1.	Pre-notice Letter	Week 1	July 14, 2014
2.	Email: Pre-notice email	Week 3	August 4, 2014
3.	Card with \$5 GC	Week 8	September 8, 2014
4.	Email	Week 9	September 15, 2014
5.	Endorsement Letter	Week 10	September 22, 2014
6.	Email	Week 11	September 29, 2014
7.	Sample Survey with \$2 bill	Week 12	October 6, 2014
8.	Email	Week 14	October 20, 2014
9.	Military Family Month Postcard	Week 16	November 3, 2014
10.	Graphic PC	Week 18	November 17, 2014
11.	Email	Week 20	December 2, 2014
12.	Holiday card	Week 22	December 15, 2014
13.	Letter	Week 1	March 2015
14.	Email	Week 2	March 2015
15.	Postcard	Week 6	April 2015
16.	Spouse Appreciation Day Postcard	Week 8	May 2015
17.	Final Email	Week 9	June 2015

PHASE 1:

F1: Pre-notice letter with key study findings graphic insert & catch up on address Week 1 [Proposed start: July 2014]

Purpose: Thank respondents for previous participation and provide study results. Contents: cover letter, study results pamphlet, #10 business size envelope

Dear [name] ,

You are one of 10,000 military spouses who completed a survey as part of an important DoD survey (the Family Study) initiated to understand the impact of military service on families. You completed your first study questionnaire in (survey month/year).

We greatly appreciate that you shared your experiences with us and thought you might appreciate knowing about some of the preliminary findings from this effort. The enclosed summary provides just a few of the initial results and how they will be used.

Those of you who helped with this study represent families from all branches and components of the military – active duty, Reserves and National Guard. Some of your spouses are no longer serving in the military, while others continue to serve. Regardless of your specific situation, it is very important that we continue to hear from you. This study is designed to follow military families over time, including both during and after military service time.

We hope you'll take a few moments to review the findings that we've included in this mailing. More study information can be found on our website, www.familycohort.org.

In a couple of weeks, we will be contacting you to learn about any changes that may have occurred in your health and well-being since we last heard from you. We are eager to learn more about how participants' lives may have changed over time. By completing occasional follow-up questionnaires, we will be able to understand the unique challenges associated with military life (such as moves, separation from the military, and deployments).

Thanks so much for your effort to help the U.S. military provide the best health-related services possible to current and future military families.

Very sincerely,

ATTACHMENT:

Study Fact Sheet for Participants (see attachment)

F2a: Pre-notice email: different versions for those with good or bad mailing addresses (If F1 mailing returns as bad address, send this version of email)

Week 3

Purpose: 1st email connection. Mention unable to send F1 mailing because of bad address. Mention more results on website. Have a 'What's New' page on website.

Subject Line: Re-establishing Contact with You

Dear <u>[name]</u>,

Two weeks ago we sent you a postal letter that was returned to us because of an address problem.

We would like to share with you the progress of the DoD Family Study which you participated in (<u>survey month/year</u>). This study is unique as it seeks to understand the health and wellness issues facing military families in all branches of the armed forces. We are enormously grateful for your help with this Department of Defense study, and thought you might be interested in knowing about some of the results from this effort.

Thus, we would appreciate you providing us a current postal address so that we can continue to keep you informed about results from this important national study. To do that, just click on the link (ADD LINK) to update your address.

Thanks so much for your effort to help the U.S. military provide the best health care and support programs possible to current and future military families through your participation in this critical study.

Very sincerely,

Some people have multiple email addresses. If we've reached you at an inappropriate address, please visit this website to provide a preferred address for contacting you <change of address>.

F2b: Pre-notice Email (If F1 mailing is a good address, send this version of email) Week 3

Purpose: reconnect by email. Mention more results on website. Have a 'What's New' page on website.

Subject Line: Preliminary Results from Your Participation

Dear [name] ,

We hope you recently received our letter in the mail which highlights the preliminary study findings of the Family Study.

