

ATTACHMENT 6: STUDY DESCRIPTION

Study Description of the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)

Your address is one of several in this area randomly chosen for the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT). This study, sponsored by the U.S. Food and Drug Administration's Center for Tobacco Products, is collecting information from youth across the United States about tobacco use and media use.

You cannot be identified by any of the information you give us. Your name and address will never be connected to your answers. Also, all information collected as part of the study will be kept in strict confidence. Any data provided will only be used for statistical purposes and reported in aggregate form.

The interview itself will take approximately 30 to 45 minutes to complete. The questions are on tobacco use, media use, your opinions about tobacco, as well as your experiences at home and at school. You can refuse to answer any questions, and can quit at any time. You will be offered \$25 in cash upon completing the interview as a token of appreciation.

If you have any questions about the study, please contact our research team at [CONTACT NUMBER HERE] extension [CONTACT EXTENSION HERE] or by email at [CONTACT EMAIL HERE]. If you have questions about your rights as a study participant in the EFECT study, call toll-free: RTI's Office of Human Research Protections at 1-866-214-2043.

Thank you for your cooperation and time.