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## Pictorial Warnings RCT: Adolescent Qualitative Survey (2015)

The survey was designed by Noel Brewer, Kathryn Peebles, Jessica Pepper, Justin Byron, and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred over the phone with adolescent children of adult RCT participants in North Carolina and California. Data collection took place from September 2014 through August 2015.

### Preferred citation:

TBD

### Interview questions:

<p><b>1. Here is my first question: Teens we've talked to have all kinds of opinions about smoking. What are your thoughts about smoking in general?</b>  <i>Probe:</i> That's very interesting. Can you tell me more about that?  <i>Probe:</i> How do you feel when you see someone smoking?  <i>Probe:</i> How do you feel about [RCT participant's] smoking?</p>	<p>Attitude toward smoking</p>
<p><b>2. Earlier we were talking about warning labels on [RCT participant's] cigarette packs. Think about a time you saw the warning label.</b>  <i>Probe:</i> Where were you?  <i>Probe:</i> What were you doing?  <i>Probe:</i> Did you pick it up?  <i>Probe:</i> How long did you look at it for?  <i>Probe:</i> When do you usually see the warning label?</p>	<p>Recall of time seeing warning label</p>
<p><b>3. Tell me what you thought about the warning label.</b>  <i>Probe:</i> How did the warning label make you feel?  <i>Probe:</i> Earlier, you mentioned that the label made you feel [a little anxious]. Tell me more about that.</p>	<p>General opinions about label</p>
<p><b>4. How has seeing the warning label changed how you think about smoking, if at all?</b>  <i>Probe:</i> It's fine if you haven't thought about this before. Looking back now, what effect do you think it's had?</p>	<p>Effects of warning labels</p>
<p><b>5. What did [RCT participant] think about the warning label?</b>  <i>Probe:</i> Did you talk about it? Who started the conversation?  <i>Probe:</i> What did you talk about?  <i>Probe:</i> How do you think the warning label affected [RCT participant's] smoking?  <i>Probe:</i> Who else did you talk to about the label? [If anyone] What did you talk about?</p>	<p>Effects of warning labels</p>
<p><b>6. So you told me earlier that the warning label on [RCT participant's] cigarette packs had a picture of [description of warning label]. What other anti-smoking warnings have you seen?</b></p>	<p>Comparison to other anti-tobacco imagery</p>

<p><i>Probe: [If participant can't think of any warnings] For example, have you seen any anti-smoking ads on TV or heard any on the radio?</i></p> <p><i>Probe: Tell me about those warnings. How did they make you feel?</i></p> <p><i>Probe: What did you think about the warning label on [RCT participant's] cigarette packs compared to those other warnings?</i></p> <p><i>Probe: How was the warning on your mom's cigarette packs different? How was it the same?</i></p>	
<p><b>7. Earlier, you told me that you thought the US [should/should not] require picture warnings on all cigarette packs. Tell me a bit about why you think that.</b></p>	<p>Label policy support</p>
<p><b>8. Let's imagine you're in charge of designing cigarette pack warning labels that will make people not want to smoke. If you could do anything you wanted, what would the warning labels look like?</b></p> <p><i>Probe: Would your label have just a picture, just words, or both? ... Ok, tell me why you would make it that way.</i></p> <p><i>Probe: That sounds like a great warning label. Tell me about how you think teens would react to it.</i></p> <p><i>Probe: How would you want smokers to feel when they see the label?</i></p> <p><i>Probe: [If they have trouble thinking of an idea] What types of pictures do you think would make people not want to smoke? What would the warnings say?</i></p> <p><i>Probe: Thinking about the warning label on [RCT participant]'s cigarette packs, how could we make that label better?</i></p>	<p>Thoughts about warning labels</p>
<p><b>9. Earlier we talked about e-cigarettes, e-hookahs, hookah pens, vape pens, and other devices like those. Which of these have you heard of?</b></p> <p><i>Probe: How are those different from one another?</i></p> <p><i>Probe: What's in [each device they mention as being different]?</i></p> <p><i>Probe: How safe is [each device]? [ask about safety compared to cigarettes if it doesn't come up naturally]</i></p> <p><i>Probe: Why might people use [each device] instead of cigarettes?</i></p> <p><b>In the next questions, I'm going to use the word "e-cigarettes" to mean any of the devices we just talked about. People we've talked to have all kinds of opinions about using e-cigarettes. What are your thoughts about using e-cigarettes in general?</b></p> <p><i>Probe: That's very interesting. Can you tell me more about that?</i></p> <p><i>Probe: How do you feel when you see someone using an e-cigarette?</i></p> <p><i>Probe: How do you feel about e-cigarettes compared to regular cigarettes?</i></p>	<p>E-cigarette attitudes</p>
<p><b>10. As far as you know, have any kids in your school or neighborhood used e-cigarettes?</b></p> <p><i>Probe: Tell me more about that. What kinds of kids use e-cigarettes?</i></p> <p><i>Probe: Where do you think people your age <u>use</u> e-cigarettes?</i></p> <p><i>Sub-probe: Do they buy them at a store, online, get them from friends?</i></p> <p><i>Probe: <u>When</u> do you think people your age use e-cigarettes?</i></p> <p><i>Sub-probe: At parties, during school, after school?</i></p> <p><i>Probe: What do kids who have used e-cigarettes say about them?</i></p> <p><i>Probe: What do kids who have NOT used e-cigarettes say about them?</i></p>	<p>E-cigarette attitudes</p>

<b>11. E-cigarettes come in a lot of flavors. What flavors do teens like?</b> <i>Probe: Why do people your age like those flavors?</i>	E-cigarette flavors
<b>12. Some e-cigarettes are flavored like tobacco. Why do you think teens would use the tobacco flavored e-cigarettes?</b> <b>Other e-cigarettes have candy or fruit flavors. Why do you think teens would use the candy or fruit flavored e-cigarettes?</b>	E-cigarette flavors
<b>13. Thank you. Those are all the questions I have. Is there anything else you'd like to say or that you think we should know?</b>	Concluding question

**Probing about reactance:** Throughout the interview, interviewer will listen for statements expressing reactance to the warning label. Interview may probe on the following topics as they arise. Example statements that respondents might make indicating each type of reactance are below:

- Anger
  - o The warning made me angry/annoyed/irritated
- Self-exemption
  - o The warning is meant for other people, not me [or RCT participant].
  - o The information in the warning isn't relevant to me [or RCT participant].
  - o The health effect in the warning won't happen to me [or RCT participant].
- Common knowledge
  - o I already knew about the health risks of smoking
  - o I already knew about the information presented in the warning
  - o Everyone knows smoking is bad for you
- Exaggeration
  - o The warning is exaggerated/misleading/not true
- Government interference
  - o The government should stop messing with smokers' freedom
  - o It's not the government's job to warn people about smoking
- Manipulation
  - o The warning is trying to manipulate me/other people [including RCT participant].
- Derogation
  - o The warning is pointless/stupid/useless
- Other
  - o The warning makes me want to smoke more
  - o The warning will make other people want to smoke
  - o The warning is threatening my freedom / other people's freedom