



Health Cognition & Behavior Lab

Updated 08/1/ 2012

HPV Immunization in Sons (HIS) Study – Follow-Up Son Survey (2011)

This survey was designed by Noel Brewer, Paul Reiter, and colleagues at the UNC Gillings School of Global Public Health (<http://www.unc.edu/~ntbrewer/hpv.htm>). Follow-up data collection was via an online survey with adolescent males ages 11-17 years whose parent participated in the accompanying follow-up parent survey and provided consent (n=228). Follow-Up surveys were completed during November 2011.

Preferred citation:

Reiter P. L., McRee A. L., Pepper J. K., Gilkey M. B., Galbraith K. V., Brewer N. T. Longitudinal predictors of HPV vaccination among a national sample of adolescent males. Working Paper.

[...] Brackets indicate text that participants did not see, including source of item, instructions to the programmer or response scale options not seen by participants

<u>Item #</u>	<u>Construct</u>	<u>Item</u>	<u>Response Scale</u>
INTRODUCTION			
		The survey from here forward is for your son.	-
S505	Smoker prototype	Consider a typical person your age who smokes . How would you describe this person using the following characteristics? Stylish	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S510	Smoker prototype	Tough	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S520	Smoker prototype	Cool	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered]

			<i>Modified from</i> (McCool, Cameron, et al., 2011)
S530	Smoker prototype	Independent	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S535	Smoker prototype	Unattractive	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S540	Smoker prototype	Immature	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S550	Smoker prototype	Inconsiderate	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2010)
S560	Smoker prototype	Trashy	1 = Not at all 2 = Slightly 3 = Somewhat 4 = Quite a bit 5 = Very much [-1 = item not answered] <i>Modified from</i> (McCool, Cameron, et al., 2011)
S561	Tobacco use	How often do you smoke now?	1 = Never, I am not a smoker 2 = Less than once a month 3 = At least once a month 4 = At least once a week 5 = At least once a day [-1 = item not answered]

S562	Smoking susceptibility	Do you think you will smoke a cigarette in the <u>next year</u> ?	<p>1 = Definitely yes 2 = Probably yes 3 = Probably not 4 = Definitely not [-1 = item not answered]</p>
S563	Self risk of addiction	<p>If you started smoking more than once a week, what do you think the chances really are that you would eventually become addicted? Tell us what you think is true for you, setting aside what an expert might say.</p>	<p>[Note to programmers: Randomize order of items S563-S564]</p> <p>1 = Almost no chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Almost certain [-1 = item not answered]</p> <p><i>Modified from</i> (Tzeng, Mayer, Richman, et al. Cancer 2010, p. 1992-2000)</p>
S564	Expert risk of addiction	<p>If you started smoking more than once a week, what do you think an expert would say are the chances that you would eventually become addicted?</p>	<p>1 = Almost no chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Almost certain [-1 = item not answered]</p> <p><i>Modified from</i> (Tzeng, Mayer, Richman, et al. Cancer 2010, p. 1992-2000)</p>
S565	Self risk of cancer	<p>If you started smoking more than once a week, what do you think the chances really are that you would eventually develop lung cancer? Tell us what you think is true for you, setting aside what an expert might say.</p>	<p>Note to programmers: Randomize order of items S565-S566]</p> <p>1 = Almost no chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Almost certain [-1 = item not answered]</p> <p><i>Modified from</i> (Tzeng, Mayer, Richman, et al. Cancer 2010, p. 1992-2000)</p>
S566	Expert risk of cancer	<p>If you started smoking more than once a week, what do you think an expert would say are the chances that you would eventually develop lung cancer?</p>	<p>1 = Almost no chance 2 = Low chance 3 = Moderate chance 4 = High chance 5 = Almost certain [-1 = item not answered]</p> <p><i>Modified from</i> (Tzeng, Mayer, Richman, et al. Cancer 2010, p. 1992-2000)</p>

