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**GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development**

**Youth Audience Message Testing of
Substance Use Prevention Messages**

Attachment 4: Activity Guide

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PROJECT ABOUT INFO

[PROMPT]

Welcome to the online community **SHARING YOUR EXPERIENCES.**

Just as a heads up, if you're planning on using your phone to complete this project, we recommend that you download the **itracks app!**

In this project, you are being asked to participate in an online community about drug use and drug overdose prevention. By continuing and answering our questions, you're agreeing to take part in the study. You can always stop at any time or not answer any question.

This study is being conducted by YPulse, Inc. in partnership with Fors Marsh. We are conducting this research on behalf of the Centers for Disease Control and Prevention (CDC) to understand youths' thoughts, feelings, and perceptions about drug use prevention and mental health messages. What we learn will inform content development and strategy for CDC's educational campaign to prevent drug overdose among youth ages 13-17.

You will be asked to complete 4 activities that are open now. Please take your time to answer each question. It should take about 45 minutes to complete each

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activity, but you can come in and out of the activity and take the next few days to answer everything. However, after two weeks, you won't be able to come back in to finish your responses. And remember, you won't receive incentive for any activities you don't complete.

Please answer as thoroughly and honestly as you can. Don't hold back - we want to hear the good and the bad. For every answer, make sure to tell us why you feel the way you do!

When you're sharing your thoughts, the more details you can give us, the better! If you don't answer with enough detail, we will ask you to add more details and you'll receive your incentive when you've answered these follow-up questions or if you update your response.

Finally, we take your privacy very seriously. No one but our research team will see anything that could identify you. No one will see your contact info except for the people who recruited you and the research team. Everything you share will be deleted about two years after the study is complete. If you want us to delete anything before then, please reach out and ask.

You don't have to answer anything that you don't want to, so if you come to a question that you don't feel comfortable answering, just put in "N/A" or "I don't feel comfortable answering this" in order to continue. You can also stop or withdraw from the study at any time. All of your information will be kept confidential and private unless we are afraid for your safety.

If you have any questions, please contact Rich Kaminski (richard@ypulse.com) or Sanja-Rika Venter (sanja-rika@ypulse.com) and we can help you further.

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ACTIVITY 1: INTRO

[PROMPT]

Welcome to the online community **SHARING YOUR EXPERIENCES**. You may have read this information on the Home screen of the project already – that's ok! We're including it here too in case you missed it.

Just as a heads up, if you're planning on using your phone to complete this project, we recommend that you download the **itracks app**!

Please take your time to answer each question. It should take about 45 minutes to complete each activity, but you can come in and out of the activity and take the next few days to answer everything. However, after two weeks, you won't be able to come back in to finish your responses. You will receive incentives for each activity you complete.

Since you only have two weeks, please jump right in and get started now!

Please answer as thoroughly and honestly as you can. Don't hold back – we want to hear the good and the bad. For every answer, make sure to tell us why you feel the way you do!

When you're sharing your thoughts, the more details you can give us, the better! If you don't answer with enough detail, we will ask you to add more details and you'll only receive your incentive if you've answered these follow-ups or if you update your response.

Finally, don't worry – we take your privacy very seriously. No one but our project team will see anything that could identify you. No one will see your contact info except for the people who recruited you and the research team. Everything you share will be deleted about two years after the study is complete. If you want us to delete anything before then, please reach out and ask.

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If you have any questions, please contact Rich Kaminski (richard@ypulse.com) or Sanja-Rika Venter (sanja-rika@ypulse.com) and we can help you further.

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This first activity will focus on you. Let's get started!

[TEXT; BASE: ALL RESPONDENTS]

TASK 1 | INTRODUCE YOURSELF

To get started, we want to learn about you! Tell us about you as a person, what you're passionate about, the hobbies you're interested in, the shows you watch, what you do in your free time, and why these are all so important to you.

We want to get to know you, so make sure your response is as detailed and as meaningful as possible!

[TEXT; BASE: ALL RESPONDENTS]

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TASK 2 | MOST IMPORTANT

That's a great start, thanks!

