

Multicultural Campaign: Wave 3 Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Multicultural Youth Tobacco Use

Parent & Participant Electronic Communications

Parental Opt-Out Email – Parents/Guardians of Qualified Youth

Subject: Your Child's Participation in Online Survey

Hello!

Your child recently indicated that she/he would like to participate in the WhatYouThink online survey. [Click here](#) [HYPERLINK TO OPT OUT FORM] to review the Parental Opt-Out Form for more information about the survey.

If you DO NOT want your child to participate in this online survey, please click on the link below within 24 hours. You must click the link below and confirm so that we can ensure your child does not participate.

[LINK TO PAGE WITH OPT OUT CONFIRMATION]

You may reply to this email if you have any questions about this study.

Thank you for your support in this important study!

Best regards,
WhatYouThink Survey Team

Form Approved

OMB No. 0910-0810

Exp. Date 11/30/2018

RIHSC #17-093CTP

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 1 minute per response to review this email (the time estimated to read). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.

Invitation Email – Qualified Youth

Subject: WhatYouThink Survey for \$10 gift card!

Congrats on qualifying to take the full WhatYouThink Survey! To get hooked up with a **\$10 gift card**, do the full survey by clicking the link below! It takes just a few minutes of your time.

[UNIQUE SURVEY LINK]

You can take the survey online on your phone, computer, or tablet. **You only have 3 days** to take the survey, so don't wait!

Your gift card will be emailed to you within 72 hours after you complete the survey. Seems like a long time, but we always keep our word, so no worries - we'll make sure you get your gift card. If you have any questions, just let us know by replying to this email.

Thanks!
WhatYouThink Survey Team

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Invitation Text Message – Qualified Youth (160 character limit)

Congrats, you qualify to do the full WhatYouThink Survey and get your \$10 gift card! To do the survey, click here: [\[UNIQUE SURVEY LINK\]](#) If the link doesn't work, reply with RESEND

Reminder Email #1 – Qualified Youth

Subject: Reminder: WhatYouThink Survey for \$10 gift card!

Congrats!

You qualified to take the [WhatYouThink](#) Survey! Check it, you can get a **\$10 gift card** just for sharing your opinions. If you're still down to do the survey, click the link below. It takes just a few minutes of your time.

[\[UNIQUE SURVEY LINK\]](#)

You can do the survey online on your phone, computer, or tablet. Time is running out and you only have **2 more days** to do the survey and get your **\$10 gift card**.

Your gift card will be emailed to you within 72 hours after you complete the survey. Seems like a long time, but we always keep our word, so no worries - we'll make sure you get your gift card. If you have any questions, just let us know by replying to this email.

Thanks!

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Reminder Text Message #1 – Youth Recruited via Social Media (160 character limit)

You only have 2 more days to do the full WhatYouThink Survey and get your \$10 gift card! Click here to start: [\[UNIQUE SURVEY LINK\]](#) If the link doesn't work, reply with RESEND

Reminder Email #2 – Youth Recruited via Social Media

Subject: Reminder: WhatYouThink Survey for \$10 gift card!

Congrats!

You qualified to take the WhatYouThink Survey! Check it, you can get a **\$10 gift card** just for sharing your opinions. If you're still down to do the survey, click the link below. It takes just a few minutes of your time.

[UNIQUE SURVEY LINK]

You can do the survey online on your phone, computer, or tablet. Time is running out and you only have **1 more day** to do the survey and get your **\$10 gift card**.

Your gift card will be emailed to you within 72 hours after you complete the survey. Seems like a long time, but we always keep our word, so no worries - we'll make sure you get your gift card. If you have any questions, just let us know by replying to this email.

Thanks!
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Reminder Text Message #2 – Youth Recruited via Social Media (160 character limit)

You only have 1 more day to do the full WhatYouThink Survey and get your \$10 gift card! Click here to start: [UNIQUE SURVEY LINK] If the link doesn't work, reply with RESEND