

Community Leader Survey on Sponsorship

Who to interview: You want to interview people as they are identified from the *plática* or other referrals. Deciding on who to interview should be based on the names you have available through different sources, the *plática* and other referrals. It is important to seek a broad range of opinions on this issue not just those of tobacco control leaders. Seek potential opponents as well as supporters to interview.

Directions:

- This interview should be done in person. Phone interviews are not recommended unless that is the only way the individual will do the interview. It is not recommended to mail the survey to a person so he can fill out and return it to you. The interview process provides opportunities to gain additional information and details that would not be reported on a form that is mailed to the person.
- If the individual wants to see the interview form before your appointment, fax or mail him/her a copy for review but make sure you schedule an appointment for the interview.
- It is important that you as the interviewer understand the definition for sponsorship. You may need to paraphrase or clarify the definitions if the interviewee is confused with this term.
- Become familiar with the interview form before the interview. This will help you during the actual interview.
- Fill out the "FOR INTERNAL USE ONLY" section of the form at the end of the survey.
- Record your impressions of the interview and the organization in the section labeled "Interviewer Comments" which is at the end of the interview tool.
- Keep a log of everyone you approach using the Contact Log form. If someone refuses to be interviewed, record their reasons. This will give you a better sense of the community's interest and willingness to address these issues.

ID # _ _ _ _

Community Leader Survey (Plática Survey)

Respondent Type:

- | | | |
|---|---|--------------------------------|
| <input type="radio"/> Government Official | <input type="radio"/> Health Organization | <input type="radio"/> Media |
| <input type="radio"/> Law Enforcement | <input type="radio"/> Arts Organization | <input type="radio"/> Business |
| <input type="radio"/> Education | <input type="radio"/> Youth Organization | <input type="radio"/> Other |
-

You received two consent forms which explain the purpose of this survey, the procedures, risks, benefits, alternatives, and confidentiality associated with this survey. Please read, sign and date one of the copies and keep the other one for your records.

Sponsorship

Before we begin, we'd like to explain what we mean by sponsorship in this interview. Sponsorship or corporate support takes place when a tobacco organization makes financial contributions to organizations in exchange for advertising in any form. Advertising can include signage, acknowledgment, give-aways or promotion of tobacco product information and materials.

3. What **audience** does your organization primarily reach in the services it offers?

- | Age: | Gender: | Ethnicity: | Group Type: |
|--------------------------------|---------------------------------------|--|--------------------------------|
| <input type="radio"/> Under 18 | <input type="radio"/> Female | <input type="radio"/> African American | <input type="radio"/> Children |
| <input type="radio"/> 18-25 | <input type="radio"/> Male | <input type="radio"/> Asian/Pacific Islander | <input type="radio"/> Singles |
| <input type="radio"/> 26-40 | | <input type="radio"/> American Indian | <input type="radio"/> Families |
| <input type="radio"/> 41-54 | | <input type="radio"/> Caucasian (White) | <input type="radio"/> Seniors |
| <input type="radio"/> Over 55 | <input type="radio"/> Hispanic/Latino | | |

4. Can you write a brief summary of your organization's mission statement?

- No, Don't know it.
 - No, Don't want to disclose it.
 - Yes -- Please describe
-
-

5. Can you think of any advantages to having a tobacco company sponsor or support events or programs in our community?

No Yes -- Please specify _____

No Answer

6. Can you think of any disadvantages to having a tobacco company sponsor or support events or programs in our community?

No Yes -- Please specify _____

No Answer

7. Do you think that it is okay to have community and or sporting events sponsored by tobacco companies?

No -- If No, why not? _____

Yes -- If Yes, why? _____

No Answer

8. Has your organization ever solicited corporate sponsorship or support from tobacco companies?

Yes

No

No Answer

9. Has your organization ever been solicited *by* any tobacco corporation to receive corporate sponsorship or support?

- Yes (please list name of corporation) _____
- No
- No Answer

10. Does your organization have any policies regarding the acceptance or rejection of tobacco industry sponsorship?

- Yes (please specify, acceptance or rejection policy) _____
- No
- No Answer

11. Has your organization ever considered adopting a policy to accept or reject money from the tobacco industry?

- Yes (please specify acceptance or rejection policy) _____
- No
- No Answer

12. Has your organization **received** corporate sponsorship or support from the tobacco industry in the past 12 months? For example grants, in-kind services, signs, merchandise, bonuses, etc.