Now, what are the most important things in your life **right now**? It can be anything at all and it can be multiple things. Feel free to take a second to think about it.

Once you have what are most important to you in mind, tell us what they are and what makes them so important to you **right now**.

[POLL; BASE: ALL RESPONDENTS]

TASK 3 | NOW VS. FUTURE

Tell us how much you agree with this statement:

"I'm going to have the most important experiences in my life in the future, not now."

[INSERT POLL WITH FOUR OPTIONS:

- 1. Agree completely**
- 2. Somewhat agree**
- 3. Somewhat disagree**
- 4. Disagree completely**

INCLUDE TEXT BOX]

In the text box, tell us why you chose that option.

[TEXT; BASE: ALL RESPONDENTS]

TASK 4 | DRUG OVERDOSE – FIRST THOUGHTS

Awesome!

As you know, one of the goals of this project is to help develop a campaign to prevent drug use and drug overdose. Before we talk about that, we want to talk about this topic more generally.

When you hear the phrase "drug overdose," what comes to mind? How do you feel? Where do you think that comes from?

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[TEXT; BASE: ALL RESPONDENTS]

TASK 5 | DRUG OVERDOSE – HEARD

What sorts of things have you heard about drug overdoses?

[TEXT; BASE: ALL RESPONDENTS]

TASK 6 | DRUG OVERDOSE – SOURCES

Where have you learned about drug overdoses? How much do you trust these sources of information?

[TEXT; BASE: ALL RESPONDENTS]

TASK 7 | DRUG OVERDOSES IN YOUR COMMUNITY

How much of a problem do you think drug overdoses are **among people around your age in your local community?** What makes you think that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 8 | DRUG OVERDOSE – EXPERIENCE

What have you experienced yourself that has had an impact on how you think or feel about drug overdoses?

[POLL; BASE: ALL RESPONDENTS]

TASK 9 | DRUG OVERDOSE – MESSAGES

Awesome work so far! Now, we're going to talk a little bit about your experiences with drug education programs.

To get started, **in the last three months**, have you seen anything that warned you about drug use, the impacts of drugs, or drug overdose? It could be a billboard, a commercial, an ad on social media or a website, or anything else!

[INSERT YES / NO POLL; INCLUDE TEXT BOX]

If yes, tell us what you saw, what it looked like and what stood out to you about it! What made it so memorable?

If no, tell us why you think you don't remember ever seeing anything like this.

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[TEXT; BASE: ALL RESPONDENTS]

TASK 10 | YOUR OWN ANTI-DRUG MESSAGE

Imagine you were going to make a commercial or a piece of messaging warning about drug use, the impacts of drugs, or drug overdose, and you wanted it to be as effective as possible.

Describe it to us! What words and images should it include? What should it feel like?

[TEXT; BASE: ALL RESPONDENTS]

TASK 11 | YOUR OWN ANTI-DRUG MESSAGE – LOCATION

Where would you show off your messages in order to make sure as many people your age saw them as possible?

[TEXT; BASE: ALL RESPONDENTS]

TASK 12 | ANTI-DRUG – BEST WAY

What's the best way to get important information warning about drug use to you?

[TEXT; BASE: ALL RESPONDENTS]

TASK 13 | MENTAL HEALTH – FIRST THOUGHTS

Fantastic work so far!

Now, we're going to switch topics a little bit and talk about "mental health" and being aware of and taking care of your mental health.

To get started, when you think about the term or idea of "mental health," what comes to mind? How do you feel? Where do you think that comes from?

[TEXT; BASE: ALL RESPONDENTS]

TASK 14 | MENTAL HEALTH – HEARD

What sorts of things have you heard about young people's mental health?

[TEXT; BASE: ALL RESPONDENTS]

TASK 15 | GOOD MENTAL HEALTH – DEFINE

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How would you describe or define “good mental health?”

[TEXT; BASE: ALL RESPONDENTS]

TASK 16 | GOOD MENTAL HEALTH – EXAMPLES

When people have good mental health, what do they do or what are they like?

