

**ATTACHMENT 3.**  
**RESPONDENT MATERIALS: ENGLISH-LANGUAGE VERSIONS**

Attachment 3-2: Screener Lead Letter



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident at:  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident:

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is looking for adults, age 18 and older, to participate in a large, national survey panel. Panel members will be asked to take part in short but important surveys for FDA's National Panel of Tobacco Consumer Studies (TCS). This letter is addressed to "Resident" because your address, rather than a specific person in your household, was randomly selected along with over 30,000 others.

RTI International, a not-for-profit research organization, is working with the FDA to create this survey panel. Soon, an RTI interviewer will be in your neighborhood to give you additional information. The interviewer will carry an identification card like the example shown below.

**Please take a few minutes to answer the interviewer's questions about your household. We will use your answers to determine if anyone in your household is eligible for the panel. If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the panel you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your help is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



## Attachment 3-3: Brochure

### Who conducts the TCS?

The FDA-CTP has hired RTI International (RTI), a not-for-profit research organization based in North Carolina, to establish and manage the TCS survey panel.

RTI recruits panel members, collects and processes the survey information from panel participants, and aids FDA-CTP in the analysis of the data. FDA-CTP is responsible for the publication and dissemination of the results.

### What is the Food and Drug Administration Center for Tobacco Products (FDA-CTP)?

The Center for Tobacco Products (CTP) oversees the implementation of the Family Smoking Prevention and Tobacco Control Act. Some of the Agency's responsibilities under the law include setting performance standards, reviewing premarket applications for new and modified risk tobacco products, requiring new warning labels, and establishing and enforcing advertising and promotion restrictions.

For additional information on the National Panel of Tobacco Consumer Studies, contact:

#### National Panel of Tobacco Consumer Studies

1-800-613-0326  
<https://TCS.rti.org>

For more information on RTI International, contact:



Susan Kinsey  
3040 Cornwallis Road  
Durham, NC 27709  
1-800-613-0326  
[TCS@rti.org](mailto:TCS@rti.org)

If you have any comments about the TCS or have recommendations for reducing survey burden, please send them to:

#### U. S. Food and Drug Administration Center for Tobacco Products FDA-CTP website

<http://www.fda.gov/TobaccoProducts/default.htm>  
Silver Spring, MD 20993

OMB Number: 0910-0815  
Expiration Date: 06/30/2019



## National Panel of Tobacco Consumer Studies



FDA

U.S. Department of Health & Human Services  
U.S. Food and Drug Administration  
Center for Tobacco Products

## Attachment 3-3: Brochure (continued)

### What are the National Panel of Tobacco Consumer Studies (TCS)?

The 2009 Tobacco Control Act granted the U.S. Food and Drug Administration (FDA) the authority to regulate the manufacture, marketing, and distribution of tobacco products.

To inform these regulatory efforts, the FDA's Center for Tobacco Products (FDA-CTP) is conducting the National Panel of Tobacco Consumer Studies (TCS) to better understand what tobacco users know or how they feel about FDA regulatory actions.

For example, the TCS may explore topics such as:

- How people feel or react to tobacco product warning statements or marketing restrictions,
- The type of tobacco products people use (e.g., cigarette, cigar, smokeless tobacco),
- The tobacco brands people prefer,
- How people hear about new tobacco products,
- Where people buy tobacco products, or
- How often people use coupons or take advantage of in-store special promotions to buy tobacco products.

### How was my Household chosen?

Your address is one of more than 30,000 addresses across the U.S. that was randomly selected to participate. In order for the TCS to be successful, it is important to have participants that represent the nation as a whole. We are contacting your household to see if someone who lives there may be eligible to join the TCS survey panel.

### Why should my household participate?

Participation in this survey is voluntary. There are no penalties for refusing to answer any questions. However, your cooperation is important because it will ensure our survey results paint an accurate picture of the entire country. Your answers not only represent your household, but also hundreds of other similar households.

You may choose not to take part in the survey, but because our sample is randomly selected, no other household or person can take your place.

### If someone in my household is selected, what happens next?

If someone in your household is selected, we will invite him or her to join the TCS survey panel. After a brief enrollment survey, each panel member will be asked to take part in short but important surveys for the FDA.

A cash payment will be offered to panel members when they enroll and as a token of appreciation for each TCS survey they complete. Panel members will be asked to complete 2-3 short surveys a year and to be a part of the panel for 3 years. Each survey will only take about 15-20 minutes to complete.

By taking part in the TCS, panel members will represent the views and opinions of many other individuals like themselves. The information they provide will help inform tobacco-related policy decisions made by the FDA. If someone in your household is chosen for the panel, we hope that person will participate.

### What are the short TCS surveys about?

The TCS surveys are designed to better understand tobacco users' knowledge, attitudes, beliefs, and behaviors as they relate to tobacco products such as cigarettes, cigars, or smokeless tobacco.

This includes how tobacco products are labeled, advertised, or marketed. For example, FDA may want to test possible health warnings for a tobacco product and determine which warning labels or statements are most likely to influence tobacco users. This will be done through the short surveys of panel members.

### Will survey answers be kept confidential?

FDA-CTP and RTI are committed to assuring the privacy of responses. Our interest is only in the combination of all responses and not anyone's individual answers.

The answers that are provided will be combined with all other participant' answers and will be coded, totaled, and turned into statistics for analytic purposes only.

Names are never associated with answers, and the information is only used for research and analysis and cannot be used for any other purpose.

Privacy of all answers to questions is protected to the fullest extent allowable by law.

Attachment 3-4: Screener Non-Response - Too Busy



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When our interviewer came by, you indicated you were too busy or did not have time to answer our interviewer's questions. **We are writing this letter to ask you to reconsider.**

Please take a few minutes to answer the interviewer's questions about your household. The screening process is short and will take only 5-10 minutes of your time. You can schedule an appointment with one of our interviewers at a time that is most convenient for you. We will use your answers to determine if anyone in your household is eligible for the survey panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS panel, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-5: Screener Non-Response – Generic



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When you were contacted, you had reservations about answering our field interviewer's questions. **We are writing this letter to ask you to reconsider.**

Please take a few minutes to answer the interviewer's questions about your household. We will use your answers to determine if anyone in your household is eligible for the survey panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Only a limited number of households were selected to represent the population of the U.S.—and your household was one of them. Your participation is critical to the success of the TCS because you represent thousands of individuals just like you!

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-6: Screener Non-Response - Not Interested



**Food and Drug Administration**  
Center for Tobacco Products



**TCS**

National Panel of  
Tobacco Consumer Studies

Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When our interviewer came by, you were not interested in participating. **We are writing this letter to ask you to reconsider.**

Only a limited number of households were selected to represent the population of the U.S.—and your household was one of them. Your participation is critical to the success of the TCS because you represent thousands of individuals just like you!

Please take a few minutes to answer the interviewer's questions about your household. We will use your answers to determine if anyone in your household is eligible for the survey panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When our interviewer came by, you indicated that our questions about your household's eligibility for the TCS were too personal. **We are writing this letter to ask you to reconsider.**

Please take a few minutes to answer the interviewer's questions about your household. Our interest is only to determine if anyone in your household is eligible to take part in the survey panel. Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

**If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies (TCS)



Attachment 3-8: Screener Non-Response - Stigma of Tobacco Use



**Food and Drug Administration**  
Center for Tobacco Products



**TCS**

National Panel of  
Tobacco Consumer Studies

Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When our interviewer came by, you indicated you did not want to participate. **We are writing this letter to ask you to reconsider.**

We realize that the topic of tobacco use is a personal one. However, this is an opportunity for you to help researchers and policy makers understand the impact and effectiveness of public education activities or possible regulatory actions.

