

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

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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	X			Added item to assess awareness of campaign tagline since Fresh Empire is	

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	fresh. Live tobacco-free”				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	

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					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	X			Added item to assess familiarity with influencers	

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	in talent mash-up video				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	