



**TRICARE DEPARTMENT OF DEFENSE TOBACCO CESSATION
AND EDUCATION CAMPAIGN**

TOBACCO CESSATION CAMPAIGN TESTING REPORT

OCTOBER 5, 2007

Introduction

Macro International Inc. is working with the TRICARE Management Authority (TMA; the U.S. Department of Defense Military Health System) to develop and implement a tobacco cessation marketing and education campaign targeting junior enlisted, active-duty men and women (with a pay grade of E1–E4) between the ages of 18 to 24.

In spring 2006, Macro conducted a series of focus groups across the four branches of military service to test a number of potential message platforms for the campaign. The findings from those focus groups were used to develop draft print, radio, and cinema advertising and Web site designs.

A second phase of testing was then conducted to evaluate these draft campaign materials. Macro worked with TRICARE to develop a plan to conduct focus groups with members of the intended campaign audience across the four branches of military service. In addition, the plan included conducting individual interviews with the immediate supervisors (E5–E6) of the intended audience to determine their level of support for such a campaign and to hear their perceptions about barriers and facilitators to quitting tobacco use among E1s–E4s.

In a third phase of testing, described in this report, we conducted focus groups with members of the intended campaign audience in both the Army and Marine Corps to determine their reactions to the campaign, its perceived usefulness in promoting smokeless tobacco cessation, and preferences for a campaign logo design. The print advertisements, logo designs, and Web site being tested in this phase of the research are shown in Appendixes A through D. Simultaneously, we conducted individual interviews with the immediate supervisors (E5–E6) of this audience to gather information about their perceptions of their role in facilitating tobacco cessation among E1s–E4s.

During August 2007, Macro conducted focus groups and interviews at the United States Marine Corps Base in Jacksonville, NC (Camp Lejeune); United States Marine Corps Base in Oceanside, CA (Camp Pendleton); Ft. Hood Army Base in Killeen, TX; and the Ft. Bragg Army Base in Fayetteville, NC.

Methodology

Focus Groups and Interviews

The focus groups for exploring the relevance of campaign materials to smokeless tobacco were intentionally designed to be small to allow for a greater degree of discussion. Two focus groups were conducted at each of the four military installations included in this phase of the research. A total of 25 participants from the Marines and 11 participants from the Army were part of these focus groups.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

One-on-one interviews with supervisors at the E5–E6 level were conducted at each of the installations. A total of eight Marine participants and three Army participants were interviewed in person.

Table 1 summarizes the number of focus group and interview participants at each branch.

Table 1: Overview of Participants

Branch	Date of Focus Group/Interviews	Participants in Focus Groups (E1–E4)	Participants in Interviews (E5–E6)
Marines	August 8, 2007	20	4
Marines	August 14, 2007	5	4
Army	August 16, 2007	6	1
Army	August 21, 2007	5	2
Total		36	11

Because of the low turnout for the in-person Army interviews, four additional Army interviews were conducted via telephone on September 5 and 6, 2007. The demographics for the telephone interview participants are included with the other participants in Table 3 on page 7.

Recruitment and Screening

Macro contracted with independent market research firms to conduct focus group recruiting and screening in high-traffic areas on the installations, such as dining facilities and military stores. Examples of the Focus Group and Interview Screeners appear in Appendixes E and F, respectively. Recruiters were instructed to screen participants based on the following eligibility criteria:

Focus Groups

- Currently on active duty
- Pay grade of E1–E4
- Aged 18–24
- Currently stationed at the designated installation
- Used smokeless tobacco products at least once a week over the past 30 days
- Intend to quit using tobacco products within the next 6 months.

Supervisor Interviews

- Currently on active duty
- Pay grade of E5 or E6
- Supervise E1s–E4s
- Currently stationed at the designated installation.

If the person qualified for the study in age and pay grade, the recruiter then proceeded with the remainder of the screening questions. If the candidate was qualified, interested, and available at the time of the scheduled focus group or interview, he or she was given the necessary information about its date, time, and location.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

During the initial planning for the focus groups, the decision was made to provide a meal to the focus group participants in addition to \$50 as an incentive to participate. Interview participants were given \$50 as an incentive. Providing incentives usually helps to increase the numbers of individuals recruited for the focus groups and interviews.

Unfortunately, fewer people arrived to participate in some of the focus groups than had been recruited—an issue we have found sometimes occurs in this population. In exploring the reasons for this with numerous personnel on the installations (including the health promotion specialists who often sponsor the research or personnel in the classrooms or fitness buildings where the groups are held) and with participants, we can identify a few factors that may contribute to someone in this audience not showing up for a focus group. These may include, but certainly are not limited to:

- Unexpected last-minute work assignments
- Lack of transportation across base/post to the site of the focus group
- Misunderstanding of the location of the focus group
- Forgetting or “blowing off” the focus group.

Moderators

Macro provided professionally trained moderators and interviewers who were familiar with the intent and objectives of the tobacco cessation campaign. All staff members on this project debriefed often to discuss any findings and to identify themes. At the conclusion of the focus groups and interviews, the entire project team met to review the findings and conduct a more systematic analysis using the notes and observations of the moderators, interviewer, and notetakers.

Focus Group Moderator’s Guide

The purpose of the focus groups was to gain insight and perspective on behaviors and attitudes related to smokeless tobacco use from the target audience and to solicit specific input and opinions on the campaign print ads, logos, and Web site. The focus group moderator’s guide (see Appendix G) was structured as follows:

Introduction

- This segment enabled the moderator to introduce herself and gave the participants an opportunity to introduce themselves. This segment also gave the moderator an opportunity to explain the purpose of the focus group.

Discussion Topics

- Each focus group was divided into several discussion segments:
 - **Use of Smokeless Tobacco.** Participants were asked about their use of cigarettes and smokeless tobacco, reasons for using, drawbacks to using, and the image of people who use tobacco in the military.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

- **Cessation of Tobacco Use.** Participants were asked about attempts to quit using tobacco products and their intentions to quit in the future.
- **Campaign Theme.** The moderator presented one of the print advertisements in the campaign, customized to the particular military branch, and asked them about their reactions to it and if it would make them want to quit. Next, the moderator showed the participants three logo designs to be used on the campaign materials. The participants reacted and shared their preferences to these designs.
- **Web Site Homepage/Site Design.** The moderator presented the campaign Web site (<http://www.ucanquit2.org/>) homepage and pointed out some of its key components (e.g., Add Up the Cash, My Quit Plan, Live Help, and Need2Know). Participants were asked about their reactions to it, whether they would use it, and how it might be improved.

Campaign Overall/Close

- This segment allowed the moderator to get general feedback on the campaign before adjourning the group.

Interviewer Guide

The purpose of the supervisor interviews was to learn more about their perceptions of tobacco use in the military and to gather their reactions to select campaign materials. During the interview, we also asked about their use of tobacco. The specific themes we discussed with the supervisors during the in-depth interviews are included in the bulleted list below (the Interview Guide appears in Appendix H):

Introduction

- This segment enabled the interviewer to introduce herself and gave the participants an opportunity to introduce themselves. This segment also gave the interviewer an opportunity to explain the purpose of the interview.

