

**Attachment C:**  
**Animation in DTC Advertising**  
*Consent Form for Cognitive Interviews*

**Introduction and Purpose:**

Thank you for agreeing to participate in this research study. The purpose of the study is to test survey questions to make sure that they are easy to understand.

RTI International, a non-profit research organization in North Carolina, is conducting the study. You are one of approximately 18 people in the Washington, DC area being asked to participate in this phase of the study.

You are eligible to participate in this study because you have been diagnosed with [chronic dry eye/psoriasis].

**Procedures:**

If you agree to participate, you will watch an ad and then the interviewer will ask you a series of questions about your reactions to, preferences for, and understanding of the ad. Finally, we will ask you to answer some survey questions. The viewing and interview will last approximately **60 minutes**.

**Benefits:**

There is no direct benefit to you for participating. However, you may find the discussion informative and may learn how other people discuss health issues.

**Risks:**

There are no known risks to participating in this study. While the questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer.

**Confidentiality:**

We will try to keep the information you share in this interview confidential. The study team will not disclose your name or any of your comments, and your personal information (name, address, phone number) will not be linked to any of your responses.

With your permission, we will audio-record the discussion to supplement our notes. Recordings will not include full names and will be stored on password protected computers that only project staff can access. At the end of the project, we will destroy the recordings. All paper forms will be kept in a locked file cabinet that only project staff can access.

**Observation:**

Some project staff may observe the discussion behind a one way mirror. They will not record your name and will keep all of your comments confidential.

**Reimbursement:**

In appreciation for your time and travel, we will reimburse you **\$100** at the end of the interview.

**Right to Refuse or Withdraw:**

Your participation in this study is voluntary. You can choose not to talk about any topic, and you can end the interview for any reason at any time without penalty.

**Persons to Contact:**

If you have questions about the study, you can call the project director, Dr. Bridget Kelly, at 1-800-334-8571, ext. 22098 or the associate project director, Dr. Sarah Parvanta, at 1-800-334-8571, ext. 26045. They can be reached between 9:00 AM and 5:00 PM Eastern Time Monday to Friday.

If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043.

**Your Consent:**

I have read this consent form. I had a chance to ask questions, and my questions were answered. I was given a copy of this consent form. I agree to participate in the study.

\_\_\_\_\_  
**Signature of Participant**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Person Obtaining Consent**

\_\_\_\_\_  
**Date**