

## Recruitment of young people to smoking cessation interventions in Europe

**This questionnaire is aimed at providers of adolescent smoking cessation interventions.**

The purpose of this questionnaire is to gather knowledge of the experience that has been harvested in relation to the recruitment of young people to smoking cessation interventions in Europe.

Where relevant, more than one answer to a question may be checked.

### General

<b>1) What country do you work in?</b>	
<b>2) What organisation do you work for?</b>	Name: Type: <input type="checkbox"/> School or educational unit <input type="checkbox"/> Health facility <input type="checkbox"/> Centre for leisure time <input type="checkbox"/> NGO If yes, please make a short description _____ <input type="checkbox"/> Counselling centre <input type="checkbox"/> Research institution <input type="checkbox"/> Other: _____
<b>3) What role do you have in your organisation (position)?</b>	

### Smoking cessation intervention

<p><b>4) What types of smoking cessation intervention for young people do you have experience with?</b></p>	<p>Group-based smoking cessation courses</p> <ul style="list-style-type: none"> <li><input type="radio"/> at primary school. Age: _____</li> <li><input type="radio"/> at secondary schools. Age: _____</li> <li><input type="radio"/> at a hospital</li> <li><input type="radio"/> at a doctor's clinic/health centre</li> <li><input type="radio"/> elsewhere:</li> </ul> <p><input type="checkbox"/> Programmes on the Internet</p> <p><input type="checkbox"/> SMS programmes via mobile phone</p> <p><input type="checkbox"/> Individual counselling</p> <ul style="list-style-type: none"> <li><input type="radio"/> at school</li> <li><input type="radio"/> elsewhere:</li> </ul> <p><input type="checkbox"/> Telephone counselling</p> <p><input type="checkbox"/> Other:</p>
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**NB!**

If you have experience of more than one smoking cessation intervention for young people, and you have therefore checked more than one answer in question 4, the remaining questions should be answered **once for each smoking cessation intervention!** Otherwise continue to question 6.

If, for instance, you *both* have experience of smoking cessation courses at school *and* smoking cessation programmes via the Internet, please answer **one** questionnaire with your experience from smoking cessation courses at school and **one** questionnaire with your experience from smoking cessation programmes via the Internet.

***Please check only one answer!***

<p><b>5) The next questions have been answered in relation to our experience from:</b></p>	<p>Group-based smoking cessation courses</p> <ul style="list-style-type: none"> <li><input type="radio"/> at primary school. Age: _____</li> <li><input type="radio"/> at secondary schools. Age: _____</li> <li><input type="radio"/> at a hospital</li> <li><input type="radio"/> at a doctor's clinic/health centre</li> <li><input type="radio"/> elsewhere:</li> </ul> <p><input type="checkbox"/> Programmes on the Internet</p> <p><input type="checkbox"/> SMS programmes via mobile phone</p>
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	<input type="checkbox"/> Individual counselling <ul style="list-style-type: none"> <li><input type="radio"/> at school</li> <li><input type="radio"/> elsewhere:</li> </ul> <input type="checkbox"/> Telephone counselling <input type="checkbox"/> Other:
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**Target group**

*Please, place a cross and specify.*

<p><b>6) Have you any special focus in relation to the target group?</b></p>	<input type="checkbox"/> No, all youth smokers can enroll in the programme. <input type="checkbox"/> Yes, gender: - <input type="checkbox"/> Yes, age: _____. <input type="checkbox"/> Yes, smoking habits: <ul style="list-style-type: none"> <li><input type="checkbox"/> Only daily smokers</li> <li><input type="checkbox"/> Only social smokers/occasional smokers</li> <li><input type="checkbox"/> Only heavy smokers (defined as &gt; 15 cigarettes a day).</li> <li><input type="checkbox"/> Only smokeless tobacco</li> <li><input type="checkbox"/> Only hookahs/water pipes</li> </ul> <input type="checkbox"/> Yes, type of institution:  <input type="checkbox"/> Yes, especially vulnerable: <input type="checkbox"/>  <input type="checkbox"/> Yes, other:
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<p><b>7) How is "smoker" defined in your intervention?</b></p>	<p><input type="checkbox"/> Daily smoker</p> <p><input type="checkbox"/> ≤ 5 cigarettes a day</p> <p><input type="checkbox"/> &gt; 5 cigarettes a day</p> <p><input type="checkbox"/> Has at a minimum smoked within the last week</p> <p><input type="checkbox"/> Has at a minimum smoked within the last year</p> <p><input type="checkbox"/> Other definition:</p>
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**Immediate target group / Recruitment rate**

