

NYTS DISTRICT CALL SCRIPT

1. Hello, this is [LIAISON NAME]. I am following up on information sent to the [SUPERINTENDENT] regarding the CDC's National Youth Tobacco Survey. I am calling to confirm they received the information and answer any questions they might have.

2. **IF UNAVAILABLE:** May I leave a voicemail or message? **MESSAGE:** Hello [DISTRICT CONTACT], this is [LIAISON] calling regarding the CDC's National Youth Tobacco Survey. I'm following up on materials that were recently emailed, including the list of sampled schools in your state. We will be reaching out to sampled schools next week. If you have any questions, you can reach me at xxx-xxx-xxxx. Thank you.

3. **IF AVAILABLE:** Hi [DISTRICT CONTACT]. I'm following up on materials that were recently emailed to you regarding the CDC's National Youth Tobacco Survey. We are getting ready to reach out to sampled schools next week. They are_____.

- a. You don't need to do anything, we are just letting you know, as a courtesy.
- b. Are you familiar with the NYTS?
- c. Schools receive \$750 for participation. We select 1 or 2 classes per grade.
- d. If you want to send your schools a notification letter, I can send you an email template.

4. **HIGH-LEVEL OVERVIEW:** The National Youth Tobacco Survey (NYTS) is public health surveillance that has been conducted by the CDC since 1999, with the goal of obtaining national estimates of tobacco-related beliefs, attitudes, behaviors, and exposure to pro- and anti-tobacco influencers. The NYTS was designed to provide national data on long-term, intermediate, and short-term indicators key to design, implementation, and evaluation of comprehensive tobacco prevention and control programs. NYTS data tracks progress toward the following goals:

- Reduce current tobacco use in adolescents
- Reduce current e-cigarette use in adolescents
- Reduce current cigarette smoking in adolescents
- Reduce current cigar smoking in adolescents
- Reduce current use of smokeless tobacco products among adolescents
- Reduce current use of flavored tobacco products in adolescents who use tobacco
- Reduce the proportion of adolescents exposed to tobacco marketing

The NYTS generates public use datasets used by researchers, public health managers, educators, and youth advocates to explore data in detail. IN addition, states use NYTS to compare their youth estimates of prevalence with national data.

5. **If mentions Research application:** NYTS is Public Health Surveillance, not considered research. Does your district have a process for handling public health surveillance?

- a. Who do you recommend I follow up with? (Create contact card, update S/s, comments)

Public reporting burden for this collection of information is estimated to average 30 minutes per survey, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: CDC Reports Clearance Officer, 1600 Clifton Road, NE, MS H21-8, Atlanta, GA 30329, ATTN: PRA (0920-0621).