# Attachment 7

Data collection instrument: Child Questionnaire – Pretest MDF

OMB Control Number: 0925-XXXX Expiration Date: 09/13/2014

Public reporting burden for this collection of information is estimated to average 50 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-XXXX). Do not return the completed form to this address.

#### Introduction to the questionnaire

Thank you for agreeing to complete this questionnaire.

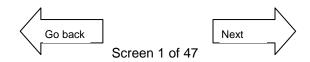
Instead of using your name on this questionnaire, you will use a secret number. Because you are using a number instead of your name, your answers will be PRIVATE to the extent permitted by law. Do not worry about your parents, teachers, or anyone else finding out what you said. We don't need names on the questionnaires because we're only interested in how most people your age feel as a group, not any one person's answers.

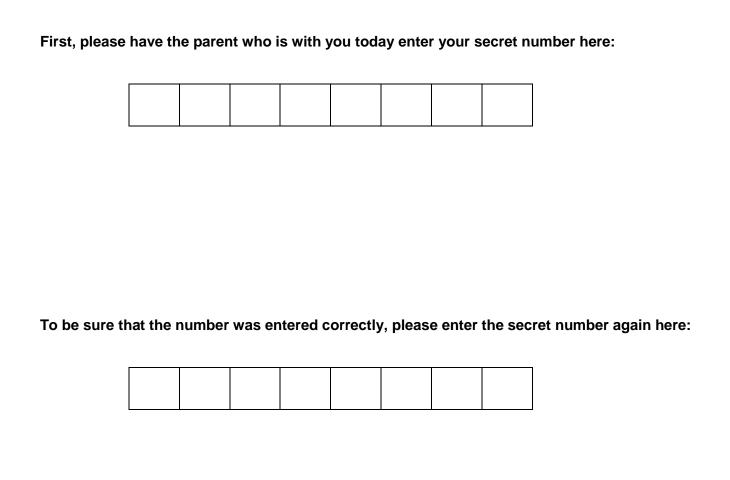
Be sure to answer ALL of the questions honestly and carefully. If you are unsure of an answer, please give your best guess. However, if you are uncomfortable answering a particular question, you may skip it. THIS QUESTIONNAIRE IS NOT A TEST. You will not be graded and there are no right or wrong answers.

If at any time during this questionnaire you would like to quit, then please then please click on the link in the corner of your screen that says "Exit This Questionnaire" in order to exit the questionnaire.

Please ask a project staff member if you have questions while completing this questionnaire.

#### Thanks again for your help!





Now we want to know a little bit about your background. Click on the bubble to select your answer.

#### 1. How old are you?

7 years old	8 years old	9 years old	10 years old	11 years old	12 years old
O	O	0	O	0	0

2. What grade are you in? If you are in between grades, what grade will you be in next school year?

3 <sup>rd</sup> Grade	4 <sup>th</sup> Grade	5 <sup>th</sup> Grade
0	0	0

3. What grades did you get on your last report card?

Mostly As	Mostly Bs	Mostly Cs	Mostly Ds	Mostly Fs
0	Ο	0	0	0

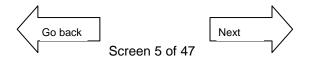
Now, we would like to ask you some questions about some conversations you may have had, and behaviors that some people do.

4. In general, how often has the parent who is with you today talked with you about alcohol use?

Never	Rarely	Sometimes	Often	Extremely often
0	0	0	0	0

## 5. How often would you say that the parent who is with you today has done the following specific things?

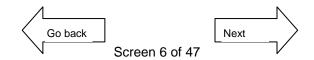
The parent who is with me today:	Never	Once	A few times	A lot of times
Has lectured me or given me a speech about drinking alcohol	0	0	0	0
Has warned me about the dangers of drinking alcohol	0	0	0	О
Has talked to me about how to handle offers of alcoholic drinks	0	0	0	0
Has given me rules to obey about drinking alcohol	0	0	0	0
Will make a comment to me about how drinking alcohol is bad if a character on TV is drinking or drunk	0	0	0	0
Tells me stories of people who drank alcohol or have been drunk	0	0	0	0



The parent who is with me today:	Never	Once	A few times	A lot of times
Tells me he or she would be disappointed in me if I drink alcohol	0	0	0	0
Shows me information on the web,  TV, or in the news about the dangers  of drinking alcohol	0	0	0	0
Asks about my thoughts and opinions about drinking alcohol	0	0	0	0

6. In general, how often has the parent who is with you today talked with you about tobacco use (cigarettes, chewing tobacco, or other forms of tobacco)?

