

Attachment 9A: Lead letter for waves 2, 3, and 4

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

[Date]

<RTI letterhead>

[FNAME] [LNAME]
[Address1]
[Address2]
[City], [State] [Zip]

Dear [FNAME] [LNAME]:

The U.S. Food and Drug Administration's (FDA's) Center for Tobacco Products is sponsoring the [FILL: second/third/fourth] Point of Sale Intervention for Tobacco Evaluation (POSITEv). You are one of approximately 4,500 adults that took part in the initial questionnaire, and we need your help with the [FILL: second/third/fourth] round of the study.

In appreciation for the time it takes to complete the questionnaire you will receive **\$30** if you complete the questionnaire online on or before [Early bird date], or **\$25** if you complete the questionnaire after [Early bird date]. If you do not complete the questionnaire by this date, one of our professional interviewers may try to contact you to schedule a time to complete the questionnaire in person. We are happy to make a special effort to work around your schedule so that you can be included.

To complete the questionnaire via a website on a personal computer, laptop, or tablet (the questionnaire cannot be accessed on a phone):

1. **In your web browser type the study website address:** <<address>>
2. **On the login screen, type your username and password exactly as shown below:**

Username: [Case ID]
Password: [Password]

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. Your continued participation is critical and will contribute to this valuable research related to awareness, exposure, and openness to campaign messages. FDA hired RTI International, a not-for-profit research organization, to conduct the study.

Your help with this round of the study is voluntary, but greatly appreciated. All information provided by you will be kept private to the fullest extent allowable 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 call our project assistance line toll-free at 1-XXX-XXX-XXXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at XXX@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 vital to the success of this study, and I thank you in advance for your help.

Sincerely,



Dr. Matthew Farrelly
RTI International