

## Diversity Supplement: Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Disease - Focus Group Guide

Note: This is a semi-structured interview guide, and the exact questions asked will vary based on participant responses

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### Interview Introduction:

- **Introduction**
  - Thank you for agreeing to be a part of this focus group and share your opinions and thoughts about some messages on little cigars and cigarillos. Your participation is appreciated. My name is [interviewer name] and I will be leading today's focus group. I also have my assistant here, Sonia/Chineme, who is helping me facilitate this interview.
  - The purpose of this research study is to develop a set of effective messages that can be used for a campaign targeted at young adults to tell people about new health warning labels for little cigars and cigarillos.
  - Some of the health warning labels that you will be viewing today will contain images that may be disturbing or hard to look at. If you feel uncomfortable and wish to not participate, please let us know.
  - Today's interview will last for about 60 -90 minutes, and you will receive a \$50 Amazon gift card by email upon the completion of your participation in the study. To protect privacy and confidentiality of everyone involved, please do not share any information you may hear from other participants outside of this focus group.
  - Please remember that you may choose to end the interview at any time, and you can skip any questions that you don't want to answer. Your responses will be compiled with all other participants' responses and names will not be included in any reports about the interviews. This interview will be audio and video recorded. The recordings will be transcribed for analysis.
  
- **Intro- Receive Informed Consent:**
  - Before we get started, I'd like to review the information sheet we emailed you. Here it is on the screen.  
[Switch to SCREEN SHARE mode, Show Information Sheet (Informed Consent) on screen]
  - Have you received this? If not, please let me know now and I will email it to you now so you can read it.
  - Does anyone have any questions about the document? [Answer any questions]  
[TURN OFF SCREEN SHARE]
  - I will launch a poll now for you to indicate whether you voluntarily agree to participate in this research study. Please select one of the options and type your name in the box below to indicate your signature.
  - Thank you everyone for completing the survey. Does anyone have any other

- questions before we get started?
- Is it ok if we start the recording now?
    - **[If yes]:**
      - Say “I will begin recording now.”
    - **[If not ok with recording interview]:**
      - Ask why the participant would not like the interview to be recorded. [since they agreed to this in the consent]
      - [Continue with the interview and take notes, but we may not be able to use responses in the analysis]

### **Focus Group Survey:**

Before we get started on the discussion portion, I would like you all to take a moment to answer a few questions so we can understand a bit more about yourself and your tobacco use. This information will not be shared with the group so answer as freely as you feel comfortable.

Please answer the questions that pop up on your screen. <Load questions> Once you are complete just say “done” or write “done” in the chat box.

Once you are complete just say “done” or write “done” in the chat box. I will give you all a few minutes to complete the survey.

### **Smoking Cessation History:**

Now let’s begin our discussion. My first question is:

1. What made you start using little cigars or cigarillos?
  - a. Probes:
    - i. *When did you start smoking little cigars or cigarillos?*
    - ii. *How do cigars and cigarillos compare to other tobacco products?*

### **Messages Intro**

Now we will discuss health warning labels for cigar products.

### **[TURN ON SCREEN SHARE TO SLIDE 1]**

[Participants are shown image of LCC package with a dummy example of a warning label (ppt slide 1)]

On the screen, you can see a little cigar box and cigarillo package. During this study, we will sometimes refer to little cigars and cigarillos as LCCs.

[Participants are shown image of with circled warnings on LCC package (ppt slide 2)]

As you can see, each package has a health warning label on it that is shown circled in yellow. A health warning label for little cigars and cigarillos (LCCs) is a label placed on a product’s package that provides information about the health consequences of the product.

Notably, both warnings circled in yellow only include text. In the future, health warning labels for LCCs may contain images.

[Participants are shown image of with circled warnings on LCC package (ppt slide 3)]

These are examples of potential health warning labels for cigar products that contain text and images.

In the future, if the FDA requires text and image health warning labels for cigar products, we want to be able to tell people across the country about these new health warning labels. To do this, we need your help to create messages that could be used in a communication campaign to raise awareness about the FDA's new health warning labels. We want people to engage with this communication campaign and pay attention to the health warning labels. For example, the messages could be used on billboards or in social media posts to share information about these new warnings.

[TURN OFF SCREEN SHARE]]

Today we will be showing you three different potential health warning labels for LCC products. Each label depicts a different health condition. For each new health warning label, we have drafted 4 messages. These messages may be written from a different perspective or point of view. For example, a message may be written from the perspective of a former smoker, and another may be written from the perspective of a professional. We will show you each of the four messages, review them as a group, and then ask a poll question. We ask that you wait to share your thoughts about each message until after the poll.

We need your help to tell us what you think about each message and what characteristics you like or do not like for each message. You are the expert, and your thoughts and opinions are valuable to the team so we can learn what messages we should use to raise awareness about these new health warning labels. Please share your honest opinion; nothing you say could offend us as all feedback is helpful and appreciated.

Does anyone have any questions before we begin?

