively few (9%) of the youth who tried Q4L are clearly not confident. Lack of confidence is twice as high among members of the control group (18%). Notably, the greatest single proportion (37-42%) characterized themselves as in between (i.e. neither confident nor not confident).

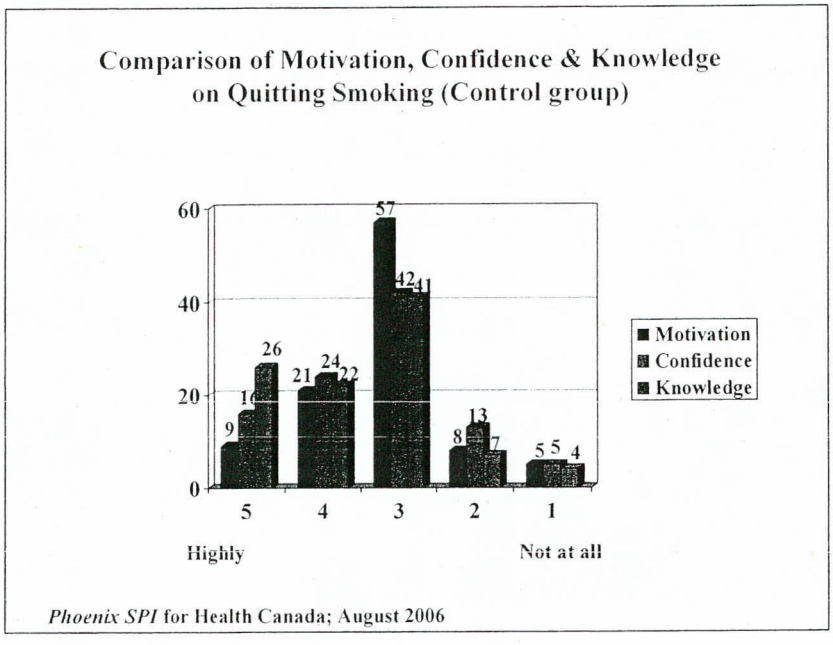


Comparing Motivation, Confidence and Knowledge

Intervention group participants tended to perceive their knowledge (60%) more positively than their confidence (54%) and motivation (46%). This is a significant increase in terms of knowledge when one recalls that just 39% in the baseline survey considered themselves to be knowledgeable. Young smokers were much more likely to rate their motivation as neither high nor low, compared to their knowledge or confidence (51% vs. 36-37%).



Similar to the intervention group, the control group tended to assign a more favourable score to their knowledge (48%), followed by their confidence (40%), and their motivation (30%). Here too, participants tended to rate their motivation (57%) more neutrally than either their confidence or knowledge (41-42%).



Changes for Individual Respondents

Turning to changes for individual respondents, the differences between the two groups of respondents are quite revealing (although not statistically significant). Youth who took part in the intervention were more motivated (33% vs. 22%), more confident (31% vs. 13%), and much more apt to feel knowledgeable about how to quit smoking or stay quit (43% vs. 29%) than their counterparts in the control group.

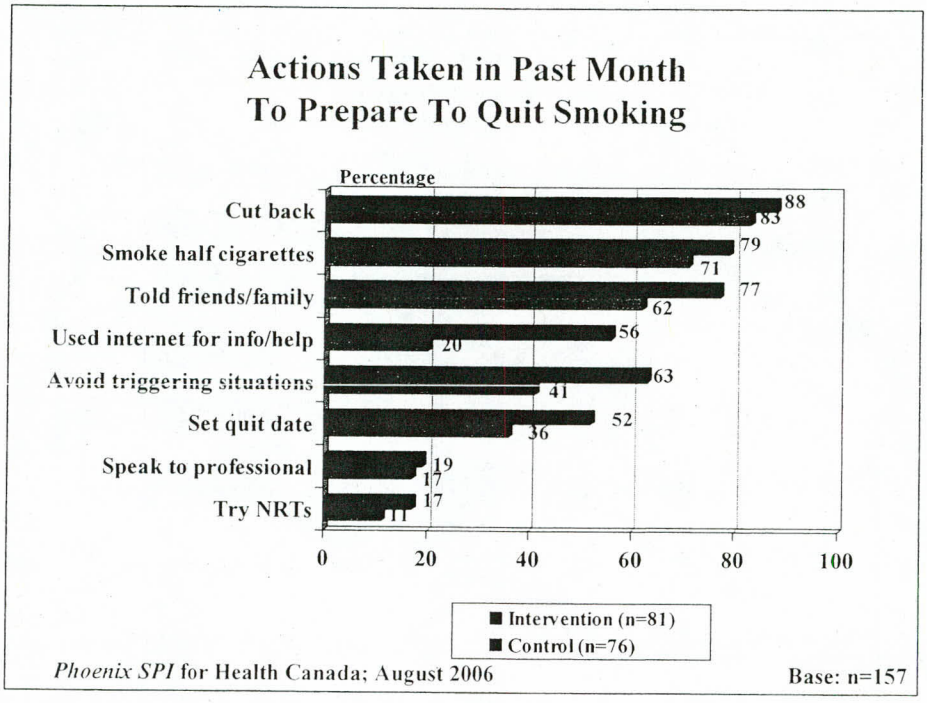
There were no noteworthy differences to report when looking at gender and individual movement across the two survey waves. Motivation and confidence levels were similar, although male participants were slightly more apt to feel they know more about quitting smoking (39% vs. 34%).

MAKING A QUIT PLAN

This section explores the activities undertaken by youth related to quitting smoking, their reasons for quitting/not quitting, and their general knowledge about the health benefits of being smoke-free.

Most Youth Have Taken Concrete Actions to Quit Smoking in Previous Month

During the previous month, respondents who used the Q4L program were most likely to have taken actions to reduce how much they smoke. This includes simply cutting back on the number of cigarettes they smoke (88% vs. 83% for control group) and smoking less than a full cigarettes when they smoke (79% vs. 71%). They were also more likely to create a non-smoking environment through telling friends and family that they intend to quit smoking (77% vs. 62%) and trying to avoid situations that trigger their urge to smoke (63% vs. 41%). In addition, more than half (56%) used the Internet to look for information or assistance related to quitting smoking (20% for control group), and set a quit date for when they want to quit smoking (52% vs. 36%).



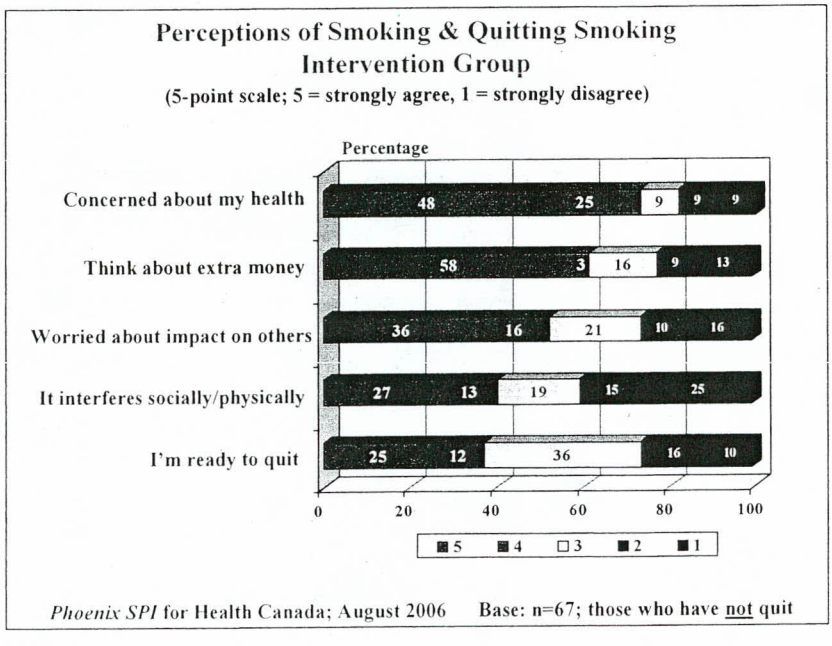
Relatively few respondents in either group spoke to a family doctor, nurse or other health care professional about quitting smoking (19% vs. 17% for control group) or tried nicotine replacement products, like the patch or nicotine gum (17% vs. 11% for control group).

Perceptions of Smoking and Quitting Smoking

Youth who had not quit smoking were asked to rate their agreement with the following statements about smoking (using a 5-point scale: 5 = strongly agree; 1 = strongly disagree):

- They are concerned about their health as a smoker.
- They worry about the impact of their smoking on others around them.
- They think about the extra money they'll have when they stop smoking cigarettes.
- Smoking often gets in the way of their physical or social activities.
- They seriously want to quit smoking and think they are ready.

Consistent with what the baseline findings revealed about all youth, intervention group youth are more concerned about the impact of their smoking on themselves. Close to three-quarters (73%) expressed concern about their own health as a smoker, with 48% strongly agreeing that they worry about their health. Somewhat less (61%) agreed that they think about the extra money they'll have when they stop smoking cigarettes (fully 58% strongly agreed). Despite the health concerns and awareness of financial gain by quitting smoking, just 37% of youth felt that they are ready to and want to quit.

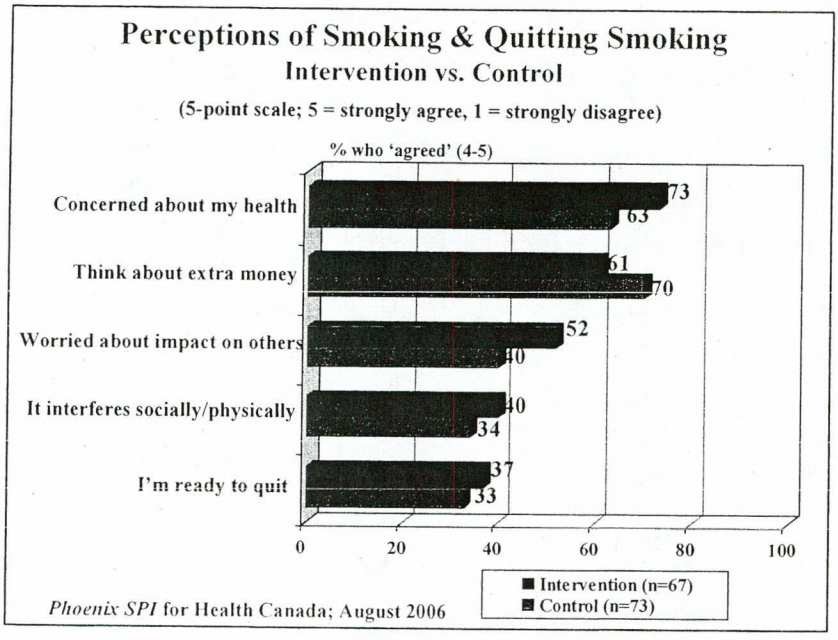


Just over half (52%) agreed that they worried about the impact their smoking had on others, with over twice as many strongly agreeing with the statement. Exactly four in ten felt that their smoking interferes with their physical and social activities (again, over twice as many strongly agreed).

Youth who took part in Q4L who have quit smoking (n = 14) have similar perceptions of smoking and quitting smoking – 12 respondents agreed that they worried about their health, 10 respondents felt that smoking interfered physically and socially, and 10 respondents agreed that they think about the extra money. In contrast to youth who have

not quit smoking, 11 of these 14 respondents agreed that they seriously had wanted to quit and were ready to do so.

Youth who took part in the intervention were more likely to agree with all of these statements (compared to control group youth) with one exception – those in the control group were more likely to agree that they think about the extra money they could have if they quit smoking (70% vs. 61% intervention group).



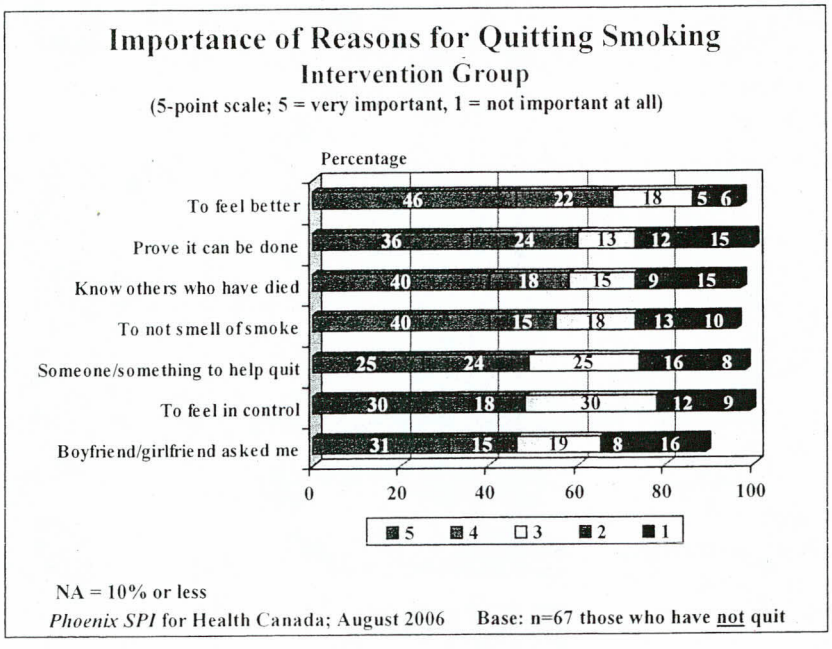
General Well Being – Top Reasons for Quitting Smoking

Respondents were asked to indicate whether or not the following reasons for quitting smoking were important to them personally, using a 5-point scale (5 = very important, 1 = not important at all):

- If their girlfriend/boyfriend asked them to quit.
- To feel in control of their lives.
- To feel better in general.
- To prove that they can quit if they really want to.
- So they don't smell of smoke/cigarettes.
- Because they know other people who have gotten sick or died because of smoking.
- If there was someone or something to help them quit.

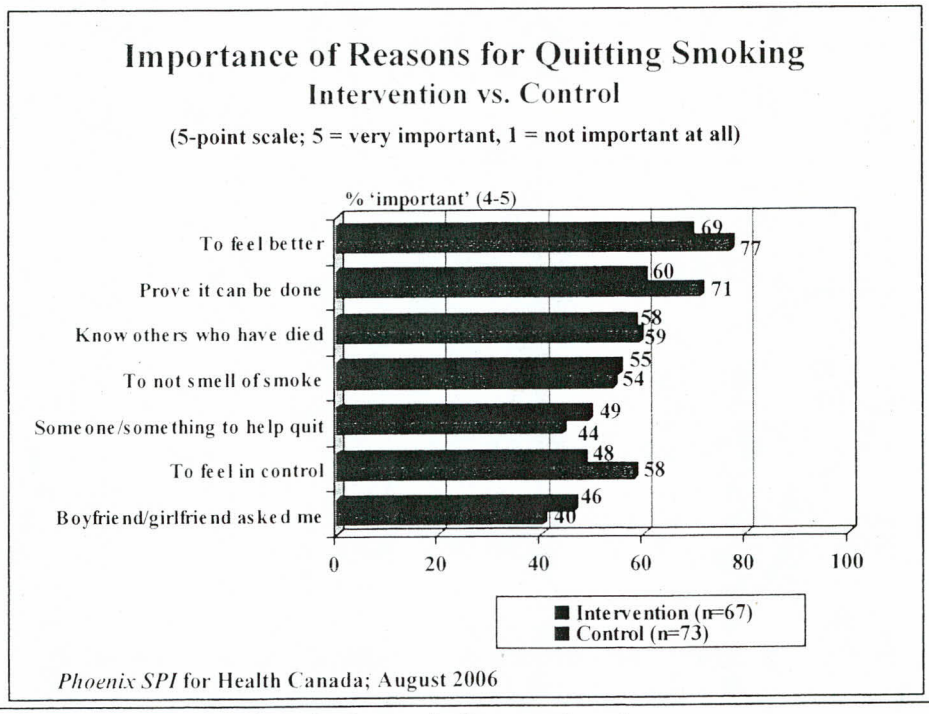
Among intervention group youth, the top four reasons for quitting smoking have not changed since the baseline survey. More than two-thirds (68%) said that feeling better in general is an important reason for quitting smoking, with 46% saying it is *very* important. Majorities (55-60%) attributed importance to proving that they could do it, knowing others who have gotten sick or died, and to simply not smell of smoke. Fewer felt that having

help to quit (49%), needing to feel in control (48%), and being asked by their boyfriend or girlfriend (46%) were importance reasons for quitting smoking.



Relatively few youth in either group had quit smoking since the baseline survey (n = 17). Focusing on the youth who took part in Q4L who quit smoking (n = 14), the top reasons for doing so were to feel better in general (14 respondents) and to feel in control of their life (10 respondents).

Compared to members of the intervention group, those in the control group were more likely to attribute importance to most of these reasons.

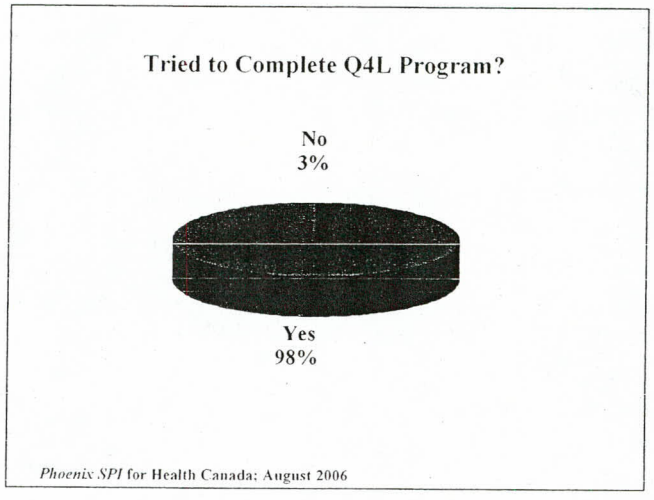


USE & ASSESSMENT OF Q4L PROGRAM

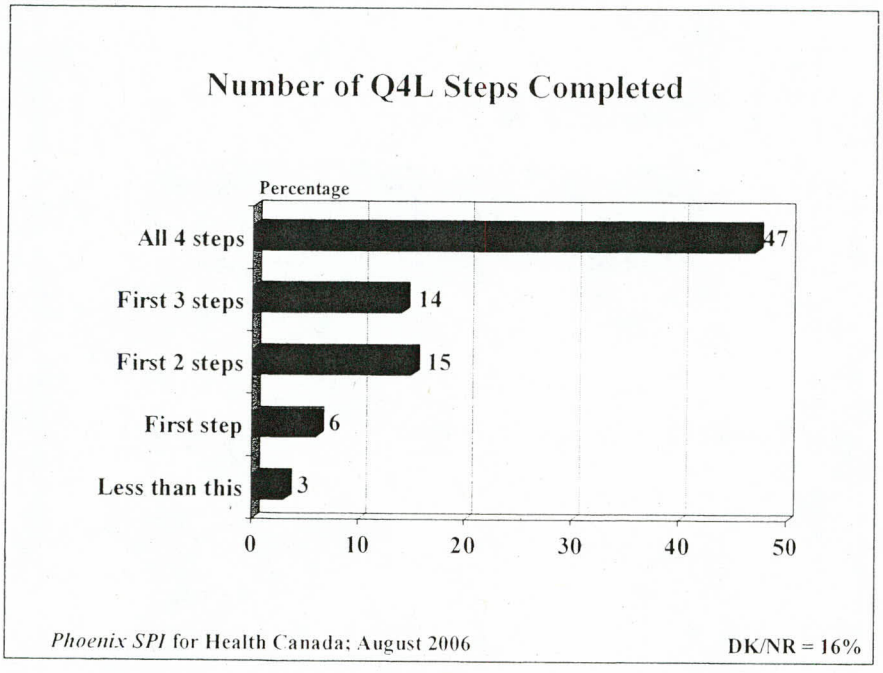
This section describes respondents' use and perceptions of the Quit4Life (Q4L) online program designed to help young people quit smoking or cut down. Since a control-intervention methodology was used, the questions in this section were asked only of the intervention group participants (n = 81).

Virtually Everyone Tried to Complete Q4L; Close to Half Completed All 4 Steps

Virtually all the intervention group youth *at least* tried to complete the Q4L program. That said, fewer successfully completed all four steps of the program.



In total, just under half (47%) said they completed the full four-week program. Similar proportions did the first two (15%) or three (14%) steps, while 9% completed or tried the first step only.



Changes for Individual Respondents

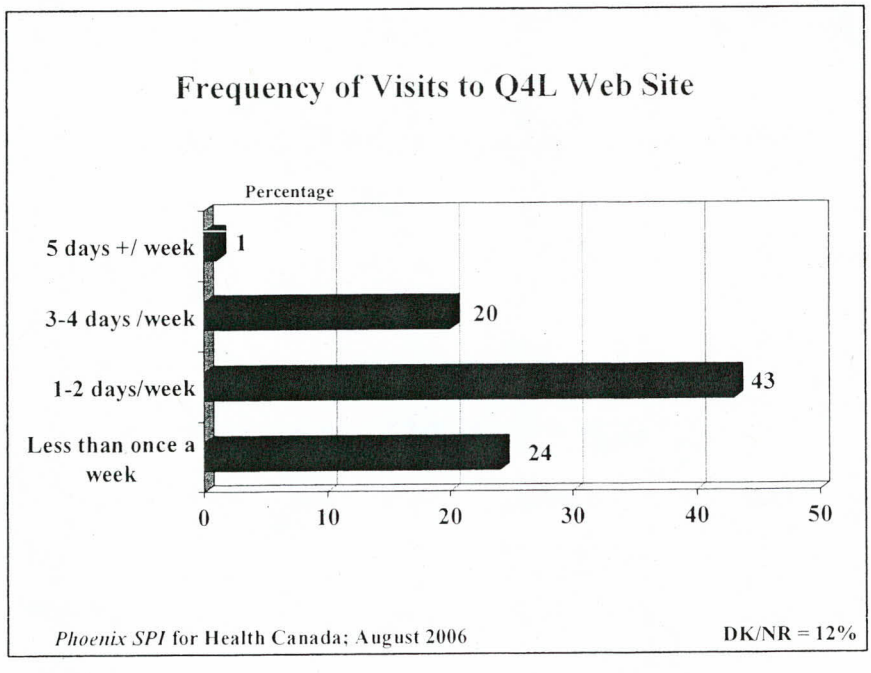
The number of Q4L steps completed by intervention group members appears to have had some impact on youth smoking behaviour. The likelihood of making positive changes in their smoking was higher among youth who completed 3 or 4 steps of the program than those who completed 2 or fewer steps. These intervention group youth were more apt to:

- –Smoke less often in terms of frequency.
- –Smoke fewer cigarettes now than before the intervention.
- –Smoke less often before/during/after work/school, in the evenings, and on weekends.

In addition to positive smoking-related changes, these youth were more motivated, more confident, and more likely to feel they know how to quit smoking or stay quit compared to other intervention group youth who completed 2 or fewer steps of the Q4L program.

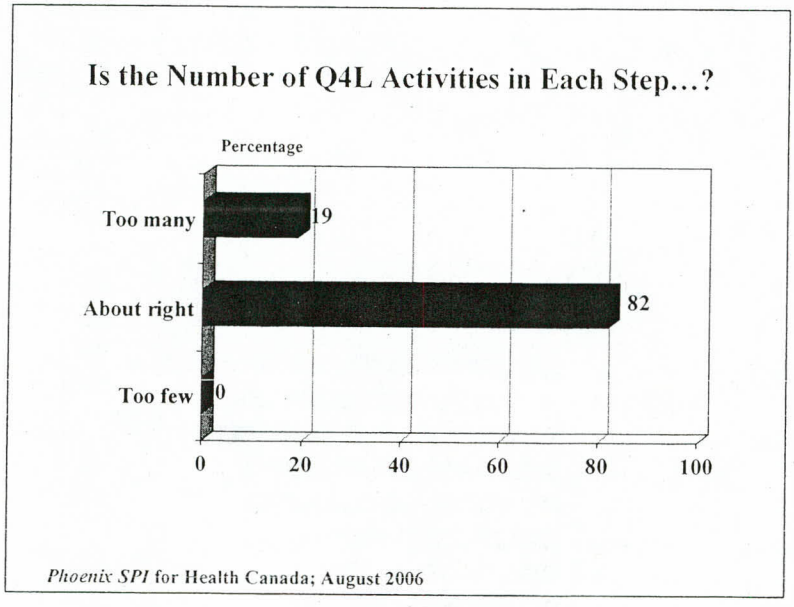
Frequency of Visits to Website

There was significant variation in the frequency of visits to the Q4L website. Close to two-thirds (64%) of youth visited at least weekly during the intervention. Among these respondents, 43% visited the website one to two days per week, and 21% three or more days a week, on average. One-quarter (24%) accessed the website less than once a week during the intervention.



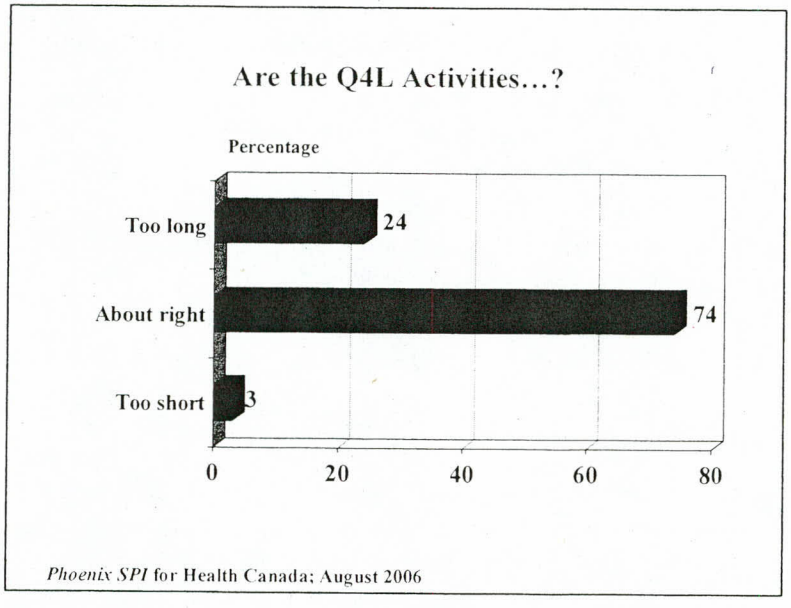
Most Feel Q4L Has Right Number of Activities

The large majority (82%) of intervention youth think that three to five activities per Q4L step is about the right number. Conversely, one in five (19%) feel that this is too many activities to complete. No one said that three to five activities is too few to have to complete for each of the four Q4L steps.



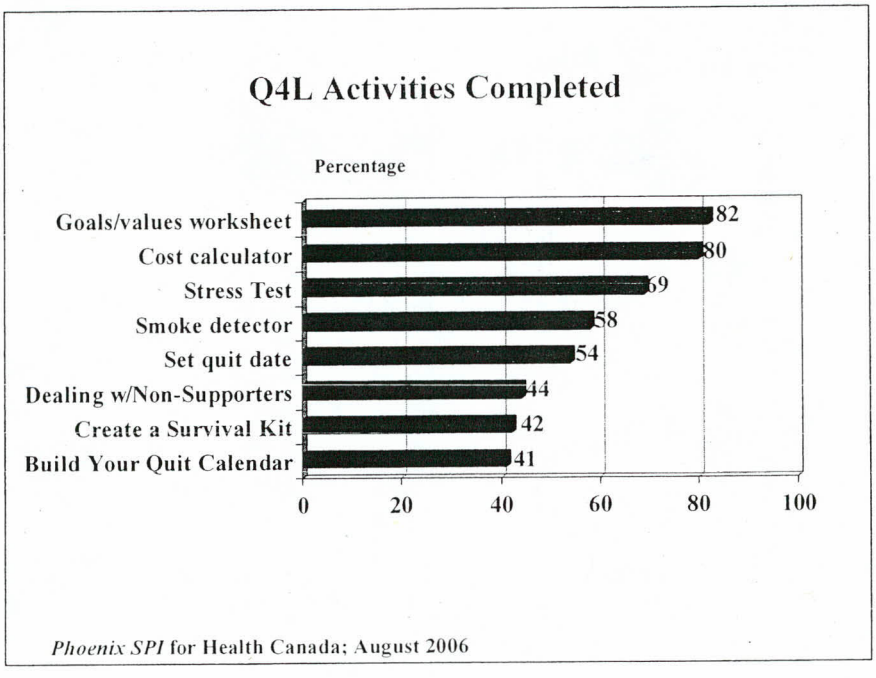
Three-Quarters Say Activities' Length About Right

Turning the focus to the length of time required to complete each activity, three-quarters (74%) think the activities take about the right about of time. The rest do not – 24% feel they are too long and 3% that they are too short.



Majorities Did *Most* Activities; Goals/Values Worksheet & Calculator Top List

The majority of youth completed *most* of the Q4L program activities, but two were used by more respondents than any others. Four in five used the Goals/Values Worksheet (82%) and the Cost Calculator (80%). Somewhat less, but still a strong majority, took the Stress Test (69%), while more than half used the Smoke Detector/Q4L Smoker's Tracking Form (58%) and Make a commitment/Set a quit date (54%). None of the other activities was completed by a majority of intervention participants. Smaller, but similar, numbers of youth said they used the program's Dealing with Non-Supporters (44%), Create a Survival Kit (42%), and Build Your Quit Calendar (41%).



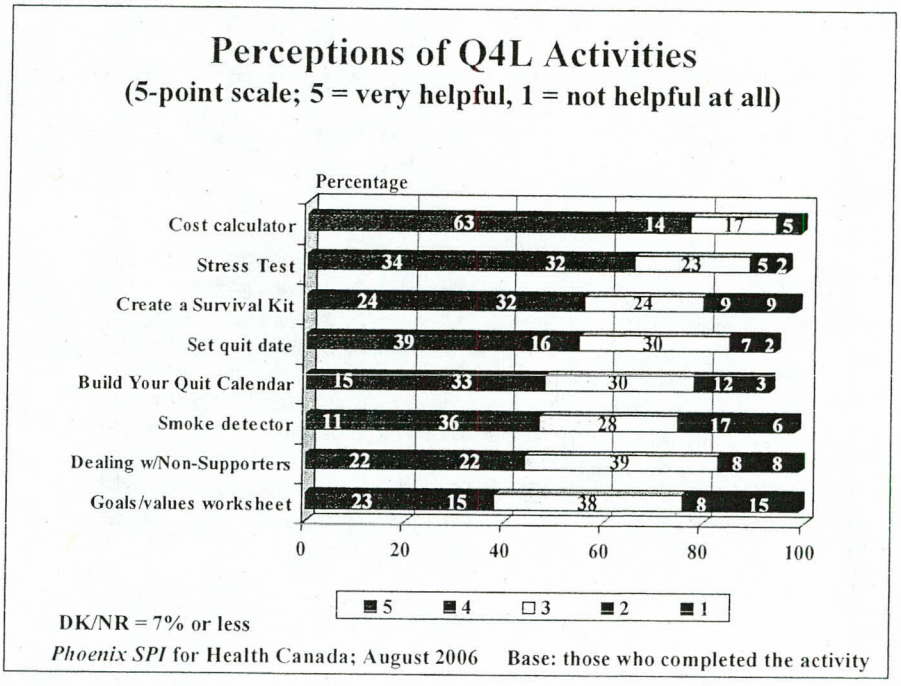
Youth were asked whether they used *any* of the following Q4L program activities:

- The Goals & Values Worksheet: (What's important to you?)
- The Cost Calculator: (How much money will you save?)
- Smoke Detector: the Q4L Smoker's Tracking Form
- Build Your Quit Calendar: (Ready to practice quitting?)
- Dealing with Non-Supporters: (What would you say? What would you do?)
- The Stress Test: (Dealing with stress)
- Create a Survival Kit
- Make a commitment: Set a quit date

Mixed Assessments of Activities in Terms of Helpfulness

Youth offered mixed assessments of the extent to which the Q4L activities they tried were helpful. In fact, a majority of participants attributed clear value to only four of the eight activities in terms of being helpful. More than three-quarters (77%) thought that the Cost Calculator was helpful, with fully 63% claiming the calculator was *very* helpful. It is worth noting that this activity was among the top two completed by youth. Exactly two-thirds of

those who used the Stress Test considered it to be helpful, while Create a Survival Kit and Set a Quit Date received more moderate ratings. Just over half of those who tried each of these Q4L activities (55-56%) found them to be helpful. In the case of Set a Quit Date, those who did consider it to be of value were far more likely to say it was *very* (39%) not *moderately* (16%) helpful.



Somewhat less attributed value to the other activities. Similar numbers found Build Your Quit Calendar (48%), Smoke Detector (47%), and Dealing with Non-Supporters (44%) to be of value. The activity that was considered to be the least helpful was the Goals/Values Worksheet. While this activity was the one that the large majority of youth tried, just 38% of them attributed clear value to it (the same proportion, 38%, saying that it was neither helpful/not helpful and 23% stated unequivocally that it was not helpful).

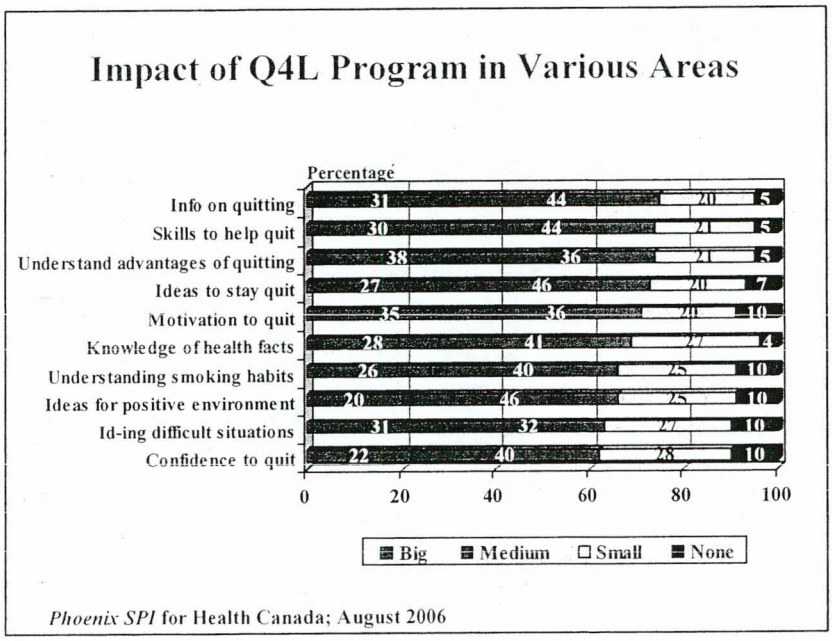
Q4L Has Moderate-to-Big Impact in All Areas

Youth were asked to evaluate the <u>impact</u> of the Q4L program in the following areas (using a 4-point scale: big impact, medium, small or no impact):

- Helping them understand their smoking habits, such as when they smoke and why.
- Helping them understand the advantages of quitting smoking.
- Increasing their knowledge about health facts and smoking.
- Increasing their motivation to quit smoking.
- Increasing their confidence that them can quit smoking or stay quit.
- Teaching them skills to help them quit smoking or cut down.
- Providing them with information to help them quit smoking or cut down.
- Providing them with ideas about how to create a positive environment for themselves.
- Helping them identify difficult situations and develop ways to cope with them.

- Giving them ideas to help them stay smoke-free once they have quit smoking.

Youth perceptions of the impact of the Q4L program were moderately to very positive. Those who used Q4L felt that the program had an impact in each of these areas, ranging from a low of 62% (confidence to quit) to a high of 75% (information on quitting). With just one exception, however, the impact in each area was more likely to be perceived as *medium* (32-46%) rather than *big* (20-38%).



In general, the areas that the program was perceived to have the most impact related to the provision of practical, 'how-to' information. This included providing information (75%) and skills (74%) to help youth quit smoking or cut down, giving youth ideas to help then stay smoke-free once they quit (73%), providing ideas about how to create a positive environment (66%), and helping youth to identify difficult situations (63%).

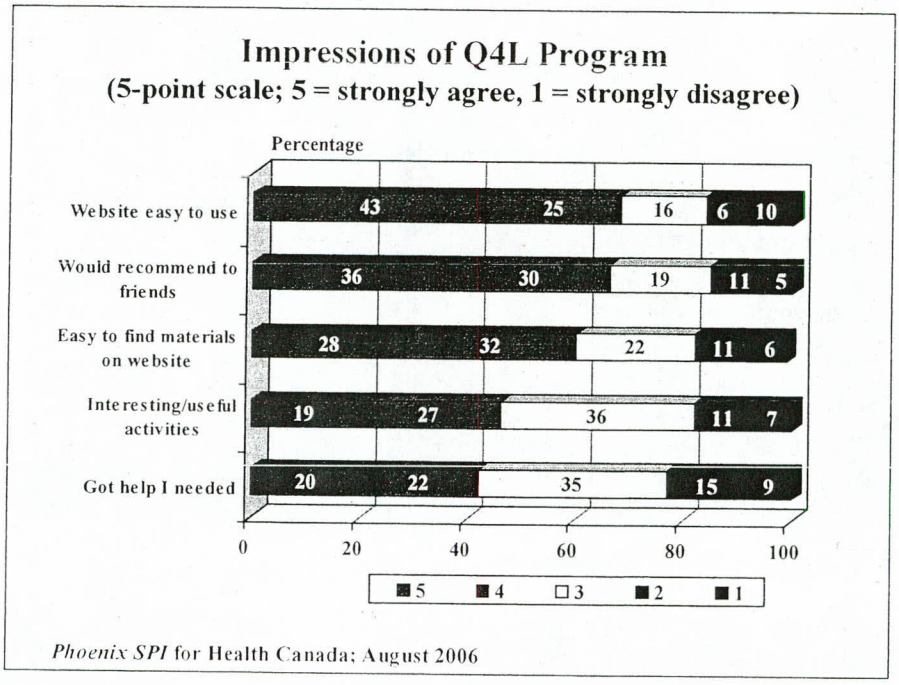
When the focus is on personal efficacy and related issues, strong majorities felt that Q4L had an impact. In total, 74% said the program helped them to understand the advantages of quitting, 71% that it increased their motivation to quit, 69% that it increased their knowledge about health facts and smoking, and 66% that it helped them understand their smoking habits. Six in ten (62%) youth said Q4L increased their confidence in their ability to quit smoking or stay quit. Recall that over half the youth from the intervention group (54%) expressed confidence in their ability to quit or stay quit when asked about it in general.

Mainly Positive Impressions of Q4L Program

Youth were asked to rate their level of agreement with a number of statements about the Q4L program overall (using a 5-point scale: 5 = strongly agree, 1 = strongly disagree). The areas being assessed included the following:

- I would recommend the program to my friends who smoke.
- I got the kind of help I needed from the program.
- The activities were interesting and useful.
- The Quit4Life website was easy to use.
- It was easy to find what I needed on the website.

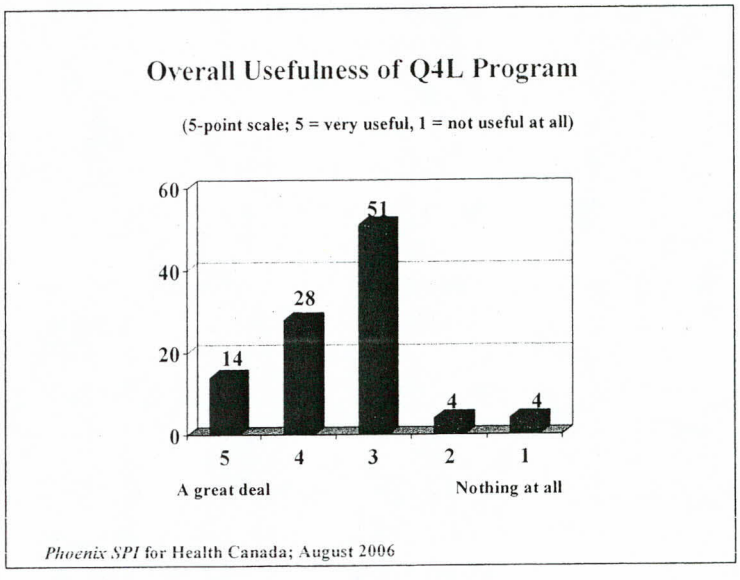
Youth tended to offer more positive assessments of the website itself, rather than the actual program. More than two-thirds (68%) agreed that the site is easy to use, with 43% *strongly* agreeing with this. In addition, slightly less, but still a strong majority, felt that it was easy to find what they needed on the site (60%).



Turning more specifically to the program, participants offered only modest assessments of Q4L. Despite the fact that most would recommend the program to friends (66%), significantly fewer agreed that the activities were interesting or useful (46%) and that they got the kind of help they needed from the program (42%). When it came to perceptions of these program aspects, the single greatest proportion of youth expressed no opinion at all, rather than agree or disagree with either statement (35-36%).

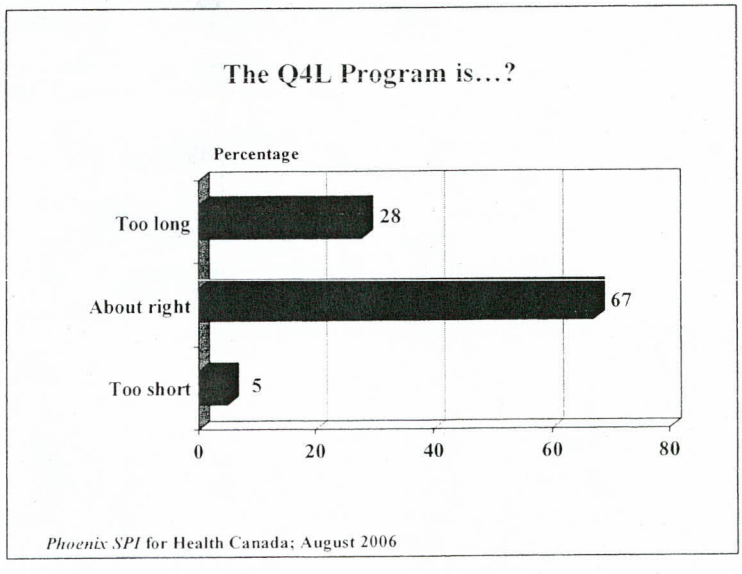
Strong Minority Attribute Value to Q4L Program

A strong minority (42%) viewed the Q4L program as useful in terms of helping them try to quit smoking or cut down on the amount they smoke (i.e. scores of 4-5 on 5-point scale). In total, 51% were neutral, viewing the program as neither useful nor not useful. Relatively few (8%) did not attribute value or utility to the Q4L program.



Two-Thirds Think Program Length is 'About Right'

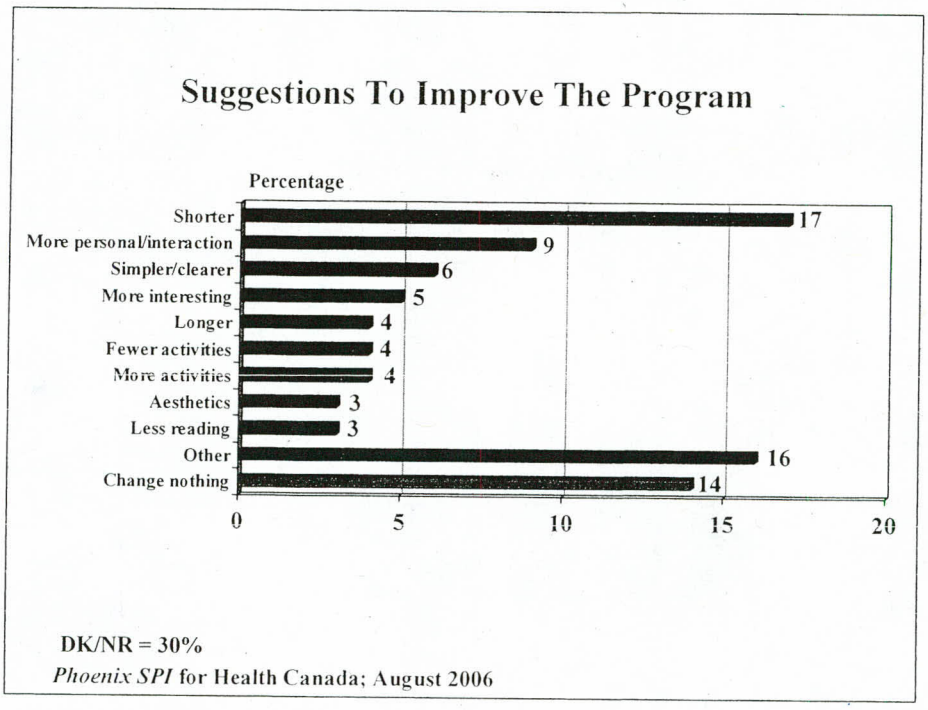
Two-thirds (67%) of intervention group youth said the length of the Q4L program is about right. Recall that clear majorities also agreed that the length and number of Q4L activities is about right. Conversely, just over one-quarter (28%) felt that the four week length of the program is too long. Very few (5%) found Q4L to be too short.



These findings are somewhat at odds with those of the in-depth interviews. When asked to identify weaknesses of the Q4L program, many participants pointed to the length of the program. These youth thought that the program should be longer in order for them to be able to go through it in more detail and take what they considered to be the appropriate amount of time needed for each step. It might be that self-selection resulted in a set of interview participants who were more serious about quitting smoking than others. Health Canada should not consider the qualitative findings to be an anomaly per se. Rather, it might be more prudent to view this as a reflection of the preferences of those who took the Q4L program in a more diligent way than other members of the intervention group.

