Non-Substantive Change Request

National Tobacco Education Campaign: Rough-Cut Testing of Television Advertisements

(OMB No. 0920-0910, Exp. Date 9/30/2026)

Summary

In 2022, CDC's Office on Smoking and Health (OSH) received OMB approval to conduct two cycles of rough-cut testing of 33 television ads for the *Tips From Former Smokers*® campaign (GenIC through OMB Number: 0920-0910). The first cycle of testing of 16 television ads was completed in 2023 and the ads aired as part of the 2024 *Tips* campaign. The second cycle of rough-cut testing of 9 television ads was completed on July 16, 2024, and will air as part of the 2025 *Tips* campaign. OSH is requesting OMB approval to test two television ads in Spanish (i.e., Felicita R. Déjelo Tip :15, Rose H. Memorial :30) and one dual language television ad (i.e., Brett P. and Felicita R.'s Tip :30) as part of the second cycle of rough-cut testing. The screener, questionnaire, and email invitation to potential Spanish-speaking Hispanic or Latino adults who smoke was translated from English to Spanish (see attachments). There is no change to burden as the content being tested and the questionnaire used will be identical content. A secure link to the two Spanish television ads and one dual language television ad is as follows: https://lion.box.com/s/mo6uqdy41y61z8scwcu3y1jqgfardlkt

Attachments

1a. Rough-Cut Testing Screener (English)

1b. Rough-Cut Testing Screener (Spanish)

2a. Rough-Cut Testing Questionnaire (English)

2b. Rough-Cut Testing Questionnaire (Spanish)

3a. Email invitation to potential respondents (English)

3b. Email invitation to potential respondents (Spanish)

Background and Justification

This is a non-substantive change request to test two Spanish television ads and one dual language (Spanish and English) television ad with Spanish-speaking Hispanic or Latino people who smoke aged 18-54. The information will allow the CDC to assess whether the ad under test is likely to be perceived as credible, comprehensible, and persuasive among Spanish-speaking Hispanic or Latino people who smoke. The three in-language television ads designed to encourage people who smoke to quit will enhance the reach of the *Tips* campaign to Spanish-speaking audiences. Panels used for data collection are anticipated to include Sago, Toluna, Prodege, Quest Mindshare, RFG, Torfac, Solugo, Savanta, MFour, Offerwise, and ThinkNow. Four hundred Spanish-speaking Hispanic adults will view each television ad, for total of 1,200 people in the sample.

Effect of Proposed Changes on Currently Approved Instruments

Item	Current Question/Content	Requested Change
1. Rough-Cut Testing Screener	All questions	Spanish Translation
2. Rough-Cut Testing Questionnaire	All questions	Spanish Translation
3. Email Invitation to Potential Respondents	All questions	Spanish Translation
4. Felicita R. Déjelo Tip (Spanish) :15	Television ad content	Additional television ad included in testing
5. Rose H. Memorial :30	Television ad content	Additional television ad included in testing
6. Brett P. and Felicita R.'s Tip Dual Language :30	Television ad content	Additional television ad included in testing

Effect on Burden Estimate

We are requesting OMB approval to test two Spanish television ads and one dual language television ad. The burden for this activity is captured within the burden estimates included in the original submission. We are not requesting any additional burden, therefor the burden will remain unchanged. For reference, the approved burden is included below in the table.

Form	Approved Burden
Online Recruitment Screener (Attachment 2)	2,213 hours
Online Questionnaire (Attachment 3)	11,440 hours for complete surveys + 191 hours for incomplete surveys
Total	13,844 hours