

ATTACHMENT 7: TALKING POINTS FOR DISCUSSION WITH MANAGERS/OWNERS/EVENT COORDINATORS IN RECRUITING VENUES FOR RESEARCH EVENTS

Voice Mail Message:

Hi I'm _____ calling from RTI International. We'd like to host an event at _____. Please call me at _____.

Introduction for use with Managers/Owners/Event Coordinators:

Hi, I'm _____ with RTI International. We'd like to host a research event at _____. We're studying opinions and behaviors related to tobacco use and media use amongst young adult members of the LGBT community on behalf of the FDA. To reach our target population of 18-24 year-old LGBTs, we are hosting events in LGBT venues in 24 cities across the country.

- Do you have many 21-24 year-old LGBTs who visit your establishment?
 - o IF NO PROBE:
 - Is there another venue you can recommend where we can find a lot of local 21-24 year-old LGBTs
- Do you allow 18-20 year olds into your establishment?
 - o IF YES PROBE:
 - At all times or just specific nights/times?
 - What nights/times are most popular with 18-20 year old LGBTs?
 - How many 18-20 year-olds old LGBTs attend on those nights and what is the mix of males/females?
 - Are 18-year-olds the youngest age group you allow in? PROBE FOR DETAILS ABOUT TIMES WHEN BOTH YOUNG ADULTS AND YOUTH MAY BE IN THE VENUE AT THE SAME TIME.
 - o IF NO, PROBE:
 - What are your most popular times with young LBGT?
 - What night(s)?
 - What kind of event(s) are happening on those nights?
 - What time of night do the 18-24 year-olds really start to come in, and how does this vary by night?
 - How does this vary by male and female?
- Do you have any nights that are specifically targeted towards young LGBT?
 - o IF YES PROBE:
 - How often? (monthly, weekly, periodically)
 - What types of events? (i.e. DJ/dancing, open mic, etc.)
 - What's the mix in terms of males and females?
 - What's the mix in terms of age (below 18, 18-20, 21-24, 25+)?
 - What is planned for the month of [the month we'll have production in that city]?
 - o IF NO, PROBE:
 - What are your most popular times with young LBGT?
 - What night(s)?
 - What kind of event(s) are happening on those nights?
 - What time of night do the 18-24 year-olds really start to come in, and how does this vary by night?
 - How does this vary by male and female?
- Our research events are low-key and can fit in with whatever you've got going on at the time. We'll send 3 or 4 researchers who would be there for a couple of hours. They will walk around and invite patrons to use a small electronic tablet to complete a 5-minute survey for \$10 in cash. We'll want to get about 40 people to participate.
- It sounds like the best time to hold the event would be _____ or _____ from ___ PM to ___ AM. Does that sound right to you?
- Let's look at some specific dates. Do any of these dates work for you _____?
- Great we're working to finalize our schedule for the city of _____. Can I contact you in a few days to confirm this schedule?

- o What's the best time and day to reach you again?
 - o Do you have an email address I could use?
- Thank you for your time.
- [WHEN CONFIRMING THE SCHEDULE, BE SURE TO GET AGREEMENT IN EMAIL FOR THE SPECIFICS (DATE, TIME, NUMBER OF STAFF, AND PARAMETERS FOR APPROACHING PATRONS. ASK IF WE CAN SHIP THEM A FLYER(S) TO POST).

Venue Owner Answers to Frequently Asked Questions (VENUE FAQs)

What will you do during this research event?

Our research events are low-key and can fit in with whatever you've got going on at the time. We'll send 3 or 4 researchers. They will walk around and invite patrons to use a small electronic tablet to complete a 5-minute survey for \$10 in cash.

What kind of survey? What will you be asking them?

With this study, we're trying to learn more about opinions and behaviors related to tobacco and media use amongst the young adult LGBT community. The short survey that we want to conduct in your venue is just to find people who are eligible for this study. So we'll ask them what zip code they live in, age, sexual identity and orientation. We'll ask if they've ever smoked cigarettes and we'll ask for their first name, email address, and cell phone number so that a day or two later we can send them an invitation to the full online survey if they are eligible.

How much space do you need?

We don't need any space. We'll send 3 or 4 researchers. They will walk around with tablets and invite patrons to use the tablet to complete an online survey.

I don't want you approaching patrons, I'd rather you set up a table and let them approach you.

We can do that. Can you say more about what concerns you about us approaching patrons? [TRY TO GET PERMISSION TO APPROACH PATRONS IN THE VENUE. IF NOT TRY TO GET PERMISSION TO APPROACH PATRONS OUTSIDE THE VENUE. SETTING UP A TABLE WOULD BE THE LAST RESORT.]

I don't want you bothering patrons in my venue.

Patrons can choose not to participate, but they may enjoy the opportunity to earn \$10 that they could use on drinks at your establishment. We don't have to be inside the venue. We could approach patrons as they enter or exit the venue, if you prefer. If we approach people as they are leaving, they won't have a chance to spend their \$10 in your establishment.

What is the research about?

We're trying to learn more about opinions and behaviors related to tobacco and media use amongst the young adult LGBT community so that we can understand how to improve our understanding of how public education campaigns affect young LGBT adults' attitudes, beliefs, and behaviors toward tobacco use.

Why would my patrons want to participate?

Four reasons:

- They'll earn \$10 in cash with about 5 minutes of their time. It's an easy way to earn money for drinks.
- If we determine they're eligible they'll have the chance to participate another online survey at another time for \$20-25, if they choose.
- They may find the questions to be interesting.
- And it's their chance to voice their opinions on behalf of the young adult LGBT community.

How long will it take?

It will take patrons 5 minutes to complete a short self-administered survey on a tablet. We'll give them \$10 in cash when they are done. Our goal is to recruit about 40 people, so we'd be there for ~3 hours.

Who is sponsoring this study?

The study is sponsored by the Food and Drug Administration's (FDA) Center for Tobacco Products (CTP). RTI International (RTI) has been selected by the FDA to conduct this research.

What is the FDA CTP?

The Family Smoking Prevention and Tobacco Control Act, signed into law in June 2009, granted the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products. FDA then established CTP to regulate the manufacture, marketing, and distribution of tobacco products to protect public health and to reduce tobacco use.

Who is RTI International?

RTI International (RTI) is a not-for-profit research organization located in North Carolina. RTI conducts research projects for a wide variety of government agencies, universities, and private companies.

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