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**ATTACHMENT 10\_E2e: 3RD AND 4TH FOLLOW-UP LEAD LETTER  
(ExPECTT II) FOR 18+**

**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). You are one of more than 4,000 participants who took part in the first round of this study. We thank you for your help in this important study.

This study will provide FDA, policy makers, and researchers important information about exposure to public education messages on the health risks of smoking or using other tobacco products. The information collected by this study will still help us improve our understanding of how public education campaigns affect participant'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, you will have a unique opportunity to contribute to valuable research related to awareness, exposure, and receptivity to campaign messages. Because your continued contribution is important, we will offer you an incentive of \$30 if you 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.

For this wave of data collection, we will only contact you via mail, email, or phone. We offer online participation in the ExPECTT study as a way to continue your 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 device, 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**
- 3. Once you've typed in your username and password, you will see instructions for completing this round of the study.**

**IMPORTANT: This Username and Password is unique to each specific participant and cannot be used for other participants in the household.**



Your help with this round of the study is voluntary, and greatly appreciated. All information that you provide 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  
OMB No. 0910-0753  
Exp. Date X/X/20XX

301:<CASEID>  
<caseidbarcode>