

## ATTACHMENT 22: Mock-up for Baseline and Follow-up 2 Replenishment

Logo here

HOME

FAQ

### The Health and Media Study

The U.S. Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Approximately 300,000 addresses have been randomly selected to participate nationwide. The information collected by this study will improve our understanding of how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use. RTI International, a nonprofit research organization, was selected by the FDA to conduct this study. Participation in the Health and Media Study is voluntary.

  
Login

Participant code

Login

### Contact Information

 (866) 800-9177

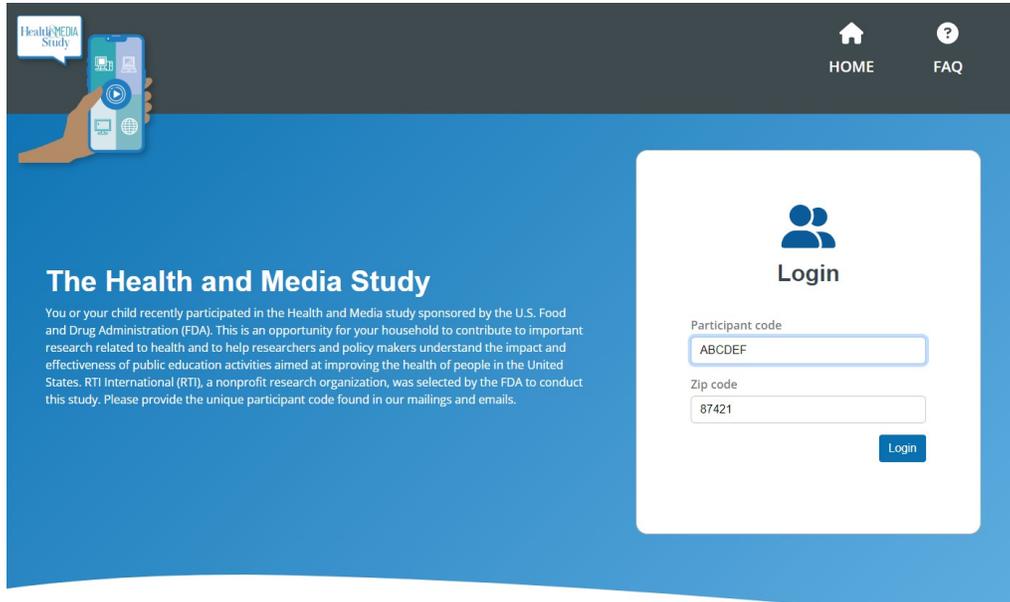
 HealthAndMediaStudy@rti.org

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OMB No #000-0000 Expires MM/YYYY



## Website Mock-up Follow-up 1, 2 and 3

At login, respondents will enter their participant code plus another piece of information to verify they are the correct person. The example below uses zip code, but can be something else as long as there is a unique combination of participant code and another piece of information:



The image shows a website mock-up for 'The Health and Media Study'. The page has a dark blue header with a home icon and a question mark icon labeled 'HOME' and 'FAQ'. On the left, there is an illustration of a hand holding a smartphone displaying a survey. The main content area is blue and features the title 'The Health and Media Study' and a paragraph of text. On the right, there is a white login form with a user icon, the title 'Login', and two input fields: 'Participant code' (containing 'ABCDEF') and 'Zip code' (containing '87421'). A blue 'Login' button is positioned below the input fields.

Once the participant is verified, they are taken to their personal profile page. This personal page will include information on the study, such as the follow-up-specific FAQ (attachment 21), a place to update their contact information (comparable to the panel maintenance letter, attachment 24), and information about days left in the study period that will be updated based on the early bird end date and study end date.

**Days left in the study period:** This page will display how many days are left in the study period as well as days left in the early-bird period. Text displayed in the example image in green will always show days remaining in the study period. The text will appear in green when there are more than **10 days** left in study period, in yellow when there are **6 to 10 days** left in the study period, and in red when there are **5 or fewer days** in the study period. When the survey is not currently open for responses, a banner will be displayed in red to notify respondents that we are not currently accepting survey responses, but they should expect an invitation to complete another survey soon and to please review their contact information and update if not correct. The open survey button will be disabled when the survey is not open.

