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ATTACHMENT 3: BASELINE AND FOLLOW-UP 2 REPLENISHMENT POSTCARDS

Postcard #1 – Mailed Before the Lead Letter and before Early Bird Deadline (Sealed bifold postcard with FDA logo)

Dear Adult Resident,

The U.S. Food and Drug Administration (FDA) is conducting the **Health and Media Study** across the United States. Your address was randomly chosen along with approximately [BASELINE = 300,000; F2 REPLINISHMENT = 145,000] others nationwide.

We are contacting you to ask that an **adult member** of your household answer a few questions using the website and participant code printed below to determine your household's eligibility for this study. If anyone is selected for the study, they will be provided a unique link to complete a 30-minute online survey and offered **$25.** (We will include an additional $5 if they complete it on or before [EARLY BIRD DATE]). *(Note that parental permission is required before anyone under the age of [IF NE OR AL, FILL 19/ALL OTHER STAGES, FILL 18] can participate.)*

Website: [SURVEY URL] Participant code: [PASSWORD]

Your participation is voluntary. All of your answers will be kept private**.** Your answers will be combined with everyone else's and shared with the FDA but will otherwise be kept private. If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email us at HealthAndMediaStudy@rti.org.

Your help is very important to this study's success. Thank you for your cooperation.

Many thanks,

Anna MacMonegle
Study Director
RTI International

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INSERT SPANISH TEXT TO MATCH ENGLISH TEXT HERE

Muchas gracias,

Anna MacMonegle
Study Director
RTI International

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Postcard #2 – Mailed after Early Bird Deadline (Sealed bifold postcard with FDA logo)

Dear Adult Resident,

I am contacting you again to ask you to take part in the **Health and Media Study** being conducted for the U.S. Food and Drug Administration (FDA). If you have already completed the online questionnaire to determine your household's eligibility, please accept my sincere thanks. If not, I hope you will please do so today by answering a few questions using the website and participant code printed below:

Website: [SURVEY URL] Participant code: [PASSWORD]

Answering these questions will only take a few minutes. If anyone is selected to participate in the study, they will be provided with a unique link to complete a 30-minute online survey. *(Note that parental permission is required before anyone under the age of [IF NE OR AL, FILL 19/ALL OTHER STAGES, FILL 18] can participate.)*

Everyone who is selected for and completes the 30-minute survey before [END DATE] will receive $25.

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email us at HealthAndMediaStudy@rti.org.

Your help is very important to this study's success. Thank you for your cooperation.

Sincerely,

Anna MacMonegle
Study Director
RTI International

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FOLLOW UP 1, 2 AND 3 POSTCARDS

Postcard #1 to Parent of <14 Child (Sealed bifold postcard with HMS logo)

Dear [PARENT FNAME],

Recently, we invited **[CHILD FNAME]** to participate in a new round of the **Health and Media Study** being conducted for the U.S. Food and Drug Administration (FDA). If they have already completed the online survey, please accept my sincere thanks. If not, we hope they will do so today by using the website and participant code printed below. A parent or legal guardian must follow the steps to provide permission before your child can complete the survey.

Website: [SURVEY URL] Participant code: [PASSWORD]

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

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org.

Thank you in advance for your continued support.

Insert QR Code here.

Scan to access

Sincerely,

Anna MacMonegle
Study Director
RTI International

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Postcard #1 to Youth ≥14 and Supplemental Sample Respondents (Sealed bifold postcard with HMS logo)

Dear [YOUTH FNAME],

Recently, you were invited to participate in a new round of the **Health and Media Study** being conducted for the U.S. Food and Drug Administration (FDA). If you have already completed the online survey, please accept my sincere thanks. If not, we hope you will do so today by using the website and participant code printed below:

Website: [SURVEY URL] Participant code: [PASSWORD]

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

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org.

Thank you in advance for your continued support.

Insert QR Code here.

Scan to access

Sincerely,

Anna MacMonegle
Study Director
RTI International

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Postcard #2 to Parent of <14 Child (Sealed bifold postcard with HMS logo)

Dear [PARENT FNAME],

Recently, we invited **[CHILD FNAME]** to participate in a new round of the **Health and Media Study** being conducted for the U.S. Food and Drug Administration (FDA). If they have already completed the online survey, please accept my sincere thanks. If not, we hope they will do so today by using the website and participant code printed below. A parent or legal guardian must follow the steps to provide permission before your child can complete the survey.

Website: [SURVEY URL] Participant code: [PASSWORD]

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 on or before [EARLY BIRD DATE]].

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org.

Thank you in advance for your continued support.

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Sincerely,

Anna MacMonegle
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Postcard #2 to Youth ≥14 and Supplemental Sample Respondents (Sealed bifold postcard with HMS logo)

Dear [YOUTH FNAME],

Recently, you were invited to participate in a new round of the **Health and Media Study** being conducted for the U.S. Food and Drug Administration (FDA). If you have already completed the online survey, please accept my sincere thanks. If not, we hope you will do so today by using the website and participant code printed below:

Website: [SURVEY URL] Participant code: [PASSWORD]

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

If you have any questions about the study, please call our project assistance line at 1-866-800-9177 or email HealthAndMediaStudy@rti.org.

Thank you in advance for your continued support.

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Sincerely,

Anna MacMonegle
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