



DEPARTMENT OF HEALTH & HUMAN SERVICES

Rec'd 5/31/07

Memorandum

Date May 29, 2007
From Deputy Branch Chief, DSHEFS/HETAB
Subject CDC Human Subjects Form for Request for Task Order Proposal 2007-C-003 "Health Hazard Evaluation Program Customer Survey"
To Chair, NIOSH HSRB

DSHEFS/HETAB is requesting review and approval of the above-noted CDC Human Subjects form (hard copy attached with this memo). This form is part of a packet of material that HETAB is preparing in direct collaboration with CDC's National Center for Health Marketing (NCHM). HETAB is collaborating with NCHM on a NIOSH Public Health Practice project, titled, "Health Hazard Evaluation Program Customer Survey," that is intended to help HETAB maximize the effectiveness of the Health Hazard Evaluation (HHE) program.

Briefly, this HHE program customer survey is being planned to provide the necessary information to design a targeted marketing campaign to increase awareness of and access to HHE program services. This customer survey is an evaluation activity that is most appropriately, for the purpose of the NIOSH Human Subjects Review Board, considered "non-research." We have based this conclusion on the CDC Policy relevant to Public Health Research and Program Evaluation (**Guidelines for Defining Public Health Research and Public Health Non-Research**, Revised October 4, 1999; found at: <http://www.cdc.gov/od/science/regs/hrpp/researchDefinition.htm>).

A paragraph from this policy in the section, "Guidance for Compliance" II. C., that is applicable to this Public Health Practice project states: "When the purpose *{of the work}* is to assess the success of an established program in achieving its objectives in a specific population and the information gained from the evaluation will be used to provide feedback to that program, the evaluation, referred to as program evaluation, is non-research. In the non-research scenario, the evaluation is used as a management tool to monitor and improve the program. The evaluation activity is often a component of the regular, ongoing program. Information learned from the evaluation has immediate benefit for the program and/or the clients receiving the services or interventions. The information is often not generalizable beyond the individual program."

Please also find enclosed with this memo and the CDC Human Subjects form a copy of the Request for Task Order Proposal form and the Public Health Practice project proposal. Please let me know of any questions.

Kenneth M. Wallingford
Kenneth M. Wallingford, M.S., CIH

CDC Human Subjects form for Contracts, Purchase (Requisition) & Task Orders, Modifications to Contracts, and for New, Renewal, and Noncompeting Continuation Grants and Cooperative Agreements

Instructions:

1. Complete for each, single award.
2. For Contracts, Purchase (Requisition) & Task Orders, Modifications
 - a. Complete Parts A and B.
 - b. Submit to PGO with RFC (Request for Contract), purchase (requisition) request, task order request or modification request.
 - c. Note: Some information requested in Part B may not be available until an award is made.
3. For Grants and Cooperative Agreements
 - a. Complete Part A.
 - b. Complete Part B or C.
 - c. Submit with funding memorandum.
4. Documentation of exemption criteria and definition of engaged in research for determining performance sites are attached.

Part A: Complete for each award. (Complete applicable items)

CIO: NIOSH, DSHEFS, HETAB (Include Division/Office)

Purchase Order (Requisition) No., Contract No., Task Order No (include contract no.),
Modification No. (include contract no.) RFTOP 2007-C-003

Award Number _____ Program Announcement No.

Title of Project: Health Hazard Evaluation (HHE) Program Customer Survey

_____ Grant _____ Cooperative Agreement

CIO HSC Initial & Date

CDC Human Subjects Form for Contracts, Purchase (Requisition) & Task Orders, Modifications to Contracts, and for New, Renewal, and Noncompeting Continuation Grants and Cooperative Agreements

Name of CIO Project Officer/Program Official: Kenneth M. Wallingford

Telephone Number: 513-841-4327
Mailstop: R9, Hamilton Bldg., Cincinnati

1. **Project is research involving human participants?** Yes No
If no, state specific reasons, and skip to signatures.

The customer survey that is the subject of this RFTOP is an evaluation activity that is most appropriately considered "non-research" based on the CDC Policy relevant to Public Health Research and Program Evaluation (**Guidelines for Defining Public Health Research and Public Health Non-Research**, Revised October 4, 1999; found at: <http://www.cdc.gov/od/science/regs/hrpp/researchDefinition.htm>).

