

CDC Emerging Tobacco Products Communication Initiative

OMB Submission – GenIC #0920-0910

Attachment 11: Survey Questionnaire Sample Screenshots

Eligibility Screener

Thank you for your interest in this study. Please answer the following questions to determine if you are eligible to participate.



What is your current age?



Which of the following best describes your occupation?

Teacher

School administrator (e.g., principal, vice principal)

Guidance counselor

School staff (e.g., office manager, custodian)

Other education professional

Other non-education professional



Do you coach any sports or extracurricular activities?

Yes, I am a sports/athletic coach (e.g., football, basketball, baseball, softball, volleyball, track, field, lacrosse)

Yes, I am an extracurricular coach (e.g., chess, speech/debate, United Nations, engineering or robotics, math/science competitions)

No, I am not a coach



[If teacher, administrator, or counselor] What percentage of your professional time do you spend in direct contact with students? Your best estimate is fine.

50% or higher

Less than 50%



[If less than 50% time in contact with students] Do you oversee school operations, such as curriculum development, or school policy?

Yes

No



What is the grade-level of the school where you currently work?

Elementary school

Middle school

High school

Other



In what state do you currently reside?



How many years of professional experience do you have in your role as an educator?

Less than 5 years

5-10 years

More than 10 years



Which of the following best describes the location of the school where you work?

Urban

Suburban

Rural



How do you describe your ethnicity?

Hispanic or Latino

Not Hispanic or Latino



How do you describe your race? (Select all that apply)

American Indian or Alaskan Native

Asian

Black or African American

Native Hawaiian or other Pacific Islander

White



What sex were you assigned at birth, on your original birth certificate?

Male

Female

Refused

I don't know



Do you currently describe yourself as male, female, or transgender?

Male

Female

Transgender

None of these



Thank you for completing these questions. You are eligible for this study and will now be taken to the consent form and survey.



Thank you for completing these questions. You are not eligible for this study.



Consent Screens

You are one of about 600 educators (e.g. teachers, school administrators, guidance counselors) and coaches in the United States who are being asked to take part in a voluntary study. During the study, you will be shown several advertisements and you will be asked questions about them. We will also ask some questions about your experiences discussing health topics with students. The survey will take approximately 20 minutes.

This study is being conducted by RTI International (RTI), an independent nonprofit research organization, on behalf of the Centers for Disease Control (CDC). RTI is working with Qualtrics to conduct this study but is not affiliated with Qualtrics in any way. If you have questions about this study, please contact Mr. Doug Rupert, the project director. He can be reached between 9 AM and 5 PM Eastern Time on Monday - Friday at 1-800-334-8571 ext. 26495.

Possible Risks or Discomforts

We do not expect that any of the study questions will make you uncomfortable; however, if they do, you can refuse to answer any question. If you skip a question, you can continue with the rest of the study.

Benefits

Your responses are very important because they will help researchers understand how educators respond to different types of advertisements addressing student health concerns. There is no direct benefit to you for your participation.

Incentive

In appreciation for your time, you will receive a \$5 Amazon electronic gift card for completing this study.

Rights as a Participant

Your participation is voluntary. If you have any questions about your rights as a participant, you may wish to contact RTI's Office of Research Protection at 1-866-214-2043.

Privacy and Confidentiality

As with other surveys you receive from Qualtrics, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. Your name and your e-mail address will not be shared outside of Qualtrics unless required by law, and they will not be associated with your answers or used in any report.

If you have read the previous screen and agree to participate, please click the "Yes, I agree to participate" button. If not, click the "No, I do not agree to participate" button.

Yes, I agree to participate.

No, I do not agree to participate.



Are you sure you don't want to participate? Your opinions are important to us. Please select the "Yes, I agree to participate" button to continue this survey. Select the "No, I do not agree to participate" button to exit.

Yes, I agree to participate.

No, I do not agree to participate



Questionnaire

Thank you for agreeing to participate in this study today. This study is about health topics that educators and coaches might discuss with middle and high school students (aged 11 to 17 years old).

This study will have two parts. First, we will ask you some questions about youth-related health topics. Next, we will show you several advertisements and ask for your feedback on them. The survey will take about 20 minutes to complete.

Make sure you are comfortable and can read the screen clearly. The survey will include a video, so please make sure the sound on your device is active and the volume is turned up.



In your opinion, what are the most important non-academic challenges facing students in your school (e.g., substance use, social pressure, family instability)? Please list the top three challenges.

