

Attachment F—Data Collection Instrument: MS Word version

Form approved
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Welcome! This data collection is meant for state, local, tribal, or territorial health department staff and aims to understand their satisfaction with and use of communication products developed by the Centers for Disease Control and Prevention's Office for State, Tribal, Local, and Territorial Support (CDC/OSTLTS).

Your feedback is important to us and will help us improve our communication products and channels, which are designed to foster dialogue and information sharing between CDC/OSTLTS and health departments.

Completing the questionnaire is voluntary and takes approximately 15 minutes. Your privacy is very important to us. CDC/OSTLTS will not publish or share any identifying information about individual respondents with CDC. There are no known risks or direct benefits to you from participating or choosing not to participate, but your answers will help CDC/OSTLTS improve the usefulness of its communication products and channels for health departments.

If you have any questions or concerns about this assessment, please contact Angeline Boey at aboey@cdc.gov.

To begin, please click next.

Public reporting burden of this collection of information is estimated to average 15 minutes 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 CDC/ATSDR Reports Clearance Officer: 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333: ATTN: PRA (0920-0879).

Thank you for agreeing to participate in this data collection!

It is important that you finish the data collection in one sitting. It should take you an average of **15 minutes** to complete the data collection. You can go back and update existing responses until the data collection is finished. Once you leave the data collection, your responses will not be saved. A new or blank data collection will open every time the link is accessed.

Please complete the questionnaire by [insert date], 2013.

Please click next to begin.

Filter question

This data collection is intended for state, tribal, local, and territorial health department staff only.

1. Do you work in a state, tribal, local, or territorial health department?
 - Yes
 - No [END DATA COLLECTION]

I. Did You Know?

2. Are you subscribed to *Did You Know* weekly emails, which share timely news from across CDC?
 - Yes [Go to next question]
 - No [Go to part a]
 - a) What are the reasons that you have not subscribed to *Did You Know*? (Select all that apply). [END SECTION & GO TO NEXT SECTION]
 - I am not familiar with the product
 - The content isn't relevant to my job
 - It doesn't provide me with new, useful information
 - I have not had the time to subscribe
 - Other, please specify: _____
3. How did you find out about *Did You Know*? (Select all that apply.)
 - From the CDC website
 - From a CDC email announcement
 - From my health department website
 - From a search engine
 - From Facebook
 - From Twitter
 - From a CDC colleague
 - From a colleague at my health department
 - From a colleague at another health department
 - Other, please specify: _____

4. Have you ever visited the *Did You Know* website to view past editions by date and/or topic?
- Yes
 - No

5. The topics featured on *Did You Know* are

Very interesting		Somewhat interesting		Not interesting at all	No opinion
+2	+1	0	-1	-2	

6. The language in *Did You Know* is

Very easy to understand		Somewhat easy to understand		Very difficult to understand	No opinion
+2	+1	0	-1	-2	

7. The amount of embedded links in a *Did You Know* email is

Too many		Just right		Too few	No opinion
+2	+1	0	-1	-2	

8. The amount of information presented in a *Did You Know* email is

Too much		Just right		Too little	No opinion
+2	+1	0	-1	-2	

9. If you have suggestions for making *Did You Know* more useful for you, please describe them here. (Please limit your response to 500 characters.)

II. Have You Heard?

10. Are you subscribed to *Have You Heard: Facts From The Field* emails, which share successes and challenges in the public health field?

