

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

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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