- Yes
- No
- No Answer

If the answer to the above question is "Yes," please fill out the rest of this survey form. If the answer is "No," please skip to question #16.

13. For what did your organization receive funding for from the tobacco industry? (check all that apply)

- Large-scale community events (over 1,000 in attendance)
- Small-scale community events (under 1,000 in attendance)
- Awards, scholarships
- Conferences/Conventions

- Promotional merchandise or give-aways (key chains, tee shirts, coasters, etc.)
- Printed materials
- Banquets
- Hospitality suites
- Equipment (copier, fax machine, phones, computers, etc.)
- Exhibits
- Project, program or service
- Other _____

14. What did the tobacco organization ask for in return for its sponsorship or support?
(check all that apply)

- Booth or table at your organization's event
- Display of its logo printed on any of your organization's materials
- Display of its posters/signs or banners at your organization's events
- Mention of its company's name in oral presentation/printed programs
- Give-aways (lighters, matches, bags, tee shirts)
- On-site mobile unit promotions (i.e., its van/truck on your property or at any events organized by your organization)
- Support for certain policies
- Access to your organization's mailing list
- Hospitality suite
- The opportunity to have people fill out a survey or petition
- Equipment or teams with tobacco logo
- Other _____

15. Is there any other manner in which your organization has received support from the tobacco industry? Please explain.

16. An organization's funding comes from many sources, such as membership dues, fund-raising, special events, corporate sponsorship and others. What is/are the source(s) of funding for your organization? Please list how much you receive from

each source, i.e. 20% from membership fees, 5% from donations, 10% from corporate sponsorship, etc.

Membership fees _____

Fund-raising _____

Special events _____

Corporate sponsorship _____

Donations _____

Other (please list source) _____

17. Approximately what proportion/percent of your organization's funding comes from the tobacco industry? _____

18. Have your views about the tobacco industry changed through its sponsorship or lack of to your organization? Please discuss.

19. As you may know, tobacco companies are sponsors of many local events such as the L.A. Fiesta Broadway, and the Long Beach Grand Prix. Why do you think the tobacco companies do this? Please discuss.

20. Do you think that the tobacco industry targets any specific ethnic community with its promotional activities?

Yes No No Answer

21. If the answer to question number 20 was "Yes," can you give any examples? Please list. _____

22. Do you think that the tobacco industry's promotional activities have an impact on tobacco use?

No Yes. Please discuss. _____

No Answer

23. How do you think that the tobacco industry's promotional activities impact how the tobacco industry is perceived in our community? Please discuss.

24. Some people feel that promoting tobacco through community organizations results in greater tobacco consumption among current smokers and leads the way for new smokers. What do you think about this? Please discuss.

25. Tobacco companies are advertisers in newspapers and periodicals. Because of this some worry that the industry may seek to stifle anti-smoking messages from health educators. Do you think this is true or not true?

Are you aware of any examples?

26. What are your own views about the tobacco industry sponsoring or making financial contributions to community-based organizations?

27. Do you think it's okay for community-based organizations in your community to accept sponsorship from tobacco companies? _____

28. Do you know of another individual or organization that may receive sponsorship or donations from the tobacco industry?

Yes (please list contact name and phone number) _____

No

29. If your answer to the question above is "Yes," is it permissible to use your name when we contact the person or organization you referred to us or would you prefer that we not use your name?

Yes. Feel free to use my name as the referral.

No. Keep my name confidential.

30. Please check the boxes below that correctly describe you.

Age:

18-25

26-40

41-54

Over 55

Gender:

Female

Male

Ethnicity:

African American

American Indian

Asian/Pacific Islander

Caucasian (White)

Hispanic/Latino

Other or Mixed

(check categories above to reflect)

All information given in this interview will be confidential. Please keep in mind that we may need to contact you later, if we have any additional questions.

THANK YOU FOR YOUR TIME AND PARTICIPATION!

FOR INTERNAL USE ONLY

Respondent ID Number (ID # only) _____

Phone # of Respondent _____