Discussion Topics

- Each interview was divided into several discussion segments:
 - **Use of Smokeless Tobacco.** Interviewees were asked about their own use of cigarettes and smokeless tobacco and their perception of the image of people who use tobacco in the military. They were also asked about their attempts to quit using tobacco products and their intentions to quit in the future. They were asked to describe how widespread the use of tobacco is in their own branch of the military and for those at the E1–E4 level.
 - **Cessation of Tobacco Use.** The interviewer asked about their perception of smoke breaks, their perception of the peer pressure to use tobacco, and the level of acceptance of using tobacco while in the military. Participants also discussed perceptions of the willingness of E1s–E4s to quit using tobacco products.
 - **Campaign Theme.** The interviewer presented one of the print advertisements in the campaign, customized to the particular military branch, and asked them about their reactions to it and if they thought the enlisted men and women would identify with the ad. Next, the interviewer showed the participants three logo

TOBACCO CESSATION CAMPAIGN TESTING REPORT

designs to be used on the campaign materials for their reaction. The participants reacted and shared their preferences to these designs.

- **Web Site Homepage/Site Design.** The interviewer presented the campaign Web site (<http://www.ucanquit2.org/>) homepage and pointed out some of its key components. Participants were asked about their reactions to it and about possible improvements.

Campaign Overall/Close

- This segment allowed the interviewer to get general feedback on the campaign before adjourning the interview.

Documentation

Focus groups and interviews were audiotaped. These tapes were used to supplement notes taken during the groups and interviews.

Focus Group Participants

Tables 2 and 3 on page 7 present information on the demographics of participants in the focus groups and interviews, respectively, conducted in this phase of the project. These demographics reflect the larger population of junior enlisted service men and women who use tobacco, with a heavier prevalence of white males as identified in earlier studies.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Table 2: Demographics of Focus Group Participants (E1–E4)

Branch	Gender		Age*			Pay Grade**			Race/Ethnicity			
	Male	Female	18–20	21–22	23–24	E1–E2	E3	E4	White	African-American	Hispanic/Latino	Asian/Pacific Islander
Marines	25	0	16	6	0	10	10	2	22	3	0	0
Army	11	0	4	3	4	3	4	4	8	1	0	2
TOTAL	36	0	20	9	4	13	14	6	30	4	0	2

* Missing age for three Marine participants.

** Missing pay grade for three Marine participants.

Table 3: Demographics of Interview Participants (E5–E6)

Branch	Gender		Age***					Pay Grade		Race/Ethnicity				
	Male	Female	20–25	26–30	31–35	36–40	41–45	E5	E6	White	African-American	Hispanic/Latino	Asian/Pacific Islander	Other
Marines	6	2	2	1	0	0	1	3	5	7	1	0	0	0
Army	3	4	2	3	0	1	1	5	2	3	2	1	0	1
TOTAL	9	6	4	4	0	1	2	8	7	10	3	1	0	1

*** Missing age for four Marine participants.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Overall Findings

Focus Groups

- There is a perception that the use of smokeless tobacco is widespread in the military and within the particular branch participants were in.
- Participants perceived that the use of smokeless tobacco is accepted within the military and within their branch. Most thought it was less accepted in the civilian world.
- Some participants stated that they started using smokeless tobacco (chew or dip) prior to entering the military—many of these were from the south, in often rural areas. Some participants stated that they started when they joined the military. A few stated that they had never been exposed to smokeless tobacco before the military and did not even know what it was.
- Most participants indicated that they use smokeless tobacco and also smoke cigarettes. They also said that their friends do the same.
- Many participants mentioned that they were not allowed to use tobacco in buildings on military installations but many people use dip inside and easily get away with it, since it is easy to hide.
- Most participants were not knowledgeable about the health effects of using smokeless tobacco. In every focus group, at least one person knew about (or knew someone with) cancer of the jaw and others seemed to know about that particular consequence of use, but there was an overall perception that using smokeless tobacco is less harmful than smoking tobacco in both the short term and long term.
- When asked about their motivations for using smokeless tobacco, participants' responses were consistent with earlier findings about cigarette smoking—they use tobacco to deal with boredom and stress and to fit in.
- When reviewing the ads and other campaign materials, Army personnel were more positive about the message and theme of Quit Tobacco—Make Everyone Proud. These participants talked about wives, girlfriends, or others who wanted them to quit using tobacco, and the ads reinforced this for them. The marines focused more on the “Do It for Yourself” part of the message in the ads. This was also consistent with earlier findings in the research.
- When reviewing the Web site homepage, the following features seemed to generate the most interest, although there were participants who expressed interest in all of the various features:
 - Add Up the Cash
 - Your Quit Plan
 - Need2Know”

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Interviews

In the interviews, a few ideas were repeated by numerous immediate supervisors. These include:

- The perception that smoking tobacco and using smokeless tobacco was fairly widespread.
- The willingness to support and encourage the junior enlisted personnel. Most indicated that they would be supportive of any junior enlisted personnel who wanted to quit using tobacco. When asked about what type of support they would offer to someone, most could not think of anything they could do beyond referring the person to medical personnel. A few supervisors stated that they would be willing to offer rides to tobacco cessation classes, talk to or counsel the person individually as needed, or remind the person whenever they saw him/her getting ready to use tobacco.
- Most supervisors thought the campaign theme and materials were good. They believed the greatest difficulty would be in getting the enlisted personnel to go to the Web site to be able to take advantage of it.

Detailed Findings

Focus Groups

The purpose of the focus groups was to explore the relevance of the campaign materials to smokeless tobacco. The topics we discussed with the focus group participants included:

- The use of smokeless tobacco versus cigarettes
- Cessation of tobacco use
- Appropriateness of the campaign theme and logos
- Appropriateness of the Web site homepage.

We tested the campaign materials with 25 marines and 11 soldiers and gathered some of the following perceptions:

- **Tobacco use was common, even before they joined the military.** Most participants began smoking cigarettes while in junior high or high school, before joining the military, and transitioned to smokeless tobacco for its convenience after joining the military.
- **Most participants use both cigarettes and smokeless tobacco.** Their self-reported use of either tobacco product was situational. They reported using cigarettes when being social and drinking, but use smokeless tobacco while working, while indoors where cigarettes were not allowed, while in class, or while out in the field.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

- **Convenience was a major reason in using smokeless tobacco.** Some of their reasons for using smokeless tobacco instead of cigarettes were the convenience of being able to use it indoors and being able to use both hands. More generally, they used smoking tobacco, and smokeless tobacco in particular, because of stress, boredom, and wanting to fit in with their peers.
- **Knowledge of the health effects of smokeless tobacco was extremely limited.** Few, if any, participants knew the health effects of using chewing tobacco, aside from oral cancer. Smokeless tobacco use was generally considered less harmful than smoking cigarettes.
- **Participants showed mixed reactions to the campaign ads, tagline, logo, and Web site.** Participants made several suggestions for improving the look and feel of the campaign materials. Specifically, the marines expressed concerns about the colors used on the Web site. Add Up the Cash, My Quit Plan, and Need2Know generated the greatest interest of all the sections on the Web site. Generally, the Army participants seemed more supportive of the campaign materials. Most participants felt the ads were general enough to be used for both smokeless tobacco and cigarettes. Participants generally felt that these campaign materials were not a sufficient incentive to make them want to quit using tobacco.