A paragraph from this policy, in the section "Guidance for Compliance" II. C., that is applicable to the "HHE Program Customer Survey" states: "When the purpose *{of the work}* is to assess the success of an established program in achieving its objectives in a specific population and the information gained from the evaluation will be used to provide feedback to that program, the evaluation, referred to as program evaluation, is non-research. In the non-research scenario, the evaluation is used as a management tool to monitor and improve the program. The evaluation activity is often a component of the regular, ongoing program. Information learned from the evaluation has immediate benefit for the program and/or the clients receiving the services or interventions. The information is often not generalizable beyond the individual program."

2. **Is the entire project research?** Yes No
If yes, complete Part B of this form. If no, identify each of the research activities involving human participants in Part C of this form.

Part B: Complete When Entire Award is Research.

1. **Is award lacking definite research plans?** Yes No
If yes, when is the plan(s) or protocol anticipated _____. Skip to signatures.
(estimate time)
2. **Are any CDC scientists participating in the research as co-investigators?** Yes No
If yes, has the project been reviewed at CDC for human subjects protection? Yes No
List the CDC human subject protocol number and date of most recent approval:
Protocol number: _____ Date of most recent approval: _____
3. **Is this activity exempt under one of the 6 exemptions in 45 CFR 46?** Yes No
If yes, provide exemption no. _____**
4. **Is there more than one site engaged in the research?** Yes No
If yes, list all sites by organization name that are engaged in the research.
5. **Is a human subjects restriction required on the notice of award?** Yes No
If yes, identify the reason for the human subjects restriction, and the amount of funds to be restricted.

CIO HSC Initial & Date

CDC Human Subjects form for Contracts, Purchase (Requisition) & Task Orders, Modifications to Contracts, and for New, Renewal, and Noncompeting Continuation Grants and Cooperative Agreements

Part C: Complete When Award has Multiple Components - Some of Which are Research) (Add Additional Pages as Needed

Identify each of the research activities involving human participants by title and answer each question.

(1)(Title)

1. **Is activity lacking definite research plans?** []Yes []No
If yes, when is the plan(s) or protocol anticipated _____.
(estimate time)
2. **Are any CDC scientists participating in the research as co-investigators?** []Yes []No
If yes, has the project been reviewed at CDC for human subjects protection? []Yes []No
List the CDC human subjects protocol number and date of most recent approval:

Protocol number: _____ Date of most recent approval: _____
3. **Is this activity exempt under one of the 6 exemptions in 45 CFR 46?** []Yes []No
If yes, provide exemption no. _____**
4. **Is there more than one site engaged in the research?** []Yes []No
If yes, list all sites by organization name that are engaged in the research.
5. **Is a human subjects restriction required on the notice of award?** []Yes []No
If yes, identify the reason for the human subjects restriction, and the amount of funds to be restricted.

(2) (Title)

1. **Is the activity lacking definite research plans?** []Yes []No
If yes, when is the plan(s) or protocol anticipated _____.
(estimate time)
2. **Are any CDC scientists participating in the research as co-investigators?** []Yes []No
If yes, has the project been reviewed at CDC for human subjects protection? []Yes []No
List the CDC human subjects protocol number and date of most recent approval:

Protocol number: _____ Date of most recent approval: _____
3. **Is this activity exempt under one of the 6 exemptions in 45 CFR 46?** []Yes []No
If yes, provide exemption no. _____**

CIO HSC Initial & Date

CDC Human Subjects Form for Contracts, Purchase (Requisition) & Task Orders, Modifications to Contracts, and for New, Renewal, and Noncompeting Continuation Grants and Cooperative Agreements

4. Is there more than one site engaged in the research? Yes No
If yes, list all sites by organization name that are engaged in the research.

5. Is a human subjects restriction required on the notice of award? Yes No
If yes, identify the reason for the human subjects restriction, and the amount of funds to be restricted.

