

ATTACHMENT C:

Selected Advance Letter for CATI

(no changes made)



Dear Sir or Madam:

I'm writing to ask you to take part in an important national survey sponsored by the U.S. Department of Health and Human Services. The Health Information National Trends Survey has interviewed thousands of people in the last few years. From it we've learned that:

- About 4 out of 5 adults believe that there are so many recommendations about nutrition that it is hard to know which ones to follow.
- About one in four adults read the health section of a newspaper or magazine every week.
- Almost half of all adults don't know the age at which to begin screening for certain types of cancer.

With information like this, the survey can help the government and companies better communicate health information to everyone.

Your household was chosen at random for this survey and cannot be replaced. An interviewer from Westat, a research firm under contract with the U.S. Department of Health and Human Services, will call within the next few weeks. It will take perhaps 20 to 30 minutes to answer our questions. What you have to say will help us find out how we can best provide the health information people need. Your answers will be kept confidential to the extent provided by law. More information about the study is provided on the other side of this letter.

We know that your time is valuable. We've enclosed \$2 as a token of our appreciation for your participation. Of course, your participation is voluntary. You can keep the money even if you decide not to take part in the survey.

Thank you in advance for your cooperation. If you have any questions about the study or to schedule your interview, call Westat toll-free at 1-888-314-1133.

Sincerely,

Bradford W. Hesse, Ph.D.
HINTS Project Officer
Chief, Health Communication and Informatics
Research Branch
National Institutes of Health
U.S. Dept of Health and Human Services

Si prefiere recibir la encuesta en Español, por favor llame 1-888-314-1133