

## **SCHOOL CALL SCRIPT NYTS**

(Updated 1/30/2024)

- 1) Hello, this is [LIAISON NAME]. I am following up on information sent to [PRINCIPAL] regarding the National Youth Tobacco Survey. I am calling to confirm they received the information and answer any questions they might have. Is [PRINCIPAL] available?
- 2) **IF UNAVAILABLE:** May I leave a voicemail or message? **MESSAGE:** Hello [PRINCIPAL], this is [LIAISON] calling on behalf of the Centers for Disease Control and Prevention (CDC) regarding the National Youth Tobacco Survey (NYTS). Your school has been sampled to participate in the survey next school year and I'm calling to follow up on the email recently sent to you from our project director. I would like to give you an overview and answer any questions you have. My number is [XXX-XXX-XXXX] and email is [NYTS@RTI.ORG]. I look forward to talking to you soon and working with your school next year.

**IF AVAILABLE:** Hi [PRINCIPAL]. I am following up on information you should have received regarding the National Youth Tobacco Survey. The information included a letter from CDC and information from the project director. Your school has been sampled to participate in the online survey next year, and we would like to identify a school coordinator to plan for the web-based survey. Has your school participated in this survey in the past?

### 3) **HIGH-LEVEL OVERVIEW:**

#### **IF ASKED WHAT THE STUDY IS LOOKING AT:**

The NYTS also serves as a baseline for comparing progress toward meeting selected *Healthy People 2030* goals for reducing tobacco use among youth:

- **TU-04** – Reduce current tobacco use in adolescents
- **TU-05** – Reduce current e-cigarette use in adolescents
- **TU-06** – Reduce current cigarette smoking in adolescents
- **TU-07** – Reduce current cigar smoking in adolescents
- **TU-08** – Reduce current use of smokeless tobacco products among adolescents
- **TU-09** – Reduce current use of flavored tobacco products in adolescents who use tobacco
- **TU-22** – Reduce the proportion of adolescents exposed to tobacco marketing

Items measured as part of the NYTS survey include correlates of tobacco use such as demographics, minors' access to tobacco, and exposure to secondhand smoke.

The NYTS provides nationally representative data about middle and high school youth's—

- Tobacco-related beliefs
- Attitudes
- Behaviors
- Exposure to pro- and anti-tobacco influences

**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).**

Participation is voluntary, but critical for CDC, state education and health organizations, researchers, and public health managers. It is crucial that schools give their students the opportunity to participate in order to have a complete and accurate picture of tobacco use in the U.S. so states can compare their estimates of prevalence with national data. Schools sampled cannot be replaced if they do not participate. There are a limited number of schools sampled, and the survey is designed to take the smallest sample possible to minimize burden on schools and staff.

- **BENEFITS:** Schools will receive \$750 as a thank you as well as access to national estimates. Schools will also be invited to a webinar to discuss what the results mean.
- Students and parents will have the option to decline participation, and students can skip any question they do not wish to answer.
- **IF PRIVACY CONCERNS:** All data collected is anonymous and confidential, and students' names and personal information will not be collected.

#### **IF ASKED ABOUT RESEARCH ACTIVITIES/LOGISTICS:**

Within each participating school, 1-2 classrooms per grades 6-12, will be randomly selected and students in the classroom invited to complete the web survey. We know staff have many demands on their time, so our staff will work with a School Coordinator to choose the date of the session, anytime between January and May 2024. The survey itself is web-based and takes about 20 minutes to complete. If a particular school needs assistance administering the survey or does not have adequate access to computers, we can provide on-site support.

#### **IF ASKED ABOUT COVID:**

During the Coronavirus Pandemic, we understand that schools and students have experienced challenges and change like no other time. Because of these changes we believe that this study is crucial to understanding how the Public Health Crisis of Covid-19 is impacting another Public Health issue, Youth Tobacco Use. We will work with each school to accommodate any necessary scheduling changes due to Covid.

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