



# DELIVERING HEALTH PROMOTION MESSAGING TO STUDENTS AT ALTERNATIVE HIGH SCHOOLS IN UTAH COUNTY

A collaborative project between:

The Center for Multicultural Health/Utah Department of Health  
(State Health Department)

and

The Health Promotion Division/Utah County Health Department  
(Local Health Department)



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## **Background**

This report aims to recommend improvements in the process of delivering health promotion messaging to students of minority and underserved populations at alternative high schools in Utah County. Public health professionals should improve the process of determining, disseminating, and showcasing the best practices for delivering appropriate health information to underserved populations (Chang et al., 2004). Researchers and program planners should investigate what health information is acceptable and effective and then determine the health information needs of underserved populations. This research should consider all aspects of unique populations when recruiting for interventions and determining target outcomes. In addition, community leaders should be enlisted when defining the problem and specific projects. By doing so, the target community is more likely to be accurately represented in the planning process and research results.

Alternative high schools in Utah County serve students in grades 10-12 from high schools and 9<sup>th</sup> graders from middle and junior high schools within its districts: Alpine, Provo, and Nebo. Alternative high school students may include full-time, part-time, or dual enrolled students, super seniors, “young parents”, and expelled students. Each of the three school districts in Utah County has one alternative high school: East Shore High School in the Alpine School District; Independence High School in the Provo School District; and Landmark High School in the Nebo District (see figure 1).

The National Center for Education Statistics (NCES) reported higher percentages of certain minority groups at each alternative high school in 2004-2005 than in the respective

school districts (NCES, 2007a, 2007b, 2007c, 2007d, 2007e, 2007f). The 2005 Student Health and Risk Prevention (SHARP) national survey reported higher levels of alcohol, tobacco, and other drug use (ATOD), antisocial behavior, other risk factors, and lower levels of protective factors among Utah Hispanic, African American, and Native American students of all ages when compared to Utah's state average (Harrison, 2005a, 2005b, & 2005c). Since the SHARP survey was conducted among all high school students in the state of Utah, this illustrates potential risks for health disparities among white non-Hispanic students and most minority students in Utah County. It may be inferred that white non-Hispanic students at alternative schools in Utah County may also exhibit higher levels of ATOD-use, antisocial behavior, and other risk factors since the students' attendance at these schools was likely preceded by academic failure and low commitment to school.

Adolescent risk behaviors differ among gender and ethnic groups (Weden & Zabin, 2005). Based on a nationally representative sample of adolescents in the National Survey of Youth (1997-2000), researchers Weden and Zabin suggest that interventions that address multiple factors and the interrelationships between all risk behaviors are relevant to both genders and all ethnicities. That said, awareness of ethnic, racial, gender, and other differences and the unique patterns of behavior relationships need to be considered when developing research and interventions. The risk behaviors examined and shown to be interconnected by Weden and Zabin were early sexual initiation, regular drinking, marijuana use, cigarette smoking, fighting, and truancy. For all ethnic or racial groups studied, a subgroup exists with various manifestations of these 'problem behavior' characteristics.

In 2006, Kreps stated that “sensitive, adaptive, and strategic” health promotion messages and health communication policies can help bridge the health gaps between diverse populations. Strategically planned health communication campaigns can help reduce these health disparities by enabling preventive behaviors, even among vulnerable populations. Health promotion messaging must first, be carefully targeted to address cultural factors among underserved populations and second, transmit these messages through the most appropriate channels for various audiences. Familiar and engaging channels have been shown to be effective. This project aims to form the foundation of sensitive and strategic health promotion messages by exploring the cultural factors among, channels most familiar to, and mediums most engaging for students at alternative high schools in Utah County.

Figure 1.

Source: <http://nces.ed.gov/ccd/districtsearch/>

DEMOGRAPHICS OF SCHOOLS IN UTAH COUNTY							
Name:	Total	Am. Ind Alask. N	Asian	Pacific Islander	Black	Hispanic	White
East Shore High	234	0	8	n/a	4	22	200
Percentage	100.0%	0.0%	3.4%	n/a	1.7%	9.4%	85.5%
Alpine District	70,483	410	500	451	282	4,392	65,262
Percentage	100.0%	0.6%	0.7%	0.6%	0.4%	6.2%	92.6%
Landmark High	254	3	2	n/a	0	27	222
Percentage	100.0%	1.2%	0.8%	n/a	0.0%	10.6%	87.4%
Nebo District	31,596	168	84	99	62	1,825	29,601
Percentage	100.0%	0.5%	0.3%	0.3%	0.2%	5.8%	93.7%

## Methods

This research is part of a project seeking to improve cultural competency in health education approaches among minority populations. Under the direction of Eric Edwards, Director of Health Promotion at the Utah County Health Department (Local Health Department), and Dulce Díez, Health Program Specialist for the Center for Multicultural Health at the Utah Department of Health (State Health Department), this project more specifically aimed to understand effective ways to disseminate health promotion messaging to at-risk teenagers in Utah County. This formative, qualitative research used homogeneous sampling to better understand high-risk adolescent perceptions of health outcomes, health behaviors, and health promotion messaging. Relative to current programs, Utah County Health Promotion staff expressed interest in learning students' perspectives of health, health messaging, smoking, and seat belt use, and provided related questions, which were then edited into the form of a moderator's guide. During this editing process, questions were modified to be open-ended, conversational, short, and specific. This guide was then reviewed by Utah Department of Health staff, including the Center for Multicultural Health staff.

A pilot focus group (n=5) was conducted using members of an adolescent tobacco-cessation group called END – End Nicotine Dependence. END is a court-ordered class for teenagers who have been caught smoking. As part of the incentive for participation in this focus group, END group members were able to make up a class they had missed provided they bring a signed parent-consent form. All participants received a Target® gift card. This focus group consisted of one Pacific Islander and four white adolescents. Three were female and two male,

and all were between 16 and 18 years of age. After completing the focus group, a few minor changes were made to the questions in the moderator's guide based on participant feedback. The majority of the questions remained unaltered, which allowed for comparability across all focus groups.

After approval was received from district and school administrators in Alpine School District and East Shore High School, as well as Nebo School District and Landmark High School, teachers at each of the participating alternative high schools recruited students who represented various racial/ethnic groups in their respective schools. Administrators in Provo School District and Independence High School were also interested in participating, but schedule conflicts prevented collaboration. As with the pilot focus group, parent permission was required for participation. One school awarded participating students with credit for an assignment. As students participated in the focus group discussions, they were entered into a raffle where they could receive iTunes® or Target® gift cards. In addition, breakfast or lunch was provided.

A total of three additional focus groups were conducted. The ages of the students who participated were consistent with the participants in the pilot focus group. One focus group (n=6) consisted of one Native American, one Hispanic, and four white students, of whom two were female and four were male. A second focus group (n=7) consisted of one Hispanic and six white students, four of whom were female and three were male. In one of the high schools, a Spanish-speaking focus group (n=4) was organized consisting of four Hispanic students, three of whom were female and one was male. All three English-speaking focus groups were moderated

by a native English-speaker who had experience working with adolescents, and the Spanish-speaking focus group was moderated by a native Spanish-speaker.

The moderator explained the rules and purpose of the focus group and explained the rights of the students to leave at any time or to choose not to answer a question (See Appendix I). While the two moderators received the same guidance from Utah Department of Health on conducting focus groups among adolescents, inconsistency between the English-speaking focus groups and the Spanish-speaking focus group could be attributable to differences between moderators, such as differing probing questions or culturo-linguistic factors.

All focus groups were recorded (on audio and videotape), and Utah County Health Department employees took notes while silently observing. Once the recordings and notes were compared and transcribed, all elements that could be used to identify the school or the adolescents, including the video and audiotapes, were deleted or removed. The transcripts were cleaned and responses were categorized by topic and question using Microsoft Word, while still preserving some of the wording of the individual students. The responses were then cleaned even more thoroughly by removing individual nuances to observe patterns among responses.

## **Results**

The following represents responses by members of the four focus groups made up of alternative high school students. As with teenagers across the U.S., these students seemed concerned about issues that impact their own lives (Thesenvitz, 2005) and supplied detailed responses to questions about their health, leisure activities, advertising, smoking, and seat belts.

### ***Perception of Health***

The three topics most discussed by teenagers when asked what “makes them healthy” related to physical activity or sports, diet or eating right, and emotional or mental health. Sleeping enough and avoiding smoking, drugs, and alcohol were also mentioned by a few students. When describing their own level of health, most reported being somewhat healthy but improving. One of two equally-sized smaller groups (n=7) reported being mostly healthy, while the other referred to themselves as not healthy.

Most of the students who described their health as relatively good attributed it to frequent physical activity or eating well. Those that described their health as relatively poor showed more variance and detail in their responses with the majority attributing it to poor diet. Individuals also either reported lack of physical activity or physical characteristics, such as asthma, body type, and “bad legs and back.” If the students were to seek health information, most would first go to a health professional (e.g., doctor, nurse, or specialist) or ask family or close friends. Many clarified that it depended on the health issue. Smaller groups stated using the Internet (n=5) or talking to a trusted health teacher (n=4) as ways to get answers to health questions.

### ***Internet Use***

About half of the students reported using the Internet once a day, while some said they use it sometimes or once a week. Another small group reported never or almost never using it. More than half used the Internet at home and the remainder used it at school. Half reported using the Internet primarily for “My Space” and other small groups primarily used Google, shopped, completed school assignments, or played games.

### ***Leisure Activities***

The majority of the students liked to do a wide variety of things on the weekend, usually centering on friends and then on family. Many of the students named hearing live music as a favorite weekend activity. A small group (n=3) had work obligations. This diversity can be used to define the identity of teenagers and the subgroups to which they belong (Thesenvitz, 2005). When asked about motivating factors in deciding to attend an event, equal numbers responded by saying that it depends on the music, which of their friends are going, whether the fliers or advertising is good, and whether it is free or affordable. One entire focus group described a unique or “amazing” event as worthwhile.

Nationally, teens have reported preferring simple incentives that offer instant gratification and with better odds of winning (Thesenvitz, 2005). Many students in these focus groups responded similarly. Three focus groups reported liking medium-sized prizes, such as small amounts money (<\$25), “iTunes” gift cards, gift cards (e.g., Target). Negative responses included an entire focus group not wanting to win the iPod Shuffle and another focus group stating that they would not go out of their way to win something. (Note: this focus group

discussion occurred in the spring of 2007. Since then a newer, and possibly more popular, version of the iPod Shuffle has been released.)

