

OMB Control Number: 0970-0401  
Attachments A - C: *Email scripts to Intermediary Organizations*

**INITIAL EMAIL TO INTERMEDIARY ORGANIZATIONS**

Sender: [Interviewer]

Subject: Request to participate in research project

Dear [Participant Name]:

Greetings. I am writing on behalf of two U.S. Department of Health and Human Services research offices: the Administration for Children and Families' Office of Planning, Research and Evaluation (OPRE) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE). These offices have contracted with Public Strategies, on whose behalf I'm calling, to study the science and practice of research dissemination in an effort to improve the communication of the research they fund and produce.

We have identified [Name of organization] as experienced in translating or distributing information and research related to human services programs and practices. Because your organization is considered to be a leader in this work, OPRE and ASPE are interested in understanding the ways and places your organization accesses and obtains such information and what methods your organization uses to communicate and distribute this information with your audiences or constituents.

**I'd like to ask for approximately one hour of your time for a phone interview.** This interview will help inform how federal research information can best be reported and delivered to meet the needs of your organization and others like it. The information gathered is not intended to be shared publicly, although a brief summary of what we learned may be requested by the interviewees. Personally identifiable information will not be included.

We would value the opportunity to speak with you. Your involvement is voluntary; however, we would appreciate you letting us know by [insert date] that you are willing to participate in this research. If you believe that there is someone else in your organization who would be better suited to talk about how your organization processes, translates, and disseminates research and other related information to others, please send us the appropriate name(s) and contact information as soon as possible.

If you have any questions, please feel free to contact me any time. Thank you in advance for your time and attention to this request.

Sincerely,

Joyce L. Webb, PhD  
Project Manager, Public Strategies  
(405) 637-5582

\*THE PAPERWORK REDUCTION ACT OF 1995: Public reporting burden for this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, gathering and maintaining the data needed, 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.

#### **About OPRE**

The Office of Planning, Research and Evaluation (OPRE) is a unit within the U.S. Department of Health and Human Services, Administration for Children and Families (ACF). OPRE conducts rigorous research and evaluation focused on improving child and family well-being. Core issue areas include Head Start, welfare, employment and self-sufficiency, child abuse and neglect, child care, responsible fatherhood and healthy marriage, maternal and infant home visiting, and youth services. OPRE collaborates with ACF program offices and human service organizations to share research and demonstration findings that inform policy, practice, and research. For more information on OPRE, please visit: <http://www.acf.hhs.gov/programs/opre>.

#### **About ASPE**

The Office of the Assistant Secretary for Planning and Evaluation (ASPE) provides policy advice and analysis for the U.S. Secretary of Health and Human Services by administering and conducting research and evaluation studies and other research projects. ASPE shares information through policy and issue briefs, reports, research summaries and annual overviews to inform the complex fields of health and human services. While ASPE's research and policy analysis cover all of HHS's work, this project is solely focused on human services policy areas such as poverty measurement and anti-poverty programs, vulnerable populations, and child, youth, and family policy. For more information on ASPE, please visit: <http://www.aspe.hhs.gov>.

#### **About PSI**

**Public Strategies (PSI)** operates at the crossroads of human services practice, research, and policy. With diverse public and private sector clients, PSI creates custom resources, delivers training and TA on service delivery and evaluation, and develops communications and marketing strategies. Our team works innovatively and strategically with executives, administrators, and frontline staff to understand and respond to organizational needs. PSI maintains a 360° perspective, building bridges between research/evaluation, implementation and good public policy, with an overarching goal of impacting the public good by strengthening organizations and improving the lives of children and families. For more information on PSI, visit our website: <http://www.publicstrategies.com>.

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## FOLLOW-UP/SCHEDULING EMAIL TO INTERMEDIARY ORGANIZATIONS

Sender: [Interviewer]

Subject: Confirming our call on Day, Time – OPRE/ASPE market research project

Dear [Participant Name]:

Thank you for agreeing to participate in the market research project we are conducting on behalf of the U.S. Department of Health and Human Services' Office of Planning, Research and Evaluation (OPRE) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE). **We are looking forward to our phone interview on Day, Date, Time.** Your involvement will help improve the way that quality research information informs public policy and programs.

As we've said, Public Strategies is conducting a number of voluntary interviews to gather information that will be used to inform, guide, and enhance OPRE's and ASPE's research and communication efforts. In general, I will ask about the kinds of information and research related to human services programs and practices your organization uses, how you get that information, and what styles of delivering that information best meet your organization's needs in the future.

As you prepare for this call, we thought it might be helpful to give you a few things to think about:

- What are all of the ways your organization gets the information you need to inform your thinking and decision-making process? This can include any kind or source for reliable information, not just research. Of those ways, which are the most influential?
- What types of information and research related to human services programs and practices are most important to your organization's mission and work?
- What is important about how this information is communicated to you and about how you communicate it to others? What is most likely to get your organization's and audience's attention and why?

As mentioned above, I will be conducting the phone interview with you at the date and time listed below:

**[Day, Date, Time X:00-X:00 ET/CT]**

I will call you at \_\_\_\_\_, which is the number you stated was the best to reach you. If that number changes or if this time does not work for you, please contact Leslie Williams to coordinate an alternative meeting time. Leslie's contact information is **(405) 848-2171 ext. 181** or [leslie.williams@publicstrategies.com](mailto:leslie.williams@publicstrategies.com).

I look forward to the chance to learn from you about this important subject. If you have any questions before then, please let Leslie or me know.

Best regards,

[Interviewer name and contact info]

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## THANK YOU EMAIL TO INTERMEDIARY ORGANIZATIONS

Sender: [Interviewer]

Subject: OPRE/ASPE market research project – Thank you!

Dear [Participant Name]:

On behalf of the Office of Planning, Research and Evaluation (OPRE), the Office of the Assistant Secretary for Planning and Evaluation (ASPE), and Public Strategies, we would like to thank you for taking the time to share how you access, use, and share information and research related to human services programs and practices. Your insights will be combined with feedback from other key stakeholders to help determine the most effective ways to format and deliver such information to you, and others, in the future. We greatly appreciate the time you spent sharing your professional experiences and perspectives.

If you would like to learn more about OPRE's and ASPE's work, and/or be able to access their human services research, please visit their respective websites:

**OPRE website:** <http://transition.acf.hhs.gov/programs/opre>

**ASPE website:** <http://www.aspe.hhs.gov>

At each office's website, you can also sign up for its e-newsletter or mailing list to stay current with OPRE and ASPE research and events. The OPRE and ASPE project teams have asked us to pass along their personal appreciation and their contact information for future reference if needed:

Colleen Bayus, Office of Planning, Research and Evaluation: [Colleen.Bayus@acf.hhs.gov](mailto:Colleen.Bayus@acf.hhs.gov)

Gretchen Lehman, Office of the Assistant Secretary for Planning and Evaluation:

[Gretchen.Lehman@hhs.gov](mailto:Gretchen.Lehman@hhs.gov)

Again, our sincere thanks for your time. Please feel free to reach out to me if you think of other things that you would like us to consider as we process what we learn from these important interviews.

All the best,

[Interviewer Signature]