		[Note to Programmers: Insert "Follow-up Cigarette Pack Labeling Experiment" items. Please see Survey Appendix F for instructions and items]	
S571	Electronic cigarettes	Have you ever heard of electronic cigarettes, often called e-cigarettes?	1= Yes 0= No [-1= item not answered]
S572	Informative Statement	E-cigarettes look like regular cigarettes but they are different. They create a mist that you breathe in like smoke, but they are not made of tobacco.	
S573	Electronic cigarettes	Have you ever seen someone using an e-cigarette?	1= Yes 0= No [-1= item not answered] <i>Modified from (CDC's National Youth Tobacco Survey (NYTS), 2011)</i>
S574	Electronic cigarettes	Have you ever used an e-cigarette?	1= Yes 0= No [-1= item not answered]
S575	Electronic cigarettes	Do you think you will smoke an e-cigarette in the <u>next year</u> ?	1 = Definitely yes 2 = Probably yes 3 = Probably not 4 = Definitely not [-1 = item not answered] <i>Modified from (CDC's National Youth Tobacco Survey (NYTS), 2011)</i>
S576	Electronic cigarettes	If one of your best friends were to offer you an e-cigarette, would you try it?	1 = Definitely yes 2 = Probably yes 3 = Probably not 4 = Definitely not [-1 = item not answered]

			<i>Modified from (CDC's National Youth Tobacco Survey (NYTS), 2011)</i>
S577	Electronic cigarettes	If one of your best friends were to offer you a <u>flavored</u> e-cigarette (chocolate, mint, apple, etc.), would you try it?	1 = Definitely yes 2 = Probably yes 3 = Probably not 4 = Definitely not [-1 = item not answered] <i>Modified from (CDC's National Youth Tobacco Survey (NYTS), 2011)</i>
HEALTH CARE QUALITY			
S580	Health Care Quality	<p>The next questions ask about your experience getting health care.</p> <p>How would you rate all of the health care you received in the last year?</p>	0 = Worst health care possible 1 = (blank) 2 = (blank) 3 = (blank) 4 = (blank) 5 = (blank) 6 = (blank) 7 = (blank) 8 = (blank) 9 = (blank) 10 = Best health care possible Note to programmers: Response options should include 11 buttons in a row with '0' placed over the leftmost button and '10' placed over the rightmost button. No numbers should be placed over the other buttons.] <i>Modified from (Young Adult Health Care Survey, Child and Adolescent Health Measurement Initiative (CAHMI). http://cahmi.org/ViewDocument.aspx?DocumentID=87)</i>
S585	Health Care	When was the last time you saw a doctor or other health care provider for a preventive care visit, such as a physical, check-up, or shots? This does not include times you went to the doctor because you were sick.	1 = In the last year 0 = More than 1 year ago [-1 = item not answered]

S590	Preventive Services	In the <u>last year</u> , did you and a doctor or other health care provider talk about... (check all that apply)	<p>1 = Exercise or physical activity 2 = Nutrition or healthy eating 3 = Cigarettes, smoking, or smokeless tobacco 4 = Alcohol or drug use 5 = Seatbelt use 6 = Sexually transmitted diseases 7 = Interpersonal violence (fights) or bullying 8 = HPV vaccine 9 = Other vaccines 10 = None of the above [-1 = item not answered]</p> <p>Note to programmers: Do not allow other response options if "10=None of the above" is selected]</p> <p>[IF S590=10, SKIP TO S600. ELSE CONTINUE TO S595.]</p> <p><i>Modified from</i> (Young Adult Health Care Survey, Child and Adolescent Health Measurement Initiative (CAHMI). http://cahmi.org/ViewDocument.aspx?DocumentID=87)</p> <p>(California Health Interview Survey, adolescent questionnaire http://www.chis.ucla.edu/pdf/CHIS2009teenquestionnaire.pdf)</p>
S595	Preventive Services	Who started this conversation(s)?	<p>1 = I did 2 = My doctor or other health care provider did 3 = Someone else did 4 = I don't remember [-1 = item not answered]</p>
S597	Preventive Services	In your opinion, how helpful was the conversation(s)?	<p>1 = Not at all 2 = A little 3 = Moderately 4 = Very [-1 = item not answered]</p>
S600	Confidentiality	In the <u>last year</u> , did you get a chance to speak with a doctor or other health care provider privately? This means one on one, without your parents or other people in the room.	<p>1= Yes 0= No [-1= item not answered]</p> <p><i>Modified from</i> (Young Adult Health Care Survey, Child and Adolescent Health Measurement Initiative (CAHMI). http://cahmi.org/ViewDocument.aspx?DocumentID=87)</p>

