

Attachment H: Debriefing Information

Thank you for having participated in this research study. There is information about the study and its purpose that we would like to share with you.

The purpose of this study was to better understand how Snus advertisements influence people's beliefs about addictiveness, harm, and exposure. You viewed real advertisements that were changed slightly to remove any brand information and include new warning labels. Your participation in this study will help us further our understanding of consumer knowledge and perceptions of tobacco products. One of the reasons we have done this study with smokers is because tobacco companies often target advertisements for new tobacco products at smokers. Cigarettes are highly addicting and quitting smoking is extremely challenging. So, we feel it is important that smokers be aware both that they are being targeted by tobacco companies and that avoiding any tobacco use is very important.

There is no such thing as a safe tobacco product.

Nicotine, found in ALL forms of tobacco including Snus, is highly addictive.

Smokeless tobacco is NOT a safe alternative to smoking cigarettes.

Smokeless tobacco contains 28 cancer-causing agents (carcinogens).

Smokeless tobacco use can cause cancer, oral health problems, and nicotine addiction.

Smokeless tobacco can cause gum disease and tooth loss.

For more information about Smokeless Tobacco:

<http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless>

If you want help or guidance in quitting cigarette smoking, there are a number of free resources available to you! Please visit **Smokefree.gov** or call **1-800-QUIT-NOW**.

If you have any questions about the study or wish to discuss the study in more detail, please feel free to contact Dr. Annette Kaufman at 240.276.6706 (Monday through Friday between 9 am and 5 pm).