Variety of Suggestions Offered to Improve Q4L Program

At the end of the survey, youth were asked to offer suggestions to make the Q4L program more effective. In total, close to half the respondents did not provide any substantive feedback – 30% did not offer a response and 14% said that nothing needs to be changed.



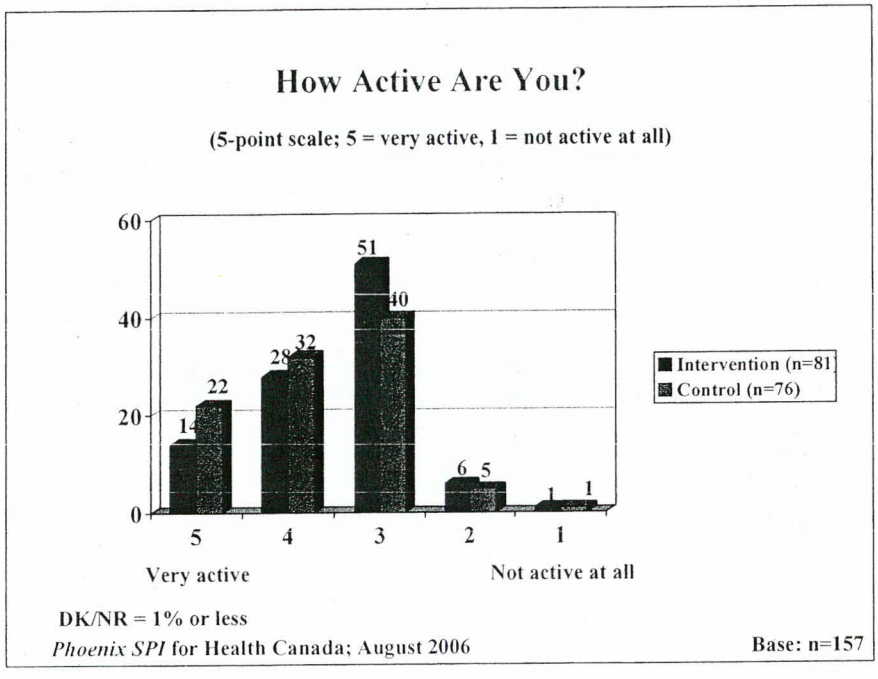
Among those who did feel that the program could be improved (n = 59), the only comment mentioned with any frequency was to make Q4L shorter. Seventeen percent of youth felt that reducing the length of Q4L would make it more effective. Conversely, 4% of the intervention group thought that making the program longer would make Q4L better. Other feedback related to the design of the program included making the program more personalized (9%), simpler or clearer (6%), or more interesting (5%), as well as revising the number of activities in each step – 4% each suggested fewer or more activities, and having less reading (3%). Few offered suggestions to improve the website per se – 3% said the program could be improved by focusing on its visual appeal or aesthetics of the site.

Included in the 'other' category are a wide variety of responses, some of which include relying less on the computer, advertising the program, needing more than information to get youth to quit smoking, focusing on 'tricks' to avoid smoking, and providing reminders and encouragement.

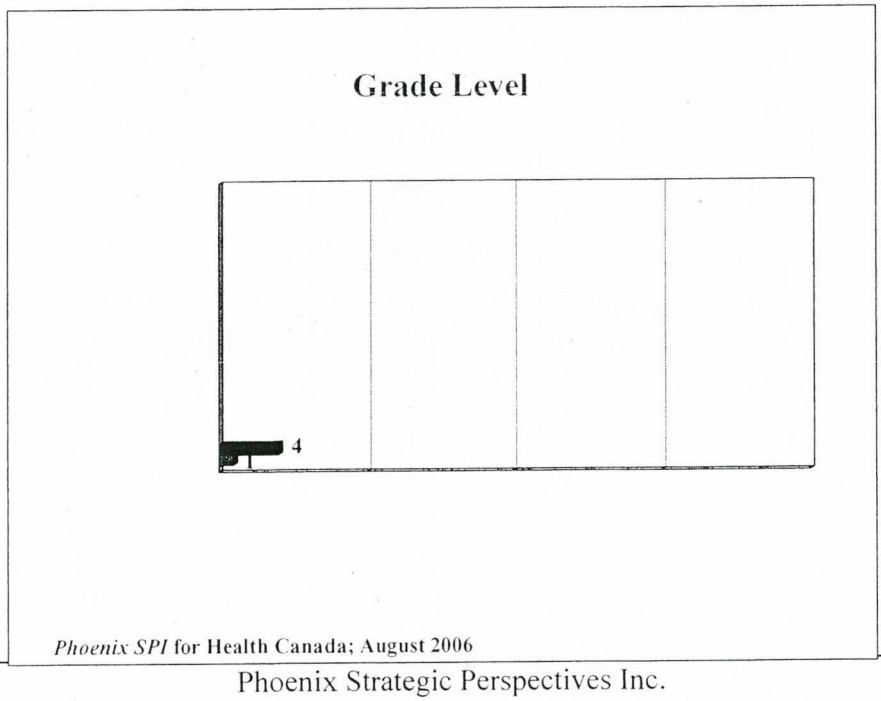
PROFILE OF YOUTH

The following graphs present the characteristics of intervention and control group participants, including degree of involvement in physical activity, education, age, gender, language, and region.

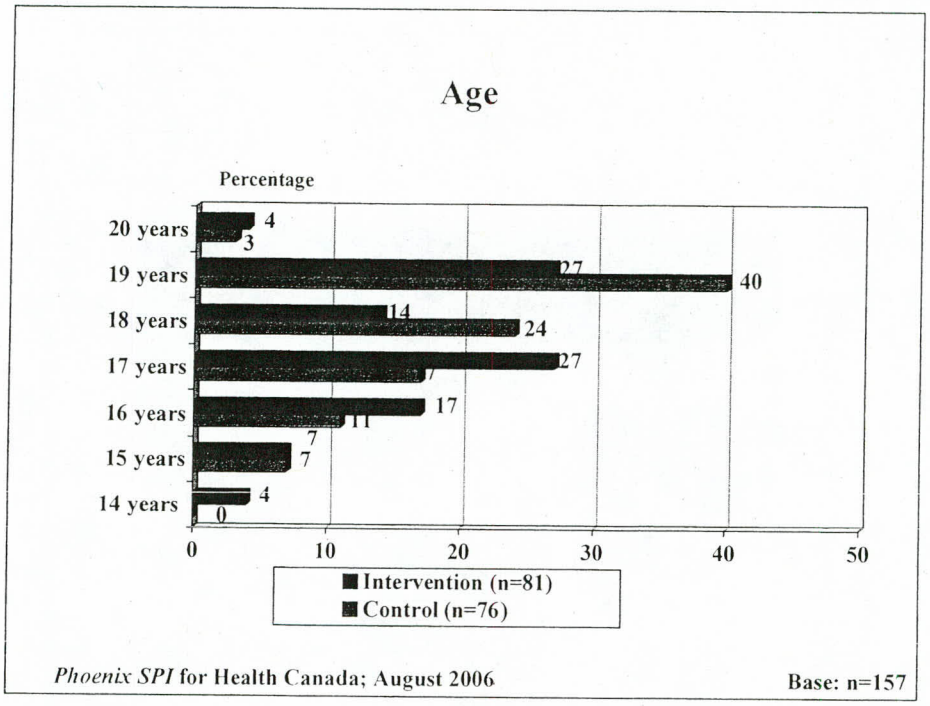
Level of Physical Activity



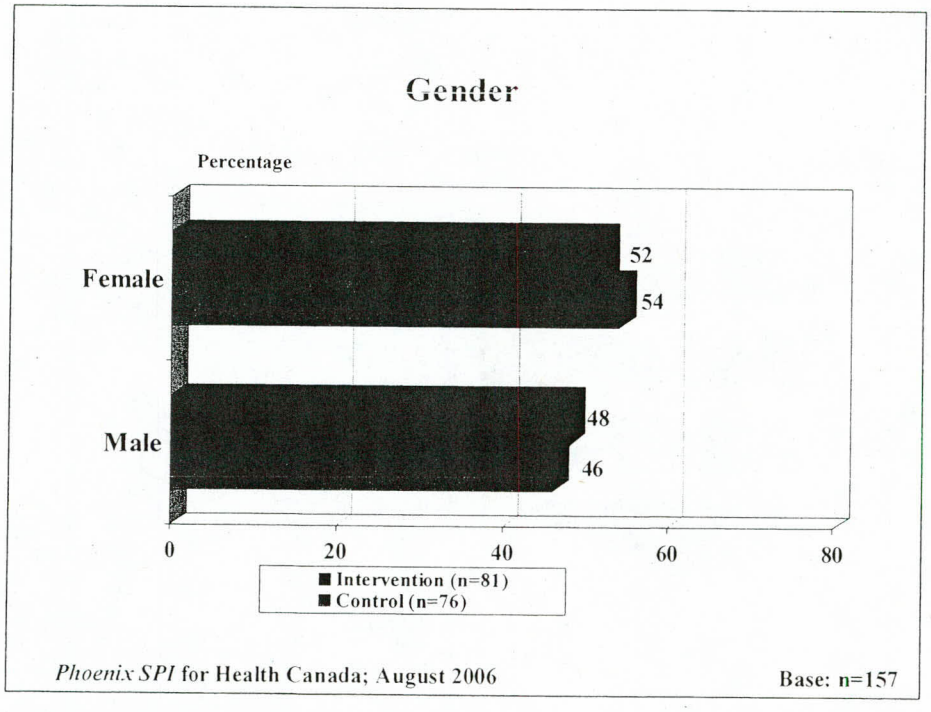
Education



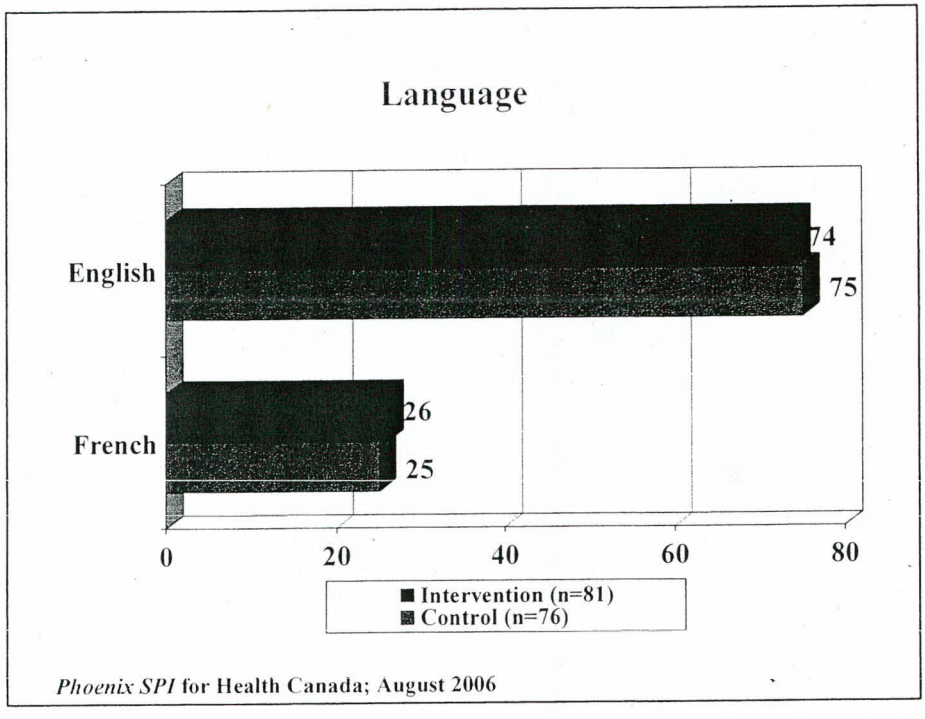
Age


Age
Percentage
20 years
19 years
18 years
17 years
16 years
15 years
14 years
4
3
27
40
14
24
27
17
11
7
7
4
0
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Intervention (n=81)
Control (n=76)
Phoenix SPI for Health Canada; August 2006
Base: n=157

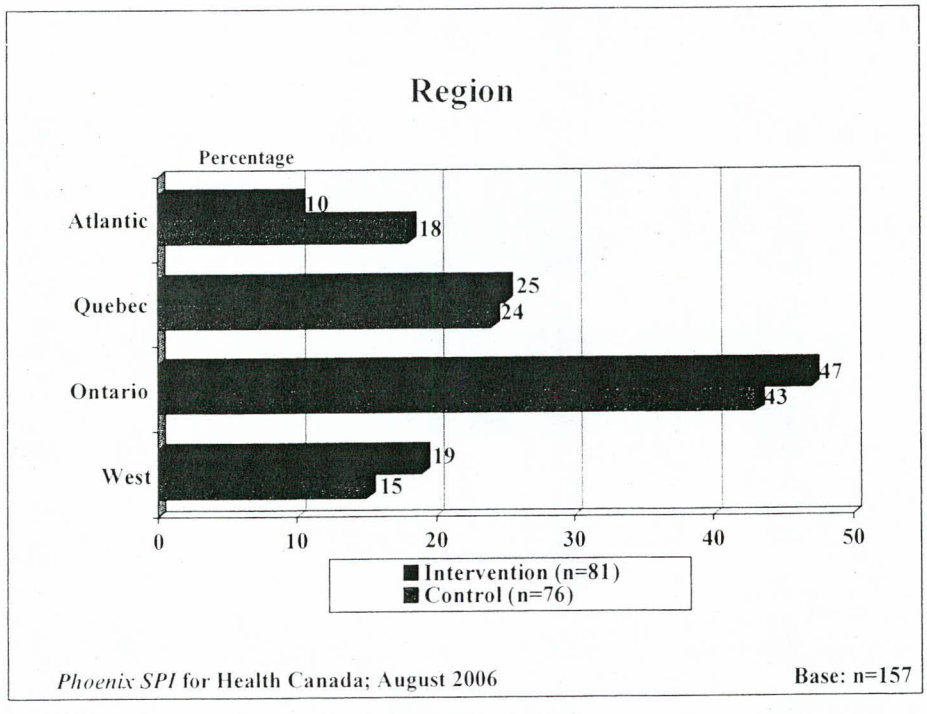
Gender


Gender
Percentage
Female
Male
52
54
48
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80
Intervention (n=81)
Control (n=76)
Phoenix SPI for Health Canada; August 2006
Base: n=157

Language



Region



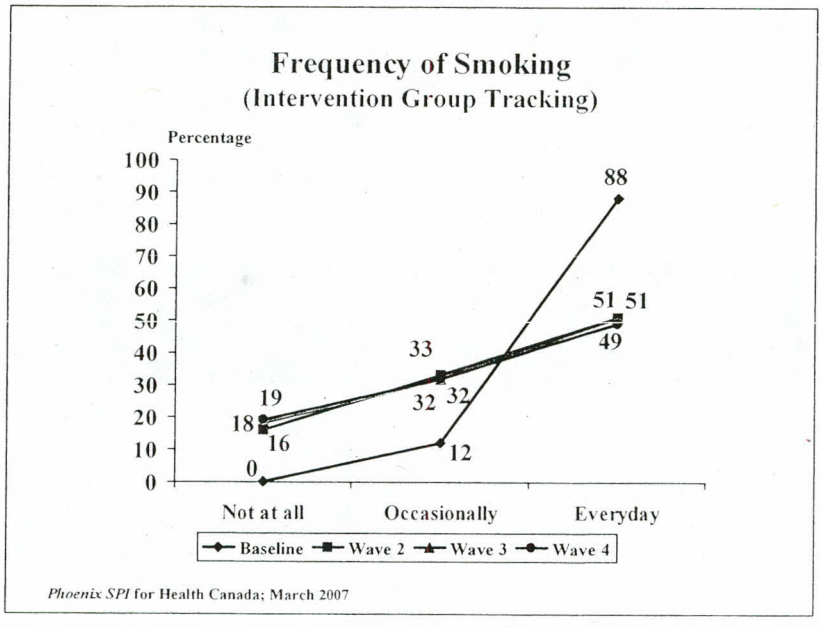
COMPARISON ACROSS FOLLOW-UP SURVEYS

Findings in this section compare participants' smoking behaviours and attitudes over each of the four waves of this research program. Unless otherwise indicated, results are reported for the intervention group, followed by noteworthy differences in the control group.

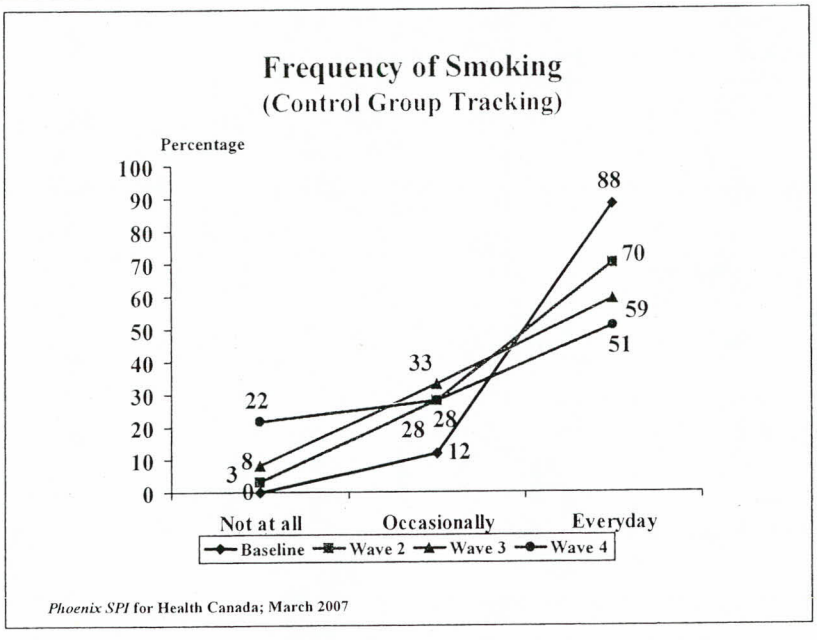
CURRENT SMOKING HABITS

Decline in Smoking Frequency Over Time

The likelihood of youth quitting smoking increased over the course of the research program. Looking at the intervention group, changes in smoking frequency were positive and considerable at first, and then improved slightly across subsequent waves. The number of participants who quit smoking rose from none during the baseline survey (as per the study requirements) to 16-19% in the post-intervention waves. Similarly, the proportion of occasional smokers increased from 12% to 32-33% between the baseline and follow-up surveys. The rise in occasional and non-smokers is echoed in the substantial decrease (as much as 39%) in the number of daily smokers over time – from a high of 88% during the baseline to approximately half (49-51%) across the follow-up waves.



Compared to the intervention group, those in the control group were about as likely to have quit smoking (22%) or become occasional smokers (28%) by the end of the research. However, it does appear that youth exposed to the Q4L program made positive smoking-related changes at a faster pace than members of the control group. While 16% of intervention youth had quit smoking by the first follow-up, only 3% of control group participants had done the same. Likewise, at the three-month follow-up, those who tried Q4L were more than twice as likely to have quit (18% vs. 8%). By the final follow-up, the gap between the two was small – 19% of the intervention group were smoke-free compared to 22% of the control group.



Decrease in Number of Cigarettes Smoked Among Daily Smokers

While the proportion of daily smokers decreased over the study, the number of cigarettes smoked per day *increased* among participants who continued to smoke on a daily basis regardless of the research group.[4]

Daily Smokers: Number of Cigarettes Smoked Per Day

No. of Cigarettes	BASELINE (N =214)	WAVE 2 (N = 94)		WAVE 3 (N =68)		WAVE 4 (N =54)	
	All %	I %	C %	I %	C %	I %	C %
20 or more	6	12	4	16	6	14	8
10-19	22	17	32	16	33	18	27
5-9	43	44	34	28	47	36	39
4 or less	30	27	30	41	14	32	27

Note: I = Intervention Group; C = Control Group

Base: daily smokers

Phoenix SPI for Health Canada; March 2007

[4] This finding may be more a reflection of the fact that a higher proportion of youth are now non-smokers or occasional smokers than that some youth are *actually* smoking more heavily since the baseline survey. That is, lighter-smoking daily smokers may have been more likely to become occasional smokers or non-smokers, leaving a higher proportion of heavy smokers among the final pool of daily smokers. Alternatively, it may be related to the type of youth that completed the study – that is, wave four non-respondents may be lighter smokers who chose not to stay in the study. These observations aside, such data anomalies are mitigated by the control versus intervention design.

Compared to the baseline when 28% of youth smoked 10 or more cigarettes a day, the number of 'heavy' smokers gradually increased: intervention (29-32%) and control (36-39% in the second and third waves and 35% in the final wave). Notably, the heaviest of the intervention group smokers (i.e. those who smoke 20+ cigarettes a day) had increased two-fold in the follow-up waves (from 6% to 12-16%), yet this same category of smoker remained a much smaller proportion of the control group 'heavy' smokers.

Since the baseline, the proportion of intervention group 'light' smokers (i.e. less than 10 cigarettes a day) decreased steadily, albeit modestly, from 73% to 71% in wave two, 69% in wave three, and 68% in wave four. Likewise, fewer members of the control group characterized themselves as light smokers by the six-month follow-up (66% vs. 73%). This undoubtedly reflects the fact that a proportion of the youth participants are now non-smokers or occasional smokers – 19-22% have now quit smoking and 28-32% smoke occasionally. As noted above, lighter-smoking daily smokers may have been more likely to become occasional smokers or non-smokers, leaving a higher proportion of heavy smokers among the final pool of daily smokers.

Changes for Individual Respondents[5]

Looking at the changes made by individual participants over the course of the research program reveals a similar pattern. Since the baseline, participants in each group were similarly likely to have decreased the frequency of their smoking by the final follow-up wave (42-43%). That is, they went from being a daily smoker to an occasional or non-smoker, or from an occasional to a non-smoker. Of the daily smokers, however, youth who took part in the intervention were more apt to smoke less now than they did at the time of the baseline (36% vs. 24% of the control group). Members of the control group, on the other hand, were more likely to have made no change at all (64% vs. 43%).

Highlighting the impact of the Q4L program on youth, intervention group participants who visited the website in the last three months were more likely to have made a positive change in their smoking (46% vs. 39% of those who had not visited). In short, use of Q4L in the past three months appears to have resulted in more positive change, to a moderate degree, in the smoking behaviour of members of the intervention group by the last wave of the study.

Focusing on demographics, female youth tended to smoke less now than they did at the time of the baseline survey (46% vs. 39% of male respondents).

Occasional Smokers Habits

Compared to the control group, youth who took part in the intervention were more apt to smoke on 10 or fewer of the 30 days preceding the survey. They were steadily and considerably *less* likely to have smoked on more than half the days of the last month (from 52% at first follow-up, to 30% in wave three, and 22% in wave four). Caution should be used when interpreting these results, as the total number of occasional smokers was quite small (n = 28-48) during this study.

[5] These data are based on youth who responded to all four waves of the survey.

Occasional Smokers: Number of Days Smoked in Past 30 Days

No. of Days	BASELINE (N = 28)	WAVE 2 (N = 48)		WAVE 3 (N = 40)		WAVE 4 (N = 32)	
	All %	I %	C %	I %	C %	I %	C %
>20	18	15	19	5	10	-	21
16-20	29	37	38	25	30	22	43
11-15	22	15	19	10	35	11	14
6-10	22	19	14	35	20	33	7
<6	11	15	10	25	5	33	14

Note: I = Intervention Group; C = Control Group

Base: daily smokers

Phoenix SPI for Health Canada; March 2007

The number of cigarettes smoked per day by occasional smokers tended to decrease over time as well, particularly for intervention group youth. Notably, these youth were more likely to say they smoked one or two cigarettes only. At the first follow-up, 48% of youth who took part in the intervention smoked one to two cigarettes, compared to 43% of the control group, and for the subsequent waves, the variations between the groups were more substantial – 65% vs. 30% and 61% vs. 50%. Once again, caution should be used when interpreting these results, due to the small sample size of occasional smokers.

Occasional Smokers: Number of Cigarettes Smoked Per Day

No. of Cigarettes	BASELINE (N = 28)	WAVE 2 (N = 48)		WAVE 3 (N = 40)		WAVE 4 (N = 32)	
	All %	I %	C %	I %	C %	I %	C %
Six or more	22	11	19	5	10	11	7
Five	18	19	14	10	15	11	7
Three-Four	21	22	24	20	45	17	36
Two	29	11	38	20	15	33	50
One	11	37	5	45	15	28	-

Note: I = Intervention Group; C = Control Group

Base: occasional smokers

Phoenix SPI for Health Canada; March 2007

Decrease in Intervention Pro-Smoking Attitudes, But Most Still Crave Cigarettes

Pro-smoking attitudes generally declined over the course of the research. However, there was one important exception to this finding – virtually everyone continues to experience feelings that they really need a cigarette. While there was a modest decline in the proportion of youth that craved cigarettes in the three-month follow-up (79-86% vs. 90-91% in the baseline and first follow-up), at the end of the study there had been no change since the baseline survey, nor any variation between the two groups (90% vs. 89-90% of the intervention and control group in wave four).

Beyond cravings, youth who took part in the intervention were less inclined to say they function better after their first cigarette (from 70% at the baseline to 52% in wave two, and 58-59% in waves three and four), worry about running out of cigarettes (from 52% to 38% to 33% to 26% in wave four), and think about how to get more cigarettes when they are running low (from 45% to 35% to 23% to 20% in wave four). Over time, the likelihood of avoiding places where smoking is prohibited did not change (16% vs. 15-17%).

Smoking-Related Attitudes

Attitudes	BASELINE (N = 242)	WAVE 2 (N = 142)		WAVE 3 (N = 108)		WAVE 4 (N = 86)	
	ALL %	I %	C %	I %	C %	I %	C %
Crave cigarettes	90	91	91	79	86	89	90
Function better after 1st cigarette	70	52	57	58	61	59	60
Worry about running out	52	38	47	33	46	26	38
When low on cigarettes, think about it	45	35	32	23	38	20	25
Avoid no-smoking places	16	15	11	15	11	17	3

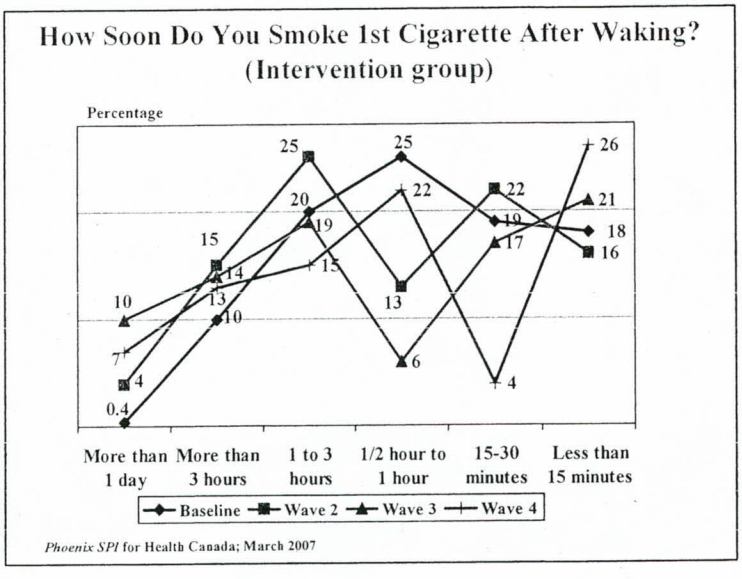
Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Compared to the intervention group, members of the control group were slightly *more* apt to hold pro-smoking attitudes – that is, to think they function better after their first cigarette (57% vs. 52% in wave 2, 61% vs. 58% in wave 3 and 60% vs. 59% in wave 4), worry about running out of cigarettes (46-47% vs. 33-38% of intervention youth in waves two and three, and 38% vs. 26% in wave four) and think about how to get cigarettes when they are running low (38% vs. 23% in wave three, and 25% vs. 20% in wave four).

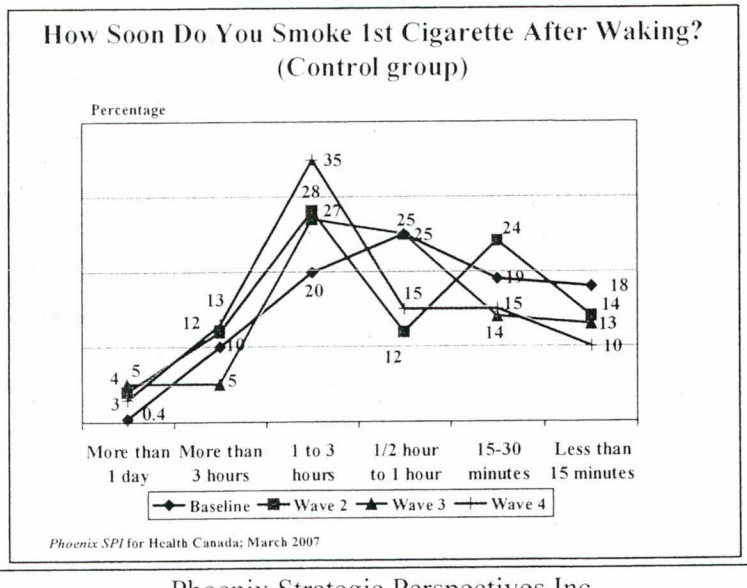
Youth Tend to Wait Longer Before First Cigarette

Over time, youth were generally more likely to wait longer before smoking their first cigarette after waking in the morning. Compared to the baseline survey, the youth who took part in the Q4L program were slightly more apt to say they wait one hour or more before their first cigarette (30% vs. 35% wave four). While higher than the baseline, this is down somewhat since wave two and three when 43-44% said they do not smoke their first cigarette for at least one hour or more.



At the other end of the spectrum, however, these youth were more likely than at previous times to delay their first cigarette for less than 15 minutes in the final two follow-ups (from 16-18% to 21% in wave three, and 26% in wave four).

More youth in the control group appear to be waiting longer to have their first cigarette in the morning compared to the intervention group – by the final wave, 51% wait one hour or more versus 35% of the intervention group.



Decreased Likelihood of Smoking at Various Times Among Intervention Youth

Not only has the likelihood of youth quitting smoking increased over the course of the study, those who continued to smoke were less likely to do so at various times of day. In other words, youth seem to have made some progress in terms of breaking their pattern of smoking.

Frequency of Often Smoking at Various Times

Times of Day	BASELINE (N=242)	WAVE 2 (N=142)		WAVE 3 (N=108)		WAVE 4 (N=86)	
	ALL	I	C	I	C	I	C
	%	%	%	%	%	%	%
Weekends	83	77	85	62	86	63	78
After school/work	75	63	62	48	63	48	63
Evenings	69	65	65	58	63	54	68
Before school/work	62	50	51	48	54	44	60
During school/work	60	49	49	50	57	46	53

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Youth who tried the Q4L program were less apt to smoke *often* during all times of the day compared to the control group. In terms of unstructured time, these respondents smoked less often on weekends (from 83% to 77% to 62-63% in the subsequent follow-ups) and in the evenings (from 69% to 63% to 48% in the last two waves). During more structured parts of their day, they were also less likely to smoke before, during or after school or work:

- Before: from 62% to 50% in wave two, 48% in wave three, and 44% in wave four
- During: from 60% to 49-50% in waves two and three to 46% in wave four
- After: from 75% to 65% in wave two to 54-58% in the last waves.

The most pronounced shifts were likely to have occurred between the second and third follow-up waves.

Very little changed for members of the control group in terms of their tendency to smoke on weekends (83% baseline vs. 85-86% in waves two and three, and 78% in wave four), and after school or work (from 75% to 63-68% in the follow-ups) or before it (from 62% to 51-54% in wave two and three and 60% in wave four). While much less notable compared to the intervention group, these youth did smoke less in the evenings and during school or work by the end of the research program.

Changes for Individual Respondents

The disparity between the smoking habits of the intervention and control group is even clearer when examining movement at the individual level. Youth who tried Q4L were less likely to report an increase in the frequency of their smoking before (10% vs. 18% control) and during (14% vs. 18%) work or school. Likewise, these individuals were more likely to smoke less often in the evenings (37% vs. 26%) and on weekends (25% vs. 18%). In contrast, by the final wave, members of the control group were less apt to smoke often after work or school compared to the baseline survey.

Looking at just the intervention group, those who returned to the website in the last three months were more likely than those who had not to smoke less often in their leisure time – 46% vs. 29% in the evenings and 38% vs. 13% on weekends. During structured times of the day, those who had not recently visited the site were more likely to smoke often after school or work (18% vs. 10%), while recent Q4L visitors were more likely to do so before work (15% vs. 5%).

Turning to demographics, male youth were more likely to smoke less often during school or work (33% vs. 24%), on weekends (26% vs. 17%), and in the evenings (35% vs. 29%). Conversely, they were more likely to have increased the frequency of their smoking before school or work (17% vs. 10%), while female youth were more apt to have done so after school or work (18% vs. 7%).

Participants Less Dependent on Nicotine Over Time

Youth in the intervention group were less likely to report high levels of nicotine dependency over time – from 61% to 59% in wave two, and 30-32% in waves three and four. Mirroring this, those reporting low to medium dependency became the majority in the final two post-intervention waves of research (39% at the baseline vs. 41% in wave two, and 69% each in waves three and four).[6] These data are based on a modified version of the Fagerstrom Index[7].

Fagerstrom Index: Nicotine Dependency

Region	BASELINE (N = 242)		WAVE 2 (N =157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	I %	C %	I %	C %	I %	C %	I %	C %
Low	9	7	20	3	44	25	39	37
Medium	30	30	21	25	25	28	30	26
High	40	46	32	41	19	39	21	33
Very high dependence	21	17	27	32	11	8	11	4

Note: I = Intervention Group; C = Control Group

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Turning to the control group, these participants were more likely to report a high or very high level of nicotine dependency over the course of the research program (73% vs. 59% of the intervention group in wave 2, 47% vs. 30% in wave three, and 37% vs. 32% in wave four). Notably, although differences between the two groups were clearest during wave two, they had virtually disappeared by wave four.

[6] Compared to the index used in the initial follow-up chapter of this report, this one has been modified slightly to accommodate the fact that one of the input questions was not asked in waves three or four. To be clear, however, all the numbers included in the table on this page use the same index and therefore are comparable.

[7] The Fagerstrom Index is used to test smokers' addiction to nicotine. This Index has been adapted slightly to reflect a youth audience. Appended to the report is a description of how this rating was calculated from the data.

READINESS TO QUIT SMOKING/STAY QUIT

This section explores respondents' readiness to quit smoking, including their readiness to change their smoking behaviour, their knowledge about how to quit or stay quit, and their motivation and confidence vis-à-vis quitting or staying quit.

Youth Who Haven't Quit Smoking Plan to, But Unsure When

The number of intervention group youth who recently quit smoking jumped from 2% in the first follow-up to 23% in the final wave of research. While these numbers appear to contradict the number of non-smokers reported earlier, these proportions are likely higher because they include youth who recently quit smoking, but who were not successful in their quit attempt. This positive movement over time likely accounts for the fact that fewer intervention group members plan to quit smoking within 30 days (from 22% baseline, to 36% in wave two, and 18-21% subsequently) or six months (20% vs. 11-18%). By the end of the research, the greatest proportion of these youth said they plan to quit, but they do not know when (35%).

Readiness to Quit Smoking

Attitudes	BASELINE (N = 242)	WAVE 2 (N = 157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
Plan to quit within 30 days	22	36	27	21	8	18	8
Plan to quit within 6 months	20	16	27	11	21	18	20
Plan to quit, don't know when	47	32	42	33	38	35	37
Don't plan to quit, but cut down	9	14	0	10	18	5	6
Don't plan to quit/cut down	2	0	2	2	5	2	6
Recently quit smoking	-	2	2	24	10	23	24

Note: I = Intervention Group; C = Control Group
Base: current smokers

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Despite the fact that members of the control group were more likely to hold pro-smoking attitudes (e.g. they function better after their first cigarette or worry about running out of cigarettes), in the final analysis, participants did not differ significantly in terms of their readiness to quit smoking. Intervention and control youth were similarly likely to have quit smoking (23% vs. 24%) or to plan to quit, but to not know when (35% vs. 37%). That said, there are a few noteworthy differences.

Compared to the intervention group, youth in the control group were less likely to plan to quit smoking within 30 days throughout the entire research program. As well, while members of the control group were just as likely as those in the intervention group to have recently quit smoking, they were less apt to have done so by the three-month follow-up (10% vs. 24%). When assessing smoking status, recall that youth who tried the Q4L

program tended to make positive smoking-related changes at a faster pace than members of the control group.

Motivation to Quit Increased Over Time, Higher Among Intervention Youth

Over time, youth in the intervention group were increasingly more likely to be motivated to quit smoking (33% in baseline vs. 46-49% in each follow-up). Perhaps more importantly, these participants were far more apt to describe themselves as *highly* motivated over the course of the research (14% in the baseline vs. 30-33% in each follow-up). The proportion of those who were not motivated was lower in the follow-up waves than at the baseline with one notable exception. At the three-month follow-up, youth were more likely to say they were not motivated to quit (24% vs. 4-9% in wave two and wave 4).

Motivation to Quit Smoking

Level of Motivation (1-5)	BASELINE (N=242)	WAVE 2 (N=157)		WAVE 3 (N=124)		WAVE 4 (N=108)	
	ALL %	I %	C %	I %	C %	I %	C %
Motivated (4-5)	33	46	30	49	30	49	39
3	49	51	57	27	48	42	41
Not motivated (1-2)	18	4	13	24	23	9	20

Note: I = Intervention Group; C = Control Group

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Respondents in both groups were more motivated to quit smoking by the fourth wave, but this motivation was higher among intervention group members than it was for those in the control group (49% vs. 40%).

Intervention Group More Likely to be Confident in Ability to Quit

Underscoring their increasing motivation to quit, intervention group youth were progressively more likely to feel confident in their ability to quit smoking or stay quit as time went on. In fact, following the baseline survey, they became a majority (54%) in waves two and three and a sizeable one by wave four (60%). This is in direct contrast to the control group, for whom confidence remained either near or below the baseline throughout the study (40-43% in waves two and four, and 31% in wave three).

Confidence in Ability to Quit Smoking

Level of Confidence (1-5)	BASELINE (N=242)	WAVE 2 (N=157)		WAVE 3 (N=124)		WAVE 4 (N=108)	
	ALL %	I %	C %	I %	C %	I %	C %
Confident (4-5)	42	54	40	54	31	60	43
3	43	37	42	32	56	30	39
Not confident (1-2)	15	9	18	14	13	11	18

Note: I = Intervention Group; C = Control Group

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Knowledge About Quitting Much Higher Among Intervention Youth

Not only are members of the intervention group more motivated and confident vis-à-vis their ability to quit smoking, their knowledge about the types of things they can do to quit or stay quit increased considerably after the intervention. The proportion of intervention youth who felt they were knowledgeable about quitting smoking increased from 60% at the first follow-up, to 68% in wave three, to 79% in wave four. Control group respondents, on the other hand, were less likely to say they know about how to quit smoking or stay quit: from 48% in wave two, up to 64% in wave three, and back down to 49% at the final wave.

Knowledge of How to Quit Smoking

Level of Knowledge (1-5)	BASELINE (N =242)	WAVE 2 (N =157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
Knowledgeable (4-5)	39	60	48	68	64	79	49
3	39	36	41	24	25	19	33
Not Knowledgeable (1-2)	22	5	11	8	11	2	18

Note: I = Intervention Group; C = Control Group

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Changes for Individual Respondents

Changes made by individuals over the course of the research program are quite consistent with the overall findings. Intervention group youth were more likely to become more motivated (32% vs. 26%) to quit smoking, twice as likely to have increased confidence in their ability to quit (37% vs. 18%), and more apt to be more knowledgeable about quitting smoking and staying quit (47% vs. 33%).

Intervention group youth who returned to the Q4L website in the last three months were nearly twice as likely to be more confident that they can quit smoking or stay quit (50% vs. 26%). Notably, however, participants who had not visited the site in the last three months were more apt to say they know more now about quitting smoking than they did in the beginning of the study (52% vs. 42% of youth who used the program in the past three months). There was no difference in terms of motivation.

Female youth tended to have become more motivated to quit smoking since the baseline (33% vs. 24%), although male youth were more likely to express greater confidence in their ability to quit smoking (31% vs. 25%).

MAKING A QUIT PLAN

This section explores the activities undertaken by youth related to quitting smoking, their reasons for quitting/not quitting, their general knowledge about the health benefits of being smoke-free, as well as their quit attempts.

Increased Likelihood of Taking Actions to Prepare to Quit

Compared to the baseline survey, respondents, regardless of the group, were more likely to have taken *most* actions to prepare to quit smoking at the six-month follow-up. Fully 89-90% of participants said they cut back on the number of cigarettes they smoke. Not only was the likelihood of cutting back consistently high through each of the follow-up surveys, it is substantially higher now than it was at the baseline survey. Beyond this, there are a number of noteworthy differences between the two groups of youth.

Looking first at the intervention youth, these participants, aside from cutting back, were more likely to smoke partial cigarettes (from 59% at the baseline to 79% in wave two and 63-66% in the final waves), but less likely to have told their friends and family about their plans to quit smoking (from 79% to 77% in wave two and 61-65%) in wave four. Following this, they tended to avoid trigger situations and to have used a quit smoking program. Their commitment to setting a quit date and looking for information online increased initially, declined in wave three, and was renewed in the final wave (from 22-25% at the baseline to 52-56% in wave two, to 23-29% in wave three, and 41-43% in wave four). The likelihood of speaking to a doctor about quitting and of trying NRTs generally increased over time.

Actions Taken in Past 3 Months to Prepare to Quit Smoking

Actions	BASELINE (N = 242)	WAVE 2 (N = 157)		WAVE 3 (N = 103)		WAVE 4 (N = 83)	
	ALL %	I %	C %	I %	C %	I %	C %
Tell friends/family of plans	79	77	62	65	64	61	62
Cut back	74	88	83	90	80	89	90
Smoke half cigarettes	59	79	71	63	75	66	80
Avoid triggering situations	41	63	41	52	49	55	39
Set a quit date	25	52	36	23	33	41	28
Look for info online	22	56	20	29	24	43	26
Speak to a doctor	17	19	17	23	13	30	21
Try NRTs	17	17	11	19	26	25	21
Use a quit smoking program	-	-	-	33	16	49	13

Note: I = Intervention Group; C = Control Group

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Control group participants departed significantly from the intervention group in several areas. They were steadily more likely to try smoking partial cigarettes (from 59% to 71% to 75% to 80% in wave four) and to speak to a doctor about quitting (13-17% to 21% in wave four). Conversely, these youth were consistently less apt to avoid trigger situations (39-49% vs. 52-63% intervention), look for information online (20-26% vs. 29-56%

intervention), and use a quit smoking program[8] (13-16% vs. 33-49% intervention in waves three and four).

Mixed Level of Concern About Various Aspects of Smoking Over Time

Youth who had not quit smoking by the final survey wave were asked to rate their agreement with the following statements about smoking (using a 5-point scale: 5 = strongly agree; 1 = strongly disagree):

- I am concerned about my health as a smoker.
- I worry about the impact of my smoking on others around me.
- I think about the extra money I'll have when I stop smoking cigarettes.
- Smoking often gets in the way of my physical or social activities.
- I seriously want to quit smoking and think I am ready.

As time went on, intervention group participants were less likely to be concerned about *most* aspects of their smoking. These youth were less apt to think about the extra money they would have (from 73% baseline, to 61-65% to 57% in wave four), to be concerned about their health (from 71-73% to 63-64% in waves three and four), and to feel that their smoking interferes with their physical or social activities (from 43% to 40-46% to 32% in wave four).

Perceptions of Smoking & Quitting Smoking

5-point scale % agree (scores of 4-5)	BASELINE (N =242)	WAVE 2 (N = 140)		WAVE 3 (N = 103)		WAVE 4 (N = 82)	
	ALL %	I %	C %	I %	C %	I %	C %
Think about extra money	73	61	70	65	69	57	74
Concerned about my health	71	73	63	63	64	64	74
Worried about impact on others	45	52	40	48	46	50	53
It interferes socially/physically	43	40	34	46	40	32	47
I'm ready to quit	39	37	33	33	44	43	45

Note: I = Intervention Group; C = Control Group

Base: those who have not quit smoking

Phoenix SPI for Health Canada; March 2007

Youth offered more positive perceptions over time in only two areas. By the end of the research, they were slightly more likely to worry about the impact of their smoking on others (from 45% at the baseline to 48-52% in the follow-ups) and to feel that they are ready to quit smoking (from 39% to 33-45%).

[8] Those in the intervention group were asked if they reviewed or tried to use any quit smoking program other than the *Quit for Life* program.

Youth who did not participate in the Q4L program were more likely to agree with all these statements about their smoking, and in some areas, the difference between the control and intervention groups was quite pronounced. Notably, by the end of the study, control group youth were much more likely to think about the extra money they will have when they quit smoking (74% control vs. 57% intervention) and to express concern about their health as a smoker (74% vs. 64%).

Differences in perceptions aside, intervention and control group participants did not vary significantly in terms of their readiness to quit smoking – recall that they were similarly likely to have quit smoking or to plan to quit, but to not know when by the end of the research program.

Intervention Group Less Apt to Attribute Importance to *Most* Reasons for Quitting

Respondents who had not quit smoking were asked to indicate whether or not the following reasons for quitting smoking were important to them personally, using a 5-point scale:

- If my girlfriend/boyfriend asked me to quit.
- To feel in control of my life.
- To feel better in general.
- To prove I can quit smoking if I really want to.
- So I don't smell of smoke/cigarettes.
- Because I know other people who have gotten sick or died because of smoking.
- If there was someone or something to help me quit.

