

PDO Prevention Campaign Survey Screen Shots

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OMB No. 0920-0572
Expiration Date: 03/31/2018

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The results of this survey will help us learn about people's response to the Centers for Disease Control and Prevention's (CDC), Prescription Drug Overdose (PDO) campaign messages and materials. You will complete all or some of the survey depending on if you have seen or heard messages from the CDC about prescription opioids. The survey should take no longer than 20 minutes to complete. It is your choice to answer the questions, and you can stop at any time. All respondents who complete and submit the entire survey, will be credited with points.

1. May we ask you some questions to see if you are a good match to take this survey?

- Yes
 No

Click the "continue" button below to begin.

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5%

2. Are you currently between the ages of 25 and 54 years?

- Yes
- No

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8%

3. In what zip code do you currently live?

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10%

4. What sex were you assigned at birth, on your original birth certificate?

- Male
- Female

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5. How do you describe your gender identity?

- Male
- Female
- Male-to-female transgender (MTF)
- Female-to-male transgender (FTM)
- Other gender identity (specify)

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6. Are you Hispanic or Latino?

(Please select only one)

- Yes
- No

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7. Please indicate your race?

(Choose all answers that apply)

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native

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8. In an average month, how often do you...

	Daily	2 -5 Times a Week	Once a Week	2-3 Times a Month	Once a Month	Less than Once a Month	Never	Prefer not to answer
Watch videos on the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Pay attention to billboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Listen to the radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Use the internet in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Use the internet to search for information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Other (Please specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					

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23%

Now we have some questions about PDO campaign ads that you may have seen in your community over the past 2 months.

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26%

9. In the past 2 months have you **seen a billboard** with a message from the Centers for Disease Control and Prevention (CDC) about prescription opioids?

- Yes
- No
- I don't know

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28%

10. In the past 2 months have you heard a **radio ad** with a message from CDC about prescription opioids?

- Yes
- No
- I don't know

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11. In the past 2 months have you seen any **online/digital media on the Internet** with a message from CDC about prescription opioids?

- Yes
- No
- I don't know

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12. Have you seen an **online banner ad** (e.g., an online ad linking to a CDC website) with a message from CDC about prescription opioids in the past 2 months?

- Yes
- No
- I don't know

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13. Have you seen a **short online video public service announcement (PSA)** with a message from CDC about prescription opioids in the past 2 months?

- Yes
- No
- I don't know

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QUESTIONS FOR RESPONDENTS EXPOSED TO THE PDO CAMPAIGN

33%

14. You said that you have seen or heard an ad with a message from the Centers for Disease Control and Prevention about prescription opioids in the past 2 months. What was the message about prescription opioids in that ad?

- Taking prescription opioids will lead to overdose
- It only takes a little to lose a lot
- Does your family know the risks
- Don't take the risk. Ask for alternatives
- Tell a friend about dangers of using opioids
- I don't know

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33%

15. You said that you have seen or heard a **billboard, radio and/or online, digital media** in the past 2 months with a message from CDC about prescription opioids.

On a scale from 0 to 5, how effective do you think the campaign message “**prescription opioids are addictive and dangerous**” is in:

	0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
Making people more aware of the risks of prescription opioids	<input type="radio"/>						
Improving knowledge that prescription opioids can be addictive and dangerous	<input type="radio"/>						
Helping people understand that using prescription opioids the wrong way can lead to overdose	<input type="radio"/>						

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16. You said that you have seen or heard a **billboard, radio or online/digital media** in the past 2 months with a message from CDC about prescription opioids.

