**Summary of Changes to EFECT Instrument (OMB No. 0910-0788) for Follow up 3**

| **Item Number** | **Description** | **Addition** | **Deletion** | **Edit** | **Rationale** | **Prior Approval Given by OMB** |
| --- | --- | --- | --- | --- | --- | --- |
| Various | Formatting | X | X | X | Formatted in a template requested by FDA that is more clear for the public. ASK statements clarify who sees items; DISPLAY statements show what information is displayed; and GOTO statements describe skip logic in layman’s terms. |  |
| Various | Programming language | 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) |  |
| S0a/LOGIN PAGE | Login page for web respondents |  |  | X | Added the word “please” | Original item approved previously |
| ZIPCHK | Zip code check |  |  | X | Changed instructions to “Is this correct?” (Yes/No) so that respondents cannot go back in the survey | Original item approved previously |
| Section B: Tobacco Use Behavior | Multiple items with skip patterns |  |  | X | Updated logic to reflect that respondents may have completed baseline and/or follow-up 1 and/or follow-up 2 | Original items approved previously |
| E5\_22 | Attention check item |  |  | X | Changed text to ask respondents to select “Disagree” rather than “Strongly Disagree”. This reduces potential confusion with “Strongly Agree”. | Original item approved previously |
| E6\_8 | Hookah use among four closest friends | X |  |  | Added item to measure close friends’ use of hookah; instrument already asks about personal hookah use |  |
| E7\_8 | Hookah use among “people who hang out where you hang out” | X |  |  | Added item to measure peer group’s use of hookah; instrument already asks about personal hookah use |  |
| E12\_1 | Successful people smoke cigarettes |  |  | X | Deleted the phrase “once a month or more” to make the statement more clear | Original item approved previously |
| E12\_4 | Favorite hip hop artists smoke cigarettes |  |  | X | Deleted “probably” and the phrase “once a month or more” to make the statement more clear | Original item approved previously |
| Section F - global | Multiple items with reference period |  |  | X | Change reference period to months since Follow-up 2 for longitudinal participants who completed the last survey and months since end of previous data collection period for other respondents | Original items approved previously |
| F1\_5 | Frequency of social media use |  | X |  | Deleted item that asks about social media sites as a group; replaced with F1a that asks about social media sites separately |  |
| F1a (F1a\_1, F1a\_2, F1a\_3) | Frequency of social media use | X |  |  | Replaced F1\_5 with items asking about Facebook, Instagram, and Twitter separately |  |
| F2\_1, F2\_3, F2\_5, F2\_6 | Frequency of website use |  | X |  | Deleted four websites based on information about where ads are appearing |  |
| F2\_7, F2\_8 | Frequency of website use | X |  |  | Added two websites based on information about where ads are appearing |  |
| F5\_6 | Awareness of campaign tagline “Keep it fresh. Live tobacco-free” | X |  |  | Added item to assess awareness of campaign tagline since Fresh Empire is not explicitly stated in ads |  |
| F5\_7 | Awareness of ads with hip hop celebrities promoting tobacco-free life | X |  |  | Added item to assess awareness of campaign ads with hip hop celebrities since Fresh Empire is not explicitly stated in ads |  |
| F6 | Type of media where respondents have seen or heard about Fresh Empire | X |  |  | Added item to assess campaign exposure |  |
| F7 | Online sites where respondents have seen Fresh Empire | X |  |  | Added item to assess campaign exposure online |  |
| F7a | ‘Liked’, shared, or commented on social media posts about Fresh Empire | X |  |  | Added item to measure engagement with campaign content |  |
| F8 | Know or know of anyone part of Fresh Empire | X |  |  | Added item to measure engagement with campaign content |  |
| F5 | Heard of Fresh Empire event |  | X |  | Deleted item; replaced with F50\_5a about event awareness |  |
| F50\_5a | Seen Fresh Empire at an event | X |  |  | Added item to improve measurement of event awareness |  |
| F24 | Fresh Empire event attendance |  | X |  | Deleted item; replaced with F25 and F26 about event attendance and reactions |  |
| F25 | Talked to anyone from Fresh Empire at an event | X |  |  | Added item to improve measurement of event attendance and engagement |  |
| F26 (F26\_1, F26\_2) | Event reactions | X |  |  | Added items to measure reactions to events |  |
| Section F: Video Awareness and Engagement | Multiple items with media |  |  | X | Updated campaign media with new videos, ads, and collages | Original items approved previously |
| F29\_3 | Video awareness of demo reel contest |  |  | X | Edited item to measure awareness of contest: “Now we would like to show you some other ads or videos you may have seen online.” Changed “seen this video” to seen this contest or any of its ads” | Original item approved previously |
| F29\_4 | Video awareness of talent mash-up |  |  | X | Changed “seen this video” to “seen content from this video” | Original item approved previously |
| F29\_5 | Ad awareness |  |  | X | Changed “seen this video” to “seen any of these ads” | Original item approved previously |
| F30\_1, F30\_2 | Main message of videos |  |  | X | Updated screenshots to reflect new videos shown; edited response options to reflect current campaign messages | 2 of 7 response options approved previously |
| F30\_3, F30\_4, F30\_5 | Main message of videos |  | X |  | Deleted items not relevant to new video format |  |
| F32\_1, F32\_2 | Reactions to video |  |  | X | Updated screenshots to reflect new videos shown | Original items approved previously |
| F32\_3, F32\_4, F32\_5 | Reactions to video |  | X |  | Deleted items not relevant to new video format |  |
| F33\_1, F33\_2, F34\_3, F34\_4 | ‘Liked’, shared or commented on social media | X |  |  | Added items to measure engagement with campaign content |  |
| F35\_4 | Familiar with people shown in talent mash-up video | X |  |  | Added item to assess familiarity with influencers shown in new video |  |
| F36\_1 – F36\_4, F37\_1 – F37\_4 | Radio clip awareness and reactions |  | X |  | Deleted items to reduce length |  |
| F39\_10 | Brand equity: Would tell people to watch Fresh Empire videos | X |  |  | Added item to measure brand equity |  |
| F39\_11 | Brand equity: Would tell people to check out Fresh Empire events | X |  |  | Added item to measure brand equity |  |
| F39\_15 | Brand equity: Checking out Fresh Empire at events is becoming more popular | X |  |  | Added item to measure brand equity |  |
| F39\_16 | Brand equity: Fresh Empire videos are for people like me | X |  |  | Added item to measure brand equity |  |
| F39\_17 | Brand equity: Fresh empire events are for people like me | X |  |  | Added item to measure brand equity |  |