

**Ohio Comprehensive Tobacco Use Prevention Strategic Plan
Achieving Parity through Tobacco Control for All Communities**

The Ohio Department of Health, Bureau of Health Promotion and Risk Reduction – Tobacco Risk Reduction Program, is interested in learning about the unique cultural issues associated with tobacco use prevention around the state of Ohio. Ohio’s population is made up of diverse groups who view tobacco use through their own set of values and experiences. What is known at this point in time about cigarette and smokeless tobacco use is typically generalized across all population groups and may or may not reflect the usage patterns of each specific group. For this reason, The Institute for Local Government Administration and Rural Development at Ohio University in Athens, Ohio will be conducting group discussions called focus groups, across the state with twelve specific populations. The information gathered will be invaluable in developing strategies for future tobacco prevention programming with the hope of further reducing tobacco use and improving the general health status of the community.

A focus group is a discussion about a certain topic, led by a trained facilitator. The discussion is tape-recorded and written notes are taken to insure accuracy of what gets reported out from the discussion. Groups typically last from an hour to an hour and a half.

The twelve populations listed below were chosen as important sets of people within the state of Ohio who can contribute to the overall knowledge base about tobacco usage. This does not mean there is high tobacco usage across all of them. Rather, the selection was made in order to adequately hear the voices of persons who may not have equal access to tobacco use prevention and control programs.

The information gathered through this process will greatly increase the ability of public health agencies to serve specific groups according to their needs and characteristics, rather than having to serve all people with the same model.

Specific Ohio Populations to have information gathered through focus groups	
African American	Appalachian
Amish	Asian
Persons in poverty	Refugee/Immigrant
Latino	Native American
Chemically dependent	Mentally/physically challenged
Lesbian, Gay, Bisexual, Transgender	Veterans/Current Military

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Focus Group Script

Hello everyone and welcome to this discussion about tobacco use, tobacco control and the effects of tobacco on specific population groups in Ohio. My name is _____ and I work for Ohio University's Voinovich Center. We are helping the Ohio Department of Health, in their efforts to gather more information about patterns of tobacco usage in Ohio. My colleague _____ will be taking notes tonight.

I will be guiding today's discussion around tobacco usage and control among _____ (target population). This is one of two groups that will be providing information on this population group. There are eleven other population groups that are also having discussions.

We will be using a guided discussion, or "focus group" technique to collect your experiences, observations and suggestions. We hope that this discussion will take no more than an hour and a half. Please turn the name card in front of you so the others can see your name. That will make it easier for people to refer to others by name during the discussion.

We would like to hear from everyone here. We expect that people will have some similar experiences and opinions to share and some different experiences and opinions. We want to capture all of these, so it is okay to disagree or share a different perspective than someone else in the group.

We would like to tape our conversation so that we don't miss anything that you say. We want to be sure we hear all of your comments and the tape will help us to do that. No names will be used in our report of this conversation. Are there any objections to the taping?

Since we want to hear from everyone and we have a lot to cover, I may have to interrupt you at some point or I may ask you specifically to comment, if I haven't heard from you in a while.

We would like each person to answer the first question in turn, going around the table. The rest of the questions are to be answered as you feel led. Feel free to base your response to a question on the response of someone else. Please remember to respect each person's response as legitimate and valuable to our discussion.

QUESTIONS

1. What television commercials, print advertisement or billboards that tell about the health hazards associated with tobacco use have you seen? Please explain the message as you remember it.

2. Have you participated in any tobacco prevention or cessation activities in the past two - three years? If so, please describe if their focus was on youth or adults or included secondhand smoke information.
3. Why do _____ use tobacco?
4. What are some *differences* in tobacco usage within _____ and what are the causes of these differences?
 - a. Such as men vs. women?
 - b. Youth vs. adult use?
 - c. Persons in poverty vs. persons not in poverty?
 - d. Smoked vs. smokeless, etc?
5. What types of tobacco products are used? What are the brand names or labels? Which are the most popular?
6. What kind of messages work with _____ to help them quit tobacco use, or what do you think is the best way to reduce tobacco use among _____?
7. If you are a non-smoker, what has kept you from starting? Or, if you successfully quit smoking, what has kept you from re-starting?
8. Are there any specific barriers that keep _____ from accessing tobacco cessation programs?
9. If you are a tobacco user, what keeps you using tobacco?
10. When and where are _____ most likely to use tobacco? (at social events, at a bar, in stressful situations)
11. What do tobacco companies do to encourage _____ to start using tobacco products? What do you think would be a good counter strategy?
12. What is the impact on youth when tobacco is used on TV and in movies?

13. How do young people under 18 years old get tobacco products since it is illegal for them to buy tobacco?
14. What are some tobacco-related health problems? Do you see many of these among _____?
15. Do _____ think that secondhand smoke has a negative effect on their health?
 - a. Does this change their behavior? Why or why not.
16. Has a close friend or someone in your family died, or been diagnosed with a cancer or condition related to tobacco use?
 - a. Has it changed your outlook on tobacco use at all?
17. Do you consider non-smokers having to work in places, such as bars or bowling alleys that allow customers to smoke, to be unfair to the worker? Why or why not?
18. What is your opinion about city- or state-wide clean indoor air ordinances?
 - a. Would you personally support one by voting for it?
 - b. Would you show a lack of support by voting against it?
 - c. Would you get involved in a public campaign to either support an ordinance or defeat an ordinance?
 - d. How strong are your feelings on clean indoor air ordinances: very strong against, somewhat against, neutral, somewhat for, very strong for.
19. Does anybody have anything else they would like to say about tobacco use and _____?

Thank you very much for your participation.