ATTACHMENT 10B: 5TH FOLLOW-UP LEAD LETTER (ExPECTT II) FOR 18+

Follow up 5 Lead Letter for the Evaluation of the Public Education Campaign on Teen Tobacco Cohort II (ExPECTT II)

Dear [Participant_FName] [Participant_LName],

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

This study will provide FDA, policy makers, and researchers with important information about exposure to public education messages on the health risks of smoking and using other tobacco products. The information collected by this study will help us 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, 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 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 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 address: 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 and cannot be used for other participants in the household.

[INSERT QR CODE]

3. **You will see instructions for completing this round of the study. Please take the survey in a place where no one can look over your shoulder and view your answers.**

Your help with this final 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 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,

Jennifer Duke, PhD
RTI International

OMB No: 0910-0753 Expiration Date: 01/31/2023
Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 3 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRAStaff@fda.hhs.gov.

Form Approved
OMB No. 0910-0753
Exp. Date 01/31/2023