Seeing movies in movie theaters was a popular leisure activity among the students. Since many of the students lived in various locations around Utah County, their favorite movie theaters may have been more relative to location than other factors. Most of the theaters listed were less expensive than the first-run theaters. When asked if they arrive early enough to watch the movie trailers, responses were evenly mixed between *yes*, *maybe*, and *no*. While more than half reported not liking commercials before a movie and other responses were mixed, most were very conscious of the commercials.

Among nationally representative teenagers, music has been described as the most influential and prevalent medium (Thesenvitz, 2005). Alternative high school students in Utah County responded to questions about music with greater detail about specific bands than about radio stations. Methods of listening to music other than radio were preferred due to the lack of commercials or talking. Live music also appeared as a topic about which a subgroup among all focus group participants was very passionate. When asked about the location preferred for live music, some (n=6) preferred large venues in Provo, Salt Lake City or even out of state, such as in Denver or Las Vegas. The type of venues mentioned most frequently (n=16), though, were all smaller, local venues (e.g., the Velour Live Music Gallery, Royal Palace in Spanish Fork, the Music School in American Fork, Starry Night, Muse Music).

Members of the Spanish-speaking focus group responded somewhat differently from the other three focus groups when asked about weekend activities. The girls with boyfriends

had a set routine for each weekend. These activities were more exclusive (e.g. walk on the trail, by the lake, watch animals). Those without boyfriends reported hanging out with friends, possibly at a set place where people bring their “nice cars.”

### ***Tobacco Use***

Whether at an event that was music-related or not, nearly all students reported seeing people smoke, especially at those that were outdoors. The most commonly mentioned sources of tobacco among the students’ peers were smaller, privately-owned gas stations and others (e.g. 7-11, Walkers, Chevron), friends, and strangers. Some who mentioned other friends as a source of tobacco for their peers clarified by saying that those friends will share “unless you’re a punk or they get annoyed at you.” Another source described was “half-sies” or unfinished cigarettes which peers find in ashtrays or in their homes. Of the three students who mentioned strangers, two were in the Spanish-speaking focus group. One described the following:

*There’s a lot of people that, if you see them at the gasoline station and they’re smoking, I could go up, being pregnant, to a person who’s smoking [and] say ‘Can I have a smoke?’ They’ll probably give it to me. They don’t care. ... Especially with teenagers, so-called home boys, they’ll be like ‘Hey, you want to try this, I got it from so-and-so..*

In addition to these sources, students also listed other sources such as older siblings or, specifically, friends who work at gas stations. One entire focus group and a few individuals agreed that it is easy for teens to get cigarettes – “It doesn’t matter where you live.”

The most commonly stated method to help quit smoking among these teenagers was through moral support, mostly from friends, but specifically from people who have quit before.

Several individuals spoke fervently about this issue through statements like “Don’t let a cigarette take control of your life” or with greater detail in the Spanish-speaking group:

*Everybody makes their own decisions, and sometimes we simply don’t think of the consequences and we don’t care about the consequences, but with time you see that it’s affecting you, and my advice is it’s best to quit right now as you’re just starting because afterwards, it’s very, very difficult to quit smoking.*

Others were not sure, but listed tools similar to help-lines, Nicorette, the “patch”, or stopping “cold turkey” even though it would be difficult. When asked more specifically about Quit Line (a statewide, toll-free telephone based resource available to all Utahns interested in support for quitting tobacco) or Quitnet (a state-of-the-art quit smoking support program, which combines personalized information with peer and expert support) most had heard of it, but did not know details about it. Four participants had negative feelings or had heard of others with negative experiences with Quitline or Quitnet. Members of the Spanish-speaking focus group had never heard of it.

### ***Seat Belt Use***

Students were asked about the frequency with which they buckle their seat belts. Most responded never, but two slightly smaller groups also stated they always (n=4) and almost always (n=5) buckle up. Most common reminders and reasons to buckle were fear, habit, and family, followed by the law and friends. Some who did so out of fear described their reason visually – “To keep me from going through the windshield.” Others were making an attempt to influence the behavior of a younger sibling or are required by parents. A couple of individuals reported that cars that beep until you put your seat belt on are effective. Some students

mentioned the law or seeing a police officer as motivation to buckle up, such as one student who said, “I wear a seat belt because if I don’t then cops will give you tickets.”

Many participants recited great detail about seatbelt and other related traffic laws. Members of three of the four focus groups, including the Spanish-speaking focus group, described the prices of the tickets, who would get a ticket for a passenger not buckling up, and other related details. Many participants, again from three of the four focus groups, easily recited slogans, such as “Click It or Ticket.” Students from one high school had recently participated in a car safety assembly or activity and were able to recall details from the demonstrations that day.

### ***Flier Design***

When asked to describe fliers that they notice or consider appealing, every focus group responded with great detail. Very few focus group members did not contribute something to this discussion. Color, pictures, or art, a clear title, and something to grab your attention on a quarter-size page were described as favorable flier attributes in all focus groups. In order to get people to really grab the fliers, members of most of the focus groups recommended handing them out: “Just like that, you can grab it, fold it in half, put it in your back pocket” and “look at it whenever I see it again.” Locations where “you’re just, like, looking around” were also commonly described as ideal for flyers and posters. Some members of the Spanish-speaking focus group provided even more detailed descriptions of headings for teenage health messages: “I think something that would attract me more, like on a magazine, [is if] it says something like, ‘10 Different Ways to Lose Weight,’ then I want to read that. But if it’s just ‘How

to Lose Weight,' then I don't. But if it has a whole bunch of different ideas, then you want to read it." Focus group consensus centered on two topics as recommendations for effective flyers: design and location.

## **Discussion**

In a manner similar to other studies (McKenna & Williams, 1993), Utah County alternative high school students of multiracial and ethnic backgrounds in these focus group discussions showed in-depth knowledge of the health effects of behaviors and lifestyles – specifically, diet, exercise, smoking, and seat belt use. Listing the negative consequences does little to influence teenage behavior. Many of their decisions appeared to be based on their own, family members', or friends' experiences, such as a Latino student whose friend died in a car accident without a seatbelt or a Pacific Islander student who buckles her seat belt when her younger siblings are in the car. Short-term health consequences were mentioned most frequently, (e.g. fearing death in a car accident), but in a study by researchers McKenna and William, adolescents were also concerned about long-term global issues related to smoking, such as the waste of energy to produce cigarettes. These topics could be investigated further among at-risk students in Utah, and then applied to both grassroots and statewide adolescent health campaigns.

Members of the Spanish-speaking focus group responded as much or more than members of the English-speaking focus group on topics of general health, music, fliers, smoking and seat belts. One topic that was discussed less by Spanish-speaking focus group members than English-speaking counterparts was Quitline and Quitnet. While these results cannot be

generalized to the entire Spanish-speaking adolescent community, it does illustrate the ability of these Spanish-speaking teenagers to fluently and persuasively convey perspective, feelings, and facts about health topics. One Hispanic student related an experience of taking the initiative to educate peers in an Internet chat room about the negative effects of smoking. More focus groups and surveys of a similar nature should be conducted in Utah County and throughout Utah in order to understand more fully their unique perspective. These adolescents should be looked to as an asset to future health messaging campaigns.

Since some adolescents are able to articulate their criticisms of advertisements very clearly, future social marketing and health messaging campaigns directed at this audience should not only be pilot-tested, but should also be designed with adolescents as part of the design team – especially students of alternative high schools. Advertising has been described as entertainment for teenagers and is often discussed in their conversations (Thesenvitz, 2005). These adolescent social marketers can then help define what is important to them as teenagers. For example, in a survey conducted in Canada, 85% of teens described freedom as very important (Thesenvitz, 2005). Driver's licenses and access to a car can directly influence a teenager's independence and freedom. The focus group participants in this study responded in great detail to questions about seat belt laws. This knowledge could be spread to other adolescents who might also develop a similar attitude.

## **APPENDIX I: Moderator's Guide**



Utah Department of Health

## Center for Multicultural Health

UTAH COUNTY HEALTH DEPARTMENT

HEALTH PROMOTION DIVISION:

CULTURAL COMPETENCY PROJEC

# *Delivering health promotion messaging to students at alternative high schools in Utah County: Moderator's guide*

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## I. Overview of group (5 Minutes)

*Thank you for joining us this evening. My name is ... and I will be facilitating this group discussion.*

- “Rules” of focus groups
  - Take turns in speaking
  - No side conversations
  - No right or wrong answers
  - Honest opinions are welcome
  - Cell phones off
  - Voluntary, be able to withdraw when you want to or use the bathroom
  - We want you to do the talking
    - We would like everyone to participate
    - I may call on you if I haven't heard from you in awhile
  - There are no right or wrong answers
    - Every person's experiences and opinions are important
    - Speak up whether you agree or disagree
    - We want to hear a wide range of opinions
  - What is said in this room stays here
    - We want everyone to feel comfortable with sharing their opinions
  - We will be recording the group
    - We want to capture everything you have to say
    - We don't identify anyone by name in our report. You will remain anonymous.
- The discussion tonight will be about health among teenagers...

## **II. Introduction (5-10 minutes)**

*[Especially with vulnerable populations, it is very important to tell them how important their opinions are for us.]*

Let's first go around the table and have each of you say:

- 1) Your first name only

AND

- 2) If you have or have not heard or seen anything in the past month reminding you about your health

## **III. HEALTH VIEWS**

- Imagine someone (your age)
  - What do you think makes them healthy?
  - Do you think you're healthy?
  - What about you makes you healthy?
- If you wanted to find information on health where would you go?

## **IV. ADVERTISING**

We'd like to figure out how to put health messages in places where you'll notice them. So, we're going to ask a bit about what kind of media you pay attention to.

- How often do you use the Internet?
  - What do you use it for?
  - Do you ever get health information from the net
  - If yes, where is it (home, school, local library, other)
- What do you like to do on the weekends?