Perceptions of Tobacco Use and Image in the Military

All participants agreed that tobacco is around them constantly. Participants reported that tobacco use is more common in the military than outside the military. As a result, there was the perception that it is more acceptable among peers and supervisors in the military than among family members outside the military. There was some disagreement about whether using smokeless tobacco or cigarettes were more common.

Reasons for Using Smokeless Tobacco

Some of their reasons for using smokeless tobacco include:

- Boredom or stress
- Having something to do
- Staying awake
- Fitting in with one's peers
- Convenience/preference over smoking
- No smell in your clothes, hair, and belongings
- Weight and appetite control
- Healthier than smoking.

A few people commented on the different effects of using different tobacco products. The common perception was that chewing tobacco is stronger and lasts longer, but that cigarettes provided a "quick fix."

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Drawbacks of Using Smokeless Tobacco

The participants knew very few of the health effects of using smokeless tobacco, aside from causing minor gum irritation and oral cancer resulting in major surgery.

Another drawback they mentioned from using tobacco, and smokeless tobacco in particular, is that their wives and girlfriends dislike it and urge them to quit. Some participants also mentioned other family members expressing concern and asking them to quit.

Perceptions of the Difficulty of Quitting Tobacco

Many participants have tried quitting tobacco. Those who did all returned to using it for some of the reasons mentioned above. They all knew it was bad, but could not stay tobacco free in part because it was all around them and the peer pressure was too great.

Reactions to the Campaign Advertisement

Several participants had mixed reactions to the campaign advertisements. With the Marines ad, one participant commented that the ad may not be appropriate or relevant to them because many in that age group do not have children. However, a few participants felt that family image was useful, because children (even nieces and nephews) frown upon it, and they don't want their children smoking. Alternatively, some marines felt their families were already proud of them for being a marine and that the smoking would not change that. Some participants felt the "Do It for Yourself" message was more effective in getting them to think about quitting. Some people commented that this ad alone would not be a sufficient incentive to drive them to the campaign Web site. Those participants suggested developing other campaign components containing the Web site address, such as posting numerous posters in the housing units or mess halls; giving required trainings on the health effects of tobacco; and providing nicotine gum, the patch, and cessation medications free of charge to those trying to quit.

With the Army ad, one person commented that, although the ad is relevant and is effective in reaching its audience, one could argue that the woman in the ad would be happy simply because he was home, regardless of the smoking. Some people commented that more graphic, dramatic, and gory imagery would make more of an impact and be more of an incentive to visit the Web site.

Most participants felt the ads were general enough to be used for both smokeless tobacco and smoking tobacco.

Reactions to the Campaign Logo

Overall, most participants preferred the horizontal design for the campaign logo. There was mixed reaction about the other two logo designs.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Reactions to the Campaign Web Site

Several participants had mixed reactions to the campaign Web site. Specifically, some marines felt the color and design of the Web site was inappropriate for them as a target audience. Several participants commented that the Web site uses Army colors (green and yellow) and that it should be tailored more to their branch in order to attract them and keep their interest. One person commented that the bright pink, purple, and blue on the homepage was more geared toward adolescents. The Army participants seemed slightly more receptive to the Web site. They generally thought it looked attractive, modern, and interesting.

Overall, the Web site sections that garnered the greatest interest were: Add Up the Cash, My Quit Plan, and Need2Know. The participants were extremely interested in the monetary implications of using tobacco. That seemed to be one of the greatest incentives to quit. Some participants even suggested we develop ads about the money spent on tobacco. Other sections of interest included the message board and the games.

One suggestion was to have links on the homepage for an entire section specifically on smokeless tobacco. It seems it may have been unclear that the Web site included information on smokeless tobacco, so a separate section for that information might be helpful to the first-time visitor.

A more subtle finding voiced by a few participants was that the feel and tone of the ads was inconsistent with that of the Web site. Some of the participants commented that the ads were more serious and somber, while the Web site was bright, colorful, and entertaining. As an example, one participant commented that he expected the Web site to be boring because of the feel of the print advertisement. He was surprised to find the Web site looked modern, with an attractive appearance and colors.

Finally, although most participants felt the Web site was general enough to convey information for both smokeless tobacco and smoking tobacco, few felt they would normally visit it. A few people specifically commented that they would need more than the ad to entice them to visit the Web site and that only people who really wanted to quit would visit it. A few other participants felt that the Web site was a helpful component in a larger, more comprehensive campaign. One participant summarized these thoughts by saying:

Alone it wouldn't make me want to quit, but with some other incentive, it might help.

Suggestions for other incentives included adding additional campaign components with the Web site address and having better campaign promotion, such as putting posters in the housing units or in the mess halls; giving required training on the health effects of tobacco; and providing nicotine gum, the patch, and medication free of charge to those trying to quit.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Interviews

The purpose of the in-depth interviews with supervisors in levels E5 and E6 was to determine if the campaign Web site was appropriate for promoting smoking cessation as well as smokeless tobacco cessation among the junior enlisted personnel in the military. We also wanted to gather more general feedback on the campaign and the design of the logo. During the first phase of focus groups in spring 2006, some themes arose related to the role and impact of supervisors on tobacco use and quitting. To further explore these themes, we conducted one-on-one interviews with E5s–E6s who supervise the junior enlisted personnel in levels E1–E4. The topics discussed with the supervisors include:

- The use of smokeless tobacco versus cigarettes
- The perception that using tobacco is the only acceptable way to take a break during the workday
- The perception that it is more difficult to quit using tobacco while in the military
- The perception of a supportive environment for tobacco use while on the military installation and while around military service personnel
- The perception of peer pressure to use tobacco among junior enlisted staff members
- Perspectives on helping those who want to quit.