The importance intervention participants attributed to each of these potential reasons for quitting smoking varied throughout the study. The only consistent finding was that the *ranking* of the top two was unchanged. To feel better in general and to prove it can be done were ranked one and two in importance in the baseline and the final follow-up survey. Overall, the importance assigned to each reason generally declined since the baseline survey or remained unchanged since the intervention. In fact, by the final wave, there were no positive changes to report and, more importantly, members of the control group attributed more importance to *most* of these reasons.

Focusing first on youth who took part in the intervention, despite modest increases during the third wave, these respondents were less likely to attribute importance to feeling better in general (from 77% at the baseline to 68% in wave four) and to feeling in control (from 54% to 48% in wave four) by the final wave. In addition, the importance they attributed to knowing others who had gotten sick or died as a result of smoking steadily declined in each follow-up wave (from 59% to 48-50% waves three and four).

In only one area did youth consistently attribute more importance. By the final wave, 55% of respondents said that having their girlfriend or boyfriend ask them to quit was an important reason for quitting smoking (from 44% at the baseline, 46% in wave two, 52% in wave 3, and 55% in wave four). Perceptions of the other potential reasons for quitting underwent sporadic change over the course of the study, but were similar to the baseline

levels by the final wave. These included having someone or something to help them quit (40% at the baseline, 41% in wave four) and proving it can be done (54% in wave three vs. 60-61% at all other times). In the end, the likelihood of attributing importance to not smelling of smoke varied the least across each wave (52-55%).

Importance of Reasons for Quitting Smoking

5-point scale % saying important (scores of 4-5)	BASELINE (N = 242)	WAVE 2 (N = 140)		WAVE 3 (N = 103)		WAVE 4 (N = 82)	
	ALL %	I %	C %	I %	C %	I %	C %
To feel better	77	69	77	79	84	68	79
Prove it can be done	61	60	71	54	69	61	63
Know others who have died	59	58	59	50	49	48	47
To not smell of smoke	55	55	54	52	73	52	63
To feel in control	54	48	58	58	55	48	61
Girlfriend/boyfriend asked me to	44	46	40	52	47	55	47
Someone/something to help quit	40	49	44	50	66	41	50

Note: I = Intervention Group; C = Control Group

Base: those who have not quit smoking

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Compared to the intervention group, control group youth were more likely to attribute importance to all but two of the reasons for quitting smoking by the final wave – knowing others who have died or gotten sick as a result of smoking and having their girlfriend or boyfriend ask them to quit. They were consistently more apt to attribute higher levels of importance to the following reasons: feeling better in general (79% vs. 68% intervention), not smelling of smoke (63% vs. 52% intervention), feeling in control (61% vs. 48% intervention), having help to quit (50% vs. 41% intervention), and proving it can be done (63% vs. 61%). While members of the control group may have been more likely to view these reasons as important, all participants, regardless of their exposure to Q4L, were similarly likely to have quit smoking or to have plans to quit by the end of the research program.

As well, control group members' views on these issues fluctuated considerably during the research, as did those in the intervention group.

Perceptions of Smoking & Quitting Smoking Among Non-Smokers

Members of the intervention group who quit smoking were somewhat more apt than their control group counterparts to offer positive assessments of smoking and quitting throughout the course of the research program. That said, the differences between the two groups became less pronounced as time went on. Caution is to be used when interpreting the results in the following two tables due to the small numbers of respondents. For this reason, these tables present the actual number of respondents in each group who had quit smoking (n = 17-26).

Perceptions of Smoking & Quitting Smoking

5-point scale (Scores of 4-5)	WAVE 2 (N = 17)		WAVE 3 (N = 21)		WAVE 4 (N = 26)	
	I	C	I	C	I	C
Concerned about my health	12*	3	12	4	12	10
Worried about impact on others	6	3	9	5	7	8
Think about extra money	10	3	11	4	9	10
I'm ready to quit	11	3	11	4	11	9
It interferes socially/physically	10	3	8	1	10	6

Note: I = Intervention Group; C = Control Group
*Actual number of respondents.

Base: those who quit smoking

Phoenix SPI for Health Canada; March 2007

Importance of Reasons for Quitting Among Non-Smokers

Thinking about the various reasons why people quit smoking, more former smokers in the intervention group attributed importance to each reason during the first two follow-up surveys. By the final wave, however, these numbers were quite similar for both the intervention and control group. In addition, although the top three reasons varied over time, non-smokers were consistently likely to attribute the most importance to feeling better in general.

Importance of Reasons for Quitting Smoking

5-point scale (Scores of 4-5)	WAVE 2 (N = 17)		WAVE 3 (N = 21)		WAVE 4 (N = 26)	
	I	C	I	C	I	C
To feel better	14*	3	14	6	10	11
To feel in control	10	2	8	5	7	9
To not smell of smoke	7	3	11	4	9	9
Know others who have died	9	2	5	2	6	7
Someone/something to help quit	8	1	11	2	8	7
Prove it can be done	10	2	10	5	10	9
Girlfriend/boyfriend asked me to	3	1	7	1	6	2

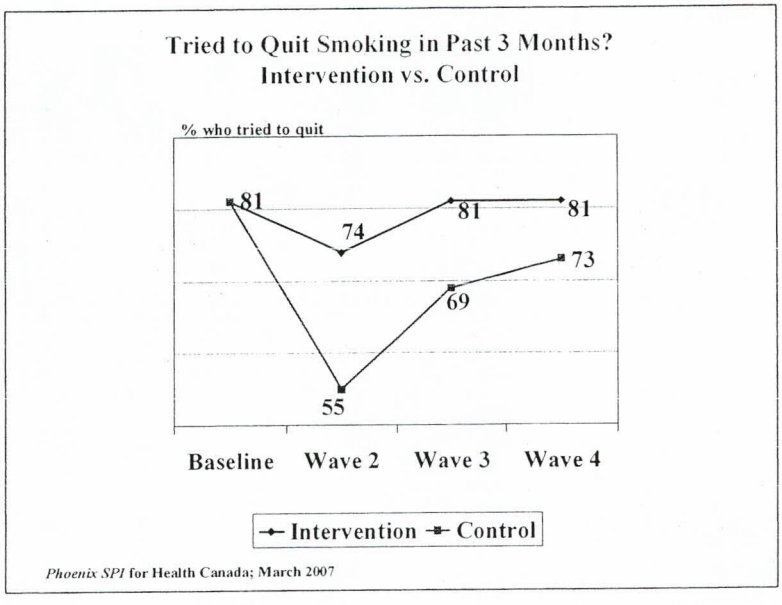
Note: I = Intervention Group; C = Control Group
*Actual number of respondents.

Base: those who quit smoking

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Intervention Group More Likely to Attempt Quitting

Youth who took part in the intervention were more likely to have tried to quit smoking within the past three months. After a decrease in the first follow-up wave, intervention group youth were just as likely to have made a quit attempt in the last three months as they had been at the beginning of research (74% in wave two vs. 81% in the subsequent follow-ups). By contrast, the proportion of youth in the control group who tried to quit smoking decreased sharply in wave two, and rose steadily to a point still below the baseline by the end of the study (from 81% to 55-73%).



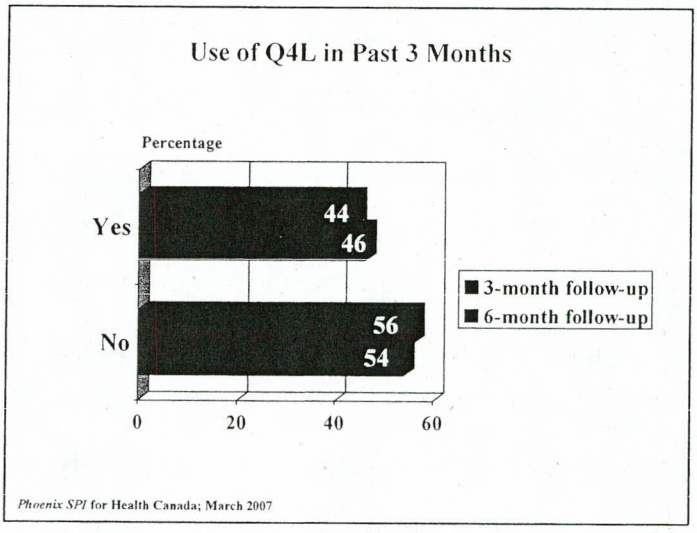
Overall, then, the likelihood of control group participants making quit attempts decreased, while it remained the same for the intervention group. While there was no real difference in the control and intervention group's readiness to quit smoking, recall that intervention participants were less apt to hold pro-smoking attitudes, and more likely to be motivated, confident, and knowledgeable vis-à-vis their ability to quit smoking. This, in part, may help to account for this difference between the two groups.

USE & PERCEPTIONS OF Q4L

This section describes respondents' use and perceptions of Quit4Life (Q4L). The questions in this section were asked only of the intervention group participants: n = 81 in one-month follow-up, n = 63 in the three-month follow-up, and n = 57 in the six-month follow-up survey.

Strong Minority Used Q4L Since the Intervention

A strong minority (44-46%) said they visited the Q4L website during the three-month period proceeding each of the additional follow-up surveys. Youth were reminded that this did not include the times they visited the site as part of this study.



Q4L Continues to be Perceived as Having Moderate-to-Big Impact in All Areas

During each follow-up survey, youth were asked to evaluate the impact of the Q4L program in the following areas (using a 4-point scale: big impact, medium, small or no impact):

- Helping you understand your smoking habits, such as when you smoke and why.
- Helping you understand the advantages of quitting smoking.
- Increasing your knowledge about health facts and smoking.
- Increasing your motivation to quit smoking.
- Increasing your confidence that you can quit smoking or stay quit.
- Teaching you skills to help you quit smoking or cut down.
- Providing you with information to help you quit smoking or cut down.
- Providing you with ideas about how to create a positive environment for yourself.
- Helping you identify difficult situations and develop ways to cope with them.
- Giving you ideas to help you stay smoke-free once you have quit smoking.

Overall, the majority of youth who used Q4L felt it had a moderate to big impact in all areas examined. While perceptions fluctuated throughout the program, they tended to be strongest immediately following the intervention.

Impact of Q4L Program in Various Areas

% saying moderate to big impact	WAVE 2 (N = 81) %	WAVE 3 (N = 63) %	WAVE 4 (N = 57) %
Teaching skills to quit/cut down	74	70	67
Info to quit/cut down	75	65	72
The advantages of quitting	74	73	72
Ideas to stay smoke-free	73	68	69
Understanding smoking habits	66	75	60
Ideas for positive environment	66	64	67
Identifying difficult situations	63	59	61
Knowledge of health facts	69	70	68
Motivation to quit	71	67	60
Increase confidence in quitting	62	65	67

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Over the course of the study, youth increasingly felt that Q4L had a moderate-to-big impact on their confidence that they can quit smoking (from 62% in wave two to 67% in wave four). Recall that intervention group youth, unlike members of the control group, were more likely to feel confident in their ability to quit smoking. This seems to reinforce the perception that the Q4L program had a positive impact on confidence. In addition, while the impact of the program on motivation declined over time, the majority of youth (60%) still felt that Q4L had a positive impact on their motivation to quit or stay quit. This underscores the importance of Q4L as a motivational program, especially in light of the fact that overall motivation was consistently higher among intervention group members than it was for those in the control group.

The perceived impact of Q4L in terms of knowledge remained fairly consistent over the study in *some* areas – teaching youth skills to quit smoking (67-74%) and helping them understand the advantages of quitting (72-74%), increase their knowledge of the health facts of smoking (68-70%), identify difficult situations (59-63%), and learn how to create a positive environment (64-67%). That said, impressions of the program's impact in these areas fell below the levels reported at the one-month follow-up, likely related to the time elapsing between use of Q4L and the final survey.

In the following areas, perceptions of the impact of Q4L declined by the three-month follow-up, but increased in the final wave, although they never reached the level of the first follow-up: providing information to quit or cut down (from 75% to 65% at three months to 72% at six months), or offering ideas to stay smoke free (from 73% to 68-69%). Finally, while a majority (60%) felt that the program had helped them to understand their smoking habits by the end of the study, this was down somewhat from both the first and second follow-ups (66-75%).

Positive Perceptions of Program Over Time

Youth were asked to rate their level of agreement with a number of statements about the Q4L program overall (using a 5-point scale), including:

- I would recommend the program to my friends who smoke.
- I got the kind of help I needed from the program.
- The activities were interesting and useful.
- The Quit4Life website was easy to use.
- It was easy to find what I needed on the website.

Positive perceptions of the Q4L program increased in both the three and six-month follow-up waves. In each of these follow-ups, majorities perceived every aspect of the program positively (51-83%), although the relative ranking changed over time. At three months, participants were most likely to say they would recommend the program to their friends (83%) and to feel that it was easy to find what they needed (73%). At six months, youth were more apt to agree the website was easy to use (72%) and that they would recommend it to a friend (70%).

Overall Perceptions of Q4L Program

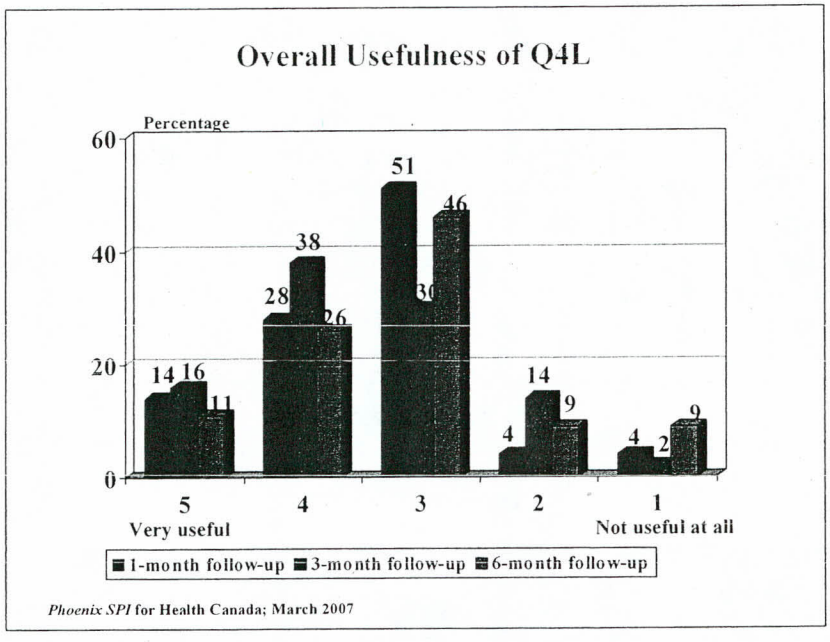
5-point scale % agree (scores of 4-5)	WAVE 2 (N = 81) %	WAVE 3 (N = 63) %	WAVE 4 (N = 57) %
Website easy to use	68	70	72
Easy to find what was needed	60	73	65
Would recommend to a friend	66	83	70
Interesting/useful activities	46	70	61
Gave kind of help needed	42	51	51

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The two areas where the program received more moderate assessments related to the usefulness of the activities and the extent to which Q4L provided the kind of help they needed to quit smoking.

Perceived Usefulness of Program Fluctuated Over Time

The perceived usefulness of the program varied widely over time. The proportion of youth who found the program useful was 42% at one month, 54% at three months, and 37% at six months. Those who found it *very* useful, however, remained somewhat more stable over time (11-16%). At each follow-up, respondents who did not assign a positive score were much more likely to hold a neutral (30-51%) rather than negative (8-18%) view.



PROFILE OF YOUTH

The following graphs present the characteristics of intervention and control group participants, including degree of involvement in physical activity, education, age, gender, language, and region.

Level of Physical Activity

How Active Are You?

Level of Activity (1-5)	BASELINE (N = 242)	WAVE 2 (N =157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
5: Very active	16	14	22	8	15	14	22
4	30	28	32	35	34	33	26
3	42	51	40	46	36	37	39
2	8	6	5	8	10	14	10
1: Not active at all	4	1	1	3	5	2	4

Note: I = Intervention Group; C = Control Group

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Education

Education

Level of Education	BASELINE (N = 242)	WAVE 2 (N =157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
Grade 8 or less	3	4	1	3	2	4	2
Grade 9	6	7	9	10	10	11	6
Grade 10	8	11	7	13	8	12	10
Grade 11	13	15	11	18	12	19	12
Grade 12	33	35	26	33	25	30	24
In college	16	14	16	11	18	12	20
In university	7	4	11	5	10	4	12
Not in school	15	11	20	8	16	9	16

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Age

Age

Age	BASELINE (N = 242)	WAVE 2 (N =157)		WAVE 3 (N = 142)		WAVE 4 (N =108)	
	ALL %	I %	C %	I %	C %	I %	C %
14-15 years old	8	11	7	13	8	12	6
16 years old	12	17	11	21	12	23	10
17 years old	23	27	17	27	18	26	18
18 years old	21	14	24	8	25	9	28
19 years old	33	27	40	29	34	28	35
20 or older	4	4	3	3	3	2	4

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Gender

Gender

Gender	BASELINE (N = 242)	WAVE 2 (N = 157)		WAVE 3 (N = 142)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
Male	46	48	46	48	44	47	47
Female	54	52	54	52	56	53	53

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Language

Language

Gender	BASELINE (N = 242)	WAVE 2 (N = 157)		WAVE 3 (N = 142)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
English	78	74	75	75	74	72	71
French	22	26	25	25	26	28	29

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

Region

Region

Region	BASELINE (N = 242)	WAVE 2 (N =157)		WAVE 3 (N = 124)		WAVE 4 (N = 108)	
	ALL %	I %	C %	I %	C %	I %	C %
Atlantic Canada	13	10	18	13	20	12	14
Quebec	21	25	24	24	26	26	29
Ontario	45	47	43	46	39	44	39
West	21	19	15	18	15	18	18

Note: I = Intervention Group; C = Control Group

Phoenix SPI for Health Canada; March 2007

PART 2 - QUALITATIVE FINDINGS

The second section of the report describes the findings from the qualitative component of this research program. In total, 13 in-depth interviews were completed with participants from the intervention group who had visited and used the Q4L program. The objective of the interviews was to obtain more detailed feedback about the Q4L program/website.

OVERALL IMPRESSIONS OF QUIT4LIFE

Q4L Program Generally Well Viewed

Participants tended to have positive overall impressions of the Q4L program. Most thought that Q4L was a 'good idea' or a '*really* good idea', and they were generally impressed that the program was tailored to young people. Even those who did not quit smoking as a result of the intervention thought that the program was helpful and that it would be useful for other smokers. To explain their positive reactions, most youth pointed to several aspects of the web-based program, including that it was targeted at youth, that it made them think about their smoking, and that they liked the program steps.

Interactivity, Information – Most Liked Aspect of Q4L

Youth focused almost exclusively on two attributes of Q4L when asked to identify what they thought was particularly well done about the program. The key strengths of Q4L are its interactive design and the quality of the information. Participants appreciated the interactive experience offered by the web-based program. As a concept, they felt that Q4L was well-thought out. Some pointed to the fact that the program keeps youth involved and makes them aware of various aspects of smoking. Others noted that the information itself kept them engaged because it is practical and comprehensive. A small number of youth said that specific features such as, the Cost Calculator and the Smoke Detector, enhanced their experience using the program.

Main Weaknesses of Q4L – Reading & Repetition

Despite the generally positive feedback, youth routinely identified two things that they did not like about the program. While participants liked the overall quality of the information, the most common criticisms of Q4L related to the length of the texts and the perceived repetition of content. Some youth did not care for the amount of reading required of those using the web-based program, and others felt that there was too much repetition throughout the program.

In addition to these perceived weaknesses, several participants suggested that the program could be improved by adding graphics depicting smoke-damaged organs, by including more tips-based content, and by increasing the length of the program by one week.

USE AND OVERALL PERCEPTIONS OF QUIT4LIFE

Nearly Everyone Completed All 4 Steps in Order

Most youth who took part in the in-depth interviews completed the full Q4L program. In terms of how they approached the program, everyone tended to follow the steps in order, going through the first to the fourth step, one at a time. To explain why, youth attributed this to the structure of the website (i.e. this is how the program is made available) or to the fact that they wanted to complete the program properly, from start to finish. Some participants skipped through sections *within* the steps that they felt were not helpful, or tended to combine the first two steps and complete them at the same time, as though they were really one step. The few participants who did not finish the program completed steps one and two ('Get Psyched' and 'Get Smart'). However, they did not try to finish the remaining steps in the program because they claimed to have not been aware of the other steps or to not have been serious about quitting at this point.

Q4L Website Use Varied; Most Explored Site & Printed Worksheets/Forms

Some participants were clearly more committed to completing the Q4L program than others. When asked how many times they visited the website, several youth said they went to the website between 20 and 30 times. Most of the rest made 10 or fewer visits to the Q4L website over the course of the four-week program. Regardless of the frequency of their visits, youth tended to stay at the site each visit for up to a half hour on average. Some elaborated, and offered that this amount of time was sufficient to scan over or to look through the site. A few specifically identified downloading/printing forms and tools. That is, they visited the website to get the information that they needed, but did not do much of the actual program online at the site.

Turning to what youth did at the website during their visits, most accessed the program content and tried the activities. Youth used the Q4L site by reading the information online and by completing the worksheets. In terms of the latter, youth tended to complete them either online or in paper format, where possible. With prompting, several participants demonstrated use of the following program tools, often in addition to reading the information provided: they printed/used the Goals & Values Worksheet, filled out the Smoke Detector: the Q4L Smoker's Tracking Form, and used the Cost Calculator.

Many Took 5 Weeks to Complete Q4L; Participants Divided on Length of Q4L

Many participants took longer to complete the Q4L program than the prescribed four weeks. In fact, several expanded on this, noting that they either spent one and a half to two weeks on the last step ('Get on With It') or a few extra days on the first step ('Get Psyched'). In general, these youth took approximately five weeks to complete the four-week program. Conversely, those few youth who did not complete all four steps of the program typically were finished with Q4L in one to two weeks.

Opinion was divided over the four-week length of the program. While some youth thought that the Q4L program length was sufficient, just as many felt that it was too short. Those who felt that the length was appropriate pointed to a desire to get results quickly. They characterized themselves as impatient and anxious to finish, or said that they simply

wanted to see results. Those who felt the program was not long enough were unanimous in thinking that, in order to be effective, smoking recovery should not be rushed. These participants felt that it was important that they have an adequate amount of time available to them to quit smoking. One youth even suggested that the program should be extended to eight weeks.

Many Would Have Used Q4L if Not Part of Research

Many youth believe that they would have tried the Q4L program had they not been asked to do so as part of the research. That said, only a few could say why they felt this way. These participants suggested that their use of the program would be entirely dependent on their motivation to quit at the time they came to the website. If they came across Q4L and they were not ready to quit smoking, they would not have given the website more than a quick glance. Those who felt they *definitely* would not have used the program pointed to their limited interest in quitting smoking and to their lack of awareness of the program. In terms of awareness, these youth thought that they would not have heard of the program if they had not been a part of the research. This reason tended to lead to the suggestion that advertising Q4L should be considered to improve the program's visibility.

ASSESSMENT OF QUIT4LIFE

All Steps Viewed as Simple, Clear & Easy to Understand

Youth were unanimous in their view that the four steps of Q4L are simple, clear and easy to understand. The language and tone used were seen to be appropriate to the target audience, and the content of each step judged to be well organized. Participants tended to characterize the steps as 'well laid out', 'understandable', or 'well put'. No one indicated that they did not understand the material in any of the four steps.

Get Psyched

Perceptions of 'Get Psyched'

Many participants offered a moderately positive assessment of the first step, 'Get Psyched'. These youth felt that this step provided a good introduction to the smoking cessation program. In terms of features, some thought that the Cost Calculator was particularly useful, and a 'real eye-opener' in terms of realizing how much it costs them to smoke.

Not all youth interviewed felt that this first step was valuable. A few said that 'Get Psyched' was superfluous or redundant, explaining that they already knew *why* they wanted to quit and it offered nothing new on the topic of smoking and quitting smoking.

Most Found 'Get Psyched' Informative

Most youth agreed that the information in this section was educational and informative. The intensity of agreement, however, varied somewhat. Some claimed to have learned many new things (i.e. the money they spent, some of the facts they read), while others said they learned inconsequential facts only – nothing of consequence. In other words, while

most found this section informative, the importance attributed to the content was not the same. For some, it was valuable, and for others, it tended to be trivial and insignificant.

Get Smart

'Get Smart' Very Helpful for Most; Value Attributed to Identifying Triggers

The content of this section – knowing what to expect when quitting and understanding their habit – resonated quite strongly with most participants. In fact, some youth indicated that this section had the biggest impact on them, and that they found it particularly important in their quit attempt. To explain why they liked this step, youth pointed to the perception that this step was helpful in organizing and planning their quit attempt. For many, the value of this section was that it isolated their patterns of smoking. Referring specifically to activity five, 'What are My Triggers', participants said that they learned when and where they were smoking the most and that they would need a plan or strategy to cope with this. Youth explained that the section helped them to find patterns in their habit and determine which cigarettes they could cut out. Overall, youth participants were usually surprised at what they discovered about the number of cigarettes and frequency with which they smoke.

Get Support

'Get Support' Encouraged Some to Seek Out a Quit Network

This step was generally acknowledged to be an important part of the smoking cessation process. However, while virtually everyone attributed value to this step and understood the importance of a support network, several youth felt that it had minimal use to them. These participants had already expected that they would need support from friends, family and their doctor. In this sense, the content of this step offered them no new learning; they had come to this conclusion without this step. The rest of the youth interviewed had not already thought about turning to others for support. Consequently Activity 9 – Build Your Support Network – encouraged them to reach out for help from some of those close to them.

Get On With It

'Get On With It' – Helpful Reminder

Many found this step helpful in terms of providing encouragement for their future efforts to either quit or stay smoke free. Most of these youth described the fourth and final step in the program as motivational and reinforcing. Several identified specific features or sections that they found useful, including 'What to do about Stress' and the testimonials of former smokers.

PERCEIVED EFFECTIVENESS OF QUIT4LIFE

Program Viewed as Very Effective for Quitting Smoking, Cutting Down

Regardless of whether they have quit smoking or just cut down, participants clearly indicated that they felt the program was useful to them. Among those who quit, some felt strongly about this and directly attributed their successful quit attempt to Q4L. Typical comments from youth who quit included:

- *If not for the program I'd still be smoking.*
- *This makes you think.*
- *It actually works!*

Those participants who cut down on the amount of cigarettes they smoke were also pleased with the program. They explained that the program informed them about how much they were smoking and that translated into a conscious effort to at least cut down on the amount smoked.

Some felt that they will quit smoking eventually and that they will be mindful of the things they learned from the program.

Q4L Useful for Helping Understand Smoking Habits

Most youth felt they learned something about their smoking from Q4L. Just a few participants claimed to have learned nothing from the program. Among those who felt that Q4L increased their knowledge about smoking, everyone pointed to the fact that they now better understand their own smoking habits and the reasons why they smoke. These youth credited the program with showing them how often, when, why and where they smoke cigarettes. The conclusion each of these participants drew from this information was that their smoking was mostly triggered by habit and not by cravings. As one participant explained, he realized that smoking is triggered by boredom. While not articulated directly by youth, this knowledge appears to be important because it empowers people who smoke, helping them to recognize that they, in fact, do have at least some control over their habit.

General Satisfaction with Information, Some Changes Suggested

Youth were generally satisfied with the information content of the Q4L program. They thought that Q4L provided them with the kind of information and help they need to quit smoking. No one identified any issues or challenges that were neglected by the program, and a few youth not only agreed that the program had the *right* information, they also offered positive feedback about the *quality* of the information.

In addition, several participants, while pleased with the information, suggested changes to improve the program. These included adding more links, cutting some information perceived to be redundant or widely-known facts, and lengthening the program by two weeks. Regarding the latter suggestion, as discussed earlier, youth were clearly divided over the appropriate length of Q4L.

Online, Interactive Format Superior to Other Methods

There was a near-consensus that the online, interactive format encouraged youth to use the Q4L program. Many participants emphasized that this format represented a significant strength over other quit smoking programs. Youth liked the convenience of a web-based program, saying that it is very appealing. As a few participants explained, Q4L keeps people involved with the process and interested in learning about smoking and quitting smoking. Compared to a more passive method (i.e. having someone, such as a physician, talk about smoking), Q4L is superior. In addition to being engaging, the program is seen to be presented in the right tone. That is, youth said they did not feel pressured or "preached' to by Q4L.

Most Cut Down as Result of Q4L, Some Quit Smoking

Most participants cut down on the number of cigarettes they smoke as a result of the Q4L program. Whether a conscious effort or not, these youth said they noticed that their smoking had decreased by the end of the program. Several, in fact, claimed that they continue to smoke less now compared to before Q4L. While cutting down was the main outcome of the program, a few youth were able to completely break the habit and quit smoking as a result of Q4L.

Assessment of Quit4Life Website Visual Appeal

Q4L Visually Strong – Colours & Overall Layout Singled Out

In general, users of the Q4L website found the overall design to be appealing. When asked why, most youth routinely referred to the site's visual elements – the use of colours and the layout of the pages. They felt that these two attributes were key strengths of the Q4L site. Feedback regarding the colours was straightforward; that is, they liked the colour scheme chosen for the site. Turning to the layout, participants thought that the design was 'clean-looking' and 'non-government'. Some felt that Q4L struck a good balance between a fun-looking, youthful website and a serious, online quit smoking program.

Positive impressions notwithstanding, two participants offered suggestions to improve the site's look and format. They suggested adding more interactivity with pop-up features and more graphics to reduce the amount of reading necessary. Recall that 'reading' was mentioned as one of the two main perceived weaknesses of the program. While youth reacted favourably to the tone and quality of the site's information, it may be that a less text-intensive presentation might work better for this audience.

Widespread Agreement that Site is Well Organized

Participants reacted positively to the overall architecture of the Q4L website. There was widespread agreement that the site is well organized and easy to use. No one had trouble locating information. While youth found the website to be effectively structured, intuitive and user-friendly, they offered a few different reasons to explain why. Typical comments included that the site keeps track of their information (i.e. the personal profile), that the content all appears to be in a specific place (e.g. the four steps permitted a thematic organization), and that the site contained good links.

Mixed Assessments of Usefulness of Q4L Tools

Youth offered mixed assessments of the tools they used during the intervention in terms of overall value and usefulness. While some tools were clearly useful, others were not. Few youth tried all eight of the Q4L tools. Common reasons offered for ignoring some tools were perceived lack of relevance or applicability of the tool to their situation. By far, the most effective tool, the one that was viewed to have had the biggest impact, was the Cost Calculator. Participants also considered the Smoke Detector Tracking Form to be valuable. Conversely, youth were the most critical of The Survival Kit.

Specific feedback on each of the Q4L tools in discussed below.

Goals & Values Worksheet Used by Some, Moderately Helpful

The Worksheet was used by some, but not all, the youth interviewed. Those who had completed the Worksheet were divided in opinion regarding the usefulness of the tool. While some youth found this tool to be clearly helpful, others offered more modest assessments of it. Positive feedback vis-à-vis the usefulness of the tool tended to focus on the fact that participants thought it was a good first step and it helped them to learn more about themselves and their smoking habit.

Cost Calculator – Made Strongest Impression, Very Effective

The Calculator left a strong impression on all those who used the tool. Some noted that it helped them to think about smoking in a new way and that it provided an incentive to quit. Most were amazed at how much money they had spent on cigarettes. Others explained that the Calculator was 'shocking or 'an eye-opener'. Overall, participant feedback was exceptionally positive about this tool.

Smoke Detector Tracking Form Useful

Many youth interviewed said they used this Q4L tool. Those who used the form found it to be particularly useful as a means of tracking how much they smoke and how often. Some were surprised by how much they were smoking, and others gained insight into *why* they smoked. A few participants said they carried a printed version of the form with them.

Build Your Quit Calendar – Little Used, But Useful

Nearly all the participants skipped or ignored this tool. Among those few who did try the Quit Calendar, there was a consensus that setting a timeline was not only helpful, but also an important aspect of trying to quit smoking.

Dealing With Non-Supporters – Positive Tool, But Limited Use

Several youth used this tool, but they did so only in a limited way. That is, some had asked their friends not to smoke around them, but took no other substantive actions. Most participants who tried the tool felt that it was a good idea, but that it had limited application to them. They did not feel that it applied to their situation as they did not

encounter problems with non-supporters. A few youth, however, thought that this was an integral part of their quitting – recognizing that having peer support is important.

Many Found the Stress Test to be Relevant & Helpful

Many participants held the view that this tool was useful and informative. To explain why, youth tended to focus on the fact that Q4L program took into account the topic of stress. In particular, they appreciated that the program acknowledges stress to be part of quitting, as well as a reason for smoking. In addition, several considered themselves to be 'stressed' at the time and found this helpful. However, they could not pinpoint why.

Most Skipped Survival Kit

This tool was the least well received among those interviewed and the one for which they offered the most negative feedback. Typical reasons given for avoiding the tool included that it was not necessary, that it was 'corny', and that it simply did not seem useful. While some participants did make a Survival Kit, they were unable to say if the kit was effective or not. In short, even those participants who tried the tool were not convinced that it provided any value at all.

Many Expect Setting a Date *Will* Be Helpful

Most youth could not differentiate Make a Commitment: Set a quit date from the Quit Calendar. This is not that surprising given that setting a quit date requires them to fill in the date on their Quit Calendar. That said, those who had quit smoking said that setting a date was important to them personally. Similarly, even those youth who had not quit smoking expect that Setting A Quite Date will be important to them when they decide to quit.

Q4L Judged to Have Impact is Most Areas

The Q4L program was seen to have an impact, to varying degrees, in most areas. The clearest positive impact of Q4L was on youth's understanding of their smoking habits. Conversely, participants felt that Q4L had only a limited impact on their confidence that they can quit smoking or stay quit.

More specifically, youth offered the following impressions of the impact of Q4L:

- *Strong Impact on Understanding Smoking Habit*: For most participants, Q4L had a big impact on the extent to which they understand their smoking habit. Many were unaware of how much they were smoking, and found they had gained 'deeper insight' into why they smoke as a result of Q4L. Those few who did not judge Q4L to have had an impact in this area did not explain why other than to say that it resulted in little new learning for them. However, one youth thought that the first step of the program should be changed to be more motivational.
- *Encouraged Most to Try to Quit Eventually*: The majority of participants said that Q4L motivated them to want to try to quit smoking *eventually*, but not now. Several attributed their motivation specifically to the fact that they realized the economic cost of smoking as a result of the program. Most said they would return to the site when they do decide to quit smoking. A few who had quit credited the

program with motivating them to do so. One former smoker said he would return to the site if it was updated with tips on quit maintenance or new content.

- *Little Impact on Confidence*: Most youth felt that Q4L had only a small impact on their confidence in quitting smoking. Simply put, those participants who were confident that they could quit before the intervention remained that way after trying the Q4L program. Likewise, those who were not confident felt that Q4L had little impact in this area.
- *Most Learned Useful Quitting Skills*: Most agreed that Q4L had an impact in terms of teaching them skills and providing them with information to help them quit smoking or cut down. Specifically, some found the 'how to' aspects and the techniques to have had a particularly big impact.

Most Satisfied with Q4L – Few Suggestions for Improvement

Overall, participants were generally satisfied with the content of the program and the appearance and structure of the website. In fact, several youth went on to praise the program as being 'very well done', or 'fun and attention grabbing' when asked to consider what they felt would improve the program. Nonetheless, a few suggestions were offered by participants. To improve the program, youth suggested adding a forum for posting messages, adding one or two more steps and/or increasing the length of the program, streamlining the content by removing 'trivial' information and adding more graphics, and providing more resources in general, and tips-based content in particular. A few mentioned advertising the program more widely so that youth smoker are aware that the resource is available.

FUTURE DIRECTIONS

Q4L Helpful for Most, Would Recommend Program to Friends

There was widespread agreement among participants that the Q4L program was helpful and that they would recommend it to their friends. In explaining why, youth tended to say that they found Q4L to be effective (at least in some areas) and, for this reason, felt that their friends would as well. Others did not find the program to be effective for them personally, but suspected that it might be for someone else. It is worth noting that those few who quit smoking as a result of Q4L were more likely to say that they would *strongly* recommend the program to a friend who wants to quit smoking.

Many Would Return for Next Quit Attempt, Quit Maintenance

Many youth said they would return to the Q4L website. Those few who had quit smoking said that they would return for reminders of why they had quit in the first place, and would be more likely to return often if the site was updated on a regular basis. Participants who had not quit smoking said they plan to return to the site when they are seriously motivated or committed to breaking their habit and becoming smoke-free.

APPENDIX

Fagerstrom Index

The Fagerstrom Index is used to assess the level of nicotine dependency experienced by a smoker. An approximation of addiction to nicotine is created using the following survey data:

At the present time, do you smoke cigarettes every day or occasionally?

Every day	ASK NEXT QUESTION
Occasionally (less than every day)	(0)
Do not smoke	(0)

How much do you usually smoke per day?

A few puffs (drags, hits) every day	(0)
1 to 4 each day (a pack usually lasts me all week)	(1)
5 to 9 each day (less than a pack a day)	(2)
10 to 19 each day (around a pack a day)	(3)
20 or more every day (around a pack a day or more)	(3)

Do you ever have a craving for a cigarette (a feeling that you really need a cigarette at that time)?

Yes	(1)
No	(0)

Do you find it difficult to **not** smoke in places where it is forbidden, such as restaurants, theaters/cinemas, or airports?

Yes	(1)
No	(0)

Do you worry that you will run out of cigarettes?

Yes	(1)
No	(0)

If you're low on cigarettes, do you spend a lot of time thinking about how you're going to get more cigarettes?

Yes	(1)
No	(0)

Can you function better after you've had your first cigarette of the day?

Yes	(1)
No	(0)

How soon after you wake up do you smoke your first cigarette?

Less than 15 minutes	(3)
15-30 minutes	(2)
1/2 an hour to one hour	(2)
1 - 3 hours	(1)
More than 3 hours but less than a day	(1)
More than a day	(0)
I don't crave cigarettes	(0)

Since you first started smoking cigarettes, how much have you increased?[9]

A lot	(2)
A little	(1)
Not at all	(0)

To rate a smoker's nicotine dependency, add the scores attributed to each response category. The index is as follows:

1st Follow-Up Survey:

0-3 Very low dependence
4-6 Medium
7-9 High
10-13 Very high dependence

Additional Follow-Up Surveys:

0-2 Very low dependence
3-5 Medium
6-8 High
9-11 Very high dependence

[9] Question not used to calculate the Index for the additional follow-up surveys.

Health Canada Youth Smoking Cessation Study
Participant Eligibility Questionnaire

In order to determine whether you are eligible to participate in the study, I need to ask you a few questions about your smoking. Your answers will help us determine whether you meet the study requirements. Please answer honestly. Your answers will be treated in confidence. May I ask you these questions now?

⇒ If they agree, conduct the screening interview immediately.
⇒ If they do not agree, thank and discontinue.

To begin,

1. Can you please tell me how old are you? NOTE: YOUTH MUST BE 14-19 YEARS OF AGE.

   Record age: _____

2. Do you currently have access to and use the Internet? NOTE: YOUTH MUST HAVE INTERNET ACCESS.

Yes	1	
No	2	THANK AND DISCONTINUE

3. How often would you say you use the Internet, not including email?

Once a day or more often	1	
Several times a week	2	
About once a week	3	
Less than once a week	4	THANK AND DISCONTINUE

Now, a few questions about your smoking behaviour,

4. On average, how many cigarettes do you smoke per day? (NOTE: WE WANT A PRECISE NUMBER. IF YOUTH SAYS ONE PACK A DAY, ASK FOR THE NUMBER OF CIGARETTES IN A PACK.) ALL RECRUITED YOUTH MUST BE SMOKERS AND MUST SMOKE AT LEAST 2-3 CIGARETTES PER DAY, ON AVERAGE. IF NOT, THANK AND DISCONTINUE.

   Number of cigarettes per day*: _____
   *MUST BE SINGLE NUMBER, DO NOT ACCEPT RANGE.

5. How many years have you been smoking? (NOTE: IF RESPONDENT HAS QUIT AND SMOKED AGAIN, RECORD NUMBER OF YEARS ACTUALLY SMOKING)

   Record number of years smoking: _____

6. Have you decided that you want to quit smoking?

Yes	1	
No	2	THANK AND DISCONTINUE

7. I'd like you to respond to the following questions by answering 'Yes' this applies to you or 'No' it does not. Please focus on the last six months.

	Yes	No
a. Have you set a quit date for when you want to quit smoking? IF YES, What is the date? Date: _____		
b. Have you spoken to a family doctor or counsellor about quitting smoking?		
c. Have you tried to quit smoking within the past 6 months? IF YES, How often have you tried to quit? Number of times: _____		
d. Have you told friends/family you intend to quit smoking?		
e. Have you cut back on the number of cigarettes you smoke?		
f. To try to cut down, do you smoke less than a full cigarette when you smoke?		
g. Have you tried any nicotine replacement products, like the patch or Nicorette gum?		
h. Do you currently try to avoid situations that trigger your urge to smoke?		
i. Have you searched the web, or other resources, for information about quitting smoking?		
j. Are you ready to stop smoking within the next 30 days?		

If the youth says 'Yes' to 3 or more of these items, continue with the questionnaire. If <u>not</u>, stop the questionnaire and tell the youth that s/he is not eligible to take part in this study. Thank youth for his/her time and interest.

8. To what extent do you agree or disagree with the following statements. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Score (1-5)
a. I am concerned about my health as a smoker.	
b. I worry about the impact of my smoking on others around me.	
c. I think about the extra money I'll have when I stop smoking cigarettes.	
d. Smoking often gets in the way of my physical or social activities.	
e. I seriously want to quit smoking and think I am ready.	

If youth rates a majority of the statements '3' or above, continue with the questionnaire. If <u>not</u>, stop the questionnaire and tell the youth that s/he is not eligible to take part in this study. Thank youth for his/her time and interest. <u>Exception: If the youth said 'Yes' to 5 or more items in question 7, accept youth as an eligible research participant.</u>

Record

Name: _____

Phone number: _____

(with area code) _____

Email address: _____

Mailing address: _____

_____

Gender: _____

Location: _____

IF ELIGIBLE, GIVE YOUTH THE FOLLOWING:

PARTICIPANT INSTRUCTIONS: instruct them to read the sheet carefully – it contains background information about the study, as well as details about the actions they must take to confirm their participation. Remind recruits that they must confirm their participation with the research company within 1 week.

PARENTAL CONSENT FORM (IF UNDER 16 YEARS OF AGE): give these youth the **Parental Consent Form** and ask them to have it signed and returned according to the Participant Instruction sheet as soon as possible. Remind recruits that they must return their signed form before their participation can be confirmed with the research company.

RECORD NAME AND CONTACT COORDINATES IN PARTICIPANT GRID.

Étude de Santé Canada sur le renoncement au tabac chez les jeunes
Questionnaire d'admissibilité à l'intention des futurs participants

Afin de déterminer votre admissibilité à cette étude, je dois vous poser quelques questions au sujet de votre usage de la cigarette. Vos réponses nous permettront de déterminer si vous répondez aux critères de l'étude. Veuillez répondre honnêtement. Vos réponses seront traitées de manière confidentielle. Puis-je vous poser ces questions maintenant ?

⇒ Si le répondant accepte, réaliser l'entrevue de sélection immédiatement.
⇒ Si le répondant refuse, remercier et mettre fin à l'entretien.

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1. D'abord, quel âge avez-vous ? NOTA : TOUT PARTICIPANT DOIT ÊTRE ÂGÉ ENTRE 14 ET 19 ANS.

   Noter l'âge : _____

2. Avez-vous présentement accès à Internet et l'utilisez-vous ? NOTA : TOUT PARTICIPANT DOIT AVOIR ACCÈS À INTERNET.

Oui	1
Non	2 REMERCIER ET METTRE FIN À L'ENTRETIEN

3. À quelle fréquence, à peu près, utilisez-vous Internet, sans compter le courriel ?

Une fois par jour ou plus souvent	1	
Plusieurs fois par semaine	2	
Environ une fois par semaine	3	
Moins d'une fois par semaine	4	REMERCIER ET METTRE FIN À L'ENTRETIEN

Maintenant, quelques questions sur vos habitudes en ce qui concerne la cigarette.

4. En moyenne, combien de cigarettes fumez-vous chaque jour ? (NOTA : NOUS VOULONS UN NOMBRE PRÉCIS. SI LE RÉPONDANT DIT FUMER UN PAQUET PAR JOUR, DEMANDER LE NOMBRE DE CIGARETTES QUE CONTIENT CE PAQUET). TOUS LES PARTICIPANTS DOIVENT FUMER AU MOINS 2 OU 3 CIGARETTES PAR JOUR, EN MOYENNE. AUTREMENT, REMERCIER ET METTRE FIN À L'ENTRETIEN.

   Nombre de cigarettes par jour* : _____
   *OBTENIR UN NOMBRE PRÉCIS. NE PAS ACCEPTER UNE FOURCHETTE.

