

**APPENDIX A**  
**EMAIL INVITATION FOR PARENTS OF YOUTH**

**TITLE OF INFORMATION COLLECTION:**  
**The Real Cost Campaign: Media Tracking Study**

Dear participant,

Your [INSERT CHILD'S AGE] year-old CHILD is within the target age range to participate in a research study conducted by professional market research agency on behalf of the U.S. Food and Drug Administration. The study will ask youth, ages 13-17, to complete an online survey about their perceptions of tobacco use. Your child's answers will help inform messaging for future youth tobacco prevention campaigns. It will take about 21 minutes for YOUR CHILD to complete. The survey will be quite similar to the kinds of surveys your child may have already been involved in.

Are you willing to refer your child to this research study?

Yes     No

[If YES] If you want your child to participate, please review the [LINK TO PARENTAL NOTIFICATION] **and then forward this** [STUDY LINK] to him/her to complete the screener.

[If NO] Please review the [LINK TO PARENTAL NOTIFICATION AND OPT-OUT] that provides more information about the study. If, at this point, you want your child NOT to participate, you may opt-out by following the instructions on the form.

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 1 minute per response to complete this email invitation (the time estimated to read and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.