

Part 1 (Twitter, Baby)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.

Help Babies
@AvoidSmoke

Photos and videos

TWEETS
1

Edit profile

Tweets Tweets & replies Photos & videos

Help Babies @AvoidSmoke · 3m

1:05 AM - 26 Nov 2015 · Details

Retweet Reply Like More

Who to follow · Refresh · View all

Ellen DeGeneres @TheEllenShow

Follow

Star Tribune @StarTribune

Follow

Find friends

Trends · Change

#ImThankfulFor
23.6K Tweets

#Empire
204K Tweets

#ARIAs
58.9K Tweets

Happy Thanksgiving Everyone
19K Tweets

#INDvSA
28.6K Tweets

Yale
16.1K Tweets

#ImNotGoingToBedBecause
Trending for 3 hours now

Jason Kidd
15.6K Tweets

UH Twitter
Started trending in the last hour

Bankroll Fresh
Trending for 3 hours now

How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to like this post on Twitter?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to share with your friends on Twitter?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

Part 1 (Twitter, Bottle)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.


Help Babies
@AvoidSmoke


Photos and videos

TWEETS
1





Edit profile

Tweets Tweets & replies Photos & videos


 **Help Babies** @AvoidSmoke · 6s




1:12 AM - 26 Nov 2015 · Details

Who to follow · Refresh · View all

 **City Pages** @citypages
Follow

 **First Avenue** @FirstAvenue
Follow

Find friends

Trends · Change

#ImThankfulFor
24.8K Tweets

#Empire
204K Tweets

#ARIAs
59.6K Tweets

Happy Thanksgiving Everyone
19.2K Tweets

#MumbaiAttacks
33.7K Tweets

Yale
16K Tweets

#ImNotGoingToBedBecause
Trending for 3 hours now

Jason Kidd
14.9K Tweets

UH Twitter
Started trending in the last hour

Modern Mario
Just started trending

How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to like this post on Twitter?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to share with your friends on Twitter?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral

- ☐ Likely
- ☐ Very likely

Part 1 (Instagram, Baby)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.



How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to like this post on Instagram?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to share this post with your friends on Instagram?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

Part 1 (Instagram,Bottle)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.



How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to like this post on Instagram?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to share this post with your friends on Instagram?

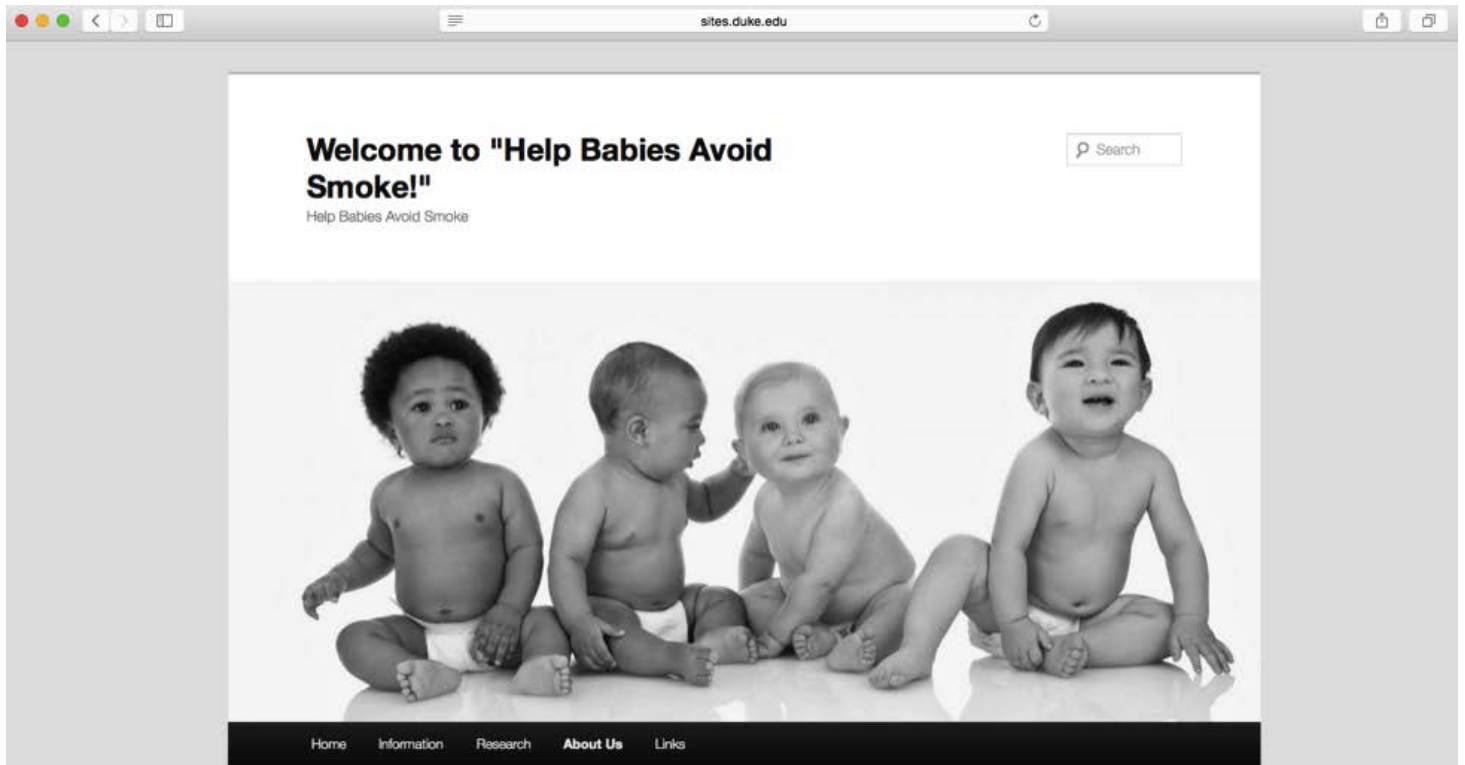
- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

