

INTRODUCTION

INTRODUCTION



4/30/2024 10:47 PM

OMB No. 0920-1154
Expiration Date 3/31/2026

Welcome to the online community **SHARING YOUR EXPERIENCES.**

Just as a heads up, if you're planning on using your phone to complete this project, we recommend that you download the **itracks app!**

In this project, you are being asked to participate in an online community about drug use and drug overdose prevention. By continuing and answering our questions, you're agreeing to take part in the study. You can always stop at any time or not answer any question.

This study is being conducted by YPulse, Inc. in partnership with Fors Marsh. We are conducting this research on behalf of the Centers for Disease Control and Prevention (CDC) to understand youths' thoughts, feelings, and perceptions about drug use prevention and mental health messages. What we learn will inform content development and strategy for CDC's educational campaign to prevent drug overdose among youth ages 13-17.

You will be asked to complete 4 activities that are open now. Please take your time to answer each question. It should take about 60 minutes to complete each activity, but you can come in and out of the activity and take the next few days to answer everything. However, after two weeks, you won't be able to come back in to finish your responses. And remember, you won't receive incentive for any activities you don't complete.

Please answer as thoroughly and honestly as you can. Don't hold back - we want to hear the good and the bad. For every answer, make sure to tell us why you feel the way you do!

When you're sharing your thoughts, the more details you can give us, the better! If you don't answer with enough detail, we will ask you to add more details and you'll receive your incentive when you've answered these follow-up questions or if you update your response.

Finally, we take your privacy very seriously. No one but our research team will see anything that could identify you. No one will see your contact info except for the people who recruited you and the research team. Everything you share will be deleted about two years after the study is complete. If you want us to delete anything before then, please reach out and ask.

You don't have to answer anything that you don't want to, so if you come to a question that you don't feel comfortable answering, just put in "N/A" or "I don't feel comfortable answering this" in order to continue. You can also stop or withdraw from the study at any time. All of your information will be kept confidential and private unless we are afraid for your safety.

If you have any questions, please contact Rich Kaminski (richard@ypulse.com) or Sanja-Rika Venter (sanja-rika@ypulse.com) and we can help you further.

CDC estimates the average public reporting burden for this collection of information as 45 minutes per response^[EB1] ^[EB2], including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

ACTIVITY 1

ACTIVITY 1: INTRODUCTION



5/1/2024 4:55 PM

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Expiration Date 3/31/2026

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This first activity will focus on you. Let's get started!

TASK 1 | INTRODUCE YOURSELF

To get started, we want to learn about you! Tell us about you as a person, what you're passionate about, the hobbies you're interested in, the shows you watch, what you do in your free time, and why these are all so important to you.

We want to get to know you, so make sure your response is as detailed and as meaningful as possible!

B *I* U  

|

Attachments 



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TASK 2 | MOST IMPORTANT


That's a great start, thanks!

Now, what are the most important things in your life **right now**? It can be anything at all and it can be multiple things. Feel free to take a second to think about it.

Once you have what are most important to you in mind, tell us what they are and what makes them so important to you **right now**.

B *I* U  

Enter text reply here...

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TASK 3 | NOW VS. FUTURE

TASK 3 | NOW VS. FUTURE

 Sanja
Project Manager

5/1/2024 4:55 PM

Tell us how much you agree with this statement:

"I'm going to have the most important experiences in my life in the future, not now."

In the text box, tell us why you chose that option.

- Agree completely
- Somewhat agree
- Somewhat disagree
- Disagree completely

B *I* U  

Enter text reply here...

TASK 4 | DRUG OVERDOSE – FIRST THOUGHTS

TASK 4 | DRUG OVERDOSE – FIRST THOUGHTS

 **Sanja**
Project Manager

5/1/2024 4:55 PM

Awesome!


As you know, one of the goals of this project is to help develop a campaign to prevent drug use and drug overdose. Before we talk about that, we want to talk about this topic more generally.

When you hear the phrase "drug overdose," what comes to mind? How do you feel? Where do you think that comes from?

B *I* U  

Enter text reply here...

