



## **I-E-I: Key Messages Focus Group**

### Introduction Script and Protocol

Welcome to our consumer testing focus group! Thank you all for joining us today!

My name is Deeqa, and this is my colleague Carly, and we are evaluators for ETR (Education, Training, and Research), a public health nonprofit. We are both a part of the LEAD project. LEAD is a partnership between the African American Family and Cultural Center (AAFCC) in Oroville and the California Health Collaborative. The goal of the LEAD project is to raise awareness of the tobacco industry's targeting of youth, low-income communities, and racial minorities and the effects tobacco has had in these communities.

The project has developed key messages to introduce community members to topics such as the tobacco industry's targeting of certain groups and the resulting the impact of tobacco use amongst minorities.

Over the next hour and a half, we will share 5 key messages with you all. Our goal is to collect your honest feedback on each of these messages. Having key messages tested with community members before they are distributed to the public provides developers with valuable information and feedback. LEAD will use your feedback to improve how they can introduce these topics in your communities. Therefore, your input and honest feedback are critical. None of the developers are here in the focus group and we assure you that your responses will be kept private and confidential.

We will be asking you for four types of feedback today.

- a) Your initial reactions or impressions to each message.
- b) How the message resonates with you? Why it resonates with you?
- c) How can each message be improved? For example, changing the word choice to make a message clearer.
- d) What actions you think should be taken in response to a message.

We will repeat these feedback questions to you as we review each message together.

A few more housekeeping/ meeting setup items and then we'll get started:

- Is it alright with you all that we record this meeting? The recording will not be shared with anyone aside from Carly and myself and will be used for notetaking purposes only.

- If you have not already had the chance, please take 2-3 minutes to complete this brief [survey](#). The questions will help us understand the locations and range of perspectives that are present for the focus group today.
- Please keep comments shared today by other participants confidential.
- We will be sharing information that can evoke different emotions and reactions. If at any point, you need to turn off the camera or pause to absorb/reflect, please do so.

We are going to share one message at a time with you.

**Key Message #1:**

Imagine that a member of the LEAD project or a youth member working with the LEAD project says this message to start a conversation on why it's important to address the tobacco industry's targeting of certain groups and the resulting impact of tobacco use amongst minorities in your community

(a) What is your immediate response after hearing the key message:

- Empathy
- Irritation
- Outrage
- Shock
- Other:

Can you describe what is prompting that emotional response? (i.e. The 'why' for what you're feeling)

- Is it the word choice of the message?
- Is it something about how the message is being communicated (e.g. tone, framing)?
- Is it the topic itself? (Acknowledgement: disagreement with these messages is ok)

(b) How does this message resonate for you? What is resonating for you?

- What issue do you feel this message is trying to address? Is that communicated clearly?

(c) Are there any words/phrases in the message that are confusing or are off-putting? What words/phrases could we use instead?

(d) Does hearing this message make you feel like you want to act/ do something?

- What action do you feel should be taken to correct this problem?
- Would you be interested in learning more about how to address this issue in your community?

(e) Share the background/ context behind the message.

The populations of people that are most vulnerable to poor health outcomes, are at the greatest risk of exposure to harmful experiences. (ie tobacco or alcohol advertisements, more fast food restaurants than grocery stores, neighborhoods without sidewalks....)

- Does having more information on this issue in your community change your feelings about wanting to act?

- If so, how so? / If not, why not? (e.g. more willingness to act in response to the message, more support for a new policy, volunteer your time for a project, learning more about this topic, etc.)
- If not, what additional information would you want to have in order to change your feelings about wanting to act?

### **Key Message #2:**

Imagine that a member of the LEAD project or a youth member working with the LEAD project says this message to start a conversation on why it's important to address the tobacco industry's targeting of certain groups and the resulting impact of tobacco use amongst minorities in your community.

