

Attachment B
CDC Flu UX: Recruitment Email for CDC Flu Card Sort

Subject: Help Improve the CDC Seasonal Influenza (Flu) Web Site
Form Approved
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The Influenza Division at the Centers for Disease Control and Prevention (CDC) is working to enhance the Seasonal Influenza (Flu) web site. As part of our preliminary work on this project, we are conducting a sorting activity to find out how users think our site information should be labeled and organized. As a potential user of this CDC.gov site, we invite you to participate in this sorting activity. Your input is very important to us and will guide improvements to the site.

The sorting activity will take about 30 minutes to complete and no personally identifying information will be collected. To begin, please click this link: <https://1ad189b1.optimalworkshop.com/optimalsort/7ff2w42f>

If you have any questions about this project, please contact fluwebrequests@cdc.gov.

Thank you in advance for your time!

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0956).