S605	Confidentiality	In the <u>last year</u> , did a doctor or other health care provider say that what you talked about with them was confidential, meaning it would not be shared with anyone else?	<p>1= Yes 0= No [-1= item not answered]</p> <p><i>Modified from</i> (Young Adult Health Care Survey, Child and Adolescent Health Measurement Initiative (CAHMI). http://cahmi.org/ViewDocument.aspx?DocumentID=87)</p>
AWARENESS AND KNOWLEDGE			
S610	Informative Statement	<p>HPV is a common sexually transmitted infection that sometimes leads to genital warts or cancer.</p> <p>The HPV vaccine can help prevent these diseases. It has been available for guys for a few years now. By guys, we mean boys and young men 9-26 years old.</p>	
S615	Information Sources	In the <u>last year</u> , have you heard from any of these sources that the HPV vaccine can be given to guys? Check all that apply.	<p>1 = My mom or dad 2 = My friends 3 = Doctor or nurse 4 = My school 5 = Commercial or ad from a drug company 6 = None of the above [-1 = item not answered]</p> <p>[Note to programmers: Do not allow other response options if "6=None of the above" is selected]</p> <p><i>Modified from</i> (Reiter, Brewer, Gottlieb, McRee, & Smith, 2009)</p>
S620	Information Sources	<p>Now think about what you have heard in the media about the HPV vaccine for guys. This does <u>not</u> include commercials or ads.</p> <p>In the <u>last year</u>, have you heard</p>	<p>1 = In a newspaper or magazine 2 = On TV or the radio 3 = On the internet 4 = None of the above [-1 = item not answered]</p> <p>Note to programmers: Do not allow other response options if "4=None of the above" is selected]</p> <p><i>Modified from</i> (Reiter, Brewer, Gottlieb, McRee, & Smith, 2009)</p>

		about it... (check all that apply)	
S625	Awareness - Anal Cancer Prevention	The government recently announced that the HPV vaccine can prevent a kind of cancer in guys. Have you heard about this?	1 = Yes 0 = No 9 = I don't know [-1 = item not answered]
HPV VACCINATION			
S630	Vaccination Coverage	The HPV vaccine requires 3 shots over six months. Have you had any shots of the HPV vaccine?	1 = Yes 0 = No 9 = I don't know [-1 = item not answered] [Note to programmers: Provide reminder for participants who try to skip item to answer it.] <i>Modified from</i> (McRee, Gottlieb, Reiter, Dittus, & Brewer, Unpublished Manuscript)
S635	Decision-Making	How much did you participate in making the decision about whether or not you got the HPV vaccine?	1 = Not at all 2 = A little 3 = A moderate amount 4 = A lot [-1 = item not answered] <i>Modified from</i> (Brewer, Gottlieb, Reiter, McRee, Liddon, Markowitz, & Smith, 2009)
			[IF S630=1 SKIP TO S675] [IF S630=0, 9, -1 CONTINUE TO S640]