We interviewed eight supervisors in the Marines and seven in the Army. Tobacco use was not a criterion for recruitment; however, we did note whether the interviewee was a tobacco user. We learned about the following perceptions and beliefs:

- **Generally, the supervisors were supportive of the campaign.** The supervisors generally said they would be supportive of the campaign and those people they supervise who want to quit. Several liked the idea of the campaign and especially felt that the Web site was useful for reaching the enlisted men and women with information. At the same time, several others voiced concern that getting people to visit the Web site would be the greatest challenge. Some supervisors felt that only those soldiers/marines who want to quit would visit the Web site. Some felt the advertisement was adequate and appropriate, while others suggested improvements, such as including other family members, making it more graphic and alarming, and changing the dress of the soldier because of the overuse of the typical soldier in uniform. A few other supervisors expressed concern about using negative images and forceful messages, which may scare some people away. Supervisors would support this campaign primarily by telling the soldiers/marines who want to quit about it. Many thought it seemed like a good way to encourage soldiers/marines to quit.
- **Supervisors felt the campaign would be effective for both cigarettes and smokeless tobacco.** While the supervisors overwhelmingly agreed that this campaign could be used for both cigarettes and smokeless tobacco, several commented that we should highlight the negative health effects of using smokeless tobacco, in particular, because many soldiers/marines are unaware of these results and believe that it does not seem to have real health consequences to

TOBACCO CESSATION CAMPAIGN TESTING REPORT

- them. It is possible that some think it is less detrimental to their health than smoking cigarettes. Some supervisors suggested placing images of the negative health effects (e.g., gum disease, brown teeth, ulcers, oral cancer, diseased lungs) on the Web site.
- **Supervisors would support anyone who wanted to quit using tobacco.** The supervisors were willing to support the junior enlisted members who want to quit using tobacco, but some of the 11 (of 15) supervisors who currently use tobacco admitted that it may be a challenge for them to be a good role model.
 - **Supervisors preferred the horizontal logo design.** The majority of supervisors preferred the long, horizontal logo because it stood out the most, had the best contrast, and was the most unique. A couple of people liked the larger of the two box designs. No one liked the smaller box design because it was too small, difficult to read, and too plain, and because they see these box designs all the time and tune them out.
 - **Productivity was not impacted by using tobacco.** Most of the supervisors did not think there was a significant difference in productivity among the junior enlisted personnel who use tobacco and those who do not, with only a few supervisors making exceptions for those whose fitness is impacted by smoking too much. A few supervisors indicated that they set rules about breaks (i.e., smoke breaks are only okay in the last 5 minutes of an hour) to cut down on unnecessary breaks, and some allowed breaks even for those who did not smoke.
 - **There was some difference in opinion between tobacco users and nonusers.** It seems as though supervisors who do not use tobacco felt more strongly that tobacco use was a horrible, disgusting habit, and then seemed more willing to help their subordinates quit.

Perceptions of Tobacco Use and Image in the Military

Generally, the supervisors did not feel that tobacco use affects the image of the soldier to his/her superiors or to his/her peers in the military, many of whom also use tobacco, unless perhaps he/she is unable to complete duties because of the tobacco use. However, several of the nonsmoking supervisors did not like tobacco use around them, and chewing tobacco in particular. Several of them commented about how disgusting the “dip bottles” or “dip cans” are and how they are not allowed in some of the offices. The only group that might be concerned about the use of tobacco affecting image would be the family members. However, even family members’ reactions would be affected if they smoked.

Perceptions of Advancement in the Military

Approximately half of the supervisors in the Marines and all the supervisors in the Army felt tobacco use did not affect advancement in the military. The marines who did feel it affected advancement cited specific reasons such as possible medical conditions, violating any orders to refrain from using, decreased productiveness, and reduced physical ability to perform (e.g., run).

TOBACCO CESSATION CAMPAIGN TESTING REPORT

When asked if smokeless tobacco use affected their performance on the job, the consensus was that it did not. However, a few commented that smoking tobacco had a greater impact on their performance than using smokeless tobacco.

Reasons for Using Smokeless Tobacco

Almost all of the supervisors reported knowing people who only use smokeless tobacco. Some of their suspected reasons for using smokeless tobacco include:

- Boredom or stress
- Staying awake
- Preference over smoking
- Environmental and family influences
- Convenience over smoking
- Weight and appetite control
- Healthier than smoking.

Estimates of Those Using Tobacco

When asked to *estimate* the percentage of junior enlisted military personnel that use tobacco, most supervisors estimated that approximately half use tobacco. However, a few supervisors *estimated* that as many as 80 percent use tobacco. In addition, almost all of the supervisors thought there were more E1s–E4s who use tobacco than there were tobacco users in higher pay grades. When asked about estimates of those who smoke compared to those who use smokeless tobacco, there seemed to be an approximate equal split between them. As with the perceptions of our target audience members, the perceptions of immediate supervisors are that the use of tobacco is common among junior enlisted personnel.

General Thoughts on Tobacco Cessation

Some supervisors agreed with the perception that quitting is harder while in the military because of the increased acceptance and increased stress and the ability to take breaks during the workday. One person explained her perspective by saying:

They pick up the habits while they are out in the field. It's more acceptable and it's harder to quit because everyone's doing it.

A few others commented that the military does not make it harder to quit, but that it is possible if you really want to quit.

Some of the supervisors thought that, although some junior enlisted personnel would like to quit, few were making actual attempts to stop using tobacco. Few supervisors reported getting questions from junior enlisted personnel who were interested in quitting tobacco about what they could do or available resources.

TOBACCO CESSATION CAMPAIGN TESTING REPORT

Perceptions of the Difficulty of Quitting Tobacco

Several supervisors felt that being in the military made it difficult for E1s–E4s to quit because of the acceptance, stress, boredom, peer pressure, and social networking opportunities related to tobacco in the military. However, those who disagreed with this had some interesting opinions about why being in the military did not make it any harder to quit, including that free classes and resources were available, they were allowed time away from work to take the classes, and supervisors encouraged them to quit. Moreover, a few supervisors commented about the contradiction in providing required alcohol awareness trainings and not tobacco awareness trainings. Another supervisor commented that the peer pressure to use tobacco is subtle and unspoken—that it comes from wanting to belong with others in the group and is not directly from being verbally pressured to use tobacco.

The supervisors generally felt that the challenges to quitting tobacco exist throughout the ranks, but may be stronger or more pronounced for the junior enlisted members because more senior staff members already have a strong social network complete with families of their own, they often live off base/post or outside the barracks, and there is less peer pressure to use tobacco.

Many supervisors try to use their role to influence junior enlistees to quit (or not start using) tobacco, but they feel their ability to influence is limited. They generally provide support, encouragement, and the flexibility to attend classes during working hours, but some supervisors feel that additional support is beyond their role. A few people commented that they try to further limit their ability to use tobacco during working hours by reducing their smoking breaks and by not letting them use tobacco while working. A few supervisors also commented that using tobacco is their choice and that they are unable to force them to quit using it.

Supporting Those Who Choose To Quit

All supervisors explained that they were willing to support the junior enlisted personnel who want to quit using tobacco. When asked about how they would provide support, most supervisors explained that they would refer them to the medical center on the base/post for cessation classes, nicotine patches, more information, and resources for quitting. A few supervisors explained they would be willing to do more to help them quit, including providing interpersonal support and encouragement, sharing their decision with the group, telling them about the money wasted on tobacco products, not allowing them to “bum” cigarettes, and providing assistance in getting to cessation classes on installations where transportation is a barrier.

