



# CDC Partner Activity Submission Web Page Survey

A Plan for Conducting Research on the Awareness, Functionality, and Usefulness of the CDC Partner Activity Submission Web Page

Centers for Disease Control and Prevention  
National Center for Immunization and Respiratory Diseases  
Health Communication Science Office  
Influenza Communication Team

## Background and Objectives

The Influenza Vaccination Communication Team have noticed a decline in partner activity submissions (for both seasonal and National Influenza Vaccination Week activities) on the CDC website. We would like to reach out to potential users of the web page to ask them about their knowledge of the partner activity submission page, how they do or do not use it, and how beneficial they may find the web page.

The Influenza Vaccination Communication Team maintains a comprehensive listserv of partners including private, grassroots, associations/organization, and clinician groups. This group receives emails on a weekly basis during the flu season with an update of flu activity and key messages. Representing such a broad range of professionals who are target users of the CDC partner activity submission page, this group is ideal to survey to identify the pros and cons of the web page.

The results of this survey will inform the influenza vaccination communication team as to whether this page should be tweaked to make more useful, deleted, or replaced.

## Methodology, Analysis, and Reporting

*Questionnaire.* We will conduct a short survey with partners. The questionnaire will contain an explanation of the purpose of the research and up to 5 questions regarding their use of the partner activity submission web page.

*Sample and recruitment.* We will send a link to the questionnaire to Flu partners. We will remind Summit members to answer the survey on a weekly phone call.

*Mode.* The questionnaire link will be sent via email. The questionnaire will be hosted on SurveyMonkey.

*Incentive.* Due to its brief nature, participants will not be offered a financial incentive for answering the survey.

*Human Subjects Protection.* Our research plan and data collection protocol will be reviewed and approved by the CDC Institutional Review Board (IRB) and Office of Management and Budget (OMB) before the link is sent out to Summit members. To ensure participant confidentiality, responses to the survey will be anonymous.

*Analysis and Reporting.* At the conclusion of data collection, we will prepare a brief report summarizing the findings. This report will be reviewed internally.

*Proposed timeline.*

Activity	Start Date	End Date
Questionnaire development	May 20	June 20
CDC IRB review	June 24	July 15
CDC OMB review	June 24	July 15
Email survey link to participants	July 15	July 22
Final report	July 22	July 31

**Appendix A: Email blurb (to be sent via Flu Partner listserv and National Adult and Immunization weekly email “Summit Buzz”)**

The CDC is interested in hearing how your organization posts and learns about influenza vaccination promotion activities (i.e. clinics, health fairs) in your area, the value and usability of CDC’s submission page for those activities, and awareness of CDC’s #VaxWithMe social media campaign. Please take 5 minutes to answer the following survey [insert SurveyMonkey link here]. This survey will close on [insert end date – 3 weeks after it opens].

## Appendix B: Survey questions

*Thank you for agreeing to participate in this survey. The information you provide will be kept confidential. You don't have to answer any question you don't want to, and you can stop at any time. Our report will combine responses without revealing any individual sources. By pressing the "Submit" button, you are agreeing to participate in this survey. If you do not agree, simply close your browser.*

1. Who would you say are your organization's target audiences? Select all that apply.
  - a. General public
  - b. Businesses
  - c. Children
  - d. Employees
  - e. Healthcare professionals
  - f. Long-term care facilities
  - g. Older adults (age 65+)
  - h. Parents/Caregivers
  - i. People with chronic diseases
  - j. Pregnant women
  - k. Young adults
  - l. Unsure
  - m. Other (fill in answer)
2. Are you aware of CDC's [Partner Events webpage](#)?
  - a. Yes (continue to question #3)
  - b. No (skip to question #7)
3. Have you or someone in your organization posted on the CDC [Partner Events webpage](#) that you are aware of?
  - a. Yes (continue to question #4)
  - b. No (skip to question #6)
4. How useful do you find the CDC [Partner Events webpage](#)? (1 = not useful, 5= extremely useful)  
1      2      3      4      5      (continue to question #4)
5. Why do you use the CDC [Partner Events webpage](#)? (check all that apply)
  - a. To increase awareness about my event
  - b. To have a link to send people with information about your event
  - c. To find events going on in my state
6. What challenges do you find inputting events into the CDC [Partner Events webpage](#)? (check all that apply) (skip to question #8)
  - a. The form is too cumbersome to fill out
  - b. I do not find it helpful
  - c. The page is hard to find
  - d. Other (fill in answer)
7. Why do you not use the CDC [Partner Events webpage](#)? (check all that apply)
  - a. The form is too cumbersome to fill out
  - b. I do not find it helpful

- c. The page is hard to find
  - d. Other (fill in answer)
8. Where do you post about your influenza vaccination promotion activities (check all that apply)
- a. CDC partner activity web page
  - b. Organization website
  - c. Facebook
  - d. Twitter
  - e. My organization does not post about influenza vaccination promotion activities
  - f. Other (fill in answer)
9. Where do you learn about influenza vaccination promotion activities going on in your area?
- a. CDC partner activity web page
  - b. Organization website
  - c. Facebook
  - d. Twitter
  - e. I do no search for influenza vaccination promotion activities in my area
  - f. Other (fill in answer)
10. Are you aware of the [#vaxwithme social media campaign](#)? CDC's #VaxWithMe campaign encourages individuals to share photos and videos of themselves (tagged #VaxWithMe) during or after getting their flu vaccination.
- a. Yes (continue to #11)
  - b. No (end survey)
11. Are you aware of the [#vaxwithme interactive timeline](#)?
- a. Yes
  - b. No
12. How do you foresee using the [#vaxwithme interactive timeline](#)? (Choose all that apply)
- a. In addition to the partner page
  - b. Instead of the partner page
  - c. Not at all
  - d. To learn about influenza vaccination promotion activities going on in my area.

*Thank you for taking the time to complete this survey. The information you provided will help us evaluate the CDC partner activity submission web page and will be helpful in informing us on how to improve this web page.*

*If you have any questions, concerns, or additional comments to provide the CDC please email [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov).*