

Attachment A

Playing for Life: Reducing the Negative Impact of Tobacco on Youth and Young Adults through Video Games, Gaming, and Gamification

Invitation Email and Script

Researchers at the University of Florida are conducting research on behalf of the Food and Drug Administration (FDA) and National Cancer Institute (NCI) about reducing the negative impact of tobacco on youth through video games. Since you are an expert in this arena, we are very interested in hearing about your job experiences and your thoughts on ways in which games can be used for health promotion and communication. We are conducting 30-minute interviews during the American Public Health Association Meeting in Boston this November and wanted to see if you might be interested in participating.

Participation is voluntary and you do not have to answer any questions you don't wish to; you can withdraw at any time without penalty. The interviews are being taped and transcribed and may be shared with others, therefore, your answers may be identifiable. The benefits include providing compiled expert advice regarding best practices for games for health. This will be shared with the academic and government communities to improve products and efficacy. Your compensation is an Honorarium for the conference.

Are you interested in participating in an interview?

If you have any questions or concerns, you may contact Dr. Jay Bernhardt at 352-294-1800 or by email at jaybernhardt@ufl.edu or Dr. Tracey Barnett at 352-273-6745 or email at tebarnett@phhp.ufl.edu.

Thank you.