**Summary of Changes to EFECT Instrument (OMB No. 0910-0788) for Follow up 4**

| **Item Number** | **Description** | **Addition** | **Deletion** | **Edit** | **Rationale** | **Prior OMB Approval** |
| --- | --- | --- | --- | --- | --- | --- |
| 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) |  |
| Y\_video1 | Test video page |  |  | X | Added the words “and hear” and additional text that is shown if the respondent can’t hear the test video | 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 and/or follow-up 3 | Original items approved previously |
| E5\_23 | Lose my teeth | X |  |  | Added a new item to reflect campaign messaging asking about whether smoking will make someone “lose my teeth” | New item |
| Section F - global | Multiple items with reference period |  |  | X | Change reference period to months since Follow-up 3 for longitudinal participants who completed the last survey and months since end of previous data collection period for other respondents | Original items approved previously |
| F2\_9 | Frequency of website use | X |  |  | Added a new website | Original items approved previously |
| F6 | Type of media where respondents have seen or heard about Fresh Empire |  | X |  | Revised examples of media sources | Original items approved previously |
| Section F: Video Awareness and Engagement | Multiple items with media | X |  | X | Added campaign media with new videos, ads, and collages. Included references to storyboards. | Original items approved previously |
| F29\_9, F29\_10, F29\_11 | Awareness questions | X |  |  | Added awareness questions for new videos | Original items approved previously |
| F30\_1 | Main message |  |  | X | Edited two response options for main messages | Original items approved previously |
| F30\_9, F30\_10, F30\_11 | Main message | X |  |  | Added main message questions and response options for new videos | Original items approved previously, response options new |
| F32\_9, F32\_10, F32\_101 | Receptivity questions | X |  |  | Added receptivity questions for new ads; no changes to items | Original items approved previously |
| F33\_9, F33\_10, F33\_11 | Engagement questions | X |  |  | Added engagement questions for new ads; no changes to items | Original items approved previously |
| F29\_2, 3 F29\_4, 5 | Video awareness of demo reel contest |  | X |  | Deleted awareness questions about old content |  |
| F34\_3, F34\_4 | Engagement questions |  | X |  | Deleted engagement questions about old content |  |
| S01 – S08 | Screening additional youth in household |  |  | X | Added items that were previously deleted that provide protocol for screening multiple respondents per household | Original items approved previously |
| INCENT01 | Incentive distribution |  |  | X | Edited instructions for the interviewer to clarify the process | Original item approved previously |