Pre-notification letter on FDA letterhead with FDA Logo

[Date]

Dear Resident,

The U.S. Food and Drug Administration is sponsoring a survey to assess how adults interpret different claims used in prescription drug advertising. Findings from this study will help to improve claims that use numbers, or "numerical claims." Understanding these claims can help consumers to make better informed decisions about their health.

Westat, a well-known research organization, is conducting the survey on our behalf. They are contacting a nationally representative sample of U.S. adults to ask about their interpretation of advertising claims that are being investigated. Your household has been chosen as part of a random sample of people from whom we would like to hear. The adult household member with the next birthday and who is 18 years or older is eligible for completing the survey. Participation in this study is voluntary and you are not required to participate in the survey. However, we hope that you will take the opportunity to advance our understanding of how consumers interpret different numerical claims.

In the next week, you will receive an invitation letter with the link to the National Survey on Numerical Claims in Prescription Drug Advertising, from Westat. The letter will include $5 cash to thank you for your consideration for completing the survey. Please take a few minutes to respond. Your input is extremely important to our effort. [Included in the post-paid incentive condition: After you have completed the survey, you will receive an additional $10 as a token of our appreciation.]

To read the official FDA announcement regarding this survey, go to the FDA website: https://www.fda.gov/drugadsurvey.

Thank you in advance for your help.

Sincerely,

Helen Sullivan
U.S. Food and Drug Administration

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 xxxx-xxxx, and the expiration date is xx/xx/xxxx. The time required to complete this information collection is estimated to average 20 minutes per response, including the time for reviewing instructions 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. This survey is being conducted on behalf of the U.S. Food and Drug Administration.