S640	Intentions	Before today, have you thought about getting the HPV vaccine?	<p>[IF S630=0,9,-1]</p> <p>1 = Yes 0 = No [-1 = item not answered]</p> <p>Note to programmers: Provide reminder for participants who try to skip item to answer it.]</p> <p><i>Modified from (Reiter, Brewer, Gottlieb, McRee, & Smith, 2009)</i></p>
S645	Intentions	Which of the following best describes how you feel about getting the HPV vaccine in the next year?	<p>[IF S630=0,9,-1]</p> <p>1 = I do want to get the vaccine 2 = I <u>don't</u> want to get the vaccine 3 = Undecided [-1 = item not answered]</p> <p>Note to programmers: Provide reminder for participants who try to skip item to answer it.]</p> <p><i>Modified from (Reiter, Brewer, Gottlieb, McRee, & Smith, 2009)</i></p>
S650	Willingness	How willing would you be to get the HPV vaccine?	<p>[IF S630=0,9,-1]</p> <p>5 = Definitely willing 4 = Probably willing 3 = Not sure 2 = Probably not willing 1 = Definitely not willing [-1 = item not answered]</p> <p>[Note to programmers: Provide reminder for participants who try to skip item to answer it.]</p> <p><i>Modified from (Reiter, Brewer, McRee, Gilbert & Smith, 2010)</i></p>
S655	Pain - Expected	If you got the HPV vaccine, how much pain would you expect to have?	<p>[IF S630=0,9,-1]</p> <p>1= No pain 2= Mild pain 3= Moderate pain 4= Severe pain 9= I don't know [-1 = item not answered]</p> <p>[IF S655=2,3,4,9 CONTINUE TO S660] [IF S655=1,-1 SKIP TO S665]</p>

S660	Pain - Expected	Why would you expect to have pain from the HPV vaccine? Check all that apply.	<p>[IF S630=0,9,-1 AND S655=2,3,4,9]</p> <p>1= Vaccines are painful for me 2= I am scared of needles 3= I heard <u>from other people</u> that the HPV vaccine is painful 4= I heard <u>from the media</u> (includes TV, newspaper, and internet) that the HPV vaccine is painful 5= Other, please specify: _____</p> <p>[open ended, Item # S661] [-1 = item not answered]</p>
S665	Fear - Expected	How afraid do you think you would be of getting the HPV vaccine?	<p>[IF S630=0,9,-1]</p> <p>1= Not at all 2= A little 3= Moderately 4= Very [-1 = item not answered]</p> <p>[IF S665=2,3,4 CONTINUE TO S670] [IF S665=1,-1 SKIP TO S700]</p>
S670	Fear - Expected	What do you think you would be afraid of? Check all that apply.	<p>[IF S630=0,9,-1 AND S665=2,3,4]</p> <p>1= Seeing the needle 2= My arm hurting during the shot 3= My arm hurting afterward 4= Unsafe ingredients in the vaccine 5= Vaccine causing health problems 6= Other, please specify: _____</p> <p>[open ended, Item # S671] [-1 = item not answered]</p> <p>[SKIP TO S700]</p> <p><i>Modified from</i> (Bernard DM, Robbins, SC, McCaffery KJ, et al. Med J Australia 2011; 194(6): 297-300)</p>
S675	Pain - Actual	<p>The next questions are about any pain you may have had from the HPV vaccine. This includes pain while you were in the doctor's office and in the hours and days after getting the vaccine.</p> <p>When you got the HPV vaccine,</p>	<p>[IF S630=1]</p> <p>1= No pain 2= Mild pain 3= Moderate pain 4= Severe pain 5= I don't know [-1 = item not answered]</p> <p><i>Modified from</i> (Brewer, Gottlieb, Reiter, McRee, Liddon, Markowitz, & Smith, 2009)</p>