[TEXT; BASE: ALL RESPONDENTS]

TASK 17 | BAD MENTAL HEALTH – DEFINE

This is all super helpful!

Now, on the opposite side, how would you describe or define “bad mental health?”

[TEXT; BASE: ALL RESPONDENTS]

TASK 18 | BAD MENTAL HEALTH – EXAMPLES

When people have bad mental health, what do they do or what are they like?

[POLL; BASE: ALL RESPONDENTS]

TASK 19 | MENTAL HEALTH – IMPROVEMENT

Based on what you know, how much can a person improve or change their personal mental health?

[INSERT POLL WITH FIVE OPTIONS:

- 1. They can have a major impact**
- 2. They can have some impact**
- 3. They can have a little impact**
- 4. They can't have any impact at all**
- 5. I'm not sure;**

INCLUDE TEXT BOX]

In the text box, make sure you tell us why you chose that response! And if you feel that people can have an impact on their personal mental health, tell us how they can improve it!

[TEXT; BASE: ALL RESPONDENTS]

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TASK 20 | MENTAL HEALTH – SOURCES

Where have you learned about mental health practices from? How much do you trust these sources of information?

[TEXT; BASE: ALL RESPONDENTS]

TASK 21 | MENTAL HEALTH IN YOUR COMMUNITY

How much of a problem do you think mental health issues are **among people around your age in your local community?** What makes you think that?

[POLL; BASE: ALL RESPONDENTS]

TASK 22 | MENTAL HEALTH – MESSAGES

Awesome work so far!

In the past three months, have you seen anything talking about mental health (good or bad), mental health problems, or mental health issues or disorders? It could be a billboard, a commercial, an ad on social media or a website, or anything else!

[INSERT YES / NO POLL; INCLUDE TEXT BOX]

If yes, tell us what it looked like and what stood out to you about it! What made it so memorable?

If no, tell us why you think you don't remember ever seeing anything like this.

[POLL; BASE: ALL RESPONDENTS]

TASK 23 | MENTAL HEALTH & DRUG RISK MESSAGES

In the past three months, have you seen anything telling you about the connections between mental health and drug use or drug overdoses? It could be a billboard, a commercial, an ad on social media or a website, or anything else!

[INSERT YES / NO POLL; INCLUDE TEXT BOX]

If yes, tell us what it looked like and what stood out to you about it! What made it so memorable?

If no, tell us why you think you don't remember ever seeing anything like this.

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[TEXT; BASE: ALL RESPONDENTS]

TASK 24 | YOUR OWN MENTAL HEALTH MESSAGE

Imagine you were going to make a commercial or a piece of messaging talking about the importance of mental health, and you wanted it to be as effective as possible.

Describe it to us! What words and images should it include? What should it feel like?

[TEXT; BASE: ALL RESPONDENTS]

TASK 25 | YOUR OWN MENTAL HEALTH AWARENESS MESSAGE – LOCATION

Where would you show off your mental health awareness messages in order to make sure as many people your age saw them as possible?

[TEXT; BASE: ALL RESPONDENTS]

TASK 26 | MENTAL HEALTH – BEST WAY

What's the best way to get important information about mental health awareness to you?

[TEXT; BASE: ALL RESPONDENTS]

TASK 27 | FINAL THOUGHTS

Thanks for your great work on this activity! If there is anything else you'd like to tell us about the things we talked about today, now is the time!

[PROMPT]

That's it for this activity! Thanks for sharing your thoughts. Make sure to finish the remaining activities, which are open now, as well as respond to any questions or probes posted by the moderators.

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ACTIVITY 2: CONCEPT 1 DEEP DIVE

[PROMPT]

Welcome to our second online activity! We know that by now, you're an expert, but just as a quick reminder:

Please take your time to answer each question as thoroughly as you can. Feel free to take a second to really think about the questions we're asking.

We also want you to be completely honest. Don't hold back! We want to hear the good and the bad. Just make sure to tell us why you feel the way you do too!