### Messages

In this section, participants will see warnings/messages for the following 3 health effects:

- 1) Colon Cancer (internal+external)
- 2) Esophageal Cancer (internal+external)
- 3) Lung cancer and lung disease (internal only)

Here is a health warning for \_\_\_<insert HE here>\_\_\_

[Participants are shown image of warning alone for 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> LCC HWL. **PAUSE 10 SECS**]

These warnings could be placed on certain cigar products. For example, here is the health warning placed on a cigarillo package.

[Participants are shown image of LCC package with 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> LCC HWL. **PAUSE 10 SECS**]

### <MESSAGE 1>

Here is the first potential message that could be paired with this LCC warning. I will give you a moment to read it.

[Participants are shown slide with first message option for that LCC HWL Health effect. **PAUSE 15 SECS**]

Okay. Now let's read it out loud.

[Read message option 1 out loud]

**<MESSAGE 2>**

Here is another potential message that could be paired with this LCC warning. I will give you a moment to read it.

[Participants are shown slide with first & second message options for that LCC HWL Health effect. **PAUSE 15 SECS**]

Okay. Now let's read it out loud.

[Read message option 2 out loud]

**<MESSAGE 3>**

Here is the third potential message that could be paired with this LCC warning. I will give you a moment to read it.

[Participants are shown slide with all message options for that LCC HWL Health effect. **PAUSE 15 SECS**]

Okay. Now let's read it out loud.

[Read message option 3 out loud]

**<MESSAGE 4>**

Here is the last potential message that could be paired with this LCC warning. I will give you a moment to read it.

[Participants are shown slide with all message options for that LCC HWL Health effect. **PAUSE 15 SECS**]

Okay. Now lets read it out loud.

[Read message option 4 out loud]

Now we will launch a poll. Which message do you feel is the best for this health warning label?

[Participants are shown poll and vote for the best message for this health warning. Participants are then shown results. ]

Thank you for voting! Now we will briefly discuss each message in detail. When you are talking about a message, please specify which one by saying its associated letter and number.

[Participants are shown slide with all message options #A/#B/#C]

**Questions for each message:**

1. What is your first impression or reaction to these three messages?
  - a. Probes:
    - i. What do you think about content of the message (#A,#B,#C#D)?

ii. *What do you think about the way the message is presented in (#A,#B,#C #D)?*

2. How does the message (#A,#B,#C) make you feel about the health warning label?
  - a. *What do you think about the pairing of the message with the warning?*
  - b. *Which message matches the health warning label the best?*
  - c. *How do you feel about the health warning labels?*
3. For those who chose message (#A,#B,#C), can you tell us more about why you selected it (as the best)? **X3**

Probes:

  - a. *What do you like about the message?*
  - b. *Is there anything you disliked about it?*
4. Which message did you find the most believable?
  - a. *What was convincing about Message #A/#B/#C#D?*
  - b. *How easy was it to understand Message #A/#B/#C#D?*
5. Do any of these messages make you want to learn more about these new warnings?
  - a. *Do any of these messages make you not want to learn more about these new warnings?*
6. Do any of these messages make you more likely to talk about these warnings to others?
  - a. *Would you tell your friends about any of these messages?*
    - i. ***If willing to share:*** *Why would you tell them about that message?*
    - ii. ***If not willing to share:*** *What would you change about this message to make you share this with a friend?*
7. Which message makes you the most worried, if at all, about your health because of smoking LCC (Affective measure)?
  - a. *How does message #A/#B/#C#D affect your level of concern about the health effects of*
  - b. *smoking LCCs?*
  - c. *How concerned are you about your health because of smoking cigar products?*
8. Which message would make you more likely to recall this warning?
  - a. *Are you more likely to remember this warning next time you use cigar products?*
  - b. *What about this message makes it memorable?*
9. How, if at all, does message #A/#B/#C affect your desire to use cigar products?
  - a. *How does message #A/#B/#C#D affect the appeal of using cigar products for you?*
10. Do any of these messages, paired with the health warning label, make you want to quit using LCCs?
  - a. *How do you think you will feel if you quit LCCs in the next 12 months?*
  - b. *Which of these messages will most likely make you want to quit smoking little cigars and cigarillos?*

{Repeat until they have gone through all of the HWL labels}

**Final Question:**

1. Is there anything else you think we should keep in mind as we develop messages or as we

select messages?

a. *What other thoughts or ideas do you have about these messages?*

**Closing Statement:**

- Those are all the questions I wanted to ask you today. Thank you again for your participation in this study. You will receive your \$50 Amazon gift card by email within the next 5-7 business days. Thank you for your time.

**Debrief:**

For those who are interested in why we did this study, we will debrief you now. We can also send you this info via email, as well.

Previous studies have shown that even though little cigars and cigarillos have harmful health consequences such as cancer of the throat, lung, and heart disease, many more young adults smoke them now more than in previous years. We also know that advertisements of little cigars and cigarillos have targeted certain demographics and downplay the harms associated with smoking these products.

Research has shown that messages through health campaigns to support labels on other major tobacco products such as cigarette have worked well in the past by increasing people's attention to the labels and in turn, led to quitting by many people. No such campaign has been done for little cigars and cigarillos in the United States despite the associated health consequences so your feedback will be very helpful as we develop messages for a campaign.

Thank you for your time. Goodbye.