The image below also shows the days left in the early bird period. The text in yellow and red are for demonstration purposes, but only one of the two will show at a time. When the early bird period has ended, no text will appear for this item.

**FAQ:** The FAQ button will send the user to the Follow Up FAQs page.

**Contact information:** This page will include a form where respondents can update their information. When a respondent first arrives on the page, the fields are initially disabled by default to remove the risk of accidental update of information. Once a respondent clicks the “Edit My Information” button, the fields are enabled and can be updated; the button text will change to “Update” (see second image below). From there, respondents can submit their updated contact information. Depending on the user’s age and baseline sample (i.e., household or social media), they will see one of three versions of text to the left of the contact information. Respectively, those are for a parent of a <14 year old, a 14+ participant from the main study, and a young adult participant from the social media supplemental sample.

The screenshot shows a web interface for the Health and Media Study. At the top, there is a navigation bar with a home icon labeled 'HOME' and a question mark icon labeled 'FOLLOW-UP FAQ'. On the left, there is a logo for 'Health and Media Study' featuring a hand holding a smartphone. Below the logo is the title 'The Health and Media Study' and a paragraph of text explaining the study's purpose and providing contact information for assistance. To the right of the text, there are three colored boxes indicating time remaining: a green box for '45 days left in the study period', a yellow box for '10 days remaining in early-bird period', and a pink box for '5 days remaining in early-bird period'. The main content area on the right is a white card with a blue header containing a person icon and the name 'James Smith'. Below the name are several input fields for contact information: Address (111 Happy St.), City (Somewhere), State (CA), Zip (11223), Phone (123-456-7890), and Email (myemailaddress@email.org). At the bottom right of the card are two buttons: 'Edit My Information' and 'Open Survey'.

**The Health and Media Study**

The U.S. Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Approximately 300,000 addresses were randomly selected to participate nationwide and over 10,000 participants completed our first survey. Thank you for your family's continued contribution to the study. Please confirm that your contact information is up to date. If it is not, please select "Edit My Information" and update with your correct information. When ready, please open the survey and pass the device to your child. Your help with this round of the study is voluntary, but greatly appreciated. Because your continued contribution is important, your child will be offered a \$25 Visa gift card or \$25 cash if you complete the survey and a bonus \$5 (\$30 total) if you do so on or before [EARLY BIRD DATE]. If you have any more questions about this study, you can call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@fda.org](mailto:HealthAndMediaStudy@fda.org).

There are 45 days left in the study period

There are 10 days remaining in early-bird period

There are 5 days remaining in early-bird period

**James Smith**

Address  
111 Happy St.

City  
Somewhere

State  
CA

Zip  
11223

Phone  
123-456-7890

Email  
myemailaddress@email.org

Edit My Information

Open Survey



## The Health and Media Study

The U.S. Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Approximately 300,000 addresses were randomly selected to participate nationwide and over [0000] participants (like you!) completed our first survey. Thank you for your continued contribution to the study. Please confirm that your contact information is up to date. If it is not, please select "Edit My Information" and update with your correct information. When ready, please begin the survey. Completing the survey should take about 30 minutes, you can take a break any time and start again when you're ready by entering your participant code. Your help with this round of the study is voluntary, but greatly appreciated. Because your continued contribution is important, you will be offered a \$25 Visa gift card or \$25 cash if you complete the survey and a bonus \$5 (\$30 total) if you do so on or before [EARLY BIRD DATE]. If you have any more questions about this study, you can call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org).