You are one of an important group of military spouses who completed this important DoD survey aimed at understanding the impact of military service on families. You completed your first study questionnaire in (<u>survey month/year</u>). We greatly appreciate you sharing your thoughts and experiences because these will provide greater insight into issues facing today's military families.

In a few weeks, we will send you the follow-up survey, which has some important new updates from the previous version. We know that families change over time and would greatly appreciate hearing how you are doing since the last survey. Even if you are no longer with your service member spouse, or if your service member is no longer in the military, we greatly value your continued participation and input.

Additionally, we would like to share with you some of our study updates: [Web link to "What's New" webpage]

Thank you again for your help in completing the current survey and your commitment for protecting the health and wellness of current and future military families.

Very sincerely,

Some people have multiple email addresses. If we've reached you at an inappropriate address, please visit this website to provide a preferred address for contacting you <change of address>.

F3: Card with \$5 Gift Card Week 8

Purpose: Invitation to go the web and complete the survey. Include \$5 gift card as an impactful preincentive. First push to complete survey on web.

Contents: 5 x 7 card with \$5 GC attached and A7 envelope? (5"x7")

Dear _[name]___,

A year or so ago, you were very helpful in completing a survey for the Family Study which assesses the health and well-being of military families over time. We are writing to ask for your continued help in understanding if and how military service affects the health of military families during and after service time.

We tremendously value your previous help with this effort that involves families from all branches and components of the military. You may notice that this year's questionnaire has been changed, removing some questions and adding others that seem to be helpful in understanding what happens over time with regard to health issues and the changes within family dynamics and relationships.

Please complete the survey by going to: www.familycohort.org, where you should click on Start Survey, and enter your Subject ID: xxxxxx.

In recognition of your contribution to the Family Study, we are enclosing a small token of our appreciation as a way of expressing our gratitude for your previous and continued efforts to make a difference in the lives of current and future military families. We truly value your time and input in order to complete the survey.

We know that relationships also change over time and families evolve. Even if you are no longer with your service member spouse or geographically separated, we greatly value your continued participation and input as this study is aimed to evaluate both the short- and long-term impact on families.

Because families serve too, we want to thank you for the sacrifices you have made for our country.

Very sincerely,

F4a: Email NON-DUAL MILITARY FAMILIES

Week 9

Purpose: reference recent postal contact and gift. Continue to push for web completion.

Subject Line: How Are Current and Former Military Families Doing?

Dear <u>[name]</u>,

Earlier this week, you should have received a letter requesting your continued help with a long-term study of the health and well-being of the families of military members of our armed forces. It's the first study of its kind to evaluate both the short and long-term effects on military families.

I am following up with this email to provide an electronic link, which we hope makes it easier for you to access and complete this follow-up survey. Just go to www.familycohort.org, click Start Survey and enter your subject ID: xxxxxxxx.

Unlike some studies, this one is designed to follow you over time to understand changes in health and wellness, or your children's, and any concerns you may have. Even if you or your children are not experiencing any health concerns or changes since last time, your responses are still very valuable in understanding the possible effects of military life experiences.

Thank you for working with thousands of other military spouses to protect the health and well-being of military families.

If you did not receive our postal mailing with the small token of appreciation, then we may not have your most updated address. We greatly value your help and we want to assure that we sent it to the correct postal address. Please update your contact info at: [update contact info -website].

Very sincerely,

We hope we've reached an appropriate email address. However, if you don't want us to use this address, please visit: [unsubscribe email link]

F4b: Email DUAL MILITARY FAMILIES

Week 9

Purpose: reference recent postal contact and gift. Continue to push for web completion.

Subject Line: How Are Current and Former Military Families Doing?

Dear [name] ,

Earlier this week, you should have received a letter requesting your continued help with a long-term study of the health and well-being of the families of military members of our armed forces. It's the first study of its kind to evaluate both the short and long-term effects on military families.

I am following up with this email to provide an electronic link, which we hope makes it easier for you to access and complete this follow-up survey. Just go to www.familycohort.org, click Start Survey and enter your subject ID: xxxxxxxx.

