

[PARE/VLN] Claims Test Discussion Guide

(Round 4)

Round 4 Objectives:

- Use in-depth individual interviews (IDIs) among current, former and never smokers to test product branding (PARE and VLN) as well as individual perceptions and understanding of the refined message set.

Research Logistics:

The IDIs will be held in a focus group facility and facilitated by an experienced moderator. All interviews will be conducted in English, and will be audio-recorded.

Upon entering the interview room for the literacy testing, study participants will be asked to silence and put away or give to the research staff their mobile phone, PDA, tablet, and any other electronic device that could be used to either record or photograph the research materials, or assist in any way during the literacy assessment. If needed, these devices will be secured during the research and returned to the study participants as they are leaving the interview room upon the completion of the research.

Prior to the start of the interviews, all study participants will complete a brief survey to capture additional demographic information, as well as a standard literacy assessment.

The room in which the discussions will be held will be set up to contain the following:

1. Pens for each study participant
2. Erasable markers

The following study materials will be prepared and available:

1. Product concept description, for each participant, of [PARE/VLN] product.
2. Sample [PARE/VLN] Cigarette boxes printed with the claims.
3. Print outs of the claims for the moderator's notes.
4. Laminated pages with appropriate scales to measure perceptions of:
 - a. Risk of exposure to harmful compounds
 - b. Intent to use

I. INTRODUCTION (5 Minutes)

- Moderator introduction
- Confirm receipt of “informed Consent Form” from participant
- Explain confidentiality
- Discuss ground rules
- Observers behind the glass
- Interview is being recorded for internal research purposes only
- Length: 1 hour

Hello, and thank you for participating in an interview today. My name is _____, and I am the moderator for today’s discussion.

FOR THE AUDIO RECORDING: Before we begin, I’d like to confirm that you have signed the “Informed Consent Form.” [NAME], can you please verbally confirm that you have signed it? IF NOT SIGNED, ASK WHETHER THEY WANT TO SIGN OR NOT. IF NOT, EXCUSE THEM FROM THE RESEARCH.

FOR AUDIO RECORDING: I would now ask for your verbal consent to participate in this discussion. Please state out loud whether “yes” you are a willing participant, or “no” you do not want to participate. IF ANYONE SAYS “NO,” ASK WHY THEY HAVE CHANGED THEIR MIND. IF, AFTER DISCUSSION, PARTICIPANT STILL DECLINES, EXCUSE THEM FROM THE RESEARCH.

Thank you again for participating in this discussion, which will take no longer than 60 minutes. I want to assure you that all your responses will be kept completely anonymous and confidential, and we do not keep any personal information from the session.

We are conducting this research today on behalf of 22nd Century Group, and we will be talking about attitudes toward smoking and different types of tobacco products. Specifically, we will discuss risk perception and intent to use regarding current and new tobacco products.

IF RESPONDENT IS “SMOKERS WITH INTENT TO QUIT,” “FORMER SMOKERS,” OR “NON-SMOKERS”:

This research is intended to gain an understanding from the overall population, which is why you, as a (SMOKER WITH AN INTENT TO QUIT, FORMER SMOKER, NON-SMOKER) have been included in the research. Please be assured we are not trying to market or sell a tobacco product to you. Rather, we are interested in understanding, from a public health perspective, your assessment and reactions if certain new tobacco products were introduced to the general public.

Ground Rules

Now, before we get started, I have a few ground rules for us to keep in mind:

- We bring people such as yourself in to talk with to hear different opinions and perceptions. So please feel comfortable providing honest answers to the questions. There are no right or wrong answers.
- The session is being audio-recorded for internal purposes, to help me with my review of what we discussed. So, if you tend to be a quiet talker, please speak up and speak clearly.
- I have colleagues who are observing from behind the mirror and helping me by taking notes during our discussion.

Are there any questions about any of this before we get started?

LITERACY TESTING:

A lot of what we'll be doing today is looking at messages about a tobacco product. To make sure we use language that is appropriate for a broad population, the first exercise we're going to do is have you read some words. This will help as we formulate the language for our messaging.

PERFORM LITERACY TEST.

BASELINE OF RISK PERCEPTION AND INTENT TO USE (10 Minutes)

Now we are going to talk about various tobacco-related product types. I'm going to read a brief description of each to you.