Some supervisors felt that there needs to be more information about available programs and resources for the soldiers/marines, in the form of booklets, brochures, posters, and possibly Web sites. Although some supervisors would be willing to place posters up in their workplaces, a few others did not want to post or hand out the information. However, they suggested some specific types of information that could be included in the resources:

TOBACCO CESSATION CAMPAIGN TESTING REPORT

- Statistics about former military personnel with tobacco-related cancers (e.g., oral cancer, lung cancer)
- Videos encouraging tobacco cessation
- Guest speakers with oral/throat cancer
- More accessible smoking cessation classes
- Physical cessation resources (e.g., medication, the patch, gum)
- Visual before and after effects of health conditions from tobacco use (e.g., pictures of oral cancer, lung cancer)

Approximately half of the supervisors felt there were barriers to supporting soldiers/marines who want to quit while in the military. Some of these barriers include:

- Insufficient time with the soldiers/marines
- Their time commitments to attend classes during the day in lieu of cessation classes
- Location and transportation to cessation classes, especially on the larger military installations
- Deployments and tactical operations
- Field commitments, time restrictions, and mission trainings.

Some supervisors said nothing would make them more likely to encourage or support the soldiers/marines who want to quit using tobacco because there are already numerous incentives to get them to quit. Other supervisors felt that being more educated about tobacco and the available cessation resources might make them more willing and better equipped to provide support. A few others commented that if they were to quit, they would be better able to support those around them in quitting as well.

When asked what they do to encourage tobacco use, several supervisors responded, “We do nothing to encourage using tobacco, but we do allow smoke breaks because we have to.” Supervisors did not consider the smoke breaks to be a form of encouragement, though. Some supervisors explained that they discouraged its use in the following ways and for the following reasons:

- Not to do it in the office, around the office, while on operations/exercises, or near explosives
- Not to have any dip cups in the office and when working
- When it interferes with the task at hand.

Other means of discouragement include making them leave the area if they violate the rules and allowing those who do not smoke to leave work early.

Perceptions About Smoke Breaks

In the first phase of focus groups we found that, while quitting is hard, there is a perception that it is even harder in the military. This is because there is a perception that

TOBACCO CESSATION CAMPAIGN TESTING REPORT

most people use tobacco and that using tobacco is the only acceptable way to take a break during the workday. The E5s and E6s who were interviewed generally agreed with this finding. The perception was that some of the junior enlisted personnel come into the military tobacco-free but begin using tobacco to actually take a break, to have something to do if they are given a break, and to socialize with those around them and fit in. Others come into the military having already used tobacco while in high school. Some supervisors who use tobacco commented how there are not many alternatives to tobacco use when taking a break.

Support for the Campaign and for Those Who Want To Quit

In general, supervisors reported they would support those who want to quit and that they did not see anything in the campaign that would cause them not to support it. Some of the supervisors would do whatever they could within limits (i.e., what their rank allows them to do) to get the word out for the campaign, such as sending out the link to the Web site, putting up posters, and telling personnel who ask for resources about the Web site. A few supervisors stated that they would personally counsel or advise their subordinates who want to quit using tobacco. For example, these supervisors might talk with the subordinates to help personally support them and think of other resources that could be used as a form of support. Supervisors echoed something heard in the focus groups with the campaign target audience when they said that sometimes work interferes with someone being able to attend or complete the smoking cessation classes. However, some of the supervisors were willing to let personnel attend cessation classes during work hours.

Conclusions

Data collection activities conducted with junior enlisted personnel in pay grades E1–E4 and supervisors in the pay grades of E5 and E6 of the Marine Corps and the Army provided useful insights and feedback on materials for the smokeless tobacco cessation campaign. Several points can be drawn that should be helpful for further development and promotion of the tobacco cessation campaign:

- There is a perception that the use of smokeless tobacco is widespread in the military, and especially in the Army and the Marines. Moreover, participants perceived that the use of smokeless tobacco is accepted within the military and within their branch, but that it is less acceptable outside the military.
- Many participants mentioned that they were not allowed to use tobacco while inside government buildings. As a result, many people use smokeless tobacco as an alternative to smoking cigarettes to get the effects of nicotine while working inside and in classes because it is discrete and easy to hide.

This finding, along with the one just above it, illustrates some of the environmental context for the tobacco cessation campaign. Perceptions among the target audience that tobacco use is widespread and accepted within the military are inconsistent with official messages that encourage quitting tobacco. Existing

TOBACCO CESSATION CAMPAIGN TESTING REPORT

- policies related to tobacco use that are not consistently enforced or put into practice also create mixed messages about the military's acceptance of tobacco use and may impact how the anti-tobacco messages of the campaign are delivered, supported, and received. While the campaign cannot address policies and practices directly, these issues must be considered when campaign materials are being created and plans are developed for dissemination of the campaign messages and materials through various sources and mechanisms.
- Most participants were unaware of all the potential health consequences from smokeless tobacco. A few knew that oral cancer could result from using smokeless tobacco. Alternatively, participants were well aware of the health consequences caused by smoking tobacco. Overwhelmingly, participants thought smokeless tobacco was less detrimental to one's health than smoking tobacco. This leads to the need for more information specifically on smokeless tobacco and the adverse consequences of its use to be placed on the Web site and perhaps on other campaign materials.
 - Many participants responded positively to the theme of the campaign and said that it was a good reinforcement to them of their desire to quit using tobacco and that it works for smoking cigarettes and using smokeless tobacco. It also reinforced for them the fact that they have family members or significant others who want them to quit using tobacco.
 - Those who were not as positive toward the campaign theme generally indicated one of two things:
 - A secondary part of the message "Do It for Yourself" was much more meaningful to them. If there are opportunities to emphasize this part of the campaign message, particularly within the Marines, it may catch the attention of another segment of this audience.
 - The messages of the campaign simply don't touch them—they enjoy using tobacco and don't intend to quit. This segment of the target audience isn't likely to respond to this campaign or to any tobacco cessation campaign because they haven't reached the stages where they have decided to make a change in their behavior.
 - Participants thought the most significant challenge of the tobacco cessation campaign would be motivating them to go to the campaign Web site and suggested including something else in the campaign materials that would give them a sense of urgency and incentive to visit the Web site. This also means that getting the Web site information out to more people who work with members of the target audience in other capacities, such as health promotion specialists, would be a beneficial way of reaching the target.

Appendix A: Marine Print Advertisement



Make sure that when she looks up,
you like what she sees.

Quit tobacco. Make everyone proud.
We can help you quit smoking or chewing. Do it for yourself. And everyone who cares about you.

Call 760-763-3794 or visit www.uccanquit2.org



Appendix B: Army Print Advertisement



She'll be just as happy when you quit tobacco.

Quit tobacco. Make everyone proud.

We can help you quit smoking or chewing. Do it for yourself. And everyone who cares about you.

Call TRICARE at 1-800-404-4506, Okubo Clinic at 253-966-1991, or visit www.canquit2.org



Appendix C: Campaign Logo Designs

QUIT TOBACCO.
make everyone proud



Appendix D: Campaign Website Homepage

HOME - ABOUT US - CONTACT US - WEB SITE FREQUENTLY ASKED QUESTIONS - DOWNLOAD RESOURCES - SITE MAP

Search... 

Quit Tobacco. Make Everyone Proud.



GREAT SOLDIER. GREAT BROTHER.
GREAT EXAMPLE.

