

<< Letterhead will be designed to include project logo, and RTI Return address and Project Name>>

Lead Letter Sent to *Standard Protocol* Sample in Advance of Telephone Contact

{Season Year}

Household members at:

«add1» «add2»

«city», «state» «zip»

Dear <<County/Municipality>> Resident,

The Centers for Disease Control and Prevention (CDC) and their nonprofit data collection agent, RTI International, are conducting an evaluation of the Community Transformation Grants program. We want to learn about the health, experiences, and perspectives of people in <<county name>>. The results of the study will be used to improve the health of people living in your community and throughout the nation.

A two-dollar bill has been enclosed. This is to thank you in advance for talking to us on the telephone and answering a few brief questions that will enable us to randomly select one adult living in your household. Once an adult has been selected to participate, he or she will be asked a series of questions via a telephone interview. The interview will take about 30 minutes on average to complete. The selected adult who completes the interview will be sent a **\$20 gift card or check** as a token of our appreciation.

Participation is easy and may be completed by calling a toll free number:

1-855-500-1437 [<< CASEID-A>>]

(Hablamos español.)

You may also call this number if you have questions about the study and would like to learn more before deciding to participate. If we do not hear from you, we will attempt to call you directly.

Your household's participation in the survey will be kept private and is **very important** for the success of the study. We look forward to hearing from you.

Sincerely,

Amy Roussel, Ph.D.
Project Director, RTI International