

Appendix D:  
Refusal Conversion and Non-responder Cover Memos

# 2019 National Youth Tobacco Survey (NYTS)

Sponsored by the U.S. Centers for Disease Control and Prevention (CDC)

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DATE: [MONTH DAY, YEAR]  
TO: [SUPT/PRIN], [DISTRICT/SCHOOL]  
FROM: [RECRUITER]  
SUBJECT: 2019 National Youth Tobacco Survey (NYTS)

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Earlier this school year, we sent you information about [School name(s)]'s selection to participate in the 2019 National Youth Tobacco Survey (NYTS), which is being conducted by the US Centers for Disease Control and Prevention (CDC). recognize that when we last spoke, your [District/School] was unable to participate. We do not yet have enough participating schools to produce valid, national results and I am reaching out to you again now to see if there is any possibility that you might reconsider. Only 330 schools nationwide have been selected to participate in the 2019 NYTS and selected [districts or schools] cannot be replaced. ***Your [district or school]'s participation is critical to the study's success.***

**The NYTS is the most comprehensive, nationally representative source of data regarding youth tobacco-related behavior [and the ONLY source of such data for middle school students (grades 6-8)].** Results are used by national, state and local educators and health professionals to support the design, implementation and evaluation of effective tobacco use prevention and control programs.

In summary, please consider the following:

- Only a small number of classes, **[one/two per grade level X through X]**, will be randomly selected to participate.
- The NYTS is a tablet-based, electronic questionnaire administered by specially trained field staff on a mutually convenient date before the end of your school year.
- The survey follows a skip-pattern logic based on the student's answers and takes 20-25 minutes or less to complete.
- Survey protocols are designed to protect student privacy and allow for anonymous participation. Students sign into the survey application using a randomly generated, five-digit access code and no personally identifiable information is collected.
- Participating districts, schools, and students are not identified in any published reports.
- Your school will receive a **\$500 school award** in appreciation for your time and support.

As an educator, you understand that healthier students are better learners. I look forward to discussing the NYTS with you and I sincerely hope that your school will be able to participate in this important national student health initiative. For your convenience, I am enclosing copies of the original invitation materials, including a study fact sheet and a sample NYTS questionnaire.

Thank you for your consideration. I will call you in the next few days to discuss this with you. In the meantime, I can be reached directly at 301-572-XXXX. I look forward to talking with you or a member of your staff.

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