

OMB No: 0910-0915

Expiration Date: 06/30/2026

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ATTACHMENT 21: FAQs for Baseline and Replenishments

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 [BASELINE = 300,000; REPLENISHMENT = 145,000] 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 about health. RTI International (RTI), which is a company that does research and evaluation, was selected by FDA to conduct this study. Participation in the Health and Media Study is voluntary.

Why should I participate?

This is an opportunity for you and your household to contribute to important research related to health and to help researchers and policy makers understand the impact and effectiveness of public education activities aimed at improving the health of people in the United States.

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?

A random sample of households was selected throughout the United States. Since the survey is based on a random sample, you will represent thousands of other United States residents.

How long will it take?

The brief online survey with an adult household member will take 5 minutes or less to complete. The online survey is used to determine eligibility for the main online survey. The main survey, which could be conducted with up to two youth household members, will take approximately 30 minutes per participant, depending on their responses.

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.

Where can I get more information about the study?

If you have any more questions about this study, you can call our assistance hotline toll-free at [866-800-9177 OR 877-834-7065] or e-mail us at [HealthAndMediaStudy@rti.org or HMS@rti.org].

If you have a question about your rights as a study participant, you can contact the Advarra Institutional Review Board toll-free at 877-992-4724 or by e-mail at adviser@advarra.com. Please reference the following number when contacting the Study Subject Adviser: Pro00065019.

Where can I find my participant code?

Your participant code can be found in the letter or postcard mailed to your household.

I did not receive my incentive.

Please call our assistance hotline toll-free at [866-800-9177 OR 877-834-7065] or e-mail us at [HealthAndMediaStudy@rti.org or HMS@rti.org] if you have not received your incentive within 3 weeks of completing the survey.

FAQs for Follow Up Waves

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 OF STUDY PARTICIPANTS] 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?

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 OF STUDY PARTICIPANTS] participants who took part in a previous round of the study, and we sincerely thank you for your help with this important research. You and other study 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 a previous round. 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 toll-free at [866-800-9177 OR 877-834-7065] or e-mail us at [HealthAndMediaStudy@rti.org].

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