

## Attachment 2: ACEs Survey Screenshots

### ACEs Prevention Messaging Survey

Thank you for your interest in participating in this survey. This survey is related to communications about adverse childhood experiences (what we refer to as “ACEs”) and ACEs prevention strategies. The following survey should take no longer than 15 minutes to complete.

The results will inform future communications developed by the Centers for Disease Control and Prevention (CDC) related to preventing ACEs. Your participation is completely voluntary. All survey questions are optional. You may choose to skip survey questions that you do not wish to answer or discontinue the survey at any point. There are no foreseeable risks associated with participating in this survey. We will not ask you for any personal identifiable information (PII), such as your name or email address, that could link your responses to you.

There are no direct benefits to participating in the survey. However, you may benefit from knowing your participation will help improve future communication materials related to ACEs as well as CDC’s ability to support ACEs prevention work.

If you have any questions or concerns about this survey, you may contact the **Banyan Communications Research Team** by phone at **(404) 682-3008** or by email at **banyanresearch@banyancom.com**.

**If you understand the information above and would like to participate in the survey, please proceed to the next page.**

1 / 6

17%

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## ACEs Prevention Messaging Survey

\* 1. What position best describes you and your relation to children in your life? *Select all that apply.*

- ☐ I am a primary caregiver to one or more children (like parent, caregiver, guardian).
- ☐ I am a direct service provider that works with children in a formal way through my job (like a child care provider, teacher, community-based organization staff person, housing organization staff person, child welfare provider, substance abuse and mental health provider)
- ☐ I work with children in an informal way (like mentors, youth sports coaches).
- ☐ I interact with children but do not directly care for or work with children (like neighbors, family members).
- ☐ None of these

2. How familiar are you with the topic of adverse childhood experiences (ACEs)?

1 = no knowledge or familiarity 5 = extremely knowledgeable or familiar

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## ACEs Prevention Messaging Survey

Please read the bolded message below and then respond to the questions.

**When adversity happens, it can derail children's healthy development. To keep kids on track, we need to prevent harm when we can, and respond quickly if we can't.**

3. How easy is it to understand this message?

1 = not easy at all 5 = extremely easy

4. To what level do you agree with this message?

1 = don't agree at all 5 = completely agree

5. How well do you think you would remember this message?

1 = not well at all 5 = extremely well

6. Do you think this message would motivate you or someone else to prevent harm of children or respond to it quickly?

- ☐ Yes
- ☐ No
- ☐ Don't know

## ACEs Prevention Messaging Survey

### 7. Which message do you prefer?

**Message A:** When adversity happens, it can derail children's healthy development. To keep kids on track, we need to prevent harm when we can, and respond quickly if we can't.

**Message B:** Serious adversity is harmful to children. As a society, we can prevent most adverse childhood experiences. When adversity happens, we can reduce its negative impact.

- ☐ Message A
- ☐ Message B
- ☐ Neither message

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## ACEs Prevention Messaging Survey

### 8. Is there anything else you'd like to share about the messages or this topic?

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## ACEs Prevention Messaging Survey

9. How old are you?

- ☐ 18-24 years of age
- ☐ 25-34 years of age
- ☐ 35-44 years of age
- ☐ 45-54 years of age
- ☐ 55-64 years of age
- ☐ 65-74 years of age
- ☐ 75 years of age or older

10. What is your Ethnicity?

- ☐ Hispanic or Latino
- ☐ Not Hispanic or Latino
- ☐ Prefer not to answer/Decline

11. What is your race?

*Select all that apply.*

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Middle Eastern or North African
- ☐ White
- ☐ Prefer not to answer/Decline

12. Are you:

*Select all that apply.*

- ☐ Female
- ☐ Male
- ☐ Transgender, non-binary, or another gender
- ☐ Prefer not to answer/Decline

13. What is the highest grade or year of school that you completed?

- ☐ Never attended school
- ☐ Attended kindergarten
- ☐ Grades 1 through 8 (Elementary)
- ☐ Grades 9 through 11 (Some high school)
- ☐ Grade 12 or GED (High school graduate)
- ☐ College 1 year to 3 years (Some college or technical school)
- ☐ College 4 years or more (College graduate)
- ☐ Graduate school
- ☐ I don't know

14. Last year (2023), what was your total household income from all sources, before taxes?

- ☐ Less than \$15,000
- ☐ \$15,000 to \$24,999
- ☐ \$25,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000+
- ☐ I don't know

6 / 6

100%

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Done