Please take a few minutes to answer the interviewer's questions about your household. We will use your answers to determine if anyone in your household is eligible for the survey panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, one of our field interviewers contacted your household about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel being created by the U.S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). We are looking for adults, age 18 and older, who may be eligible to take part in the TCS panel. When our interviewer came by, you were hesitant to participate in a government-sponsored study. **We are writing this letter to ask you to reconsider.**

The TCS is an opportunity to help government policy makers understand the impact and effectiveness of public education and possible regulatory activities. So often people feel that their voices are not heard when policies are implemented. Participation in the TCS ensures that you, and thousands of others you represent, will directly impact important policies and decisions that affect the health of the nation.

Please take a few minutes to answer the interviewer's questions about your household. We will use your answers to determine if anyone in your household is eligible for the panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-10: Screener - Unable to Contact



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

Recently, your household received a letter from the U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) about the National Panel of Tobacco Consumer Studies (TCS). The TCS is a large, national survey panel and we are looking for adults age 18 and older who may be eligible to take part. One of our field interviewers has attempted to contact you about the panel, but has been unable to reach you.

**It is very important that we speak with an adult in your household.** RTI International, a not-for-profit research organization, is working with the FDA to create this survey panel. Soon, an RTI interviewer will return to your neighborhood to give you additional information. The interviewer will carry an identification card like the example shown below.

Please take a few minutes to answer the interviewer's questions. This will help us determine if anyone in your household is eligible for the survey panel. **If we select someone from your household, that person will have the chance to receive cash payments in appreciation for their participation in the TCS surveys.**

Your participation is voluntary and your household's answers to the questions will be kept private to the fullest extent allowable by law. They will not be shared with anyone outside the FDA-RTI research team.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326.

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies





**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you had some reservations about participating. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

The information collected in the TCS will help policymakers and researchers understand consumer perceptions of tobacco products, including their labelling, advertising, and marketing. Your participation in the panel will help inform future FDA policy decisions about tobacco products.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as those of the thousands of people you represent—will not be heard. One of our interviewers will be in your area again soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you indicated you did not want to participate in the panel because it was too personal. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

Our interest is only in the combination of all responses and not in anyone's individual answers. The answers that you provide will be combined with all other participants' answers and will be coded, totaled, and processed into statistics for analytic purposes only. Names are never associated with answers and the information is only used for research and analysis. It cannot be used for any other purpose. Privacy of all answers to questions is protected to the fullest extent allowable by law.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in the FDA's National Panel of Tobacco Consumer Studies (TCS). You were selected to participate in the panel, but at the time you indicated that your current responsibilities would not allow you enough time to participate.

**We are writing this letter to ask you to reconsider. All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

The enrollment process for the TCS panel is short and will take at most 20 minutes of your time. You can schedule an appointment to complete the survey with one of our interviewers at a time that is most convenient for you. Your participation is critical to the success of the panel and we are happy to make a special effort to work around your schedule so that you can be included.

If you choose not to participate, your views and opinions—as well as the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you were hesitant to participate. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

While the surveys can be completed using an electronic device, such as a computer or Smartphone, they can also be completed on paper and submitted via U.S. Mail at no charge to you. You do not have to use an electronic device to participate in the TCS panel and we are happy to make a special effort to ensure you can be included.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the TCS panel

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



**TCS**  
National Panel of  
Tobacco Consumer Studies

Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you were hesitant because you currently do not have Internet access. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

While surveys that the TCS panel members complete can be done over the Internet, they can also be done on paper and submitted via U.S. Mail at no charge to you. An Internet connection is not required for you to participate in the panel and we are happy to make a special effort to ensure you can be included.

Only a limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies





**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you were hesitant to participate in a government-sponsored study. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

The TCS offers individuals an opportunity to help researchers and policy makers understand the impact and effectiveness of tobacco-related public education activities and possible regulatory actions. Often people feel that their voices are not heard when government regulations and policies are implemented – this is your chance to be heard. Participation in the TCS panel ensures that you, and thousands of others you represent, directly impact policies that affect the health of the nation.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were eligible to join the panel, but indicated you did not want to participate. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

We realize that the topic of tobacco use is a personal one. However, this is an opportunity for you to help researchers and policy makers understand the impact and effectiveness of tobacco-related public education activities and possible regulatory actions.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as those of the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-18: CAPI Non-Response - Too Busy



**Food and Drug Administration**  
Center for Tobacco Products



**TCS**

National Panel of  
Tobacco Consumer Studies

Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you were too busy to participate. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

The panel enrollment process is short and will take at most 20 minutes of your time. You can schedule an appointment with one of our interviewers at a time that is most convenient for you. Your participation is critical to the success of the panel and we are happy to work around your busy schedule so that you can be included.

The information collected in the TCS will help policymakers and researchers understand consumer perceptions of tobacco products, including their labelling, advertising, and marketing. Your participation in the panel will help inform future FDA policy decisions about tobacco products. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-19: CAPI Non-Response - Not Interested



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but at the time you were not interested in participating. **We are writing this letter to ask you to reconsider.**

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). **All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.**

The information collected in the TCS will help policymakers and researchers understand consumer perceptions of tobacco products, including their labelling, advertising, and marketing. Your participation in the panel will help inform future FDA policy decisions about tobacco products.

A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as those of the thousands of people you represent—will not be heard. One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS, you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-20: CAPI Non-Response - Unable to Contact



**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident/[FNAME LNAME]  
STREET ADDRESS  
CITY, STATE ZIP

Dear Adult Resident/FNAME,

The U. S. Food and Drug Administration's Center for Tobacco Products (FDA - CTP) is asking eligible adults, age 18 and older, to participate in a large, national survey panel. You were selected to participate in the panel, but we have been unable to contact you about this unique opportunity.

As a panel member, you will be asked to take part in short but important surveys for the FDA's National Panel of Tobacco Consumer Studies (TCS). The information collected in the TCS will help policymakers and researchers understand consumer perceptions of tobacco products, including their labelling, advertising, and marketing. Your participation in the panel will help inform future FDA policy decisions about tobacco products.

**All TCS panel members will receive cash payments as a token of our appreciation for participating in the surveys.** A limited number of people have been selected to represent the population of the U.S.—and you are one of them! You cannot be replaced. If you choose not to participate, your views and opinions—as well as the thousands of people you represent—will not be heard.

One of our interviewers will be in your area soon, and will try to reach you at that time. I hope you will agree to take part in the panel.

If you have any questions about the TCS you can ask the interviewer or call RTI directly at 1-800-613-0326 (a toll-free call).

Your participation is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-22: Mail Nonresponse - Topical Survey



**Food and Drug Administration**  
Center for Tobacco Products



FNAME LNAME  
STREET ADDRESS  
CITY, STATE ZIP

Dear Fname:

Thank you for agreeing to participate in the National Panel of Tobacco Consumer Studies (TCS). Your continued participation is critical to the success of the survey panel. By taking part in the TCS, you represent the views and opinions of many other individuals like you. The information you provide will help inform tobacco-related policy decisions made by the FDA.

We noticed that you haven't completed [INSERT: Study 1]. Your answers are important to us so we've included a copy of the survey with this letter. Please complete the survey and return it to us free of charge using the enclosed postage paid envelope. As a token of our appreciation, you will receive \$15 in cash for completing the survey.

If you have any questions about this survey or your participation in the TCS, you can speak with a project representative directly at 1-800-613-0326 (a toll-free call). If you have a question about your rights as a panel participant, you can call RTI's Office of Research Protection toll-free at (866) 214-2043.

Your help is very important to this panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies

Attachment 3-24: Web Non-Response - Topical Survey



**Food and Drug Administration**  
Center for Tobacco Products



FNAME LNAME  
STREET ADDRESS  
CITY, STATE ZIP

Dear Fname:

Thank you agreeing to participate in the National Panel of Tobacco Consumer Studies (TCS). Your continued participation is critical to the success of the survey panel. By taking part in the TCS, you represent the views and opinions of many other individuals like you. The information you provide will help inform tobacco-related policy decisions made by the FDA.

