ATTACHMENT A:

Testing GovDelivery as an Option for Rapid and Low Cost Consumer Feedback on the Clarity of CDC Content

Web Survey Protocol

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Objectives

The CDC Office of the Associate Director for Communication (OADC) and the Health Literacy Council provide guidance and oversight in the implementation of clear communication and plain language practices when developing and disseminating health messages across CDC's many communication channels. OADC developed the [Clear Communication Index](#) (Index) to provide science-based criteria to create and assess public communication products.

CDC Centers, Institute, and Offices (CIOs) have expressed that the cost and time needed to effectively evaluate the clarity of their materials is a challenge. To best support CIOs, this pilot will develop and test a low cost and straightforward model for evaluating the clarity of health messaging and content.

Participants and Recruitment

Northrop Grumman will work with CDC to recruit participants via GovDelivery subscription lists and administer this online cross-sectional survey.

Recruitment Plan

We will recruit participants from existing GovDelivery accounts that belong to CIOs and are related to the topic of the materials being tested. Each GovDelivery subscriber list will be split, with half of the list receiving the link for version A and the other half receiving the link for version B. The surveys will be taken down after 50 responses are received for each of the 14 fact sheet versions or after 7 days have passed, whichever comes first.

Participants will be invited via email to view a fact sheet and complete a brief online survey. No incentives will be offered.

Methods

The purpose of the survey is to compare participants' responses to materials developed using the Index (revised) and those developed using current practices (original). Specifically, the survey is designed to answer the following main research questions:

Which material (original or revised) results in a greater proportion of respondents who:

1. Identify the main point that CDC is trying to communicate?
2. Find the information that they need in the material?
3. Understand what CDC wants them to learn or do after reading the information?
4. Find the information easy to understand?
5. Identify what would make this information easier to understand?

Stimulus Materials

The OADC team selected 7 original materials developed using current practices and active on the CDC website. When the Index was applied to the original materials, none received a passing score of 90%. The project team then revised the materials by addressing areas identified by the Index as potentially being problematic for the intended audience. CDC programs that developed the original materials reviewed the revised materials to ensure the accuracy of the content. Table 1 lists the original materials selected and revised.

Table 1:

Original	Revised
Mental Health among Women of Reproductive Age vA	Mental Health among Women of Reproductive Age vB
Environmental Health Training in Emergency Response	Environmental Health Training
What Is Integrated Pest Management?	Integrated Pest Management
Gather Emergency Supplies	Emergency Supply Kit
Five Things You Need to Know About Congenital Heart Defects	Congenital Heart Defects
Pregnant Women Need a Flu Shot	Flu Shots and Pregnant Women
No More Excuses: You Need a Flu Vaccine	Get the Facts to Fight the Flu

Study Design and Data Analysis

GovDelivery lists related to topics from 7 fact sheets will be split, so that half of the subscribers receive a recruitment email with a link for version A of a fact sheet, and the other half receive a recruitment email with a link for version B of a fact sheet. Respondents will view one fact sheet version and answer 8 survey questions, six close ended and two open-ended. The surveys will be taken down after 50 responses are received for each or after 7 days, whichever comes first. Seven unique GovDelivery accounts with a minimum of 2,500 subscribers will be used. Responses will be pulled from the tool and analyzed for themes and patterns.

Final Report and Recommendations

The Northrop Grumman project team will provide OADC a document with analysis, results, and the proof of concept methodology. The proof of concept will be developed throughout the life cycle of the project and will include the process, instructions, contacts, resources, time, and general costs.