

**ATTACHMENT 6B: NOTIFICATIONS RELATED TO THE POINT OF SALE
TOBACCO INTERVENTION EVALUATION (POSITEV)**

Interview—Unable to Contact

<FDA letterhead>

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

[DATE]

[FILL: Resident / Respondent Name]
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Dear [FILL: Resident / R NAME]:

Recently, a Field Interviewer from RTI International came to your home and asked you to take part in a research study sponsored by the U.S. Food and Drug Administration (FDA) designed to collect information from adults about the types of advertisements they've seen and their opinions about these ads. You could not complete the interview at that time and have been away or were not free each time the interviewer has come back since then. Your help in this study is important—this is why we keep trying to reach you.

A limited number of people were randomly chosen to represent the population of the United States. You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

The results of the study will help policy makers and researchers understand the impact and effectiveness of public education activities aimed at reducing tobacco-related death and disease. 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 help is critical to the success of this study, and we are happy to work around your schedule so that you can be included. Please feel free to call me to set up an interview time. The interview can also be done at another location such as a public library.

We know that your time is important. **In appreciation of your time you will be given \$25 at the end of the interview.**

I hope you'll choose to participate in this extremely important and beneficial study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

Screening—Unable to Contact

<FDA letterhead>

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

[DATE]

Resident
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Dear Resident:

Recently, a Field Interviewer from RTI International tried to contact your household about taking part in a research study sponsored by the U.S. Food and Drug Administration (FDA). So far, we have not been able to speak with anyone in your household. Your help in this study is important, which is why we keep trying to reach you.

Some people are cautious about talking to a stranger at the door, and we understand that. Please know that we are not selling anything. We have a few general questions to ask that will take about 10 minutes. You do not have to let the interviewer into your home—you can answer the questions right at your door.

After these few questions, someone in your household may be chosen to take part in the full 30 to 40 minute interview. **If he or she completes the 30 to 40 minute interview, he or she will be given \$25 at the end of the interview in appreciation of his or her time.**

A limited number of households were randomly selected to represent the population of the United States. Your household cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

Thank you for your time. I hope you'll choose to take part in this extremely important and beneficial study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

Interview Call Me

<FDA letterhead>

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

[DATE]

[FILL: Resident / Respondent Name]
[NAME OF COMPLEX]
[ADDRESS]
[CITY], [STATE] [ZIP]

Dear [FILL: Resident / R NAME]:

Recently, an interviewer from RTI International came to your home and asked you to take part in a research study sponsored by the U.S. Food and Drug Administration designed to collect information from adults about the types of advertisements they've seen and their opinions about these ads. Your help in this study is important, which is why we keep trying to reach you.

We want to give you more information about the study:

- A limited number of people—including you—were chosen to take part.
- **As a thank you, you will be given \$25 at the end of the interview.**
- All information provided is kept private to the fullest extent allowed by law and will be used only for statistical purposes.

We are happy to work around your schedule so that you can be included. Please call our supervisor for your area, [FIRST & LAST NAME], to set up an appointment.

Please call:

[FIRST & LAST NAME]
[PHONE NUMBER] (toll free)

Thank you for your time. You are very important to the success of this study, and I thank you in advance for your help.

Sincerely,

National Field Director

Interview—Needs Clarification

<FDA letterhead>

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

[DATE]

[FILL: Resident / Respondent Name]

[STREET ADDRESS]

[CITY], [STATE] [ZIPCODE]

Dear [FILL: Resident / R NAME]:

Recently, a Field Interviewer from RTI International came to your home and asked you to take part in a research study sponsored by the U.S. Food and Drug Administration (FDA) designed to collect information from adults about the types of advertisements they've seen and their opinions about these ads. At the time, you had some concerns about the study.

The study will provide the FDA, policy makers, and researchers with important information about how exposure to public education campaigns affect adults' attitudes, beliefs, and behaviors toward tobacco use. By taking part in this study, you will make a direct impact on important tobacco-related education activities. We know that your time is important. **To thank you for your time, you will be given \$25 at the end of the interview.**

A limited number of people were chosen to represent the population of the United States. You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard. Your answers to the survey questions are combined with the answers of thousands of others and reported only as overall numbers.