Challenge #1:

Challenge #2:

Challenge #3:



Middle and high school students can face many challenges outside of the classroom. Which of the following challenges do you consider most important for educators or coaches like you to address?

Please rank the challenges listed below from most important (1) to least important (7). You can rank them by dragging each challenge using your mouse.

E-cigarette use / vaping

Alcohol, marijuana, and other drug use

Sex / pregnancy

Mental health (e.g., depression, anxiety)

Bullying

Family matters (e.g., abuse, violence, divorce)

Poverty



How important do you think it is for educators or coaches like you to address student use of e-cigarettes?

1
Not at all
important

2

3

4

5
Extremely
important



How much do you know about e-cigarettes?

1
Very little

2

3

4

5
A great deal



How much do you know about the health effects of e-cigarettes on youth?

1
Very little

2

3

4

5
A great deal



How likely are you to speak with students about the potential health effects and other harms of e-cigarette use?

1 Not at all likely	2	3	4	5 Extremely likely
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Does your school have a formal policy against student use of e-cigarettes?

Yes

No

Don't know



[If school has formal policy against student use of e-cigarettes] To your knowledge, if a student is caught using e-cigarettes at school, are they referred to counseling or treatment?

Yes

No

Don't know



Which of the following sources do you trust to provide accurate information about e-cigarette use among youth? Check all that apply:

Healthcare providers

My school district

Family and friends

Religious leader(s)

State or local health departments

Centers for Disease Control and Prevention (CDC)

News sources (e.g., online or print newspapers, radio, television, apps)

Social media (e.g., Facebook, Twitter, Instagram, LinkedIn, Tiktok)

Other (please specify):



Now we'd like to show you some advertisements about youth-related health topics. We'll show you an ad on screen and then ask you several questions about it.



Ad #X Placeholder



Now, we would like you to answer the following questions based on the ad you saw.



Please select how much you disagree or agree with each of the following statements.

	1 Strongly disagree	2	3	4	5 Strongly agree
This ad was worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was powerful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Imagine that you were describing this ad to someone else (like a friend or colleague). In your own words, how would you describe the main message of this ad?



Is there anything about the ad that is confusing, unclear, or hard to understand?

Yes

No



[If yes] What part of the ad was confusing, unclear, or hard to understand?



After viewing this ad, how confident are you that you can speak with your students about the potential health effects and other harms of e-cigarette use in a way that will resonate with them?

1 Not at all confident	2	3	4	5 Extremely confident
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After viewing this ad, how confident are you that you can personally influence whether your students use e-cigarettes?

1
Not at all
confident

2

3

4

5
Extremely
confident



After viewing this ad, how likely are you to speak with your students about the potential health effects and other harms of e-cigarette use?

1
Not at all
likely

2

3

4

5
Extremely
likely



After viewing this ad, how likely are you to seek out more information about the potential health effects and other harms of youth e-cigarette use?

1 Not at all likely	2	3	4	5 Extremely likely
---------------------------	---	---	---	--------------------------



Please select how much you disagree or agree with each of the following statements.

	1 Strongly disagree	2	3	4	5 Strongly agree
I believe the information in this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was created for people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please select how much you disagree or agree with each of the following statements.

	1 Strongly disagree	2	3	4	5 Strongly agree
I like the way this ad looks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visuals in this ad are distracting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this ad look like the students or educators in my school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



If you could change one thing about this ad, what would it be? Please be as specific as possible.



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This ad grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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This ad was convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Imagine that you were describing this ad to someone else (like a friend or colleague). In your own words, how would you describe the main message of this ad?



Is there anything about the ad that is confusing, unclear, or hard to understand?

Yes

No



[If yes] What part of the ad was confusing, unclear, or hard to understand?



After viewing this ad, how confident are you that you can speak with your students about the potential health effects and other harms of e-cigarette use in a way that will resonate with them?

1
Not at all
confident

2

3

4

5
Extremely
confident



After viewing this ad, how confident are you that you can personally influence whether your students use e-cigarettes?

1
Not at all
confident

2

3

4

5
Extremely
confident



After viewing this ad, how likely are you to speak with your students about the potential health effects and other harms of e-cigarette use?

1
Not at all
likely

2

3

4

5
Extremely
likely



After viewing this ad, how likely are you to seek out more information about the potential health effects and other harms of youth e-cigarette use?