On a scale from 0 to 5, how effective do you think the phrase **“It only takes a little to lose a lot”** is in:

	0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
Making people more aware of the risks of prescription opioids	<input type="radio"/>						
Improving knowledge that prescription opioids can be addictive and dangerous	<input type="radio"/>						
Helping people understand that using prescription opioids the wrong way can lead to overdose	<input type="radio"/>						

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17. Think about the PDO campaign overall and indicate your level of agreement with the following statements about the **messages from CDC about prescription opioids** that you have seen or heard by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Not Applicable (I did not see or hear this part of the PDO campaign)
Reaction Items						
The ads are memorable .	<input type="radio"/>					
The ads were interesting .	<input type="radio"/>					
The ads were believable .	<input type="radio"/>					
Perceived Effectiveness Items						
The ads were worth remembering .	<input type="radio"/>					
The ads grabbed my attention .	<input type="radio"/>					
The ads were powerful .	<input type="radio"/>					
The ads were informative .	<input type="radio"/>					
The ads were meaningful .	<input type="radio"/>					
The ads were convincing .	<input type="radio"/>					

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18. You said you saw a **billboard** with a message from CDC about prescription opioids.

On a scale of 0 to 5, where 0 means 'not effective' and 5 means 'very effective', how effective do you think this **billboard** is for helping improve knowledge and awareness about the risks of prescription opioids?

0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
<input type="radio"/>						

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19. How often have you seen **billboards** with a message from CDC about prescription opioids?

Rarely	Sometimes	Often	Very Often	None of the above	I don't know
<input type="radio"/>					

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20. What do you think was the **purpose of the message** from CDC about prescription opioids displayed on the **billboard**?

Check all that apply.

- Preventing misuse of prescription opioid pain medications
- Improving the way that opioid pain medications are prescribed
- Providing treatment for prescription opioid pain medication addiction
- Preventing deaths from prescription opioid pain medication overdoses
- None of the above
- I don't know

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21. Did seeing the **billboard** from CDC motivate you to search for more information about prescription opioids (e.g., on the CDC website)

Yes	No	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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22. **BILLBOARDS POST** - Think about the messages on the **billboard** you saw and indicate your level of agreement **NOW** with each of the following statements about the billboard as 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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23. **BILLBOARDS PRE** - Think back to **BEFORE** you saw a billboard with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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24. You said you heard a **radio ad** from CDC about prescription opioids.

On a scale of 0 to 5, where 0 means 'not effective' and 5 means 'very effective', how effective do you think the **radio ad** is in helping improve knowledge and awareness about the risks of prescription opioids?

0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
<input type="radio"/>						

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25. How often have you heard **radio ads** with a message from CDC about prescription opioids?

Rarely	Sometimes	Often	Very Often	None of the above	I don't know
<input type="radio"/>					

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26. What do you think was the purpose of the **radio ads** with the message from CDC about prescription opioids?

Check all that apply.

- Preventing misuse of prescription opioid pain medications
- Improving the way that opioid pain medications are prescribed
- Providing treatment for prescription opioid pain medication addiction
- Preventing deaths from prescription opioid pain medication overdoses
- None of the above
- I don't know

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27. Did hearing the **radio ads** from CDC motivate you to search for more information about prescription opioids? (e.g., on the CDC website)

Yes	No	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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28. **RADIO POST** - Think about the message on the **radio ad** that you heard and indicate your level of agreement **NOW** with each of the following statements as '**strongly disagree**', '**somewhat disagree**', '**neutral**', '**somewhat agree**' or '**strongly agree**'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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29. **RADIO PRE** - Think back to **BEFORE** you heard a **radio ad** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as **'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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30. You said you saw an **online banner ad** from CDC about prescription opioids.

On a scale of 0 to 5, where 0 means 'not effective' and 5 means 'very effective', how effective do you think the **online banner ad** is in helping improve knowledge and awareness about the risks of prescription opioids?

0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
<input type="radio"/>						

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31. How often have you seen **online banner ads** with a message from CDC about prescription opioids?

Rarely	Sometimes	Often	Very Often	None of the above	I don't know
<input type="radio"/>					

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32. What do you think was the purpose of the **online banner ads** with the message from CDC about prescription opioids?

Check all that apply.

