

Attachment D: Letters, Follow-Up Scripts, and Email Templates

1st Invitation Letter to Matched and Unmatched Households on NIH Letterhead

[LASTNAME FAMILY
ADDRESS
CITY, STATE ZIP]

Dear Mr. or Ms. [FAMILY NAME],

I'm writing to ask you to take part in an important study by the National Institutes of Health (NIH). We are conducting a national survey about vaccines and other methods to prevent infectious disease.

We need to understand the opinions of people living in the U.S. on this important health issue. Your household was chosen at random for this important survey, and in order to obtain accurate results, we need your response.

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.

Please go online to complete this short survey at
<http://vaccine.field.com> Your password is: 12345678.

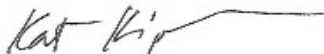
Results of this survey will help guide future education efforts on infectious disease.

If you would like more information about this study or have any questions about the survey you can call the survey staff toll free at 877-857-7922.

You can also email the study's Project Director, Larry Bye directly at info@field.com, or e-mail me at NIAIDSurvey@NIH.gov.

Thank you for your valuable assistance with this worthy study.

Sincerely,



Katharine Kripke
Assistant Director, Vaccine Research Program
Division of AIDS, NIAID, NIH, DHHS

Reminder Card for All Households (on oversized post-card) Sent to Matched and Unmatched households

We still haven't heard from you!

The National Institutes of Health (NIH) is conducting an important national health survey about vaccines and other methods to prevent infectious disease.

We recently sent you a letter with information about the study along with \$2 to thank you for your participation. There is still time for you to respond!

[For Unmatched Sample (no telephone number)]

Please go to <http://vaccine.field.com> to complete this short survey online.

Your login number is 123456789.

[For Matched Sample (households with telephone number)]

We will attempt to contact you on the phone in the next few days to complete the survey. If you prefer, you can complete the survey online at: <http://vaccine.field.com> Your login number is 123456789.

If you would like to learn more about this study, please call our survey staff toll free at 877-857-7922. You can also email the study's Project Director, Larry Bye directly at info@field.com, or e-mail me at NIAIDSurvey@NIH.gov.

If you have already responded to our survey, we thank you for your time.

2nd Invitation Letter for Unmatched Households on NIH Letterhead

[LASTNAME FAMILY
ADDRESS
CITY, STATE ZIP]

Dear Mr. or Ms. [FAMILY NAME],

We've been trying to reach you about an important study sponsored by the National Institutes of Health (NIH). We are conducting a national survey about vaccines and other methods to prevent infectious disease, and we need your opinion. -

We recently sent you a letter with information about the study along with \$2 to thank you for your participation. We have not yet heard from you.

Please consider providing us with your thoughts and opinions by telephone. Your opinion is important to us. Your household was chosen at random for this important survey, and in order to obtain accurate results, we need your response.


All you have to do is complete the appointment card at the bottom of this letter and mail it back to us in the envelope provided. No stamp necessary!

If you would like to learn more about this study, please call our survey staff toll free at 877-857-7922.

You can also email the study's Project Director, Larry Bye directly at info@field.com, or e-mail me at NIAIDsurvey@NIH.gov.

Thank you for your valuable assistance with this important study. If you have already responded to our survey, we thank you for your time.

Sincerely,



Katharine Kripke
Assistant Director, Vaccine Research Program
Division of AIDS, NIAID, NIH, DHHS

Appointment Card for Unmatched Households

ID# 12345678

National Institutes of Health Survey

Please provide us with your name and contact information

We will contact you as soon as possible.

Name _____

Telephone Number _____ Type: • Cell • Home • Business

Best day and time to call: Check all that apply

Day	Morning	Early Afternoon	Late Afternoon	Evening
• Monday				
• Tuesday				
• Wednesday				
• Thursday				
• Friday				
• Saturday				
• Sunday				

Please provide basic information about yourself by checking one box in each section so that all types of people will be represented in our survey:

Gender:

- Male
- Female

Age:

- 18-20 years
- 21-30 years
- 31-40 years
- 41-50 years
- 51-60 years
- 61-70 years
- over 70 years

Ethnicity:

- Hispanic
- Not Hispanic

Race:

- (check all that apply)
- Black or African American
 - Asian
 - White
 - American Indian or Alaska Native
 - Native Hawaiian or Other Pacific Islander

**3rd Invitation Letter for Subsample of Unmatched Households
on NIH Letterhead**

[LASTNAME FAMILY
ADDRESS
CITY, STATE ZIP]

Dear Mr. or Ms. [FAMILY NAME],

We've been trying to reach you about an important study sponsored by the National Institutes of Health (NIH). We are conducting a national survey about vaccines and other methods to prevent infectious disease, and we need your opinion. -

We recently sent you a letter with information about the study along with \$2 to thank you for your participation. We have not yet heard from you.

Please consider providing us with your thoughts and opinions by means of the enclosed questionnaire. Your opinion is important to us. Your household was chosen at random for this important survey, and in order to obtain accurate results, we need your response.

All you have to do is complete the questionnaire enclosed with this letter and mail it back to us in the envelope provided. No stamp necessary!

<http://>If you would like to learn more about this study, please call our survey staff toll free at 877-857-7922.

You can also email the study's Project Director, Larry Bye directly at info@field.com, or e-mail me at NIAIDSsurvey@NIH.gov.

Thank you for your valuable assistance with this important study. If you have already responded to our survey, we thank you for your time.

