

ATTACHMENT 8: BASELINE PARENT LEAD LETTER

Lead Letter for 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 conducting a study called the Evaluation of the Fresh Empire Campaign on Tobacco. 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 more than 13,000 others across the U.S. RTI International, a nonprofit research organization, was selected 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. **This \$2 is for the young person who completes the questionnaire, in appreciation of his or her time.** 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. You may keep the \$2. Some youth who complete this questionnaire will be eligible to complete another survey at a later date. Each eligible youth in your household who completes the full survey 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 read and respond the parent 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 PRASStaff@fda.hhs.gov.