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TASK 5 | DRUG OVERDOSE – HEARD

TASK 5 | DRUG OVERDOSE – HEARD

 Sanja
Project Manager


5/1/2024 4:55 PM

What sorts of things have you heard about drug overdoses?

B *I* U  

Enter text reply here...

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TASK 6 | DRUG OVERDOSE – SOURCES

TASK 6 | DRUG OVERDOSE – SOURCES

 **Sanja**
Project Manager

5/1/2024 4:55 PM

Where have you learned about drug overdoses? How much do you trust these sources of information?

B *I* U  

Enter text reply here...

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TASK 7 | DRUG OVERDOSES IN YOUR COMMUNITY

TASK 7 | DRUG OVERDOSES IN YOUR COMMUNITY


 Sanja
Project Manager

5/1/2024 4:55 PM

How much of a problem do you think drug overdoses are **among people around your age in your local community**? What makes you think that?

B *I* U  

Enter text reply here...

Attachments 



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TASK 8 | DRUG OVERDOSE – EXPERIENCE

TASK 8 | DRUG OVERDOSE – EXPERIENCE

 Sanja
Project Manager

5/1/2024 4:55 PM

What have you experienced yourself that has had an impact on how you think or feel about drug overdoses?

B *I* U  

Enter text reply here...

Attachments 



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TASK 9 | DRUG OVERDOSE – MESSAGES

TASK 9 | DRUG OVERDOSE – MESSAGES

 Sanja
Project Manager

5/1/2024 4:55 PM

Awesome work so far! Now, we're going to talk a little bit about your experiences with drug education programs.

To get started, **in the last three months**, have you seen anything that warned you about drug use, the impacts of drugs, or drug overdose? It could be a billboard, a commercial, an ad on social media or a website, or anything else!


If yes, tell us what you saw, what it looked like and what stood out to you about it! What made it so memorable?

If no, tell us why you think you don't remember ever seeing anything like this.

- Yes
- No

B *I* U  

Enter text reply here...

Attachments 

TASK 10 | YOUR OWN ANTI-DRUG MESSAGE



TASK 10 | YOUR OWN ANTI-DRUG MESSAGE

 **Sanja**
Project Manager

5/1/2024 4:55 PM


Imagine you were going to make a commercial or a piece of messaging warning about drug use, the impacts of drugs, or drug overdose, and you wanted it to be as effective as possible.



Describe it to us! What words and images should it include? What should it feel like?

B *I* U  

Enter text reply here...

Attachments 

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

TASK 11 | YOUR OWN ANTI-DRUG MESSAGE – LOCATION

TASK 11 | YOUR OWN ANTI-DRUG MESSAGE – LOCATION

 Sanja
Project Manager


5/1/2024 4:55 PM

Where would you show off your messages in order to make sure as many people your age saw them as possible?

B *I* U  

Enter text reply here...

Attachments 

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TASK 12 | ANTI-DRUG – BEST WAY

TASK 12 | ANTI-DRUG – BEST WAY

 **Sanja**
Project Manager

5/1/2024 4:55 PM

What's the best way to get important information warning about drug use to you?

B *I* U  

Enter text reply here...

Attachments 



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TASK 13 | MENTAL HEALTH – FIRST THOUGHTS

TASK 13 | MENTAL HEALTH – FIRST THOUGHTS



 **Sanja**
Project Manager

5/1/2024 4:55 PM

Fantastic work so far!


Now, we're going to switch topics a little bit and talk about "mental health" and being aware of and taking care of your mental health.

To get started, when you think about the term or idea of "mental health," what comes to mind? How do you feel? Where do you think that comes from?

B *I* U  

Enter text reply here...

Attachments 

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TASK 14 | MENTAL HEALTH – HEARD

TASK 14 | MENTAL HEALTH – HEARD

 Sanja
Project Manager


5/1/2024 4:55 PM

What sorts of things have you heard about young people's mental health?

B *I* U  

Enter text reply here...

Attachments 

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TASK 15 | GOOD MENTAL HEALTH – DEFINE

TASK 15 | GOOD MENTAL HEALTH – DEFINE

 **Sanja**
Project Manager


5/1/2024 4:55 PM

How would you describe or define "good mental health?"

B *I* U ¹/₂ 

Enter text reply here...