Sincerely,



Katharine Kripke
Assistant Director, Vaccine Research Program
Division of AIDS, NIAID, NIH, DHHS

Introductory Email to Knowledge Panel and Opt-in Panel Members

Knowledge Panel

Dear [First Name],

Thank you for being an integral part of KnowledgePanel!

Please help the National Institutes of Health (NIH). We are conducting a national survey on attitudes about vaccines and other methods to prevent the spread of infectious disease.

Your opinions are important to help guide future education efforts. After you complete the survey, you will receive [KN panelist incentive].

This survey can be accessed by clicking the following link:

[LINK]

(If that does not work automatically from email, please copy the below link to your internet browser.)

[LINK]

Our Panel Member Support Center is available if you have any questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to reference [Survey Number] in the Subject of your message. We are always happy to hear from you!

Thanks,
KnowledgePanel Support Team

Follow Up Reminder Email to Knowledge Panel

A few weeks ago, you were selected to participate in an important national survey sponsored by the National Institutes of Health (NIH) regarding opinions related to vaccines and other methods to prevent infectious disease. Our records indicate that you have not yet responded to the survey, and we would like to include your input.

Your opinions are important to help guide future educational efforts on HIV prevention. Additionally you will receive [KN panelist incentive].

This survey can be accessed by clicking the following link:

[LINK]

If you have questions about the study or about your participation, you can contact us at our toll free number 1-800-782-6899.

April 27, 2010

Follow Up Unfinished Survey Email to Knowledge Panel

A few weeks ago, you were selected to participate in an important national survey sponsored by the National Institutes of Health (NIH) regarding opinions related to vaccines and other methods to prevent infectious disease. Our records indicate that you began the survey but did not finish it. To get the most accurate results, we ask that you take to time now to complete the remainder of the survey. Remember, the results of this survey are important to help guide future education efforts about HIV prevention. Additionally you will get [KN panelist incentive] when you complete the survey.

This survey can be accessed by clicking the following link:

[LINK]

If you have questions about the study or about your participation, you can contact us at our toll free number 1-800-782-6899.

Reminder Call Script to Knowledge Panel Members

Hello, my name is [name] and I'm calling about an important survey sponsored by the National Institutes of Health regarding vaccines and other methods to prevent the spread of infectious disease. We need your opinions to guide future education efforts. You should have received a notification email about this study. It is a very important survey and we are looking for participation.

Please go to your member page to complete the survey online. If you have questions about the study or about your participation, you can contact us at our toll free number 1-800-782-6899.

First Voicemail Message for Matched Households

Hello, my name is [name] and I'm calling about an important survey sponsored by the National Institutes of Health. You should have received information in the mail about this study. We'll call back later or you can call us toll free at 877-857-7922. Thank you!

Second Voicemail Message for Matched Households

Hello, my name is [name] and I'm calling about an important survey sponsored by the National Institutes of Health. You should have received information in the mail about this study. Please give us a call toll free at 877-857-7922. Thank you!

Collection of Data from Refusals (Outgoing CATI)

I completely understand. Thank you for speaking with me. Before you go, it would help us greatly to know...

1. What is your year of birth?

19__

Refused

2. (ASK ONLY IF NECESSARY) What is your gender?

Male

Female

Refused

3. Are you Hispanic or Latino?

Yes

No

Don't Know

Refused

4. What is your race? (READ ALL BUT LAST TWO CATEGORIES; ACCEPT MULTIPLE ANSWERS)

Are you....

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

An other race (Specify:_____)

Don't Know
Refused

5. And has someone close to you been infected with HIV/AIDS?

Yes
No
Don't Know
Refused

Non-Response Adjustment Letter on NIH Letterhead (sent with response card)

[FIRSTNAME LASTNAME
ADDRESS
CITY, STATE ZIP]

Dear Ms/Mr. [NAME],

Over the last month, we have been trying to reach you to get your opinion for an important survey sponsored by the National Institute of Health. We have not heard from you, so we are asking you to fill out a very brief postcard to help us understand the characteristics of people who have not responded to the survey. Your responses will make a big difference in helping us better understand the characteristics of those who participated and those who did not.

Just fill out the card and mail it back in the envelope provided. It will get to us without any stamps. We have enclosed \$2 in appreciation for your effort.

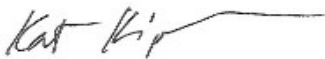
Standard confidentiality procedures will be implemented even though the data you provide are not considered to be sensitive:

- Your identity will be protected. Your answers will be assigned a confidential ID number so that your name will not be directly linked to them.
- Your name will be stored separate from your answers and only a few people directly involved in the study will have access to it. Data files will be stored securely so that outsiders cannot see them. After the study is complete your name and contact information will be destroyed.
- Your answers will be put together with the responses of other participants and analyzed as a group. No one will be identified in reports or publications from this study. If you have any questions or comments regarding this study, please contact the study's Project Director, Larry Bye toll free at ###-###-#### or info@field.com, or e-mail me at NIAIDSurvey@NIH.gov.

Thank you for your valuable assistance with this worthy study.

Please fill out the attached form.

Sincerely,



Katharine Kripke
Assistant Director, Vaccine Research Program
Division of AIDS, NIAID, NIH, DHHS

National Institutes of Health Survey

#123456789

1. What is year of birth?

19__

2. What is your gender?

- Male
- Female

3. What is your ethnicity?

- Hispanic or Latino/Latina
- Other

4. What is your race?

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

5. Has someone close to you been infected with HIV/AIDS?

- Yes
- No