



**National Tobacco Education Campaign**  
**Informed Consent for Online Focus Groups**

**Consent to Participate in PlowShare Group, LLC Research (Online Version)**

**Introduction and Purpose:**

PlowShare Group, LLC ("PlowShare") invites you to take part in a focus group. We are doing the groups for the Centers for Disease Control and Prevention (CDC). The study is to understand what people who smoke think about messages and ads about cigarette smoking. CDC would also like to better understand things that get in the way of people quitting smoking and what could help people quit. This information will help develop ads that show the dangers of smoking and help people quit. You will be asked to tell us what you think about how information is shown.

**Procedures:**

If you agree to be in the study, you will take two very short surveys. You will see a few messages and ads, and answer questions about them in a group. The discussion will be recorded. Recordings will be used to write reports. However, your name will not be in the reports. People from the study team will watch the group online.

The focus group and surveys should take you about 1 hour and 35 minutes.

**Risks:**

There are low risks to being in this study. We will ask you to share your thoughts in a focus group. However, what you will talk about is not sensitive in nature. Your participation is up to you. You can choose not to answer any of the questions.

**Benefits:**

There are no direct benefits to you for being in this focus group. Your answers will help CDC make ads about the dangers of cigarette smoking and help people who smoke quit.

**Token of Appreciation:**

In appreciation for your time, you will receive a \$125 gift card for being in this study.

**Confidentiality:**

Your name will not be attached to your answers. Information you give during the study cannot be used to identify you. All notes and materials will be kept safe. No one outside of this project will be able to see the notes and materials. Anything you talk about during the focus group will be private. PlowShare and CDC will secure data and will not release it unless required by law.

This study has a Certificate of Confidentiality which protects your privacy. With this Certificate, the study team



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This study has a Certificate of Confidentiality which protects your privacy. With this Certificate, the study team may not share any information that may identify you. This applies in any Federal, State, or local civil, criminal, administrative, legislative or other proceedings, unless you have consented for this use. There are still certain required disclosures of private information such as for reporting child abuse or certain infectious diseases. If you want to release information, for example to your insurance or medical care provider, you must provide consent for the study to release your information. This means that you must also actively protect your privacy.

**Future Contacts:**

We will not contact you in the future about this study after your participation in this focus group ends.

**Right to Refuse or Withdraw:**

Your participation in this study is voluntary. If you do not want to be in the study, you will not be penalized. You can leave the group at any time. Tell the person running the group if you want to stop being in the study.

**Person to Contact:**

Please ask the person running the group to explain anything you do not understand. They will answer your questions. You can ask questions at any time. If you have more questions about the study or want to report a problem, please call Carol Haney, the point of contact, at 802.258.0518 or by email: carolh@qualtrics.com.

The person leading the group will ask if you want to be in the study. If you say yes, you are saying you have read this form and want to be a part of the study. You will get a copy of this form.

**Thank you for being in this study.**

