

# Discussion Group Overview

The U.S. Food and Drug Administration's (FDA) Center for Tobacco Products has contracted G+G Advertising (G+G), an American Indian communications company, and Rescue Agency (Rescue), a health communications and research company, to develop a new campaign to prevent youth tobacco initiation and reduce future youth tobacco use.

Getting feedback and thoughts directly from youth is an important piece in informing the development of a youth-focused tobacco prevention campaign. G+G and Rescue will hold discussion groups with American Indian and Alaska Native youth. In total, we will invite up to 192 youth ages 13 to 17 to take part in discussion groups across several locations in the U.S., including in your area. We will invite up to 16 youth for each group with 3 groups taking place in each location. The groups will last 90 minutes. Interested youth who qualify, and who receive appropriate parent or guardian permission, will take part in activities and discussions about teen culture and share their opinions about future campaign materials.

In order to help ensure this work reflects the viewpoints of American Indian and Alaska Native youth, we are asking for your support in connecting us to schools and/or youth within your school district who may potentially be interested in participating. G+G and Rescue would like to visit schools in the district over the course of a few days to pass out surveys to interested youth to see if they qualify for the discussion groups. Our staff would provide youth with information for parents/guardians and would be available to answer any questions that youth or their parents may have. All activities would occur during times that are most convenient for your staff and students and there will be no disruption of instruction time.

The discussion groups will take place in the evening or over the weekend in order to be convenient for youth participants and their parents. Both G+G and Rescue have extensive experience working with youth in a range of settings and we will ensure that you or your staff will not experience excessive or unnecessary burden by helping with this project.

As a thank you, youth who are selected to participate will receive \$25 at the end of the discussion group. An adult (such as a parent or guardian) bringing a youth to the discussion group will also get \$25.

We take many steps to make sure all information about schools, youth, and their parents remain private. We will not share personal information about youth or your school district, and responses youth provide about tobacco attitudes and behaviors cannot be traced back to a particular person or your schools. Once the discussion groups are completed, any contact information about youth and their parents will be shredded and destroyed. We are happy to share research documentation upon request.

We sincerely hope that you will support our efforts to develop a campaign to reduce youth tobacco use. Please do not hesitate to contact us with questions or thoughts.

## Contacts

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In accordance with the Protection of Pupil Rights Amendment (PPRA), you are obligated to inform parents of any surveys and activities scheduled to take place in your school, and provide parents with reasonable notification of the planned activities and surveys, along with an opportunity to review any pertinent surveys. If G+G or Rescue Agency can be of any help notifying parents, please let us know.

*For more information about the Protection of Pupil Rights Amendment (PPRA) please contact the Family Policy Compliance Office at:*

**Family Policy Compliance Office U.S. Department of Education**  
**400 Maryland Avenue, SW**  
**Washington, D.C. 20202-5920**  
**Phone: 1-800-USA-LEARN (1-800-872-5327)**