5. Depuis combien d'années fumez-vous ? (NOTA : SI LE RÉPONDANT A CESSÉ DE FUMER ET A REPRIS PAR LA SUITE, INDIQUER UNIQUEMENT LE NOMBRE D'ANNÉES PENDANT LESQUELLES IL A FUMÉ)

   Nombre d'années pendant lesquelles le répondant a fumé : _____

6. Avez-vous décidé de cesser de fumer ?

Oui	1	
Non	2	REMERCIER ET METTRE FIN À L'ENTRETIEN

7. Veuillez répondre aux prochaines questions par « oui » ou « non ». On parlera ici des derniers six mois seulement.

	Oui	Non
a. Avez-vous choisi une date à laquelle vous cesserez de fumer ? SI OUI : Quelle est cette date ? Date : _____		
b. Avez-vous parlé à votre médecin de famille ou à un conseiller à propos de votre intention de cesser de fumer ?		
c. Avez-vous essayé de cesser de fumer au cours des derniers 6 mois ? SI OUI : Combien de fois avez-vous essayé de cesser de fumer ? Nombre de fois : _____		
d. Avez-vous dit à vos amis ou à votre famille que vous aviez l'intention de cesser de fumer ?		
e. Avez-vous réduit le nombre de cigarettes que vous fumez ?		
f. Pour essayer de réduire votre usage du tabac, évitez-vous de fumer vos cigarettes en entier ?		
g. Avez-vous essayé des produits de substitution de la nicotine, comme le timbre à la nicotine ou la gomme Nicorette ?		
h. Essayez-vous d'éviter, présentement, les situations qui vous donnent envie de fumer ?		
i. Avez-vous cherché des renseignements sur le renoncement au tabac dans Internet ou ailleurs ?		
j. Êtes-vous prêt(e) à cesser de fumer dans les prochains 30 jours ?		

Si le jeune répond « oui » à au moins 3 de ces questions, passer à la prochaine question. Autrement, interrompre l'entrevue et indiquer au répondant qu'il n'est pas admissible à cette étude. Remercier le répondant de s'être intéressé à cette étude et du temps qu'il vous a accordé.

8. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants. Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Réponse (1 à 5)
a. Ma santé me préoccupe étant donné que je fume la cigarette.	
b. Je m'inquiète des répercussions de la cigarette sur mon entourage.	
c. Je pense à l'argent que j'aurai de plus quand j'aurai cessé de fumer.	
d. La cigarette m'empêche souvent de sortir ou de faire de l'activité physique autant que je voudrais.	
e. Je veux sérieusement cesser de fumer et je crois être prêt(e).	

Si le répondant offre des « 3 » ou plus à la majorité des énoncés, continuer l'entrevue. Autrement, interrompre l'entrevue et indiquer au répondant qu'il n'est pas admissible à cette étude. Remercier le répondant de s'être intéressé à cette étude et du temps qu'il vous a accordé. <u>Exception : Si le jeune a répondu « oui » à au moins 5 questions de la Q.7, il demeure alors admissible à cette étude.</u>

Noter
Nom : _____
N° de téléphone : _____
(avec l'indicatif régional)
Courriel : _____
Adresse postale : _____
_____
Sexe : _____
Endroit : _____

SI LE RÉPONDANT EST ADMISSIBLE :

DIRECTIVES À L'INTENTION DU PARTICIPANT : Demander au répondant de lire cette feuille attentivement. Elle offre des renseignements sur l'étude et explique ce qu'il doit faire pour confirmer sa participation. Rappeler au répondant qu'il doit confirmer sa participation auprès de la maison de recherche d'ici une semaine.

FORMULAIRE DE CONSENTEMENT PARENTAL (SI A MOINS DE 16 ANS) : Remettre aux jeunes de moins de 16 ans le ***Formulaire de consentement parental.*** Ils doivent le faire signer et le retourner suivant les directives, le plus tôt possible. Rappeler au répondant qu'il doit retourner le formulaire signé avant de pouvoir confirmer sa participation auprès de la maison de recherche.

NOTER LE NOM ET LES COORDONNÉES DU RÉPONDANT DANS LA GRILLE DES PARTICIPANTS.

Health Canada Q4L Study
Background Letter

INSERT Health Canada Logo & Address block
October 2005

Re: Quit4Life Program Evaluation

Dear Sir/Madam [INSERT NAME IF AVAILABLE]:

Every year more than 45,000 Canadians die as a result of disease and illness caused by the use of tobacco. Nearly one-quarter of all smokers in Canada are under 25 years of age, and approximately one in five young people in Canada smoke. Helping Canadians to quit smoking is a key strategic direction of the Government of Canada's Federal Tobacco Control Strategy. In support of this goal, Health Canada has developed Quit4Life (Q4L) – a national youth cessation program designed to help youth quit smoking.

Health Canada is now conducting an evaluation of the web-based version of the Q4L program. To undertake this research, Health Canada has commissioned Phoenix Strategic Perspectives Inc. Phoenix is an independent public opinion research firm with experience in the evaluation of web-based smoking cessation tools. The primary research objective is to evaluate the effectiveness of the Q4L website as a smoking cessation tool, to determine whether it provides the information and assistance necessary to help young people quit smoking. Quit4Life is one of only two on-line youth cessation programs in Canada. This new website has been updated with the most recent research and knowledge about what works in helping youth to quit smoking, and we hope it will prove effective in helping to encourage better cessation rates for Canadian youth.

We know that young smokers are motivated to quit smoking, but need help and support to do so successfully. By evaluating programs like Quit4Life, we will all have a better idea about how best to help youth smokers make this important health decision. In order to undertake this study, we need your assistance. Health Canada is asking for your help with the recruitment of youth smokers eligible to take part in this evaluation. Should your organization be able to assist us, you will be provided with the information and tools necessary for this task. Recognizing that your time is limited, there are funds available to provide an honorarium/contribution to help offset the use of internal resources for the recruitment activities. We strongly encourage your participation – your help will be invaluable to the success of the study!

If you have any questions, or would like more information about this study, please do not hesitate to contact Julie K. Greene at Health Canada by email, julie_k_greene@hc-sc.gc.ca, or by phone, 613-952-9819.

Thank you in advance for your cooperation.
Sincerely,

Health Canada Q4L Study
Background Letter (French)

Octobre 2005

Objet : Évaluation du programme Vie 100 Fumer

Madame, Monsieur,

Chaque année, plus de 45 000 Canadiens meurent des maladies attribuables au tabagisme. Près du quart de tous les fumeurs au Canada sont âgés de moins de 25 ans et un jeune sur cinq environ fume. Aider les Canadiens à arrêter de fumer est une orientation stratégique clé de la Stratégie fédérale de lutte contre le tabagisme du gouvernement du Canada. Au soutien de cet objectif, Santé Canada a élaboré le programme Vie 100 Fumer (V100F), un programme national de renoncement au tabac pour les jeunes conçu pour aider ceux-ci à arrêter de fumer.

Santé Canada procède actuellement à une évaluation de la version en ligne du programme V100F a mandaté Phœnix Strategic Perspectives Inc., une firme de recherche indépendante sur l'opinion publique ayant de l'expérience dans l'évaluation d'outils de renoncement au tabac en ligne, pour entreprendre cette recherche. L'objectif de recherche principal consiste à évaluer l'efficacité du site Web V100F comme outil de renoncement au tabac afin de déterminer s'il procure l'information et l'aide nécessaires pour aider les jeunes à arrêter de fumer. Le programme V100F est l'un des deux seuls programmes de renoncement au tabac en ligne au Canada. Ce nouveau site Web a été mis à jour et offre maintenant les recherches et les connaissances les plus récentes sur les méthodes éprouvées pouvant aider les jeunes à arrêter de fumer. Nous espérons qu'il s'avérera efficace et qu'il favorisera de meilleurs taux de lutte contre le tabagisme pour les jeunes Canadiens.

Nous savons que les jeunes fumeurs sont motivés à arrêter de fumer, mais qu'ils ont besoin d'aide et de soutien pour y parvenir. En évaluant des programmes tel le programme Vie 100 Fumer, nous aurons une meilleure idée de la façon la plus adéquate d'aider les jeunes à prendre cette importante décision de santé. Afin d'entreprendre cette recherche, nous sollicitons votre aide. Nous vous demandons de nous aider à recruter de jeunes fumeurs qui sont admissibles à participer à cette évaluation. Si votre organisme est en mesure de nous aider, nous mettrons à votre disposition l'information et les outils nécessaires à l'accomplissement de cette tâche. Étant conscients que votre temps est limité, des fonds sont disponibles sous la forme d'honoraires ou de contribution pour vous aider à compenser l'utilisation de ressources internes nécessaires dans le cadre des activités de recrutement. Nous vous encourageons fortement à participer puisque votre aide est précieuse pour assurer la réussite de cette étude!

Si vous aviez quelque question que ce soit ou que vous souhaitiez obtenir de plus amples renseignements sur le sujet, veuillez communiquer avec M^me^ Julie K. Greene à Santé Canada, par courriel, à l'adresse julie_k_greene@hc-sc.gc.ca, ou par téléphone, au numéro (613) 952-9819.

En vous remerciant à l'avance de votre collaboration, nous vous prions d'agréer, Madame, Monsieur, l'expression de nos sentiments les meilleurs.

Health Canada Q4L Study

Letter for Regional Health Canada Offices (English)

INSERT
Health Canada Logo
Address block

October 2005

Re: Quit4Life Program Evaluation

Dear [INSERT NAME OF HEALTH CANADA REGIONAL CONTACT]:

The Office of Programs and Mass Media, Tobacco Control Programme (NCR) at Health Canada will be conducting an evaluation of the web-based version of the Quit4Life (Q4L) youth cessation program. To undertake this research, Health Canada has commissioned Phoenix Strategic Perspectives Inc. Phoenix is an independent public opinion research firm with experience in the evaluation of web-based smoking cessation tools. The objective of this study is to evaluate the effectiveness of the Q4L website as a smoking cessation tool, to determine whether it provides the information and assistance necessary to help young people quit smoking.

The research will be multi-phased, involving both qualitative and quantitative components, and it will take place over a nine-month period (this includes 3 & 6 month follow-up surveys). A detailed background note has been appended. The target audience is Canadian youth smokers, aged 14 to 19 years, who are seriously considering quitting smoking. A variety of techniques will be used to recruit youth participants, but the primary method will be through the assistance of Youth Service Agencies (YSAs). In the next few weeks, Phoenix will be approaching a selection of YSAs across the country to ask for their help with the recruitment of eligible youth to take part in the study. YSAs that agree to help will be provided with all the tools and information necessary to undertake the recruitment task. Efforts will be taken to ensure that the requirements placed on these YSAs are not onerous.

In advance of approaching YSAs in your region, we are asking for your assistance to help us identify suitable organizations. The recruitment of suitable youth is vital to the success of this study, and your knowledge of local agencies will be invaluable for identifying the most appropriate YSAs. We are *not* asking you to contact these YSAs on our behalf – we only want you to identify the organizations in your region best suited to help us. As well, since the research will use both an intervention and control group, **please do not discuss the study, or the Q4L program, with potential youth recruits** (in keeping with a control group design, only half of the youth who are recruited will take part in the Q4L program during the evaluation; when the research is completed, the other half will be informed about it and invited to use the program as well).

What type of YSAs are we looking for? We are looking for YSAs that service a variety of youth, including those between the ages of 14 and 19 years. They can be urban or rural in location. The focus of their services can be broad or specialized – we just want a mix of organizations. Consider YSAs that offer community and outreach programs and services for youth in different areas, such as career and employment services, health services, support or counselling, family planning, fitness programs, drug and alcohol addiction, and program referrals, among others. Concentrate on organizations that offer their youth programs and services on an on-going basis (not just as special workshops every few months) and that have frequent or regular interactions with youth. These organizations will also need to have enough client volume to support the recruitment of 10 to 20 youth participants over the next month. The youth recruited for this research must be youth smokers that are 'primed and ready to quit smoking', as determined by an appropriate questionnaire. Finally, while we are aware that YSAs' resources will be limited, the organizations selected must have the capacity to dedicate some staff time to the task of recruiting eligible youth. There are funds available to provide an honorarium/contribution to help offset the use of internal resources for the recruitment activities. If you would like to explore this with potential YSAs in advance of providing contact information (to explore their suitability for the task), please feel free to do so. We only need you to provide contact information for about 4-5 YSAs in your region.

We hope to hear from your office with names and contact information for YSAs in your region by Friday, October 14th. If you have any questions, or would like more information about this study, please do not hesitate to contact Julie K. Greene at Health Canada by email, julie_k_greene@hc-sc.gc.ca, or by phone, 613-952-9819.

Thank you in advance for your cooperation.

Sincerely,

Health Canada Q4L Study

Letter for Regional Health Canada Offices (French)

INSÉRER
Logo de Santé Canada
Adresse

Octobre 2005

Objet : Évaluation du programme Vie 100 Fumer

Madame *ou* Monsieur [INSÉRER LE NOM DE LA PERSONNE-RESSOURCE RÉGIONALE À SANTÉ CANADA],

Le Bureau des programmes et des médias de masse de Santé Canada, par l'entremise de son Programme de la lutte au tabagisme, entreprendra l'évaluation de la version en ligne du programme de renoncement au tabac destiné aux jeunes, Vie 100 Fumer (V100F). Santé Canada a mandaté Phœnix Strategic Perspectives Inc. (« Phœnix »), une firme de recherche indépendante sur l'opinion publique ayant de l'expérience dans l'évaluation d'outils de renoncement au tabac en ligne, pour entreprendre cette recherche. L'objectif de cette étude est d'évaluer l'efficacité du site Web V100F comme outil de renoncement au tabac afin de déterminer s'il procure l'information et l'aide nécessaires pour aider les jeunes à arrêter de fumer.

La recherche comportera plusieurs étapes, comprendra des composantes qualitatives et quantitatives et se poursuivra sur une période de neuf mois (incluant des enquêtes de suivi de 3 et 6 mois). Une note détaillée de renseignements généraux est jointe à la présente. Les jeunes fumeurs âgés de 14 à 19 ans qui pensent sérieusement à arrêter de fumer représentent le public cible. Une variété de techniques sera utilisée pour recruter de jeunes participants, mais le recrutement s'effectuera principalement par l'entremise des organismes de services à la jeunesse (OSJ). Au cours des prochaines semaines, Phœnix fera appel à une sélection d'OSJ partout au pays pour demander leur aide relativement au recrutement de jeunes qui sont admissibles à participer à l'étude. L'information et les outils nécessaires au processus de recrutement seront fournis aux OSJ qui acceptent cette tâche. Des efforts seront faits pour faire en sorte que les exigences auxquelles ces OSJ seront soumises ne soient pas trop contraignantes.

Avant de faire appel aux OSJ de votre région, nous vous demandons de nous aider à cerner les organismes appropriés. Le recrutement de jeunes qui conviennent dans le cadre de cette étude est essentiel à la réussite de cette dernière et votre connaissance des organismes locaux sera précieuse pour cerner les OSJ les plus appropriés. Nous *ne* vous demandons *pas* de communiquer avec ces OSJ en notre nom, nous souhaitons simplement que vous mettiez en lumière les organismes le plus en mesure de nous aider. De plus, étant donné que la recherche fera appel à un groupe d'intervention et à un groupe témoin, **veuillez ne pas discuter de l'étude ou du programme V100F avec de**

jeunes participants éventuels (conformément au modèle de groupe témoin, seulement la moitié des jeunes qui sont recrutés participera au programme V100F durant l'évaluation; une fois que la recherche sera terminée, l'autre moitié de jeunes sera mise au courant du programme et ces derniers seront à leur tour invités à utiliser le programme).

Quel type d'OSJ recherchons-nous? Nous recherchons des OSJ qui desservent une variété de jeunes, y compris ceux qui sont âgés de 14 et 19 ans. Ces OSJ peuvent être situés en milieux urbains ou ruraux. Leurs services peuvent être spécialisés ou plus élargis, nous souhaitons simplement faire affaire avec différents organismes. Pensez à des OSJ qui offrent des programmes et des services communautaires et de sensibilisation du public aux jeunes dans différents secteurs, entre autres, des services en matière de carrière et d'emploi, des services de santé, de soutien ou de counseling, des services de planification familiale, des programmes de condition physique et de lutte contre la dépendance aux drogues et à l'alcool et des programmes fédéraux. Mettez l'accent sur les organismes dont les programmes et les services destinés aux jeunes sont offerts de façon permanente et continue (et non uniquement dans le cadre d'ateliers spéciaux offerts tous les quelques mois) et qui interagissent fréquemment ou régulièrement avec les jeunes. Ces organismes doivent également avoir une clientèle suffisante pour que 10 à 20 jeunes participants puissent être recrutés au cours des prochains mois. Les jeunes qui seront recrutés dans le cadre de cette recherche doivent être de jeunes fumeurs qui sont « préparés et prêts à arrêter de fumer ». Cet aspect sera déterminé par un questionnaire pertinent. Finalement, bien que nous soyons conscients que les ressources des OSJ sont limitées, les organismes choisis doivent être en mesure de permettre à leur personnel d'allouer un certain temps au recrutement de jeunes qui sont admissibles. Des fonds sont disponibles sous la forme d'honoraires ou de contribution pour vous aider à compenser l'utilisation de ressources internes pour les activités de recrutement. N'hésitez pas à étudier la question avec les OSJ éventuels avant de nous fournir les coordonnées des personnes-ressources (afin d'examiner s'ils possèdent les qualités requises pour effectuer la tâche). Nous n'avons besoin que des coordonnées d'environ 4 à 5 OSJ de votre région.

Nous espérons avoir de vos nouvelles et obtenir ainsi le nom et les coordonnées des personnes-ressources des OSJ de votre région avant le vendredi 14 octobre. Si vous aviez quelque question que ce soit ou que vous souhaitiez obtenir de plus amples renseignements sur cette étude, veuillez communiquer avec M^{me} Julie K. Greene à Santé Canada par courriel, à l'adresse julie_k_greene@hc-sc.gc.ca, ou par téléphone, au numéro (613) 952-9819.

En vous remerciant à l'avance de votre collaboration, nous vous prions d'agréer, Madame *ou* Monsieur ____, l'expression de nos sentiments les meilleurs.

Health Canada Smoking Cessation Study
Voice Mail Script for 1-800 Telephone Numbers

Thank you for your interest in taking part in the Health Canada study on youth smoking being conducted by Phoenix. Unfortunately, no one is available to confirm your registration at this time. After the tone, please leave your name and phone number, and we will call you back shortly. If you will be difficult to reach, please leave your name and number but also try to call us again. Thank you.

Étude sur la lutte au tabagisme de Santé Canada
Texte pour boîte vocale pour les numéros de téléphone 1-800

Nous vous remercions pour votre intérêt à prendre part à l'étude de Santé Canada sur le tabagisme chez les jeunes, menée par Phoenix. Malheureusement, il n'y a personne de disponible en ce moment pour confirmer votre inscription. Après la tonalité sonore, veuillez laisser votre nom et numéro de téléphone, et nous vous rappellerons dans les plus brefs délais. Si vous êtes difficile à rejoindre, veuillez laisser votre nom et numéro de téléphone mais aussi essayez de nous rappeler de nouveau. Merci.

Health Canada Quit4Life Program Evaluation

Background

Approximately one in five young people in Canada smoke. A key strategic direction of the Government of Canada's Federal Tobacco Control Strategy is to help Canadians quit smoking. The Quit4Life (Q4L) youth cessation program is a bilingual, national program designed to help youth aged 14-19 years quit smoking. It is a made-in-Canada smoking cessation program, developed in accordance with the principles of social cognitive theory, using cognitive behavioural techniques to promote individual behaviour change. The goal of the Q4L program is to provide support to youth smokers through targeted messages and activities to help them develop long-term strategies for staying smoke-free.

The Q4L program has been developed in handbook format with a facilitator's guide for group application. Q4L is also available on-line, as a self-help program. The handbook was pilot tested across Canada in 2003-2004. The results of this evaluation led to changes to the print resource, as well as to the re-development of the online resource. Health Canada has now contracted Phoenix Strategic Perspectives Inc., an independent public opinion research firm, to evaluate the web-based version of the Q4L program.

The **Q4L website** is organized around four steps, but it is designed as an interactive and personalized 4-week program. Each week, the user is asked to complete 3-5 activities on-line that will help them to learn about why they smoke, how to quit, and how to stay quit once they get there. The user can also create a personalized profile, store and save completed activities, sign up for email reminders and messages, and learn how to deal with stress, boredom and people who might not support them in quitting smoking.

Objective

The objective of this research is to evaluate the effectiveness of the Q4L website (www.quit4life.com) as a smoking cessation tool, to determine whether it provides the information and assistance necessary to help young people quit smoking.

Research Design

The research comprises qualitative and quantitative elements, using both an intervention and control group. The target audience is Canadian youth smokers, aged 14 to 19 years, who are seriously considering quitting smoking. All participants will take part in a baseline survey and a set of follow-up surveys; a small, targeted sample of these participants will participate in an in-depth interview. Since some youth will be part of a control group, none of the information in this note, or about the Q4L program, can be shared with youth that are approached to participate in this study (in keeping with a control group design, only half of the youth who are recruited will take part in the Q4L program during the evaluation; when the research is completed, the other half will be informed about it and invited to use the program as well). A script will be provided to recruiters to guide the recruitment process. The objective is not just to recruit youth smokers, but to recruit youth smokers that are 'primed and ready to quit smoking'. This is critical and must be determined using the

recruitment questionnaire. Incentives will be provided to ALL youth who participate in the evaluation process, including those in the control group.

If you agree to help with the recruitment, you will be provided with all the tools and information necessary to undertake the recruitment task. Efforts will be taken to ensure that the requirements placed on you are not onerous. Finally, while we are aware that your human resources and time for this project may be limited, there are funds available to provide an honorarium/contribution to help offset the use of internal resources for the recruitment activities.

CONTACTS

If you would like more information about the Q4L program, please contact Health Canada:

Julie K. Greene
Program Consultant
Email: julie_k_greene@hc-sc.gc.ca
Telephone: 613-952-9819

For more information about the research process, please contact Phoenix SPI:

Alethea Woods
Consultant
Email: awoods@phoenixspi.ca
Telephone: 613-260-1700, ext. 223

Évaluation du programme Vie 100 Fumer de Santé Canada

Renseignements généraux

Au Canada, un jeune sur cinq environ fume. L'une des orientations stratégiques clés de la Stratégie fédérale de lutte contre le tabagisme du gouvernement du Canada consiste à aider les Canadiens à arrêter de fumer. Le programme de renoncement au tabac pour les jeunes Vie 100 Fumer (V100F) est un programme bilingue et national conçu pour aider les jeunes entre 14 et 19 ans à arrêter de fumer. Il s'agit d'un programme canadien de renoncement au tabac, élaboré conformément aux principes de la théorie cognitive sociale, qui a recours à des techniques cognitivo comportementales afin de favoriser des changements de comportement chez les gens. L'objectif du programme V100F est de fournir un soutien aux jeunes fumeurs par l'entremise de messages et d'activités ciblés pouvant les aider à développer des stratégies à long terme pour demeurer non-fumeur.

La structure du **site Web V100F** comprend quatre étapes, mais le site est conçu comme un programme interactif et personnalisé de 4 semaines. Chaque semaine, l'utilisateur doit accomplir 3 à 5 activités en ligne qui l'aideront à apprendre pourquoi il fume, comment il peut cesser de fumer et comment demeurer non-fumeur une fois qu'il a arrêté. L'utilisateur peut aussi créer son propre profile, mémoriser et sauvegarder les activités qu'il aura terminées, s'inscrire pour recevoir des rappels et des messages par courriel et apprendre comment composer avec le stress, l'ennui et les personnes qui pourraient ne pas l'appuyer dans sa démarche pour arrêter de fumer.

Le programme V100F a été élaboré sous la forme d'un manuel et il est accompagné d'un guide d'animateur pour les cas où il est destiné à un groupe. Le programme V100F est également disponible en ligne, à titre de programme d'autothérapie. Le manuel a fait l'objet d'essais pilotes partout au Canada en 2003-2004. Les résultats de cette évaluation ont mené à des changements à la version imprimée du document, de même qu'à une nouvelle conception du document en ligne. Santé Canada a maintenant donné à Phœnix Strategic Perspectives Inc., une firme de recherche indépendante sur l'opinion publique, le contrat d'évaluer la version en ligne du programme V100F.

Objectif

L'objectif de cette recherche est d'évaluer l'efficacité du site Web V100F (www.vie100fumer.com/index_f.asp) en tant qu'outil de renoncement au tabac dans le but de déterminer s'il procure l'information et l'aide nécessaires pour aider les jeunes à arrêter de fumer.

Modèle de recherche

La recherche comprend des éléments qualitatifs et quantitatifs et fait appel à un groupe d'intervention et à un groupe témoin. Les jeunes fumeurs canadiens âgés entre 14 et 19 ans qui envisagent sérieusement d'arrêter de fumer représentent le public cible. Tous les participants prendront part à une enquête initiale puis à une série d'enquêtes de suivi, mais un petit échantillon ciblé parmi ces participants sera soumis à une entrevue en profondeur. Étant donné que certains jeunes feront partie d'un groupe témoin, les renseignements

apparaissant sur cette note ou concernant le programme V100F ne peuvent être échangés avec les jeunes qui sont abordés pour participer à cette étude (conformément au modèle de groupe témoin, seulement la moitié des jeunes qui sont recrutés participera au programme V100F durant l'évaluation; une fois que la recherche sera terminée, l'autre moitié de jeunes sera mise au courant du programme et ces derniers seront à leur tour invités à utiliser le programme). Un texte sera remis aux recruteurs afin de guider le processus de recrutement. L'objectif ne consiste pas uniquement à recruter de jeunes fumeurs, mais plutôt à recruter de jeunes fumeurs qui sont « préparés et prêts à arrêter de fumer ». Cet aspect est essentiel et il doit être déterminé à l'aide du questionnaire de recrutement. Des incitatifs seront fournis à TOUS les jeunes qui participent au processus d'évaluation, y compris les jeunes du groupe témoin.

Si vous acceptez de contribuer au recrutement, tous les outils et l'information nécessaires pour entreprendre la tâche vous seront fournis. Tous les efforts seront faits pour faire en sorte que les exigences auxquelles vous devrez vous soumettre ne soient pas trop contraignantes. Finalement, bien que nous réalisions que les ressources humaines à votre disposition et le temps que vous êtes prêt à accorder à ce projet sont restreints, des fonds sont disponibles sous la forme d'honoraires ou de contribution pour vous aider à compenser l'utilisation de ressources internes pour les activités de recrutement.

PERSONNES-RESSOURCES

Pour de plus amples renseignements concernant le programme V100F, veuillez communiquer avec Santé Canada :

Julie K. Greene
Consultante du programme
Courriel : julie_k_greene@hc-sc.gc.ca
Téléphone : (613) 952-9819

Pour de plus amples renseignements concernant le processus de recherche, veuillez communiquer avec Phoenix SPI :

Alethea Woods
Consultante
Courriel : awoods@phoenixspi.ca
Téléphone : (613) 260-1700, poste 223

Health Canada Youth Smoking Cessation Study
Question & Answer Script

Below are a set of questions about the study that you might be asked by youth during the recruitment process. The answers to each question have been written as a script that you can simply read to youth in response to the question. The Question and Answer (Q&A) script is intended to be a fluid document. Throughout the recruitment process, please forward any questions that you are unable to answer to Phoenix. Phoenix will provide you with an answer to the question. If the question is not specific to an individual youth, Phoenix will update the Q&A script document (including version number), and circulate it to the organizations assisting with recruitment.

Q. Why is this study being done?

A. HEALTH CANADA IS CONDUCTING THIS STUDY TO BETTER UNDERSTAND ISSUES RELATED TO YOUTH SMOKING. APPROXIMATELY ONE IN FIVE YOUNG PEOPLE IN CANADA SMOKE. AN OBJECTIVE OF THE GOVERNMENT OF CANADA IS TO HELP CANADIANS OF ALL AGES QUIT SMOKING. HEALTH CANADA HAS HIRED PHOENIX, AN INDEPENDENT RESEARCH COMPANY, TO ASSESS ISSUES RELATED TO YOUTH SMOKING. THIS INFORMATION WILL BE USED TO HELP HEALTH CANADA DEVELOP INFORMATION AND RESOURCES THAT CAN BE USED BY YOUTH WHO WANT TO QUIT SMOKING.

Q. What is required of me?

A. YOUTH WHO ARE INTERESTED IN TAKING PART IN THE RESEARCH WILL FIRST UNDERGO A SHORT SCREENING INTERVIEW TO DETERMINE THEIR ELIGIBILITY. ONCE ELIGIBILITY HAS BEEN DETERMINED, THEY WILL BE INVITED TO TAKE PART IN THE STUDY. OVER A 9-MONTH PERIOD, THEY WILL BE ASKED TO TAKE PART IN AN INITIAL SURVEY AND A SET OF FOLLOW-UP SURVEYS AT ONE, THREE AND SIX-MONTH INTERVALS. AS WELL, A SMALL NUMBER OF PARTICIPANTS WILL BE ASKED TO TAKE PART IN AN IN-DEPTH TELEPHONE INTERVIEW.

Q. How does the study work?

A. YOUTH WHO ARE WILLING AND ELIGIBLE TO TAKE PART IN THE STUDY WILL BE CONTACTED BY EMAIL BY THE RESEARCH COMPANY. EMAIL MESSAGES WILL BE SENT TO YOU TO INFORM YOU OF UPCOMING SURVEYS. IT IS IMPORTANT THAT YOU ACTIVELY CHECK YOUR EMAIL ACCOUNT DURING THE RESEARCH PERIOD IN ORDER TO REMAIN INVOLVED IN THE STUDY. ALL THE INFORMATION THAT YOU WILL NEED TO PARTICIPATE IN THE RESEARCH WILL BE INCLUDED IN THE EMAIL MESSAGES. FOLLOWING EACH SURVEY, YOUR NAME WILL BE ENTERED INTO A PRIZE DRAW. NO MORE THAN 250 YOUTH WILL BE ENTERED INTO EACH OF THE PRIZE DRAWS, SO THE ODDS OF WINNING ARE GOOD! YOUR CASH HONORARIUM WILL BE MAILED TO YOU IN TWO PARTS – HALF WOULD BE SENT MID-WAY THROUGH THE STUDY, AND THE REMAINDER AT THE END OF THE STUDY.

Q. Do I have to quit smoking to take part in the study?

A. No. To be eligible to take part in the research, you have to be preparing to quit or already thinking seriously about quitting. The objective of the study is to explore issues related to quitting smoking, so we want to talk to people like you who are thinking seriously about quitting and prepared to try to do so. But it is not essential that you actually have to quit smoking during the study.

Q. Why am I <u>not</u> eligible to take part in the study?

A. We are looking for very specific types of youth smokers, and unfortunately you do not meet the requirements. There is not one specific reason. For this research to be successful, it is very important that we only include the right mix of participants that meet these criteria.

Q. Do my parents need to know I smoke?

A. If you are under 16 years of age, it is possible that your parents might find out that you smoke if you take part in this study. The consent form that they must sign before you can participate describes this as a study to evaluate youth smoking cessation issues. That is, issues related to youth quiting smoking. While it does not state that the study is only being conducted with youth smokers, it is possible that this will be assumed or expected.

Q. What happens after I agree to participate?

A. You will be asked to call the research company using a 1-800 number to have your eligibility confirmed. This confirmation will take no more than 5 minutes. Once approved, The research company will confirm your email address and email you a set of instructions for the study. These instructions will contain all the information that you will need for the study.

Q. What do I get for taking part in the study?

A. You will receive a cash honorarum and be entered into a number of prize draws to thank you for your time. Your cash honorarium will be mailed to you in two parts – half would be sent mid-way through the study, and the remainder at the end of the study. Following each survey, your name will be entered into a draw for a chance to win one of a number of prizes. No more than 250 youth will be entered into each of the prize draws, so the odds of winning are good! Prizes include an iPod, MP3 players, and gift certificates.

Q. Will my personal information be protected?

A. Yes, all information collected, used or disclosed will be used for research purposes only and administered according to laws designed to protect your Privacy. All your information will be treated in strict confidence,

AND FINDINGS FROM THIS RESEARCH WILL BE REPORTED IN COMBINED FORM ONLY – THAT MEANS THAT YOUR OPINIONS WILL NOT BE LINKED TO YOU IN ANYWAY.

Q. Why do you need my email address and phone number?

A. THE COLLECTION OF THIS INFORMATION IS FOR THE PURPOSE OF THIS STUDY ONLY. WE ARE COLLECTING YOUR EMAIL ADDRESS IN ORDER TO CONTACT YOU ABOUT THE SURVEYS DURING THE RESEARCH PERIOD AND TO INFORM THE WINNERS OF THE DRAWS. YOUR EMAIL ADDRESS WILL NOT BE DISTRIBUTED TO ANYONE ELSE AND THIS LIST OF EMAIL ADDRESSES WILL BE DELETED UPON COMPLETION OF THE RESEARCH. WE ARE ASKING FOR YOUR PHONE NUMBER IN CASE WE HAVE TROUBLE REACHING YOU BY EMAIL. YOU WILL NOT BE CONTACTED FOR ANY OTHER PURPOSE OUTSIDE THIS RESEARCH.

Q. Who can I/my parents contact to verify the legitimacy of this research?

A. TO VERIFY THE LEGITIMACY OF THE RESEARCH, YOU OR YOUR PARENTS CAN CONTACT JULIE GREENE OF HEALTH CANADA AT 613-952-9819 OR WE CAN HAVE JULIE CONTACT YOU DIRECTLY. IF YOU HAVE QUESTIONS ABOUT THE RESEARCH PROCESS ITSELF, YOU CAN CONTACT ALETHEA WOODS OF PHOENIX AT 613-260-1700, EXT. 223 OR WE CAN HAVE ALETHEA CONTACT YOU DIRECTLY.

For more information, please contact:

If you would like more information about the study, please contact Health Canada: **Julie K. Greene** **Tobacco Control Programme** **Program Consultant** **Email: julie_k_greene@hc-sc.gc.ca** **Telephone: 613-952-9819**		For more information about the research process, please contact Phoenix SPI: **Alethea Woods** **Consultant** **Email: awoods@phoenixspi.ca** **Telephone: 613-260-1700, ext. 223**

Santé Canada – étude sur l'abandon du tabac chez les jeunes
Réponses aux questions fréquemment posées

Octobre 2005

Voici une série de questions au sujet de l'étude que pourraient vous poser les jeunes au cours du processus de sélection. Les réponses à chaque question ont été rédigées de façon à ce que vous puissiez simplement les lire aux jeunes. Le document des questions et réponses préparées d'avance a été conçu afin d'être fluide. Ainsi, tout au long du processus de sélection, veuillez faire parvenir à Phoenix toute question à laquelle vous ne pouvez répondre. Phoenix vous en fournira la réponse. Si la question ne porte pas sur un jeune en particulier, Phoenix mettra à jour le document (y compris le numéro de version) et distribuera la nouvelle version aux organismes participant à la sélection.

Q. Quel est l'objectif de cette étude?

R. SANTE CANADA MENE L'ETUDE AFIN DE MIEUX COMPRENDRE LES QUESTIONS LIEES AU TABAGISME CHEZ LES JEUNES. AU CANADA, ENVIRON UN JEUNE SUR CINQ FUME. UN DES OBJECTIFS DU GOUVERNEMENT DU CANADA EST D'AIDER LES CANADIENS DE TOUS AGES A CESSER DE FUMER. SANTE CANADA A FAIT APPEL A PHOENIX, UNE ENTREPRISE DE RECHERCHE INDEPENDANTE, AFIN QU'ELLE EVALUE LES QUESTIONS LIEES AU TABAGISME CHEZ LES JEUNES. SANTE CANADA UTILISERA CETTE INFORMATION AFIN DE PREPARER DES RENSEIGNEMENTS ET DE CREER DES RESSOURCES QU'IL METTRA A LA DISPOSITION DES JEUNES QUI VEULENT CESSER DE FUMER.

Q. Que dois-je faire?

R. LES JEUNES QUI SONT INTERESSES A PARTICIPER A LA RECHERCHE DEVRONT PREMIEREMENT SE SOUMETTRE A UNE COURTE ENTREVUE VISANT A DETERMINER LEUR ADMISSIBILITE. LORSQUE LEUR ADMISSIBILITE AURA ETE CONFIRMEE, ILS SERONT INVITES A PARTICIPER A L'ETUDE. AU COURS D'UNE PERIODE DE NEUF MOIS, ON LEUR DEMANDERA DE PARTICIPER A UNE ENQUETE INITIALE ET A UNE SERIE D'ENQUETES DE SUIVI A DES INTERVALLES D'UN, DE TROIS ET DE SIX MOIS. DE PLUS, ON DEMANDERA A CERTAINS PARTICIPANTS DE PARTICIPER A UNE ENTREVUE EN PROFONDEUR.

Q. Comment l'étude se déroulera-t-elle?

R. L'ENTREPRISE DE RECHERCHE COMMUNIQUERA PAR COURRIEL AVEC LES JEUNES QUI SONT PRETS A PARTICIPER A L'ETUDE ET QUI SONT ADMISSIBLES. DES MESSAGES VOUS SERONT ENVOYES POUR VOUS INFORMER DES ENQUETES A VENIR. VOUS DEVREZ VERIFIER FREQUEMMENT VOTRE BOITE DE RECEPTION AU COURS DE LA PERIODE DE RECHERCHE AFIN DE DEMEURER AU COURANT DE L'EVOLUTION DE L'ETUDE. TOUS LES RENSEIGNEMENTS NECESSAIRES A VOTRE PARTICIPATION A LA RECHERCHE SERONT COMPRIS DANS LES COURRIELS. APRES CHAQUE ENQUETE, VOUS SEREZ INSCRIT A UN TIRAGE. PAS PLUS DE **250** JEUNES SERONT INSCRITS A CHAQUE TIRAGE. VOUS AVEZ

DONC DE BONNES CHANCES DE GAGNER! VOTRE RETRIBUTION VOUS SERA ENVOYEE PAR LA POSTE EN DEUX VERSEMENTS (LA MOITIE SERA ENVOYEE AU MILIEU DE LA PERIODE D'ETUDE ET LE RESTE SERA ENVOYE A LA FIN DE L'ETUDE).

Q. Est-ce que je dois cesser de fumer afin de prendre part à l'étude?

R. NON. POUR ETRE ADMISSIBLE A PARTICIPER A L'ETUDE, VOUS DEVEZ ETRE EN TRAIN DE VOUS PREPARER OU DE SONGER SERIEUSEMENT A CESSER DE FUMER. L'ETUDE VISE A EXPLORER LES QUESTIONS LIEES A L'ABANDON DU TABAC, NOUS VOULONS DONC PARLER A DES GENS COMME VOUS QUI SONGEZ SERIEUSEMENT A CESSER DE FUMER ET QUI SONT PRETS A TENTER DE LE FAIRE. MAIS IL N'EST PAS ESSENTIEL QUE VOUS REUSSISSIEZ A CESSER DE FUMER AU COURS DE L'ETUDE.

Q. Pourquoi ne suis-je pas admissible comme participant de l'étude?

R. NOUS CHERCHONS DES TYPES TRES PARTICULIERS DE JEUNES FUMEURS ET, MALHEUREUSEMENT, VOUS NE REPONDEZ PAS AUX EXIGENCES. IL N'Y A PAS DE RAISON PRECISE. AFIN D'ASSURER LE SUCCES DE CETTE RECHERCHE, IL EST TRES IMPORTANT QUE NOUS NE CHOISISSIONS QUE LE BON MELANGE DE PARTICIPANTS QUI SATISFONT A CES CRITERES.

Q. Est-ce que mes parents apprendront que je fume?

R. SI VOUS ETES AGE DE MOINS DE 16 ANS, IL EST POSSIBLE QUE VOS PARENTS APPRENNENT QUE VOUS FUMEZ SI VOUS PARTICIPEZ A CETTE ETUDE. LE FORMULAIRE DE CONSENTEMENT QU'ILS DOIVENT SIGNER AVANT QUE VOUS PUISSIEZ Y PARTICIPER INDIQUE QUE CETTE ETUDE VISE A EVALUER LES QUESTIONS LIEES AU RENONCEMENT DU TABAC CHEZ LES JEUNES. AINSI, BIEN QUE LE FORMULAIRE NE PRECISE PAS QUE L'ETUDE PORTE SEULEMENT SUR LES JEUNES FUMEURS, IL EST POSSIBLE QUE VOS PARENTS SUPPOSENT QUE C'EST LE CAS OU QU'ILS S'Y ATTENDENT.

Q. Que se passera-t-il si je décide de participer?

R. VOUS DEVREZ COMMUNIQUER AVEC L'ENTREPRISE DE RECHERCHE EN COMPOSANT UN NUMERO SANS FRAIS 1 800 AFIN DE CONFIRMER VOTRE ADMISSIBILITE. LE PROCESSUS DE CONFIRMATION DURERA AU PLUS CINQ MINUTES. LORSQUE VOTRE PARTICIPATION SERA APPROUVEE, L'ENTREPRISE DE RECHERCHE CONFIRMERA VOTRE ADRESSE ELECTRONIQUE ET VOUS ENVERRA UN COURRIEL COMPRENANT UNE SERIE DE DIRECTIVES RELATIVES A L'ETUDE. CES DIRECTIVES CONTIENDRONT TOUS LES RENSEIGNEMENTS DONT VOUS AUREZ BESOIN AU COURS DE L'ETUDE.

Q. Comment serai-je récompensé pour ma participation à l'étude?

R. VOUS RECEVREZ UNE RETRIBUTION ET SEREZ INSCRIT A UN CERTAIN NOMBRE DE TIRAGES EN GUISE DE REMERCIEMENT POUR LE TEMPS ACCORDE A L'ETUDE. LA RETRIBUTION VOUS SERA ENVOYEE PAR LA POSTE EN DEUX VERSEMENTS (LA PREMIERE MOITIE VOUS SERA ENVOYEE AU MILIEU DE LA PERIODE D'ETUDE ET LE RESTE VOUS

SERA ENVOYE A LA FIN DE L'ETUDE). APRES CHAQUE ENQUETE, VOUS SEREZ INSCRIT A UN TIRAGE COMPRENANT DIFFERENTS PRIX. COMME **250** PERSONNES, AU PLUS, SERONT INSCRITES A CHAQUE TIRAGE, VOS CHANCES DE GAGNER SONT BONNES! PARMI LES PRIX, ON TROUVE UN IPOD, DES LECTEURS MP3 ET DES CHEQUES-CADEAUX.

Q. Mes renseignements personnels demeureront-ils confidentiels?

R. OUI, TOUS LES RENSEIGNEMENTS RECUEILLIS, UTILISES OU DIVULGUES NE SERONT UTILISES QU'AUX FINS DE L'ETUDE ET ILS SERONT GERES SELON LES LOIS DE PROTECTION DE LA VIE PRIVEE. TOUS VOS RENSEIGNEMENTS DEMEURERONT STRICTEMENT CONFIDENTIELS ET LES OBSERVATIONS DE L'ETUDE SERONT PUBLIEES SOUS FORME DE DONNEES NON IDENTIFIABLES, CE QUI SIGNIFIE QU'IL SERA IMPOSSIBLE DE LIER VOS OPINIONS A VOUS-MEME.

Q. Pourquoi dois-je vous donner mon adresse électronique et mon numéro de téléphone?

R. CES RENSEIGNEMENTS SONT RECUEILLIS AUX FINS DE L'ETUDE. NOUS VOUS DEMANDONS DE FOURNIR VOTRE ADRESSE ELECTRONIQUE AFIN QUE NOUS PUISSIONS COMMUNIQUER AVEC VOUS AU SUJET DES ENQUETES AU COURS DE LA PERIODE D'ETUDE ET INFORMER LES GAGNANTS DES TIRAGES. VOTRE ADRESSE NE SERA DIVULGUEE A PERSONNE ET CETTE LISTE D'ADRESSES SERA SUPPRIMEE A LA FIN DE LA RECHERCHE. NOUS VOUS DEMANDONS VOTRE NUMERO DE TELEPHONE AU CAS OU NOUS NE POURRIONS PAS VOUS JOINDRE PAR COURRIEL. NOUS NE COMMUNIQUERONS AVEC VOUS QUE POUR DES RAISONS LIEES A CETTE RECHERCHE.

Q. Avec qui peut-on communiquer afin de confirmer la légitimité de cette recherche?

R. AFIN DE VERIFIER LA LEGITIMITE DE CETTE RECHERCHE, VOUS OU VOS PARENTS POUVEZ COMMUNIQUER AVEC JULIE GREENE, A SANTE CANADA, AU (613) 952-9819, OU NOUS POUVONS DEMANDER A JULIE DE COMMUNIQUER AVEC VOUS. SI VOUS AVEZ DES QUESTIONS AU SUJET DU PROCESSUS DE RECHERCHE EN TANT QUE TEL, VOUS POUVEZ COMMUNIQUER AVEC ALETHEA WOODS, DE PHOENIX, AU (613) 2601700 (POSTE 223), OU NOUS POUVONS DEMANDER A ALETHEA DE COMMUNIQUER AVEC VOUS.

