

# **Attachment B: NCEH Card Sorting Recruitment Plan**

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## Recruitment Plan

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NCEH will conduct online card sorting sessions with 20 participants. The card sorting study will be online and unmoderated, which will allow participants from various locations across the U.S. to participate in the study on their own time.

Below is an overview of the study composition for each target audience

1. NCEH Division of Environmental Hazards and Health Effects (EHHE) grantees and partners (public health professionals): 10 participants
2. General public seeking: 10 participants

To recruit public health professionals, NCEH will provide its contractor with names and email addresses of existing EHHE grantees and partners. NCEH's contractor will email a random subset of individuals from this list asking if they are willing to participate in a short online card sorting study. If so, a second email will be sent with directions and a web link to the card sorting study. NCEH will not know which of its grantees and partners agreed to participate.

To recruit the general public, CDC's contractor will reach out via email through existing networks and local community organizations to recruit a convenience sample of general public respondents in the Washington D.C. metropolitan area and western Massachusetts.

Participants will be offered \$25.00 for taking part. All professional participants will be asked to confirm with their employer that they are allowed to accept a token of appreciation (some participants, such as state and local health department staff, may be unable to accept tokens of appreciation because of their organization's ethics guidelines).

Participants will be able to complete the card sorting session independently via a card sorting link at a time that is convenient for them. However, CommunicateHealth will ask participants to complete the card sorting session by a specific date and time.

The card sorting software will collect each participant's email address. This will ensure participants take part only once and that NCEH's contractor knows which participants completed the study in order to send out the token of appreciation. Once the tokens of appreciation have been mailed to the participants, the email and mailing addresses of the participants will no longer be stored and participant email and mailing addresses will not be associated with their responses to the card sorting study.

## Recruitment Email: Professionals

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*Information in brackets will be updated.*

**To:** [Participant]

**From:** [NCEH Contractor]

**Subject:** Feedback Needed for CDC Climate and Health Website — Only 20-minutes!

Hello:

CDC's National Center for Environmental Health (NCEH) wants to improve their Climate and Health Program website and we need your help!

We are looking for **public health professionals** to provide feedback on the Climate and Health Program website. The website feedback session will take no more than 20 minutes of your time. You may do it online from your own computer at a time that is convenient for you, as long as it is completed by [TIME on DAY, DATE, YEAR].

Please check with your employer to determine if you are able to accept a token of appreciation. If you are allowed, **you will be offered \$25 as a thank you for taking part.**

If you are interested in participating, please respond to this email. A member of our research team will be in touch to provide you with more details.

With your input, we can make significant improvements to this website!

Thank you in advance for your help.

Best,

[NCEH Contractor Name]

## Recruitment Email: Public

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*Information in brackets will be updated.*

**To:** [Participant]

**From:** [NCEH Contractor]

**Subject:** Feedback Needed for CDC Climate and Health Website — Only 20-minutes!

Hello,

The Centers for Disease Control and Prevention (CDC) wants to improve their Climate and Health website and we need your help!

We are looking for individuals to provide feedback on the Climate and Health website. The website feedback session will take no more than 20 minutes of your time. You may do it online from your own computer at a time that is convenient for you, as long as it is completed by [TIME on DAY, DATE, YEAR].

**You will be offered \$25 as a thank you for your participation.**

If you are interested in participating, please respond to this email. A member of our research team will be in touch to provide you with more details.

With your input, we can make significant improvements to this website!

Thank you in advance for your help.

Best,

[NCEH Contractor Name]

## Confirmation Email: Professionals

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*Information in brackets will be updated.*

**To:** [Participant]  
**From:** [NCEH Contractor]  
**Subject:** Website Feedback Session Information

Hello [Mr./Ms. NAME],

Thank you for your interest in providing feedback on the CDC's National Center for Environmental Health (NCEH) Climate Health Program website. To participate, please visit the following link:

[Card Sorting Link]

Please provide your feedback by [TIME on DAY, MONTH, YEAR].

Once you complete the feedback session, you will be sent a \$25 check as a thank you for your participation (if you are eligible based on your employer's ethics policies). To receive this token of appreciation, please send us your **mailing address** at your earliest convenience.

Please let me know if you have any questions.

Thank you again for your time.

Best,  
[NCEH Contractor Name]

## Confirmation Email: Public

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*Information in brackets will be updated.*

**To:** [Participant]  
**From:** [NCEH Contractor]  
**Subject:** Website Feedback Session Information

Hello [Mr./Ms. NAME],

Thank you for your interest in providing feedback on CDC's Climate Health website. To participate, please visit the following link:

[Card Sorting Link]

Please provide your feedback by [TIME on DAY, MONTH, YEAR].

Once you complete the feedback session, you will be sent a \$25 check as a thank you for your participation. To receive this incentive, please send us your **mailing address** at your earliest convenience.

Please let me know if you have any questions.

Thank you again for your time.

Best,  
[NCEH Contractor Name]

## Thank You Email

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**This email is to be sent after the participant has completed the feedback session.**

*Information in brackets will be updated.*

**To:** [Participant]

**From:** [NCEH Contractor]

**Subject:** Thank you for your participation

Hi [Mr./Ms. NAME],

Thank you again for participating in the Climate and Health website feedback session. We appreciate your time and feedback.

For your participation, we will send a \$25.00 check to the following address:

[NAME

STREET

CITY, STATE, ZIP]

Thank you. Please let us know if you have any further questions.

Best,

[NCEH Contractor Name]

[\*Note: Highlighted text will only be included if the participant can accept the incentive.]