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.

How likely would you be to read this post?
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.
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
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?
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.
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?
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.

How likely would you be to read this post?

- Not likely at all
- Very Unlikely
- Neutral
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.

How likely would you be to read this post?
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
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.
Would you like to learn more about the effects of tobacco smoke exposure on children and the development of ADHD?

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.
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?
3) Exposure to first, second or third-hand smoke can all increase 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 how to prevent children from exposure to first, second, or third-hand smoke?
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?

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 & 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 spent annually on one ADHD patient.
Only $567 is spent annually on a person without ADHD. (1)

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

- Reduce the number of cigarettes you use by more than half?
  - 1
  - 2
  - 3
  - 4
  - 5

- Stop smoking in your car?
  - 1
  - 2
  - 3
  - 4
  - 5
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

1  2  3  4  5
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