



Health
Canada

Santé
Canada

Youth and Young Adult Vaping Cessation Research Final Report

Prepared for Health Canada

Supplier name: Earnscliffe Strategy Group
Contract number: HT372-202821/001/CY
Contract value: \$124,963.64 (including HST)
Award date: July 29, 2020
Delivery date: December 7, 2020

Registration number: POR 020-20
Health Canada Project Number: POR 20-07
For more information on this report, please contact Health Canada at:
hc.cpab.por-rop.dgcap.sc@canada.ca

Ce rapport est aussi disponible en français.

Youth and Young Adult Vaping Cessation Research

Final Report

Prepared for Health Canada

Supplier name: Earnscliffe Strategy Group

December 2020

This public opinion research report presents the results of focus groups conducted by Earnscliffe Strategy Group on behalf of the Department of Health Canada. The qualitative research was conducted in November of 2020.

Cette publication est aussi disponible en français sous le titre : Recherche sur l'abandon du vapotage chez les jeunes et les jeunes adultes.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Department of Health Canada. For more information on this report, please contact Health Canada at: hc.cpab.por-rop.dgcap.sc@canada.ca

Catalogue Number: H14-359/2021E-PDF

International Standard Book Number (ISBN): 978-0-660-38273-9

Related publications (registration number: POR 020-20)

H14-359/2021F-PDF (Final Report, French)

978-0-660-38274-6

© Her Majesty the Queen in Right of Canada, as represented by the Minister of Health, 2021

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
INTRODUCTION	7
DETAILED FINDINGS	9
CONCLUSIONS	27
APPENDIX A: METHODOLOGY REPORT	28
APPENDIX B: DISCUSSION GUIDE	31
APPENDIX C: ANNEXES	37
APPENDIX D: SCREENER	45

EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of the qualitative research into vaping cessation among youth and young adults.

Recent data gathered by the Government of Canada has shown a substantial increase in the prevalence of vaping. The increase captured in the 2019 Canadian Tobacco and Nicotine Survey (CTNS) appears to be driven primarily by youth and young adult uptake. Through further research, the Government of Canada discovered that 60% of vapers would like to quit at some point, including 35% who reported wanting to quit within the next year. In terms of youth, cessation seems to be less of a priority; barriers as to why include withdrawal effects and peer pressure. Thus, while there is previous research examining vaping behaviour among Canadians, Health Canada would like to explore more deeply the motives youth and young adults hold towards trying to quit vaping. This research also aimed to help Health Canada understand the needs and support youth and young adults require with respect to vaping cessation. The research findings will be used to renew and update public awareness and communications materials developed for smoking cessation targeted at youth aged 12-18 to include vaping cessation content. Further, the research findings will be used to ensure youth and young adults have the best tools and resources at their disposal to quit vaping.

The specific objectives of the research were to understand what motivates youth and young adults to quit vaping, as well as determine which tools and resources are most useful to help youth and young adults quit vaping. The contract value for this project was \$124,963.64 including HST.

To meet these objectives, Earnscliffe conducted a comprehensive wave of qualitative research involving a series of fourteen (14) online focus groups between November 17th and 23rd, 2020. The groups were conducted with residents of seven Canadian cities: St. John's, NF; Moncton, NB; Montreal, QC; Toronto, ON; Regina, SK; Calgary, AB; and, Vancouver, BC. The groups were conducted with youth aged 15-19 and young adults aged 20-24. The groups with residents in Montreal and Moncton were conducted in French; the others were conducted in English.

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

Overall Findings

The thrust of the findings across age and language were very consistent. Unless otherwise noted, findings in this report are common across all audiences and languages; only noteworthy differences are mentioned.

- Current vaping habits varied although the majority of participants vaped daily, every other day or casually on weekends with friends in social settings.
- While there was some variance in terms of motivation for vaping, the influence of peers and the predominance of vaping in social settings was significant. Participants indicated they vaped because it was: fun/enjoyable (including the appeal of the flavours); calming/stress relief; helped with focus; acceptable alternative to smoking cigarettes/help cut down on cigarette smoking; and, convenient (as you can do it anywhere, including indoors).
- The downsides associated with vaping tended to revolve around: negative health effects (nausea for a few, sore throat and breathing challenges for some – particularly noticeable during exercise or sports, sore stomach and loss of appetite); cost; addiction; and, inconvenience (i.e., leaky devices, coil replacement, etc.).
- When asked if they had ever tried to quit or reduce how often/much they vaped, several in each of the youth (15-19) groups and half or more young adults (20-24) raised their hands. It seemed that many did not perceive a need to reduce or quit, arguing that they were not vaping frequently enough, or that they were less susceptible to health problems given their age. But more important was the sense many participants had that it would be fairly easy to quit (easier to quit than smoking cigarettes); although more young adults (20-24) and/or those who vape more frequently, were a little more doubtful. More youth (15-19) and/or those who vape less frequently, felt that they could easily stop if they wanted to.
- The reasons for trying to reduce how often/much they vaped or quit altogether were mixed including a desire to reduce expenses; feel better (especially those involved in sport); and, a desire to limit addiction.
- The most common approach to quitting was ‘cold turkey’ with some indicating they had deliberately thrown away or hid their devices. Others spoke of purchasing replacement pods or juice less frequently or switching to disposable vapes.
- The majority, especially young adults (20-24), can envision a future when they no longer vape. This was often attributed to a desire to reverse one or more of the specified downsides but also quite a few participants flagged the point in time when they want to start a family (or being pregnant) as a logical reason to quit.
- Most felt capable of quitting on their own, although some suggested they may go to friends or family members for advice and/or support. While both audiences would go to friends before family, if anyone was to go to family first, more often than not it was young adults. Few, if any, volunteered relying on other sources such as quit lines, online counseling, mobile applications, etc.

Reactions to Cessation and Campaign Materials

Please refer to the Appendix for all of the tested campaign materials.

Reasons to quit smoking or vaping (Annex A & B)

- When provided with a list of reasons to stop smoking or vaping, participants agreed that the reasons were clear and easy to understand and there was at least one reason that participants could relate to.
- However, in terms of the presentation, some felt that if they had read the combined list, “Reasons to quit smoking and vaping” (Annex A), their assumption would be that it was aimed at people who smoke cigarettes and not at those who vape as many of the reasons (e.g., unpleasant odour) did not seem to apply to them. Most indicated they would prefer to have the reasons presented separately for each (Annex B).
- When asked if there was anything missing, participants felt that the reasons provided were heavily focused on social aspects and neglected to portray the (objectively more important) health reasons to quit vaping.

How will you quit smoking or vaping (Annex C)

- Reactions to the graphic, “How will you quit smoking or vaping?” (Annex C), were mixed. Some thought it was fun and liked following along to see where they would end up. Others felt it was busy and slightly confusing. However, the idea of customized plans based on your own circumstances was generally appealing.
- All tended to like that there was a range of plans and it is worth noting that the plans presented were generally in line with the approaches used by those who had tried to reduce or quit before or would consider if they were interested in reducing/quitting.
- Many volunteered that they would have liked more information about each approach although these concerns were assuaged when participants were provided with more detailed information for Plan #1 “Quit with a Friend’s Help” (Annex D) and Plan #2 “Cut Back First; Then Quit” (Annex E).
- Unlike “Reasons to quit smoking and vaping” (Annex A), participants preferred to have one graphic (flow chart) for smoking and vaping as opposed to separate graphics because the paths were virtually the same.

Plan #1 Quit With a Friend’s Help (Annex D)

- While not everyone agreed that this approach could work for them, most felt this level of detail was a step in the right direction.

- Some called for more tips/ideas on how a friend might be able to distract someone who vaped from vaping. There was also some uncertainty and discomfort with the responsibility this approach places on others for their success. There was much discussion about what kind of friend this would require, including whether it would be a benefit or a drawback if the friend does not vape (or was not also contemplating quitting). Some felt this responsibility might be better placed on a group or counselor.
- With regards to the tone and language used, participants in both the youth and young adults groups felt that it was a little too childish and that the Government of Canada was trying too hard to sound cool (e.g., cigs, high-fives). Participants suggested a more serious, not pointed or accusatory, tone and language.

Plan #2 Cut Back First; Then Quit (Annex E)

- There was fairly widespread appreciation for this approach and the content. It was felt to be helpful, realistic and several participants volunteered it was the kind of thing they might try.
- Some suggestions for improvement included different ways of measuring diminished use (i.e., counting the frequency of replacement pods/coils purchased) rather than every single puff or ‘session’ which seemed unrealistic to log. Some also indicated they would have preferred a little more prescription of concrete goals rather than the use of arbitrary terms such as ‘fewer’ and ‘even fewer’.

Tracking Card (Annex F)

- Even among the few skeptical of using this approach themselves, reactions to the idea of logging and tracking behaviour made sense and the overwhelming majority felt this could be a useful tool.
- A few pointed out that they found tracking “mood” intriguing, which for those who had tried to reduce or quit, was in line with their own experience. In addition to the suggestions mentioned above, some also suggested tracking the dollar amount spent which they argued would provide perspective on how much one could be saving.
- In terms of format, most seemed to prefer a mobile application for tracking. They felt it would be easier to use, readily accessible, and possibly more discreet. A handful of participants (across all of the groups) felt it would be handy to have a paper tracking card as well as they felt it held them more accountable.

Program Title (Annex G)

- Reactions to the two program titles, “Quit4Life (Vie100fumer/vapoter)” or “Quit4You (Mavie100fumer/vapoter)”, were generally lukewarm. Both youth and young adults, English and French speakers, described the use of the number 4 or 100 as “cheesy” and “gimmicky”. In French, some participants were confused by use of the number 100 and its relevance to the program.

- Regardless of audience or language, in terms of the meaning of each title, there was some appreciation for the notion of “for life” because of the permanence it expressed; and, perhaps equal appreciation for the notion of “for you” because of the more personal sentiment and importance this placed on the person looking to quit.

Messages (Annex H)

Participants were presented with two series of messages that could be used in future vaping campaign materials. The first series related to cessation; the second to addiction.

- In terms of the language used, all of the messages were clear and easy to understand for both English and French audiences.
- In terms of the different communications approaches used, participants tended to both like and dislike all of the messages, which suggests that using different approaches may be effective to reach a broader audience.
- Overall, both youth and young adults tended to prefer (and react more favourably) to the messages related to cessation (in both English and French). In fact, when asked to select a message that would most motivate them to do something, most tended to select a message from this series of messages.
- The message, “Take charge of your future. Leave the vape behind.” was by far the most widely appreciated. Participants liked that it was brief, to-the-point, and empowering while managing to be an imperative statement that didn’t feel as bossy as some others.
- Participants also reacted favourably to the message, “Are you worried about lung health? Make now the time to quit vaping.” as it focused on an important health risk related to vaping.
- The message, “Challenge yourself to be vape-free for a day/week.” was often criticized but only for the fact that it seemed a rather easy goal. Changed to a month or simply, “Challenge yourself to be vape-free.” and views were more favourable.
- The approach of messages like “What are you missing out on because you ‘need’ to vape?” “Why headrush into a nicotine addiction?”, and “Why risk nicotine addiction? The buzz isn’t worth it.” were somewhat off-putting for some participants. For some it harkened back to their view that the Government was trying too hard, while others felt the tone was somewhat belittling. At the same time, some appreciated some of these sentiments.