We understand that both you and your spouse are, or have been, in a dual military family. That makes you especially important to this study, so we hope to hear from you. We realize that the health and well-being of spouses may be affected somewhat differently in dual families than when only one member of a family serves.

Unlike some studies, this one is designed to follow you over time to understand changes in health and wellness, or your children's, and any concerns you may have. Even if you are not experiencing any health concerns or changes since last time, your responses are still very valuable in understanding the possible effects of military life experiences.

Thank you for working with thousands of other military spouses to protect the health and well-being of military families.

If you did not receive our postal mailing with the small token of appreciation, then we may not have your most updated address. You are a valued participant and we want to assure that we send it to the correct postal address. Please update your contact info at: [update contact info -website] .

Very sincerely,

We hope we've reached an appropriate email address. However, if you don't want us to use this address, please visit: [unsubscribe email link]

F5: Endorsement Letter

Week 10

Purpose: emphasize endorsement; emphasize official sponsorship. Contents: cover letter, endorsement letter, #10 business size envelope Consider smaller size like Deanie Dempsey letter.

Dear [name] ,

Recently, we received a letter of support from [endorsement name] (please see enclosed letter) for our national study of the health and well-being of military families. We really appreciate NAME's support, and also appreciate your help with this important study.

This study is unique and is designed to inform DoD policies for enhancing the care of service members and their families. Among other things, it will help us understand the unique challenges associated with military life such as relocations, military separation and integration into civilian life, and the impact of injuries sustained during service time on families.

To complete your follow up survey, just go to www.familycohort.org and click **Start Survey** and enter your **Subject ID: xxxxxxx**.

Military spouses make choices everyday that impact their families. We hope you choose to spend a part of your day completing this important military family survey.

Very sincerely,

F6: Email Week 11

Purpose: email focusing on one topic. Topic: how participation makes a difference

Subject Line: How Your Participation Can Make a Difference

Dear [name] ,

We have been writing to you these last few weeks because it is so important that we hear from you and want you to continue to be part of this important study. Some people have written and asked us, "How will my participation in this study make a difference?"

Simply stated, without your shared experiences and that of other military spouses, we will not be able to determine the impact of military service, both recent and remote, on the health and well-being of military families. It is essential that we receive your information because you are part of a select group of individuals that have the opportunity to represent military spouses, and share the voice of your children.

There are a specific number of military spouses taking this survey, so every individual response is needed for this to be a successful study. Ultimately, the greatest benefits of this study will not be known for many years. This is why it is essential to stay involved with the study even if your spouse separates from service, or if your relationship status changes.

Thank you again for working with us to make the Family Study a success in improving the lives of military members and their families.

Very sincerely,

P.S. To complete the questionnaire, go to www.familycohort.org and click **Start Survey** and enter your **Subject ID: xxxxxxx**.

F7: Sample survey with \$2 bill

Week 12

Purpose: sample survey

Contents: cover letter, sample survey, \$2 bill, large OGE

Dear _[name]___,

A few weeks ago, we wrote to you to ask you to complete your follow-up Family Study survey. Your response is critically important to ensure that we have complete responses from all spouses who initially completed the survey. Knowing your experiences as a current or former military spouse will be especially helpful in determining how military families are doing over time.

The Family Study works in partnership with the Millennium Cohort Study and is the only military family study that includes families from all branches of the military and Reserve/National Guard. In addition, no other military family study surveys families over time as they experience both the unique challenges and achievements associated with military life.

Some people have asked us what the survey is about. Consequently, we are enclosing a sample of some of the questions. You can see that the survey includes a wide variety of items on physical and emotional health, and life experiences. We have updated the survey questions to ensure an understanding of the changes and evolving concerns of military spouses over time. If you are separated or divorced from your service member spouse, or widowed, we have unique sections on the survey for your situation.

Just go to www.familycohort.org and click Start Survey and enter your Subject ID: xxxxxxxx.