- How do you figure out what you want to do on the weekends?
- What makes you want to come to an event?
- What kind of freebies would you go to an event for?
  - What kind of free things do you like to get?
- Where do you go to the movies? Did you get there early enough to see the trailers?
- What kind of music do you listen to?
- If yes, what are your sources for hearing the music you like? (ex. Radio, Internet, iPod etc.)
- [If radio] What radio stations do you like – any particular programs or times of day? What other ways do you listen to music?
- Do you go to live music concerts? Where do you go?
- What fliers do you grab or notice, if any? What about those fliers makes them more appealing or noticeable? Where do you get them from?

## **V. TOBACCO USE**

- At events that you go to, do a lot of people smoke?
- Where do kids your age get the tobacco that they use?
- If you smoked and you wanted to stop, what would you do?
- What do you know about Quitline? Quitnet?

## **VI. SEAT BELT USE**

- How often you buckle your seat belt?
- When you buckle your seat belt, what are the reasons you do it?
- What helps you remember to buckle your seat belt?
- Do you know the seat belt law in Utah? If yes, how did you learn the law? What do you remember about the law?

*Is there anything else that you think of that you would like to contribute?*

## **APPENDIX II: Qualitative Data Table**



UTAH COUNTY HEALTH DEPARTMENT HEALTH PROMOTION DIVISION: CULTURAL COMPETENCY PROJECT

*Delivering health promotion messaging to students at alternative high schools in Utah County: Qualitative data table*

	Question	Pilot Group	High School A	High School B	High School B - Spanish
1	<b>Imagine someone your age, what do you think makes them healthy?</b>	<ul style="list-style-type: none"> <li>Active/sports (2)</li> <li>Eating right</li> <li>More sleep</li> <li>Mental health/stress</li> <li>Emotional health</li> </ul>	<ul style="list-style-type: none"> <li>Active/sports (2)</li> <li>Not drinking soda</li> <li>Laughing</li> <li>No alcohol/drugs</li> <li>Avoid bad influences</li> <li>Relaxing</li> <li>Thinking positive</li> <li>Live a healthy lifestyle</li> <li>Sleeping right</li> <li>Regular doctor visits</li> <li>Dental visits</li> <li>Building better relationships</li> </ul>	<ul style="list-style-type: none"> <li>Diet (3)</li> <li>Not smoking</li> <li>Active (3)</li> <li>Mental health</li> <li>Sleep</li> <li>Hygiene</li> </ul>	<ul style="list-style-type: none"> <li>Active/sports</li> <li>Not smoking/doing drugs</li> <li>Eat well</li> <li>Pregnant women on special diets</li> <li>Get info on health from all sources</li> </ul>
2	<b>Do you think you're healthy? What about you makes you healthy?</b>	<ul style="list-style-type: none"> <li>Emotionally/mentally – yes, but physically so-so, 3 hours of sleep a day because of work, running on adrenaline all the time</li> <li>I'm able to go to school and do what I need to do w/o problems</li> <li>I drink ½ gallon juice every day</li> <li>Exercise a lot, eat healthy food</li> <li>No, don't exercise or eat healthy, don't like to drink</li> </ul>	<ul style="list-style-type: none"> <li>No, not healthy</li> <li>No, but becoming more healthy</li> <li>Healthy enough to get by, don't eat healthy, but work out</li> <li>Secondhand smoke whole life, asthma, lot of junk food, eat a lot, lazy sometimes, skating provides workout, I eat whatever I find in my kitchen</li> <li>More fat than muscle, bad legs and back, hate sports</li> <li>Getting healthier, boyfriend says be healthy and don't eat</li> </ul>	<ul style="list-style-type: none"> <li>I'm not healthy, but not "super big". I exercise a lot, but don't eat right. Breakfast makes me sick in the morning if I eat it.</li> <li>I'm healthy because most things I eat come from a health food store. I exercise and work on my diet. I also work on my mental health. I almost never eat breakfast. Sometimes I eat salad for breakfast.</li> <li>I could be healthier. Eat a lot of sugar.</li> <li>Kind of / in-between (3)</li> </ul>	<ul style="list-style-type: none"> <li>No, I don't watch what I eat. I eat whatever I want. I don't really exercise. TV pressures you to be skinny, but body won't do that.</li> <li>I don't have good health because I don't exercise and didn't take care of myself with food. My doctor told me I was very obese so I started (exercising). Lack of time.</li> <li>I exercise at school, but I don't watch what I eat. I eat a lot at home.</li> </ul>

	<b>2 continued</b>	<p>water, just lagging</p> <ul style="list-style-type: none"> <li>I guess (I'm healthy), eat oranges and broccoli, go to the park</li> </ul> <p>No additional data</p>	<p>junk food, underweight, but gained some on camping trip</p> <ul style="list-style-type: none"> <li>Not healthy, should eat 3 big meals or six little meals, but I eat one meal a day</li> <li>I don't feel super unhealthy</li> </ul>	<ul style="list-style-type: none"> <li>I go hiking three times a week.</li> <li>I exercise every morning</li> <li>I'm not healthy because I never eat breakfast. I usually only eat lunch, and sometimes dinner</li> </ul>	<ul style="list-style-type: none"> <li>I exercise a lot because I play soccer and football. Sometimes I don't watch what I eat. I don't know if it helps much.</li> <li>Exercise while shopping and walking around the mall, watch what I eat while I'm pregnant, don't want to be big</li> </ul>
<b>3</b>	<b>If you wanted to find information on health where would you go?</b>	<ul style="list-style-type: none"> <li>Books</li> <li>Health teacher (3), depends on what it was (1)</li> <li>Health channel</li> <li>Internet</li> <li>Mom</li> <li>Close friends</li> <li>Someone who knew the answer, depends on the subject</li> </ul>	<ul style="list-style-type: none"> <li>Internet</li> <li>Probably internet, or my dad, he's a Doctor</li> <li>Doctor</li> <li>My sister's a nurse</li> <li>Magazines, like at the gym, just on fitness, like women's health or men's health</li> </ul>	<ul style="list-style-type: none"> <li>Health teacher</li> <li>Health department, hospital</li> <li>Internet</li> <li>I don't trust the Internet</li> <li>GNC</li> <li>Doctor</li> <li>Dietician</li> </ul>	<ul style="list-style-type: none"> <li>Doctor (2)</li> <li>Mom</li> <li>Internet</li> <li>Friend (that already had her baby)</li> <li>Brochure, even if it didn't apply to household, be more aware of illnesses (3)</li> <li>Not brochures</li> </ul>
<b>4</b>	<b>How often do you use the internet?</b>	<p><b>How often?</b></p> <ul style="list-style-type: none"> <li>Every day (2)</li> <li>At least once a week.</li> <li>Never</li> </ul> <p><b>Where?</b></p> <ul style="list-style-type: none"> <li>Home (2)</li> <li>Work or school</li> </ul> <p><b>How much time each day?</b></p> <ul style="list-style-type: none"> <li>Couple of hours</li> <li>10 minutes</li> <li>Hour and a half</li> </ul>	<p><b>How often?</b></p> <ul style="list-style-type: none"> <li>Every day</li> <li>Not often, I don't have a computer</li> <li>I'm in school today for three class periods out of five in the computer room</li> </ul> <p><b>Where?</b></p> <ul style="list-style-type: none"> <li>Mostly use at home (3)</li> <li>School</li> <li>At others' houses', cause I don't have a computer (2)</li> <li>I don't use the Internet</li> </ul> <p><b>How much time each day?</b></p> <ul style="list-style-type: none"> <li>A few hours a day (2)</li> <li>Depends on school schedule</li> <li>Once every three weeks for a few hours (2)</li> </ul>	<ul style="list-style-type: none"> <li>Never</li> <li>On the weekends</li> <li>Only when I have to</li> <li>Once a week or less (2)</li> <li>A good portion of my day, 5-10 hours per day</li> </ul> <p><b>Where?</b></p> <ul style="list-style-type: none"> <li>Home (3)</li> <li>School (2)</li> </ul>	<p><b>How much time each day?</b></p> <ul style="list-style-type: none"> <li>I use it about three hours a day</li> <li>Sometimes (2)</li> <li>Everyday (2)</li> </ul> <p><b>Where?</b></p> <ul style="list-style-type: none"> <li>School (2)</li> <li>House (2)</li> </ul>

	<b>What do you use internet for?</b>	<ul style="list-style-type: none"> <li>• MySpace (2)</li> <li>• Google</li> <li>• BattleNet</li> <li>• The school websites and cool websites...</li> <li>• Look at clothes (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Shopping</li> <li>• Myspace (3)</li> <li>• E-mail</li> <li>• Google (2)</li> <li>• Music (2)</li> <li>• Basetag websites</li> <li>• Games</li> <li>• Limewire</li> <li>• Landmark</li> </ul>	No additional data	<ul style="list-style-type: none"> <li>• Myspace (2)</li> <li>• Computer games</li> <li>• Health</li> <li>• School</li> </ul>
	<b>Do you use the Internet for health info? What websites do you use for health info?</b>	<ul style="list-style-type: none"> <li>• Google</li> </ul>	<ul style="list-style-type: none"> <li>• Google (2)</li> <li>• MSN</li> </ul>	<ul style="list-style-type: none"> <li>• No (4)</li> <li>• Yeah</li> </ul>	No additional data
	<b>How do you decide which one is a good one?</b>	<ul style="list-style-type: none"> <li>• Get the summary of usual ones, pick the one that you like best, or read a couple</li> <li>• Which one makes the most sense</li> <li>• Which one has the brightest colors</li> <li>• I don't know, just the first one that says what you're looking for</li> </ul>	<ul style="list-style-type: none"> <li>• The one on the top, cause there's more people that have been on it, so it's more trusted</li> <li>• MSN health</li> </ul>	No additional data	No additional data
5	<b>What do you like to do on the weekends?</b>	<ul style="list-style-type: none"> <li>• Playing football</li> <li>• Go to shows (2), local band every now and then (1)</li> <li>• Just hang out</li> <li>• With family</li> <li>• Go to the park (2)</li> <li>• Go to movie</li> <li>• Play computer</li> <li>• Mall (Provo)</li> <li>• Drive around</li> </ul>	<ul style="list-style-type: none"> <li>• Skate</li> <li>• Go to shows (2)</li> <li>• Hang out with my friends (3)</li> <li>• Jam to music</li> <li>• Play Nintendo</li> <li>• Go to the movies</li> <li>• MySpace</li> <li>• Work on weekends</li> <li>• With my family on Sunday</li> <li>• Go party</li> </ul>	<ul style="list-style-type: none"> <li>• Paintball</li> <li>• Cause mischief</li> <li>• Saturday I sleep in</li> <li>• Go to work (2)</li> <li>• Sunday I sleep in as much as I can</li> <li>• Relax</li> <li>• Play ball at the rec center</li> <li>• Hang out with babes</li> <li>• Read</li> <li>• Do whatever I can</li> <li>• Whatever everyone else is doing</li> <li>• Stay home and play video games</li> <li>• I go paint balling</li> </ul>	<ul style="list-style-type: none"> <li>• Same thing every weekend, Friday night was movie night, eat pizza, Saturday we go walking, biking, clean, Sundays church, sit</li> <li>• Same thing every weekend, cruise in boyfriend's car, meet with friends, hang out, BBQ in the canyon, Sunday do yard work / garden</li> <li>• Go to Beto's, decide from there, church on Sunday</li> <li>• Work, dancing, party, go to movies, go for a walk, every weekend do different things</li> </ul>

