

ATTACHMENT 10: 5th FOLLOW-UP LEAD LETTER (ExPECTT II)

Follow up 5 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 final wave of data collection for 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 early round(s) 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 with important information about youth exposure to public education messages on the health risks of smoking and using other tobacco products. The information collected by this study will also improve our understanding of how public education campaigns affect 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 child's continued contribution is important, we will offer them an incentive of \$30 if they complete the web survey on or before [ADD DATE] and \$25 after [ADD DATE]. This incentive will be provided via mail as a Visa gift card.

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 the web survey:

1. **Open your browser and type in the study website: <https://expectt.rti.org> OR scan the QR code below to access the website.**
2. **On the website, type in the username and password exactly as shown below:**

Username: [Case ID]

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.**

[INSERT QR CODE]

3. **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 before your child can 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. The youth survey should be completed in a part of the household that allows them to answer in private.**



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 as soon as possible, so they can complete the study online.

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

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

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