We really appreciate your effort to complete the survey online – completing it on the web saves DoD money and allows us to produce results more quickly. As our way of saying thanks for considering our request, we have enclosed a small token of appreciation.

We hope that results from this study will help with decisions on how to provide the best health-related services possible for military families in the future.

Thanks so much for your time and sacrifices for our country.

Very sincerely,

F8: Email Week 14

Purpose: mention sample survey sent previous week.

Subject: Have you Completed Your Family Study Survey Yet?

Dear [name] ,

Last week, we sent you a sample of questions to help you better understand the variety of topics contained on the new Family Study survey. It may have been helpful to see that the survey accounts for various situations within military families, such as changes in relationships, the birth of children, new health concerns, relocations, or military separation.

The request to complete a follow up survey was sent to you because you had previously completed a survey for the study in [survey month/year]. We are especially interested in hearing your most recent

thoughts and experiences because that will provide greater insight into issues facing today's military families, as well as the health and well-being of military spouses and children.

If you have already been able to go online and complete the questionnaire, we want to say thank you. If you have not yet had time to consider our request, we hope you will be able to do so soon. To complete it, all you need to do is go to the website, www.familycohort.org and click **Start Survey**. You will need to use the following **Subject ID:** xxxxxxx.

Thanks so much for your consideration for completing this important survey.

Very sincerely,

Some people have multiple email addresses. If we've reached you at an inappropriate address, please visit this website to provide a preferred address for contacting you <change of address>.

F9: National Military Family Month postcard

Week 16

Purpose: celebrate National Military Family Month and encourage continued participation

During National Military Family Month, we want to thank you for the previous and current sacrifices and steadfast support that you have made for our nation. We honor your strength and resilience, and the important role you have played in protecting our nation. With the hundreds of thousands of service members who have deployed overseas, experienced frequent relocations, or any changes in military status, recognizing our past and present military families is more important than ever.

As part of America's commitment to our service members to protect the well-being of the family members they hold dear, the Department of Defense launched a long-term study of the impact of military service on families.

If you have already been able to complete the Family Study follow-up questionnaire, we want to say thank you. If you have not yet had time to consider our request, we hope you will be able to do so soon. To complete it, all you need to do is go to the website, www.familycohort.org and click **Start Survey**. You will need to use the following **Subject ID: xxxxxxxx**.

Very sincerely,

F10: Postcard reminder

Week 18

Purpose: remind participant to complete survey

Contents: 5x7 postcard

Dear [name] ,

We greatly appreciate the large number of military spouses who have already completed their follow-up survey, in order to help us understand better how military service affects families.

We hope that you have been able to complete the survey. If not, we encourage you to do so soon.

To complete the survey online, go to www.familycohort.org. Just click **Start Survey** and enter your **Subject ID: xxxxxxx**. That helps us summarize answers more quickly.

Your participation makes it possible to inform policymakers and healthcare providers regarding the unique experiences of military families and guide measures that positively impact families like yours.

Thank you for considering our request.

Very sincerely,

F11: Email focusing on contrasting topic

Week 20

Purpose: reminder we sent a paper survey to their home

Topic: how the survey is different

Subject Line: What other spouses have been telling us

Dear [name] ,

We appreciate the feedback we have received from over 10,000 respondents. One respondent told us, "the survey was well thought out and extremely comprehensive." Another respondent asked simply, "Why did you ask so many questions?" It became apparent to us as the study was designed, that there were so many different kinds of health issues faced by different military members and families. Because of the large differences in people's situations, it seemed important to cover various issues, and realize that a less comprehensive questionnaire would have missed some important concerns that we need to understand. I want to assure you that your answers to this survey are strictly confidential and will not be shared with anyone outside the study team, including your spouse or military commands.

If you have already been able to complete the current questionnaire, we want to say thank you. If you have not yet had time to consider our request, we hope you will be able to do so soon. To complete it, you can go to the website, www.familycohort.org and click **Start Survey**. You will need to use the following **Subject ID: xxxxxxxx**.