4 STEPS TO QUITTING

- 1 THINKING ABOUT QUITTING
- 2 PREPARING TO QUIT
- 3 QUITTING
- 4 STAYING QUIT

MY QUIT PLAN



 Find tips on how to cope with nicotine withdrawal.

NEED 2 KNOW

Learn about the effects of tobacco and smokeless tobacco on your health and on your performance/readiness. 

MESSAGE BOARD

Share your success story or get ideas about different ways to quit smoking and using smokeless tobacco. 

QUITBRIEF E-MAIL UPDATES | **ADD UP THE CASH** | **GAMES**

PODCASTS AND RSS FEEDS

[RSS AUDIO](#) [RSS XML](#)  Send a personalized e-card.

E-CARDS

RADIO ADS AND POSTERS



Make sure that when he looks up, you like what he sees.

LIVE HELP



The Department of Defense is helping military service members quit smoking and using smokeless tobacco. Chat live with a Cessation Coach. 



HOME - ACCESSIBILITY - PRIVACY AND SECURITY POLICY - WEB SITE POLICIES - USA.Gov - FREEDOM OF INFORMATION ACT

Last updated on 6/13/2007.

Appendix E: Focus Group Screener

SCREENING AND RECRUITMENT QUESTIONNAIRE FOR TOBACCO FOCUS GROUPS August 2007— Camp Lejeune

INTRODUCTION:

Hello, my name is _____ with _____. I'm here today on behalf of the Department of Defense to invite you to potentially receive **\$50** for participating in an important focus group discussion on base/post NEXT WEEK. The discussion groups are being held to learn more about service member's thoughts and opinions about their use of tobacco. The discussions are taking place on base on August 8 and are completely confidential.

May I ask you a few questions to see if you qualify for this upcoming project?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

Your answers to these questions are strictly confidential. We will never release your identity or answers to these questions to anyone other than the organization that is conducting the research, Macro. Macro needs to know how you answered these questions so that they can determine whether you qualify for the discussion groups. You are not required to answer any of these questions, and if you wish to end this interview at any time, you may.

1. Are you between 18 and 24 years of age?

- 1 YES – Record _____ CONTINUE
- 2 NO – TERMINATE – Thank you.
- 3 REFUSED – TERMINATE – Thank you.

2. Are you currently pay grade:

- 1 E1 through E4 – Record _____ CONTINUE
- 2 NONE OF THESE – TERMINATE

3. Are you currently on active duty?

- 1 YES – CONTINUE
- 2 NO – TERMINATE
- 3 REFUSED – TERMINATE

4. Are you currently stationed at Camp Lejeune?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

5. Have you used smokeless tobacco products at least once a week over the past 30 days?

- 1 YES: CONTINUE
- 2 NO: TERMINATE
- 3 REFUSED: TERMINATE

6. What type of tobacco products have you used?

- 1 Smokeless tobacco or chewing tobacco (chew, dip, chaw, plug, snuff, etc.) – CONTINUE
- 2 Cigarettes AND smokeless tobacco – CONTINUE
- 3 Cigarettes (any brand or type) – TERMINATE
- 4 OTHER; RECORD: _____ - If smokeless tobacco product, CONTINUE
- 5 Do not use tobacco – TERMINATE

7. Did you use smokeless tobacco (chew, dip, chaw, plug, snuff, etc.) before smoking?

- 1 YES: CONTINUE
- 2 NO: TERMINATE

8. Do you intend to make a serious attempt to quit using tobacco products during the next six months? (IF NECESSARY: By “seriously plan to quit,” I mean that you are thinking about your tobacco use habits and how you might stop using tobacco for good, and think you will act on this within the next six months.)

- 1 YES – CONTINUE
- 2 DON'T KNOW – TERMINATE
- 3 NO—TERMINATE

9. Please look at this card (HAND CARD LISTING RACES) and tell me which of these best represents you.

- 1 White, not Hispanic or of Latino Origin
- 2 Black or African American
- 3 Hispanic or Latino
- 4 American Indian or Alaska Native
- 5 Asian
- 6 Native Hawaiian or Pacific Islander
- 7 Other; SPECIFY: _____
- 8 REFUSED

10. RECORD GENDER.

- 1 MALE
- 2 FEMALE

We would like to invite you to participate in a focus group in which you will be asked to discuss your attitudes towards smokeless tobacco use, your perceptions regarding kicking the habit, and a variety of test messages. As I mentioned, the focus group is being conducted on behalf of the Department of Defense and you will receive \$50 for your participation. The purpose is not to sell you anything, but to learn more about your ideas regarding smokeless tobacco and smokeless tobacco cessation as well as how you react to certain messages regarding this topic.

The discussion will last approximately 90 minutes, and will include approximately 6 participants (your peers). Your participation is completely voluntary and everything you say during the discussion will remain confidential. We will also provide lunch (or dinner) for you before the focus group begins.

The focus group will be held on Wednesday August 8 at 11:30 AM or 4:30 PM. (SEE ATTACHMENT 1/2). It will be held on your base/post, in the **Health Promotions Building**.

11. Do you think that you will be able to and willing to participate?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

I'm glad that you'll be able to join us! I'd like to send you a confirmation letter. In order to do so, could you please give me your name, mailing address (or fax number), and a phone number where you can be reached:

NAME:

ADDRESS:

CITY:

PHONE:

DATE AND TIME OF GROUP:

STATE, ZIP:

EMAIL:

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call _____ at _____ if this should happen. We look forward to seeing you on Wednesday August 8 at TIME.

We will call you the day before the focus group to remind you. What is the best telephone number to reach you on DAY BEFORE GROUP)?

PHONE: _____

Is this number:

- 1 Your cell or mobile phone,
- 2 A barracks phone, or
- 3 Your duty phone?
- 4 Other; SPECIFY: _____ -

When is the best time to reach you at this phone number? _____RECORD.

Those are all the questions I have for now. Thank you for your time.

Appendix F: Interview Screener

SCREENING AND RECRUITMENT QUESTIONNAIRE FOR TOBACCO ONE-ON-ONE INTERVIEWS

August 2007—Camp Lejeune

INTRODUCTION:

Hello, my name is _____ with _____. I'm here today on behalf of the Department of Defense to invite you to potentially receive **\$50** for participating in an important one-on-one interview on base/post NEXT WEEK. The interviews are being held to learn more about supervisors' thoughts and opinions about their direct reports' (E1s-E4s) use of smokeless tobacco. The interviews are taking place on base on August 8 and are completely confidential.

May I ask you a few questions to see if you qualify for this upcoming project?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

Your answers to these questions are strictly confidential. We will never release your identity or answers to these questions to anyone other than the organization that is conducting the research, Macro. Macro needs to know how you answered these questions so that they can determine whether you qualify for the project. You are not required to answer any of these questions, and if you wish to end this interview at any time, you may.

