

Attachment A

CDC Digital Health Tools Survey: Protocol for CDC Digital Health Tools Survey

Sept. 22, 2014

Recruitment

- CDC is contracting with a company to recruit participants. A total of 500 participants will be included in the survey. The participants will be general consumers and will be randomized to engage with one of the digital health tools or an alternate.

Administration of Survey

There is one primary survey and participants will be randomized to one (1) of four (4) conditions. The survey questions will vary slightly depending on the digital tool they will be viewing.

- Group 1 = people taking the survey and randomized to observe the Microsite
- Group 2 = people taking the survey and randomized to observe an alternate to the Microsite
- Group 3 = people taking the survey and randomized to observe the Data Widget
- Group 4 = people taking the survey and randomized to observe an alternate of the Data Widget

Participants will be recruited on the web and will voluntarily agree to participate in the survey. All responses are collected anonymously. No identifying information will be collected.

See survey questions in [*Attachment B: Digital Health Tools Survey Questions and Attachment C: Digital Health Tools Survey Screen Shots](#).

See screenshots of the Digital Health Tools in [*Attachment D: Digital Health Tools Screen shots](#).

Devices

- Participants will use their own online device to access the survey. It is available on desktop/laptop but can also be accessed via tablet or iPad. May not be accessible on all smartphones.

Sessions

- Each session is estimated to last 25 minutes. During the session, participants will:
 - Take a pre-test to establish a baseline
 - Engage with the digital tool
 - Take a post-test to determine knowledge gain and provide feedback regarding the tool
- All surveys will be completed anonymously and no identifying information will be collected.
- Web prototypes will be accessed via the users' devices by web url. The web prototypes are CDC urls (web pages) to be evaluate.