ATTACHMENT 8A: WAVE 2 PARENT LEAD LETTER

Lead Letter for Wave 2 of the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)

[NAME County/Parish/District] Resident at:
1234 Main Street
Anywhere, XX 12345

Dear [NAME County/Parish/District] Resident:

The Food and Drug Administration's Center for Tobacco Products (CTP) is seeking your continued participation in the Evaluation of the Fresh Empire Campaign on Tobacco. This study provides the FDA, policy makers, and researchers critical information about youth exposure to public education messages on the health risks of smoking or using other tobacco products. The information collected by this study will also improve our understanding of youths' attitudes, beliefs, and behaviors toward tobacco use. We are interested in what has changed in your child's life since we talked to him/her last.

RTI International, a nonprofit research organization, was selected by the FDA to conduct this study.

In the next few weeks, an interviewer will be in your area conducting the next wave of this study. He or she will contact you to arrange an interview with your 12 to 17 year old child who participated in the study about 6 months ago. Each eligible youth in your household who completes the full interview will receive an incentive of $25.
Your child's participation is voluntary. All information provided by your child will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

For more information about the study, please contact [CONTACT NAME], at [CONTACT NUMBER] extension [CONTACT EXTENSION]. If you have a question about your rights as a study participant, you can call RTI's Office of Research Protection toll-free at (866) 214-2043.

Your help is very important to this study's success. Thank you for your cooperation.

Sincerely,

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 1 minute per response to review this letter (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.