- Preventing misuse of prescription opioid pain medications
- Improving the way that opioid pain medications are prescribed
- Providing treatment for prescription opioid pain medication addiction
- Preventing deaths from prescription opioid pain medication overdoses
- None of the above
- I don't know

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33. Did seeing the **online banner ads** from CDC motivate you to search for more information about prescription opioids? (e.g., on the CDC website)

Yes	No	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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34. **BANNERS POST** - Think about the message on the **online banner ad** that you saw and indicate your level of agreement **NOW** with each of the following statements about the **online banner ad** as '**strongly disagree**', '**somewhat disagree**', '**neutral**', '**somewhat agree**' or '**strongly agree**'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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35. **BANNERS PRE** – Think back to **BEFORE** you saw an **online banner ad** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as ‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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36. You said you saw a **short online video** from CDC about prescription opioids.

On a scale of 0 to 5, where 0 means ‘not effective’ and 5 means ‘very effective’, how effective do you think the **short online video** is in helping improve knowledge and awareness about the risks of prescription opioids?

0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
<input type="radio"/>						

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37. How often have you seen **short online videos** with a message from CDC about prescription opioids?

Rarely	Sometimes	Often	Very Often	None of the above	I don't know
<input type="radio"/>					

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38. What do you think was the purpose of the **short online videos** with the message from CDC about prescription opioids?

check all that apply

- Preventing misuse of prescription opioid pain medications
- Improving the way that opioid pain medications are prescribed
- Providing treatment for prescription opioid pain medication addiction
- Preventing deaths from prescription opioid pain medication overdoses
- None of the above
- I don't know

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39. Did seeing the **short online videos** from CDC motivate you to search for more information about prescription opioids? (e.g., on the CDC website)?

Yes	No	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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40. **VIDEOS POST** - Think about message in the **short online video** that you saw and indicate your level of agreement **NOW** with each of the following statements about the **short online video** as 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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41. **VIDEOS PRE** – Think back to **BEFORE** you saw a **short online video** with a message from CDC about prescription opioids. Please indicate your level of agreement **THEN** with each of the following statements as 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are risks to taking prescription opioids	<input type="radio"/>				
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				

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42. On a scale from 0 to 5 how effective do you think the following types of **video storylines** are?

VIDEO ADS

	0 Not effective	1	2	3	4	5 Very effective	Prefer not to answer
Personal story from a recovered prescription opioid addict	<input type="radio"/>	<input type="radio"/>					
Personal story from a mother who lost a son to prescription drug overdose	<input type="radio"/>	<input type="radio"/>					
Personal story from a sister who lost her older brother to prescription drug overdose	<input type="radio"/>	<input type="radio"/>					
Personal story from an adult son who lost his father to prescription drug overdose	<input type="radio"/>	<input type="radio"/>					

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QUESTIONS FOR RESPONDENTS UNEXPOSED TO THE PDO CAMPAIGN

60%

The following are a series of messages about prescription opioids. To get your opinions about these messages, please indicate your agreement or disagreement with each of the statements.

43. Please indicate your level of agreement with the following statements by marking ‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Awareness about prescription opioids (in general)					
There are risks to taking prescription opioids	<input type="radio"/>				
Awareness of the risks of using prescription opioids					
Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression	<input type="radio"/>				
Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation	<input type="radio"/>				
Taking too many prescription opioids can lead to addiction, overdose or death	<input type="radio"/>				
Mixing prescription opioids with benzodiazepines can lead to overdose and death	<input type="radio"/>				
Awareness about opioid pain medications in the US and community					
I am aware of prescription drug overdose in the United States	<input type="radio"/>				
I am aware of prescription drug overdose in my community	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in the United States	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in my community	<input type="radio"/>				
There are non-opioid alternatives to prescription opioids for pain	<input type="radio"/>				

