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| **About the Measure** | |
| **Protocol Id** | 750501 |
| **Domain:** | Tobacco Regulatory Research: Environment |
| **Measure:** | Interpersonal Communication about Anti-tobacco Advertising |
| **Definition:** | This measure assesses whether respondents have talked about anti-tobacco advertising to which they were exposed and also assesses topics discussed. |
| **Purpose:** | The purpose of this measure is to evaluate whether respondents discussed an anti-tobacco advertisement or media campaign with friends, family, and/or others. Talking to others about an advertisement or campaign typically reflects higher engagement with the message. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** | Aided and Confirmed Awareness of Televised Anti-tobacco Advertisements [750101] |
| **Measure Release Date:** | June 24, 2015 |

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| **About the Protocol** | |
| **Protocol Release Date:** | June 24, 2015 |
| **Protocol Review Date:** | June 24, 2015 |
| **PhenX Protocol Name:** | Interpersonal Communication about Anti-tobacco Advertising |
| **Protocol Name From Source:** | Evaluation of the Public Education Campaign on Teen Tobacco (ExPECTT-B) questionnaire |
| **Protocol Availability:** | Available |
| **Keywords:** | Interpersonal communication; anti-tobacco advertising; media; campaign; receptivity; smoke; smoking; anti-smoking; The Real Cost Evaluation; U.S. Food and Drug Administration; FDA; Evaluation of the Public Education Campaign on Teen Tobacco; ExPECTT-B; advertising; conversations |
| **Description:** | This protocol includes two questions from the Evaluation of the Public Education Campaign on Teen Tobacco (ExPECTT-B) questionnaire. The first question assesses whether respondents talked about an anti-tobacco advertisement. If respondents have discussed the advertisement, they are asked follow-up items to determine their receptivity to the message. The second question asks specific questions related to the goals and objectives of the message. Thus, these secondary questions will vary by execution. |
| **Specific Instructions:** | This protocol is typically administered after asking about confirmed and/or aided awareness of an anti-tobacco advertisement(s). Aided and confirmed awareness capture awareness of a specific advertisement. In assessing aided awareness, respondents are provided with specific details of an advertisement and asked to confirm whether they have seen the advertisement; in assessing confirmed awareness, respondents are required to provide additional details about the advertisement.  Once respondents indicate recognition or recall of an advertisement, respondents should be asked whether they talked to anyone about the advertisement(s) (item #1 below). If the respondent answers "yes," they should be asked what topics were discussed (item #2).  In addition, the WG recommends that investigators consider *clearly* defining "tobacco products" *by noting whether that definition includes or excludes* certain types of related products *based on these criteria*: products that are intended for human consumption; made or derived from tobacco; typically contain nicotine, but sometimes do not; and are not Food and Drug Administration-approved tobacco-cessation products. |
| **Protocol:** | 1. Did you talk to anyone about this ad?  [ ] Yes  [ ] No  2. When you talked about this ad, did you talk about any of the following topics?  [ ] Yes  [ ] No  **RANDOMIZE THESE RESPONSE OPTIONS IF POSSIBLE TO AVOID ORDER EFFECTS**  These ads were good  These ads were NOT good  I should not smoke  The person I was talking to or someone else I know should not smoke  Other, specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Selection Rationale:** | Anti-smoking advertisements that prompt interpersonal discussion have been demonstrated to have greater impact on smoking decisions. |
| **Source:** | U.S. Food and Drug Administration (FDA). The Real Cost: Research + Evaluation. [link[www.fda.gov/downloads/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/UCM384308.pdf|www.fda.gov/downloads/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/UCM384308.pdf]] |
| **Language** | English |
| **Participant:** | Adults and youth |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | Dunlop, S. M., Cotter, T., & Perez, D. (2014). When your smoking is not just about you: antismoking advertising, interpersonal pressure, and quitting outcomes. *Journal of Health Communication, 19*(1), 41-56.  Dunlop, S. M., Wakefield, M., & Kashima, Y. (2008). The contribution of antismoking advertising to quitting: intra- and interpersonal processes. *Journal of Health Communication, 13*(3), 250-266.  Durkin, S., & Wakefield, M. (2006). Maximising the impact of emotive anti-tobacco advertising: Effects of interpersonal discussion and program placement. *Social Marketing Quarterly, 12*(3), 3-14.  Hafstad, A., & Aaro, L. E. (1997). Activating interpersonal influence through provocative appeals: Evaluation of a mass media-based antismoking campaign targeting adolescents. *Health Communication, 9,* 253-72.  McAfee, T., Davis, K. C., Alexander, R. L., Jr., Pechacek, T. F., & Bunnell, R. (2013). Effect of the first federally funded U.S. antismoking national media campaign. *Lancet, 382*(9909), 2003-2011.  Van den Putte, B., Yzer, M., Southwell, B. G., de Brujin, G. J., & Willemsen, M. C. (2011). Interpersonal communication as an indirect pathway for the effect of antismoking media content on smoking cessation. *Journal of Health Communication, 16,* 470-485. |
| **Mode of Administration:** | Self-administered or interviewer-administered questionnaire |
| **Derived Variables:** | None. |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required (Yes/No)** | | **Major equipment** | No | | **Specialized training** | No | | **Specialized requirements for biospecimen collection** | No | | **Average time of greater than 15 minutes in an unaffected individual** | No | |
| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable. |