

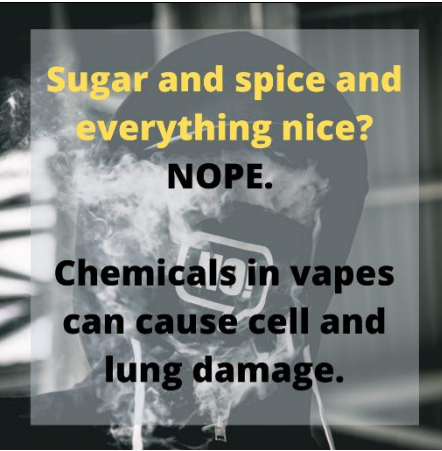







Figure S1. Vape education messages (Intervention Condition), PACE Vape Messaging Study, 2020

| | Alone | +Social | +Flavor |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HARM |  <p>Sleek design hides a deadly truth.</p> <p>Vapes contain ingredients that can cause cancer.</p> |  <p>Influencers may make vaping look cool...</p> <p>But the coughing caused by lung damage? Not a good look.</p> |  <p>Sugar and spice and everything nice?</p> <p>NOPE.</p> <p>Chemicals in vapes can cause cell and lung damage.</p> |
| |  <p>Do you know what you're vaping?</p> <p>Some vapes have formaldehyde. It can cause problems like asthma or cancer, and mess with your memory.</p> |  <p>Depression? What a vibe check.</p> <p>People who keep vaping are more likely to have signs of depression.</p> |  <p>Trouble breathing?</p> <p>Vape flavors may cause lung damage.</p> |

| | Alone | +Social | +Flavor |
|-----------|-------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| ADDICTION | |  |  |

NOTE: Participants in the intervention condition were exposed to all eight messages.

Figure S2. Sun safety messages (Control Condition), PACE Vape Messaging Study, 2020

| | | | |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Indoor tanning and Ultraviolet (UV) radiation from the sun cause skin cancer and premature aging.</p> | <p>In order for the skin to tan - by sun or tanning lamps - the skin has to be damaged.</p> <p>Tanning is your skin's response to injury.</p> | <p>UV radiation from the sun is just as strong on cloudy and partly cloudy days.</p> | <p>Indoor tanning beds, booths, and lamps emit UV radiation at much higher levels than typical sunlight.</p> |
| <p>Conditions such as snow, water, or even reflections off of buildings intensify the sun's UV radiation.</p> | <p>Wearing sunscreen alone does NOT prevent skin cancer.</p> | <p>Limit sun exposure, wear protective clothing, and avoid indoor tanning to reduce your risk of skin cancer.</p> | <p>Sunburns are damaging for all ages. Apply a thick layer of sunscreen with an SPF of 30 or higher to prevent sunburns and skin cancer.</p> |

NOTE: Participants in the control condition were exposed to all eight messages.

Table S1. Baseline characteristics of participants retained versus lost to follow-up, PACE Vape Messaging Study, 2020

| | Lost to follow-up n (%) | Retained n (%) | Total n (%) | p-value |
|----------------------------------------|-------------------------------|-------------------|----------------|---------|
| Study condition | | | | 0.38 |
| Control | 30 (53.6) | 242 (47.5) | 272 (48.1) | |
| Intervention | 26 (46.4) | 268 (52.5) | 294 (51.9) | |
| Sex | | | | 0.04 |
| Male | 10 (18.2) | 160 (31.4) | 170 (30.1) | |
| Female | 45 (81.8) | 349 (68.6) | 394 (69.9) | |
| Cis or not cisgender | | | | 0.12 |
| Cisgender | 50 (89.3) | 482 (94.5) | 532 (94) | |
| Transgender/don't know/questioning | 6 (10.7) | 28 (5.5) | 34 (6) | |
| Sexual identity | | | | 0.07 |
| Straight/heterosexual | 33 (58.9) | 360 (70.6) | 393 (69.4) | |
| Not straight/heterosexual | 23 (41.1) | 150 (29.4) | 173 (30.6) | |
| Race/ethnicity | | | | 0.02 |
| White | 51 (91.1) | 381 (74.7) | 432 (76.3) | |
| Non-white/other | 1 (1.8) | 50 (9.8) | 51 (9) | |
| Hispanic | 4 (7.1) | 79 (15.5) | 83 (14.7) | |
| HRSA-Designated rural county | | | | 0.54 |
| No | 29 (55.8) | 254 (51.3) | 283 (51.7) | |
| Yes | 23 (44.2) | 241 (48.7) | 264 (48.3) | |
| Employment status | | | | 0.65 |
| Work full-time (35 hours/week or more) | 18 (32.1) | 185 (36.3) | 203 (35.9) | |
| Work part-time (15-34 hours/week) | 16 (28.6) | 111 (21.8) | 127 (22.4) | |
| Work part-time (<15 hours/week) | 10 (17.9) | 85 (16.7) | 95 (16.8) | |
| Don't currently work for pay | 12 (21.4) | 129 (25.3) | 141 (24.9) | |
| Subjective financial status | | | | 0.58 |
| Live comfortably | 22 (39.3) | 172 (33.7) | 194 (34.3) | |
| Meet needs with a little left | 23 (41.1) | 194 (38) | 217 (38.3) | |
| Just meet basic expenses | 10 (17.9) | 132 (25.9) | 142 (25.1) | |
| Don't meet basic expenses | 1 (1.8) | 12 (2.4) | 13 (2.3) | |
| Ever use | | | | |