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44. Please indicate your level of agreement with the following statements by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Knowledge of prescription opioids (in general)					
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				
Knowledge of risk factors related to using prescription opioids					
Getting <i>overlapping prescriptions</i> from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Taking <i>high daily dosages</i> of prescription pain relievers can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Having <i>mental illness</i> or <i>history of alcohol/substance misuse</i> can make a person vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Living in <i>rural areas</i> and <i>having a low income</i> can make people vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Knowledge of mitigating risks related to misuse of prescription opioids					
Prescribed opioids should only be used as instructed by one's doctor	<input type="radio"/>				
People should talk with their doctor about all side effects and concerns before taking prescribed opioids	<input type="radio"/>				
People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor	<input type="radio"/>				
People should avoid alcohol when using prescription opioids	<input type="radio"/>				
Knowledge about handling prescription opioids to avoid misuse					
Prescription opioids should be stored in a safe place and out of reach of others	<input type="radio"/>				
People should avoid selling or sharing prescription opioids	<input type="radio"/>				
People should never use another person's prescription opioids	<input type="radio"/>				
Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids	<input type="radio"/>				
Knowledge about PDO in the United States					
As many as 78 Americans die every day from an opioid overdose.	<input type="radio"/>				
In 2014, nearly two million Americans either misused or were dependent on prescription opioids	<input type="radio"/>				

45. Please indicate your level of agreement with the following statements by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Attitudes toward prescription opioids use and addiction (in general)					
Prescription opioids can help with some types of pain in the short term	<input type="radio"/>				
Prescription opioids are necessary to deal with extreme pain	<input type="radio"/>				
It is OK for people to take prescription opioids if directed by their doctor	<input type="radio"/>				
Anyone can become addicted to prescription opioids	<input type="radio"/>				
People with addictive personalities are more likely to become addicted to prescription opioids	<input type="radio"/>				
Attitudes toward taking prescription opioids not as prescribed (misusing opioids)					
It is OK to take more prescription opioids than prescribed for severe pain	<input type="radio"/>				
It is OK to share prescription opioids with friends or family members	<input type="radio"/>				
It is OK to take prescription opioids for fun because they are safer than illegal drugs	<input type="radio"/>				
Taking prescription opioids that are not prescribed to you should be illegal	<input type="radio"/>				
People who misuse prescription opioids deserve to be addicted	<input type="radio"/>				
Attitudes about prescription opioids misuse in the US and community					
Prescription opioid misuse is a big problem in the U.S.	<input type="radio"/>				
Prescription opioid misuse is a big problem in my community	<input type="radio"/>				
Misusing prescription opioids can lead to problems at home and/or work	<input type="radio"/>				

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46. Please indicate your level of agreement with the following statements by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Intentions related to prescription opioids (in general)					
I plan to seek more information about prescription opioid USE	<input type="radio"/>				
I plan to talk to with friends and family about the risks of using prescription opioids	<input type="radio"/>				
I plan to talk to my doctor about the risks of using prescription opioids	<input type="radio"/>				
I plan to ask my doctor for alternatives to prescription opioids if needed	<input type="radio"/>				
I plan to avoid prescription opioids recreationally and/or medically	<input type="radio"/>				

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QUESTIONS FOR RESPONDENTS EXPOSED TO THE PDO CAMPAIGN

69%

The following are a series of messages about prescription opioids. To get your opinions about these messages, please indicate your agreement or disagreement with each of the statements.

47. **NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **‘strongly disagree’, ‘somewhat disagree’, ‘neutral’, ‘somewhat agree’ or ‘strongly agree’.**

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Awareness about prescription opioids (in general)					
There are risks to taking prescription opioids	<input type="radio"/>				
Awareness of the risks of using prescription opioids					
Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression	<input type="radio"/>				
Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation	<input type="radio"/>				
Taking too many prescription opioids can lead to addiction, overdose or death	<input type="radio"/>				
Mixing prescription opioids with benzodiazepines can lead to overdose and death	<input type="radio"/>				
Awareness about opioid pain medications in the US and community					
I am aware of prescription drug overdose in the United States	<input type="radio"/>				
I am aware of prescription drug overdose in my community	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in the United States	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in my community	<input type="radio"/>				
There are non-opioid alternatives to prescription opioids for pain	<input type="radio"/>				