(3) (Title)

1. Is the activity lacking definite research plans? Yes No
If yes, when is the plan(s) or protocol anticipated _____.
(estimate time)

2. Are any CDC scientists participating in the research as co-investigators? Yes No
If yes, has the project been reviewed at CDC for human subjects protection? Yes No
 List the CDC human subjects protocol number and date of most recent approval:

Protocol number: _____ Date of most recent approval: _____

3. Is this activity exempt under one of the 6 exemptions in 45 CFR 46? Yes No
If yes, provide exemption no. _____ **

4. Is there more than one site engaged in the research? Yes No
If yes, list all sites by organization name that are engaged in the research.

5. Is a human subjects restriction required on the notice of award? Yes No
If yes, identify the reason for the human subjects restriction, and the amount of funds to be restricted.

APPROVALS (Signature and Position Title)

Date

Remarks

Kenneth M. Wallingford

5/29/07

Kenneth Wallingford, Project Officer

Allison Tepper

5.30.07

Allison Tepper, Branch Chief HETAB

 CIO HSC Initial & Date

**CDC Human Subjects form for Contracts, Purchase (Requisition) & Task Orders, Modifications to
Contracts, and for New, Renewal, and Noncompeting Continuation Grants and Cooperative Agreements**

 MD

Douglas Trout, Division ADS, DSHEFS

5/30/07

 6-4-2007

Cherie Estill / Mark Torason, Chair, NIOSH Human Subjects Review Board

*****If an exemption is claimed, PGO will promptly forward this form and the application via interoffice mail to the
CDC/ATSDR Deputy Associate Director for Science.***

**NATIONAL CENTER FOR HEALTH MARKETING
CONTRACT MECHANISM
Request for Task Order Proposal (RFTOP) Form**

RFTOP NUMBER: 2007-C-003

TITLE: Health Hazard Evaluation Program Customer Survey

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

Steve Lester
Email: SLester@cdc.gov
Phone: 770-488-1998

Mailing and Billing Address:

CDC/PGO
Steve Lester, Contract Specialist
2920 Brandywine Road, Room 3209
Atlanta, GA 30341-5539

B. Proposed Period of Performance: The performance period begins with date of award and the overall end date is September 30, 2009.

C. Pricing Method: Cost Plus Award Fee

D. Proposal Instructions: Proposals are to be submitted via email to Steve Lester, SLester@cdc.gov by 1PM EST on _____. *(to be filled in by PGO)*

Questions are to be submitted via email to Steve Lester, SLester@cdc.gov by _____. *(to be filled in by PGO)*

**DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
National Center for Health Marketing
ATLANTA, GEORGIA**

REQUEST FOR TASK ORDER PROPOSAL (RFTOP)

Title: Health Hazard Evaluation Program Customer Survey

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the National Center for Health Marketing contract mechanism for health communication and marketing services were awarded. This RFTOP includes tasks described in the contract as Tasks 1.1 and 1.3, and falls under the Creative domain.

Page Suggestion:

CDC suggests that the Contractor limit the proposal for this task order to 20 pages of text for the technical proposal; the page limit does not include appendices, resumes, or the budget spreadsheets. The narrative plan should include a general approach, a staffing plan, and key deadline dates.

Cost proposal format suggestion:

The budget should be included as an appendix in an Excel spreadsheet, with an itemized budget per task, including itemized budgets for any subcontracted work. Budgets, staff hours, and other direct costs for this task order request should be organized around the tasks and related deliverables described herein. Budgets for any additional or alternative proposals by the contractor should be presented as optional budget spreadsheets. For tasks with multiple deliverables CDC requests the contractor to provide budgets for each major activity by phase.

Total Funding Range: (check one)

- Under \$100,000
- x \$100,000-\$300,000
- \$300,000-\$500,000
- \$500,000-\$700,000
- \$700,000-\$1,000,000
- \$1,000,000-1,500,000
- Over \$1,500,000

Funding Range for Phase I: (check one)

- x Under \$100,000
- \$100,000-300,000
- \$300,000-500,000
- \$500,000-700,000
- \$700,000-\$1,000,000
- \$1,000,000-1,500,000
- Over \$1,500,000