We noticed that you haven't completed [INSERT: Study 1]. Each survey topic was hand-picked by policy makers at the FDA-CTP and represents an important issue related to Tobacco Use. You can complete this survey online at <https://tcs.rti.org> using the following login credentials:

Study ID:  
Password:

As a token of appreciation, you will receive \$15 in cash for completing the survey.

If you have any questions about this survey or your participation in the TCS, you can speak with a project representative directly at 1-800-613-0326 (a toll-free call). 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 panel's success. Thank you for your cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director,  
National Panel of Tobacco Consumer Studies



## Consent to Participate in Panel – Web/Mail Version

**Description and Purpose of the TCS:** The 2009 Tobacco Control Act granted the U. S. Food and Drug Administration the authority to regulate the manufacture, marketing, and distribution of tobacco products to protect public health and reduce tobacco use by minors. The National Panel of Tobacco Consumer Studies (TCS) are being conducted to assess responses to possible FDA regulatory actions from a sample of approximately 4,000 tobacco users that represent the nation as a whole. The studies will assess consumer perceptions of tobacco products, including their labeling, advertising and marketing.

**Sponsor:** The TCS is sponsored by the U. S. Food and Drug Administration's Center for Tobacco Products (FDA-CTP). RTI International, a not-for-profit research organization, is conducting the study on the behalf of the FDA-CTP.

**Procedures:** You will receive detailed instructions for completing the TCS surveys. While you are in the TCS panel, you will be asked to complete about 2-3 short surveys a year on tobacco-related topics. These will take about 15-20 minutes to complete. Your participation in the panel will last for 3 years.

**Financial Considerations:** Participation in the TCS panel will involve no cost to you. For completing the enrollment process you will receive \$35.00 in cash. For completing the short tobacco-related surveys you will receive \$15.00 cash each.

**Voluntary Participation:** Your participation in the panel is completely voluntary. You can refuse to answer any and all questions. You can elect to leave the panel at any time.

**Privacy:** The protection of private personal information is a primary concern to all institutions involved in this project. All members of the research team receive privacy training. Your answers to the survey questions will be kept private to the fullest extent allowable by law. Only we or other researchers involved in the TCS will have access to the answers you provide. Your name will not be reported with any answers you provide. Your answers will be combined with answers of many others and reported in a summary form. All staff involved in this research are committed to privacy and have signed a Privacy Pledge.

**Possible Benefits and Risks:** There are no direct benefits to you for participating in the panel. The potential exists for loss of privacy, though our procedures are designed to protect and secure your personal information. Please see the Privacy section above for details on the procedures in place to protect your privacy.

**Further Questions:** If you have any questions about the research now or in the future you can contact the Project toll free number 1-800-613-0326. If you have questions about your rights as a study participant, call RTI's Office of Research Protection at 1-866-214-2043 (a toll-free number).

**Statement of Consent:** I have read the description of this research provided above (or the description has been read to me), and I understand it. I have been informed of the risks and benefits involved, and all my questions have been answered to my satisfaction. Furthermore, I have been assured that any future questions that I may have will also be answered. I freely and voluntarily agree to participate in the TCS survey panel. I understand that by signing, I am not giving up any of my legal rights. I will be given a copy of this statement.

**By signing my name below, I am indicating my agreement to participate in the National Panel of Tobacco Consumer Studies.**

---

 Printed Name of Research Participant

---

 Signature of Research Participant

---

 Date Signed

---

 Printed Name of Interviewer

---

 Signature of Interviewer

---

 Date Signed





## Consent to Participate in Panel – Tablet Version

**Description and Purpose of the TCS:** The 2009 Tobacco Control Act granted the U. S. Food and Drug Administration the authority to regulate the manufacture, marketing, and distribution of tobacco products to protect public health and reduce tobacco use by minors. The National Panel of Tobacco Consumer Studies (TCS) are being conducted to assess responses to possible FDA regulatory actions from a sample of approximately 4,000 tobacco users that represent the nation as a whole. The studies will assess consumer perceptions of tobacco products, including their labeling, advertising and marketing.

**Sponsor:** The TCS is sponsored by the U. S. Food and Drug Administration’s Center for Tobacco Products (FDA-CTP). RTI International, a not-for-profit research organization, is conducting the study on the behalf of the FDA-CTP.

**Procedures:** You will receive login credentials and detailed instructions for accessing the survey website and completing the panel surveys using the Samsung tablet computer that has been loaned to you. While you are in the TCS panel, you will be asked to complete about 2-3 short web surveys a year on tobacco-related topics. These will take about 15-20 minutes to complete. The tablet computer is being loaned to you so you can participate in these surveys online through the TCS panel website. You will be notified when a survey is ready for you to complete.

**Financial Considerations:** Participation in the TCS panel will involve no cost to you. For completing the enrollment process you will receive \$35.00 in cash. For completing the short tobacco-related surveys you will receive \$15.00 cash each. The Samsung tablet has been provided as a tool for you to access the TCS panel website and complete the surveys online. The tablet is on loan to you while you are participating in the panel.

**Voluntary Participation:** Your participation in the panel is completely voluntary. You can refuse to answer any and all questions. You can elect to leave the panel at any time. The research team also reserves the right to remove you from the panel if they determine your participation is no longer in your best interest or in the interest of the TCS.

**Privacy:** The protection of private personal information is a primary concern to all institutions involved in this project. All members of the research team receive privacy training. Your answers to the survey questions will be kept private to the fullest extent allowable by law. When you return the study-provided tablet to RTI it will be wiped clean of any data that you might have stored on it, and restored to its original factory settings. Only we or other researchers involved in the TCS will have access to the answers you provide. Your name will not be reported with any answers you provide. Your answers will be combined with answers of many others and reported in a summary form. All staff involved in this research are committed to privacy and have signed a Privacy Pledge.

**Possible Benefits and Risks:** There are no direct benefits to you for participating in the panel. The potential exists for loss of privacy, though our procedures are designed to protect and secure your personal information. Please see the Privacy section above for details on the procedures in place to protect your privacy.

**Further Questions:** If you have any questions about the research now or in the future you can contact the Project toll free number 1-800-613-0326]. If you have questions about your rights as a study participant, call RTI’s Office of Research Protection at 1-866-214-2043 (a toll-free number).

**Statement of Consent:** I have read the description of this research provided above (or the description has been read to me), and I understand it. I have been informed of the risks and benefits involved, and all my questions have been answered to my satisfaction. Furthermore, I have been assured that any future questions that I may have will also be answered. I freely and voluntarily agree to participate in the TCS survey panel. I understand that by signing, I am not giving up any of my legal rights. I will be given a copy of this statement.

**By signing my name below, I am indicating my agreement to participate in the National Panel of Tobacco Consumer Studies.**

_____	_____	_____
Printed Name of Research Participant	Signature of Research Participant	Date Signed
_____	_____	_____
Printed Name of Interviewer	Signature of Interviewer	Date Signed



## TCS Tablet Computer Equipment Agreement and Receipt Form



The FDA's Center for Tobacco Products and RTI International would like to thank you for participating in the National Panel of Tobacco Consumer Studies (TCS). To help you access the internet and participate in the TCS panel, we are loaning you a Samsung Galaxy Tab A tablet computer to complete the panel web surveys and receive any other panel related correspondences while you participate in the TCS panel.