There are 45 days left in the study period

There are 10 days remaining in early-bird period

There are 5 days remaining in early-bird period



**James Smith**

Address

111 Happy St.

City

Somewhere

State

CA

Zip

11223

Phone

123-456-7890

Email

myemailaddress@email.org

Edit My Information

Open Survey

The Health and Media Study

The U.S. Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Over [0000] participants (like you!) completed our first survey. Thank you for your continued contribution to the study. Please confirm that your contact information is up to date. If it is not, please select "Edit My Information" and update with your correct information. When ready, please begin the survey. Completing the survey should take about 30 minutes, you can take a break any time and start again when you're ready by entering your participant code. Your help with this round of the study is voluntary, but greatly appreciated. Because your continued contribution is important, you will be offered a \$25 Visa gift card or \$25 cash if you complete the survey and a bonus \$5 (\$30 total) if you do so on or before [EARLY BIRD DATE]. If you have any more questions about this study, you can call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@fda.org](mailto:HealthAndMediaStudy@fda.org).

There are 45 days left in the study period

There are 10 days remaining in early-bird period

There are 5 days remaining in early-bird period

**James Smith**

Address  
111 Happy St.

City  
Somewhere

State  
CA

Zip  
11223

Phone  
123-456-7890

Email  
myemailaddress@email.org

Edit My Information

Open Survey

The Follow Up FAQ will be unique to the longitudinal sample and will be the same for FU1, FU2, and FU3. The format will be the same as the original BL/replenishment FAQs:

Health MEDIA  
Study



HOME  
PROFILE

HELP  
FOLLOW UP FAQ

## The Health and Media Study

OMB No: 0910-0915

Expiration Date: 6/30/2026

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](mailto:PRASStaff@fda.hhs.gov).

### FAQs for Follow Up 1, 2, and 3

#### What is the Health and Media Study?

The United States Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Approximately 300,000 addresses were randomly selected to participate nationwide and over [INSERT NUMBER BASED ON COMPLETES FROM PREVIOUS WAVE OF DATA COLLECTION] participants (like you!) completed our first survey.

You have been asked to take part in this national study, which involves completing an online survey. We are doing this research to learn how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use. Participation in the Health and Media Study is voluntary, but greatly appreciated.

#### Why should I participate?

By taking part in this new round of the study, you will have a unique opportunity to contribute to valuable research related to how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use.

#### Who is sponsoring this study?

## **Who is sponsoring this study?**

The study is sponsored by the United States Food and Drug Administration (FDA). RTI International (RTI) has been selected by FDA to conduct this study to assess the effectiveness of public health education campaigns.

## **Who is RTI International?**

RTI International (RTI) is a research organization located in North Carolina. RTI conducts research projects for a wide variety of government agencies, universities, and private companies.

## **How was I chosen?**

You are one of approximately [INSERT NUMBER BASED ON COMPLETES FROM PREVIOUS WAVE OF DATA COLLECTION] participants who took part in the first round of the study, and we sincerely thank you for your help with this important research. You and all other first-round participants are eligible for this and any future rounds.

## **I already completed the survey, why are you contacting me again?**

This is the next round of the Health and Media Study, noting you participated in the first round in 2023. By taking part in this new round of the study, you will have a unique opportunity to contribute to valuable research related to how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use.

Because your continued contribution is important, you will be offered a \$25 Visa gift card or \$25 cash if you complete the survey and a bonus \$5 (\$30 total) if you do so on or before [EARLY BIRD DATE].

## **How long will it take?**

Completing the survey should take about 30 minutes, you can take a break any time and start again when you're ready by entering your participant code.

## **Will anyone see my answers?**

We encourage you to take the survey in a private setting to ensure no one else sees your answers. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes.

## **What about privacy?**

All information collected as part of the study will be kept private. No guarantees can be made regarding the online transmissions of data sent via the internet. However, we will do everything we can to keep your information private. Nothing you tell us will be reported with your name. Answers obtained during the survey will be combined with those from thousands of others from around the country. Your identity will not be known in the results of the study.

## **Do I have to do this?**

Participation in the Health and Media Study is voluntary, but greatly appreciated.

## **Where can I get more information about the study?**

If you have any more questions about this study, you can call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org). If you have a question about your rights as a study participant, you can contact the Advarra Institutional Review Board at (877) 992-4724 or by e-mail at [adviser@advarra.com](mailto:adviser@advarra.com).

## **I did not receive my incentive.**

Please call our assistance hotline at (866) 800-9177 or e-mail us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org) if you have not received your incentive within 3 weeks.

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