The purpose of the next question is to find out how many youth smokers enroll in your smoking cessation intervention in relation to the number that you contact.

<p><b>8a. How many young people are there in your target group?</b> (If, for instance, you contact 10 schools, how many young people are there in all at these schools? If the smoking cessation intervention is designed for an entire local authority, how many young people are there in the local authority?)</p>	<p><input type="checkbox"/> Number of young people in all: _____.</p> <p><input type="checkbox"/> Not investigated</p>
<p><b>8b. How many youth smokers are there in your target group?</b> (If, for instance, you contact 10 schools, how many <i>youth smokers</i> are there in all at these schools?).</p>	<p><input type="checkbox"/> Number of youth smokers in all: _____.</p> <p><input type="checkbox"/> Not investigated.</p> <p><input type="checkbox"/> Don't know.</p>

<p><b>8c. How many youth smokers enrolled in your smoking cessation intervention?</b>          (If the intervention is offered in periods/at certain times, please state how many youth smokers enroll per period or each time the intervention is offered. If, however, the intervention is continuously on offer, please state how many youth smokers enroll each year.)</p>	<p><input type="checkbox"/> The intervention is offered in periods and each time enrolment is: _____ youth smokers.</p> <p style="padding-left: 40px;">- If the intervention is offered in periods, how many times annually is smoking cessation intervention offered in that case?</p> <p><input type="checkbox"/> The programme is continuously on offer and each year enrollment is: _____ youth smokers.</p> <p><input type="checkbox"/> The intervention has not been concluded, and it is therefore not yet possible to say.</p>
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**Content of the smoking cessation intervention**

<p><b>9. What aspects does/did the smoking cessation intervention inform about?</b></p>	<p><input type="checkbox"/> Short-term consequences of smoking</p> <p><input type="checkbox"/> Long-term consequences of smoking</p> <p><input type="checkbox"/> Relevance for personal health</p> <p><input type="checkbox"/> Benefits from smoking cessation:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Short-term benefits from smoking cessation</li> <li><input type="checkbox"/> Long-term benefits from smoking cessation</li> </ul> <p><input type="checkbox"/> The smoking cessation process</p> <p><input type="checkbox"/> Methods for handling emotionally fraught situations:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Stress</li> <li><input type="checkbox"/> Anger</li> <li><input type="checkbox"/> Other, what:</li> </ul> <p><input type="checkbox"/> Methods for handling physical dependence</p>
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	<input type="checkbox"/> Other:
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**Factors relating to the smoking cessation intervention**

<b>10. How long has the smoking cessation intervention been available for young people?</b>	<input type="checkbox"/> Less than 6 months <input type="checkbox"/> 6-12 months <input type="checkbox"/> 1-3 years <input type="checkbox"/> More than 3 years
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<b>11. What is/was the number of course events in your smoking cessation intervention?</b>	<input type="checkbox"/> It was an Internet programme, for which the participants themselves determined how often they were online. <input type="checkbox"/> It was a mobile phone programme, in which the participants received text messages on an ongoing basis. <input type="checkbox"/> It was an e-mail programme, in which the participants received e-mails on an ongoing basis. <input type="checkbox"/> It was an event that the young people could drop in on if they felt like it. <input type="checkbox"/> 1-3 course events <input type="checkbox"/> 4-6 course events <input type="checkbox"/> > 6 course events <input type="checkbox"/> Other:
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<b>12. How long a period does/did the intervention itself extend over?</b>	<input type="checkbox"/> < 1 month <input type="checkbox"/> 1-2 months <input type="checkbox"/> 3-6 months <input type="checkbox"/> 7-12 months
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	<input type="checkbox"/> > 1 year <input type="checkbox"/> Other:
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<b>13. Does/did the intervention contain any kind of incentive, designed to get young people to enroll in the intervention?</b>	<input type="checkbox"/> No. <input type="checkbox"/> Yes, money. <input type="checkbox"/> Yes, prizes: <ul style="list-style-type: none"> <li><input type="radio"/> Cinema tickets</li> <li><input type="radio"/> Gift vouchers.</li> <li><input type="radio"/> Other:</li> </ul>
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**Recruitment**