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48. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement **with the following statements** by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Awareness about prescription opioids (in general)					
There are risks to taking prescription opioids	<input type="radio"/>				
Awareness of the risks of using prescription opioids					
Using prescription opioids can lead to nausea, vomiting, dry mouth, sleepiness, dizziness, confusion and depression	<input type="radio"/>				
Using prescription opioids can lead to needing to take more of the medication for the same pain relief, and increased sensitivity to pain and constipation	<input type="radio"/>				
Taking too many prescription opioids can lead to addiction, overdose or death	<input type="radio"/>				
Mixing prescription opioids with benzodiazepines can lead to overdose and death	<input type="radio"/>				
Awareness about opioid pain medications in the US and community					
I am aware of prescription drug overdose in the United States	<input type="radio"/>				
I am aware of prescription drug overdose in my community	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in the United States	<input type="radio"/>				
Prescription opioid overdoses are a <i>problem</i> in my community	<input type="radio"/>				
There are non-opioid alternatives to prescription opioids for pain	<input type="radio"/>				

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49. Which parts of the PDO campaign have had the greatest impact on your awareness of:

(Check all that apply only for campaign components that you were exposed to)

	Billboard ads	Radio ads	Online banner ads	Short online video ads	CDC Website (http://www.cdc.gov/drugoverdose/)	Unknown
The risks of prescription opioid use	<input type="checkbox"/>	<input type="checkbox"/>				
Prescription opioids as highly addictive, inherently dangerous	<input type="checkbox"/>	<input type="checkbox"/>				
That misuse can lead to overdose	<input type="checkbox"/>	<input type="checkbox"/>				

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50. **NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement using with the following statements by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Knowledge of prescription opioids (in general)					
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				
Knowledge of risk factors related to using prescription opioids					
Getting <i>overlapping prescriptions</i> from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Taking <i>high daily dosages</i> of prescription pain relievers can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Having <i>mental illness or history of alcohol/substance misuse</i> can make a person vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Living in <i>rural areas</i> and <i>having a low income</i> can make people vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Knowledge of mitigating risks related to misuse of prescription opioids					
>Prescribed opioids should only be used as instructed by one's doctor	<input type="radio"/>				
People should talk with their doctor about all side effects and concerns before taking prescribed opioids	<input type="radio"/>				
People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor	<input type="radio"/>				
People should avoid alcohol when using prescription opioids	<input type="radio"/>				
Knowledge about handling prescription opioids to avoid misuse					
Prescription opioids should be stored in a safe place and out of reach of others	<input type="radio"/>				
People should avoid selling or sharing prescription opioids	<input type="radio"/>				
People should never use another person's prescription opioids	<input type="radio"/>				
Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids	<input type="radio"/>				
Knowledge about PDO in the United States					
As many as 78 Americans die every day from an opioid overdose.	<input type="radio"/>				
In 2014, nearly two million Americans either misused or were dependent on prescription opioids	<input type="radio"/>				

51. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking 'strongly disagree', 'somewhat disagree', 'neutral', 'somewhat agree' or 'strongly agree'.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Knowledge of prescription opioids (in general)					
Prescription opioids can be highly addictive and dangerous	<input type="radio"/>				
Using prescription opioids the wrong way can lead to addiction and/or overdose	<input type="radio"/>				
Knowledge of risk factors related to using prescription opioids					
Getting overlapping prescriptions from multiple providers and pharmacies can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Taking high daily dosages of prescription pain relievers can make a person vulnerable to opioid misuse and overdose	<input type="radio"/>				
Having mental illness or history of alcohol/substance misuse can make a person vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Living in rural areas and having a low income can make people vulnerable to prescription opioid misuse and overdose	<input type="radio"/>				
Knowledge of mitigating risks related to misuse of prescription opioids					
Prescribed opioids should only be used as instructed by one's doctor	<input type="radio"/>				
People should talk with their doctor about all side effects and concerns before taking prescribed opioids	<input type="radio"/>				
People who are prescribed opioids, should avoid benzodiazepines (such as Xanax and Valium), muscle relaxants (such as Soma or Flexeril), and hypnotics (such as Ambien or Lunesta), unless advised otherwise by their doctor	<input type="radio"/>				
People should avoid alcohol when using prescription opioids	<input type="radio"/>				
Knowledge about handling prescription opioids to avoid misuse					
Prescription opioids should be stored in a safe place and out of reach of others	<input type="radio"/>				
People should avoid selling or sharing prescription opioids	<input type="radio"/>				
People should never use another person's prescription opioids	<input type="radio"/>				
Community drug take-back program or pharmacies can help safely dispose of unused prescription opioids	<input type="radio"/>				
Knowledge about PDO in the United States					
As many as 78 Americans die every day from an opioid overdose.	<input type="radio"/>				
In 2014, nearly two million Americans either misused or were dependent on prescription opioids	<input type="radio"/>				