| | | | | |
|------------------------------------------|-----------|------------|------------|------|
| Cigarettes | 28 (50) | 182 (35.7) | 210 (37.1) | 0.04 |
| Electronic vapor products (EVP) | 38 (67.9) | 320 (62.7) | 358 (63.3) | 0.45 |
| Past 30-day use | | | | |
| Cigarettes | 12 (22.2) | 78 (15.3) | 90 (16) | 0.19 |
| Electronic vapor products (EVP) | 18 (32.1) | 147 (28.8) | 165 (29.2) | 0.60 |
| Cigar/cigarillo/little cigar | 2 (3.6) | 31 (6.1) | 33 (5.8) | 0.45 |
| Smokeless tobacco | 3 (5.4) | 5 (1) | 8 (1.4) | 0.01 |
| Hookah or waterpipe | 2 (3.6) | 10 (2) | 12 (2.1) | 0.43 |
| Exposure to tobacco prevention campaigns | | | | |
| Real Cost | 44 (78.6) | 331 (64.9) | 375 (66.3) | 0.07 |
| truth | 36 (64.3) | 280 (54.9) | 316 (55.8) | 0.40 |
| Unhyped | 11 (19.6) | 107 (21) | 118 (20.8) | 0.85 |

Table S2. Balance by study condition among those who completed follow-up, PACE Vape Messaging Study, 2020

| | | Control n (%) | Intervention n (%) | Total n (%) | p-value |
|------------------------------|----------------------------------------|------------------|-----------------------|----------------|---------|
| Sex | | | | | 0.86 |
| | Male | 77 (31.8) | 83 (31.1) | 160 (31.4) | |
| | Female | 165 (68.2) | 184 (68.9) | 349 (68.6) | |
| Cis or not cisgender | | | | | 0.20 |
| | Cisgender | 232 (95.9) | 250 (93.3) | 482 (94.5) | |
| | Transgender/don't know/questioning | 10 (4.1) | 18 (6.7) | 28 (5.5) | |
| Sexual identity | | | | | 0.67 |
| | Straight/heterosexual | 173 (71.5) | 187 (69.8) | 360 (70.6) | |
| | Not straight/heterosexual | 69 (28.5) | 81 (30.2) | 150 (29.4) | |
| Race/ethnicity | | | | | 0.82 |
| | White | 178 (73.6) | 203 (75.7) | 381 (74.7) | |
| | Non-white/other | 24 (9.9) | 26 (9.7) | 50 (9.8) | |
| | Hispanic | 40 (16.5) | 39 (14.6) | 79 (15.5) | |
| HRSA-Designated rural county | | | | | 0.71 |
| | No | 119 (50.4) | 135 (52.1) | 254 (51.3) | |
| | Yes | 117 (49.6) | 124 (47.9) | 241 (48.7) | |
| Employment status | | | | | 0.17 |
| | Work full-time (35 hours/week or more) | 92 (38) | 93 (34.7) | 185 (36.3) | |
| | Work part-time (15-34 hours/week) | 60 (24.8) | 51 (19) | 111 (21.8) | |
| | Work part-time (<15 hours/week) | 34 (14) | 51 (19) | 85 (16.7) | |
| | Don't currently work for pay | 56 (23.1) | 73 (27.2) | 129 (25.3) | |
| Subjective financial status | | | | | 0.27 |
| | Live comfortably | 84 (34.7) | 88 (32.8) | 172 (33.7) | |
| | Meet needs with a little left | 87 (36) | 107 (39.9) | 194 (38) | |
| | Just meet basic expenses | 68 (28.1) | 64 (23.9) | 132 (25.9) | |
| | Don't meet basic expenses | 3 (1.2) | 9 (3.4) | 12 (2.4) | |
| Ever use | | | | | |
| | Cigarettes | 79 (32.6) | 103 (38.4) | 182 (35.7) | 0.17 |
| | Electronic vapor products (EVP) | 153 (63.2) | 167 (62.3) | 320 (62.7) | 0.83 |
| Past 30-day use | | | | | |
| | Cigarettes | 31 (12.8) | 47 (17.6) | 78 (15.3) | 0.13 |

| | | | | |
|------------------------------------------|------------|------------|------------|------|
| Electronic vapor products (EVP) | 66 (27.3) | 81 (30.2) | 147 (28.8) | 0.46 |
| Cigar/cigarillo/little cigar | 16 (6.6) | 15 (5.6) | 31 (6.1) | 0.63 |
| Smokeless tobacco | 5 (2.1) | 0 (0) | 5 (1) | 0.02 |
| Hookah or waterpipe | 6 (2.5) | 4 (1.5) | 10 (2) | 0.42 |
| Exposure to tobacco prevention campaigns | | | | |
| Real Cost | 145 (59.9) | 186 (69.4) | 331 (64.9) | 0.08 |
| truth | 128 (52.9) | 152 (56.7) | 280 (54.9) | 0.33 |
| Unhyped | 46 (19) | 61 (22.8) | 107 (21) | 0.12 |