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

TASK 16 | GOOD MENTAL HEALTH – EXAMPLES

TASK 16 | GOOD MENTAL HEALTH – EXAMPLES


 Sanja
Project Manager


5/1/2024 4:55 PM

When people have good mental health, what do they do or what are they like?

B *I* U  

Enter text reply here...


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TASK 17 | BAD MENTAL HEALTH – DEFINE



TASK 17 | BAD MENTAL HEALTH – DEFINE

 **Sanja**
Project Manager


5/1/2024 4:55 PM


This is all super helpful!

Now, on the opposite side, how would you describe or define "bad mental health?"

B *I* U  

Enter text reply here...

Attachments 

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TASK 18 | BAD MENTAL HEALTH – EXAMPLES

TASK 18 | BAD MENTAL HEALTH – EXAMPLES

 **Sanja**
Project Manager

5/1/2024 4:55 PM

When people have bad mental health, what do they do or what are they like?

B *I* U  

Enter text reply here...

Attachments 



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TASK 19 | MENTAL HEALTH – IMPROVEMENT

TASK 19 | MENTAL HEALTH – IMPROVEMENT

 Sanja
Project Manager

5/1/2024 4:55 PM


Based on what you know, how much can a person improve or change their personal mental health?

In the text box, make sure you tell us why you chose that response! And if you feel that people can have an impact on their personal mental health, tell us how they can improve it!

- They can have a major impact
- They can have some impact
- They can have a little impact
- They can't have any impact at all
- I'm not sure

B *I* U  

Enter text reply here...

Attachments 



TASK 20 | MENTAL HEALTH – SOURCES

TASK 20 | MENTAL HEALTH – SOURCES


 **Sanja**
Project Manager


5/1/2024 4:55 PM

Where have you learned about mental health practices from? How much do you trust these sources of information?

B *I* U  

Enter text reply here...

Attachments 

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Your files anywhere or [browse](#)

 **Post Reply**

 **Cancel**



TASK 21 | MENTAL HEALTH IN YOUR COMMUNITY

TASK 21 | MENTAL HEALTH IN YOUR COMMUNITY

 Sanja
Project Manager


5/1/2024 4:55 PM

How much of a problem do you think mental health issues are **among people around your age in your local community**? What makes you think that?

B *I* U  

Enter text reply here...

Attachments 

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TASK 22 | MENTAL HEALTH – MESSAGES

TASK 22 | MENTAL HEALTH – MESSAGES

[< Previous](#)[Next >](#)

Sanja

Project Manager

5/1/2024 4:55 PM

Awesome work so far!

In the past three months, have you seen anything talking about mental health (good or bad), mental health problems, or mental health issues or disorders? It could be a billboard, a commercial, an ad on social media or a website, or anything else!

If yes, tell us what it looked like and what stood out to you about it! What made it so memorable?

If no, tell us why you think you don't remember ever seeing anything like this.

Yes

No

TASK 23 | MENTAL HEALTH & DRUG RISK MESSAGES



 **Sanja**
Project Manager

5/1/2024 4:55 PM


In the past three months, have you seen anything telling you about the connections between mental health and drug use or drug overdoses? It could be a billboard, a commercial, an ad on social media or a website, or anything else!


If yes, tell us what it looked like and what stood out to you about it! What made it so memorable?
If no, tell us why you think you don't remember ever seeing anything like this.

- Yes
- No

B *I* U  

Enter text reply here...

Attachments 

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TASK 24 | YOUR OWN MENTAL HEALTH MESSAGE



TASK 24 | YOUR OWN MENTAL HEALTH MESSAGE

 Sanja
Project Manager


5/1/2024 4:55 PM


Imagine you were going to make a commercial or a piece of messaging talking about the importance of mental health, and you wanted it to be as effective as possible.

Describe it to us! What words and images should it include? What should it feel like?

B *I* U  

Enter text reply here...

Attachments 

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TASK 25 | YOUR OWN MENTAL HEALTH AWARENESS MESSAGE – LOCATION

TASK 25 | YOUR OWN MENTAL HEALTH AWARENESS MESSAGE


 **Sanja**
Project Manager

5/1/2024 4:55 PM

Where would you show off your mental health awareness messages in order to make sure as many people your age saw them as possible?