Part 1 (Control)

You are being asked to take part in this survey to help us understand how people

respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.



How likely would you be to read this page?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to click on any links to this page?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How likely would you be to "like" this page if it had a "like" option?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to share this page with your friends on Instagram, Facebook, or Twitter?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

Part 1 (Facebook, Baby)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by

the survey company.

Please examine the material shown below and answer the questions that follow.

Page Messages Notifications Insights Publishing Tools

Invite friends to like this Page


Reach a new milestone
100 Likes
Promote Page

ABOUT >
More information and graphics coming soon!!

PHOTOS >

VISITOR POSTS >

Help Babies Avoid Smoke added a new photo.
Just now · 🌐



Boost Post

Like Comment Share

How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral

- ☐ Likely
- ☐ Very Likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to like this post on Facebook?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to share with your friends on Facebook?

- ☐ Not likely at all
- ☐ Very unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

Part 1 (Facebook, Bottle)

You are being asked to take part in this survey to help us understand how people respond to information about health issues. The survey will require about 10 minutes of your time. You will be compensated after completion of the survey by the survey company.

Please examine the material shown below and answer the questions that follow.

Page

Messages

Notifications

Insights

Publishing Tools

Invite friends to like this Page

Reach a new milestone

100 Likes

Promote Page

ABOUT

More information and graphics coming soon!!

PHOTOS

Children with ADHD are more likely to smoke as they get older.


Smoking exposure that causes elevated changes in the child's genes

More likely to produce children with ADHD (Attention Deficit Hyperactivity Disorder)

VISITOR POSTS

Help Babies Avoid Smoke added a new photo.

Just now · 🌐



Boost Post

Like

Comment

Share

How likely would you be to read this post?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to click on the link to this post?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

How likely would you be to like this post on Facebook?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

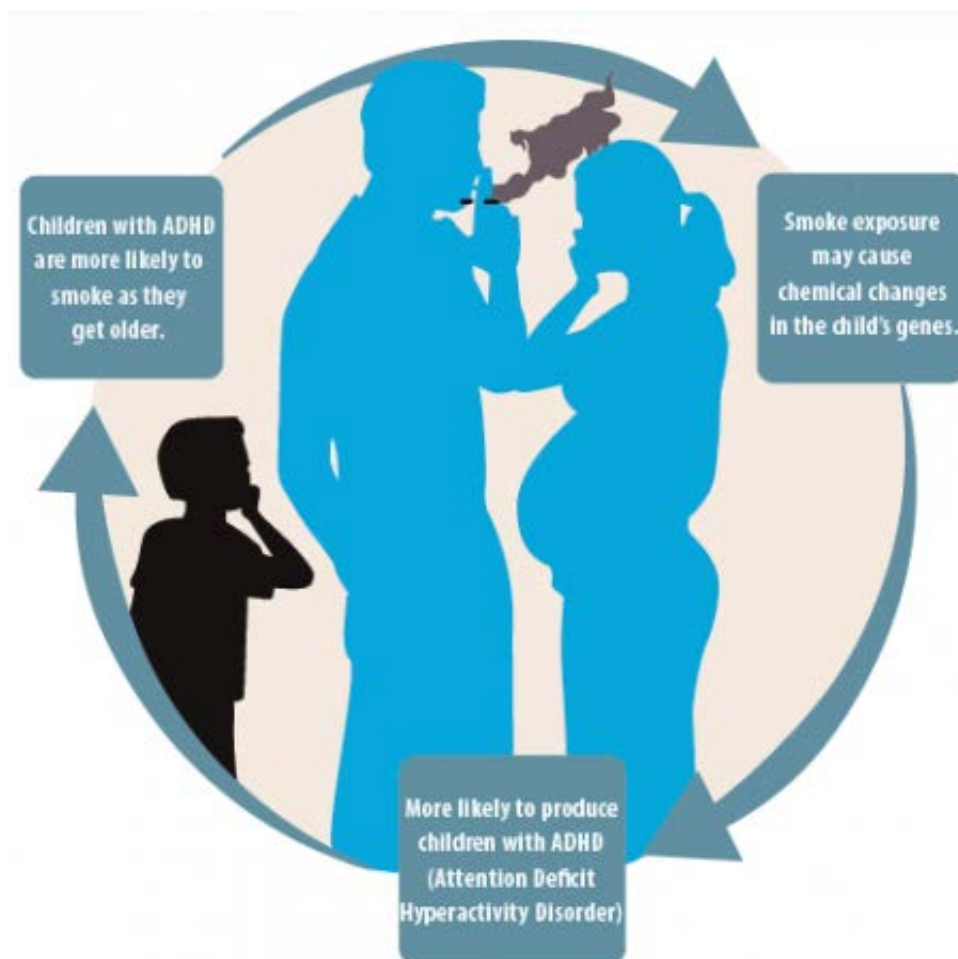
How likely would you be to share this post with your friends on Facebook?

