

## Screenshots

# Appendix E

## Feedback Survey

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The purpose of this survey is to gather your opinions about opioids and your feedback on messages designed to prevent prescription opioid misuse. Your opinions will help inform the development of materials to prevent prescription opioid misuse among young adults in the United States. The survey should take no longer than 25 minutes to complete. This survey is voluntary. You may choose to stop the survey at any time and you do not have to answer every question. However, all respondents who complete and submit the entire survey will be credited with points to redeem for prizes.

**Programmer: Screener should terminate as soon as respondent selects an option that deems him/her ineligible.**

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

Yes

No [INELIGIBLE]

2. How old are you? \_\_ years

Prefer not to answer

**Programmer: If 18-25 years, proceed to Q3.  
If under 18 years or over 25 years or quota already met,  
TERMINATE  
If “prefer not to answer”, TERMINATE**

3. In what state do you currently live? \_ \_ \_ \_ \_

**Programmer: If from eligible state, proceed to Q4.  
If from ineligible state or quota already met, TERMINATE  
If “prefer not to answer”, TERMINATE**

**Programmer: If ELIGIBLE, proceed with survey.**

Thank you for your responses. We have determined that you are a good match for this survey. Please click the forward arrow to begin the survey.

**Programmer: If INELIGIBLE, terminate the survey.**

Thank you for your responses. Unfortunately, you are not a good match for this survey. Thanks again for your willingness to participate.

# HHS Young Adult Prescription Opioids Knowledge, Attitudes, and Beliefs Survey

improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

## KNOWLEDGE

4. Please indicate whether you believe each item is true or false.

	True	False	Don't know
<b>Knowledge</b>			
a. Opioids are used to relieve pain.			
b. Opioids are used to treat mental illnesses like depression or anxiety.			
c. Opioids are used to improve attention and focus.			
d. Opioids are often prescribed following surgery.			
e. Opioids can be bought over the counter.			
f. Opioids are used to help you fall asleep.			

5. For each of the substances listed below, please indicate whether you believe they are opioids, and if you believe that people your age misuse this substance.

	Yes, this is an opioid	Yes, this is misused by people my age	I do not know what this substance is
a. Adderall			
b. Ambien			
c. Bath salts			
d. Claritin			
e. Cocaine			
f. Fentanyl			
g. Heroin			
h. K2/spice			
i. Kratom			
j. Methamphetamine			
k. Molly/Ecstasy			
l. Oxycontin			
m. Percocet			
n. Prozac			
o. Sudafed, Coricidin or DXM cough syrup			
p. Vicodin			
q. Xanax			
r. Zoloft			

**Note: Generally, prescription opioids are prescribed to relieve pain. Prescription opioids are one type of medication that is most commonly used to treat acute pain following surgery or a severe injury or to treat long term chronic pain. Please note**

**that not all prescription medications or medicines to relieve pain are opioids. Medications used for other reasons, like sedatives, anxiety medications or sleeping pills are NOT opioids.**

## Attitudes and Beliefs

6. Please indicate your level of agreement with the following statements on a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
a. Prescription opioids are safe to take because they are prescribed by a doctor.					
b. Prescription opioids are safe to take because they are manufactured by a pharmaceutical company.					
c. There's no risk to continue taking opioids after the pain is gone if a person has a prescription					
d. The benefits of taking prescription opioids outweigh the risks when there is a medical need (for example, after an injury).					
e. There are non-opioid options that can be used to treat pain.					
f. There is a risk of getting addicted anytime someone uses prescription opioids.					
g. There is a risk of dying from an overdose anytime someone uses prescription opioids.					
h. Prescription opioids can be highly addictive and dangerous.					
i. The risk of becoming addicted to prescription opioids is the same as the risk of becoming addicted to heroin.					
j. The risk of overdosing on prescription opioids is the same as the risk of overdosing on heroin.					
k. Prescription opioid misuse is a problem in the United States.					
l. Prescription opioid misuse is a problem in my community.					
m. Prescription opioid addiction is a problem in my community.					

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7. Please select the answer that best matches your understanding of the following statements.

