**UNC Perceived Message Effectiveness (UNC PME) Scale**

|  |  |
| --- | --- |
| How much does this message… |  |
| make you concerned about the health effects of smoking? | 1=Not at all  2=Very little  3=Somewhat  4=Quite a bit  5=A great deal |
| make smoking seem unpleasant to you? | 1=Not at all  2=Very little  3=Somewhat  4=Quite a bit  5=A great deal |
| discourage you from wanting to smoke? | 1=Not at all  2=Very little  3=Somewhat  4=Quite a bit  5=A great deal |

Citation:

Baig, S. A., Noar, S. M., Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2019). UNC perceived message effectiveness: Validation of a brief scale*.* *Annals of Behavioral Medicine, 53*(8), 732-742*.*