

20

CODING SUMMARY SHEET FOR PARTS B, C, D & H (Summer 2008)	Report Code: 1061003	complete	incomplete
	Temps de codage:	Missing =	

Coder's Name: <i>Josua</i>	Report Title: <i>Testing of mock-ups of health care message + having codes on tobacco product advertisement for agent pipeline</i>
Date de Conciliation:	

Highlight: Survey **Focus Group**

PART B Characteristics of the Survey							
v1	v2	v3	v4	v5	v6	v7	v8
report code	/	/	/	title	client	polling firm	2006-09

PART C: Methodology Details							
v9	v10	v11	v12	v13 No. Pages/ Main Q	v13B No. Pages all	v14	v15
1	1	1	1	20	26	2	0
v16	A v17 B	v18	v19	v20	v21	v22	v23
10	8-10 8-8	3	1	293	0	0	1

PART D: TECHNICAL STANDARDS QUALITY CRITERIA (0 OR 1 CODES)							
v24 (see v4)	v25 (see v7)	v26	v27	v28 (see v9&v11)	v29	v30 (see v14)	v31
1	1	1	1	1	1	1	0
v32 (see v18)	v33 (see v16)	v34 (see v17)	v35	v36	v37	v38	v39
1	1	1	1				
v40	v41	v42	v43 (see v19)	v44	v45		

PART H: INTENDED USES & POLICY CYCLE							
Note: The sum of variables 64 to 67 = variable 63							
Variable	V63 objectives (No.)	V64 instrumental (No.)	V65 conceptual (No.)	V66 strategic (No.)	V67 managerial / monitoring / evaluation (No.)	V68 "to evaluate" (Code)	V69 policy cycle (Code)
Frequency or Code							
Justification (Please refer to the page, paragraph, key words)							

Comments:

CODING SUMMARY SHEET FOR PARTS B, C, D & H (Summer 2008)				Report Code: <u>1061003.10</u>		complete	incomplete
				Temps de codage:		Missing =	
Coder's Name: <u>[Signature]</u>				Report Title: <u>Lesson of mockup thwm to brew ads again + people know</u>			
Date de Conciliation: <u>[Signature]</u>							
				Highlight:	<input checked="" type="checkbox"/> Survey	<input type="checkbox"/> Focus Group	
PART B Characteristics of the Survey							
v1	v2	v3	v4	v5	v6	v7	v8
report code	<u>1</u>	<u>1</u>	<u>1</u>	title	client	polling firm	<u>2006.10</u>
PART C: Methodology Details							
v9	v10	v11	v12	v13 No. Pages/ Main Q	v13B No. Pages all	v14	v15
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>18</u>	<u>18</u>	<u>2</u>	<u>0</u>
v16	A v17 B	v18	v19	v20	v21	v22	v23
<u>400</u>	<u>8</u> <u>8</u>	<u>5</u>	<u>3</u>	<u>293</u>	<u>0</u>	<u>D</u>	<u>1</u>
PART D: TECHNICAL STANDARDS QUALITY CRITERIA (0 OR 1 CODES)							
v24 (see v4)	v25 (see v7)	v26	v27	v28 (see v9&v11)	v29	v30 (see v14)	v31
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>
v32 (see v18)	v33 (see v16)	v34 (see v17)	v35	v36	v37	v38	v39
<u>1</u>	<u>8</u>	<u>8</u>	<u>1</u>				
v40	v41	v42	v43 (see v19)	v44	v45		
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Frequency or Code							
Justification (Please refer to the page, paragraph, key words				<u>not sure</u>			
Comments:							

not sure



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NAME(S): **Canada. Health Canada**
Phoenix Strategic Perspectives Inc

TITLE(S): *Testing of mock-ups of health warning messages and
warning notices on tobacco product advertisements for
cigars and pipe tobacco : final report / prepared for
Health Canada

PUBLISHER: [Ottawa] : Health Canada, 2006.

DESCRIPTION: [2], xx, 281 p. : ill. ; 28 cm.

NOTES: Cover title.
"HC POR Number: 06-27".
"PWGSC POR Number: 145-06".
"Contract Number: H4133-060772-001-CY".
"Award Date: 2006-08-24".
"October 2006".
"Phoenix Strategic Perspectives inc."
Accompanied by: English and French summary.
Includes some text in French.

NUMBERS: Canadiana: 2008702361X

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Updated: 2003-11-19

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notes on report ok

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Important Notices

pages 2 + 10 pages
exec summary + 200 text + ~~appendices~~
+ separate exec summary = 10 pages.

recruitment screen FG. 6 + Feb 8 pages + 6 pages
+ 6 page pp
+ summary rule ①
+ test rules ⑮

mail Questionnaire = 18 pages
+ inlemens →

verso notes

delated metho

10 f groups - sept 25 - to 26

U test HWM
+

pop
subgroups
young + older
smokers

400 intercept interviews in form process

Sept 2-25.

not nationally rep

objectives test 20 models of HWM

for tiger + tobacco.

health impact from smokers

second-hand smoke

toxic constituents/emissions

- smoking attributable mortality

→ for readability effectiveness, credibility.

recruit 14 for 8-10 to show

results - 8 per group minimum in
validity (no min/max.)

Mix fg + interview + use of questionnaire
exercises
to produce Quantitative.

most effective C8 → mouth cancer

P7 → tongue cancer

P4 → lip cancer
mouth.

C11 → tongue cancer.

→ arsenic works well for toxic constituents.