

Attachment G—Data Collection Instrument: Web-version



Satisfaction and Utility of OSTLTS Communication Products

Form approved

OMB No. 0920-0879

Expiration Date: 03/31/2014

Welcome! This survey 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).

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Thank you for agreeing to participate in this assessment!

It is important that you finish the assessment in one sitting.

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

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

Please click next to begin.

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Filter question (Only those who select “yes” will continue with the assessment)



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***1. This survey is intended for state, tribal, local, and territorial health department staff only.**

Do you work in a state, tribal, local, or territorial health department?


Yes

No

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1. Did You Know Section



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***2. Are you subscribed to Did You Know weekly emails, which share timely news from across CDC?**

Yes

No

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If no: This question, then skip to Have You Heard: Facts from the Field section



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3. What are the reasons that you have not subscribed to Did You Know? (Select all that apply).

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

Other (please specify)

If yes:

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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

Other (please specify)

4. Have you ever visited the Did You Know website to view past editions by date and/or topic?

- Yes
- No

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5. The topics featured on Did You Know are

Very interesting (+2)	+1	Somewhat interesting (0)	-1	Not interesting at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. The language in Did You Know is

Very easy to understand (+2)	+1	Somewhat understandable (0)	-1	Very difficult to understand (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Too many (+2)	+1	Just right (0)	-1	Too few (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Too much (+2)	+1	Just right (0)	-1	Too little (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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.)

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2. Have You Heard: Facts from the Field Section



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

Yes

No

If no: This question, then skip to Vital Signs Town Hall Section



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5. What are the reasons that you have not subscribed to Have You Heard: Facts From The Field emails?

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

Other (please specify)

If yes:



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

- Yes
 No

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If no:



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6. 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

Other (please specify)

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If yes:



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

- Used for individual professional use or knowledge
- 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
- Applied for a grant
- Discussed with elected officials
- None of the above
- Other

Other (please specify)

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7. 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

Other (please specify)

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

- Yes
- No

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9. The stories featured on Have You Heard are

Very useful (+2)	+1	Somewhat useful (0)	-1	Not useful at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. The stories featured on Have You Heard are

Very timely (+2)	+1	Somewhat timely (0)	-1	Not timely at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. The language in Have You Heard is

Very easy to understand (+2)	+1	Somewhat understandable (0)	-1	Very difficult to understand (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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12. If you have suggestions for making Have You Heard more useful for you, please describe them here. (Please limit your response to 500 characters.)

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3. Vital Signs Town Hall Section



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

Yes

No

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Next

If no: This question, then skip to Social Media/Facebook Section



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14. What are the reasons that you have not participated in a Vital Signs Town Hall Teleconference? (Select all that apply.)

- 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

Other (please specify)

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If yes:



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7. 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

8. 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

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

Yes

No

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

Yes

No

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

- Yes
 No

12. 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

Other (please specify)

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13. The length of the Vital Signs Town Hall is

Too long (+2)	+1	Just right (0)	-1	Too short (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Too many (+2)	+1	Just right (0)	-1	Too few (-2)	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Very engaging (+2)	+1	Somewhat engaging (0)	-1	Not engaging at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. The topics for the Vital Signs Town Halls are

Very useful (+2)	+1	Somewhat useful (0)	-1	Not useful at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Very useful (+2)	+1	Somewhat useful (0)	-1	Not useful at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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18. 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 (+2) +1 Somewhat useful (0) -1 Not useful at all (-2) No opinion

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

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

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

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

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21. 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.)

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4. Social Media/CDC STLT Connection Facebook Page Section



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

	Very familiar	Familiar	Somewhat familiar	Not familiar
Blogging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS feeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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23. 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

Other (please specify)

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24. 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

Other (please specify)

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

- Yes
- No

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Next

If no: This question, then skip to STLT Gateway Section



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**19. What are the reasons that you have not visited the CDC STLT Connection Facebook page?
(Select all that apply.)**

- 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

Other (please specify)

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If yes:



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

- Yes
 No

20. 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

Other (please specify)

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

- Yes
 No

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If no:

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22. 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

Other (please specify)

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If yes:



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22. Comments I have posted on the CDC STLT Connection Facebook page were responded to

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

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23. The CDC STLT Connection Facebook page is

Very engaging (+2)	+1	Somewhat engaging (0)	-1	Not engaging at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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24. 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.)

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5. STLT Gateway Section



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***25. Have you ever visited the State, Tribal, Local, and Territorial Public Health Professionals Gateway (STLT Gateway) website?**

- Yes
 No

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If no: This question, then skip to Demographic Information Section



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26. What are the reasons that you have not visited the STLT Gateway website? (Select all that apply.)

- 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

Other (please specify)

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If yes:



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26. 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

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

- Yes
- No

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

- Yes
 No

29. 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

Other (please specify)

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30. The information on the STLT Gateway website is

Very up to date (+2)	+1	Somewhat updated (0)	-1	Very outdated	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. The information on the STLT Gateway website is

Very useful (+2)	+1	Somewhat useful (0)	-1	Not useful at all (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. I find that the STLT Gateway website is

Very easy to navigate (+2)	+1	Somewhat easy to navigate (0)	-1	Very difficult to navigate (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. The language on the STLT Gateway website is

Very easy to understand (+2)	+1	Somewhat easy to understand (0)	-1	Very difficult to understand (-2)	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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6. Demographic Information Section



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Demo

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

***35. 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

Other (please specify)

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

***37. 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

Other (please specify)

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38. 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

39. 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

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Thank you for taking time to complete this assessment!

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:

Did You Know? email updates: <http://www.cdc.gov/stltpublichealth/didyouknow>

Have You Heard? Facts From The Field email updates:

<http://www.cdc.gov/stltpublichealth/haveyouheard>

CDC Vital Signs 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.

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Done