

**Draft ODPHP Partnership Engagement Survey
E-mail cover letters and Reminder e-mails**

E-mail Cover Letter

Subject: Help us improve the health information you get from government web sites

Dear [NAME/IDENTIFIER]

[INTRODUCTION SENTENCE]

We'd like to learn what you think about the health promotion materials that the government prepares and disseminates through its web sites. We will use this information to try to improve these materials and to try to develop materials that will be more useful for your organization.

You can help us by completing an on-line survey.

Survey Information:

- The survey should take about 10 minutes to complete
- Your cooperation is completely voluntary
- Your responses will be anonymous

Would you help us, by going to [URL HYPERTEXT LINK] to complete this survey, by [DATE]?

Your help is appreciated!

[Jessica, as discussed, the e-mails sent to potential respondents will be customized, based on how the potential respondent was identified. See table below for suggested introduction sentence, third column. FYI - the first column identifies the list from which the potential e-mail respondent's name was drawn. The second column provides the e-mail salutation.]

Source	Name/identifier	List introduction
ADA Conference attendee (2008)	Dear ADA member	We're asking for your help because you indicated that you were interested in receiving dietary guideline materials and information from the government at the 2008 American Dietetic Association annual meeting.
HP Monthly Bulletin subscriber	Dear Healthy People 2020 Monthly	We're asking all of the Healthy People 2020 <i>Monthly Bulletin</i> subscribers for their help.

Source	Name/identifier	List introduction
	Bulletin subscriber	
News You Can Use subscriber	Dear Healthy People 2020 News You Can Use subscriber	We're asking all of the Healthy People 2020 <i>News You Can Use</i> subscribers for their help.
Physical Activity Guidelines list	NAME	We're asking all of the Physical Activity Guidelines Supporters – people who indicated they were interested in sharing ideas and best practices for encouraging Americans to be physically active – for their help.
Healthy People Consortium member	Dear Healthy People 2020 Consortium member	We're asking all of the Healthy People 2020 Consortium members – people who indicated their interest in helping Healthy People 2020 achieve its goals and objectives – for their help.
National Association of County Information Officers	NAME	We're asking members of the National Association of County Information Officers for help, based on your experience in providing health promotion information to your constituents.
Community Health Center Directors	Dear Community Health Center Director	We're asking Community Health Center Directors for help, based on your experience in providing health promotion information to your constituents.
Public librarian lists	Dear Librarian	We're asking librarians for their help, based on your experience in helping your constituents obtain and use health promotion information.
State Office of Rural Health list	NAME	We're asking staff at State Offices of Rural Health for their help, based on your experience in providing health promotion information to your constituents.
State Health Coordinators	NAME	We're asking staff at State Health Departments for their help, based on your experience in providing health promotion information to your constituents.

Sincerely,

Roger Levine, Ph.D.

Managing Research Scientist
 American Institutes for Research
 2800 Campus Drive, Suite 200
 San Mateo, California 94403
 Phone: (650) 843-8160

Deborah Hoyer

Community Strategies Fellow

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US Department of Health and Human Services
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Before you take this survey, we'd like you to know the following:

Who is conducting this project?

The survey is being conducted by American Institutes for Research (AIR), a not-for-profit research organization. The project is being sponsored by Office of Disease Prevention and Health Promotion (ODPHP), which is a government agency that partners with a range of public and private organizations to provide leadership for disease prevention and health promotion among Americans. AIR is helping with the survey development, administration, and analysis.

What is the purpose of the survey?

We are examining how the Office of Disease Prevention and Health Promotion (ODPHP) is meeting the needs of different organizations involved with health promotion through its current communication offerings. Results will be used to identify ways on how to enhance these materials and better serve the health promotion needs of your organization.

How long will it take to complete this survey?

It should take approximately 10 minutes.

Is the survey anonymous?

After the survey is completed, identifiers will be removed so no one will be able to associate your responses with you. Results will never be published or presented in any way that would allow someone to associate your responses with you or your organization.

What happens if I do not want to complete the survey?

Nothing. It will not affect your ability to get health information and materials from government agencies in any way.

May I stop the survey at any time?

Yes. You may stop participating in the survey at any time.

Who should I contact if I have questions pertaining to the project?

If you have any questions about this project, please call Roger Levine (AIR) at (650) 843-8160 or Jessica Mark (ODPHP) at (240) 453-8280.

What if I don't like the way you are doing things?

If you have concerns or questions about your rights as a participant, contact AIR’s Institutional Review Board (which is responsible for the protection of project participants) at IRB@air.org toll free at 1-800-634-0797 or c/o IRB, 1000 Thomas Jefferson Street, NW, Washington, DC 20007.

Reminder #1

Subject: Help us improve the health information you get from government web sites

Dear [NAME/IDENTIFIER]

Last week we sent you an invitation to complete a survey to:

- Learn what you think about the health promotion materials being produced and disseminated by government health agencies, and
- Learn what kinds of health information and resources would be most useful for your organization

This is your opportunity to provide us with the guidance and direction needed to improve the kinds of health promotion information and materials the government develops and distributes.

Please help us by going to [URL HYPERTEXT LINK] to take this 10 minute survey, by [DATE].

Thanks!

Sincerely,

Roger Levine, Ph.D.

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Source	Name/identifier
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HP Monthly Bulletin subscriber	Dear Healthy People 2020 Monthly Bulletin subscriber
News You Can Use subscriber	Dear Healthy People 2020 News You Can Use subscriber
Physical Activity Guidelines list	NAME
Healthy People Consortium member	Dear Healthy People 2020 Consortium member
National Association of County Information Officers	NAME
Community Health Center Directors	Dear Community Health Center Director
Public librarian lists	Dear Librarian
State Office of Rural Health list	NAME

Source	Name/identifier
State Health Coordinators	NAME

Reminder #2

Subject: Help us improve the health information you get from government web sites

Dear [NAME/IDENTIFIER]

About 2 weeks ago we asked you to help us improve the amount, type, and quality of health information materials the government makes and distributes.

Can you spare about 10 minutes of your time to take a survey that will help us to this? If so, please go to [URL HYPERTEXT LINK] by [DATE] to take this survey.

Thank you for considering our request!

Sincerely,

Roger Levine, Ph.D.

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Physical Activity Guidelines list	NAME
Healthy People Consortium member	Dear Healthy People 2020 Consortium member
National Association of County Information Officers	NAME
Community Health Center Directors	Dear Community Health Center Director
Public librarian lists	Dear Librarian
State Office of Rural Health list	NAME
State Health Coordinators	NAME

Reminder #3

Subject: Help us improve the health information you get from government web sites

Dear [NAME/IDENTIFIER]

Uncle Sam needs you!

We want to improve the health promotion materials the government produces and distributes to organizations like yours.

To do this, we need to identify your needs. Will you take 10 minutes to complete a survey to help us do this?

Please click on the following link [URL HYPERTEXT LINK] and complete this survey by [DATE]?

Thank you for your participation!

Sincerely,

Roger Levine, Ph.D.

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