

RECRUITMENT MATERIALS TO HEALTH EDUCATION PROFESSIONAL ORGANIZATIONS

TITLE OF INFORMATION COLLECTION: FDA CTP 2021 Educational Outreach Focus Groups with Health Educators

Sample Email Communication

Subject line: Searching for middle/high school health teachers for focus groups: Share your opinions on tobacco prevention instruction

Dear Health Education Teacher:

You're invited!

Join a **focus group** discussion on Zoom to help develop effective skills-based health education lessons on **tobacco and vaping prevention** for middle school and high school students.

Each focus group will last approximately 90 minutes and be conducted via Zoom.

Each participant will receive a \$40 Visa gift card as a thank you for participating in the focus group discussion.

If you would like to join a focus group discussion with other teachers, please complete the following brief survey to determine if you are eligible here [[link](#)].

If you need additional information, please contact [[insert RECRUITMENT VENDOR email address](#)].

We look forward to hearing your opinions and expertise!

Thank you!

This research project is being sponsored by the U.S. Food and Drug Administration.

Sample State Professional Organization Affiliate Announcement

Are you a middle or high school **health education** teacher interested in **tobacco and vaping prevention curricula**? We're conducting online focus groups on Zoom on behalf of the U.S. Food and Drug Administration (FDA) to develop health education lessons targeting tobacco and vaping prevention for middle and high school students. Each participant will receive a \$40 Visa gift card as a thank you for participating in the focus group discussion. If you're interested in participating in a focus group with other teachers, please complete a brief survey here [[link](#)] or contact [[insert RECRUITMENT VENDOR email address](#)] for additional information.

Sample Social Media Announcement

#HealthEducation teachers. We are looking for you to participate in an online focus group on Zoom sponsored by the U.S. Food and Drug Administration (FDA) on tobacco & vaping prevention curriculum for middle and high school students. Each participant will receive a \$40 Visa gift card as a thank you for participating in the focus group discussion. For more information, complete a brief survey here ([link](#)) or contact [[insert RECRUITMENT VENDOR email address](#)]. #HealthEd #SkillsBasedHealthEd

Sample Cairn Guidance MailChimp Newsletter Announcement

We are looking for health teachers to participate in an online focus group on Zoom sponsored by the U.S. Food and Drug Administration (FDA) related to teaching tobacco and vaping prevention curricula for middle and high school students. Your input and expertise will help inform FDA's next steps and materials development for no-cost, school-based tobacco and vaping prevention materials. Each participant will receive a \$40 Visa gift card as a thank you for participating in the focus group discussion. If you're interested in participating in a focus group, please complete a brief survey here ([link](#)) or contact [[insert RECRUITMENT VENDOR email address](#)] for additional information.

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