

ATTACHMENT 11: WELCOME TO THE STUDY LETTER (EFFECT)

OMB No. 0910-0788
Exp. Date 05/31/2018
RIHSC No. 15-052CTP

Welcome to the Study Letter: Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT)

«caseID»

1[DATE]

1
Adult Resident
«address1» «address2»
«city», «state» «zip»

Attention: «YouthAge» year old «YouthGender»

Dear Adult Resident:

Thank you for returning your household's completed Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT) survey. Youth in households who returned a completed survey will have an opportunity to participate in an in-person interview that will ask questions about tobacco use and media use.

RTI International, a nonprofit organization, was selected to conduct this interview. **In the next few days, a Field Interviewer from RTI International will be in your area to request your permission to interview your child who completed the first survey.** The interviewer will carry an identification card like the example shown on the back of this letter.

Participation in this study is voluntary. A limited number of people were randomly chosen to participate in this study. Your child cannot be replaced. If your child chooses not to take part, his or her experiences and views—as well as the thousands of people your child represents—will not be heard. To ensure the accuracy of survey results, we need to interview as many eligible youth aged 12 to 17 as we can. The results of this study will help policy makers and researchers understand media use among today's youth as well as their attitudes and beliefs about tobacco use.

Your child's answers to the interview questions will be kept in strict confidence and will be combined with the answers of thousands of other people and reported only as overall numbers. To further protect privacy, the interview is set up so that your child records most of his/her own answers—the interviewer never sees or hears them. Also, your child can always refuse to answer any question.

This interview will take about 40 minutes to complete. The interview is conducted in your home on a laptop computer provided by the interviewer. **If your child completes the interview, he or she will receive \$25 for their time.**

We may contact you again to request your permission for your child to participate in additional surveys in the future. Each of those future surveys also offers \$25 as a token of appreciation.

Your help is critical to the success of this study, and we are happy to work around your schedule so that your child can be included. Please feel free to call the Field Supervisor for

your area to set up an interview time. The Field Supervisor for your area is «FS». He/She can be reached at «FS_phone».

Thank you for your time. I hope your child will choose to take part in this very important and useful study.

Sincerely,

Data Collection Task Leader
RTI International

If you have any questions, please call our research team at 1-800-845-6708, or email us at efectsurvey@rti.org. An example RTI Field Interviewer badge is provided below.