Never	Rarely	Sometimes	Often	Extremely often
O	0	0	0	0



## 7. How often would you say that the parent who is with you today has done the following specific things?

The parent who is with me today:	Never	Once	A few times	A lot of times
Has lectured me or given me a speech about tobacco use	0	Ο	0	0
Has warned me about the dangers of tobacco use	0	0	0	0
Has talked to me about how to handle offers of tobacco products	0	0	0	0
Has given me rules to obey about tobacco use	0	0	0	0
Will make a comment to me about how tobacco use is bad if a character on TV is smoking or using other forms of tobacco	0	0	O	0
Tells me stories of people who smoke or use other forms of tobacco	0	0	0	0

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The parent who is with me today:	Never	Once	A few times	A lot of times
Tells me he or she would be disappointed in me if I smoked cigarettes or used other forms of tobacco	0	0	0	O
Shows me information on the web, TV, or in the news about the dangers of using tobacco products	0	0	0	O
Asks about my thoughts and opinions about smoking or using other forms of tobacco	О	0	O	О

# 8. How much do you agree with the following statements?

	Disagree a lot	Disagree	Neither agree nor disagree	Agree	Agree a lot
The parent with me today listens to my point of view	0	0	O	O	Ο
The parent with me today says it's important to get my ideas across even if others don't like it	0	0	O	O	O
The parent with me today asks for my opinion when our family is discussing something.	0	0	O	0	O

The next few questions ask you to think about what you might or might not do in the future.

## 9. Before you are 21 years old, do you think you will:

	I definitely will	l probably will	l probably will not	l definitely will not
Drink beer, wine, or liquor (more than just a few sips)?	0	0	0	Ο
Get drunk or drink a lot of alcohol at one time?	0	0	0	0

## 10. <u>Before you are 18 years old</u>, do you think you will:

	I definitely	I	I	I
	will	probably	probably	definitely
		will	will not	will not
Smoke cigarettes?	0	0	0	0
Use smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	0	O	0	O
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# 11. <u>During the next year</u>, do you think you will:

	I definitely will	l probably will	probably will not	l definitely will not
Drink beer, wine, or liquor (more than just a few sips)?	0	0	0	0
Get drunk or drink a lot of alcohol at one time?	0	0	0	0
Smoke cigarettes?	0	0	Ο	Ο
Use smokeless tobacco? (chewing tobacco, snuff, or dip)	0	0	0	0

Here are some questions about things that could happen to kids.

12. Suppose you were with a group of kids and there were some cigarettes you could have if you wanted. How willing would you be to do the following things?

How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Take one puff?	Ο	0	Ο	Ο
Smoke a whole cigarette?	0	0	0	0
Take some cigarettes to try later?	0	0	0	0



13. Suppose you were with a group of kids and there was alcohol you could have if you wanted. How willing would you be to do the following things?

How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Take a sip?	0	0	0	0
Drink the whole drink?	0	0	0	0
Take some alcohol home to try later?	0	0	0	0

14. Suppose you were with a group of kids and there was chewing tobacco or dip you could have if you wanted. How willing would you be to do the following things?