Pour obtenir de plus amples renseignements, veuillez communiquer avec les personnes-ressources suivantes :

Si vous désirez de plus amples renseignements au sujet de l'étude, veuillez communiquer avec Santé Canada : **Julie K. Greene** **Programme de la lutte au tabagisme** **Consultante en programmes** **Courriel : julie_k_greene@hc-sc.gc.ca** **Numéro de téléphone :(613) 952-9819**		Pour obtenir de plus amples renseignements au sujet du processus de recherche, veuillez communiquer avec Phoenix SPI, Inc. : **Alethea Woods** **Experte-conseil** **Courriel : awoods@phoenixspi.ca** **Numéro de téléphone : (613) 260-1700, poste 223**

Health Canada Youth Smoking Cessation Study
Recruitment Information

RECRUITMENT OVERVIEW

Recruitment involves identifying youth participants that meet the research eligibility criteria and securing their agreement to take part in the study. Eligible youth are **1)** Canadian youth smokers, **2)** aged 14 to 19 years, **3)** who are seriously considering quitting smoking, and **4)** who have access to and use the Internet on a regular basis. Once potential recruits are identified, you will ask these youth a short set of questions to determine whether they match the eligibility criteria. Should the youth be eligible to participate, you will collect their contact information and provide them with a Participant Information Sheet (and Parental Consent Form if they are under 16 years of age). The recruitment interview with each youth should take 10-15 minutes from the beginning of the screening questions through to the collection of his/her coordinates. **The deadline for recruitment is March 24.**

RECRUITMENT STEPS

1. **Screen youth**. The objective is not just to recruit youth smokers, but to recruit youth smokers that are 'primed and ready' to quit. This is **critical** and must be determined using the **recruitment questionnaire**. Use the questionnaire to assess the eligibility of interested youth. This involves asking youth the questions and recording their responses directly in the questionnaire. This questionnaire is not designed to be self-administered; do not allow youth to answer the questions on their own. You will need to:

   ⇒ Make copies of the recruitment questionnaire.

   ⇒ Take 5-10 minutes to interview the youth. Ideally, this should occur immediately after the youth identifies him/herself to you as an interested potential recruit. That said, the timing of the eligibility screening will depend on individual circumstances/recruitment strategies.

   ⇒ Ask the screening questions exactly as written and record the answers.

   ⇒ If they do not meet the eligibility criteria, politely thank them for their interest and explain that they do not meet the requirements of the study. Most likely their ineligibility will be based on the fact that they will not rate high enough on the readiness-to-quit smoking index. Do not explain this to ineligible recruits; this could influence other youth (e.g. youth talking to one another). If they question why they do not meet the eligibility criteria, simply inform them that their smoking behaviour and attitudes do not match the research profile (**consult Q&A script**).

   ⇒ If they meet the eligibility criteria, continue with the recruitment.

2. **Confirm age of youth.** Should interested youth meet the eligibility criteria, ask to confirm their age. Any piece of identification (preferably with a picture) will be sufficient. It is important that we only admit youth aged 14 to 19 years, and that all youth under 16 years are identified during recruitment because parental consent will be required to admit these youth. If youth do not have identification with them at the time of recruitment, use your discretion, but err on the side of caution. A few rules:

    ⇒ If you suspect a youth to be 14-15 years of age, where parental consent is required, ask them to bring identification before proceeding with screening.

    ⇒ If you suspect a youth to be younger than 14 years and they claim to be 14 or older, ask them to bring identification before proceeding with the screening.

3. **Provide recruits with Participant Instruction sheet.** To confirm their participation in the study, youth must have their eligibility verified by Phoenix. Give them the **Participant Instruction** sheet, and instruct them to read it carefully – it contains background information about the study, as well as details regarding the actions they must take to confirm their participation.

    ⇒ Make copies of the Participant Instructions in advance of recruitment.

    ⇒ Remind recruits that they must confirm their participation with the research company within 1 week.

4. **Parental Consent.** All youth under 16 years of age are required to obtain consent from their parents/guardians before they may participate in the study. Give these youth the **Parental Consent Form** and ask them to have it signed and returned per their Participant Instruction sheet as soon as possible.

    ⇒ Make copies of the Parental Consent Form in advance of recruitment.

    ⇒ Remind recruits that they must return their signed form before their participation can be confirmed with the research company.

    ⇒ There will be no exceptions for youth under 16 years of age – no consent form, no participation.

5. **Answer any questions youth might have about the study**. Refer to the **Q&A script**.

GUIDELINES

- Do <u>not</u> prominently advertise/publicize the cash honorarium or prize draws to attract interested youth. Compensation should not be highlighted as an inducement to participate. You *can* mention that they will receive an honorarium to thank them for their participation. You *cannot* create the impression that they will be paid to quit smoking. For example:

Acceptable: Participants will be financially compensated for participation.
Unacceptable: EARN cash to quit smoking!

- Do not under any circumstances mention the Q4L program – handbook or website. Since there will be a control and intervention group as part of this research, only half the youth will be asked to take part in the Q4L program during the evaluation. The other half will not; when the research is finished, these youth will be informed about Q4L and invited to use the program as well.

- Try to avoid recruiting youth who know each other. While we know that this will be difficult, and likely not achievable, try to recruit youth who do not know each other well. We cannot have the intervention group spoil things for the control group (i.e. by talking about what the former is being asked to do – visit the Q4L website/program – that the latter will not be doing). This is highly possible should two youth who know each other agree to take part and one is assigned to the control group and the other to the intervention group – which is highly probably. We will also address this in instructions to the youth participants placed in the intervention group.

QUESTIONS?

The **Question & Answer** (Q&A) script has been provided for your use during recruitment. The sheet contains responses to typical questions that you may be asked by youth, including a script for you to follow when answering each question.

CONTACT

For more information about the recruitment process, please contact Phoenix:

Alethea Woods
Consultant
Email: awoods@phoenixspi.ca
Telephone: 613-260-1700, ext. 223

Santé Canada – étude sur l'abandon du tabac chez les jeunes
Renseignements relatifs au choix des participants

Novembre 2005

APERÇU DU PROCESSUS DE SELECTION

La sélection consiste à repérer des jeunes participants qui répondent aux critères d'admissibilité et à assurer leur participation à l'étude. Les jeunes admissibles sont les Canadiens fumeurs âgés de 14 à 19 ans qui songent sérieusement à cesser de fumer et qui naviguent régulièrement sur Internet. Après avoir repéré un participant potentiel, vous devrez lui poser une brève série de questions afin de déterminer s'il satisfait aux critères d'admissibilité. S'il répond à ces critères, vous lui demanderez de vous fournir ses coordonnées et lui remettrez une fiche de renseignements à l'intention des participants (et un formulaire de consentement des parents, s'il est âgé de moins de 16 ans). L'entrevue de sélection d'un participant devrait durer de 10 à 15 minutes, du début des questions de dépistage à la collecte de ses coordonnées. Votre organisme doit trouver de 10 à 20 participants au cours du prochain mois. Le nombre final de participants sera déterminé en consultation avec Phoenix. **La sélection doit être terminée d'ici le 20 décembre 2005.**

DOCUMENTS

Les documents suivants vous sont fournis aux fins d'utilisation au cours du processus de sélection :

- Note documentaire
- Renseignements sur la sélection (le présent document)
- Réponses aux questions fréquemment posées
- Scénario – possibilité de sélection
- Grille des participants
- Questionnaire de dépistage
- Formulaire de consentement des parents
- Directives à l'intention des participants
- Dépliant de recrutement

ÉTAPES DE SÉLECTION

1. **Choisir la stratégie de recrutement.** Déterminez quelle méthode votre organisme utilisera afin de trouver des jeunes participants potentiels. Par exemple, vous pouvez afficher, dans vos bureaux, un avis approuvé annonçant l'étude qui indique les critères de sélection et demande aux jeunes intéressés de communiquer directement avec vous. Vous pouvez également donner une courte séance d'information à des jeunes profitant d'un service ou d'un programme offert par votre organisme. Vous pouvez aussi aborder les jeunes individuellement, soit lorsqu'ils entrent dans vos bureaux, qu'ils en sortent ou qu'ils utilisent un service qui y est offert (**consulter le scénario de sélection**). Tout compte fait, l'approche choisie par votre organisme dépendra du type de programmes et de services offerts et de vos interactions avec les jeunes.

2. **Confirmer la stratégie de recrutement.** Toutes les méthodes de recrutement doivent être approuvées au préalable par Phoenix. Cette procédure permettra à Phoenix d'assurer la qualité du processus de sélection, ce qui est essentiel à la réussite de cette étude. De plus, les stratégies de recrutement seront intégrées à un ensemble de « meilleures pratiques » qui pourra être fourni à d'autres organismes s'ils ont besoin de conseils ou d'aide.

3. **Mettre en œuvre la stratégie de recrutement.** Une fois votre stratégie de recrutement approuvée par Phoenix, votre organisme doit immédiatement commencer à chercher des jeunes participants. Une période d'environ un mois a été prévue pour la sélection. Veuillez considérer le 20 décembre 2005 comme date limite de la sélection.

4. **Sélectionner les jeunes.** L'objectif n'est pas seulement de trouver des jeunes, mais de sélectionner des jeunes qui sont « fin prêts » à abandonner le tabac. Ce facteur est **crucial** et doit être déterminé au moyen du **questionnaire de recrutement.** Utilisez le questionnaire afin d'évaluer l'admissibilité des jeunes intéressés. Vous devrez poser les questions aux jeunes et noter leurs réponses directement sur le questionnaire. Ce questionnaire n'est pas conçu afin d'être rempli par les répondants (il ne faut pas permettre aux répondants d'inscrire leurs réponses eux-mêmes). Vous devrez suivre les étapes suivantes :

⇒ Faire des copies du questionnaire de recrutement.

⇒ Passer 5 à 10 minutes à interviewer le jeune. Idéalement, l'entrevue doit être menée immédiatement après que le jeune se sera présenté comme candidat. Cela dit, le moment choisi pour déterminer l'admissibilité variera selon les circonstances de la sélection et les stratégies utilisées.

⇒ Poser les questions telles quelles et noter les réponses.

⇒ Remercier poliment les participants qui ne répondent pas aux critères de sélection de s'être intéressés à l'étude et leur expliquer qu'ils ne satisfont pas aux exigences de l'étude. Il est probable que la plupart des rejets seront attribuables au fait que ces participants ne sont pas suffisamment prêts à cesser de fumer. Il ne faut par contre pas en informer les candidats refusés si c'est le cas, car cela pourrait influencer les autres jeunes (c.-à-d. que les jeunes pourraient s'en parler entre eux). S'ils demandent à savoir pourquoi ils ne sont pas admissibles, il faut simplement leur expliquer que leur comportement et leurs attitudes à l'égard du tabac ne correspondent pas au profil recherché **(consulter les réponses aux questions fréquemment posées).**

⇒ Poursuivre le processus de sélection s'ils satisfont aux critères d'admissibilité.

5. **Confirmer l'âge du candidat.** En ce qui a trait aux candidats qui satisfont au critère d'admissibilité, il faut leur demander de confirmer leur âge. Toute pièce d'identité (de préférence avec photo) fera l'affaire. Il est important de ne sélectionner que des jeunes âgés de 14 à 19 ans au cours du processus de sélection et d'identifier ceux qui sont âgés de moins de 16 ans, car leurs parents devront consentir à leur participation. Si

un jeune ne porte pas de pièce d'identité au moment de la sélection, utilisez votre jugement tout en faisant preuve de prudence. Voici quelques règles à ce sujet :

⇒ Si vous croyez qu'un jeune est âgé de 14 ou de 15 ans, demandez-lui de vous présenter une pièce d'identité avant d'entamer l'entrevue.

⇒ Si vous croyez qu'un jeune est âgé de moins de 14 ans et qu'il affirme être âgé de 14 ans ou plus, demandez-lui de vous présenter une pièce d'identité avant d'entamer l'entrevue.

6. **Présenter aux candidats sélectionnés la feuille de directives à l'intention des participants.** Afin de confirmer la participation des jeunes à l'étude, Phoenix doit vérifier leur admissibilité. Donnez-leur la feuille de **directives à l'intention des participants** et demandez-leur de la lire très attentivement. Elle contient des renseignements contextuels sur l'étude ainsi que des précisions sur les mesures à prendre afin de confirmer leur participation.

⇒ Faire des copies des directives à l'intention des participants avant d'entamer la sélection.

⇒ Rappeler aux candidats choisis qu'ils doivent confirmer leur participation auprès de la compagnie responsable de la recherche d'ici une semaine.

7. **Obtenir le consentement parental.** Tous les jeunes âgés de moins de 16 ans doivent obtenir le consentement de leurs parents ou de leur tuteur avant de pouvoir participer à l'étude. Donnez-leur le **Formulaire de consentement des parents** et demandez-leur d'obtenir la signature de leurs parents ou de leur tuteur, conformément à leur feuille de directives à l'intention des participants, et de vous le renvoyer dès que possible.

⇒ Faire des copies du formulaire de consentement des parents avant d'entamer le processus de sélection.

⇒ Rappeler aux participants qu'ils doivent renvoyer le formulaire signé avant que leur participation puisse être confirmée auprès de la compagnie responsable de la recherche.

⇒ Il n'y aura aucune exception pour les jeunes âgés de moins de 16 ans. Ceux qui ne renvoient pas un formulaire de consentement signé ne pourront pas participer à l'étude.

8. **Noter le nom et les coordonnées des participants potentiels.** Une **Grille des participants** vous a été fournie sur laquelle vous devrez noter le nom et les coordonnées des jeunes sélectionnés. Il est très important de noter les renseignements correctement et de façon lisible (si vous les notez à la main).

⇒ Confirmer tous les renseignements auprès des jeunes.

⇒ Leur lire l'adresse électronique et le numéro de téléphone qu'ils ont fournis afin de confirmer leur exactitude.

9. **Envoyer la grille des participants à Phoenix.** Vous devrez envoyer les grilles des participants mises à jour à Phoenix périodiquement.

10. **Répondre à toutes les questions des jeunes au sujet de l'étude.** Consulter les **réponses aux questions fréquemment posées**.

LIGNES DIRECTRICES

- Il ne faut pas annoncer publiquement la rémunération ou le tirage afin d'attirer les jeunes intéressés. Vous ne devez pas attirer l'attention sur la rémunération afin d'inciter la participation. Vous *pouvez* mentionner aux candidats que les participants recevront une somme d'argent en guise de remerciement pour leur participation. Par contre, vous ne *pouvez pas* leur donner l'impression qu'ils seront rémunérés pour abandonner le tabac. Par exemple :

  Acceptable : Les participants recevront une rémunération en échange de leur participation.
  Inacceptable : GAGNEZ de l'argent en arrêtant de fumer!

- Vous ne devez, en aucun cas, mentionner le programme V100F (manuel ou site Internet). Étant donné que cette recherche comprendra un groupe témoin et un groupe d'intervention, on ne demandera qu'à la moitié des jeunes de participer au programme V100F au cours de l'évaluation. Ceux qui n'y auront pas participé seront informés de son existence à la fin de la recherche et seront invités à y prendre part.

- Tentez d'éviter de choisir des jeunes qui se connaissent. Nous savons que cela sera difficile, voire impossible, mais tentez de trouver des jeunes qui ne sont pas très proche. Nous voulons éviter que les membres du groupe d'intervention ruinent l'expérience des membres du groupe témoin (p. ex. en leur parlant de ce qu'ils ont à faire, notamment visiter le site Internet du programme V100F, et que les autres ne feront pas). Il est très possible que cela se produise si deux jeunes qui se connaissent acceptent de participer à l'étude et qu'ils ne se retrouvent pas dans le même groupe, ce qui représente une situation très susceptible de survenir. Nous traiterons également de ce problème dans les directives à l'intention des jeunes participants placés au sein du groupe d'intervention.

QUESTIONS?

Les **réponses aux questions fréquemment posées** vous ont été fournies aux fins d'utilisation au cours du processus de sélection. La feuille contient des réponses aux questions habituelles que posent les jeunes intéressés, ainsi que des réponses préparées d'avance pour chaque question.

PERSONNE-RESSOURCE

Pour obtenir de plus amples renseignements au sujet du processus de sélection, veuillez communiquer avec la représentante de Phoenix aux coordonnées suivantes

Alethea Woods
Experte-conseil
Courriel : awoods@phoenixspi.ca
Numéro de téléphone : (613) 260-1700, poste 223

Recruitment Flyer

Health Canada
Youth Smoking Study

Are you a smoker between the ages of 14-19 years who is seriously thinking about quitting smoking?

Health Canada is conducting a study to better understand issues relevant to youth trying to quit smoking. This information will be used to help Health Canada develop information and resources for youth who want to quit smoking.

You can help by taking part in this research study. Here's how it works:

- Take a short interview to determine your eligibility.
- Take part in an initial survey and set of 3 short follow-up surveys over a 9-month period.
- Be entered into a number of prize draws over the 9-month period.
- Receive a cash honorarium for your time.

Parental or Guardian consent is required for all participants under 16 years of age.

Your personal information will be treated in complete confidence.

To participate, please contact:

Recruitment Flyer (French)

Santé Canada – étude sur l'abandon du tabac chez les jeunes

Êtes-vous un fumeur âgé de 14 à 19 ans qui songe sérieusement à cesser de fumer?

Santé Canada mène actuellement une étude afin de mieux comprendre les questions liées au tabagisme chez les jeunes qui veulent cesser de fumer. Santé Canada utilisera cette information afin de préparer des renseignements et de créer des ressources qu'il mettra à la disposition des jeunes qui veulent cesser de fumer.

Vous pouvez contribuer en participant à cette étude. Voici la façon dont l'étude va se dérouler :

- Courte entrevue visant à déterminer votre admissibilité à l'étude.
- Enquête initiale et série de trois courtes enquêtes de suivi au cours d'une période de neuf mois.
- Inscription à un certain nombre de tirages au cours de la période de neuf mois.
- Remise d'une rétribution pour vous remercier de votre temps.

Le consentement d'un parent ou d'un tuteur légal est requis pour tous les participants âgés de moins de 16 ans.

Vos renseignements personnels demeureront strictement confidentiels.

Pour participer, veuillez communiquer avec :

Health Canada Youth Smoking Cessation Study
Participant Instructions

Thank you for your interest in taking part in this important research that Health Canada is doing with youth smokers across Canada. The study is being managed by Phoenix Strategic Perspectives Inc. (Phoenix), an independent public opinion research firm. For the time being, you have been registered to take part in this study. Please read these instructions to complete the registration process and begin the study.

Every year more than 45,000 Canadians die as a result of disease and illness caused by the use of tobacco. Nearly one-quarter of all smokers in Canada are under 25 years of age, and approximately one in five young people in Canada smoke. Helping Canadians to quit smoking is a key strategic direction of the Government of Canada's Federal Tobacco Control Strategy. In support of this goal, Health Canada is conducting this study is to assess issues related to youth smoking cessation.

Next Steps:

- Please return the signed parental consent form (if you are under 16 years of age). Parental consent forms can be faxed to **1-800-458-4664** and must be received before your registration can be confirmed.
- Call **1-800-701-3137, ext. 230 (English) or ext. 231 (French)** to have your registration confirmed by the research company. This involves a short telephone interview of about 5 minutes. You will be asked a series of questions to make sure that you match the study requirements. **It is important that you call immediately**. If the research company has not heard from you within 1 week of your recruitment, they will phone you directly. The research company will make **three attempts** to contact you. If they can't reach you, you will be removed from the list of participants.
- Once your registration has been confirmed by the research company, you will be emailed a set of instructions. Please print the instructions and keep them in a safe place. This set of instructions will contain all the information that you will need to take part in the study.

- The instructions will:
  - Describe the study in more detail.
  - Outline what you will be required to do as a research participant.
  - Let you know when you will receive your honorarium and detail how the prize draws will work.
  - Provide contact information for the research company, Phoenix, in case you have any questions about your participation.

Please submit your parental consent form if you are under 16, and call 1-800-701-3137, ext. 230 (English) or ext. 231 (French) to complete the registration process immediately.

Thank you for your interest in this study.

CONTACTS

If you would like more information about the study, please contact Health Canada: **Julie K. Greene** **Tobacco Control Programme** **Program Consultant** **Email: julie_k_greene@hc-sc.gc.ca** **Telephone: 613-952-9819**		For more information about the research process, please contact Phoenix SPI: **Alethea Woods** **Consultant** **Email: awoods@phoenixspi.ca** **Telephone: 613-260-1700, ext. 223**

Santé Canada – étude sur l'abandon du tabac chez les jeunes
Directives à l'intention des participants

Merci de l'intérêt que vous portez à cette importante étude menée par Santé Canada auprès des jeunes fumeurs à l'échelle du pays. Cette étude est gérée par Phoenix Strategic Perspectives Inc. (ci-après Phoenix), un cabinet de recherche indépendant sur l'opinion publique. Vous êtes maintenant inscrit à la présente étude à titre de participant. Veuillez lire ces directives pour terminer le processus d'inscription et entamer l'étude.

Chaque année, plus de 45 000 Canadiens et Canadiennes meurent à la suite d'une maladie causée par l'usage du tabac. Près du quart de tous les fumeurs au Canada sont âgés de moins de 25 ans et environ un jeune sur cinq fume au Canada. Aider les Canadiens et les Canadiennes à cesser de fumer est une orientation stratégique clé de la Stratégie fédérale de lutte contre le tabagisme du gouvernement du Canada. En appui à cette orientation stratégique, Santé Canada effectue cette étude dans le but d'évaluer les questions liées au renoncement du tabac par les jeunes.

Prochaines étapes :

- Veuillez retourner le formulaire de consentement des parents dûment signé (si vous êtes âgé de moins de 16 ans). Vous pouvez télécopier ce dernier au **1 800 458-4664**; celui-ci doit être reçu avant de pouvoir confirmer votre inscription.
- Composez le **1 800 701-3137, poste 230 (anglais)** ou **231 (français)** pour que l'entreprise de recherche puisse confirmer votre inscription à l'étude. Cette étape comprend une brève entrevue téléphonique d'environ cinq minutes. On vous posera une série de questions visant à s'assurer que vous répondez aux exigences de l'étude. **Il est important d'appeler immédiatement.** Si l'entreprise de recherche n'a pas de nouvelle de vous au cours de la semaine suivant votre recrutement, elle communiquera avec vous par téléphone. Elle tentera par **trois fois** de vous joindre. Si elle n'y parvient pas, votre nom sera supprimé de la liste de participants.
- Une fois votre inscription confirmée par l'entreprise de recherche, vous recevrez des directives par courriel. Veuillez les imprimer et les conserver en lieu sûr. Ces directives renferment tous les renseignements dont vous aurez besoin pour prendre part à l'étude.

- Les directives :
  - décriront l'étude en détail;
  - indiqueront ce que vous aurez à faire à titre de participant;
  - préciseront le moment où vous recevrez votre rétribution et expliqueront la façon de procéder pour les tirages;
  - fourniront les coordonnées des personnes-ressources de l'entreprise de recherche (Phoenix) à qui vous pourrez faire parvenir toute question au sujet de votre participation.

Veuillez remettre votre formulaire de consentement des parents si vous êtes âgé de moins de 16 ans, puis composez le 1 800 701-3137, poste 230 (anglais) ou 231 (français) pour terminer le processus d'inscription immédiatement.

Merci de l'intérêt que vous portez à cette étude.

PERSONNES-RESSOURCES

Si vous désirez de plus amples renseignements au sujet de l'étude, veuillez communiquer avec Santé Canada :		**Pour obtenir de plus amples renseignements au sujet du processus de recherche, veuillez communiquer avec Phoenix SPI, Inc. :**
Julie K. Greene Programme de la lutte au tabagisme Consultante en programmes Courriel : julie_k_greene@hc-sc.gc.ca N° de téléphone : (613) 952-9819		Alethea Woods Experte-conseil Courriel : awoods@phoenixspi.ca N° de téléphone : (613) 260-1700, poste 223

Health Canada Santé Canada

Phoenix Strategic Perspectives Inc.

Re: Parental Permission for Participation in Health Canada Study

Your decision to allow your child to participate in the research is completely voluntary and your decision will not affect any dealings you may have with the Government of Canada. All information collected will be used for research purposes only in accordance with laws designed to protect your child's privacy. Any information that is obtained and that can be identified with your child will remain confidential. His or her responses will not be linked to his or her name in any written or verbal report of this research project.

By my signature, I understand that:

This study is being conducted on behalf of Health Canada, a department of the Government of Canada, by Phoenix Strategic Perspectives Inc. (Phoenix), an independent public opinion research firm. The purpose of the research is to assess issues related to youth smoking cessation.

I [INERT NAME OF PARENT/GUARDIAN] _____ am being asked to allow my child [INERT NAME OF CHILD] _____ to take part in the study as follows:

1. Take part in a baseline survey and set of three follow-up surveys over a 9-month period.
2. Potentially take part in an in-depth telephone interview that would be conducted by a researcher of Phoenix.
3. Be contacted by email by Phoenix over the 9-month period to be notified of each survey.
4. Be entered into a number of prize draws over the 9-month period.
5. Receive a cash honorarium for his/her time.

Print name of parent/guardian: _____

Signature: _____

Date: _____

Please return this form by fax to: 1-800-458-4664

CONTACTS

If you would like more information about the study, please contact Health Canada: **Julie K. Greene** **Tobacco Control Programme** **Program Consultant** **Email: julie_k_greene@hc-sc.gc.ca** **Telephone: 613-952-9819**	For more information about the research process, please contact Phoenix SPI: **Alethea Woods** **Consultant** **Email: awoods@phoenixspi.ca** **Telephone: 613-260-1700, ext. 223**

Health Canada Santé Canada

Phoenix Strategic Perspectives Inc.

Objet : Formulaire de consentement des parents – Participation à l'étude de Santé Canada

Votre décision de permettre à votre enfant de participer à l'étude est entièrement volontaire et n'aura aucune incidence sur les relations que vous entretenez avec le gouvernement du Canada. Tout renseignement recueilli sera utilisé uniquement aux fins d'étude, conformément aux lois conçues pour protéger la vie privée de votre enfant. Tout renseignement obtenu pouvant établir un lien avec votre enfant demeurera confidentiel. Dans le cadre du présent projet de recherche, aucune des réponses formulées par votre enfant ne sera associée à son nom dans un rapport verbal ou écrit.

Par ma signature, je comprends que :

Cette étude est menée au nom de Santé Canada, un ministère du gouvernement du Canada, par Phoenix Strategic Perspectives Inc. (ci-après Phoenix), un cabinet de recherche indépendant sur l'opinion publique. L'objet de l'étude est d'évaluer les problèmes liés au renoncement du tabac chez les jeunes.

Je, [INSERER LE NOM DU PARENT/TUTEUR LEGAL] _____, accepte que mon enfant, [INSERER LE NOM DE L'ENFANT] _____, participe à l'étude de la façon suivante :

1. Participation à une enquête initiale ainsi qu'à une série de trois enquêtes de suivi au cours d'une période de neuf mois.
2. Participation éventuelle à une entrevue téléphonique approfondie qui serait menée par un chercheur de Phoenix.
3. Avis expédiés par courriel par Phoenix au cours de la période de neuf mois pour informer mon enfant de chaque enquête.
4. Inscription de mon enfant à un certain nombre de tirages au cours de la période de neuf mois.
5. Remise d'une rétribution à mon enfant pour le remercier de son temps.

Nom du parent/tuteur legal en lettres moulees :	
Signature :	
Date :	

Veuillez retourner ce formulaire par télécopieur au numéro suivant : 1 800 458-4664

PERSONNES-RESOURCES

Si vous désirez de plus amples renseignements au sujet de l'étude, veuillez communiquer avec Santé Canada : **Julie K. Greene** **Programme de la lutte au tabagisme** **Consultante en programmes** **Courriel : julie_k_greene@hc-sc.gc.ca** **N° de téléphone : (613) 952-9819**		Pour obtenir de plus amples renseignements au sujet du processus de recherche, veuillez communiquer avec Phoenix SPI, Inc. : **Alethea Woods** **Experte-conseil** **Courriel : awoods@phoenixspi.ca** **N° de téléphone : (613) 260-1700, poste 223**

Health Canada

Health Canada Q4L Youth Smoking Cessation Study

(POR-05-15)

Baseline Survey

Thank you for agreeing to take part in this study on issues related to youth smoking, and in particular quitting smoking. The research is being conducted for Health Canada by Phoenix SPI, an independent research firm.

Your responses will be kept entirely confidential. Health Canada will only receive combined results – no individuals will be identified in any way.

The survey should take no more than 15 minutes to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

INTERNAL NOTES:

- A 'DON'T KNOW/NO RESPONSE' OPTION WILL BE AVAILABLE TO RESPONDENTS FOR ALL APPROPRIATE QUESTIONS. WHERE RELEVANT, A 'NOT APPLICABLE' OPTION WILL ALSO BE AVAILABLE AS A SEPARATE RESPONSE.
- AN ID SYSTEM WILL BE USED TO MATCH INDIVIDUAL PARTICIPANT'S COMPLETED SURVEYS (I.E. PRE-, POST- AND FOLLOW-UPS).

SMOKING STATUS

This first section focuses on smoking behaviour. This includes cigarettes that are bought in a pack, as well as cigarettes that are roll-your-owns..

1. At the present time, do you smoke cigarettes every day or occasionally?

Every day	[ ]	
Occasionally (less than every day)	[ ]	CHECK ONE ONLY
Do not smoke	[ ]	GO TO CLARIFICATION NOTE

IF SMOKE EVERY DAY:

2. How much do you usually smoke per day?

A few puffs (drags, hits) every day	[ ]

1 to 4 each day (a pack usually lasts me all week)	[ ]	
5 to 9 each day (less than a pack a day)	[ ]	CHECK ONE
10 to 19 each day (around a pack a day)	[ ]	ONLY
20 or more every day (around a pack a day or more)	[ ]	

IF SMOKE OCCASIONALLY:

3. During the past month, on about how many days did you smoke?

   Number of days: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

4. On the days that you do smoke, about how many cigarettes do you smoke?

   Number of cigarettes per day: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

EVERYONE:

5. How old were you when you smoked your first full cigarette?

Under 10	[ ]	
10-11	[ ]	
12-13	[ ]	CHECK ONE ONLY
14-15	[ ]	
16-17	[ ]	
18-19	[ ]	

6. How long have you been smoking?

Less than 1 year	[ ]	
1-2 years	[ ]	CHECK ONE ONLY
3-4 years	[ ]	
5 years or more	[ ]	

7. In addition to smoking cigarettes, do you use any of the following?

Cigars (includes cigarillos)	[ ]	
Pipe	[ ]	
Chewing tobacco	[ ]	CHECK ALL THAT APPLY
Snuff	[ ]	
Other/Bidis/Kreteks	[ ]	

8. Which of the following apply to you?

	Yes	No
Do you ever have a craving for a cigarette (a feeling that you really need a cigarette at that time)?		
Do you avoid places where you can't smoke (movies, classes, church) because you find it hard to spend more than a couple of hours without smoking?		
Do you worry that you will run out of cigarettes?		
If you're low on cigarettes, do you spend a lot of time thinking about how you're going to get more cigarettes?		
Can you function better after you've had your first cigarette of the day?		

9. How soon after you wake up do you smoke your first cigarette?

Less than 15 minutes	[ ]	
15-30 minutes	[ ]	
1/2 an hour to one hour	[ ]	
1 - 3 hours	[ ]	CHECK ONE ONLY
More than 3 hours but less than a day	[ ]	
More than a day	[ ]	
I don't crave cigarettes	[ ]	

10. Since you first started smoking cigarettes, how much have you increased?

A lot	[ ]	
A little	[ ]	CHECK ONE ONLY
Not at all	[ ]	

WHO SMOKES?

11. Do you live with anyone that smokes? This includes people you live with full time or live with part time as part of a shared custody arrangement.

Yes	[ ]
No	[ ]

IF YES:

12. Who do you live with that smokes?

Mother (or step-mother)	[ ]	
Father (or step-father)	[ ]	CHECK ALL THAT APPLY
Brother(s), sister(s)	[ ]	
Someone else (please specify): _____		

13. How many of your friends smoke?

None	[ ]	
A few	[ ]	
About half	[ ]	CHECK ONE ONLY
Most	[ ]	
All	[ ]	

When and with Whom do you Smoke?

14. How often do you smoke at the following **times**? If something does not apply to you, please check the N/A option.

	Often	Sometimes	Never	N/A
Before school/work	O	O	O	O
During the school/work day	O	O	O	O
After school/work	O	O	O	O
In the evenings	O	O	O	O
On weekends	O	O	O	O

15. How often do you smoke with the following **people**? If something does not apply to you, please check the N/A option.

	Often	Sometimes	Never	N/A
With your friends	O	O	O	O
With your parents/guardians	O	O	O	O
With other family members	O	O	O	O
By yourself	O	O	O	O

Why do you Smoke?

16. I smoke...

To relax	[ ]	
Because I'm addicted to nicotine	[ ]	
Because my friends smoke	[ ]	
Because my family smokes	[ ]	
Because I'm afraid I'll gain weight if I quit	[ ]	CHECK ALL THAT APPLY

Because smoking helps me concentrate	[ ]
Because I have too much stress in my life	[ ]
Because I really enjoy smoking	[ ]
Because it has become a habit	[ ]
When I'm bored	[ ]
At parties or when I'm drinking	[ ]
Other (please specify): _____	

History with Quitting Smoking

The following questions explore issues related to quitting smoking.

17. Have you ever tried to quit smoking?

Yes	[ ]	
No	[ ]	SKIP TO QUESTION 22

IF YES:

18. How many times have you tried to quit smoking? Please only include times that you went a day or more without smoking because you were trying to quit.

1-2 times	[ ]	
3-4	[ ]	
5-6	[ ]	CHECK ONE ONLY
7-10	[ ]	
More than 10 times	[ ]	

---

19. What is the **longest** period of time you were smoke-free during any of your quit attempts?

Less than one week	[ ]	
1-4 weeks	[ ]	
1-6 months	[ ]	CHECK ONE ONLY
6 months to 1 year	[ ]	
More than 1 year	[ ]	

20. When was your last quit attempt?

Days ago	[ ]	
Weeks ago	[ ]	
Months ago	[ ]	CHECK ONE ONLY
Between 6 months and 1 year ago	[ ]	
Over 1 year ago	[ ]	

EVERYONE:

21. Have you ever participated in any kind of quit smoking program (in a group, at your school, on the web, etc.)?

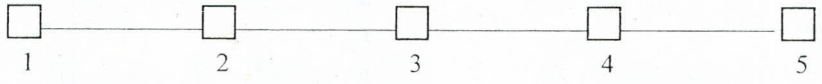
Yes	[ ]
No	[ ]

READINESS TO QUIT SMOKING

22. Which of the following statements best describes how you feel right now about changing your smoking?

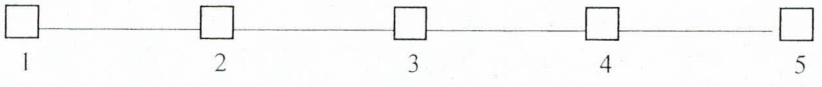
I plan to quit smoking within the next 30 days	[ ]	
I plan to quit smoking within the next 6 months	[ ]	
I plan to quit smoking, but am not sure when	[ ]	CHECK ONE ONLY
I don't plan to quit, but want to cut down	[ ]	
I don't plan to quit smoking or cut down	[ ]	

23. Right now, how **motivated** are you to quit smoking?



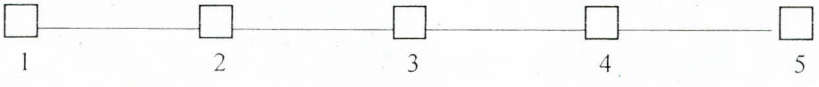
Not motivated at all **In between** **Highly motivated**

24. How **confident** are you that you can quit smoking?



Not confident at all **In between** **Very confident**

25. How much do you **know** about the types of things you can do to help you quit smoking?



Nothing at all **In between** **A great deal**

Making a Quit Plan

26. Thinking about the **last three months**, please identify which of the following things you have done.

	Yes	No
Have you set a quit date for when you want to quit smoking?		
Have you cut back on the number of cigarettes you smoke?		
To try to cut down, do you now smoke less than a full cigarette when you smoke?		
Have you spoken to a family doctor, nurse or other health care professional about quitting smoking?		
Have you told your friends/family that you intend to quit smoking?		
Have you tried any nicotine replacement products like the patch or nicotine gum?		
Do you try to avoid situations that trigger your urge to smoke?		
Have you used the Internet to look for information or assistance related to quitting smoking?		

27. Do you think you would be able to quit smoking on your own?

Definitely*	[ ]	
Probably	[ ]	CHECK ONE ONLY
Probably not	[ ]	
Definitely not	[ ]	

*PROGRAMMING: SKIP NEXT TWO QUESTIONS

28. If you wanted to quit smoking, would you know where to get help?

Yes	[ ]
No	[ ]
Have already quit smoking	[ ]

IF YES:

29. Where would you go to get help? Please be specific.

_____

_____

_____

WHY QUIT?

30. To what extent do you agree or disagree with the following statements. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	2	3	4	Strongly agree 5
I am concerned about my health as a smoker.	O	O	O	O	O
I worry about the impact of my smoking on others around me.	O	O	O	O	O
I think about the extra money I'll have when I stop smoking cigarettes.	O	O	O	O	O
Smoking often gets in the way of my physical or social activities.	O	O	O	O	O
I seriously want to quit smoking and think I am ready.	O	O	O	O	O

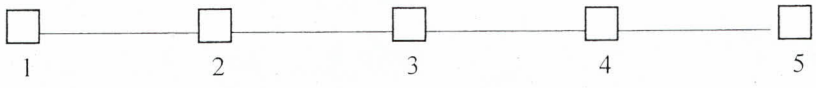
31. There are a number of reasons why people *might* want to quit smoking. For each of the following, please indicate how important that potential reason is to you personally, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
If my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I can quit smoking if I really want to.	O	O	O	O	O	O
So I don't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I know other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
If there was someone or something to help me quit.	O	O	O	O	O	O

BACKGROUND INFORMATION

These last questions are for background and analytical purposes only. Please remember that your responses to these and other questions will be kept completely confidential.

32. In general, how active are you? This includes all forms of exercise and physical activity. Please use a 5-point scale, where '1' is not active at all, and '5' is very active.



Not active at all **In between** **Very active**

---

33. How old are you?

Add list of options – 14-20 years of age: _____

34. Are you…?

Male	[ ]	CHECK ONE ONLY
Female	[ ]	

---

35. What grade are you in?

Grade 8 or less	[ ]	
9	[ ]	
10	[ ]	
11	[ ]	CHECK ONE ONLY
12	[ ]	
In college	[ ]	
In university	[ ]	
Not in school	[ ]	

36. Which of the following best describes your racial background?

White/Caucasian	[ ]	
Black	[ ]	
Aboriginal Canadian	[ ]	
South Asian (e.g. Indian, Pakistani)	[ ]	CHECK ONE ONLY
Southeast Asian (e.g. Chinese, Korean)	[ ]	
Middle Eastern	[ ]	
Latin American	[ ]	

Other (please specify): _____

37. Where do you live?

Add list of provinces/territories: _____

Thank you. That completes the survey. Your participation is greatly appreciated.

Santé Canada

Étude de Santé Canada sur le renoncement au tabac chez les jeunes (V100F)

(POR-05-15)

Enquête de référence

Merci d'avoir accepté de participer à cette étude sur le tabagisme chez les jeunes et, plus précisément, sur le renoncement au tabac. Cette étude est réalisée pour Santé Canada par Phœnix SPI, une maison de recherche indépendante.

Vos réponses demeureront strictement confidentielles. Santé Canada n'aura accès qu'aux données consolidées. Aucune personne ne sera identifiée de quelque manière que ce soit.

Il ne vous faudra pas plus de 15 minutes pour remplir le questionnaire. Vous pouvez sauvegarder vos réponses à tout moment et retourner au questionnaire pour le remplir à votre convenance.

Si vous avez des questions à propos du sondage, veuillez communiquer avec M. Philippe Azzie, de Phœnix SPI, au (613) 260-1700 (poste 222) ou par courriel, à pazzie@phoenixspi.ca.

NOTES INTERNES :

- LÀ OÙ IL CONVIENT DE LE FAIRE, ON OFFRIRA AUX RÉPONDANTS LA POSSIBILITÉ DE CHOISIR LA CATÉGORIE DE RÉPONSE « JE NE SAIS PAS / N'A PAS RÉPONDU ». UNE AUTRE CATÉGORIE DE RÉPONSE, « SANS OBJET », SERA AUSSI OFFERTE SÉPARÉMENT.
- ON AURA RECOURS À UN SYSTÈME D'IDENTIFICATION PERMETTANT DE REGROUPER LES QUESTIONNAIRES REMPLIS PAR CHAQUE PARTICIPANT (PRÉ-, POST- ET SUIVI).

USAGE DE LA CIGARETTE

Cette première section porte sur l'usage de la cigarette. Il est question ici des cigarettes que vous achetez toutes faites, en paquets, de même que celles que vous roulez vous-même.

1. Actuellement, fumez-vous la cigarette tous les jours ou à l'occasion ?

Tous les jours	[ ]	
À l'occasion (moins d'une fois par jour)	[ ]	NE COCHER QU'UNE SEULE CASE
Ne fume pas	[ ]	ALLER À LA NOTE EXPLICATIVE

SI FUME TOUS LES JOURS :

2. Habituellement, combien de cigarettes fumez-vous chaque jour ?

Quelques bouffées chaque jour	[ ]	
1 à 4 cigarettes par jour (pas plus d'un paquet par semaine)	[ ]	
5 à 9 cigarettes par jour (moins d'un paquet par jour)	[ ]	NE COCHER
10 à 19 cigarettes par jour (environ un paquet par jour)	[ ]	QU'UNE SEULE
20 cigarettes ou plus par jour (environ un paquet ou plus par jour)	[ ]	CASE

SI FUME À L'OCCASION :

3. Au cours du dernier mois, environ combien de jours avez-vous fumé ?

Nombre de jours : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

Nombre de cigarettes par jour : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

TOUS LES RÉPONDANTS :

5. Quel âge aviez-vous quand vous avez fumé votre première cigarette, au complet ?

Moins de 10 ans	[ ]	
10 ou 11 ans	[ ]	
12 ou 13 ans	[ ]	NE COCHER QU'UNE SEULE CASE
14 ou 15 ans	[ ]	
16 ou 17 ans	[ ]	
18 ou 19 ans	[ ]	

---

6. Depuis combien de temps fumez-vous ?

Moins d'un an	[ ]	
1 ou 2 ans	[ ]	NE COCHER QU'UNE SEULE CASE
3 ou 4 ans	[ ]	
5 ans ou plus	[ ]	

7. En plus de fumer la cigarette, consommez-vous l'un ou l'autre des produits suivants ?

Cigares (y compris les cigarillos)	[ ]	
Pipe	[ ]	COCHER TOUTES LES RÉPONSES
Tabac à chiquer	[ ]	APPLICABLES
Tabac à priser	[ ]	
Autre / bidis / kreteks	[ ]	

---

8. Lesquels des énoncés suivants s'appliquent à vous ?

	Oui	Non
Vous arrive-t-il d'avoir grandement envie d'une cigarette (l'impression d'avoir vraiment besoin d'une cigarette à ce moment précis) ?		
Évitez-vous de fréquenter les endroits où il est interdit de fumer (cinéma, salle de classe, église) parce qu'il vous est difficile de passer plus que quelques heures sans fumer ?		
Vous inquiétez-vous de manquer de cigarettes ?		
S'il ne vous reste que quelques cigarettes, passez-vous beaucoup de temps à penser à comment vous en procurer d'autres ?		
Fonctionnez-vous mieux après avoir fumé votre première cigarette de la journée ?		

9. Combien de temps après votre réveil fumez-vous votre première cigarette ?

Moins de 15 minutes	[ ]	
15 à 30 minutes	[ ]	
1/2 heure à 1 heure	[ ]	
1 à 3 heures	[ ]	NE COCHER QU'UNE
Plus de trois heures mais moins d'une journée	[ ]	SEULE CASE
Plus d'une journée	[ ]	
Je n'éprouve pas le besoin de fumer	[ ]	

10. Depuis que vous avez commencé à fumer, dans quelle mesure avez-vous augmenté votre consommation ?

Grandement	[ ]	
Un peu	[ ]	NE COCHER QU'UNE SEULE CASE
Pas du tout	[ ]	

QUI FUME ?

11. Habitez-vous avec une personne qui fume ? Il est question ici des gens avec qui vous vivez à plein temps ou à temps partiel, dans le cadre d'une garde partagée.

Oui	[ ]
Non	[ ]

SI OUI :

12. Qui est ce fumeur ou cette fumeuse avec qui vous habitez ?

Mère (ou belle-mère)	[ ]	COCHER TOUTES LES RÉPONSES
Père (ou beau-père)	[ ]	APPLICABLES

Frère(s), sœur(s) [ ]
Autre personne (veuillez préciser) : _____

13. Combien de vos amis et amies fument ?

Aucun(e)	[ ]	
Quelques-un(e)s	[ ]	
Environ la moitié	[ ]	NE COCHER QU'UNE SEULE CASE
La plupart	[ ]	
Tous ou toutes	[ ]	

QUAND ET AVEC QUI FUMEZ-VOUS ?

14. À quelle fréquence fumez-vous aux **moments** suivants ? Si un de ces moments ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Souvent	**Parfois**	**Jamais**	**S/O**
Avant d'arriver à l'école / au travail	O	O	O	O
Pendant la journée (à l'école / au travail)	O	O	O	O
Après l'école / le travail	O	O	O	O
En soirée	O	O	O	O
Pendant le week-end	O	O	O	O

15. À quelle fréquence fumez-vous avec les **personnes** suivantes ? Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Souvent	**Parfois**	**Jamais**	**S/O**
Avec vos amis/amies	O	O	O	O
Avec vos parents/tuteurs	O	O	O	O
Avec d'autres membres de votre famille	O	O	O	O
Seul(e)	O	O	O	O

POURQUOI FUMEZ-VOUS ?