Research Firm:

Earnscliffe Strategy Group Inc. (Earnscliffe)

Contract Number: HT372-202821/001/CY

Contract award date: July 29, 2020

I hereby certify as a Representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. 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: 

Date: December 7, 2020

Stephanie Constable, Principal, Earnscliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of qualitative research into vaping cessation among youth and young adults.

Recent data gathered by the Government of Canada has shown a substantial increase in the prevalence of vaping. The increase captured in the 2019 Canadian Tobacco and Nicotine Survey (CTNS) appears to be driven primarily by youth and young adult uptake. Through further research, the Government of Canada discovered that 60% of vapers would like to quit at some point, including 35% who reported wanting to quit within the next year. In terms of youth, cessation seems to be less of a priority; barriers as to why include withdrawal effects and peer pressure. Thus, while there is an abundance of research examining vaping behaviour among Canadians, Health Canada would like to explore more deeply the motives youth and young adults hold towards trying to quit vaping. This research also aimed to help Health Canada understand the needs and support youth and young adults require with respect to vaping cessation.

The overall research objectives were to understand what motivates youth and young adults to quit vaping, as well as to determine which tools and resources are most useful to help youth and young adults quit vaping. The specific objectives of the research were to:

- Explore how youth and young adults can be encouraged to quit vaping;
- Gain understanding of the tools and resources youth and young adults need to support their efforts to quit vaping; and,
- Test new resources to determine if they meet the needs of youth and young adults as they try to quit vaping.

The research findings will be used to renew and update public awareness and communications materials developed for smoking cessation targeted at youth aged 12-18 to include vaping cessation content. Further, the research findings will be used to ensure youth and young adults have the best tools and resources at their disposal to quit vaping.

To meet these objectives, Earnscliffe conducted a comprehensive wave of qualitative research involving a series of fourteen (14) online focus groups between November 17th and 23rd, 2020. The groups were conducted with residents of seven Canadian cities: St. John's, NF; Moncton, NB; Montreal, QC; Toronto, ON; Regina, SK; Calgary, AB; and, Vancouver, BC. The groups were conducted with youth aged 15-19 and young adults aged 20-24. The groups with residents in Montreal and Moncton were conducted in French; the others were conducted in English. Focus group participants received an honorarium of \$100 as a token of appreciation for their time.

Appended to this report are the screener, discussion guide, materials used and methodology report.

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

DETAILED FINDINGS

This report is divided into three sections: current vaping behaviours; intentions to quit; and, reactions to draft cessation and campaign materials.

Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Quotations used throughout the report were selected on the basis of bringing the analysis to life and providing unique verbatim commentary from participants across the various locations.

Please refer to Appendix A: Methodology Report for a glossary of terms used throughout the report.

Current Vaping Behaviours

The focus groups began with an initial warm-up discussion in which participants shared their current vaping behaviours including how long they have been vaping, frequency of sessions, use of nicotine, and flavour preferences. Participants were then asked if they had ever tried to quit vaping, whether they envision a time they would want to quit vaping, and how they would go about doing so.

Overall current vaping habits varied though the majority of participants vaped daily, some vaped every other day or casually on weekends with friends in social settings. This was different depending on the age group, about half of young adults either vaped daily or only socially on the weekend with friends. With younger participants aged 15-19 the vast majority vaped daily, or even hourly while few vaped occasionally with friends.

Regardless of age group, participants reported vaping anywhere from 6 months to 5 or 6 years, however most participants have been vaping 1-2 years. In terms of nicotine concentration, more younger participants age 15-19 were unaware of the concentration of nicotine they used whereas all those age 20-24 knew whether their products contained nicotine or not. Overall concentration of nicotine in vaping products varied though younger (age 15-19) participants more consistently used higher concentrations (35mg-50mg among those aware) than those in the older groups. As for flavours, fruit was preferred by almost all, specifically mango, as well as mint. While few participants reported enjoying tobacco flavour, any flavour, or no flavour at all.

Of note, many of those who vaped less frequently, such as on weekends with friends or social gatherings, voiced that they do not consider themselves vapers. When asked why, most said it was because they did not feel they needed it, or were addicted to it.

"I don't consider myself a vaper. I only do it when I am out with friends every Friday and Saturday when I am drinking." – St. John's, 20-24

*"Étant donné que je le fais vraiment pas souvent, j'avais jamais vraiment genre envisagé arrêter, étant donné que vu que ma fréquence est basse, j'ai pas de répercussions sur ma santé ou quoi que ce soit. Donc, je me dis soit ça va rester stable, ou peut-être un moment, je sais pas, je serais juste tannée puis je vais arrêter." – Montreal, 20-24 / [ENGLISH TRANSLATION]
"Since I don't really do it very often, I never really kind of considered quitting, since my*

frequency is low, I don't have any impact on my health or anything. So I'm thinking, either it's going to stay stable, or maybe there will come a time, I don't know, I'll just get annoyed and then I'll stop." – Montreal, 20-24

While there was some variance in terms of motivation for vaping, the influence of peers and the predominance of vaping in social settings was significant. Participants indicated they vaped because it was: fun/enjoyable (including the appeal of the flavours); calming/stress relief; helped with focus; acceptable alternative to smoking cigarettes/help cut down on cigarette smoking; and, convenient (as you can do it anywhere, including indoors). Youth age 15-19 seemed to do it to relieve stress/help with anxiety, have fun with friends, and pass time, which some suggested was particularly helpful in the current context of the pandemic. Whereas young adults age 20-24 seemed to vape socially (e.g. social gatherings) or as a cessation device to help quit smoking cigarettes.

"I used to smoke about a pack a day before I started vaping, I'm kind of replacing it, I guess. It's pretty nice to be inside and not have to go outside in the winter for sure, and it's cheaper in my opinion." – Regina, 20-24

Of those who began vaping to help quit smoking, not all indicated they were successful. Some indicated that they continue to smoke cigarettes while others were able to cut out cigarettes completely. Worth noting, many participants who previously smoked or continue to smoke cigarettes, mentioned that they have the sense they vape a lot more now than they smoked cigarettes. When probed, they explained that vaping is a lot more convenient and socially acceptable (i.e., can vape indoors discretely, no tobacco scent or odour) and the habitual nature of taking a puff or hit of the vape is addictive.

"I was transitioning off of quitting cigarettes when I started vaping, and in the hopes that it would help me at least minimize the amount of times that I smoke. I have definitely noticed that there's a higher frequency of how much I vape versus how much I used to smoke. Mostly, just because of the convenience of it, I wouldn't have to go outside, I could do it anywhere, there wouldn't be an obnoxious scent from it or anything like that." – Toronto, 20-24

When asked whether there were any perceived downsides associated with vaping, most tended to cite negative health effects: sore throat and breathing problems (particularly noticeable during exercise or sport) and sore stomach, nausea, and loss of appetite. Beyond the adverse health effects, participants also cited the cost, feeling of dependency or addiction, and inconvenience with vaping devices such as: leaky devices; having to replace parts (i.e., coils), and/or losing their vaping devices altogether.

Intentions to Quit

Participants were then asked about past experiences with trying to reduce or quit vaping including the approach they took and sources they used. They were also asked about future intentions and whether they envision a time when they would not vape, and what they would do if they felt they wanted to stop.

When asked if they had ever tried to quit or reduce how often/much they vaped, several in each of the youth (15-19) groups and half or more in each of the young adult (20-24) groups raised their hands. It seemed that many did not perceive a need to reduce or quit, arguing that they were not vaping frequently enough, or that they were less susceptible to health problems given their age.

Interestingly, many, especially youth age 15-19, had the sense that it would be fairly easy to quit; certainly easier than quitting cigarette smoking. Young adults age 20-24 and/or those who vape more frequently, were a little more doubtful.

The reasons for trying to reduce how often/much they vaped or quit altogether were mixed, including a desire to reduce expenses; feel better (especially those involved in sport); and, to limit addiction.

A number of those who had tried to quit vaping in the past said that they tried to quit ‘cold turkey’ by throwing away or hiding their devices. Others spoke of purchasing replacement pods or juice less frequently or switching to disposable vapes.

When asked, the majority, especially young adults age 20-24, can envision a future when they no longer vape. Many flagged the point in time when they might want to start a family (or being pregnant) as a logical reason (or point in time) to quit. Some participants spoke of waiting until the pandemic was over, while others mentioned having tried to cut down because of how apparent it became that they were vaping more frequently, being home all the time. Youth age 15-19 had a harder time envisioning a specific point in time when they might want to quit, although they did not necessarily envision vaping for the rest of their lives. In large part, this was tied to their sense that it would be relatively easy to quit vaping.

In terms of resources, most felt capable of quitting on their own, although some suggested they may go to a friend or family member for advice and/or support. Very few, if any, volunteered relying on other resources such as quit lines, online counseling, mobile applications, doctors or pharmacists.

*“Moi, si je veux arrêter, j’irais voir mon père. C’est quelqu’un qui aime bien fumer. Il a pu arrêter, donc il pourra me conseiller comment faire aussi. Je peux me servir de son exemple.”
– Moncton, 20-24 / [ENGLISH TRANSLATION] “If I want to stop, I’ll go see my father. He’s someone who likes to smoke. He’s been able to quit, so he can advise me how to quit, too. I can use his example.” – Moncton, 20-24*

“I’ve asked my friends, if I am hitting it a lot, don’t let me hit it anymore and they respect that. They have helped me through.” – Calgary, 15-19

Reactions to Cessation Program and Campaign Materials

The remainder of the discussions was spent reviewing materials aimed at helping young people quit vaping and/or smoking. The materials tested included a variety of information, graphics, messages and two titles for the cessation program.

Participants were provided with the following information regarding Health Canada's program.

In the early 2000s, Health Canada developed a program to help young people quit smoking. Earlier this year, they updated the program to include information and tools to help young people quit vaping as well. The program consists of a handbook to guide young people through the process of quitting smoking and/or vaping and a facilitator's guide for group sessions but they are also considering certain digital resources.

Materials were reviewed and will be presented in this report in the following order:

Reasons to quit smoking or vaping (Annex A and B)

How will you quit smoking or vaping (Annex C)

Plan #1 Quit with a Friend's Help (Annex D)

Plan #2 Cut Back First; Then Quit (Annex E)

Tracking Card (Annex F)

Program Title (Annex G)

Messages (Annex H)

Reasons to quit smoking or vaping (Annex A and B)

Participants were initially shown Annex A on screen. They were asked to review the information in silence; a group discussion followed.

When provided with a list of reasons to quit smoking or vaping (Annex A), participants agreed that the reasons were clear and easy to understand and there was at least one reason that participants could relate to.

Annex A - Reasons to quit smoking or vaping

Reasons to quit smoking or vaping

- ☐ My clothes and hair smell, and maybe my breath too. Gross.
- ☐ I hear scary stuff about vaping. I worry it could happen to me.
- ☐ I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.
- ☐ Finding places to smoke and hiding it is annoying.
- ☐ I think I'm getting addicted. Makes me think I should quit now.
- ☐ I hate the way non-smokers look at me when I light up or vape. I pretend I don't care, but I do.
- ☐ My boyfriend/girlfriend isn't into smoking or vaping. They're always telling me to quit. Maybe I should just do that.
- ☐ I don't want to worry about bad breath or smelly clothes or wrinkles or stuff like that.
- ☐ I keep getting colds—probably from smoking so much.
- ☐ I can't really afford to vape. I'd rather buy other stuff.
- ☐ I didn't know nicotine could damage how my brain develops.
- ☐ If I didn't smoke, I'd be better at stuff like sports, singing, dance.
- ☐ I've got my own personal reasons for quitting.

However, in terms of the presentation, some (regardless of age) felt that if they had read the combined list, as outlined above, their assumption would be that it was aimed at people who smoke cigarettes and not at them (those who vape). They explained that they felt many of the reasons (e.g., unpleasant odour), did not seem to apply to them and were more relevant for those who smoke. Most indicated that they would have preferred to have the reasons presented separately.

In some instances this was compounded by a sense that some of the messages were written by someone who does NOT smoke or vape (i.e., ‘waiting ‘til I can go outside for a hit’).

Participants were then provided with distinct lists (Annex B).

Annex B - Reasons to quit smoking or vaping

Reasons to quit smoking	Reasons to quit vaping
<input type="checkbox"/> My clothes and hair smell, and maybe my breath too. Gross.	<input type="checkbox"/> I hear scary stuff about vaping. I worry it could happen to me.
<input type="checkbox"/> I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.	<input type="checkbox"/> I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.
<input type="checkbox"/> Finding places to smoke and hiding it is annoying.	<input type="checkbox"/> I think I'm getting addicted. Makes me think I should quit now.
<input type="checkbox"/> I think I'm getting addicted. Makes me think I should quit now.	<input type="checkbox"/> I hate the way non-smokers look at me when I vape. I pretend I don't care, but I do.
<input type="checkbox"/> I hate the way non-smokers look at me when I light up. I pretend I don't care, but I do.	<input type="checkbox"/> My boyfriend/girlfriend isn't into vaping. They're always telling me to quit. Maybe I should just do that.
<input type="checkbox"/> My boyfriend/girlfriend isn't into smoking. They're always telling me to quit. Maybe I should just do that.	<input type="checkbox"/> I can't really afford to vape. I'd rather buy other stuff.
<input type="checkbox"/> I don't want to worry about bad breath or smelly clothes or wrinkles or stuff like that.	<input type="checkbox"/> I didn't know nicotine could damage how my brain develops.
<input type="checkbox"/> I keep getting colds—probably from smoking so much.	<input type="checkbox"/> I've got my own personal reasons for quitting.
<input type="checkbox"/> I didn't know nicotine could damage how my brain develops.	
<input type="checkbox"/> If I didn't smoke, I'd be better at stuff like sports, singing, dance.	
<input type="checkbox"/> I've got my own personal reasons for quitting.	

Most felt that they could better see themselves in these lists as the Reasons to quit vaping were more clearly delineated.

That said, there were some perceived drawbacks identified in providing the lists side by side. Some felt that the information was repetitive, given some of the reasons were the same. More importantly, some also pointed out that because there were fewer reasons to quit vaping, there was a perception that vaping was somehow better than smoking, which provided a certain level of permission. Participants suggested that if the lists were not adjacent to each other in the program materials, the message that there are less reasons not to vape would not be implied.

“I like it [Annex B] way more than the other one [Annex A], because not all things apply to vaping that apply to smoking. So it's good that you have them separated.” – Toronto, 15-19

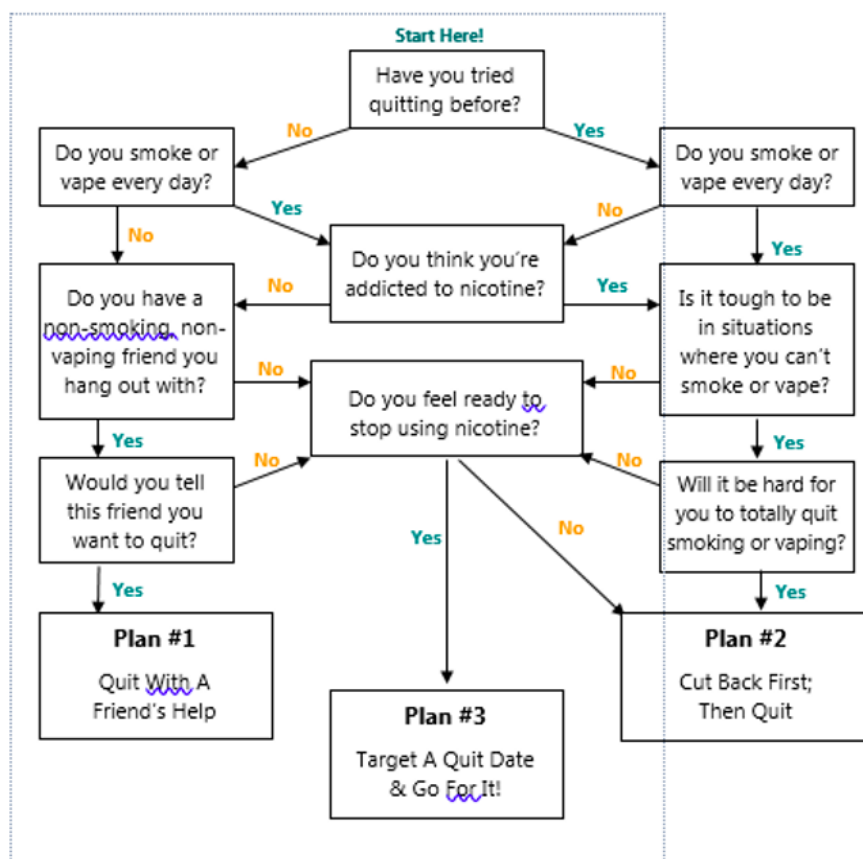
Regardless of presentation, when asked if there was anything missing, participants felt that while the reasons provided made sense, they tended to be heavily focused on the social aspects of vaping and neglected to emphasize the (objectively more important) health reasons to quit vaping.

How will you quit smoking or vaping (Annex C)

Participants were initially shown a graphic that combined quitting smoking and vaping together. They were asked to review the information in silence; a group discussion followed. They were later shown a graphic that separated “How you will quit smoking” and “How you will quit vaping”.

Reactions to the graphic, “How will you quit smoking or vaping” (Annex C), were mixed. Some thought it was fun and liked following along to see where they would end up. Others felt it was busy and slightly confusing.

Annex C - How will you quit smoking or vaping

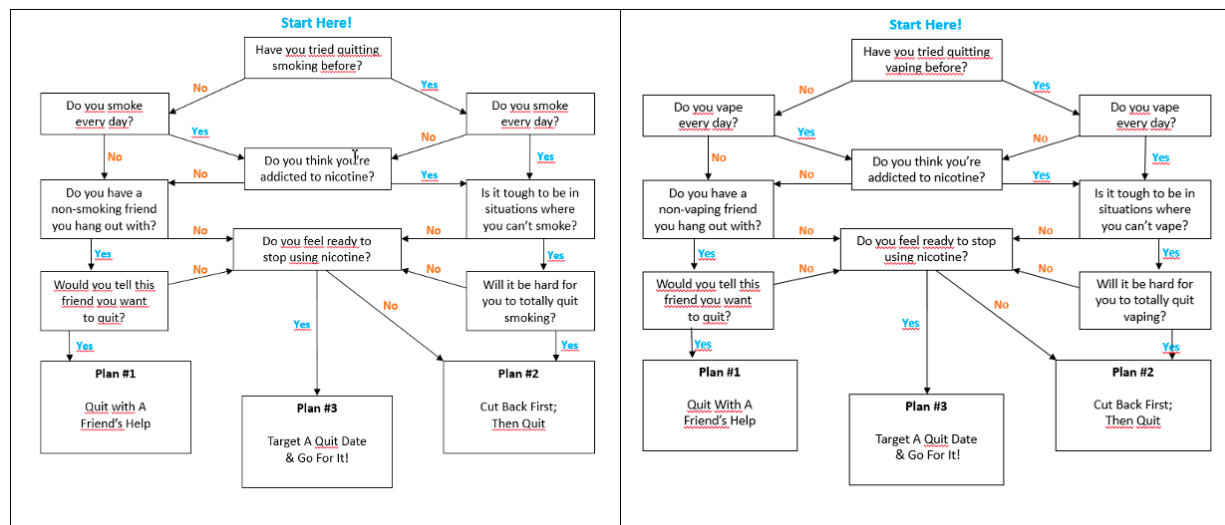


The idea of customized plans based on your own circumstances was generally appealing. All tended to like that there was a range of plans and it is worth noting that the plans presented were generally in line with the approaches used by those who had tried to reduce or quit before or would consider if they were interested in reducing/quitting.

Many volunteered that they would have liked more information about each approach although these concerns were assuaged when participants were provided with more detailed information for Plan #1 “Quit with a Friend’s Help” (Annex D) and Plan #2 “Cut Back First; Then Quit” (Annex E).

Unlike “Reasons to quit smoking and vaping” (Annex A), many participants preferred to have one graphic for smoking and vaping as opposed to separate graphics because the suggested paths to quitting were virtually the same.

Annex C - How will you quit smoking or vaping



Of note, a handful of participants felt that they would have preferred the plans to be ordered #1, #2, #3 (from left to right), rather than #1, #3, #2.

"Je dirais que le seul truc qui bogue, c'est que le plan numéro 1, 3, 2, c'est pas en ordre, mais je dirais que c'est juste les chiffres. Je sais pas si je suis la seule qui a vu ça?" – Montreal, 20-24 / [ENGLISH TRANSLATION] "I would say the only thing that bugs me is that plan number 1, 3, 2, is not in order, but I would say it's just the numbers. I don't know if I'm the only one who saw that?" – Montreal, 20-24

Plan #1 Quit With a Friend's Help (Annex D)

Participants were shown two graphics that provided more detailed information on two of the suggested approaches. They were asked to review the information in silence; a group discussion followed.

While not everyone agreed that this approach could work for them, most felt this level of detail was a step in the right direction.

Annex D - Plan #1 Quit With a Friend's Help

Plan #1 Quit <u>With</u> a Friend's Help	
What YOU do	What YOUR FRIEND does
You tell them you want to quit, & ask for their encouragement	Your friend stays positive about you quitting; they <i>never</i> lecture you or put you down
You text your friend if you're having a craving	Your friend distracts you until the craving is gone!
You tell them if you smoke, or vape... even a puff	Your friend helps you figure out why you caved so it doesn't happen again
You ask your friend to keep you motivated to quit	Your friend is there for you
You read this whole guide for more stuff about quitting...	Your friend reads this guide so they know what you're going thru
You brag about how many hours you've been off cigs or vapes. You deserve it.	Your friend high-fives you & says how impressed they are

Some called for more tips/ideas on how a friend might be able to distract someone who vaped from vaping. There was also some uncertainty and discomfort with the responsibility this approach places on others for their success. There was much discussion about what kind of friend this would require, including whether it would be a benefit or a drawback if the friend does not vape (or was not also contemplating quitting). Some felt this responsibility might be better placed on a group or counselor.

"This is just a personal preference but I would not choose this method. I realize that this [vaping] is a me problem and I would not want to put the pressure on someone else to help me." – St. John's, 20-24

With regards to the tone and language used, regardless of age, some youth and young adults felt that it was a little too childish and that the Government of Canada was trying too hard to sound cool (e.g., "cigs",

“high-fives”). Participants felt a more serious, not pointed or accusatory, tone and language would be more appropriate.

Plan #2 Cut Back First; Then Quit (Annex E)

There was fairly widespread appreciation for this approach and the content. It was felt to be helpful, realistic and several participants volunteered it was the kind of thing they might try.

Annex E - Plan #2 Cut Back First; Then Quit

Plan #2
Cut Back First; Then Quit

VAPERS

**There are 3 weeks in this plan.
Here's what you do each week.**

	Number of vaping sessions (5+ pulls in a row):
Monday	2
Tuesday	0
Wednesday	1
Thursday	1
Friday	3
Saturday	3
Sunday	0

Week # 1
In week # 1, vape as usual, but keep track of it like this:
Each day, count how often you vape...
Count "sessions" or "pulls" – whatever works for you.
Session=5+ pulls in a row.

Week # 2
In week # 2, have **fewer** vaping sessions/pulls per day than you had in week # 1. FOR EXAMPLE: If you had 2 sessions/pulls last Monday, you can have 1 this Monday.

Week # 3
Every day this week, have **even fewer** vaping sessions/pulls per day than you had in week # 2!

Some suggestions for improvement included different ways of measuring diminished use (i.e., counting the frequency of replacement pods/coils purchased) rather than every single puff or ‘session’ which seemed unrealistic to log. Some also indicated they would have preferred a little more prescription of concrete goals rather than the use of arbitrary terms such as ‘fewer’ and ‘even fewer’.

“J’ai jamais vraiment pensé à utiliser ce moyen-là. Puis je pense vraiment que ça pourrait marcher. Je pense qu’ils ont vraiment bien fait de le mettre là. Je pense, ça peut vraiment aider du monde.” – Montréal, 15-19 / [ENGLISH TRANSLATION] “I never really thought about using that approach. I really think it could work. I think they did a really good job putting it there. I think it can really help people.” – Montreal, 15-19




Tracking Card (Annex F)

To support Plan #2 Cut Back First; Then Quit (Annex E), participants were then shown a graphic that illustrated a card they could use to track their behaviour. They were asked to review the information in silence; a group discussion followed.

Annex F - Tracking Card

Cig. #	Time	Place	Who With	Mood (S/N/T)	Rate (1-5)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Notes:

Even among the few skeptical of using this approach themselves, reactions to the idea of logging and tracking behaviour made sense and the overwhelming majority felt this could be a useful tool.

A few pointed out that they found tracking “mood” intriguing, which for those who had tried to reduce or quit, was in line with their own experience (i.e., mood shifts). In addition to the suggestions mentioned above, some also suggested tracking the dollar amount spent which they argued would provide perspective on how much one could be saving.

In terms of format, most seemed to prefer a mobile application for tracking although several preferred the paper version feeling it would be both handy and motivating to log it on a tangible log each time. Most felt that the mobile application would be easier to use, readily accessible, and welcome from a discretion perspective. Of note, a couple participants felt that having both formats would be best so the user could have a choice as to which method they prefer, and having it be accessible to everyone would be preferable.

Program Title (Annex G)

Participants were shown two titles, Quit4Life and Quit4You (Vie100fumer/vapoter et Mavie100fumer/vapoter), for the program, one at a time on screen. They were asked to review the information in silence; a group discussion followed.

Reactions to the two program titles were generally lukewarm. Both young adults and youth, English and French speakers described the use of the number 4 and 100 as “cheesy” and “gimmicky”.

Worth noting, in French, some participants questioned the significance of the number 100 and the relevance to the program. They wondered whether the program included 100 tips. There seemed to be less confusion in English around the use of the number 4 as a replacement for the word “for”.

“Je trouve que c’est un peu complexe à comprendre, genre Ma vie100fumer, 100? Le chiffre 100, zéro, c’est complexe à comprendre, en fait.” – Moncton, 20-24 / [ENGLISH TRANSLATION] “I find it a bit complex to understand, like My Life100 Smoking, 100? The number 100, zero, it’s complex to understand, actually.” – Moncton, 20-24

“Je sais pas. C’est quoi le programme? Si le numéro 100, c’est applicable dans le programme, c’est meilleur, mais juste pour moi.” – Moncton, 20-24 / [ENGLISH TRANSLATION] “I don’t know. What’s the program? If the number 100 is applicable in the program, it’s better, but just for me.” – Moncton, 20-24

In terms of the meaning of each title, there was some appreciation for the notion of “for life” because of the permanence it expressed; and, perhaps equal appreciation for the notion of “for you” because of the more personal sentiment and importance this placed on the person looking to quit. These findings were consistent in both English and French.

“Pour moi, c’est la même chose. Et je pense qu’aussi, si vous utilisez le « ma », avant que ça dise « vie100fumer », c’est plus personnel parce que quand vous lisez, vous pensez à vous-même parce que ça dit « ma vie », et pas juste « vie ».” – Moncton, 20-24 / [ENGLISH TRANSLATION] “For me, it’s the same thing. And I think that also, if you use the ‘ma’, before it says ‘vie100fumer’, it’s more personal because when you read it, you think of yourself because it says ‘my life’, not just ‘life’.” – Moncton, 20-24

Messages (Annex H)

Participants were presented with two series of messages, one at a time. The first series (1-5) related to cessation; the second (6-9) to addiction. They were asked to review the messages in silence and then to write in the chat, the one they felt was most effective and the one they felt was least effective at encouraging and motivating young people to quit vaping.

1. Take charge of your future. Leave the vape behind.
2. Nicotine is highly addictive, but quitting vaping is possible. Why not quit now?
3. Challenge yourself to be vape-free for a day/week.
4. You started vaping because of a friend. Why not quit with a friend?
5. Are you worried about lung health? Make now the time to quit vaping.
6. Don’t let nicotine control your life. Don’t vape.
7. What are you missing out on because you “need” to vape?
8. Why headrush into a nicotine addiction?
9. Why risk nicotine addiction? The buzz just isn’t worth it.

While each message will be reviewed separately below, in terms of the language used throughout, participants felt all of the messages were clear and easy to understand.

Overall, youth and young adults tended to prefer (and react more favourably) to the messages related to cessation. In fact, when asked to select a message that would most motivate them to do something (i.e., contemplate quitting), most tended to select a message from this series of messages.

Having said that, participants tended to both like and dislike all of the messages, which suggests using different messaging will help reach a broader audience.

Cessation Series

1. Take charge of your future. Leave the vape behind.

This message was by far the most widely appreciated by both youth and young adults, as well as English and French speakers. Most participants liked that it was to the point, held one accountable, and made an impact. They also appreciated the positive and hopeful dimension implied by looking to the future and envisioning a future where one was vape-free (especially for young adults age 20-24). However, there were a few participants that felt the message was a little pushy, judgemental, or even condescending, particularly the message, “Leave the vape behind.”

“Je trouve que c’est un peu provocateur quand même, mais ça reste quand même relativement passif, ça laisse un doute, tsé tu réfléchis.” – Montreal, 15-19 / [ENGLISH TRANSLATION] “I think it’s a little provocative, but it’s still relatively passive, it leaves a doubt, you think about it.” – Montreal, 15-19

“It’s the accountability of it. It’s up to you. You are the one who can change. It can’t be anyone else. At the end of the day, you’re the only one who can stop what you are doing.” – St. John’s, 20-24

2. Nicotine is highly addictive, but quitting vaping is possible. Why not quit now?

This message was not often selected across audiences and languages as either the most or least effective at encouraging or motivating young people to quit vaping. More participants age 15-19 selected it as their least effective compared to those age 20-24. Those who liked it, felt it was simple, positive, and hopeful. Those more critical of it felt that it lacked substance, was a little wordy and was a little too forward and explicit in the questioning, “Why not quit now?”.

“Why not quit now, it’s not something that just happens. It makes me think of when you are sad and someone says, ‘don’t be sad’. It’s like okay... I’m cured.” – St. John’s, 15-19

“I think it contradicts itself. It says nicotine is highly addictive why not quit now, but like you can’t just quit now because it’s highly addictive.” – St. John’s, 15-19

3. Challenge yourself to be vape-free for a day/week.

Reactions to this message were polarized (across audiences and languages). Of the youth and young adults who liked it, felt it was a logical first step and appreciated that it provided a concrete goal to aspire to. Again, reducing the frequency or amount one vaped was seen as a logical approach to quitting; and, an approach that some had tried in the past. These participants also liked the challenge implied by the message. However, those critical of this message argued that it seemed a rather lofty goal, and that it implied permission to continue vaping once the goal had been achieved. Changed to a month or simply, “Challenge yourself to be vape-free.” and views were more favourable.

“This is the one people can most universally connect to. When you say challenge, a lot of people like being able to take a challenge upon themselves.” – Toronto, 20-24

“It’s nice to see if you can do it, you might even continue and challenge yourself to stop for another week or day.” – Calgary, 20-24

“It’s kind of getting rid of the point, you are trying to quit for the rest of your life, not just for a day or a week. It seems like it’s encouraging people to quit just to see if they can, and then they can go back to it after.” – St. John’s, 15-19

“L’idée du défi. C’est juste ça. Je trouve que c’est comme, c’est une bonne idée. Ça amène le sujet d’une manière pas trop sévère.” – Montreal, 15-19 / [ENGLISH TRANSLATION] “The idea of the challenge. That’s just it. I think it’s like, it’s a good idea. It brings the subject up in a way that’s not too harsh.” – Montreal, 15-19

4. You started vaping because of a friend. Why not quit with a friend?

Reactions to this message were also often mixed regardless of age or language. In fact, even those who selected this as their most effective message had both positive and negative things to say about it. Many were not comfortable with the blame levied on friends. As mentioned earlier, participants view their vaping habits as their responsibility. That being said, many could also relate as they did start vaping with a friend. A number of participants (both youth and young adults) suggested tweaking the sentence accordingly, “You started vaping **with a** friend.” As for the second part, “Why not quit with a friend?”, most felt that this was a good plan and liked the idea of not doing it alone. Again, there was some debate about which friend would be most helpful (i.e., non-vaper, vaper, vaper who also intends to quit).

“I feel like a lot of people start vaping socially. If you have someone to quit with, it is less intimidating. For me, even joining a club alone is intimidating, so it gives you another way to not quit alone.” – Vancouver, 15-19

“The only thing I don’t like is the ‘because of a friend’. It seems like you are blaming someone and the last thing I would want to do is blame someone for my personal choices.” – St. John’s, 15-19

“Je comprends qu’est-ce que ça veut faire, mais tsé, ultimement, c’est sa consommation donc je trouve que de blâmer quelqu’un d’autre, je trouve que c’est un peu... c’est pas pertinent.” – Montreal, 20-24 / [ENGLISH TRANSLATION] “I understand what it’s trying to do, but ultimately it’s his consumption, so I think blaming somebody else, I think it’s kind of... it’s irrelevant.” – Montreal, 20-24

5. Are you worried about lung health? Make now the time to quit vaping.

This message was not often selected as either the most or least effective despite the fact that it focused on an important health risk related to vaping. While most, regardless of age or audience, did not doubt the credibility of the message, many youth and young adults felt it was overdone. We also detected that some participants were just not prepared to face these facts just yet. Again, bear in mind that these audiences inferred that they do not feel particularly susceptible or vulnerable given their young age.

“Ça touche les effets. C’est quoi l’effet? C’est les poumons. Ça me donne conscience que notre santé est en danger, donc il faut arrêter de vapoter.” – Moncton, 20-24 / [ENGLISH TRANSLATION] “It’s all about the effects. What’s the effect? It’s the lungs. It makes me aware that our health is in danger, so we have to stop vaping.” – Moncton, 20-24

“Not really relevant to me. It is something I hear all the time. I see it on every cigarette pack I buy.” – Toronto, 20-24

“Je trouve que quand c’est négatif, moi ça m’incite pas à vouloir... je le sais que c’est dangereux, tout ça, mais dès que c’est du négatif, j’ose même pas le lire, parce que ça m’enlève du moral.” – Moncton, 15-19 / [ENGLISH TRANSLATION] “I find that when it’s negative, it doesn’t make me want to... I know it’s dangerous, all that, but as soon as it’s negative, I don’t even dare to read it, because it makes me feel bad.” – Moncton, 15-19

Addiction Series

6. Don’t let nicotine control your life. Don’t vape.

Of the series of messages on addiction, while reactions to this message were mixed, it was most often selected as the most effective by both youth and young adults. Those who felt it was effective thought it was direct, and a good life lesson that caught their attention. Those who felt it was not all that effective did not appreciate the tone, which felt more like a directive than a question one asks oneself or a goal to work towards.

“C’est un peu comme un ordre « ne vapotez pas », comme un peu un jugement.” – Montreal, 15-19 / [ENGLISH TRANSLATION] “It’s kind of like a ‘don’t vape’ order, kind of like a judgment.” – Montreal, 15-19

“Telling people not to do something doesn’t work. This is already on every cigarette pack and vape pack and it’s clearly not working.” – Calgary, 15-19

“Dans le fond, moi je dirais que c’est le numéro 6 qui me déplaît le moins parce que tsé c’est comme, on dirait que c’est comme une obligation, tsé « laisse-pas la nicotine contrôler ta vie, ne vapote pas. » C’est vraiment juste come on dirait qu’ils t’obligent, tsé comme « vapote pas, c’est pas une bonne affaire.»” – Moncton, 20-24 / [ENGLISH TRANSLATION] “Basically, I would say it's number 6 that I dislike the least because it's like, it's like an obligation, 'don't let nicotine control your life, don't vape.' It's really just like, it's like they're forcing you, like, don't vape, it's not a good idea.” – Moncton, 20-24

7. What are you missing out on because you “need” to vape?

Those youth and young adults who appreciated this message felt it was effective in that it caused them to reflect on what they had been missing out on. Whereas, those who did not appreciate this message felt that it was condescending and judgemental. Of note, a few French participants mentioned that while they understood the intent of the message they felt it was awkward and perhaps poorly translated.

“I think a lot about what I am missing out on. I always need to vape and when I lose it, I’m looking for it frantically. This one stuck with me the most.” – Toronto, 20-24

“Really diminishing of why people might smoke. It’s well known that there are strong socioeconomic factors that make people more likely to smoke. People are more likely to smoke if they don’t finish high school or if they live under the poverty line. It just seems kind of insensitive and dismissive of why people might be smoking.” – Moncton, 20-24

8. Why headrush into a nicotine addiction?

Many participants, across audiences and languages, selected this message as least effective, mainly because of the pun. While some said it was fun and cute, most young adults and youth felt that it was not serious enough. Further, many argued that referencing the headrush associated with vaping was somewhat risky because the headrush was one of the things they liked most about vaping.

“Play on words, kind of corny, supposed to be serious but it ruins the seriousness of it. Makes it less credible.” – Regina, 20-24

“Some people wouldn’t want to joke about their addiction.” – St. John’s, 15-19

9. Why risk nicotine addiction? The buzz just isn’t worth it.

Again, most participants regardless of age or language did not like the reference to ‘buzz’ as this spoke to one of the main reasons they enjoy vaping. However, participants did appreciate the message conveyed that ‘it isn’t worth it.’ It was direct and made sense.

“The way it’s worded, for some people the buzz IS worth it. I actually know a lot of people who do it just for the buzz.” – St.John’s, 20-24

“Pour moi, le buzz, c’est plus pour plaisir, c’est ça? C’est pas vraiment quelque chose qui m’appelle à arrêter.” – Montreal, 20-24 / [ENGLISH TRANSLATION] “For me, the buzz is more for pleasure, right? It’s not really something that encourages me to stop.” – Montreal, 20-24

CONCLUSIONS

Despite the fact that very few youth age 15-19 or young adults 20-24 believe they would have any trouble quitting vaping, and would likely not consult a Government of Canada (or Health Canada) resource for guidance or support, reaction to the draft communications materials was generally favourable.

All of the materials and messages came across as generally credible even though there were some preferences in terms of messaging and presentation of the information.

Most participants across both audiences were comfortable with the approaches to quitting vaping (i.e., with a friend's help, cutting back or setting a quit date) and appreciated the more detailed information and tools about how they could go about doing so. Indeed, leveraging technology to create digital tools may be the most effective way to engage with this audience. For example, most felt they would be more inclined to use a mobile app to track their vaping behaviours and could see how an app would be able to provide them with useful tips to help guide/encourage them to keep working at quitting.

The approaches to quitting were very much in line with the approaches participants have either taken in the past (for those who have tried to quit or reduce) or would consider taking in the future. Having said that, most strongly see their vaping habits as a personal issue and are reluctant to assign blame or burden to their friends.

Some of the information and messaging came across both audiences as too directive and/or condescending, and in some instances as gimmicky and childish. For example, with respect to the program, the majority of young adults and youth would have preferred the titles (Quit4Life or Quit4U) be written out plainly rather than using a number or letter to replace a word ("4" instead of "for; "U" instead of "you").

And, while the social aspect of vaping appears to be quite persuasive, there appeared to be more appetite (and a perceived lack of content) for information about the negative health consequences related to vaping. Most indicated having experienced a number themselves such as: mood/behaviour changes; lung capacity challenges that affect performance during sport; and, nausea, sore stomach and loss of appetite.

APPENDIX A: METHODOLOGY REPORT

Methodology

To meet these objectives, Earncliffe conducted a comprehensive wave of qualitative research involving a series of fourteen (14) online focus groups conducted between November 17th and 23rd, 2020. The groups were conducted with residents of seven Canadian cities: St. John's, NF; Moncton, NB; Montreal, QC; Toronto, ON; Regina, SK; Calgary, AB; and, Vancouver, BC. The groups were conducted with youth aged 15-19 and young adults aged 20-24. The groups with residents in Montreal and Moncton were conducted in French; the others were conducted in English.

In each city, the groups were approximately 1.5 hours in length and conducted with youth age 15-19, and young adults age 20-24. The group with residents of Montreal and Moncton were conducted in French; the others were conducted in English.

Schedule and composition of the focus groups

City	Audience	Moderator	Participants	Date/Time
Toronto, ON	Young Adults (20-24)	Stephanie Constable	10	Tuesday, November 17, 5:30 pm (EST)
Regina, SK	Young Adults (20-24)	Stephanie Constable	8	Tuesday, November 17, 7:30 pm (EST)
Moncton, NB	Young Adults (20-24)	Stephanie Constable	7	Wednesday, November 18, 4:00 pm (EST)
Montreal, QC	Young Adults (20-24)	Stephanie Constable	8	Wednesday, November 18, 6:00 pm (EST)
Calgary, AB	Young Adults (20-24)	Stephanie Constable	9	Wednesday, November 18, 8:00 pm (EST)
Toronto, ON	Youth (15-19)	Doug Anderson	11	Wednesday, November 18, 5:30 pm (EST)
Vancouver, BC	Young Adults (20-24)	Doug Anderson	12	Wednesday, November 18, 7:30 pm (EST)
Montreal, QC	Youth (15-19)	Stephanie Constable	9	Thursday, November 19, 6:00 pm (EST)
Calgary, AB	Youth (15-19)	Stephanie Constable	11	Thursday, November 19, 8:00 pm (EST)
Regina, SK	Youth (15-19)	Doug Anderson	10	Thursday, November 19, 6:00 pm (EST)
Vancouver, BC	Youth (15-19)	Doug Anderson	12	Thursday, November 19, 8:00 pm (EST)
St. John's, NL	Young Adults (20-24)	Doug Anderson	13	Monday, November 23, 3:30 pm (EST)
St. John's, NL	Youth (15-19)	Doug Anderson	8	Monday, November 23, 5:30 pm (EST)
Montreal, QC	Youth (15-19)	Stephanie Constable	9	Monday, November 23, 5:30 pm (EST)

Recruitment

Participants were recruited using a screening questionnaire (included in Appendix C).

The target audiences were youth aged 15-19 and young adults aged 20-24. The screener contained a series of standard screening questions to ensure participants qualified based on their ages and vaping habits. Additionally, we screened participants to ensure we aimed for a good mix of gender, household income, ethnicity, etc.

Quality Response and their selected suppliers reached out to members of their respective databases first via email and followed up with telephone calls to pre-qualify participants for speed and economies. All participants were contacted pre-group to confirm attendance.

For groups in the Toronto area, Quality Response relied on their proprietary database of Canadians. For groups in other cities, Quality Response used selected suppliers who each have their own respective proprietary database of Canadians living in their local area.

For groups in St. John's (NF), Moncton (NB), and Regina (SK), Quality Response relied on Metroline. Metroline's database in these markets includes approximately 4,500 Canadians. New participants are added to their database via referrals and online advertising. Metroline profiles their database for a variety of characteristics including but not limited to: location; marital status; occupation; income; smoking habits; drinking habits, etc.

For groups in Montreal, QC Quality Response relied on MBA Recherche. Their vast database includes approximately 35,000 Canadians across Quebec. They use Google ads, their website, telephone RDD lists, and referrals to recruit new participants. In addition to a variety of demographics, MBA Recherche's profiling includes automobile types, substance use, and mobile phone attributes.

For groups in Calgary, Quality Response relied on Qualitative Coordination. Their database is approximately 5,500 Calgarians. Qualitative Coordination uses referrals and online advertisements to find new participants. Their database is not profiled, and new registrants are only asked for their full name, email address, date of birth, and where they reside.

For groups in Vancouver, BC, Quality Response relied on Walmsley Research's database which is comprised of approximately 5,500 residents of Vancouver. They rely on referrals and online advertisements to recruit to their database. In addition to a variety of demographics, their database is profiled for: age of children, occupation, spouse's occupation, health issues, etc.

Moderation

Given the accelerated timeline, two moderators were used to conduct the focus groups. Stephanie Constable led the first night of groups while Doug Anderson observed to ensure both were aware of the flow of the focus groups and involved in any conversation about potential changes to the discussion guide or flow of conversation for subsequent groups.

A note about interpreting qualitative research results

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

Reporting

Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Quotations exhibited throughout the report are selected on the sole basis of bringing the report to life, and providing unique verbatim commentary from the participants across the various locations.

Glossary of terms

The following is a glossary of terms used throughout the report. These phrases are used when groups of participants share a specific point of view. Unless otherwise stated, it should not be taken to mean that the rest of participants disagreed with the point; rather others either did not comment or did not have a strong opinion on the question.

Term	Definition
Few	<i>Few</i> is used when less than 10% of participants have responded with similar answers.
Several	<i>Several</i> is used when fewer than 20% of the participants responded with similar answers.
Some	<i>Some</i> is used when more than 20% but significantly fewer than 50% of participants with similar answers.
Many	<i>Many</i> is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	<i>Majority</i> or <i>plurality</i> are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	<i>Most</i> is used when more than 75% of the participants responded with similar answers.
Vast majority	<i>Vast majority</i> is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	<i>Unanimous</i> or <i>almost all</i> are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

APPENDIX B: DISCUSSION GUIDE

Introduction

10 min

10 min

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e. an independent marketing research firm)
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (1.5 hours).
- The presence of any observers, their role and purpose, and the means of observation (observers viewing and listening in remotely).
- The presence and purpose of any recording being made of the session.
- Confirm participants are comfortable with the platform and some specific settings such as: how to mute and unmute themselves; where the hand raise button is; and, the chat box.
- Moderator to explain the research purpose and disclose the research sponsor, described, at a minimum. The Government of Canada, Health Canada, specifically, is exploring the topic of vaping (and smoking).

Moderator will ask participants to introduce themselves.

Given the topic of our discussion today, I would like to ask each of you to introduce yourselves by your first name only, and to also share how long you have been vaping, how frequently you vape (i.e., hourly, daily, weekly, etc.), and what you vape normally (i.e. vaping products containing nicotine and what concentration, flavours vaped (with or without nicotine), cannabis, etc.).

Warm-Up and Context

20 min

30 min

I would like to start with a fairly general question.

- What does vaping mean to you?
- Can you tell me why you vape?
 - What do you like about vaping? Why do you say that?
 - Is there anything you don't like about vaping? Why do you say that?
- [HANDS UP] Has anyone tried to reduce how often or how much they vape or tried to quit vaping in the past?

[IF TRIED TO QUIT IN THE PAST]

- Can you talk to me a little about that? For example...
 - Why did you try to quit? What was your main motivation?

- What approach or process did you use?
 - How did you feel about your progress?
 - Did you notice any changes in your health, mood, behaviour?
 - Were they positive or negative changes?
 - Did you try to get help?
 - [IF YES]
 - Where did you turn for help?
 - What did you think of those resources? Why?
 - [IF NO]
 - Why not?
 - If you were to try again, what would you do differently? Why?
- Do you envision a time when you think you might want to stop vaping?
 - When would that be? Why?
 - Do you have the sense that it will be easy or hard to stop vaping? Why do you think that?
 - How would you imagine you will go about quitting?
 - Do you think you would be able to quit vaping on your own? Why or why not?
 - What, if anything, do you think you will use or need to help you quit vaping? Why?
 - Where would you go to get help to stop vaping if you needed it? Why?
 - Probe:*
 - Friends or family
 - Online counselling
 - Would you text or chat with a counsellor? Why or why not?
 - Local support groups in school or your community
 - Quitlines
 - Would you call or connect virtually? Why or why not?
 - Tracking card
 - Mobile application
 - What would you hope an application would do?
 - What information would you hope/expect to find/use on an app?
 - Resource
 - Other (please specify)
- Show of hands, at the present time, who smokes tobacco cigarettes every day or occasionally?
 - If yes, have you ever thought about quitting or are you trying to quit?
- For those who smoke, would you agree or disagree with the different perspectives shared so far? Why?

Campaign Materials Testing

In the early 2000s, Health Canada developed a program to help young people quit smoking. Earlier this year, they updated the program to include information and tools to help young people quit vaping as well. The program consists of a handbook to guide young people through the process of quitting smoking and/or vaping and a facilitator's guide for group sessions but they are also considering certain digital resources.

For the remainder of our discussion, I will be sharing my screen to show you different components of the handbook and looking to gauge your reactions in an effort to help them develop and fine-tune these materials.

It is important to note, all of these materials are currently being developed but are not in their final state yet. Your input is being solicited in terms of the content.

Also, at certain points, we will be using the chat function to have you record your reactions.

Reasons to Quit Smoking or Vaping (Annex A & B) 10 min 40 min

First, we are going to look at the reasons to quit smoking or vaping. Again, these might be included in the updated handbook so this is more about the content than it is about the format.

MODERATOR TO DISPLAY ANNEX A ON THE SCREEN

Moderator to probe:

- Overall, what do you think of these reasons/what you see here? Why?
- Was any of this information new to you? Which?
- Do they fit with your experience? In other words, are they in line with why you might want to quit smoking or vaping? Why or why not?
- Can you think of any other reasons to quit smoking or vaping?
- Are these relevant to you? Why or why not?
- Are they easy to understand or not? Why?
- Is the information presented in a clear or unclear way? Why do you say that?
- Would any of these messages motivate you to quit smoking or vaping? Why or why not?

Now, I would like to show you another way to present the information.

MODERATOR TO DISPLAY ANNEX B ON THE SCREEN

Moderator to probe:

- What do you think of this way of presenting the information? Why?
- Is the information presented in a clear or unclear way? Why do you say that?
- Of the two ways to present the information, which do you prefer? Why?

How will you quit smoking or vaping (Annex C) 25 min 65 min

The following component outlines how one might go about quitting smoking or vaping. Again, please take a few minutes to review this component in silence and then we will discuss reactions as a group.

MODERATOR TO DISPLAY ANNEX C ON THE SCREEN

Moderator to probe:

- Overall, what is your impression of this graphic?

- Is the information presented in a clear way or not? Why do you say that?
- How could it be improved?
- Are you comfortable with having the paths to quitting smoking and quitting vaping presented in one graphic? Why or why not?
- Would you prefer to have these presented in two separate graphics? Why?

Now, I would like to show you another way to present the information.

MODERATOR TO DISPLAY ANNEX D ON THE SCREEN

Moderator to probe:

- What do you think of this way of presenting the information? Why?
- Is the information presented in a clear or unclear way? Why do you say that?
- Of the two ways to present the information, which do you prefer? Why?

Plan #1, Quit with a Friend's Help

- What did you think of Plan #1, Quit with a Friend's Help? Why?
- Have you thought about trying this method to quit vaping? Why or why not?
- If you decided to quit vaping, do you think you would try this plan? Why or why not?

MODERATOR TO DISPLAY ANNEX D ON THE SCREEN

Moderator to probe:

- Overall, what is your impression of this information? Why?
- Would this kind of information be helpful? Why or why not?
 - How would you see yourself using this? Why?
- Would it motivate you to try to quit vaping? Why or why not?
- How, if at all, could it be improved? Why do you say that?

Plan #2, Cut Back First; Then Quit

- What did you think of Plan #2, Cut Back First; Then Quit Vaping? Why?
- Have you thought about trying this method to quit vaping? Why or why not?
- If you decided to quit vaping, do you think you would try this plan? Why or why not?

MODERATOR TO DISPLAY ANNEX E ON THE SCREEN

Moderator to probe:

- Overall, what is your impression of this information? Why?
- Would this kind of information be helpful? Why or why not?
 - How would you see yourself using this? Why?
- Would it motivate you to try to quit vaping? Why or why not?
- How, if at all, could it be improved? Why do you say that?

Tracking Card

5 min

70 min

I would like to show you another component they are considering.

MODERATOR TO DISPLAY ANNEX F ON THE SCREEN

Moderator to probe:

This is a paper tracking card that is currently inserted in the program handbook to record the number of cigarettes smoked per day and to track their progress. It goes with Plan #2, Cut Back First; Then Quit (Annex E).

- Overall, what do you think of the idea of including an insert in the handbook like this, that could be used to track the number of vaping sessions and track your progress? Why?
- Is it something you would use? Why or why not?
- Visually, what do you think of this one? Is it appealing? Why or why not?
 - Does it look easy to use? Why or why not?
 - Is it easy to read?
- Would you prefer to use a paper tracking card or a mobile application version of the card? Why?

Program Title

5 min

75 min

Now that you've got a better idea/feel for the program, the handbook and some of the components, I'd like to undersand what you think of the title. There are two options for your consideration (Quit 4 Life; Quit 4 U).

MODERATOR TO DISPLAY EACH TITLE ONE BY ONE ON SCREEN IN A RANDOMIZED FASHION.

Moderator to probe for each:

- What do you think of this title? Why?
- Is it appropriate? Why or why not?
- Is it relevant? Why or why not?
- What is the main message that it conveys?
- Is the tone of the title suitable for a smoking and vaping cessation resource? Why or why not?

ONCE BOTH OPTIONS HAVE BEEN DISCUSSED:

- Which do you prefer? Why?
- Which is most appropriate for a smoking/vaping cessation resource? Why?
- Do you have any other suggestions for a title?

Message Testing

15 min

90 min

I would like to spend a few minutes reviewing a series of messages that could be used in future campaign materials. I will display them on screen and I would ask you to take a few minutes to review each statement. Once you have reviewed each statement, please take a moment to note in the chat which statement you feel is most effective to encourage and motivate young people to quit vaping and which is the least effective. Please record your responses in the chat as follows: most = #X; least = #X.

Messages include:

- 10. Take charge of your future. Leave the vape behind.*
- 11. Nicotine is highly addictive, but quitting vaping is possible. Why not quit now?*
- 12. Challenge yourself to be vape-free for a day/week.*
- 13. You started vaping because of a friend. Why not quit with a friend?*
- 14. Are you worried about lung health? Make now the time to quit vaping.*

- 15. Don't let nicotine control your life. Don't vape.*
- 16. What are you missing out on because you "need" to vape?*
- 17. Why headrush into a nicotine addiction?*
- 18. Why risk nicotine addiction? The buzz just isn't worth it.*

[MODERATOR TO DISPLAY THE TWO BLOCKS OF MESSAGES SEPARATELY AND PROBE:

- Overall, what do you think of these messages?
- Which did you feel was the most effective? Why?
- Which did you feel was the least effective? Why?
- Was anything confusing or unclear? What? Why?
- In general, did you feel they were credible? Do any come across as not credible? Which ones? Why?
- Would any of these statements motivate you to take action? Why or why not?
 - If yes, which ones? Why? What type of actions (talk to someone, look for more information, etc.)?

Conclusion

5 min

90 min

MODERATOR TO CHECK IN THE BACK ROOM AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.

- This concludes what we needed to cover tonight. We really appreciate you taking the time to share your views. Your input is very important.

APPENDIX C: ANNEXES

Reasons to quit smoking or vaping (Annex A)

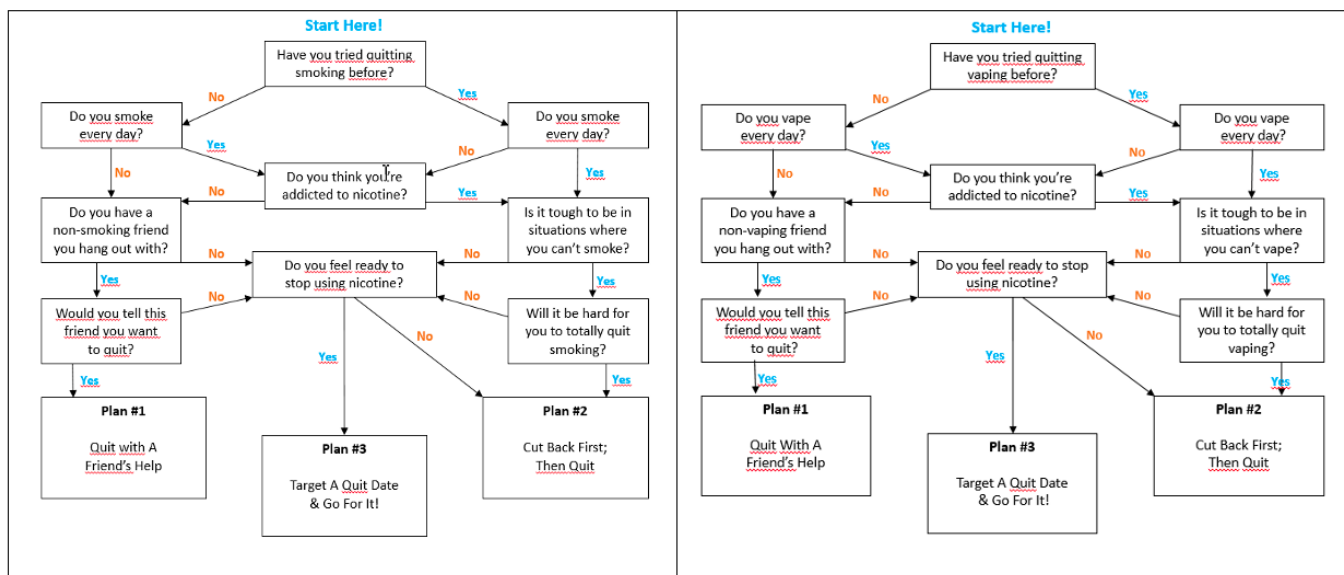
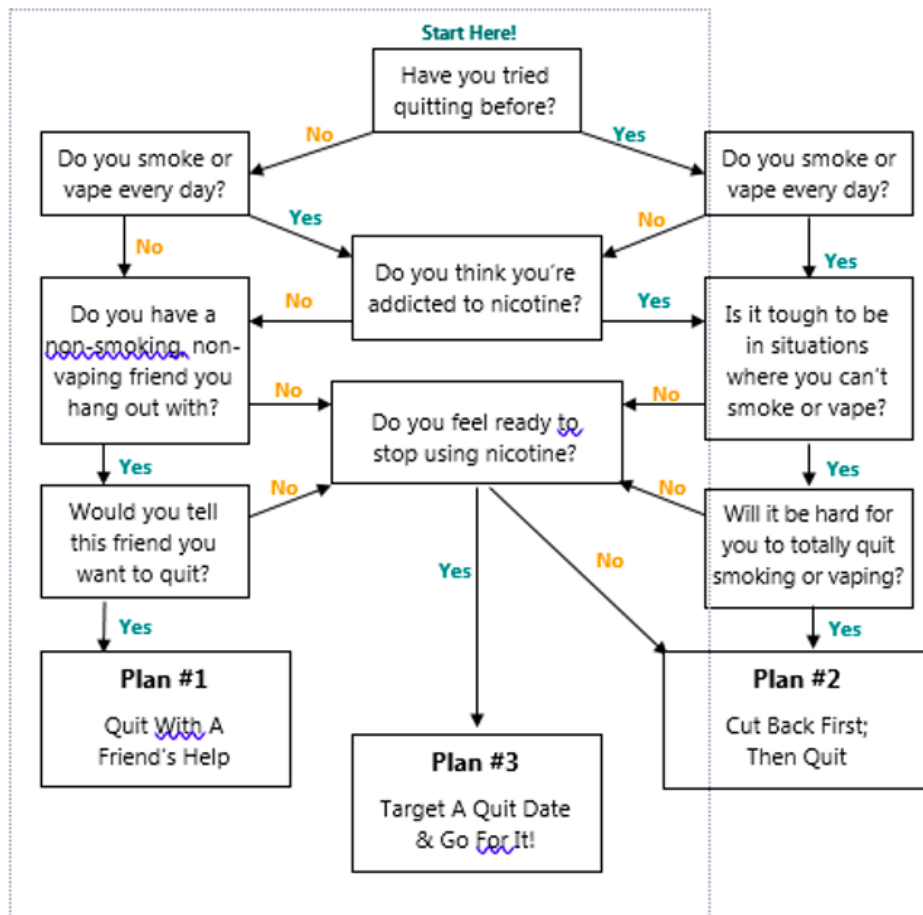
Reasons to quit smoking or vaping

- ☐ My clothes and hair smell, and maybe my breath too. Gross.
- ☐ I hear scary stuff about vaping. I worry it could happen to me.
- ☐ I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.
- ☐ Finding places to smoke and hiding it is annoying.
- ☐ I think I'm getting addicted. Makes me think I should quit now.
- ☐ I hate the way non-smokers look at me when I light up or vape. I pretend I don't care, but I do.
- ☐ My boyfriend/girlfriend isn't into smoking or vaping. They're always telling me to quit. Maybe I should just do that.
- ☐ I don't want to worry about bad breath or smelly clothes or wrinkles or stuff like that.
- ☐ I keep getting colds—probably from smoking so much.
- ☐ I can't really afford to vape. I'd rather buy other stuff.
- ☐ I didn't know nicotine could damage how my brain develops.
- ☐ If I didn't smoke, I'd be better at stuff like sports, singing, dance.
- ☐ I've got my own personal reasons for quitting.

Reasons to quit smoking or vaping (Annex B)

Reasons to quit smoking	Reasons to quit vaping
<input type="checkbox"/> My clothes and hair smell, and maybe my breath too. Gross.	<input type="checkbox"/> I hear scary stuff about vaping. I worry it could happen to me.
<input type="checkbox"/> I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.	<input type="checkbox"/> I don't like staring at the clock, waiting 'til I can go outside for a hit. Being addicted to nicotine makes me feel like I've lost control.
<input type="checkbox"/> Finding places to smoke and hiding it is annoying.	<input type="checkbox"/> I think I'm getting addicted. Makes me think I should quit now.
<input type="checkbox"/> I think I'm getting addicted. Makes me think I should quit now.	<input type="checkbox"/> I hate the way non-smokers look at me when I vape. I pretend I don't care, but I do.
<input type="checkbox"/> I hate the way non-smokers look at me when I light up. I pretend I don't care, but I do.	<input type="checkbox"/> My boyfriend/girlfriend isn't into vaping. They're always telling me to quit. Maybe I should just do that.
<input type="checkbox"/> My boyfriend/girlfriend isn't into smoking. They're always telling me to quit. Maybe I should just do that.	<input type="checkbox"/> I can't really afford to vape. I'd rather buy other stuff.
<input type="checkbox"/> I don't want to worry about bad breath or smelly clothes or wrinkles or stuff like that.	<input type="checkbox"/> I didn't know nicotine could damage how my brain develops.
<input type="checkbox"/> I keep getting colds—probably from smoking so much.	<input type="checkbox"/> I've got my own personal reasons for quitting.
<input type="checkbox"/> I didn't know nicotine could damage how my brain develops.	
<input type="checkbox"/> If I didn't smoke, I'd be better at stuff like sports, singing, dance.	
<input type="checkbox"/> I've got my own personal reasons for quitting.	

How will you quit smoking or vaping (Annex C)



Plan #1 Quit With a Friend's Help (Annex D)

Plan #1

Quit With a Friend's Help

What YOU do	What YOUR FRIEND does
You tell them you want to quit, & ask for their encouragement	Your friend stays positive about you quitting; they <i>never</i> lecture you or put you down
You text your friend if you're having a craving	Your friend distracts you until the craving is gone!
You tell them if you smoke, or vape... even a puff	Your friend helps you figure out why you caved so it doesn't happen again
You ask your friend to keep you motivated to quit	Your friend is there for you
You read this whole guide for more stuff about quitting...	Your friend reads this guide so they know what you're going thru
You brag about how many hours you've been off cigs or vapes. You deserve it.	Your friend high-fives you & says how impressed they are

Plan #2 Cut Back First; Then Quit (Annex E)

Plan #2 Cut Back First; Then Quit

VAPERS

There are 3 weeks in this plan.
Here's what you do each week.

Week # 1

In week # 1, vape as usual,
but *keep track* of it like this:

Each day, count how
often you vape...

Count "sessions" or
"pulls" – whatever
works for you.

Session = 5+ pulls in a row.

Number of vaping sessions (5+ pulls in a row):	
Monday	2
Tuesday	0
Wednesday	1
Thursday	1
Friday	3
Saturday	3
Sunday	0

Week # 2

In week # 2, have **fewer** vaping sessions/pulls per day
than you had in week # 1. FOR EXAMPLE: If you had 2
sessions/pulls last Monday, you can have 1 this Monday.




Week # 3

Every day this week, have **even fewer** vaping
sessions/pulls per day than you had in week # 2!

Tracking Card (Annex F)

Cig. #	Time	Place	Who With	Mood (G/B/T)	Rate (1-5)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Notes: _____

Program Title (Annex G)

Quit4Life

Quit4U

Messages (Annex H)

Cessation

1. Take charge of your future. Leave the vape behind.
2. Nicotine is highly addictive, but quitting vaping is possible. Why not quit now?
3. Challenge yourself to be vape-free for a day/week.
4. You started vaping because of a friend. Why not quit with a friend?
5. Are you worried about lung health? Make now the time to quit vaping.

Addiction

6. Don't let nicotine control your life. Don't vape.
7. What are you missing out on because you "need" to vape?
8. Why headrush into a nicotine addiction?
9. Why risk nicotine addiction? The buzz just isn't worth it.

