

MOH SMOKING HEALTH WARNINGS STUDY

BRC ID: _____

BRC Marketing & Social Research, P/N #2912

March/April

INTRODUCTION & BACKGROUND

Introduce yourself to respondent and explain BRC's role as conducting an important piece of research on behalf of Ministry of Health.

Explain the purpose of the research: BRC Marketing and Social Research is an independent research company, and we have been asked by the Ministry of Health to conduct some research to **better understand people's attitudes and opinions to health warnings that are being considered for cigarette and other tobacco products.**

If necessary, explain that participants were recruited by randomly selecting their name from the Telecom White Pages.

Explain that the interview will run for about 30-40 minutes (**OR APPROXIMATELY 20 MINUTES IF A NON-SMOKER**).

Ensure confidentiality (**responses will be collectively reported, and individual names will never be used in the report**), i.e. in terms of our professional Code of Practice.

Confirm participants are comfortable with the process.

Remind that \$40 will be paid at the conclusion of the interview in appreciation of their time.

RESPONDENT DETAILS

RESPONDENT NAME: _____

DATE: _____ TIME: _____ INTERVIEWER: _____

INT NUMBER: _____

AGE: _____ GENDER: _____ ETHNICITY: _____

CIRCLE SMOKING STATUS:

CS: SMOKED IN THE LAST 7 DAYS.

RQ: QUIT IN THE LAST 6 MONTHS AND ARE STILL QUIT.

NS: A NON-SMOKER WHO LIVES IN A HOUSEHOLD WITH A SMOKER/SMOKERS.

STAGE 1 – BACKGROUND INFORMATION FROM CURRENT SMOKERS

ASK OF CURRENT SMOKERS.

1 EXPLAIN TO R THAT TO SET THE SCENE AND FOCUS THE REST OF THE INTERVIEW, WE NEED TO FIRSTLY ASK A FEW QUESTIONS ABOUT THEIR SMOKING BEHAVIOUR.

First of all, can you please tell me how long you have been smoking for? READ.

- 1Less than 1 month
- 2About 2 to 6 months
- 3About 6 months to 1 year
- 4About 1 to 2 years
- 5About 2 to 5 years
- 6More than 5 years but less than 10
- 7More than 10 years
- 8More than 20 years
- 9Don't know

2 Have you attempted to quit smoking in the past?

- 1 Yes
- 2 No
- 3 Refused

STAGE 2 – CHILDREN, SECOND-HAND SMOKE, ROLE MODELLING

ASK OF CURRENT SMOKERS, RECENT QUITTERS & NON-SMOKERS.

PLACE IMAGE NUMBERS 1 & 3 IN FRONT OF R.

SEE RANDOM ASSIGNMENT SHEET FOR OTHER ONE IMAGE.

3 EXPLAIN TO R THAT THE NEXT FEW QUESTIONS ARE ABOUT THE EFFECT SMOKING MAY HAVE ON CHILDREN, SECOND-HAND SMOKE AND ROLE MODELLING.

Which of these cigarette packets do you feel is MOST likely to have an impact in terms of children, second-hand smoke and role modelling issues that surround smoking?

IF NEEDED: "Impact" means whatever it means to you, but it could include influencing behaviour such as reducing the amount smoked, reducing the places/situations smoke in; or at least make a smoker think about some or all of these behaviours.

IF R SAYS "NONE" OR "DON'T KNOW" – that's ok, we'd really like you to select one of the packets. Just select the one that you believe has the most powerful message.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS MOST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

4 Looking at the picture and text on this cigarette packet (**GIVE R TIME TO LOOK AT PACKET**), what in particular makes it more likely to have an impact on smokers or communicate the effects of smoking in terms of children, second-hand smoke and role modelling issues? (**IF NECESSARY, EXPLAIN IMPACT AS ABOVE**).

PROBE FULLY, IN PARTICULAR ISSUES RELATING TO WHAT ASPECTS DO EFFECTIVELY COMMUNICATE THE EFFECTS OF SMOKING IN TERMS OF CHILDREN, SECOND-HAND SMOKE, ROLE MODELLING.

- **PICTURE/IMAGE – COLOUR, SIZE, SHOCK/REVOLT FACTOR ETC**
- **TEXT/MESSAGE – SIZE, FONT TYPE ETC**
- **CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, RIGHT AMOUNT OF INFORMATION ETC**

- 1 Answer (**SPECIFY**)
- 2 Nothing
- 3 Don't know

5 Do you agree or disagree that this packet (including the warning, picture and text) is likely to encourage pregnant women and/or young mothers to quit smoking or think about quitting?

