

**ATTACHMENT 11a: Initial Lead Letter: Baseline (Print on DHHS or FDA letterhead)**

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 other addresses nationwide. RTI International, a nonprofit research organization, was selected by the FDA to conduct this study.

We ask that an adult member of your household (18 or older) answer a few general questions online to determine your household's eligibility for this study, they will be provided with a unique link to begin a survey from any internet-enabled device.

- The person completing the questions at the link below is welcome to **keep the enclosed \$1** in appreciation for their time.
- If an eligible member of your household is chosen for the study, **they will be offered \$25** to complete the online survey before [END DATE] and a **bonus \$5** (\$30 total) if they do so on or before [EARLY BIRD DATE].

To determine your household's eligibility:

1. Visit [SURVEY LINK] (or scan the QR code below)
2. Enter your **Participant Code**: [PASSWORD]
3. Follow on-screen instructions to answer the general questions. This will take only a few minutes.

Your participation in the study is voluntary. Your identity will not be known in the results of the study. Everything you share will be kept private to the extent allowed by law. There are no direct benefits to you from taking this survey. However, you will be contributing to important research related to tobacco. The information collected by this study will also improve our understanding of how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use.

For more information about the study, you can call our project assistance hotline at (866) 800-9177 or email us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org). If you have a question about your rights as a study participant, you can call the Advarra Institutional Review Board at (877) 992-4724.

Sincerely,

Anna MacMonegle  
Study Director  
RTI International

You may also access the survey by scanning this QR code with your smartphone or tablet.

[QR CODE]

Please enter your **Participant Code** ([PASSWORD]) once you are ready to begin.

OMB Control Number 0910-XXXX

Expiration Date XX/XX/XXXX

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