By signing below, you acknowledge that:

- RTI International loaned you a Samsung Galaxy Tab A (serial number listed below) so you may complete surveys as a panel member for the TCS,
- The tablet you received was in good working order when you received it,
- You will return the equipment listed below to RTI International at the end of your TCS panel commitment period or in the event that you end your participation in the TCS panel early, and
  - All equipment will be returned using the pre-addressed shipping materials that will be sent to you at the point at which the tablet is to be returned, and
  - You will return all equipment within 5 business days of receiving a notice to return your equipment.
- When the tablet is received at RTI it will be logged in as returned from you, wiped clean of any data you may have stored on it, and restored to original factory settings. RTI will not attempt to gather any information that may be stored locally on the device.

**Accepted Samsung Galaxy Tab A Tablet**

**Accepted Samsung Galaxy Tab A Charger**

**Accepted Samsung Galaxy Tab A Tablet Case**

Respondent Printed Name: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Respondent Signature: \_\_\_\_\_

FI Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Case ID:

Tablet ID/Serial Number:

If you have any questions about your participation in the TCS Panel, contact project staff at 1-800-613-0326 or [tcs@rti.org](mailto:tcs@rti.org).

OMB Number: 0910-0815; Expiration Date: 06/30/2019

## **Screener Introduction Script**

**IF SPEAKING TO HOUSEHOLD MEMBER 18 YEARS OF AGE OR OLDER:** Hello, my name is [YOUR NAME] from RTI International in North Carolina. We are conducting a nationwide study sponsored by the U.S. Food and Drug Administration (FDA). We recently mailed you a letter about the study.

**HAND R A COPY OF THE LETTER:** I would like to ask you a few short questions about your household to see if anyone is eligible to participate in this important study.

**STUDY PURPOSE:** The FDA is establishing a large, national survey panel to help researchers and policy makers understand the impact and effectiveness of tobacco-related public education activities and possible regulatory actions. Panel members will be asked to take part in short but important surveys for FDA's National Panel of Tobacco Consumer Studies (TCS).

**IF NEEDED:**

**WHAT'S IN IT FOR ME:** If someone in your household is determined to be eligible, he/she will have the chance to receive cash payments in appreciation for their participation.

## **Enrollment Introduction Script**

**IF TALKING TO THE ELIGIBLE SAMPLED ADULT:** Hello, my name is [YOUR NAME] from RTI International in North Carolina. We are conducting a nationwide study sponsored by the U.S. Food and Drug Administration (FDA). You have been selected to participate in the National Panel of Tobacco Consumer Studies, or TCS.

Your participation in the TCS panel involves completing an initial set of enrollment questions. This should only take about 20 minutes and you will receive \$35 in cash as a token of our appreciation. Once you are enrolled in the panel, you will be asked to complete about 2-3 short tobacco-related surveys a year over the next 3 years. These surveys will only take 15-20 minutes of your time and you will receive a \$15 cash payment for each survey you complete.

**IF NEEDED:**

**STUDY PURPOSE:** The FDA is establishing the survey panel to help researchers and policy makers understand the impact and effectiveness of tobacco-related public education activities and possible regulatory actions.

**NOT INTERESTED:** You cannot be replaced. If you choose not to participate, your views and opinions—as well as those of the thousands of people you represent across the U.S.—will not be heard.

**TIME COMMITMENT:** TCS surveys are short and can be completed around your schedule. You can also complete them in parts. Every survey is voluntary and the total time commitment is only about an hour a year.

## Device Option Scripts

**R DOES NOT HAVE A DEVICE OR ACCESS TO INTERNET, OFFER MAIL PARTICIPATION OPTION:** We can get started on the initial survey now. The entire process will only take about 20 minutes and as I mentioned previously you will receive \$35.00 in cash as a token of our appreciation for completing the enrollment process. We can send the other short surveys to you by mail, using the United States Postal Service. If at any point you do gain access to a computer and/or the internet, you can always participate online in the future.

**R HAS NO DEVICE/INTERNET ACCESS AND REFUSES MAIL PARTICIPATION OPTION BUT IS OTHERWISE INTERESTED:** We really would like you to join the panel. I will talk to my supervisor to see what we can do about an alternative way for you to participate. I will get back to you once I speak with him/her

**R IS ELIGIBLE FOR A TABLET:** You recently spoke with me/someone about your interest in joining the panel but at the time you indicated that you have no access to an internet-enabled device to complete the web surveys. I spoke with my supervisor and s/he has indicated that we can offer you the loan of a Web-enabled tablet computer while you are in the panel so you can participate in the online surveys. Your participation in the panel is important and we want to make sure you have every opportunity to join. I can help you setup the loaned tablet and show you how to complete the surveys with it. At the end of your time in the panel, you will return the tablet to RTI where it will be receipted, wiped clean of any data, and restored to its original factory settings.

**R IS RELUCTANT-HAS INTERNET-ENABLED DEVICE:** We can schedule the initial survey to be done at your convenience. The entire process will only take about 20 minutes and you will receive \$35 in cash as a token of our appreciation for completing the panel enrollment process. Additionally, all follow-up surveys can be completed online at your convenience. You will receive \$15 cash for each of the short surveys you complete.

**R IS RELUCTANT-DOES NOT HAVE INTERNET-ENABLED DEVICE, BUT COULD BE CONSIDERED FOR MAIL PARTICIPATION:** We can schedule the initial survey to be done at your convenience. The entire process will only take about 20 minutes and you will receive \$35 in cash as a token of our appreciation for completing the panel enrollment process. Additionally, all follow-up surveys can be mailed to you via United States Postal Service. A postage-paid envelope will be included with each mailing, so completing a survey will be at no cost to you. You will receive \$15 cash for each of the short surveys you complete.

**R IS RELUCTANT-DOES NOT HAVE INTERNET-ENABLED DEVICE, BUT COULD BE CONSIDERED FOR TABLET:** We can schedule the initial survey to be done at your convenience. The entire process will only take about 20 minutes and you will receive \$35 in cash as a token of our appreciation for completing the panel enrollment process. I will speak to my supervisor to find out if there is an alternate way we can offer you to participate with.

Attachment 3-32: Incentive Thank You Letter



**Food and Drug Administration**  
Center for Tobacco Products



[DATE]

FNAME LNAME

[STREET ADDRESS]

[CITY], [STATE] [ZIPCODE]

[FNAME],

# *Thank you*

... for [Fill: completing a survey for the National Panel of Tobacco Consumer Studies (TCS)]. Your continued participation in the TCS is providing important information to the U.S. Food and Drug Administration (FDA) on consumer perceptions of tobacco products.

**As a token of our appreciation, we have enclosed \$15 in cash.**

If you have any questions about this payment, or any other component of the TCS, please call our toll-free project line at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

Also, remember that you can update your contact information at any time by going to <https://tcs.rti.org> and logging in with your TCS ID and password.

You will be contacted again soon to complete the next TCS survey. We hope we can count on your continued cooperation.

Sincerely,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

Attachment 3-35: Mail Reminder Postcard



**Food and Drug Administration**  
Center for Tobacco Products



Dear Resident,

You were recently sent a short survey for the National Panel of Tobacco Consumer Studies (TCS).

If you have already completed the survey, **we would like to thank you for your participation.**

If you have not yet completed the survey, **please take a few minutes to answer the questions.** You can return the survey in the postage-paid envelope.

If you have any questions about the TCS survey, please contact our RTI study representatives at 1-800-613-0326.

**Thank you.**

Attachment 3-38: Topical Mail Reminder Postcard



**Food and Drug Administration**  
Center for Tobacco Products



Dear [Insert Name],

You were recently sent a survey for the National Panel of Tobacco Consumer Studies (TCS). If you have already completed the survey, **we would like to thank you for your participation.**

If you have not yet completed the [INSERT: Study 1], please complete the survey and return it to us using the postage-paid envelope. As a token of our appreciation, you will receive \$15 in cash for completing the survey.

If you have any questions about the TCS or this survey, please contact our RTI study representatives at 1-800-613-0326.