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

6 For what particular reasons do you say that? **PROBE FULLY. IN PARTICULAR, PARTS OF THE IMAGE (I.E. WARNING, PICTURE OR TEXT) THAT WOULD BE MORE/LESS LIKELY TO ENCOURAGE PREGNANT WOMEN AND/OR YOUNG MOTHERS TO QUIT SMOKING.**

- 1 Answer (**SPECIFY**)
- 2 Nothing
- 3 Don't know

7 Do you agree or disagree that this warning is likely to prompt people to think more about the effects of second-hand smoke on children or the effects of smoking when pregnant?

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

8 For what particular reasons do you say that?

- 1 Answer (SPECIFY)
- 2 Nothing
- 3 Don't know

9 Do you agree or disagree that the picture supports the warning message and associated text, and vice versa? **PROMPT:** Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

10 **ONLY ASK IF NON-SMOKER:** As a non-smoker living in a household with a smoker or smokers, in what ways do you think this particular packet could alter the behaviours or attitudes of the person/people you live with? **PROBE FULLY**

- 1 Answer (SPECIFY)
- 2 Nothing
- 3 Don't know

11 In your opinion, is there anything about the picture, warning message or associated text that could be improved? **PROBE FULLY, IN PARTICULAR ANYTHING DIFFICULT TO UNDERSTAND OR MISSING, TEXT CONTENT, NEED MORE INFORMATION, MESSAGE DOESN'T ALIGN WITH THE PICTURE ETC. SPECIFY WHETHER TALKING ABOUT THE PICTURE, WARNING MESSAGE OR TEXT.**

- 1 Yes (SPECIFY)
- 2 No
- 3 Don't know

INTERVIEWER – STILL USING THE SAME PACKETS FROM PREVIOUS RANDOM ASSIGNMENT...

12 I'd now like you to select the cigarette packet that you feel is LEAST likely to have an impact in terms of children, second-hand smoke and role modelling issues that surround smoking?

IF R SAYS "ALL", "NONE" OR "DON'T KNOW" – that's ok, we'd really like you to select one of the packets. Just select the one that you believe has the least powerful message.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS LEAST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

13 Looking at the picture and text on this cigarette packet (GIVE R TIME TO LOOK AT PACKET), what in particular makes it least likely to have an impact on smokers or communicate the effects of smoking in terms of children, second-hand smoke and role modelling issues? (IF NECESSARY, EXPLAIN IMPACT AS ABOVE).

PROBE FULLY, IN PARTICULAR ISSUES RELATING TO WHAT ASPECTS **DO NOT** EFFECTIVELY COMMUNICATE THE EFFECTS OF SMOKING IN TERMS OF CHILDREN, SECOND-HAND SMOKE, ROLE MODELLING.

- PICTURE/IMAGE – COLOUR, SIZE, NOT SHOCKING/REVOLTING ENOUGH ETC
- TEXT/MESSAGE – SIZE, FONT TYPE ETC
- CONTENT – DOES NOT PROVIDES USEFUL/VALUABLE INFORMATION, HARD TO UNDERSTAND, AMOUNT OF INFORMATION (TOO MUCH? TOO LITTLE?) ETC

- 1 Answer (SPECIFY)
- 2 Nothing
- 3 Don't know

STAGE 3 – PHYSICAL HEALTH

ASK OF CURRENT SMOKERS & RECENT QUITTERS.

PLACE IMAGE NUMBERS 8 & 10 IN FRONT OF R.

PLACE IMAGE NUMBER 17 IN FRONT OF R IF MALE AGED LESS THAN 40.

SEE RANDOM ASSIGNMENT SHEET FOR OTHER IMAGES.

14 EXPLAIN TO R THAT THE NEXT FEW QUESTIONS ARE ABOUT THE EFFECT SMOKING MAY HAVE ON PHYSICAL HEALTH. Which of these cigarette packets do you feel is MOST likely to have an impact in terms of physical health issues that surround smoking?

IF NEEDED: "Impact" means whatever it means to you, but it could include influencing behaviour such as reducing the amount smoked, reducing the places/situations smoke in; or at least make a smoker think about some or all of these behaviours.

IF R SAYS "NONE" OR "DON'T KNOW" – that's ok, we'd really like you to select one of the packets. Just select the one that you believe has the most powerful message or image.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS MOST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

15 Looking at the picture and text on this cigarette packet (GIVE R TIME TO LOOK AT PACKET), what in particular makes it more likely to have an impact on smokers or communicate the effects of smoking in terms of physical health issues that surround smoking?

