



Health  
Canada

Santé  
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POR Registration Number: 037-18  
PSPC Contract Number: HT372-18-3121  
Contract Award Date: August 21, 2018  
Delivery Date: December 21, 2018  
Contracted Cost: \$128,543.15

# Vaping Prevention Concepts Testing

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## Final Report

Prepared by:  
**Corporate Research Associates Inc.**

Prepared for:  
**Health Canada**

*Ce rapport est aussi disponible en français.*

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Canada 

# **Vaping Prevention Concepts Testing**

Final Report

## **Prepared for Health Canada**

Supplier Name: Corporate Research Associates Inc.

September 2018

This public opinion research report presents the results of focus groups conducted by Corporate Research Associates Inc. on behalf of Health Canada. The research study included two phases. The first phase entailed a total of ten focus groups with Canadian youth 13 to 18 years old between September 17 to 20, 2018. The second phase included six focus groups with Canadians 13 to 18 years old and was conducted from November 26 to 28, 2018.

Cette publication est aussi disponible en français sous le titre : Mise à l'essai de concepts sur la prévention du vapotage.

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### **Catalogue Number:**

H14-300/2019E-PDF

### **International Standard Book Number (ISBN):**

978-0-660-29066-9

### **Related publications (registration number: POR-037-18):**

Catalogue Number H14-300/2019F-PDF (Final Report, French).

ISBN 978-0-660-29067-6

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# Table of Contents

	Page
Executive Summary .....	1
Introduction .....	6
Research Methodology.....	7
Context of Qualitative Research .....	8
Detailed Analysis – Phase 1 .....	10
General Discussion.....	10
Perceptions of Vaping.....	11
Creative Testing .....	13
Creative Testing - General Reactions.....	13
Creative Testing – Concept Review .....	15
Campaign Preference.....	27
URL and Website Information .....	29
Taglines .....	29
Additional Facts .....	31
Participant Recommendations .....	32
Detailed Analysis – Phase 2 .....	34
General Discussion.....	34
Creative Testing – Signage Layouts.....	37
Taglines in Signs .....	45
Creative Testing – Videos.....	47
Conclusions – Phase 1 .....	54
Conclusions – Phase 2 .....	57
Appendices:	
Appendix A - Recruitment Screener (Phase 1)	
Appendix B – Moderator’s Guide (Phase 1)	
Appendix C – Focus Group Materials (Phase 1)	
Appendix D - Recruitment Screener (Phase 2)	
Appendix E – Moderator’s Guide (Phase 2)	
Appendix F – Focus Group Materials (Phase 3)	

## Executive Summary

Corporate Research Associates Inc.

Contract Number: HT372-18-3121

POR Registration Number: 037-18

Contract Award Date: August 21, 2018

Contracted Cost: \$128,543.15

### Background and Objectives

Health Canada is in the process of developing the Health Risks of Vaping Products Public Awareness Marketing Campaign. The campaign aims to increase awareness of the harms and risks associated with vaping product use by youth. Prior to campaign development, Health Canada was interested in assessing reactions from the campaign's target audience to creative concepts being considered, including three concepts each including layouts for signage and social media posts (Phase one) and three storyboards/moodboards and three additional signage layouts (Phase two). Research was needed to ensure that the concepts resonated well with the target audience and addressed prevention in an effective manner.

To achieve these objectives, a two-phased research approach was undertaken. The first phase entailed a total of ten in-person focus groups conducted from September 17 to 20, 2018 in Vancouver, Winnipeg, Toronto, Montreal, and Halifax. In each market, one group was conducted with youth 13-15 years old, and one group was conducted with non-vaper and non-smoker youth 16-18 years old who exhibited some of the 'at risk' behaviours defined in the Health Canada Peer Crowd Segmentation<sup>1</sup> research. Participants in the older age groups also included a few who had tried vaping in the past. Participants in the research included a mix of gender (45% female and 55% male) and ages, and ethnic background (where relevant) within each age group.

The second phase of the research entailed a total of six in-person focus groups conducted from November 26 to 28, 2018 in Montreal, Toronto and Moncton. In each market, one group was conducted with youth 13-15 years old while the second group was conducted with youth 16-18 years who do not currently smoke cigarette or vape. Each group included a mix of age and gender. Across both phases, all participants reported having lived in their respective markets for a period of at least two years.

The Montreal focus groups were conducted in French, while discussions in all other locations were conducted in English. Each focus group lasted approximately 1.5 to 2 hours and participants each received \$100 in appreciation for their time. A total of twelve (12) participants were recruited per group among the 16-18 years old youth (with a goal of 10 attending each session), and 10 participants were recruited per group among youth 13-15 years old (with a goal of 8 attending the discussion). Across locations, 92 participants actually attended the discussions during the first phase of the research while 54 youth took part in the second phase of the research.

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<sup>1</sup> Health Canada *Peer Crowd Analysis and Segmentation for Vaping and Tobacco, 2018*

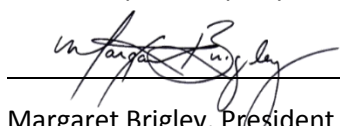


All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow up calls to confirm the details provided and to ensure quotas were met. This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative research is directional only. Results cannot be attributed to the overall population under study, with any degree of confidence.

### Political Neutrality Certification

I hereby certify as a Representative of Corporate Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the ***Directive on the Management of Communications***. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed



Margaret Brigley, President & COO | Corporate Research Associates  
Date: October 5, 2018

### Key Findings and Conclusions – Phase I

Findings from the first phase of the ***Vaping Prevention Concepts Testing*** suggest there is a need to reach out to youth about the potential consequences of vaping to inform their choices. Awareness and knowledge of vaping consequences was low among participants in the research, with youth vaping interest perceived as being most influenced by social peer pressure and curiosity. While vaping was seen by participants as increasingly common among youth, there were mixed opinions regarding whether vaping is a trend or if it is here to stay. Participants felt that the best channels for the Government of Canada to provide youth information about the risks associated with vaping product use were social media and movie theatre videos, and to a lesser extent schools and public transportation.

Of the three concepts tested during the focus groups, Concept A (“Is Vaping Worth the Risk?”) held the greatest appeal among youth across age groups and languages, for its original approach, graphic appeal, clear and consistent messaging across components (text and visuals), and personal relevance. Youth were considered the target audience, as teenagers are identified in the text and the concept refers to vaping aroma, something that was describe as being attractive to youth. At the same time, not showing youth in the images was seen as broadening the concepts’ appeal regardless of vaping behaviours. Despite the concept having some appeal and capturing youth’s attention, its call-to-action was considered moderate at best, and there is some risk of inducement with the concept as the appealing aromas invoked curiosity for some youth. A few graphic modifications were also suggested to improve the concept.

Concept B (“Is Vaping Really You?”) elicited mixed reactions, though it was generally seen as ineffective at engaging youth to self-reflect about their vaping choices. While some liked that the concept’s dark and sombre tone aligned with the seriousness of vaping consequences, others felt that the message was



unclear and that the concept lacked personal relevance to non-vapers. Participants believed that vaping does not define who they are, as implied by the headline, but is only something they might do. The concept was seen as focusing more on considering peer pressure in vaping decisions than on the health consequences of vaping. Further, the concept was seen as most relevant to youth who currently vape or those seriously considering vaping. Finally, the tagline, “Take a closer look” was considered uninspiring and not meaningful, thus further weakening the call-to-action.

Concept C (“It’s Your Life. Get the Facts.”) was the least preferred across locations and audiences for its generic design, vague and inconsistent messaging, lack of personal relevance, and weak call-to-action. According to most participants, the concept looked more like a generic, corporate campaign promoting an educational institution, than one warning youth about the risks of vaping. While youth illustrated in the images implied that teenagers were the target audience, their appearance did not align with what participants described as youth who are currently or considering vaping. Youth illustrated were too “clean-cut” and it was believed that vapers are more those who like to stand out and attract attention in some way shape or form. Despite the concept being described as bland, generic, and uninspiring, the tagline, “It’s Your Life. Get the Facts.” was well liked for recognizing that youth are responsible for their own vaping choices, while inviting them to seek information. Despite the appeal of the tagline, the overall concept did not provide a strong call-to-action.

Regardless of preferences, there were a few points that were considered important in ensuring that the final concept remains credible and relevant to youth. Seeing the Health Canada logo was perceived as important to enhance the concept’s credibility. At the same time, statements that are more definite (those that do not use conditional terms such as “can” or “may”) were considered more trustworthy. Information provided on vaping across concepts was seen as too vague to be compelling. It was believed that to be effective, information should speak of immediate consequences (youth brain development) as well as being more specific (providing statistics or strong imagery). Of the five alternative facts tested, the two that were chosen as most compelling for being specific and suggesting immediate consequences were “Vaping can expose you to harmful chemicals like aldehydes and metals. / Le vapotage peut vous exposer à des produits chimiques nocifs comme les aldéhydes et les métaux.” and “Nicotine can affect memory and concentration in teens. / La nicotine peut nuire à la mémoire et à la concentration chez les jeunes”.

Of the various taglines discussed during the focus groups, two were consistently chosen as being most compelling, across audiences and locations. These included “It’s your life. Get the Facts./C’est ta vie. Obtiens les faits.” and “Skip the myths. Know the facts./Oublie les mythes. Obtiens les faits”. Of the three URLs tested for the concepts, “Canada.ca/vapinginfo (Canada.ca/infovapotage)” was preferred for its simplicity and memorability.

## Key Findings and Conclusions – Phase II

Findings from the second phase of the **Vaping Prevention Concepts Testing** reveal that the signage layouts and videos storyboards/moodboards being considered for the campaign caught the attention of young non-vapers, generally elicited positive reactions, and were considered effective at making teenagers reflect on their vaping behaviours if they were considering vaping.



Reactions to the three video storyboards were generally positive across locations and age groups as it shows young people in a familiar situation with fast moving visuals and upbeat music that captured attention. Situations and environments featured in the video storyboards were for the most part considered realistic, as they were generally reflective of when and where youth vape. More specifically, youth reported that vaping happens in social situation where peer pressure is involved. At the same time, apart from happening at parties, it was mentioned that vaping is most prevalent where teenagers ‘hang out’, including nearby schools and shopping centres, at parks, on the streets, and less frequently, at home. As such, the Storyboard 1 (arcade) scenario was the least compelling, as it was deemed unpopular and outdated among young people. Showing a non-vaper experiencing peer pressure helped youth relate to the scenario, as it was considered realistic. To enhance the video storyboards’ credibility, it was suggested that the scenario be modified to show the young male vaping first before passing on the vape to his friend.

There was no clear preference in terms of the video storyboards’ closing line, with each considered as communicating something different. “Why risk it? / Pourquoi prendre le risque?” was felt to be straightforward and causing viewers to question the worth of vaping, while being considered unclear about the risks of vaping. The closing line, “If you don’t smoke, don’t vape / Si tu ne fumes pas, ne vapote pas” positions vaping as a choice that is as foolish as smoking, although it could also imply that if you vape, you might as well smoke too. Finally, “It’s your life. Get the facts / C’est ta vie. Obtiens les faits” was felt to be directional and strong, putting the choice to vape or not squarely with the individual. That said, some believed that it was not strong enough to engage youth to take action.

The three signage layouts tested were neutrally-to-positively received and deemed effective at communicating the potential harmful consequences of vaping. The health warning/consequences message was considered most compelling to current vapers and those who are seriously considering it, and less so to non-vapers. While the signage did not entice youth to seek additional information, it appeared effective at making them think twice about their vaping choices. The simple, colourful design reminiscent of police crime scene tape attracted attention and introduced a cautionary tone relevant to the topic at hand. Of the three signage layouts shown, the Concept A (lung) layout was preferred for its simplicity and the image’s ability to convey the message, while the topic of the Concept C (question mark) (unknown long-term effects) grabbed attention as it is a less common topic related to vaping. That said, this message implies that long-term effects could either be positive or negative. Across age groups, the Concept A (lung) and Concept C (question mark) were equally preferred by youth ages 16-18 years old while those 13 to 15 years old expressed a slight preference for the Concept C (question mark) layout. While the Concept B (brain) was the least preferred approach, it was still deemed relevant for speaking of the immediate effects of vaping on young people’s health. In terms of identifying health risks on the signage, neither “lung damage” or “lung inflammation” gathered strong support to speak of the consequences of vaping on the lungs. On a related note, speaking of “unknown health impacts” was considered serious by some (implying negative risks) while it was deemed by others to be too vague to be worrisome.

Of the two taglines tested, Tagline A (It’s your life. Get the facts. / C’est ta vie. Obtiens les faits.) was preferred among youth ages 13-15 years old for empowering young people, not being judgemental, and



implying that they will bear the consequences of their own vaping choices. By contrast, Tagline B (Consider the Consequences / Considère les conséquences) was the preferred choice of youth ages 16-18 years old for being more direct, scarier, and better highlighting the negative risks from vaping.

Although considered memorable, the video storyboard concept was deemed too lengthy for youth to be likely to watch it until the end or have a strong call to action (such as information seeking or social media sharing). Although youth were generally aware there are health risks of vaping, including what was referred to by participants as lung and brain damage, they were unaware of the specific nature of those risks. Perhaps as a result, they were seeking more detailed information from the advertisement. Overall, the campaign was felt to remind or warn young people about the risks of vaping rather than inform or educate them.





## Introduction

Health Canada wishes to inform youth of the risks associated with vaping product use. To help with the development of the Health Risks of Vaping Products Public Awareness Marketing Campaign, Health Canada commissioned an agency to develop related materials including signage layout, video storyboards, moodboards and social media posts.

The research was conducted over two phases. During the first phase of the study, three creative concepts were under consideration and qualitative research was required with the campaign's target audience to identify which one should be further developed before the campaign launch. Research was needed to ensure that the concept resonated well with the target audience and addressed prevention in an effective manner. Feedback was desired on the creative concepts, messaging and outreach materials.

The goal of the first phase of the research was to test the three creative concepts for the Health Risks of Vaping Products Public Awareness Marketing Campaign, with each concept including creative for social media posts and signage layouts. During the second phase of the study, additional campaign materials were tested in the form of signage layouts and video storyboards and moodboards.

Specifically, across both phases of the research, objectives included:

- Evaluate each of the creative concepts and determine if the content is:
  - clearly understood by the audience
  - credible, relevant and of value to the audience
  - appealing and appropriate to the audience
  - memorable in the minds of the audience
  - effectively delivers key messaging (raising awareness about the risks of vaping)
  - utilizing the right tone
  - able to motivate the audience to take personal action(s)
- Elicit suggestions for potential changes to ensure the messages and products resonate with the target audience; and
- Explore preferred sources and methods of receiving information from the Government of Canada on the vaping topic.

This report presents the findings of the research. It includes a high level executive summary, the description of the detailed methodology used, the detailed findings of the focus group discussions for each phase, and conclusions derived from the analysis of research findings. The working documents are appended to the report, including the recruitment screeners and the moderator's guides.



## Research Methodology

### Target Audiences

There were two target audiences for this study, namely:

- Youth 13-15 years old; and
- Youth 16-18 years old who are not currently smoking or using a vaping device. For the first phase of the study, these participants were recruited to include those who exhibit some of the 'at risk' behaviours defined in the Health Canada Peer Crowd Segmentation<sup>2</sup> research. In each of these groups during Phase I, a minimum of four who had tried vaping in the past were recruited.

For the context of this project, a non-smoker is defined as a person who answered “not at all” to the question “At the present time, do you smoke cigarettes every day, occasionally or not at all”.

Meanwhile, a non-vaper is defined as a person who answered “not at all” to the question “At the present time, do you use an electronic cigarette/vaping device, also known as an e-cigarette every day, occasionally or not at all”.

### Research Approach

To meet the research objectives, a two-phased research approach was used, with details provided below.

The first phase of the study included a total of 10 in-person focus groups, two groups in each of Vancouver, Winnipeg, Toronto, Montreal, and Halifax. Specifically, one group in each location was conducted each of the two target audience groups, as identified above. Participants in the research included a mix of gender (45% female and 55% male) and ages within each age group. The focus groups were conducted from September 17<sup>th</sup> to September 20<sup>th</sup>, 2018.

The second phase of the study entailed a total of six in-person focus groups, two groups in each of Montreal, Toronto, and Moncton. As with the first phase, one group in each location was conducted with each of the two target audience groups, as identified above. Participants in the research included an equal mix of gender (50% female and 50% male) and ages, within each group. The focus groups were conducted from November 26<sup>th</sup> to 28<sup>th</sup>, 2018.

All participants across both phases reported having lived in their respective markets for a period of at least two years. In both phases, sessions held in Montreal were conducted in French, while sessions in all other locations were conducted in English. A total of twelve (12) participants were recruited per group among the 16-18 years old youth (with a goal of 10 attending each session), and 10 participants were recruited per group among youth 13-15 years old (with a goal of 8 attending the discussion).

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<sup>2</sup> Health Canada *Peer Crowd Analysis and Segmentation for Vaping and Tobacco*, 2018



Across locations, 92 participants actually attended the discussions during the first phase, while 54 participated in the second phase (see summary table by location that follows).

All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow up calls to confirm the details provided and to ensure quotas were met. An additional confirmation call was done approximately one day prior to each focus group. Participants were also asked to sign a consent form upon their arrival to the focus group (or their parents or guardians for those 13 to 15 years old). In each location, participants were asked to show a piece of ID to confirm their identity. Those who took part in the discussion each received a compensation of \$100 as a token of appreciation for their time, as per market standards. Group discussions each lasted approximately 1.5 to 2 hours.

The following provides a summary of participation in each location:

Location	Date	Language	Audience	Time	Participants
Phase 1					
Halifax, NS	September 17, 2018	English	13-15 years old	5:00 PM	10
			16-18 years old	7:00 PM	10
Toronto, ON	September 18, 2018	English	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Montreal, QC	September 18, 2018	French	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Winnipeg, MB	September 19, 2018	English	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Vancouver, BC	September 20, 2018	English	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Phase 2					
Montreal, QC	November 26, 2018	French	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Toronto, ON	November 27, 2018	English	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10
Moncton, NB	November 28, 2018	English	13-15 years old	5:00 PM	8
			16-18 years old	7:00 PM	10

## Context of Qualitative Research

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete



understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion." Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study.



## Detailed Analysis – Phase 1

The following section provides an overview of the findings from the focus groups conducted during the first phase of the study. Where appropriate, differences in opinions are outlined by each of the key audiences under this study.

### General Discussion

#### Advertising Recollection

***There was limited recall of vaping advertisements or information within the past year.***

For the most part, participants did not recall having seen or heard advertisements or information about vaping in the past year, other than informal discussions with peers, parents, and teachers. In Toronto there was a greater level of awareness, particularly around information related to vaping being less harmful than smoking, though there was limited recall of where this information was seen or heard. In Halifax and Toronto, there was specific mention of having seen advertisements or articles on social media about a product named 'Juul'. A few participants in Montreal mentioned having seen YouTube videos on vaping tricks.

#### Preferred Medium

***Social media and movie theatres were widely considered the best medium for government to inform youth about vaping.***

When asked what would be the best way for the Government of Canada to share information about vaping with youth, participants across audience type and location indicated that social media, notably Instagram, Snapchat, YouTube and to a lesser extent Facebook, would be best suited for this type of application. Other online platforms, such as Twitter and newspapers (La Presse+) were each less frequently mentioned.

Advertisements at movie theatres (as part of the trailers) were also considered an effective way to communicate with youth. To a lesser extent, though still deemed relevant, youth believed that school posters and public transit are good forms of media to reach them. In Montreal, a participant mentioned that the Government of Canada should work with influencers in disseminating the message, given their influence with young people.



## Perceptions of Vaping

### Vaping Behaviours

***Curiosity and social peer pressure were most commonly seen as reasons youth try or start vaping.***

Across locations, participants mentioned that vaping trial is mainly influenced by peers and a desire to try something new, and most likely happens in social situations. While fewer than half of participants overall reported having tried vaping in the past, most participants reported having friends who do so. Social situations and friends' influence and curiosity were mentioned as the main influencers to try or start vaping. In fact, a few reported having tried it when a vaping device was 'passed around' among a group of friends at parties or in an outdoor location near school.

Some recalled having seen videos on YouTube or Snapchat from young people performing vaping 'tricks', thus increasing their curiosity for this product.

The discussion guide was edited after the first night of testing in Halifax. In Montreal, Toronto, Winnipeg, and Vancouver, participants were asked for their perceptions of vaping. Vaping was considered most prevalent among youth in social situations and nearby schools. When asked where or when youth vape, participants most commonly identified social situations at parties. Youth 13-15 years old were more likely to have noticed vaping happening primarily in or around school, while youth 16-18 were most inclined to have mentioned school, but also at other locations outside of schools and at parties. Many also mentioned that youth tend to gather to vape around school grounds during the day, as well as in washrooms and at times even surreptitiously in classrooms/cafeteria. Far fewer mentioned that young people vape 'anywhere', at skateparks or at work.

### Defining Young Vapers

***Young vapers were described as influenceable, wanting to attract attention, looking to be seen as 'cool' and liking new experiences.***

In Montreal, Toronto, Winnipeg, and Vancouver, participants were asked which words or adjectives they would use to describe someone their age who vapes. This question was not asked during the first night of groups, in Halifax. In many instances, youth across age groups felt that vapers do not stand out from non-vapers by their look, style, or personalities in that anyone could be someone who vapes.

Nonetheless, beyond being labelled "normal", young vapers were described as "open to new experiences", "less studious", "wanting to be cool", "fooling around", "trashy", "curious", "slackers", "fiends", "idiotic", "impulsive", "sketchy", "wanting to impress others", and "influenceable". Terms such as "sidewalk kids" and "high school drop outs" were also mentioned by one or two participants.

There are minimal differences of perceptions across age groups, though it should be noted that the topic was not explored in depth during the focus group discussions.



## Health Consequences of Vaping

***Vaping was considered as having less serious health consequences than smoking tobacco, though there was minimal awareness of the actual risks.***

Youth clearly believed that vaping has less harmful health consequences than smoking, though they were seldom able to describe the difference in any detail. They mentioned that smoking leads to a higher risk of developing cancer, respiratory diseases, and skin and teeth problems. While they believed vaping is less harmful in comparison, they were generally unaware of the exact nature of the risks associated with vaping.

In a few instances, youth mentioned having heard that vaping causes increased water in the lungs and higher blood sugar levels and that vaping can cause cancer. It should be noted that youth 16-18 years old were more aware of the addictive nature of nicotine. One participant in Montreal was under the impression that the second-hand smoke from cigarettes was more harmful to the health than that of vaping.

Apart from health consequences, vaping was seen as tasting and smelling better than cigarettes, as well as generating less waste (i.e., no cigarette butts).