It's very important that we get to hear your open, honest opinions and experiences. And the more details you can give us, the better!

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Let's get started!

[TEXT; BASE: ALL RESPONDENTS]

TASK 1 | DRUG USE CAMPAIGN INTRO

For the remaining activities, we want your opinions on some ideas for a health education campaign for people ages 13-17 years old.

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A campaign uses a combination of communications such as digital ads, social media posts, or ads on streaming channels to share information with a specific group of people in mind.

We talked about this briefly in the last activity, but to get started today, let's start with the big picture. What would help make a health education campaign related to drug use impactful, interesting, or exciting for you?

[TEXT; BASE: ALL RESPONDENTS]

TASK 2 | DRUG USE CAMPAIGN MUST HAVES

What details should a health education campaign related to drug use include in order to really grab your attention?

[TEXT; BASE: ALL RESPONDENTS]

TASK 3 | DRUG USE CAMPAIGN AVOID

What would make you ignore a health education campaign related to drug use and mental health?

[TEXT; BASE: ALL RESPONDENTS]

TASK 4 | CONCEPT 1 POSTERS INTRO

Great work so far! For the rest of this activity, we're going to show you a potential campaign and get your thoughts on it.

The most important thing to keep in mind is that what you're looking at is a **work in progress**. It's designed to give you enough to look at that you have an idea of what we're going for and we can get feedback.

One important note is that we're **really** interested in getting your thoughts on the **ideas and main messages** we're trying to get across. So make sure you're telling us what you think about the ideas and things like that, in addition to details such as the colors or pictures.]

But we can make changes, so it's important we get your open, honest thoughts so we can make this even better!

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For this task, we're going to show you a poster. You could see this poster anywhere you could see an ad, like a bus stop or at school.

[INSERT STIMULI 1 POSTER]

[NOTE THROUGHOUT ACTIVITY 2 – FINAL IMAGES TBC BASED ON FINAL STIMULI RECOMMENDATIONS]

To get started, what are your first thoughts on this poster? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]

TASK 5 | CONCEPT 1 POSTER ATTENTION-GRABBING

[INSERT STIMULI 1 POSTER]

What, if anything, grabs your attention in this poster? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 6 | CONCEPT 1 POSTER LIKES

[INSERT STIMULI 1 POSTER]

What, if anything, do you like about this poster? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 7 | CONCEPT 1 POSTER DISLIKES

[INSERT STIMULI 1 POSTER]

What, if anything, are you less excited about or dislike in this poster? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 8 | CONCEPT 1 POSTER CONFUSING/UNCLEAR

[INSERT STIMULI 1 POSTER]

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What, if anything, feels confusing or unclear in this poster? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 9 | CONCEPT 1 SOCIAL #1 INTRO
[INSERT STIMULI 1 SOCIAL #1]

Awesome! Now, what you're looking at are some social media ads that you might see on Instagram or other social media sites.

To get started, what are your first thoughts on this example ad? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]
TASK 101 | CONCEPT 1 SOCIAL #1 ATTENTION-GRABBING
[INSERT STIMULI 1 SOCIAL]

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]
TASK 11 | CONCEPT 1 SOCIAL #1 LIKES
[INSERT STIMULI 1 SOCIAL]

What, if anything, do you like about this ad? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]
TASK 12 | CONCEPT 1 SOCIAL #1 DISLIKES
[INSERT STIMULI 1 SOCIAL]

What, if anything, are you less excited about or dislike in this ad? Why do you say that?

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[TEXT; BASE: ALL RESPONDENTS]

TASK 13 | CONCEPT 1 SOCIAL #1 CONFUSING/UNCLEAR

[INSERT STIMULI 1 SOCIAL]

What, if anything, feels confusing or unclear in this ad? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 14 | CONCEPT 1 SOCIAL #2 INTRO

[INSERT STIMULI 1 SOCIAL #2]

Great – last example from this campaign! Now, what you’re looking at is another ad you might see on social media like SnapChat.