**Thank you.**

Attachment 3-39: Topical Web Reminder Postcard



**Food and Drug Administration**  
Center for Tobacco Products



Dear [Insert Name],

You were recently sent a survey via e-mail for the National Panel of Tobacco Consumer Studies (TCS). If you have already completed the survey, **we would like to thank you for your participation.**

If you have not yet completed the [[INSERT: Study 1], please complete this survey by going online at <https://tcs.rti.org> and using your login credentials. Each survey topic was hand-picked by policy makers at the FDA-CTP and represents an important tobacco-related issue. As a token of our appreciation, you will receive \$15 in cash for completing the survey.

If you have any questions about the TCS or this survey, please contact our RTI study representatives at 1-800-613-0326.

**Thank you.**



**Panel Member Informational Email (Enrollment)**

**SUBJECT:** National Panel of Tobacco Consumer Studies (TCS) Website Login Information

[Insert Name],

Thank you for joining the panel for the National Panel of Tobacco Consumer Studies (TCS).

To finish the enrollment process, please complete this short online survey by going to the TCS website <https://tcs.rti.org> and using the following login information:

TCS ID: [#####]  
Password: [#####]\*  
Survey Code: [###]

\*Please note that you will be prompted to change this password to a password of your choice once you log into the website. Your TCS ID, however, will not change.

If you have any questions about the panel, please call our toll-free project line at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

Sincerely,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

**Text Messages (Post - Enrollment)**

**Announcement**

**(Web Panel Members – includes RTI Tablet Users)**

This message is from the TCS survey panel. A new survey is available at <https://tcs.rti.org>. Questions? Call 1-800-613-0326.

**(Mail Panel Members)**

This message is from the TCS survey panel. A new survey was mailed to you. Please complete and return it. Questions? Call 1-800-613-0326.

**Heads-Up Text Message Announcement (Web and Mail)**

Thank you for participating in the TCS survey panel. Your next survey will be available in [FILL #] weeks. Questions? Call 1-800-613-0326.

**Non-Response**

**(Web Panel Members – includes RTI Tablet Users)**

This is a reminder from the TCS survey panel. We have not received your survey for this month. Questions? Call 1-800-613-0326.

**(Mail Panel Members)**

This is a reminder from the TCS survey panel. We have not received your survey for this month. Questions? Call 1-800-613-0326.

**Emails (Post-Enrollment)**

**Announcement - Topical Survey**

**(Web Panel Members – includes RTI Tablet Users)**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS)

[Insert Name],

A National Panel of Tobacco Consumer Studies (TCS) survey is now available for you to complete by logging on to <https://tcs.rti.org>.

As a token of appreciation, you will receive \$15 for completing the survey.

If you have any questions, please contact us toll-free at 1-800-613-0326.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

**(Mail Panel Members)**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS)

[Insert Name],

A National Panel of Tobacco Consumer Studies (TCS) survey has recently been mailed to you. As a token of appreciation, you will receive \$15 for completing the survey.

If you have any questions, please contact us toll-free at 1-800-613-0326.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

**Heads-Up Email Announcement (Web and Mail)**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS)

[Insert Name],

Thank you for your continued participation in the National Panel of Tobacco Consumer Studies (TCS). A new survey will be ready for you to complete in the next [FILL #] weeks.

If your contact information has changed since the last survey, please call us toll-free at 1-800-613-0326 or go to <https://tcs.rti.org> to update your Panel Profile.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

**Non-Response - Topical Survey**

**(Web Panel Members – includes RTI Tablet Users)**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS)

[Insert Name],

This is a friendly reminder that a National Panel of Tobacco Consumer Studies (TCS) survey is available for you to complete by logging on to <https://tcs.rti.org>.

As a token of appreciation, you will receive \$15 for completing the survey.

If you have any questions, please contact us toll free at 1-800-613-0326.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

**(Mail Panel Members)**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS)

[Insert Name],

This is a friendly reminder from the National Panel of Tobacco Consumer Studies (TCS). We have not received your mail survey. Please complete and mail at your earliest convenience.

As a token of appreciation, you will receive \$15 for completing the survey.

If you have any questions, please contact us toll-free at 1-800-613-0326.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

### **Auto-calls**

#### **Announcement - Topical Survey**

##### **(Web Panel Members – includes RTI Tablet Users)**

Hello. A National Panel of Tobacco Consumer Studies (TCS) survey is now available for you to complete by logging on to <https://tcs.rti.org>. As a token of appreciation, you will receive \$15 for completing the survey. If you have any questions, please contact us toll-free at 1-800-613-0326. Thank you.

##### **(Mail Panel Members)**

Hello. A National Panel of Tobacco Consumer Studies (TCS) survey has recently been mailed to you. As a token of appreciation, you will receive \$15 for completing the survey. If you have any questions, please contact us toll-free at 1-800-613-0326. Thank you.

#### **Heads-Up Phone Announcement (Web and Mail)**

Thank you for your continued participation in the National Panel of Tobacco Consumer Studies (TCS). A new survey will be ready for you to complete in the next [FILL #] weeks. If your contact information has changed since the last survey, please call us toll-free at 1-800-613-0326 or go to <https://tcs.rti.org> to update your Panel Profile. Thanks!

#### **Non-Response - Topical Survey**

##### **(Web Panel Members – includes RTI Tablet Users)**

Hello. This is a friendly reminder that a National Panel of Tobacco Consumer Studies (TCS) survey is available for you to complete by logging on to <https://tcs.rti.org>. As a token of appreciation, you will receive \$15 for completing the survey. If you have any questions, please contact us toll free at 1-800-613-0326. Thank you.

##### **(Mail Panel Members)**

Hello. This is a friendly reminder from the National Panel of Tobacco Consumer Studies (TCS). We have not received your mail survey. Please complete and mail at your earliest convenience. As a token of appreciation, you will receive \$15 for completing the survey. If you have any questions, please contact us toll-free at 1-800-613-0326. Thank you.

## **Heads-Up Postcard (Web and Mail)**

[Insert Name],

Thank you for your continued participation in the National Panel of Tobacco Consumer Studies (TCS). A new survey will be ready for you to complete in the next [FILL #] weeks.

If your contact information has changed since the last survey, please call us toll-free at 1-800-613-0326 or go to <https://tcs.rti.org> to update your Panel Profile.

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

## **Post-Enrollment Automated Follow-up Messages by Contact Mode**

### **Text Message – All panel members**

Welcome to the TCS Survey Panel. The TCS website is <https://tcs.rti.org>. Our phone line is 1-800-613-0326. Thanks!

### **Autocall – All panel members**

Hello. Thank you for joining the National Panel of Tobacco Consumer Studies (TCS). As a reminder, you will receive 2-3 short surveys a year while in the panel. The panel website is <https://tcs.rti.org>. If you have any questions, please contact us toll free at 1-800-613-0326 or by email at [tcs@rti.org](mailto:tcs@rti.org). Thank you.

### **Email – Web Panel Members, including RTI Tablet users:**

SUBJECT: National Panel of Tobacco Consumer Studies (TCS) [Insert Name],

Thank you for joining the National Panel of Tobacco Consumer Studies (TCS). As a reminder, you will receive 2-3 short surveys a year while in the panel. Go to the TCS website at <https://tcs.rti.org> to access your surveys or update your contact information. If you have any questions, please contact us toll free at 1-800-613-0326 or by email at [tcs@rti.org](mailto:tcs@rti.org).

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

### **Letter – Mail Panel Members**

[Insert Name],

Thank you for joining the National Panel of Tobacco Consumer Studies (TCS).

As a reminder, we will send you 2-3 short surveys in the mail each year while you are in the panel. You can also participate online through the TCS website at <https://tcs.rti.org>. If you have any questions or need to update your contact information, please contact us toll free at 1-800-613-0326 or by email at [tcs@rti.org](mailto:tcs@rti.org).

