

ATTACHMENT 6: STUDY DESCRIPTION

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

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

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

The interview itself will take approximately 40 minutes to complete, depending on your answers. The questions are on tobacco use, media use, illegal behaviors, your opinions about tobacco, as well as your experiences at home and at school. You can refuse to answer any questions, and can quit at any time. You will be offered \$25 in cash as a token of appreciation upon completing the interview.

If you have any questions about the study, please contact our research team at 800-845-6708 or by email at efectsurvey@rti.org. If you have questions about your rights as a study participant in the EFFECT study, call toll-free: RTI's Office of Research Protection at 1-866-214-2043.

Thank you for your cooperation and time.