

Prescription Opioid and Tobacco Media Survey

The University of Idaho is evaluating two media campaigns for the Idaho Department of Health and Welfare. The first is the Rx Awareness Campaign focusing on prescription opioid use and the second is the Tobacco Cessation campaign, Project Filter, offering information for quitting tobacco. Your household was randomly selected to complete a very brief questionnaire. The information you provide will help identify the reach and impact of the campaigns and provide needed information to make the campaigns more effective.

This survey will take approximately *15 minutes* to complete. Your responses are voluntary and will be kept confidential. This survey is for program evaluation purposes, and there is no penalty if you choose not to participate. Completing the survey is voluntary. If you are not comfortable answering a question, just leave it blank.

Our pledge to you is to guarantee the confidentiality of your responses. The questions that ask about your background will be used only to describe the types of individuals completing this survey. We ask you not to put your name on any of the survey pages, and no names will ever be recorded. Your anonymous responses are being collected and processed by the Social and Economic Sciences Research Center at Washington State University on behalf of faculty at University of Idaho. If you have any questions or concerns about the survey, please contact David Vollmer by phone: 1-800-833-0867 or email: sesrcweb1@wsu.edu.

Your opinions are very important and we hope you will share them with us.

Thank you for your help.

Sincerely,



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