

# Key Informant Recruitment/Scheduling

## Evaluation of CDC's CCC 1017 Program

**Name of CCC program** is one of 13 CDC-funded comprehensive cancer control (CCC) programs that were awarded additional resources to increase their focus on Policy, System, and Environmental (PSE) change strategies. The additional resources received include staff, ongoing technical assistance and training, and a menu of PSE strategies from which to select those that best fit local context and priorities. This program is known at CDC as the 1017 program.

CDC has asked Battelle, a non-profit research firm with a dedication to furthering public health, to conduct an evaluation of the 1017 program. A major goal of the evaluation is to learn how local programs together with the members of local PSE coalitions/workgroups and other strategic partners have planned and implemented selected PSE strategies and to learn what approaches are successful in advancing PSE change and making a difference to local cancer control efforts. An important part of the evaluation is talking to people who are directly involved with and/or who are familiar with cancer control efforts in each community.

You were selected as a possible participant because you are involved in **Name of coalition/task force** or because you play an important role in your community. We would like to schedule a time to talk with you about your perceptions of the **Name of coalition/task force's** activities and achievements. Through these discussions, we expect to gain insights into how local programs and their partners can be successful in addressing the cancer challenges faced by local communities and states.

We are excited to be part of this national effort. We hope you will be willing to share your perspective and experiences with us. The research team here at Battelle is committed to sharing our results with all of the 1017 programs and their partners so that everyone involved can benefit from what is learned.

We will be visiting your community on \_\_\_\_\_ and would like to schedule a time to talk to you in person. All of the interviews will follow a standard guide but they will be flexible, informal and conversational in feel. We are requesting about \_\_\_\_\_ of your time. If you agree to participate, we will contact you again two years later to ask about your impressions of changes during the intervening years. The second interview will be by telephone.

Can we include you in the study? What is your availability to meet during those two days?

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