

Attachment 3: PRE and POST SURVEY CORRESPONDENCE

Email invitation to participate in the surveys

Subject line: NINR Campaign Surveys – Invitation



Good [morning/afternoon],

Thank you for your willingness to participate in the Palliative Care: Conversations Matter campaign led by the National Institute of Nursing Research (NINR), part of the National Institutes of Health. We appreciate your time and commitment to strengthen and advance the national focus on pediatric palliative care.

As part of our effort to evaluate the effectiveness of the campaign and its materials, NINR will be collecting feedback through two online surveys. The first survey will be administered in the next week and the other will be sent to you in 12 months. We will be offering a \$25 gift card for completing each survey.

For the surveys, you will be alerted by email and provided an active link to the surveys. Each survey will take approximately 20 minutes to complete. Your opinions will be kept secure to the extent permitted by law and all insights will be viewed in aggregate. Your input is voluntary and very important to us as it will help guide the campaign to ensure future success.

You will receive a login code and link to complete the first survey in a separate email.

If you have questions about the campaign, please contact me directly at 301-496-0256 or adrienne.burroughs@nih.gov.

Your insights are invaluable to NINR and to the overall success of the campaign. Again, thank you for your participation.

Sincerely,

Adrienne Burroughs, MHS
Health Communications Specialist
National Institute of Nursing Research
Office of Communications and Public Liaison
adrienne.burroughs@nih.gov
301.496.0256

Log in information

Subject line: NINR Campaign Survey – Action Required



The Palliative Care: Conversations Matter [baseline or end-point] survey is ready to be completed.

Your unique login code is: [LOGIN CODE]. This login code is used to keep the responses anonymous.

Please click on the following link to complete the survey: [SURVEY LINK EMBEDDED].

The survey will take approximately 20 minutes to complete. Your opinions will be kept secure to the extent permitted by law and all insights will be viewed in aggregate. Your input is voluntary and very important to us as it will help guide the campaign to ensure future success.

The survey will be open until [insert date, day, and time]. We ask that you complete the survey *at your earliest convenience*. We are offering a \$25 gift card to those who complete the survey.

If you have questions about the campaign, please contact me directly at 301-496-0256 or adrienne.burroughs@nih.gov. For technical issues, please email Technical Support at NINR_Conversations@mail.nih.gov.

Thank you for your participation.

Sincerely,

Adrienne Burroughs, MHS
Health Communications Specialist
National Institute of Nursing Research
Office of Communications and Public Liaison
adrienne.burroughs@nih.gov
301.496.0256

Reminder email to take survey (This will only be sent if needed.)

Subject line: Reminder: NINR Campaign Survey – Action Required



Good [morning/ afternoon],

This is a reminder to complete the [baseline or end-point] survey for Palliative Care: Conversations Matter, a campaign of the National Institute of Nursing Research (NINR).

At your earliest convenience, please complete the survey by clicking on the following link: [SURVEY LINK EMBEDDED]. The survey will close on [insert date, day, and time] and should take approximately 20 minutes to complete.

Your unique login code is: [LOGIN CODE]. This login code is used to keep the responses anonymous.

As always, all opinions and answers will be kept secure to the extent permitted by law and insights will be viewed in aggregate.

Your input is invaluable to NINR. If you have questions about the campaign, please contact me directly at 301-496-0256 or adrienne.burroughs@nih.gov. For technical issues, please email Technical Support at NINR_Conversations@mail.nih.gov.

Sincerely,

Adrienne Burroughs, MHS
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