

Terms and Phrases-Phase 2-Consumers-Letters and postcards

[Prenotice postcard (1st contact with consumers)]



Care of RTI International  
ATTN: Data Capture (0214634.020.001.005)  
5265 Capital Boulevard  
Raleigh, NC 27616

RESIDENT  
[RECIPIENT ADDRESS]  
[CITY, STATE, ZIP]

Dear [Resident],

I am writing to ask for your help with a national survey sponsored by the **United States Food and Drug Administration (FDA)**. Through this research study, we will learn how people from around the United States understand words and phrases commonly used in prescription drug advertising (such as the drug ads you may see on TV or in magazines). This study will help the FDA to ensure that prescription drug information is communicated in a way that is accurate and not misleading.

FDA is being assisted by RTI International in fielding this survey. In a few days, you will receive an invitation to complete the [SURVEY NAME]. The invitation will include \$5 in cash as a thank you in advance. We will send you an additional \$20 after we receive your completed survey. When the invitation arrives, please follow the instructions and complete the survey promptly to ensure that households like yours are represented in this study.

Many thanks!

[SIGNATURE]

Terms and Phrases-Phase 2-Consumers-Letters and postcards

[Initial survey invitation (second contact)]

[DATE]

Dear [RESIDENT],

I am writing to request your help with a survey sponsored by the United States Food and Drug Administration (FDA) on the topic of prescription drug advertising. Your participation is important to help us learn more about how people understand words and phrases commonly used in such advertising. **The feedback you provide will help FDA** ensure that prescription drug information is communicated in a way that is clear and easy to understand.

We ask that the online survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

**Survey Website:** [www.xxxx.com](http://www.xxxx.com)

**Your Password:** Study ID

Your household was one of a small number randomly selected to participate. Although your participation is voluntary, your participation will make sure that households like yours are represented in this study.

We hope you will complete the survey today. The survey should take around 20 minutes to complete. Enclosed is \$5 to thank you in advance for your participation. **In addition, we will mail you \$20 in cash as a token of our appreciation when we receive your completed survey.**

FDA is being assisted by RTI International in fielding this survey. If you have any questions or technical difficulties, please call our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X.

Thank you for participating in this important research study.

Sincerely,

[SIGNATURE]

Terms and Phrases-Phase 2-Consumers-Letters and postcards

Thank you/reminder postcard [contact #3]



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Raleigh, NC 27616

RESIDENT  
[RECIPIENT ADDRESS]  
[CITY, STATE, ZIP]

Dear [RESIDENT],

A few days ago, we mailed you a letter asking you to complete an online survey about words and phrases used in prescription drug advertising. Your feedback will help FDA to ensure that prescription drug information is communicated in a way that is accurate and not misleading.

If you or someone in your household has already completed the survey, please accept our sincere thanks. If not, we ask that you please do so today. The website for the study and your password are enclosed. We ask that the survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

The survey should take around **20 minutes** to complete, and we will mail you **\$20** in cash as a token of our appreciation when we receive your completed survey.

If you have any questions or technical difficulties, please call our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X.

Many thanks,  
[SIGNATURE]

[INSIDE THE FOLD]:

We ask that this survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

Website: [www.xxxx.com](http://www.xxxx.com)

Your Password: Study ID

We will mail you **\$20** in cash as a token of our appreciation when we receive your completed survey.

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Reminder survey invitation (contacts # 4)

[DATE]

Dear [RESIDENT],

I am once again writing to request your help with a survey sponsored by the **United States Food and Drug Administration (FDA)** on the topic of prescription drug advertising.

If you or someone in your household has already completed the survey, thank you for your time. **If not, please consider doing so today.**

**Your participation is important** to help us learn more about how people understand words and phrases commonly used in prescription drug advertising. The information you provide will help to ensure that these ads are clear and understandable and that they do not overstate the effectiveness or underestimate the risks of medications.

We ask that the online survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

**Survey Website:** [www.xxxx.com](http://www.xxxx.com)

**Your Password:** Study ID

Participation is **voluntary**, but for the success of the study, it is critical that those asked to participate take part in the survey. The information you provide will be kept **private** and your name, address or any other information that could identify you will not be associated directly with your responses or made public. The information you provide will be used only in aggregate, combined with other responses.

The survey should take around **20 minutes** to complete. The website for the survey and your password are enclosed below. To thank you for your participation, we will mail you **\$20** in cash as a token of our appreciation when we receive your completed survey.

FDA is being assisted by RTI International in fielding this survey. If you have any questions or technical difficulties please call our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X. If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043.

Thank you for participating in this important research study.

Sincerely,

[SIGNATURE]

Terms and Phrases-Phase 2-Consumers-Letters and postcards

Thank you/reminder postcard [contact #5]



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Raleigh, NC 27616

RESIDENT  
[RECIPIENT ADDRESS]  
[CITY, STATE, ZIP]

Dear [RESIDENT],

A few weeks ago, we mailed you a letter asking you to complete an online survey about words and phrases used in prescription drug advertising. Your participation in this survey will help FDA more effectively regulate prescription drug advertising.

Please complete the questionnaire online using the website and your password printed on the inside of this postcard. We ask that the survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

The survey should take around **20 minutes** to complete, and we will mail you **\$20** in cash as a token of our appreciation when we receive your completed survey.

We will begin summarizing results of the study in the coming weeks. It is important to include households like yours for the study to be accurate.

If you have any questions about the study, please call our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X.

Many thanks,  
[SIGNATURE]

[INSIDE THE FOLD]:

We ask that the survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

Website: [www.xxxx.com](http://www.xxxx.com)

Your Password: Study ID

We will mail you **\$20** in cash as a token of our appreciation when we receive your completed survey.

Terms and Phrases-Phase 2-Consumers-Letters and postcards

Reminder survey invitation (contacts #6)

[DATE]

Dear [RESIDENT],

In recent weeks, I have sent you an invitation to participate in a research study sponsored by the **United States Food and Drug Administration (FDA)** on the topic of prescription drug advertising. Our study is drawing to a close and to the best of our knowledge, we have not yet received your response. Your household was one of a small number that was randomly selected, and we cannot replace you with anyone else. Therefore, I hope you will consider participating today. With your help, this study will help to ensure that prescription advertisements are clear and understandable and that they do not overstate the effectiveness or underestimate the risks of using these medications.

To participate, please complete the questionnaire online by going to the website below. We ask that the survey be completed by the adult (age 18 or older) in your household who will have the next birthday.

**Survey Website:** [www.xxxx.com](http://www.xxxx.com)

**Your Password:** Study ID

The survey should take around **20 minutes** to complete. Your responses are voluntary and will be kept private. To thank you for your participation, we will mail you **\$20** in cash as a token of our appreciation if we receive your completed survey by [INSERT END OF DATA COLLECTION DATE].

FDA is being assisted by RTI International in fielding this survey. If you have any questions or technical difficulties please call our project assistance line at XXX between 9 am and 5 pm, Eastern Time, Monday through Friday or email us at X. If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043.

Thank you for participating in this important research study.

Sincerely,

[SIGNATURE]