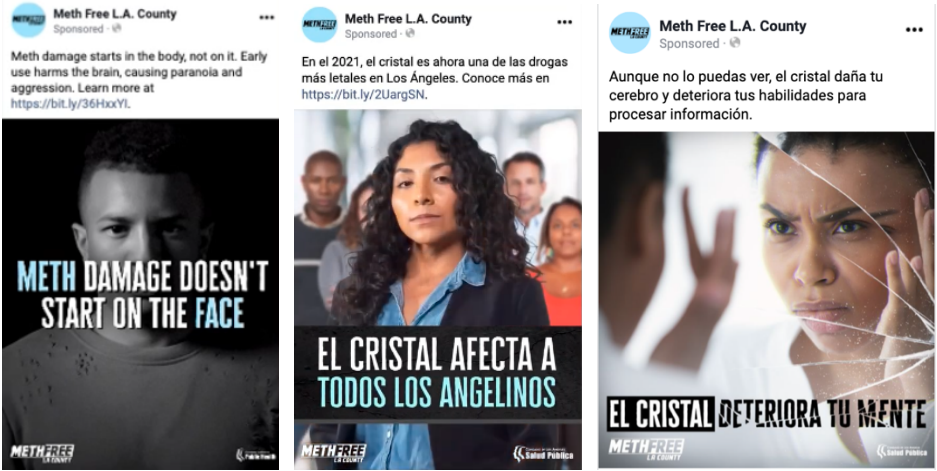


Supplemental Figure 1. Meth Free LA County campaign materials used as study stimuli in 2021 cross-sectional survey

Stimuli	Description & Visuals
<p>“Behind the Face” video advertisement</p>	<div data-bbox="596 305 1226 659"> </div> <div data-bbox="1241 305 1871 659"> </div> <p>The video begins with a young man wearing visual effects makeup representing the stereotype of what a meth user looks like. As he removes the makeup, he challenges the viewer’s belief that people who use meth can be easily identified by their appearance, instead sharing early warning signs of meth use such as paranoia, aggression, and hallucinations. Fresh-faced, he tells viewers that someone in their lives struggling with meth could look just like him, or one of the other diverse adults who joins him. The video ends with the line, “There is hope and help at MethFreeLACounty.org.”</p>
<p>“Turn on the Light” video advertisement</p>	<div data-bbox="596 1024 1226 1382"> </div> <div data-bbox="1241 1024 1871 1382"> </div>



A young man who has used meth is dancing in a nightclub while the narrator describes how meth has already begun damaging his body from the first hit, even if he is not aware of it. As the partying environment sours, the narrator explains how meth cuts off oxygen to the skin and permanently impairs brain function long before causing the sorts of physical effects typically associated with meth use. The video ends with the line, “There is hope and help at MethFreeLACounty.org.”

Social media stimuli



Digital stimuli



	
<p>Out-of-home (OOH) stimuli</p>	



Radio stimuli (English)

Ad 1:

JAIIME: What do you picture if you think of a meth user? If you only imagined a person with sores or damaged teeth, you'd be wrong. The reality is, long before you can SEE any physical effects, meth is destroying a new user's BRAIN. So what you should be looking for are signs like paranoia, aggression and hallucinations. Look past the stereotype. Because someone struggling with meth, could look like anyone.

ANNOUNCER: There is hope and help at MethFreeLACounty.org. Brought to you by the LA County Department of Public Health.

Ad 2:

ANNOUNCER: It's boy's night and Michael is gonna party. He hasn't noticed it yet, but meth began wrecking his body the moment he took his first hit. He thinks everything's fine, but neurons are dying. His ability to think clearly and control body movement is PERMANENTLY damaged. Long before you see the effects, meth's destruction HAS begun... There is hope and help at MethFreeLACounty.org. Brought to you by the LA County Department of Public Health.

Radio stimuli (Spanish)

Ad 1:

JAIIME: ¿Qué te imaginas cuando piensas en una persona que usa cristal? Si te imaginas a una persona con llagas y dientes dañados, te equivocas. La realidad es que antes de que se puedan VER los efectos físicos, el cristal está destruyendo el CEREBRO de un nuevo usuario. Entonces, lo que

deberías de estar buscando son signos como paranoia, agresividad y alucinaciones. Ve más allá del estereotipo. Porque alguien que batalla contra el cristal se puede ver como cualquiera.

ANNOUNCER: Hay esperanza y ayuda en NoCristalCondadoLA.org Presentado por el Departamento de Salud Pública del Condado de Los Ángeles.

Ad 2:

ANNOUNCER: Es noche de chicos y Michael se va de fiesta. Aún no se ha dado cuenta, pero el cristal empezó a destrozar su cuerpo el momento que lo probó. Piensa que todo está bien, pero sus neuronas están muriendo. Su capacidad para pensar con claridad y controlar los movimientos de su cuerpo está PERMANENTEMENTE dañada. Antes de que veas los efectos, la destrucción del cristal HA comenzado... Hay esperanza y ayuda en NoCristalCondadoLA.org. Presentado por el Departamento de Salud Pública del Condado de Los Ángeles.