

ATTACHMENT 8: Reminder Email Notifications to Participants (VERSION 2-5-2025)

1st Email Reminder to Participant

Paperwork Reduction Act Statement: *According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The public reporting burden for this collection of information has been estimated to average 1 minute(s) per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASTAFF@fda.hhs.gov.*

Email Subject: Reminder: Survey on Media and Advertisements

Dear [firstname],

We recently sent a request for you to complete a survey for the Media and Advertisements Study. The information collected will be used to help us learn more about media use and advertisements. The survey will take you approximately 25 minutes to complete. Everything you share will be kept private to the extent allowed by law.

[link to screener and survey]

We appreciate your taking the survey at your earliest convenience.

Depending on your email reader, you may need to copy and paste the link into your web browser.

Thanks,
The KnowledgePanel Team

Participating in KnowledgePanel® gives you the unique opportunity to make your opinions heard among business and policy decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

If you have any questions about our Privacy Policy or practices, you can email us at privacy@knowledgepanel.com.

Your participation in KnowledgePanel® surveys ("Research") is based on your desire to share your opinions and provide feedback. Any consideration that is paid for your participation is not calculated based on time spent by you. Likewise, any consideration that is paid for participation is not pro-rated on an hourly basis or otherwise. By participating in the Research, you acknowledge and agree that you are voluntarily participating in the Research, without control or direction of Ipsos and exercising independent judgment and discretion.

If you believe you have received this email in error or prefer to opt out from receiving our emails, send a message to KnowledgePanel support at support@knowledgepanel.com or call us toll free at 1 800 782 6899.

Non-Response Email Prompt to Participant

Email Subject: Reminder: We want to hear from you! Survey on Media and Advertisements

Hi [firstname],

We recently sent you a request to participate in a survey about media use and digital tobacco advertisements. The survey is sponsored by the United States Food and Drug Administration (FDA), and the information collected will be used to help us learn more about how aware teens are about current advertisements, whether the advertisements are effective, as well as attention and understanding of the advertisements.

We would appreciate you completing the survey at your earliest convenience. The survey will take you approximately 25 minutes to complete. Your survey responses will be maintained in a secure manner. Your survey answers will not be shared with anyone outside the study.

[link to screener and survey]

If you have any questions about this study, you can contact KnowledgePanel Panel Relations at 1-800-782-6899 and you will be directed to the appropriate KnowledgePanel team member.

Depending on your email reader, you may need to copy and paste the link into your web browser.

As always, thank you for your participation!

The KnowledgePanel Team

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Final Reminder

Email Subject: Final Reminder! Survey on Media and Advertisements

Hi [firstname],

We recently sent you a request to participate in a survey about media use and digital tobacco advertisements. This survey is sponsored by the United States Food and Drug Administration (FDA), and the information collected will be used to help us learn more about how aware teens are about current advertisements, whether the advertisements are effective, as well as attention and understanding of the advertisements.

We would appreciate you completing the survey at your earliest convenience. The survey will take you approximately 25 minutes to complete. Your survey responses will be maintained in a secure manner. Your survey answers will not be shared with anyone outside the study.

[link to screener and survey]

Depending on your email reader, you may need to copy and paste the link into your web browser.

As always, thank you for your participation!

The KnowledgePanel Team

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