

Attachment F: Post-Screening Introductory Email for Participants

***Research on the Efficacy and Feasibility of
Essentials for Parenting Toddlers and Preschoolers***

Division of Violence Prevention
National Center for Injury Prevention and Control
Centers for Disease Control and Prevention

Introduction to EFP study

(Email intended for parents who passed screening, provided contact info on the sign-up website)

Hello!

We're very excited that you are interested in participating in the Essentials for Parenting study. We'd like to tell you more about the next steps and what is involved in the study.

What is this study about?

This purpose of this study is to get parents' feedback about a web resource created for parents like you who have young children. The study is being led by Westat, a health research firm, and our partners at New York University, on behalf of the U.S. Centers for Disease Control and Prevention, also known as CDC. We are looking for about 200 parents to give us feedback on this resource for parents, so we're so glad you signed up!

The goal of the resource is to provide parents with information they can use to handle common parenting challenges, boost confidence in their parenting skills, and enjoy helping their children grow. As a parent of a toddler or preschooler we would like **you** to help us by using the website and sharing your feedback. We will ask you to answer questions about how you and your child get along, how your child behaves, and what you think about the website.

Why should I participate?

We expect that you will find the website and activities fun and interesting. We also hope that you will learn skills that will be helpful to you as a parent. But, we won't know for sure until we get your thoughts! Everything you do for the study will be from your own computer, at any time of day, and whenever it is convenient for you during each week.

The information you provide during the study will help the CDC understand how parents use and learn from the website. Your feedback will help CDC improve the website for all parents across the country.

To thank you for the time you take to be in this study, we will offer you a prepaid MasterCard with \$20 on it sent by mail after you complete your first survey. Each time you complete your weekly surveys, we will add more money to your card electronically. In total, you will receive \$250 if you complete all your surveys on time.

What happens next?

We will contact you within 2 business days by phone to explain the study a little more, and answer any questions you may have. At the end of the phone call, if you are still interested in participating, we will enroll you in the study.

If you'd rather contact us directly at your convenience, please call us at {1-8xx-xxx-xxxx} between {hours} to talk about the study.

After you enroll in the study, you will be participating in the study for 18 weeks. Stay tuned!

Thank you again for your interest. We look forward to talking with you!