

**ATTACHMENT 11b: Pen and Paper Personal Interview (PAPI) Lead Letter for  
Select Households: Baseline (Printed on RTI letterhead)**

Dear Adult Resident,

The U.S. Food and Drug Administration (FDA) is conducting the Health and Media Study across the United States. Your address was randomly chosen along with approximately 300,000 others nationwide. RTI International, a nonprofit research organization, was selected by the FDA to conduct this study. We have sent you earlier invitations and this will be your last chance to participate in this important study.

**Please see the enclosed brief, 5-minute questionnaire for an adult household member to complete to determine your household's eligibility for this study.**

**Or if you would prefer to complete the questions online, follow these steps:**

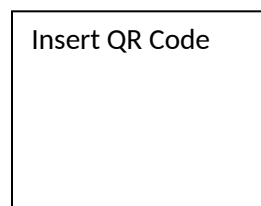
- 1. Visit [SURVEY LINK] (or scan the QR code below).**
- 2. Enter your Participant Code: [PASSWORD]**
- 3. Follow on-screen instructions to answer the general questions. This will take only a few minutes.**

Based on the responses to the enclosed questionnaire, a member of your household may be invited to participate. If selected, an RTI representative will call you to give you more information.

If an eligible member of your household is chosen, he or she will be **offered \$25** upon completing the survey.

Your participation is voluntary. You can choose not to respond to any question and may drop out of the survey at any time for any reason. Your identity will not be known in the results of the study. Everything you share will be kept private to the extent allowed by law. There are no direct benefits to you from taking this survey. However, you will be contributing to important research related to tobacco. The information collected by this study will also improve our understanding of how public education campaigns affect attitudes, beliefs, and behaviors toward tobacco use.

For more information about this study, you can call our project assistance line at 1-866-800-9177 or email us at [HealthAndMediaStudy@rti.org](mailto:HealthAndMediaStudy@rti.org). If you have a question about your rights as a study participant, you can call the Advarra Institutional Review Board at (877) 992-4724.



Sincerely,

Anna MacMonegle  
Study Director  
RTI International

OMB No: [FILL NUMBER]

Expiration Date: [FILL DATE]

Paperwork Reduction Act Statement: -The public reporting burden for this collection of information has been estimated to average 2 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).