

Appendix A. 2019 CTP E-blast Survey Invitation Email Announcement [Includes Reminders]

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

Email subject heading: Voice Your Opinion on FDA CTP's Email Communication Services and Resources

Body of email:

The FDA Center for Tobacco Products (CTP) wants to hear your thoughts about the information you receive from us via email from (i.e., **CTP Connect**, **CTP News**, **Spotlight on Science**, and **Modified Risk Tobacco Product Application Updates**).

Please take our survey and let us know how we're doing and how we can improve our email services.

The survey is anonymous and takes 5 minutes to complete. Please complete the survey **by Month X, 2019**. [The date will be set at 3 weeks after the survey is launched]

TAKE THE SURVEY

URL Link

[A call-to-action meant to grab potential respondents' attention will be inserted for better recruitment]

For the first reminder, we 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: Don't forget to complete FDA CTP's 2019 EMAIL COMMUNICATIONS SURVEY!

For the second reminder, we 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: Closing soon: FDA CTP's 2019 EMAIL COMMUNICATIONS SURVEY!

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 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.