## Evolution of Vaping

***Mixed opinions were offered regarding the status of vaping among youth, between those who think it is a trend and others who believe it is here to stay.***

Participants in Toronto, Montreal, Winnipeg and Vancouver were asked to comment on the state of vaping among people their age. When asked if they felt that vaping was a trend or if it was here to stay, participants in the young groups (youth 13-15 years old) in Montreal and Vancouver mentioned having seen a decline in the appeal of vaping among their peers in the recent past. This opinion was also echoed by some of the 16-18 years old in Winnipeg. As such, they believed that vaping is on the 'down trend', and they foresee a time not far in the future when it will have diminished appeal among youth. It was also mentioned that the popularity of videos of people doing vaping 'tricks' on YouTube positions it as a trend that will not last.

By contrast, older youth in Montreal and Vancouver and some of the younger participants in Winnipeg noticed an increase in vaping prevalence as it is perceived to become more socially accepted and vaping products are believed to be becoming more accessible (both from a cost and availability perspective). These participants also noted that vaping starts at a younger age than in the past.



## Creative Testing

Three concepts for marketing materials were discussed during the focus groups, one at a time. The order of concepts was rotated across groups to avoid any presentation bias. Each concept included three layouts for signage that could be used as posters in schools or on bus shelters, and three examples of social media posts suitable for Facebook or Instagram. After each concept presentation, participants were asked to evaluate the concept individually, prior to a group discussion.

When looking at all of the results combined, Concept A (“Is Vaping Worth the Risk?”) was by far the preferred approach for its original design, clear messaging, and light, attractive tone. However, some participants felt that the attractive descriptions of the smell or aroma of the vaping products caused them to be curious about vaping. Many other participants felt that the concept would draw their attention and lead them to reflect on their vaping choices, though the follow-up call-to-action to search online for information was deemed moderate at best. This may be due to the vaping information included in the concept being too generic or vague to spur curiosity to find out more.

## Creative Testing - General Reactions

Regardless of concept preferences, a number of considerations applied across, as presented in the following sections.

### Health Canada Logo

***Seeing the Health Canada logo enhanced the message’s credibility and provided a further sense of trust among participants.***

Participants appreciated that the materials featuring the Health Canada logo as it provided them a sense of confidence in the information provided. This was considered most important given the perceived limited information on vaping that is available at this time. There were some suggestions to make the logo more prominent as it was missed in some cases.

### Hashtag

***The use of a hashtag in the context of the campaign was not well understood and was felt to be outdated. The acronym “DYK” was not widely known.***

Many participants in the English-speaking focus groups were unsure of the purpose for including a hashtag (i.e., #DYK) in the social media posts and they mentioned that they were unlikely to use it. In many groups, a few participants did not know what the hashtag represented or how it worked.

Further, there was some confusion, notably in Halifax and Winnipeg, regarding what the hashtag label entailed, i.e. either “#DYK” on its own, or if it included the entire sentence that followed. Those who were under the impression that the hashtag included the entire sentence were surprised that it





concluded with a question mark, something they felt was unusual compared to other hashtags they had seen before.

At the same time, it should be noted that a good number of participants were unaware that the acronym “DYK” stood for “did you know”. In addition, many felt that the acronym reduced credibility of the phrase as it seemed as though adults were “trying too hard to make the concept cool”.

### Vaping Compared to Smoking

***Presenting vaping on its own in any concept was considered by participants as more effective than comparing it to smoking in making youth think of vaping choices.***

Participants were asked how they would consider a concept that presented the risks of vaping compared to those of smoking, rather than a concept that presented the risks of vaping only, like the concepts reviewed during the discussions. For the most part, non-vaper and non-smoker youth across age groups believed that positioning vaping as less harmful than smoking, despite having some health risks, would make vaping more appealing to them, thus increasing the risk of inducement. Indeed, implying that vaping is less harmful than smoking was at times perceived as implying that vaping is a “better” choice than smoking cigarettes if considering the choice between both.

### Message Clarity and Appeal

***Across concepts, the message was considered too vague to effectively grab youth’s attention and motivate self-reflection about vaping choices.***

Across locations and audiences, participants consistently found that the message presented by all three concepts was too vague to spur their interest and curiosity to learn more about vaping. Indeed, the concepts were seen as introducing broad information about the consequences of vaping, with many participants left with the impression that the concepts repeated information they already knew.

At the same time, the statements that used conditional verb tenses (e.g., “can” and “may”) were seen as ambiguous and introducing uncertainty about those claims. As a result, most participants did not feel very compelled to find out more about the health risks of vaping.

Regardless of concept preferences during the focus groups, participants believed that showing more graphic depiction of the negative consequences of vaping would make the concepts more attention-grabbing.

*“I have never seen anyone with consequences from vaping. What is the risk?” Winnipeg  
13-15 years old*



## Creative Testing – Concept Review

The following sections discuss reactions to each of the three concepts referred to as, Concept A (“Is Vaping Worth the Risk?”), Concept B (“Is Vaping Really You?”), and Concept C (“It’s Your Life. Get the Facts.”). All creative tested in phase 1 are presented in Appendix C.

### Concept A (Is Vaping Worth the Risk?)

#### Overall Impressions

***Reactions to this concept were generally positive across audiences and locations, and this was the preferred of all three concepts tested.***

This concept was considered the best of all three concepts tested at enticing youth to think about their vaping choices and seek out information on the Web, and best at attracting attention.

*“In my opinion this is the best one out of the three concepts shown so far. It has a better message, better colors and the image of the smoke and vape grabs your attention.”  
Winnipeg 16-18 years old*

#### Strengths

The concept was generally seen as having a number of strengths, as follows:

- Overall, the concept was deemed original and somewhat informative.
- The fact related to brain development was considered to be impactful, scary and pertinent to young people.
- Although information on vaping resembled that included in the other concepts, the manner in which it is presented grabbed youth’s attention across age groups but more so among youth aged 13-15 years. Indeed, most participants liked that the concept spoke of the smell of vaping products as being attractive, something tangible they could relate to.

*“The main message is not to start vaping. It incorporates the flavour aspect which is why more people start, but then it explains the health risks in a way.” Winnipeg 13-15 years old*

- From a visual standpoint, the images were also appreciated for supporting the message, in addition to being simple yet original.
- At the same time, the colours and graphics attracted attention.



## Weaknesses

There were few negative comments about this concept:

- Although the vibrant colours were generally deemed attractive, it should be noted that in some instances, the concept's positive tone was considered as potentially inducing a desire for vaping.

*"I like the bright colours but I feel like it counteracts the whole "vaping is bad" message that they are trying to portray." Toronto 16-18 years old*

*"It makes me curious to try vaping." Toronto 16-18 years old*

*"The coconut cream sounds yummy – it's too appealing in a way." Vancouver 13-15 years old*

*"Take out those flavours that taste good and make you happy, make the consequences bigger and sound more serious." Vancouver 16-18 years old*

- For the most part, despite an appeal for the manner in which the message was communicated, the facts about vaping introduced in the concept were considered too vague and already known to fully engage the reader. More specific facts or statistics about the effects of vaping were desired.
- Some participants did not see the relevance between showing an image of a heart in relation to nicotine addiction, particularly a stylized heart, when the brain and lung depictions were more realistic. Some interpreted the heart as being a 'love for vaping'.

*"Why do they have a heart to talk about vaping addiction?" Halifax 16-18 years old*

- A few participants thought that the image of the brain was not easily recognizable, though the phrase related to brain development was new to some and impactful.
- In Halifax, youth 16-18 years old felt that the concept/tagline used a nagging tone which reminded them of adults lecturing them.

## Message

***The concept was considered to communicate that even if vaping smells good, it has negative health effects.***

Participants generally believed that this concept broadly communicated that the risks of vaping may be greater than expected, especially for the perceived short-term benefits (taste/smell). That being said, the information included was considered too vague or generic and many, especially in the older groups, felt that they were already aware of these facts. In Montreal, older youth also mentioned that the concept leads youth to question their choices around vaping without 'pointing the finger' and judging



their choices, an approach they appreciated. The concept was also seen as trying to stop youth from starting to vape (speaking of smell assumed that the target audience had not yet ‘tasted’ vaping products).

*“This poster is trying to tell us that even though the vape juice smells good, it doesn't mean it is good or safe. So it's trying to tell us not to risk it.” Halifax 13-15 years old*

*“Le gouvernement essaie de nous dire que ce n'est pas bien de vapoter même si ça sent bon; il ne faut pas se fier aux apparences.” (The government is trying to warn us that we should not be fooled by vaping products smelling good.) Montreal 13-15 years old*

The tone of this concept was described as light, lively, positive, and respectful while still communicating the importance of the subject matter. In some instances, this approach was considered overly happy, even childish in its tone. This approach – i.e. using light colours and tone while highlighting a negative message, was considered effective for many, at grabbing young people’s attention, and enticing them to reflect on their own choices, while for others, the tone’s playfulness did not align with the seriousness of the message.

*“On n’essaie pas non plus de nous dégoûter. On a plus l'impression de se faire donner un choix.” (It is not trying to disgust us; it gives me the impression that they are giving us a choice.) Montreal 16-18 years old*

*“It makes you think - is that fruity flavour worth your brain changing? Vancouver 13 -15 years old*

## Relevance

***This concept was considered relevant to youth across ages, and regardless of current or past vaping behaviours.***

The concept was considered as speaking to high school students or teenagers (as they are identified in the statements). The age range of the target audience was estimated anywhere between 12 and 20 years old. In Halifax, it was believed as most relevant for youth who are considering vaping, while in other locations participants felt that all youth could relate to the message, regardless of whether they currently vape or not.

*“[Le concept] touche ceux qui ne vapotent pas, ceux qui commencent, ceux qui vapotent depuis longtemps et même les amis de ‘vapoteux’.” (It speaks to those who don’t vape, those who are new to vaping, those who have been vaping for a long time, and even friends of vapers.) Montreal 16-18 years old*

*“This could be for those considering vaping but who are worry about it.” Halifax 13-15 years old*



## Call-to-Action

***Despite the concept having some appeal and capturing youth's attention, its call-to-action was considered moderate at best.***

Most participants mentioned that they would not do anything as a result of seeing the communications materials. Only a few youth 13-15 years old in Halifax mentioned they would share the social media posts with friends who are seriously considering vaping, to warn them about consequences and invite them to get more information. In several locations, participants felt that the concept would lead them to think about their choices if they were in a situation where they were thinking about vaping, though not necessarily seek out information.

*“Je serais plus tenté de m'arrêter pour regarder le message que pour les autres [concepts] qui ont moins de couleurs et qui sont plus sombres.” (I would be more tempted to stop and look at the message than with the other concepts that are less colourful and darker.)*  
Montreal 13-15 years old

## Tagline

***The tagline, “Is Vaping Worth the Risk” was considered attention-getting as it is phrased as a question and places the focus on the word ‘risk’.***

In all locations but Halifax, participants across age groups thought that the tagline was attention-getting and they liked the focus on the word “risk”, though they preferred taglines that squarely put the decision to vape or not in the hands of youth. The latter approach was felt to be more empowering.

By contrast, many in Montreal liked the French tagline being a question, which they believed helped draw attention and inspired youth to think about their choices.

In Halifax, participants felt that the tagline, “Is Vaping Worth the Risk?” was believed to resemble what adults tell teenagers to make them think of their choices. As such, many, especially in the older group, felt that it was ‘nagging’.

## Preferred Execution

***The pink and yellow executions were preferred for their attractive colours and the relevance of the health consequences referred to (brain development and lung disease).***

Of the three different layouts, many youth liked the pink one with the brain for its reference to something important to them (brain health). That said, they indicated that the smoke image does not adequately show a brain.



*“I like it better because of the colours and the creative design of the ad would make me want to click on the website.” Halifax 13-15 years old*

Many also liked the brightness of the product with the yellow background and the representation of lungs which is a strong imagery evocative of the health risks of vaping and inhalation of substances, though there were many comments that the organs should look damaged in some way to better portray the consequences of vaping.

*“You think of lung when you think of vaping. That’s why this one catches my attention.” Winnipeg 16-18 years old*

Orange was seen as an unattractive, ‘older’ colour to some participants, with suggestions to replace it with lime green. The ‘cute’ representation of a heart was disliked, and found to be confusing for some (interpreted as ‘loving vaping’), with suggestions to replace it with a more realistic image of a heart.

A couple of suggestions for improvement were provided by participants. One youth in Winnipeg recommended aligning the ads’ colours to the various vaping liquid smells (e.g., yellow for banana and pink for bubble gum). In Montreal, it was suggested to include more specific factual information about vaping. One youth in Halifax mentioned that seeing real people would make the ads more compelling. Another youth suggested to specify what the long-term consequences of vaping might include.

## Concept B (Is Vaping Really You?)

### Overall Impressions

***This concept elicited mixed reactions, though it was generally seen as ineffective at engaging youth to self-reflect about their vaping choices.***

Mixed opinions were offered regarding this concept. While some found the darker tone more reflective of the severity and seriousness of the health consequences that can result from vaping, others found that the message was unclear.

The concept reminded participants of advertisements for anti-depressants or those trying to get people to stop smoking, and had the same overall “feel” as public education campaigns on drug consumption, and drinking and driving. It was also felt to be reminiscent of anti-bullying advertisements.

### Strengths

The following aspects were appreciated by some participants:

- The concept design was seen as more realistically positioning vaping as something that is potentially dangerous (dark colours, smoke, anonymous people, highlighting the word “vaping” in the title) than with the other two concepts.



- Many participants felt that the concept's aim of trying to get youth to consider their reputation and reasons for vaping was a strong message, particularly given that many reported a strong social or peer pressure to try vaping.
- Phrasing the title as a question was felt by participants to engage, though there lacks sufficient specific information about vaping to cause self-reflection for many.

*"Asking you a question makes you think more than just giving you a statement." Halifax 13-15 years old*

*"It's just a question – there is no information." Toronto 13-15 years old*

- Highlighting the word "vaping" in blue in the headline grabs attention and clearly communicates the main topic.

### **Weaknesses**

While few weaknesses were mentioned with this concept, similar opinions were shared across most groups, as follows:

- The most commonly cited weakness was that the title did not properly convey the main perceived message (to consider the consequences of vaping) on its own, thus creating confusion regarding the purpose of the signage. As such, the message was considered generic and lacking impact, which was further compounded by the similar design used across layouts.

*"This is too broad; what's the point?" Winnipeg 16-18 years old*

- The tagline did not clarify the message and was deemed less effective. At the same time, youth believed that vaping does not define who they are as implied by the title, but rather it is only something they do (vaping as an action rather than a personal descriptor).

*"I don't like the question. Vaping is not who you are, it's what you do." Halifax 16-18 years old*

### **Message**

***The concept was seen as asking youth to consider their vaping choices and the extent to which these choices are influenced by peer pressure.***

The concept was perceived as inviting the reader to evaluate or consider their own actions and decisions about vaping, though where to start this process was unclear. Indeed, participants believed that the concept did not provide sufficient clues to assist youth on what they should do to inform their decisions and what they should be thinking about. Nonetheless, the ideas of vaping being influenced by peer pressure while remaining a personal choice clearly came through in this concept.



*"It's saying to take a closer look at yourself. If you vape or don't vape it's saying don't do it either way." Toronto 13-15 years old*

*"The main message is about peer pressure. This ad is asking you if you're vaping because you want to or if you're being peer pressured into trying it." Vancouver 16-18 years old*

Nonetheless, in a few instances, the concept was seen as focusing more on peer pressure than the health risks of vaping, thus causing some message confusion.

*"Le message n'est pas clair; on dirait plus une tentative de persuasion par rapport à l'influence que par rapport aux dangers." (The message is unclear; it looks like trying to warn you against peer pressure rather than warn you of the danger of vaping.) Montreal 16-18 years old*

The tone was described as dark, serious, sombre, anonymous, 'blue', dramatic and depressing. In a few locations, it was believed by a few in the older group that the question was posed in a judgemental way, and a more respectful version could be used, such as "Do you need vaping in your life?", "What do you know about vaping?", or "Is vaping as bad for you as you think?". These questions were also seen as providing a stronger call-to-action to seek out information about vaping.

In a few instances, it was believed that the concept would make current vapers or those considering vaping feel guilty about their decisions, as it positions vaping as a value choice rather than a behavioural choice.

*"It makes you feel guilty; like just because I do it doesn't make me who I am." Halifax 16-18 years old*

Of note, it was mentioned that this concept does not focus on nicotine as much as the other concepts, suggesting there are possible health consequences to vaping in general, rather than exclusively with vaping products that contain nicotine. That being said, a few participants in the older Montreal group expressed an interest to better understand the differences in health risks of vaping products based on whether or not they include nicotine.

## Relevance

***While youth were considered the target audience, the message was deemed most relevant to current vapers or those seriously considering vaping.***

It was believed that youth or teenagers would be the target audience, given the perceived age of the models (estimated in the 14-18 year-old range). It was also noted that in one of the images, a child 8-10 years old was seen in the background. The people's faces being covered or hidden also implied a wider youth audience and it was felt that different styles of youth could relate as a result.





*“These are textbook people; they could be anyone.” Halifax 16-18 years old*

*“It’s for people who are thinking about trying it and for people that vape but who are not sure of why they are vaping.” Halifax 13-15 years old*

That said, because the image shows smoke (or vape clouds), and given the question featured, the target audience was believed to be those who are seriously considering vaping, those who just started vaping or current vapers who are questioning their decision to do so. In a few locations, it was also mentioned that this concept may be more directed at youth who are generally influenceable, as it speaks of peer pressure.

### Call-to-Action

***This concept was considered as having a weak call-to-action.***

Although participants liked having a question on the products to grab their attention, they felt that the statement chosen (“Is vaping really you?”) was too generic to effectively engaged them. The generic nature of the question did not compel participants to want to investigate vaping. In essence, the answer to the question is either “yes” or “no” and nothing else in the concept invites further investigation. It was believed that the reader is not encouraged to find out why asking the question is important, and what information they should be looking for to assist with answering this question. For these reasons, most participants say they would “walk by” or “scroll past” if seeing these products.

*“It’s asking a question [Is vaping really you?] you don’t really care about so it makes it seem as though it’s not important.” Halifax 13-15 years old*

*“Vapers would say, ‘so what?’; non-vapers would say, ‘not for me’.” Winnipeg 16-18 years old*

### Tagline

***The tagline “Take a closer look” was generally considered uninspiring and not meaningful.***

The tagline for this concept was generally perceived as lacking relevance or meaning, neither providing information nor motivating the reader to take action. In general, it did not elicit curiosity among participants to find out more about the risks associated with vaping. Only a few in the younger Winnipeg group liked that it was straightforward, simple, and directive.

*“Take a closer look at what?” Winnipeg 13-15 years old*



## Preferred Execution

***None of the concept executions stood out from the others, as they were all seen as being too similar in terms of graphic appeal and messaging.***

Very few participants chose a preferred execution for signage layout or social media post, as they felt that there are little differences between them. Generally, the social media images, which included photos of other people as well as the person vaping, were preferred over the posters, as this inclusion reinforces the ‘peer pressure’ aspect of vaping.

## Concept C (It’s Your Life. Get the Facts.)

### Overall Impressions

***Overall this concept was the least preferred of all three across locations and audiences.***

The approach and design of this concept were considered generic and not strongly tied to vaping. Many felt that the concept looked more like a campaign for a school or to promote education in general. In addition, the bright and light look, tone, and message was not perceived to convey the seriousness of the topic discussed. A few in Winnipeg mentioned that the approach reminded them of anti-bullying or sexual education posters.

### Strengths

Despite general negative reactions to this concept, a few strengths were identified, as follows:

- The tagline was by far the most appreciated component of this concept, for recognizing that youth are responsible and in control of making their own decisions about vaping, while still implying that they have to live with the consequences of their choices. That said, in several locations, it was noted that the facts included in the concepts seemed vague due to the use of the word “may”, yet the tagline suggested that factual information is available online.

*“The message about it being your life and the consequences is clear – hits home.” Toronto  
16 – 18 years old*

- The use of background colours makes the statement on each product stand out. Indeed, using the bold colours – dark navy, blue, red, and green as background colours for the white text makes the messages stand out.
- The layout looks professional, despite being bland.



### Weaknesses

A number of negative opinions were expressed as it relates to this concept:

- The most commonly-cited issues with this concept were its lack of clear messaging across components (text and design), its mild tone, and weak call-to-action.
- The design was considered generic and corporate looking, and too serious or bland to attract youth's attention. Many felt that the imagery was unrelated to the topic of vaping, reminding them of educational promotions.
- Although representing youth 13-18 years old, the images did not portray the type of youth that were believed would vape. The models were considered too "clean-cut" and appeared to have characteristics not commonly identified with vapers. Other commentary on the models included that they were too 'stereotypical' as a range of types of youth.

*"The people look too happy and too uptight. It's just too stereotypical." Vancouver 16-18 years old*

- As with the other concepts, this one also did not provide specific information about the risks and consequences of vaping, nor did it highlight the seriousness of the situation by spelling out the consequences of vaping in any detail.
- The concept lacked a motivational call to think about vaping choices or seek out information.

### Message

***The concept was seen to communicate that vaping can be harmful, though this was not communicated in a compelling manner.***

Despite the lack of appeal and weak call-to-action, the concept clearly communicated that vaping, which may seem harmless, can in fact be harmful, notably negatively affecting brain development and leading to nicotine addiction.

*"I think the main message is that vaping is bad for you and you should not do it and it can lead to altering brain development." Halifax 13-15 years old*

*"If you vape, you run the risk of possibly getting addicted to vaping/nicotine and you may ruin your own life in the process." Winnipeg 16-18 years old*

*"It's straightforward, telling the viewer that vaping can cause many things to happen, thus one should stay informed." Toronto 16-18 years old*



That being said, participants believed that the concept positioned vaping as potentially harmful only if vaping products contain nicotine, suggesting to participants that vaping products that do not contain nicotine are safe to use.

Further, the message was considered by participants as too simplistic to be compelling, as it did not provide specific facts or more detailed information about the risks of vaping. In several locations, the statement “Vaping may have long-term consequences” was considered vague and uncertain due to the use of the conditional word “may”. Further, many youth mentioned being most concerned with what affects them now, rather than worrying about future consequences. As such, the concept of “long term consequences” did not resonate with them. While the statements and tagline communicated the message, the images did not.

The tone of the concept was described as serious, generic, boring, bland, soft, and neutral. The concept gave a feeling of normalcy to participants, showing ‘normal’ kids in familiar settings, with the tone not being overly positive or negative. A few participants felt that apart from the tagline which was somewhat directive, the factual tone of the concept did not convey an invitation to act.

*“Tu n’y réfléchis pas; cela [ce concept] ne te pousse pas à réfléchir [au vapotage].” (You are not thinking about it. This concept does not entice you to think about vaping.)  
Montreal 16-18 years old*

*“It’s not threatening enough to grab my attention.” Winnipeg 16-18 years old*

In Winnipeg, as a way of increasing interest in the products, it was suggested to bold the consequences (i.e., ‘alter teen brain development’, ‘long-term consequences’, and ‘nicotine addiction’) rather than the word vaping in the statements.

