**University of North Carolina Perceived Message Effectiveness Scale for Youth**

**(UNC PME Scale for Youth)**

* **Protocol**
	+ **Description**
		- These self-administered questions ask adolescents about their perceptions of the effectiveness of tobacco prevention messages. Responses are used to assess a message’s potential effectiveness and guide message selection for youth tobacco prevention campaigns.
		- This measure was developed in R01CA246600 from the National Cancer Institute and FDA Center for Tobacco Products (CTP).
	+ **Specific Instructions**
		- These questions can be asked of any adolescent, regardless of tobacco use status. The respondent is shown a message and then asked three questions about it.
		- The three questions can then be repeated for each additional message shown.
		- For other tobacco products, substitute other tobacco product name, such as “discourage you from smoking cigarettes.”
	+ **Protocol**
		- How much does this message…

1. make you worry about what vaping will do to you?

1=Not at all

2=Very little

3=Somewhat

4=Quite a bit

5=A great deal

2. make you think vaping is a bad idea?

1=Not at all

2=Very little

3=Somewhat

4=Quite a bit

5=A great deal

3. discourage you from vaping?

1=Not at all

2=Very little

3=Somewhat

4=Quite a bit

5=A great deal

* **Administration**
	+ **Personnel and Training Required**
		- None
	+ **Equipment Needs**
		- None
	+ **Requirements**
		- **Major equipment**
			* No
		- **Specialized training**
			* No
		- **Specialized requirements for biospecimen collection**
			* No
		- **Average time of greater than 15 minutes in an unaffected individual**
			* No
	+ **Mode of Administration**
		- Self-administered questionnaire
	+ **Lifestage**
		- Adolescents
	+ **Participants**
		- Adolescents (aged 12-17)
* **Source**
	+ **Source**
		- Noar, S. M., Gottfredson, N. C., Vereen, R. N., Kurtzman, R., Sheldon, J. M., Adams, E., Hall, M. G., & Brewer, N. T. (2021). Development of the UNC perceived message effectiveness scale for youth*.* *Tobacco Control.* doi: 10.1136/tobaccocontrol-2021-056929. Online ahead of print.
	+ **General References**
		- Kurtzman, R. T., Vereen, R. N., Sheldon, J. M., Hall, M. G., Brewer, N. T., Gottfredson, N. C., & Noar, S. M.(2022). Adolescents’ understanding of smoking and vaping risk language: Cognitive interviews to inform scale development. *Nicotine & Tobacco Research,* doi: 10.1093/ntr/ntac127.
		- Ma, H., Gottfredson, N. C., Kieu, T. K., Rohde, J. A., Hall, M. G., Brewer, N. T., & Noar, S. M., (2022). Validating perceived message effectiveness: A test of effects and message perceptions*.* *Manuscript submitted for publication.*
* **Measure**
	+ **Measure Name**
		- UNC Perceived Message Effectiveness (UNC PME) Scale for Youth
	+ **Definition**
		- Judgments about a message’s potential to change important antecedents of behavior or behavior itself.
	+ **Purpose**
		- To efficiently evaluate the potential effectiveness of tobacco prevention messages
	+ **Keywords**
		- Tobacco, smoking, vaping, prevention, message development, message testing, health communication, effects perception, online survey