

Final codebook – LCC messages

Research Question:

Overarching: To develop a set of effective messages for a communication campaign targeted to young adults who use LCCs.

- 1) Which message type is the most effective to augment new health warning labels for LCC products for young adults who are African American or Black, or white?
 - a. Rationale for white/black: LCCs frequently used by white and black young adults

Primary Code	Definition	When to Apply	When Not to Apply	Examples
Intro				
Product Experience	When a participant discusses how or why they began using LCCs.	Intro		“ I would’ve been 23.”
Social influence	When a participant discusses how social influences (e.g. peers, family) impacted their use of LCCs.	Intro		“I started smoking cigars with my friends”
Message Reaction				
Initial Reaction	A participant’s first impression or initial reaction to a health message.	Pos/Neg Response		
HWL_Feelings	When a participant discusses how a message made them feel about the associated HWL.	Pos/Neg Response		“ Test-1B-Col makes me feel sad because, obviously, you wouldn’t wanna see your mother in the hospital with colon cancer.”
Shock	When a participant discusses any surprise or shock associated with viewing a message.	Pos/Neg Response		“I was absolutely shocked.”
Attention-Grabbing	When a participant reflects on whether a message gets their attention or is noticeable.	Pos/Neg Response		“And especially for—like, I-I don’t have a lot of attention span for this kinda stuff.”
Informative	When a participant reflects on how a message was either informative or not. I.e.: provided new knowledge (e.g., knowledge of potential health risks)	Pos/Neg Response		“So it’s asking you a question and, at the same time, gives you a solution. I mean, informing you about it so that you know what to do.”
Clear/Understandable	When a participant notes whether they like a message because it is clear, understandable, easy to understand or comprehend or not.	Pos/Neg Response		“ Okay, thank you. Because it’s-it’s very straightforward and very, very easy to understand. It goes straight to the point.”
Relatable	When a participant notes whether or not they find a message to be relatable/resonates with them.	Pos/Neg Response		“ And the reason I’ll choose Test-1B-Col is, um, I feel with Test-1B-Col I can really relate to it.”
Persuasive	When a participant reflects on whether a message is persuasive or not.	Pos/Neg Response		“ Test-1B-Col makes me feel sad...maybe a bit more of a pushing motivator to, like, take initiative to quit.

Primary Code	Definition	When to Apply	When Not to Apply	Examples
Credibility	When a participant reflects on a message's credibility (e.g., doctor, FDA). This includes if they find the message more or less credible.	Pos/Neg Response		
Motivational	When a participant reflects on how a message makes you feel motivated or not.	Pos/Neg Response		
Emotional	When a participant reflects on how a message makes them emotional or not.	Pos/Neg Response		
Fear	When a participant discusses how a message does or does not make them feel frightened, scared, or fearful of a health effect after viewing a message.	Pos/Neg Response		<p>" Like, it's very, very effective to scare people away"</p> <p>"So when I read it, I was not that scared."</p>
Family/Friends	When a participant reflects on how a message makes them think about their family or friends.	Pos/Neg Response		" So, for instance, it talks about a chance to see my mother in the hospital with colon cancer."
Illustrative	When a participants mentions how a warning image is illustrated by the message.	General response		
Patronizing Message	"When a participant reflects on how a message is condescending, patronizing, or belittling.	General response		
Confusion	When a participant expresses that they are confused by a message or concept.	General response		
Disturbing	When a participant finds either the message or image to be disturbing or distressing.	General response		
** .Statistics	When a participant mentions the need for statistics, or numbers in messages (falls with advice.)	General response		
Reflection on Health	When a participant discusses how a message makes them think about the health consequences of cigar use on themselves or others.	Pos/Neg Response		" Yeah, Expl-2D-Eso offered an immediate threat to my health, um, and so it was really effective for me"
Message Length	When a participant speaks about the length of message. Ex: To the point, concise, not too long, not too short	Pos/Neg Response		"Yeah, shortening. I mean, I don't know. It just seemed kind of repetitive."

