

ATTACHMENT 3: BASELINE POSTCARDS

Postcard #1 – Mailed Before the Lead Letter and before Early Bird Deadline (Sealed bifold postcard with FDA logo)

Dear Adult Resident,

The U.S. Food and Drug Administration (FDA) is conducting the **Health and Media Study** across the United States. Your address was randomly chosen along with approximately 300,000 others nationwide.

We are contacting you to ask that an **adult member** of your household answer a few questions using the website and participant code printed below to determine your household's eligibility for this study. If anyone is selected for the study, they will be provided a unique link to complete a 30-minute online survey and offered **\$25**. (We will include an additional \$5 if they complete it before [EARLY BIRD DATE]). (Note that parental permission is required before anyone under the age of [IF NE OR AL, FILL 19/ALL OTHER STAGES, FILL 18] can participate.)

Website: [SURVEY URL]

Participant code: [PASSWORD]

Your participation is voluntary. All of your answers will be kept private. Your answers will be combined with everyone else's and shared with the FDA but will otherwise be kept private. If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email us at HealthAndMediaStudy@rti.org.

Your help is very important to this study's success. Thank you for your cooperation.

Many thanks,

Anna MacMonegle
Study Director
RTI International

Insert QR Code
here.
Scan to access

OMB control number: 0910-xxxx
Expiration Date: xx/xx/xxxx

INSERT SPANISH TEXT TO MATCH ENGLISH TEXT HERE

Muchas gracias,

Anna MacMonegle
Study Director
RTI International

Insert QR Code
here.
Scan to access

OMB No: [FILL NUMBER]

Expiration Date: [FILL DATE]

Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 1 minute per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRStaff@fda.hhs.gov.PRStaff@fda.hhs.gov.

Postcard #2 – Mailed after Early Bird Deadline (Sealed bifold postcard with FDA logo)

Dear Adult Resident,

I am contacting you again to ask you to take part in the **Health and Media Study** being conducted for The U.S. Food and Drug Administration (FDA). If you have already completed the online questionnaire to determine your household’s eligibility, please accept my sincere thanks. If not, I hope you will please do so today by answering a few questions using the website and participant code printed below:

Website: [SURVEY URL] Participant code: [PASSWORD]

Answering these questions will only take a few minutes. If anyone is selected to participate in the study, they will be provided with a unique link to complete a 30-minute online survey. *(Note that parental permission is required before anyone under the age of [IF NE OR AL, FILL 19/ALL OTHER STAGES, FILL 18] can participate.)*

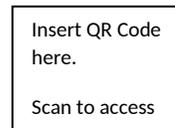
Everyone who is selected for and completes the 30-minute survey before [END DATE] will receive \$25.

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email us at HealthAndMediaStudy@rti.org.

Your help is very important to this study’s success. Thank you for your cooperation.

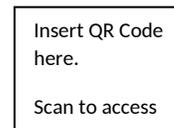
Sincerely,

Anna MacMonegle
Study Director
RTI International



OMB Control Number: 0910-XXXX
Expiration Date:
xx/xx/xxx

INSERT SPANISH TEXT TO MATCH ENGLISH TEXT HERE



OMB No: [FILL NUMBER] Expiration Date: [FILL DATE]
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