

Attachment 9—Recruitment Letter/Advertisement

LETTER TO BE SENT THROUGH MAIL OR E-MAIL:

DATE

Dear POTENTIAL PARTICIPANT NAME,

We would like you to join us for a focus group discussion on women, alcohol, and reproductive health. RTI International, a research organization, will conduct the focus groups which are funded by the Centers for Disease Control and Prevention (CDC). In order to be selected to participate, we need you to complete a short phone questionnaire. If you are selected and participate in this study you will receive \$75 (paid at the end of the session) for the 90-minute discussion.

If you are interested in helping us with this important research study, please call us at XXX-XXX-XXXX (or respond to this e-mail and we will call you at the number you provide).

Thank you,
Bernett Research Services, Inc.
617-746-2632

ADVERTISEMT TO BE PLACED ON NEWSPAPERS, CRAIG’S LIST, AND SIMILAR SITES:

\$75 for Health Research for Females (Atlanta or Chicago)

Reply to: job-xxxxxxxxxx@craigslist.org

A National Market Research Company is recruiting females aged 18-35 for a focus group about women, alcohol, and reproductive health on DATES HERE. Groups will take place at TIMES HERE.

If you qualify and attend you will receive \$75 for your time.

Please call 1-800-XXX-XXXX today. Thank you for your cooperation in this important project!