
Attachment B. Solicitation E-Mails for HIC General Survey

Three key things to include:

1. Commitment that responses will be kept confidential
2. Why responses are necessary for success of the survey
3. Accurate estimate of time to complete survey

Initial E-Mail Solicitation—No URL included

Subject Line: Announcing a Survey for the National Heart, Lung, and Blood Institute

Dear <first name> <last name>:

Greetings from the National Heart, Lung, and Blood Institute (NHLBI). As someone who has recently ordered materials from the NHLBI Health Information Center, we would like to invite you to help us by participating in a brief online survey next week.

The online survey consists of 12 easy-to-answer questions that should take 12 minutes or less to complete. The questions ask your opinion about what health topics are most important to you and in what formats and media you prefer to receive health information from the NHLBI.

Participation in the survey is voluntary. Your answers will be kept completely confidential and not linked to personal or identifying data of any kind. Moreover, your information will not be shared with any other party.

Your participation in this survey will help guide NHLBI's efforts to develop educational materials that best meet your needs and those of many others.

I hope you will consider sharing your opinions with the NHLBI by completing the survey.

Thank you for your support and consideration.

Sincerely yours,

Ann M. Taubenheim, Ph.D., M.S.N.
Consumer Services Team Leader
NHLBI

You may opt out of the survey by clicking on [this link](#) and not receive further communications about the survey from the NHLBI.

OMB No. 0925-XXXX
Exp. Date xx/xx/20xx

Public reporting burden for this collection of information is estimated to average 12 minutes or less per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-xxxx*). Do not return the completed form to this address.

Note: Users who click on the “opt out” link will be taken to an unsubscribe page. They will be offered the option to enter their e-mail address and submit to “unsubscribe.” Their e-mail address will then be marked within WebSurveyor as unsubscribed and will be removed from the list for subsequent e-mails.

The text on the unsubscribe page will read:

You have clicked on the link to unsubscribe from further communications regarding the online survey being conducted by the National Heart, Lung, and Blood Institute.

If you do not wish to receive further communications about this survey, please enter your e-mail address in the field below and hit the UNSUBSCRIBE button. Your e-mail address will be removed from the mailing list for the survey, and you will not receive any additional e-mails on this topic.

Second E-Mail Solicitation—URL included

Subject Line: The National Heart, Lung, and Blood Institute Survey on Health Education Materials

Dear <first name> <last name>:

Last week, the National Heart, Lung, and Blood Institute (NHLBI) sent you an invitation to participate in an important online survey it is conducting. Your responses to this brief survey will help the NHLBI create health education materials that are more useful and effective for you and many others.

Below please find the link to the online survey:

www.nhlbi.xxx.xxxx/survey

You can either double-click on this link or copy and paste it into your favorite browser. You will find easy-to-follow instructions on the landing page.

The online survey consists of 12 easy-to-answer questions that should take 12 minutes or less to complete. The questions ask your opinion about what health topics are most important to you and in what formats and media you prefer to receive health information from the NHLBI.

Participation in the survey is voluntary. Your answers will be kept completely confidential and not linked to personal or identifying data of any kind. Moreover, your information will not be shared with any other party.

Thank you so much for your support and consideration.

Sincerely yours,

Ann M. Taubenheim, Ph.D., M.S.N.
Consumer Services Team Leader
NHLBI

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Third E-Mail Solicitation—URL included

Subject Line: Please take a few minutes to complete the brief online survey from the National Heart, Lung, and Blood Institute

Dear <first name> <last name>:

Greetings, and a friendly reminder. Two weeks ago, the National Heart, Lung, and Blood Institute (NHLBI) sent you an invitation to participate in an important online survey it is conducting. By answering the 12 survey questions, you will provide enormous help to the NHLBI in deciding what types of health education materials to develop over the next 3 years. The survey takes 12 minutes or less to complete.

Below please find the link to the online survey:

www.nhlbi.xxx.xxxx/survey

You can either double-click on this link or copy and paste it into your favorite browser. You will find easy-to-follow instructions on the landing page.

The questions ask your opinion about what health topics are most important to you and in what formats and media you prefer to receive health information from the NHLBI.

Participation in the survey is voluntary. Your answers will be kept completely confidential and not linked to personal or identifying data of any kind. Moreover, your information will not be shared with any other party.

Thank you for your support and consideration.

Sincerely yours,

Ann M. Taubenheim, Ph.D., M.S.N.
Consumer Services Team Leader
NHLBI

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Fourth and Final E-Mail Solicitation—URL included

Subject Line: Please take a few minutes to complete the brief online survey from the National Heart, Lung, and Blood Institute

Dear <first name> <last name>:

Three weeks ago, the National Heart, Lung, and Blood Institute (NHLBI) sent you an invitation to participate in an important online survey it is conducting. This is the final reminder to ask those wishing to participate in the survey to do so in the next few days. Your responses to the survey, which takes 12 minutes or less to complete, will provide the NHLBI with critical feedback that will help us decide what types of health education materials to develop over the next 3 years.

Below please find the link to the online survey:

www.nhlbi.xxx.xxxx/survey

You can either double-click on this link or copy and paste it into your favorite browser. You will find easy-to-follow instructions on the landing page.

The questions ask your opinion about what health topics are most important to you and in what formats and media you prefer to receive health information from the NHLBI.

Participation in the survey is voluntary. Your answers will be kept completely confidential and not linked to personal or identifying data of any kind. Moreover, your information will not be shared with any other party.

You will not be contacted again about this survey.

We thank you in advance for your support and consideration. Sincerely yours,

Ann M. Taubenheim, Ph.D., M.S.N.
Consumer Services Team Leader
NHLBI

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