Thank you,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

### **TCS Password Reset Email**

**SUBJECT:** National Panel of Tobacco Consumer Studies (TCS) Password Reset Confirmation

TCS Panel Member,

Your TCS password has been reset. To login, please go to the TCS website <https://tcs.rti.org> and use the following login information:

TCS ID: [#####]  
Password: [#####]\*

\*Please note that you will be prompted to change this password to a password of your choice once you log into the website. Your TCS ID, however, will not change.

If you have any questions or feel you have received this email in error, please call our toll-free project line at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).




Sincerely,



Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

## Attachment 3-43. TCS Website Screens

### 1) TCS Website Home Page

**PROGRAMMER: FI WILL LOGIN WITH HIS/HER STUDY ID WHEN REQUIRED TO ADMINISTER BASELINE SURVEY TO PM. WHEN FI ID IS ENTERED, FI WILL GET OPTION TO "ADMINISTER BASELINE SURVEY" AND LAUNCH THE SURVEY ACCORDINGLY. PER BASELINE SPECS, SECTION A (TUTORIAL) WILL BE SKIPPED WHEN FI ADMINISTERS THE SURVEY.**

				
<a href="#">Home</a>	<a href="#">FAQs</a>	<a href="#">Contact Us</a>	<a href="#">Español</a>	<a href="#">Log In</a>
<p><b>Login</b> Username: <input type="text"/> Password: <input type="password"/> <a href="#">Forgot Password?</a></p>		<p><b>Welcome to the TCS Website</b></p> <ul style="list-style-type: none"><li>• <a href="#">Login</a> to complete a survey</li><li>• Get answers to <a href="#">frequently asked questions (FAQs)</a></li><li>• <a href="#">Contact us</a> with any questions</li><li>• Request <a href="#">Technical Support</a></li><li>• <a href="#">Update your profile</a></li></ul> 		
				
OMB No. 0910-0815 Exp. 06/30/2019				

<a href="#">Home</a>	<a href="#">FAQs</a>	<a href="#">Contact Us</a>	<a href="#">Español</a>	<a href="#">Log In</a>
				
<h2>Login</h2> <div style="border: 1px solid black; padding: 10px;"> <p>Username: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><a href="#">Forgot Password?</a></p> </div>				
<h2>Welcome to the TCS Website</h2> <ul style="list-style-type: none"> <li>• <a href="#">Login</a> to complete a Survey</li> <li>• Get answers to <a href="#">frequently asked questions (FAQs)</a></li> <li>• <a href="#">Contact us</a> with any questions</li> <li>• Request <a href="#">Technical Support</a></li> <li>• <a href="#">Update Your Profile</a></li> </ul>				
 <p>OMB No. 0910-0815 Exp. 06/30/2019</p>				

## 2) Create Password Screen

Create Password

To protect your privacy, please create a unique password. By creating a unique password, no one else will be able to log in to your survey. The password should be something you will remember. There are no restrictions on what you enter.

Password:

Password Confirmation:

Create Password and Continue



## 2a) Update Password Screen

Update Password

The password should be something you will remember. There are no restrictions on what you enter.

Password:

Password Confirmation:

Create Password and Continue

## 3) Security Question Screen

Set Security Question

To protect the privacy of your answers, please answer a security question from the list below. This will be used to identify you if you forget your unique password. **Please choose a question that only you – and no one else – would know the answer to..**

Security Question:

(Pick one from the dropdown list)

Name of your first pet

Name of your favorite teacher


City you were born in

Name of your favorite sports team


Furthest place to which you have traveled

Continue.


#### 4) Begin the Survey Screen

				
<a href="#">Home</a>	<a href="#">FAQs</a>	<a href="#">Contact Us</a>	<a href="#">Espanol</a>	<a href="#">Log In</a>
<b>Available Surveys:</b>			<a href="#">Update Panel Profile</a>	
<a href="#"><u>Topical Study 1</u></a>				
OMB No. 0910-0815 Exp. 06/30/2019				

#### 4a) Front Screen of an TCS Web Survey (example with public burden statement)



**Help**   **Log Out**   English ▾   [Change Language](#)

TCS ID: 123456  
PBINTRO  
1% Complete 

**[Title of Survey]**

Thank you for joining the survey panel for the National Panel of Tobacco Consumer Studies, or TCS. The information you provide will be very important to FDA's research. This first survey will introduce you to some of the features of our web surveys. It will also collect more detailed information about the tobacco products you are currently using. If you have any questions about how to answer a question or need help moving through the survey, please let the interviewer know.

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 10 minutes per response to complete the survey questions. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).

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[Next →](#)

**\*\* Burden estimate in Paperwork Reduction Act Statement will be 10 minutes for baseline survey, 5 minutes for each panel maintenance survey, and 20 minutes for experimental and observational studies, including Study 1.**

#### 4 b)

##### Timeout message:

'Your session has timed out. Please log in to continue.'

#### 5) Forgot password screen (1<sup>st</sup> screen in request of new password)

Forgot Your Password?

Enter your TCS ID to receive your password.  
TCS ID: \_\_\_\_\_

If you need assistance with your account, please call the TCS Help Desk at 1-800-XXX-XXXX  
or send an email to [tcs@rti.org](mailto:tcs@rti.org).

Submit

**6) Identity Page (2<sup>nd</sup> screen in request of new password)**

<p style="text-align: center;">Identity Confirmation</p> <p>Answer the following question to receive your password.</p> <p>TCS ID: XXXXXXXXX Question: (Security question displayed here) Answer: _____</p> <p style="text-align: center;">Submit</p>
---

**6) Identity Confirmation Error Messaging**

<p style="text-align: center;">Identity Confirmation</p> <p>Answer the following question to receive your password.</p> <p>TCS ID: XXXXXXXXX Question: (Security question displayed here) Answer: _____ Your answer could not be verified. Please try again.</p> <p style="text-align: center;">Submit</p>
--

## 8) Profile Update Page

### Update Your Profile

#### Street Address:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Suffix: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

#### Mailing Address: \_\_\_ Check here if same as street address

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

#### Phone and Email:

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_


Cell Phone: \_\_\_\_\_  Can we send text messages to this cell number?

Alternate Cell Phone: \_\_\_\_\_  Can we send text messages to this cell number?

Email: \_\_\_\_\_

Alternate Email: \_\_\_\_\_

**9) Links to TCS information from the Home screen**

				
<b>Home</b>	<b>FAQs</b>	<b>Contact Us</b>	<b>Espanol</b>	<b>Log In</b>
OMB No. 0910-0815 Exp. 06/30/2019				

## **About The TCS**

- > **What are the National Panel of Tobacco Consumer Studies (TCS)?**
- > **Who is sponsoring the TCS?**
- > **Who is RTI International?**
- > **Who is participating in the TCS?**
- > **What does my participation in the TCS involve?**
- > **How do I know the TCS is legitimate?**

## **What are the National Panel of Tobacco Consumer Studies (TCS)?**

The 2009 Tobacco Control Act granted the U.S. Food and Drug Administration (FDA) the authority to regulate the manufacture, marketing, and distribution of tobacco products. To inform these regulatory efforts, the FDA's Center for Tobacco Products (FDA-CTP) is conducting the National Panel of Tobacco Consumer Studies (TCS) to better understand what tobacco users know or how they feel about FDA regulatory actions.

For example, the TCS may explore topics such as:

- > How people feel about tobacco product warning statements or marketing restrictions
- > The type of tobacco products people use,
- > The tobacco brands people prefer,
- > How people hear about new tobacco products,
- > Where people buy tobacco products, or
- > How often people use coupons or in-store promotions

## **Who is sponsoring the TCS?**

The FDA CTP is sponsoring the TCS. RTI International has been contracted to conduct the studies for the FDA-CTP.