To get started, what are your first thoughts on this example ad? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]

TASK 15 | CONCEPT 1 SOCIAL #2 ATTENTION-GRABBING

[INSERT STIMULI 1 SOCIAL #2]

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 16 | CONCEPT 1 SOCIAL #2 LIKES

[INSERT STIMULI 1 SOCIAL #2]

What, if anything, do you like about this ad? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 17 | CONCEPT 1 SOCIAL #2 DISLIKES

[INSERT STIMULI 1 SOCIAL #2]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

What, if anything, are you less excited about or dislike in this ad? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 18 | CONCEPT 1 SOCIAL #2 CONFUSING/UNCLEAR
[INSERT STIMULI 1 SOCIAL #2]

What, if anything, feels confusing or unclear? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 19 | CONCEPT 1 SUMMARY
[INSERT STIMULI 1 RETROSPECTIVE]

Great work! We looked at three different ways you might see this campaign. Now that you've seen how it might look as posters or on social media, what are your thoughts on it overall?

Remember – the more details, the better!

[TEXT; BASE: ALL RESPONDENTS]
TASK 20 | CONCEPT 1 NAME
[INSERT STIMULI 1 RETROSPECTIVE]

If you had to give this campaign or concept a title or name, what would you call it? Why that name?

[TEXT; BASE: ALL RESPONDENTS]
TASK 21 | CONCEPT 1 NAME REVEAL
[INSERT STIMULI 1 RETROSPECTIVE]

The name for this campaign is **[INSERT NAME]**. This is the theme that connects all of these different pieces together.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

How well does this name relate to the campaign's goal of helping you learn more about drug use and mental health? What makes you say that?

[POLL; BASE: ALL RESPONDENTS]
TASK 22 | CONCEPT 1 LEARN MORE
[INSERT STIMULI 1 RETROSPECTIVE]

After seeing these ads, do you want to learn more about drug use and how it relates to mental health?

[INSERT YES / NO POLL:

1. Yes
2. No

INCLUDE TEXT BOX]

If you said yes, tell us what made you want to learn more.

If you said no, what could the ads change to make you more interested?

[TEXT; BASE: ALL RESPONDENTS]
TASK 23 | CONCEPT 1 CHANGE
[INSERT STIMULI 1 RETROSPECTIVE]

What changes would make these ads more engaging for you?

[TEXT; BASE: ALL RESPONDENTS]
TASK 24 | CONCEPT 1 FINAL THOUGHTS

Awesome – thanks for all the great feedback! If there is anything else you'd like to tell us about how we can improve the campaign we looked at in this activity, now is the time to tell us!

[PROMPT]

That's it for this activity! Thanks for sharing your thoughts. Make sure to finish the remaining two activities, which are open now, as well as respond to any questions or probes posted by the moderators.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

ACTIVITY 3: CONCEPT 2 DEEP DIVE

[PROMPT]

Welcome to our third online activity! Let's jump right in!

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

[TEXT; BASE: ALL RESPONDENTS]

TASK 1 | CAMPAIGN 2 POSTERS INTRODUCTION

Similar to the previous campaign, we're going to show you another campaign and get your feedback.

Remember that what you're looking at is a **work in progress**. We can make changes based on what you tell us so it's important we get your open, honest thoughts so we can make this even better!

But also like in the previous activity, we're **really** interested in getting your thoughts on the **ideas and main messages** we're trying to get across. So make sure you're telling us what you think about the ideas and things like that, in addition to details such as the colors or pictures.]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

To get started, we're going to show you a poster again. You could see this poster anywhere you could see an ad, like a bus stop or at school.