## Relevance

***Although teenagers were recognized as the concept’s target audience, participants did not feel compelled by the creative approach.***

The pictures of people in this concept were generally considered to be between the ages of 13 and 18 years old, and as such, teenagers were considered to be the concept’s target audience. Of note, a few felt that the youth on the right (wearing a jean vest) looked older, perhaps in his twenties. That said, as mentioned earlier, participants did not believe the people featured were representative of people vaping (they are too ‘clean-cut’). In fact, the youth featured in the concept appeared as leaders, studious, obedient, and serious. Their styles were described as “nerd”, “athletic”, and “popular” which were not spontaneously representative of what youth think of vapers as described earlier in this report. As such, it was believed that the concept appeared ‘staged’ and lacked credibility.

*“They don’t look like any of them have ever tried vaping.” Halifax 16-18 years old*



*“They are trying to relate to teens with these images, but these teens don’t vape.”  
Winnipeg 16-18 years old*

At the same time, the settings (sports field and school classroom) were seen as unrealistic locations where vaping normally happens. It was believed that social situations with friends (hanging out as a group on the street or at parties) would be more realistic representations that would add credibility to the concept’s message. Finally, the images looked staged to participants. Of note, older youth in Montreal and to some extent in Winnipeg believed that the concept would hold greater appeal for parents of youth, inviting them to have those conversations with their child.

*“It looks like any basic message that says vaping is bad. But honestly, I wouldn’t care too much about it.” Toronto 16-18 years old*

### Call-to-Action

***The concept was considered as having a weak call-to-action.***

Because of its perceived generic and corporate look and the vagueness of statements included, this concept did not grab participants’ attention. Nearly all participants mentioned that the concept would not have a lasting impression on them, and that they would “walk by” or “scroll pass” those kinds of materials without looking at them. The materials also presented general information without a clear invitation for action.

### Tagline

***The tagline was well liked across audiences and locations for recognizing that youth are responsible for their vaping decisions.***

The tagline, “It’s your life. Get the facts.” was well liked as it was viewed as empowering youth to choose for themselves, while inviting them to inform their decisions. That being said, it did not provide a strong call-to-action on its own. In fact, it was perceived more as a warning to ‘pay attention’, to think of consequences, rather than directing youth to get informed.

*“Selon moi, ils essaient de nous avertir [des risques du vapotage] en même temps que de nous dire, ‘fait ce que tu veux’.” (I think they are trying to warn us about the risk of vaping but at the same time telling us that we can do whatever we want.) Montreal 16-18 years old*

*“It’s your life means, it’s your choice; it’s up to you.” Halifax 16-18 years old*

Older youth in Winnipeg mentioned that the statements presented in the products implied uncertainty regarding the health effects of vaping (by using conditional words such as “may” or “can”) in contrast to the tagline which implied that factual and definite information was available (“Get the facts”).



*“They say, ‘Get the facts’, but do they know what the facts are?” Winnipeg 16-18 years old*

## Preferred Execution

***None of the concept executions stood out for its creative or message appeal, although the colour red and reference to brain development grabbed some participants’ attention.***

None of the three signage layouts was strongly preferred, though a few participants mentioned that the statement “Vaping nicotine can alter teen brain development” made them pay more attention, due to the perceived severity and permanence of changing their brain development. A few others felt that the product with “Vaping may have long-term consequences” was more relatable because of the eye-catching colour (red) and the personal relevance of the athletic setting. There were no clear preferences of social media posts. It was mentioned that youth are most concerned with the present than with what will happen to them in the future, thus making the “long-term consequences” statement less compelling, in addition to it being perceived as vague.

## Campaign Preference

***Concept A (Is Vaping Worth the Risk?) held the greatest appeal among youth across age groups and locations, despite a perceived moderate call-to-action.***

Overall, Concept A (Is Vaping Worth the Risk?) was most commonly selected as the most effective in making participants think about their vaping choices and enticing them to look for more information. It should be noted that this concept was by far the most preferred among French-speaking participants. While it was also preferred among English-speaking participants, the preference gap with the two other concepts is narrower in comparison.

Overall, this concept was preferred for its visual appeal, creative approach, consistency of messaging, and relevance to youth (referring to vaping product aromas and using bright colours).

*“[The concept Is Vaping Worth the Risk?] has the most provocative imagery, a more thought inducing tagline and more definitive information than the previous ones.” Halifax 13-15 years old*

*“This ad is a lot more colourful so it is more eye catching and it has more enticing and valid information.” Halifax 13-15 years old*

*“I like the colours (gets your attention), I like how it shows the smoke and what a vape looks like.” Toronto 16-18 years old*

*“Rather than using pictures of random people, a picture of organs is used and truly makes you understand that vaping is affecting you. I also like the use of background colour. Looks*



*more inviting & interesting. Instead of staying "learn more" it says there's a risk and makes you think more." Winnipeg 16-18 years old*

*"Because it's generally more appealing to the eye and I like how the facts are nicely blended together in a not-so-pushy way." Vancouver 13-15 years old*

Although not having widespread appeal, Concept B (Is Vaping Really You?) was preferred by some, notably older youth in Halifax and Vancouver. The concept's simple design, bold question, and anonymity contributed to its appeal. At the same time, some liked the concept's darker tone which they felt more realistically reflected the seriousness of the risk associated with vaping.

*"I like the whole mystery as to who the person is and the question aspect. Asking a question makes me want to click to find the answer and/or learn more about the topic. I feel I can personally relate, therefore I will click because it affects me." Halifax 16-18 years old*

*"It leads off with a question and is very mysterious and makes you want to find out the information that they are presenting. It appeals to everyone because no one is targeted with the picture." Halifax 16-18 years old*

*"It catches your attention more and the serious tone to it makes you think about the question." Toronto 13-15 years old*

*"It's the most serious. I won't care if ads are sweet, colourful, and childish. What will really make me worry and think about vaping is a serious, sad, scary ad." Winnipeg 13-15 years old*

*"The colour scheme shows the darker side of vaping. It would catch my eye if I was on the train. It would make me question my values on vaping." Vancouver 16-18 years old*

Concept C (It's Your Life. Get the Facts.) was the least preferred overall. Despite its generic feel and design flaws, this concept was still selected by a few participants as their preferred option. The concept held particular appeal for older youth in Toronto and younger youth in Winnipeg. The manner in which the factual information is bolded was considered eye-catching, and despite the perceived statements' uncertain nature, their focus on vaping consequences was appreciated. The tagline also appealed to many.

*"It's direct and to the point." Toronto 16-18 years old*

*"The slogan on the poster 'It's your life. Get the facts.' is more interesting than the other two and really catches my attention." Winnipeg 13-15 years old*



*“This one gets straight to the point. It says this is your choice but also your responsibility to keep yourself safe and get all the info.” Vancouver 13-15 years old*

## URL and Website Information

***The URL “Canada.ca/vapinginfo (Canada.ca/infovapotage)” was most preferred for its simplicity, memorability, and suggestion that the website would include comprehensive information, both addressing questions and providing answers.***

Participants were asked to choose which of three URLs they preferred: “Canada.ca/questionvaping (Canada.ca/questionvapotage)”; “Canada.ca/vapinginfo (Canada.ca/infovapotage)”; or “Canada.ca/vapinganswers (Canada.ca/réponsesvapotage)”. Across locations and audiences, the URL “Canada.ca/vapinginfo (Canada.ca/infovapotage)” was preferred for being short, simple, and easy to remember. Many participants also noted that the name itself implies that a broader variety of information would be included on the website, including Q&A, facts, statistics, tips, etc. By contrast, “questionvaping (questionsvapotage)” and “vapinganswers (réponsesvapotage)” were seen as too long and implying that the website would provide less information on vaping.

*“I would be looking for information online, not questions or answers.” Winnipeg 16-18 years old*

Regardless of the preferred URL, participants generally indicated they would be most likely to use a search engine to locate the website mentioned in the concepts, rather than typing in the URL in an Internet browser. Words they would type in the search engine included: Health Canada vape, risks of vaping, vaping, vaping info, effect of nicotine, effects of vaping, is vaping bad, vaping consequences, and vaping answers in English and ‘Santé Canada’, ‘vapotage’, ‘conséquences néfastes vapotage’, ‘pourquoi vapoter’, and ‘info sur le vapotage’ in French.

Participants expect to find a variety of information on the website, including facts about vaping, the risks and consequences of using vaping products, and the health effects of vaping. Some also wanted to know the difference between vaping products with and without nicotine. Suggestions were made to include scientific papers, statistics, and testimonials on the website. Tips on how to stop vaping and what vaping products are made of were also of interest, though to a lesser extent.

## Taglines

***Two taglines were considered most impactful: “It’s your life. Get the Facts./C’est ta vie. Obtiens les faits.” and “Skip the myths. Know the facts./Oublie les mythes. Obtiens les faits.”***

English-speaking participants were asked to select which of eleven taglines they felt would most compel them to look for information about vaping on the website identified in the concepts. French-speaking participants were asked to choose one of sixteen options. The original taglines featured in the concepts





were included in these lists along with alternatives. The following provides an overview of the taglines that were most commonly selected, including the main reasons they were chosen.

***It's your life. Get the Facts. / C'est ta vie. Obtiens les faits.***

This tagline was most commonly chosen across English-locations and it was among the top-three preferred options among French-speaking participants. It was most appealing to those who liked the idea of making their own choices as it relates to vaping. It was considered empowering while at the same time inviting them to seek information.

***Skip the myths. Know the facts. / Oublie les mythes. Obtiens les faits.***

This tagline was also widely appealing (in both languages) as it reminded participants to verify information they hear about vaping, as it may not necessarily be true. In Montreal, it held particular appeal for younger participants, while the appeal was more widespread across age group in English-speaking locations.

***Is vaping worth the risk? / Le vapotage, ça vaut vraiment le coup?***

French-speaking youth 16-18 years old expressed a strong preference for this tagline (along with “C'est ta vie. Obtiens les faits.”) as it pushes them to self-reflect on their vaping choices. It is interesting to note that among English-speaking participants, this tagline was the third most common choice across locations, having notable appeal among youth 16-18 years old in Winnipeg.

All other English taglines were far less commonly selected across locations and audiences as being most compelling (each being selected by at most 5 participants across all locations), including:

- Be informed. Know the facts.
- Get facts you can trust.
- Take a clear look at vaping.
- Find information you can trust.
- Get the whole story.
- Take a closer look.
- Get the whole story about vaping.

Of note, no one selected the English tagline “Ask questions about vaping”.

Among French-speaking groups, one participant each chose the following taglines as their preferred option:

- Assure-toi d'avoir toute l'information.
- Sois au courant. Obtiens les faits.
- Obtiens l'information dont tu as besoin.

Finally, the following French taglines were not selected by any participants as being most compelling:

- Examine de plus près l'information.
- Vois-y plus clair sur le vapotage.



- Une vision plus claire sur le vapotage.
- Pose des questions sur le vapotage.
- Questionne-toi au sujet du vapotage.
- Assure-toi d'avoir l'information non-biaisée.
- Obtiens toute l'information sur le vapotage.
- Obtiens toute l'information pertinent sur le vapotage.
- Obtiens de l'information fiable.
- Informe-toi en toute confiance.

## Additional Facts

In Montreal, Toronto, Winnipeg and Vancouver, participants were shown five alternative facts that could be shown in the concepts and asked to select the one that was most compelling to them personally. This topic was added in those locations after the Halifax focus groups suggested that the facts included in the concepts lacked relevance. The following provides an overview of the facts that were most commonly chosen.

***Vaping can expose you to harmful chemicals like aldehydes and metals. / Le vapotage peut vous exposer à des produits chimiques nocifs comme les aldéhydes et les métaux.***

This statement was one of two that were most commonly chosen across locations. The specific nature of the statement appealed to participants who liked to know exactly what could be the effects of vaping. Despite not knowing what aldehydes were, the word instilled fear and spurred curiosity to find out more about it. It was also liked as it could apply to all vaping products, regardless of whether or not they include nicotine.

***Nicotine can affect memory and concentration in teens. / La nicotine peut nuire à la mémoire et à la concentration chez les jeunes.***

This statement was equally appealing overall, with a slight preference among older youth compared to younger participants. This statement's simplicity and specific information was considered attractive. The reference to memory and concentration, which are important considerations for school, also held appeal. This statement also spoke to how nicotine may affect teens right now, rather than focusing on long-term consequences.

***Vaping can expose you to harmful chemicals. / Le vapotage peut vous exposer à des produits chimiques nocifs.***

While not among the top-two choices overall, this statement held slightly more appeal among youth 16-18 years old than among younger youth. Those who liked this statement found it simple and impactful as it clearly states the dangers of vaping (i.e. being exposed to harmful chemicals). While the statement is not specific, the expression "harmful chemicals" is sufficiently evocative to have impact. By contrast, those who did not like the statement found it too vague to be meaningful.



***The long-term health impacts of vaping are unknown. / Les effets à long terme du vapotage sur la santé sont inconnus.***

While not among the top-two overall, this statement held greater appeal among the older youth (16-18 years old) than among those who are 13-15 years old. Those who liked this statement indicated that it creates fear by suggesting that the consequences of vaping are unknown, thus suggesting that if you start vaping, you are putting your health at risk. Others did not like the statement as they felt it was too vague to effectively grab their attention, and it did not speak of immediate consequences.

***Vaping may lead to cigarette smoking (the leading preventable cause of death and disease in Canada). / Le vapotage peut mener à fumer la cigarette (la principale cause évitable de décès prématuré et de maladie au Canada).***

While not among the top-two overall, this statement held slightly more appeal among youth 13-15 years old than among older youth. Referencing the severe consequences vaping could potentially lead to (ultimately death from smoking cigarettes) was impactful to some participants. Other, however, felt that the statement is overly complicated which makes the message somewhat unclear.

## **Participant Recommendations**

To conclude the discussion, participants were asked to write down their personal recommendations to inform Health Canada's development of concepts. The following provides a summary of key themes or suggestions that came up. Note that these are suggestions submitted by participants and not recommendations that were derived from the analysis of the research results.

***Creative Approach:***

- Concepts need to be visually attractive as well as informative while remaining simple.
- Post videos online showing the physical effect of vaping.
- Show a visual account of the health consequences of vaping.
- Include statistics and more precise facts regarding the consequences of vaping.
- Don't make it sound like you are speaking down at us.
- Make it relatable, personal.
- Don't stereotype.
- Don't try to oversell it.
- Show young people how vaping can affect them now, day-to-day; speak of short-term consequences.
- Do not use scare tactics but show the seriousness of the situation.
- Show real-life examples of what can happen.
- Use attention-getting colours (bright or dark).
- Don't say that it is as dangerous as cigarettes; we know this is not true.
- Provide answers to youth's questions.
- Disseminate messages through influencers on social media.
- Avoid using humour.
- Include a strong and clear call-to-action.



- Be more definitive with presenting consequences (do not use “may”).
- Present only known facts; if there are long-term consequences, say what they are. If they are unknown, say that. Be honest about what is known and what is not.

**Media:**

- Post ads or messages on social media, in schools and in public transportation.
- Design an app to provide information about the consequences of vaping.
- Investigate the use of Snapchat to provide information on vaping.
- Work with schools to provide information in the classrooms or as part of the curriculum.
- Post ads or videos on YouTube.



## Detailed Analysis – Phase 2

The following section provides an overview of the findings from the focus groups conducted during the second phase of the study. Where appropriate, differences in opinions are outlined by each of the key audiences under this study.

### General Discussion

#### Advertising Recollection

##### ***Recall of vaping advertisements or information within the past year varies across age groups and locations.***

At the beginning of the discussions, participants were asked for their top-of-mind recollection of advertisements or information they have seen in the past year that related to vaping.

While recall of vaping information or advertisements was very low in Montreal, most participants in Toronto and Moncton reported having seen or heard something in the past year. Although nearly all English-speaking participants said they had heard or seen some type of information or advertising, most were able to recall ads to purchase certain brands of vape. Due to this, participants felt that the novelty of the subject being addressed in the campaign under study (youth prevention) will likely make it stand out.

In Toronto and Moncton, participants noted having seen information about specific brands of vape while in stores such as Walmart, at point of sale at a convenience / corner store or on the outside of vape shops. Others had seen information about vaping products in advertisements on bus stops or billboards.

It is worth noting that a few individuals in English-speaking locations had heard vaping prevention messaging in school health class, and on reflection, several participants had seen a YouTube video depicting the differences between vaping and smoking, using a bag / bottle of cotton balls as an analogy for lungs. From this video, participants' conclusion was generally that vaping is better than smoking for a person's health, but that it is still harmful.

As mentioned, ad recall was low among French-speaking participants. When asked about vaping advertisements, a few Montreal participants made vague references to ads seen on television and posters at school, though they were uncertain of the message or sponsor. In terms of specific mentions in the younger youth group, one participant recalled a television commercial on cannabis, while another recalled an ad that compared smoking to eating tar. Another participant mentioned having seen a documentary on vaping in their classroom. In the older youth group, one participant recalled an ad speaking about heart problems resulting from vaping while another participant remembered seeing an ad specifying vaping restrictions (i.e., where vaping is permitted/no permitted).



## Vaping Behaviours

***Vaping was considered prevalent among young people, especially among youth aged 16-18 years old.***

Across locations, several participants reported having vaped in the past, and they mentioned that vaping was a common occurrence among young people their age. Youth 16-18 years old were more inclined to share past vaping experiences than those 13-15 years old, though many in the younger age group had tried vaping. Nearly all, across age groups, indicated that their friends either vape regularly or had tried vaping. Participants noted that vaping is much more popular than smoking for their age group.

Vaping was seen as a social activity and trial was considered to be influenced by peer pressure, curiosity, and a desire to be seen a 'cool' or 'blend in' with others in social settings.

*"People do it because of peer pressure, because it's thought to be cool. " Toronto 13 – 15 years old*

*« Quand les amis vapotent, les autres sont autour et ils se font influencés. » (When friends vape, others around them will be influenced.) Montreal youth 13-15 years old*

*"Everyone else is doing it, they're curious, the tricks are cool. Plus the taste. " Moncton 16 – 18 years old*

*"J'ai l'impression que de vapoter parfois c'est pour avoir de l'attention de tes amis." (I think that sometimes, vaping is to get attention from your friends.) Montreal youth 13-15 years old*

Vaping was generally seen as a trend among teenagers, something to try while they are young more so than a habit that is here to stay. That said, nearly all participants across age groups felt that they were seeing more and more of their peers taking up vaping, and some felt that vaping was becoming entrenched. In a few instances, youth 16-18 also noted that vaping is done to relieve stress.

*"Je trouve que [le vapotage] est généralisé, normalisé. Il y a plus de gens qui [vapotent] mais c'est surtout après l'école." (I find that vaping is more common and normalized. There are more people vaping but mostly after school.) Montreal youth 13-15 years old*

*"It's definitely increasing. Everyone is doing it. It's not a trend, it's here to stay. " Moncton 16 – 18 years old*

Across age groups and locations, youth reported that vaping happens primarily in social situations (e.g., with groups of friends, at parties). There was a recognition that vaping happens 'anywhere', most notably where teens hang out - in parks, near shopping centres, near to schools, on the streets (near Metro stations in Montreal), and at home. Participants universally reported that vaping frequently happens at school, most often on the school grounds (away from school officials) and in washrooms or



changerooms. Some participants also mentioned having seen friends vape in the classroom when the teacher was absent, although this was widely considered by most youth as being an infrequent occurrence.

*“Les ados les plus vieux, ils se cachent dans les toilettes [de l’école pour vapoter] des fois.”  
(Older teens hide in the school washrooms to vape sometimes.) Montreal youth 13-15  
years old*

*“It’s at school, in the washroom or in the classroom, or outside. It’s pretty easy to hide so it  
happens everywhere.” Moncton youth 13 – 15 years old*

*“Anywhere – at school in the bathroom, in class, at a bus stop, on the street.” Toronto youth 16 –  
18 years old*

### Vaping Compared to Smoking

***While vaping and smoking cigarettes are seen as different, they are both considered as having ill health effects.***

When asked to briefly compare vaping and smoking, participants felt there were some differences, but that both have negative health effects, most notably on lungs. That being said, there was a sense that vaping is generally less harmful than smoking. Despite a general lack of awareness of what illnesses are vaping-induced, youth were more inclined to identify such things as “popcorn lungs”, “mushrooms in lungs” and “water in the lungs” as potential health effects resulting from vaping. There was some recognition that vaping can have the effect of causing addiction.

*“[Smoking and vaping] are similar, both have an effect on lungs. Cigarettes are more harmful but  
vaping is harmful too – it can cause popcorn lung. ” Moncton 13 – 15 years old*

*“Vaping is 90% safer than cigarettes. It is still dangerous, but not as bad. ” Toronto 16 – 18 years  
old*

*“Smoking is a habit more than vaping, though it can happen with vaping too.” Toronto 13 – 15  
years old*

There was consensus that vaping causes less damage than smoking, but that it can still cause health issues, and that there are many chemicals included in vape liquid, but fewer than in cigarettes. In some instances, cancer was identified as a potential health effect of smoking and vaping, though with less prevalence and with less severe consequences for vapers.

*“[Fumer la cigarette et le vapotage] Ça a les mêmes effets et ça a l’air semblable. [Le  
vapotage] peut amener à des maladies ou des problèmes de santé.” ([Smoking cigarettes*



*and vaping] have the same impacts and they are similar. Vaping can lead to illnesses or health problems.) Montreal youth 13-15 years old*

There were also a few mentions of other issues resulting from smoking or vaping, including issues with concentration and learning abilities.

*“Sur le mental à l’école on va être moins à l’écoute ou plus déconcentré facilement. Avec les deux [la cigarette et le vapotage]. Des problèmes de compréhension, des problèmes à l’école.” (Mentally, we will be listening less at school and be more easily distracted. With both smoking and vaping. Learning problems, problems at school.) Montreal youth 13-15 years old*

Interestingly, a few youth 16-18 years old in Montreal mentioned that although they believed that vaping had negative health effects, they were under the impression that the specific nature and severity of long-term health effects were unknown.

## Creative Testing – Signage Layouts

Three signage layouts that are part of the same concept were discussed, together, during the focus groups. For the purpose of reporting, these signage layouts are referred to as, Concept A (lungs), Concept B (brain), and Concept C (question mark). While the signage layouts were shown together, the presentation order was rotated across groups. All creative tested in phase 2 are presented in Appendix F.

Two concepts were shown, with the tagline being the only difference between them, namely one showing the Concept A tagline (It’s your life. Get the facts.) and the Concept B tagline being (Consider the consequences). The presentation order of concepts was also rotated across groups to avoid any presentation bias.