How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Use the smokeless tobacco (chewing tobacco, snuff, or dip)?	0	0	0	0

# 15. Now we are going to ask you about some behaviors.

During the past 30 days, how often did you	days	1-2 days	3-5 days	6-9 days	10- 19 days	20- 29 days	All 30 days
Drink alcohol (more than just a sip)?	0	0	0	0	0	0	0
Smoke cigarettes?	0	0	0	0	0	0	0
Use smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	0	0	0	0	0	0	0
Drink an energy drink (like Red Bull, Monster, or Rock Star), which are drinks with high amounts of caffeine? This does not include sports drinks (like Gatorade) or vitamin waters.	O	0	0	0	0	0	0

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# 16. [If yes to cigarettes] How much do you usually smoke per day?

Less than 1 cigarette per day	Ο
1-5 cigarettes per day	0
About ½ a pack per day	0
1 pack per day	0
More than 1 pack per day	O

## 17. [If yes to smokeless tobacco] How much do you usually use smokeless tobacco per day?

1-2 times a day	O
3-4 times a day	0
5-6 times a day	0
7-8 times a day	0
9-10 times a day	0
More than 10 times a day	0

# 18. [If yes to energy drinks] How much do you usually drink energy drinks per day?

1 drink	0
2 drinks	0
3 drinks	0
4 drinks	0
5 or more drinks	0

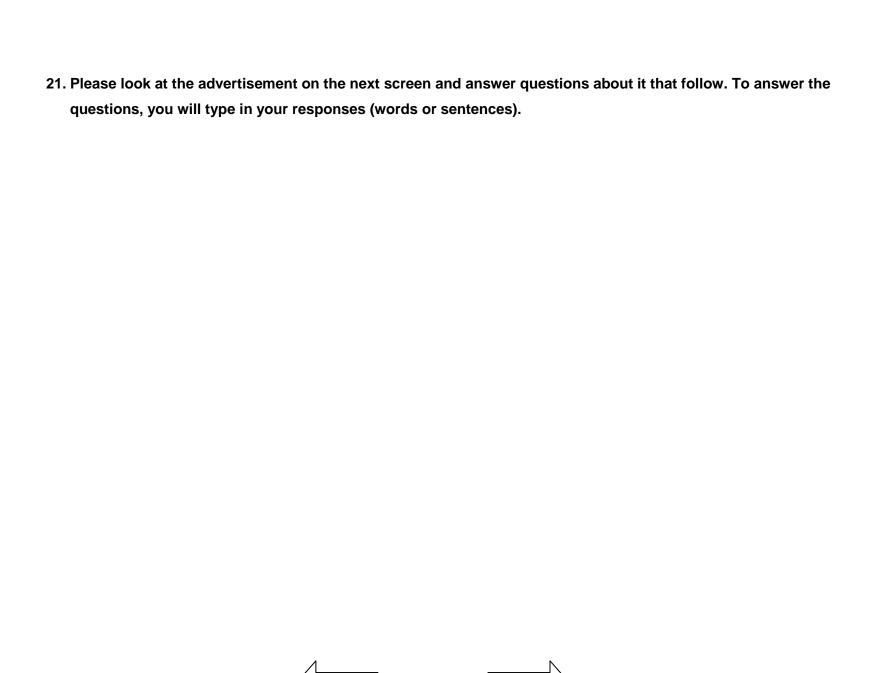
## 19. In your LIFETIME have you ever:

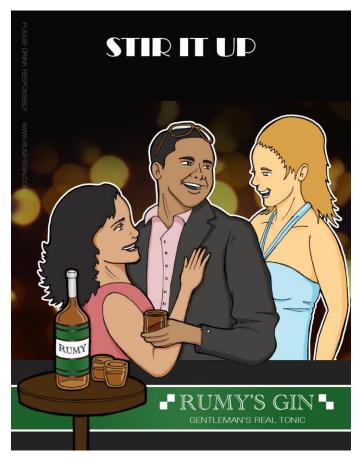
	Yes	No
Had a drink of alcohol (more than just a few sips)?	0	0
Smoked a cigarette?	0	0
Used smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	0	O
Drunk an energy drink (like Red Bull, Monster, or Rock Star), which are drinks with high amounts of caffeine? This does not include sports drinks (like Gatorade) or vitamin waters	0	0