16. Je fume…

… pour me détendre	[ ]	
… parce que j'ai acquis une dépendance à la nicotine	[ ]	
… parce que mes amis ou amies fument	[ ]	COCHER
… parce que ma famille fume	[ ]	TOUTES LES
… parce que j'ai peur de prendre du poids si je cesse	[ ]	RÉPONSES
… parce que la cigarette m'aide à me concentrer	[ ]	APPLICABLES
… parce que je vis trop de stress	[ ]	
… parce que j'aime vraiment fumer	[ ]	
… parce que c'est devenu une habitude	[ ]	
… quand je m'ennuie	[ ]	
… lors de fêtes ou quand je consomme de l'alcool	[ ]	

Autre (veuillez préciser) : _____

TENTATIVES DE RENONCEMENT À LA CIGARETTE

Les questions suivantes portent sur le renoncement à la cigarette.

17. Avez-vous déjà essayé de cesser de fumer ?

Oui	[ ]	
Non	[ ]	ALLER À LA QUESTION 22

SI OUI :

18. Combien de fois avez-vous essayé de cesser de fumer ? Ne tenez compte que des occasions où vous n'avez pas fumé pendant au moins une journée parce que vous tentiez de cesser de fumer.

1 ou 2 fois	[ ]	
3 ou 4 fois	[ ]	
5 ou 6 fois	[ ]	NE COCHER QU'UNE SEULE CASE
7 à 10 fois	[ ]	
Plus de 10 fois	[ ]	

---

19. Quelle est la période **la plus longue** pendant laquelle vous n'avez pas fumé, au cours d'une de ces tentatives ?

Moins d'une semaine	[ ]	
1 à 4 semaines	[ ]	
1 à 6 mois	[ ]	NE COCHER QU'UNE SEULE CASE
6 mois à 1 an	[ ]	
Plus d'un an	[ ]	

20. À quand remonte votre dernière tentative ?

Il y a quelques jours	[ ]	
Il y a quelques semaines	[ ]	
Il y a quelques mois	[ ]	NE COCHER QU'UNE SEULE CASE
Il y a de cela 6 mois à 1 an	[ ]	
Il y a plus d'un an	[ ]	

TOUS LES RÉPONDANTS :

21. Avez-vous déjà participé à un programme visant à cesser de fumer (dans un groupe, à votre école, sur le Web, etc.) ?

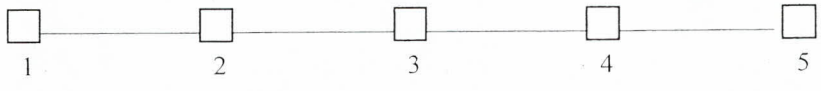
Oui	[ ]
Non	[ ]

DISPOSITION À CESSER DE FUMER

22. Lequel des énoncés suivants décrit le mieux vos intentions à l'égard de votre usage de la cigarette ?

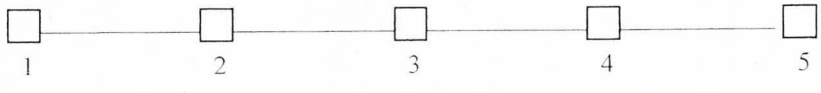
Je prévois cesser de fumer dans les prochains 30 jours	[ ]	
Je prévois cesser de fumer dans les prochains 6 mois	[ ]	
Je prévois cesser de fumer mais je ne sais pas quand je le ferai	[ ]	NE COCHER QU'UNE SEULE CASE
Je ne prévois pas cesser de fumer mais je veux réduire ma consommation	[ ]	
Je ne prévois pas cesser de fumer ni réduire ma consommation	[ ]	

23. Présentement, jusqu'à quel point êtes-vous **motivé(e)** à cesser de fumer ?



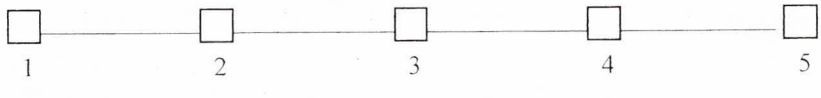
Pas motivé(e) du tout **Entre les deux** **Très motivé(e)**

24. Dans quelle mesure êtes-vous **confiant(e)** de pouvoir cesser de fumer ?



Pas confiant(e) du tout **Entre les deux** **Très confiant(e)**

25. Que **savez**-vous des genres de choses que vous pouvez faire pour arriver à cesser de fumer ?



Rien du tout **Entre les deux** **Beaucoup**

ÉLABORATION D'UN PLAN DE RENONCEMENT

26. Veuillez indiquer ci-dessous les choses que vous avez faites au cours des **derniers trois mois**.

	Oui	**Non**
Avez-vous choisi une date à laquelle vous cesserez de fumer ?		
Avez-vous réduit le nombre de cigarettes que vous fumez ?		
Pour essayer de réduire votre consommation, évitez-vous de fumer vos cigarettes en entier ?		
Avez-vous parlé à votre médecin de famille, une infirmière ou un autre professionnel de la santé à propos de votre intention de cesser de fumer ?		
Avez-vous dit à vos amis/amies ou à votre famille que vous aviez l'intention de cesser de fumer ?		
Avez-vous essayé des produits de substitution de la nicotine, comme le timbre ou la gomme à la nicotine ?		
Essayez-vous d'éviter les situations qui vous donnent envie de fumer ?		
Avez-vous cherché, dans Internet, des renseignements sur le renoncement au tabac, ou de l'aide pour cesser de fumer ?		

27. Croyez-vous que vous pourriez arriver à cesser de fumer seul(e) ?

Certainement* [ ]
Probablement [ ] NE COCHER QU'UNE SEULE CASE
Probablement pas [ ]
Certainement pas [ ]

*PROGRAMMEUR : SAUTER LES DEUX QUESTIONS SUIVANTES

28. Si vous vouliez cesser de fumer, sauriez-vous où vous adresser pour obtenir de l'aide ?

Oui [ ]
Non [ ]
Déjà cessé de fumer [ ]

SI OUI :

29. Où vous adresseriez-vous pour obtenir de l'aide ? Veuillez être précis(e).

POURQUOI RENONCER À LA CIGARETTE ?

30. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupe étant donné que je fume la cigarette.	O	O	O	O	O
Je m'inquiète des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pense à l'argent que j'aurai de plus quand j'aurai cessé de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêche souvent de sortir ou de faire de l'activité physique autant que je voudrais.	O	O	O	O	O
Je veux sérieusement cesser de fumer et je crois être prêt(e).	O	O	O	O	O

31. Il y a plusieurs raisons pour lesquelles on *pourrait* vouloir cesser de fumer. Veuillez indiquer l'importance qu'ont pour vous, personnellement, les raisons présentées ci-dessous et ce, à l'aide d'une échelle de 1 à 5, où « 1 » signifie que la raison en question n'est pas du tout importante et « 5 », qu'elle est très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

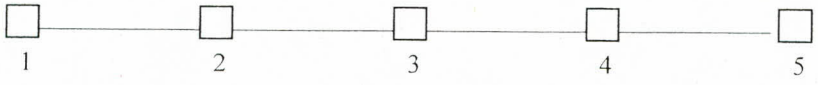
	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Si ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que je suis capable d'arrêter de fumer si je le veux vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O

Parce que je connais des gens qui sont tombés malades ou sont décédés à cause de la cigarette.	O	O	O	O	O	O
S'il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

RENSEIGNEMENTS GÉNÉRAUX

Ces dernières questions ont pour but de recueillir des renseignements généraux qui serviront uniquement à des fins d'analyse. Vos réponses à ces questions, comme aux autres, seront traitées de façon strictement confidentielle.

32. En général, dans quelle mesure êtes-vous actif ou active ? Il est question de toutes les formes d'exercice et d'activité physique. Veuillez utiliser l'échelle de 1 à 5, où « 1 » signifie que vous n'êtes pas du tout actif ou active et « 5 », que vous êtes très actif ou active.



Pas du tout actif ou active **Entre les deux** **Très actif ou active**

33. Quel âge avez-vous ?

Ajouter la liste des catégories – 14 à 20 ans : _____

34. Êtes-vous de sexe…

… masculin ? [ ] NE COCHER QU'UNE SEULE CASE
… féminin ? [ ]

35. À quel niveau êtes-vous inscrit(e) cette année ?

En 8e année ou moins [ ]
9e année [ ]
10e année [ ]
11e année [ ] NE COCHER QU'UNE SEULE CASE
12e année [ ]
Au collège [ ]
À l'université [ ]
Je ne suis pas aux études [ ]

36. Laquelle des catégories suivantes décrit le mieux vos origines raciales ?

Blanc ou Blanche / race blanche	[ ]	
Noir(e)	[ ]	
Canadien(ne) d'origine autochtone	[ ]	
Asiatique du Sud (Indien(ne), Pakistanais(e), etc.)	[ ]	NE COCHER QU'UNE
Asiatique du Sud-Est (Chinois(e), Coréen(ne), etc.)	[ ]	SEULE CASE
Origine moyenne-orientale	[ ]	
Origine latino-américaine	[ ]	
Autre (veuillez préciser) : _____		

37. Où vivez-vous ?

Ajouter la liste des provinces et territoires : _____

Merci. Voilà qui termine le questionnaire.
Nous vous sommes très reconnaissants de votre participation.

Health Canada

Health Canada Q4L Youth Smoking Cessation Study

(POR-05-15)

Initial Follow-up Survey

This is the follow-up survey to the survey that you completed approximately one month ago.

Your responses will be kept entirely confidential. Health Canada will only receive combined results – no individuals will be identified in any way. The research is being conducted for Health Canada by Phoenix SPI, an independent research firm.

The survey should take no more than 15 minutes to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

INTERNAL NOTES:

- A 'DON'T KNOW/NO RESPONSE' OPTION WILL BE AVAILABLE TO RESPONDENTS FOR ALL APPROPRIATE QUESTIONS. WHERE RELEVANT, A 'NOT APPLICABLE' OPTION WILL ALSO BE AVAILABLE AS A SEPARATE RESPONSE.
- AN ID SYSTEM WILL BE USED TO MATCH INDIVIDUAL PARTICIPANT'S COMPLETED SURVEYS (I.E. PRE-, POST- AND FOLLOW-UPS).

SCREENING QUESTIONS – INTERVENTION GROUP ONLY

QS1. Did you use the Quit4Life (Q4L) program? This is Health Canada's interactive, personalized 4-week online program designed to help youth like you quit smoking.

Yes	[ ]	
No	[ ]	TERMINATE: Q4L Message – Box Below

***New URL/WINDOW**

You need to complete the Q4L program before you can fill out this survey. Please visit www.quit4life.com to complete the program. When you have done so, please send an email message letting us know you've finished Q4L to: phoenixspi@phoenixspi.ca. We'll send you a new invitation and access code. You will then be able to fill out this survey.

Remember, to thank you for your time, you will receive $100 for taking part in this study. Following this survey, a cheque for $75 will be mailed to you. You will receive the remainder - $25 - after the 4th and final survey.

QS2. Did you complete all 4 steps of the Q4L program? This includes 1. Get Psyched, 2. Get Smart, 3. Get Support, and 4. Get on with it.

Yes	[ ]	SKIP TO Q1.
No	[ ]	

QS3. Do you plan to complete the rest of the Q4L program over the next few weeks?

Yes, I'm still working through Q4L	[ ]	TERMINATE: Message below
No, I'm finished with Q4L	[ ]	

***New URL/WINDOW**

Please continue working through the Q4L program. We'll send you another invitation with the link to the survey and a new password in approximately 4 weeks. This should give you enough time to complete Q4L. Should you finish sooner, please send an email message letting us know you've finished Q4L to: phoenixspi@phoenixspi.ca. We'll issue you a new password right away. You will then be able to fill out this survey.

Remember, to thank you for your time, you will receive $100 for taking part in this study. Following this survey, a cheque for $75 will be mailed to you. You will receive the remainder - $25 - after the 4th and final survey.

SMOKING STATUS

This first section focuses on smoking behaviour. This includes cigarettes that are bought in a pack, as well as cigarettes that are roll-your-owns.

1. At the present time, do you smoke cigarettes every day or occasionally?

Smoke every day	[ ]	
Smoke occasionally (less than every day)	[ ]	CHECK ONE ONLY
Do not smoke	[ ]	GO TO Q13

IF SMOKE EVERY DAY:

2. How much do you usually smoke per day?

A few puffs (drags, hits) every day	[ ]	
1 to 4 each day (a pack usually lasts me all week)	[ ]	
5 to 9 each day (less than a pack a day)	[ ]	CHECK ONE
10 to 19 each day (around a pack a day)	[ ]	ONLY
20 or more every day (around a pack a day or more)	[ ]	

IF SMOKE OCCASIONALLY:

3. During the past month, on about how many days did you smoke?

Number of days: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

4. On the days that you do smoke, about how many cigarettes do you smoke?

Number of cigarettes per day: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

5. Which of the following apply to you?

	Yes	No
Do you ever have a craving for a cigarette (a feeling that you really need a cigarette at that time)?		
Do you avoid places where you can't smoke (movies, classes, church) because you find it hard to spend more than a couple of hours without smoking?		
Do you worry that you will run out of cigarettes?		
If you're low on cigarettes, do you spend a lot of time thinking about how you're going to get more cigarettes?		
Can you function better after you've had your first cigarette of the day?		

6. How soon after you wake up do you smoke your first cigarette?

Less than 15 minutes	[ ]	
15-30 minutes	[ ]	
1/2 an hour to one hour	[ ]	
1 - 3 hours	[ ]	CHECK ONE ONLY
More than 3 hours but less than a day	[ ]	
More than a day	[ ]	
I don't crave cigarettes	[ ]	

7. Since you first started smoking cigarettes, how much have you increased?

A lot	[ ]	
A little	[ ]	CHECK ONE ONLY
Not at all	[ ]	

When and with Whom do you Smoke?

8. How often do you smoke at the following **times**? If something does not apply to you, please check the N/A option.

	Often	Sometimes	Never	N/A
Before school/work	O	O	O	O
During the school/work day	O	O	O	O
After school/work	O	O	O	O
In the evenings	O	O	O	O
On weekends	O	O	O	O

Recent Attempts to Quit Smoking

The following questions explore issues related to quitting smoking.

9. Within the past month or so, have you tried to quit smoking? (MATCH TIMEFRAME TO START OF PROGRAM BY INTERVENTION GROUP)

Yes	[ ]	
No	[ ]	SKIP TO QUESTION 13

IF YES:

10. How many times have you tried to quit smoking within the past month? Please only include times that you went a day or more without smoking because you were trying to quit.

Once	[ ]	
2 times	[ ]	
3 times	[ ]	CHECK ONE ONLY
4 times	[ ]	
5 times or more	[ ]	

11. What is the **longest** period of time you were smoke-free during any of your quit attempts within the past month?

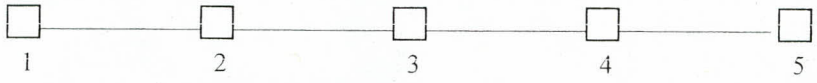
Record in number of days: _____

Readiness to Quit Smoking

12. Which of the following statements best describes how you feel right now about changing your smoking?

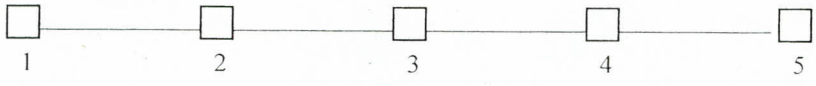
I plan to quit smoking within the next 30 days	[ ]	
I plan to quit smoking within the next 6 months	[ ]	
I plan to quit smoking, but am not sure when	[ ]	CHECK ONE ONLY
I don't plan to quit, but want to cut down	[ ]	
I don't plan to quit smoking or cut down	[ ]	
I recently quit smoking	[ ]	

13. Right now, how **motivated** are you to quit smoking, or stay quit?



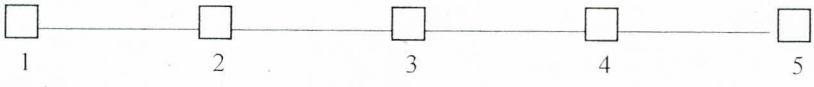
Not motivated at all **In between** **Highly motivated**

14. How **confident** are you that you can quit smoking, or stay quit?



Not confident at all **In between** **Very confident**

15. How much do you **know** about the types of things you can do to help you quit smoking, or stay quit?



Nothing at all **In between** **A great deal**

Making a Quit Plan

16. Thinking about the **last month only**, which of the following have you done, if any?

	Yes	No
Set a quit date for when you want to quit smoking.		
Cut back on the number of cigarettes you smoke.		
To try to cut down, smoke less than a full cigarette when you smoke.		
Spoken to a family doctor, nurse or other health care professional about quitting smoking.		
Told your friends/family that you intend to quit smoking.		

Tried any nicotine replacement products like the patch or nicotine gum.		
Tried to avoid situations that trigger your urge to smoke.		
Used the Internet to look for information or assistance related to quitting smoking.		

ASK YOUTH WHO **HAVE NOT** QUIT (NEXT TWO QUESTIONS):

17. To what extent do you agree or disagree with the following statements. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	2	3	4	Strongly agree 5
I am concerned about my health as a smoker.	O	O	O	O	O
I worry about the impact of my smoking on others around me.	O	O	O	O	O
I think about the extra money I'll have when I stop smoking cigarettes.	O	O	O	O	O
Smoking often gets in the way of my physical or social activities.	O	O	O	O	O
I seriously want to quit smoking and think I am ready.	O	O	O	O	O

18. There are a number of reasons why people *might* want to quit smoking. For each of the following, please indicate how important that potential reason is to you personally, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
If my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I can quit smoking if I really want to.	O	O	O	O	O	O
So I don't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I know other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
If there was someone or something to help me quit.	O	O	O	O	O	O

ASK YOUTH WHO **HAVE** QUIT (NEXT TWO QUESTIONS):

19. To what extent do you agree or disagree with the following statements about why you quit smoking. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	2	3	4	Strongly agree 5
I was concerned about my health as a smoker.	O	O	O	O	O
I worried about the impact of my smoking on others around me.	O	O	O	O	O
I thought about the extra money I would have when I stopped smoking cigarettes.	O	O	O	O	O
Smoking often got in the way of my physical or social activities.	O	O	O	O	O
I seriously wanted to quit smoking and thought I was ready.	O	O	O	O	O

20. There are a number of reasons why people *might* quit smoking. For each of the following, please indicate how important that potential reason was to you personally when you decided to quit smoking, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
Because my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I could quit smoking if I really wanted to.	O	O	O	O	O	O
So I didn't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I knew other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
Because there was someone or something to help me quit.	O	O	O	O	O	O

INTERVENTION GROUP MODULE

The questions in this section are about the **Quit4Life** online program that you were asked to complete. Quit4Life is a 4-step program designed to help young people quit smoking or cut down. It takes about one month to complete all 4 steps of the program.

21. Did you try to complete the Quit4Life program?

Yes	[ ]	
No	[ ]	GO TO CLARIFICATION NOTE

---

22. How many steps of the Quit4Life program did you complete?

All 4 steps	[ ]	
The first 3 steps	[ ]	
The first 2 steps	[ ]	CHECK ONE ONLY
The first step	[ ]	
Less than this	[ ]	

---

23. On average, how often did you visit the Quit4Life website?

5 days or more each week	[ ]	
3-4 days each week	[ ]	CHECK ONE ONLY
1-2 days each week	[ ]	
Less than once a week	[ ]	

---

24. Each of the 4 steps of the Quit4Life program has about 3-5 activities to complete. Do you think this is...?

Too many	[ ]	
About right	[ ]	CHECK ONE ONLY
Too few	[ ]	

25. What do you think about how long it takes to do each activity? Was this...?

Too long	[ ]	
About right	[ ]	CHECK ONE ONLY
Too short	[ ]	

---

26. Which of these activities of the Quit4Life program did you do?

Activities	Yes	No
The Goals and Values Worksheet (What's important to you? How will knowing this help you to quit?)	O	O

The Cost Calculator (How much money will you save?)	O	O
Smoke Detector: the Q4L Smoker's Tracking Form	O	O
Build Your Quit Calendar (Ready to practice quitting?)	O	O
Dealing with Non-Supporters (What would you say? What would you do?)	O	O
The Stress Test (Dealing with stress)	O	O
Create a Survival Kit	O	O
Make a commitment: Set a quit date (Fill it in on your Quit Calendar)	O	O

27. How helpful was each of the activities you did? Please use a 5-point scale, where '1' means not helpful at all, and '5' means very helpful. NOTE: ONLY ACTIVITIES USED IN PREVIOUS QUESTION WILL APPEAR FOR YOUTH TO RATE.

	Not helpful at all 1	2	3	4	Very helpful 5
The Goals and Values Worksheet (What's important to you? How will knowing this help you to quit?)	O	O	O	O	O
The Cost Calculator (How much money will you save?)	O	O	O	O	O
Smoke Detector: the Q4L Smoker's Tracking Form	O	O	O	O	O
Build Your Quit Calendar (Ready to practice quitting?)	O	O	O	O	O
Dealing with Non-Supporters (What would you say? What would you do?)	O	O	O	O	O
The Stress Test (Dealing with stress)	O	O	O	O	O
Create a Survival Kit	O	O	O	O	O
Make a commitment: Set a quit date (Fill it in on your Quit Calendar)	O	O	O	O	O

28. What impact did the Quit4Life program have in each of these areas?

	No impact	Small impact	Medium impact	Big impact
Helping you understand your smoking habits, such as when you smoke and why.	O	O	O	O
Helping you understand the advantages of quitting	O	O	O	O

smoking.				
Increasing your knowledge about health facts and smoking.	O	O	O	O
Increasing your motivation to quit smoking.	O	O	O	O
Increasing your confidence that you can quit smoking or stay quit.	O	O	O	O
Teaching you skills to help you quit smoking or cut down.	O	O	O	O
Providing you with information to help you quit smoking or cut down.	O	O	O	O
Providing you with ideas about how to create a positive environment for yourself.	O	O	O	O
Helping you identify difficult situations and develop ways to cope with them.	O	O	O	O
Giving you ideas to help you stay smoke-free once you have quit smoking.	O	O	O	O

29. To what extent do you agree or disagree with the following statements about the Quit4Life program. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	**2**	**3**	**4**	**Strongly agree 5**
I would recommend the program to my friends who smoke.	O	O	O	O	O
I got the kind of help I needed from the program.	O	O	O	O	O
The activities were interesting and useful.	O	O	O	O	O
The Quit4Life website was easy to use.	O	O	O	O	O
It was easy to find what I needed on the website.	O	O	O	O	O

30. Overall, how useful was the Quit4Life program to help you try to quit smoking?

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Not useful at all **In between** **Very useful**

31. Do you think the length of the Quit4Life program (4 weeks) is…?

Too long	[ ]	
About right	[ ]	CHECK ONE ONLY
Too short	[ ]	

32. What do you suggest to make the program better?

_____

_____

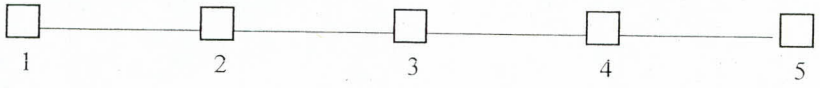
_____

_____

_____

BACKGROUND INFORMATION

33. In general, how active are you? This includes all forms of exercise and physical activity. Please use a 5-point scale, where '1' is not active at all, and '5' is very active.



Not active at all **In between** **Very active**

Thank you. That completes the survey. Your participation is greatly appreciated.

Santé Canada

Étude de Santé Canada sur le renoncement au tabac chez les jeunes (V100F)

(POR-05-15)

Première enquête de suivi

Il s'agit ici de la première enquête de suivi au sondage auquel vous avez participé il y a environ un mois. Nous vous sommes reconnaissants de votre participation à cette étude sur le tabagisme chez les jeunes.

Vos réponses demeureront strictement confidentielles. Santé Canada n'aura accès qu'aux données consolidées. Aucune personne ne sera identifiée de quelque manière que ce soit. Cette étude est réalisée pour Santé Canada par Phœnix SPI, une maison de recherche indépendante.

Il ne vous faudra pas plus de 15 minutes pour remplir le questionnaire. Vous pouvez sauvegarder vos réponses à tout moment et retourner au questionnaire pour le remplir à votre convenance.

Si vous avez des questions à propos du sondage, veuillez communiquer avec M. Philippe Azzie, de Phœnix SPI, au (613) 260-1700 (poste 222) ou par courriel, à pazzie@phoenixspi.ca.

NOTES INTERNES :

- LÀ OÙ IL CONVIENT DE LE FAIRE, ON OFFRIRA AUX RÉPONDANTS LA POSSIBILITÉ DE CHOISIR LA CATÉGORIE DE RÉPONSE « JE NE SAIS PAS / N'A PAS RÉPONDU ». UNE AUTRE CATÉGORIE DE RÉPONSE, « SANS OBJET », SERA AUSSI OFFERTE SÉPARÉMENT.
- ON AURA RECOURS À UN SYSTÈME D'IDENTIFICATION PERMETTANT DE REGROUPER LES QUESTIONNAIRES REMPLIS PAR CHAQUE PARTICIPANT (PRÉ-, POST- ET SUIVI).

QUESTIONS-FILTRES (GROUPE EXPÉRIMENTAL SEULEMENT)

QS1. Avez-vous participé au programme *Vie sans fumer* (V100F) ? Il s'agit du programme en ligne de Santé Canada, personnalisé et interactif, d'une durée de quatre semaines, conçu pour aider les jeunes, comme vous, à cesser de fumer.

Oui	[ ]	
Non	[ ]	METTRE FIN AUX QUESTIONS : Message V100F

***Nouvelle fenêtre/adresse URL**

Vous devez faire le programme *Vie 100 fumer* avant de remplir ce questionnaire. Vous trouverez ce programme à l'adresse suivante : www.quit4life.com. Lorsque vous aurez terminé le programme, veuillez nous en faire part par courriel en écrivant à phoenixspi@phoenixspi.ca. Nous vous enverrons une nouvelle invitation et un code d'accès. Vous pourrez ensuite remplir le questionnaire.

Permettez-nous de vous rappeler que, pour vous remercier de votre temps et de votre participation, nous vous remettrons un montant de 100 $. Une fois le sondage terminé, nous vous enverrons un chèque de 75 $ par la poste. Vous recevrez le reste – 25 $ - après le quatrième et dernier sondage.

QS2. Avez-vous traversé les quatre étapes du programme *Vie sans fumer* ? Ces étapes sont intitulées « Prépare-toi mentalement », « Fais marcher tes méninges », « Cherche du soutien » et « Prends-toi en main ».

Oui	[ ]	ALLER À LA Q1.
Non	[ ]	

QS3. Avez-vous l'intention de vous rendre jusqu'au bout du programme au cours des prochaines semaines ?

Oui, je participe toujours au programme V100F	[ ]	METTRE FIN AUX QUESTIONS : Message
Non, j'ai abandonné le programme V100F	[ ]	

*** Nouvelle fenêtre/adresse URL**

Continuez à avancer dans les étapes du programme *Vie 100 fumer*. Nous vous enverrons une autre invitation comprenant un lien vers le questionnaire et un nouveau mot de passe dans environ quatre semaines, ce qui devrait vous laisser suffisamment de temps pour terminer le programme. Si vous terminez plus tôt, veuillez nous en faire part par courriel en écrivant à phoenixspi@phoenixspi.ca. Nous vous enverrons un nouveau mot de passe immédiatement. Vous serez alors en mesure de remplir le questionnaire.

Permettez-nous de vous rappeler que, pour vous remercier de votre temps et de votre participation, nous vous remettrons un montant de 100 $. Une fois le sondage terminé, nous vous enverrons un chèque de 75 $ par la poste. Vous recevrez le reste – 25 $ - après le quatrième et dernier sondage.

USAGE DE LA CIGARETTE

Cette première section porte sur l'usage de la cigarette. Il est question ici des cigarettes que vous achetez toutes faites, en paquets, de même que celles que vous roulez vous-même.

1. Actuellement, fumez-vous la cigarette tous les jours ou à l'occasion ?

Je fume tous les jours	[ ]	NE COCHER QU'UNE
Je fume à l'occasion (moins d'une fois par jour)	[ ]	SEULE CASE
Je ne fume pas	[ ]	ALLER À LA Q13

SI FUME TOUS LES JOURS :

2. Habituellement, combien de cigarettes fumez-vous chaque jour ?

Quelques bouffées chaque jour	[ ]	NE
1 à 4 cigarettes par jour (pas plus d'un paquet par semaine)	[ ]	COCHER
5 à 9 cigarettes par jour (moins d'un paquet par jour)	[ ]	QU'UNE
10 à 19 cigarettes par jour (environ un paquet par jour)	[ ]	SEULE
20 cigarettes ou plus par jour (environ un paquet ou plus par jour)	[ ]	CASE

SI FUME À L'OCCASION :

3. Au cours du dernier mois, environ combien de jours avez-vous fumé ?

Nombre de jours : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

Nombre de cigarettes par jour : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

---

5. Lesquels des énoncés suivants s'appliquent à vous ?

	Oui	Non
Vous arrive-t-il d'avoir grandement envie d'une cigarette (l'impression d'avoir vraiment besoin d'une cigarette à ce moment précis) ?		
Évitez-vous de fréquenter les endroits où il est interdit de fumer (cinéma, salle de classe, église) parce qu'il vous est difficile de passer plus que quelques heures sans fumer ?		
Vous inquiétez-vous de manquer de cigarettes ?		
S'il ne vous reste que quelques cigarettes, passez-vous beaucoup de temps à penser à comment vous en procurer d'autres ?		
Fonctionnez-vous mieux après avoir fumé votre première cigarette de la journée ?		

6. Combien de temps après votre réveil fumez-vous votre première cigarette ?

Moins de 15 minutes	[ ]	
15 à 30 minutes	[ ]	
1/2 heure à 1 heure	[ ]	
1 à 3 heures	[ ]	NE COCHER QU'UNE
Plus de trois heures mais moins d'une journée	[ ]	SEULE CASE
Plus d'une journée	[ ]	
Je n'éprouve pas le besoin de fumer	[ ]	

7. Depuis que vous avez commencé à fumer, dans quelle mesure avez-vous augmenté votre consommation ?

Grandement	[ ]	
Un peu	[ ]	NE COCHER QU'UNE SEULE CASE
Pas du tout	[ ]	

QUAND ET AVEC QUI FUMEZ-VOUS ?

8. À quelle fréquence fumez-vous aux **moments** suivants ? Si un de ces moments ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Souvent	Parfois	Jamais	S/O
Avant d'arriver à l'école / au collège / à l'université / au travail	O	O	O	O
Pendant la journée (à l'école / au collège / à l'université / au travail)	O	O	O	O
Après l'école / le collège / l'université / le travail	O	O	O	O
En soirée	O	O	O	O
Pendant le week-end	O	O	O	O

TENTATIVES RÉCENTES DE RENONCEMENT À LA CIGARETTE

Les questions suivantes portent sur le renoncement à la cigarette.

9. Au cours du dernier mois, environ, avez-vous essayé de cesser de fumer ? (FAIRE CORRESPONDRE LA PÉRIODE AVEC LE MOMENT OÙ LE GROUPE ÉTUDIÉ A DÉBUTÉ LE PROGRAMME)

Oui	[ ]	
Non	[ ]	ALLER À LA QUESTION 13

SI OUI :

10. Combien de fois avez-vous essayé de cesser de fumer, au cours du dernier mois ? Ne tenez compte que des occasions où vous n'avez pas fumé pendant au moins une journée parce que vous tentiez de cesser de fumer.

Une fois	[ ]	
2 fois	[ ]	
3 fois	[ ]	NE COCHER QU'UNE SEULE CASE
4 fois	[ ]	
5 fois ou plus	[ ]	

11. Quelle est la période **la plus longue** pendant laquelle vous n'avez pas fumé, au cours d'une de ces tentatives, durant le dernier mois ?

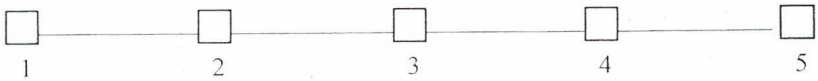
Indiquer le nombre de jours : _____

DISPOSITION À CESSER DE FUMER

12. Lequel des énoncés suivants décrit le mieux vos intentions à l'égard de votre usage de la cigarette ?

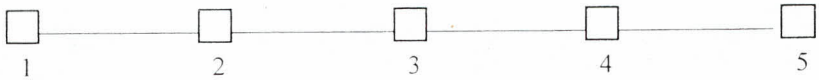
Je prévois cesser de fumer dans les prochains 30 jours	[ ]	
Je prévois cesser de fumer dans les prochains 6 mois	[ ]	NE COCHER
Je prévois cesser de fumer mais je ne sais pas quand je le ferai	[ ]	QU'UNE
Je ne prévois pas cesser de fumer mais		SEULE CASE
je veux réduire ma consommation	[ ]	
Je ne prévois pas cesser de fumer ni réduire ma consommation	[ ]	
J'ai récemment cessé de fumer	[ ]	

13. Présentement, jusqu'à quel point êtes-vous **motivé(e)** à cesser de fumer ou à ne pas recommencer ?



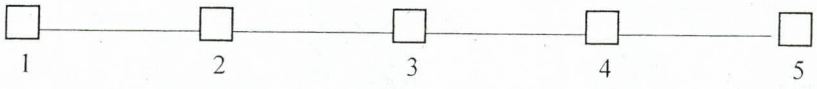
Pas motivé(e) du tout **Entre les deux** **Très motivé(e)**

14. Dans quelle mesure êtes-vous **confiant(e)** de pouvoir cesser de fumer ou de ne pas recommencer ?



Pas confiant(e) du tout **Entre les deux** **Très confiant(e)**

15. Que **savez**-vous des genres de choses que vous pouvez faire pour arriver à cesser de fumer ou pour ne pas recommencer ?



Rien du tout **Entre les deux** **Beaucoup**

ÉLABORATION D'UN PLAN DE RENONCEMENT

16. Veuillez indiquer ci-dessous les choses que vous avez faites au cours du **dernier mois seulement**.

	Oui	**Non**
Choisi une date à laquelle vous cesserez de fumer.		
Réduit le nombre de cigarettes que vous fumez.		
Pour essayer de réduire votre consommation, vous avez évité de fumer vos cigarettes en entier.		
Parlé à votre médecin de famille, une infirmière ou un autre professionnel de la santé à propos de votre intention de cesser de fumer.		
Dit à vos amis/amies ou à votre famille que vous aviez l'intention de cesser de fumer.		
Essayé des produits de substitution de la nicotine, comme le timbre ou la gomme à la nicotine.		
Essayé d'éviter les situations qui vous donnent envie de fumer.		
Cherché, dans Internet, des renseignements sur le renoncement au tabac, ou de l'aide pour cesser de fumer.		

POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **N'AYANT PAS** CESSÉ DE FUMER :

17. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupe étant donné que je fume la cigarette.	O	O	O	O	O
Je m'inquiète des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pense à l'argent que j'aurai de plus quand j'aurai cessé de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêche souvent de sortir ou de faire de l'activité physique autant que je voudrais.	O	O	O	O	O

Je veux sérieusement cesser de fumer et je crois être prêt(e).	O	O	O	O	O

18. Il y a plusieurs raisons pour lesquelles on *pourrait* vouloir cesser de fumer. Veuillez indiquer l'importance qu'ont pour vous, personnellement, les raisons présentées ci-dessous et ce, à l'aide d'une échelle de 1 à 5, où « 1 » signifie que la raison en question n'est pas du tout importante et « 5 », qu'elle est très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Si ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que je suis capable d'arrêter de fumer si je le veux vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connais des gens qui sont tombés malades ou sont décédés à cause de la cigarette.	O	O	O	O	O	O
S'il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **QUI ONT CESSÉ** DE FUMER :

19. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants expliquant peut-être pourquoi vous avez cessé de fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupait étant donné que je fumais la cigarette.	O	O	O	O	O
Je m'inquiétais des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pensais à l'argent que j'aurais de plus quand je	O	O	O	O	O

cesserais de fumer la cigarette.					
La cigarette m'empêchait souvent de sortir ou de faire de l'activité physique autant que je voulais.	O	O	O	O	O
Je voulais sérieusement cesser de fumer et je croyais être prêt(e).	O	O	O	O	O

20. Il y a plusieurs raisons pour lesquelles on *pourrait* cesser de fumer. Veuillez indiquer l'importance qu'ont eu pour vous les raisons présentées ci-dessous quand vous avez décidé de cesser de fumer. Utilisez une échelle de 1 à 5, où « 1 » signifie que la raison en question n'était pas du tout importante et « 5 », qu'elle était très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que j'étais capable d'arrêter de fumer si je le voulais vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connaissais des gens qui étaient tombés malades ou étaient décédés à cause de la cigarette.	O	O	O	O	O	O
Il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

MODULE DU GROUPE ÉTUDIÉ

Les questions de cette section portent sur le programme en ligne **Vie 100 fumer** auquel on vous a demandé de participer. Vie 100 fumer est un programme de quatre étapes conçu pour aider les jeunes à cesser de fumer ou à réduire leur consommation de tabac. Il faut environ un mois pour franchir les quatre étapes du programme.

21. Avez-vous essayé de suivre le programme Vie 100 fumer jusqu'au bout ?

Oui [ ]
Non [ ] ALLER À LA NOTE EXPLICATIVE

22. Combien d'étapes du programme Vie 100 fumer avez-vous franchies ?

Les 4 étapes	[ ]	
Les 3 premières étapes	[ ]	
Les 2 premières étapes	[ ]	NE COCHER QU'UNE SEULE CASE
La première étape	[ ]	
Aucune	[ ]	

23. En moyenne, combien de fois avez-vous visité le site Web du programme Vie 100 fumer ?

5 jours ou plus par semaine	[ ]	
3 ou 4 jours par semaine	[ ]	NE COCHER QU'UNE SEULE CASE
1 ou 2 jours par semaine	[ ]	
Moins d'une fois par semaine	[ ]	

24. Chacune des quatre étapes du programme Vie 100 fumer comporte de 3 à 5 activités. Selon vous, ce nombre est-il…

… trop élevé ?	[ ]	
… à peu près adéquat ?	[ ]	NE COCHER QU'UNE SEULE CASE
… trop faible ?	[ ]	

25. À votre avis, le temps requis pour accomplir chaque activité est-il…

… trop long ?	[ ]	
… à peu près adéquat ?	[ ]	NE COCHER QU'UNE SEULE CASE
… trop court ?	[ ]	

26. Lesquelles des activités suivantes, du programme Vie 100 fumer, avez-vous réalisées ?

Activités	Oui	Non
Le tableau des buts et valeurs (Qu'est-ce qui importe pour vous ? Comment le fait de connaître ceci vous aidera-t-il à cesser de fumer ?)	O	O
La calculatrice des dépenses (Combien d'argent économiserez-vous ?)	O	O
Le détecteur de fumée : le formulaire de suivi du programme Vie 100 fumer	O	O
Élaborez votre calendrier de sevrage (Prêt(e) à vous entraîner à cesser de fumer ?)	O	O
Comment vous comporter avec les gens qui ne vous aident pas (Que diriez-vous ? Que feriez-vous ?)	O	O

Le test sur le stress (La gestion du stress)	O	O
Fabriquez une trousse de survie	O	O
Engagez-vous à cesser de fumer : fixez une date (Inscrivez-la dans votre calendrier de sevrage)	O	O

27. À quel point les activités que vous avez réalisées ont-elles été utiles ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que l'activité en question n'a pas du tout été utile et « 5 », qu'elle a été très utile. NOTA : SEULES LES ACTIVITÉS RETENUES À LA QUESTION PRÉCÉDENTE SERONT PRÉSENTÉES À DES FINS D'ÉVALUATION.

	Pas du tout utile 1	**2**	**3**	**4**	**Très utile 5**
Le tableau des buts et valeurs (Qu'est-ce qui importe pour vous ? Comment le fait de connaître ceci vous aidera-t-il à cesser de fumer ?)	O	O	O	O	O
La calculatrice des dépenses (Combien d'argent économiserez-vous ?)	O	O	O	O	O
Le détecteur de fumée : le formulaire de suivi du programme Vie 100 fumer	O	O	O	O	O
Élaborez votre calendrier de sevrage (Prêt(e) à vous entraîner à cesser de fumer ?)	O	O	O	O	O
Comment vous comporter avec les gens qui ne vous aident pas (Que diriez-vous ? Que feriez-vous ?)	O	O	O	O	O
Le test sur le stress (La gestion du stress)	O	O	O	O	O
Fabriquez une trousse de survie	O	O	O	O	O
Engagez-vous à cesser de fumer : fixez une date (Inscrivez-la dans votre calendrier de sevrage)	O	O	O	O	O

28. Quel effet le programme Vie 100 fumer a-t-il eu sur ce qui suit ?

	Aucun effet	**Faible effet**	**Modeste effet**	**Effet important**
Vous aider à comprendre vos habitudes en matière de tabagisme (p. ex., les moments où vous fumez et pourquoi vous le faites).	O	O	O	O
Vous aider à comprendre les avantages à cesser de fumer.	O	O	O	O
Améliorer vos connaissances en ce qui a trait aux effets du tabagisme sur la santé.	O	O	O	O

Accroître votre motivation à cesser de fumer.	O	O	O	O
Vous rendre plus confiant(e) que vous pouvez cesser de fumer ou ne pas recommencer.	O	O	O	O
Vous enseigner des techniques pour cesser de fumer ou réduire votre consommation de tabac.	O	O	O	O
Vous offrir des renseignements pour vous aider à cesser de fumer ou à réduire votre consommation.	O	O	O	O
Vous donner des idées sur la façon de créer, pour vous-même, un environnement favorable.	O	O	O	O
Vous aider à reconnaître les situations difficiles et à trouver des moyens pour composer avec celles-ci.	O	O	O	O
Vous donner des moyens vous permettant d'éviter les rechutes une fois que vous aurez cessé de fumer.	O	O	O	O

29. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants portant sur le programme Vie 100 fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**3**	**4**	**Tout à fait d'accord 5**
Je recommanderais le programme à mes amis fumeurs et amies fumeuses.	O	O	O	O	O
Ce programme m'a offert le genre d'aide dont j'avais besoin.	O	O	O	O	O
Les activités étaient intéressantes et utiles.	O	O	O	O	O
Le site Web du programme Vie 100 fumer était facile à utiliser.	O	O	O	O	O
Il était facile de trouver ce dont j'avais besoin dans le site Web.	O	O	O	O	O

30. En général, dans quelle mesure le programme Vie 100 fumer vous a-t-il été utile pour essayer de cesser de fumer ?

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Pas du tout utile **Entre les deux** **Très utile**

31. Selon vous, la durée du programme Vie 100 fumer (4 semaines) est-elle…

… trop longue ?	[ ]	
… à peu près adéquate ?	[ ]	NE COCHER QU'UNE SEULE CASE
… trop courte ?	[ ]	

32. Que proposez-vous pour améliorer ce programme ?

_____

_____

_____

_____

_____

RENSEIGNEMENTS GÉNÉRAUX

33. En général, dans quelle mesure êtes-vous actif ou active ? Il est question de toutes les formes d'exercice et d'activité physique. Veuillez utiliser l'échelle de 1 à 5, où « 1 » signifie que vous n'êtes pas du tout actif ou active et « 5 », que vous êtes très actif ou active.

1	2	3	4	5
Pas du tout actif ou active		**Entre les deux**		**Très actif ou active**

Merci. Voilà la fin du questionnaire.
Nous vous sommes très reconnaissants de votre participation.

Health Canada

Health Canada Q4L Youth Smoking Cessation Study

(POR-05-15)

3-Month Follow-up Survey

This is a follow-up survey to the survey that you completed approximately three months ago. We sincerely appreciate your participation in this study on youth smoking.

Your responses will be kept entirely confidential. Health Canada will only receive combined results – no individuals will be identified in any way. The research is being conducted for Health Canada by Phoenix SPI, an independent research firm.

The survey should take no more than 10 minutes to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

INTERNAL NOTES:

- A 'DON'T KNOW/NO RESPONSE' OPTION WILL BE AVAILABLE TO RESPONDENTS FOR ALL APPROPRIATE QUESTIONS. WHERE RELEVANT, A 'NOT APPLICABLE' OPTION WILL ALSO BE AVAILABLE AS A SEPARATE RESPONSE.
- AN ID SYSTEM WILL BE USED TO MATCH INDIVIDUAL PARTICIPANT'S COMPLETED SURVEYS (I.E. PRE-, POST- AND FOLLOW-UPS).

SMOKING STATUS

This first section focuses on smoking behaviour. This includes cigarettes that are bought in a pack, as well as cigarettes that are roll-your-owns.

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

Smoke every day	[ ]	
Smoke occasionally (less than every day)	[ ]	CHECK ONE ONLY
Do not smoke	[ ]	GO TO Q8

IF SMOKE EVERY DAY:

2. How much do you usually smoke per day?

A few puffs (drags, hits) every day	[ ]
1 to 4 each day (a pack usually lasts me all week)	[ ]

5 to 9 each day (less than a pack a day)	[ ]	CHECK ONE
10 to 19 each day (around a pack a day)	[ ]	ONLY
20 or more every day (around a pack a day or more)	[ ]	

IF SMOKE OCCASIONALLY:

3. During the past month, on about how many days did you smoke?

   Number of days: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

4. On the days that you do smoke, about how many cigarettes do you smoke?

   Number of cigarettes per day: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

5. Which of the following apply to you?

	Yes	No
Do you ever have a craving for a cigarette (a feeling that you really need a cigarette at that time)?		
Do you avoid places where you can't smoke (movies, classes, church) because you find it hard to spend more than a couple of hours without smoking?		
Do you worry that you will run out of cigarettes?		
If you're low on cigarettes, do you spend a lot of time thinking about how you're going to get more cigarettes?		
Can you function better after you've had your first cigarette of the day?		