READ IN DETERMINED RANDOMIZED ORDER:

Type 1	Traditional Cigarettes	A cigarette is a narrow cylinder of finely cut tobacco leaves that are rolled into thin paper for smoking. The cigarette is ignited at one end, causing the cigarette to smolder and allowing smoke to be inhaled from the other end. Most modern manufactured cigarettes are filtered. Examples of traditional cigarettes are on the table.
Type 2	e-cigarettes	Electronic cigarettes, also known as e-cigarettes, e-vaporizers, or electronic nicotine delivery systems, are battery-operated devices that people use to inhale an aerosol, which typically contains nicotine (though not always), flavorings, and other chemicals. Some examples of e-cigarettes are shown here.
Type 3	Moist Snuff	Moist snuff is a smokeless tobacco product that is consumed by placing it into your mouth between the lip and the gum. You don't burn it, and users often spit when they use it. Here are some examples of moist snuff.
Type 4	Nicotine Replacement Therapy (NRT)	Nicotine Replacement Therapy are products that contain nicotine but no tobacco, and are used to help people quit cigarettes or other tobacco products. Nicotine Replacement Therapy products usually come in the form of gum, patches, inhalers, lozenges or tablets, as shown here on the table.

AFTER READING EACH ONE, ASK:

- Are you familiar with this product type?

OK, great. Now that we've reviewed these different product types, we're going to do a couple of rating exercises for each of them. In addition, we'll also be rating quitting tobacco smoking altogether.

I have a few statements that we are going to look at, and for each product type and quitting smoking, we will evaluate that statement. Two of the statements is with regards to personal risk and one is about your interest in the product type.

Tell me, how do you define risk with regards to smoking cigarettes? IF NEEDED: What does "risk" mean to you?

As we consider the statements about risk, I would like you to keep in mind the following:

FOR CURRENT SMOKERS (WITH NO INTENTION TO QUIT AND THOSE INTENDING TO QUIT): When thinking about the product types, please think about:

FOR CIGARETTE TYPES: *"your personal risk of using the product."*

FOR OTHER TOBACCO PRODUCTS AND NRT: *"your personal risk if you were to stop smoking cigarettes and start using this product."*

FOR CESSATION: *"your personal risk if you were to completely stop smoking cigarettes."*

FOR FORMER SMOKERS OR NON-SMOKERS: When thinking about the product types, please think about:

FOR CIGARETTE, OTHER TOBACCO PRODUCTS AND NRT: *"your personal risk if you were to [resume/start using] the product."*

FOR QUITTING SMOKING: *"your personal risk currently, as a past or non-smoker of cigarettes."*

Now, let me explain the scale to you. In front of you is a scale, with numbers from 1 to 4, where 1 means "no risk," 2 means "low risk," 3 means "moderate risk," and 4 means "high risk."

After I read the first statement to you, we're going to place on the chart each of the product types, with respect to the level of risk you associate with each. POINT OUT THE SCALE AND EXPLAIN: So if you feel the product type is low risk, you'll place it here (point on example chart). If you feel it is high risk, you'll place it here (point on example chart). You can also use any point along the line between these end points.

Do you have any questions before we begin?

Statement 1: “Likelihood of Exposure to Harmful and Potentially Harmful Compounds”

The first statement is: *“When a tobacco product is consumed, there is a risk of exposure to harmful and potentially harmful compounds that are produced and transferred either through smoke (in a combustion-based product) or saliva (in an oral product). As you consume the product, you are exposed to these compounds through inhalation as you smoke a cigarette or via the GI tract as you use an oral product.”*

As you listened to this statement, tell me:

- Specifically, what harmful compounds or substances came to mind as you were thinking of the product types we just discussed. LISTEN AND CAPTURE, IF DIFFERENT, FOR EACH PRODUCT TYPE. Any others?

Now, let’s place each product type and quitting smoking on the chart based on its risk. MODERATOR, FACILITATE PLACEMENT OF EACH PRODUCT TYPE. BE SURE ALL PRODUCT TYPES ARE PLACED ON THE CHART.

CAPTURE ANY COMMENTS OFFERED REGARDING PLACEMENT OF THE PRODUCT TYPES ON THE CHARTS.

Now we’re going to look at the second rating for these product types and quitting smoking.

Statement 2: “Risk of developing smoking/tobacco related diseases”

This next statement is: *“The risk of developing smoking or tobacco-related diseases means the chance of developing a disease, depending on the product, such as heart disease, lung cancer, and emphysema when using a combustion based product, and heart disease, gum disease or lesions, oral cancer, throat cancer and pancreatic cancer, when using an oral product.”*

As you listened to this statement, tell me:

- Specifically, what smoking or tobacco-related diseases came to mind as you were thinking of the product types we just discussed. LISTEN AND CAPTURE, IF DIFFERENT, FOR EACH PRODUCT TYPE. Any others?

