

Great African American Smokeout 2005
November 17, 2005
Focus Group Questions

The object of the Focus group is to generate ideas for campaigns to get African American smokers to call the California Smokers' Helpline for quitting information for the Great American Smokeout, November 17, 2005. The questions below are meant as a way to gauge participant's perception of our ideas and to generate additional ones. Ideally, there would be 6-8 people in attendance; male and female, smokers, over 18 years of age (preferably over 30).

- 1) How many people have quit smoking or know someone who has quit smoking?
 - a) How did you/they quit?

- 2) How many people know what the California Smokers' Helpline (1-800-No-Butts) is?
(Facilitator may need to explain)
 - a) How many people have called the Helpline? Why or Why not?
 - b) Why do you think people do/don't call the Helpline?
 - c) Would you call the Helpline? Why or why not?

- 3) How many people have heard of the Great American Smokeout (GAS)? What is it?
(Facilitator may need to explain)
 - a) How many of you quit smoking or know someone who quit smoking for the GAS?
 - b) Would you participate in the GAS? Why or why not?
 - c) What would it take for a smoker to quit for the GAS?

- 4) If you were "adopted" by a support person who would help you quit, would you try it?
 - a) Who would this person be?
 - b) Does it matter if they are a smoker or non-smoker?
 - c) What kind of support would you like to get from him/her?
 - d) How long would you want support? What "catchy" name would you call this program?
 - e) What kind of messages would make you want to participate in an "adopt" a smoker program?

- 5) Would you quit with a group as part of an exercise program like a walking club or an exercise class?
 - a) How many classes and where would you attend? How often?
 - b) Would you walk in your neighborhood in a walking club? How often?
 - c) What "catchy" name would you call this exercise/quit smoking program?
 - d) What kind of messages would make you want to participate in an exercise and quitting smoking program?

- 6) If you were/are a smoker, what would influence you to call the helpline?

- 7) What kind of messages would influence you to call the Helpline?

- 8) Do you have other ideas of projects that would get African Americans to call the helpline and quit for the GAS?