1. Are you currently pay grade:

- 1 E5 – RECORD AND CONTINUE
- 2 E6 – RECORD AND CONTINUE
- 3 NONE OF THESE – TERMINATE

2. Are you currently on active duty?

- 1 YES – CONTINUE
- 2 NO – TERMINATE
- 3 REFUSED – TERMINATE

4. Are you currently stationed at Camp Lejeune?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

5. Do you currently supervise active duty E1 – E4s?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

6. Do you use tobacco?

- 1 YES – CONTINUE
- 2 NO – CONTINUE

7. Please look at this card (HAND CARD LISTING RACES) and tell me which of these best represents you.

- 1 White, not Hispanic or of Latino Origin
- 2 Black or African American
- 3 Hispanic or Latino
- 4 American Indian or Alaska Native
- 5 Asian
- 6 Native Hawaiian or Pacific Islander
- 7 Other; SPECIFY: _____
- 8 REFUSED

8. RECORD GENDER.

- 1 MALE
- 2 FEMALE

We would like to invite you to participate in a one-on-one interview in which you will be asked to discuss your attitudes towards tobacco use by E1s-E4s, your perceptions regarding kicking the habit, how and what support you or others give to E1s-E4s regarding the use of or cessation of tobacco use, and a variety of messages. As I mentioned, the interview is being conducted on behalf of the Department of Defense and you will receive \$50 for your participation. The purpose is not to sell you anything, but to learn more about your ideas regarding tobacco and tobacco cessation as well as how you react to certain messages regarding this topic. The discussions will be held in person, one-on-one.

The interview will last approximately 45 minutes. Your participation is completely voluntary and everything you say during the interview will remain confidential.

The interview will be held on Wednesday August 8 at the times (**SEE ATTACHED TABLE 1**). It will be held on your base/post, in **Health Promotion Building**.

9. Do you think that you will be able and willing to participate?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

I'm glad that you'll be able to join us!

I'd like to send you a confirmation letter. In order to do so, could you please give me your name, mailing address (or fax number), and a phone number where you can be reached:

NAME:

ADDRESS:

CITY:

STATE, ZIP:

PHONE:

EMAIL:

DATE AND TIME OF GROUP:

We are only interviewing a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call _____ at _____ if this should happen. We look forward to seeing you on DATE at TIME.

We will call you the day before the interview to remind you. What is the best telephone number to reach you on DAY BEFORE GROUP)?

PHONE: _____

Is this number:

- 1 Your cell or mobile phone,
- 2 A barracks phone, or
- 3 Your duty phone
- 4 Other; SPECIFY: _____

When is the best time to reach you at this phone number? _____.

Those are all the questions I have for now. Thank you for your time.

Appendix G: Focus Group Moderator Guide

TRICARE TOBACCO CESSATION PROGRAM Focus Group Moderator's Guide

Welcome/Introduction :05

Welcome and thank you very much for agreeing to participate in this focus group. My name is _____, and my role is to guide the discussion today. We are conducting this discussion, and other discussion groups at other military installations, because we have been given the opportunity to develop and implement a campaign for junior enlisted (E1 – E4) 18-24 year old active-duty service members who want to quit using tobacco. In this discussion, we are going to focus mostly on smokeless tobacco, like dip and chew.

With me today is _____, also from my company, Macro International, who is observing and taking notes.

Right away, I want to let everyone know that I'm not an expert in the topic we'll be covering. I want to hear your honest opinions about the topics we'll discuss. There is no right or wrong answer to the questions I'm going to ask, please just relax and enjoy the discussion.

Before we get started, there are just a few things I'd like to point out. Please keep in mind that your participation in this discussion is completely voluntary. If for any reason you wish to leave the discussion, you may.

Ground Rules

- A. You have been asked here to offer your views and opinions; participation from everyone is important.
- B. Audio taping the session.
- C. Speak one at a time.
- D. No side conversations.
- E. It is OK to disagree with each other, because there are no right or wrong answers to these questions. If you dislike something or disagree with something that is said, I want to hear about it.
- F. Use first names only when speaking.
- G. All answers are confidential, so feel free to speak your mind.
- H. You may excuse yourself from the conversation at any time for any reason.

Ice Breaker

:05

Let's begin by finding out a little bit about each of you. Please tell everyone your first name, where you are from and how long you have been in the military.

Topic 1 – Use of Smokeless Tobacco: 20 minutes

The next set of questions is to help us get a better understanding of your use of smokeless tobacco. What terms do you use for smokeless tobacco? *Moderator: try to use their language as much as possible and appropriate.*

1. If you only use smokeless tobacco, and don't also smoke cigarettes, what are some of the reasons?
2. Do you know people who only use smokeless tobacco? What are their reasons?
3. Did you use smokeless tobacco before you started smoking cigarettes? If yes, why?
4. How long have you been using smokeless tobacco compared to how long you've been smoking cigarettes?
5. When do you use smokeless tobacco?
6. What do you like about using smokeless tobacco? Are there work-related benefits to using it (examples, use only as probes: calm you down; wake you up)?
7. What are the drawbacks of using smokeless tobacco?
8. Describe the differences between using smokeless tobacco and smoking cigarettes.

- Probes:
- a. Satisfaction or pleasure
 - b. Acceptance from peers in the work setting
 - c. Acceptance from peers in a social setting
 - d. Acceptance from family
 - e. Can use smokeless at times when it isn't convenient or possible to smoke
 - f. Other

9. Do you think your use of tobacco (smoking and using smokeless tobacco) affects the way people see you as a [soldier/marine]?

- Probes:
- a. Other [soldiers/marines] at the same level
 - b. Supervisors and officers

- c. People in the community
- d. Your family

Topic 2 – Cessation of Tobacco Use: 20 minutes

The next set of questions is about any previous attempts you've made to stop using dip or chew and your current thoughts about quitting.

10. Have you tried to quit using smokeless tobacco before?

How long ago?

Did you use any kind of program or product to help you quit?

What happened?

11. Have you tried to quit smoking cigarettes before?

How long ago?

Did you use any kind of program or product to help you quit?

What happened?

12. Do you want to quit using smokeless tobacco now? What are the reasons you want to quit?

13. If you were going to try to quit again, do you think being in the military environment would make it harder or easier and why?

Topic 3 – Campaign Theme: 15 minutes

Several months ago we conducted discussion groups like this to test a number of themes for the campaign and designs for a website that would be created to support junior enlisted E1 – E4s who are interested in quitting tobacco. We want to show these materials to you and get your feedback and input.

Theme: Quit Tobacco Make Everyone Proud

Take a look at this ad and particularly the theme “Quit Tobacco. Make Everyone Proud.” (Use handout of picture of ad with the theme).

14. What do you think about this ad?

15. What does the ad convey to you?

- a. In your own words, how would you describe the general message of this ad? What do they want you to take away from it?
- b. Would you read the text?

[Allow participants to describe ad. If not mentioned, ask specifically if the ad is interesting? New?]

16. Would this ad make you think more seriously about quitting tobacco use (cigarettes and smokeless)? Why? Why not?

Probe: a. Given this theme, what ideas do you have for motivating smokeless tobacco users to quit?