[INSERT STIMULI 2 POSTERS]

[NOTE THROUGHOUT ACTIVITY 3 – FINAL IMAGES TBC BASED ON FINAL STIMULI RECOMMENDATIONS]

To get started, what are your first thoughts on these posters? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]

TASK 2 | CONCEPT 2 POSTER ATTENTION-GRABBING

[INSERT STIMULI 2 POSTER]

What, if anything, grabs your attention in these posters? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 3 | CONCEPT 2 POSTER LIKES

[INSERT STIMULI 2 POSTER]

What, if anything, do you like about this poster? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 4 | CONCEPT 2 POSTER DISLIKES

[INSERT STIMULI 2 POSTER]

What, if anything, are you less excited about or dislike in this poster? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 5 | CONCEPT 2 POSTER CONFUSING/UNCLEAR

[INSERT STIMULI 2 POSTER]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

What, if anything, feels confusing or unclear in this poster? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 6 | CONCEPT 2 SOCIAL INTRO
[INSERT STIMULI 2 SOCIAL #1]

Awesome! Now, what you're looking at are some social media ads that you might see on Instagram, or other social media sites.

To get started, what are your first thoughts on this example ad? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]
TASK 7 | CONCEPT 2 SOCIAL ATTENTION-GRABBING
[INSERT STIMULI 2 SOCIAL #1]

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]
TASK 8 | CONCEPT 2 SOCIAL LIKES
[INSERT STIMULI 2 SOCIAL #1]

What, if anything, do you like about this ad? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]
TASK 9 | CONCEPT 2 SOCIAL DISLIKES
[INSERT STIMULI 2 SOCIAL #1]

What, if anything, are you less excited about or dislike in this ad? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

TASK 10 | CONCEPT 2 SOCIAL CONFUSING/UNCLEAR
[INSERT STIMULI 2 SOCIAL #1]

What, if anything, feels confusing or unclear in this ad? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 11 | CONCEPT 3 SOCIAL #2 ATTENTION-GRABBING
[INSERT STIMULI 2 SOCIAL #2]

Great – last example from this campaign! Now, what you're looking at is another social ad, like you might see on SnapChat.

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 12 | CONCEPT 2 SOCIAL #2 LIKES
[INSERT STIMULI 2 SOCIAL#2]

What, if anything, do you like about this ad? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 13 | CONCEPT 2 SOCIAL#2 DISLIKES
[INSERT STIMULI 2 SOCIAL#2]

What, if anything, are you less excited about or dislike in this ad? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 14 | CONCEPT 2 SOCIAL #2 CONFUSING/UNCLEAR
[INSERT STIMULI 2 SOCIAL#2]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

What, if anything, feels confusing or unclear in this ad? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 15 | CONCEPT 2 SUMMARY
[INSERT STIMULI 2 RETROSPECTIVE]

Great work! We looked at three different ways you might see this campaign. Now that you've seen how it might look as posters and on social media, what are your thoughts on it overall?

Remember – the more details, the better!

[TEXT; BASE: ALL RESPONDENTS]
TASK 16 | CONCEPT 2 NAME
[INSERT STIMULI 2 RETROSPECTIVE]

If you had to give this campaign or concept a title or name, what would you call it? Why that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 17 | CONCEPT 2 NAME REVEAL
[INSERT STIMULI 2 RETROSPECTIVE]

The name for this campaign is **[INSERT NAME]**. This is the theme that connects all of these different pieces together.

How well does this name relate to the campaign's goal of helping you learn more about drug use and mental health? What makes you say that?

[POLL; BASE: ALL RESPONDENTS]
TASK 18 | CONCEPT 2 LEARN MORE
[INSERT STIMULI 2 RETROSPECTIVE]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

After seeing these ads, do you want to learn more about drug use and how it relates to mental health?

[INSERT YES / NO POLL:]

1. Yes
2. No

[INCLUDE TEXT BOX]

If you said yes, tell us what made you want to learn more.

If you said no, what could the ads change to make you more interested?

[TEXT; BASE: ALL RESPONDENTS]

TASK 19 | CONCEPT 2 CHANGE

[INSERT STIMULI 2 RETROSPECTIVE]

How, if at all, would you change this ad to make it more engaging for you?

[TEXT; BASE: ALL RESPONDENTS]

TASK 20 | CONCEPT 2 FINAL THOUGHTS

Great answers – thanks for sharing! If there is anything else you'd like to tell us about this campaign, now is your chance!

