

ATTACHMENT 8: BASELINE PARENT LEAD LETTER

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

Adult Resident
1234 Main Street
Anywhere, XX 12345

Dear Adult Resident:

The Food and Drug Administration's Center for Tobacco Products (CTP) is conducting the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT) study related to youth tobacco use and media use. This study will provide 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 how public education campaigns affect youths' attitudes, beliefs, and behaviors toward tobacco use.

Your address was randomly chosen along with over 213,000 others across the U.S. RTI International, a nonprofit research organization, was chosen by the FDA to conduct this study.

Please see the enclosed questionnaire for instructions on providing permission for a 12 to 17 year old youth in your household to complete this short questionnaire. If there are not any 12 to 17 year olds in your household, please check the appropriate box on the enclosed questionnaire and return it to us using the enclosed reply envelope. **The young person completing the questionnaire is welcome to keep the enclosed \$2 in appreciation of his or her time.**

Some youth who complete this questionnaire will be eligible to complete an in-person interview and two additional surveys every six months after that. Each of those surveys offer \$25 to your child as a token of appreciation. If eligible, you can decide at a later date whether to give your child permission to complete an additional survey or surveys. Your child can decide not to complete these other surveys at any point for any reason.

Your child's participation is voluntary. All information provided by your child will be kept in strict confidence 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, you can call our project assistance line toll-free at [CONTACT NUMBER] extension [CONTACT EXTENSION], or email us at [\[CONTACT EMAIL\]](#). If you have a question about your rights as a participant in the EFECT study, 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,

Data Collection Task Leader
RTI International