

National Tobacco Prevention and Control Public Education Campaign

Justification

The draft materials to be tested are being prepared for a national public education campaign which is scheduled to launch in March 2012. The draft materials have not been approved by HHS/CDC for public distribution.

This information collection request does not include copies of the materials to be tested. The reasons for this action are:

1. To preserve the orderly release of approved campaign materials.
2. To preserve CDC's planned evaluation strategy for the public education campaign. The evaluation plan includes a pre-campaign survey of consumers who have not been exposed to campaign messages and materials.