Primary Code	Definition	When to Apply	When Not to Apply	Examples
Believable	When a participant discusses what made a message believable or convincing or not.	Pos/Neg Response		When a participant discusses what made a message believable or convincing or not.
More Info	When a participant discusses that they want more information (e.g., statistics, incidence, prevalence ratios, etc.)	Neg Response		" Like, I would wanna know, like, what risk is, you know, equivalent to how many, like, cigarettes or cigarillos or cigars or whatever you're smoking, like, if it's going up exponentially or not."
Other Like	When a participant discusses anything else they liked about a message not otherwise noted.	Pos response		
Other Dislike	When a participant discusses what they dislike about a message.	Neg Response		
Message Misconception	When a participant has misconceptions or perceives incorrect information from a message presented.	Neg Response		
Actions (how messages influence curiosity, willingness to share, worry about health, etc.)				
Curiosity	When a participant discusses what made them want to learn more or not learn more about a message.	Pos/Neg Response		"—I forget which one but at the end of one of those, I'd be likely to click it just to learn more."
Share	When a participant discusses what made them want to share or not share information about the messages with others.	Pos/Neg Response		" Yeah, Expl-2D-Eso gives me information that I could share with people that most of my friends probably wouldn't know"
Worry	When a participant discusses what messages make them worry or concerned about their health.	General response		" Like, I don't wanna—you know? So, like, if I was worried about my health, that would be one of the things I would immediately think of and-and worry about."
Recall	When a participant discusses whether they will recall a warning.	Pos/Neg Response		"Yeah, I wouldn't—I mean, it wouldn't-wouldn't stick with me probably."
Cigar Desire	When a participant discusses how a message affected their desire to use cigar products.	Pos/Neg Response		" Expl-2D-Eso would want me to kinda curb my use"

Primary Code	Definition	When to Apply	When Not to Apply	Examples
Quit Intentions	When a participant discusses how a message affects their desire to quit/intentions.	Pos/Neg Response		“ I definitely think that all the messages, um, really do want me, like, to at least cut back, if not quit, completely.”
General				
Match	When a participant discusses if a message about the HWL matches the HWL.	General response		“So Test-1B-Col could be paired with an image really well.”
Warning Image	When a participant discusses the health warning label image.	General response		“ Yeah. I—honestly, um, the images are really disturbing to me. Gross might be another word.”
Targeting	When a participant mentions who they believe a message is targeting.	General response		
Prior Warning Experience/Knowledge	"When a participant discusses prior warnings they have encountered or pre-existing knowledge they have about warnings.	General response		
Advice	When a participant discusses any other ideas, recommendations, or advice they have for message development.	General response		“Make it visceral, make it really real, you know, so—like, to scare people...”
Interesting Quote	When the participant provides an interesting insight or thought that does not necessarily "fit" into any of the pre-defined codes that one may find interesting.	General response		
Follow-up	When there is something you want to discuss with the team/follow-up about.			
Message Types				
Testimonial	Testimonial style message.			
Explanatory	Explanatory style message.			
Recommendation	Recommendation style message.			
Inquisitive	Inquisitive style message.			

Unique Message Coding

For each of the 36 unique messages , code their distinct message identifier that people were talking about.

Associated Message Identifier: Distinct Type-Message#-Disease combo used to identify a certain message.

→Code the message whenever someone mentions that message whether alone or as a group. When multiple messages are talked about, code all of the messages mentioned.

For Ex: if they are talking about Expl-1A-Eso compared to Test-1B-Eso , we would code that section completely for Expl-1A-Eso and Test-1B-Eso

Associated Message Identifier	Message associated with the message identifier
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Focus Group Materials 1

Expl-1A-Eso	New health warning labels on cigar packs show that cigars can cause esophageal cancer. Esophageal cancer can also affect young adults.
Test-1B-Eso	"I never imagined cigars could increase your risk of esophageal cancer. Seeing my friend suffer from esophageal cancer, I now understand why the FDA's new health warning labels on cigar packages talk about esophageal cancer."
Inq-1C-Eso	Why should you quit using cigars? New health warning labels on cigar packs show the negative health effects cigars can cause, including esophageal cancer.
Rec-1D-Eso	"As a doctor, I strongly advise that you quit cigars. I support the new warnings created by the FDA because use of cigars can increase your risk of esophageal cancer."
Expl-2A-Lng	The FDA has new warnings on cigars that are directly relevant to young adults because cigars can cause lung cancer.
Rec-2B-Lng	Tobacco treatment specialists support the new health warning labels on cigar packages because the new warnings show that use of cigars increase your risk of lung cancer.
Inq-2C-Lng	Have you seen the new warnings on cigar packs? I learned that smoking cigars can cause lung cancer. Young people need to know cigars are not a healthy alternative to cigarettes.
Test-2D-Lng	"It hurts to see my mother in the hospital with lung cancer. She used to smoke cigars. We now know that cigars cause lung cancer as seen on the new health warning labels."
Expl-3A-Col	New health warnings on cigars show that they cause colon cancer. This may lead to removal of all or part of the colon.
Inqu-3B-Col	Did you know that new warnings show the harm of cigars? The FDA's new health warnings for cigars show the potential health effects like colon cancer.
Test-3C-Col	"Dealing with colon cancer has been tough. It may have been avoided if I had known that cigars can cause colon cancer. The new health warning labels on cigars now have that information."
Rec-3D-Col	The U.S. Surgeon General supports the new health warnings on cigar products. Cigar use does increase your chances of getting colon cancer.

