

NYTS STATE CALL SCRIPT

- 1) Hello, this is [LIAISON NAME]. I am following up on information sent to the [CHIEF STATE SCHOOL OFFICER/COMMISSIONER OF EDUCATION/ORG DIRECTOR] regarding the 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 [CSSO], this is [LIAISON] calling regarding the Centers for Disease Control and Prevention's National Youth Tobacco Survey. I'm following up on materials that were recently emailed to you. We are getting ready to reach out to schools in your state that are sampled for participation in 2024. We are hoping you may be willing to send a lead letter to schools and districts encouraging their participation. School participation allows the CDC to continue to provide national estimates of youth tobacco and nicotine use and trends. Please call me back at xxx-xxx-xxxx when you have a moment. Thank you!
- 3) **IF AVAILABLE:** Hi [CSSO]. I am calling about the Centers for Disease Control and Prevention's National Youth Tobacco Survey. I'm following up on the materials recently emailed to you. We are partnering with states to secure school participation rates to provide national estimates of youth tobacco and nicotine use and trends.
 - a. We are reaching out to schools in the next few weeks. We would like to include a letter from your office in the materials we send to schools and districts. Have you had a chance to look at the template? Do you think we can share a letter from your office?
- 4) **HIGH-LEVEL OVERVIEW:** The National Youth Tobacco Survey (NYTS) 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.

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).