

Evaluation of the FDA's General Market Youth Tobacco Prevention Campaigns (OMB Control No. 0910-0753)

Change Request (83-C)

The Food and Drug Administration is submitting this nonmaterial/non-substantive change request (83-C) to incorporate edits to the instrument for one information collection under this control number: the Evaluation of the Public Education Campaign on Teen Tobacco (ExPECTT). OMB granted email approval on 12/26/18 considering the government shutdown.

The purpose of this change request is to:

- Update the survey instrument for the first round of data collection for the second cohort of ExPECTT.
- Tracked version



Attachment 2_E2b.
Youth Follow-up 11

- Based on new creative that focuses on flavoring in e-cigarettes, the study now incorporates questions related to use of flavored e-cigarette products
- Spanish-language questions were removed
- Questions E3, E5, E13 and E15 have been updated to reflect the planned advertisements
- Frequency of show programming and platform questions were deleted
- Additional cessation outcome questions have been deleted
- Question A1_2 related to birthdate was updated for quality control purposes
- F5 and F6 was updated to reflect platforms and locations
- Main message questions were updated to reflect planned advertisements