- ☐ Not likely at all
- ☐ Very Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very Likely

Part 2, I

Please consider the following images and text when answering the question.

1) Children who are exposed to tobacco smoke (before or after birth) are more likely to experience ADHD than those who were not, and those with ADHD are more likely to smoke as they get older. ADHD stands for Attention Deficit Hyperactivity Disorder which leads children to be easily distracted, fidgety, and impulsive.



Mark on a scale from 1-5 your interest in learning more about the following topics, with 1 being the lowest and 5 being the highest.

Would you like to learn more about the effects of tobacco smoke exposure on children and the development of ADHD?

1
☐

2
☐

3
☐

4
☐

5
☐

2) Tobacco smoke can change how genes work through the process of epigenetics. Epigenetics is the addition or removal of molecules that are attached to (“on top of”) our DNA or genes. These molecules direct the genes to work so that our cells and our bodies function normally. But things in the environment, such as tobacco smoke, may change the way these molecules are added or removed to our genes, causing the genes to not work properly.

Tobacco Smoke can Change How Genes Work



Genes control every bodily function including behaviors.

Imagine this string of dots is a certain gene in your body.



green dot = a healthy, functioning gene

red dot = dysfunctional gene



The gene is still present, but it no longer works correctly.

Tobacco smoke can cause these changes in certain genes that control your child's behavior, increasing the risk of ADHD.



Mark on a scale from 1-5 your interest in learning more about the following topics, with 1 being the lowest and 5 being the highest.

Would you like to learn more about children's risk of ADHD after exposure to first, second, or third-hand smoke?

1
☐

2
☐

3
☐

4
☐

5
☐

3) Exposure to first, second or third-hand smoke can all increase the risk of ADHD.

First Hand Smoke Facts

First hand smoke is the smoke you inhale directly from a cigarette.

On average, smokers die 13 to 14 years earlier than nonsmokers

A pregnant smoker can put her baby at risk for ADHD development.

Second Hand Smoke Facts

2nd-hand smoke comes from burning cigarettes or exhaled smoke from a smoker.

Studies have found links between 2nd-hand smoke exposure and emotional and mental health problems in children.

Exposure to 2nd-hand smoke while pregnant increases the chance that a woman will have a spontaneous abortion (miscarriage), stillborn birth, low birth-weight baby, and other pregnancy and delivery problems.

Third Hand Smoke Facts

3rd-hand smoke is the residue left on objects and in the air by smokers.

3rd-hand smoke (like 1st- and 2nd-hand smoke) is harmful to our genes and our children's genes.

Since 3rd-hand smoke is present on all surfaces where smoking has occurred, children of smokers are more vulnerable to ingesting tobacco through hand-to-mouth contact.

Mark on a scale from 1-5 your interest in learning more about the following topics, with 1 being the lowest and 5 being the highest.

Would you like to learn more about how to prevent children from exposure to first, second, or third-hand smoke?

1

2

3

4

5

HOW TO KEEP KIDS AWAY FROM SMOKE



Keep your kids
away from
people who
are smoking



Make your **home**
smoke-free



Make your **car**
smoke-free



Share
this with your
family & friends



Talk with your kids
about the danger
of tobacco



When you smoke,
wear a **smoking jacket**
and leave it outside

Mark on a scale from 1-5 your interest in learning more about the following topics, with 1 being the lowest and 5 being the highest.

Smoke exposure may damage your baby's genes, and may make it hard for your baby to pay attention. Would you like to learn about other costs of smoking?

