

# Message Testing for CDC's Division of Community Health with Community Leaders

## Overview of Recruitment Process Supplement to the HMTS Expedited Review Form

- **Recruitment Overview:**
  - o Community leaders to participate in the triads will be identified based on referrals/recommendations from DCH's programs grantee/awardee communities. They will not be screened.
  - o In each of the 4 study markets (i.e., South, West, Northeast, Midwest) there will be a total of 3 triads with community leaders conducted. This will include 1 triad of business leaders, 1 triad of civic leaders and 1 triad of leaders of community-based organizations.
  - o A total of 4 community leaders (for 3 to show) will be recruited for each triad (total= 12 participants per market).
  
- **General Selection Criteria:**
  - o Hold a leadership position in an organization that is part of the following sectors:
    - Business (e.g., Chamber of Commerce)
    - Civic (e.g., Rotary Club)
    - Community-based (e.g., service, health, or educational)
  - o Part of the particular market (i.e., region) where the study is taking place.
  
- **Incentive:**
  - o \$50 per participant
  
- **Duration:**
  - o 45 minutes