	<b>How do you decide what to do on weekends?</b>	<ul style="list-style-type: none"> <li>• See what friend wants to hang out with me</li> </ul>	<ul style="list-style-type: none"> <li>• Make an agreement with friends</li> <li>• You never really make a plan, you just hear about something that sounds kind of cool, and then a huge group just ends up doing it (almost all)</li> </ul>	<ul style="list-style-type: none"> <li>• Check my work schedule (2)</li> <li>• Bored on Sundays (2)</li> <li>• Weather</li> <li>• If I wake up</li> </ul>	<ul style="list-style-type: none"> <li>• With boyfriend (2)</li> <li>• Go to certain places to spend more time together, walk on the trail, by the lake, relax, watch animals</li> <li>• Go to a determined place because everyone has nice cars, spend time</li> <li>• Relax with friends (2)</li> </ul>
6	<b>What makes you want to come to an event?</b>	<ul style="list-style-type: none"> <li>• Music (2)</li> <li>• MySpace (2)</li> <li>• Word of mouth</li> <li>• Fliers for upcoming shows (2)</li> <li>• We go to Juice n' Java a lot, to get coffee, and they have like a stack of different magazines..., like utahparties.com or something, [with] a list of upcoming people, but a lot of them are underground people</li> <li>• It depends who can go with you</li> <li>• Depends on how long it lasts and what it's about</li> </ul>	<ul style="list-style-type: none"> <li>• The people who are there, or who's doing the event, or what bands (2)</li> <li>• Fliers</li> <li>• The people who are playing, if you like them or not</li> <li>• What kind of music you like</li> <li>• I go for the people that go to the shows</li> </ul> <p><b>So you ever go to anything besides shows?</b></p> <ul style="list-style-type: none"> <li>• Skate competitions</li> <li>• Onion Days</li> <li>• Something different or amazing (general agreement)</li> </ul>	<ul style="list-style-type: none"> <li>• It's cheap (2)</li> <li>• Free</li> <li>• \$30 a ticket</li> <li>• I guess it depends on what it is</li> <li>• Basketball games but I like to see someone good, if the Jazz are playing someone else I'd want to see</li> <li>• I'd have to be into it, I wouldn't pay to go, like I wouldn't want to go to a basketball game because I don't understand the sport</li> <li>• Things that are entertaining</li> </ul>	No additional data
7	<b>What kind of freebies would you go to an event for? What kind of free things do you like to get?</b>	<ul style="list-style-type: none"> <li>• Money (3), \$20</li> <li>• I don't know</li> <li>• iTunes gift cards, that's why I came today</li> <li>• I don't have iTunes</li> <li>• Target gift card is more useful cause not everyone has iPods</li> <li>• Target's more useful for me. WalMart gift cards wouldn't be too bad, either, cause you can get anything at WalMart</li> </ul>	<ul style="list-style-type: none"> <li>• Not really</li> <li>• It depends on the prize</li> <li>• If we're going for something big, I'd go for a car, if it's a money prize, I don't expect a whole lot</li> <li>• Stuff I can't buy myself</li> </ul> <p><b>An iPod?</b></p> <ul style="list-style-type: none"> <li>• Yes (Everybody)</li> <li>• Things that you want, but you don't want to go out and buy, things you don't want to spend your money on, you'd want it</li> </ul>	<ul style="list-style-type: none"> <li>• Like Sam's club on Saturdays, they have free food samples</li> <li>• RCWilley's, they give out free hot dogs</li> <li>• Free car</li> <li>• Candy</li> <li>• Free pets or pet food</li> <li>• My mom won a \$500 shopping spree a couple years ago</li> <li>• I'd go to a raffle for a free gun</li> </ul> <p><b>What about gift cards? Would you like to win a gift card from somewhere?</b></p>	<ul style="list-style-type: none"> <li>• Some little bracelet bands that say, like, 'Live it up' or whatever, I think those are really, really nice</li> <li>• I like at the Provo mall, it has a basket and sometimes they'll have bags for, like, 'Kid' or bags for 'Mothers' and they'll have a bunch of coupons in there, or like, lotion or little toys, candy; anything that a mom might want for a little kid.</li> </ul>

	<p><b>7 continued</b></p>	<ul style="list-style-type: none"> <li>• [Gift card is better] to me cause my gift card is whatever I want it to be.</li> </ul> <p><b>What about an iPod shuffle?</b></p> <ul style="list-style-type: none"> <li>• I hate those</li> <li>• Probably</li> <li>• No</li> <li>• I don't really care for an iPod</li> </ul> <p><b>Would you go somewhere if it was a raffle?</b></p> <ul style="list-style-type: none"> <li>• No</li> <li>• If it was a computer</li> </ul> <p><b>What about lovesacs?</b></p> <ul style="list-style-type: none"> <li>• I don't know (2)</li> <li>• Yeah</li> <li>• no</li> <li>• I wouldn't go for a lovesac.</li> <li>• I wouldn't go for an iPod</li> </ul> <p><b>What about, like, a skateboard?</b></p> <ul style="list-style-type: none"> <li>• A longboard (3)</li> <li>• I wouldn't</li> <li>• I wouldn't specifically go to an event to win something. If I was there and there was a chance of me winning something, then ok, but I wouldn't ever go specifically to win something</li> <li>• If it was a computer I'd probably go</li> <li>• I wouldn't (2). It's a waste of time</li> <li>• If I ended up being there it would be cool, but I wouldn't go out of my way to get... (2)</li> </ul> <p><b>What makes an event cool?</b></p> <ul style="list-style-type: none"> <li>• Food</li> <li>• Pizza</li> </ul>	<p>for a gift</p> <ul style="list-style-type: none"> <li>• Things you actually have a chance to get</li> </ul> <p><b>So would you prefer a lot of medium prizes, or one big prize?</b></p> <ul style="list-style-type: none"> <li>• A lot of medium prizes (Everybody)</li> <li>• Best buy, Walmart gift cards</li> <li>• iPod</li> <li>• CDs</li> <li>• CD Gift certificates</li> <li>• Portable DVD player</li> </ul> <p><b>What about iTune gift cards?</b></p> <ul style="list-style-type: none"> <li>• That would be all right</li> <li>• Yeah (Everybody)</li> </ul> <p><b>Gift cards?</b></p> <ul style="list-style-type: none"> <li>• Best Buy</li> <li>• WalMart</li> <li>• Somewhere at the Mall</li> <li>• Hot Topic</li> <li>• Places that sell clothes</li> </ul> <p><b>Do you think gift cards are better than actual prizes?</b></p> <ul style="list-style-type: none"> <li>• Yes, cause you get to pick</li> <li>• It depends on what they're worth</li> </ul> <p><b>So what would make it worth it for you?</b></p> <ul style="list-style-type: none"> <li>• \$25 (Everyone)</li> </ul>	<ul style="list-style-type: none"> <li>• Yeah, a \$15 K-Mart or whatever.</li> <li>• I'd like a \$50 gift certificate from Cabela's rather than a \$5 gift certificate from somewhere else. (3) Just cuz they have really good jerky room</li> <li>• The health food store because all their stuff is expensive. (Orem)</li> <li>• Hooters</li> <li>• Subway</li> <li>• For clothes. Savers</li> <li>• A gas card would be way nice</li> <li>• DI (2)</li> <li>• Big 5. They have coats there.</li> <li>• Uncle Sam's</li> <li>• Uuo – Urban Underground Outfitters. It's a hip hop store.</li> </ul> <p><b>Would you ever enter to win an iPod shuffle?</b></p> <ul style="list-style-type: none"> <li>• Naw (collective)</li> <li>• iPod, maybe</li> </ul> <p><b>What about a miniDVD player?</b></p> <ul style="list-style-type: none"> <li>• Naw (collective)</li> <li>• I don't like watching movies that much</li> </ul> <p><b>What about sports equipment?</b></p> <ul style="list-style-type: none"> <li>• Jumprope, we need a jumprope</li> <li>• We need badminton racquets</li> <li>• If it was like a big screen</li> <li>• Electronics</li> <li>• I don't need a lot of electronics.</li> <li>• Well if you get it for free, what's the point of not trying to get it for free?</li> <li>• I don't need it</li> </ul> <p><b>Would you guys participate in a</b></p>	<ul style="list-style-type: none"> <li>• Either way, whatever they give you. I'll just take it then and give it [away]</li> <li>• Gift certificates for clothing stores</li> </ul>
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	<b>7 continued</b>	<ul style="list-style-type: none"> <li>• Oranges</li> <li>• Steak</li> <li>• Organic foods</li> <li>• Cotton candy (2)</li> <li>• Cup of juice</li> <li>• Slurpee/snocones (2)</li> </ul>	No additional data	<b>raffle for free things if you had to fill out a little survey?</b> <ul style="list-style-type: none"> <li>• That'd be super easy.</li> <li>• It'd be cool if you could enter a raffle to win a raffle machine.</li> <li>• I'd want a "churro" machine.</li> </ul>	No additional data
<b>8</b>	<b>Where do you go to the movies? Did you get there early enough to see the trailers?</b>	<ul style="list-style-type: none"> <li>• Cinemark (3) (Provo TowneCenter, AF)</li> <li>• Rent</li> <li>• Movies 8 (dollar movies)</li> <li>• Whatever's close</li> <li>• Hollywood Video</li> <li>• Spanish 8 (cheaper)</li> <li>• Dollar theater by Shopko</li> </ul> <b>Do you get there early enough to see the trailers for other movies and the commercials?</b> <ul style="list-style-type: none"> <li>• Depends</li> <li>• I want to get a good seat.</li> <li>• Well, I guess I actually, when I'm there, .... if you don't [ have them], then you'll be bored.</li> <li>• I like going that early.</li> <li>• So I guess I notice them. I'm usually running late for everything, so I don't know.</li> <li>• Whenever I get there.</li> </ul>	<ul style="list-style-type: none"> <li>• Spanish Fork</li> <li>• Payson</li> <li>• Provo</li> <li>• My living room</li> <li>• Stadium Cinema</li> <li>• Dollar movies</li> <li>• Blockbuster</li> </ul> <b>Did you get there early enough to watch commercials?</b> <ul style="list-style-type: none"> <li>• Yeah (Most)</li> <li>• Not really, I'm late to everything</li> <li>• The trailers are the best part, you get to see commercials of the next upcoming movies</li> <li>• Yes</li> <li>• No (3)</li> <li>• Trailers are all right</li> <li>• It depends on when I get there (3)</li> </ul> <b>Do you like commercials before a movie?</b> <ul style="list-style-type: none"> <li>• Those just bug me. They show enough commercials on television, they don't need to do it in movies, too (2)</li> <li>• I think they're good</li> <li>• If it's before the lights are off, that doesn't bother me, but if it's after the lights are off</li> <li>• We just want to get to the movie</li> <li>• Movie trailers I don't mind, but I'm sick of commercials</li> </ul>	<ul style="list-style-type: none"> <li>• I don't like going to the movies.</li> <li>• Park City.</li> <li>• Dollar theater</li> <li>• I like going to the like dome theater –Planetarium</li> </ul> <b>So you don't like trailers before movies?</b> <ul style="list-style-type: none"> <li>• Only like 4 or 5, any more than that</li> <li>• Like one.</li> <li>• Just start the movie</li> <li>• I don't like waiting.</li> <li>• I'm so impatient.</li> </ul> <b>Commercials?</b> <ul style="list-style-type: none"> <li>• No.</li> <li>• I don't know. It gives me time before to get popcorn.</li> <li>• Maybe a few. Time to get popcorn.</li> </ul>	<b>So you don't like trailers before movies?</b> <ul style="list-style-type: none"> <li>• No (Don't like commercials beforehand) (everyone)</li> <li>• But sometimes it's good to know what they have, like that special, like that discount or whatever, because sometimes your boyfriend's cheap; but I go to the movie to watch a movie and those things, sometimes they're good to have and sometimes they're not, so they're all right.</li> <li>• I think they're ok, because sometimes there are actually 20 minutes of commercials and so if you're running late..., you still have time to watch the whole movie, and you get to see what movies are coming out next month and stuff like that</li> <li>• I don't like them.</li> <li>• It's allright. It gets annoying sometimes waiting for the movie to start.</li> </ul>

