

Rationale for Items Added to or Removed from the Third Follow-up Instrument for Male Rural Smokeless, September 13, 2017

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
Global	Revise Programming/administrative text throughout			X	Edit for clarity and FU3 data collection	Programming text approved 9/13/2016
Global	Update pre-checks and skip patterns			X	Pre-checks and skip patterns were updated to facilitate the new survey	Base skip patterns approved 9/13/2016
Global	Update example photos of tobacco products			X	Changed example photos to include current tobacco products	Base items approved on 9/13/2016
REMAIL	New item to collect parent email address	X			Add item to collect email address from parent	N/A
E4_19	New item to measure awareness of mandibulectomy	X			Collect awareness of mandibulectomy to measure effectiveness of advertisement	N/A
E7_10	New item to measure awareness of red patches caused by smokeless tobacco use	X			Collect awareness of red patches to measure effectiveness of advertisement	N/A
E8_1 – E8_3 & E8_5 – E8_8	Remove items		X		Specific chemicals except for Formaldehyde are not a focus of this tobacco campaign	N/A
F2_4, F2_8, F2_9	Remove items		X		Participants in previous surveys indicated that they do not use these social media platforms	N/A
F3_2, F3_3	Remove items		X		Campaigns team requested removal	N/A
F3_7, F3_8	Add items	X			Campaign advertising on new platforms	Base items approved on 9/13/2016
F29	Add item	X			Add item to determine how influential celebrities affect behavior	N/A
F6a	Remove item		X		Item found to not be useful in analyses	Item approved on 9/13/2016
F19, F10, F12	Remove items		X		Items not useful in analyses	Items approved on 9/13/2017
F7, F8, F19, F10, F11, F12, F13 series	Specific ad awareness			X	Update to include media used for follow up 3	Base items approved on 11/17/15
F25 series	Specific radio ad awareness			X	Update to include media used for follow up 3	Base items approved on 11/17/15
F27	Banner ad awareness			X	Remove banner ad question for old banner ad	N/A
F28	Banner ad awareness	X			Add question for new banner ads that are being used during follow up 3	N/A
G1	Environment			X	Edit response option for clarity	Base items approved on 11/17/15