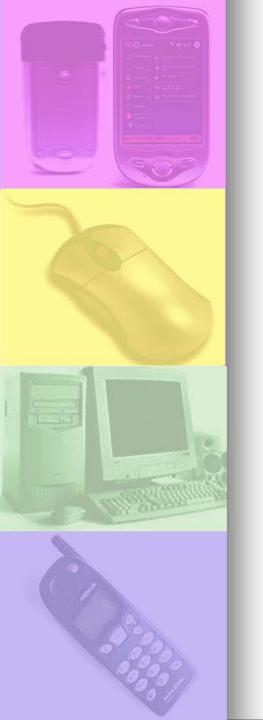
TeRMM Phase 1: Qualitative Formative Research

Laura A. Beebe, PhD
University of Oklahoma Health Sciences Center

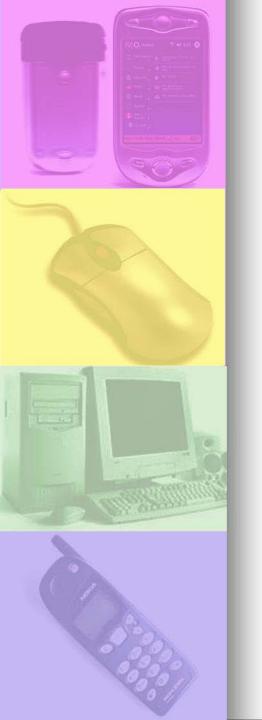
Sherrie Wallington, PhD
Georgetown Lombardi Comprehensive Cancer Center



Overall Study Aims

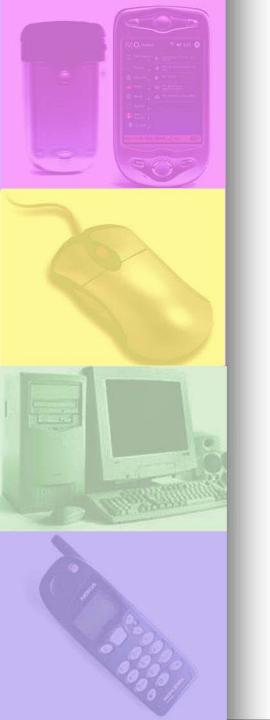
Aim 1: To conduct focus groups to investigate how people of diverse ethnic, racial, and socioeconomic groups use media and are exposed to tobacco-related information.

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 (CNPs)

Massachusetts Community
Network to Eliminate
Cancer Disparities Through
Education, Research, and
Training

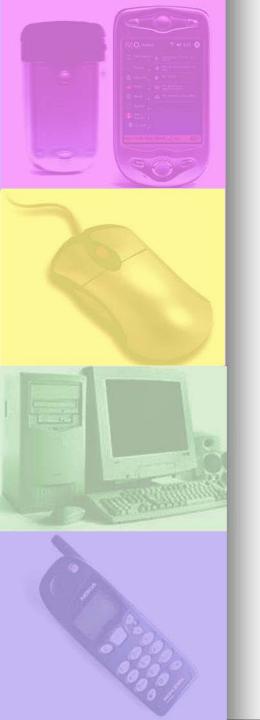
PI: K. Viswanath

Appalachia
Community Cancer
Network
PI: Mark Dignan

TReND

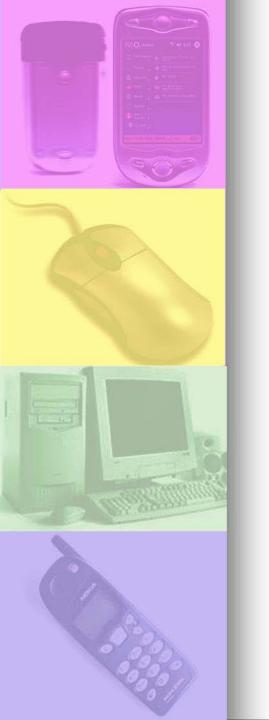
Redes En Acción:
National Latino
Cancer Research
Network
PI: Amelie Ramirez

University of
Oklahoma
Community Network
Projects
PI: Laura Beebe



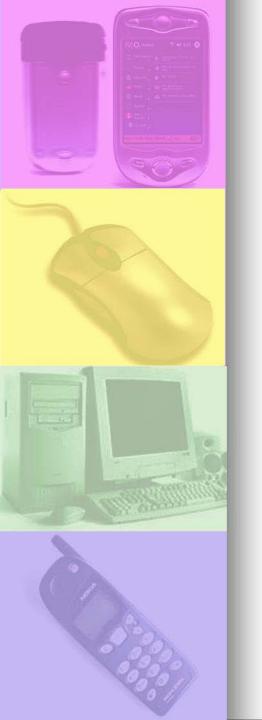
Recruitment

- 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
			By gender and age: 1 - Male / 21 to 35
Massachusetts	African-Americans	4	1 - Female / 21 to 35
			1 - Male / 36 to 64
			1 - Female / 36-64
			By age:
Kentucky	Low SES Whites	4	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
	Native Americans		By tribe and age:
Oklahoma	- Cherokee Nation	4	2 - 21 to 35
	- Choctaw Nation		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.