

ATTACHMENT 13: UNABLE TO CONTACT LETTERS

Notifications Related to the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)

Interview—Unable to Contact

[DATE]

Resident
resident
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Attention: [age] year old [gender]

Dear Resident:

Recently, a Field Interviewer from RTI International came to your home and asked you and your child to take part in the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT). Your child could not complete the interview at that time and has been away or was not free each time the interviewer has come back since then. Your help in this study is important—this is why we keep trying to reach you and your child.

A limited number of people were randomly chosen to represent the population of the United States. Your child cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

Your child's answers to the survey questions are combined with the answers of thousands of other people and reported only as overall numbers. To further protect your privacy, the survey is set up so that your child records most of their own answers—the interviewer never sees or hears them. Also, you can always refuse to answer any question.

To ensure the accuracy of survey results, we need to interview as many eligible youth aged 12 to 17 as we can. The results of this study will help policy makers and researchers understand media use among today's youth as well as their attitudes and beliefs about tobacco use.

Your help is critical to the success of this study, and we are happy to work around your schedule so that you and your child can be included. Please feel free to call me to set up an interview time—the interview can also be done at another location such as a public library.

We know that your time is important. To thank you for your time, your child will be given a \$25 incentive at the end of the interview.

Thank you for your time. I hope you and your child will choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

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Screening—Unable to Contact

[DATE]

Resident
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Dear Resident:

Recently, a Field Interviewer from RTI International tried to contact your household about taking part in the Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT). So far, we have not been able to speak with anyone in your house. Your help in this study is important—this is why we keep trying to reach you.

Some people are cautious about talking to a stranger at the door, and we understand that. Please know that we are not selling anything—we are just following up on the mail survey that you sent in a couple of weeks ago. If your child completes this in-person phase of the study, they will be given a \$25 incentive at the end of the interview to thank them for their time.

A limited number of households were randomly selected to represent the population of the United States. Your household cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

Thank you for your time. I hope you'll choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

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Interview Call Me-Youth

[DATE]

Resident
Attention: Parent of [age and gender of respondent]
[NAME OF COMPLEX]
[ADDRESS]
[CITY], [STATE] [ZIP]

Dear Resident:

Recently, an interviewer from RTI International came to your home and asked your [SON/DAUGHTER] to take part in the ***Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT)***. **[HIS/HER] help in this study is important—which is why we keep trying to reach you.**

We want to give you more information about the study:

- A limited number of people—including your [SON/DAUGHTER]—were randomly chosen to take part.
- As a thank you, [HE/SHE] will be given a \$25 incentive at the end of the interview.
- All information provided is kept private to the fullest extent allowed by law and will be used only for statistical purposes.

We are happy to work around your family's schedule so that your [SON/DAUGHTER] can be included. Please call our supervisor for your area, [FIRST & LAST NAME], to set up an appointment.

Please call:

[FIRST & LAST NAME]
[PHONE NUMBER] (toll free)

If [MR./MS. LAST NAME] is not available when you call, please leave your phone number, address, and the time you want to be visited for your [SON'S/DAUGHTER'S] interview. [HE/SHE] will call you to confirm the appointment.

Thank you for your time. Your call to [MR./MS. LAST NAME] is very important to the success of this study, and I thank you in advance for your help.

Sincerely,

National Field Director

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Interview—Needs Clarification

[DATE]

Resident
resident
[STREET ADDRESS]
[CITY], [STATE] [ZIPCODE]

Attention: [age] year old [gender]

Dear Resident,

Recently, a Field Interviewer from RTI International came to your home and asked you to take part in a research study for the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products. At the time, you had some concerns about the study.

A limited number of people were randomly chosen to represent the population of the United States. You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

Your child's answers to the survey questions are combined with the answers of thousands of other youth and reported only as overall numbers. To further protect their privacy, the survey is set up so that your child enters most of their own answers into a laptop computer—the interviewer never sees or hears them. Also, you can always refuse to answer any question.

The results of this study help policy makers and researchers understand youth awareness of and exposure to campaign ads—including their knowledge, attitudes, and beliefs about tobacco use—so that informed decisions about policies and programs can be made. By taking part in this study, you and your child will make a direct impact on important tobacco-related education activities.

Your help is critical to the success of this study, and we are happy to work around your schedule so that you can be included.

We know that you and your child's time is important. To thank you for your time, your child will be given a \$25 incentive at the end of the interview.

Thank you for your time. I hope you'll reconsider and choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

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Interview — "Nothing in it for me"/Uncooperative

[DATE]

Resident
resident
[STREET ADDRESS]
[CITY], [STATE] [ZIPCODE]

Attention: [age] year old [gender]

Dear Resident,

Recently, a Field Interviewer from RTI International came to your home and asked you and your child to take part in the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT). At the time, you did not want to participate. We are writing this letter to ask you to reconsider.