B *I* U  

Enter text reply here...

Attachments 



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

TASK 26 | MENTAL HEALTH – BEST WAY

TASK 26 | MENTAL HEALTH – BEST WAY

 **Sanja**
Project Manager


5/1/2024 4:55 PM

What's the best way to get important information about mental health awareness to you?

B *I* U  

Enter text reply here...

Attachments 

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TASK 27 | FINAL THOUGHTS

TASK 27 | FINAL THOUGHTS


 **Sanja**
Project Manager

5/1/2024 4:55 PM

Thanks for your great work on this activity! If there is anything else you'd like to tell us about the things we talked about today, now is the time!

B *I* U  

Enter text reply here...

Attachments 



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THANK YOU!

THANK YOU!

[< Previous](#)

[Next >](#)

 **Sanja**
Project Manager

5/1/2024 4:55 PM

That's it for this activity! Thanks for sharing your thoughts. Make sure to finish the remaining activities, which are open now, as well as respond to any questions or probes posted by the moderators.

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[Next >](#)

ACTIVITY 2

WELCOME BACK!



Sanja

Project Manager

5/1/2024 4:55 PM

OMB No. 0920-1154
Expiration Date 3/31/2026

Welcome to our second online activity! We know that by now, you're an expert, but just as a quick reminder:

Please take your time to answer each question as thoroughly as you can. Feel free to take a second to really think about the questions we're asking.

We also want you to be completely honest. Don't hold back! We want to hear the good and the bad. Just make sure to tell us **why** you feel the way you do too!

It's very important that we get to hear your open, honest opinions and experiences. And the more details you can give us, the better!

*CDC estimates the average public reporting burden for this collection of information as **45 minutes per response**, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).*

Let's get started!

TASK 1 | DRUG USE CAMPAIGN INTRO

TASK 1 | DRUG USE CAMPAIGN INTRO



 Sanja
Project Manager

5/1/2024 4:55 PM


For the remaining activities, we want your opinions on some ideas for a health education campaign for people ages 13-17 years old.


A campaign uses a combination of communications such as digital ads, social media posts, or ads on streaming channels to share information with a specific group of people in mind.

We talked about this briefly in the last activity, but to get started today, let's start with the big picture. What would help make a health education campaign related to drug use impactful, interesting, or exciting for you?


B *I* U  

|

Attachments 

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TASK 2 | DRUG USE CAMPAIGN MUST HAVES

TASK 2 | DRUG USE CAMPAIGN MUST HAVES

 **Sanja**
Project Manager

5/1/2024 4:55 PM

What details should a health education campaign related to drug use include in order to really grab your attention?

B *I* U  

Enter text reply here...

Attachments 



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 **Cancel**

TASK 3 | DRUG USE CAMPAIGN AVOID

TASK 3 | DRUG USE CAMPAIGN AVOID

[← Previous](#)

[Next >](#)



Sanja

Project Manager

5/1/2024 4:55 PM

What would make you ignore a health education campaign related to drug use and mental health?

[↩ Reply](#)

TASK 4 | CONCEPT 1 POSTERS INTRO

TASK 4 | CONCEPT 1 POSTERS INTRO



Sanja

Project Manager

5/1/2024 4:55 PM

Great work so far! For the rest of this activity, we're going to show you a potential campaign and get your thoughts on it.

