

Attachment B: Invitation Email

Dear (TCP Program Manager):

The Centers for Disease Control and Prevention (CDC), Office on Smoking and Health (OSH) is requesting your participation in a telephone interview as part of its assessment of *Best Practices Guide for Comprehensive Tobacco Control Programs–2014*. The assessment will examine the utility of the guide as a resource to help states plan and establish comprehensive tobacco control programs that can advance National Tobacco Control Program efforts and reduce tobacco use in each state. Originally released in 1999, *Best Practices for Comprehensive Tobacco Control Programs (Best Practices)* is an evidence-based document that provides states with integrated programmatic and funding recommendations that have been proven effective at reducing tobacco use and tobacco-related morbidity and mortality. *Best Practices–2014* is the third edition of *Best Practices* and updates the guidance provided in the 2007 edition.

As part of this assessment, we would like to conduct interviews with all state tobacco control program managers to ensure that the diverse perspectives and experiences of states are captured in the next edition of the guide. The interview will take approximately 70 minutes to complete. The telephone interview guide contains multiple-choice and short-answer questions about your program's experience using *Best Practices*. To assist us in scheduling the interviews, we ask that you please respond to this e-mail by **[date]** with 3 times and dates that fit your schedule.

Your participation in this interview is completely voluntary. You may choose to skip questions or stop the interview at any time—that will not in any way impact the funding or technical assistance you receive from CDC. The interview will be recorded for transcription purposes. All information collected will be kept secure, and reported out in aggregate form.

The information collected from this assessment will be used to inform decision making aimed at improving the next edition of *Best Practices* to increase its utility and application among state tobacco control programs. Your participation will ensure that your state's experiences are considered during the development of next edition of the guide.

If you have any questions, please contact Yessica Gomez, Evaluator with the CDC Office on Smoking and Health. Yessica can be reached by email (ygomez@cdc.gov) or phone (770-488-8947).

Thank you in advance and we look forward to hearing from you.

All the best,

OSH Evaluation Team
Epidemiology Branch
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention