

Rescue is proposing to plan and conduct a total of four in-person focus groups in order to test Behind the Haze messaging in Kentucky on behalf of the Kentucky Department for Public Health (KDPH).

### **Introduction and Purpose**

Behind the Haze is a Decision Blocks campaign designed to deliver educational content that exposes the truth about vapes and discourages teens from vape use. Rescue will conduct four message testing focus groups in two high schools in up to two cities. All participants will be in high school (ages 13-18 years old).

Focus group objectives include the following:

- Assess receptivity and reactions to message framing, tone, and delivery of concepts via video storyboards, which consist of a series of animations, background music, and narrative;
- Gather feedback on modifications necessary to maximize message appeal and impact;
- Identify methods to reach the target audience by exploring social media use and engagement.

### **City and School Selection**

Rescue will consult with KDPH to select two schools to participate in this project. Schools should have a minimum student body of 750 students. Rescue will recruit and secure research approval from two high schools in the selected cities. However, it would be extremely beneficial for KDPH to make the initial introductions to leverage local connections.

### **Research Materials Development**

Rescue will develop research materials including a Screener Survey, Check-In Survey, Moderator Guide, and other instruments to use for recruitment and focus groups. Rescue will also print, collate, and produce all documents necessary for research.

### **Onsite Focus Groups**

Rescue will conduct a total of four focus groups and will aim to recruit 8-12 participants per group. To the extent possible, teens who use vape will be prioritized for focus group inclusion. Focus groups will last approximately two hours each and focus group participants will receive a \$25 gift card as a 'thank you' for participation. Activities will include a mix of individual written surveys as well as semi-structured group discussions:

- Check-in Survey
- Personal Values Survey
- General Discussion
- Storyboard Message Testing Discussion & Survey

### **Data Analysis & Report Development**

At the conclusion of all focus groups, Rescue will enter, clean, and analyze data. Rescue will then produce a final report in slide format, summarizing the key findings and recommendations for KDPH.

### **Project Milestones**

The project will encompass the major milestones listed below. Data collection occurring the week of 11/18/20 is contingent upon 1) KDPH sharing with Rescue contact information for schools with whom KDPH has an existing relationship by 10/15/19, and 2) School research agreements signed by 11/4/19. If there are delays or challenges with school recruitment, a new timeline will be proposed for data collection and the remainder of the project.

## Behind the Haze Message Testing (KDPH) Project Proposal



Due Date	Project Milestone
10/15/19	KDPH shares school contact info with Rescue
11/1/19	Research Plan Delivered
11/1/19	Research Instruments Finalized
11/1/19	IRB Protocol Approval Secured
11/4/19	School Research Agreements Secured
11/21/19	Data Collection Completed
12/20/19	Final Report Deck Delivered
12/27/19	Report Presentation Conducted

### Project Deliverables

The following items can be considered "Client Work Product" as defined by the Rescue Terms and Condition. A timeline for deliverable completion will be drafted once the project timeline is finalized.

1. Research Plan
2. Research Instruments
3. IRB Approval Letter
4. Final Report Deck

### Rescue Contact

For more information about this project please contact:

Priscilla Fernandez, Research Scientist

[pfernandez@rescueagency.com](mailto:pfernandez@rescueagency.com)  
(619) 566-9429



# Kentucky Tobacco Prevention & Cessation Program: Teen Discussion Groups

*School Recruitment Initial Outreach Email – ALTERNATE CONTACT*

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Subject: Assistance Requested for Teen Vape Prevention Program

Dear: **CONTACT NAME**,

The 2017 Youth Risk Behavior Survey (YRBS) reported that 14.1% of high school students in Kentucky use e-cigarettes, and that number will unfortunately continue to rise. While 2019 Kentucky-specific data is not yet available, the 2019 National Youth Tobacco Survey reported an alarming 135% increase of teen vape use from 11.7% in 2017 to 27.5% in 2019.

The Kentucky Department of Public Health Tobacco Prevention & Cessation Program is developing a teen vaping prevention program to combat the teen e-cigarette epidemic. We hope that **SCHOOL NAME** can support this critically important project by participating in our information gathering process. Specifically, we are requesting to be able to conduct discussion groups with teens in Kentucky to learn about teen vape use. Insights from these discussion groups will aid in the development of a vape prevention campaign designed for teens that exposes the truth about vaping and discourages vape use.

With your principal's permission, we would like to conduct two after-school discussion groups with students at **SCHOOL NAME**. Project staff will conduct research over two days on **[November 18<sup>th</sup> and 19<sup>th</sup> or November 20<sup>th</sup> and 21<sup>st</sup>]**. Students would be recruited during lunchtime, and would stay after school to participate in a two-hour discussion group. **Students who participate will receive a \$25 gift card as a thank you for their time, and schools will receive \$500 for use of the facilities.** I've also attached some additional information about the project for you to review.

We hope that you will help us in this important effort to develop a vape prevention campaign for Kentucky teens. If interested, we are hoping that you can forward this information on to your principal. If you or the principal have any questions, please contact me at **[EMAIL]** or **[PHONE#]**

Thank you in advance for your support, and we look forward to working with you!

Sincerely,

**NAME**

