Emerging Tobacco Products Communication Initiative Survey Questionnaire

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[Introduction]

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.

Section 1. Educator Attitudes and Perceptions about E-cigarettes (3 Minutes)

[Perceived S	udent C	hallenges
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1.	In your opinion, what are the most important <u>non-academic</u> challenges facing students in your	
	school (e.g., substance use, social pressure, family instability)? Please list the top three challenges	s.
	Challenge #1:	
	Challenge #2:	
	Challenge #3:	

[Perceived Priority of E-cigarettes - Relative Importance]

2. 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).

[Randomize order] Challenge	Rank
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	

[Perceived Priority of E-cigarettes - Absolute Importance]

3.	How important do	o you think it is f	for educators or	coaches like yo	u to address stu	dent use of e-
	cigarettes?					
	1	2	3	4	5	

Not at all Extremely important important

[₽€	erceived	Knowledge -	- General]				
4.	How m	nuch do you l	know about e	-cigarettes?			
		1	2	3	4	5	
	Ver	ry little				A great deal	
[Pe	erceived	Knowledge -	- Health Effec	ts]			
5.	How m	nuch do you l	now about th	ne <u>health effects</u> o	of e-cigarette	s on youth?	
		1	2	3	4	5	
	Ver	ry little				A great deal	
[Be	ehaviora	l Intention -	Talk with Stu	dents]			
6.	How lil	kely are you	to speak with	students about t	he potential	health effects and othe	r harms of e
	cigaret	te use?					
		1	2	3	4	5	
	No	t at all				Extremely	
	li	ikely				likely	
[Sc	hool Po	licies - Prese	nce]				
7.	Does y	our school h	ave a formal p	policy against stud	lent use of e-	cigarettes?	
		Yes					
		No					
		Don't know					
[Sc	hool Po	licies – Refer	ral to Treatme	ent]			
8.	[If Q7 =	= Yes] To you	r knowledge,	if a student is cau	ight using e-d	igarettes at school, are	they
	referre	ed to counsel	ing or treatm	ent?			
		Yes					
		No					
		Don't know					
[Tr	usted So	ources of Info	ormation]				
9.	Which	of the follow	ing sources d	lo you trust to pro	vide accurat	e information about e-d	igarette use
	among	youth? Chec	k all that app	ly:			
	[Rando	mize order o	f response op	tions, except "Oth	ier"]		
		Healthcare	providers				
		My school o	listrict				
		Family and	friends				
		Religious le	ader(s)				
		State or loca	al health depa	ortments			
		Centers for	Disease Contr	ol and Prevention	(CDC)		
		News sourc	es (e.g., online	e or print newspap	oers, radio, te	elevision, apps)	
		Social medi	a (e.g., Facebo	ook, Twitter, Insta	gram, LinkedI	n, TikTok)	
		Other (pleas	se specify):				

Section 2. Advertisement Testing (12 Minutes)

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.

Section 2A. Ad #1

[DISPLAY AD. RANDOMIZE PRESENTATION ORDER. CONTINUE DISPLAYING STILL IMAGE OF AD AT TOP OF SCREEN DURING Q10-20.]

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

[Perceived Ad Effectiveness]

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

[Ra	[Randomize order]		2	3	4	5 Strongly agree
a.	This ad was worth remembering.					
b.	This ad grabbed my attention.					
c.	This ad was powerful.					
d.	This ad was informative.					
e.	This ad was meaningful.					
f.	This ad was convincing.					

[Main Message Comprehension]

11. 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?

[Open-ended text format]

[Open-ended text format]

[Confusion]

	anything about the ad that is confusing, unclear, or hard to understand? Please select all
that ap	ply.
	Yes
	No
[Confusion	- Open-Ended]
13. [If Q12	= Yes] What part of the ad was confusing, unclear, or hard to understand?

