

Attachment L: Participant Recruitment Materials

Material 1: Solicitation in SOPHE newsletter

Title: “Opportunity to give CDC feedback on its health materials.”

Message: If you’re a policymaker, work for a health department or organization that partners with CDC, please contact CommunicateHealth to take a 15-minute web survey. CDC will use your feedback to improve its public materials. Email cdcindex@communicatehealth.com for the survey. Questions: 413-582-0425.

Material 2: Email to potential participants

Dear [participant/contact name],

CommunicateHealth is working closely with CDC to develop health information materials for [health department staff/clinicians/policymakers/CDC partners] [like you]. We’re looking for people to provide feedback on these materials through an online web survey.

Participants will receive a unique link to the web survey. The survey is online and unmoderated, meaning you can complete it on your own, at a time that's convenient for you. It should take about 15 minutes to evaluate the materials.

Please let me know if you are interested or know any other [audience type] who would like to participate. Your ideas will be much appreciated and help us improve CDC materials.

If you have any questions, feel free to call [413-582-0425].

Thank you for your help!
[Signature]