



# TeRMM Phase 1: Qualitative Formative Research



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# Overall Study Aims

**Aim 1:** To conduct focus groups to investigate how people of diverse ethnic, racial, and socioeconomic groups use media and are exposed to tobacco-related information.

**Aim 2:** To develop and validate an Exposure to Tobacco-related Messages and Media (TeRMM) Index that can be used in tobacco-control research and practice.

# Phase 1: Focus Groups

- Timeframe: 2006-2007
- Purpose: To examine media use and tobacco message exposure among key population groups.
- Participants included:
  - Urban blue-collar African Americans
  - Hispanics/Latinos
  - Native Americans/American Indians
  - Urban blue-collar Whites



# Project Sites

- Multi-site collaborative project with four NCI Community Network Programs (CNP)

Massachusetts Community  
Network to Eliminate  
Cancer Disparities Through  
Education, Research, and  
Training  
PI: K. Viswanath

Appalachia  
Community Cancer  
Network  
PI: Mark Dignan

**TReND**

*Redes En Acción:*  
National Latino  
Cancer Research  
Network  
PI: Amelie Ramirez

University of  
Oklahoma  
Community Network  
Projects  
PI: Laura Beebe

# Recruitment

- Recruitment was accomplished through the following:
  - Community partner organizations (CNP partners)
  - Flyers distributed at clinics, city college, public library, car wash, small businesses, busy intersections
  - Word-of-mouth
  - Community coalition meetings
- Participant incentives: \$25-\$35, refreshments



# Overview of Focus Groups



Site	Population	# of Groups	Group Breakdown
Massachusetts	African-Americans	4	By gender and age: 1 - Male / 21 to 35 1 - Female / 21 to 35 1 - Male / 36 to 64 1 - Female / 36-64
Kentucky	Low SES Whites	4	By age: 2 - 21 to 35 2 - 36 to 64
California	Hispanic / Latinos	3	Two groups in Spanish, by age: 1 - 21 to 35 1 - 36 to 64 One mixed-age bilingual group conducted in English
Oklahoma	Native Americans - Cherokee Nation - Choctaw Nation	4	By tribe and age: 2 - 21 to 35 2 - 36 to 64



# Focus Group Methods

- Designed stratification schemes specific to site/population
- Trained facilitators
- Used common facilitator guide/question path across all sites
- Audio taped sessions and transcribed at each site
- Standardized protocol for structural and thematic coding
- Used NVivo to organize the qualitative data and content analysis to identify emerging themes.
- Extracted themes by multiple coders and verified for inter-rater reliability.
- Secured multiple IRB approvals, including two tribal IRBs.