	Very frequently (more than 3 times a week)	Frequently (1-3 times a week)	Occasionally (3 times a month)	Rarely (1-2 times a month)	Never
a. People my age are in social situations where prescription opioids are used for some reason other than what they were prescribed for.					
b. People my age use prescription opioids due to social pressure (for example, to fit in with friends or peers).					
c. People my age use prescription opioids to self-medicate outside of a doctor's care (for example, when they have an injury).					
d. People my age use prescription opioids just to get "high."					
e. People my age use prescription opioids and alcohol at the same time.					
f. People my age use prescription opioids and other drugs at the same time (for example, marijuana, or other recreational drugs).					
g. People my age use opioids exactly as a doctor prescribed.					
h. People my age become addicted to prescription opioids.					
i. People my age use heroin.					
j. People my age begin using heroin after using prescription opioids.					

8. Please indicate your level of agreement with the following statements on a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree.

It is okay when...	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
a. People take opioids without a prescription to get "high" when they are by themselves.					
b. People take prescription opioids at a higher dose or more frequently than prescribed, if there is a medical need (for example, pain from an injury that will not go away).					
c. People take prescription opioids that were not prescribed to them to treat a medical need they have (for example, pain from an					

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It is okay when...	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
injury).					
d. People take prescription opioids that were not prescribed to them when they do not have a medical need for them.					
e. People keep leftover prescription opioids to use later, for themselves, or friends and family.					
f. People share or sell their prescription opioids.					

9. Please indicate your level of agreement with the following statements about misusing prescription opioids (such as taking more than prescribed or taking opioid medications not prescribed to you) on a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree.

When people take prescription opioids for recreational use . . .	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
a. They feel better mentally/emotionally.					
b. They fit in more with their friends and peers.					
c. They are more relaxed in social settings.					
d. They have more fun.					
e. They feel physically sick or experience side effects.					
f. They regret their decision-making.					
g. They may become addicted and be unable to stop using them.					
h. They may suffer long-term/life-long health consequences.					
i. They may overdose.					
j. They may die.					
k. It interferes with their ability to complete school/work tasks.					
l. It interferes with their ability to participate in activities you enjoy.					
m. It interferes with their personal relationships.					

10. What is the most common reason people your age use prescription opioids **for the first time**? Please check one.

- Because they were prescribed to them by a doctor.
- For pain management, even if a doctor didn't prescribe them.
- For fun.
- To fit in with friends or peers.
- Curiosity/experimentation.
- Other: \_\_\_\_\_ [open text]

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11. What is the most common reason people your age **continue to take prescription opioids** more than prescribed or without a prescription? Please check one.

- Because they have a medical need for them, even if a doctor didn't prescribe them.
- For fun.
- Because they don't feel well when they stop taking them.
- To fit in with friends or peers.
- Curiosity/experimentation.
- Because they can't stop on their own.
- Other: \_\_\_\_\_ [open text]

12. What is the most common reason people your age **stop taking prescription opioids**?

- Lack of access to prescription opioids.
- No longer have a medical need for them.
- Can't get them anymore.
- No longer fun.
- Change of friends/social groups.
- Increased responsibility (for example, school, job, marriage, family, household)
- Fear of the risks involved.
- Move onto another drug (for example, heroin).
- Too expensive.
- Able to get into a treatment program.
- Other: \_\_\_\_\_ [open text]

13. Where do people your age get prescription opioids that they take for recreational purposes?

- Given to them by friends or family members
- Buying them from friends or family members
- Stealing them from friends or family members
- Getting them at a party from someone they don't know
- Buying them from people they don't know
- From their healthcare provider
- Other: \_\_\_\_\_ [open text]

14. What is the most common reason people your age **decide not to take prescription opioids**?

- No medical need for them.
- Do not believe they will be fun.
- Friends or social groups would not approve.
- Family would not approve.
- Other responsibilities (for example, school, job, marriage, family, household).
- Fear of the risks involved.
- Fear of moving onto another drug (for example, heroin)

- Can't get them/too much trouble.
- Prescription opioids are too expensive.
- Other: \_\_\_\_\_ [open text]

## Information Sources

15. Please check which of the following sources you have received information from about prescription opioids and if you trust the information they provided.