Your help is critical to the success of this study, and we are happy to work around your schedule so that you can be included. Thank you for your time. I hope you'll reconsider and choose to take part in this very important and beneficial study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

Interview — "Nothing in it for me"/Uncooperative

<FDA letterhead>

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

[DATE]

[FILL: Resident / Respondent Name]
[STREET ADDRESS]
[CITY], [STATE] [ZIPCODE]

Dear [FILL: Resident / R NAME]:

Recently, a Field Interviewer from RTI International came to your home and asked you to take part in a research study sponsored by the U.S. Food and Drug Administration (FDA) designed to collect information from adults about the types of advertisements they've seen and their opinions about these ads. At the time, you did not want to participate. We are writing this letter to ask you to reconsider.

The results of 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 use. By taking part in this study, you will make a direct impact on important tobacco-related education activities.

A limited number of people were chosen to represent the population of the United States—and you were one of them! You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people you represent—will not be heard.

We know that your time is important. **To thank you for your time, you will be given \$25 at the end of the interview.**

I hope you'll reconsider and choose to take part in this very important and useful study.

Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions, call me toll-free at [TOLL-FREE NUMBER].

Interview—Too Busy/No Time

<FDA letterhead>

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

[DATE]

[FILL: Resident / Respondent Name]
[STREET ADDRESS]
[CITY], [STATE] [ZIPCODE]

Dear [FILL: Resident / R NAME]:

Recently, a Field Interviewer from RTI International came to your home and asked you to take part in a research study sponsored by the U.S. Food and Drug Administration (FDA) designed to collect information from adults about the types of advertisements they've seen and their opinions about these ads. At the time, you were reluctant to spend the time needed to do the interview.

A limited number of adults were chosen to represent the population of the United States—and you were one of them! You cannot be replaced. If you choose not to take part, your experiences and views—as well as the thousands of people they represent—will not be heard.

As you know, this country is made up of all kinds of people, and so we are interviewing all kinds of people—including busy people like you. If we only interviewed people who have a lot of free time, then active people like you would not be fairly represented. Your participation is critical to the success of this study, and we are happy to work around your schedule so that you can be included.

We know that your time is important. **To thank you for your time, you will be given \$25 at the end of the interview.**

The results of 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 use. By taking part in this study, you will make a direct impact on important tobacco-related education activities.

Thank you for your time. I hope you'll reconsider and choose to take part in this very important study.
Sincerely,

[FS NAME], Field Supervisor

P.S. Please, if you have any questions or would like to set up an appointment, call me toll-free at [TOLL-FREE NUMBER].

Controlled Access Letter

<FDA letterhead>

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

[DATE]

[NAME], [TITLE]
[COMPLEX/COMMUNITY NAME]
[ADDRESS]
[CITY], [STATE] [ZIP]

Dear [MR./MS.] [NAME]:

Recently, one of our field interviewers, [FIRST & LAST NAMES], tried to contact specific residences within [COMPLEX/COMMUNITY NAME] that were randomly chosen to participate in a national study conducted by RTI International for the U.S. Food and Drug Administration. So far, [MR./MS.] [LAST NAME] has been unable to [GAIN ACCESS/GAIN FULL ACCESS] to [NAME OF COMPLEX/COMMUNITY], and we are asking for your help.

We understand your responsibility to protect your residents and want to provide you with more information about the study:

- We are not selling anything. This is not a marketing survey.
- A limited number of household addresses were randomly chosen to take part. We do not have any information about the residents other than an address.
- The RTI interviewer only needs a few minutes of the residents' time to see if someone in the household may be asked to participate in an interview. If selected, those completing the interview receive a cash incentive.
- All information provided is kept private to the fullest extent allowed by law.

By helping our interviewer access the selected households in [NAME OF COMPLEX/COMMUNITY], you will make a direct contribution to this important research effort. [FIRST & LAST NAMES], our supervisor in your area, may contact you soon to address any questions, or you may call [HIM/HER] toll-free at **[TOLL FREE NUMBER]**.

Your assistance is very important to the success of this study, and I thank you in advance for your help.

Sincerely,

National Field Director, RTI