9	<b>What kind of music do you listen to?</b>	<ul style="list-style-type: none"> <li>• I listen to pretty much alternative rock, rock, techno music, pretty much anything but country.</li> <li>• All of that, plus B&amp;D, plus electronica and oldies, I even like country music</li> <li>• Basically anything but country (2) and rap</li> <li>• Country's the only thing.</li> <li>• I like everything, but I don't like techno</li> <li>• Brand New</li> <li>• Saliva</li> <li>• Thursday</li> <li>• My favorite band is Escape the Fate (2)</li> <li>• The Sounds</li> <li>• Under Oath</li> <li>• Blonde Redhead</li> <li>• Local bands</li> <li>• The Fashion Invasion</li> <li>• Bob Marley</li> <li>• All Together</li> <li>• Bone Thugs</li> </ul>	<ul style="list-style-type: none"> <li>• Everything</li> <li>• Rock up to heavy metal</li> <li>• As long as it's not disco, techno or rap</li> <li>• Everything from rock to hard core metal</li> <li>• Under Oath</li> <li>• Marilyn Manson, Lamb of god, Avril Lavigne</li> <li>• Views, My Chemical Romance, Census Fail, mostly emo bands</li> <li>• Emo, punk, rock, hip-hop, rap, R&amp;B</li> <li>• Pretty much what the others said, plus country, techno, classic rock, pretty much everything</li> <li>• Protest the Hero, From on Dashes</li> <li>• I'm the most random person, I listen to everything</li> <li>• My favorite band right now is Finger Eleven</li> <li>• Sayosin, Chiotos</li> <li>• Straightlight Run</li> </ul>	<ul style="list-style-type: none"> <li>• Green day, classic rock. Doors. Beatles.</li> <li>• I like all kinds of music. Frank Sinatra. Supremes. Temptations. Al Green. Flogging Molly. Regina Spektor. It all depends on my mood. Whatever comes my way.</li> <li>• It's different from everybody. I like rap. And urban hip hop, like the Roots. Jurassic 5. I'm a west coast kid, so I listen to my west coast rap. Most of you guys know it like gangsta rap.</li> <li>• Mostly that. Classic rock. Oldies. Not rap.</li> <li>• I like soft rock and alternative, Sugar Rose and Aquabats. And I like some screamo. AC/DC, Led Zeppelin.</li> <li>• I like AC/DC, Led Zeppelin, Black Sabbath, Def Leppard, but I also like stuff like Breaking Benjamin, AFI, Man from Mars.</li> </ul>	<ul style="list-style-type: none"> <li>• Rap, hip-hop, Spanish.... All the kinds of music. I listen to anything. Country's ok, but everything else I love. Like, even if it's Spanish music, hip-hop, rap. Some country I like, but not a lot, but I listen to everything.</li> <li>• I like my country, cause some country's really nice, it's nice to relax to it, but I listen to hip-hop. Not really rap. Rap is just so full of expletives it's like, ok, if you're going to rap, rap and don't be cussing every other sentence. But, I listen to hip-hop, I listen to Mexican music too, any type of music just not like, orchestra and all that stuff</li> <li>• And [not] opera</li> </ul>
10	<b>What are your sources for hearing the music you like? (e.g. Radio, Internet, iPod etc.)</b>	<ul style="list-style-type: none"> <li>• CDs (3)</li> <li>• buy, burn, download</li> <li>• iPod</li> <li>• Radio (2)</li> <li>• I won't listen to the radio (2)</li> <li>• I'm always looking for new music and new bands so I'll use MySpace or the Internet to find new music, and then I'll put it on an iPod</li> </ul>	<ul style="list-style-type: none"> <li>• Everywhere</li> <li>• Myspace</li> <li>• Go out and buy it</li> <li>• iTunes</li> <li>• Warped Tour</li> <li>• Internet, radio, friends, CDs I see in the mall, music that I hear on movies, shows</li> </ul>	No additional data	<ul style="list-style-type: none"> <li>• Mostly the radio, I think.</li> <li>• Don't really listen the radio, just cause it's not good over here, it's kind of boring. Mostly on the computer, you know how you can download stuff. So, mostly on the computer</li> <li>• I listen to the radio, but then when I can't find good songs on the station, I'll put in a CD.</li> <li>• I almost always listen on my iPod or to a CD</li> <li>• CDs or computer, so you can download a lot of songs to it, I have a lot of song that I just</li> </ul>

					listen to
11	<p><b>What radio stations do you like – any particular programs or times of day?</b></p>	<ul style="list-style-type: none"> <li>• 97</li> <li>• 96</li> <li>• Z93</li> <li>• Morning is the worst, though.</li> <li>• I listen to it every now and then.</li> <li>• Later in the day is better, because they don't have the morning shows</li> <li>• I listen to the Spanish station.</li> </ul>	<ul style="list-style-type: none"> <li>• 101.1</li> <li>• 96.3</li> <li>• 94.9</li> <li>• 97.1</li> <li>• X96.3</li> <li>• Change stations when commercials are on</li> </ul>	<ul style="list-style-type: none"> <li>• 94.1, 96.7, 103.9.</li> <li>• 94.9. 103.7. The Arrow, 103.5.</li> <li>• I like the morning shows.</li> <li>• I like np3, Cartalk. It's such a funny show.</li> <li>• I don't really like talk shows. If they're telling jokes I can listen to it sometimes.</li> </ul>	<ul style="list-style-type: none"> <li>• U92 or 97.1; Some Spanish stations I listen to, too.</li> <li>• On the radio, 97.1 or 92.5</li> <li>• I don't really hear the radio that much.</li> </ul> <p><b>Is there any special program that you listen to on the radio?</b></p> <ul style="list-style-type: none"> <li>• Talk shows are boring.</li> <li>• I think some are more interesting when they call people, sometimes it's interesting when they just talk about certain subjects and you get into it, and I also like it how they mention upcoming concerts</li> </ul> <p><b>At what time of the day do you usually listen to the radio?</b></p> <ul style="list-style-type: none"> <li>• Whenever I'm in my car. At home, I don't listen to the radio. Just whenever I'm in the car.</li> <li>• When I'm driving to work.</li> </ul>
12	<p><b>Do you go to live music concerts? Where do you go?</b></p>	<ul style="list-style-type: none"> <li>• Starry Night</li> <li>• Spanish Fork has Royal Palace</li> <li>• Royal Palace</li> <li>• Velour (2)</li> <li>• Muse Music</li> <li>• Music School over in A.F. (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Velour</li> <li>• In the Venue</li> <li>• Music School in AF</li> <li>• Utah State Fair Grounds</li> <li>• Delta Center, E-Center, Saltair</li> <li>• Cyberwar, Muse, UVSC McKay Events Center, In the Venue</li> <li>• Royal Palace, Starry Night, Ozz</li> </ul>	<ul style="list-style-type: none"> <li>• I only pay for bands that I like, so like if the Aquabats come through</li> <li>• I don't have time, I work all the time</li> <li>• I guess if it was a band I really enjoyed, I'm just not really big on concerts</li> <li>• Most of the time I don't like to go to concerts, too crowded and too much noise</li> <li>• Not here.</li> <li>• Go to Denver</li> <li>• Go to California</li> <li>• Saw Bob Dylan in California</li> <li>• Saw Linkin Park in Texas</li> <li>• You have to know. If you don't</li> </ul>	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No, I always go to art museums</li> <li>• Yeah, I went to one a couple of weeks ago at the Salt Palace in Salt Lake. There was a whole bunch of Spanish bands. I like live concerts. Not ... opera ones or they're singing boring.</li> <li>• It depends on who they are</li> <li>• I don't really like going to those things just because they're crowded. Especially because I'm more like a movie or stay-at-home type of person, enjoy the weekend with your boyfriend alone, not with a whole bunch of people,</li> </ul>