## **Who is RTI International?**

RTI is a nonprofit organization located in North Carolina. RTI conducts research both in the United States and abroad under contract with federal, state, and local governments; public service agencies; universities and foundations; and commercial clients.

## **Who is participating in the TCS?**

The panel consists of about 4,000 adult tobacco users from across the United States. Your participation is very important to the success of the TCS. By taking part, panel members represent the views and opinions of many other individuals like themselves. The information you provide will help inform tobacco-related policy decisions made by the FDA.

## **What does my participation in the TCS involve?**

After completing the enrollment process, panel members will be asked to take part in 2-3 short but important surveys for the FDA over a 3-year period. A cash payment will be offered as a token of appreciation for each TCS survey you complete.

## **How do I know the TCS is legitimate?**

The TCS is conducted under the authority of the Family Smoking Prevention and Tobacco Control Act, which granted FDA important new authority to regulate the manufacture, marketing, and distribution of tobacco products to protect the public health generally and to reduce tobacco use by minors. The study has been approved by the U.S. Office of Management and Budget (OMB). The valid OMB control number for this information collection is 0910-0815. The expiration date is 06/30/2019.

## **Frequently Asked Questions (FAQs)**

- > **Completing the TCS Surveys**
- > **Using the TCS Website**
- > **Privacy**

### **Completing the TCS Surveys:**

#### **How long will the surveys take?**

The surveys will vary in length depending on the topic and your experiences. Surveys will take between 15-20 minutes.

Each web survey is designed so that you do not have to complete it in one session. You can get started and easily log out and resume the survey at a later time. Simply log back in using your TCS ID and password.

Please note that web survey time also will vary depending on connection speed to the Internet. If you need assistance with any technical issues, contact the TCS Help Desk at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

#### **Do I have to participate in each survey?**

Participation in the TCS panel and in each survey is voluntary. However, your participation is very important to the success of this research. By taking part, you have the opportunity to share your opinions and feedback to help inform tobacco-related policy decisions made by the FDA. You will receive a cash payment as a token of appreciation for each TCS survey you complete.

#### **Can I refuse to answer a question?**

Your participation is very important to the success of this research. However, you can refuse to answer any and all questions.

### **Using the TCS Website:**

#### **What if I forget my TCS ID?**

If you forget your TCS ID, please let us know by calling the TCS Help Desk at 1-800-613-0326, sending an email to [tcs@rti.org](mailto:tcs@rti.org), or completing the form on our [\*\*Technical Support\*\*](#) page.

#### **What if I forget my password?**

To have your password reset, go to the [\*\*Forgot Password\*\*](#) page. You can also contact the TCS Help Desk at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

#### **How do I know your website is secure?**

The TCS website is protected by Secure Socket Layer (SSL; 128-bit encryption) technology. The web data are collected over a secure server and connection also protected by SSL.

#### **Should I use a particular web browser to take the web surveys?**

The current versions of the following web browsers are recommended:

- > Chrome
- > Firefox
- > Safari
- > Internet Explorer
- > Opera


### **Privacy:**




**Will my survey answers be kept private?**

The FDA and RTI are committed to assuring the privacy of responses. Our interest is only in the combination of all responses and not anyone’s individual answers. Names are never associated with answers, are only used for research and analysis and cannot be used for any other purpose. Privacy of all answers to questions is protected to the fullest extent allowable by law.


**10) Contact Us Screen**

						
<b>Home</b>	<b>FAQs</b>	<b>Contact Us</b>	<b>Espanol</b>	<b>Log In</b>		
<h3>TCS Help Desk</h3> <p>Help Desk staff are available to assist you.</p> <p>You can contact us at: Phone: [1-800-XXX-XXXX] Email: <a href="mailto:tcs@rti.org">tcs@rti.org</a> Website: [insert url to Technical Support Page].</p> <h3>TCS Staff</h3> <p>If you have questions or concerns about the TCS, project staff are available Monday through Friday between 9:00 AM and 5:00 PM (ET).</p> <table><tr><td>TCS Project Director (RTI): Susan Kinsey <a href="mailto:shk@rti.org">shk@rti.org</a> Phone: 1-800-613-0326</td><td>TCS Data Collection Manager (RTI): Amy Kowalski <a href="mailto:akowalski@rti.org">akowalski@rti.org</a> Phone: 1-800-613-0326</td></tr></table>					TCS Project Director (RTI): Susan Kinsey <a href="mailto:shk@rti.org">shk@rti.org</a> Phone: 1-800-613-0326	TCS Data Collection Manager (RTI): Amy Kowalski <a href="mailto:akowalski@rti.org">akowalski@rti.org</a> Phone: 1-800-613-0326
TCS Project Director (RTI): Susan Kinsey <a href="mailto:shk@rti.org">shk@rti.org</a> Phone: 1-800-613-0326	TCS Data Collection Manager (RTI): Amy Kowalski <a href="mailto:akowalski@rti.org">akowalski@rti.org</a> Phone: 1-800-613-0326					
OMB No. 0910-0815 Exp.06/30/2019						

## 11) Request Technical Support Screen

				
<a href="#">Home</a>	<a href="#">FAQs</a>	<a href="#">Contact Us</a>	<a href="#">Espanol</a>	<a href="#">Log In</a>
<b>Need help completing your TCS Surveys?</b>				
Please complete and submit the technical assistance form below. Once received, a member of the TCS team will contact you.				
TCS ID	<input type="text"/>			
Name	<input type="text"/>			
Email	<input type="text"/>			
Phone:	____ - ____ - _____			
Category:	<input type="checkbox"/> Internet Connection Problems			
	<input type="checkbox"/> Problems Logging in to TCS Website			
	<input type="checkbox"/> Problems Launching Web Survey			
	<input type="checkbox"/> Usability/Navigation Problems			
	<input type="checkbox"/> Hardware Issue			
	<input type="checkbox"/> Problems with Freezing Screen			
	<input type="checkbox"/> Problems receiving TCS emails			
	<input type="checkbox"/> Other Technical Problem			
	<input type="checkbox"/> Non-technical issue / general issue			
Short Description	<input type="text"/>			
Description of the problem you are having:	<input type="text"/>			
Thank you for letting us know about your problem. Your request for assistance has been submitted.				
Your Ticket ID is 128. A member of the TCS team will contact you soon to help you.				
<b>SUBMIT</b>				
OMB No. 0910-0815 Exp. 06/30/2019				

## Text Field for Problem Description

				
<a href="#">Home</a>	<a href="#">FAQs</a>	<a href="#">Contact Us</a>	<a href="#">Espanol</a>	<a href="#">Log In</a>
[Insert Text]				
OMB No. 0910-0815 Exp. 06/30/2019				

Attachment 3-44: Disenrollment Letter - Single Case



**Food and Drug Administration**  
Center for Tobacco Products



[DATE]

FNAME LNAME  
[STREET ADDRESS]  
[CITY], [STATE] [ZIPCODE]

[FNAME],

Thank you for your participation in the National Panel of Tobacco Consumer Studies (TCS) panel. This letter is to acknowledge your request to end your participation in the panel.

[FILL IF PM HAS STUDY-PROVIDED TABLET: Our records show that you were participating in the TCS panel using a study-provided tablet computer. Please note that you will soon receive a separate package from RTI International that includes instructions for returning the tablet. The package will also include a shipping box and a pre-addressed, postage-paid shipping label. Please follow the instructions and return the tablet to RTI at your earliest convenience.

Thank you again for your prior support of the TCS. If you have any questions, please call our toll-free project line at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

Sincerely,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies

Attachment 3-45: Disenrollment Letter - Bulk



**Food and Drug Administration**  
Center for Tobacco Products



[DATE]

FNAME LNAME

[STREET ADDRESS]

[CITY], [STATE] [ZIPCODE]

[FNAME],

Thank you for your participation in the National Panel of Tobacco Consumer Studies (TCS) panel. We've attempted to contact you about the TCS surveys for some time, but have not heard from you or been able to reach you. For this reason, we are assuming you no longer want to take part in the TCS panel. We will be discontinuing our requests for participation in TCS surveys and your membership in the panel.

