

Emerging Tobacco Products Communication Initiative Survey Questionnaire Email Invitation

First Email

Subject Line: Seeking Educator Opinions about Student Health Concerns

Email Copy:

Hi [first name],

- Do you work at a middle or high school in the United States?
- Do you care about your students' health and wellbeing?
- Do you want to give feedback on materials that address student health topics?

Then please consider participating in this study!

RTI International, a non-profit research institute, is conducting a survey to gather educator opinions about student health concerns on behalf of the Centers for Disease Control (CDC). These researchers want to know how educators would prefer to see and receive information about youth-related health topics. Your participation will help RTI better understand the educator experience and improve the resources available for educators like you to support students' health and wellbeing.

How do I participate? Click the link below to see if you qualify, voice your thoughts in a 20-minute survey, and earn your \$5 e-gift card:

[insert link to screener]

If you have any questions or concerns, please contact us at [insert hyperlink to survey vendor contact page]. Please find the Privacy Policy [here](#).

We value your opinion,
– Your Qualtrics Team

Follow-up Email

Subject Line: Follow-up – Seeking Educator Opinions about Student Health Concerns

Email Copy:

Hi [first name],

You have an opportunity waiting!

Topic: Educator Opinions about Student Health Concerns

Incentive: \$5.00 E Gift-Card

Length: 20 minutes

We recently sent you a survey about educator opinions on student health concerns. Our records indicate that you have not yet completed the survey, and we would like to re-invite you to participate! Join the 600 educators across America who are helping to improve the resources available for educators like you to support students' health and well-being.

Click the link below to see if you qualify, voice your thoughts, and earn your \$5 e-gift card:

[insert link to screener]

If you have any questions or concerns, please contact us [insert hyperlink to survey vendor contact page]. Please find the Privacy Policy [here](#).

We value your opinion,

– Your Qualtrics Team