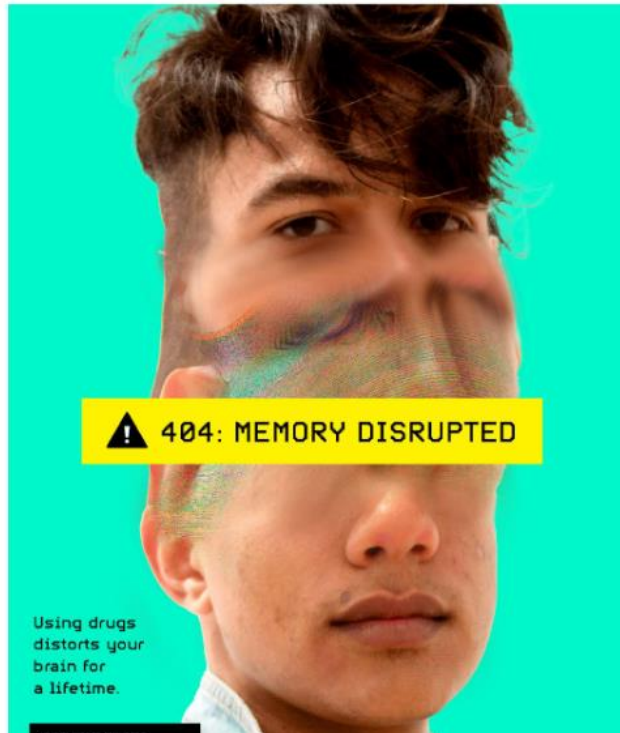
The most important thing to keep in mind is that what you're looking at is a **work in progress**. It's designed to give you enough to look at that you have an idea of what we're going for and we can get feedback.

One important note is that we're really interested in getting your thoughts on the ideas and main messages we're trying to get across. So make sure you're telling us what you think about the ideas and things like that, in addition to details such as the colors or pictures.

But we can make changes, so it's important we get your open, honest thoughts so we can make this even better!


For this task, we're going to show you a poster. You could see this poster anywhere you could see an ad, like a bus stop or at school.

To get started, what are your first thoughts on this poster? What comes to mind first?



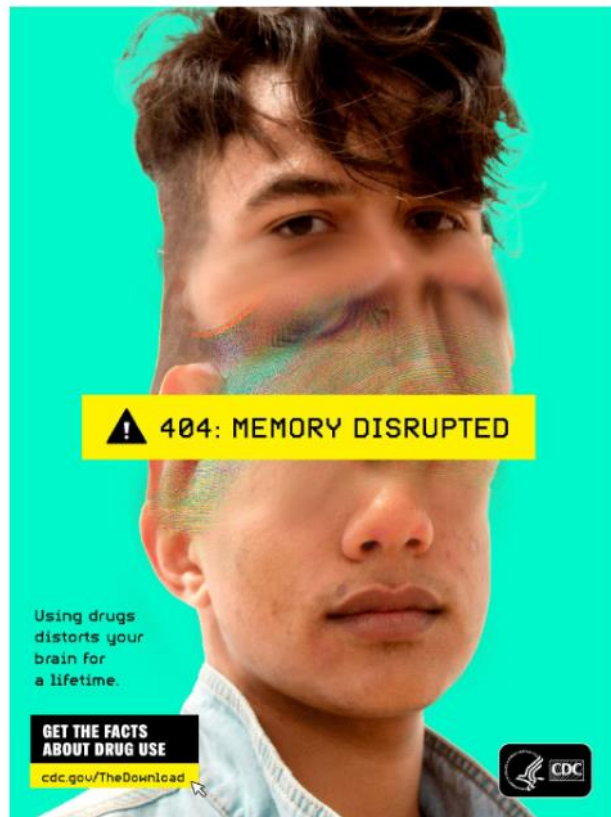
TASK 5 | CONCEPT 1 POSTER ATTENTION-GRABBING

TASK 5 | CONCEPT 1 POSTER ATTENTION-GRABBING

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, grabs your attention in this poster? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?



TASK 6 | CONCEPT 1 POSTER LIKES

TASK 6 | CONCEPT 1 POSTER LIKES

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, do you like about this poster? Why do you like it?