- Yes [Go to next question]
 - No [Go to part a]
- a) What are the reasons that you have not subscribed to *Have You Heard: Facts From The Field* emails? (Select all that apply.) [END SECTION & GO TO NEXT SECTION]
- I am not familiar with the product
 - The content isn't relevant to my job
 - It doesn't provide me with new, useful information
 - I have not had the time to subscribe

- Other, please specify: _____

11. Have you ever submitted content for inclusion in the *Have You Heard: Facts From The Field* emails?

- Yes [Go to next question]
- No [Go to part a]
- a) What are the reasons that you have not submitted content for inclusion in the *Have You Heard: Facts From The Field* emails? (Select all that apply.)
 - I was not aware that I could
 - I do not know how to submit content
 - I am not sure what type of content I should submit
 - I do not think my story ideas would be considered
 - I have not had the time
 - Other, please specify: _____

12. How did you use information provided by the *Have You Heard: Facts From The Field* emails? (Select all that apply.)

- Educated the public
- Prepared communication or educational materials
- Promoted the stories/messages through communication channels
- Started, changed, or supported internal programs or practices
- Shared with task forces, work groups, committees, and/or community organizations
- Discussed or presented to board of health
- Changed or supported internal policy and/or educated external policy makers
- Discussed with other public health leaders
- Assessed health issues, practices, or policies
- Shared with colleagues or peers
- Used for individual professional use or knowledge
- Applied for a grant
- Discussed with elected officials
- Other (please specify): _____
- None of the above

13. How did you find out about *Have You Heard: Facts From The Field*? (Select all that apply.)

- From a CDC website
- From a CDC email announcement
- From my health department website
- From a search engine
- From Facebook
- From Twitter
- From a CDC colleague
- From a colleague at my health department
- From a colleague at another health department
- Other: _____

14. Have you ever visited the *Have You Heard* website to view past editions by topic or by date?

- Yes
- No

15. The stories featured on *Have You Heard* are

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

16. The stories featured on *Have You Heard* are

Very timely		Somewhat timely		Very outdated	No opinion
+2	+1	0	-1	-2	

17. The language in *Have You Heard* is

Very easy to understand		Somewhat easy to understand		Very difficult to understand	No opinion
+2	+1	0	-1	-2	

18. If you have suggestions for making *Have You Heard? Facts From The Field* more useful for you, please describe them here. (Please limit your response to 500 characters.)

III. Vital Signs Town Halls

19. Have you ever participated in a Vital Signs Town Hall Teleconference?

- Yes [Go to next question]
- No [Go to part a]
- a) What are the reasons that you have not participated in a Vital Signs Town Hall Teleconference? (Select all that apply.) [END SECTION & GO TO NEXT SECTION]
 - I am not familiar with this teleconference
 - The content isn't relevant to my job
 - The teleconferences don't provide me with new, useful information
 - I do not have the time
 - The teleconferences are not at a convenient time for me
 - The teleconferences are too long
 - Other, please specify: _____

20. When was the last time you participated in a Vital Signs Town Hall Teleconference?

- In the past month
- In the past 2-6 months
- In the past 7-12 months
- In the past 12 or more months

- Don't remember

21. How often do you participate in the Vital Signs Town Hall Teleconferences?

- Once a month
- Once every 3 months
- Once every 6 months
- Once a year
- Don't remember

22. Have you used the information and resources presented on the calls for your work?

- Yes
- No

23. Have you ever visited the Vital Signs Town Hall Teleconference website to download resources for your work?

- Yes
- No

24. Have you promoted Vital Signs Town Hall Teleconferences to other colleagues?

- Yes
- No

25. How did you find out about the Vital Signs Town Hall Teleconferences? (Select all that apply.)

- From a CDC website
- From a CDC email announcement
- From my health department website
- From a search engine
- From Facebook
- From Twitter
- From a CDC colleague
- From a colleague at my health department
- From a colleague at another health department
- Other: _____

26. The length of the Vital Signs Town Hall is

Too long		Just right		Too short	No opinion
+2	+1	0	-1	-2	

27. The number of presentations featured in the Vital Signs Town Hall is

Too many		Just right		Too few	No opinion
+2	+1	0	-1	-2	

28. The speakers for the Vital Signs Town Halls are usually

Very		Somewhat		Not	No opinion
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engaging		engaging		engaging at all	
+2	+1	0	-1	-2	

29. The topics for the Vital Signs Town Halls are

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

30. The presentations featured in the Vital Signs Town Hall are

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

31. How useful is the Vital Signs Town Hall Teleconference as a venue to build networks with CDC and other public health staff around key public health challenges?

