

**STUDY 1: ATTACHMENT D1  
EMAIL INVITATION (TO THE PARENT)**

**TITLE OF INFORMATION COLLECTION:  
The Real Cost Campaign (W3): Online Quantitative Study of Reactions to Rough-Cut  
Advertising Designed to Prevent Youth Tobacco Use**

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 electronic nicotine delivery systems (ENDS, also called e-cigarettes or vapes). Your child's answers will help inform messaging for future youth prevention campaigns. It will take up to 20 minutes for your child to complete. The survey will be quite similar to the kinds of surveys your child has completed before.

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

Yes     No

[If YES] If you would like your child to participate, please **first** review the [LINK TO PARENTAL NOTIFICATION]. If, at this point, you would like your child to participate, follow the instructions on the form.

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

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0810. The time required to complete this information collection is estimated to average 1 minute per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to [PRASTAFF@fda.hhs.gov](mailto:PRASTAFF@fda.hhs.gov).