

ATTACHMENT 10: SECOND MAILING

Second Mailing for the Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT)

«ControlNumber»

Adult Resident
1234 Main Street
Anywhere, XX 12345

Dear Adult Resident:

You may have received a mailing a couple of weeks ago containing a \$2 bill and asking for your household to participate in the Evaluation of the Fresh Empire Campaign on Tobacco (EFFECT). This study is conducted by the Food and Drug Administration's Center for Tobacco Products (CTP). This study will provide the FDA, policy makers, and researchers critical information about youth exposure to public education messages on the health risks of smoking or using other tobacco products. **Your household's participation is important, which is why you're receiving this reminder and another survey.**

Do you have a child living in your home who is at least 12 years old, and not older than 17 years old?

- If yes, please give this brief survey to your child or ward to complete and return to us right away. (If someone at your address has already completed and returned the survey, please accept my sincere thanks.)
- If there is more than one youth in this age group living in this household, we ask that the person with the next birthday complete the survey.
- If you don't have a youth in this age range living in the household, please check the appropriate box on the enclosed survey and return it to us.

After your child returns the brief survey—and if you give your permission—an interviewer may arrange to come to your home to complete the full interview. Eligible youth who complete the full interview will receive \$25 cash as a token of our appreciation.

Your child's participation is voluntary. **All information provided by your child will be kept in strict confidence and used only for statistical purposes.** Your child or your household will never be identified in any analysis, reports, or publications, and no one will try to sell you anything.

For more information about the EFFECT study, you can call our project assistance line toll-free at [CONTACT NUMBER] extension [CONTACT EXTENSION], or by email at [CONTACT EMAIL]. If you have a question about your rights as an EFFECT study participant, you can call RTI's Office of Research Protection toll-free at (866) 214-2043.

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

Sincerely,

Data Collection Task Leader

RTI International