INTERVIEW PROTOCOL

Introduction

Hello I’m [interviewer name]; I arranged to meet with you now to talk about some research I’m doing into tobacco smoking. Before we start I’d like to show you an information about the interview and check to see whether you have any questions about my work. Here’s the information sheet, please take a few moments to look through this.

- Provide participants with an Information Sheet and outline the key points in this (allowing time for participants to read the IS in full).

You’ll see that I’m doing this work as part of a project exploring how smokers feel about tobacco smoking and messages they might get about smoking tobacco, either rollies or tailor-mades. As a participant in the research, you have the right to ask questions at any time, to decide if you would prefer not to answer some questions, to receive a copy of the findings, and to withdraw from the research at any time. Please note that your responses will be confidential to the research team.

- Check whether respondent has any questions about the interview.
- Explain recording of the interview and participants’ rights in relation to this. ONCE PARTICIPANTS HAVE AGREED TO INTERVIEW BEING RECORDED, TURN RECORDER ON AND NOTE THAT IT IS NOW ON.
- Further check on questions, if none, ask the participants to sign the Consent Form.

Smoking

1. First, could you tell me when you first started smoking cigarettes? What happened? How old were you when you first smoked tobacco? Why did you try smoking? PROBE FULLY TO EXPLORE UNDERSTANDING OF ‘Starting to Smoke’

2. What does smoking or being a smoker mean to you? Do you call yourself a smoker? What things do you enjoy about smoking? And what things don’t you like about smoking? PROBE FULLY TO EXPLORE UNDERSTANDING OF ‘Smoking’

3. Have you ever tried to stop smoking? (Go straight to 3A if participant has already talked about quitting)
   A. IF YES: About how many times have you tried to stop smoking? What made you think about stopping smoking? What happened when you tried to stop? How successful or unsuccessful do you think you were?
   B. IF NO: Has anyone ever encouraged you to stop smoking? IF YES: Can you tell me who has encouraged you to stop smoking, or where you have seen messages that have encouraged you to stop? How did you react to that/these suggestion[s]? Can you tell me why you reacted the way you did?
   C. What does quitting smoking mean to you? What are the bad or good things about not smoking anymore? PROBE FULLY TO EXPLORE UNDERSTANDING OF ‘Quitting’
   D. Some people talk about being smokefree and other people talk about being tobacco-free. What do those terms mean to you? PROBE RESPONSES FULLY; CLARIFY ANY DISTINCTIONS BETWEEN THE TERMS
Photosort

1. Now, I’d like you to look at some photos of tobacco smoking and other images. Can you look through these, please, and sort them into three piles: photos that you think show **positive** aspects of smoking, photos that you think show **negative** aspects of smoking, and photos that don’t really say anything to you about smoking.

2. Can you show me the images you thought showed **positive aspects** of smoking? Please show me the three photos that you think show the most positive aspects of smoking. What was it about these photos that you found positive? **NEED TO EXPLORE EACH PHOTO.** What do you think this photo says about smoking? **PROBE TO CLARIFY MEANING. REPEAT FOR EACH PHOTO, TAKING CARE NOT TO LEAD PARTICIPANT.** What things are the same about photos in this group? Are there any that are different from the others; and why are they different? **PROBE TO LEARN ABOUT THEMES THE RESPONDENT SEES IN THIS SET, TAKING CARE NOT TO LEAD PARTICIPANT (allow time, they might not have thought about similarities while sorting)**

3. Now, let’s look at the photos you thought showed **negative aspects** of smoking. Please show me the three photos that you think show the most negative aspects of smoking. What was it about these that you thought was negative? **NEED TO EXPLORE EACH PHOTO.** What does this photo say about smoking? **PROBE TO CLARIFY MEANING. REPEAT FOR EACH PHOTO, TAKING CARE NOT TO LEAD PARTICIPANT**

4. Looking at all of these photos now, which of these shows what smoking means to you? What is it that these photos are saying? **PROBE TO CLARIFY MEANING. REPEAT FOR EACH PHOTO, TAKING CARE NOT TO LEAD PARTICIPANT. IF NO PHOTO IDENTIFIED, ASKED PARTICIPANT TO DESCRIBE AN IMAGE THAT WOULD REPRESENT WHAT SMOKING MEANS TO HER OR HIM.**

5. And which of these photos shows what quitting means to you? What is it that the photo is saying? **PROBE TO CLARIFY MEANING. REPEAT FOR EACH PHOTO, TAKING CARE NOT TO LEAD PARTICIPANT. IF NO PHOTO IDENTIFIED, ASKED PARTICIPANT TO DESCRIBE AN IMAGE THAT WOULD REPRESENT WHAT QUITTING MEANS TO HER OR HIM.**

6. What does being smokefree mean to you? Is there a photo here that shows what smokefree means? What is it about this photo that says ‘smokefree’ to you? **IF NO PHOTO IDENTIFIED, ASKED PARTICIPANT TO DESCRIBE AN IMAGE THAT WOULD REPRESENT WHAT SMOKEFREE MEANS TO HER OR HIM.**
Current Messages [These will vary according to messages directed at priority groups]

1. Throughout your life, you may have heard people, organisations, or the media say different things about tobacco or smoking. Could you tell me about any messages you have seen or heard about smoking? Where did you see or hear these messages? What did these say? What did you think of them? What sorts of messages did you agree with? And which messages did you disagree with? Did any of those messages make you think or act differently, or did they not make a difference for you? Did any of these messages make you want to quit or try quitting? What was it about them that made you feel this way? PROBE TO EXPLORE LIKELY EFFECTIVENESS OR INEFFECTIVENESS. PROBE TO ELICIT ALL UNPROMPTED MESSAGE RECALL AND REACTIONS.

2. FOR MESSAGES/CAMPAIGNS NOT ALREADY MENTIONED AND DISCUSSED. Now, I’d like to show you some other messages and ask you what you think about these. Here is the first one. What do you think this message is saying to smokers? What do you think of this message? How do you think smokers would react to that message? What effect do you think that message will have on people? What effect do you think that message would have on you? PROBE TO EXPLORE LIKELY EFFECTIVENESS OR INEFFECTIVENESS AND REASONS GIVEN FOR THEIR PERCEPTIONS.

SHOW EACH MESSAGE UNTIL ALL MESSAGES HAVE BEEN DISCUSSED WITH PARTICIPANT.

MAYBE HELPFUL TO SUMMARISE KEY THEMES FROM COMMENTS SO FAR.

3. If you were to make up a message that would help people like you stop smoking completely, what would you say? Why do you think those ideas would help people? PROBE FULLY TO TEST MESSAGE IDEAS AND METAPHORS THOUGHT TO BE EFFECTIVE

4. New Zealand has a goal of being a smokefree country by 2025; this means that, in about 15 years, only a very small proportion of people would smoke tobacco. What do you think about this idea? What do you think would be the best way of bringing about a smokefree country by 2025? Is there anything you think the government could do that would make smokers decide to quit and help them stay quit? PROBE RESPONSES FULLY

5. These are all the questions I wanted to ask, do you have any other comments you would like to make about smoking, quitting or messages that might help people stop smoking for good?

6. I just have a short questionnaire for you to complete, please. Like the rest of the discussion, the information you provide will be completely confidential and only members of the research team will be able to access it.

PROVIDE RESPONDENT WITH DEMOGRAPHIC QUESTIONNAIRE AND COLLECT ON COMPLETION