**“Food and Drug Administration’s Evaluation of the Fresh Empire Campaign on Tobacco”**

**Overview of the Change Request for OMB Control No. 0910-0788**

The Food and Drug Administration is submitting this nonmaterial/non-substantive change request (83-C) to update the project schedule and revise the data collection protocol and documents for the fifth follow-up data collection for EFECT. We request that the project schedule be updated to reflect that fifth follow-up data collection period will begin in April 2019 rather than in February 2019.

**Contents of change documents**

| **Att #** | **Document** | **Edits** |
| --- | --- | --- |
|  | Supporting Statement Part A | * Updated to reflect discontinued recruitment methods during this round (i.e., mailed screener) * Added Snapchat as a new platform for social media recruitment; Facebook will no longer be used * Updated contact information for individuals consulted for questionnaire development * Updated references to attachments, and removed references to attachments no longer in use * Changed vendor name to the current print vendor * Revised itemized cost to federal government to reflect contract costs * Removal of mail screener from information collection led to a decrease of 23,685 annual responses and 1,973 burden hours. |
|  | Supporting Statement Part B | * Updated to reflect discontinued recruitment methods during this round (i.e., mailed screener) * Added Snapchat as a new platform for social media recruitment for the fifth post-test survey; Facebook will no longer be used * Updated references to attachments, and removed references to attachments no longer in use * Added reference to NEW Attachment 8c (lead letter addressed directly to 18 year-old longitudinal inviting them to participate in the next round of the survey, rather than sending to their parent) |
| 1 | Post Campaign Instrument | * Items added, edited and deleted from post-campaign instrument; see details in “Summary of Changes to EFECT Instrument for Follow-up 5” * Updated expiration date of OMB approval |
| 1a | Fresh Empire Storyboards | * Updated storyboards for campaign ads shown in the fifth post-test survey |
| 3 | Outcome Web Screener | * Revised programming notes * Updated to remove discontinued recruitment methods (i.e., in-home recruitment and screening of siblings) * Revised item to include Snapchat as a source of recruitment * Updated survey length to 40 minutes instead of 30-40 minutes to reflect actual time of post-test survey * Some other minor edits to wording * Updated expiration date of OMB approval |
| 3a | Social Media Ads | * Updated NEW social media ads for use on Instagram and Snapchat |
| 5a | Parental Permission Youth Assent Longitudinal Age 12-17 Household | * Clarified instructions for field interviewers * Updated expiration date of OMB approval |
| 5b | Informed Consent Longitudinal Age 18 Household | * Revised title of document for clarity (not a respondent-facing change) * Updated expiration date of OMB approval |
| 5c | Parental Permission Youth Assent Longitudinal Age 12-17 Web | * Added information about not receiving incentive if data quality is poor * Revised title of document for clarity (not a respondent-facing change) * Updated expiration date of OMB approval |
| 5d | Informed Consent Longitudinal Age 18 Web | * Added information about not receiving incentive if data quality is poor * Updated expiration date of OMB approval |
| 5e | Youth Assent Cross Sectional Age 15 - 17\_Social Media Web | * Added information about not receiving incentive if data quality is poor * Updated expiration date of OMB approval |
| 5f | Youth Assent Cross Sectional Age 13 - 14\_Social Media Web | * Added information about not receiving incentive if data quality is poor * Updated expiration date of OMB approval |
| 5g | Youth Assent Longitudinal Age 13 – 17 Social Media Web | * Added information about not receiving incentive if data quality is poor * Revised description of document for clarity (not a respondent-facing change) * Updated expiration date of OMB approval |
| 5i | Youth Assent Longitudinal Age 15 – 17 Social Media Permission Waived Web | * Added information about not receiving incentive if data quality is poor * Revised description of document for clarity (not a respondent-facing change) * Updated expiration date of OMB approval |
| 6 | Study Description | * Updated expiration date of OMB approval |
| 8a | Outcome Parent Lead Letter Longitudinal | * Minor edits to wording * Updated expiration date of OMB approval |
| 8c | Follow-up Age 18 Lead Letter\_FU5\_NEW | * NEW document based on previously-approved Attachment 8a * Lead letter is addressed directly to the 18 year-old participant rather than the parent |
| 12 | Sorry I Missed You Card | * Updated expiration date of OMB approval |
| 13 | Unable to Contact Letters | * Minor edits to wording * Updated expiration date of OMB approval |
| 14a | Questions and Answers Fact Sheet (Household Longitudinal) | * Minor edits to wording * Updated expiration date of OMB approval |
| 14b | Questions and Answers Fact Sheet (Web Cross Sectional) | * Minor edits to wording * Updated expiration date of OMB approval |
| 15 | Interview Incentive Receipt | * Updated expiration date of OMB approval |
| 17 | Verification Call Script Age 13 – 17 | * Updated expiration date of OMB approval |
| 17a | Verification Call Script Age 18 | * Added expiration date of OMB approval |