1 Not at all likely	2	3	4	5 Extremely likely
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Please select how much you disagree or agree with each of the following statements.

	1 Strongly disagree	2	3	4	5 Strongly agree
I believe the information in this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was created for people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please select how much you disagree or agree with each of the following statements.

	1 Strongly disagree	2	3	4	5 Strongly agree
I like the way this ad looks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The visuals in this ad are distracting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this ad look like the students or educators in my school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



If you could change one thing about this ad, what would it be? Please be as specific as possible.



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Imagine that you were describing this ad to someone else (like a friend or colleague). In your own words, how would you describe the main message of this ad?



Is there anything about the ad that is confusing, unclear, or hard to understand?

Yes

No



[If yes] What part of the ad was confusing, unclear, or hard to understand?



After viewing this ad, how confident are you that you can speak with your students about the potential health effects and other harms of e-cigarette use in a way that will resonate with them?

1 Not at all confident	2	3	4	5 Extremely confident
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After viewing this ad, how confident are you that you can personally influence whether your students use e-cigarettes?

1
Not at all
confident

2

3

4

5
Extremely
confident



After viewing this ad, how likely are you to speak with your students about the potential health effects and other harms of e-cigarette use?

1
Not at all
likely

2

3

4

5
Extremely
likely



After viewing this ad, how likely are you to seek out more information about the potential health effects and other harms of youth e-cigarette use?

1 Not at all likely	2	3	4	5 Extremely likely
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Please select how much you disagree or agree with each of the following statements.

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If you could change one thing about this ad, what would it be? Please be as specific as possible.



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This ad was convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Imagine that you were describing this ad to someone else (like a friend or colleague). In your own words, how would you describe the main message of this ad?



Is there anything about the ad that is confusing, unclear, or hard to understand?

Yes

No



[If yes] What part of the ad was confusing, unclear, or hard to understand?



After viewing this ad, how confident are you that you can speak with your students about the potential health effects and other harms of e-cigarette use in a way that will resonate with them?

1 Not at all confident	2	3	4	5 Extremely confident
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Not at all
confident

2

3

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Extremely
confident



After viewing this ad, how likely are you to speak with your students about the potential health effects and other harms of e-cigarette use?

1
Not at all
likely

2

3

4

5
Extremely
likely



After viewing this ad, how likely are you to seek out more information about the potential health effects and other harms of youth e-cigarette use?

1 Not at all likely	2	3	4	5 Extremely likely
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Please select how much you disagree or agree with each of the following statements.

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This ad was created for people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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The people in this ad look like the students or educators in my school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



If you could change one thing about this ad, what would it be? Please be as specific as possible.



[If teacher] Which of the following subjects do you currently teach? Select all that apply.

Art

Computer arts / Technology

English / Language arts

Foreign language (e.g., Spanish, French)

Math

Music / Band

Physical education

Science

Social studies

Special education

Trade studies (e.g., mechanics)

Other (please specify)



[If administrator or staff] What is your role as an administrator or staff? Select the best response.

Principal

Assistant or vice principal

Guidance counselor

Other (please specify)



[If coach] What sports or extracurricular activities do you coach at your school? Select all that apply.

Basketball

Baseball / Softball

Football

Lacrosse

Soccer

Swimming

Tennis

Chess

Debate / Drama

Engineering / Robotics

Math or science competitions

United Nations or student council

Other sport (please specify)

Other extracurricular (please specify)



In what type of school do you currently work?

Public

Private

Other (please specify)



What is the ZIP code of the school where you work? We use this information to make sure that we include educators from many different geographic areas.



What is the highest level of school you completed or the highest degree you received?

Associate's degree

Bachelor's degree

Master's degree

Doctoral degree

Other (please specify)



In the past, have you ever been a regular user of e-cigarettes or other tobacco products?
Select all that apply.

Yes, e-cigarettes (e.g., e-cigs, vapes)

Yes, regular cigarettes (any form of tobacco wrapped in paper)

Yes, other tobacco products (e.g., chewing tobacco)

No



Do you currently use e-cigarettes or other tobacco products? Select all that apply.

Yes, e-cigarettes (e.g., e-cigs, vapes)

Yes, regular cigarettes (any form of tobacco wrapped in paper)

Yes, other tobacco products (e.g., chewing tobacco)

No



Thank you for completing this survey. You have been very helpful, and we appreciate your participation.