[FILL IF PM HAS STUDY-PROVIDED TABLET: Our records show that you were participating in the TCS panel using a study-provided tablet computer. Please note that you will soon receive a separate package from RTI International that includes instructions for returning the tablet. The package also includes a shipping box and a pre-addressed, postage-paid shipping label. Please follow the instructions and return the tablet to RTI at your earliest convenience.

Thank you again for your prior support of the TCS. If you have any questions, please call our toll-free project line at 1-800-613-0326 or email us at [tcs@rti.org](mailto:tcs@rti.org).

Sincerely,

Susan Kinsey  
RTI Project Director  
National Panel of Tobacco Consumer Studies



**Food and Drug Administration**  
Center for Tobacco Products

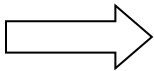


[Name/Adult Resident]  
STREET ADDRESS1  
STREET ADDRESS2  
CITY, STATE ZIP

Dear [Name/Adult Resident]:

You or someone in your household may be eligible to participate in a large, national survey panel being established by the U.S. Food and Drug Administration (FDA). Panel members will be asked to take part in short but important surveys for FDA's National Panel of Tobacco Consumer Studies (TCS).

We would like to reach you before the study period ends. **Time is running out!**



**If you or someone in your household is eligible for the survey panel, that person will have the chance to receive cash payments in appreciation for their participation.**

Participation is voluntary. Your answers to the questions will be kept private to the fullest extent allowable by law. You can refuse any and all questions.

This is an opportunity to contribute to important research to inform FDA regulatory actions about tobacco products. For more information, please call the panel toll-free number: 1-800-613-0326.

**We will be in your neighborhood again soon, and hope you will answer the interviewer's questions.**

Thank you for your time.

Sincerely,

Susan Kinsey, Project Director  
RTI International



**Food and Drug Administration**  
Center for Tobacco Products

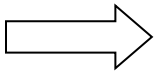


[Name/Adult Resident]  
STREET ADDRESS1  
STREET ADDRESS2  
CITY, STATE ZIP

Dear [Name/Adult Resident]:

We are contacting you because you may be eligible to participate in a large, national survey panel being established by the U.S. Food and Drug Administration (FDA). Panel members will be asked to take part in short but important surveys for FDA's National Panel of Tobacco Consumer Studies (TCS).

We would like to reach you before the study period ends. **Time is running out!**



**If you are eligible for the survey panel, you will receive \$35 in cash as a token of appreciation for enrolling in the panel. You will also receive additional cash payments for participating in future panel surveys.**

Participation is voluntary. Your answers to the questions will be kept private to the fullest extent allowable by law. You can refuse any and all questions.

This is an opportunity to contribute to important research to inform FDA regulatory actions about tobacco products. For more information, please call the panel toll-free number: 1-800-613-0326.

**We will be in your neighborhood again soon, and hope you will answer the interviewer's questions.**

Thank you for your time.

Sincerely,

Susan Kinsey, Project Director  
RTI International

Attachment 3-48: Screener Non-Response Postcard (NEW)



**Food and Drug Administration**  
Center for Tobacco Products



Dear Adult Resident,

An interviewer recently contacted your household about a large, national survey panel conducted by the U.S. Food and Drug Administration (FDA). Panel members will be asked to take part in short but important surveys for FDA's National Panel of Tobacco Consumer Studies (TCS). We will be in your neighborhood again soon.

If you have already completed the survey with an interviewer, **thank you for your participation.**

If you have not yet completed the survey with the interviewer, **please take a few minutes to answer the interviewer's questions.**

The FDA has selected RTI International, a not-for-profit research organization, to establish the survey panel. If you have questions about the survey, please call RTI toll-free at 1-800-613-0326.

**Thank you.**





**Food and Drug Administration**  
Center for Tobacco Products



Adult Resident  
STREET ADDRESS1  
STREET ADDRESS2  
CITY, STATE ZIP

Dear Adult Resident:

Our interviewer recently contacted your household about a large, national survey panel being created by the U.S. Food and Drug Administration (FDA). When the interviewer came by, you declined to answer our questions about your household's eligibility for the panel.

**We are writing to ask you to reconsider and complete the short FDA survey. If we find that someone in your household is eligible, he or she will have the chance to receive cash payments for participating in the survey panel.**

The survey will only take 5-10 minutes of your time. When the interviewer is in your neighborhood again, you can schedule an appointment when it is most convenient for you.

Your household is one of a limited number of households randomly selected to represent the population of the U.S. Participation is voluntary. Your household's answers to the questions will be kept private to the fullest extent allowable by law. You can refuse any and all questions.

RTI International, a not-for-profit research organization, is helping the FDA create the panel. Please ask the interviewer any questions, or call RTI toll-free at 1-800-613-0326.

Your participation is important! Thank you for your cooperation.

Sincerely,

Susan Kinsey, Project Director  
RTI International



**Food and Drug Administration**  
Center for Tobacco Products



FNAME LNAME  
STREET ADDRESS1  
STREET ADDRESS2  
CITY, STATE ZIP

Dear FNAME:

An interviewer recently contacted you about participating in the U.S. Food and Drug Administration's (FDA) National Panel of Tobacco Consumer Studies (TCS). You started the process of enrolling in the panel, but were unable to complete your enrollment at that time.

Your participation in the TCS is very important. We are writing this letter to ask you to complete the enrollment process with the interviewer.

- **You will receive \$35 cash as a token of our appreciation for completing your enrollment.**

As a panel member, you will be asked to take part in short, but important surveys that will inform future FDA policy decisions about tobacco products.

- **You will receive additional cash payments for participating in future TCS surveys.**

Your participation is voluntary. Your answers to the questions will be kept private to the fullest extent allowable by law. You can refuse any and all questions. If you have questions about completing the enrollment process, please call RTI toll-free at 1-800-613-0326.

We look forward to your involvement in the panel. Thank you for your cooperation.

Sincerely,

Susan Kinsey, Project Director  
RTI International

Attachment 3-51: Controlled Access Management Letter



**Food and Drug Administration**  
Center for Tobacco Products



[Building Manager] at:  
STREET ADDRESS  
CITY, STATE ZIP

Dear [Building Manager]:

One of our interviewers, [FIRST & LAST NAME], attempted to contact specific residences within [COMPLEX/COMMUNITY] that were randomly selected to participate in a large, national survey panel being created by the U.S. Food and Drug Administration. RTI International, a not-for-profit research organization, is creating the National Panel of Tobacco Consumer Studies (TCS) for the FDA. [MR./MS.] [LAST NAME] has been unable to gain access to [COMPLEX/COMMUNITY], and we need your help.

We understand your responsibility to protect your residents and want to provide you with information about the study:

- We are not selling anything. This is not a marketing survey.
- The information collected will contribute to important research to inform future FDA regulatory actions about tobacco products.
- A limited number of household addresses were randomly chosen to take part. We do not have any information about the residents other than an address.
- The interviewer only needs a few minutes of the residents' time to see if someone in the household is eligible to participate in the panel.
- All information provided is kept completely private.

By helping our interviewer access the selected households in [COMPLEX/COMMUNITY], **you** will make a direct contribution to this important research effort. [FIRST & LAST NAME], our supervisor in your area, will contact you soon to address any questions, or you may call [HIM/HER] toll free at [**TOLL FREE NUMBER**]. The enclosed TCS brochure also contains important information about the survey panel.

Your assistance is extremely important to the success of the TCS, and I thank you in advance for your help.

Sincerely,

Susan Kinsey, Project Director  
RTI International