

Youth Focus Group Guide
Formative Research

Sarasota Youth Tobacco & Alcohol Prevention Project



Introduction

- Name
- Thank you

Purpose

- Project done by USF researchers about youth your age and their thoughts about alcohol/tobacco.
- Not a class or educational program
- Conversation- just like you have with your friends
- We're interested in all your ideas, comments and suggestions
- No right or wrong answers: want both positive and negative comments

Procedure

- If at any time you want to stop please let me know
- Interview/about 1 hour
- Tape record- microphones very sensitive-no banging
- State first name or you can make up a name
- Confidential. No one except the researchers will listen to the tape
- Parents will NOT know what you've said

We're interested in youth's thoughts on tobacco and alcohol use in Sarasota. The first several questions will ask you about your thoughts on tobacco and the last several questions will ask you about your thoughts on alcohol.

- When I say "smoking", what is the first thing that comes to mind?

Imagine I'm a teenager and I just moved to Sarasota. What would you tell me about youth and tobacco in Sarasota?

- Who smokes?
- How old do they have to be to smoke?
- What are some reasons why they smoke?
- Who do they smoke with?
- Where do they smoke?
- What circumstances make it ok for youth to smoke or encourage them to smoke?
- How do they get cigarettes/tobacco?
- How often do they smoke?
- What do they get out of smoking?
 - Good things?
 - Bad things?
- How much does someone have to smoke to be considered "a smoker"?
- How much does someone have to smoke to become addicted?
- If a smoker quits what do they give up?
- What would keep someone your age from smoking?

Probe: Imagine someone your age is hanging out with friends and everyone is smoking except for them- How do you think they would feel?

- Do parents know their kids smoke?
- Do they allow it? Do they buy it for youth your age?
- What happens to youth your age when they smoke?
 - Good things?
 - Bad/Consequences? Parents? Police? School? Retailers?
- How do you feel about smoking?
- Where do you get information about smoking?

Probe: Friends, parents, magazines, church, TV?
- If you wanted accurate information on smoking, who would you trust the most?
- Who wouldn't you trust? What would keep you from trusting [insert source]?
- If you were going to convince me not to smoke, what would you say to me?

Now let's talk about your thoughts and experiences with alcohol.

- How do you feel about drinking?
- At what age do you think it's ok for **you** to drink?
- What do your friends say about drinking?
- Do you think it's ok for your friends to drink?
- How do you feel when you're with friends who are drinking and you're not?
- How much is too much for youth to drink?
- How often is too often for youth to drink?
- Is there a difference between beer, wine, and liquor?
- What is responsible drinking from your point of view?
- How much could someone drink before you would not let them drive you home?

Now let's talk about what people in your life and the media tell you about alcohol.

- Which of these influences you the most? Parents? Peers? Siblings? TV? Movies? Music Videos? Magazines? Internet?
- What message do you get from parents about alcohol? How do you feel when they talk to you about alcohol?
- What message do you get from peers about alcohol? How do you feel when they talk to you about alcohol?
- What message do you get from siblings about alcohol? How do you feel when they talk to you about alcohol?
- What message do you get about alcohol from: Movies? Music? Music videos? Magazines? TV? Internet? **[ASK EACH SEPARATELY!!]**

It's your job to design a program for Sarasota youth. You can do anything you want to do.

- What would you do?
- What should the message be?
- Should it be don't drink at all until your of legal age? Should it be drink responsibly?
- Who would be the spokesperson?
- How would you get the word out?

Probe: Types of activities/programs they would use

Age: _____

Grade: 5th 6th 7th 8th 9th 10th 11th 12th

Gender: Male Female

Race: White Black Hispanic/Latino Pacific Islander
 Native American Asian Other: _____

1. Do any adults living with you drink? Yes No
2. Do any brothers or sisters drink? Yes No
3. Have you ever drunk alcohol (beer, wine, wine cooler, liquor) in your life, even 1 or 2 sips? [if no, skip to #5] Yes No
4. How old were you when you had your first drink of alcohol (beer, wine, wine cooler, liquor) other than a few sips?

 I have never had a drink of alcohol other than a few sips
 Less than 9 years old
 9 or 10 years old
 11 or 12 years old
5. Have you drank alcohol(beer/wine/liquor) within the last 30 days? Yes No
6. Do any adults living with you smoke? Yes No
7. Do any older brothers or sisters smoke? Yes No
8. Have you ever tried smoking a cigarette, even 1 or 2 puffs? Yes No
(If no, skip to #11)
9. How old were you when you smoked a whole cigarette for the first time?

 I have never smoked a whole cigarette [If never, skip to #11]
 Less than 9 years old
 9 or 10 years old
 11 or 12 years old
10. Have you smoked a cigarette within the last 30 days? Yes No
11. Do you think you will try cigarette smoking during the next year (12 months)?

 I have already tried cigarette smoking
 Yes, I think I will try cigarette smoking in the next 12 months
 No, I don't think I will try cigarette smoking in the next 12 months
12. Have you ever tried smokeless or "spit" tobacco (chewing tobacco/snuff) Yes No