<b>14. Please make a short description of the recruitment strategy:</b>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<b>15. What was the main message(s) in the recruitment material:</b> (Like: ‘Smoking is bad for your lungs’, ‘Smoking is costly’, ‘Smoking is tasteless’, ‘Cessation aid works’)	Message 1: <hr/> Message 2: <hr/> Message 3: <hr/>
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<p><b>16. Where was/were the young people contacted?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> At schools             <ul style="list-style-type: none"> <li>○ Inside the classroom</li> <li>○ Outside the classroom, Where: _____</li> </ul> </li> <li><input type="checkbox"/> At the doctor's</li> <li><input type="checkbox"/> At sports clubs</li> <li><input type="checkbox"/> At youth clubs</li> <li><input type="checkbox"/> In public space/in the street</li> <li><input type="checkbox"/> Through TV</li> <li><input type="checkbox"/> Through the radio</li> <li><input type="checkbox"/> Through the Internet</li> <li><input type="checkbox"/> At department stores</li> <li><input type="checkbox"/> Elsewhere, where:</li> </ul>
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<p><b>17. How do/did you contact the young people?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Orally:             <ul style="list-style-type: none"> <li>○ In breaks</li> <li>○ As part of the lessons</li> <li>○ Through presentation to a specific group</li> <li>○ Personal information</li> </ul> </li> <li><input type="checkbox"/> In writing:             <ul style="list-style-type: none"> <li>○ Through flyers</li> <li>○ Through posters</li> <li>○ Through campaigns</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li><input type="radio"/> Through newspaper advertising</li> <li><input type="radio"/> In youth magazines</li> <li><input type="radio"/> Other public advertising</li> <li><input type="radio"/> Via Internet pages             <ul style="list-style-type: none"> <li>- If yes, what kinds:</li> </ul> </li> <li><input type="radio"/> Via personal mail</li> <li><input type="radio"/> Via text messages</li> <li><input type="checkbox"/> Other:</li> </ul>
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<p><b>18. Who is/was used to recruit the youth smokers to the smoking cessation intervention?</b> (Who helps/helped to spread the message about the smoking cessation intervention?)</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Persons with special training in smoking cessation for young people</li> <li><input type="checkbox"/> Parents or other relatives</li> <li><input type="checkbox"/> Other young people (Youth-to-youth)</li> <li><input type="checkbox"/> Teachers</li> <li><input type="checkbox"/> Doctors or other health professionals</li> <li><input type="checkbox"/> The local authority or other official source</li> <li><input type="checkbox"/> Others:</li> </ul>
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<p><b>19. Have you done anything special to get young people to enroll in your smoking cessation intervention?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> </ul>
<p><b>19a. If yes, what?</b></p>	

<b>20. Approximately what resources have been used on recruitment to your smoking cessation intervention?</b> (This relates both to man hours and economic resources.)	<input type="checkbox"/> Total number of man hours: _____ <input type="checkbox"/> Financial resources: _____ <input type="checkbox"/> Other resources used in connection with recruitment:
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### Your evaluation