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

32. How useful is the Vital Signs Town Hall Teleconference as a venue to discuss public health challenges and effective solutions?

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

33. The allotted time for asking questions on the *Vital Signs* Town Halls is

Too long		Just right		Too short	No opinion
+2	+1	0	-1	-2	

34. If you have suggestions for making *Vital Signs* Town Halls more useful for you, please describe them here. (Please limit your response to 500 characters.)

IV. [STLT Connection Facebook page](#)

35. How familiar are you with the following forms of social media?

	Very familiar	Familiar	Somewhat familiar	Not familiar
Blogging				

Message boards				
RSS feeds				
Podcasts				
YouTube				
Facebook				
Twitter				
LinkedIn				
Google+				
Pinterest				

36. Which of the following forms of social media do you use at work? Select all that apply.

- Blogging
- Message boards
- RSS feeds
- Podcasts
- YouTube
- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- None of the above
- Other: _____

37. What types of information would you like to see on a CDC Facebook page dedicated to public health professionals? (Select all that apply.)

- Newly released data and statistics
- New CDC guidelines and recommendations
- Updated policy information
- Upcoming events such as conferences, meetings, grand rounds, etc.
- Information about what other jurisdictions are doing in public health
- Free resources and materials
- New funding opportunities
- New CDC campaigns and initiatives
- Information about CDC/OSTLTS directors' activities, including site visits, speeches, and publications
- Workforce development materials, including training opportunities
- Other, please describe: _____

38. Have you ever visited the CDC STLT Connection Facebook page?

- Yes [Go to next question]
- No [Go to part a]
- a) What are the reasons that you have not visited the CDC STLT Connection Facebook page? (Select all that apply.) [END SECTION & GO TO NEXT SECTION]
 - My organization does not allow me to use Facebook
 - I do not typically use Facebook for work

- I am not familiar with the CDC STLT Connection Facebook page
- The content isn't relevant to my job
- It doesn't provide me with new, useful information
- I do not have time to visit the page
- Other, please specify: _____

39. Do you know the difference between the CDC STLT Connection Facebook page and the main CDC Facebook page?

- Yes
- No

40. How did you find out about the CDC STLT Connection Facebook page? Select all that apply.

- From a CDC website
- From my health department website
- From a search engine
- From Facebook
- From Twitter
- From a CDC colleague
- From a colleague at my health department
- From a colleague at another health department
- Other: _____

41. Have you ever posted comments on the CDC STLT Connection Facebook page?

- Yes [Go to part a]
 - a) Comments I have posted on the CDC STLT Connection Facebook page were responded to

Very quickly		Somewhat quickly		Very slowly	No opinion
+2	+1	0	-1	-2	

- No [Go to part b]
 - a) What are the reasons that you have not posted comments on the CDC STLT Connection Facebook page? (Select all that apply.)
 - I was not aware that you could post comments on the site
 - I did not think it was the right avenue to post comments
 - I did not think I would get a response
 - I did not have the time to do so
 - Other, please specify: _____

42. The CDC STLT Connection Facebook page is

Very engaging		Somewhat engaging		Not engaging at all	No opinion
+2	+1	0	-1	-2	

43. If you have suggestions for making the STLT Connection Facebook page more useful for you, please describe them here. (Please limit your response to 500 characters.)

V. STLT Gateway Website

44. Have you ever visited the [State, Tribal, Local, and Territorial Public Health Professionals Gateway](#) (STLT Gateway) website?

