

**THIS IS A NEW DOCUMENT NOT PREVIOUSLY APPROVED**

**ATTACHMENT 18B\_E2E: 3<sup>RD</sup> AND 4<sup>TH</sup> FOLLOW-UP SURVEY INVITATION EMAIL  
(EXPECTT II) FOR 18+**

**Follow up 3 and 4 Survey Invitation Email for the Evaluation of the Public Education Campaign on Teen Tobacco Cohort II (ExPECTT II)**

**Subject Line: ExPECTT Survey**

Dear [PARTICIPANT FNAME] [PARTICIPANT LNAME]:

RTI International (RTI) would like to invite you to participate in the next round of the U.S. Food and Drug Administration (FDA) Center for Tobacco Products' **Evaluation of the Public Education Campaign on Teen Tobacco (ExPECTT)**. We thank you for your continued help in this important study.

This study will provide FDA, policy makers, and researchers important information about exposure to public education messages on the health risks of smoking or using other tobacco products. FDA has hired RTI International, a not-for-profit survey research organization, to conduct the study.

We offer online participation in the ExPECTT study as a way to continue your participation without the need to meet with an interviewer in person. We will only contact you via mail, email, or phone.

Because your contribution is important, we will offer you an incentive of **\$30** if you complete the survey through the website on or before [ADD DATE] or **\$25** if you complete the survey through the website after [ADD DATE]. This incentive will be provided via email as a digital gift card.

**Because you are at least [IF NE OR AL FILL 19/ALL OTHER STATES FILL 18], you do not need a parent or legal guardian to provide permission for you to complete the survey.**

To complete this round of the study via a website on a personal computer, laptop, tablet or mobile device:

1. **Open your web browser and type in the study website address: <https://expectt.rti.org>**
2. **Once you have reached the study website, type in the username and password exactly as shown below.**

**IMPORTANT: This Username and Password is unique to each specific participant and cannot be used for other participants in the household.**

**Username: [Case ID]**

**Password: [Password]**

3. **Once you've typed in your username and password, you will see instructions for completing this round of the study.**

Your help with this round of the study is voluntary, but greatly appreciated. All the information that you provide 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, you can call the ExPECTT project assistance line toll-free at (800) 608-2955. If you have a question about your rights as a study participant, you can call RTI's Office of Research Protection toll-free at (866) 214-2043.

Your help is very important to the success of this study, and I thank you in advance for your help.

Sincerely,  
Jennifer Duke, PhD  
RTI International

Form Approved  
OMB No. 0910-0753  
Exp. Date XX/XX/20XX