Thank you for considering our request.

Very sincerely,

We hope we've reached an appropriate email address. However, if you don't want us to use this address, please visit: [unsubscribe email link].

F12: Holiday card

Week 22

Purpose: holiday card

Contents: 5 x 7 card and A7 envelope (5"x7")

Dear [name] ,

The Family Study team would like to wish you and your family a joyful holiday season. We are grateful for your help in the Family Study, an important national health and wellness study comprised of over 10,000 current and former military families.

The information provided by you and other invited participants will help us provide critical information to health care providers and military leaders about the specific health concerns of military families.

We hope you have had the opportunity to complete your recent survey. If not, we encourage you to do so soon. To complete the survey online, go to www.familycohort.org and click **Start Survey** and enter your **Subject ID: xxxxxxx**.

We are now starting to summarize results to understand what changes if any have occurred in people's family situation and health care challenges since this study began in 2011.

Thanks again for working with us to help make the Family Study a success in improving the lives of military families.

Kindest regards,

PHASE 2: [obtain feedback from 1st phase to tailor 2nd phase]

F13: Letter to reconnect after the break and establish updated addresses

Week 1 [Start again in March 2015]

Purpose: reconnect after break; establish updated addresses

Contents: Cover letter, #10 business envelope

Will update based on survey responses in first phase and any feedback received

Dear [name] ,

Last summer and fall, we wrote to you a number of times about the Family Study that is being done as part of the Millennium Cohort Study that you and your spouse responded to a few years ago.

Over the holidays, we began looking at the results from the follow-up survey to identify any changes in health issues or consequences of military service that may have happened. In some cases, there have been significant changes in either the spouse or a family member, and in others, as we expected there has not. It's exciting to see what we are learning.

We have heard from most (a large number) of you who participated in the 2011-13 first time survey. However, we are confident that the usefulness of our results will be even better if we can hear from you and others who have not yet been able to respond to the follow-up survey.

We hope that by contacting you at a different time of year, it might be easier for you to find time to respond, and update information for yourself and children you have. Simply stated, without your shared experiences and that of other families, we will not be to accurately determine the impact of military service, both recent and remote, on the health and well-being of military families.

We are sending this email link for you to be able to easily go online and complete the survey: www.familycohort.org and click **Start Survey** and enter your **Subject ID**: xxxxxxxx.

Thanks so much for your effort to help improve the lives of military families.

Very sincerely,

F14a: Email to reference letter and provide web survey link [SERVICE MEMBER RESPONDED] Week 2

Purpose: reference letter, provide electronic link, add new info

Subject: Help Improve the Lives of Military Families

Dear [name] ,

Last week, I sent a letter to you about an important health study called the Family Study. We have heard from your spouse who completed the service member survey, but have not yet heard from you.

It is critically important that we hear from the both of you so that we may be able to link your data to your spouse's information and be able to get a more complete picture of military family health.

We are sending this by email to provide an electronic link, which we hope will make it easier for you to respond. Just go to www.familycohort.org and click **Start Survey** and enter your **Subject ID**: xxxxxx.

Very sincerely,

Some people have multiple email addresses. If we've reached you at an inappropriate address, please visit this website to provide a preferred address for contacting you <change of address>.

F14b: Email to reference letter and provide web survey link [SERVICE MEMBER DID NOT RESPOND] Week 2

Purpose: reference letter, provide electronic link, add new info

Subject: Help Improve the Lives of Military Families

Dear [name] ,

Last week, I sent a letter to you about an important health study called the Family Study. We have not heard from you or your spouse who completed the service member survey.

It is critically important that we hear from the both of you so that we may be able to link your data to your spouse's information and be able to get a more complete picture of military family health.

We are sending this by email to provide an electronic link, which we hope will make it easier for you to respond. Just go to www.familycohort.org and click Start Survey and enter your Subject ID: xxxxxx.

