

## **Attachment 1a**

### **National Health and Nutrition Examination Survey (NHANES) Social Media Pilot Study Description**

Eligibility: Adults from screened household and adults from screened out households will be eligible for the NHANES Social Media pilot study questionnaire. The maximum number of respondents would be 3600 (600 households in 6 locations).

Informed Consent: No additional consents other than the regular NHANES consents are needed.

Exclusion Criteria:

None

Data Collection:

This pilot is a brand awareness campaign that would be conducted in up to six NHANES locations. An experimental design will be performed to evaluate advertisement impact and participant engagement. All adults aged 18+ years within specific zip codes in each selected survey location will be targeted. Half of the zip codes in each location will be randomly selected as the group receiving the NHANES advertisements while the other half will not be targeted to receive the NHANES advertisements. Both groups will receive traditional outreach approaches. Traditional outreach include newspaper articles, word-of-mouth, local television and radio media. The group targeted to receive NHANES advertisements on the other hand will be exposed to NHANES advertisements on a weekly basis on Facebook and Instagram newsfeed. The ad campaign will use targeting criteria based on age, race/ethnicity and gender. The ads would be displayed through either the newsfeed or the static column on the right side of the Facebook or Instagram user's page.

Data collection for the pilot will take place during the screening phase of the study at the doorstep. The study population is adults aged 18+ years living in one of the selected locations.

To measure the impact of these ads, five questions will be added to the screener questionnaire, which are eligibility questions asked to every household to determine whether respondents in the household are eligible to participate in the survey. These new questions capture recall and impact of the advertisement at the household level. To achieve this, NHANES field interviewers will ask questions about brand awareness, which relates to the ability to recognize the NHANES brand or image, to an adult in all households screened in the six selected locations.

As shown in attachment 1b, the first two questions are being asked to understand how participants are finding out about NHANES. The other questions focus on brand knowledge (recognition of brand name and brand image), recall and motivation in this case the questions show intention (information seeking), which is a precursor to behavior (learning and participating in the study). The questions will help to understand how motivation to learn more

about NHANES after seeing an ad may or may not have a positive effect in completing the survey.

Report of Findings: The results of this pilot test will not be reported back to the survey participants.