- Yes [Go to next question]
- No [Go to part a]
- a) What are the reasons that you have not visited the STLT Gateway website? (Select all that apply.) [END SECTION & GO TO NEXT SECTION]
 - I am not familiar with the website
 - The content isn't relevant to my job
 - It doesn't provide me with new, useful information
 - It is not user friendly
 - Other, please specify: _____

45. When was the last time you visited the STLT Gateway website?

- In the past month
- In the past 2-6 months
- In the past 7-12 months
- In the past 12 or more months
- Don't remember

46. Have you used the information and resources on the STLT Gateway for your work?

- Yes
- No

47. Have you promoted the STLT Gateway to other colleagues?

- Yes
- No

48. How did you find out about the STLT Gateway website? Select all that apply.

- From a CDC website
- From a CDC email announcement
- From my health department website
- From a search engine
- From Facebook
- From Twitter
- From a CDC colleague
- From a colleague at my health department
- From a colleague at another health department
- Other: _____

49. The information on the STLT Gateway website is

Very up to date		Somewhat updated		Very outdated	No opinion
+2	+1	0	-1	-2	

50. The information on the STLT Gateway website is

Very useful		Somewhat useful		Not useful at all	No opinion
+2	+1	0	-1	-2	

51. I find that the STLT Gateway website is

Very easy to navigate		Somewhat easy to navigate		Very difficult to navigate	No opinion
+2	+1	0	-1	-2	

52. The language on the STLT Gateway website is

Very easy to understand		Somewhat easy to understand		Very difficult to understand	No opinion
+2	+1	0	-1	-2	

53. If you have suggestions for making the STLT Gateway more useful for you, please describe them here. (Please limit your response to 500 characters.)

VI. Demographic Information

These last few questions are to help with statistical purposes only.

54. Which best describes the public health jurisdiction in which you work? [Select one]

- City
- County/City
- Town/Township
- Multi-county, district, region
- State
- Tribe
- Territory
- Pacific Island(s)

- Other, please specify: _____

55. In which specific U.S. state, tribe, territory, Pacific Island, or the District of Columbia do you work? (e.g. Georgia, Navajo Nation, etc.)

56. What is your primary job function within your health department? (You may select more than one if you spend equal time in multiple roles.)

- Leader/manager (e.g., health official, public health director, division or program director, etc.)
 - Administrative/Clerical Staff
 - Behavioral Health Professional
 - Economist
 - Emergency Preparedness Coordinator or Staff
 - Environmental Health Coordinator/Sanitarian/Specialist/Scientist
 - Epidemiologist
 - Evaluation Staff
 - Fiscal Officer/Accountant
 - Health Communicator
 - Health Educator
 - Health Scientist
 - Information Technology Specialist
 - Laboratorian
 - Lawyer or Policy Advisor
 - Nurse
 - Nutritionist
 - Physician
 - Public Information Officer
 - Researcher
 - Statistician
- Other, please describe: _____

58. How long have you been working in your primary job function?

- Less than 1 year
- 1-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 20 or more years
- Prefer not to answer

59. How long have you worked in public health?

- Less than 1 year
- 1-4 years
- 5-9 years
- 10-14 years
- 15-19 years

- 20 or more years
- Prefer not to answer

Thank you for taking time to complete this questionnaire!

Your responses will help CDC/OSTLTS to improve the usefulness of its products and services. To learn more about OSTLTS' communication products, please visit the following web pages:

Product	Product website
<i>Did You Know?</i> email updates	http://www.cdc.gov/stltpublichealth/didyouknow/
<i>Have You Heard? Facts From The Field</i> email updates	http://www.cdc.gov/stltpublichealth/haveyouheard/
CDC <i>Vital Signs</i> Town Hall Teleconferences	http://www.cdc.gov/stltpublichealth/townhall/
STLT Gateway website	http://www.cdc.gov/stltpublichealth/
STLT Connection Facebook page	https://www.facebook.com/CDCSTLTConnection

For any further questions or concerns, please contact Angeline Boey at aboey@cdc.gov.