

## **ATTACHMENT 21: FAQs for Baseline**

### **What is the Health and Media Study?**

The United States Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Approximately 300,000 addresses have been randomly selected to participate nationwide. The information collected by this study will improve our understanding of how public education campaigns affect attitudes, beliefs, and behaviors about health. RTI International (RTI), which is a company that does research and evaluation, was selected by FDA to conduct this study. Participation in the Health and Media Study is voluntary.

### **Why should I participate?**

This is an opportunity for you and your household to contribute to important research related to health and to help researchers and policy makers understand the impact and effectiveness of public education activities aimed at improving the health of people in the United States.

### **Who is sponsoring this study?**

The study is sponsored by the United States Food and Drug Administration (FDA). RTI International (RTI) has been selected by FDA to conduct this study to assess the effectiveness of public health education campaigns.

### **Who is RTI International?**

RTI International (RTI) is a research organization located in North Carolina. RTI conducts research projects for a wide variety of government agencies, universities, and private companies.

### **How was I chosen?**

A random sample of households was selected throughout the United States. Since the survey is based on a random sample, you will represent thousands of other United States residents.

### **How long will it take?**

The brief interview with an adult household member will take 10 minutes or less to complete. The interview, which could be conducted with up to two household members, will take approximately 30 minutes per participant, depending on their responses.

### **What about privacy?**

All information collected as part of the study will be kept private. No guarantees can be made regarding the online transmissions of data sent via the internet. However, we will do everything we can to keep your information private. Nothing you tell us will be reported with your name. Answers obtained during the survey will be combined with those from thousands of others from around the country.

### **Where can I get more information about the study?**

If you have any more questions about this study, you can call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org). If you have a question about your rights as a study

participant, you can contact the Advarra Institutional Review Board at (877) 992-4724 or by e-mail at [adviser@advarra.com](mailto:adviser@advarra.com).

**Where can I find my participant code?**

Your participant code can be found in the letter or postcard mailed to your household.

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 [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).