**ATTACHMENT 1A: SUMMARY OF CHANGES TO EFECT POST-CAMPAIGN INSTRUMENT**

| **Item Number** | **Description** | **Addition** | **Deletion**  | **Edit**  | **Rationale** | **Prior Approval Given by OMB**  |
| --- | --- | --- | --- | --- | --- | --- |
| Various  | Programming language and formatting  | X | X | X | Added, deleted and edited programming language throughout instrument to reflect new wave of data collection and timeframe since last survey, clarify instructions, and clarify mode (web vs. in-person) and respondent type (longitudinal vs. cross-sectional)Minor formatting edits for consistency throughout survey  |  |
| LDOBC, LDOB2C | Confirm DOB for longitudinal in-person respondents | X |  |  | Confirm respondent identify by ensuring correct DOB | Original DOB item approved previously; item added to confirm  |
| CONAGE | Determine age for appropriate consent routing |  |  | X | Edited for clarity to ensure respondent receives correct assent/consent form | Original item approved previously  |
| CONSENT, ASSENT, PERMISS | Consent/assent language for participants; permission language for parents when required |  |  | X | Updated to reflect the appropriate consent, assent and permission documents; for clarity, language appears in stand-alone documents only  | Original items approved previously |
| PRIV | Instructions to complete web survey in private | X |  |  | Added to ensure privacy of web respondents  |  |
| DRIV | Instructions to not complete web survey while driving | X |  |  | Added to ensure safety of web respondents  |  |
| LDOBW, LDOB2W | Confirm DOB for longitudinal web respondents | X |  |  | Confirm respondent identify by ensuring correct DOB  | Original DOB item approved previously; item added to confirm |
| S5a and S5b (female picture array)S6a andS6b (male picture array) | Photo ranking of three people that would BEST FIT in main group of friendsPhoto ranking of three people that would LEAST FIT in main group of friends  |  |  | X | Edited instructions for selecting pictures (to make the survey user-friendly, respondents can click on picture rather than enter number)  | Original items approved previously  |
| S7, ZIPCHK | Zip code and zip code check | X |  |  | Determine longitudinal respondents’ zip code to confirm if they are still in study markets  | Original item approved in screener; item added to confirm |
| Section B - global | Multiple items with skip patterns |  |  | X | Updated to reflect that respondents may have completed baseline and/or follow-up 1 | Original items approved previously |
| E5\_22 | Attention check item | X |  |  | Assess whether respondents are paying attention; respondents will NOT be penalized if answered incorrectly, and responses will be used only for analysis |  |
| Section F - global | Multiple items with reference period |  |  | X | Change reference period to months since their last survey for longitudinal participants and months since end of previous data collection period for cross-sectional respondents | Original items approved previously |
| F14 | Attention check item | X |  |  | Assess whether respondents are paying attention; respondents will NOT be penalized if answered incorrectly, and responses will be used only for analysis |  |
| F5\_5  | Brand awareness | X |  |  | Added an additional brand, “Drop Vape”, to assess brand awareness | Inserted new brand into item approved previously  |
| F29\_1 – F29\_4 | Video awareness |  |  | X | Updated campaign media with new video ads | Original items approved previously |
| F29\_5 | Video awareness | X |  |  | Updated campaign media with an additional video (now five videos instead of four) based on the above | Original items approved previously |
| F30\_1 – F30\_4 | Main message of videos |  |  | X | Updated screenshots to reflect new videos shown; edited response options to reflect current campaign messages | 3 of 7 response options approved previously |
| F30\_5 | Main message of video | X |  |  | Added question for the new video based on the above | 3 of 7 response options approved previously |
| F32\_1 – F32\_4 | Reactions to video |  |  | X | Updated screenshots to reflect new videos shown | Original items approved previously  |
| F32\_5 | Reactions to video | X |  |  | Added question for the new video based on the above | Original items approved previously |
| F36\_1 – F36\_4 | Radio ad awareness |  |  | X | Updated campaign media with new radio ads  | Original items approved previously |
| F36\_5 | Radio ad awareness |  | X |  | Deleted question (now four radio ads instead of five) |  |
| F37\_1 – F37\_4 | Reactions to radio ad |  |  | X | Changed “statements” to “statement” | Original items approved previously |
| F37\_5 | Reactions to radio ad |  | X |  | Deleted question  |  |
| G10 | Days of mental health |  |  | X | Added pop-up message to instruct respondents to enter whole numbers  | Original item approved previously  |
| S01 – S08 | Other people in home 17 or younger |  | X |  | Deleted because interviewers are no longer recruiting other siblings in the home |  |
| RECON | Information for recontact  |  |  | X | Edited to reflect that there is one additional survey, rather than two | Original item approved previously |
| WEBTH | Information about incentive |  |  | X | Added email address of the virtual gift card so that respondents do not think it is spam/ junk mail; added note to remind respondents that they can participate only once (a fraud prevention measure)  |  |
| SNWBLL | Share survey with friends  |  | X |  | Removed snowball sampling during this round so deleted sharing feature  |  |
| MIEND | Instructions for survey closing | X |  |  | Programming requires a final screen; included instructions to remind respondents to close the survey |  |