





Supplementary Material

Appendix. Messages

A. Comparative risk messages	B. Negative comparative risk messages
 <p>Take the first step to better health.</p> <p>Choose e-cigarettes instead of traditional cigarettes if you're not ready to quit smoking for good.</p> <p>Switching to e-cigarettes completely can reduce your risk for health issues like trouble breathing, yellow teeth, and gum disease.</p> <p><small>A message from your Public Health Department</small></p>	 <p>Cigarettes are deadly.</p> <p>Your health is in your hands: so why are you still smoking?</p> <p>Smoking causes serious health issues, like EMPHYSEMA, LUNG DISEASE, and multiple types of CANCER. Reduce your risk by switching to e-cigarettes completely if you're not ready to quit smoking for good, and take back control of your health.</p> <p><small>A message from your Public Health Department</small></p>
 <p>STILL SMOKING?</p> <p>Cigarette smoke contains 9 TIMES more toxic ingredients than e-cigarette vapor.</p> <p>If you are a smoker and you're not ready to quit for good, you can lower the number of toxic ingredients you breathe in by switching to e-cigarettes completely.</p> <p><small>A message from your Public Health Department</small></p>	 <p>STILL SMOKING?</p> <p>Every time you smoke, you're poisoning yourself.</p> <p>Cigarette smoke contains 9 TIMES more toxic, cancer-causing substances than e-cigarette vapor.</p> <p>The healthiest option is to quit smoking for good. If you're not ready to quit, switch to e-cigarettes completely and lower the amount of toxic ingredients you inhale.</p> <p><small>A message from your Public Health Department</small></p>
 <p>Be at your next birthday, anniversary, or holiday.</p> <p>If you smoke cigarettes, the healthiest option is to quit for good. If you're not ready to quit, switching to e-cigarettes completely can decrease your risk for things like shortness of breath, gum disease, and lung cancer, giving you as much as 10 more years to spend with the people you love.</p> <p><small>A message from your Public Health Department.</small></p>	 <p>Will you be at your next BIRTHDAY, ANNIVERSARY, or HOLIDAY?</p> <p>If you smoke cigarettes, you're cutting 10 years off your life, and you can look forward to things like lung disease, cancer, and premature death.</p> <p>The healthiest option is to quit for good. If you're not ready to quit, switch to e-cigarettes completely and reduce your risks.</p> <p><small>A message from your Public Health Department.</small></p>

A1

B1

A2

B2

A3

B3