

**“Evaluation of the Food and Drug Administration's General Market Youth
Tobacco Prevention Campaign”
(OMB Control Number 0910-0753)**

Change Request (83-C)

February 6, 2014

The Food and Drug Administration is submitting this nonmaterial/non-substantive change request (83-C) to incorporate a second round of minor edits to, our media tracking survey (attachment 4), and rationale document (attachment 4a). FDA would like to implement these changes to account for slight developments in the campaign creative and execution. In conversations with OMB in the past, we noted that we expected to have non-substantive changes to our instruments based on the development/changes to the campaign creative.