

**I. Introduction (5 minutes):**

- Who I am, what I do
- The purpose of the interview (broadly, to better understand the problem and because the best solutions are found when all the people involved participate in the process)
- Review confidentiality, anonymity, risks and benefits
- Encourage open, honest exchange

**II. Get to know participant (5 minutes):**

- Conversation will depend on respondent age, activities
- Communication preferences (verbal vs. written, on-line, in person, social media)
- *(If teen respondent)* Questions about **family structure** (who do you live with (are siblings younger or older)? both parents live with you? Parents' professions, dedicated family time, comfort with discussing "sensitive topics")

**III. More focused questions for teens (15 minutes):**  
*"Now let's talk about what your homelife is like"*

- Does anyone smoke at home? If yes, have they ever tried to quit?
- Tell me about mealtime in your house
- Are there times each week reserved for family activities?
- Do you have a curfew?
- Are you allowed to play video games at home? Are there any special rules? Do you ever break those rules? How? When?

- How do you usually communicate with your friends? What do you spend most of your time talking about?

Challenges of the teen years (all respondents)

- What is the strongest influence on the activities that teens choose to participate in? *If needed, offer the following prompts:*
  - Risk-taking behaviors
  - Need to belong/Peer pressure
  - Autonomy (maturity) vs. dependence

Communicating with teens

- What is unique about communicating effectively with teens?
- How might adults communicate effectively with teens? Can you think of some examples?
- *(If teen respondent)* Of the adults you know, who would you be most likely to confide in if you were worried about your health? Why?
- If a close friend was in trouble, who would you turn to? Why?

**IV. Specific questions about Vaping (20 minutes):**  
**INDUCEMENT/APPEAL TO TEENS**

- Do you know anyone who vapes? If yes, is it a family member?
- Why do you think teens are attracted to vaping?
- Can you think of an activity or trend that you would say is similar? Why?

**FACTUAL KNOWLEDGE (Base on discussion)**

- What's the first thing that comes to mind when I mention vaping?

Teen Vaping Interview Discussion Guide  
Total time: Not more than 50-60 minutes  
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- Where do you get most of your information about e-cigarettes?
- When did you first learn about vaping? How?
- How many brands of e-cigarettes can you name?
- What's the difference between regular cigarettes and e-cigarettes?
- Why do most people use e-cigs? Are the reasons the same for adults and teens?
- What is the key message conveyed by advertisers about e-cigs?
- What's the key message conveyed by healthcare community about e-cigs?

**USER DATA (Obtaining e-cigs/Frequency/Habits)**

- How do most teens/*(you or your friends)* get e-cigarettes?
- How old is the average user of e-cigarettes?
- How frequently does the average user vape?
- Where do teens vape most often? Anywhere else? (Do they mention the classroom?)

**RISKS**

- What are the risks associated with vaping?
- *(If teen respondent)* Have you talked about teen vaping in school? When, where, with whom?
- Should the risks of vaping be stressed more? If yes, how might that be done?
- How well do you think teens understand the risks? How about parents? Doctors?

**PREVENTION/HABIT-BREAKING**

- Do you think vaping is here to stay? Why?

- Are e-cigarettes more, less, or about as addictive as regular cigarettes?
- How might we decrease e-cig use in teens?
- Who should be leading prevention activities?
- Who would you choose for a spokesperson for an anti-vaping campaign? Why?

**V. Wrap up (5 minutes):**

- Is there anything else you think I should know about teen e-cigarette use?
- Is there anything else you'd like to add?
- If there is anything else you feel I should know, here's how to contact me