[PROMPT]

Only one more activity left! Make sure to finish that last activity, which is open now, as well as respond to any questions or probes posted by the moderators.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

ACTIVITY 4: CAMPAIGN 3 DEEP DIVE

[PROMPT]

Welcome to your final online activity! Let's jump right in!

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

[TEXT; BASE: ALL RESPONDENTS]

TASK 1 | CAMPAIGN 3 POSTER INTRODUCTION

Like the last two activities, we're going to show you a final campaign and get your feedback.

Remember that what you're looking at is a **work in progress**. We can make changes based on what you tell us so it's important we get your open, honest thoughts so we can make this even better!

But also like in the previous activities, one important note is that we're **really** interested in getting your thoughts on the **ideas and main messages** we're trying to get across. So make sure you're telling us what you think about the ideas and things like that, in addition to details such as the colors or pictures. J

To get started, we're going to show you a poster again. You could see this poster anywhere you could see an ad, like a bus stop or at school.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

[INSERT STIMULI 3 POSTER]

[NOTE THROUGHOUT ACTIVITY 4 – FINAL IMAGES TBC BASED ON FINAL STIMULI RECOMMENDATIONS]

To get started, what are your first thoughts on these posters? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]

TASK 2 | CONCEPT 3 POSTER ATTENTION-GRABBING

[INSERT STIMULI 3 POSTER]

What, if anything, grabs your attention in this poster? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 3 | CONCEPT 3 POSTER LIKES

[INSERT STIMULI 3 POSTER]

What, if anything, do you like about this poster? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 4 | CONCEPT 3 POSTER DISLIKES

[INSERT STIMULI 3 POSTER]

What, if anything, are you less excited about or dislike in these posters? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 5 | CONCEPT 3 POSTER CONFUSING/UNCLEAR

[INSERT STIMULI 3 POSTERS]

What, if anything, feels confusing or unclear in this poster? What makes you say that?

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

[TEXT; BASE: ALL RESPONDENTS]
TASK 6 | CONCEPT 3 SOCIAL #1 INTRO
[INSERT STIMULI 3 SOCIAL #1]

Awesome! Now, what you're looking at are some social media ads that you might see on Instagram or other social media sites.

To get started, what are your first thoughts on these example ads? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]
TASK 7 | CONCEPT 3 SOCIAL #1 ATTENTION-GRABBING
[INSERT STIMULI 3 SOCIAL #1]

What, if anything, grabs your attention in these ads? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]
TASK 8 | CONCEPT 3 SOCIAL #1 LIKES
[INSERT STIMULI 3 SOCIAL #1]

What, if anything, do you like about these ads? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]
TASK 9 | CONCEPT 3 SOCIAL #1 DISLIKES
[INSERT STIMULI 3 #1 SOCIAL]

What, if anything, are you less excited about or dislike in these ads? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 10 | CONCEPT 3 SOCIAL #1 CONFUSING/UNCLEAR
[INSERT STIMULI 3 SOCIAL #1]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

What, if anything, feels confusing or unclear in these ads? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]

TASK 11 | CONCEPT 3 SOCIAL #2 INTRO

[INSERT STIMULI 3 SOCIAL #2]

Awesome! Now, what you're looking at are some social media ads that you might see on Instagram or other social media sites.

To get started, what are your first thoughts on these example ads? What comes to mind first?

[TEXT; BASE: ALL RESPONDENTS]

TASK 12 | CONCEPT 3 SOCIAL #2 ATTENTION-GRABBING

[INSERT STIMULI 3 SOCIAL #2]

What, if anything, grabs your attention in these ads? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?

[TEXT; BASE: ALL RESPONDENTS]

TASK 13 | CONCEPT 3 SOCIAL #2 LIKES

[INSERT STIMULI 3 SOCIAL #2]

What, if anything, do you like about these ads? Why do you like it?

[TEXT; BASE: ALL RESPONDENTS]

TASK 14 | CONCEPT 3 SOCIAL #2 DISLIKES

[INSERT STIMULI 3 SOCIAL #2]

What, if anything, are you less excited about or dislike in these ads? Why do you say that?