		how much pain, if any, did you have?	
S680	Pain - Comparison	Think about the most recent vaccine you got other than the HPV vaccine. Did the other vaccine cause...	<p>[IF S630=1]</p> <p>1= Less pain than the HPV vaccine 2= About the same 3= More pain than the HPV vaccine 4= I don't know [-1 = item not answered]</p> <p><i>Modified from</i> (Brewer, Gottlieb, Reiter, McRee, Liddon, Markowitz, & Smith, 2009)</p>
S685	Vaccine Adverse Events	Other than pain, what side effects, if any, did you have from the HPV vaccine? Check all that apply.	<p>[IF S630=1]</p> <p>1= None 2= Nausea 3= Dizziness 4= Fainting 5= Redness or swelling where I got the shot 6= I felt upset or anxious 7= Other, please specify: _____ [open ended, Item # S686] [-1 = item not answered]</p> <p>[Note to programmers: Do not allow other response options if "1=None" is selected]</p> <p><i>Modified from</i> (Brewer, Gottlieb, Reiter, McRee, Liddon, Markowitz, & Smith, 2009)</p>
S690	Fear - Actual	How afraid do you think you were of getting the HPV vaccine?	<p>[IF S630=1]</p> <p>1= Not at all 2= A little 3= Moderately 4= Very [-1 = item not answered]</p> <p>[IF S690=2,3,4 CONTINUE TO S695] [IF S690=1,-1 SKIP TO S720]</p>

S695	Fear - Actual	What do you think you were afraid of? Check all that apply.	<p>[IF S630=1 AND S690=2,3,4]</p> <p>1= Seeing the needle 2= My arm hurting during the shot 3= My arm hurting afterward 4= Unsafe ingredients in the vaccine 5= Vaccine causing health problems 6= Other, please specify:_____</p> <p>[open ended, Item # S696]</p> <p>[-1 = item not answered]</p> <p>[SKIP TO S720]</p> <p><i>Modified from</i> (Bernard DM, Robbins, SC, McCaffery KJ, et al. Med J Australia 2011; 194(6): 297-300)</p>
S700	Disinhibition	<p>Please tell us how much you agree or disagree with the following statement.</p> <p>If my parents got me the HPV vaccine, it would mean...</p> <p>they agree with vaccinations in general.</p>	<p>[IF S630=0,9,-1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4). IF P600≤4, SKIP TO S740].</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from</i> (Forster AS, Marlow LA, Waller J. BJOG 2010; 117(2): 229-233)</p>
S705	Disinhibition	<p>If my parents got me the HPV vaccine, it would mean...</p> <p>they want to protect me from cancer.</p>	<p>[IF S630=0,9,-1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from</i> (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</p>
S710	Disinhibition	<p>If my parents got me the HPV vaccine, it would mean...</p> <p>they want to protect me against sexually transmitted diseases.</p>	<p>[IF S630=0,9,-1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from</i> (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</p>

S715	Disinhibition	<p>If my parents got me the HPV vaccine, it would mean...</p> <p>they think it's okay for me to be sexually active.</p>	<p>[IF S630=0,9,-1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p>[SKIP TO S740]</p> <p><i>Modified from (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</i></p>
S720	Disinhibition	<p>Please tell us how much you agree or disagree with the following statement.</p> <p>When my parents got me the HPV vaccine, it meant...</p> <p>they agree with vaccinations in general.</p>	<p>[IF S630=1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4). IF P600≤4, SKIP TO S740].</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</i></p>
S725	Disinhibition	<p>When my parents got me the HPV vaccine, it meant...</p> <p>they want to protect me from cancer.</p>	<p>[IF S630=1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</i></p>
S730	Disinhibition	<p>When my parents got me the HPV vaccine, it meant...</p> <p>they want to protect me against sexually transmitted diseases.</p>	<p>[IF S630=1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</i></p>

S735	Disinhibition	<p>When my parents got me the HPV vaccine, it meant...</p> <p>they think it's okay for me to be sexually active.</p>	<p>[IF S630=1 AND IF PARENT INDICATED SON IS AGE 15 OR OLDER (P600>4)]</p> <p>5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]</p> <p><i>Modified from (Forster A.S., Marlow L.A., Waller J. BJOG 2010; 117(2): 229-233)</i></p>
S740	Informative Statement	For the next few questions, imagine that your school hosts vaccination days several times a year. On these days, a health care provider gives recommended vaccines to students. For some students, the vaccines are free, while for others there may be a cost.	
S755	School-Located Vaccination	<p>Suppose you and your parents decided to get you a vaccine at a vaccination day...</p> <p>How willing would you be to get this vaccine with one of your parents there?</p>	<p>5 = Definitely willing 4 = Probably willing 3 = Not sure 2 = Probably not willing 1 = Definitely not willing [-1 = item not answered]</p>
S760	School-Located Vaccination	<p>Suppose you and your parents decided to get you a vaccine at a vaccination day...</p> <p>How willing would you be to get this vaccine <u>without</u> one of your parents there?</p>	<p>5 = Definitely willing 4 = Probably willing 3 = Not sure 2 = Probably not willing 1 = Definitely not willing [-1 = item not answered]</p>

