

ATTACHMENT 10_E2d: 3RD AND 4TH FOLLOW-UP LEAD LETTER (ExPECTT II)

Follow up 3 and 4 Lead Letter for the Evaluation of the Public Education Campaign on Teen Tobacco Cohort II (ExPECTT II)

Dear Parent,

The U.S. Food and Drug Administration (FDA) Center for Tobacco Products is conducting the next round of the Evaluation of the Public Education Campaign on Teen Tobacco (ExPECTT). Your child, **[Child's first name]**, is one of more than 4,000 youth who took part in the first round of this study. We thank you and your child for your help in this important study.

This study will provide FDA, policy makers, and researchers important information about youth exposure to public education messages on the health risks of smoking or using other tobacco products. The information collected by this study will also improve our understanding of how public education campaigns affect youth's attitudes, beliefs, and behaviors toward tobacco use. FDA has hired RTI International (RTI), a not-for-profit survey research organization, to conduct the study.

By continuing to take part in this study, your child will have a unique opportunity to contribute to valuable research related to youth awareness, exposure, and receptivity to campaign messages. Because your continued contribution is important, we will offer your child an incentive of \$30 if they complete the survey through the website on or before [ADD DATE] and \$25 after [ADD DATE]. This incentive will be provided via email as a digital gift card.

This winter, we will only contact you via mail, email, or phone. We offer online participation in the ExPECTT study as a way to continue your child's participation without the need to meet with an interviewer in person. To complete this round of the study via a website on a personal computer, laptop, tablet, or mobile phone, you can complete the following steps:

- 1. Open your interview browser and type in the study website address:**
<https://expectt.rti.org>
- 2. Once you have reached the study website, type in the username and password exactly as shown below:**
Username: USERNAME
Password: PASSWORD

IMPORTANT: This Username and Password is unique to the specific child, **[Child's first name]**, and cannot be used for other children in the household.
- 3. Once you've typed in your username and password, you will see instructions for completing this round of the study. If your child is not yet [IF NE OR AL FILL 19/ALL OTHER STATES FILL 18] years old, a parent or legal guardian must follow the steps to provide permission for her or him to complete the survey. If your child is [IF NE OR AL FILL 19/ALL OTHER STATES FILL 18] years old, parental permission is not required. Your child can enter the username and password and begin.**



If your child is over [IF NE OR AL FILL 19/ALL OTHER STATES FILL 18] and not living at home, please pass this information along to her or him as soon as possible, so they can complete the study online.

Your help with this round of the study is voluntary, and greatly appreciated. All information provided by your child 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.

More information about the study is provided in the enclosed fact sheet. If you have any more questions about this study, you can call the ExPECTT project assistance line toll free at (800) 608-2955. 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 very important to the success of this study, and I thank you in advance for your help.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Duke". The signature is written in a cursive, flowing style.

Jennifer Duke, PhD
RTI International

Form Approved
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301:<CASEID>
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