

Attachment F

**F1. Recruitment Advertisements**

Newspaper Advertisement  
Clinical Connection Trial Posting  
Flyer  
MyTrialSpot Email  
Social Media Postings

**F2. Phone and Voicemail Reminders**

Eye Tracking + Focus Group- Phone Call Script  
Eye Tracking + Focus Group- Voicemail Script  
Eye Tracking-Phone Call Script  
Eye Tracking-Voicemail Script

**F3. Email Reminders**

Eye Tracking + Focus Group- Email Reminder  
Eye Tracking- Email Reminder

**F4. Directions to Study Location**

Attachment F1

**Recruitment Advertisements for Alternate Tobacco Products Study**

**Newspaper Advertisement:**

Are you a man who smokes cigarettes? Join a research study. You will receive an incentive for your time.

We are recruiting 18-29 year old men who smoke to participate in a study to better understand perceptions about alternative tobacco products. The study will take 1-2 hours and you will receive an incentive for your time. The study is located in Rockville, MD, near the White Flint Metro Station. You must provide your own transportation.

To learn more or to see if you qualify, call: XXX-XXX-XXXX

**Clinical Connection Trial Posting:**

City: Rockville

State: Maryland

Zip Code: 20892

Study Summary:

Are you a man who smokes cigarettes? We need you for a research study to better understand perceptions about alternative tobacco products. The study will take 1-2 hours to complete and is located in Rockville, MD, near the White Flint Metro Station. You must provide your own transportation. You will receive an incentive for your time.

Qualified Participants Must:

- Be Male
- Be a Cigarette Smoker
- Be 18-29 Years Old

Participants May Receive: Participants will receive an incentive for their time.

Study is Available at:

The National Cancer Institute

6116 Executive Blvd.

Rockville, MD 20892

Phone Number: XXX-XXX-XXXX

**Flyer:**

Are you a man who smokes cigarettes? Join a research study. You will receive an incentive for your time.

We are recruiting 18-29 year old men who smoke for a research study to better understand perceptions about alternative tobacco products. The study will take 1-2 hours to complete and is located in Rockville, MD, near the White Flint Metro Station. Volunteers must provide their own transportation.

To learn more or to see if you qualify, call: XXX-XXX-XXXX

(TEAR OFF TABS ON BOTTOM OF SHEET: Tobacco Products Study, XXX-XXX-XXXX)

**MyTrialSpot Email:**

Are you a man who smokes cigarettes? Join a research study. You will receive an incentive for your time..

We are recruiting 18-29 year old men who smoke to participate in a research study to better understand perceptions about alternative tobacco products in Rockville, MD.

The study will take 1-2 hours and you will receive an incentive for your time. The study is located in Rockville, MD, near the White Flint Metro Station. You must provide your own transportation.

To learn more or to see if you qualify, call: XXX-XXX-XXXX

**Social Media Postings:**

Are you a man who smokes cigarettes? Check out @mytrialsplot study @ (LINK). Rockville, MD; compensation provided

Are you a cigarette smoker? Male? 18-29 years old? Learn abt @mytrialsplot study @ (LINK). Rockville, MD; compensation provided

Are you a cigarette smoker? Male? 18-29 years old? Live near Rockville, MD? Join our research study; call XXX-XXX-XXXX & see if you qualify.

Attachment F2  
Alternative Tobacco Product Study  
TELEPHONE/VOICEMAIL REMINDER SCRIPT FOR PARTICIPANTS  
EYE TRACKING + FOCUS GROUPS

**Telephone Script**

Hello. My name is {INSERT NAME} and I am calling on behalf of the Alternative Tobacco Product Study.

1. Is this [insert participant's name]?

Yes

No [Go to Q1a]

1a. Can I please speak with [participant's name]?

I am calling to remind you to about the Alternative Tobacco Product Study on {insert date} at {insert time slot}.

You recently received an email confirmation to participate in the Alternative Tobacco Product Study. The study will take 2 hours and you will receive \$75 as a thank you for your time when the study is complete. Please bring a valid photo ID.

If you have any questions, trouble locating the National Cancer Institute, or no longer want to participate in this study, please call {insert name} at {insert phone number}.

Thank you for your participation in this important study.

**Voicemail script**

Hello. I am [caller's name] calling for [participant's name] on behalf of the Alternative Tobacco Product Study. I am calling to remind you of the upcoming study on {insert date} at {insert time slot}.

The survey will take 2 hours and you will receive \$75 as a thank you for your time when the study is complete. Please bring a valid Photo ID.

If you have any questions, trouble locating the National Cancer Institute, or no longer want to participate in this study, please call {insert name} at {insert phone number}. Thank you for your participation in this important study.

