

Attachment F

Email Invitation Letter

## **Key Informant E-mail Invitation**

Dear [FIRST NAME] [LAST NAME]:

[Current Date]

Perhaps you have seen or heard news reports about problems on college campuses related to alcohol consumption or experienced them first hand. Since the landmark report from the National Institute on Alcohol Abuse and Alcoholism, "A Call to Action," prevention researchers have made progress in finding more strategies to reduce the harm related to college student drinking.

Now the question is how to bring that research into practice. We are inviting you to become part of an important new research study being conducted on behalf of the Centers for Disease Control and the National Institute on Alcohol Abuse and Alcoholism. Your participation is entirely voluntary.

The Prevention Research Center is collaborating with the agencies to conduct a series of annual surveys with key personnel and interested citizens regarding approaches to college student drinking prevention, and with one approach specifically, the Safer Colleges and Communities intervention. The questionnaire does not include any questions about your own behavior, but does ask about your perception of student drinking problems and how to respond to them.

To do the survey on the Web, please follow these instructions:

1. Either click directly on the link below, or type the entire URL into the location field at the top of your Web browser: [INSERT URL]
2. Enter the following ID: [INSERT ID]
3. Click the ENTER button on the screen to start the survey.

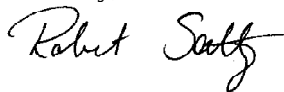
The questionnaire takes no more than 1 hour. If you are not able to complete the survey in one sitting, you may leave the survey by closing your browser and returning later (any responses that you enter now will be saved in a secured database apart from the web server). Please be sure to use the same ID when you re-enter the survey. This code is used to ensure your anonymity. You can refuse to answer any individual question and are free at any time to discontinue the survey by simply closing your browser.

Your answers will be treated confidentially under laws protecting those participating in federally funded research. Your name will never be published or publicly released in connection with this study. Only group statistics will be reported. No individual data or names will be available to anyone at any college, university, or municipal office. No one will know if you agree or refuse to participate, and your decision will not adversely affect your standing with any organization or agency.

If you have any questions about the survey, please call our toll-free number, 1-866-647-3375, or e-mail us at [Safer@ssgresearch.com](mailto:Safer@ssgresearch.com). Finally, we will be sending out future reminders to those who have not completed the questionnaire. If you wish to be removed from future e-mail reminders, please reply to this message with the words "no e-mail" in the subject line.

Thank you in advance for your candid responses on the survey.

Sincerely,



Robert F. Saltz, Ph.D.  
Study Director