Supplementary Online Content

Yousuf H, Corbin J, Sweep G, et al. Association of a public health campaign about coronavirus disease 2019 promoted by news media and social influencer with self-reported personal hygiene and physical distancing in the Netherlands. *JAMA Netw Open*. 2020;3(7):e2014323. doi:10.1001/jamanetworkopen.2020.14323

eAppendix. COVID-19 Hygiene Questionnaire

This supplementary material has been provided by the authors to give readers additional information about their work.
eAppendix. COVID-19 Hygiene Questionnaire

Demographics

1 What is your gender?

- Male (1)
- Female (2)
- Other, please specify: (3) ______________________________________________________

2 What is your age?

______________________________________________________________________________

3 Currently enrolled in or highest completed educational level:

- Elementary school (1)
- Pre-vocational secondary education (2)
- Senior general secondary education (3)
- Pre-university education (4)
- Secondary vocational education (5)
- Higher professional education (6)
- University education (7)

Hygiene questions

4 Thinking about the last 48-hours, imagine how you were washing your hands during this time. Please select the following parts of your hands that you washed. If you are having trouble imagining, feel free to pretend to wash your hands and look at what
you do.
[Select all that apply]

- Backs (1)
- Fingers (2)
- Between Fingers (3)
- Thumbs (4)
- Around Nail Beds (5)
- Wrists (6)
- Under nails (7)

5 In the past 48 hours, when you have washed your hands, approximately how long have you spent scrubbing your hands with soap on average?

- 0 seconds (I don’t scrub my hands when I wash them) (1)
- 1-4 seconds (2)
- 5-9 seconds (3)
- 10-14 seconds (4)
- 15-19 seconds (5)
- 20 or more seconds (6)
6 Thinking about the last 48 hours, how often did you find yourself trying NOT to touch your eyes, nose, or mouth with your hands, for hygienic reasons.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

7 In the last 48-hours how many times have you done the following?

| Activity                                                                 | Never (1) | 1 time (2) | 2-3 times (3) | 4-5 times (4) | More than 5 times (5) |
|--------------------------------------------------------------------------|------------|------------|---------------|---------------|-----------------------|
| 1. Spent time with 1-5 people outside of your household?                 |            |            |               |               |                       |
| (1)                                                                      |            |            |               |               |                       |
| 2. Spent time with more than 5 people outside of your household?         |            |            |               |               |                       |
| (2)                                                                      |            |            |               |               |                       |
| 3. Gone to a public place where there were more than 20 other people (apart from necessary grocery shopping)? |            |            |               |               |                       |
| (3)                                                                      |            |            |               |               |                       |

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8 ‘I would you keep 1,5 meters distance between myself and others, if’:

|                             | Never (1) | Rarely (2) | Sometimes (3) | Often (4) | Always (5) |
|-----------------------------|-----------|------------|---------------|-----------|------------|
| 1. Someone in my household showed symptoms such as sneezing, runny nose, coughing or fever. (1) | ○         | ○          | ○            | ○         | ○          |
| 2. I showed symptoms such as sneezing, runny nose, coughing or fever. (2) | ○         | ○          | ○            | ○         | ○          |

The following questions were only included in the post-campaign survey

Exposure questions
9 Please take a look at the screenshot from the video 'Het Corona Virus - GOVERT ZOEKT HET UIT #1'

Have you watched 'Het Corona Virus - GOVERT ZOEKT HET UIT #1'?

- Yes (1)
- No (2)
10 Please take a look at the screenshot from De Telegraaf newsarticle: 'Nederland prooi voor corona door slechte hygiëne'

Did you read 'Nederland prooi voor corona door slechte hygiëne'?  

- Yes (1)  
- No (2)