

ATTACHMENT 14B: QUESTIONS AND ANSWERS ABOUT THE EVALUATION OF THE FRESH EMPIRE CAMPAIGN ON TOBACCO (EFECT) FOR USE WITH CROSS-SECTIONAL PARTICIPANTS AGE 13 - 14 RECRUITED BY SOCIAL MEDIA, WEB SURVEY

What is the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)?

The Evaluation of the Fresh Empire Campaign on Tobacco (EFECT) is designed to collect data from youth in order to understand attitudes and beliefs towards tobacco use, as well as youth media use.

Why should I consider allowing my child to participate?

This is an opportunity for your child to contribute to important research related to tobacco use and to help researchers and policy makers understand the impact and effectiveness of public education activities aimed at reducing tobacco use and the health risks of using tobacco.

Who is sponsoring this study?

The study is sponsored by the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products (CTP). CTP is responsible for creating strategies to prevent youth from starting to use tobacco and to encourage tobacco users to quit. RTI International (RTI) has been selected by the FDA to conduct each round of the study.

Who is RTI International?

RTI International (RTI) is a not-for-profit research organization located in North Carolina. RTI conducts research projects for a wide variety of government agencies, universities, and private companies.

How was I chosen?

RTI has advertised this study through social media. Your child clicked on one of these ads and is eligible for the study. Your child provided your name and telephone number so that we could contact you to obtain permission to interview your child. 1

How will I/my child be involved?

If you give your permission for your child to take the survey, and if your child agrees to take the survey, we will send an email or text with a link to the survey to the email address or phone number specified by your child in the screener. Your child will click on the link to open the survey and will complete the survey online.

How is the study being conducted?

Once parental permission is provided for eligible youth to participate, we will send an email or text with a link to the survey to the email address or phone number specified by your child. The child will complete the survey online.

How long will it take?

The interview will take about 40 minutes to complete, depending on your child's answers.

What happens to the information?

Each computerized interview data file—which is identified only by code number—will be electronically transmitted directly to RTI. The answers will then be combined with all other participants' answers, and then coded, totaled, and turned into statistics for analysis.

What about Privacy?

All RTI staff members and interviewers have signed a Privacy Agreement to not reveal any information to anyone other than authorized project staff. All information collected as part of the study will be kept in strict confidence and used only for statistical purposes, and nothing your child tells us will be reported with your child's name.

An interviewer will call to ask your permission for your child to take the survey. Your child may also choose whether or not to participate in the study. To protect your child's privacy, you will not be able to see his/her answers to the interview questions. Answers obtained during the survey will be combined with those from thousands of others from around the country.

Where do I get more information about the study?

If you have other questions about this survey, you may call our research team toll-free at 1-800-845-6708, or contact us via email at efectsurvey@rti.org. If you have questions about your child's rights as a study participant in the EFECT study, call toll-free: **RTI's Office of Research Protection** at 1-866-214-2043.