Attachment F2  
Alternative Tobacco Product Study  
TELEPHONE/VOICEMAIL REMINDER SCRIPT FOR PARTICIPANTS  
EYE TRACKING

**Telephone Script**

Hello. My name is {INSERT NAME} and I am calling on behalf of the Alternative Tobacco Product Study.

1. Is this [insert participant's name]?

Yes

No [Go to Q1a]

1a. Can I please speak with [participant's name]?

I am calling to remind you to about the Alternative Tobacco Product Study on {insert date} at {insert time slot}.

You recently received an email confirmation to participate in the Alternative Tobacco Product Study. The study will take 1 hour and you will receive \$50 as a thank you for your time when the study is complete. Please bring a valid photo ID.

If you have any questions, trouble locating the National Cancer Institute, or no longer want to participate in this study, please call {insert name} at {insert phone number}.

Thank you for your participation in this important study.

**Voicemail script**

Hello. I am [caller's name] calling for [participant's name] on behalf of the Alternative Tobacco Product Study. I am calling to remind you of the upcoming study on {insert date} at {insert time slot}.

The survey will take 1 hour and you will receive \$50 as a thank you for your time when the study is complete. Please bring a valid Photo ID.

If you have any questions, trouble locating the National Cancer Institute, or no longer want to participate in this study, please call {insert name} at {insert phone number}. Thank you for your participation in this important study.

Attachment F3  
Alternative Tobacco Product Study  
FOLLOW UP EMAIL REMINDER  
EYE TRACKING & FOCUS GROUP PARTICIPANTS

Dear \_\_\_\_\_,

Thank you for signing up to take part in the Alternative Tobacco Product Study. This message is to remind you that your study is scheduled for {insert time} on {insert date} at the National Cancer Institute.

The study will last about 2 hours. The National Cancer Institute provides free parking or is accessible from the White Flint metro stop in Rockville, MD. We ask that you plan to remain in the building for the full 2 hours, but there may be some down time so please bring something to read or do while you wait. Please bring a valid photo ID.

To compensate you for your time and travel expenses, you will receive \$75 at the conclusion of the study.

Thank you in advance for taking the time to complete this important survey. If you no longer wish to participate in this study, please contact {insert name} at {insert phone number}.

Thank you,  
MMG (on behalf of the National Cancer Institute)

Attachment F3  
Alternative Tobacco Product Study  
FOLLOW UP EMAIL REMINDER  
EYE TRACKING ONLY PARTICIPANTS

Dear \_\_\_\_\_,

Thank you for signing up to take part in the Alternative Tobacco Product Study. This message is to remind you that your study is scheduled for {insert time} on {insert date} at the National Cancer Institute.

The study will last about 1 hour. The National Cancer Institute provides free parking or is accessible from the White Flint metro stop in Rockville, MD. We ask that you plan to remain in the building for the full hour, but there may be some down time so please bring something to read or do while you wait. Please bring a valid photo ID.

To compensate you for your time and travel expenses, you will receive \$50 at the conclusion of the study.

Thank you in advance for taking the time to complete this important study. If you no longer wish to participate in this study, please contact {insert name} at {insert phone number}.

Thank you,  
MMG (on behalf of the National Cancer Institute)

## Attachment F4

### DIRECTIONS

#### The National Cancer Institute • Office of Market Research and Evaluation

6116 Executive Boulevard, Suite 400 • Rockville, MD 20852

#### Driving from the Capital Beltway:

- Take the Beltway (I-495) to I-270 North.
- From I-270, take exit 4A-Montrose Rd. East (keep right on exit ramp).
- Stay on Montrose Rd. approximately 2 miles.
- At the third traffic light, turn right onto Executive Blvd.
- Turn right at the first light into an office park driveway. Driveway sign lists building 6116.
- After turning into the entrance drive, you will see a parking gate straight ahead. That is *not* your gate. Look for the circular drive for 6116 on your left just *before* that parking gate. A small black sign marks the entrance to the 6116 circular drive and its parking gate.

#### Arriving via Metrorail (a one-mile walk that takes approximately 15-20 minutes, or use Montgomery County's Ride On bus service):

- Take the red line to the White Flint stop.
- Walk north on Route 355 (Rockville Pike) to MD-187 (Old Georgetown Rd.)
- Turn left onto Old Georgetown Rd. and proceed to Executive Blvd.
- Turn right onto Executive Blvd. Walk just under ½ mile to the office park driveway that includes 6116 (on your left, signs mark the drive).
- After turning into the entrance drive, you will see a parking gate straight ahead. Look for the circular drive for 6116 on your left just *before* that parking gate. A small black sign marks the entrance to the 6116 circular drive and its parking gate.

**When you arrive:** Take the elevators to the 4<sup>th</sup> floor and go to Suite 400. Call XXX-XXX-XXXX if you need help with driving or walking directions on the day of the discussion session.