1
☐

2
☐

3
☐

4
☐

5
☐

Smokers will end up spending \$39,785 by buying a pack of cigarettes every day for 20 years. In addition to that, the cost of raising and treating a child with ADHD will be considerably higher.

Do you want to **SAVE MONEY?**

Cigarettes Vs. Real World

Wait... How much am I actually spending on cigarettes?



Don't let cigarettes rob you of your money.

Numbers Don't Lie	
Average Price of One Pack in NC	▶ \$5.45
Average Price of One Pack A Day for One Year	▶ \$1,989
After 20 Years...	▶ \$39,785

Costs of ADHD

ADHD contributes to direct and indirect costs.

Direct costs include healthcare visits and prescriptions.

Indirect costs include loss of work or delinquency.

On average, \$1,574 is set annually on one ADHD patient.

Only \$547 is spent annually on a person without ADHD. (1)



I can buy a lot of things with all of that money!

1. "Data & Statistics." Centers for Disease Control and Prevention. Centers for Disease Control and Prevention, 31 Mar. 2015. Web. 29 June 2015.

Part 3, Section 1

How often do you smoke cigarettes? (not including e-cigs)

- ☐ Never
- ☐ Less than Once a Month
- ☐ Once a Month
- ☐ 2-3 Times a Month
- ☐ Once a Week
- ☐ 2-3 Times a Week
- ☐ Daily

Rate the following on a scale from 1 (very unlikely) to 5 (very likely):

Section 1: How likely are you to attempt to:

Quit smoking altogether?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reduce the number of cigarettes you use by more than half?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stop smoking in your car?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stop smoking in your house?

1
☐

2
☐

3
☐

4
☐

5
☐

Part 3, Section 2

Rate the following on a scale from 1 (very unlikely) to 5 (very likely):

Section 2: How likely are you to attempt to:

Prevent a child in your household from playing at a location where a smoker lives?

1
☐

2
☐

3
☐

4
☐

5
☐

Ask visitors not to smoke in your home?

1
☐

2
☐

3
☐

4
☐

5
☐

Tell a friend about the dangers of tobacco smoke exposure to children?

1
☐

2
☐

3
☐

4
☐

5
☐

Avoid public spaces where there are remnants of third-hand smoke?

1
☐

2
☐

3
☐

4
☐

5
☐

Part 4. True/false

Please indicate whether each of the following statements is true/ false.

Smoking while pregnant may have lasting effects on the baby's brain development.

True

☐

False

☐

The function of my genes cannot change throughout my life.

True

☐

False

☐

The function of a child's genes may change due to smoke exposure.

True

☐

False

☐

If a child is exposed to third-hand smoke (on carpet, furniture, or clothing), there is no danger to his or her health.

True

☐

False

☐

Babies with higher exposure to tobacco smoke are more likely to show symptoms of ADHD.

True

☐

False

☐

Children with ADHD are more likely to smoke as they grow older.

True

☐

False

☐

Letting children ride as passengers in a car of a smoker is safe as long as nobody smokes while they are in the car.

True
☐

False
☐

Being around tobacco smoke would not affect a child's attention span.

True
☐

False
☐

The less one smokes, the more likely his/her child will sleep well.

True
☐

False
☐

With less exposure to tobacco smoke, it is more likely that a child will listen better.

True
☐

False
☐

Part 5 (Social Media)

How often do you use Facebook, Instagram, or Twitter?

Never
☐

Occasionally
☐

Frequently
☐

Very frequently
☐

Always
☐

Which social media do you visit most often?

Facebook
☐

Instagram
☐

Twitter
☐

From which social media would you prefer to receive health messages?

Facebook

☐

Instagram

☐

Twitter

☐

Part 6 (Demographics)

Which form of smoke are you most exposed to? (Check all that apply)

- ☐ First hand (I smoke)
- ☐ Second hand (I am around people while they smoke)
- ☐ Third hand/ Environmental (I am in places where smoking has occurred)

From what you have learned in completing this survey, smoke exposure ...

- ☐ will never hurt anyone
- ☐ is not a threat to the health of children
- ☐ is bad for the health of children
- ☐ is nothing to worry about

What is your age?

- ☐ 18-21
- ☐ 22-30
- ☐ 31-40
- ☐ 41-60
- ☐ Over 60

What is your highest level of education?

- ☐ Did not complete high school
- ☐ High School Graduate or GED
- ☐ Some college
- ☐ 2-year college degree
- ☐ 4-year college degree
- ☐ Beyond college

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

For female respondents age 18 or older -- are you currently:

- ☐ Pregnant
- ☐ Trying to conceive but not pregnant
- ☐ Not trying to conceive

What is your race or ethnicity?

- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Asian
- ☐ Black or African American
- ☐ White
- ☐ Latino/a

☐ Other

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