


Supplementary Materials: Testing of Candidate Icons to Identify Acetaminophen-Containing Medicines

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This is the display that study participants were shown after they had responded to the icon displays in full label context. It explained the background and intended purpose of the icon, so that participants could evaluate the effectiveness of the icon against this background. Following this display, participants rated the effectiveness of each icon display on how effective it was at communicating each of two core messages: (1) “that the product contains acetaminophen as an ingredient”; and (2) “that (the user) should not take two acetaminophen products at the same time.”

Acetaminophen is a medicine that is used to relieve pain and reduce fever. The makers of these medicines are thinking about putting one of the symbols on labels of all the medicines that contain acetaminophen. This is to make it easier for you to recognize when acetaminophen is in the medicine you are about to take, so that you can make sure that you don't take multiple products that contain acetaminophen at the same time.

The example you will see shows the  symbol as the example. The makers of these medicines are still deciding which symbol they will actually use on labels of medicines that contain acetaminophen. So, when you answer questions about the other symbols you saw, please imagine that these other symbols appear in the text instead.

Please read the following information:

Acetaminophen Orientation.




Why do you need to know which medicines have Acetaminophen?

Taking too much acetaminophen can cause liver damage

What you need to know to take acetaminophen safely:

- Be sure not to take two medicines that contain acetaminophen at the same time
- Take acetaminophen only as the label tells you to

How do you know which medicines have Acetaminophen in them?

- You look for this symbol  on the label.
- The "Acm" has to be inside the symbol . So look for the symbol.
- When you see this symbol , it means the medicine has Acetaminophen in it. If you don't see this symbol, the medicine does not have Acetaminophen in it.