Participants were informed that the signage layouts could be used as posters in schools, as outdoor signage, or in transit. Participants were asked to evaluate the concept on their own through a written exercise, prior to a group discussion. The following sections provide an overview of focus group participants’ reactions.

## Overall Impressions

***The signs were neutrally-to-positively received by participants.***

Reactions to the signage presented were generally neutral or moderately positive. In general, youth felt that the signs communicated the potential harmful consequences of vaping, although various opinions were expressed in terms of the effectiveness of the signage at attracting young people’s attention. While some believed that the message’s simplicity and the signs’ colourful and recognizable design





(reminiscent of yellow police warning tape) would be sufficient to grab their attention, others felt that there was a lack of visual appeal and the risk messages were too vague to make them pay attention.

*“Moi je trouve que c’est le même style que les affiches qu’on retrouve dans notre école et qu’on passe tous les jours devant et qu’on remarque seulement à la fin de l’année. Ça n’attire pas tellement mon attention.” (For me, this has the same style as posters found in our school that we walk by everyday and that we only notice at the end of the school year. It doesn’t really grab my attention.) Montreal youth 13-15 years old*

*“It’s kind of strong, especially the part about teen brain development.” Toronto youth 13 – 15 years old*

That being said, some participants noted that the signs were particularly useful given that there isn’t much information available on the subject of vaping prevention. Reactions were somewhat more muted in Montreal, though the posters were still considered well done.

*“It’s useful because you don’t see many signs against vaping.” Moncton youth 13 – 15 years old*

The following presents a summary of the perceived strengths and weaknesses mentioned by participants:

### **Strengths**

The concept was generally seen as having a few strengths, as follows:

- A youth awareness campaign regarding the risks of vaping was considered valuable.
- To some, the design’s simplicity would help grab their attention.
- Showing or talking to the side effects of vaping was considered novel and interesting (particularly related to effects on brain development).
- The yellow ‘warning’ tape design was felt to be strong and eye-catching (reminiscent of police warning tape), though some felt the colour was muted.
- The ‘lung’ vapour visual in Concept B was easily-recognized and felt to be generally strong,

### **Weaknesses**

There were few negative comments about this concept:

- The ‘brain’ vapour visual wasn’t immediately recognized as a brain by some participants, though it was generally felt to be powerful nonetheless given the seriousness of the subject of brain development.
- Some felt that the vape device shown was too small to be easily seen, and others felt the vape devices shown were outdated.



- While youth appreciated being reminded of the risks of vaping, some felt that the signs did not provide them with new or detailed information.
- Many participants felt that Concept B (lung) would be improved if the image of lungs appeared damaged rather than as pure white vapour. Indeed, there were multiple calls for showing the lung damage rather than showing vapour lungs and alluding to damage.
- Some youth felt the ads were unoriginal, being similar to other ‘warning’ signs.
- The fact that long-term effects are unknown was felt to lessen the impact
- In Montreal, a few of the youth 13-15 years old felt that having images of actual vapers and showing the physical effects of vaping would have greater impact.
- Some in Montreal felt that the signages were too wordy, notably the ‘brain’ concept.

### Messages and Tone

***The signs were seen as warning youth of the negative health consequences that can potentially result from vaping, thus inviting them to stop using a vape or avoid starting to do so.***

In general, participants believed that the signs were aimed at informing youth to reconsider their decisions to vape or start vaping, by informing them of potential harmful consequences.

*“Le gouvernement veut sensibiliser les jeunes adolescents qui vapotent ou qui ont tendance à vouloir le faire de prendre en considération les risques de santé dans lequel ils s’embarquent.” (The government wants to make youth who are vaping or are considering it aware of the health risks they face.) Montreal youth 16-18 years old*

*“[It says] vaping could be dangerous and we don’t know much about it, so think twice about it.” Moncton youth 13-15 years old*

In a sense, it was believed that the signs were not aimed at educating youth about new facts related to vaping, but rather at reminding them of the potential harmful consequences of vaping.

*“ [Le but] n’est pas nécessairement d’apprendre aux jeunes [les conséquences du vapotage] mais de leurs rappeler que ce n’est pas nécessairement bon pour ton cerveau et tes poumons.” (The goal is not necessarily to educate kids about the consequences of vaping, but to remind them that it is not necessarily good for their brain and their lungs.) Montreal youth 13-15 years old*

The creative approach – yellow background and black diagonal lines – was reminiscent of police crime scene tape, thus implying some form of warning. This visual imagery was strong across age groups and locations, and grabbed youth’ attention. It also contributed to sending the message that the government wanted to warn youth of the potential dangers of vaping.



*“Selon moi, le gouvernement veut montrer que les effets et les causes du vapotage ne sont pas vraiment ce qu’on pense. Ça peut être plus grave. C’est pour [que les jeunes] se rendent compte des gros effets possibles et leur ouvrir les yeux sur ce sujet.” (I think the government wants to show that the impacts of vaping are not really what we might think. It can be worse. It is so youth are made aware of the important impacts, and to open their eyes to this.) Montreal youth 13-15 years old*

*“I think that they are trying to point out that vaping can still cause damage and we should be aware of the risks. Vaping may not have the same effects as smoking, but it can still be damaging to your health.” Moncton youth 13-15 years old*

*“The caution tape design is good, it would catch my attention – especially the brain development.” Toronto youth 16 – 18 years old*

The tone was felt to be good – taking the issue seriously and offering a warning regarding the health effects of vaping. While not particularly emotional, a few felt that the signs evoked concern for long-term health impacts, most often the suggestion of ‘unknown impact’, as well as the perceived permanence of health consequences, particularly on brain development.

*“Les affiches me feraient sentir la peur. Les bandes noires me font penser aux bandes que les policiers mettent quand il y a un accident ou un meurtre. La fumée est plus ou moins réaliste mais elle montre des parties du corps touchés donc ça me fait peur par rapport à ce que ça peut faire au cerveau et aux poumons et la petite phrase à la fin, ‘c’est ta vie, obtiens les faits’, ça me touche. Ça me dit si tu fais ça [vapoter] je vais obtenir ce que ça montre.” (The signage makes me fearful. The black bands make me think of the police crime scene tape they put up when there is an accident or a murder. The smoke is more or less realistic, but it shows the body parts that are affected and it scares me to find out what it can do to the brain and to lungs. And the phrase at the end, ‘It’s your life. Get the facts’, it touches me. It tells me that if I vape, I will face the consequences they are showing.) Montreal youth 13-15 years old*

When asked whether the term “lung damage/dommages aux poumons” or “lung inflammation/inflammation des poumons” was a stronger phrase to use on one of the signs, results were mixed. Some found the word ‘damage/dommages’ to be vague or un-descriptive and therefore worrisome, while others felt that ‘damage/dommage’ could be only a *small* degree and therefore not something to be concerned about. It was also mentioned that damage/dommages can be reversible, thus not effectively suggesting the severity of health consequences from vaping.

*“Ils auraient pu nommer les maladies reliées aux poumons. Dommages aux poumons ça pourrait être n’importe quoi.” (They could have named lung diseases. Lung damage could be anything.) Montreal youth 13-15 years old*

*“Damage is sort of scary about the future, but it’s not specific.” Moncton 16 – 18 years old*



By contrast, some participants thought ‘damage/dommages’ was stronger because it sounds permanent, compared with ‘inflammation’, which could be temporary. A few participants were unsure what ‘inflammation’ meant, so felt it wasn’t as strong. Others felt it was more specific than ‘damage/dommages’ and therefore a better phrase.

*“Lung inflammation sounds worse because it’s more detailed.” Toronto youth 13 – 15 years old*

For the Concept C (question mark) sign, participants were asked if referring to ‘unknown health impacts’ was strong enough. In Montreal, this approach was seen as somewhat impactful, especially by youth 13-15 years old, as it introduces doubt in their mind regarding the safety of vaping. The claim suggests that vapers take their health in their own hands, which was something that made an impression on many youth.

*“Je trouve ça plutôt effrayant. Certaines personnes ne vont pas comprendre le sens mais souvent quand les gens ne savent pas et qu’ils n’ont jamais essayé alors ils pourraient avoir peur d’essayer.” (I find this scary. Some people will not understand what this means, but often when people don’t know and they have not tried something, then they could be fearful of trying.) Montreal youth 13-15 years old*

That being said, many others said that the vagueness of the claim weakens the message. Indeed, for some, the phrase was not impactful at all, as they felt it suggested the effects could be insignificant.

*“Ça ne donne pas d’information et ça n’aide pas les gens. Si tu lis ça tu ne sais pas c’est quoi les effets et tu peux te dire que les effets pourraient être positifs.” (It does not provide information and it does not help people. If you read this you do not know what the effects are and you could tell yourself that there could be positive effects.) Montreal youth 13-15 years old*

*“It may not be that bad if you don’t don’t what the effects are.” Moncton 13 – 15 years old*

## Preferred Signage

***The Concept A (lungs) and Concept C (question mark) signs were slightly preferred over the Concept B (brain) signage.***

Participants were asked to identify which of the three signs made the greatest impression on them, and to explain their choice. Looking at overall results across groups, the Concept C (question mark) sign was slightly preferred among youth 13-15 years old, closely followed by the Concept A (lungs) sign, while both of these signs were equally preferred by youth 16-18 years old. While the Concept B (brain) concept was the least preferred option overall as the image of the brain was not easily recognizable, it still gathered a fair level of interest for highlighting potential impacts of vaping on brain development.



### Concept A (Lungs)

This concept was most preferred for the simplicity and visual impact of its messaging. Indeed, youth across age groups generally knew or were under the impression that vaping can negatively affect the lungs. As such, they saw this sign as a quick reminder of what could happen to them if they vaped. In addition, the image strongly supported the message, with the lungs being easily recognizable.

*“J’aime l’image de la ‘vape’ qui se métamorphose en poumons. Je trouve que le message se transmet par l’image.” (I like the image of the vapor into the shape of lungs. I find that the message is communicated through this image.) Montreal youth 16-18 years old*

*“Avec l’image des poumons, on sensibilise tout le monde; pas seulement les jeunes. C’est aussi une partie très importante du corps humain et sûrement la plus touchée à cause de la vapeur d’eau.” (With the image of the lungs, we make everyone aware, not just young people. It is also an important part of the human body and certainly the one that is most affected by the vapor.) Montreal youth 16-18 years old*

*“Lung damage is a known problem that people pay attention to. It does not leave people wondering.” Moncton youth 13-15 years old*

*“It’s most obvious with that one just seeing the image that it is trying to convey the message of the danger to your lungs.” Moncton youth 16-18 years old*

### ‘Question Mark’ Concept

The ‘question mark’ sign elicited curiosity for implying that long-term effects of vaping are unknown. This message was perceived as impactful, inviting youth to reflect on the consequences of vaping, and suggesting that choosing to vape means accepting the unknown. While youth appeared generally aware that vaping has negative health effects on the lungs and brain, being told that vaping has unknown health consequences was fairly unknown to them. Because of the message being novel to them, the sign grabbed their attention.

*“C’est la première fois que je vois une affiche qui indique que les effets du vapotage sont inconnus.” (It’s the first time that I see a sign that says that the long-term effects of vaping are unknown.) Montreal youth 13-15 years old*

Despite these preferences, it should be noted that the ‘unknown health impacts’ sign elicited opposite reactions in many instances. It was felt to be very strong for some, and weaker for others. ‘Fear of the unknown’ was commonly-cited as a reason for strength, with participants imagining scary potential consequences. Other participants felt that if the consequences were unknown, they may not be ‘that bad’.

*“It makes you think of what are the impacts of vaping and the question mark grabs more the attention of people.” Moncton youth 13-15 years old*



*“It makes me wonder what really could happen due to vaping.” Moncton youth 16-18 years old*

In Montreal, youth 13-15 years old also mentioned that the message is impactful because the unknown may imply varying degrees of severity.

*“On dit à la fois qu’il peut y avoir des effets graves ou aucun effet.” (They imply that there can be severe impacts or not impact at all.) Montreal youth 16-18 years old*

*“En lisant, on comprend qu’on ne connaît pas les dangers entiers du vapotage.” (Reading this, we understand that we don’t know the full scope of harm from vaping.) Montreal youth 13-15 years old*

That being said, across locations, those who felt that the ‘question mark’ sign’s message was the least compelling of all three believed that youth are more concerned with immediate impacts than long-term consequences.

*“People don’t care about the long-term health impacts as much as they care about getting into their preferred university.” Toronto youth 16-18 years old*

### Concept B (Brain)

The vapour cloud shape in Concept B (brain) was considered not easily recognizable and as such, this sign had the least impact across all three signs. That being said, this signage was still appreciated for presenting information that is not necessarily considered widely known, and for identifying health consequences that affects youth in their daily lives (i.e., brain development, concentration). The fact that vaping can affect brain development was surprising to some, and already known to others.

*“Je trouve que les informations sur cette affiche sont les moins connues et les plus percutantes.” (I find that information on this sign is the least known and the most impactful.) Montreal youth 16-18 years old*

*“It gives me the most information out of all three signs. It speaks to me the most because it talks specifically about teens.” Toronto youth 13-15 years old*

### Relevance

***The target audience of the signs was felt to be teens who don’t vape but who are considering it, as well as teens who currently vape.***

There was a general sense that the signs were directed at teenagers who are currently vaping, or those who are seriously considering doing so. Youth who took part in the focus groups and who had never considered vaping generally did not feel engaged or compelled by the message, although they recognized that the message would likely be more relevant to them if they were in a situation where



they were considering vaping. Nonetheless, given that youth are identified on the signs and that they are typically faced with choices related to smoking and vaping, they were readily seen as the target audience.

*“C’est principalement pour les jeunes à partir du secondaire. Parce que ça précise que c’est les jeunes et les jeunes ont plus cette envie-là de fumer [ou vapoter] ou de ressembler aux autres.” (It’s mostly for young people starting in high school because it specifies that it is for youth and that youth have more of a desire to smoke [or vape] or to be like others.)  
Montreal youth 13-15 years old*

*“These are for anybody. Anyone who is around it. It’s part of high school culture to have vapes around.” Moncton youth aged 16 – 18*

In a few instances, participants felt that although youth are expressly identified in the signage, the message could apply to the broader population.

As mentioned, a number of youth did not feel the signage was relatable, most notably those who do not vape or have no intentions to do so, and those who believed that they are already aware of the information provided on the signs.

*“I don’t vape, so this doesn’t have much impact.” Toronto youth aged 16 – 18*

## Call-to-Action

***The signage elicited low levels of interest in seeking information about vaping, but appeared effective at making youth think about their choices if they were considering vaping.***

Only a few participants felt they would look for more information about the health consequences of vaping product use after seeing the signs. Those who said they would look for ‘effect of vaping’ on Google, rather than going to the URL shown (though a few said that they might click on the URL if the signs came up on social media).

*“I’d google what vaping does to you, and would want to know what the lung damage is.”  
Moncton youth aged 13 – 15*

*“I’d be curious to know more about what the health impact is.” Toronto youth aged 16 - 18*

In Montreal, everyone felt that the posters lacked a strong call to action and as a result, nearly all across age groups indicated they would not look for information. More specifically, the message was perceived as being informative more so than requiring any action, especially for non-vapers and non-smokers who felt that the message was not relatable to them.



*“Moi je vais passer devant parce que je ne me sens pas concerné. J’en ai déjà entendu parler [vapotage] et je ne trouve pas ça assez attirant pour vouloir en apprendre plus. Je n’en consomme pas et je sais c’est quoi les conséquences [de vapoter].” (I will walk by it because it does not engage me. I heard about vaping and I don’t find it attractive enough to want to learn more about it. I do not use it and I know what the consequences of using it are.) Montreal youth 13-15 years old*

In terms of whether the signs would cause participants to think twice about vaping, some said that it would be in the back of their mind if they were in the situation of being offered a vape. That said, participants also indicated that peer pressure would remain a strong factor and their choice to try a vape may be based on who was offering it or encouraging them to try. A few also said that the signage may remind them to approach the topic with friends that are currently vaping.

*“Même si je ne suis pas concerné, ça m’a rappelé les conséquences. Ça m’aiderait plus à conseiller un ami par exemple.” (Even if I am not concerned, it reminded me of the consequences. It would be more helpful to advise a friend, for example.) Montreal youth 13-15 years old*

*“I wouldn’t seek out vaping, myself, but peer pressure is still an influence.” Moncton youth aged 16 – 18*

## Suggestions for Improvement

Participants provided a number of suggestions to improve the signage, as follows:

- To use new facts (ones that aren’t as widely known);
- To use definite statements (‘will’ rather than ‘could’ or ‘can’);
- To update the vapes shown (the devices appeared outdated to some);
- To increase the size of the vape devices to make them more prominent;
- To show actual lung damage;
- To illustrate people in situation; and
- To brighten the yellow background colour

## Taglines in Signs

Participants were asked to comment on two possible taglines for the signage layouts. Across locations, Tagline A (It’s your life. Get the facts. / C’est ta vie. Obtiens les faits.) was preferred among youth 13-15 years old, while Tagline B (Consider the Consequences / Considère les conséquences) was more commonly the preferred choice of youth 16-18 years old.





The following sections present comments relevant to each tagline.

### Tagline A (It's Your Life. Get the Facts. / C'est ta vie. Obtiens les faits.)

***The Tagline A (It's your life. Get the facts. / C'est ta vie. Obtiens les faits.) was considered to be directional and personal (your life), and to put the decision of whether to vape or not in the teen's hands.***

This tagline was preferred by youth 13-15 years old more so than by older youth. It suggests that a decision to vape or not is very personal, but that it also comes with consequences. Those who liked this tagline felt that it was effective at making them second-guess their choices knowing that if harm comes from it, it will be their own responsibility. Implying that youth have choices was highly appealing.

*"Ça me dit que je peux faire ce que je veux mais que je vais obtenir ce qui vient avec. Donc si je vapote je peux obtenir des amis mais aussi des maladies. C'est ta vie, fait ce que tu veux." (It says that I can do what I want, but that I will get what comes with it. So if I vape, I can have friends, but also illnesses. It's your life, do what you want to do with it.)*  
Montreal youth 13-15 years old

*"It makes you think about how these health effects could affect your life." Toronto 13-15 years old*

*"It would make me think twice about vaping because it makes me realize that vaping could be life changing in a bad way." Toronto 13-15 years old*

This tagline also suggested that the results of choices made could either be positive or negative which was motivating to some. In the Montreal youth 13-15 years old group, it was mentioned that the punctuation adds an element of seriousness to the statement. Indeed, the periods clearly separates the two thoughts communicated by this tagline (your life and get the facts), thus affording equal focus on both.

Those who did not like the tagline felt that it was too pointed and 'preachy'. They also felt that it suggests that youth' choices will be respected, regardless of whether or not they decide to vape.

*"It's your life instantly sets the tone of, 'well, then I'll keep vaping because my life means my decisions'." Moncton youth 16-18 years old*

### Tagline B (Consider the Consequences / Considère les conséquences)

***The Tagline B (Consider the consequences / Considère les conséquences) was considered to be direct and better at highlighting the negative consequences of vaping.***



The Tagline B (Consider the Consequences / Considère les conséquences) was generally perceived as more direct, 'harsh' and serious than the Concept A tagline (It's your life. Get the facts. / C'est ta vie. Obtiens les faits.). To some, this made the statement more thought-provoking and led them to think of the negative consequences that may result from vaping and how it would affect them personally.

*"Ça m'alarme moins l'autre [C'est ta vie. Obtiens les faits.] et j'ai plus l'impression que c'est moins important. Tandis que celle-ci, considère les conséquences, va plus me faire réfléchir." (The other one – It's your life. Get the facts. – is less alarming and gives me the impression that it is less important. While this one, consider the consequences, will make me think about it more.) Montreal youth 16-18 years old*

*"A consequence sounds bad compared to getting facts. Especially if it is relevant to you." Toronto 16-18 years old*

*"The word 'consequence' is usually something that people don't want to happen to them after they do something and often regret it. This will make you think twice [about vaping]." Toronto 16-18 years old*

That said, the perceived harsh tone was also the reason why some youth did not like this tagline. They believed that it sounded too directive and did not imply that youth are able to make sound decisions.

*"Le deuxième [Considère les conséquences] est un peu trop direct, le ton est dur. Ça dit, c'est ton problème, considère les conséquences. Tandis que le premier [C'est ta vie. Obtiens les faits.] dit que c'est toi qui fais tes choix, fait confiance à tes choix." (The second one – Consider the consequences – is too direct and the tone is harsh. It says, it's your problem; consider the consequences. While the first one – It's your life. Get the facts. – says that you are the one deciding, trust your decisions.) Montreal youth 13-15 years old*

*"I think 'consider the consequences' is stronger because if you really think about the message, it means remember the outcome of what you are doing." Toronto 13-15 years old.*

*"It reminds you that there are consequences to vaping. It sounds scarier." Moncton youth 16-18 years old*

A few considered it to be alarming (particularly given that consequences are generally perceived to be negative). That said, a few felt that consequences could be minor and not very serious, and that 'consideration' was a soft term.

## Creative Testing – Videos Storyboards/Moodboards

Three versions for a video were presented to participants in the form of a storyboard and an accompanying moodboard. Storyboards and moodboards tested are included in Appendix C. In this



report, these are referred to as Storyboard 1 (Arcade), Storyboard 2 (School), and Storyboard 3 (Home) to reflect the setting of the storyline. While the three versions for a video were shown one after the other, the presentation order was rotated across groups to avoid any presentation bias. To help envision the final product, participants were provided with key explanations of the storyline and the creative approach to filming the video. Participants were informed that once produced, the videos could be seen on social media or cinemas. Participants were asked to evaluate the concept individually, prior to a group discussion.

The following sections provide an overview of participants' comments on the overall approach across videos. Where relevant, comments specific to each storyboard/moodboard are presented.

