











“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
	<p>Supporting Statement Part A</p>  <p>0910-0788 PRA SS_Part A_FU5_REVIS</p>	<ul style="list-style-type: none"> - 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.
	<p>Supporting Statement Part B</p>  <p>0910-0788 PRA SS_Part B_FU5_REVI:</p>	<ul style="list-style-type: none"> - 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	<p>Post Campaign Instrument</p>  <p>Attachment 01_EFECT_Post_Cam</p>	<ul style="list-style-type: none"> - 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	<p>Fresh Empire Storyboards</p>	<ul style="list-style-type: none"> - Updated storyboards for campaign ads shown in the fifth post-test survey

Att #	Document	Edits
	 Attachment 01a_Fresh_Empire_S	
3	Outcome Web Screener  Attachment 03_EFECT_Outcome_	<ul style="list-style-type: none"> - 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  Attachment 03a_Social_Media_A	<ul style="list-style-type: none"> - Updated NEW social media ads for use on Instagram and Snapchat
5a	Parental Permission Youth Assent Longitudinal Age 12-17 Household  Attachment 05a_Parental Permis	<ul style="list-style-type: none"> - Clarified instructions for field interviewers - Updated expiration date of OMB approval
5b	Informed Consent Longitudinal Age 18 Household  Attachment 05b_Informed Cons	<ul style="list-style-type: none"> - 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  Attachment 05c_Parental Permis	<ul style="list-style-type: none"> - 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  Attachment 05d_Informed Cons	<ul style="list-style-type: none"> - Added information about not receiving incentive if data quality is poor - Updated expiration date of OMB approval
5e	Youth Assent Cross Sectional Age 15 -	<ul style="list-style-type: none"> - Added information about not receiving incentive if data quality is poor

Att #	Document	Edits
	17_Social Media Web  Attachment 05e_Youth Assent_C	<ul style="list-style-type: none"> - Updated expiration date of OMB approval
5f	Youth Assent Cross Sectional Age 13 - 14_Social Media Web  Attachment 05f_Youth Assent_Ci	<ul style="list-style-type: none"> - 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  Attachment 05g_Youth Assent_L	<ul style="list-style-type: none"> - 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  Attachment 05i_Youth Assent_Lc	<ul style="list-style-type: none"> - 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  Attachment 06_Study Descriptio	<ul style="list-style-type: none"> - Updated expiration date of OMB approval
8a	Outcome Parent Lead Letter Longitudinal  Attachment 08a_Outcome Paren	<ul style="list-style-type: none"> - Minor edits to wording - Updated expiration date of OMB approval
8c	Follow-up Age 18 Lead Letter_FU5_NEW  Attachment 08c_Follow-up 18 yc	<ul style="list-style-type: none"> - 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  Attachment 12 _Sorry I Missed You	<ul style="list-style-type: none"> - Updated expiration date of OMB approval

Att #	Document	Edits
13	Unable to Contact Letters  Attachment 13_Unable to Conta	<ul style="list-style-type: none"> - Minor edits to wording - Updated expiration date of OMB approval
14a	Questions and Answers Fact Sheet (Household Longitudinal)  Attachment 14a_ Questions and .	<ul style="list-style-type: none"> - Minor edits to wording - Updated expiration date of OMB approval
14b	Questions and Answers Fact Sheet (Web Cross Sectional)  Attachment 14b_ Questions and	<ul style="list-style-type: none"> - Minor edits to wording - Updated expiration date of OMB approval
15	Interview Incentive Receipt  Attachment 15_Interview Incenti	<ul style="list-style-type: none"> - Updated expiration date of OMB approval
17	Verification Call Script Age 13 – 17  Attachment 17_Verification Call	<ul style="list-style-type: none"> - Updated expiration date of OMB approval
17a	Verification Call Script Age 18  Attachment 17a_Verification Cal	<ul style="list-style-type: none"> - Added expiration date of OMB approval