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[OMB Control Number/Expiration Date and Full PRA Statement will be displayed within each e-mail]

ATTACHMENT 23: Invitation Emails: Baseline and Replenishments

EMAIL INVITATION TO PARENT (ONE PER SELECTED CHILD)

Dear [PARENT FNAME or "Parent or Guardian of [CHILD NAME]"

Our records show that [CHILD FNAME] was recently selected to participate in the **Health and Media Study**.

To complete the online survey, please ask your child to:

1. **Click this link to access the survey:** [SURVEY LINK]
2. **Enter the Participant Code:**
[CHILD FNAME]'s Participant Code: [PASSWORD] and PIN: [PIN]
IMPORTANT: Each Participant Code is unique and cannot be used for anyone else in the household.
3. **Follow the on-screen instructions.**

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]].

Your child's participation will help us gain a better understanding of how public education campaigns affect youth's attitudes, beliefs, and behaviors toward tobacco use. Your child would be one of approximately [INSET NUMBER BASED ON COMPLETES FROM BASELINE AND ESTIMATED COMPLETES FROM FOLLOW-UP REPLENISHMENT WAVE(S) OF DATA COLLECTION] youth taking part in this study, and their participation is critical to the success of this important research. Your help with this study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, call the project assistance line toll-free at **[866-800-9177 OR 877-834-7065]** or email **[HealthAndMediaStudy@rti.org OR HMS@rti.org]**. If you have a question about your child's rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at **877-992-4724**.

Thank you in advance for your help. If your child has recently completed the survey, thank you for participating.

Sincerely,

Anna MacMonegle
Study Director
RTI International

EMAIL INVITATION TO YOUTH (14+)

Subject: Health and Media Study

Dear [CHILD FNAME]:

Your parent or guardian recently completed a questionnaire, and you have been selected to participate in the **Health and Media Study**.

To complete the online survey, please:

1. **Click this link to access the survey:** [SURVEY LINK]
2. **Enter your Participant Code:** [PASSWORD] **and PIN:** [PIN]
3. **Follow the on-screen instructions.**

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

Your participation will help us gain a better understanding of how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use. You would be one of approximately [BASELINE = 7,500; REPLENISHMENT = TBD] youth taking part in this study, and your participation is critical to the success of this important research. Your participation in this study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, call the project assistance line toll-free at **[866-800-9177 OR 877-834-7065]** or email **[HealthAndMediaStudy@rti.org OR HMS@rti.org]**. If you have a question about your rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at **877-992-4724**.

Thank you in advance for your participation.

Sincerely,

Anna MacMonegle
Study Director
RTI International

Invitation Emails: Follow-Up Waves

EMAIL INVITATION TO PARENT OF EACH CHILD FROM HOUSEHOLD SAMPLE

Subject: Health and Media Study

Dear [PARENT FNAME or "Parent or Guardian of [CHILD NAME]"],

The U.S. Food and Drug Administration (FDA) is conducting the next round of the **Health and Media Study**. Your child, [CHILD], is one of approximately [INSERT NUMBER OF STUDY PARTICIPANTS] youth who took part in the first round of the study. By taking part in this round of the study, your child will have a unique opportunity to contribute to valuable research related to how public education campaigns affect youth's attitudes, beliefs, and behaviors toward tobacco use.

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 YOUTH IS ≥ 14]: To complete the online survey, please ask your child to:

1. **Click this link to access the survey:** [SURVEY LINK]
2. **Enter the Participant Code:** [PASSWORD] and **PIN:** [PIN]
3. **Follow the on-screen instructions.**

[IF YOUTH IS < 14]: To complete the online survey, please:

1. **Click this link to access the survey:** [SURVEY LINK]
2. **Enter the Participant Code:** [PASSWORD] and **PIN:** [PIN]
3. **Follow the on-screen instructions.** A parent or legal guardian must follow the steps to provide permission before your child can complete the survey.

Your help with this with this round of the study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, call the project assistance line toll-free at [866-800-9177 OR 877-834-7065] or email [HealthAndMediaStudy@rti.org OR HMS@rti.org]. If you have a question about your child's rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at 877-992-4724.

Thank you in advance for your help.

Sincerely,

Anna MacMonegle
Study Director
RTI International

EMAIL INVITATION TO YOUTH Follow-Up Waves (14+)

Subject: Health and Media Study

Dear [PARTICIPANT FNAME],

The U.S. Food and Drug Administration (FDA) is conducting the next round of the **Health and Media Study** and would like to invite you to participate. You are one of approximately [INSERT NUMBER OF STUDY PARTICIPANTS] participants who took part in a previous round of the study and continued participation is critical to the success of this important research.

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

To complete the online survey, please:

1. **Click this link to access the survey:** [SURVEY LINK]
2. **Enter your Participant Code:** [PASSWORD] and **PIN:** [PIN]
3. **Follow the instructions to complete the survey.**

Your participation in this round of the study is voluntary. All information provided will be kept private to the fullest extent allowable by law and used only for statistical purposes. You will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

If you have any more questions about this study, you can call the project assistance line toll-free at **[866-800-9177 OR 877-834-7065]** or email **[HealthAndMediaStudy@rti.org OR HMS@rti.org]**. If you have a question about your rights as a study participant, you can call Advarra's institutional review board (IRB) toll-free at **877-992-4724**.

Thank you in advance.

Sincerely,

Anna MacMonegle
Study Director
RTI International