

[Text within brackets will not show to participants]

[Appendix D: Recruitment Communication]

[Recruitment firm will send communications to participants, such as the examples provided below]

Confirmation Email

Dear [PARTICIPANT FIRST NAME]:

Thank you for agreeing to join our interview about menthol cigarettes. **The video interview is scheduled for [DAY, DATE] at [START TIME - END TIME] Eastern Time. It will take place online and will last up to 90 minutes.** This message contains important information you will need to prepare for the interview and to join it.

CONSENT

At the start of your interview, a link to an online survey will be shared with you. This survey will include an online consent form for you to review. You can print or take a screenshot of the consent form if you would like a copy for your records. After reviewing the consent form, you will be asked to provide your consent by checking a box ("Yes" or "No") in the online form. The interviewer will be available to answer any questions you may have.

For study purposes, the interview will be audio recorded.

CONDUCT VIDEO TEST (2 DAYS BEFORE INTERVIEW)

We will use a video platform called Zoom Webinar for our conversation. You will need a desktop computer, laptop computer, tablet, or smartphone and a web camera (attached or built into the device) to participate in the online interview.

To make sure that you can join the interview, please test your device and web camera at least 48 hours (2 days) before the interview. You can test your equipment by clicking on the test link below.

Zoom Test Link
<https://zoom.us/test>

This test is important to make sure the website works for you. If you have trouble accessing the website, we can try to fix the problem before the interview. You will not be allowed to participate in the interview if the website does not work on your device.

LOG IN TO INTERVIEW (5 MINUTES BEFORE INTERVIEW)

Log in at least 5 minutes before the interview is scheduled to start. This allows you to test your login information and become familiar with the online format.

Please choose a quiet room where you can participate in private and without any distractions or noise. Alert others in advance that you are giving your full attention to the interview. Turn off your cell phone, television, and anything else that might distract you.

[Information for how to log in will be provided. An example is included below.]

Follow these steps to login:

1. Open Zoom by clicking the following link: If asked, enter the password:
2. A pop-up box will appear on your screen requesting to download and run Zoom.
 - a. If you would like to install Zoom (recommended), click on the file and install the launcher.
 - b. If you do not want to install Zoom, click the “join from your browser” link.
3. When you join the Zoom meeting, you will be automatically signed in with your first name. Please do not enter your last name, as we want to protect your privacy.
4. Once Zoom opens, choose an audio option—computer (recommended) or phone. If you choose phone audio, please select the option that allows the system to call you. This will hide your phone number and protect your privacy.
5. Activate your video by clicking the “Start Video” button in the lower left corner of the Zoom window.

You’re all set! You’re now ready to participate in the interview.

PERSONS TO CONTACT

RTI International, a non-profit research organization based in North Carolina, is conducting this study on behalf of the U.S. Food and Drug Administration (FDA). L&E Research is helping to identify study participants and coordinate their participation.

If you experience technical problems when logging into the interview, please email courtneyr@rti.org for help.

If you have any other questions about this study, you can contact the L&E Research project manager, **[INSERT NAME]**, at **[INSERT PHONE NUMBER]** or **[INERT EMAIL ADDRESS]**.

Thank you again for your interest. We look forward to seeing you online soon!

Reminder Email

Thank you for agreeing to join our interview about menthol cigarettes. **The video interview is scheduled for tomorrow [DAY, DATE] at [START TIME - END TIME] Eastern Time. It will take place online and will last up to 90 minutes.** This message contains important information you will need to prepare for the interview and to join it.

LOG IN TO INTERVIEW (5 MINUTES BEFORE INTERVIEW)

Log in at least 5 minutes before the interview is scheduled to start. This allows you to test your login information and become familiar with the online format.

Please choose a quiet room where you can participate in private and without any distractions or noise. Alert others in advance that you are giving your full attention to the interview. Turn off your cell phone, television, and anything else that might distract you.

[Information for how to log in will be provided. An example is included below.]

Follow these steps to login:

1. Open Zoom by clicking the following link: If asked, enter the password:
2. A pop-up box will appear on your screen requesting to download and run Zoom.
 - a. If you would like to install Zoom (recommended), click on the file and install the launcher.
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5. Activate your video by clicking the “Start Video” button in the lower left corner of the Zoom window.

You're all set! You're now ready to participate in the interview.

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If you have any other questions about this study, you can contact the L&E Research project manager, **[INSERT NAME]**, at **[INSERT PHONE NUMBER]** or **[INERT EMAIL ADDRESS]**.

Thank you again for your interest. We look forward to seeing you online soon!

Reminder Phone Call

Hello, this is ____ calling from L&E Research. I'm calling to remind you that you are scheduled for an **interview, tomorrow [DAY, DATE] at [START TIME - END TIME] Eastern Time. It will take place online and will last up to 90 minutes.** I sent you a reminder email with instructions on how to log into the interview. I also included a link and password that you will use to log into the interview. Did you receive an email with this information?

[If YES, continue]

[If NO, resend reminder email to participant and confirm they have received it]

Please choose a quiet room where you can participate in private and without any distractions or noise and alert others in advance that you are giving your full attention to the interview. You may also want to turn off your cell phone, television, and anything else that might distract you.

Thank you. We appreciate your participation in this study.

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0796. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASTAFF@fda.hhs.gov.