S765	School- Located Vaccination	It's okay if vaccination days are held where students might see each other get vaccines, such as a school gym.	5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]
S770	Consent For Vaccination	At what age do you think adolescents should be able to get vaccines without parent permission?	1 = 11 years old 2 = 12 years old 3 = 13 years old 4 = 14 years old 5 = 15 years old 6 = 16 years old 7 = 17 years old 8 = 18 years old 9 = 19 years old 10 = Adolescents should not be able to get vaccines without parent permission [-1 = item not answered] <i>Modified from</i> (Rand CM, Humiston SG, Schaffer SJ, Albertin CS, et al. Vaccine (in press at time of survey design). doi: 10.1016/j.vaccine.2011.08.002)
S772	Consent For Vaccination	Please tell us how much you agree or disagree with the following statement. If I was allowed to decide on my own, I might refuse a vaccine my parents would want me to have.	5 = Strongly agree 4 = Agree 3 = Not sure 2 = Disagree 1 = Strongly disagree [-1 = item not answered]
CLOSING			
S775	Closing Statement	Thank you for completing this survey. Please click to submit your survey.	

References

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Survey Appendix F

Follow-Up Cigarette Pack Labeling Experiment

[Note to programmers: Participants will view all 4 labels contained at the end of this appendix separately. Along with each label, two questions (items S567 and S570, listed below) should be included on the screen. The order which participants view the 4 labels should be randomized. Create four additional variables (see table below) that describe the label order. All participants continue to S571 after seeing all 4 labels and completing the questions.]

Variable name	Label	Values
<i>Cig_label1</i>	First label viewed	1 = label 1 text addiction 2 = label 2 text lung cancer 3 = label 3 image addiction 4 = label 4 image lung cancer
<i>Cig_label2</i>	Second label viewed	1 = label 1 text addiction 2 = label 2 text lung cancer 3 = label 3 image addiction 4 = label 4 image lung cancer
<i>Cig_label3</i>	Third label viewed	1 = label 1 text addiction 2 = label 2 text lung cancer 3 = label 3 image addiction 4 = label 4 image lung cancer
<i>Cig_label4</i>	Fourth label viewed	1 = label 1 text addiction 2 = label 2 text lung cancer 3 = label 3 image addiction 4 = label 4 image lung cancer

S567: Here is a label from a cigarette pack. Please look at it carefully.

[Note to programmers: Insert image of cigarette pack label. We will need a variable indicating the amount of time each participant spends on each label screen. The two following questions should appear together below each label.]

How much does this label discourage you from wanting to smoke cigarettes?

1 = Not at all

2 = A little bit

3 = Somewhat

4 = Quite a bit

5 = Very much

[-1 = item not answered]

S570: How much does this label make you feel worried about the harms of smoking?

1 = Not at all

2 = (blank)

3 = (blank)

4 = (blank)

5 = (blank)

6 = (blank)

7 = Extremely

[-1 = item not answered]

[Note to programmers: Since *S567* and *S570* appear with each label, you can follow the naming convention of *S567_1* and *S570_1* for the first label seen, *S567_2* and *S570_2* for the 2nd label, and so on.]

[Cigarette pack labels]

[Note to programmers: Images are the same size as one another. They should all stay the same size as one another in the online surveys.]

Label 1 text addiction



Label 3 image addiction



Label 2 text lung cancer



Label 4 image lung cancer



