**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