<b>21. What is your overall assessment of how the recruitment strategy for your smoking cessation intervention has been?</b>	<input type="checkbox"/> Really good <input type="checkbox"/> Good <input type="checkbox"/> Middle <input type="checkbox"/> Bad <input type="checkbox"/> Really bad
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<b>22. To what degree did you experience problems with the recruitment?</b>	<input type="checkbox"/> To a high degree <input type="checkbox"/> To some degree <input type="checkbox"/> To a lesser degree <input type="checkbox"/> Not at all Please describe the problems:
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<b>23. If you had to recruit young people once again, would you change anything?</b>	<input type="checkbox"/> Yes. <input type="checkbox"/> No.
<b>23a. If yes, what?</b>	<input type="checkbox"/> Would devote more time: <ul style="list-style-type: none"> <li>○ to recruitment</li> <li>○ to marketing the programme</li> </ul> <input type="checkbox"/> Would spend more money: <ul style="list-style-type: none"> <li>○ on recruitment</li> </ul>

	<ul style="list-style-type: none"><li><input type="radio"/> on marketing the programme</li><li><input type="checkbox"/> Better information:<ul style="list-style-type: none"><li><input type="radio"/> on how to enrol in the smoking cessation intervention</li><li><input type="radio"/> on the benefits of the smoking cessation intervention</li><li><input type="radio"/> information in more different places</li></ul></li><li><input type="checkbox"/> Other:</li></ul>
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## Recruitment of young people to smoking cessation interventions in Europe

The purpose of this questionnaire is to gather knowledge from experts of youth communication on how to recruit young people into smoking cessation interventions. The term ‘expert’ is referred to in a broad sense and includes communication professionals, youth counsellors and others with relevant expertise in youth.

**This questionnaire is aimed at experts of youth communication.**

Info about informant:

Name:

Area of expertise:

Professional background:

Key points to be discussed:

<p><b>1. Where would you recommend that the contact to young people take place? Please prioritize if possible</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> At schools             <ul style="list-style-type: none"> <li><input type="radio"/> Inside the classroom</li> <li><input type="radio"/> Outside the classroom</li> </ul> </li> <li><input type="checkbox"/> At the doctor’s</li> <li><input type="checkbox"/> At sport clubs</li> <li><input type="checkbox"/> At youth clubs</li> <li><input type="checkbox"/> At cafés</li> <li><input type="checkbox"/> In public space/in the street</li> <li><input type="checkbox"/> Through TV</li> <li><input type="checkbox"/> Through the radio</li> <li><input type="checkbox"/> Through the Internet.</li> </ul> <p>If yes, what kinds:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Via social media (like facebook,</li> </ul>
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	<p>Myspace etc. )</p> <ul style="list-style-type: none"> <li>○ At youth 'oriented' pages</li> <li>○ Others: _____</li> <li><input type="checkbox"/> At department stores</li> <li><input type="checkbox"/> Elsewhere, where:</li> </ul>
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**Comments:** \_\_\_\_\_

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<p><b>2. How would you contact the young people? Please prioritize if possible</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Orally:             <ul style="list-style-type: none"> <li>At schools:                 <ul style="list-style-type: none"> <li>○ In breaks</li> <li>○ As part of the lessons</li> </ul> </li> <li>Other places:                 <ul style="list-style-type: none"> <li>○ Through presentation to a specific group</li> <li>○ Personal information</li> </ul> </li> </ul> </li> <li><input type="checkbox"/> In writing:             <ul style="list-style-type: none"> <li>○ Through flyers</li> <li>○ Through posters</li> <li>○ Through campaigns</li> <li>○ Through newspaper advertising</li> <li>○ In youth magazines</li> <li>○ Other public advertising</li> <li>○ Via Internet pages                 <ul style="list-style-type: none"> <li>- If yes, what kinds: _____</li> </ul> </li> <li>○ Via mail</li> <li>○ Via E-mail</li> <li>○ Via text messages (SMS)</li> </ul> </li> </ul>
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	<input type="checkbox"/> Other:
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**Comments:** \_\_\_\_\_

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