## Overall Impressions

***The overall idea for the videos was well liked and deemed engaging and relevant to youth, regardless of their current vaping habits.***

Youth were very enthusiastic about the videos and found them relevant and engaging. The fact that the three versions include people their age, interacting in settings familiar to them increased the video storyboards/moodboards' appeal. At the same time, showing a non-vaper made it more relevant to them personally. Further, participants liked the creative approach from the vapour overlay on bodies, the bright colours, the fast-moving visuals and the upbeat music

*"J'ai vraiment aimé ces idées de publicité. [Les vidéos] attirent l'attention et même si moi je ne pense pas vapoter, ça me parle quand même. Ils n'ont pas montré quelqu'un qui vapote, ils ont montré quelqu'un qui ne vapote pas et qui a l'option de dire oui ou non. C'est lui qui décide de sa vie et il doit prendre conscience des conséquences. Ensuite ils ont montré les bonnes conséquences de refuser [de vapoter]." (I really liked this idea for an ad. The videos grabbed my attention and even if I don't think I will vape, it speaks to me nonetheless. They did not show someone vaping, they showed someone that doesn't vape and that has the option of saying 'yes' or 'no'. He makes his own life decisions and he must think of the consequences. Then they showed the positive consequences resulting from refusing to vape.) Montreal youth 13-15 years old*

*"I like the idea of common places. It's effective because that happens, it's realistic. The school scene is the easiest to connect to." Moncton youth aged 13 – 15*

*"It speaks to me personally – it uses real life situations, and gives you more information." Toronto youth 13 – 15 years old*

*"Le fait qu'il y ait de vraies situations. Les endroits choisis ça me rejoint plus, je m'identifie à ça." (The fact that there are real situations. I can relate to the places they chose.) Montreal youth 16-18 years old*



When asked if the video storyboards/moodboards reminded them of anything else, some indicated they could picture the actual situations happening, though it is important to note that some felt the scenarios would be more realistic if the first individual actually vaped before handing it to someone else – indeed many thought it would be more impactful if one or two teens first tried vaping then the boy would be in a real peer-pressure situation of potentially being the ‘odd man out’. Other participants felt that the video storyboards/moodboards reminded them of anti-bullying, anti-drug or anti-smoking ads they had seen before.

*“In the videos, always make the person who pulled out the vape, vape first. It’s more believable than someone just passing a vape from their pocket.” Moncton youth 13-15 years old*

### Message and Relevance

***The video storyboards/moodboards were seen as inviting youth to say no to vaping by considering the negative consequences that may result from it.***

The focus on the video storyboards/moodboards was seen to invite youth to carefully consider the negative consequences from vaping before using a vaping device, even in situations where friends are suggesting it. The message was also seen as inviting teenagers to ‘make the right choices’ and to trust their own decision even if it goes against that of their peers.

*“Ça m’interpelle parce que des fois on doit se poser les bonnes questions et prendre la décision qui nous concerne et on a la possibilité de dire non et de faire son propre choix.”  
(It speaks to me because sometimes we need to ask ourselves the right questions and make a decision that will affect us and we have the possibility of choosing for ourselves.)  
Montreal youth 13-15 years old*

*“[Ça dit] laisse-toi pas influencer, prends tes choix toute seule.” (It says, don’t get influenced, make your own choices.) Montreal youth 16-18 years old*

*“[It says] don’t fall for peer pressure. Don’t vape; don’t risk it.” Toronto youth 16-18 years old*

In some instances, youth felt that the video storyboards/moodboards had a vaping cessation message, but also one to limit the growing prevalence of vaping. In a sense, the ‘prevention’ message came out clearly.

*“I think the point of the video is to try to get people to stop vaping, but mostly to avoid them starting in the first place.” Moncton youth 16-18 years old*

Many also felt that the purpose of the video storyboards/moodboards was to inform or warn youth about the risks associated with vaping. While youth generally did not believe they learned anything new



about vaping through the video storyboards/moodboards, they liked the manner in which it clearly raised a few important considerations – namely the potential health impact of vaping on young people’s lungs and brain.

*“I think the purpose of the videos is similar to the posters. It’s to inform and warn the public about the risks surrounding vaping.” Toronto youth 16-18 years old*

One youth aged 16-18 years old in Montreal was under the impression that this concept compared vaping to cigarette smoking in the types of consequences identified, as the girl shown in the video storyboards held the vape device the same way someone would hold a cigarette. This participant felt that it implied that vaping, like cigarette smoking, has some health risks.

In terms of the target audience, youth generally felt they could relate to the what the storyboards/moodboards showed, both because of the familiar settings and situations, but also as it featured both vapers and non-vapers.

*“La vidéo visait ceux qui ne vapotent pas et ceux qui vapotent tandis que les affiches c’était surtout pour ceux qui vapotent. Ça montre la vidéo que [vapoter] peut arriver à n’importe qui.” (The video was aimed at non-vapers and vapers while the signs were mostly for vapers. The video shows that [vaping] can happen to anybody.) Montreal youth 16-18 years old*

The scenarios were all seen as realistic, despite some issues with the settings. Indeed, social and peer pressure were seen as the main reason for starting to vape, thus the video storyboards/moodboards show situations that are familiar to youth.

*“Moi ça m’interpelle parce que j’ai beaucoup d’amis qui ‘vapent’ et qui me demandent si je veux essayer.” (It speaks to me because I have a lot of friends who vape and who are asking me if I want to try.) Montreal youth 16-18 years old*

Across locations, there were a few youth in each age group that did not relate to the video storyboards/moodboards, as they indicated that they would be highly unlikely to vape or to be in situations where they would feel peer pressure to do so.

When asked to indicate which facts they remembered from the video storyboards/moodboards, a number of similarities were noted. Facts pertaining to brain development were more surprising than other parts of the campaign for some. As with the signage options tested, the unknown consequences fact received mixed views. Some felt it was intriguing and scary (unknown is scary) while others felt that if the consequences are unknown, then they may not be that bad. In Montreal, many of the youth 16-18 years old recalled the mention about the presence of harmful chemical and its impacts on brain development.



## Scenarios

***The Storyboard 3 (home) and Storyboard 2 (school) scenarios were most relatable, though universally participants felt that vaping in a hallway would be the least realistic place at school that teenagers would vape.***

Participants were asked if they believed that the scenarios and settings featured in the video storyboards/moodboards were realistic and reflected what youth experience. It was widely believed that youth would relate to the home and the school settings, more so than the arcade.

*“I prefer the home one the most since it is in a comfortable setting and has the strongest overall message, ‘why risk it?’, which sounds more severe.” Toronto youth 16-18 years old*

*“The school is realistic, and home. Arcades are less topical.” Moncton youth 16 – 18 years old*

*“No one goes to an arcade. Make it a park or something.” Toronto youth 13 – 15 years old*

That being said, in order to make the school setting more relatable, participants suggested it be set in a change room or washroom, or outside the school (on or near the school grounds).

*“Change the school one to a change room. If someone is vaping in a hall they are pretty stupid. You get caught.” Moncton youth 16 – 18 years old*

The home scene, while felt to be strong, was less common a place to vape for some (given that parents are often around at home), and many suggested that house parties are much more likely places to find kids sharing a vape. This impression was stronger among youth 13-15 years old.

*“Moi c’est à la maison que je trouve [le vapotage] bizarre. Souvent quand tu es à la maison avec des amis il y a des adultes.” (I find vaping at home odd. Often when you are at home with friends, adults are around.) Montreal youth 13-15 years old*

*“Switch up the home one to be at a party.” Moncton youth 13 – 15 years old*

Finally, across locations and age group, participants felt that the arcade scene was unrealistic and outdated.

*“Switch the arcade to a mall or popular hang out spot for teens.” Moncton youth 13-15 years old*



## Call-to-Action and Social Media Uptake

***While youth generally believed they would recall the video storyboards/moodboards, fewer would watch it to the end, and very few would follow-up with action – seeking information or sharing on social media.***

Many participants felt they would remember the video storyboards/moodboards in future, particularly for the realism shown, as well as the fast-paced cuts in the middle section, and the special effects of vapour forming in the brain and lungs. Projected recall was more common among English-speaking participants than among French-speaking participants. In Montreal, youth 13-15 years old were more likely than older ones to believe that they would pay attention to the videos and remember them if they came across it.

It was mentioned that youth' attention spans are short, with participants feeling that 15 – 20 seconds would be as long as they would watch. There was near universal agreement of 'unskippable' YouTube videos as a good way to ensure the video was seen. Instagram was also noted as a great place to get teenagers' attention, though there were mixed views of whether it would be better placed as a story, part of a feed or in the 'discovery' section of the platform. A few, however, felt that the video format and its length would be a deterrent for them to take the time to watch it on social media.

*“Si c’était au cinéma je la [vidéo] regarderais mais sur mon timeline de Facebook je ne la regarderais pas.” (If it was at the movie theatre, I would watch the video but on my Facebook feed I would not watch it.) Montreal youth 16-18 years old*

*“YouTube would be effective if you put it as a 15-second ad.” Toronto youth 16-18 years old*

Those who believed that they would be unlikely to pay attention to the ad until the end, either mentioned that they do not have as long an attention span, or that they did not feel compelled by the message or they did not relate to the situations shown.

*“À la base [le vapotage] ce n’est pas quelque chose qui m’intéresse vraiment donc peu importe ce qu’il va y avoir dans la vidéo ça ne me touche pas.” (Vaping is not something I am interested in. So regardless of what will be in the video, it is not compelling to me.) Montreal youth 16-18 years old*

Further, the video storyboards/moodboards elicited limited interest in seeking additional information about vaping. Other than engaging youth to reflect on their choices, it was not perceived as clearly directing them to take action in a strong manner, though a few indicated they would google search more information on the type and extent of health effects from vaping.

*“Je ne pense pas qu’il manque quelque chose à la vidéo. Moi je suis juste trop paresseux pour aller chercher quelque chose [après avoir vu la vidéo].” (I don’t think that something*



*is missing in the video. I am just too lazy to go and do something [after seeing the video].)*  
Montreal youth 16-18 years old

*"I'd want to find out what kind of lung damage it is – is it lung cancer?"* Toronto youth 13 – 15 years old

*"I'd google the health effects of vaping. I wouldn't use the URL, it's too much work and the information would be too broad."* Moncton youth 16 – 18 years old

## Closing Lines

***There was no clear preference among the three closing lines featured in the video storyboards, with each communicating a different message.***

Three different closing lines were examined, one in each of the scenarios. Mixed views were expressed as to which of the three was strongest, as they appeared to youth as each communicating a different message.

"Why risk it? / Pourquoi prendre le risque?" was felt to be straightforward and causing viewers to question why vaping would be worth it. In some instances, it was considered as too vague and not clear about what risk there might be.

*"It demeans vaping, makes you feel stupid if you vape."* Toronto youth 13 – 15 years old

"If you don't smoke, don't vape / Si tu ne fumes pas, ne vapote pas" was strong for some, as a clear comparison of smoking and vaping, making vaping seem like a foolish choice. Others felt it was confusing, and that it meant that if you do vape, you might as well smoke too.

*"If you don't smoke is powerful, because tons of kids don't smoke but they still vape, and this makes vaping sounds as dumb as smoking."* Moncton youth 16 – 18 years old

"It's your life. Get the facts / C'est ta vie. Obtiens les faits" was felt to be directional and strong, putting the choice to vape or not squarely with the individual. That said, some believed that it was not strong enough to engage youth to take action.

*"It's strong, it says it's YOUR life, YOUR health."* Moncton youth 16 – 18 years old

*"Vaping can be life-changing, and you have your whole life ahead of you. It makes you think about how it will affect your life."* Toronto youth 13 – 15 years old





## Conclusions – Phase 1

The following conclusions are drawn from the analysis of focus group discussions during the first phase of the research.

- ***Social media and movie theatres were widely considered the best medium for government to inform youth about vaping.***

Young people reported heavily relying on social media, and as such, it was believed to be a good channel for the Government of Canada to share information about vaping. Instagram, Snapchat, YouTube and to a lesser extent Facebook, were identified as the most commonly-used social media. On-screen videos preceding the movies at theatres were also seen as a good way to reach out to youth. School and public transportation were also mentioned as good media, though to a lesser extent in comparison.

Youth were generally not familiar with Twitter, with many reporting having never used this social media network.

The use of a hashtag in the context of the concepts tested was not well understood and was felt to be outdated. Further, the acronym “DYK” was not widely understood and caused confusion, especially when positioned next to a sentence that appeared as a statement to many.

- ***The prevalence of vaping was considered to have increased among youth, yet knowledge of the health consequences of vaping appears limited among this audience.***

It was generally believed that vaping is becoming more mainstream in general, and has increased among youth in the past few years. Despite this perceived shift, there was mixed opinions regarding the status of vaping among youth, between those who think it is a trend and those who believed it is here to stay. Youth’s curiosity for trying new things, the appeal of social media ‘vaping tricks’ videos, and seeing friends growing out of vaping when they get older were considered signs that vaping is a trend according to some. Others, however, felt that the increased social acceptance towards vaping and accessibility of vaping products mean that the occurrence of vaping among youth will continue into the future.

Despite vaping being considered more common today than in the past, there was limited recall of advertisements for vaping products or information and knowledge of the health consequences of vaping was low. In general, vaping was considered as having less serious health consequences than smoking tobacco, though there was minimal awareness of the actual risks.

- ***Participants believed that the credibility and relevance of concepts tested could be improved.***

Across concepts, participants believed that seeing the Health Canada logo enhanced the message’s credibility and provided a further sense of trust among participants. That being said, the messages



around the risks of vaping were considered by participants as being too vague and general to effectively grab youth's attention and motivate self-reflection about vaping choices. The use of conditional terms, including "may" and "can" suggested to youth that information available was too vague to be relied upon, thus lowering their level of confidence in the message. At the same time, while they appreciated references to consequences that affects them now (e.g., brain development being affected), participants felt that the facts being communicated in the concepts were too vague to be of interest or value to them. Nonetheless, presenting vaping on its own in any concept was considered by participants as more effective than comparing it to smoking in making youth think of vaping choices.

- ***Concept A from the first phase held the greatest appeal among youth across age groups and locations, despite a perceived moderate call-to-action.***

Reactions to this concept were generally positive across audiences and locations, and this was the preferred of all three concepts tested. The concept was considered to communicate that even if vaping smells good, it has negative health effects. It should be noted that the pleasant adjectives to describe the flavours were an attraction to some participants, who were curious about vaping after seeing the ads, pointing to a potential inducement factor from this part of the concept.

Referring to what youth may perceive as a benefit of vaping (nice aroma) and combining it to a warning regarding the possible health consequences, as well as structuring the tagline as a question and using a simple layout with vibrant colours (pink and yellow) were considered effective ways to grab attention. Participants also liked the creative approach of showing affected body parts using the vapor, as well as showing the vaping device in the concept's executions.

Given that the concept does not show people and the manner in which the question is asked made this concept relevant to youth across ages, and regardless of current or past vaping behaviours. Despite the concept having some appeal and capturing youth's attention, its call-to-action was considered moderate at best. While some would be compelled to look for more information about vaping, many would not. It was felt that the visual depiction of the brain could be improved and the relationship between nicotine addiction and the heart was considered as unclear.

- ***Concept B elicited mixed reactions, though it was generally seen as ineffective at engaging youth to self-reflect about their vaping choices.***

Reactions to this concept were mixed across audiences and locations. While some liked that the dark, sombre tone more realistically represented the negative health consequences that could result from vaping and acted as a warning, others felt that the message was confusing and that the concept lacked relevance to them as non-vapers. Many felt that vaping is something to do and not something that defines a person, and as such, they did not like the concept's headline.

Nonetheless, the concept was seen as asking youth to consider their vaping choices and the extent to which these choices are influenced by peer pressure. In fact, it was seen as the primary message over one that focused on health consequences. Although it was recognized that peer pressure,



along with curiosity, was a key factor in youth trying vaping, most participants felt that asking youth to reconsider peer pressure in their vaping decisions was not a compelling argument. Further, the concepts' target audience was considered to be relatively narrow. Indeed, while youth were considered the target audience, the message was deemed most relevant to current vapers or those seriously considering vaping.

This concept was considered as having a weak call-to-action. The tagline "Take a closer look" was generally considered uninspiring and not meaningful. From a creative standpoint, none of the concept executions stood out from the others, as they were all seen as being too similar in terms of graphic appeal and messaging.

- ***Concept C was the least preferred of all three concepts tested across locations and audiences.***

This concept was generally disliked by participants for its lack of clear and consistent messaging across components (text and design), its mild tone, generic design, and weak call-to-action. While the concept was seen as communicating that vaping can be harmful, this was not communicated in a compelling manner. It was believed by participants that the information was too vague to be compelling, and that the images did not support the message. In fact, while teenagers were recognized as the concept's target audience, participants did not feel compelled by the creative approach. Youth illustrated were considered too serious and "clean-cut" to be seen as vaping. By contrast, young vapers were generally described by participants as standing out, wanting to attract attention, looking to be seen as 'cool' and liking new experiences.

The tagline "It's Your Life. Get the Facts." Was well liked across audiences and locations for recognizing that youth are responsible for their vaping behaviours. Other appreciated components of the creative included the use of a coloured background behind each statement, making them stand out and the professional look of the layouts in general.

- ***Of the three URLs tested, "Canada.ca/vapinginfo" was preferred for its simplicity and memorability.***

Three URLs for a website were tested during the group discussion, namely "Canada.ca/vapinginfo", "Canada.ca/vapingquestions" and "Canada.ca/vapinganswers". By far, "Canada.ca/vapinginfo" was preferred across locations and audiences, for being short and easy to remember. At the same time, the term "info" implied that the website would include a broad range of information, both addressing questions and providing answers.

- ***Two taglines were considered most impactful: "It's your life. Get the Facts./C'est ta vie. Obtiens les faits." and "Skip the myths. Know the facts./Oublie les mythes. Obtiens les faits."***

Among all of the tagline discussed, there were two that were clearly preferred in both English and French focus groups. The tagline, "It's your life. Get the Facts./C'est ta vie. Obtiens les faits." appealed to participants who liked the idea of making their own choices as it relates to vaping. It



was considered empowering while inviting youth to inform their choices. The tagline, “Skip the myths. Know the facts./Oublie les mythes. Obtiens les faits.” was well liked by participants as it reminds them that not all information they hear is accurate, and that they should seek out factual information to inform their decisions.

- ***Some of the additional facts on vaping held appeal among participants.***

Of the five additional facts on vaping, the two that held the greatest appeal among participants were “Vaping can expose you to harmful chemicals like aldehydes and metals. / Le vapotage peut vous exposer à des produits chimiques nocifs comme les aldéhydes et les métaux.” and “Nicotine can affect memory and concentration in teens. / La nicotine peut nuire à la mémoire et à la concentration chez les jeunes”. The first statement was liked for specifying what vaping products include and using words that created strong negative imagery, despite the term “aldehydes” not being known. The second statement held appeal among participants for its simplicity and reference to consequences that are immediate and affecting areas important to youth (memory and concentration).

## Conclusions – Phase 2

The following conclusions are drawn from the analysis of focus group discussions during the second phase of the research.

- ***Variable ad or information recall regarding vaping suggests that a youth awareness campaign is warranted to inform young people of the risks associated with vaping.***

The research suggests that given moderate to limited ad or information recall about the consequences of vaping and with the increasing importance of vaping among youth, the proposed marketing campaign to inform youth about the risks associated with vaping product use will stand out. The need for this type of campaign is further supported by youth’ impression that vaping is prevalent among people their age (especially among the 16-18 age group) and that there are many occasions for youth to start vaping, especially in social settings and when peer pressure is involved. During the focus groups, youth claimed that vaping is a ‘social experience’ and that it is increasingly more popular than smoking cigarettes among their peers. Vaping was seen as happening ‘everywhere’, notably where teenagers ‘hang out’ – in parks, near shopping centres, nearby schools or in school washrooms, at parks, on the streets and at home.

There also appears to be limited awareness of the exact nature of the risks associated with vaping product use. While vaping and smoking cigarettes were seen by youth as being different, they are both considered as having ill health effects, though to varying degrees. In general, vaping was seen as having less severe consequences. While there was limited awareness of the precise nature of the risks associated with vaping, youth were generally aware that it can affect their lungs and to a lesser extent, their brain (learning abilities, and concentration issues).



- ***The signage discussed during the focus groups were neutrally-to-positively received, with the message deemed most compelling for current vapers or those seriously considering it.***

In general, youth felt that the signage presented communicated the potential harmful consequences of vaping and focused on the importance of stopping or not taking up vaping. That being said, there are mixed opinions regarding the signage's effectiveness at attracting youth's attention. Current vapers among teenagers and those who are seriously considering it were considered to be the target audience. As such, the message was not compelling to those who were not in these situations, despite the signage still being viewed as relevant in general. The signage elicited low levels of interest in seeking information about vaping, but appeared effective at making youth think about their choices if they were considering vaping.

In terms of graphic appeal, the bright background colour reminiscent of the police crime scene tape and simplicity of design appealed to some while others felt that it would not grab their attention. Although youth appreciated being reminded of the risks of vaping, there was a general sense that information provided was already known.

Of the three signs shown, the Concept A (lungs) was preferred for its simplicity and the image's ability to convey the message, while the Concept C (question mark) sign was preferred for introducing an element of fear and a topic that is not often talking about (unknown impacts). That said, 'unknown' means that consequences could be either negative or positive or that there could be none. Youth ages 16-18 years old equally liked both concepts, while youth ages 13-15 years old expressed a slight preference for the Concept C (question mark) sign. While the Concept B (brain) concept was the least preferred option overall for its lack of visual clarity (the vape shape not easily recognizable as representing a brain), it still gathered a fair level of interest, as it speaks of consequences having an immediate, scary, and visible impact on youth.

Neither of the expressions "lung damage" or "lung inflammation" was considered best to speak of vaping consequences on the lungs. In some instances, "damage" evoked permanency, thus more strongly conveying the seriousness of the issue. In other instances, this term did not effectively convey the severity of the consequences, thus minimizing the impacts of vaping. By contrast, the expression "lung inflammation" was seen as a temporary condition that is treatable, thus minimizing the health consequences of vaping, while others felt that it more specifically identified a condition, thus making it sound more credible. Referring to "unknown health impacts" caused most to question the severity of vaping consequences. Some found it positive, as it implies that the severity of consequences is unknown (thus potentially harmful), while others felt that the statement is too vague to cause them to worry.



- ***Tagline A (It's your life. Get the facts. / C'est ta vie. Obtiens les faits.) was preferred among youth ages 13-15 years old, while the Tagline B (Consider the Consequences / Considère les conséquences) was the preferred choice of youth ages 16-18 years old.***

The Tagline A (It's your life. Get the facts. / C'est ta vie. Obtiens les faits.)" was well liked for suggesting that a decision to vape is personal but that it also comes with consequences. The tone is respectful, while engaging youth to reflect on the consequences of their actions. By contrast, the Tagline B (Consider the consequences / Considère les conséquences) was considered to be direct, scarier and better at highlighting the negative consequences of vaping.

- ***The concepts for the video storyboards/moodboards were well liked and deemed engaging and relevant to youth, regardless of current vaping habits.***

Of the three scenarios presented, the Storyboard 3 (home) and the Storyboard 2 (school) scenarios were most relatable, though universally participants felt that vaping in a hallway would be the least realistic place teenagers would vape at school. A school washroom or changeroom, or outdoor areas nearby schools were considered more realistic places where vaping happens. Similarly, a house party was seen as more realistic to some for the Storyboard 3 (home) scenario. The Storyboard 1 (arcade) was by far the least preferred settings, being seen as outdated and unpopular among youth.