	<b>Continued 12</b>	No additional data.	No additional data.	know about the music scene, you won't be able to find them. It'll talk about shows on the radio stations. You just know people. Pretty much.	but that's the type of person I am, and that's the type of person he is. <ul style="list-style-type: none"> <li>The reason why I like it the most is cause when you go to a concert you can actually dance and it's live so it's a lot more fun, and there's a whole bunch of other people dancing. Not really for rap. I wouldn't like dancing for those ones, cause people dance gross at those ones, but the Spanish, everyone can dance good. So it's just so much fun dancing to Spanish music. Especially when there's a ton of people and there's a live band right there and it's so much better.</li> <li>I've been to quiceñeras, but that's the closest thing.</li> </ul>
13	<p><b>What flyers do you grab or notice, if any? What about those flyers makes them more appealing or noticeable? Where do you get them from?</b></p>	<ul style="list-style-type: none"> <li>Upcoming shows.</li> <li>Color, for one.</li> <li>Good ads on them, they put pictures on them</li> <li>Small</li> <li>Like, quarter of a piece of paper.</li> <li>Just like that, you can grab it, fold it in half, put it in your back pocket.</li> <li>Handed out. It's more likely that you'll have [keep] it, if [otherwise] maybe you might throw it away (3)</li> </ul> <p><b>Do you ever see them?</b></p> <ul style="list-style-type: none"> <li>I see them, but I don't read them.</li> <li>I don't know, if I'm bored I'll read them, if I'm stuck in a place</li> </ul>	<ul style="list-style-type: none"> <li>The ones with bands you know, or if it sounds like they have a good band name</li> <li>Color, background</li> <li>Art</li> <li>Pictures</li> <li>Black and white</li> <li>Doesn't matter</li> <li>Professional, laminated</li> <li>5x6 is good size</li> <li>Handed out flyer is better, quarter-size page (Everyone)</li> </ul> <p><b>Do you think it's effective to put signs up?</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>Holding up signs helps grab attention</li> <li>Words have to be flashy</li> </ul> <p><b>Do you ever look up at posters that are posted somewhere?</b></p>	<ul style="list-style-type: none"> <li>Colorful ones</li> <li>Shiny</li> <li>If they're more artistic.</li> <li>Not really unique, it just has to have something that grabs your attention other than really big neon colors that says free haircut.</li> <li>More artistic things, drawings, the color, not shiny. It blinds me.</li> </ul> <p>I do like at concerts if I'm really thirsty, like if they have them by the drink stands.</p> <ul style="list-style-type: none"> <li>Passing them out</li> <li>I think it goes both ways</li> <li>If it's left out somewhere it needs to be where people would notice it.</li> <li>Bathrooms</li> </ul>	<ul style="list-style-type: none"> <li>If I went to one of those things, I would get the papers. Even at the mall when they give you those papers, I would get them and I would look at them and I would read them. Sometimes I save them, sometimes I don't. But I would rather at least try to read them, and then if I'm interested in it I'll keep it. If I'm not, I'll throw it away.</li> <li>Seriously, I'll look at the title, and if it's not something I'm interested in I'll probably just throw it away. If it's something that interests me then I'll probably read it and see what's going on. It depends on what it's talking about.</li> <li>What I really do is just get it,</li> </ul>

	<p><b>13 continued</b></p>	<ul style="list-style-type: none"> <li>• Yeah.</li> </ul> <p><b>So where would be a good place to put a flyer that you would read?</b></p> <ul style="list-style-type: none"> <li>• Some, like, classroom or something, when you're just, like, looking around. Maybe churches?</li> <li>• I haven't gone for a year, but when I did go, I was looking around quite a bit. Just anywhere where you have to sit for longer than....</li> <li>• For a long time</li> <li>• ...half an hour?</li> <li>• Like, like benches</li> <li>• If there's a bulletin board...</li> <li>• In front of Velour there's, like, this, like tall thing that people always put flyers on it, so if you're out there standing around with everybody.</li> </ul> <p><b>Ok, on Center Street in Provo, is that like what you're talking about? They have signs stuck up on them.</b></p> <ul style="list-style-type: none"> <li>• They do?</li> <li>• Yeah, I've seen those</li> <li>• I don't know</li> </ul>	<ul style="list-style-type: none"> <li>• Windows at venues</li> <li>• Buses</li> <li>• Billboards</li> <li>• I notice things that are on bulletin boards, or at the gas stations on the doors</li> <li>• Magazines</li> <li>• Restrooms (3)</li> </ul> <p><b>Do you think it's good to have the little tear-away strips?</b></p> <ul style="list-style-type: none"> <li>• No</li> <li>• Yes (Others)</li> </ul>	<p><b>Do you think it's good to have the little tear-away strips?</b></p> <ul style="list-style-type: none"> <li>• Oh those annoy me, when you tear it off it takes off half the poster</li> <li>• Depends on what it was for, and where it was</li> <li>• Grocery Store</li> </ul>	<p>fold it, put it in my pocket and look at it whenever I see it again.</p> <ul style="list-style-type: none"> <li>• Yes, I like to read them because I'm curious.</li> </ul> <p><b>And what is that makes you like to read them?</b></p> <ul style="list-style-type: none"> <li>• I think the color(2)</li> <li>• When the letters are kind of big, like the heading, something that catches your eye. And sometimes I like it cause it has pictures. (2) I think, though, if you put too much on it, it's too much. ...</li> <li>• To me it doesn't matter.</li> </ul> <p><b>For example, imagine that it is something that says 'Take Care of your Health' in large, bright letters. Would you take it?</b></p> <ul style="list-style-type: none"> <li>• I would get it because that's what interests me. But at the same time, you're like, 'Ok, I've heard that over and over again'. This morning on MTV there was this commercial, and it's about quitting smoking. [Describes details of commercial]. Stuff like that catches my eye. ...</li> </ul> <p><b>What type of heading calls your attention for health messages?</b></p> <ul style="list-style-type: none"> <li>• I think something that would attract me more, like on a magazine it says something like '10 different ways to lose weight', then I want to read that, but if it's just 'How to lose weight', then I don't. But if it has a whole bunch of different ideas, then you want to read it.</li> </ul>
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	<p><b>13 continued</b></p>	<p>No additional data</p>	<p>No additional data</p>	<p>No additional data</p>	<ul style="list-style-type: none"> <li>• It's obesity that catches my eye a lot. What catches my eye in health is diseases, like HIV/AIDS. ... There's a lot of news coming out, a lot of different ways to prevent stuff.</li> </ul> <p><b>So what health topics interest the youth?</b></p> <ul style="list-style-type: none"> <li>• I'm interested in drugs, alcohol, cigarettes, STDs</li> <li>• I don't know, not really</li> <li>• Our teacher has a picture on his door, this guy, it's nasty but it caught my eye because his lips are like this, he got it from chewing tobacco.... The picture is this big, and I look at it and I'm like 'Ooh, what is that!' and so that is what catches my eye.</li> <li>• That picture catches a lot of people's eye. ...</li> <li>• Classes don't always work. At school they were teaching us about STDs. They were saying 'This is what could happen. This is all the stuff that you get', but everybody's like...</li> <li>• They still go out and do it</li> <li>• But once our teacher showed us pictures, and everybody was like 'Ewww! I don't want to do that!' Everybody saw how nasty it looked, that's when everybody got the picture: This is what you can get if you do this, so pictures have a lot to do with all this stuff.</li> </ul>
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14	<p><b>At events that you go to do a lot of people smoke?</b></p>	<ul style="list-style-type: none"> <li>• Yeah (everyone)</li> <li>• Concerts</li> </ul>	<ul style="list-style-type: none"> <li>• Yes (everyone)</li> <li>• When they sing songs about cigarettes, everyone lights up</li> </ul>	<ul style="list-style-type: none"> <li>• I'd say about 20%</li> <li>• 73%</li> <li>• Well 98% are smoking but I'd say 70-80% were smoking cigarettes</li> </ul> <p><b>Are those mostly at outdoor concerts?</b></p> <ul style="list-style-type: none"> <li>• Outdoor or indoor</li> <li>• Warehouse</li> <li>• Indoor is less</li> <li>• Either way you go they're small venues, they allow smoking</li> <li>• Even at the indoor ones everybody smokes cigarettes</li> <li>• They're smoking cigarettes and other stuff too</li> </ul>	<ul style="list-style-type: none"> <li>• Yes (everyone)</li> </ul>
15	<p><b>Where do kids your age get the tobacco that they use?</b></p>	<ul style="list-style-type: none"> <li>• Friends (2)</li> <li>• Parents</li> </ul> <p><b>Parents just give it to them? Or they just take it from their parents' purse?</b></p> <ul style="list-style-type: none"> <li>• They just take it</li> <li>• I know a few parents that give it to them</li> <li>• Older siblings (2)</li> <li>• People that you know does "stuff" and you're cool (3)</li> <li>• I know places you can get it [even though you're underage] (3), but I've never done it.</li> <li>• If you look good, they won't even check</li> <li>• If you know the person there</li> </ul> <p><b>Are there certain places that card more than others?</b></p> <ul style="list-style-type: none"> <li>• WalMart, will card you for like, breathing.</li> <li>• Smaller gas stations,</li> </ul>	<ul style="list-style-type: none"> <li>• They have other people buy it</li> <li>• Friends</li> <li>• Some people are desperate enough that if they see them on the ground</li> <li>• If you have friends that work at gas stations, they'll just hook you up</li> <li>• I remember my brother driving from gas station to gas station, running around looking in the ash trays finding the "half-sies"</li> </ul> <p><b>Is it hard for teenagers to get cigarettes, or is it easy?</b></p> <ul style="list-style-type: none"> <li>• It's easy (everyone)</li> <li>• If you have friends that are old enough, or if you have parents that just don't finish them</li> <li>• They used to be more safe about them, lock them up and stuff, but now they're just out in the open and people just grab them</li> </ul>	<ul style="list-style-type: none"> <li>• It's so easy</li> </ul> <p><b>Do they just like ask their friends?</b></p> <ul style="list-style-type: none"> <li>• You can just ask 18-19 year olds, "Hey, you want to buy me a pack of cigs?"</li> <li>• Or parents, parents will buy them sometimes, and alcohol too</li> <li>• Same with pot, pot is twice as easy to get as alcohol</li> <li>• Exactly, there's so much pot around</li> </ul> <p><b>Does anyone know certain stores that will sell cigarettes to minors?</b></p> <ul style="list-style-type: none"> <li>• A lot of times gas station stores</li> <li>• No you have to go to like Nevada and find one of those old cigarette machines on the interstate</li> </ul> <p><b>Are there lots of gas stations around here that sell?</b></p> <ul style="list-style-type: none"> <li>• Not to minors.</li> <li>• We just get gas at gas stations</li> <li>• If you know the people</li> </ul>	<ul style="list-style-type: none"> <li>• It all depends.</li> <li>• There are certain places that sell it, especially in ... Salt Lake City, like West Valley.</li> <li>• Or you can give money to a friend and tell them to go buy it.</li> <li>• Or there are people who find someone smoking in the street and ask them.</li> <li>• And they do it. There's a lot of people that, if you see them at the gasoline station and they're smoking, I could go up, being pregnant, to a person who's smoking if I say 'Can I have a smoke?', they'll probably give it to me. They don't care. ... Especially with teenagers, so-called home boys, they'll be like 'Hey, you want to try this, I got it from so-and-so'; or sometimes they don't even tell you cause they</li> </ul>