 Open In New Window

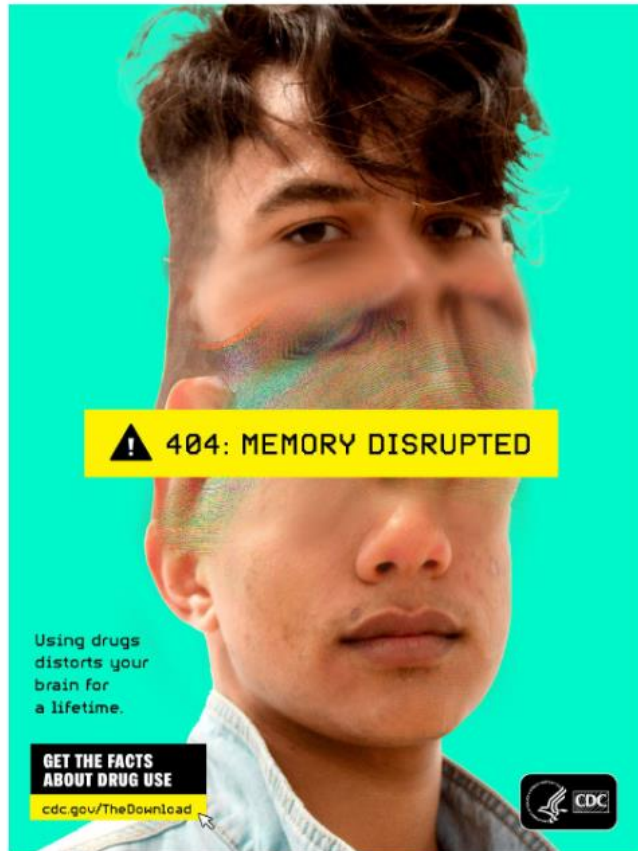
TASK 7 | CONCEPT 1 POSTER DISLIKES

TASK 7 | CONCEPT 1 POSTER DISLIKES



5/1/2024 4:55 PM

What, if anything, are you less excited about or dislike in this poster? Why do you say that?



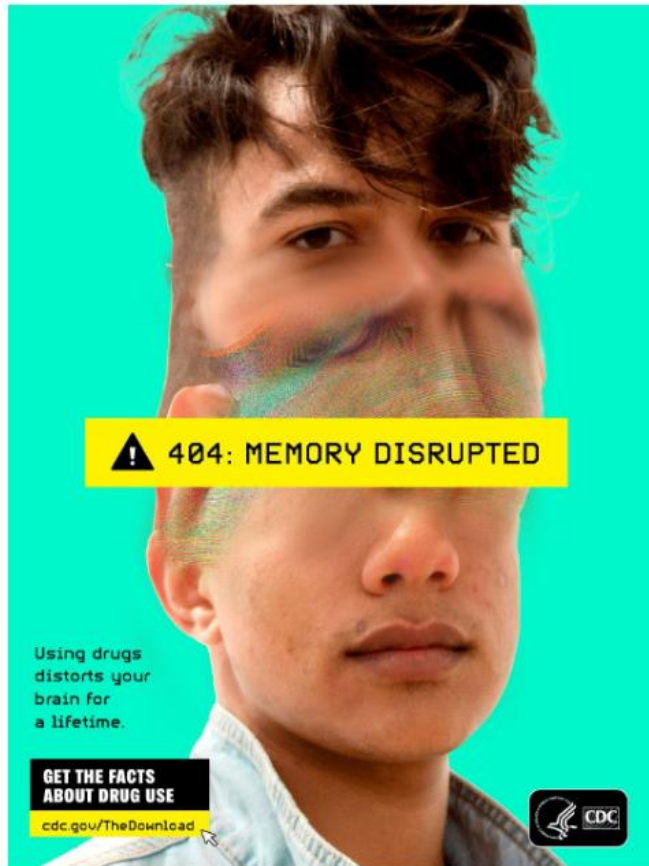
TASK 8 | CONCEPT 1 POSTER CONFUSING/UNCLEAR

TASK 8 | CONCEPT 1 POSTER CONFUSING/UNCLEAR

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, feels confusing or unclear in this poster? What makes you say that?



 Open in New Window

TASK 9 | CONCEPT 1 SOCIAL #1 INTRO

TASK 9 | CONCEPT 1 SOCIAL #1 INTRO

 Sanja
Project Manager

5/1/2024 4:55 PM

Awesome! Now, what you're looking at are some social media ads that you might see on Instagram or other social media sites.