Focus Group Materials 2

Expl-1A-Col	The FDA has new warnings on cigars that are directly relevant to young adults because cigars can cause colon cancer.
Test-1B-Col	"It hurts to see my mother in the hospital with colon cancer. She used to smoke cigars. We now know that cigars cause colon cancer as seen on the new health warning labels."

Reco-1C -Col	"As a doctor, I strongly advise that you quit cigars. I support the new warnings created by the FDA because use of cigars can increase your risk of colon cancer."
Inqu-1D-Col	Have you seen the new warnings on cigar packs? I learned that smoking cigars can cause colon cancer. Young people need to know cigars are not a healthy alternative to cigarettes.
Inqu-2A-Eso	Did you know that new warnings show the harm of cigars? The FDA's new health warnings for cigars show the potential health effects like esophageal cancer.
Test-2B-Eso	"Dealing with esophageal cancer has been tough. It may have been avoided if I had known that cigars can cause esophageal cancer. The new health warning labels on cigars now have that information."
Reco-2C-Eso	Tobacco treatment specialists support the new health warning labels on cigar packages because the new warnings show that use of cigars increase your risk of esophageal cancer.
Expl-2D-Eso	New health warnings on cigars show that they cause esophageal cancer. This may lead to removal of all or part of the esophagus.
Test-3A-Lng	"I never imagined cigars could increase your risk of lung cancer. Seeing my friend suffer from lung cancer, I now understand why the FDA's new health warning labels on cigar packages talk about lung cancer."
Inqu-3B-Lng	Why should you quit using cigars? New health warning labels on cigar packs show the negative health effects cigars can cause, including lung cancer.
Expl-3C-Lng	New health warning labels on cigar packs show that cigars can cause colon cancer. Lung cancer can also affect young adults.
Reco-3D-Lng	The U.S. Surgeon General supports the new health warnings on cigar products. Cigar use does increase your chances of getting lung cancer.
Focus Group Materials 3	
Test-1ALng	"Dealing with lung cancer has been tough. It may have been avoided if I had known that cigars can cause lung cancer. The new health warning labels on cigars now have that information."
Inqu-1B-Lng	Did you know that new warnings show the harm of cigars? The FDA's new health warnings for cigars show the potential health effects like lung cancer.
Reco-1C-Lng	"As a doctor, I strongly advise that you quit cigars. I support the new warnings created by the FDA because use of cigars can increase your risk of lung cancer."
Expl-1D-Lng	New health warnings on cigars show that they cause lung cancer. This may lead to removal of all or part of the lung.
Test-2A-Col	"I never imagined cigars could increase your risk of colon cancer. Seeing my friend suffer from colon cancer, I now understand why the FDA's new health warning labels on cigar packages talk about colon cancer."
Reco-2B-Col	Tobacco treatment specialists support the new health warning labels on cigar packages because the new warnings show that use of cigars increase your risk of colon cancer.
Expl-2C-Col	New health warning labels on cigar packs show that cigars can cause colon cancer. Colon cancer can also affect young adults.

Inqu-2D-Col	Why should you quit using cigars? New health warning labels on cigar packs show the negative health effects cigars can cause, including colon cancer.
Inqu-3A-Eso	Have you seen the new warnings on cigar packs? I learned that smoking cigars can cause esophageal cancer. Young people need to know cigars are not a healthy alternative to cigarettes.
Reco-3B-Eso	The U.S. Surgeon General supports the new health warnings on cigar products. Cigar use does increase your chances of getting esophageal cancer.
Expl-3C-Eso	The FDA has new warnings on cigars that are directly relevant to young adults because cigars can cause esophageal cancer.
Test-3D-Eso	"It hurts to see my mother in the hospital with esophageal cancer. She used to smoke cigars. We now know that cigars cause esophageal cancer as seen on the new health warning labels."