	HC	

14. 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 2 3 4 5
Not at all Extremely confident confident

[Outcome Expectation]

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

1 2 3 4 5
Not at all Extremely confident confident

[Behavioral Intention - Talk with Students]

16. 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 2 3 4 5
Not at all Extremely likely likely

[Behavioral Intention - Learn More]

17. 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
 2
 3
 4
 5

 Not at all likely
 Extremely likely
 likely

[Ad Credibility and Relevance]

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

[Ra	andomize order]	1	2	3	4	5
		Strongly disagree				Strongly agree
a.	I believe the information in this ad.	uisugi se				48.55
b.	This ad was created for people like me.					

[Ad Visual Design]

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

[Randomize order]	1	2	3	4	5
	Strongly disagree				Strongly agree
a. I like the way this ad looks.					
b. The visuals in this ad are distracting.					
c. The people in this ad look like the students or					

educators in my school.								
[Recommended Ad Changes] 20. If you could change one thing about this ad, what would it be? Please be as specific as possible. [Open-ended text format]								
Section 2B. Material #2								
[DISPLAY AD/MATERIAL. RANDOMIZE PRESENTATION OF SCREEN DURING Q21-31		. CONTINU	E DISPLAYI	NG STILL IM	1AGE OF			
Now, we would like you to answer the following qu	uestions ba	ased on the	ad or mate	erial you sa	w.			
[Perceived Ad Effectiveness] 21. Please select how much you disagree or agree	with eacl	n of the foll	owing stat	ements.				
[Randomize order]	1 Strongly disagree	2	3	4	5 Strongly agree			
a. This ad was worth remembering.								
b. This ad grabbed my attention.								
c. This ad was powerful.								
d. This ad was informative.								
e. This ad was meaningful.								
f. This ad was convincing.								
[Main Message Comprehension] 22. Imagine that you were describing this ad to so words, how would you describe the main mes [Open-ended text format]		•	iend or col	lleague). In	your own			
[Confusion] 23. Is there anything about the ad that is confusir that apply. ☐ Yes ☐ No	ng, unclear	or hard to	o understa	nd? Please	select all			
[Confusion - Open-Ended] 24. [If Q23 = Yes] What part of the ad was confus [Open-ended text format]	ing, unclea	ar, or hard t	to understa	and?				

[Self-Efficacy]					
25. After viewing this	•	•	•	•	
•	2	•		5	nate with them.

[Outcome Expectation]

Not at all

confident

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

Extremely

confident

1	2	3	4	5
Not at all				Extremely
confident				confident

[Behavioral Intention - Talk with Students]

27. 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	2	3	4	5
Not at all				Extremely
likely				likely

[Behavioral Intention - Learn More]

28. 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	2	3	4	5
Not at all				Extremely
likely				likely

[Ad Credibility and Relevance]

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

[F	Randomize order]	1	2	3	4	5
		Strongly disagree				Strongly agree
		415461.00				ug. se
a.	I believe the information in this ad.					
b.	This ad was created for people like me.					

[Ad Visual Design]

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

, ,			-		
[Randomize order]		2	3	4	5 Strongly
	disagree				agree
a. I like the way this ad looks.					
b. The visuals in this ad are distracting.					
c. The people in this ad look like the students or educators in my school.					

[Recommended Ad Changes]

31. If you could change one thing about this ad, what would it be? Please be as specific as possible. [Open-ended text format]

Section 2C. Material #3

[DISPLAY AD/MATERIAL. RANDOMIZE PRESENTATION ORDER. CONTINUE DISPLAYING STILL IMAGE OF AD/MATERIAL AT TOP OF SCREEN DURING Q32-42.]

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

[Perceived Ad Effectiveness]

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

[Ra	[Randomize order]		2	3	4	5 Strongly agree
a.	This ad was worth remembering.					
b.	This ad grabbed my attention.					
c.	This ad was powerful.					
d.	This ad was informative.					
e.	This ad was meaningful.					
f.	This ad was convincing.					

[Main Message Comprehension]

Not at all

confident

33. 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?

