

## APPENDIX K: Cover letters in English

- The letters in this appendix have one line that will differ between the Next Birthday and All Adult respondent selection method. Both lines are listed here.

### Invitation Letter and FAQs (sent with 1<sup>st</sup> mailing of questionnaire)

(ON HHS LETTERHEAD)

Dear {City} Resident:

We are writing to invite you to take part in an important national survey sponsored by the U.S. Department of Health and Human Services, the Health Information National Trends Survey (HINTS).

The goal of HINTS is to learn what health information people want to know and where they try to find it. By completing this questionnaire, you will help us learn what health information you need and how to make that information available to you, your family and your community.

**In order to make sure we get responses from a random sample of people, we ask that the adult in your household with the next birthday complete and return this questionnaire in the next two weeks.**

OR

**We ask that each adult in this household complete a questionnaire and return it to us in the next two weeks.**

Your participation is voluntary and your responses will not be linked to your name. We have enclosed \$2 as a token of our appreciation for your participation.

You can find out more about HINTS at [HINTS.cancer.gov](http://HINTS.cancer.gov). Westat, a research firm, will conduct the survey. If you have any questions about HINTS {or if you need more questionnaires}, or if you would like to complete this survey in a language other than English or Spanish, please call Westat toll-free at 1-888-738-6805.

Thank you in advance for your cooperation.

Sincerely,



Bradford W. Hesse, Ph.D.  
HINTS Project Officer  
National Institutes of Health  
U.S. Dept of Health and Human Services

**Si prefiere recibir la encuesta en Español, por favor llame 1-888-738-6812.**

The Health Information National Trends Survey is authorized under 42 USC, Section 285A



**Some Frequently Asked Questions  
about the  
Health Information National Trends Survey**

**Q: What is the study about? What kind of questions do you ask?**

A: The study concerns health and how people receive health information. For example, we will ask how you usually get information about how to stay healthy, the sources of information you most trust, and how you might like to get such information in the future. We will also ask about your beliefs on what contributes to good health, how best to prevent cancer, your participation in various health-related activities, and related topics.

**Q: How will the study results be used? What will be done with my information?**

A: Findings will help the U.S. Department of Health and Human Services promote good health and prevent disease by determining ways of better communicating accurate health information to Americans.

**Q: How did you get my address?**

A: Your address was randomly selected from among all of the known home addresses in the nation. It was selected using scientific sampling methods.

**Q: Why should I take part in this study? Do I have to do this?**

A: Your participation is voluntary, and you may refuse to answer any questions or withdraw from the study at any time. However, your answers are very important to the success of this study and will represent thousands of others. Getting an answer from all the households chosen for the study is the best way to make sure the study results reflect the thoughts and opinions of all Americans.

**Q: Will my answers to the survey be kept private?**

A: Yes. Your answers will be kept private under the Privacy Act. Your answers cannot be connected to your name or any other information that could identify you or your household, to the extent provided by law. The completed questionnaires will be stored in a separate file with restricted access. Both the paper and electronic versions of the information will be destroyed shortly after the research is finalized.

**Q: How long will it take to answer the questions?**

A: About 20 to 30 minutes.

**Q: Who is sponsoring the study? Is this study approved by the Federal Government?**

A: The study is sponsored by the U.S. Department of Health and Human Services. The study has been approved by the Office of Management and Budget (OMB), the office that reviews all federally-sponsored surveys. The OMB approval number assigned to this study is 0925-0538.

**Q: Who is Westat?**

A: Westat is a research company located in Rockville, Maryland. Westat is conducting this survey under contract to the U.S. Department of Health and Human Services.

**Follow-up letter and FAQs (sent with 2<sup>nd</sup> mailing of questionnaire)**

(ON HHS LETTERHEAD)

Dear {City} Resident:

We recently invited you to participate in an important national survey sponsored by the U.S. Department of Health and Human Services (HHS). The goal of the Health Information National Trends Survey (HINTS) is to learn what health information people want to know and where they go to find it. Your responses will help us keep you, your family and members of your community better informed on the health issues that matter to you.

We have not yet received your completed questionnaire. To make sure HINTS provides accurate information, we need all the households invited to participate in this year's HINTS to complete the survey. If you did send back your survey and it crossed in the mail with this letter, thank you for the time you took to help make this study a success. In the event that your questionnaire was misplaced, {an additional copy is/additional copies are} enclosed.

**In order to make sure we get responses from a random sample of people, we ask that the adult in your household with the next birthday complete and return this questionnaire in the next two weeks.**

OR

**We ask that each adult in this household complete a questionnaire and return it to us in the next two weeks.**

Additional information about HINTS is available at: [www.hints.cancer.gov](http://www.hints.cancer.gov). If you have any questions, would like to request additional copies of the survey, or would like to complete this survey in a language other than English or Spanish, please call Westat toll free at 1-888-738-6805.

Thank you in advance for contributing to this important national study.

Sincerely,



Bradford W. Hesse, Ph.D.  
HINTS Project Officer  
National Institutes of Health  
U.S. Dept of Health and Human Services

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**Q: How will the study results be used? What will be done with my information?**

A: Findings will help the U.S. Department of Health and Human Services promote good health and prevent disease by determining ways of better communicating accurate health information to Americans.

**Q: How did you get my address?**

A: Your address was randomly selected from among all of the known home addresses in the nation. It was selected using scientific sampling methods.

**Q: Why should I take part in this study? Do I have to do this?**

A: Your participation is voluntary, and you may refuse to answer any questions or withdraw from the study at any time. However, your answers are very important to the success of this study and will represent thousands of others. Getting an answer from all the households chosen for the study is the best way to make sure the study results reflect the thoughts and opinions of all Americans.