(a) What is your immediate response after hearing the key message:

- Empathy
- Irritation
- Outrage
- Shock
- Other:

Can you describe what is prompting that emotional response? (i.e. The 'why' for what you're feeling)

- Is it the word choice of the message?
- Is it something about how the message is being communicated (e.g. tone, framing)?
- Is it the topic itself? (Acknowledgement: disagreement with these messages is ok)

(b) How does this message resonate for you? What is resonating for you?

- What issue do you feel this message is trying to address? Is that communicated clearly?

(c) Are there any words/phrases in the message that are confusing or are off-putting? What words/phrases could we use instead?

(d) Does hearing this message make you feel like you want to act/ do something?

- What action do you feel should be taken to correct this problem?
- Would you be interested in learning more about how to address this issue in your community?

(e) Share the background/ context behind the message.

Our lived environment impacts our health. Lack of access to nutritious foods, walkable neighborhoods, parks, etc reduce health and wellness. Too much access to cheap tobacco products and increased exposure to tobacco and alcohol advertisements decrease health outcomes.

- Does having more information on this issue in your community change your feelings about wanting to act?
- If so, how so? / If not, why not? (e.g. more willingness to act in response to the message, more support for a new policy, volunteer your time for a project, learning more about this topic, etc.)

### **Key Message #3:**

Imagine that a member of the LEAD project or a youth member working with the LEAD project says this message to start a conversation on why it's important to address the tobacco industry's targeting of certain groups and the resulting impact of tobacco use amongst minorities in your community.

(a) What is your immediate response after hearing the key message:

- Empathy
- Irritation
- Outrage
- Shock
- Other:

Can you describe what is prompting that emotional response? (i.e. The 'why' for what you're feeling)

- Is it the word choice of the message?
- Is it something about how the message is being communicated (e.g. tone, framing)?
- Is it the topic itself? (Acknowledgement: disagreement with these messages is ok)

(b) How does this message resonate for you? What is resonating for you?

- What issue do you feel this message is trying to address? Is that communicated clearly?

(c) Are there any words/phrases in the message that are confusing or are off-putting? What words/phrases could we use instead?

(d) Does hearing this message make you feel like you want to act/ do something?

- What action do you feel should be taken to correct this problem?
- Would you be interested in learning more about how to address this issue in your community?

(e) Share the background/ context behind the message.

Community leaders should take steps to protect vulnerable populations from the tobacco industry. They have a responsibility as representatives of a community to create a safe and equitable environment for their constituents.

- Does having more information on this issue in your community change your feelings about wanting to act?
- If so, how so? / If not, why not? (e.g. more willingness to act in response to the message, more support for a new policy, volunteer your time for a project, learning more about this topic, etc.)
- If not, what additional information would you want to have in order to change your feelings about wanting to act?

(f) Does this message disempower or undermine the talents, skills, and autonomy of youth, low-income, and/or racial minorities in some way? For example, does it sound like these communities need outside help to come in and save them from the tobacco industry?

- If so, what language can be used to better describe the strength and independence of these communities?
- How can we best communicate the importance of good policies as a part of how communities can best take care of themselves?

- Based on your experience, how do you recommend we engage with these communities to best support them? (e.g. investing time to build community relations)

#### **Key Message #4:**

Imagine that a member of the LEAD project or a youth member working with the LEAD project says this message to start a conversation on why it's important to address the tobacco industry's targeting of certain groups and the resulting impact of tobacco use amongst minorities in your community.

(a) What is your immediate response after hearing the key message:

- Empathy
- Irritation
- Outrage
- Shock
- Other:

Can you describe what is prompting that emotional response? (i.e. The 'why' for what you're feeling)

- Is it the word choice of the message?
- Is it something about how the message is being communicated (e.g. tone, framing)?
- Is it the topic itself? (Acknowledgement: disagreement with these messages is ok)

(b) How does this message resonate for you? What is resonating for you?

- What issue do you feel this message is trying to address? Is that communicated clearly?