	<p><b>15 continued</b></p>	<p>privately owned places, are more likely to give you [cigarettes]</p> <ul style="list-style-type: none"> <li>• 7-11, Walkers, Chevron</li> <li>• Those are like, the ultimate</li> </ul> <p><b>So, can friends, just like ask older friends for cigarettes?</b></p> <ul style="list-style-type: none"> <li>• Yeah. (2) unless you're a punk or they get annoyed of you.</li> </ul> <p><b>But does it get hard for kids your age to get a constant supply of cigarettes?</b></p> <ul style="list-style-type: none"> <li>• Yeah (3) cause everyone's always like 'Alright, I've quit'</li> </ul> <p><b>So, will friends that quit go buy cigarettes for friends that still smoke?</b></p> <ul style="list-style-type: none"> <li>• Sometimes.</li> <li>• It's more iffy that way</li> <li>• If it's like that, if they quit or if they don't smoke, ... it makes it a big deal, like a problem, to go out of their way, but, if they already smoke then it's no big deal cause they already have smokes with them anyway.</li> </ul>	<p>No additional data</p>	<p>working</p> <p>No additional data</p>	<p>don't want any problems, but you can get it anywhere.</p> <ul style="list-style-type: none"> <li>• It doesn't matter where you live. You can live over there where the rich people live, and you can get it there. (3)</li> <li>• For the people who smoke, [money] doesn't matter, it's not important because it's already an addiction.</li> <li>• Sometimes they take money from other people.</li> </ul> <p>No additional data</p>
<p><b>16</b></p>	<p><b>Pretend that you smoked and you wanted to stop, what would you do?</b></p>	<p>No additional data</p>	<ul style="list-style-type: none"> <li>• Help lines, like the calling quit thing—the Truth, I'd just call that</li> <li>• [Ask] friends to help me not smoke</li> <li>• Talk with family members who have quit</li> <li>• Cold turkey but it would be hard</li> <li>• Moral support (2)</li> <li>• Print some stuff out on the internet on how to help me</li> </ul>	<ul style="list-style-type: none"> <li>• Just stop</li> <li>• Don't let a cigarette take control of your life</li> <li>• If I couldn't quit on my own I would get help</li> </ul> <p><b>So what kind of help would you get?</b></p> <ul style="list-style-type: none"> <li>• I don't know, the patch? I don't smoke, so I don't know what I'd do</li> <li>• I'd start drinking</li> <li>• You'd have to wean yourself</li> </ul>	<ul style="list-style-type: none"> <li>• Everybody makes their own decisions, and sometimes we simply don't think of the consequences and we don't care about the consequences, but with time you see that's it's affecting you, and my advice is it's best to quit right now as you're just starting because afterwards, it's very, very difficult to quit smoking.</li> <li>• I had a boyfriend and he was a</li> </ul>

	<p><b>16 continued</b></p>	<p>No additional data</p>	<p>quit</p> <ul style="list-style-type: none"> <li>• Sunflower seeds, gum</li> <li>• Everyone in my family smokes, and it [would be] very, very hard to go through a day being around it, craving it; now I'm in a different house where nobody smokes</li> <li>• Nicorette, patches</li> </ul>	<p>off somehow</p> <ul style="list-style-type: none"> <li>• I'd probably work more</li> <li>• The patch gets addictive</li> <li>• I don't know, I wouldn't do it anyway</li> </ul>	<p>pot-head, and I had stopped smoking, and being around it was kind of hard for me.... [I told him], 'Do you know what bronchitis is?', and he said 'No', and this is an 18-year-old guy that doesn't know what bronchitis is. And I was like 'You don't know what that is?', and he was like 'No'. I talked to him about it and I showed him ... the pictures, and that's disgusting, and I would just give him advice, and eventually he stopped. I knew him for two years, and he didn't know what it is, and I wondered if other people know what it is. So I went on the internet on this chat and I put it on a big heading, and I was like 'What Is Bronchitis? Anyone that has an answer, please let me know.' And they're like, 'Bronchitis is something in your head. It's like a cough.' And these were 18-, 20-year old people, or 16-year-olds, that they didn't know what it was. And I was so surprised, cause they were like 'I smoke weed' and this and that, but they don't know the consequences. And I was just in shock. I think there were like 20 people chatting that day, and of all those people, two knew what it was.</p>
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17	<p><b>What do you know about Quitline? Quitnet?</b></p>	<ul style="list-style-type: none"> <li>• Truth.com? I know what you're talking about.</li> <li>• One of my friends tried to call it and she got put on hold for a long time, so she just gave up.</li> <li>• The way I see it is if I call someone, they're just going to tell me something I already know. So why would I call them? Cause it's bad for me? I know a lot of the stuff you can do, so why would I call them up and have them tell me what I already know? Like if I really didn't know you can get lung cancer, maybe I'd call them. But I don't know what help they could help me out with. I guess maybe I think that they might have different ideas that I haven't heard about which wouldn't be that bad, but I've never called one before.</li> <li>• I've never heard of those specific, but I know what they are.</li> </ul> <p><b>So would you ever go online for information on how to stop smoking?</b></p> <ul style="list-style-type: none"> <li>• No (3)</li> <li>• I don't know. I guess so if it has some good things on it.</li> </ul>	<ul style="list-style-type: none"> <li>• I've never heard good or bad stuff about it, besides what the commercial says</li> <li>• I've heard of it, I just haven't heard anything about it (3)</li> <li>• Seen commercials about it</li> <li>• Never heard of it</li> <li>• I've heard of it, but I just don't know of anybody's who's called it</li> </ul>	<ul style="list-style-type: none"> <li>• They talk about it on the radio stations</li> <li>• It's a scam, they work with the tobacco companies</li> <li>• There's tons of commercials, those commercials drive me crazy</li> <li>• My friend called once and all the information they had was wrong</li> <li>• I don't know if this was the Quitline, but they're trying to make all movies with cigarettes be rated R, isn't that dumb?</li> <li>• Stranger than Fiction would be rated R</li> <li>• Like in Alice in Wonderland the caterpillar is smoking out of a hooka so that would be rated R, that's so dumb</li> <li>• I've never heard of it</li> <li>• Is it the "stop smoking, call here"?</li> <li>• The commercials are just funny; if I smoked, I don't think I would really care. If I start smoking, I'm just going to smoke for the rest of my life. I don't care if it kills me.</li> </ul>	<ul style="list-style-type: none"> <li>• I've never heard of it (2)</li> </ul>
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18	<b>How often you buckle your seat belt?</b>	<ul style="list-style-type: none"> <li>• Almost always. I feel a lot more comfortable with a seatbelt on.</li> <li>• I don't know.</li> <li>• At least when I'm driving. When I'm not driving, I don't really buckle my seatbelt just because I'm more laid back than focused, which the seatbelt seems to add to that effect.</li> <li>• It seems I buckle up more if my nieces and nephews are in the car, cause they copy what you do.</li> <li>• Half the time</li> <li>• Like 1/3 of the time.</li> </ul>	<ul style="list-style-type: none"> <li>• It's the first thing I do when I get in the car</li> <li>• Never (2)</li> <li>• Always</li> <li>• Almost always</li> <li>• Every time I'm in my mom's car (2)</li> </ul>	<ul style="list-style-type: none"> <li>• I'd rather be thrown out of the car than be strapped in and burn to death.</li> </ul> <p><b>Okay so what you're saying is that you never wear a seat belt?</b></p> <ul style="list-style-type: none"> <li>• Yep.</li> <li>• I always wear it unless I can't, like if there's something in the way</li> <li>• I only wear it when I'm in the front, if I'm in the back I don't</li> <li>• All the time</li> <li>• When I can, if it works then I'll use it</li> </ul>	<ul style="list-style-type: none"> <li>• Every time, I don't even care if I'm driving. I don't even know how to drive that well, but even if I'm a passenger in the back or the front...</li> <li>• She always does. Not too long we were driving, and they asked me 'You don't wear your seatbelt?', and I don't really pay attention to do it. I just get in and go. And her, she always puts her seatbelt on.</li> <li>• No (2)</li> </ul>
19	<b>When your buckle your seat belt, what are the reasons you do it?</b>	<ul style="list-style-type: none"> <li>• [More in Utah], they have a stricter law</li> <li>• I feel naked without my seatbelt on, so I do it all the time</li> </ul>	<ul style="list-style-type: none"> <li>• To help [my] brother</li> <li>• Terrified of dying in an accident</li> <li>• Habit (2)</li> <li>• Safety</li> <li>• Mom tells me to</li> </ul>	<ul style="list-style-type: none"> <li>• If you're suicidal</li> <li>• To keep me from going through a windshield</li> <li>• Because I'm terrified of dying</li> <li>• To keep you from smacking your head against the ceiling</li> <li>• Those team crashers, I've seen a lot of pictures of what happens when you don't wear it</li> <li>• I wear a seatbelt because if I don't then cops will give you tickets</li> </ul>	No additional data.