52. Which parts of the PDO campaign have had the greatest impact on your knowledge of:

(Check all that apply only for campaign components that you were exposed to)

	Billboard ads	Radio ads	Online banner ads	Short online video ads	CDC Website (http://www.cdc.gov/drugoverdose/)	Unknown
The risks of prescription opioid use	<input type="checkbox"/>	<input type="checkbox"/>				
Prescription opioids as highly addictive, inherently dangerous	<input type="checkbox"/>	<input type="checkbox"/>				
That misuse can lead to overdose	<input type="checkbox"/>	<input type="checkbox"/>				

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53. **NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **'strongly disagree'**, **'somewhat disagree'**, **'neutral'**, **'somewhat agree'**, or **'strongly agree'**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Attitudes toward prescription opioids use and addiction (in general)					
Prescription opioids can help with some types of pain in the short term	<input type="radio"/>				
Prescription opioids are necessary to deal with extreme pain	<input type="radio"/>				
It is OK for people to take prescription opioids if directed by their doctor	<input type="radio"/>				
Anyone can become addicted to prescription opioids	<input type="radio"/>				
People with addictive personalities are more likely to become addicted to prescription opioids	<input type="radio"/>				
Attitudes toward taking prescription opioids not as prescribed (misusing opioids)					
It is OK to take more prescription opioids than prescribed for severe pain	<input type="radio"/>				
It is OK to share prescription opioids with friends or family members	<input type="radio"/>				
It is OK to take prescription opioids for fun because they are safer than illegal drugs	<input type="radio"/>				
Taking prescription opioids that are not prescribed to you should be illegal	<input type="radio"/>				
People who misuse prescription opioids deserve to be addicted	<input type="radio"/>				
Attitudes about prescription opioids misuse in the US and community					
>Prescription opioid <i>misuse</i> is a <i>big problem</i> in the U.S.	<input type="radio"/>				
Prescription opioid <i>misuse</i> is a <i>big problem</i> in my community	<input type="radio"/>				
<i>Misusing</i> prescription opioids can lead to problems at home and/or work	<input type="radio"/>				

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54. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking **'strongly disagree'**, **'somewhat disagree'**, **'neutral'**, **'somewhat agree'**, or **'strongly agree'**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Attitudes toward prescription opioids use and addiction (in general)					
Prescription opioids can help with some types of pain in the short term	<input type="radio"/>				
Prescription opioids are necessary to deal with extreme pain	<input type="radio"/>				
It is OK for people to take prescription opioids if directed by their doctor	<input type="radio"/>				
Anyone can become addicted to prescription opioids	<input type="radio"/>				
People with addictive personalities are more likely to become addicted to prescription opioids	<input type="radio"/>				
Attitudes toward taking prescription opioids not as prescribed (misusing opioids)					
It is OK to take more prescription opioids than prescribed for severe pain	<input type="radio"/>				
It is OK to share prescription opioids with friends or family members	<input type="radio"/>				
It is OK to take prescription opioids for fun because they are safer than illegal drugs	<input type="radio"/>				
Taking prescription opioids that are not prescribed to you should be illegal	<input type="radio"/>				
People who misuse prescription opioids deserve to be addicted	<input type="radio"/>				
Attitudes about prescription opioids misuse in the US and community					
Prescription opioid <i>misuse</i> is a <i>big problem</i> in the U.S.	<input type="radio"/>				
Prescription opioid <i>misuse</i> is a <i>big problem</i> in my community	<input type="radio"/>				
<i>Misusing</i> prescription opioids can lead to problems at home and/or work	<input type="radio"/>				

