

ATTACHMENT 9D. EMAIL AND TEXT MESSAGE INVITATIONS POINT OF SALE INTERVENTION FOR TOBACCO EVALUATION WAVES 2, 3, AND 4

Email Invitation 1

Subject Line: Complete the POSITev survey for a \$30 electronic gift card!

Dear [FNAME] [LNAME]:

Recently, you may have received a letter from RTI International about the next round of the U.S. Food and Drug Administration's (FDA's) Center for Tobacco Product's survey for the **Point of Sale Intervention for Tobacco Evaluation (POSITev)**. We thank you for your continued help in this important study.

This study will provide the FDA, policy makers, and researchers with important information about how public education campaigns affect adults' attitudes, beliefs, and behaviors toward tobacco. Your continued participation is critical and will contribute to this valuable research related to awareness, exposure, and openness to campaign messages. FDA hired RTI International, a not-for-profit research organization, to conduct the study.

Because your contribution is important, we will offer you **\$30** if you complete the survey on-line on or before **[early bird date]**, or **\$25** if you complete the survey on-line after **[early bird date]**.

To complete this round of the study via a website on a personal computer, laptop, or tablet (the questionnaire cannot be accessed on a phone):

1. **Open your web browser and type in the study website address:** [URL]
2. **Once you have reached the study website, type in the username and password exactly as shown below:**
Username: [Case ID]
Password: [Password]
3. **Once you've typed in your username and password, you will see instructions for completing this round of the study.**

Your help with this round of the study is voluntary, but greatly appreciated. All information you will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any questions about this study, you can call our project help line toll-free at 1-XXX-XXX-XXXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at XXX@rti.org. 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 the success of this study, and I thank you in advance for your consideration.

Sincerely,

Matthew Farrelly, PhD
RTI International

OMB No. 0910-####
Exp. Date ##/##/20##

Email Invitation 2

Subject Line: Timing is running out to complete the POSITeV survey for a \$30 electronic gift card!

Dear [FNAME] [LNAME]:

There is still time to complete the survey for the **Point of Sale Intervention for Tobacco Evaluation (POSITeV)** on-line on or before **[early bird date]** to receive the **\$30** incentive. If you do not complete the survey by this date, one of our field interviewers will try to contact you to set up a time for you to complete the questionnaire in person.

Your participation will help us gain a better understanding of how public education campaigns affect adults' attitudes, beliefs, and behaviors toward tobacco.

To complete the on-line questionnaire on a personal computer, laptop, or tablet (the questionnaire cannot be accessed on a phone):

- 1. Open your web browser and type in the study website address:** [URL]
- 2. Once you have reached the study website, type in the username and password exactly as shown below:**

Username: [CaseID]

Password: [Password]

- 3. Once you've typed in your username and password, you will see instructions for completing this round of the study.**

Those who complete the survey on-line after [early bird date] or with one of our field interviewers will be offered \$25 for participating.

Your help with this round of the study is voluntary. All information you provide will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any questions about this study or if you would like to complete the survey with one of our field interviewers, you can call the project help line toll-free at 1-XXX-XXX-XXXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at XXX@rti.org. 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.

Thank you in advance for your help.

Sincerely,

Matthew Farrelly, PhD
RTI International

OMB No. 0910-####
Exp. Date ##/##/20##

Email Invitation 3

Subject Line: Last Chance! Complete the POSITeV by [DATE] for a \$25 electronic gift card!

Dear [FNAME] [LNAME]:

The follow-up survey for the **Point of Sale Intervention for Tobacco Evaluation (POSITeV)** will be ending soon and we want to you a chance to participate. Please consider completing the on-line survey on or before [follow-up survey end date].

To complete the on-line survey on a personal computer, laptop, or tablet (the questionnaire cannot be accessed on a phone):

- 1. Open your interview browser and type in the study website address: [URL]**
- 2. Once you have reached the study website, type in the username and password exactly as shown below:**
 - Username: [Username]**
 - Password: [Password]**
- 3. Once you've typed in your username and password, you will see instructions for completing this round of the study.**

We will offer you an incentive of **\$25** if you complete by [follow-up survey end date].

The information collected by this study will improve our understanding of how public education campaigns affect adults' attitudes, beliefs, and behaviors toward tobacco use. Your participation is voluntary, but greatly appreciated. All information provided by you will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any questions about this study or if you would like to complete the survey with one of our field interviewers, you can call our project help line toll-free at 1-XXX-XXX-XXXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at XXX@rti.org. 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.

Thank you in advance for participating in this important research.

Sincerely,

Matthew Farrelly, PhD
RTI International

OMB No. 0910-####
Exp. Date ##/##/20##

Text Invitation 1

Please complete the POSITeV survey for a \$30 electronic gift card! Text STOP to opt out. [survey link here]

OMB No. 0910-####
Exp. Date ##/##/20##

Text Invitation 2

Timing is running out to complete the POSITeV survey for a \$30 electronic gift card! Text STOP to opt out. [survey link here]

OMB No. 0910-####
Exp. Date ##/##/20##

Text Invitation 3

Last chance to complete the Tobacco Advertising survey. Complete by [DATE] for a \$25 electronic gift card! Text STOP to opt out. [survey link here]

OMB No. 0910-####
Exp. Date ##/##/20##