ATTACHMENT 14B: QUESTIONS AND ANSWERS ABOUT THE EVALUATION OF THE FRESH EMPIRE CAMPAIGN ON TOBACCO (EFECT) FOR USE WITH THE SOCIAL MEDIA SAMPLE

What is the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)?
The Evaluation of the Fresh Empire Campaign on Tobacco (EFECT) is designed to collect data from youth in order to understand attitudes and beliefs towards tobacco use, as well as youth media use.

Why should I/my child participate?
This is an opportunity for your child to contribute to important research related to tobacco use and to help researchers and policy makers understand the impact and effectiveness of public education activities aimed at reducing tobacco use and the health risks of using tobacco.

Who is sponsoring this study?
The study is sponsored by the Food and Drug Administration's (FDA) Center for Tobacco Products (CTP). CTP is responsible for creating strategies to prevent youth from starting to use tobacco and to encourage tobacco users to quit. RTI International (RTI) has been selected by the FDA to conduct each round of the study and collect further data between each round.

Who is RTI International?
RTI International (RTI) is a not-for-profit research organization located in North Carolina. RTI conducts research projects for a wide variety of government agencies, universities, and private companies. Professional RTI interviewers in your area are conducting the interviews with eligible youth.

How was I chosen?
RTI has advertised this study through social media. Your child clicked on one of these ads and is eligible for the study. They provided your name and telephone number so that we could contact you to obtain permission to interview your child.

How will I/my child be involved?
If you give your permission for your child to take the survey, and if your child agrees to take the survey, we will send an email with a link to the survey to the email address specified by your child in the screener Your child will click on the link to open the survey and will complete the survey online.

How is the study being conducted?
Once parental permission is provided for eligible youth to participate, we will send an email with a link to the survey to the email address specified by your child. The child will complete the survey online.

How long will it take?
The youth interview will take about [30 minutes for the pre-campaign survey; 45 minutes for the post-campaign survey] to complete, on average. Interviewers can schedule visits to your household when it is most convenient for you and your child.

What happens to the information?
Each computerized interview data file—which is identified only by code number—will be electronically transmitted directly to RTI. The answers will then be combined with all other participants' answers, and then coded, totaled, and turned into statistics for analysis.

What about Privacy?
All RTI staff members and interviewers have signed a Privacy Agreement guaranteeing that they will not reveal any information to anyone other than authorized project staff. All information collected as part of the study will be kept private to the fullest extent allowable by law, and nothing you tell us will be reported with your name.

An interviewer will call to ask your permission for their child to take the survey. At that point, your child may choose whether or not to participate in the study. To protect your privacy and that of your child, you will not be able to see his/her answers to the interview questions. Answers obtained during the survey will be combined with those from thousands of others from around the country.

Where do I get more information about the study?
If you have other questions about this survey, you may call toll-free: XXXX, 800 334-8571 extension XXXXX. If you have questions about your rights as a study participant, call toll-free: **RTI's Office of Human Research Protections** at 1-866-214-2043.

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 1 minute per response to review the frequently asked questions(the time estimated to read and review). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.