(c) Are there any words/phrases in the message that are confusing or are off-putting? What words/phrases could we use instead?

(d) Does hearing this message make you feel like you want to act/ do something?

- What action do you feel should be taken to correct this problem?
- Would you be interested in learning more about how to address this issue in your community?

(e) Share the background/ context behind the message.

The tobacco industry should be prevented from targeting the African American community with advertisement and price promotions. Despite tobacco use initiation later in life and higher rates of quit attempts than whites, African Americans have higher negative health outcomes as a result of tobacco use.

- Does having more information on this issue in your community change your feelings about wanting to act?
- If so, how so? / If not, why not? (e.g. more willingness to act in response to the message, more support for a new policy, volunteer your time for a project, learning more about this topic, etc.)
- If not, what additional information would you want to have in order to change your feelings about wanting to act?

(f) Does this message disempower or undermine the talents, skills, and autonomy of youth, low-income, and/or racial minorities in some way? For example, does it sound like these communities need outside help to come in and save them from the tobacco industry?

- If so, what language can be used to better describe the strength and independence of these communities?
- How can we best communicate the importance of good policies as a part of how communities can best take care of themselves?
- Based on your experience, how do you recommend we engage with these communities to best support them?

**Key Message #5:**

Imagine that a member of the LEAD project or a youth member working with the LEAD project says this message to start a conversation on why it's important to address the tobacco industry's targeting of certain groups and the resulting impact of tobacco use amongst minorities in your community

(a) What is your immediate response after hearing the key message:

- Empathy
- Irritation
- Outrage
- Shock
- Other:

Can you describe what is prompting that emotional response? (i.e. The 'why' for what you're feeling)

- Is it the word choice of the message?
- Is it something about how the message is being communicated (e.g. tone, framing)?
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(b) How does this message resonate for you? What is resonating for you?

- What issue do you feel this message is trying to address? Is that communicated clearly?

(c) Are there any words/phrases in the message that are confusing or are off-putting? What words/phrases could we use instead?

(d) Does hearing this message make you feel like you want to act/ do something?

- What action do you feel should be taken to correct this problem?
- Would you be interested in learning more about how to address this issue in your community?

(e) Share the background/ context behind the message.

Studies have shown that repeated exposure to tobacco advertisements has an greater impact on youth tobacco use rates than familial/household tobacco use. Young brains are more susceptible to advertisements and ads are often created to appeal to youth.

- Does having more information on this issue in your community change your feelings about wanting to act?
- If so, how so? / If not, why not? (e.g. more willingness to act in response to the message, more support for a new policy, volunteer your time for a project, learning more about this topic, etc.)

- If not, what additional information would you want to have in order to change your feelings about wanting to act?

**[As time allows] Overarching questions for all messages:**

- What types of additional information would you be interested in seeing on these topics?
- What sources of information would you trust on these topics? CDC, WHO, NPR, other sources?

[IF TIME] Wrap- Up Exercise: We are going to read out some factors that influence why someone may use tobacco. Please rank in the Zoom chat how strongly you think each factor influences someone's decision to use tobacco. We will ask you to use to a ranking system of 1-6. 1 represents the strongest influencer. and 6 represents the weakest influencer. We will read through all the options before we ask you to begin ranking.

- Personal choice
- Tobacco advertising
- Coupons or sales for tobacco products
- Friend uses tobacco (peer pressure)
- Family member uses tobacco
- Other \_\_\_\_\_

**CONCLUSION:**

- Now that we have all of your feedback, we'll share it with our developers anonymously.
- Would you all be open to meeting with us again to review an updated version of these messages? That would likely mean another focus group similar to this one? Completely ok if you would prefer not to.
- GIFT CARDS: We will be sending a follow up email to ask for contact information.
- If you're interested in learning more about these messages or the LEAD project, we're happy to put you in touch with LEAD team members who can share more insights with you.