

OMB Control Number: 0970-0401
Attachments D - F: *Email scripts to State Policymakers*

INITIAL EMAIL TO STATE POLICYMAKERS

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.

Because you are a leader in human services policy, you are one of 20 state policymakers chosen from across the nation to be interviewed about the ways you use human services information to inform your decisions and actions, especially as it relates to guiding policy decisions. OPRE and ASPE are interested in learning how you access human services information, what features of human services information are most valuable to you, if there are key organizations that you trust to provide you with the human services information you regularly use, and in what places and in what ways you search for the information you need to be effective in your role.

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 your needs. 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.

Your involvement is voluntary; however, we would appreciate your confirmation of participation by [insert date]. If you feel that you are not suited to address these kinds of questions, we would appreciate you emailing us the names and contact information of individuals in your state that you believe are the right people to provide this critical input. 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 disseminates information to state and national leaders through webinars, conferences, and written materials. OPRE is committed to providing the latest human services research and demonstration findings to inform policy, practice, and research. For more information on OPRE, please visit website: <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 partners ranging from state agencies to research firms, 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 the 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>.

FOLLOW-UP/SCHEDULING EMAIL TO STATE POLICYMAKERS

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 that you use, how you typically get that information, and what styles of delivering that information best meet your 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 you get the information you need to inform your thinking and decision-making process in your work? 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 you in your role?
- 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 attention and why?

As mentioned above, I will be conducting the 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.

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]

THANK YOU EMAIL FOR STATE POLICYMAKERS

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 effectual ways to format and deliver research 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: www.acf.hhs.gov/programs/opre

ASPE website: www.aspe.hhs.gov

On these websites, you can also sign up for each office's 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

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

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]