The creative approach for the videos was well liked by youth. Having included people their age in familiar settings and realistic situations made the scenarios engaging and relevant to youth. Showing vapers and non-vapers in situations where they are offered to vape was considered realistic and making the videos relevant to all young people, regardless of their current vaping habits. Youth also liked the fast-moving visuals, upbeat music, and originality of having the vape-like shape inlaid on bodies as being effective at grabbing their attention. That said, it was felt that the situations would be more realistic if the first individual actually vaped before offering it to someone else.

Despite the overall creative approach for the videos being liked and considered memorable, it was considered too lengthy to capture youth's attention to the end, and did not provide a strong call for immediate action (such as seeking information or sharing on social media). Many participants felt they would remember the video storyboards/moodboards in future, particularly for the realism shown, as well as the fast-paced cuts in the middle section, and the special effects of vapour forming in the brain and lungs.

All three storyboards/moodboards were seen as inviting youth to say no to vaping by considering the negative consequences that may result from it, and to trust their choices even in situations where peer pressure happens. In terms of risk information, facts pertaining to brain development, unknown consequences and harmful chemicals had the greatest impact on youth.



There was no clear preference among the three closing lines featured in the video storyboards/moodboards, with each communicating a different message. “Why risk it? / Pourquoi prendre le risque?” was felt to be straightforward and causing viewers to question why vaping would be worth it, though it was also considered too vague and not clear about the risks. “If you don’t smoke, don’t vape / Si tu ne fumes pas, ne vapote pas” was strong for some, as a clear comparison of smoking and vaping, making vaping seem like a foolish choice. Others felt it was confusing, and that it meant that if you do vape, you might as well smoke too. “It’s your life. Get the facts / C’est ta vie. Obtiens les faits” was felt to be directional and strong, putting the choice to vape or not squarely with the individual. That said, some believed that it was not strong enough to engage youth to take action.



# Appendix A

## Recruitment Screener (Phase 1)



## Vaping Prevention and Protection Concept Testing Screener – FINAL (V3)

Name: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Evening phone: \_\_\_\_\_

Email: \_\_\_\_\_

Group      1    2    3    4    5    6    7    8    9    10

### FOCUS GROUPS:

#### Halifax, NS (ENGLISH)

**Date:** Monday, September 17, 2018**Location:****CRA Halifax****Time:** Group 1 – 5:00 pm – Youth (Aged 13-15)

7071 Bayers Road

Group 2 – 7:00pm – Youth (Aged 16-18)

Suite 5001

#### Toronto, ON (ENGLISH)

**Date:** Tuesday, September 18, 2018**Location:****Quality Response****Time:** Group 3 – 5:00 pm – Youth (Aged 13-15)

2200 Yonge Street

Group 4 – 7:00pm – Youth (Aged 16-18)

Suite 903

#### Montreal, QC (FRENCH)

**Date:** Tuesday, September 18, 2018**Location:****MBA Recherche****Time:** Group 5 – 5:00 pm – Youth (Aged 13-15)

1470 Peel Street

Group 6 – 7:00pm – Youth (Aged 16-18)

Tower B, Suite 800

#### Winnipeg, MB (ENGLISH)

**Date:** Wednesday, September 19, 2018**Location:****NRG Research****Time:** Group 7 – 5:00 pm – Youth (Aged 13-15)

213 Notre Dame Avenue

Group 8 – 7:00pm – Youth (Aged 16-18)

Suite 804

#### Vancouver, BC (ENGLISH)

**Date:** Thursday, September 20, 2018**Location:****Vancouver Focus****Time:** Group 9 – 5:00 pm – Youth (Aged 13-15)

1080 Howe Street

Group 10 – 7:00pm – Youth (Aged 16-18)

Suite 503

### Specification Summary

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Ten (10) in-person focus groups in total</li> <li>Eight (8) English focus groups, namely two in each of Toronto, Vancouver, Winnipeg and Halifax</li> <li>Two (2) French (first language) focus groups in Montreal</li> <li><b>Groups 1, 3, 5, 7, 9:</b> In each market, one group will include Youth (aged 13-15)</li> <li><b>Groups 2, 4, 6, 8, 10:</b> In each market, one group will include Youth (aged 16-18) who are not currently smoking AND are not currently using a vaping device (based on Q5a and Q5b)</li> </ul> | <ul style="list-style-type: none"> <li><b>Groups 2, 4, 6, 8, 10:</b> In each group, min 4 who have tried vaping in the past (based on Q5c)</li> <li><b>Groups 2, 4, 6, 8, 10:</b> Must fit segments as identified in Q6; Min four recruits from segment 1 and one recruit from segment 2</li> <li>Mix of age (7 males/5 females), gender, and ethnic background (to reflect each market) in each group</li> <li>All have lived in their respective market for at least two years</li> <li><b>Groups 1, 3, 5, 7, 9:</b> Recruit <u>10 participants</u> per group</li> <li><b>Groups 2, 4, 6, 8, 10:</b> Recruit <u>12 participants</u> per group</li> <li>Incentive: \$100 per participant</li> </ul> |
|--|--|

### INTRODUCTION – FOR 13 TO 17 YEARS OLD:

Hello/Bonjour, my name is \_\_\_\_ and I am with Corporate Research Associates, a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people to take part in a small group discussion. We would like to speak with a parent or guardian of a child aged 13-17 regarding group discussions we are conducting with youth. Would that be you? **IF NO, ASK TO SPEAK WITH SOMEONE ELSE AND REPEAT INTRO (EITHER THE INTRO FOR 13-17 OR THE 18+ INTRO)**

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER: Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.]**

The purpose of the study and the small group discussions is to hear young people's views on **marketing materials currently being considered by Health Canada**. Youth that are selected would take part in a small group discussion that includes up to 12 youth around their age. The focus group discussion would last 2 hours and would be facilitated by a professional moderator. The focus group will be held on **[DATE]** at **[TIME]** at an office location in the city. Each participant will receive **\$100** after the focus group in appreciation for their time.

May I ask you a few quick questions to see if your child is the type of participant we are looking for to take part in this small group discussion? This will take about 6 or 7 minutes. Thank you.

The information you provide will remain completely anonymous and confidential and you are free to opt out at any time. Note that your child's and your personal information are collected, used, retained and disclosed by **[NAME OF RECRUITER]** and Corporate Research Associates in accordance with the applicable provincial privacy legislation or the Personal Information Protection and Electronic Documents Act (PIPEDA).\*

*\*IF ASKED: The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name or your child's name on any document including the consent form or the discussion form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or [privacy-vie.privee@canada.ca](mailto:privacy-vie.privee@canada.ca).*

**THANK & TERMINATE WHERE REQUIRED IN THE SCREENER: Unfortunately, we will not be able to include you/your child in this study. We already have enough participants who have a similar profile to yours/theirs. Thank you for your time today.**

1. To begin, are you or anyone in your household currently employed or have ever been employed in any of the following sectors?
 

Marketing/Market Research.....	1
Public relations, communications, graphic design, or creative agency.....	2
Advertising or media (TV, Radio, Newspaper).....	4
Health sector .....	5
Government department, federal, provincial or municipal that is responsible for health or public health .....	6
An association, organization or company which activities relate in any way to tobacco, smoking or vaping.....	7

**IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE**

2. To confirm, are you the parent or guardian of at least one child aged 13 to 17 years old living with you all or most of the time?

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE**

3. How old is your child living with you all or most of the time? \_\_\_\_\_

**RECORD AND RETAIN FOR QUOTAS MARKED AFTER QUESTION 3**

4. Is your child who would be participating in the focus group...?

Male ..... 1

Female; or ..... 2

Other ..... 3

**VOLUNTEERED**

Prefer not to answer ..... 4

**RECRUIT 7 MALES AND 5 FEMALES PER GROUP  
IF "OTHER" OR "PREFER NOT TO SAY" CONSIDER**

Thank you for your responses. We would like to ask your child a few questions before inviting them to take part in the focus group discussion. Your child's participation in the focus group would be voluntary. She or he does not have to answer any questions that feel uncomfortable. I'd also like to remind you that the focus group discussion is anonymous and that the information your child provides during the group discussion will not be linked with his or her name on any document.

5. Are you comfortable with your child taking part in this focus group if he or she qualifies?

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE**

**[GROUPS 1, 3, 5, 7, 9 ONLY – FOR THOSE AGED 13-15]** Before we speak to your child, if they are invited to participate in the discussion, we would need your written consent for their participation. They will need to bring a signed consent form when you drop them off for the focus group. May we have your email address to send the consent form?

**[RECORD EMAIL]** \_\_\_\_\_

**[Note to Recruiter: Once recorded, re-read back to confirm]**

Finally, I would like to inform you that the discussion your child would be taking part in will be recorded so that the focus group moderator can pay full attention during the discussion. What your child says

during the focus group is confidential. Their last name will not be used during the focus group or included in any reports we write about the focus group.

6. May we speak with your child to ask a few additional questions to see if they qualify to participate in our study? Specifically, we will need to ask if your child has ever smoked cigarettes or used a vaping device.

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE OR SCHEDULE CALL BACK**

#### **INTRODUCTION FOR SPEAKING WITH CHILD:**

Hello, my name is\_\_\_\_ and I am with Corporate Research Associates, a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people aged [GROUP 1, 3, 5, 7, 9: 13-15] [GROUP 2, 4, 6, 8, 10: 16-18] to take part in a small group discussion regarding **marketing material that is currently being developed by Health Canada**. We have just spoken to your [parent/guardian] who has given us permission to ask you a few questions to see if you qualify to participate. Each participant will receive \$100 after the focus group in appreciation for their time. May I ask you a few quick questions to see if you would qualify to participate?

**SKIP TO Q4**

#### **INTRODUCTION – For 18+:**

Hello/Bonjour, my name is\_\_\_\_ and I am with Corporate Research Associates, a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people to take part in a small group discussion. We would like to speak with someone in your household who is at least 18 years old. Would that be you? **IF NO, ASK TO SPEAK WITH SOMEONE ELSE AND REPEAT INTRO**

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER: Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.]**

The purpose of the study and the small group discussions is to hear people's views on **marketing material currently being developed by Health Canada**. Those who qualify and participate in the group discussion will receive \$100 in appreciation for their effort.

May I ask you a few quick questions to see if you are the type of participant we are looking for to take part in this small group discussion? This will take about 6 or 7 minutes. The information you provide will remain completely confidential and you are free to opt out at any time. The information collected will be used for research purposes only and handled according the Privacy Act of Canada.\*Thank you.

*\*IF ASKED: The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name on any document including the consent form or the discussion*

*form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or [hc.privacy-vie.privee.sc@canada.ca](mailto:hc.privacy-vie.privee.sc@canada.ca).*

**THANK & TERMINATE WHERE REQUIRED IN THE SCREENER: Unfortunately, we will not be able to include you in this study. We already have enough participants who have a similar profile to yours. Thank you for your time today.**

**Gender (By Observation):**

Female ..... 1  
Male ..... 2

**RECRUIT 7 MALES AND 5 FEMALES PER GROUP**

Do you, or does anyone in your household currently work or have ever worked in any of the following areas?

Marketing/Market Research..... 1  
Public relations, communications, graphic design, or creative agency ..... 2  
Advertising or media (TV, Radio, Newspaper)..... 4  
Health sector ..... 5  
Government department, federal, provincial or municipal that is  
responsible for health or public health ..... 6  
An association, organization or company which activities relate in any way  
to tobacco, smoking or vaping..... 7

**IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE**

In which of the following age groups do you fall? Are you...?

Less than 18 ..... 1  
18-24 ..... 2  
25 years or older ..... 3

**IF LESS THAN 18: ASK TO SPEAK TO A PARENT OR GUARDIAN AND GO TO INTRO**  
**IF 25 OR OLDER, THANK AND TERMINATE**

**[ASK ONLY IF AGED 18 – 24]** As we're looking to ensure we include people across a wide range of ages, how old are you specifically?

18 ..... 1      **Continue**  
19 or more ..... 2      **Thank & terminate**

**AGE QUOTAS**

**YOUTH GROUPS 1, 3, 5, 7, 9:** Recruit (4) 13 year olds; (4) 14 year olds; (4) 15 year olds

**YOUTH GROUPS 2, 4, 6, 8, 10:** Recruit (4) 16 years old; (4) 17 year olds; (4) 18 year olds

How many years have you been living in **[MARKET]**? **[RECORD # of Years: \_\_\_\_\_]**

Less than 2 years..... 1

At least 2 years or more..... 2

**MUST HAVE LIVED AT LEAST TWO YEARS OR MORE; IF LESS THAN 2 YEARS, THANK AND TERMINATE**

**[ASK FOR THOSE AGED 16-18]** At the present time, do you...

a. ... use an electronic cigarette or vaping device, also known as an e-cigarette **[READ IN ORDER]**?

Everyday ..... 1

Occasionally; or ..... 2

Not at all ..... 3

b. ...smoke cigarettes **[READ IN ORDER]**?

Everyday ..... 1

Occasionally; or ..... 2

Not at all ..... 3

**GROUP 2, 4, 6, 8, 10:**

**ALL MUST SAY "NOT AT ALL" TO BOTH Q5A AND Q5B TO CONTINUE  
IF "EVERYDAY" OR "OCCASIONALLY" TO ONE OR BOTH OF Q5A OR Q5B, THANK AND TERMINATE**

c. **[ASK FOR THOSE AGED 16-18]** Have you ever tried using e-cigarettes or a vaping device in the past?

Yes..... 1

No ..... 2

**RECRUIT MIN 4 WHO ANSWER YES TO Q5C for GROUPS 2, 4, 6, 8, 10**

**SKIP TO Q7 FOR THOSE AGED 13-15**

**ASK ONLY TO THOSE AGED 16-18:** We are looking at including a variety of participants in the groups. The next few questions ask about your personal preferences.

For each of the following statements, indicate whether or not it generally applies to you personally, by answering yes or no.

	YES	NO
a. I like new and exciting experiences, even if I have to break the rules	1	2
b. I like wild parties	1	2
c. Most of my friends drink alcohol	1	2
d. I have people in my social circle who smoke/vape (friends, family or coworkers)	1	2

e. I follow the rules all the time	1	2
f. I think vaping is embarrassing	1	2
g. I see myself as reserved, quiet	1	2

<b>NOTE TO RECRUITER:</b> <b>MUST PROVIDE THE FOLLOWING RESPONSES TO FIT INTO A SEGMENT (ALSO SEE QUOTAS BELOW)</b>				
	<b>Segment 1</b>		<b>Segment 2</b>	
a. I like new and exciting experiences, even if I have to break the rules	YES	"YES" to at least <b>one</b> statement	NO	"NO" to at least one statement
b. I like wild parties	YES		NO	
c. Most of my friends drink alcohol	YES			
d. I have people in my social circle who smoke/vape (friends, family or coworkers)	YES			
e. I follow the rules all the time				
f. I think vaping is embarrassing			NO	Must say "NO"
g. I see myself as reserved, quiet			YES	Must say "YES"

<b>SEGMENT QUOTAS FOR GROUPS 2, 4, 6, 8, 10:</b>	
<b>SEGMENT 1 (minimum of 4 participants/group):</b> Must say yes to at least one of a, b, c or d	
<b>SEGMENT 2 (minimum of 1 participant/group):</b> Must say no to at least one of a or b <u>and</u> no at f <u>and</u> yes at g	
<b>OTHER: IF NOT IN ONE OF THE TWO SEGMENTS – THANK AND TERMINATE</b>	

Now a few questions about yourself and others you live with.

To make sure that we speak to people from various backgrounds, what is your ethnic background? **DO NOT READ**

- Caucasian ..... 1
- Chinese..... 2
- South Asian (i.e. East Indian, Pakistani, etc) ..... 3
- Black..... 4
- Filipino ..... 5
- Latin American ..... 6
- Southeast Asian (i.e. Vietnamese, etc) ..... 7
- Arab..... 8
- West Asian (i.e. Iranian, Afghan, etc) ..... 9
- Korean..... 10
- Japanese ..... 11
- Aboriginal (First Nations, Métis, or Inuit) ..... 12
- Other (please specify)\_\_\_\_\_ 13
- I'd prefer not to say ..... 14

**RECRUIT A DIVERSITY IN EACH GROUP TO ALIGN WITH EACH MARKET**

And finally, have you ever attended a small group discussion for which you received a sum of money?

Yes..... 1 **CONTINUE – Max of 6 per group**  
 No ..... 2 **Go To Invitation**

How many group discussions have you attended in the past 5 years? \_\_\_\_\_

What was the subject of all of the group discussions you have ever attended? \_\_\_\_\_

When was the last time you attended a group discussion? \_\_\_\_\_

**IF THEY HAVE BEEN TO A GROUP IN THE PAST 6 MONTHS - THANK & TERMINATE,  
 IF THEY HAVE BEEN TO 5 OR MORE GROUPS IN THE PAST 5 YEARS - THANK & TERMINATE  
 IF PARTICIPATED IN A PAST GROUP ON SMOKING, VAPING OR ADVERTISING – THANK & TERMINATE**

### INVITATION

Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called a focus group, we are conducting at \_\_\_\_ PM, on **[DATE]**, at **[LOCATION]**. As you may know, focus groups are used to gather information on a particular subject matter; in this case, the discussion will be on **marketing material being considered by Health Canada**. The discussion will consist of up to 12 people around your own age and will be very informal. It will last approximately **two** hours, refreshments will be served and you will receive \$100 as a thank you for your time.

Are you interested and available to attend?

Yes..... 1  
 No ..... 2

### IF NO, THANK AND TERMINATE

The discussion you will be participating in will be audio and video recorded for use by the research team only to analyze the findings. Please be assured your comments and responses are strictly confidential. Are you comfortable with the discussion being recorded?

Yes..... 1  
 No ..... 2

### IF NO, THANK AND TERMINATE

The discussion will take place in a room that is equipped with a one-way mirror for observation, allowing Government of Canada employees and partner organizations who are involved in this research to observe the discussion without disturbing it. Some people may also be observing the discussion remotely **[SPECIFY ONLY IF ASKED: via web streaming, through the use of a secure online portal]**. Your participation will be anonymous and only your first name will be given to these people. Would this be acceptable to you?

Yes..... 1  
 No ..... 2

### IF NO, THANK AND TERMINATE



During the group discussion, participants will be asked to read materials and write out detailed responses. Is it possible for you to take part in these activities in English (French in Montreal) without assistance?

Yes..... 1

No ..... 2

**IF NO, THANK AND TERMINATE**  
**TERMINATE IF PERSON GIVES A REASON SUCH AS VERBAL ABILITY, SIGHT, HEARING, OR RELATED TO**  
**READING/WRITING ABILITY**

Since participants in focus groups are asked to express their thoughts and opinions freely in an informal setting with others, we'd like to know how comfortable you are with such an exercise. Would you say you are...?

Very comfortable ..... 1

Comfortable ..... 2

Not very comfortable..... 3

Not at all comfortable..... 4

**IF "NOT VERY COMFORTABLE" OR "NOT AT ALL COMFORTABLE", THANK AND TERMINATE**

To participate in the focus group, you will need to bring with you a signed copy of a consent form. May we have your email address to send you the consent form? Your participation in this research will not influence any interactions or day to day activities you have with the Government of Canada.

**RECORD EMAIL: \_\_\_\_\_ ONCE RECORDED – READ BACK TO CONFIRM**

Thank you. Just a reminder that the group discussion will be held on [DATE] from [TIME] to [TIME] at [LOCATION]. To make sure that the discussion begins on time, we ask that you arrive 15 minutes before the start. We will not be able to include you if you arrive late and you will not receive the financial incentive.

Please bring your glasses if you need them to read, and anything else you need to take part in the group discussion. Also, everyone is asked to bring a piece of I.D, picture if possible.

Someone from our company will call you back one or two days before the group discussion. To do that, we will need your contact information.

**RECORD NAME, DAYTIME AND EVENING PHONE NUMBER, AND EMAIL ADDRESS**

As these are small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If something comes up and you are unable to attend, please call \_\_\_\_\_ (collect) at \_\_\_\_\_ as soon as possible so we can find a replacement.

Thank you, and we look forward to hearing your thoughts during the group discussion.

**Attention Recruiters**

1. **Groups 1, 3, 5, 7, 9:** Recruit 10 per group
2. **Groups 2, 4, 6, 8, 10:** Recruit 12 per group
3. CHECK QUOTAS
4. Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE
5. Do not put names on profile sheet unless you have a firm commitment.
6. Repeat the date, time and location before hanging up.

**Confirming – ONE OR TWO DAYS BEFORE GROUP**

1. Confirm by speaking with the participant the day prior to the group – do not leave a message unless necessary
2. Confirm all key qualifying questions – **Q3, Q4, Q5, AND Q6**
3. Verify time and location (ask if they are familiar)
4. Verify that they have received emailed consent form and remind them to bring a signed copy with them (printed copies will be available at the facility)
5. Remind them to arrive 15 minutes before the start
6. Ask them to bring reading glasses or anything else they need to read and/or take part in the discussion (such as hearing aid)

## Appendix B

### Moderator's Guide (Phase 1)

## Moderator's Guide – Final

### Vaping Prevention and Protection Concept Testing

#### Objectives (not to be shared)

The goal of the research is to test the creative concepts for the Risks of Vaping Products Public Awareness Marketing Campaign. Specific research objectives include:

- Evaluate each of the creative concepts and determine if the content is:
  - ✓ clearly understood by the audience
  - ✓ credible, relevant and of value to the audience
  - ✓ appealing and appropriate to the audience
  - ✓ memorable in the minds of the audience
  - ✓ effectively delivers key messaging (raising awareness about the risks of vaping)
  - ✓ utilizing the right tone
  - ✓ able to motivate the audience to take action(s) (e.g. consider not vaping, visit the website)
    - Elicit suggestions for potential changes to ensure the messages and products resonate with the target audience (without shaming current vapers);
    - Test if the concepts remind them of any other campaigns (whether it be retail or government, etc.); and
    - Identify preferred sources and methods of receiving information from the Government of Canada on the vaping topic.

#### Introduction

10 minutes

- **Welcome:** Introduction of self and role as moderator (encourage participation/guide discussions)
- **Discussion topic:** look at marketing materials
- **Sponsor:** Government of Canada, specifically Health Canada
- **Length:** Our discussion should last about two hours, without a break
- **Process:** All opinions are important and welcomed; looking to understand agreement and disagreement; talk one at a time; interested in hearing from everyone
- **Logistic:** Audio/video taping; observation from Government of Canada and partner organizations involved in the project (in-person and/or remote)
- **Confidentiality:** Participation is voluntary; comments are anonymous; no names in reports. I'd ask that you keep our discussion today confidential, and not share its content with others. Please don't provide any personal or identifiable information about yourself and others such as your full name, to protect your privacy.
- **Participant introduction:** Please tell us your first name, a hobby or interest of yours or what you like to do in your spare time, and the type of music you listen to (Probe for favourite style of music).
  - If someone asked you what is your personal style, what would you tell them? **PROBE:** alternative; preppy; athletic; etc.