Very sincerely,

Some people have multiple email addresses. If we've reached you at an inappropriate address, please visit this website to provide a preferred address for contacting you <change of address>.

F15: Postcard

Week 6

Purpose: Postcard reminder

Contents: 5x7 graphic postcard

Show picture of revamped cover page of survey.

Dear [name] ,

We hope that you have been able to complete the survey online. If not, we want to encourage you to complete the survey soon because this will be one of your last opportunities to contribute to this study and be able to communicate to us the needs of military families.

Just go to www.familycohort.org and click Start Survey and enter your Subject ID: xxxxxxx.

Even if your spouse is no longer in the service, or if your relationship status has changed, your participation is essential in order to form a complete picture of the impact of military life. Furthermore, even if your experiences have been positive, negative, or neutral, your input is extremely valuable to the validity of this study's findings.

Thank you for considering our request. We hope to hear from you as the opportunity to be a part of this study comes to an end soon.

Very sincerely,

F16: Military Spouse Appreciation Postcard

Week 8

Purpose: Military Spouse Appreciation

Dear [name] ,

We thank you, today and always, for the many sacrifices you have made as a military spouse both past and present. We salute you with sincere gratitude and pride on your very special day.

We greatly appreciate the large number of military spouses who have participated in the Millennium Cohort Family Study, in order to help us understand how service in specific military branches, deployment, length of time in service, relocations, and many other challenges, affect the long-term health and well- being of service members and their families.

It is an honor to say "thank you" on Military Spouse Appreciation Day.

Very sincerely,

F17: Final email

Week 9

Purpose: Final email contact/last chance

Subject: Last Chance to Take Part in an Important Military Family Health and Wellness Study

Dear <u>[name]</u>,

We have contacted you many times this past year about the Family Study, and we are writing again because of the great importance of this study, and because the opportunity to be part of this study comes to an end this month.

There are many reasons why some spouses may have not yet responded. Some may be busy with work, school, family, and other important obligations. Others may no longer feel that the military has an impact on their lives, or they may wonder about the value of a survey to help the needs of current and former military families. Whatever your circumstances and feelings, I would like to encourage you to take a few minutes and provide your unique thoughts and experiences for this valuable study.

This research was specifically started to understand the true impact of military experiences on both the short and long-term health and well-being of military families. We are answering the question, "How are families doing?" by evaluating the health and well-being of both current and former military families over time. As such, it is essential that we continue to receive responses among all spouses who initially joined the study to determine how families have changed over time.

Even if your spouse is no longer in the service, or if your relationship status has changed, your participation is essential in order to form a complete picture of the impact of military life. Furthermore, even if your experiences have been positive, negative, or neutral, your input is extremely valuable to the validity of this study's findings.

We appreciate your help and want to make it as easy to respond as possible. Simply go to the following link www.familycohort.org and click Start Survey and enter your **Subject ID: xxxxxxx**.

For any questions, please contact the Family Study Team at our toll-free number (800) 571-9248 or email us at familycohortinfo@med.navy.mil.

Thank you so much for considering this final opportunity to respond.

Very sincerely,

We hope we've reached an appropriate email address. However, if you don't want us to use this address, please visit: [unsubscribe email link]

Thank you card AFTER survey completion

Send with incentive approx 6-8 weeks after survey completion Purpose: Send Thank You card Contents: 5x7 greeting card, A7 outer envelope, Dear _____, We are writing to thank you for recently completing your survey for the Family Study. The information provided by you and other invited participants will help us provide critical information to health care providers and military leaders about the specific concerns of military families. With this information, we hope to find improved ways to provide you and yours with genuine family support, which in turn facilitates mission readiness. We plan to conduct a follow-up survey of participants in 2017, to learn about any changes in your families' health and well-being that may be related in some way to military service. Meantime, as analyses are completed, we will post results on our website, www.familycohort.org, and want to let you know that you may go there to see them. Thanks again for working with us to help make the Family Study a success in protecting the health of current and future military families. Very sincerely,

ATTACHMENT

Study Fact Sheet For Participants