	I learned about prescription opioids from this source.	I trust the information I learned from this source.
a. My significant other/partner/spouse		
b. My parents		
c. Other family members		
d. My friends		
e. A teacher or professor		
f. A counselor		
g. A coach		
h. A doctor, nurse, or other health care provider		
i. A member of the clergy/religious leader		
j. A neighborhood or community organization		
k. Public health campaigns or public service announcements (PSAs)		
l. Media reports/news stories/reporters		
m. Celebrities that have experienced drug addiction		
n. General information online		
o. Government websites, such as the Office of the Surgeon General, the Centers for Disease Control and Prevention, or the U.S. Department of Health and Human Services.		
p. Which government websites would you prefer to use when seeking information about opioids? (Check all that apply)		
a. U.S. Department of Health and Human Services (hhs.gov)		
b. Office of the Surgeon General (surgeongeneral.gov)		
c. Centers for Disease Control and Prevention (cdc.gov)		
d. Substance Abuse and Mental Health Services Administration (samhsa.gov)		
e. National Institute on Drug Abuse (drugabuse.gov or teens.drugabuse.gov)		
Other _____ [open text]		

16. Please select the top three sources you are most likely to go to when you want to look up health information about opioids?

- Magazines/newspapers
- Facebook

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- Instagram
- LinkedIn
- Twitter
- YouTube
- Blogs
- Internet health websites/resources
- News websites
- Television programs (news/current events)
- Television programs (entertainment)
- Family/friends
- Healthcare professionals (for example, doctors, nurses)

Other: \_\_\_\_\_ [open text]

17. In the last month, I have seen or heard ads related to the risks or dangers of prescription opioid use in:

	Very frequently (more than 3 times a week)	Frequently (1-3 times a week)	Occasionally (3 times a month)	Rarely (1 to 2 times a month)	Never
Printed media (for example, posters, fact sheets, brochures, infographics, newspapers/magazine ads, fliers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (for example, Facebook, Instagram, Twitter, LinkedIn, YouTube)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online/Internet media (for example, website ads, online news articles, internet radio, blogs, mobile phone ads, Google or Bing search results, or videos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional television media (for example, commercials, public service announcements, newscasts, or videos/commercials shown at a doctor's office or healthcare facility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadcast radio media ( for example, radio announcements, commercials, or news stories)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor media (for example, billboards; bus or subway ads; signs and placards in arenas, stadiums, and shopping malls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other media (for example, emails, email newsletters, webcasts or webinars, or live events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Message Frame Testing

We are now going to show you six messages related to prescription opioid misuse prevention. Please indicate your level of agreement with each statement in the tables that follow, with 1 being strongly disagree and 5 being strongly agree:

18. Message: *The dead-on reality: prescription opioids can take away everything. Even your life.*

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand</b> .					
This message is <b>believable</b> .					
This message is <b>powerful</b> .					
This message is <b>relevant to me</b> .					
This message made me <b>stop and think</b> .					
This message <b>taught me something new</b> .					
This message would make someone <b>worried about the health risk of prescription opioids</b> .					
This message would make someone <b>want to talk about stopping prescription opioid misuse</b> .					
This message would make someone <b>want to look for more information about prescription opioid misuse</b> .					

19. Message: *Prescription opioid misuse can lead to addiction.*

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand</b> .					
This message is <b>believable</b> .					
This message is <b>powerful</b> .					
This message is <b>relevant to me</b> .					
This message made me <b>stop and think</b> .					
This message <b>taught me something new</b> .					
This message would make someone <b>worried about the health risk of prescription opioids</b> .					
This message would make someone <b>want to talk about stopping</b>					

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<b>prescription opioid misuse.</b>					
This message would make someone <b>want to look for more information about prescription opioid misuse.</b>					

20. *Message:* Prescription opioids can make your life spiral out of control.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand.</b>					
This message is <b>believable.</b>					
This message is <b>powerful.</b>					
This message is <b>relevant to me.</b>					
This message made me <b>stop and think.</b>					
This message <b>taught me something new.</b>					
This message would make someone <b>worried about the health risk of prescription opioids.</b>					
This message would make someone <b>want to talk about stopping prescription opioid misuse.</b>					
This message would make someone <b>want to look for more information about prescription opioid misuse.</b>					

21. *Message:* Your individuality is worth everything. Don't let prescription opioids take that away.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand.</b>					
This message is <b>believable.</b>					
This message is <b>powerful.</b>					
This message is <b>relevant to me.</b>					
This message made me <b>stop and think.</b>					
This message <b>taught me something new.</b>					
This message would make someone <b>worried about the health risk of prescription opioids.</b>					
This message would make someone <b>want to talk about stopping prescription opioid misuse.</b>					
This message would make someone					

