

**Evaluation of the National Tobacco Prevention and Control Public Education Campaign**  
(OMB no. 0920-0923, approved 2/17/2012, exp. date 2/28/2013)

**Justification for Non-Substantive Change**

April 23, 2012

OMB approval requested by April 27, 2012

**Summary**

Information collection for the National Tobacco Prevention and Control Public Education Campaign consists of:

- (1) A baseline survey of smokers and nonsmokers in the U.S., collected prior to the launch of CDC's "Tips from Former Smokers" campaign
- (2) A longitudinal follow-up survey of smokers and nonsmokers, collected immediately following the conclusion of the "Tips from Former Smokers" campaign

CDC has completed collection of the baseline survey and plans to launch the follow-up survey on approximately June 11, 2012, following the conclusion of the campaign.

We request the following:

OMB approval of 4 new questions on the follow-up smoker and nonsmoker surveys to assess specific online, print, and out-of-home campaign advertisements that have been developed and finalized since the time that original approval was granted for this overall information collection. In addition to these 4 new questions, we request that question F19 in the smoker follow-up survey and question E20 in the nonsmoker follow-up survey be deleted as these questions assess awareness of a generic campaign logo. Because the 4 questions we propose to add will more specifically assess awareness of actual online, print, and out-of-home advertisements, questions F19 and E20 are less useful. In order to submit our follow-up questionnaire to our data collection contractor for programming in a timely fashion, CDC requests approval of the by April 27, 2012.

**Justification for Change**

Since the approval of this overall information collection, CDC and its media partners have finalized the online, print, and out-of-home advertising strategy including the development of a campaign-specific website, print advertisements, online banner ads, and bulletin style advertisements appearing in out-of-home venues such as bus shelters, bus interiors, and other public places. The purpose of these new questions is to measure smokers and nonsmokers awareness of and exposure to these finalized advertisements. Data from these questions will allow CDC to provide a more detailed assessment of the reach of these specific types of advertisements among smokers and nonsmokers. We propose to add 4 new questions to the smoker and nonsmoker follow-up surveys. Because these 4 questions will more specifically assess awareness of actual online, print, and out-of-home advertisements, we further propose to delete questions F19 (in smoker follow-up survey) and E20 (in nonsmoker follow-up survey)

since these questions only assess a generic brand logo and are less useful compared to the 4 new questions outlined below. These questions are not expected to have any impact on overall respondent burden. These changes are enumerated in the Table 1 and 2 below.

**Table 1. Changes to Attachment C-2, Smoker Follow-up Survey**

Question #	Currently Approved	Type of Change	Revised
<b>F19</b>	<p><b>F19.</b> Have you seen the following logo? Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.</p> <p>[PN: DISPLAY TIPS CAMPAIGN LOGO]</p> <p>1. Yes 2. No</p>	Deletion	
<b>F18a</b>	N/A	Addition	<p><b>F18a.</b> Have you heard of the Website <a href="http://www.cdc.gov/tobacco/campaign/tips">www.cdc.gov/tobacco/campaign/tips</a>?</p> <p>1. Yes 2. No</p>
<b>F18b</b>	N/A	Addition	<p><b>F18b.</b> Have you visited <a href="http://www.cdc.gov/tobacco/campaign/tips">www.cdc.gov/tobacco/campaign/tips</a> in the past 3 months?</p> <p>1. Yes 2. No</p>
<b>F36</b>	N/A	Addition	<p>Next, you will see some advertisements that have recently appeared in magazines, on websites, and on signs in areas such as bus shelters, bus interiors, and other public places. There are 3 sets of images to view, followed by a few questions about whether you have seen these ads before. When you are ready to view them, please click “Next.”</p>

			<p><b><u>SHOW IMAGE #1</u></b></p> <p>Please click “Next” to view the next set of images.</p> <p><b><u>SHOW IMAGE #2</u></b></p> <p>Please click “Next” to view the next set of images.</p> <p><b><u>SHOW IMAGE #3</u></b></p> <p><b>F36.</b> In the past 3 months, have you seen any of these ads in magazines, on Websites, or in public places outside your home?</p> <p>1. Yes 2. No</p>
<b>F37</b>	N/A	Addition	<p><b>F37.</b> Where did you see these advertisements?</p> <p>1. <u>Yes</u> 2. <u>No</u></p> <p><b>F37_1.</b> Magazines or print publications  <b>F37_2.</b> Websites online  <b>F37_3.</b> Public places such as bus shelters, bus interiors, outdoor bulletins, etc.</p>

**Table 2. Changes to Attachment C-2, Nonsmoker Follow-up Survey**

Question #	Currently Approved	Type of Change	Revised
<b>E20</b>	<p><b>E20.</b> Have you seen the following logo? Rationale: Ad awareness. Source: FL Online Adult Longitudinal Media Survey.</p> <p>[PN: DISPLAY TIPS CAMPAIGN LOGO]</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>	Deletion	
<b>E19a</b>	N/A	Addition	<p><b>E19a.</b> Have you heard of the Website <a href="http://www.cdc.gov/tobacco/campaign/tips?">www.cdc.gov/tobacco/campaign/tips?</a></p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>
<b>E19b</b>	N/A	Addition	<p><b>F18b.</b> Have you visited <a href="http://www.cdc.gov/tobacco/campaign/tips">www.cdc.gov/tobacco/campaign/tips</a> in the past 3 months?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>
<b>E38</b>	N/A	Addition	<p>Next, you will see some advertisements that have recently appeared in magazines, on websites, and on signs in areas such as bus shelters, bus interiors, and other public places. There are 3 sets of images to view, followed by a few questions about whether you have seen these ads before. When you are ready to view them, please click “Next.”</p> <p><b><u>SHOW IMAGE #1</u></b></p> <p>Please click “Next” to view the next set of images.</p>

			<p><b><u>SHOW IMAGE #2</u></b></p> <p>Please click “Next” to view the next set of images.</p> <p><b><u>SHOW IMAGE #3</u></b></p> <p><b>E38.</b> In the past 3 months, have you seen any of these ads in magazines, on Websites, or in public places outside your home?</p> <p>1. Yes 2. No</p>
<b>E39</b>	N/A	Addition	<p><b>E39.</b> Where did you see these advertisements?</p> <p>1. <u>Yes</u> 2. <u>No</u></p> <p><b>E39_1.</b> Magazines or print publications  <b>E39_2.</b> Websites online  <b>E39_3.</b> Public places such as bus shelters, bus interiors, outdoor bulletins, etc.</p>

**Effect of Proposed Change on Burden Estimate**

None. While the proposed change will add, on net, 3 questions to the smoker and nonsmoker follow-up surveys, we believe there will be no appreciable impact on the current burden estimate.

**Effect of Proposed Changes on Currently Approved Instruments and Attachments**

Replace current version of Attachment C-2, “Smoker Follow-Up Questionnaire\_1-6-12” with new version revised 4-17-12. Replace current version of Attachment D-2, “Nonsmoker Follow-Up Questionnaire\_1-6-12” with new version revised 4-17-12. Please refer to the revised instruments attached to this request.