To get started, what are your first thoughts on this example ad? What comes to mind first?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success.
Learn how mental health impacts your physical
health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

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TASK 10 | CONCEPT 1 SOCIAL #1 ATTENTION-GRABBING

TASK 10 | CONCEPT 1 SOCIAL #1 ATTENTION-GRABBING

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success.
Learn how mental health impacts your physical
health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 11 | CONCEPT 1 SOCIAL #1 LIKES

TASK 11 | CONCEPT 1 SOCIAL #1 LIKES

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, do you like about this ad? Why do you like it?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success.
Learn how mental health impacts your physical
health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

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TASK 12 | CONCEPT 1 SOCIAL #1 DISLIKES

TASK 12 | CONCEPT 1 SOCIAL #1 DISLIKES

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, are you less excited about or dislike in this ad? Why do you say that?



SOCIAL GRAPHIC 1


POST COPY

Set yourself up for a lifetime of success.
Learn how mental health impacts your physical
health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

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TASK 13 | CONCEPT 1 SOCIAL #1 CONFUSING/UNCLEAR

TASK 13 | CONCEPT 1 SOCIAL #1 CONFUSING/UNCLEAR

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, feels confusing or unclear in this ad? What makes you say that?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success.
Learn how mental health impacts your physical
health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 14 | CONCEPT 1 SOCIAL #2 INTRO

TASK 14 | CONCEPT 1 SOCIAL #2 INTRO

 Sanja
Project Manager

5/1/2024

Great - last example from this campaign! Now, what you're looking at is another ad you might see on social media like SnapChat. To get started, what are your first thoughts on this example ad? What comes to mind first?



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 15 | CONCEPT 1 SOCIAL #2 ATTENTION-GRABBING

TASK 15 | CONCEPT 1 SOCIAL #2 ATTENTION-GRABBING

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, grabs your attention in this ad? Is it attention-grabbing in a good or bad way? What makes it so attention-grabbing?



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 16 | CONCEPT 1 SOCIAL #2 LIKES

TASK 16 | CONCEPT 1 SOCIAL #2 LIKES



5/1/2024 4:55 PM

What, if anything, do you like about this ad? Why do you like it?



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 17 | CONCEPT 1 SOCIAL #2 DISLIKES

TASK 17 | CONCEPT 1 SOCIAL #2 DISLIKES

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, are you less excited about or dislike in this ad? Why do you say that?



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 18 | CONCEPT 1 SOCIAL #2 CONFUSING/UNCLEAR

TASK 18 | CONCEPT 1 SOCIAL #2 CONFUSING/UNCLEAR

 Sanja
Project Manager

5/1/2024 4:55 PM

What, if anything, feels confusing or unclear? What makes you say that?



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 19 | CONCEPT 1 SUMMARY

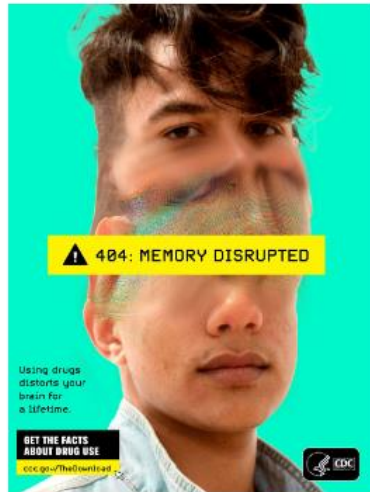
TASK 19 | CONCEPT 1 SUMMARY

 Sanja
Project Manager

5/11

Great work! We looked at three different ways you might see this campaign. Now that you've seen how it might look as posters or on social media, what are your thoughts on it overall?

Remember - the more details, the better!



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success. Learn how mental health impacts your physical health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

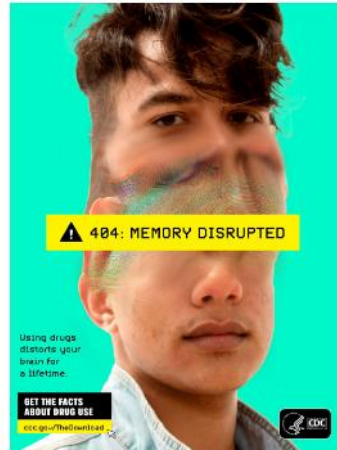
TASK 20 | CONCEPT 1 NAME

TASK 20 | CONCEPT 1 NAME

 Sanja
Project Manager

5/1/20

If you had to give this campaign or concept a title or name, what would you call it? Why that name?