20	<p><b>What helps you remember to buckle your seat belt?</b></p>	<ul style="list-style-type: none"> <li>• I don't wear it because I'm always the one driving, so I guess I don't feel like I need it.</li> <li>• If I'm in the passenger seat and I notice that my friend's wearing a seatbelt, then I'll buckle up.</li> <li>• In a couple of my friends' car and my aunt's car if you take the clicker thing and it hits the button, if it doesn't go in all the way it keeps beeping, and the light....</li> <li>• They're making cars that just beep until you put on your seatbelt</li> <li>• But it works!</li> <li>• Well, of course it works, I don't want it to sit there and just beep; I mean, I may not like it and it might change my choice of car.</li> <li>• My dad</li> </ul>	<ul style="list-style-type: none"> <li>• Mom</li> <li>• Friends</li> <li>• Parents, moms, friends</li> <li>• It's the habit, and trying to get my little brother to</li> <li>• Afraid of death</li> </ul>	<ul style="list-style-type: none"> <li>• Seeing a cop on the side of the road</li> <li>• Yeah that's the only time, if there's a cop behind me</li> <li>• Habit (3)</li> <li>• Cops</li> </ul>	<ul style="list-style-type: none"> <li>• I have a reason why. Because before my parents, when we were little, they would just get us in the car, they would never say 'Put your seatbelt on' or anything, but as I got older, a lot of my friends died from that, and I had one of my best guy friends, he died in November of last year. He had just turned 16 two days before, and his mom was driving, she was falling asleep, and he was in the front with her, and his two brothers were in the back and they were all wearing their seatbelts. She falls asleep, then starts going crazy, they crash and he's the one who flew out of the car, through the window, and he fell right on his head and they told me that his skull was just broke right in half, and he died like that. And his mom, before she died, she got to see her son fly out of the window and she died. And one of his brothers was in a coma for a while, his other brother survived and his dad survived, but that's why I'm like, 'No', I want to be safe, I don't want to die. You never know when you're going to die, and if I die, I'd rather die some other way, but not flying out of a car while I was being dumb and not wearing my seatbelt</li> </ul>
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21	<p><b>Do you know the seat belt law in Utah? If yes, how did you learn the law? What do you remember about the law?</b></p>	<ul style="list-style-type: none"> <li>• Click it or ticket</li> <li>• All I know is that I hear that you're supposed to wear it, like you have to</li> <li>• I think it's a law</li> </ul>	<ul style="list-style-type: none"> <li>• No (2)</li> <li>• Always wear it</li> <li>• Buckle up more</li> <li>• If you're 16 and older pay for own ticket</li> <li>• If you have a 15 year old in car and you're 16 and they aren't wearing their seatbelt, you get a ticket</li> <li>• Click it or ticket</li> <li>• Never put a rear facing child restraint in the front seat</li> </ul>	<ul style="list-style-type: none"> <li>• No</li> <li>• If you don't wear it you get a ticket</li> <li>• Isn't it like \$75?</li> <li>• It's \$50 if they stop you for something else, but they're not allowed to stop you just for the seatbelt thing</li> <li>• Now they are</li> <li>• Yeah if you get stopped for something else, for each person in the car without a seatbelt on it's \$50 on the driver's ticket</li> <li>• If they stop you for something else, they can add on another \$80 for destructive driving if they saw you talking on your cell phone</li> </ul> <p><b>So how did you learn about the seatbelt law?</b></p> <ul style="list-style-type: none"> <li>• Commercials (3)</li> <li>• TV</li> <li>• When those team crash people came in</li> </ul>	<ul style="list-style-type: none"> <li>• All I know is that they give you a ticket if you're not wearing one. (3)</li> <li>• It's the law now; you have to wear a seatbelt. If you get pulled over and you're not wearing a seatbelt, you get a ticket. Before they just gave you a warning, but now they'll give you a ticket.</li> </ul> <p><b>So how did you find out about this law? Did you hear it on the television, did they tell you at home?</b></p> <ul style="list-style-type: none"> <li>• [Highway Patrol] stopped us (2)</li> <li>• With me, it was on the radio when I was in California. There was this commercial that would say 'If you don't do the click, you'll get a tick'</li> <li>• 'Click it, or ticket'</li> <li>• Yeah, 'Click it, or ticket!', and that was kind of funny for me.</li> <li>• I've seen it on commercials on TV.</li> </ul>
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	<p><b>Anything else that you think of that you would like to contribute?</b></p>	<ul style="list-style-type: none"> <li>• The health [question]. I thought the one where you're like, 'Where would you look for information in general' because it was so broad that it made it harder.</li> <li>• Yeah, if you said 'Where would you look for information about cigarettes?' or something like that. A little bit more specific, or alcohol.</li> <li>• Even, like, teen pregnancy, then you look for one of your female people that you trust.</li> <li>• Or if it's about exercise and different things like that.</li> </ul>	<p>No additional data</p>	<p>No additional data</p>	<ul style="list-style-type: none"> <li>• Are you guys going to do a commercial in Spanish? Get professional actors, because there's all these commercials in Spanish that are just like 'Uh-huh' and 'Sure'. It makes me want to change the channel because you watch it and it's like, 'That's fake acting', and that pisses me off. If you're going to make a commercial, make it look professional and make it look like, 'This is what could happen, and this and that', not like fake acting. And if you guys give out flyers, I think you guys should make it colorful with big headings and pictures and stuff.</li> <li>• Give out free food!</li> </ul>
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## **APPENDIX III: Cleaned Qualitative Data**



UTAH COUNTY HEALTH DEPARTMENT  
 HEALTH PROMOTION DIVISION:  
 CULTURAL COMPETENCY PROJECT

*Delivering health promotion messaging to students at alternative high schools in Utah County: Cleaned qualitative data*

**1. Imagine someone your age. What do you think makes them healthy?**

- Active/sports 7
- Diet-related 6
- Emotional/Mental Health 6
- Sleep 3
- Drugs/Smoking/Alcohol 3

**2. Do you think you're healthy?**

- Mostly healthy 7
- Somewhat healthy, but improving 10
- Not healthy 7

**2b. What about you makes you healthy?**

Attributes to my good health:

- Exercise 11
- Diet-related 7

Attributes to my poor health:

- Diet-related 14
- Exercise 5
- Physical characteristics 5
  - Asthma
  - More fat than muscle
  - Bad legs and back
  - Body type
  - Obese

**3. If you wanted to find information on health where would you go?**

- Doctor/nurse/specialist 7
- Family & close friends 6
- Internet 5
- Health teacher 4

**4. How often do you use the Internet?**

- Every day 7
- Sometimes/Once a week 4
- Never/Not often 4

**4b. Where?**

- Home 10
- School 6

**4c. What do you use Internet for?**

- My Space 7
- Google 3
- Shopping 3
- School 3
- Games 3

**4d. What do you like to do on the weekends?**

- Live music 5
- Miscellaneous Majority

**5. How do you decide what to do on weekends?**

- See what friends are doing  
Almost all members of 2 groups
- Work 3
- Boyfriend 2

**6. What makes you want to come to an event?**

- Depends on the music 6
- Depends on who's going 5
- Fliers 5
- Free/cheap 4
- Something different/amazing One group
- Free food 1

**7. What kind of free things do you like to get?**

- Don't like [old] iPod Shuffle One group +3
- Money (<\$25) One group +3
- iTunes gift card One group +1
- A lot of medium prizes One group  
(e.g., Chance of winning something)
- iPod One group
- Gift cards (variety) 8
- Wouldn't go out of my way 7
- Longboard 3
- Target gift card 2

**8. Where do you go to the movies?**

- Cinemark (Provo or AF) 3
- Movies 8 (Dollar theater) 3
- Spanish 8 (Spanish Fork) 2
- Stadium Cinema (Payson) 2

**9. Did you like to get there early enough to see the trailers?**

- Yes 8
- Maybe 7
- No 9

**9b. Do you like commercials before a movie?**

- Yes 6
- Maybe 5
- No 7

**10. What are your sources for hearing the music you like? (ex. Radio, Internet, iPod etc.)**

- CDs 7
- Radio 5
- Internet 5
  - Myspace 2
- iPod/iTunes 2

**11. What radio stations do you like – any particular programs or times of day?**

- 97.1 ZHT 4
- Not morning shows 4
- 96.3 (X96) 3
- 94.9 2
- Talk shows 2

**12. Do you go to live music concerts? Where do you go?**

- Small venues (total) 15
  - Velour Live Music Gallery 3
  - Royal Palace (Spanish Fork) 3
  - Music School in American Fork 3
  - Starry Night 2
  - Muse Music 2
- Big venues 6

**13. What fliers do you grab or notice, if any? What about those fliers makes them more appealing or noticeable? Where do you get them from?**

- Too much variability. See report.

**14. At events that you go to, do a lot of people smoke?**

- Yes 3 groups + most of fourth

**15. Where do kids your age get the tobacco that they use?**

- Certain gas stations 6  
(e.g. Smaller gas stations, privately owned places, 7-11, Walkers, Chevron)
- Friends 5
- Strangers 3
- Parents 3

**16. Pretend that you smoked and you wanted to stop. What would you do?**

- Moral support 6
  - Friends 2
  - Family 1
- Just stop 2
- Patch 2
- Nicorette 2

**17. What do you know about Quitline? Quitnet?**

- Heard of it, but don't know about it 8
- Had or heard negative experiences 4

**18. How often you buckle your seat belt?**

- Always 4
- Almost always 5
- With family 3
- Driving/Front seat 2
- Never 6

**19. What helps you remember to buckle your seat belt?**

- Fear 7
- Habit 7
- Family 6
  - Be an example 2
- Law 5
- Friends 3
- The car beeps otherwise 2

**20. Do you know the seat belt law in Utah? If yes, how did you learn the law? What do you remember about the law?**

- Just know/hearsay 6
- Commercials 5
- 'Click It or Ticket' 4
- Did not know 3
- Highway Patrol 2
- Details 9

## **APPENDIX IV: References**

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