PROBE FULLY.

- PICTURE/IMAGE – COLOUR, SIZE, REVOLT/SHOCK FACTOR ETC
- TEXT/MESSAGE – SIZE, FONT TYPE ETC
- CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, RIGHT AMOUNT OF INFORMATION ETC

- 1 Answer (SPECIFY)
- 2 Nothing
- 3 Don't know

16 ONLY ASK IF CURRENT SMOKER: Do you agree or disagree that seeing this message and image on cigarette packets would encourage you to quit smoking or at least reduce the amount you smoke?

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

17 Do you agree or disagree that the picture supports the warning message and associated text, and vice versa? **PROMPT:** Is that strongly agree/disagree, or just agree/disagree?

- 1..... Strongly disagree
- 2..... Disagree
- 3..... Neither agree nor disagree
- 4..... Agree
- 5..... Strongly agree
- 6..... Don't know

18 In your opinion, is there anything about the picture, warning message or associated text that could be improved? **PROBE FULLY AND SPECIFY WHETHER TALKING ABOUT THE PICTURE, WARNING MESSAGE OR TEXT.**

- 1..... Yes (SPECIFY)
- 2..... No
- 3..... Don't know

INTERVIEWER – STILL USING THE SAME PACKETS FROM PREVIOUS RANDOM ASSIGNMENT...

19 I'd now like you to select the cigarette packet that you feel is LEAST likely to have an impact in terms of physical health issues that surround smoking?

IF R SAYS "ALL", "NONE" OR "DON'T KNOW" – that's ok, we'd really like you to select one of the packets. Just select the one that you believe has the least powerful message.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS LEAST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

20 Looking at the picture and text on this cigarette packet (**GIVE R TIME TO LOOK AT PACKET**), what in particular makes it least likely to have an impact on smokers or communicate the effects of smoking in terms of physical health issues that surround smoking?

PROBE FULLY.

- **PICTURE/IMAGE** – COLOUR, SIZE, NOT SHOCKING/REVOLTING ENOUGH ETC
- **TEXT/MESSAGE** – SIZE, FONT TYPE ETC
- **CONTENT** – DOES NOT PROVIDES USEFUL/VALUABLE INFORMATION, HARD TO UNDERSTAND, AMOUNT OF INFORMATION (TOO MUCH? TOO LITTLE?) ETC

- 1..... Answer (SPECIFY)
- 2..... Nothing
- 3..... Don't know

STAGE 4 – POISON

ASK OF CURRENT SMOKERS & RECENT QUITTERS.
PLACE IMAGE NUMBER 18 IN FRONT OF R.

21 Looking at the picture and text on this cigarette packet (**GIVE R TIME TO LOOK AT PACKET**), do you agree or disagree that it is likely to have an impact on smokers or communicate the negative effects of smoking in terms of the harmful chemicals smokers are exposed to?
IF NECESSARY: Impact means whatever it means to you, but it could include influencing behaviour such as reducing the amount smoked, reducing the places/situations smoke in; or at least make a smoker think about some or all of these behaviours or negative consequences.

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1..... Strongly disagree] Go Q23
- 2..... Disagree] Go Q23
- 3..... Neither agree nor disagree] Go Q24
- 4..... Agree
- 5..... Strongly agree
- 6..... Don't know] Go Q24

22 ONLY ASK IF AGREED (4 OR 5) IN Q21: What in particular makes it MORE likely to have an impact on smokers or communicate the negative effects of smoking? **PROBE FULLY, IN PARTICULAR ISSUES RELATING TO WHAT ASPECTS EFFECTIVELY COMMUNICATE THE EFFECTS OF SMOKING IN TERMS OF THE HARMFUL CHEMICALS SMOKERS ARE EXPOSED TO?**

- PICTURE/IMAGE – COLOUR, SIZE, (REVOLT) FACTOR ETC
- TEXT/ MESSAGE – SIZE, FONT TYPE ETC
- CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, RIGHT AMOUNT OF INFORMATION ETC

- 1..... Answer (SPECIFY)
- 2..... Nothing
- 3..... Don't know

23 ONLY ASK IF DISAGREED (1 OR 2) IN Q21. What in particular makes it LESS likely to have an impact on smokers or communicate the negative effects of smoking? **PROBE FULLY, IN PARTICULAR ISSUES RELATING TO WHAT ASPECTS DO NOT EFFECTIVELY COMMUNICATE THE EFFECTS OF SMOKING IN TERMS OF THE HARMFUL CHEMICALS SMOKERS ARE EXPOSED TO?**