Now we’re going to look at the second rating for these product types. (DO NOT INCLUDE QUITTING SMOKING)

Statement 3: “Intent to Use”

This statement is about your intent to use the product: *“By intent to use, we mean you intend to use the product on a regular, ongoing basis.”*

As you can see, this statement has a different scale, where 1 means Definitely not, 2 means Very unlikely, 3 means Somewhat unlikely, 4 means Somewhat likely, 5 means Very likely, and 6 means Definitely would. Let’s place each product type on the chart based on your intent to use the product. MODERATOR, FACILITATE PLACEMENT OF EACH PRODUCT TYPE. BE SURE ALL PRODUCT TYPES ARE PLACED ON THE CHART.

Thanks so much for your help with these initial exercises.

We're now going to move on to the next part of our discussion.

II. PRODUCT CONCEPT EVALUATION and NAMING (5 MINUTES)

For this next section of our discussion, I have a description of a product that is currently under development, that, for purposes of our description, we will simply call PRODUCT. Let's start by reading a description of PRODUCT and getting your reactions to it.

PRODUCT and PRODUCT menthol are 84-millimeter cigarettes (sometimes called "shorts," "regulars" or "kings") and are made with the same components found in commercial brands of cigarettes such as a filter, cigarette paper and tobacco. PRODUCT and PRODUCT menthol are manufactured in a manner similar to that of a typical cigarette.

The tobacco in these cigarettes is different than the tobacco used in most cigarette brands. These cigarettes are made from a tobacco plant that has been altered to contain much lower levels of nicotine than the tobacco used in traditional cigarettes.

- What do you think about this product? What are the first thoughts that came to mind as we were reading the product description? Why do you say that?
- I have two different packs for this product: PARE and VLN (show a pack for each). Of these 2, which do you prefer? Why? Listen for comments about name, color, image, etc.

III. PRODUCT CLAIMS EVALUATION (30 MINUTES)

We are now going to review some example packages of [PARE/VLN]. You'll note the packages have several statements that help describe [PARE/VLN] cigarettes. As we look at and discuss these statements, I'll be interested in understanding your reactions to the statements and what they mean to you.

You'll see some of the statements appear at the top of the front of the package, some at the bottom of the front, and some on the back of the pack. (SHOW ON ONE OF THE BOXES.)

Let's begin with the first example box, that contains the first set of statements.

START

RANDOMIZE ORDER OF PACKS/CLAIMS BASED ON ROTATION GRID.

PROVIDE FIRST/NEXT CLAIM TO RESPONDENTS, AND LET THEM READ ON THEIR OWN; TAKE NOTES BASED ON THEIR COMMENTS

FOR EACH, TELL THEM: Please read all the statements on the box.

THEN ASK:

- What comes to mind as you read these messages? What makes you say that?
- What is the main message or main points these statements communicate to you about [PARE/VLN]? What makes you say that? What words, statements or phrases make you say that?
- Is there anything unclear or confusing in any of the statements? Are there any words or phrases that you are not sure of? How would you change those to make them more clear?
- If you saw this on a pack for [PARE/VLN], what would you think about the product? What makes you say that?
- Based on these statements, again, if you saw them on a pack of [PARE/VLN], what would you do? IF NEEDED, PROBE FOR ACTION: Would you try [PARE/VLN]? Why would you do that? If you were going to discuss the product with someone else, what would you tell them?
- FOR FIRST ONE: If you were in a store and saw these statements on a pack of [PARE/VLN], how likely would you be to read them? All of them? Some of them? Why do you say that?

REPEAT ABOVE FOR ALL PACKS.

Best of the Claims

Now, please put all those boxes in front of you, so that you can see each of them.

Considering the statements on the boxes, which full set of statements is most clear in communicating to you about [PARE/VLN]? Why do you say that?

Let's take the box that is most preferred (IDENTIFY FOR THE RECORDING), and, with these statements in mind, where would you place [PARE/VLN] on our charts for each statement?

Let's look at (KEEP INTENT TO USE ALWAYS LAST):

- Risk of exposure
- Intent to use

FOR EACH PLACEMENT, ASK:

Why did you place it where you did?

Revisit the Pack

- Now that you've learned a little more about this product, and have selected the claims that are most clear to you, would you still pick the [VPN/PARE] pack for this product, or would you

choose the other one? Why? Please explain. Listen for comments about name, color, image, etc.

Build Your Own

We want to make sure the statements that go on this package are the most clear for customers [IF SMOKER: such as you].

What we're going to do now is put together the best message about [PARE/VLN] to best communicate the risks associated with [PARE/VLN].

