

APPENDIX B

OUTREACH LANGUAGE

Email to Providers

Dear <Name>:

The National Institute of Nursing Research (NINR), part of the National Institutes of Health, is asking for feedback from health care providers who care for children with serious illnesses. NINR developed the *Palliative Care: Conversations Matter*[®] campaign to increase awareness about pediatric palliative care. The campaign has materials for both providers and families. We would like to hear from you about how best to share the campaign information with fellow providers.

To this end, NINR invites you to share your thoughts through a brief 4-question survey. The survey should take 5 minutes or less to complete. All responses are anonymous and no personal information is collected.

Your feedback is very important to us and will help us make sure more providers know about the campaign <Insert link to survey>. The survey will remain open through <insert cutoff date>.

If you would like to learn more about NINR or the campaign, please go to <http://www.ninr.nih.gov/conversationsmatter>. Please feel free to contact me with any questions.

Thanks, in advance, for your time,

<Insert signature block>

Email to Organizations/ Hospitals

Dear <Name/Entity>:

The National Institute of Nursing Research (NINR), part of the National Institutes of Health, is asking for feedback from health care providers who care for children with serious illnesses. NINR developed *Palliative Care: Conversations Matter*[®] to increase awareness and use of palliative care for children. NINR hopes to learn how best to share the campaign information with health care providers.

To this end, NINR invites providers to share their thoughts through a brief 4-question survey. The survey should take 5 minutes or less to complete. All responses are anonymous and no personal information is collected. Given your work in pediatric palliative care, we greatly appreciate any assistance in reaching other providers who would like to participate. A direct link to the survey follows and sample social media posts are attached.

<Insert link to survey>.

The survey will remain open through <insert cutoff date>.

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If you would like to learn more about NINR or the campaign, please go to <http://www.ninr.nih.gov/conversationsmatter>. Please feel free to contact me with any questions.

Thanks, in advance, for your help,

<Insert signature block>

Sample Tweets

- Are you a health care provider who cares for children with serious illnesses? Take our brief survey: [insert survey link] #pedpc
- Are you a health care provider who cares for children w/ serious illnesses? Share your thoughts via @SurveyMonkey [insert survey link] #pedpc
- #HCP: Take our 5 min survey & help improve dissemination of our pediatric #palliative care materials [insert link] #pedpc
- Take our 5 min survey & help improve how we distribute pediatric #palliative care materials to #HCPs: [insert link] #pedpc

Sample Facebook Posts

- The National Institute of Nursing Research (NINR), part of the National Institutes of Health, seeks input from health care providers who care for children with serious illnesses. This 4-question anonymous survey will help NINR learn what is most helpful to providers and how best to connect with them. <Embed link>
- Providers who care for children with serious illnesses: the National Institute of Nursing Research needs your input. This anonymous survey takes less than 5 minutes and will help give health care providers like you the information and resources they need. <Embed link>