- PICTURE/IMAGE – COLOUR, SIZE, (REVOLT) FACTOR ETC
- TEXT – SIZE, FONT TYPE ETC
- CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, AMOUNT OF INFORMATION (TOO MUCH? TOO LITTLE?) ETC

- 1..... Answer (SPECIFY)
- 2..... Nothing
- 3..... Don't know

24 In your opinion what, if anything, is it about the picture, warning message or associated text that could be improved? **PROBE FULLY AND SPECIFY WHETHER TALKING ABOUT PICTURE, WARNING MESSAGE OR TEXT**

- 1..... Yes (SPECIFY)
- 2..... No
- 3..... Don't know

STAGE 5 – QUITTING HELP

ASK OF CURRENT SMOKERS AND RECENT QUITTERS.

PLACE IMAGE NUMBERS 19 IN FRONT OF R.

PLACE IMAGE NUMBER 22 IN FRONT OF R IF MÄORI.

SEE RANDOM ASSIGNMENT SHEET FOR OTHER ONE IMAGE.

25 EXPLAIN TO R THAT THE NEXT FEW QUESTIONS ARE ABOUT QUITTING MESSAGES.

From the perspective of someone who (SELECT A SMOKING STATUS: IS CURRENTLY A SMOKER | HAS RECENTLY QUIT SMOKING) which of these cigarette packets do you feel is MOST likely to have an impact in terms of encouraging you to quit smoking?

IF R SAYS "NONE" OR "DON'T KNOW" – that's ok, we'd really like you to select one of the packets. Just select the one that you believe has the most powerful message.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS MOST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

26 Looking at the picture and text on this cigarette packet (GIVE R TIME TO LOOK AT PACKET), what in particular makes it more likely to have an impact in terms of encouraging you to quit smoking? PROBE FULLY.

- PICTURE/IMAGE – COLOUR, SIZE, APPEAL ETC
- TEXT/MESSAGE – SIZE, FONT TYPE ETC
- CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, RIGHT AMOUNT OF INFORMATION ETC

- 1..... Answer (SPECIFY)
- 2..... Nothing
- 3..... Don't know

27 **ONLY ASK IF CURRENT SMOKER:** Do you agree or disagree that seeing this message and image on cigarette packets would encourage you to quit smoking or at least reduce the amount you smoke?

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

28 In your opinion, is there anything about the picture, message or associated text that could be improved? **PROBE FULLY AND SPECIFY WHETHER TALKING ABOUT THE PICTURE, MESSAGE OR TEXT.**

- 1 Yes (**SPECIFY**)
- 2 No
- 3 Don't know

STAGE 6 – ADDICTION

ASK OF CURRENT SMOKERS.

PLACE IMAGE NUMBERS 23 & 24 IN FRONT OF R.

29 EXPLAIN TO R THAT THE NEXT FEW QUESTIONS ARE ABOUT ADDICTION MESSAGES ON CIGARETTE PACKETS. Looking at the picture and text on these cigarette packets (GIVE R TIME TO LOOK AT PACKETS), which of these do you feel is MOST likely to have an impact on smokers in terms of communicating the fact that smoking is addictive?

IF R SAYS “NONE” OR “DON’T KNOW” – that’s ok, we’d really like you to select one of the packets. Just select the one that you believe has the most powerful message.

RECORD NUMBER OF CIGARETTE PACKET THAT HAS MOST IMPACT: _____

PLACE CHOSEN CIGARETTE PACKET ON TABLE DIRECTLY IN FRONT OF R.

30 Looking at the picture and text on this cigarette packet (GIVE R TIME TO LOOK AT PACKET), what in particular makes it MORE likely to have an impact in terms of communicating the fact that smoking is addictive? **PROBE FULLY.**

- PICTURE/IMAGE – COLOUR, SIZE, APPEAL ETC
- TEXT/MESSAGE – SIZE, FONT TYPE ETC
- CONTENT – PROVIDES USEFUL/VALUABLE INFORMATION, EASE OF UNDERSTANDING, RIGHT AMOUNT OF INFORMATION ETC

- 1 Answer (SPECIFY)
- 2 Nothing
- 3 Don't know

31 In your opinion, is there anything about the picture, message or associated text that could be improved? **PROBE FULLY AND SPECIFY WHETHER TALKING ABOUT THE PICTURE, MESSAGE OR TEXT.**

- 1 Yes (SPECIFY)
- 2 No
- 3 Don't know

STAGE 7 – QUIT MESSAGE

ASK IF CURRENT SMOKER & RECENT QUITTERS.