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want to look for more information about prescription opioid misuse.					
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22. *Message:* Your future will thank you for not using opioids.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand</b> .					
This message is <b>believable</b> .					
This message is <b>powerful</b> .					
This message is <b>relevant to me</b> .					
This message made me <b>stop and think</b> .					
This message <b>taught me something new</b> .					
This message would make someone <b>worried about the health risk of prescription opioids</b> .					
This message would make someone <b>want to talk about stopping prescription opioid misuse</b> .					
This message would make someone <b>want to look for more information about prescription opioid misuse</b> .					

23. *Message:* Most people don't use prescription opioids. And for good reason.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
This message is <b>easy to understand</b> .					
This message is <b>believable</b> .					
This message is <b>powerful</b> .					
This message is <b>relevant to me</b> .					
This message made me <b>stop and think</b> .					
This message <b>taught me something new</b> .					
This message would make someone <b>worried about the health risk of prescription opioids</b> .					
This message would make someone <b>want to talk about stopping prescription opioid misuse</b> .					
This message would make someone <b>want to look for more information about prescription opioid misuse</b> .					

24. For each of the six messages related to prescription opioid misuse prevention, please select the answer that best matches how you felt after reading this message.

**Programmer: This question should be select only one.**

	Scared or Fearful	Concerned or worried	Sad or depressed	Mad or angry	Hopeful	Positive
<i>The dead-on reality: prescription opioids can take away everything. Even your life.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Prescription opioid misuse can lead to addiction.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Prescription opioids can make your life spiral out of control.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Your individuality is worth everything. Don't let prescription opioids take that away.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Your future will thank you for not using opioids.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Most people don't use prescription opioids. And for good reason.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Personal History

Thank you for sharing your opinions about prescription opioids and helping us to create public information about preventing prescription opioid misuse. The following personal and demographic questions will help us to create information tailored to specific audiences. Your answers are confidential and are not linked to you in any manner.

25. Have you ever taken a prescription opioid that was prescribed to you by a doctor?

- Yes
- No
- Prefer not to answer

26. Have you ever taken your prescription opioid in a way that was not prescribed by your doctor (for example, higher dosage, more frequent dosage, taken for something other than the initial cause)?

- Yes
- No
- Prefer not to answer

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27. Have you ever taken a prescription opioid for which you did not personally have a prescription?

- Yes
- No
  
- Prefer not to answer

28. Has someone close to you ever been addicted to prescription opioids?

- Yes
- No
  
- Prefer not to answer

29. Have you ever overdosed on prescription opioids (whether it was prescribed or not)?

- Yes
- No
  
- Prefer not to answer

30. Has someone close to you ever overdosed on prescription opioids (whether it was prescribed or not)?

- Yes
- No
  
- Prefer not to answer

31. Has someone close to you ever died from overdosing on prescription opioids?

- Yes
- No
- Not sure
  
- Prefer not to answer

## Demographics

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32. What sex were you assigned on your birth certificate (for example, at birth)?

- Male
- Female
- Prefer not to answer
- Don't know

33. Do you currently describe yourself as male, female, or transgender?

- Male

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- Female
- Transgender
- None of these
- Prefer not to answer

34. Are you Hispanic or Latino?

- Yes
- No
- Prefer not to answer

35. What race best describes you?

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Two or more races/Other
- Prefer not to answer

36. 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 degree
- Bachelor's degree
- Master's degree
- Professional degree (MD, JD, etc.)
- Doctorate degree

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

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999

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- \$150,000 or more
- I prefer not to say.

38. Which of the following best describes your current living situation:

- Enrolled in college or graduate school and live on campus
- Enrolled in college or graduate school and live with parents
- Enrolled in college or graduate school and live off campus alone
- Enrolled in college or graduate school and live off campus with adult roommate(s)
- Enrolled in college or graduate school and live off campus with significant other and/or children
- Not in school, living with parents
- Not in school, living alone
- Not in school, living with adult roommate(s)
- Not in school, living with significant other and/or children

39. Which of the following best describes the area where you currently live:

- Rural
- Suburban
- Urban