**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 |