32 I'd now like to ask you some questions about the quit information on the back of the cigarette packet. PLEASE POINT TO THE QUIT MESSAGE (2ND PARAGRAPH ON BACK OF PACKET) AND GIVE R 30 SECONDS TO READ IT. Do you agree or disagree that having this quit information on the back of cigarette packets is likely to encourage smokers to call the Quitline? PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1..... Strongly disagree
- 2..... Disagree
- 3..... Neither agree nor disagree
- 4..... Agree
- 5..... Strongly agree
- 6..... Don't know

33 What, if anything, about the quit message could be improved?

- 1..... Yes (SPECIFY)
- 2..... No
- 3..... Don't know

STAGE 8 – INSERTS

ASK OF CURRENT SMOKERS AND RECENT QUITTERS.
PLACE INSERT NUMBER 27 IN FRONT OF R.
RANDOMLY ASSIGN OTHER TWO INSERTS.

EXPLAIN TO R THAT THE NEXT FEW QUESTIONS ARE ABOUT SOME POSSIBLE INSERTS THAT MAY BE INCLUDED IN CIGARETTE PACKETS IN THE FUTURE.

34 Do you agree or disagree that having these inserts inside cigarette packets would be an effective way of encouraging smokers to quit, or reduce the amount they smoke? (GIVE R TIME TO LOOK AT INSERTS).

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1..... Strongly disagree
- 2..... Disagree
- 3..... Neither agree nor disagree
- 4..... Agree
- 5..... Strongly agree
- 6..... Don't know

35 For what reasons do you say that?

- 1..... Answer (SPECIFY)
- 2..... Don't know

36 In your opinion, is there anything about the inserts that could be improved? **PROBE FULLY, IN PARTICULAR BETTER TO CONTAIN WARNINGS ABOUT THE ADVERSE EFFECTS OF SMOKING , IN PICTORIAL FORM ETC.**

- 1..... Yes (SPECIFY)
- 2..... No
- 3..... Don't know

STAGE 9 – SUMMARY

37 POINT TO THE WORDS IN RED ON ANY OF THE BOXES "MINISTRY OF HEALTH WARNING". Do you agree or disagree that any or all of these messages would be more effective being associated with or sponsored by the Ministry of Health?

PROMPT: Is that strongly agree/disagree, or just agree/disagree?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Don't know

38 For what particular reasons do you say that?

- 1 Answer (SPECIFY)
- 2 Don't know

39 Finally, based on everything we've talked about today, and your own experiences with smoking and/or smokers, in what ways do you believe smoking warnings and quit advice might be best communicated to the general public? PROBE FOR LOCATION (NOT REASON), INCLUDING:

- LOCATIONS (E.G. HOSPITALS, DOCTORS SURGERY, ETC.)
- ON THE PACKET
- MEDIA (TV, RADIO, ETC.)
- SPONSORS (MOH, POLICE, MINISTRY OF HEALTH, ETC.)
- TALENT (E.G. SPORTSPEOPLE, BUSINESS LEADERS, 'EVERYDAY' PEOPLE, PEOPLE WHO HAVE EXPERIENCED SMOKE-RELATED DISEASE/ILLNESS, ETC.)

- 1 Answer (SPECIFY)
- 2 Don't know

STAGE 10 – CLOSURE

40 Do you have any other comments or questions you'd like to make about this interview?

- 1 Comments (SPECIFY)
- 2 No

We would appreciate it if you did not tell anyone about the material that you have seen today. All of these images will not necessarily be used on cigarette packets and other tobacco products.

Thank you very much for your help. My name is (NAME) from BRC Marketing & Social Research. If you have questions or concerns about this survey, please ring the Project Manager, Mati Fryer, on 462 6400.

41 CODE RESPONDENT'S SEX – DO NOT READ THIS QUESTION

- 1 Male
- 2 Female

42 INTERVIEWER – ARE THERE ANY ADDITIONAL COMMENTS/ISSUES THAT NEED TO BE NOTED?

- 1 No
- 2 Yes (SPECIFY)

43 INTERVIEWER DECLARATION: "I certify that this is a true and accurate record of the interview conducted by me in full accordance with the Market Research Code of Practice."

- 1 Yes
- 2 No

44 INTERVIEWER NUMBER: "Interviewer, please type in your interviewer number."

INTERVIEWER ID: _____