[TEXT; BASE: ALL RESPONDENTS]

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

TASK 15 | CONCEPT 3 SOCIAL #2 CONFUSING/UNCLEAR
[INSERT STIMULI 3 SOCIAL #2]

What, if anything, feels confusing or unclear in these ads? What makes you say that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 16 | CONCEPT 3 SUMMARY
[INSERT STIMULI 3 RETROSPECTIVE]

Great work! We looked at three different ways you might see this campaign. Now that you've seen how it might look as posters, on social media, and on streaming, what are your thoughts on it overall?

Remember – the more details, the better!

[TEXT; BASE: ALL RESPONDENTS]
TASK 17 | CONCEPT 3 NAME
[INSERT STIMULI 3 RETROSPECTIVE]

If you had to give this campaign or concept a title or name, what would you call it? Why that?

[TEXT; BASE: ALL RESPONDENTS]
TASK 18 | CONCEPT 3 NAME REVEAL
[INSERT STIMULI 3 RETROSPECTIVE]

The name for this campaign is **[INSERT NAME]**. This is the theme that connects all of these different pieces together.

How well does this name relate to the campaign's goal of helping you learn more about drug use and mental health? What makes you say that?

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

[POLL; BASE: ALL RESPONDENTS]
TASK 19 | CONCEPT 3 LEARN MORE
[INSERT STIMULI 3 RETROSPECTIVE]

After seeing these ads, do you want to learn more about drug use and how it relates to mental health?

[INSERT YES / NO POLL:

1. Yes
2. No

[INCLUDE TEXT BOX]

If you said yes, tell us what made you want to learn more.

If you said no, what could the ads change to make you more interested?

[TEXT; BASE: ALL RESPONDENTS]
TASK 20 | CONCEPT 3 CHANGE
[INSERT STIMULI 3 RETROSPECTIVE]

How, if at all, would you change this ad to make it more engaging for you?

[TEXT; BASE: ALL RESPONDENTS]
TASK 21 | CONCEPT 3 FINAL THOUGHTS

If there is anything else you'd like to tell us about this campaign, now is your chance!

[POLL; BASE: ALL RESPONDENTS]
TASK 22 | MOST EFFECTIVE CAMPAIGN
[INSERT ALL THREE STIMULI RETROSPECTIVE]

Almost done! For the last few questions, we want you to compare the three different campaigns we looked at.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

(Don't worry – we'll include pictures of all three just to help you remember all of them!)

The goal of this campaign is to help you and people your age learn how to prevent drug use and overdose. Which of the three campaigns does the best job at making you want to learn more about this topic?

[INSERT YES / NO POLL:]

1. Campaign 1
2. Campaign 2
3. Campaign 3

[INCLUDE TEXT BOX]

Why did you choose that campaign?

[POLL; BASE: ALL RESPONDENTS]

TASK 23 | FAVORITE CAMPAIGN

[INSERT ALL THREE STIMULI RETROSPECTIVE]

Now, imagine that we're only going to make one of these campaigns. Which campaign would be the most memorable to you personally?

[INSERT YES / NO POLL:]

1. Campaign 1
2. Campaign 2
3. Campaign 3

[INCLUDE TEXT BOX]

What made you pick that campaign?

[TEXT; BASE: ALL RESPONDENTS]

TASK 24 | FINAL THOUGHTS OVERALL

Since this is your last activity, if there is anything else that we didn't ask you about **for any of the things we talked about** and you want to make sure we know, now is the time to tell us!

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

What else do we need to know about you or your experiences in order to create a campaign that feels relevant to you and really makes you feel heard?

[PROMPT]

That's it – you've completed all four activities! Thank you so much! We appreciate your dedication to finishing all the activities in this community.

Once all of your answers have been submitted and reviewed by the moderators, we will send you your reward soon. Please keep an eye out for any follow-ups. You'll need to respond to those to receive your full incentive!

It may take up to 7 business days to receive final approval of your responses. Please reach out if you have any questions.

Thank you again for all of your great work – we literally could not do this without you!