17. **Logos:** Take a look at these designs for logos that could be used in the campaign materials (such as ads) and give us your feedback. [*Display logos 2, 3, and 4*]. Which logo:

- Is more eye-catching? Why?
- Seems more current, cool, hip? Why?
- Would your buddies like? Why?
- Says “Tobacco is bad news. Just quit. Make everyone around you proud.”
- Would get you thinking about quitting? Why?

Topic 5 – Website Homepage/Site Design: 20 minutes

Now I would like to have you review the design and content of the homepage of the website referred to in the ad. The website provides information and various resources to support people who are thinking about quitting tobacco use and can provide on-going support as you quit and help you stay quit. Once all of you have an opportunity to review the website, we’ll discuss it so please review it carefully.

[Moderator, briefly describe the content – provide a handout of the homepage and two or three additional examples.]

18. What do you think about this homepage design?
- a. Does it look like what you expected to see once you got to the site?
[Probe for more info]
 - b. Which of the buttons or features would you be most likely to click on first? Why?

[Probe: ask about each feature]

Examples: Would you use the live chat feature? Why or why not? How could we let people know that it is available on the Website?

19. What is the most important information you gathered after looking at the homepage and the information we’ve provided?
- a. What part of this message affects you most? Least? Why?
 - b. What, if anything, should be added to the website about smokeless tobacco? About quitting smokeless tobacco?
20. How might we improve this website?

21. Based on the information, how often would you return to this website?
 - a. Would you tell someone about this website? Why or why not?
22. If you wanted to get more information on quitting tobacco, would you find this site useful?
 - a. Would it answer your questions about your own tobacco use? Why or why not?
23. Does this site seem easy to use? Why or why not? [*Probe for info on layout and navigation.*]
24. Would you subscribe to receive quick tips or support email from this site?
 - a. How often would you want to receive emails? Weekly? Daily?

Close: 05 minutes

Thank you very much for coming today, and for sharing your ideas with us—we really appreciate your time.

Appendix H: Interview Guide

TRICARE TOBACCO CESSATION PROGRAM INTERVIEWER GUIDE AUGUST 2007

Introduction: 5 minutes

My name is _____, and I want to thank you for agreeing to be interviewed. I'm not an expert in the topic we're discussing; I just want to hear your honest opinions about the topic.

Please keep in mind that your participation in this interview is completely voluntary. If for any reason you wish to discontinue the interview, you may.

I would also like to remind you of a few things:

- ◆ The interview is being audio taped.
- ◆ There are no right or wrong answers to these questions.
- ◆ All answers are confidential, so feel free to speak your mind.
- ◆ You may excuse yourself from the conversation at any time for any reason.

I'm speaking with you today because DOD/Tricare wants to reach people in the military for a campaign to help people quit using tobacco. In particular, our goal is to develop messages and materials that will focus on junior enlisted (E1 – E4) 18-24 year old active-duty service members. The objective is to encourage this group to quit smoking or using other tobacco products. We're interested in talking to you because you supervise the group of individuals we are interested in. So if you have any ideas to better reach these individuals or how to better support tobacco cessation among them, we want to hear about it.

Do you have any questions before I begin?

Topic 1 – General Questions - 5 minutes

Tell me about your own experience with tobacco.

- a. Do you currently use tobacco? Smokeless tobacco, like dip or chew?
 - ◆ If yes, what type and how much?
 - ◆ When did you start?
 - ◆ Have you ever tried to quit?
 - ◆ Are you currently thinking about quitting?
 - ◆ If no, have you ever used tobacco in the past?
- b. Do a lot of personnel at your level use tobacco? Dip or chew?
- c. What about at the junior enlisted level?
- d. Do you think that most of the E1s-E4s who use tobacco want to quit?

Topic 2 – Thoughts on Tobacco Cessation – 20 minutes

Let me describe for you what we did in the beginning of our research. We conducted focus groups among E1s-E4s in various military installations around the country to understand their attitudes and behaviors around tobacco use. We also gained insight on our campaign "Quit Tobacco, make everyone proud." We went back out to the military installations and conducted a follow-up to test the campaign materials and web site. Some key themes came out of those focus groups and we want to explore those a little more with you.

1. How do you feel tobacco use affects the image of soldier/marine to his/her superiors? Peers? Others?
2. Do you feel like tobacco use effects advancement?
 - a. If yes how does (or doesn't) it?

What we found is that while quitting is hard, there is a perception that it's even harder in the military. Some of the main reasons for this were being in an environment where it seemed that most people use tobacco and the feeling that smoking was the only acceptable way to take a break during the work day.

1. What do you think?
2. Do you feel this is a reason that junior enlistees begin using smoking, chewing or dipping?
3. What do you think are some of the reasons they begin using tobacco?
4. Do you think there are things about the military that might make it difficult for E1s-E4s to quit using tobacco?
 - a. Are these challenges unique to junior enlisted, or do they exist throughout the ranks?
5. Where do supervisors fit in? Is there anything about a supervisor's role that might influence an E1-E4 who was trying to quit?
6. Would you or do you support those you supervise who want to quit using tobacco? If so, what kind of support do/would you offer?
7. What tools do you think would be helpful to you in assisting those that want to quit?
 - a. Specifically what would you use? (postcards, tip cards, link to web site, etc.)
8. Are there things about your job and responsibilities that make it difficult to support those who want to quit using tobacco?
9. What would make you more likely to encourage/support E1s-E4s who want to quit using tobacco?

Smokeless Tobacco Use

1. How do you feel about the use of smokeless tobacco like dip or chew while on the job?
2. Does it affect their performance?
3. What types of things, if any, do you do things to encourage tobacco use? Discourage?
4. Do you know people who only use smokeless tobacco? What are their reasons?
5. About how many junior enlistees do you believe use smokeless tobacco?
6. How about those at your level (E5 & 6's)?

Topic 3 – General Campaign Thoughts/Ideas – 15 minutes

I'd like to show you some of the tobacco cessation campaign materials that we've developed and then ask you a few questions.

1. What are your overall thoughts about the tobacco cessation campaign I've just shown you?
2. Do you think this type of campaign would work for smokeless tobacco as well?
Probes
 - a. Why?
 - b. Why not?
 - c. What would work better?
3. Would you support a campaign like this? Why or why not?
 - a. Is there anything in particular that would cause you to support or not to support it?
4. How would you support this campaign? [*Probes: how might you spread the word, how might you support someone you supervise who was motivated by the campaign?*]
5. Which of these logos...
 - ... is more eye-catching?
 - ... seems more current, cool, hip?
 - ... would your junior enlistees like?
 - ... says, "Tobacco is bad news. Just quit. Make everyone around you proud."
 - ... would get junior enlistees to thinking about quitting?

CAMP PENDLETON ONLY

1. Have you heard of this campaign before?
 - a. If so where?
 - b. What have you seen?
2. Did you hear any of the junior enlistees talking about it?
 - a. What did they say?
3. Have you or anyone you know visited the Web site (ucanquit2.org)?
 - a. What did you/they think?

Close –

Before we end this interview, do you have any additional information that you feel would be helpful to provide?

Thank you very much for your time and for sharing your thoughts and ideas with us—we really appreciate your time assisting us with this research project.