

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.

## **ATTACHMENT 23: Invitation Emails: Baseline**

### **EMAIL INVITATION TO PARENT**

Dear [PARENT FNAME or "Parent or Guardian of [CHILD NAME(S)"]

Our records show that **[CHILD FNAME1]** [and **[CHILD FNAME2]**] [was/were] recently selected to participate in the **Health and Media Study**.

To complete the online survey, please ask your [child/children] to:

1. **Click this link to access the survey: [SURVEY LINK]**
2. **Enter the Participant Code:**  
**[CHILD FNAME1]'s Participant Code: [PASSWORD]**  
**[CHILD FNAME2]'s Participant Code: [PASSWORD]**  
**IMPORTANT: Each Participant Code is unique and cannot be used for anyone else in the household.**
3. **Follow the on-screen instructions.**

If [CHILD FNAME] completes the survey on or before [END DATE] they will receive a **\$25** Visa gift card or **\$25** cash [IF SENT BEFORE EARLY BIRD DATE ADD: and an additional **\$5** if they complete it before [EARLY BIRD DATE]].

Your child's participation will help us gain a better understanding of how public education campaigns affect youth's attitudes, beliefs, and behaviors toward tobacco use. Your [child/children] would be one of approximately 7,500 youth taking part in this study and their participation is critical to the success of this important research. Your help with this study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, call the project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org. If you have a question about your child's rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at 877-992-4724.

Thank you in advance for your help. If your child has recently completed the survey, thank you for participating.

Sincerely,

Anna MacMonegle  
Study Director  
RTI International

### **EMAIL INVITATION TO YOUTH**

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Dear [CHILD FNAME]:

Your parent or guardian recently completed a questionnaire and you have been selected to participate in the **Health and Media Study**.

To complete the online survey, please:

1. **Click this link to access the survey: [SURVEY LINK]**
2. **Enter your Participant Code: [PASSWORD]**
3. **Follow the on-screen instructions.**

You will be offered a **\$25** Visa gift card or **\$25** cash if you complete the survey before [END DATE] [IF DATE IS BEFORE EARLY BIRD DATE ADD: and a bonus **\$5** if you complete it on or before [EARLY BIRD DATE].

Your participation will help us gain a better understanding of how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use. You would be one of approximately 7,500 youth taking part in this study and your participation is critical to the success of this important research. Your participation in this study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, call the project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org. If you have a question about your rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at 877-992-4724.

Thank you in advance for your participation.

Sincerely,

Anna MacMonegle  
Study Director  
RTI International