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55. Which parts of the PDO campaign have had the greatest impact on your attitudes about:

(Check all that apply only for campaign components that you were exposed to)

	Billboard ads	Radio ads	Online banner ads	Short online video ads	CDC Website (http://www.cdc.gov/drugoverdose/)	Unknown
The risks of prescription opioid use	<input type="checkbox"/>	<input type="checkbox"/>				
Prescription opioids as highly addictive, inherently dangerous	<input type="checkbox"/>	<input type="checkbox"/>				
That misuse can lead to overdose	<input type="checkbox"/>	<input type="checkbox"/>				

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56. **NOW**, after you saw or heard a message from CDC about prescription opioids, to what extent do you agree with the following statements? Please indicate your level of agreement by marking **'strongly disagree'**, **'somewhat disagree'**, **'neutral'**, **'somewhat agree'**, or **'strongly agree'**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Intentions related to prescription opioids (in general)					
I plan to seek more information about prescription opioid USE	<input type="radio"/>				
I plan to talk to with friends and family about the risks of using prescription opioids	<input type="radio"/>				
I plan to talk to my doctor about the risks of using prescription opioids	<input type="radio"/>				
I plan to ask my doctor for alternatives to prescription opioids if needed	<input type="radio"/>				
I plan to avoid prescription opioids recreationally and/or medically	<input type="radio"/>				

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57. **BEFORE** you saw or heard a message from CDC about prescription opioids, to what extent would you have agreed with the following statements? Please indicate your level of agreement by marking **'strongly disagree'**, **'somewhat disagree'**, **'neutral'**, **'somewhat agree'**, or **'strongly agree'**.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Intentions related to prescription opioids (in general)					
I plan to seek more information about prescription opioid USE	<input type="radio"/>				
I plan to talk to with friends and family about the risks of using prescription opioids	<input type="radio"/>				
I plan to talk to my doctor about the risks of using prescription opioids	<input type="radio"/>				
I plan to ask my doctor for alternatives to prescription opioids if needed	<input type="radio"/>				
I plan to avoid prescription opioids recreationally and/or medically	<input type="radio"/>				

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58. Which parts of the PDO campaign have had the greatest impact on your intentions to talk to your doctor about:

(Check all that apply only for campaign components that you were exposed to)

	Billboard ads	Radio ads	Online banner ads	Short online video ads	CDC Website (http://www.cdc.gov/drugoverdose/)	Unknown
The risks of prescription opioid use	<input type="checkbox"/>	<input type="checkbox"/>				
Prescription opioids as highly addictive, inherently dangerous	<input type="checkbox"/>	<input type="checkbox"/>				
That misuse can lead to overdose	<input type="checkbox"/>	<input type="checkbox"/>				

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59. What is the highest **grade of school you have completed**, or the highest degree you have received?

- No schooling completed, or less than 1 year
- Grade school completed (grades 1-8)
- High school attended (grades 9-12, no degree)
- High school graduate (or equivalent)
- Some college (1-4 years, no degree)
- Associate's degree (including occupational or academic degrees)
- Bachelor's degree (BA, BS, AS, etc.)
- Master's degree (MA, MS, MSW, etc.)
- Medical degree (MD, DDS, etc.)
- Doctorate degree (PhD, EdD, etc.)

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60. What was your total household **income** before taxes during the past 12 months?

(Please select only one)

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to say.

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Thank you for completing this survey - your answers to this survey will be kept private and secure to the extent permitted by law.

To show appreciation for your participation you will receive "points" to redeem for a gift.

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