SOCIAL GRAPHIC 1

POST COPY
Set yourself up for a lifetime of success.
Learn how mental health impacts your physical health at CDC.gov/interrupted



SOCIAL GRAPHIC 2

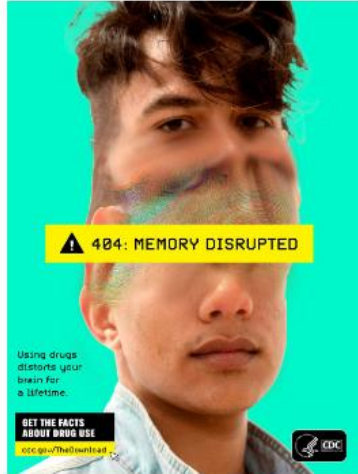
POST COPY
How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at CDC.gov/interrupted

TASK 21 | CONCEPT 1 NAME REVEAL



The name for this campaign is **[INSERT NAME]**. This is the theme that connects all of these different pieces together.

How well does this name relate to the campaign's goal of helping you learn more about drug use and mental health? What makes you say that?



SOCIAL GRAPHIC 1

POST COPY
Set yourself up for a lifetime of success.
Learn how mental health impacts your physical health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)



SOCIAL GRAPHIC 2

POST COPY
How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)

TASK 22 | CONCEPT 1 LEARN MORE

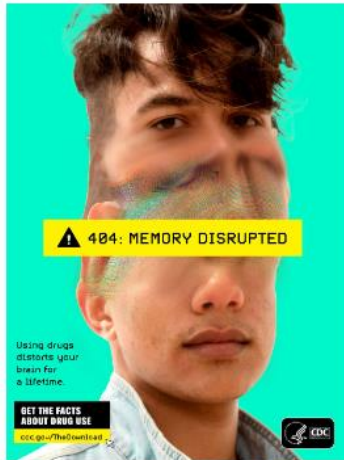
TASK 22 | CONCEPT 1 LEARN MORE



After seeing these ads, do you want to learn more about drug use and how it relates to mental health?

If you said yes, tell us what made you want to learn more.

If you said no, what could the ads change to make you more interested?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success. Learn how mental health impacts your physical health at [CDC.gov/interrupted](https://www.cdc.gov/interrupted)



SOCIAL GRAPHIC 2

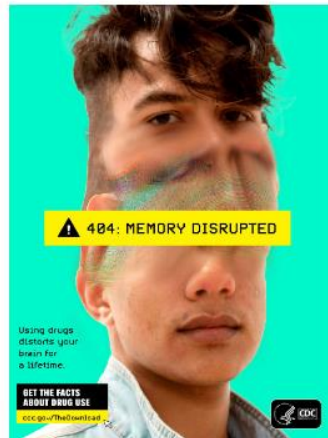
TASK 23 | CONCEPT 1 CHANGE

TASK 23 | CONCEPT 1 CHANGE

 Sanja
Project Manager

5/1/2024 4

What changes would make these ads more engaging for you?



SOCIAL GRAPHIC 1

POST COPY

Set yourself up for a lifetime of success. Learn how mental health impacts your physical health at CDC.gov/interrupted



SOCIAL GRAPHIC 2

POST COPY

How you use drugs today is how you'll use for a lifetime. Learn about your risk for addiction at CDC.gov/interrupted

TASK 24 | CONCEPT 1 FINAL THOUGHTS

TASK 24 | CONCEPT 1 FINAL THOUGHTS


 Sanja
Project Manager

5/1/2024 4:55 PM

Awesome - thanks for all the great feedback! If there is anything else you'd like to tell us about how we can improve the campaign we looked at in this activity, now is the time to tell us!

B *I* U  

Enter text reply here...

Attachments 



DRAG & DROP

Your files anywhere or [browse](#)

 Post Reply

 Cancel

THANK YOU!

THANK YOU!



Sanja
Project Manager

⏪ Previous

5/1/2024 10:55 AM

That's it for this activity! Thanks for sharing your thoughts. Make sure to finish the remaining two activities, which are open now, as well as respond to any questions or probes posted by the moderators.

⚙️ Options

⏪ Previous