#### General Interest Discussion

20 minutes

The marketing materials we will look at today relate to vaping.

- Do you recall having seen any ads or information about vaping in the past year? Any of them from governments?
  - If so, what do you remember? Where did you see that?

- If the Government of Canada wanted to share information with you about vaping, what would be the best way to reach you? **IF NOT MENTIONED:** Social media? Movie theatre? Public transportation? School?
  - How would you like to access this information?
- Have you ever tried vaping? What about your friends? If yes, what led you to do so?
- What's your general impression ... do you think the number of people your age who vape is increasing or decreasing and why?
- Vaping use is prohibited in a lot of places, so where do you tend to notice people your age vaping?
- Is vaping a trend or is it here to stay? Have you noticed any changes around you?
- What words or adjectives would you use to describe someone your age who smokes or vapes? **PROBE FOR REASONS WHY.**
- Are there differences between smoking cigarettes and vaping? If so what are they? Why/why not? **IF NOT MENTIONED:** What about the health effects of smoking cigarettes and vaping? Are they the same? If not, why not?

### Creative Testing

90 minutes

I'd like to show you three different concepts that are currently being considered by Health Canada. Each concept includes a series of layouts for signage and social media. Signage may include posters in your school, billboards on the street, or ads in bus shelters; social media may include posts on Facebook or Instagram. We will look at each concept one at a time. Hold your thoughts as I show you the materials. Let's begin with the first concept. **MODERATOR SHOWS FIRST CONCEPT: SIGNAGE AND SOCIAL MEDIA POSTS – ROTATE PRESENTATION ORDER OF CONCEPTS ACROSS GROUPS**

**EXERCISE #1A/B – AFTER THE PRESENTATION OF THE CONCEPT:** Before we chat about this concept together, I'd like you to complete a short individual exercise. First, indicate what is the main message being communicated here – what are they trying to say? Then, there are a number of statements on your exercise sheet that relate to this campaign. For each, circle the number on the 10-point scale that best represents your personal opinion. I will give you a moment to do so. **MODERATOR CHECKS IN WITH BACKROOM**

Now let's talk about this concept together...

### Overall Reactions:

- What do you think of this concept?
- What, if anything, stands out most for you in these?
- Do they remind you of anything? If so, what?
- Was anything surprising? What new things did you learn, if any?

### Intent / Message / Tone:

- What is this trying to communicate (main message)?
- Do you believe what these are saying? Why/why not?
- How does it make you feel to see the Health Canada logo on the ads? **PROBE:** trust; credibility
- What does the tagline suggest?
- How would you describe the tone of the signage and social media posts?
- Is anything unclear, confusing, or problematic?

**Relevance / Target Audience:**

- Would these catch your attention? If so, which ones and why? If no, why not? **PROBE FOR EACH PRODUCT TYPE INDIVIDUALLY – signage, social media post**
- To what extent would you remember those signs or social media posts?
- Who are these for: you, or someone different? **IF NOT THEM:** Why not you? What would resonate more with you?
  - **ONLY FOR ‘YOUR LIFE’ AND ‘REALLY YOU’:** How old do you think the models are?
  - **IF RELEVANT:** What does a vaper your age look like?
- How do the signs and social media posts make you feel? Stir any emotions? If so, what did that?
- How do you think it would make someone who vapes feel? **IF NOT MENTIONED:** shameful

**Intended Call-to-Action:**

- How would you react if you saw one of these signs and social media posts? What, if anything, would you do afterwards? What else are they asking people to do?
  - **IF NOT MENTIONED:** Would it make you think twice about vaping? Why/why not?
  - **IF NOT MENTIONED:** Would you look for information about vaping?
    - ✓ If so, why? What information would you look for? **PROBE FOR RISKS OF VAPING**
    - ✓ If no, why not?
- Does this make vaping more appealing than cigarettes smoking? How so?
- What do you think of the URL?
- If you were to look for more information online on this topic after seeing one of these signs or social media posts, would you type in the URL or Google the terms in the creative?
  - **IF GENERAL SEARCH:** What words would you type in the search engine?

**Creative Approach / General:**

- What do you think of the design of the signage and social media posts (colours, font, images)?
- Which of the three signage options do you prefer? Why?
- Which of the three social media posts do you prefer? Why?
- What would make this concept better?

**REPEAT EXERCISE AND DISCUSSION FOR THE OTHER TWO CONCEPTS**

**EXERCISE #2:** Now that we have seen all three concepts, I am interested in understanding preferences and why. On your exercise sheet, indicate which concept (A, B or C) is most likely to entice you to visit the website mentioned in the products. Then indicate why this concept is more enticing than the other ones.

**EXERCISE #3** - Finally, you may have noticed that there is a different URL on each of the concept. Any of them could work with any of the concepts. Regardless of the concept you like best, I'd like you to circle the URL that you think should be used. I will give you a moment to do so. **MODERATOR CHECKS IN WITH BACKROOM**

- Which concept do you think is most likely to entice you to visit the website? Why that one?
- Are there components of the others that you still liked?
- If they said that vaping is better for you than cigarette smoking, would that make vaping more interesting to you?
- Which URLs did you choose? Why that one?

- What would you expect to find on the website?

**EXERCISE #4:** I'd like to show you a number of alternative taglines that could work with any of the concepts we have seen. **MODERATOR DISTRIBUTE EXERCISE SHEET WITH TAGLINE**  
Take a moment and circle the one tagline is most likely to entice you to visit the website.

- Which one did you choose? Why that one?
- Are there components of the others that you still liked?

**EXERCISE #4A:** I'd like to show you a number of alternative taglines that could work with any of the concepts we have seen. **MODERATOR DISTRIBUTE EXERCISE SHEET WITH FACTS**  
Please choose the statement that is most impactful to you personally.

- Which one did you choose? Why that one?
- Did you learn anything new through these statements? If so, what did you learn?
- Would these statements make you think twice about starting to vape?
- Would these statements entice you to look for more information online?
- Would any of these statements make vapers feel ashamed?

**EXERCISE #5:** In conclusion, please take a few minutes to jot down any recommendations for the folks who are developing these marketing materials. Any ideas you might have on improving the materials or making sure that the information reaches you. **MODERATOR CHECKS IN WITH BACKROOM**

**IF TIME PERMITS:** What are your ideas/recommendations?

### **Thanks & Closure**

That ends our discussion. Thank you for your time and comments. **Direct them to the hostess to receive the incentive**

## Exercise Sheet

### Exercise #1 – Concept A

Main Message:

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Not at all  
Completely

In general, I like this concept.	1	2	3	4	5	6	7	8	9	10
These grab my attention.	1	2	3	4	5	6	7	8	9	10
These make me think about the risks of vaping.	1	2	3	4	5	6	7	8	9	10
I would remember these.	1	2	3	4	5	6	7	8	9	10
I feel this concept is speaking to me personally.	1	2	3	4	5	6	7	8	9	10
I would do something after seeing these signage or social media posts.	1	2	3	4	5	6	7	8	9	10

### Exercise #1 – Concept B

Main Message:

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Not at all  
Completely

In general, I like this concept.	1	2	3	4	5	6	7	8	9	10
These grab my attention.	1	2	3	4	5	6	7	8	9	10
These make me think about the risks of vaping.	1	2	3	4	5	6	7	8	9	10
I would remember these.	1	2	3	4	5	6	7	8	9	10
I feel this concept is speaking to me personally.	1	2	3	4	5	6	7	8	9	10
I would do something after seeing these signage or social media posts.	1	2	3	4	5	6	7	8	9	10



**Exercise #1 – Concept C**

Main Message:

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Not at all  
Completely

In general, I like this concept.	1	2	3	4	5	6	7	8	9	10
These grab my attention.	1	2	3	4	5	6	7	8	9	10
These make me think about the risks of vaping.	1	2	3	4	5	6	7	8	9	10
I would remember these.	1	2	3	4	5	6	7	8	9	10
I feel this concept is speaking to me personally.	1	2	3	4	5	6	7	8	9	10
I would do something after seeing these signage or social media posts.	1	2	3	4	5	6	7	8	9	10

**Exercise #2**

Choice: \_\_\_\_\_

Why?

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**Exercise #3**[Canada.ca/questionvaping](https://canada.ca/questionvaping)[Canada.ca/vapinginfo](https://canada.ca/vapinginfo)[Canada.ca/vapinganswers](https://canada.ca/vapinganswers)

**Exercise #4**

It's your life. Get the facts.

Take a closer look.

Is vaping worth the risk?

Take a clear look at vaping.

Ask questions about vaping.

Get the whole story.

Get the whole story about vaping.

Be informed. Know the facts.

Get facts you can trust.

Find information you can trust.

Skip the myths. Know the facts.

**Exercise #5**

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**Exercise #4A**

Vaping can expose you to harmful chemicals.

Vaping can expose you to harmful chemicals like aldehydes and metals.

Nicotine can affect memory and concentration in teens.

Vaping may lead to cigarette smoking (the leading preventable cause of death and disease in Canada).

The long-term health impacts of vaping are unknown.

# Appendix C

## Focus Group Materials (Phase 1)

## YOUTH VAPING PREVENTION CONCEPTS

Canada Health Canada Santé Canada

POSTERS



## SOCIAL MEDIA



2



3

## SOCIAL MEDIA



## SOCIAL MEDIA



## ALTERNATIVE MESSAGES

- TAKE A CLOSE LOOK AT VAPING.
- ASK QUESTIONS ABOUT VAPING.
- GET THE WHOLE STORY.
- GET THE WHOLE STORY ABOUT VAPING.
- BE INFORMED. KNOW THE FACTS.
- GET FACTS YOU CAN TRUST.
- FIND INFORMATION YOU CAN TRUST.
- SKIP THE MYTHS. KNOW THE FACTS.



## **ALTERNATIVE FACTS**

- **VAPING CAN EXPOSE YOU TO HARMFUL CHEMICALS.**
- **VAPING CAN EXPOSE YOU TO HARMFUL CHEMICALS LIKE ALDEHYDES AND METALS.**
- **NICOTINE CAN AFFECT MEMORY AND CONCENTRATION IN TEENS.**
- **VAPING MAY LEAD TO CIGARETTE SMOKING  
(THE LEADING PREVENTABLE CAUSE OF DEATH AND DISEASE IN CANADA).**
- **THE LONG-TERM HEALTH IMPACTS OF VAPING ARE UNKNOWN.**

## Appendix D

### Recruitment Screener (Phase 2)

## Vaping Prevention and Protection Concept Testing FINAL Screener – Phase 2

Name: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Evening phone: \_\_\_\_\_

Email: \_\_\_\_\_

Group      1    2    3    4    5    6

### FOCUS GROUPS:

#### Montreal, QC (FRENCH)

**Date:** Monday, November 26, 2018**Location:****AdHoc Research****Time:** Group 1 – 5:30 pm to 7:00pm – Youth (Aged 13-15)  
Group 2 – 7:30pm to 9:00pm – Youth (Aged 16-18)400 de Maisonneuve West  
Suite 1200

#### Toronto, ON (ENGLISH)

**Date:** Tuesday, November 27, 2018**Location:****Quality Response****Time:** Group 3 – 5:30pm to 7:00pm – Youth (Aged 13-15)  
Group 4 – 7:30pm to 9:00pm – Youth (Aged 16-18)2200 Yonge Street  
Suite 903

#### Moncton, NB (ENGLISH)

**Date:** Wednesday, November 28, 2018**Location:****CRA Moncton****Time:** Group 5 – 5:30 pm to 7:00pm – Youth (Aged 13-15)  
Group 6 – 7:30pm to 9:00pm – Youth (Aged 16-18)68 Highfield Street  
Suite 101

### Specification Summary

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Six (6) in-person focus groups in total</li> <li>• Four (4) English focus groups, namely two in each of Toronto and Moncton</li> <li>• Two (2) French (first language) focus groups in Montreal</li> <li>• <b>Groups 1, 3, 5</b> will include Youth aged 13-15</li> <li>• <b>Groups 2, 4, 6</b> will include Youth aged 16-18 who are not currently smoking AND are not currently using a vaping device (based on Q3a and Q3b)</li> </ul> | <ul style="list-style-type: none"> <li>• Mix of age and gender in each group</li> <li>• All have lived in their respective market for at least two years</li> <li>• <b>Groups 1, 3, 5:</b> Recruit <u>10 participants</u> per group</li> <li>• <b>Groups 2, 4, 6</b> Recruit <u>12 participants</u> per group</li> <li>• Incentive: \$100 per participant</li> <li>• Have not participated in the phase 1</li> </ul> |
|--|--|

### INTRODUCTION FOR ALL:

Hello/Bonjour, my name is \_\_\_\_ and I am with Corporate Research Associates, a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people to take part in a small group discussion. We would like to speak with a parent or guardian of a child aged 13-17 regarding focus group discussions we are conducting. Would that be you or is there someone else in the household I could speak with?

**IF NO:** We are also looking to speak with youth who are 18 years old. Would that be you or is there someone else in the household I could speak with? **REPEAT INTRO IF NECESSARY**

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER:**  
Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.]

The purpose of the study and the small group discussions is to hear young people's views on **marketing materials currently being considered by Health Canada**. Youth that are selected would take part in a

small group discussion that includes 8 to 10 youth around the same age. The focus group discussion would last approximately an hour and a half and would be facilitated by a professional moderator. The focus group will be held on **[DATE]** at **[TIME]** at an office location in the city. Each participant will receive **\$100** after the focus group in appreciation for their time.

May I ask you a few quick questions to see if **[FOR PARENTS OF CHILD 13-17: your child is]** **[FOR 18 YEARS OLDS: you are]** the type of participant we are looking for to take part in this small group discussion? This will take about 6 or 7 minutes. Thank you.

The information you provide will remain completely anonymous and confidential and you are free to opt out at any time. Note that **[FOR PARENTS OF CHILD 13-17: your child's and]** your personal information are collected, used, retained and would only be disclosed by **[NAME OF RECRUITER]** and Corporate Research Associates in accordance with the applicable provincial privacy legislation or the Personal Information Protection and Electronic Documents Act (PIPEDA).\*

*\*IF ASKED: The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name or your child's name on any document including the consent form or the discussion form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or [privacy-vie.privee@canada.ca](mailto:privacy-vie.privee@canada.ca).*

**THANK & TERMINATE WHERE REQUIRED IN THE SCREENER: Unfortunately, we will not be able to include you/your child in this study. We already have enough participants who have a similar profile to yours/theirs. Thank you for your time today.**

7. **[ASK ALL]** To begin, are you or anyone in your household currently employed or have ever been employed in any of the following sectors?

Marketing/Market Research.....	1
Public relations, communications, graphic design, or creative agency.....	2
Advertising or media (TV, Radio, Newspaper).....	4
Health sector .....	5
Government department, federal, provincial or municipal that is responsible for health or public health .....	6
An association, organization or company which activities relate in any way to tobacco, smoking or vaping.....	7

**IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE**

**ASK QUESTIONS ii TO vi ONLY TO PARENTS**

8. To confirm, are you the parent or guardian of at least one child aged 13 to 17 years old living with you all or most of the time?

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE**

9. How old is your child living with you all or most of the time? \_\_\_\_\_

**RECORD AND RETAIN FOR QUOTAS MARKED AFTER QUESTION 1**

10. Is your child who would be participating in the focus group...?

Male ..... 1

Female; or ..... 2

Other ..... 3

**VOLUNTEERED**

Prefer not to answer ..... 4

**RECRUIT AN EQUAL MIX OF MALES AND FEMALES PER GROUP**

**(5 MALES & 5 FEMALES FOR GROUP 1, 3, 5 AND 6 MALES & 6 FEMALES FOR GROUP 2, 4, 6)**

**IF "OTHER" OR "PREFER NOT TO SAY" CONSIDER**

Thank you for your responses. We would like to ask your child a few questions before inviting them to take part in the focus group discussion. Your child's participation in the focus group would be voluntary. She or he does not have to answer any questions that feel uncomfortable. I'd also like to remind you that the focus group discussion is anonymous and that the information your child provides during the group discussion will not be linked with his or her name on any document.

11. Are you comfortable with your child taking part in this focus group if he or she qualifies?

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE**

**[IF CHILD IS AGED 13-17]** Before we speak to your child, if they are invited to participate in the discussion, we would need your written consent for their participation. They will need to bring a signed parental consent form when they come to the focus group. May we have your email address to send the parental consent form?

**[RECORD EMAIL]** \_\_\_\_\_

**[Note to Recruiter: Once recorded, re-read back to confirm]**

Finally, I would like to inform you that the discussion your child would be taking part in will be recorded so that the focus group moderator can pay full attention during the discussion. What your child says during the focus group is confidential. Their last name will not be used during the focus group or included in any reports we write about the focus group.

12. May we speak with your child to ask a few additional questions to see if they qualify to participate in our study? **[ONLY IF CHILD IS 16- OR 17-YEARS OLD: Specifically, we will need to ask if your child has ever smoked cigarettes or used a vaping device.]**

Yes..... 1

No..... 2

**IF NO, THANK AND TERMINATE OR SCHEDULE CALL BACK**

**INTRODUCTION FOR SPEAKING WITH CHILD 13-17 YEARS OLD:**

Hello, my name is\_\_\_\_ and I am with Corporate Research Associates, a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people aged **[GROUP 1, 3, 5: 13-15] [GROUP 2, 4, 6: 16-18]** to take part in a small group discussion regarding ***marketing material that is currently being developed by Health Canada***. We have just spoken to your parent or guardian who has given us permission to ask you a few questions to see if you qualify to participate. Each participant will receive \$100 after the focus group in appreciation for their time. May I ask you a few quick questions to see if you would qualify to participate?

**SKIP TO Q3**

**ASK Q1 TO Q8 TO ALL (13-18 YEARS OLDS)**

**[FOR 18 YEARS OLD] Gender (By Observation):**

Female ..... 1

Male ..... 2

**RECRUIT AN EQUAL MIX OF MALES AND FEMALES PER GROUP**

**(5 MALES & 5 FEMALES FOR GROUP 1, 3, 5 AND 6 MALES & 6 FEMALES FOR GROUP 2, 4, 6)**

Just to confirm, how old are you?

Less than 13 ..... 1

13 ..... 2

14 ..... 3

15 ..... 4

16 ..... 5

17 ..... 6

18 ..... 7

19 years or older ..... 3

**IF LESS THAN 18: ASK TO SPEAK TO A PARENT OR GUARDIAN AND GO TO INTRO  
IF 19 OR OLDER OR LESS THAN 13, THANK AND TERMINATE**

**AGE QUOTAS**

**YOUTH GROUPS 1, 3, 5:** Recruit a minimum of 3 for each 13, 14, 15 (total of 10)  
**YOUTH GROUPS 2, 4, 6:** Recruit (4) 16 years old; (4) 17 year olds; (4) 18 year olds (total of 12)

How many years have you been living in [MARKET]? [RECORD # of Years: \_\_\_\_\_]

Less than 2 years..... 1

At least 2 years or more..... 2

**MUST HAVE LIVED AT LEAST TWO YEARS OR MORE; IF LESS THAN 2 YEARS, THANK AND TERMINATE**

**[ASK ONLY FOR THOSE AGED 16-18 – GROUP 2, 4, 6]** At the present time, do you...

b. ... use an electronic cigarette or vaping device, also known as an e-cigarette **[READ IN ORDER]**?

Everyday ..... 1

Occasionally; or ..... 2

Not at all ..... 3

b. ...smoke cigarettes **[READ IN ORDER]**?

Everyday ..... 1

Occasionally; or ..... 2

Not at all ..... 3

**GROUP 2, 4, 6:**

**ALL MUST SAY “NOT AT ALL” TO BOTH Q3A AND Q3B TO CONTINUE  
 IF “EVERYDAY” OR “OCCASIONALLY” TO ONE OR BOTH OF Q3A OR Q3B, THANK AND  
 TERMINATE**

3c. **[ASK ONLY FOR THOSE AGED 16-18 – GROUP 2, 4, 6]** Have you ever tried using e-cigarettes or a vaping device in the past?

Yes..... 1

No..... 2

To make sure that we speak to people from various backgrounds, what is your ethnic background? **DO NOT READ**

Caucasian ..... 1

Chinese..... 2

South Asian (i.e. East Indian, Pakistani, etc)..... 3

Black..... 4

Filipino ..... 5

Latin American ..... 6

Southeast Asian (i.e. Vietnamese, etc) ..... 7

Arab..... 8

West Asian (i.e. Iranian, Afghan, etc) ..... 9  
 Korean..... 10  
 Japanese ..... 11  
 Aboriginal (First Nations, Métis, or Inuit) ..... 12  
 Other (please specify)..... 13  
 I'd prefer not to say ..... 14

And finally, have you ever attended a small group discussion for which you received a sum of money?

Yes..... 1 **CONTINUE – Max of 5 per group**  
 No ..... 2 **Go To Invitation**

How many group discussions have you attended in the past 5 years? \_\_\_\_\_

What was the subject of all of the group discussions you have ever attended? \_\_\_\_\_

When was the last time you attended a group discussion? \_\_\_\_\_

**IF THEY HAVE BEEN TO A GROUP IN THE PAST 6 MONTHS - THANK & TERMINATE,  
 IF THEY HAVE BEEN TO 5 OR MORE GROUPS IN THE PAST 5 YEARS - THANK & TERMINATE  
 IF PARTICIPATED IN A PAST GROUP ON SMOKING, VAPING OR ADVERTISING – THANK & TERMINATE**

#### INVITATION

Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called a focus group, we are conducting at \_\_\_\_ PM, on **[DATE]**, at **[LOCATION]**. As you may know, focus groups are used to gather information on a particular subject matter; in this case, the discussion will be on **marketing material being considered by Health Canada**. The discussion will consist of up to **[GROUP 1, 3, 5: 8 people] [GROUP 2, 4, 6: 10 people]** around your own age and will be very informal. It will last approximately **an hour and a half**, refreshments will be served and you will receive \$100 as a thank you for your time.

Are you interested and available to attend?

Yes..... 1  
 No ..... 2

**IF NO, THANK AND TERMINATE**

The discussion you will be participating in will be audio and video recorded for use by the research team only to analyze the findings. Please be assured your comments and responses are strictly confidential. Are you comfortable with the discussion being recorded?

Yes..... 1  
 No ..... 2

**IF NO, THANK AND TERMINATE**



The discussion will take place in a room that is equipped with a one-way mirror for observation, allowing Government of Canada employees and partner organizations who are involved in this research to observe the discussion without disturbing it. Some people may also be observing the discussion remotely [**SPECIFY ONLY IF ASKED:** via web streaming, through the use of a secure online portal]. Your participation will be anonymous and only your first name will be given to these people. Would this be acceptable to you?

Yes..... 1

No ..... 2

**IF NO, THANK AND TERMINATE**

During the group discussion, participants will be asked to read materials and write out detailed responses. Is it possible for you to take part in these activities in English (French in Montreal) without assistance?

