

## Appendix A. FDA CTP Exchange Lab Survey Invitation Email Announcement and Reminders (POTENTIAL USERS)

**Title: FDA CTP Exchange Lab Syndication Study—Potential Users**

Note: The survey respondent will not see any text in blue.

### Email subject heading:

Please take the FDA Exchange Lab survey. Your opinions needed!

### Body of email:

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP) Exchange Lab (<https://digitalmedia.hhs.gov/tobacco/>) is a website that allows users to “syndicate” or place digital content (for example, text for webpages, images, and other media) on a number of tobacco-related topics from FDA CTP on their websites, blogs, or other digital channels.

Please take our survey so that we can learn about you and your organization’s interest in using digital tobacco-related content through the **FDA CTP Exchange Lab**.

The survey is anonymous and takes about 8 minutes to complete. Please complete the survey by **Month X, 2019**. [This date will be 3 weeks after the survey is launched.]

### TAKE THE SURVEY

**URL Link**

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### Reminders

For the first reminder, CTP will include the following message in the email subject heading and send the same announcement as above in the body of the email:

**Reminder 1:** Reminder: Take the FDA CTP Exchange Lab Survey!

For the second reminder, CTP will include the following message in the email subject heading and send the same announcement as above in the body of the email:

**Reminder 2:** Last day: Take the FDA CTP Exchange Lab Survey!

**Paperwork Reduction Act Statement:** The public reporting burden for this information collection has been estimated to average 2 minutes per response (the time estimated to read, review, and complete). 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).