[Open-e	nded text format	t]	_		
[Confusion]					
34. Is there any	thing about the	ad that is confusir	ig, unclear, or h	ard to understan	d? Please select all
that apply.					
☐ Yes					
☐ No					
[Confusion - Op	en-Ended]				
35. [If Q34 = Ye] What part of t	he ad was confus	ing, unclear, or l	nard to understa	nd?
[Open-e	nded text format	t]			
[Self-Efficacy]					
36. After viewir	g this ad, how co	onfident are you t	hat you can spe	ak with your stu	dents about the
potential he	alth effects and	other harms of e-	cigarette use <u>in</u>	a way that will re	esonate with them?
1	2	2		5	

Extremely

confident

_		_
Outcom		
LUBLITCOM	10 FVNO	CTOMON

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

1 2 3 4 5
Not at all Extremely confident confident

[Behavioral Intention - Talk with Students]

38. 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 2 3 4 5
Not at all Extremely likely

[Behavioral Intention - Learn More]

39. 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
 2
 3
 4
 5

 Not at all likely
 Extremely likely

[Ad Credibility and Relevance]

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

[Randomize order]	1 Strongly disagree	2	3	4	5 Strongly agree
a. I believe the information in this ad.					
b. This ad was created for people like me.					

[Ad Visual Design]

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

TI. I ICUSC SCICCE HOW MIGCH YOU	. unsugres er ugres mitti sasi.				
[Randomize order]	1 Strongly disagree	2	3	4	5 Strongly agree
a. I like the way this ad looks.					
b. The visuals in this ad are distr	acting.				
c. The people in this ad look like educators in my school.	the students or				

[Recommended Ad Changes]

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

[Open-ended text format]

Section 2D. Material #4

[DISPLAY AD/MATERIAL. RANDOMIZE PRESENTATION ORDER. CONTINUE DISPLAYING STILL IMAGE OF AD/MATERIAL AT TOP OF SCREEN DURING Q43-53.]

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

[Perceived Ad Effectiveness]

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

[Ra	[Randomize order]		2	3	4	5 Strongly agree
a.	This ad was worth remembering.					
b.	This ad grabbed my attention.					
c.	This ad was powerful.					
d.	This ad was informative.					
e.	This ad was meaningful.					
f.	This ad was convincing.					

[Main Message Comprenension]
44. 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?
[Open-ended text format]
[Confusion]
45. Is there anything about the ad that is confusing, unclear, or hard to understand? Please select all
that annie

that apply. ☐ Yes

□ No

[Confusion - Open-Ended]

46. [If Q45 = Yes] What part of the ad was confusing, unclear, or hard to understand? [Open-ended text format]

[Self-Efficacy]

47. 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?

3 1 2 5 Not at all Extremely confident confident

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Outean	a Evma	atation]
[Outcom	e exbe	CLALIOITI

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

1 2 3 4 5

1 2 3 4 5
Not at all Extremely confident confident

[Behavioral Intention - Talk with Students]

49. 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 2 3 4 5
Not at all Extremely likely

[Behavioral Intention - Learn More]

50. 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
 2
 3
 4
 5

 Not at all likely
 Extremely likely

[Ad Credibility and Relevance]

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

[Randomize order]	1 Strongly disagree	2	3	4	5 Strongly agree
a. I believe the information in this ad.					
b. This ad was created for people like me.					

[Ad Visual Design]

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

[Randomize order]	1	2	3	4	5
	Strongly disagree				Strongly agree
a. I like the way this ad looks.					
b. The visuals in this ad are distracting.					
c. The people in this ad look like the students or educators in my school.					

[Recommended Ad Changes]

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

[Open-ended text format]

Section 3. Participant Characteristics (3 minutes)

[Subjects 1	[aught]
54. [If tead	cher] 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)
[Administr	rator or Staff Role]
=	ninistrator 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)
[Coaching	Role
	ch] 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 counsel
	Other sport (please specify)
	Other extracurricular (please specify)
[School Ty	pe]
57. In wha	nt type of school do you currently work?
	Public
	Private
	Other (please specify)

[Schoo	I ZIP	Code
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	nclude	s the ZIP code of the school where you work? We use this information to make sure that we e educators from many different geographic areas. pen-ended numeric]
-	cation	
37. (s 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)
[Pre	vious T	obacco Use]
60. I	n the p	past, have you ever been a regular user of e-cigarettes or other tobacco products? Select all
t	that ap	ply.
		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
[Cur	rent To	obacco Use]
61. I	-	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

Debriefing

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