

Appendix O

Reminder call before the final appeal:

Hello, I'm [CDC Staff Name] calling on behalf of the Centers for Disease Control and Prevention. Is [Customer Name] available?

I'm calling about an important survey that we mailed out to you a few weeks ago, about household water use and health.

I just wanted to follow-up with a call to say we really hope you decide to participate, and to remind you that the survey takes less than 12 minutes to complete online or on paper. Can we count on you to participate?

[If "No"]

Ok, well thank you for your time and I'll just leave you with the reminder that if you change your mind, you can return the paper survey booklet in the provided envelope, or follow the link to the web survey printed on the booklet. And, If you do decide not to participate, it would help us to know why you decided not to.

[If "Yes"]

Great, thank you. You are providing an important contribution to public health. You will receive a final letter from us in a few days in a colored envelope, which contains instructions for completing the on-line survey. It takes about 12 minutes to complete.