The results of this study will help policy makers and researchers understand youth awareness of and exposure to campaign ads—including their knowledge, attitudes, and beliefs about tobacco use—so that informed decisions about policies and programs can be made. By taking part in this study, you and your child will make a direct impact on important tobacco-related education activities.

A limited number of people were randomly chosen to represent the population of the United States—and you were one of them! You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

We know that your time is important. To thank you for your time, your child will be given a \$25 incentive at the end of their interview.

Thank you for your time. I hope you'll reconsider and choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions, call me toll-free at [TOLL-FREE NUMBER].

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Interview—Too Busy/No Time

[DATE]

Resident
[STREET ADDRESS]
resident
[CITY], [STATE] [ZIPCODE]

Attention: [age] year old [gender]

Dear Resident:

Recently, a Field Interviewer from RTI International came to your home and asked you and your child to take part in the Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT). At the time, you were reluctant to let your child spend the time needed to do the interview.

A limited number of youth were randomly chosen to represent the population of the United States. Your child cannot be replaced. If your child chooses not to take part, their experiences and views—as well as the thousands of people they represent—will not be heard.

As you know, this country is made up of all kinds of people, and so we are interviewing all kinds of people—including busy people like you and your child. If we only interviewed people who have a lot of free time, then active people like you would not be fairly represented. You and your child's participation is critical to the success of this study, and we are happy to work around your schedule so that they can be included.

We know that your time is important. To thank you for your time, your child will be given a \$25 incentive at the end of the interview.

We combine your child's answers with the answers of thousands of other youth and report them only as overall numbers. The survey is set up so that you record most of your own answers—the interviewer never sees or hears them. Also, you can always refuse to answer any question.

The results of this study will help policy makers and researchers understand media use among today's youth as well as their attitudes and beliefs about tobacco use. By taking part in this study, you and your child will make a direct impact on important education activities to reduce tobacco use.

Thank you for your time. I hope you'll reconsider and choose to take part in this very important study.

Sincerely,
[FS NAME], Field Supervisor
P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

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Controlled Access Letter

[DATE]

[NAME], [TITLE]
[COMPLEX/COMMUNITY NAME]
[ADDRESS]
[CITY], [STATE] [ZIP]

Dear [MR./MS.] [NAME]:

Recently, one of our field interviewers, [FIRST & LAST NAMES], tried to contact specific residences within [COMPLEX/COMMUNITY NAME] that were randomly chosen to participate in a national study conducted by RTI International for the U.S. Food and Drug Administration. So far, [MR./MS.] [LAST NAME] has been unable to [GAIN ACCESS/GAIN FULL ACCESS] to [NAME OF COMPLEX/COMMUNITY], and we are asking for your help.

We understand your responsibility to protect your residents and want to provide you with more information about the study:

- We are not selling anything. This is not a marketing survey.
- The Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT) provides valuable information about important health-related issues, including experiences with and opinions about media awareness and tobacco use among youth.
- A limited number of household addresses were randomly chosen to take part. We do not have any information about the residents other than an address.
- Completing the interview only takes about [30 minutes for the pre-campaign survey; 45 minutes for the post-campaign survey]. Those completing the interview receive a cash incentive.
- All information provided is kept private to the fullest extent allowed by law.

By helping our interviewer access the selected households in [NAME OF COMPLEX/COMMUNITY], you will make a direct contribution to this important research effort. [FIRST & LAST NAMES], our supervisor in your area, will contact you soon to address any questions, or you may call [HIM/HER] toll-free at [**TOLL FREE NUMBER**].

Your assistance is very important to the success of this study, and I thank you in advance for your help.

Sincerely,

National Field Director, RTI

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Interview—Unable to Contact Wave 2

[DATE]

Resident
resident
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Attention: [age] year old [gender]

Dear Resident:

Recently, a Field Interviewer from RTI International came to your home and asked you and your child to take part in the second wave of the Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT). Your child could not complete the interview at that time and has been away or was not free each time the interviewer has come back since then. Your help in this study is important—this is why we keep trying to reach you and your child.

Your child's participation in the first wave of the study was important to the goals of this study. We are reaching out for the second wave so that we can track trends in youths' attitudes, beliefs, and behaviors toward tobacco use. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

Your child's answers to the survey questions are combined with the answers of thousands of other people and reported only as overall numbers. To further protect your privacy, the survey is set up so that your child records most of their own answers—the interviewer never sees or hears them. Also, you can always refuse to answer any question.

To ensure the accuracy of survey results, we need to re-interview as many Wave 1 respondents as we can. The results of this study will help policy makers and researchers understand media use among today's youth as well as their attitudes and beliefs about tobacco use.

Your help is critical to the success of this study, and we are happy to work around your schedule so that you and your child can be included. Please feel free to call me to set up an interview time—the interview can also be done at another location such as a public library.

We know that your time is important. To thank you for your time, your child will be given a \$25 incentive at the end of the interview.

Thank you for your time. I hope you and your child will choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

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