I. Background:

A strategic goal of the National Institute for Occupational Safety and Health (NIOSH), Centers for Disease Control and Prevention, Health Hazard Evaluation (HHE) Cross-Sector Program is to prevent occupational illnesses through reduced exposure to workplace hazards. This HHE program customer survey will provide the necessary information to design a targeted marketing campaign to increase awareness of and access to HHE program services. This targeted marketing campaign will ensure that the HHE program is responsive to the needs of customers and enhances the diversity of workplaces and hazards assessed. Specifically, the goals of the HHE program customer survey are to determine: (1) what percentage of customers surveyed are familiar with the HHE program; (2) how customers surveyed prefer to receive occupational safety and health-related information, (3) what occupational safety and health communication products are most useful to customers surveyed; (4) what barriers prevent customers surveyed from using HHE program resources; (5) what would motivate customers surveyed to use HHE program resources; and (6) what are the top three occupational safety and health concerns of the customers surveyed.

II. Description of work:

An HHE program customer survey will be constructed, utilizing an appropriate survey methodology (including sampling frame). A national survey of HHE program customers will be performed, and the results from the survey analyzed and a report written. A detailed final report, including an analysis of HHE program customer survey results and recommendations regarding appropriate marketing and dissemination strategies, will be delivered.

Task 1. Construct HHE program customer survey. The customer survey will include questions to determine:

- A. How much is known about the HHE program among selected union locals, employers, small business owners, and trade associations surveyed regarding their awareness and understanding of HHE program resources and capabilities?
- B. What are the best methods and channels for the HHE program to disseminate available resources and occupational safety and health-related technical information to those surveyed?
- C. What type of occupational safety and health information products are most helpful to those surveyed?
- D. What are the barriers preventing those surveyed from utilizing HHE program resources?
- E. What are the motivators to encourage those surveyed to utilize HHE program resources?
- F. What are the top three occupational health concerns of those surveyed?

Task 2. Develop and write OMB approval package. The contractor shall assure that the task order is in compliance with procedures of the Office of Management and Budget for data collection, preparing OMB approval packages as needed to complete the requirements of the task order for collection of data. If necessary, the contractor shall complete all procedures required by the Institutional Review Board (IRB).

Task 3. Pre-test survey with sample of target audience to assess validity and reliability.

Task 4. Administer HHE program customer survey.

Task 5. Analysis of HHE program customer survey results.

Task 6. Develop final report, including an analysis of HHE program customer survey results and recommendations regarding appropriate marketing and dissemination strategies.

III. Items from CDC appropriate for preparation of proposals:

NA.

IV. Items from CDC appropriate for task completion:

A situational analysis and needs assessment will be designed by CDC to determine the environment or landscape of HHE program components. This situational analysis may include: (1) current service analysis, (2) descriptions of the current target market(s), (3) audience-segmentation, (4) current distributor networks, and (5) competitive analysis. The results will be made available to the contractor. Additional sampling lists of potential survey respondents will be provided to the contractor.

V. Deliverables:

- A. Kickoff meeting with CDC/NIOSH (due 8/07).
- B. Ongoing monthly progress reports (to the Technical Monitor).
- C. Draft HHE program customer survey (due 10/07).
- D. Develop OMB approval package (due 10/07).
- E. Final customer survey based on pre-testing with sample of target audience (due 11/08).
- F. Administer HHE program customer survey (due 5/09).
- G. Report containing analysis of the HHE program customer survey results (due 7/09).
- H. Final report to include analysis of customer survey results and recommendations regarding appropriate marketing and dissemination strategies (due 9/09).

VI. Period of Performance:

The performance period begins with date of award and the overall end date is September 30 2009.

VII. Special Clearances:

Check all that apply:

- OMB
- Human Subjects
- Privacy Act
- Printing (MASO)
- IT Security

Production Clearances (note these are post task order award):

- 524 (contract clearance)
- 524a (audiovisual)
- 615 (print materials)

VIII. Evaluation Criteria:

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered. Technical factors will be more important in the evaluation than price. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.
- B. Technical Evaluation:

Technical evaluation for this RFTOP is as follows:

<u>Criteria</u>	<u>Points or relative Value of criteria</u>
Technical Approach	40
Management Plan	15
Staffing Plan	20
Similar Experience	15
Recommendations	10
	<hr/>
	100%

Technical Approach:

Contractors shall provide a discussion of their technical approach for providing the services required for this task order. This discussion shall be in the contractor's own words; not simply a regurgitation of the requirements listed. This criterion will be evaluated according to the extent that it reflects a clear understanding of the subject areas to be accomplished and on the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

Management Plan:

Contractors shall provide a management plan that describes their approach for managing the work outlined in this task order by demonstrating their understanding of the labor requirements listed in this RFTOP. Contractors shall provide (1) a detailed description of how conflicts are managed; (2) a plan to ensure client satisfaction; and (3) a measurement of fiscal responsibility and accountability paying particular attention to the deliverable timeline in this task order. *This criterion will be evaluated according to the soundness, practicality, and feasibility of the contractor's management plan for this task order.*

Staffing Plan:

Contractors shall provide a detailed statement of staffing proposed for this task order, including (1) resumes from key personnel (limited to 2 pages) outlining the

credentials and background of key management, professional, and technical personnel to be used for this task order, including the percent time on this and other projects; (2) a detailed plan that describes current staff available for this task order and how the team will interface with CDC, as well as descriptions of methods used to recruit professional and technical staff as workloads increase, and/or emergencies or staff turnovers occur; and (3) a clear delineation of staff authorities and line of responsibility with special emphasis on relationships with subcontractors, other Contractors, and CDC partners. *This criterion will be evaluated according to the soundness, practicality, and feasibility of the contractor's staffing plan for this task order.*

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope. Proposed staff and company should have demonstrated experience in designing and implementing a targeted marketing campaign. *This criterion will be evaluated to determine appropriate experience of assigned personnel and of the company.*

Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. *This criterion will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.*

- C. Cost Evaluation: A cost or price analysis of the proposal may be conducted to determine the reasonableness of the contractor's cost proposal.

Proposed Technical Monitor: Kenneth Wallingford, NIOSH, MS R9,
KWallingford@cdc.gov, (513) 841-4327

Project Officer: Linda Marlette, NCHM

**NIOSH Public Health Practice Project Proposal
May, 2007**

Administrative Information:

Project Title:	Health Hazard Evaluation Program Customer Survey		
Sector Program, Cross-Sector Program, or Coordinated Emphasis Area Submitting:	Health Hazard Evaluation (HHE) Cross-Sector Program		
Workers who may benefit from the proposed project:	Workers from all eight NORA Sector Programs where HHEs are conducted will benefit		
Approvals:	Name & phone number	Div/Lab or Affiliation	
Program/Area Manager	Terri Schnorr (513) 841-4428	CDC/NIOSH/DSHEFS	
Lead Division Contact for Project Review	Doug Trout (513) 841-4558	CDC/NIOSH/DSHEFS	
Project Officer	Ken Wallingford (513) 841-4327	CDC/NIOSH/DSHEFS	
Other key NIOSH personnel taking project roles	Allison Tepper (513) 841-4425 (Alternate Project Officer)	CDC/NIOSH/DSHEFS	
Partners:	Fred Fridinger (404) 498-2431	CDC/NCHM/DHCM	

Annual Budget Commitments:

Fiscal Year	FY07	FY08	FY09
New PHPP Dollars	\$48,500.00	\$38,500.00	\$35,000.00

PROJECT DESCRIPTION

Summary of the Public Health Practice Project:

This project is the first step in the development of a targeted marketing program that ensures the HHE program is responsive to the needs of customers and addresses NORA sector priorities. The project involves a number of strategic components to survey potential HHE program customers. The survey will gather information about awareness of the HHE program, customers' needs regarding content and preferred channels for communication, and occupational health hazard issues important to customers.

Goals of the Program Portfolio to be addressed, and the specific aims of the project:

A strategic goal of the HHE Cross-Sector Program is to prevent occupational illnesses through reduced exposure to workplace hazards. Since the HHE program relies on requests for its services, it is imperative that (1) customers know about the availability of services and how and when to ask for help, and (2) the program develops communication systems to facilitate interactions with its customers. This is the first step in ensuring that the HHE program is effective in reducing hazardous occupational exposures and resulting occupational illness, a strategic goal across all industry sectors in the NIOSH Program Portfolio.