GIVE A FEW MINUTES FOR THEM TO ORGANIZE THEIR IDEAL.

- Tell me, what statement should we put on the top, front of the pack? Why?
- And what goes on the bottom, front of the pack? Why?
- And finally, what goes on the back of the pack? Why?

SHOW CLAIM AS BUILT, AND ASK:

- Is there anything unclear or confusing in any of the statements? Are there any words or phrases that you are not sure of? How would you change those to make them more clear?
- If you saw this on a pack for [PARE/VLN], what would you think about the product? What makes you say that?
- Based on these statements, again, if you saw them on a pack of [PARE/VLN], what would you do? IF NEEDED, PROBE FOR ACTION: Would you try [PARE/VLN]? Why would you do that? If you were going to discuss the product with someone else, what would you tell them?
- With this set of statements that we pieced together, would you place [PARE/VLN] differently on the ratings in front of you? IF YES, Where? Why? IF KEPT SAME: Why did you not move it?
- FOR INTENT TO USE: Is your intent to use [PARE/VLN] based on these messages, or something else about the product? Please explain.
- IF NOT ALREADY MENTIONED DURING DISCUSSION: And who do you see [PARE/VLN] cigarettes intended for, based on these statements? Anyone else? Why do you pick those as users?

IV. FINAL ASSESSMENT (3-5 MINUTES)

- After all you've read and reviewed today about [PARE/VLN] cigarettes, do you still see [PARE/VLN] cigarettes intended for those you've already mentioned? Anyone different, now that we've reviewed all the statements?
- If you learned that the FDA was considering a rule that, in the next year and a half to 2 years, would reduce the nicotine in all cigarettes to a level that is not addictive, how, if at all, would that change your understanding and perception of [PARE/VLN]?
 - And how, if at all, would that change your intent to use [PARE/VLN]? Why?

V. WRAP-UP (2 MINUTES)

We've gone through all the materials and messages and have addressed everything we needed to cover. Thank you again for your time and participation. Before you leave, let me remind you of what was noted in the informed consent:

- Smoking causes serious and fatal diseases such as lung cancer, heart disease and emphysema in smokers. Smokers are far more likely to develop serious diseases like lung cancer than non-smokers.
- Cigarette smoking during pregnancy is associated with increased risk of pregnancy complications, spontaneous abortion, low birth weight infants and stillbirth.
- Cigarette smoking is addictive. It can be very difficult to quit smoking, but this should not deter adult smokers who want to quit from trying to do so.
- There is no such thing as a safe cigarette. Using MRTPs has not been shown to be safer than smoking conventional cigarettes and in addition MRTPs should not be viewed as an alternative to quitting smoking.
- Anything communicated during this research is not in any way intended to promote smoking, a particular MRTP or MRTPs in general.

Thank you again for your time and contribution to our research!

Claims to Be Tested

	Top Primary	Top Secondary	Disclaimer Bottom Front	Back of Pack
PARE HRUS Contains	95% Less Nicotine	(b) (4)	PARE cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HRUS Contains	95% Less Nicotine	(b) (4)	VLN cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HYSL 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including PARE, can cause smoking related-disease and death.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HYSL 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including VLN, can cause smoking related-disease and death.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HRCC 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including PARE, can cause smoking related-disease and death.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HRCC 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including VLN, can cause smoking related-disease and death.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HRNC 95% Less	95% Less Nicotine	Helps reduce your nicotine consumption	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including PARE, can cause smoking related-disease and death.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HRNC 95% Less	95% Less Nicotine	Helps reduce your nicotine consumption	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including VLN, can cause smoking related-disease and death.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HRUS 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including PARE, can cause smoking related-disease and death.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HRUS 95% Less	95% Less Nicotine	(b) (4)	95% less nicotine does NOT mean a safer cigarette. All cigarettes, including VLN, can cause smoking related-disease and death.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .

PARE HYSL Contains	95% Less Nicotine	(b) (4)	PARE cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HYSL Contains	95% Less Nicotine	(b) (4)	VLN cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HRCC Contains	95% Less Nicotine	(b) (4)	PARE cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
VLN HRCC Contains	95% Less Nicotine	(b) (4)	VLN cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes.	VLN smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.vlncigarettes.com .
PARE HRNC Contains	95% Less Nicotine	Helps reduce your nicotine consumption	PARE cigarettes contain 95% less nicotine but are just as toxic and carcinogenic as other cigarettes.	PARE smells, burns, and tastes like a conventional cigarette, but greatly reduces your nicotine consumption. For more information, go to: www.parecigarettes.com .
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