

ATTACHMENT 8C: AGE 18 LONGITUDINAL FOLLOW-UP LEAD LETTER (EFECT)

Outcome Survey Lead Letter Age 18: Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)

OMB No. 0910-0788
Exp. Date 08/31/2021
RIHSC No. 15-052CTP
«ControlNumber»



[RESPONDENT'S NAME]
1234 Main Street
Anywhere, XX 12345

[CASE ID]

Dear [RESPONDENT'S NAME]:

The Food and Drug Administration's (FDA's) Center for Tobacco Products is seeking your continued participation in the Evaluation of the Fresh Empire Campaign on Tobacco (EFECT). You are one of more than 2,100 people taking part in this wave of the study. We thank you for your continued help in this important study.

Your participation is important and will contribute to valuable research related to awareness, exposure, and receptivity to campaign messages. We will offer you **\$25** as a token of appreciation if you complete the survey. You will receive an **additional \$5**, for a total of \$30, if you complete the survey **online by [DATE]**.

If you do not complete the survey online by [DATE], one of our professional interviewers will try to contact you to schedule a time to complete the survey in person. You are welcome to complete the survey online even after our professional interviewer begins contacting you to schedule a time to complete the survey in person.

This study provides the FDA, policy makers, and researchers critical information about exposure to public education messages on the health risks of smoking or using other tobacco products. The information collected by this study will also improve our understanding of attitudes, beliefs, and behaviors toward tobacco use. We are interested in what has changed in your life since we surveyed you last. RTI International, a nonprofit research organization, was selected by the FDA to conduct this study.

To complete the survey via a personal computer, laptop, tablet, or smartphone:

1. In your web browser type the study website address

<http://www.peercrowdsurvey.com> **or scan this QR code with your smartphone**



2. On the login screen, type your username and password exactly as shown below:

Username:

Password:

Your help with this round of the study is voluntary, but greatly appreciated. All information provided will be kept private to the extent allowed by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have questions about this study, you can contact our project assistance line toll-free at 800-845-6708, or by email at efectsurvey@rti.org. If you have a question about your rights as a study participant, you can call RTI's Office of Research Protection toll-free at (866) 214-2043.

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

Sincerely,

Data Collection Task Leader
RTI International