

ATTACHMENT 5A: COVER LETTER FOR MAIL SCREENER 1

Screeener Cover Letter: Point of Sale Intervention for Tobacco Evaluation (POSITEv)

<RTI Letterhead>

OMB No. 0910-####
Exp. Date ##/##/20##
RIHSC No. 17-082CTP

Resident at:
1234 Main Street
Anywhere, XX 12345

Dear Resident:

The Food and Drug Administration (FDA) is conducting a research study on the types of advertisements that adults have seen and their opinions about these ads in 30 counties across the United States. Your address was randomly chosen along with more than 100,000 others across the U.S. This study starts with a brief questionnaire, conducted by RTI International, a not-for-profit research organization that the FDA has selected to conduct the survey.

Please have an adult (18 or older) complete this 5-minute questionnaire to determine if your household will be selected to complete the next phase of the study. Please return the questionnaire in the postage-paid envelope provided.

Based on the responses to the enclosed questionnaire, a member of your household may be invited to participate. If your household is selected, an RTI interviewer may visit your neighborhood to give you more information.

- The person completing the 5-minute questionnaire is welcome to **keep the enclosed \$2** in appreciation for his or her time.
- If a member of your household is chosen to participate in the study, he or she will be **offered \$25** cash upon completing an interview in your home or in a location of your choosing that is close to your home.

Your participation is voluntary. You can refuse to answer any and all questions. All information provided by you will be kept private to the extent allowable by law. Your name and address will never be identified in reports or articles. There are no physical risks or direct benefits to you from answering our questions. However, you will be contributing to important research about how to improve health programs and the health of Americans.

Please share this information with any others in your household. If you have any questions about the study, you may call our project assistance line at 1-800-957-6457 between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at fdastudy@rti.org.

Your help is very important to this study's success. Thank you for your cooperation.

Sincerely,
Matthew Farrelly, PhD
RTI International