The specific aims of the HHE program customer survey project are to determine: (1) what percentage of customers surveyed are familiar with the HHE program, (2) how do customers surveyed prefer to receive occupational safety and health-related information, (3) what occupational safety and health communication products are most useful to customers surveyed, (4) what barriers prevent customers surveyed from using HHE program resources, (5) what would motivate customers surveyed to use HHE program resources, and (6) what are the top three occupational safety and health concerns of the customers surveyed.

Background and significance of the proposed work:

This HHE program customer survey project will provide the necessary information to design a targeted marketing campaign to increase awareness of and access to HHE program services. This targeted marketing campaign will ensure that the HHE program is responsive to the needs of customers, addresses NORA sector priorities, and enhances the diversity of workplaces and hazards assessed. The impact (process and outcome measures) will come as the survey results are used to develop and implement a marketing campaign. That impact, although not part of this proposal, can be readily measured by monitoring the information received through the HHE program followback process.

Description of the approach:

This HHE program customer survey project includes seven tasks: (1) designing a situational analysis, (2) constructing the HHE program customer survey, (3) preparing the OMB approval package, (4) pre-testing a sample of the target audience, (5) administering the HHE customer survey, (6) analyzing the HHE program customer survey, and (7) reporting the HHE program

customer survey results along with recommendations regarding appropriate marketing and dissemination strategies.

Prior to survey construction, a situational analysis and needs assessment will be designed by CDC to determine the environment or landscape of HHE program components. This situational analysis may include: (1) current service analysis, (2) descriptions of the current target market(s), (3) audience-segmentation, (4) current distributor networks, and (5) competitive analysis.

An experienced marketing firm will be contracted to construct the HHE program customer survey, prepare the OMB approval package, pre-test a sample of the target audience, administer the national survey of HHE customers, and analyze and report the results from the survey. The customer survey will include questions to determine:

- What is known about the HHE program among selected union locals, employers, small business owners, and trade associations surveyed regarding their awareness and understanding of HHE program resources and capabilities
- What are the best methods for the HHE program to disseminate available resources and occupational safety and health-related technical information to those surveyed
- What type of occupational safety and health information products are most helpful those surveyed
- What are the barriers preventing those surveyed from utilizing HHE program resources
- What are the motivators to encourage those surveyed to utilize HHE program resources
- What are the top three occupational health concerns of those surveyed

A detailed final report including an analysis of HHE customer survey results and recommendations regarding appropriate marketing and dissemination strategies will be the final project deliverable.

Agriculture, construction, public and private services, and transportation sectors may be priorities in the selection of HHE program customers to receive the survey. The timeline for the completion of this HHE customer survey project is three years with a completion date of September 31, 2009.

How does the project conform to the r2p continuum:

This HHE program customer survey will help the HHE Cross-Sector Program better understand customer occupational health needs by:

- Designing a roadmap for r2p research efforts and technology transfer
- Conducting and analyzing audience research
- Audience profiling and utilization of data to understand more about the attitudes and behaviors of target audience to enhance program effectiveness
- Strategic plans to create documents as reference points or assistance in this process to have a more useful end product
- Market planning for audience analysis and segmentation, internal/external HHE SWOT analysis, and customer marketing goals and initiatives

- Communication planning to map out procedures for internal and external communication
- Dissemination planning to outline getting HHE program component products to the right audience(s)
- Promotional planning to detail HHE program components promotion for customer
- Translation of science to present scientific data specific to the target audience
- Product/message design to enhance an existing product, HHE component, messages or creation of new messaging to meet the wants and needs of the end-user customer, organization, partner groups or stakeholders
- Implementation, process, outcomes/summative evaluation planning to design evaluation criteria for results, impact and results up-front to measure effectiveness of program activities
- Development of a data analysis and reporting plan that will construct statistical models and reporting structures that be used for HHE program operations

Literature cited:

None.

External Contributors to the project:

Consultants – An experienced marketing firm will be contracted to construct, perform, analyze, and report on a national survey of HHE program customers.

Stakeholder involvement, including partnerships – Stakeholders will be asked to participate in the national survey of HHE customers. The National Center for Health Marketing, Division of Health Communication and Marketing is our project partner.