**Q: Will my answers to the survey be kept private?**

A: Yes. Your answers will be kept private under the Privacy Act. Your answers cannot be connected to your name or any other information that could identify you or your household, to the extent provided by law. The completed questionnaires will be stored in a separate file with restricted access. Both the paper and electronic versions of the information will be destroyed shortly after the research is finalized.

**Q: How long will it take to answer the questions?**

A: About 20 to 30 minutes.

**Q: Who is sponsoring the study? Is this study approved by the Federal Government?**

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**Q: Who is Westat?**

A: Westat is a research company located in Rockville, Maryland. Westat is conducting this survey under contract to the U.S. Department of Health and Human Services.

**Additional Follow-up Letter (sent with short version of the questionnaire)**

(ON HHS LETTERHEAD)

Dear {City} Resident:

We recently invited you to participate in an important national survey sponsored by the U.S. Department of Health and Human Services (HHS), the Health Information National Trends Survey (HINTS). By completing the HINTS survey, you will help us keep you and your family better informed on the health issues that matter to you.

If you already sent back your survey and it crossed in the mail with this letter, thank you for the time you took to help make this study a success.

If you have not yet had a chance to complete the HINTS survey, we understand that it is sometimes difficult to find the time to participate on a study like HINTS. **In order to reduce the amount of time it will take, we have enclosed a shorter version of the survey.** This shorter version focuses on issues that tell us how individuals like you find and use health information.

**In order to make sure we get responses from a random sample of people, we ask that the adult in your household with the next birthday complete and return this questionnaire in the next two weeks.**

OR

**We ask that each adult in this household complete a questionnaire and return it to us in the next two weeks.**

Additional information about HINTS is available at: [www.hints.cancer.gov](http://www.hints.cancer.gov). If you have any questions or would like to complete this survey in a language other than English or Spanish, please call Westat toll free at 1-888-738-6805.

Thank you in advance for contributing to this important national study.

Sincerely,



Bradford W. Hesse, Ph.D.  
HINTS Project Officer  
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**Q: How will the study results be used? What will be done with my information?**

A: Findings will help the U.S. Department of Health and Human Services promote good health and prevent disease by determining ways of better communicating accurate health information to Americans.

**Q: How did you get my address?**

A: Your address was randomly selected from among all of the known home addresses in the nation. It was selected using scientific sampling methods.

**Q: Why should I take part in this study? Do I have to do this?**

A: Your participation is voluntary, and you may refuse to answer any questions or withdraw from the study at any time. However, your answers are very important to the success of this study and will represent thousands of others. Getting an answer from all the households chosen for the study is the best way to make sure the study results reflect the thoughts and opinions of all Americans.

**Q: Will my answers to the survey be kept private?**

A: Yes. Your answers will be kept private under the Privacy Act. Your answers cannot be connected to your name or any other information that could identify you or your household, to the extent provided by law. The completed questionnaires will be stored in a separate file with restricted access. Both the paper and electronic versions of the information will be destroyed shortly after the research is finalized.

**Q: How long will it take to answer the questions?**

A: About 20 to 30 minutes.

**Q: Who is sponsoring the study? Is this study approved by the Federal Government?**

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**Q: Who is Westat?**

A: Westat is a research company located in Rockville, Maryland. Westat is conducting this survey under contract to the U.S. Department of Health and Human Services.



## Reminder Postcard

A few days ago you should have received a questionnaire packet asking for your household's participation in the Health Information National Trends Survey. By completing the questionnaire, you can help the U.S. Department of Health and Human Services determine the best ways of communicating important health information to members of your community.

**We are inviting one adult in the household to complete a questionnaire.** If the adult identified on the questionnaire has already completed it and returned it to us, please accept my sincere thanks. If that adult has not yet completed and returned the questionnaire, we ask that he or she please do so as soon as possible.  
OR

**We are inviting each adult in the household to complete a questionnaire.** If all adults have already completed a questionnaire and returned it to us, please accept my sincere thanks. If all adults in this household have not yet completed and returned a questionnaire, we ask that they do so as soon as possible.

Your household's participation is important and will help inform efforts to provide timely and relevant health information to you, your family, and your community.

Sincerely,

A handwritten signature in blue ink that reads "Bradford W. Hesse". The signature is written in a cursive style with a large, stylized 'B' at the beginning.

Bradford W. Hesse, Ph.D.  
HINTS Project Officer  
National Institutes of Health  
U.S. Dept of Health and Human Services

**Follow-up letter to households in the All Adult group who do not return questionnaires from all adults in the household**

Dear {City} Resident:

Recently, the U.S. Department of Health and Human Services mailed two questionnaires to your household for the Health Information National Trends Survey (HINTS). As of today we have received {one/two} completed questionnaire{s} from your household. Thank you for returning {that/those} questionnaire{s}.

The success of the survey depends on receiving a completed questionnaire from each adult 18 or older in the household. That is the best way to make sure our survey results reflect all adults in the U.S. We are writing to request that the adults who have not yet completed a questionnaire please do so in the next week.

According to the information provided on the completed questionnaire{s}, we still need a response from:

- Male/Female, age (xx)
- (additional as needed)

To understand the health topics important to people from communities across the U.S., HINTS needs to collect the current views and experiences of all the people we're trying to contact.

Westat, a research firm, is administering the survey. Your answers will be kept private under the Privacy Act. More information about HINTS can be found at: [www.hints.cancer.gov](http://www.hints.cancer.gov)

There are {one/two/three} questionnaires enclosed. If you or another adult completing one of these questionnaires has any questions or if you would like to complete this survey in a language other than English or Spanish, please call Westat toll free at 1-888-738-6805.

Sincerely,



Bradford W. Hesse, Ph.D.  
HINTS Project Officer  
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