# 20. How much do you agree with the following statements?

How much do you agree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I can resist pressure from friends to use alcohol or tobacco.	0	0	O	Ο	0
I won't feel pressured to use alcohol or tobacco even if my friends are doing it.	0	0	0	0	0
I know what things I can say to refuse alcohol or tobacco.	0	0	0	O	0
I can say no to someone who is pressuring me to use alcohol or tobacco.	0	0	O	O	0
If all my friends were using alcohol or tobacco, I probably would too.	О	О	О	О	О

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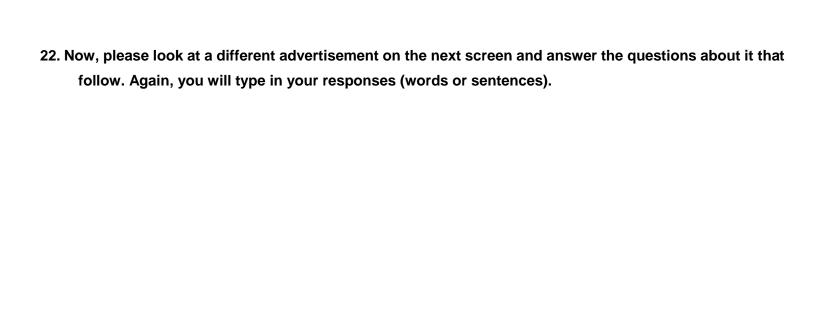
Ad #1

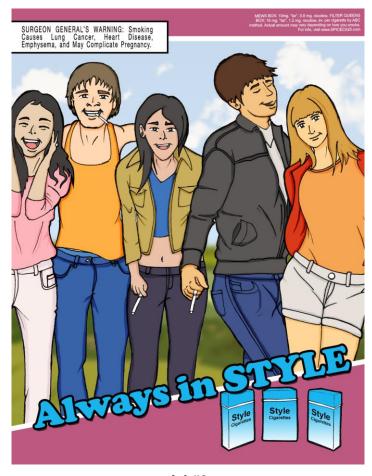


Tell n	ne about this advertisement (Ad #1) in the space below (the more detail the better).
A.	What is being sold in this ad?
В.	. What type of person do you think would like this ad (male or female, kid or adult)? Explain your answer.
C.	. What is the purpose of this ad?

D. What did the people who ma	de this ad do to make p	eople stop and look at this	ad?
E.What do they want you to thin	k about this product? F	inish this sentence: If I get	this product, then
F.Is there anything this ad is no using it? Explain your ans		roduct that you would nee	d to know before buying or
	<b>/</b>		
	Go back	Next	

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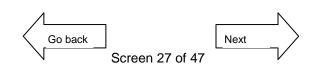




Ad #2



Tell me about this advertisement (Ad #2) in the space below (the more detail the better).	
A. What is being sold in this ad?	
B. What type of person do you think would like this ad (male or female, kid or adult)? Explain your answe	∍r.
C. What is the purpose of this ad?	



D. What did the people who made this ad do to make people stop and look at this ad?	•
E.What do they want you to think about this product? Finish this sentence: If I get this	s product, then
F.Is there anything this ad is not telling you about the product that you would need to using it? Explain your answer.	know before buying or
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## The next question is about advertising in general.

## 23. How much do you agree with the following statements?

How much do you agree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Advertisers want you to buy the product even if it isn't good for you to have.	Ο	Ο	O	O	O
Advertisers care more about making money than about what is good for you.	0	0	0	0	O
Advertising doesn't change the way I think.	0	0	Ο	Ο	О

Now we are going to ask you some questions about advertisements for alcohol and tobacco products.