Yes..... 1

No ..... 2

**IF NO, THANK AND TERMINATE**

**TERMINATE IF PERSON GIVES A REASON SUCH AS VERBAL ABILITY, SIGHT, HEARING, OR RELATED TO READING/WRITING ABILITY**

Since participants in focus groups are asked to express their thoughts and opinions freely in an informal setting with others, we'd like to know how comfortable you are with such an exercise. Would you say you are...?

Very comfortable ..... 1

Comfortable ..... 2

Not very comfortable..... 3

Not at all comfortable..... 4

**IF "NOT VERY COMFORTABLE" OR "NOT AT ALL COMFORTABLE", THANK AND TERMINATE**

To participate in the focus group, you will need to bring with you a signed copy of a consent form. May we have your email address to send you the consent form? Your participation in this research will not influence any interactions or day to day activities you have with the Government of Canada.

**RECORD EMAIL: \_\_\_\_\_ ONCE RECORDED – READ BACK TO CONFIRM**

Thank you. Just a reminder that the group discussion will be held on **[DATE]** from **[TIME]** to **[TIME]** at **[LOCATION]**. To make sure that the discussion begins on time, we ask that you arrive 15 minutes before the start. We will not be able to include you if you arrive late and you will not receive the financial incentive.

Please bring your glasses if you need them to read, and anything else you need to take part in the group discussion. Also, everyone is asked to bring a piece of I.D, picture if possible.

Someone from our company will call you back one or two days before the group discussion. To do that, we will need your contact information.

<b>RECORD NAME, DAYTIME AND EVENING PHONE NUMBER, AND EMAIL ADDRESS</b>
---

As these are small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If something comes up and you are unable to attend, please call \_\_\_\_\_ (collect) at \_\_\_\_\_ as soon as possible so we can find a replacement.

Thank you, and we look forward to hearing your thoughts during the group discussion.

**Attention Recruiters**

7. **Groups 1, 3, 5:** Recruit 10 per group
8. **Groups 2, 4, 6:** Recruit 12 per group
9. CHECK AGE AND GENDER QUOTAS
10. Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE
11. Do not put names on profile sheet unless you have a firm commitment.
12. Repeat the date, time and location before hanging up.

**Confirming – ONE OR TWO DAYS BEFORE GROUP**

7. Confirm by speaking with the participant the day prior to the group – do not leave a message unless necessary
8. Confirm all key qualifying questions – **Q3**
9. Verify time and location (ask if they are familiar)
10. Verify that they have received emailed consent form and remind them to bring a signed copy with them
11. Remind them to arrive 15 minutes before the start
12. Ask them to bring reading glasses or anything else they need to read and/or take part in the discussion (such as hearing aid)

# Appendix E

## Moderator's Guide (Phase 2)

## Moderator's Guide – Final

### Youth Vaping Prevention Concept Testing Phase II

#### Objectives (not to be shared)

The goal of the research is to test the creative concepts for the Youth Vaping Prevention Marketing Campaign. Specific research objectives include:

- Evaluate the creative concept and determine if the content is:
  - ✓ clearly understood by the audience
  - ✓ credible, relevant and of value to the audience
  - ✓ appealing and appropriate to the audience
  - ✓ memorable in the minds of the audience
  - ✓ effectively delivers key messaging (raising awareness about the risks of vaping)
  - ✓ utilizing the right tone
  - ✓ able to motivate the audience to take action(s) (e.g. consider not vaping, visit the website)
- Elicit suggestions for potential changes to the storyboard to ensure the messages and products resonate with the target audience (without shaming current vapers);
- Identify which of three posters is most effective at engaging the target audience;
- Test if the concepts remind them of any other campaigns (whether it be retail or government, etc.); and
- Identify preferred sources and methods of receiving information from the Government of Canada on the vaping topic.

#### Introduction

10 minutes

- **Welcome:** Introduction of self and role as moderator (encourage participation/guide discussions)
- **Discussion topic:** look at marketing materials
- **Sponsor:** Government of Canada, specifically Health Canada
- **Length:** Our discussion should last no more than two hours, without a break
- **Process:** All opinions are important and welcomed; looking to understand agreement and disagreement; talk one at a time; interested in hearing from everyone
- **Logistic:** Audio/video taping; observation from Government of Canada and partner organizations involved in the project (remote)
- **Confidentiality:** Participation is voluntary; comments are anonymous; no names in reports. I'd ask that you keep our discussion today confidential, and not share its content with others. Please don't provide any personal or identifiable information about yourself and others such as your full name, to protect your privacy.
- **Participant introduction:** Please tell us your first name, a hobby or interest of yours or what you like to do in your spare time, and the type of music you listen to (Probe for favourite style of music).

#### General Interest Discussion

15 minutes

The marketing materials we will look at today relate to vaping.

- Do you recall having seen any ads or information about vaping in the past year? Any of them from governments? **PROBE FOR SPECIFICS MEDIA/MESSAGE RECALL (CAN BE PRO-VAPING AND/OR ANTI-VAPING)**
  - If so, what do you remember? Where did you see that?
- Have your friends ever tried vaping? How about you? If yes, what led you to do so?
- Vaping use is prohibited in a lot of places, so where do you tend to notice people your age vaping?
- Is vaping a trend or is it here to stay? Have you noticed any changes around you?

- Are there differences between smoking cigarettes and vaping? If so what are they? Why/why not? **IF NOT MENTIONED:** What about the health effects of smoking cigarettes and vaping? Are they the same? If not, why not?

**Creative Testing – Signage Layouts**
**25 minutes**

I'd like to show you a concept that is currently being considered by Health Canada that includes a series of layouts for signage and storyboards for a video. Signage may include posters in your school, billboards on the street, or ads in bus shelters; the video could be shown on social media or in cinemas. We will look at each component one at a time. Hold your thoughts as I show you the materials. Let's begin by looking at three layouts for signage. **MODERATOR SHOWS THREE SIGNAGE LAYOUTS – ROTATE PRESENTATION ORDER OF THREE SIGNAGE LAYOUTS ACROSS GROUPS – ROTATE ORDER OF TWO CONCEPTS ACROSS GROUPS**

**SIGNAGE 1: BRAIN**
**SIGNAGE 2: LUNG**
**SIGNAGE 3: QUESTION MARK**
**CONCEPT A: IT'S YOUR LIFE. GET THE FACTS.**
**CONCEPT B: CONSIDER THE CONSEQUENCES**

Presentation Order	Group 1 (13-15 years old)	Group 2 (16-18 years old)
Montreal	1A, 2A, 3A	3B, 2B, 1B
Toronto	3B, 1B, 2B	2A, 1A, 3A
Moncton	2A, 3A, 1A	1B, 2B, 3B

**EXERCISE #1 – AFTER THE PRESENTATION OF THE SIGNAGE LAYOUTS:** Before we discuss your reactions, I'd like you to complete a short individual exercise. First, indicate what you think the government is trying to achieve with these messages; what are they trying to do or tell people? Then, there are a number of statements on your exercise sheet that relate to these three signage layouts together. For each statement, circle the number on the 10-point scale that best represents your personal opinion. Finally, indicate which of the three signage layouts makes the greatest impression on you (has the greatest impact) and why. I will give you a moment to do so. **MODERATOR CHECKS IN WITH ONLINE OBSERVERS**

Now let's talk about this idea together...

**Overall Reactions:**

- What do you think of these layouts?
- Was anything surprising? What new things did you learn, if any?

**Intent / Message:**

- Is anything unclear, confusing, or problematic?
  - PROMPT: For the lung poster, do you think the mention of "lung damage" is strong? Would something like "lung inflammation" be more striking?
  - For the question mark poster, is the mention of "unknown health impacts" strong enough?

**Relevance / Target Audience / Tone:**

- Would these catch your attention? If so, which signs and why? If no, why not?
- To what extent would you remember these?
- Who are these for: you, or someone different?
  - **IF NOT THEM:** Why not you? What would resonate more with you?
- How do these make you feel? Stir any emotions? If so, what did that? **IF NOT MENTIONED:** How does this make you feel in relation to vaping? Good vs. bad? Worried? Alarming? Cautionary?

**Intended Call-to-Action:**

- Would these images motivate you to seek further information about vaping?
  - If so, why? What information would you look for? **PROBE FOR RISKS OF VAPING**
  - If so, where would you go? Would you remember the URL or “Google” it?
- Would it make you think twice about vaping? Why/why not? **PROBE FOR NON-VAPOR WHO IS INTRODUCED TO VAPING BY A PEER**
- Which of the three signage options makes the greatest impression on you? Why?
- Do you have any recommendations to make these posters more impactful in preventing youth from vaping?

**Tagline****10 minutes**

I would like to show you an alternative tagline for the signage layouts. **MODERATOR PRESENTS ONE SIGNAGE LAYOUT WITH THE ALTERNATIVE TAGLINE – SHOW ALTERNATE TAGLINE POSTER THAT WAS PREFERRED IF POSSIBLE**

**EXERCISE #2:** Before we talk about it together, take a moment to jot down which of the two taglines you think is most effective and why (between the one we saw earlier and this one). **MODERATOR SHOWS BOTH OPTIONS SIDE-BY-SIDE.** Let’s say you were thinking about starting to vape and saw one of these signs. In that situation, which tagline is most likely to make you think twice about starting to vape. Then explain why that tagline is most effective for you. **MODERATOR CHECKS IN WITH ONLINE OBSERVERS**

- Which tagline is most effective? Why that one?

**Creative Testing – Storyboards and mood boards****30 minutes**

Now I’d like to show you an idea for a video that could be seen on social media or in cinemas among other places. We will have a look at three different versions. The final video has not yet been produced so what I will show you today is what we call a storyboard. A storyboard is a series of images that help you envision what the video would look like once it is filmed. I will also show you a series of images to give you a better idea of the overall creative concept (tone, feel, imagery). As I show you these images and explain what you would see and hear in the video, you will need to use your imagination to envision the final product. In the final videos, there would be real people in real settings, some background music and voices. **CONTEXT:** Pretend you are seeing this ad in a cinema or on your social media feed.

**MODERATOR FIRST SHOWS MOOD BOARD, THEN SHOWS STORYBOARDS, ONE SCREEN AT A TIME ON THE PROJECTOR / SCREEN, READING DESCRIPTION. PROVIDE FULL DESCRIPTION OF THE FIRST ONE AND EXPLAIN THE “SCENARIO” IN THE OTHER TWO (AS OPPOSED TO READING THE STORYBOARDS 3 TIMES)**

**ROTATE PRESENTATION ORDER OF CONCEPTS (A, B, C) ACROSS GROUPS – SHOW SAME CONCEPT AS SIGNAGE LAYOUTS – ROTATE STORYBOARD VERSION ACROSS GROUPS**

**STORYBOARD 1: ARCADE**

**STORYBOARD 2: SCHOOL**

**STORYBOARD 3: HOME**

**CONCEPT A: IT’S YOUR LIFE. GET THE FACTS.**

**CONCEPT B: CONSIDER THE CONSEQUENCES**

Presentation Order	Group 1 (13-15 years old)	Group 2 (16-18 years old)
Montreal	1A, 2A, 3A	3B, 2B, 1B
Toronto	3B, 1B, 2B	2A, 1A, 3A
Moncton	2A, 3A, 1A	1B, 2B, 3B

**Introduction to be read for first concept shown:**

- There are three characters – 2 males, 1 female aged 13-15
- Once produced as a video, the characters would be real actors, and it would take place in a realistic setting (arcade, basement rec room or school hallway).
- All footage will be shot in colour with the scenes being saturated in colours and contrast – (there will be reflected coloured lights from sources like the arcade games)
- There will be no narration – the video will use only actions and on-screen words to tell the story and get the message across
- The spot is broken into two sections:
  - o The beginning and end: short sequences to set the scene and end the spot. This is “normal” life – filmed at a normal pace with subtle transitions between scenes and accompanied by atmospheric noises (eg. video games) and a low volume music track.
  - o The middle section: this is the internal thought process of the boy as he considers all the consequences that come with vaping. The actions become more fast paced, it would cut quickly from scene to scene, scenes are overlaid with cautionary yellow and the diagonal line pattern will animate across the screen to transition from one scene to the next. The speed of transitions and noise is to emphasize how quickly he goes through all the facts to weigh out his decision. The audio will be louder with a fast paced sound design that is combining musical notes, breath exhalation and mechanical sounds of the device being used.
  - o There will be an obvious cut between these two worlds. Everything will slow back down for our last couple of seconds to show the boy back in the normal world, making his decision.

**EXERCISE #3 – AFTER THE PRESENTATION OF THE STORYBOARD/ANIMATIC:** Before we discuss your reactions, I’d like you to complete a short individual exercise. First, indicate what you think the government is trying to achieve with these videos; what are they trying to do or tell people? Then, there are a number of statements on your exercise sheet that relate to these three videos together. For each statement, circle the number on the 10-point scale that best represents your personal opinion. I will give you a moment to do so. **MODERATOR CHECKS ONLINE**

Now let's talk about this idea (the three videos) together...

**Overall Reactions:**

- What do you think of this idea for a video?
- Does it remind you of anything? If so, what?
- What, if anything, stands out most for you?
- Was anything surprising? What new things did you learn, if any?

**Intent / Message:**

- What do you think the government is trying to do with these videos? What are they trying to tell people?
  - (If not mentioned) – the closing line is different in each of the three videos.
    - What do you think of each?
    - I'd like to know if you feel one of the closing lines works better and why.
    - How if at all does it change the message conveyed in the video?

**Relevance / Target Audience / Tone:**

- Would these videos catch your attention? Why/why not? Considering this is a 30-second video, would you watch it through the end? Why/why not?
- Which setting draws your attention (arcade, school, home)? Why does it grab your attention?
- Thinking about vaping, are those settings realistic for people your age? If no, why not? ***IF NOT MENTIONED:*** Is it realistic to show young people vaping in the school hallways? Where are teenagers more likely to vape at school?
- To what extent would you remember these videos? What would you remember most? What else would you remember? What fact/information do you remember most strongly? What is the next one you remember most? ***PROBE TO ASSESS HIERARCHY OF FACTS REMEMBERED***
- Who is this video for: you, or someone different?
  - ***IF NOT THEM:*** Why not you? What would resonate more with you?

**Intended Call-to-Action:**

- Would it make you think twice about vaping? Why/why not? Is one of the videos or setting more likely to do so? Which one and why?
  - ***IF NOT MENTIONED:*** Would these video motivate you to look for information about vaping? Where would you looking for more information? Would you go to [Canada.ca/vapinginfo](http://Canada.ca/vapinginfo)?
  - ***IF NOT MENTIONED:*** Would you share this video (on social media)? If yes, why (for what purpose)? If no, why? Would you send this video to a friend/family member? If yes, why (for what purpose)?
- If you are vaping right now, does it make you want to stop?

Now that you have seen the ideas for the posters and the video...

- If Health Canada wanted people your age to see these posters or the video, where should they promote them? ***PROBE FOR SOCIAL MEDIA, CINEMAS, TRANSIT SHELTERS, BUS/METRO, SCHOOL***

**EXERCISE #4 – IF TIME PERMITS:** In conclusion, please take a few minutes to jot down any recommendations for the folks who are developing these marketing materials. Any ideas you might



have on improving the materials or making sure that the information reaches you. ***MODERATOR CHECKS  
IN WITH ONLINE OBSERVERS***

***IF TIME PERMITS:*** What are your ideas/recommendations?

### ***Thanks & Closure***

That ends our discussion. Thank you for your time and comments. ***Direct them to the hostess to receive the incentive***

## Exercise Sheet

### Exercise #1 – Signage Layouts

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	Not at all Completely									
These signs grab my attention.	1	2	3	4	5	6	7	8	9	10
These signs make me think about the risks of vaping.	1	2	3	4	5	6	7	8	9	10
I would remember these signs.	1	2	3	4	5	6	7	8	9	10
I feel the message conveyed by the signs is speaking to me personally.	1	2	3	4	5	6	7	8	9	10
I would do something after seeing these signs.	1	2	3	4	5	6	7	8	9	10
I learned something new by reading these signs.	1	2	3	4	5	6	7	8	9	10

**Preference:** \_\_\_\_\_

**Why?**

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**Exercise #3**

Choice: \_\_\_\_\_

Why?

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**Exercise #2 – Video**


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	Not at all							Completely		
This video grabs my attention.	1	2	3	4	5	6	7	8	9	10
This video makes me think about the risks of vaping.	1	2	3	4	5	6	7	8	9	10
I would remember this video.	1	2	3	4	5	6	7	8	9	10
I feel the message conveyed by the video is speaking to me personally.	1	2	3	4	5	6	7	8	9	10
I would do something after seeing this video.	1	2	3	4	5	6	7	8	9	10
I learned something new by reading these signs.	1	2	3	4	5	6	7	8	9	10

**Exercise #4**


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## Appendix F

### Focus Group Materials (Phase 2)

Tagline A





**VAPING CAN CAUSE  
LUNG DAMAGE**

**CONSIDER THE CONSEQUENCES**

[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)

**DRAFT**

**THE LONG TERM HEALTH  
IMPACTS OF VAPING  
ARE UNKNOWN**

**CONSIDER THE CONSEQUENCES**

[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)



Tagline B



**DRAFT**

**VAPING NICOTINE CAN AFFECT  
TEEN BRAIN DEVELOPMENT**

**IT'S YOUR LIFE. GET THE FACTS.**

[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)



**VAPING CAN CAUSE  
LUNG DAMAGE**

**IT'S YOUR LIFE. GET THE FACTS.**

[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)

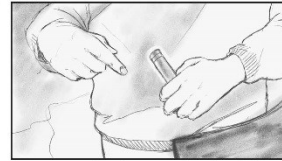


## Storyboard A: Arcade

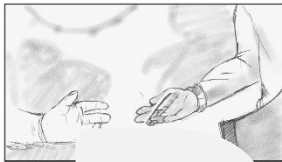
## ARCADE



Teens playing in an arcade with neon lights having a fun time.



One person pulls out a vape and gestures to the person playing, asking silently if he would like to try.



Vape is hand



Camera zooms out, showing the person playing the game, looking hesitant.

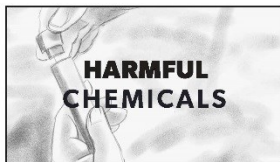


Cut to a close-up of a hand holding a vape, with the text 'NICOTINE ADDICTION' overlaid.

1



Effect on teen brain development, showing a brain shape formed by vapor.



Out to imagery of someone filling a vape with liquid.



Camera moves to show first boy, urging second to try the vape. Graphic of vapour lungs starts forming over chest.



Zoom into lungs with the words *Lung Inflammation*.



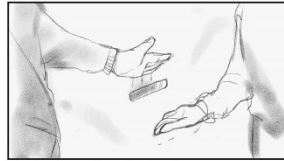
Out to original boy holding vape, with a question mark made of vapour that will grow/expand to cover body.



Graphics animate into screen with text *Unknown Long-term Health Impacts*.

2





Boy hands vape back to other teen.



Machine lights up with colours.



Screen darkens.

**IF YOU DON'T SMOKE,  
DON'T VAPE.**

**Learn more at**  
**Canada.ca/VapingInfo**

Canada

New words animate in slowly, like vapour.

3



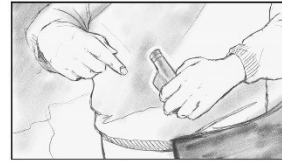
## Storyboard B: Home



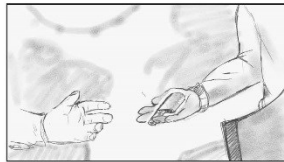
## HOME



Teens playing video games with bright lights and having a fun time.



One person pulls out a vape and gestures to the person playing, asking if he would like to try.



Boy pauses video game and vape is handed over.



Camera zooms out, with the boy holding the vape, hesitant.



Cut to girl on the other side of couch holding a vape like a cigarette.

DRAFT



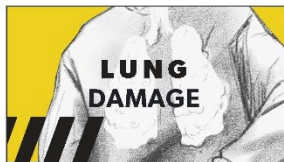
Cut to girl's head, with vapour forming a brain shape.



Out to imagery of someone filling a vape with liquid.



Camera moves to show first boy, urging second to try the vape. Graphic of vapour lungs starts forming over chest.



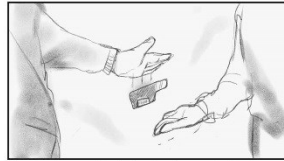
Zoom into lungs with the words Lung Inflammation.



Out to original boy holding vape, with a question mark made of vapour that will grow/expand to cover body.



Graphics animate into screen with text Unknown Long-term Health Impacts.



Boy hands vape back to other teen, who tucks vape back into bag.



Boy unpauing video game and they continue playing.



Screen darkens.

**WHY RISK IT?**

Learn more at  
[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)

Canada

New words animate in slowly, like vapour.

DRAFT<sup>3</sup>

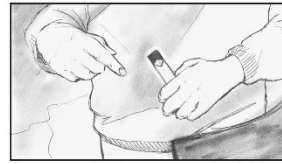


## Storyboard C: School

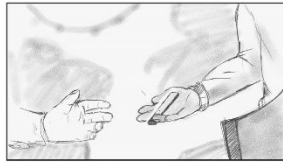
## SCHOOL



Teens in a school hallway talking. One of them is playing on their phone.



One person pulls out a vape and gestures to the person playing on their phone, asking silently if he would like to try.



Vape is handed over.



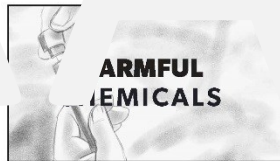
Camera zooms out, with the boy holding the vape, hesitant.



Cut to girl on the other side of the locker holding a vape like a cigarette.



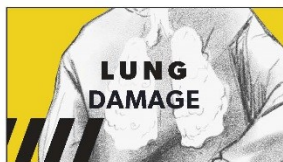
Cut to girl's head, with vapour forming a brain shape.



Cut to imagery of someone filling a vape with liquid.



Camera moves to show first boy, urging second to try the vape. Graphic of vapour lungs starts forming over chest.



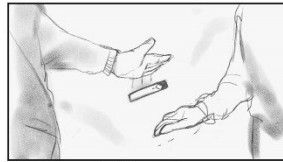
Zoom into lungs with the words *Lung Inflammation*.



Cut to original boy holding vape, with a question mark made of vapour that will grow/expand to cover body.



Graphics animate into screen with text *Unknown Long-term Health Impacts*.



Boy hands vape back to other teen.



Teen puts vape into locker and they all walk away.



Screen darkens.

**IT'S YOUR LIFE.  
GET THE FACTS.**

Learn more at  
[Canada.ca/VapingInfo](https://Canada.ca/VapingInfo)

Canada

New words animate in slowly, like vapour.

DRAFT