6. How soon after you wake up do you smoke your first cigarette?

Less than 15 minutes	[ ]	
15-30 minutes	[ ]	
1/2 an hour to one hour	[ ]	
1 - 3 hours	[ ]	CHECK ONE ONLY
More than 3 hours but less than a day	[ ]	
More than a day	[ ]	
I don't crave cigarettes	[ ]	

WHEN DO YOU SMOKE?

7. How often do you smoke at the following **times**? If something does not apply to you, please check the N/A option.

	Often	Sometimes	Never	N/A
Before school/work	O	O	O	O
During the school/work day	O	O	O	O
After school/work	O	O	O	O
In the evenings	O	O	O	O
On weekends	O	O	O	O

Recent Attempts to Quit Smoking

The following questions explore issues related to quitting smoking.

8. Within the past three months or so, have you tried to quit smoking?

Yes	[ ]	
No	[ ]	SKIP TO QUESTION 12

IF YES:

9. How many times have you tried to quit smoking within the past three months? Please only include times that you went a day or more without smoking because you were trying to quit.

Once	[ ]	
2 times	[ ]	
3 times	[ ]	CHECK ONE ONLY
4 times	[ ]	
5 times or more	[ ]	

10. Were you successful in quitting smoking? That is, do you no longer smoke?

Yes, no longer smoke	[ ]	SKIP TO QUESTION 12
No, still smoke	[ ]	

IF NO:

11. What is the **longest** period of time you were smoke-free during any of your quit attempts within the past three months?

Record in number of days: _____

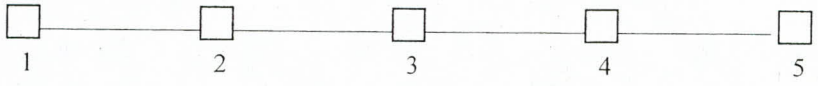
Readiness to Quit Smoking

12. Which of the following statements best describes how you feel right now about changing your smoking?

I plan to quit smoking within the next 30 days	[ ]	
I plan to quit smoking within the next 6 months	[ ]	
I plan to quit smoking, but am not sure when	[ ]	CHECK ONE ONLY
I don't plan to quit, but want to cut down	[ ]	
I don't plan to quit smoking or cut down	[ ]	
I have quit smoking*	[ ]	

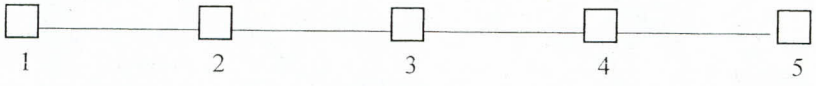
*CONTINUE WITH THE NEXT THREE QUESTIONS, THEN SKIP TO QUESTION 20

13. Right now, how **motivated** are you to quit smoking, or stay quit?



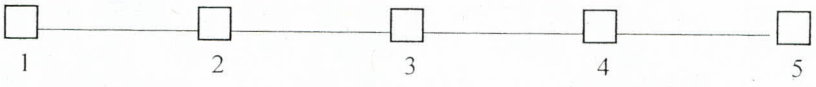
Not motivated at all **In between** **Highly motivated**

14. How **confident** are you that you can quit smoking, or stay quit?



Not confident at all **In between** **Very confident**

15. How much do you **know** about the types of things you can do to help you quit smoking, or stay quit?



Nothing at all **In between** **A great deal**

Making a Quit Plan

16. Thinking about the last three months or so, which of the following have you done, if any?

	Yes	No
Set a quit date for when you want to quit smoking.		
Cut back on the number of cigarettes you smoke.		
To try to cut down, smoke less than a full cigarette when you smoke.		
Spoken to a family doctor, nurse or other health care professional about quitting smoking.		
Told your friends/family that you intend to quit smoking.		
Tried any nicotine replacement products like the patch or nicotine gum.		
Tried to avoid situations that trigger your urge to smoke.		

Used the Internet to look for information or assistance related to quitting smoking.		
Did you review or try to use any quit smoking program?*		

*Version for intervention group would add the following words to the end of the question "other than the *Quit for Life* program that we asked you to use as part of this study?"

ASK YOUTH WHO **HAVE NOT** QUIT (NEXT THREE QUESTIONS):

17. To what extent do you agree or disagree with the following statements. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	**2**	**Neither 3**	**4**	**Strongly agree 5**
I am concerned about my health as a smoker.	O	O	O	O	O
I worry about the impact of my smoking on others around me.	O	O	O	O	O
I think about the extra money I'll have when I stop smoking cigarettes.	O	O	O	O	O
Smoking often gets in the way of my physical or social activities.	O	O	O	O	O
I seriously want to quit smoking and think I am ready.	O	O	O	O	O

18. There are a number of reasons why people *might* want to quit smoking. For each of the following, please indicate how important that potential reason is to you personally, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	**2**	**3**	**4**	**Very important 5**	**N/A**
If my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I can quit smoking if I really want to.	O	O	O	O	O	O
So I don't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I know other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
If there was someone or something to help me quit.	O	O	O	O	O	O

19. Do you think you will still be smoking in a year from now?

Definitely	[ ]
Probably	[ ]
Probably not	[ ]
Definitely not	[ ]

ASK YOUTH WHO **HAVE** QUIT (NEXT THREE QUESTIONS):

20. WHEN YOU QUIT SMOKING, WAS THIS PLANNED OR UNPLANNED?

- A planned quit attempt includes things like planning ahead to quit on a certain date (e.g. New Year's), making arrangements to obtain a nicotine patch, or waiting to quit until all of the cigarettes were smoked in your current pack.
- An unplanned quit attempt are situations where you just decided to quit one day and did just that.

Planned quit attempt	[ ]	CHECK ONE ONLY
Unplanned quit attempt	[ ]	

21. To what extent do you agree or disagree with the following statements about why you quit smoking. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	2	Neither 3	4	Strongly agree 5
I was concerned about my health as a smoker.	O	O	O	O	O
I worried about the impact of my smoking on others around me.	O	O	O	O	O
I thought about the extra money I would have when I stopped smoking cigarettes.	O	O	O	O	O
Smoking often got in the way of my physical or social activities.	O	O	O	O	O
I seriously wanted to quit smoking and thought I was ready.	O	O	O	O	O

22. There are a number of reasons why people *might* quit smoking. For each of the following, please indicate how important that potential reason was to you personally when you decided to quit smoking, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
Because my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I could quit smoking if I really wanted to.	O	O	O	O	O	O
So I didn't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I knew other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
Because there was someone or something to help me quit.	O	O	O	O	O	O

INTERVENTION GROUP

The next few questions are about the **Quit4Life** online quit smoking program that you were asked to complete a few months ago.

23. Have you visited the *Q4L* program/website during the past three months? This does not include the times you visited the site when we asked you to do so as part of this study.

Yes [ ]
No [ ]

24. Thinking about your visits to Quit4Life Web site, what impact do you think the Quit4Life quit smoking program had in each of the following areas? Please include all of the times you visited the site or used the program.

	No impact	Small impact	Medium impact	Big impact
Helping you understand your smoking habits, such as when you smoke and why.	O	O	O	O
Helping you understand the advantages of quitting smoking.	O	O	O	O
Increasing your knowledge about health facts and smoking.	O	O	O	O
Increasing your motivation to quit smoking.	O	O	O	O

Increasing your confidence that you can quit smoking or stay quit.	O	O	O	O
Teaching you skills to help you quit smoking or cut down.	O	O	O	O
Providing you with information to help you quit smoking or cut down.	O	O	O	O
Providing you with ideas about how to create a positive environment for yourself.	O	O	O	O
Helping you identify difficult situations and develop ways to cope with them.	O	O	O	O
Giving you ideas to help you stay smoke-free once you have quit smoking.	O	O	O	O

25. To what extent do you agree or disagree with the following statements about the Quit4Life program. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	**2**	**Neither 3**	**4**	**Strongly agree 5**
I would recommend the program to my friends who smoke.	O	O	O	O	O
I got the kind of help I needed from the program.	O	O	O	O	O
The activities were interesting and useful.	O	O	O	O	O
The Quit4Life website was easy to use.	O	O	O	O	O
It was easy to find what I needed on the website.	O	O	O	O	O

26. Overall, how useful was the Quit4Life program to help you try to quit smoking or stay quit?

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Not useful at all **In between** **Very useful**

Background Information

27. In general, how active are you? This includes all forms of exercise and physical activity. Please use a 5-point scale, where '1' is not active at all, and '5' is very active.

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Not active at all **In between** **Very active**

Thank you. That completes the survey. Your participation is greatly appreciated.

Santé Canada

Étude de Santé Canada sur le renoncement au tabac chez les jeunes (V100F)

(POR-05-15)

Enquête de suivi de trois mois

Il s'agit ici d'une enquête de suivi au sondage auquel vous avez participé il y a environ trois mois. Nous vous sommes reconnaissants de votre participation à cette étude sur le tabagisme chez les jeunes.

Vos réponses demeureront strictement confidentielles. Santé Canada n'aura accès qu'aux données consolidées. Aucune personne ne sera identifiée de quelque manière que ce soit. Cette étude est réalisée pour Santé Canada par Phœnix SPI, une maison de recherche indépendante.

Il ne vous faudra pas plus de 10 minutes pour remplir le questionnaire. Vous pouvez sauvegarder vos réponses à tout moment et retourner au questionnaire pour le remplir à votre convenance.

Si vous avez des questions à propos du sondage, veuillez communiquer avec M. Philippe Azzie, de Phœnix SPI, au (613) 260-1700 (poste 222) ou par courriel, à pazzie@phoenixspi.ca.

NOTES INTERNES :

- LÀ OÙ IL CONVIENT DE LE FAIRE, ON OFFRIRA AUX RÉPONDANTS LA POSSIBILITÉ DE CHOISIR LA CATÉGORIE DE RÉPONSE « JE NE SAIS PAS / N'A PAS RÉPONDU ». UNE AUTRE CATÉGORIE DE RÉPONSE, « SANS OBJET », SERA AUSSI OFFERTE SÉPARÉMENT.
- ON AURA RECOURS À UN SYSTÈME D'IDENTIFICATION PERMETTANT DE REGROUPER LES QUESTIONNAIRES REMPLIS PAR CHAQUE PARTICIPANT (PRÉ-, POST- ET SUIVI).

USAGE DE LA CIGARETTE

Cette première section porte sur l'usage de la cigarette. Il est question ici des cigarettes que vous achetez toutes faites, en paquets, de même que celles que vous roulez vous-même.

1. Actuellement, fumez-vous la cigarette tous les jours, à l'occasion, ou pas du tout ?

Je fume tous les jours	[ ]	NE COCHER QU'UNE SEULE
Je fume à l'occasion (moins d'une fois par jour)	[ ]	CASE
Je ne fume pas	[ ]	ALLER À LA Q8

SI FUME TOUS LES JOURS :

2. Habituellement, combien de cigarettes fumez-vous chaque jour ?

Quelques bouffées chaque jour	[ ]	
1 à 4 cigarettes par jour (pas plus d'un paquet par semaine)	[ ]	
5 à 9 cigarettes par jour (moins d'un paquet par jour)	[ ]	NE COCHER
10 à 19 cigarettes par jour (environ un paquet par jour)	[ ]	QU'UNE SEULE
20 cigarettes ou plus par jour (environ un paquet ou plus par jour)	[ ]	CASE

SI FUME À L'OCCASION :

3. Au cours du dernier mois, environ combien de jours avez-vous fumé ?

Nombre de jours : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

Nombre de cigarettes par jour : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

5. Lesquels des énoncés suivants s'appliquent à vous ?

	Oui	Non
Vous arrive-t-il d'avoir grandement envie d'une cigarette (l'impression d'avoir vraiment besoin d'une cigarette à ce moment précis) ?		
Évitez-vous de fréquenter les endroits où il est interdit de fumer (cinéma, salle de classe, église) parce qu'il vous est difficile de passer plus que quelques heures sans fumer ?		
Vous inquiétez-vous de manquer de cigarettes ?		
S'il ne vous reste que quelques cigarettes, passez-vous beaucoup de temps à penser à comment vous en procurer d'autres ?		
Fonctionnez-vous mieux après avoir fumé votre première cigarette de la journée ?		

6. Combien de temps après votre réveil fumez-vous votre première cigarette ?

Moins de 15 minutes	[ ]	
15 à 30 minutes	[ ]	
1/2 heure à 1 heure	[ ]	
1 à 3 heures	[ ]	NE COCHER QU'UNE
Plus de trois heures mais moins d'une journée	[ ]	SEULE CASE
Plus d'une journée	[ ]	

Je n'éprouve pas le besoin de fumer [ ]

QUAND FUMEZ-VOUS ?

7. À quelle fréquence fumez-vous aux **moments** suivants ? Si un de ces moments ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Souvent	Parfois	Jamais	S/O
Avant d'arriver à l'école / au collège / à l'université / au travail	O	O	O	O
Pendant la journée (à l'école / au collège / à l'université / au travail)	O	O	O	O
Après l'école / le collège / l'université / le travail	O	O	O	O
En soirée	O	O	O	O
Pendant le week-end	O	O	O	O

TENTATIVES RÉCENTES DE RENONCEMENT À LA CIGARETTE

Les questions suivantes portent sur le renoncement à la cigarette.

8. AU COURS DES TROIS DERNIERS MOIS ENVIRON, AVEZ-VOUS ESSAYÉ DE CESSER DE FUMER ?

Oui [ ]
Non [ ] ALLER À LA QUESTION 12

SI OUI :

9. Combien de fois avez-vous essayé de cesser de fumer, au cours des trois derniers mois ? Ne tenez compte que des occasions où vous n'avez pas fumé pendant au moins une journée parce que vous tentiez de cesser de fumer.

Une fois [ ]
2 fois [ ]
3 fois [ ] NE COCHER QU'UNE SEULE CASE
4 fois [ ]
5 fois ou plus [ ]

10. Avez-vous réussi à cesser de fumer, c'est-à-dire que vous ne fumez plus à l'heure actuelle?

Oui, je ne fume plus [ ] ALLEZ À LA QUESTION 12
Non, je fume toujours [ ]

SI NON :

11. Quelle est la période **la plus longue** pendant laquelle vous n'avez pas fumé, au cours d'une de ces tentatives, durant des trois derniers mois?

Indiquer le nombre de jours : _____

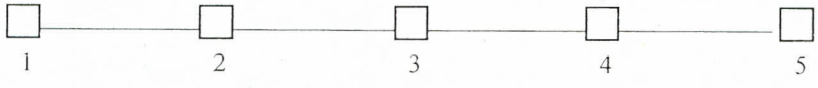
DISPOSITION À CESSER DE FUMER

12. Lequel des énoncés suivants décrit le mieux vos intentions à l'égard de votre usage de la cigarette ?

Je prévois cesser de fumer dans les prochains 30 jours	[ ]	
Je prévois cesser de fumer dans les prochains 6 mois	[ ]	
Je prévois cesser de fumer mais je ne sais pas quand je le ferai	[ ]	NE COCHER
Je ne prévois pas cesser de fumer mais je veux réduire ma consommation	[ ]	QU'UNE SEULE CASE
Je ne prévois pas cesser de fumer ni réduire ma consommation	[ ]	
J'ai cessé de fumer*	[ ]	

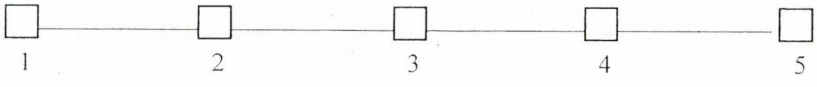
*CONTINUE WITH THE NEXT THREE QUESTIONS, THEN SKIP TO QUESTION 20

13. Présentement, jusqu'à quel point êtes-vous **motivé(e)** à cesser de fumer ou à ne pas recommencer ?



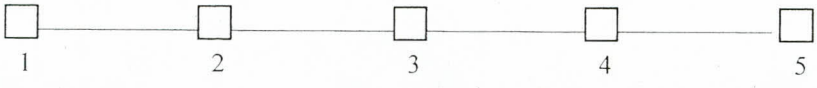
Pas motivé(e) du tout **Entre les deux** **Très motivé(e)**

14. Dans quelle mesure êtes-vous **confiant(e)** de pouvoir cesser de fumer ou de ne pas recommencer ?



Pas confiant(e) du tout **Entre les deux** **Très confiant(e)**

15. Que **savez**-vous des genres de choses que vous pouvez faire pour arriver à cesser de fumer ou pour ne pas recommencer ?



Rien du tout **Entre les deux** **Beaucoup**

ÉLABORATION D'UN PLAN DE RENONCEMENT

16. Veuillez indiquer ci-dessous les choses que vous avez faites au cours du **dernier mois <u>seulement</u>**.

	Oui	**Non**
Choisi une date à laquelle vous cesserez de fumer.		
Réduit le nombre de cigarettes que vous fumez.		
Pour essayer de réduire votre consommation, vous avez évité de fumer vos cigarettes en entier.		
Parlé à votre médecin de famille, une infirmière ou un autre professionnel de la santé à propos de votre intention de cesser de fumer.		
Dit à vos amis/amies ou à votre famille que vous aviez l'intention de cesser de fumer.		
Essayé des produits de substitution de la nicotine, comme le timbre ou la gomme à la nicotine.		
Essayé d'éviter les situations qui vous donnent envie de fumer.		
Cherché, dans Internet, des renseignements sur le renoncement au tabac, ou de l'aide pour cesser de fumer.		

<u>POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **N'AYANT PAS** CESSÉ DE FUMER :</u>

17. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**Ni un, ni l'autre 3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupe étant donné que je fume la cigarette.	O	O	O	O	O
Je m'inquiète des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pense à l'argent que j'aurai de plus quand j'aurai cessé de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêche souvent de sortir ou de faire de l'activité physique autant que je voudrais.	O	O	O	O	O
Je veux sérieusement cesser de fumer et je crois être prêt(e).	O	O	O	O	O

18. Il y a plusieurs raisons pour lesquelles on *pourrait* vouloir cesser de fumer. Veuillez indiquer l'importance qu'ont pour vous, personnellement, les raisons présentées ci-dessous et ce, à l'aide d'une échelle de 1 à 5, où « 1 » signifie que la raison en question n'est pas du tout importante et « 5 », qu'elle est très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	2	3	4	Très important 5	S/O
Si ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que je suis capable d'arrêter de fumer si je le veux vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connais des gens qui sont tombés malades ou sont décédés à cause de la cigarette.	O	O	O	O	O	O
S'il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

19. Croyez-vous que vous fumerez toujours dans un an?

Certainement [ ]
Probablement [ ]
Probablement pas [ ]
Certainement pas [ ]

POSEZ LES TROIS PROCHAINES QUESTIONS À CEUX **QUI ONT CESSÉ** DE FUMER :

20. LORSQUE VOUS AVEZ CESSÉ DE FUMER, L'AVIEZ-VOUS PLANIFIÉ OU NON?

- Une tentative planifiée comprend la planification de cesser de fumer à une date précise (p. ex. pour le Jour de l'an), prendre les moyens nécessaires pour se procurer des timbres de nicotine ou attendre d'avoir fumé toutes les cigarettes d'un paquet avant d'arrêter.
- Une tentative non planifiée comprend toute situation où vous avez simplement décidé de cesser de fumer et vous l'avez fait.

Je l'avais planifié [ ] COCHEZ UNE SEULE RÉPONSE
Je ne l'avais pas planifié [ ]

POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **QUI ONT CESSÉ** DE FUMER :

21. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants expliquant peut-être pourquoi vous avez cessé de fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**Ni un, ni l'autre 3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupait étant donné que je fumais la cigarette.	O	O	O	O	O
Je m'inquiétais des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pensais à l'argent que j'aurais de plus quand je cesserais de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêchait souvent de sortir ou de faire de l'activité physique autant que je voulais.	O	O	O	O	O
Je voulais sérieusement cesser de fumer et je croyais être prêt(e).	O	O	O	O	O

22. Il y a plusieurs raisons pour lesquelles on *pourrait* cesser de fumer. Veuillez indiquer l'importance qu'ont eu pour vous les raisons présentées ci-dessous quand vous avez décidé de cesser de fumer. Utilisez une échelle de 1 à 5, où « 1 » signifie que la raison en question n'était pas du tout importante et « 5 », qu'elle était très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que j'étais capable d'arrêter de fumer si je le voulais vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connaissais des gens qui étaient tombés malades ou étaient décédés à cause de la cigarette.	O	O	O	O	O	O
Il y avait quelqu'un ou quelque chose pour	O	O	O	O	O	O

m'aider à cesser de fumer.						

MODULE DU GROUPE ÉTUDIÉ

Les prochaines questions concernent le programme en ligne Vie 100 fumer qu'on vous a demandé de compléter il y a quelques mois.

23. Avez-vous visité le site web/programme Vie 100 fumer durant les derniers trois mois ? Ceci ne comprend pas les visites au site qu'on vous a demandé de faire pour cette étude.

Oui [ ]
Non [ ]

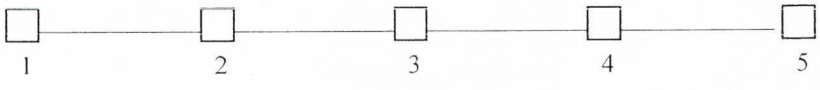
24. Quel effet le programme Vie 100 fumer a-t-il eu sur ce qui suit ?

	Aucun effet	Faible effet	Modeste effet	Effet important
Vous aider à comprendre vos habitudes en matière de tabagisme (p. ex., les moments où vous fumez et pourquoi vous le faites).	O	O	O	O
Vous aider à comprendre les avantages à cesser de fumer.	O	O	O	O
Améliorer vos connaissances en ce qui a trait aux effets du tabagisme sur la santé.	O	O	O	O
Accroître votre motivation à cesser de fumer.	O	O	O	O
Vous rendre plus confiant(e) que vous pouvez cesser de fumer ou ne pas recommencer.	O	O	O	O
Vous enseigner des techniques pour cesser de fumer ou réduire votre consommation de tabac.	O	O	O	O
Vous offrir des renseignements pour vous aider à cesser de fumer ou à réduire votre consommation.	O	O	O	O
Vous donner des idées sur la façon de créer, pour vous-même, un environnement favorable.	O	O	O	O
Vous aider à reconnaître les situations difficiles et à trouver des moyens pour composer avec celles-ci.	O	O	O	O
Vous donner des moyens vous permettant d'éviter les rechutes une fois que vous aurez cessé de fumer.	O	O	O	O

25. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants portant sur le programme Vie 100 fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	2	3	4	Tout à fait d'accord 5
Je recommanderais le programme à mes amis fumeurs et amies fumeuses.	O	O	O	O	O
Ce programme m'a offert le genre d'aide dont j'avais besoin.	O	O	O	O	O
Les activités étaient intéressantes et utiles.	O	O	O	O	O
Le site Web du programme Vie 100 fumer était facile à utiliser.	O	O	O	O	O
Il était facile de trouver ce dont j'avais besoin dans le site Web.	O	O	O	O	O

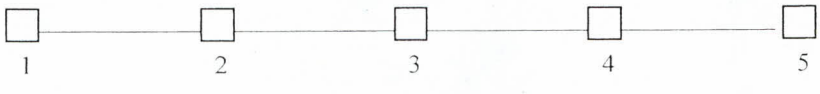
26. En général, dans quelle mesure le programme Vie 100 fumer vous a-t-il été utile pour essayer de cesser de fumer ?



Pas du tout utile **Entre les deux** **Très utile**

RENSEIGNEMENTS GÉNÉRAUX

27. En général, dans quelle mesure êtes-vous actif ou active ? Il est question de toutes les formes d'exercice et d'activité physique. Veuillez utiliser l'échelle de 1 à 5, où « 1 » signifie que vous n'êtes pas du tout actif ou active et « 5 », que vous êtes très actif ou active.



Pas du tout actif ou active **Entre les deux** **Très actif ou active**

Merci. Voilà la fin du questionnaire.
Nous vous sommes très reconnaissants de votre participation.

Health Canada

Health Canada Q4L Youth Smoking Cessation Study

(POR-05-15)

6-Month Follow-up Survey

This is the final survey in this study, and is a follow-up to earlier surveys that you completed.

Once again, your responses will be kept entirely confidential. Health Canada will only receive combined results – no individuals will be identified in any way. The research is being conducted for Health Canada by Phoenix SPI, an independent research firm.

The survey should take no more than 10 minutes to complete. You can save your responses at any time and return to complete the questionnaire at your convenience.

If you have any questions about the survey, please contact Philippe Azzie of Phoenix by phone (613-260-1700, x 222) or email (pazzie@phoenixspi.ca).

INTERNAL NOTES:

- A 'DON'T KNOW/NO RESPONSE' OPTION WILL BE AVAILABLE TO RESPONDENTS FOR ALL APPROPRIATE QUESTIONS. WHERE RELEVANT, A 'NOT APPLICABLE' OPTION WILL ALSO BE AVAILABLE AS A SEPARATE RESPONSE.
- AN ID SYSTEM WILL BE USED TO MATCH INDIVIDUAL PARTICIPANT'S COMPLETED SURVEYS (I.E. PRE-, POST- AND FOLLOW-UPS).

SMOKING STATUS

This first section focuses on smoking behaviour. This includes cigarettes that are bought in a pack, as well as cigarettes that are roll-your-owns.

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

Smoke every day	[ ]	
Smoke occasionally (less than every day)	[ ]	CHECK ONE ONLY
Do not smoke	[ ]	GO TO Q8

IF SMOKE EVERY DAY:

2. How much do you usually smoke per day?

A few puffs (drags, hits) every day	[ ]	
1 to 4 each day (a pack usually lasts me all week)	[ ]	
5 to 9 each day (less than a pack a day)	[ ]	CHECK ONE
10 to 19 each day (around a pack a day)	[ ]	ONLY

20 or more every day (around a pack a day or more) [ ]

IF SMOKE OCCASIONALLY:

3. During the past month, on about how many days did you smoke?

Number of days: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

4. On the days that you do smoke, about how many cigarettes do you smoke?

Number of cigarettes per day: _____ MUST BE SINGLE NUMBER, NOT A RANGE.

5. Which of the following apply to you?

	Yes	No
Do you ever have a craving for a cigarette (a feeling that you really need a cigarette at that time)?		
Do you avoid places where you can't smoke (movies, classes, church) because you find it hard to spend more than a couple of hours without smoking?		
Do you worry that you will run out of cigarettes?		
If you're low on cigarettes, do you spend a lot of time thinking about how you're going to get more cigarettes?		
Can you function better after you've had your first cigarette of the day?		

6. How soon after you wake up do you smoke your first cigarette?

Less than 15 minutes	[ ]	
15-30 minutes	[ ]	
1/2 an hour to one hour	[ ]	
1 - 3 hours	[ ]	CHECK ONE ONLY
More than 3 hours but less than a day	[ ]	
More than a day	[ ]	
I don't crave cigarettes	[ ]	

WHEN DO YOU SMOKE?

7. How often do you smoke at the following **times**? If something does not apply to you, please check the N/A option.

	Often	Sometimes	Never	N/A
Before school/work	O	O	O	O

During the school/work day	O	O	O	O
After school/work	O	O	O	O
In the evenings	O	O	O	O
On weekends	O	O	O	O

Recent Attempts to Quit Smoking

The following questions explore issues related to quitting smoking.

8. Within the past six months or so, have you tried to quit smoking?

Yes	[ ]	
No	[ ]	SKIP TO QUESTION 12

IF YES:

9. How many times have you tried to quit smoking within the past six months? Please only include times that you went a day or more without smoking because you were trying to quit.

Once	[ ]	
2 times	[ ]	
3 times	[ ]	CHECK ONE ONLY
4 times	[ ]	
5 times or more	[ ]	

10. Were you successful in quitting smoking? That is, do you no longer smoke?

Yes, no longer smoke	[ ]	SKIP TO QUESTION 12
No, still smoke	[ ]	

IF NO:

11. What is the **longest** period of time you were smoke-free during any of your quit attempts within the past six months?

Record in number of days: _____

Readiness to Quit Smoking

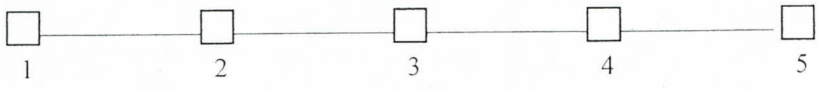
12. Which of the following statements best describes how you feel right now about changing your smoking?

I plan to quit smoking within the next 30 days	[ ]	
I plan to quit smoking within the next 6 months	[ ]	
I plan to quit smoking, but am not sure when	[ ]	CHECK ONE ONLY

I don't plan to quit, but want to cut down [ ]
I don't plan to quit smoking or cut down [ ]
I have quit smoking* [ ]

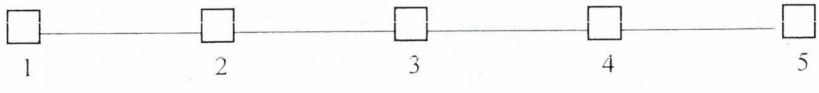
*CONTINUE WITH THE NEXT THREE QUESTIONS, THEN SKIP TO QUESTION 20

13. Right now, how **motivated** are you to quit smoking, or stay quit?



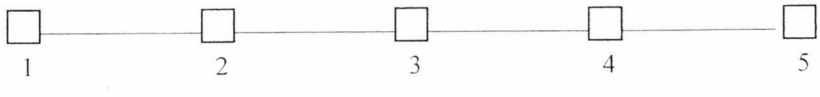
Not motivated at all **In between** **Highly motivated**

14. How **confident** are you that you can quit smoking, or stay quit?



Not confident at all **In between** **Very confident**

15. How much do you **know** about the types of things you can do to help you quit smoking, or stay quit?



Nothing at all **In between** **A great deal**

MAKING A QUIT PLAN

16. Thinking about the **last three months only**, which of the following have you done, if any?

	Yes	No
Set a quit date for when you want to quit smoking.		
Cut back on the number of cigarettes you smoke.		
To try to cut down, smoke less than a full cigarette when you smoke.		
Spoken to a family doctor, nurse or other health care professional about quitting smoking.		
Told your friends/family that you intend to quit smoking.		
Tried any nicotine replacement products like the patch or nicotine gum.		
Tried to avoid situations that trigger your urge to smoke.		
Used the Internet to look for information or assistance related to quitting smoking.		
Did you review or try to use any quit smoking program?*		

*Version for intervention group would add the following words to the end of the question "other than the *Quit for Life* program that we asked you to use as part of this study?"

ASK YOUTH WHO **HAVE NOT** QUIT (NEXT THREE QUESTIONS):

17. To what extent do you agree or disagree with the following statements. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	2	Neither 3	4	Strongly agree 5
I am concerned about my health as a smoker.	O	O	O	O	O
I worry about the impact of my smoking on others around me.	O	O	O	O	O
I think about the extra money I'll have when I stop smoking cigarettes.	O	O	O	O	O
Smoking often gets in the way of my physical or social activities.	O	O	O	O	O
I seriously want to quit smoking and think I am ready.	O	O	O	O	O

18. There are a number of reasons why people *might* want to quit smoking. For each of the following, please indicate how important that potential reason is to you personally, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
If my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I can quit smoking if I really want to.	O	O	O	O	O	O
So I don't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I know other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
If there was someone or something to help me quit.	O	O	O	O	O	O

19. Do you think you will still be smoking in a year from now?

Definitely	[ ]
Probably	[ ]
Probably not	[ ]
Definitely not	[ ]

ASK YOUTH WHO **HAVE** QUIT (NEXT THREE QUESTIONS):

20. WHEN YOU QUIT SMOKING, WAS THIS PLANNED OR UNPLANNED?

- A planned quit attempt includes things like planning ahead to quit on a certain date (e.g. New Year's), making arrangements to obtain a nicotine patch, or waiting to quit until all of the cigarettes were smoked in your current pack.
- An unplanned quit attempt are situations where you just decided to quit one day and did just that.

Planned quit attempt	[ ]	CHECK ONE ONLY
Unplanned quit attempt	[ ]	

21. To what extent do you agree or disagree with the following statements about why you quit smoking. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	**2**	**Neither 3**	**4**	**Strongly agree 5**
I was concerned about my health as a smoker.	O	O	O	O	O
I worried about the impact of my smoking on others around me.	O	O	O	O	O
I thought about the extra money I would have when I stopped smoking cigarettes.	O	O	O	O	O
Smoking often got in the way of my physical or social activities.	O	O	O	O	O
I seriously wanted to quit smoking and thought I was ready.	O	O	O	O	O

22. There are a number of reasons why people *might* quit smoking. For each of the following, please indicate how important that potential reason was to you personally when you decided to quit smoking, using a 5-point scale, where '1' means not important at all and '5' means very important. If something does not apply to you, please check the N/A option.

	Not important at all 1	2	3	4	Very important 5	N/A
Because my girlfriend/boyfriend asked me to quit.	O	O	O	O	O	O
To feel in control of my life.	O	O	O	O	O	O
To feel better in general.	O	O	O	O	O	O
To prove I could quit smoking if I really wanted to.	O	O	O	O	O	O
So I didn't smell of smoke/cigarettes.	O	O	O	O	O	O
Because I knew other people who have gotten sick or died because of smoking.	O	O	O	O	O	O
Because there was someone or something to help me quit.	O	O	O	O	O	O

INTERVENTION GROUP

The next few questions are about the **Quit4Life** online quit smoking program that you were asked to complete a few months ago.

23. Have you visited the *Q4L* program/website during the past three months? This does not include the times you visited the site when we asked you to do so as part of this study.

Yes [ ]
No [ ]

24. Thinking about your visits to Quit4Life Web site, what impact do you think the Quit4Life quit smoking program had in each of the following areas? Please include all of the times you visited the site or used the program.

	No impact	Small impact	Medium impact	Big impact
Helping you understand your smoking habits, such as when you smoke and why.	O	O	O	O
Helping you understand the advantages of quitting smoking.	O	O	O	O
Increasing your knowledge about health facts and smoking.	O	O	O	O
Increasing your motivation to quit smoking.	O	O	O	O
Increasing your confidence that you can quit	O	O	O	O

smoking or stay quit.				
Teaching you skills to help you quit smoking or cut down.	O	O	O	O
Providing you with information to help you quit smoking or cut down.	O	O	O	O
Providing you with ideas about how to create a positive environment for yourself.	O	O	O	O
Helping you identify difficult situations and develop ways to cope with them.	O	O	O	O
Giving you ideas to help you stay smoke-free once you have quit smoking.	O	O	O	O

25. To what extent do you agree or disagree with the following statements about the Quit4Life program. Please use a scale from 1 to 5, with '1' meaning you strongly disagree and '5' meaning strongly agree.

	Strongly disagree 1	**2**	**Neither 3**	**4**	**Strongly agree 5**
I would recommend the program to my friends who smoke.	O	O	O	O	O
I got the kind of help I needed from the program.	O	O	O	O	O
The activities were interesting and useful.	O	O	O	O	O
The Quit4Life website was easy to use.	O	O	O	O	O
It was easy to find what I needed on the website.	O	O	O	O	O

26. Overall, how useful was the Quit4Life program to help you try to quit smoking or stay quit?

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Not useful at all **In between** **Very useful**

Background Information

27. In general, how active are you? This includes all forms of exercise and physical activity. Please use a 5-point scale, where '1' is not active at all, and '5' is very active.

☐ 1 — ☐ 2 — ☐ 3 — ☐ 4 — ☐ 5

Not active at all **In between** **Very active**

Thank you. That completes the survey. Your participation is greatly appreciated.

Santé Canada

Étude de Santé Canada sur le renoncement au tabac chez les jeunes

(POR-05-15)

Enquête de suivi de six mois

Il s'agit ici du dernier sondage dans cette étude et il constitue une enquête de suivi au sondages préalables que vous avez complétés.

Encore une fois, vos réponses demeureront strictement confidentielles. Santé Canada n'aura accès qu'aux données consolidées. Aucune personne ne sera identifiée de quelque manière que ce soit. Cette étude est réalisée pour Santé Canada par Phœnix SPI, une maison de recherche indépendante.

Il ne vous faudra pas plus de 10 minutes pour remplir le questionnaire. Vous pouvez sauvegarder vos réponses à tout moment et retourner au questionnaire pour le remplir à votre convenance.

Si vous avez des questions à propos du sondage, veuillez communiquer avec M. Philippe Azzie, de Phœnix SPI, au (613) 260-1700 (poste 222) ou par courriel, à pazzie@phoenixspi.ca.

NOTES INTERNES :

- LÀ OÙ IL CONVIENT DE LE FAIRE, ON OFFRIRA AUX RÉPONDANTS LA POSSIBILITÉ DE CHOISIR LA CATÉGORIE DE RÉPONSE « JE NE SAIS PAS / N'A PAS RÉPONDU ». UNE AUTRE CATÉGORIE DE RÉPONSE, « SANS OBJET », SERA AUSSI OFFERTE SÉPARÉMENT.
- ON AURA RECOURS À UN SYSTÈME D'IDENTIFICATION PERMETTANT DE REGROUPER LES QUESTIONNAIRES REMPLIS PAR CHAQUE PARTICIPANT (PRÉ-, POST- ET SUIVI).

USAGE DE LA CIGARETTE

Cette première section porte sur l'usage de la cigarette. Il est question ici des cigarettes que vous achetez toutes faites, en paquets, de même que celles que vous roulez vous-même.

1. Actuellement, fumez-vous la cigarette tous les jours, à l'occasion, ou pas du tout ?

Je fume tous les jours	[ ]	NE COCHER QU'UNE
Je fume à l'occasion (moins d'une fois par jour)	[ ]	SEULE CASE
Je ne fume pas	[ ]	ALLER À LA Q8

SI FUME TOUS LES JOURS :

2. Habituellement, combien de cigarettes fumez-vous chaque jour ?

Quelques bouffées chaque jour	[ ]	
1 à 4 cigarettes par jour (pas plus d'un paquet par semaine)	[ ]	NE COCHER
5 à 9 cigarettes par jour (moins d'un paquet par jour)	[ ]	QU'UNE SEULE
10 à 19 cigarettes par jour (environ un paquet par jour)	[ ]	CASE
20 cigarettes ou plus par jour (environ un paquet ou plus par jour)	[ ]	

SI FUME À L'OCCASION :

3. Au cours du dernier mois, environ combien de jours avez-vous fumé ?

Nombre de jours : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

Nombre de cigarettes par jour : _____ INDIQUER UN SEUL CHIFFRE, PAS UNE FOURCHETTE.

5. Lesquels des énoncés suivants s'appliquent à vous ?

	Oui	**Non**
Vous arrive-t-il d'avoir grandement envie d'une cigarette (l'impression d'avoir vraiment besoin d'une cigarette à ce moment précis) ?		
Évitez-vous de fréquenter les endroits où il est interdit de fumer (cinéma, salle de classe, église) parce qu'il vous est difficile de passer plus que quelques heures sans fumer ?		
Vous inquiétez-vous de manquer de cigarettes ?		
S'il ne vous reste que quelques cigarettes, passez-vous beaucoup de temps à penser à comment vous en procurer d'autres ?		
Fonctionnez-vous mieux après avoir fumé votre première cigarette de la journée ?		

6. Combien de temps après votre réveil fumez-vous votre première cigarette ?

Moins de 15 minutes	[ ]	
15 à 30 minutes	[ ]	
1/2 heure à 1 heure	[ ]	
1 à 3 heures	[ ]	NE COCHER QU'UNE
Plus de trois heures mais moins d'une journée	[ ]	SEULE CASE
Plus d'une journée	[ ]	
Je n'éprouve pas le besoin de fumer	[ ]	

QUAND FUMEZ-VOUS ?

7. À quelle fréquence fumez-vous aux **moments** suivants ? Si un de ces moments ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Souvent	Parfois	Jamais	S/O
Avant d'arriver à l'école / au collège / à l'université / au travail	O	O	O	O
Pendant la journée (à l'école / au collège / à l'université / au travail)	O	O	O	O
Après l'école / le collège / l'université / le travail	O	O	O	O
En soirée	O	O	O	O
Pendant le week-end	O	O	O	O

TENTATIVES RÉCENTES DE RENONCEMENT À LA CIGARETTE

Les questions suivantes portent sur le renoncement à la cigarette.

8. Au cours des six derniers mois environ, avez-vous essayé de cesser de fumer ?

Oui [ ]
Non [ ] ALLER À LA QUESTION 12

SI OUI :

9. Combien de fois avez-vous essayé de cesser de fumer, au cours des six derniers mois ? Ne tenez compte que des occasions où vous n'avez pas fumé pendant au moins une journée parce que vous tentiez de cesser de fumer.

Une fois [ ]
2 fois [ ]
3 fois [ ] NE COCHER QU'UNE SEULE CASE
4 fois [ ]
5 fois ou plus [ ]

10. Avez-vous réussi à cesser de fumer, c'est-à-dire que vous ne fumez plus à l'heure actuelle?

Oui, je ne fume plus [ ] ALLEZ À LA QUESTION 12
Non, je fume toujours [ ]

SI NON :

11. Quelle est la période **la plus longue** pendant laquelle vous n'avez pas fumé, au cours d'une de ces tentatives, durant des six derniers mois?

Indiquer le nombre de jours : _____

DISPOSITION À CESSER DE FUMER

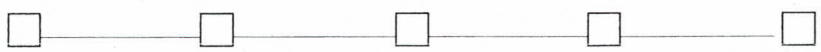
12. Lequel des énoncés suivants décrit le mieux vos intentions à l'égard de votre usage de la cigarette ?

Je prévois cesser de fumer dans les prochains 30 jours	[ ]	
Je prévois cesser de fumer dans les prochains 6 mois	[ ]	
Je prévois cesser de fumer mais je ne sais pas quand je le ferai	[ ]	NE COCHER
Je ne prévois pas cesser de fumer mais		QU'UNE
je veux réduire ma consommation	[ ]	SEULE CASE
Je ne prévois pas cesser de fumer ni réduire ma consommation	[ ]	
J'ai cessé de fumer*	[ ]	

*CONTINUE WITH THE NEXT THREE QUESTIONS, THEN SKIP TO QUESTION 20

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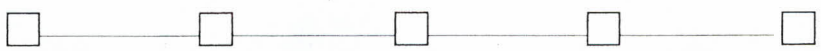
13. Présentement, jusqu'à quel point êtes-vous **motivé(e)** à cesser de fumer ou à ne pas recommencer ?



1 2 3 4 5

Pas motivé(e) du tout **Entre les deux** **Très motivé(e)**

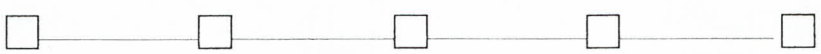
14. Dans quelle mesure êtes-vous **confiant(e)** de pouvoir cesser de fumer ou de ne pas recommencer ?



1 2 3 4 5

Pas confiant(e) du tout **Entre les deux** **Très confiant(e)**

15. Que **savez**-vous des genres de choses que vous pouvez faire pour arriver à cesser de fumer ou pour ne pas recommencer ?



1 2 3 4 5

Rien du tout **Entre les deux** **Beaucoup**

ÉLABORATION D'UN PLAN DE RENONCEMENT

16. Veuillez indiquer ci-dessous les choses que vous avez faites au cours du **trois derniers mois seulement**.

	Oui	Non
Choisi une date à laquelle vous cesserez de fumer.		
Réduit le nombre de cigarettes que vous fumez.		
Pour essayer de réduire votre consommation, vous avez évité de fumer vos cigarettes en entier.		
Parlé à votre médecin de famille, une infirmière ou un autre professionnel de la santé à propos de votre intention de cesser de fumer.		
Dit à vos amis/amies ou à votre famille que vous aviez l'intention de cesser de fumer.		
Essayé des produits de substitution de la nicotine, comme le timbre ou la gomme à la nicotine.		
Essayé d'éviter les situations qui vous donnent envie de fumer.		
Cherché, dans Internet, des renseignements sur le renoncement au tabac, ou de l'aide pour cesser de fumer.		

POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **N'AYANT PAS** CESSÉ DE FUMER :

17. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	2	Ni un, ni l'autre 3	4	Tout à fait d'accord 5
Ma santé me préoccupe étant donné que je fume la cigarette.	O	O	O	O	O
Je m'inquiète des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pense à l'argent que j'aurai de plus quand j'aurai cessé de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêche souvent de sortir ou de faire de l'activité physique autant que je voudrais.	O	O	O	O	O
Je veux sérieusement cesser de fumer et je crois être prêt(e).	O	O	O	O	O

18. Il y a plusieurs raisons pour lesquelles on *pourrait* vouloir cesser de fumer. Veuillez indiquer l'importance qu'ont pour vous, personnellement, les raisons présentées ci-dessous et ce, à l'aide d'une échelle de 1 à 5, où « 1 » signifie que la raison en

question n'est pas du tout importante et « 5 », qu'elle est très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Si ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que je suis capable d'arrêter de fumer si je le veux vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connais des gens qui sont tombés malades ou sont décédés à cause de la cigarette.	O	O	O	O	O	O
S'il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

19. Croyez-vous que vous fumerez toujours dans un an?

Certainement [ ]
Probablement [ ]
Probablement pas [ ]
Certainement pas [ ]

POSEZ LES TROIS PROCHAINES QUESTIONS À CEUX **QUI ONT CESSÉ** DE FUMER :

20. LORSQUE VOUS AVEZ CESSÉ DE FUMER, L'AVIEZ-VOUS PLANIFIÉ OU NON?

- Une tentative planifiée comprend la planification de cesser de fumer à une date précise (p. ex. pour le Jour de l'an), prendre les moyens nécessaires pour se procurer des timbres de nicotine ou attendre d'avoir fumé toutes les cigarettes d'un paquet avant d'arrêter.
- Une tentative non planifiée comprend toute situation où vous avez simplement décidé de cesser de fumer et vous l'avez fait.