#### 24. How much do you agree that people in ALCOHOL advertisements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Do things that most people who drink alcohol do.	0	0	O	0	О
Look like most people who drink alcohol.	0	0	O	0	0
Act like most people act when they drink alcohol.	Ο	0	O	0	0

# 25. How much do you agree that people in TOBACCO advertisements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Do things that most people who use tobacco do.	0	0	0	0	Ο
Look like most people who use tobacco.	Ο	0	Ο	Ο	Ο
Act like most people act when they use tobacco.	0	0	0	0	0

## 26. How much do you agree or disagree with the following statements?

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to do the things that people in alcohol advertisements do.	0	0	Ο	Ο	0
I want to look like the people I see in alcohol advertisements.	0	0	0	0	0
I would like to be like the people I see in alcohol advertisements.	0	0	0	0	0
I want to do the things that people in tobacco advertisements do.	0	0	0	0	0
I want to look like the people I see in tobacco advertisements.	0	0	0	0	0
I would like to be like the people I see in tobacco advertisements.	0	0	0	0	0

Go back \_\_\_

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How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I like the kinds of things that people in alcohol advertisements like.	0	0	O	0	0
People in alcohol advertisements are similar to people in my family.	0	0	O	O	О
I like the kinds of things that people in tobacco advertisements like.	Ο	0	0	O	О
People in tobacco advertisements are similar to people in my family.	0	0	0	O	0
Alcohol ads get my attention.	0	0	О	0	О
The things I see in alcohol ads seem like fun.	0	0	0	0	0

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The people in alcohol ads are attractive.	0	0	O	O	Ο
Tobacco ads get my attention.	0	0	O	O	0
The things I see in tobacco ads seem like fun.	0	0	0	Ο	Ο
The people in tobacco ads are attractive.	0	0	О	O	О

The next few questions ask about alcohol and tobacco.

27. How many of the kids at school or in the neighborhood have tried a drink of alcohol (beer, wine, or hard liquor)?

None	Some	Most	All
Ο	0	0	0

28. Do you have any friends who drink alcohol?

Yes	No
Ο	0

29. How many of the kids at school or in the neighborhood smoke or have tried smoking cigarettes or cigars?

None	Some	Most	All
O	0	0	0

30. Do you have any friends who smoke cigarettes or cigars?

Yes	No
Ο	0

31. How many of the kids at school or in the neighborhood have used smokeless tobacco (chewing tobacco, snuff, or dip)?

None	Some	Most	All
0	0	0	0

32. Do you have any friends who have used smokeless tobacco (chewing tobacco, snuff, or dip)?

Yes	No		
О	O		
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## 33.

How would your best friend act toward you if you	Very friendly	Friendly	Unfriendly	Very unfriendly
Drank alcohol?	0	0	0	0
Smoked cigarettes?	0	0	0	0
Used smokeless tobacco (chewing tobacco, snuff, or dip)?	0	0	0	0

34.

How angry would your parent(s) be if they found out you	Very angry	Angry	Somewhat angry	Not angry at all
Drank alcohol?	0	0	0	Ο
Smoked cigarettes?	Ο	0	Ο	Ο
Used smokeless tobacco (chewing tobacco, snuff, or dip)?	0	0	0	0

# 35. How much do you agree with the following statements:

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to drink alcohol, I would have fun.	0	0	О	O	0
If I were to drink alcohol, I would be invited to more activities or parties.	0	0	0	0	0
If I were to drink alcohol, I would be better at sports.	0	0	0	0	0
If I were to drink alcohol, other kids would think I'm tough.	0	0	0	0	0
If I were to use tobacco, I would have fun.	0	0	0	0	0
If I were to use tobacco, I would be invited to more activities or parties.	0	0	0	0	0
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How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to use tobacco, I would be better at sports.	0	Ο	Ο	O	Ο
If I were to use tobacco, other kids would think I'm tough.	0	0	0	O	0

#### 36. How much do you agree with the following statements:

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to use alcohol, I would feel sick.	0	0	O	O	O
If I were to use alcohol, it would slow me down.	0	0	Ο	Ο	Ο
If I were to use tobacco, I would feel sick.	0	0	0	O	0
If I were to use tobacco, I would have bad breath.	0	0	0	0	0

# THANK YOU FOR COMPLETING THIS QUESTIONNAIRE! CLICK 'NEXT' TO FINISH.