APPENDIX D: SCREENER

FOCUS GROUP SUMMARY

- Recruit 12 for 8 to show
- Participants must have high speed internet access (QS9) and a webcam (QS10)
- ALL currently vape (QS14)
- Group 1: Young adults (20-24) (QS1)
- Group 2: Youth (15-19) (QS1 OR QS7)
- Ensure a good mix of demographics (gender, age, income, ethnicity, etc.)
- Please note times for all groups in the grid below

Tuesday, November 17, 2020

GROUP 2: Young Adults (20-24) Toronto, Ontario	5:30 PM EST
GROUP 3: Young Adults (20-24) Regina, Saskatchewan	7:30 PM EST / 6:30 PM CST

Wednesday, November 18, 2020

GROUP 4: Young Adults (20-24) Moncton, New Brunswick (French)	4:00 PM EST / 5:00 PM AST
GROUP 5: Young Adults (20-24) Montreal, Quebec (French)	6:00 PM EST
GROUP 6: Young Adults (20-24) Calgary, Alberta	8:00 PM EST / 6:00 PM MST

Wednesday, November 18, 2020

GROUP 8: Youth (15-19) Toronto, Ontario	5:30 PM EST
GROUP 9: Young Adults (20-24) Vancouver, British Columbia	7:30 PM EST / 4:30 PM PST

Thursday, November 19, 2020

GROUP 11: Youth (15-19) Montreal, Quebec (French)	6:00 PM EST
GROUP 12: Youth (15-19) Calgary, Alberta	8:00 PM EST / 6:00 PM MST

Thursday, November 19, 2020

GROUP 13: Youth (15-19) Regina, Saskatchewan	6:00 PM EST / 5:00 PM CST
GROUP 14: Youth (15-19) Vancouver, British Columbia	8:00 PM EST / 5:00 PM PST

Monday, November 23, 2020

Group 1: Young Adults (20-24) St.John's, Newfoundland	3:30 pm EST / 5:00 pm NST
Group 7: Youth (15-19) St.John's, Newfoundland	5:30 pm EST / 7:00 pm NST

Monday, November 23, 2020

Group 10: Youth (15-19) Montreal, Quebec (French)	5:30 pm EST
---	-------------

Respondent's name:

Respondent's phone number: (home)

Respondent's phone number: (work)

Respondent's fax number:

Respondent's email:

Sample source: panel random client referral

Interviewer:

Date:

Validated:

Quality Central:

On list:

On quotas:

Hello, my name is _____ and I'm calling on behalf of Earnscliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance to Canadians, on behalf of the Government of Canada. We are looking for people who would be willing to participate in an online discussion group. Participants will receive an honorarium for their participation. May I continue?

Yes CONTINUE
No THANK AND TERMINATE

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions? This will only take about 5 minutes.

Yes CONTINUE
No THANK AND TERMINATE

READ TO ALL: "This call may be monitored or audiotaped for quality control and evaluation purposes.
ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing)
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.
- The personal information you provide is governed in accordance with the *Privacy Act* and we will only collect the minimum relevant information we need to complete discussion groups.
- Your / Your child's views, opinions and feedback are personal information. The personal information you / your child provides in this questionnaire will be collected, used, retained and disclosed by Health Canada in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the *Department of Health Act*.
- In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and to correct your personal information. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Management Division at 613-948-1219 or hc.privacy-vie.privee.sc@canada.ca. You / your child also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.
- Your participation and/or your child's participation is voluntary and you are free to withdraw them, and they themselves are free to withdraw, at any time.

This research will require participation in a video call online.

- S1. Could you please tell me which of the following age categories you fall into? Are you... (*ENSURE GOOD MIX OF AGES IN ALL SESSIONS*)

Under 15	1	THANK AND TERMINATE
15	2	ASK TO SPEAK TO ADULT 18+
16-19	3	CONTINUE TO S8 FOR GROUP 2
20-24 years	4	CONTINUE TO S8 FOR GROUP 1
25+	5	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

FOR THOSE 15 YEARS OF AGE, ONCE ADULT IS ON THE LINE, GO BACK TO INTRODUCTION AND THEN PROCEED TO QS2.

TO PARENTS OF YOUTH 15 YEARS OF AGE (AFTER INTRODUCTION:

- S2. As part of this study, we are conducting a series of discussions with youth between the ages of 15 and 19. With your permission, we would like to invite your child to attend a discussion on [INSERT DATE] at [TIME]? It will last 90 minutes and your child will receive \$100 for their time.

These groups are being conducted on behalf of Health Canada to help them explore the topic of vaping and vaping cessation. The discussion will focus on their opinions of different communications and messages around vaping and smoking. Your written consent for your child to participate in the discussion will be required by email prior to commencement of the session. Would your child be available to attend an online discussion on [INSERT DATE] at [TIME]?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

- S3. Is the child who would be participating a male or a female or prefers not to identify as either male or female? (*ENSURE GOOD MIX*)

Male	1	
Female	2	
Prefers not to identify as either male or female	3	NO MINIMUM FOR THIS GROUP

S4. Can you please confirm the age of the child who would be participating? (*ENSURE GOOD MIX*)

15-24	1	CONTINUE
Other	2	THANK AND TERMINATE

S5. In order to ensure we have a mix of participants in the room, we need to ask them some qualifying questions. May we speak with your son or daughter if it is convenient to speak with them now?

Yes	1	WAIT TO SPEAK TO CHILD
Yes, but they are not available now	2	RESCHEDULE
No	3	THANK AND TERMINATE

YOUTH (15 YEARS OF AGE)

Hello, my name is _____ and I'm calling on behalf of Earnscliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues related to youth and vaping and smoking on behalf of Health Canada. Up to 12 youth and young adults will be taking part and for their time, participants will receive an honorarium of \$100.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I continue?

Yes	CONTINUE
No	THANK AND TERMINATE

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. It is important that you understand that all of your answers will be kept confidential, including from your parents. Your answers will be used for research purposes only and will help ensure we have a mix of participants in the room.

S6. For the purposes of this project, we need to ensure that we are speaking with youth and young adults between the ages of 15 and 24 years. Are you between the ages of 15 and 24?

Yes	CONTINUE
No	THANK AND TERMINATE

S7. How old are you? (*ENSURE GOOD MIX*)

15	1	CONTINUE FOR GROUP 2
16-19	2	CONTINUE FOR GROUP 2
20-24	3	CONTINUE FOR GROUP 1
Other	4	THANK AND TERMINATE

[ASK ALL]

S8. Do you or any member of your household work for...

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2
An association, organization or company whose activities relate in any way to tobacco, smoking, e-cigarettes or vaping	1	2
Smoking cessation company	1	2
Legal or law firm	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE.

S9. Do you have access to a computer with high speed internet which will allow you to participate in an online discussion group?

Yes CONTINUE
No THANK AND TERMINATE

S10. Does your computer have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes CONTINUE
No THANK AND TERMINATE

S11. Do you have a personal email address that is currently active and available to you?

Yes CONTINUE, PLEASE RECORD EMAIL TO SEND LINKS TO DISCUSSION GROUP
No THANK AND TERMINATE

S12. **DO NOT ASK – NOTE GENDER (ENSURE GOOD MIX)**

Male	1
Female	2
Prefer not to identify as either male or female	3 NO MINIMUM FOR THIS GROUP

S13. Do you normally reside in the [INSERT CITY] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

For the next question, “vaping” involves using devices that heat liquid into vapour that you inhale such as:

- Vaping e-liquid with nicotine and without nicotine (i.e., just flavouring)
- All e-cigarettes, vape mods, vaporizers, and vape pens.

We are not interested in times that you may have vaped cannabis.

S14. In the past 30 days, how often did you vape (as per the definition just read to you)?

Daily	1	
Less than daily, but at least once a week		2
Less than once a week, but at least once in the past month	3	
Not at all	4	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

MUST SAY 1, 2 OR 3.

S15. What is your current employment status?

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
DK/NR	9	THANK AND TERMINATE

S16. What is the last level of education that you have completed?

Some high school only	1	
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE

S17. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ [GRID] (ENSURE GOOD MIX)**

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	
Indigenous (First Nations, Métis, or Inuit)		12
Other (please specify)	13	
DK/NR	14	THANK AND TERMINATE

S18. Have you participated in a discussion or focus group before? A discussion group brings together a few people and is led by a trained moderator in order to know their opinion about a given subject.

Yes	1	
No	2	SKIP TO S22
DK/NR	9	THANK AND TERMINATE

S19. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	THANK AND TERMINATE
If not within the last 6 months	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S20. How many of these sessions have you attended in the last five years?

If 4 or less	1	CONTINUE
If 5 or more	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S21. And what was/were the main topic(s) of discussion in those groups?

IF RELATED TO VAPING, TOBACCO, SMOKING, CIGARETTES, NICOTINE, GOVERNMENT POLICY ON VAPING OR TOBACCO (INCLUDING SMOKING, CIGARETTES, VAPING, NICOTINE, ETC.), THANK AND TERMINATE

S22. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Somewhat comfortable	2	CONTINUE
Not very comfortable	3	THANK AND TERMINATE
Not at all comfortable	4	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S23. Sometimes participants are asked to read text and/or review images during the discussion. Is there any reason why you could not participate?

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S24. 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 an online focus group, we are conducting at [TIME], on [DATE].

As you may know, focus groups are used to gather information on a particular subject matter; in this case, the discussion will touch on your views related to vaping, smoking and cessation. The discussion will consist of 8 to 10 people and will be very informal.

It will last up to up to 90 minutes and you will receive \$100.00 as a thank you for your time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the session moderator with a list of participants' names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	GO TO P1A

We need to provide the session moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the

moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. GO TO P1A

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the moderator?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) A recording of the group session will be produced for research purposes. The recordings will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be recorded for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW & GO TO P2A

It is necessary for the research process for us to record the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE

P3) Employees from the Government of Canada may be online to observe the groups.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3a) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups online. They will be there simply to hear your opinions first hand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE

INVITATION:

Wonderful, you qualify to participate in one of our discussion groups. As I mentioned earlier, the group discussion will take place [INSERT DATE AND TIME] for up to 90 minutes.

Can I confirm your email address so that we can send you the link to the online discussion group?

Tuesday, November 17, 2020	Honorarium: \$100
GROUP 2: Young Adults (20-24) Toronto, Ontario	5:30 PM EST
GROUP 3: Young Adults (20-24) Regina, Saskatchewan	7:30 PM EST / 6:30 PM CST
Wednesday, November 18, 2020	Honorarium: \$100
GROUP 4: Young Adults (20-24) Moncton, New Brunswick (French)	4:00 PM EST / 5:00 PM AST
GROUP 5: Young Adults (20-24) Montreal, Quebec (French)	6:00 PM EST
GROUP 6: Young Adults (20-24) Calgary, Alberta	8:00 PM EST / 6:00 PM MST
Wednesday, November 18, 2020	Honorarium: \$100
GROUP 8: Youth (15-19) Toronto, Ontario	5:30 PM EST
GROUP 9: Young Adults (20-24) Vancouver, British Columbia	7:30 PM EST / 4:30 PM PST
Thursday, November 19, 2020	Honorarium: \$100
GROUP 11: Youth (15-19) Montreal, Quebec (French)	6:00 PM EST
GROUP 12: Youth (15-19) Calgary, Alberta	8:00 PM EST / 6:00 PM MST
Thursday, November 19, 2020	Honorarium: \$100
GROUP 13: Youth (15-19) Regina, Saskatchewan	6:00 PM EST / 5:00 PM CST
GROUP 14: Youth (15-19) Vancouver, British Columbia	8:00 PM EST / 5:00 PM PST
Monday, November 23, 2020	Honorarium: \$100
Group 1: Young Adults (20-24) St.John's, Newfoundland	3:30 pm EST / 5:00 pm NST
Group 7: Youth (15-19) St.John's, Newfoundland	5:30 pm EST / 7:00 pm NST
Monday, November 23, 2020	Honorarium: \$100
Group 10: Youth (15-19) Montreal, Quebec (French)	5:30 pm EST

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.