Je l'avais planifié [ ] COCHEZ UNE SEULE RÉPONSE
Je ne l'avais pas planifié [ ]

POSER LES DEUX QUESTIONS SUIVANTES AUX JEUNES **QUI ONT CESSÉ** DE FUMER :

21. Jusqu'à quel point êtes-vous d'accord ou en désaccord avec les énoncés suivants expliquant peut-être pourquoi vous avez cessé de fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	**2**	**Ni un, ni l'autre 3**	**4**	**Tout à fait d'accord 5**
Ma santé me préoccupait étant donné que je fumais la cigarette.	O	O	O	O	O
Je m'inquiétais des répercussions de la cigarette sur mon entourage.	O	O	O	O	O
Je pensais à l'argent que j'aurais de plus quand je cesserais de fumer la cigarette.	O	O	O	O	O
La cigarette m'empêchait souvent de sortir ou de faire de l'activité physique autant que je voulais.	O	O	O	O	O
Je voulais sérieusement cesser de fumer et je croyais être prêt(e).	O	O	O	O	O

22. Il y a plusieurs raisons pour lesquelles on *pourrait* cesser de fumer. Veuillez indiquer l'importance qu'ont eu pour vous les raisons présentées ci-dessous quand vous avez décidé de cesser de fumer. Utilisez une échelle de 1 à 5, où « 1 » signifie que la raison en question n'était pas du tout importante et « 5 », qu'elle était très importante. Si un de ces points ne s'applique pas à vous, veuillez cocher la case « S/O ».

	Pas du tout important 1	**2**	**3**	**4**	**Très important 5**	**S/O**
Ma copine (mon copain) me demandait de cesser de fumer.	O	O	O	O	O	O
Pour me sentir en contrôle de ma vie.	O	O	O	O	O	O
Pour me sentir mieux en général.	O	O	O	O	O	O
Pour prouver que j'étais capable d'arrêter de fumer si je le voulais vraiment.	O	O	O	O	O	O
Pour ne pas être imprégné(e) d'une odeur de fumée/cigarette.	O	O	O	O	O	O
Parce que je connaissais des gens qui étaient tombés malades ou étaient décédés à cause de la cigarette.	O	O	O	O	O	O
Il y avait quelqu'un ou quelque chose pour m'aider à cesser de fumer.	O	O	O	O	O	O

MODULE DU GROUPE ÉTUDIÉ

Les prochaines questions concernent le programme en ligne Vie 100 fumer qu'on vous a demandé de compléter il y a quelques mois.

23. Avez-vous visité le site web/programme Vie 100 fumer durant les derniers trois mois ? Ceci ne comprend pas les visites au site qu'on vous a demandé de faire pour cette étude.

Oui [ ]
Non [ ]

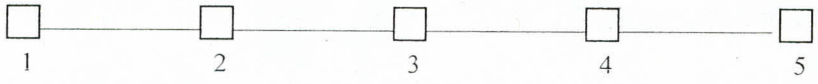
24. Quel effet le programme Vie 100 fumer a-t-il eu sur ce qui suit ?

	Aucun effet	Faible effet	Modeste effet	Effet important
Vous aider à comprendre vos habitudes en matière de tabagisme (p. ex., les moments où vous fumez et pourquoi vous le faites).	O	O	O	O
Vous aider à comprendre les avantages à cesser de fumer.	O	O	O	O
Améliorer vos connaissances en ce qui a trait aux effets du tabagisme sur la santé.	O	O	O	O
Accroître votre motivation à cesser de fumer.	O	O	O	O
Vous rendre plus confiant(e) que vous pouvez cesser de fumer ou ne pas recommencer.	O	O	O	O
Vous enseigner des techniques pour cesser de fumer ou réduire votre consommation de tabac.	O	O	O	O
Vous offrir des renseignements pour vous aider à cesser de fumer ou à réduire votre consommation.	O	O	O	O
Vous donner des idées sur la façon de créer, pour vous-même, un environnement favorable.	O	O	O	O
Vous aider à reconnaître les situations difficiles et à trouver des moyens pour composer avec celles-ci.	O	O	O	O
Vous donner des moyens vous permettant d'éviter les rechutes une fois que vous aurez cessé de fumer.	O	O	O	O

25. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants portant sur le programme Vie 100 fumer ? Veuillez utiliser une échelle de 1 à 5, où « 1 » signifie que vous êtes tout à fait en désaccord et « 5 », que vous êtes tout à fait d'accord.

	Tout à fait en désaccord 1	2	3	4	Tout à fait d'accord 5
Je recommanderais le programme à mes amis fumeurs et amies fumeuses.	O	O	O	O	O
Ce programme m'a offert le genre d'aide dont j'avais besoin.	O	O	O	O	O
Les activités étaient intéressantes et utiles.	O	O	O	O	O
Le site Web du programme Vie 100 fumer était facile à utiliser.	O	O	O	O	O
Il était facile de trouver ce dont j'avais besoin dans le site Web.	O	O	O	O	O

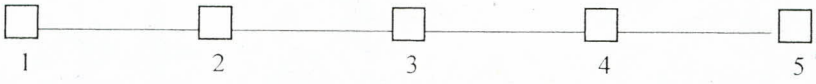
26. En général, dans quelle mesure le programme Vie 100 fumer vous a-t-il été utile pour essayer de cesser de fumer ?



Pas du tout utile **Entre les deux** **Très utile**

RENSEIGNEMENTS GÉNÉRAUX

27. En général, dans quelle mesure êtes-vous actif ou active ? Il est question de toutes les formes d'exercice et d'activité physique. Veuillez utiliser l'échelle de 1 à 5, où « 1 » signifie que vous n'êtes pas du tout actif ou active et « 5 », que vous êtes très actif ou active.



Pas du tout actif ou active **Entre les deux** **Très actif ou active**

Merci. Voilà la fin du questionnaire.
Nous vous sommes très reconnaissants de votre participation.

Health Canada Q4L Study

Email Instructions for Confirmed Participants

LA VERSION FRANÇAISE SUIT

Please print this email. It contains all the information you need to take part in the study.

Thank you for agreeing to take part in this important study that Health Canada is doing with youth smokers across Canada. The research is being conducted by Phoenix Strategic Perspectives Inc., an independent research company.

You, as a research participant, will be asked to:

1. Take part in an initial survey and a set of three follow-up surveys.
   - You will complete the surveys online.
   - You will receive an email invitation for each survey.
   - The 1st survey will take place early next week, with a follow-up survey about 4 weeks later.
   - The other follow-up surveys will take place 3- and 6-months later.
2. Please check your email frequently – this is how Phoenix will contact you during the study.

To thank you for your time, you will receive $60 and be entered into a number of prize draws. Your money will be mailed to you in two parts – half will be sent after the first follow-up survey and the rest at the end of the study. Following each survey, your name will be entered into a draw for a chance to win one of a number of prizes. There is $4,000 in prizes, with close to 100 prizes in total! The odds of winning are very good – we expect the final number of respondents to be about 200!

If you have any questions, please contact Alethea Woods of Phoenix by email (awoods@phoenixspi.ca) or phone (613-260-1700, ext. 223).

Thank you, and please remember to check your email frequently during this research. You don't want to miss any important information!

Stephen Kiar
President
Phoenix SPI

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Prière d'imprimer ce courriel. Il contient tous les renseignements dont vous aurez besoin pour participer à cette étude.

Merci d'avoir accepté de participer à cette importante étude réalisée auprès des jeunes fumeurs, partout au Canada, par Santé Canada. Phœnix Strategic Perspectives Inc., une maison de recherche indépendante, a été chargée de cette étude.

En tant que participant ou participante, vous devrez faire ce qui suit :

1. Participer au sondage initial, puis à trois sondages de suivi.
   - Vous remplirez les questionnaires en ligne.
   - Vous recevrez une invitation par courriel, pour chaque sondage.
   - Le premier sondage aura lieu au début de la semaine prochaine et un sondage de suivi sera réalisé environ quatre semaines après.
   - Les autres sondages de suivi seront réalisés trois mois et six mois plus tard.
2. Veuillez vérifier vos courriels régulièrement – c'est ainsi que Phœnix communiquera avec vous pendant l'étude.

Pour vous remercier du temps que vous aurez consacré à cette étude, nous vous offrirons 60 $ et inscrirons votre nom à un tirage. Vous recevrez l'argent en deux versements égaux, par la poste : le premier versement sera fait après le premier sondage de suivi et le reste viendra à la fin de l'étude. Après chaque sondage, votre nom sera inscrit à un tirage vous donnant la chance de gagner un des nombreux prix offerts. Il y a près de 100 prix d'une valeur totale de 4 000 $! Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants !

Si vous avez des questions, veuillez communiquer avec Mme Alethea Woods, de Phœnix, par courriel (awoods@phoenixspi.ca), ou en composant le (613) 260-1700 (poste 223).

N'oubliez pas de vérifier vos courriels régulièrement, durant cette étude, et assurez-vous ainsi de ne manquer aucun renseignement important. Merci !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

Email Invitation – Baseline Survey

Re: Health Canada Smoking Study / Étude de Santé Canada sur le tabagisme

LA VERSION FRANÇAISE SUIT

Thank you for participating in this important study with youth smokers that we are conducting on behalf of Health Canada. This is your invitation for the first of four short surveys that you will be asked to complete as part of this research. The survey will take 10-15 minutes of your time.

Link to survey:

Password:

Please complete the survey as soon as possible, and **no later than April 27**. If you are unable to click on the link, copy and paste the URL into your web browser. All answers are confidential – no individuals will be identified in any way.

You must complete this survey in order to be eligible to continue with the study. Everyone who completes it will receive an entry for the first of 4 prize draws. The odds of winning are very good – we expect the final number of respondents to be about 200! Winners will be notified by email. **As a participant in this study, you will also receive $60 once it has been completed.**

Please check your email regularly during this research in order to make sure you do not miss any important announcements. If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you for your willingness to participate in this important research!

Stephen Kiar
President
Phoenix SPI

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Merci de participer à cette importante étude que nous réalisons auprès des jeunes fumeurs, pour Santé Canada. Voici votre invitation à participer au premier des quatre courts sondages auxquels nous vous demanderons de prendre part dans le cadre de cette étude. De 10 à 15 minutes devraient suffire pour remplir le questionnaire.

Lien vers le questionnaire :

Mot de passe :

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 27 avril**. Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur. Toutes les réponses demeureront confidentielles – personne ne sera identifié de quelque manière que ce soit.

Vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Les personnes qui rempliront ce questionnaire verront leur nom inscrit au premier des quatre tirages prévus. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants ! Les gagnants et gagnantes seront avisés par courriel. **En tant que participant ou participante à cette étude, vous recevrez également 60 $ à la fin de celle-ci.**

Veuillez vérifier vos courriels régulièrement durant cette étude pour vous assurer de ne manquer aucune annonce importante. Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

1st Email Reminder – Baseline Survey

Re: REMINDER: Health Canada Smoking Study / RAPPEL : Étude de Santé Canada sur le tabagisme

LA VERSION FRANÇAISE SUIT

Approximately one week ago, we sent you an invitation to complete the initial survey for the youth smoking study that we are conducting on behalf of Health Canada. The survey will take 10-15 minutes of your time. Please complete the survey as soon as possible, and **no later than April 27**.

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser. All answers are confidential – no individuals will be identified in any way.

You must complete this survey in order to be eligible to continue with the study. Everyone who completes it will receive an entry for the first of 4 prize draws. As a participant in this study, you will also receive $60 once it has been completed.

If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you for your willingness to participate in this important research!

Stephen Kiar
President
Phoenix SPI

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Il y a environ deux semaines, nous vous avons envoyé une invitation à participer au premier sondage réalisé dans le cadre de l'étude sur le tabagisme chez les jeunes dont nous a chargés Santé Canada. De 10 à 15 minutes devraient suffire pour remplir le questionnaire. Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 27 avril**.

Lien vers le questionnaire :

Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur. Toutes les réponses demeureront confidentielles – personne ne sera identifié de quelque manière que ce soit.

Vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Les personnes qui rempliront ce questionnaire verront leur nom inscrit au premier des quatre tirages prévus. En tant que participant ou participante à cette étude, vous recevrez également 60 $ à la fin de celle-ci.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

Final Email Reminder – Baseline Survey

Re: FINAL REMINDER: Health Canada Smoking Study / DERNIER RAPPEL : Étude de Santé Canada sur le tabagisme

LA VERSION FRANÇAISE SUIT

Approximately two weeks ago, we sent you an invitation to complete the initial survey for the youth smoking study that we are conducting on behalf of Health Canada.

This is your last opportunity to complete the survey, so please take a few minutes to do so. Remember, you must complete this survey in order to continue with the study. Everyone who completes it will receive an entry for the first of 4 prize draws. As a participant in this study, you will also receive $60 once it has been completed.

Link to survey:

Password:

Please complete the survey before **April 27**. If you are unable to click on the link, copy and paste the URL into your web browser. All answers are confidential – no individuals will be identified in any way.

Thank you, and stay tuned … The prize draw will take place on May 1!

Stephen Kiar
President
Phoenix SPI

Il y a environ deux semaines, nous vous avons envoyé une invitation à participer au premier sondage réalisé dans le cadre de l'étude sur le tabagisme chez les jeunes dont nous a chargés Santé Canada.

Voici votre dernière chance de remplir le questionnaire; veuillez donc prendre quelques minutes pour le faire. Nous vous rappelons que vous devez remplir ce questionnaire pour pouvoir continuer à participer à l'étude. Les personnes qui rempliront ce questionnaire verront leur nom inscrit au premier des quatre tirages prévus. En tant que participant ou participante à cette étude, vous recevrez également 60 $ à la fin de celle-ci.

Lien vers le questionnaire :

Mot de passe :

Veuillez remplir le questionnaire avant **le 27 avril**. Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur. Toutes les réponses demeureront confidentielles – personne ne sera identifié de quelque manière que ce soit.

Restez à l'écoute… Le tirage au lieu **le 1 mai** !

Merci !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

Invitation – First Follow-up Survey (Intervention)

LA VERSION FRANÇAISE SUIT

This is your invitation for the 2nd Health Canada smoking survey. Because of the extra work we asked you to do to take the Quit4Life program, we've increased the amount you will be paid to $100. You will be mailed the first $75 after you fill out this survey (as long as you have taken the 4-week Q4L program; the rest will be sent to you at the end of the study.

As well, don't forget that everyone who completes this survey will be entered into the next prize draw. We'll be giving away 1 Ipod Nano (or cash value), 5 prizes of $100, 10 prizes of $50 and 12 Future Shop Gift Certificates. The odds of winning are very good – we expect the final number of respondents to be about 200! Winners will be notified by email. This is in addition to the $100 we will be paying you for participating in the study!

The survey should take no more than 10 minutes to complete, and your answers will remain confidential.

Link to survey:

Password:

Please complete the survey as soon as possible, and **no later than June 30**. Remember, you must complete this survey in order to continue with the study. If you are unable to click on the link, copy and paste the URL into your web browser.

If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

Voici votre invitation à participer au deuxième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. A cause du travail additionnel que nous vous avons demandé d'entreprendre en suivant le programme Vie 100 fumer, nous avons augmenté la somme que vous recevrez à $100. Nous vous enverrons par la poste le premier $75 une fois que vous aurez complété ce sondage (en autant que vous aurez suivi le programme de quatre semaines de Vie 100 fumer); le restant vous sera envoyé à la fin de l'étude.

Aussi, n'oubliez pas que tous ceux et celles qui compléteront ce sondage seront inscrit au prochain tirage. Les prix comprennent un Ipod Nano (ou sa valeur en argent comptant), 5 prix de $100, 10 prix de $50, et 12 certificats cadeaux. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants ! Les gagnants et gagnantes seront avisés par courriel. Ceci est en plus du $100 que vous recevrez pour votre participation à l'étude!

Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Lien vers le questionnaire :

Mot de passe :

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 30 juin**. Souvenez-vous que vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

Invitation – First Follow-up Survey (Control)

LA VERSION FRANÇAISE SUIT

This is your invitation for the 2nd Health Canada smoking survey. The survey should take no more than 10 minutes to complete, and your answers will remain confidential.

Link to survey:

Password:

Don't forget that everyone who completes this survey will be entered into the next prize draw. We'll be giving away 1 Ipod Nano (or cash value), 5 prizes of $100, 10 prizes of $50 and 12 Future Shop Gift Certificates. The odds of winning are very good – we expect the final number of respondents to be about 200! Winners will be notified by email. This is in addition to the $60 we will be paying you for participating in the study!

Please complete the survey as soon as possible, and no later than June 30. Remember, you must complete this survey in order to continue with the study. If you are unable to click on the link, copy and paste the URL into your web browser.

If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Voici votre invitation à participer au deuxième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Lien vers le questionnaire :

Mot de passe :

N'oubliez pas que tous ceux et celles qui compléteront ce sondage seront inscrit au prochain tirage. Les prix comprennent un Ipod Nano (ou sa valeur en argent comptant), 5 prix de $100, 10 prix de $50, et 12 certificats cadeaux. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants ! Les

gagnants et gagnantes seront avisés par courriel. Ceci est en plus du $60 que vous recevrez pour votre participation à l'étude!

Veuillez remplir le questionnaire dès que possible ou, au plus tard, le 30 juin. Souvenez-vous que vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

1st Reminder – First Follow-up Survey (Intervention)

LA VERSION FRANÇAISE SUIT

Approximately one week ago, we sent you an invitation for the 2nd Health Canada smoking survey. Because of the extra work we asked you to do to take the Quit4Life program, we've increased the amount you will be paid to $100. You will be mailed the first $75 after you fill out this survey (as long as you have taken the 4-week Q4L program; the rest will be sent to you at the end of the study.

As well, don't forget that everyone who completes this survey will be entered into the next prize draw. We'll be giving away 1 Ipod Nano (or cash value), 5 prizes of $100, 10 prizes of $50 and 12 Future Shop Gift Certificates. The odds of winning are very good – we expect the final number of respondents to be about 200! Winners will be notified by email. This is in addition to the $100 we will be paying you for participating in the study!

The survey should take no more than 10 minutes to complete, and your answers will remain confidential.

Link to survey:

Password:

Please complete the survey as soon as possible, and **no later than June 30**. Remember, you must complete this survey in order to continue with the study. If you are unable to click on the link, copy and paste the URL into your web browser.

If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Il y a environ deux semaines, nous vous avons envoyé une invitation à participer au deuxième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. A cause du travail additionnel que nous vous avons demandé d'entreprendre en suivant le programme Vie 100 fumer, nous avons augmenté la somme que vous recevrez à $100. Nous vous enverrons par la poste le premier $75 une fois que vous aurez complété ce sondage (en autant que vous aurez suivi le programme de quatre semaines de Vie 100 fumer); le restant vous sera envoyé à la fin de l'étude.

Aussi, n'oubliez pas que tous ceux et celles qui compléteront ce sondage seront inscrit au prochain tirage. Les prix comprennent un Ipod Nano (ou sa valeur en argent comptant), 5 prix de $100, 10 prix de $50, et 12 certificats cadeaux. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants ! Les gagnants et gagnantes seront avisés par courriel. Ceci est en plus du $100 que vous recevrez pour votre participation à l'étude!

Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Lien vers le questionnaire :

Mot de passe :

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 30 juin**. Souvenez-vous que vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

1st Reminder – First Follow-up Survey (Control)

LA VERSION FRANÇAISE SUIT

Approximately one week ago, we sent you an invitation for the 2nd Health Canada smoking survey. Please complete the survey as soon as possible, and no later than June 30.

Link to survey:

Password:

You must complete this survey in order to be eligible to continue with the study. As well, don't forget that everyone who completes this survey will be entered into the next prize draw. We'll be giving away 1 Ipod Nano (or cash value), 5 prizes of $100, 10 prizes of $50 and 12 Future Shop Gift Certificates. The odds of winning are very good – we expect the final number of respondents to be about 200! Winners will be notified by email. This is in addition to the $60 we will be paying you for participating in the study!

If you have any questions about the study, please contact Philippe Azzie at Phoenix at 613-260-1700, ext. 222, or pazzie@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Il y a environ deux semaines, nous vous avons envoyé une invitation à participer au deuxième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Veuillez remplir le questionnaire dès que possible ou, au plus tard, le 30 juin.

Lien vers le questionnaire :

Mot de passe :

Souvenez-vous que vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude. Aussi, n'oubliez pas que tous ceux et celles qui compléteront ce sondage seront inscrit au prochain tirage. Les prix comprennent un Ipod Nano (ou sa valeur en argent comptant), 5 prix de $100, 10 prix de $50, et 12 certificats cadeaux. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 200 répondants ! Les gagnants et gagnantes seront avisés par courriel. Ceci est en plus du $60 que vous recevrez pour votre participation à l'étude!

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

3-Month Follow-Up Survey
Email Invitation

LA VERSION FRANÇAISE SUIT

This is your invitation for the 3rd Health Canada smoking survey. The survey should take only 10 minutes to complete.

We'll be giving away 1 Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). Just complete the survey and you'll be entered in the prize draw. The odds of winning are excellent – the study only has 157 people in it!

The prize draw is in addition to the rest of your incentive, which we'll mail to you when the study is complete (after the 4th survey) to thank you for participating. You must complete this survey in order to continue with the study.

Please fill out the survey as soon as possible, and **no later than December 15.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

All your answers will remain confidential. If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

Voici votre invitation à participer au troisième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Nous donnerons comme prix un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Complétez le sondage et vous serez inscrit au tirage. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 157 répondants !

Le tirage est en plus du restant de votre rémunération, que nous vous enverrons par la poste quand l'étude sera complétée (après le quatrième sondage) pour vous remercier d'avoir participé. Souvenez-vous que vous devez remplir ce questionnaire pour pouvoir continuer à participer à cette étude.

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 15 décembre**.

Lien vers le questionnaire :
Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Toutes vos réponses resteront confidentielles. Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

3-Month Follow-Up Survey
1st Reminder

LA VERSION FRANÇAISE SUIT

Approximately one week ago, we sent you an invitation for the 3rd Health Canada smoking survey. The survey should take only 10 minutes to complete.

We'll be giving away 1 Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). Just complete the survey and you'll be entered in the prize draw. The odds of winning are excellent – the study only has 157 people in it! The prize draw is in addition to the rest of your incentive, which we'll mail to you when the study is complete (after the 4th survey) to thank you for participating.

Please fill out the survey as soon as possible, and **no later than December 15.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

All your answers will remain confidential. If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Il y a environ une semaine, nous vous avons invité à participer au troisième sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Nous donnerons comme prix un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Complétez le sondage et vous serez inscrit au tirage. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 157 répondants ! Le tirage est en plus du restant de votre rémunération, que nous vous enverrons par la poste quand l'étude sera complétée (après le quatrième sondage) pour vous remercier d'avoir participé.

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 15 décembre**.

Lien vers le questionnaire :
Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Toutes vos réponses resteront confidentielles. Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

3-Month Follow-Up Survey
Final Reminder

LA VERSION FRANÇAISE SUIT

Don't miss your chance to be entered in the draw to win an Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). The odds of winning are excellent – the study only has 157 people in it! Remember, the prize draw is in addition to the rest of your incentive, which we'll mail to you when the study is complete (after the 4th survey).

The survey should take only 10 minutes to complete. We ask that you fill it out as soon as possible, and **no later than December 15.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Ne manquez pas votre chance de participer au tirage au sort pour gagner un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 157 répondants ! Rappelez-vous que le tirage est en plus du restant de votre rémunération, que nous vous enverrons par la poste quand l'étude sera complétée (après le quatrième sondage).

Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles. Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 15 décembre**.

Lien vers le questionnaire :
Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci d'avoir bien voulu accepter de prendre part à cette importante étude !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

6-Month Follow-Up Survey
Email Invitation

LA VERSION FRANÇAISE SUIT

We are pleased to invite you to complete the **final** Health Canada smoking survey. The survey should take only 10 minutes to complete.

We'll be giving away 1 Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). Just complete the survey and you'll be entered in the prize draw. The odds of winning are excellent – the study only has 124 people in it!

The prize draw is in addition to the rest of your incentive ($25), which we'll mail to you after you fill out this survey to thank you for participating. You must complete this survey in order to receive the rest of your incentive.

Please fill out the survey as soon as possible, and **no later than March 9.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

All your answers will remain confidential. If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you very much for participating in this research – your feedback has been essential to the success of this study!

Stephen Kiar
President
Phoenix SPI

Voici votre invitation à participer au **dernier** sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Nous donnerons comme prix un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Complétez le sondage et vous serez inscrit au tirage. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 124 répondants !

Le tirage est en plus du restant de votre rémunération ($25), que nous vous enverrons par la poste lorsque vous aurez complété ce sondage pour vous remercier d'avoir participé. Souvenez-vous que vous devez remplir ce questionnaire pour recevoir le restant de votre rémunération.

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 9 mars**.

Lien vers le questionnaire :

Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Toutes vos réponses resteront confidentielles. Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Nous vous remercions de votre participation à ce panel de recherche. Vos commentaires ont largement contribué à la réussite de cette étude!

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

6-Month Follow-Up Survey
1st Reminder

LA VERSION FRANÇAISE SUIT

Approximately one week ago, we sent you an invitation for the final Health Canada smoking survey. The survey should take only 10 minutes to complete.

We'll be giving away 1 Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). Just complete the survey and you'll be entered in the prize draw. The odds of winning are excellent – the study only has 124 people in it! The prize draw is in addition to the rest of your incentive, which we'll mail to you after you fill out this survey to thank you for participating. You must complete this survey in order to receive the rest of your incentive.

Please fill out the survey as soon as possible, and **no later than March 9.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

All your answers will remain confidential. If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you very much for participating in this research – your feedback has been essential to the success of this study!

Stephen Kiar
President
Phoenix SPI

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Il y a environ une semaine, nous vous avons invité à participer au dernier sondage dans le cadre de l'étude de Santé Canada sur le tabagisme. Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles.

Nous donnerons comme prix un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Complétez le sondage et vous serez inscrit au tirage. Vos chances de gagner sont très bonnes – nous prévoyons obtenir la participation d'environ 124 répondants ! Le tirage est en plus du restant de votre rémunération, que

nous vous enverrons par la poste lorsque vous aurez complété ce sondage pour vous remercier d'avoir participé. Souvenez-vous que vous devez remplir ce questionnaire pour recevoir le restant de votre rémunération.

Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 9 mars**.

Lien vers le questionnaire :

Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phoenix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Nous vous remercions de votre participation à ce panel de recherche. Vos commentaires ont largement contribué à la réussite de cette étude!

Stephen Kiar
Président
Phoenix SPI

Health Canada Q4L Study

6-Month Follow-Up Survey
Reminder

LA VERSION FRANÇAISE SUIT

Don't miss your chance to be entered in the draw to win an Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25). The odds of winning are excellent – the study only has 124 people in it! Remember, the prize draw is in addition to the rest of your incentive, which we'll mail to you when you complete the survey.

The survey should take only 10 minutes to complete. We ask that you fill it out as soon as possible, and **no later than March 9.**

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

If you have any questions about the study, please contact Alethea Woods at Phoenix at 613-260-1700, ext. 223, or phoenixspi@phoenixspi.ca.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Ne manquez pas votre chance de participer au tirage au sort pour gagner un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop. Vos chances de gagner sont excellentes – l'étude ne comprend que 124 répondants ! Rappelez-vous que le tirage est en plus du restant de votre rémunération, que nous vous enverrons par la poste lorsque vous aurez complété le sondage.

Environ 10 minutes devraient suffire pour remplir le questionnaire et toutes les réponses demeureront confidentielles. Veuillez remplir le questionnaire dès que possible ou, **au plus tard, le 9 mars**.

Lien vers le questionnaire :
Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Si vous avez des questions à propos de cette étude, veuillez communiquer avec M. Philippe Azzie, de Phœnix, en composant le (613) 260-1700 (poste 222), ou par courriel (pazzie@phoenixspi.ca).

Merci !

Stephen Kiar
Président
Phœnix SPI

Health Canada Q4L Study

6-Month Follow-Up Survey
Final Reminder

Subject: Quit4Life - Last chance to complete the survey!

LA VERSION FRANÇAISE SUIT

Don't miss your chance to be entered in the draw to win an Ipod Nano, 1 prize of $100, 5 prizes of $50 and 20 Future Shop Gift Certificates ($25)!

The survey should take only 10 minutes to complete. This is the final reminder that will be sent, so please fill it out **no later than March 20.**

Remember, the odds of winning are excellent and the prize draw is in addition to the rest of your incentive, which we'll mail to you when you complete the survey.

Link to survey:

Password:

If you are unable to click on the link, copy and paste the URL into your web browser.

Thank you!

Stephen Kiar
President
Phoenix SPI

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Sujet: Vie100fumer - Dernière chance de compléter le sondage!

Ne manquez pas votre chance de participer au tirage au sort pour gagner un Ipod Nano, 1 prix de $100, 5 prix de $50, et 20 certificats cadeaux (25$) de Future Shop !

Environ 10 minutes devraient suffire pour remplir le questionnaire. Ceci est le dernier rappel donc veuillez remplir le questionnaire **au plus tard le 20 mars**.

Rappelez-vous que vos chances de gagner sont excellentes et que le tirage est en plus du restant de votre rémunération que nous vous enverrons par la poste lorsque vous aurez complété le sondage.

Lien vers le questionnaire :

Mot de passe :

Si vous ne pouvez pas cliquer sur le lien, veuillez copier l'adresse et la coller dans votre navigateur.

Merci !

Stephen Kiar
Président
Phœnix SPI

Health Canada

Q4L Youth Smoking Cessation Study

(POR-05-15)

In-Depth Interview Guide

— Initial contact:

1. Explain purpose of interview. Obtain agreement to participate in interview.
2. Schedule time for interview. Ask person to review Q4L website once again prior to interview, and to be at a computer, if possible, during the interview so that he/she would have access to the website during the interview.
3. Email copy of interview guide in advance of interview. Confirm email address. Ask participant to review interview guide and reflect on issues.

— Subsequent contact:

- Confirm person is available for interview. Ask if person has reviewed interview guide sent in advance of the interview. If not, re-schedule interview.
- If not available, re-schedule for another time.
- Interview would take approximately 30-40 minutes.
- Note that responses are confidential. Names will not be identified as part of this research in any reports.
- Record name, age, and phone number.

NOTE: INVITE PARTICIPANT TO ACCESS THE WEBSITE DURING THE INTERVIEW TO HELP HIM/HER PROVIDE MORE SPECIFIC FEEDBACK.

Overall Impressions of Quit4Life

I'd like to start by asking you some general questions about the Quit4Life program.

1. First, what's your overall impression of Quit4Life? Why?

   Probe: - positive/negative
   - reasons for overall impression

2. What did you like about Quit4Life? That is, what do you think is particularly well done? Anything else?

   Probe: - related to website, program or anything else
   - content, features, look and feel, ease of use

3. And what did you not like about Quit4Life? Anything else?

Use of Quit4Life

I'd now like to talk about how you used Quit4Life,

4. DID YOU COMPLETE THE FULL QUIT4LIFE PROGRAM, INCLUDING ALL FOUR STEPS?

IF NO, ASK:

5. Why didn't you complete Quit4Life?
6. How many steps did you complete?
7. Why did you stop when you did? Any other reasons?
8. What would have encouraged or motivated you to complete all of the steps in the Quit4Life program? Anything else?

MODIFY QUESTIONS AS NEEDED FOR THOSE WHO DID NOT COMPLETE ALL STEPS:

9. Did you go through each step in order, one at a time? If not, why? What did you do?

10. In total, approximately how many times did you visit the Quit4Life website? And how long did you spend at the website each visit, on average?

11. What did you do at the website during your visits? How did you actually use the site? [USE PROBES TO UNDERSTAND PERSONAL APPROACH TO SITE USE]

    Probe: - read the information online
    - printed the information, read it offline
    - printed the worksheets
    - skipped through to do the activities
    - printed the activities, completed them offline

12. How long did it take you to complete the Quit4Life program?

13. Quit4Life is supposed to take about four weeks to complete. What do you think about the length of the Quit4Life program? Why do you say that?

    Probe: - length appropriate
    - better shorter or longer?

14. If you had known about the Quit4Life website, do you think you would have tried it if you had not been asked to as part of this research? Why/why not?

IF NO, ASK:

15. What would have encouraged you to try it or be more open to trying it? Anything else?

Assessment of Quit4Life Steps

I'd like to turn briefly to the four Quit4Life steps.

THERE ARE 4 STEPS: GET PSYCHED, GET SMART, GET SUPPORT, AND GET ON WITH IT. CONFIRM STEPS COMPLETED; ASK MODULE FOR EACH STEP COMPLETED.

Let's start with… [INSERT 1st STEP THEY TRIED],

16. What did you think about this step? And what about the activities that are part of this step?

    Probe: - strengths/weaknesses
    - complete/comprehensive
    - relevance/usefulness of the activities

17. Was the information easy to understand? If not, what was difficult to understand or unclear?

18. Was the information relevant or useful to you? Why/why not?

19. Did you learn very much from this step to help you try to quit smoking or cut down?

REPEAT QUESTIONS FOR EACH STEP COMPLETED BY PARTICIPANT.

Perceived Effectiveness of Quit4Life

20. Overall, how useful was Quit4Life in terms of helping you try to quit smoking or cut down on your smoking? Why do you say that?

21. What did you learn about your smoking from Quit4Life? Anything else?

    Probe: - understand smoking habits
    - increased knowledge of health facts

22. Does Quit4Life provide you with the kind of information and help that you need to try to quit smoking? If not, why not? What is missing?

    Probe: - issues/challenges that are neglected
    - how could they best be addressed?

23. Does the online, interactive format make you to want to use Quit4Life? If not, why not? What other features would you like to see added, if any?

24. Did you try to quit smoking or cut down? If so, were you successful? If not, why not?

Assessment of Quit4Life Website Look & Feel

Turning to the appearance of the website,

25. What do you think of the overall design of the site… is it appealing? How could this be improved so that it is as effective as possible for young smokers? Anything else?

    Probe: - graphics, colours

26. What do you think about the structure of the site… is it well organized and easy to use? Was it easy to find what you were looking for? If not, why not?

27. What do you think about…? How helpful was this to you? How could it be improved? (ROTATE ITEMS BELOW; COMPLETE 4 PER INTERVIEW [MORE IF TIME PERMITS]; ROTATE ITEMS COVERED ACROSS INTERVIEWS; DIRECT RESPONDENT TO RELEVANT PART OF SITE, IF NEEDED)

    - The Goals and Values Worksheet (What's important to you? How will knowing this help you to quit?)
    - The Cost Calculator (How much money will you save?)
    - Smoke Detector: the Q4L Smoker's Tracking Form
    - Build Your Quit Calendar (Ready to practice quitting?)
    - Dealing with Non-Supporters (What would you say? What would you do?)
    - The Stress Test (Dealing with stress)
    - Create a Survival Kit
    - Make a commitment: Set a quit date (Fill it in on your Quit Calendar)

28. What <u>impact</u> did the Quit4Life program have in terms of…? Why do you say that?

    - Helping you understand your smoking habits, such as when you smoke and why.
    - Increasing your motivation to quit smoking.
    - Increasing your confidence that you can quit smoking or stay quit.
    - Teaching you skills and providing you with information to help you quit smoking or cut down.

29. Did you encounter any problems when using the website? If so, what problems?

30. Do you have (other) suggestions to improve the appearance or structure of the site?

Future Directions

31. Would you recommend Quit4Life to a friend who wants to quit smoking? Why/why not? IF YES: Have you done that already? If not, why not?

32. Do you think you will ever go back to the website in future? If not, why not? What could be done to the site that would make you want to return and use it in future? Anything else?

33. Do you have any (other) ideas on how to make Quit4Life better? What would you do if you were asked to change the program to make it better for young smokers?

Conclusion

34. Do you have any final comments or ideas you'd like to offer before we conclude the interview?

THANK YOU VERY MUCH FOR YOUR TIME AND THOUGHTFUL FEEDBACK.
IT IS VERY MUCH APPRECIATED.

Santé Canada

Étude sur le renoncement au tabac chez les jeunes

(ROP-05-15)

Guide d'entrevue approfondie

Impressions globales au sujet de Vie100Fumer

Pour commencer, j'aimerais vous poser des questions générales au sujet du programme Vie100Fumer.

1. En premier lieu, quelle serait l'impression globale que vous a laissée le programme Vie100Fumer? Pourquoi?

2. Quels sont les éléments de Vie100Fumer que vous avez aimés? Autrement dit, selon vous, quels en sont les aspects particulièrement réussis? Y a-t-il autre chose?

3. Et quels sont les éléments de Vie100Fumer que vous n'avez pas aimés? Y a-t-il autre chose?

Utilisation de Vie100Fumer

J'aimerais maintenant que nous discutions de la façon dont vous avez utilisé Vie100Fumer.

4. AVEZ-VOUS SUIVI LE PROGRAMME VIE100FUMER JUSQU'AU BOUT, EN TRAVERSANT CHACUNE DES QUATRE ÉTAPES?

SI C'EST NON, DEMANDER :

5. Pourquoi n'avez-vous pas suivi le programme Vie100Fumer au complet?
6. Combien d'étapes avez-vous traversées?
7. Pourquoi avez-vous cessé de suivre le programme? Y a-t-il d'autres raisons pour expliquer que vous avez arrêté de suivre le programme à ce moment-là?
8. Qu'est-ce qui aurait pu vous encourager ou vous motiver à traverser toutes les étapes du programme Vie100Fumer? Y a-t-il autre chose?

MODIFIER LES QUESTIONS, AU BESOIN, POUR LES RÉPONDANTS QUI N'ONT PAS TRAVERSÉ TOUTES LES ÉTAPES :

9. Avez-vous traversé chaque étape dans l'ordre, une à la fois? Si c'est non, pourquoi pas? Et qu'est-ce que vous avez plutôt choisi de faire?

10. Au total, environ combien de fois avez-vous consulté le site Web du programme Vie100Fumer? Et en moyenne, combien de temps a duré chacune de vos visites sur le site Web?

11. Au cours de vos visites sur le site Web, qu'avez-vous fait exactement? Comment avez-vous utilisé le site? [RECOURIR À DES PISTES DE RÉPONSE POUR COMPRENDRE CHAQUE DÉMARCHE PERSONNELLE D'UTILISATION DU SITE]

12. Combien de temps vous a-t-il fallu pour aller jusqu'au bout du programme Vie100Fumer?

13. Le programme prévoit qu'il faut normalement environ quatre semaines pour suivre Vie100Fumer jusqu'au bout. Que pensez-vous de la durée du programme Vie100Fumer? Et pourquoi donc?

14. Disons que vous connaissiez déjà le site Web du programme Vie100Fumer, selon vous, auriez-vous cherché à l'essayer, même si nous ne vous avions pas invité(e) à participer à la présente étude? Pourquoi/pourquoi pas?

SI C'EST NON, DEMANDER :

15. Qu'est-ce qui vous aurait encouragé(e) à essayer le programme ou à vous montrer plus enclin(e) à le faire? Y a-t-il autre chose?

Évaluation des étapes de Vie100Fumer

Nous allons maintenant parler rapidement des quatre étapes du programme Vie100Fumer.

IL Y A QUATRE ÉTAPES : PRÉPARE-TOI MENTALEMENT, FAIS MARCHER TES MÉNINGES, CHERCHE DU SOUTIEN, AINSI QUE PRENDS-TOI EN MAIN. CONFIRMER QUELLES ÉTAPES LE/LA RÉPONDANT(E) A FRANCHIES; POSER LES QUESTIONS DU MODULE POUR CHAQUE ÉTAPE TRAVERSÉE.

Nous commencerons par... [PREMIÈRE ÉTAPE FRANCHIE]

16. Qu'est-ce que vous pensez de cette étape? Et que pensez-vous des activités qui font partie de cette étape?

17. Est-ce qu'il était facile de comprendre l'information présentée? Si c'est non, qu'est-ce qui était difficile à comprendre, ou qui n'était pas clair?

18. Est-ce que l'information s'est révélée pertinente, utile pour vous? Pourquoi/pourquoi pas?

19. Est-ce que cette étape vous a permis d'apprendre beaucoup de choses susceptibles de vous aider à cesser de fumer ou à réduire votre consommation?

RÉPÉTER LES QUESTIONS POUR CHAQUE ÉTAPE QUE LE/LA PARTICIPANT(E) A FRANCHIE.

Efficacité de Vie100Fumer

20. Dans l'ensemble, jusqu'à quel point le programme Vie100Fumer s'est-il révélé utile, pour ce qui concerne la mesure dans laquelle il vous a aidé(e) à cesser de fumer ou à réduire votre consommation? Et pourquoi donc?

21. Qu'est ce que Vie100Fumer vous a permis d'apprendre au sujet de vos habitudes en matière de tabagisme? Y a-t-il autre chose?

22. Est-ce que le programme Vie100Fumer offre le genre d'information et d'aide dont vous avez besoin pour essayer de cesser de fumer? Si c'est non, pourquoi pas? Qu'est-ce qui manque?

23. Est que cette formule de programme interactif, accessible sur Internet, vous donne le goût d'utiliser Vie100Fumer? Si c'est non, pourquoi pas? Selon vous, quelles autres caractéristiques faudrait-il ajouter, s'il y en a?

24. Avez-vous essayé de cesser de fumer ou de réduire votre consommation? Si c'est oui, y êtes-vous parvenu(e)? Si c'est non, pourquoi pas?

Évaluation de l'aspect et de la convivialité du site Web de Vie100Fumer

Pour ce qui concerne maintenant l'apparence du site Web…

25. Que pensez-vous de la conception du site en général… le site est-il attrayant? Comment pourrait-on l'améliorer, afin qu'il soit aussi efficace que possible auprès des jeunes fumeurs? Y a-t-il autre chose?

26. Que pensez-vous de la structure du site… le site est-il bien structuré, et facile à utiliser? Est-ce qu'il vous a été facile de trouver ce que vous cherchiez? Si c'est non, pourquoi pas?

27. Qu'est-ce que vous pensez…? Dans quelle mesure cette activité vous a-t-elle été utile? Comment pourrait-on l'améliorer? (ASSURER LA ROTATION DES ÉLÉMENTS CI-DESSOUS; ÉVALUER 4 ÉLÉMENTS PAR ENTREVUE [OU DAVANTAGE SI LE TEMPS LE PERMET]; ASSURER LA ROTATION DES ÉLÉMENTS TRAITÉS AU FIL DES DIFFÉRENTES ENTREVUES; AIGUILLER LE/LA RÉPONDANT(E) VERS LES SECTIONS PERTINENTES DU SITE, AU BESOIN)

- du tableau des buts et valeurs (Qu'est-ce qui importe pour vous? Comment le fait de connaître ceci vous aidera-t-il à cesser de fumer?)
- de la calculatrice des dépenses (Combien d'argent économiserez-vous?)
- du détecteur de fumée : le formulaire de suivi du programme V100F
- de l'activité Élaborez votre calendrier de sevrage (Prêt(e) à vous entraîner à cesser de fumer?)
- de l'activité Comment vous comporter avec les gens qui ne vous aident pas (Que diriez-vous? Que feriez-vous?)

- du test sur le stress (La gestion du stress)
- de l'activité Fabriquez une trousse de survie
- de l'activité Engagez-vous à cesser de fumer : fixez une date (Inscrivez-la dans votre calendrier de sevrage)

28. Quel effet le programme Vie100Fumer a-t-il eu sur ce qui suit? Et pourquoi donc?

- Vous aider à comprendre vos habitudes en matière de tabagisme, p. ex., les moments où vous fumez et pourquoi vous le faites.
- Accroître votre motivation à cesser de fumer.
- Vous rendre plus confiant(e) que vous pouvez cesser de fumer ou ne pas recommencer.
- Vous enseigner des techniques et vous offrir des renseignements pour vous aider à cesser de fumer ou à réduire votre consommation.

29. Est-ce que vous avez éprouvé des problèmes au cours de vos utilisations du site Web? Si c'est oui, lesquels?

30. Avez-vous des (d'autres) suggestions d'améliorations s'attachant à l'apparence ou à la structure du site?

Orientations futures

31. Est-ce que vous recommanderiez le programme Vie100Fumer à un ou une ami(e) qui veut cesser de fumer? Pourquoi/pourquoi pas? SI C'EST OUI : L'avez-vous déjà fait? Si c'est non, pourquoi pas?

32. À votre avis, est-ce que vous consulterez un jour le site Web de nouveau? Si c'est non, pourquoi pas? Quels changements pourrait-on apporter au site pour vous donner le goût de le consulter de nouveau et de vous en servir à l'avenir? Y a-t-il autre chose?

33. Avez-vous des (d'autres) idées quant à la façon dont on pourrait améliorer Vie100Fumer? Que feriez-vous si vous étiez chargé(e) de modifier le programme afin qu'il convienne davantage aux jeunes fumeurs?

Conclusion

34. En terminant, aimeriez-vous ajouter des observations ou des suggestions avant la fin de l'entrevue?

NOUS VOUS SOMMES TRÈS RECONNAISSANTS DE VOS COMMENTAIRES PERTINENTS ET DU TEMPS QUE VOUS NOUS AVEZ CONSACRÉ.
MERCI BEAUCOUP.