

ATTACHMENT 1A: SUMMARY OF CHANGES TO EFFECT 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	X			Added to ensure safety of web respondents	

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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 and S6b (male picture array)	Photo ranking of three people that would BEST FIT in main group of friends Photo 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

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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	Original items approved

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					"statement"	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	