

# Attachment A

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## CDC Flu Emails: Protocol for Flu Survey

8/8/2017

### Goal:

The goal of the Seasonal Flu email research is to:

- Gather feedback from current subscribers of flu email updates
- Measure users' level of satisfaction with the current email updates
- Learn about users' perceptions of the emails
- Discover users' preferences with regard to content and frequency
- Identify additional ways to improve the email updates

### Methodology:

To gather this feedback, the team has decided to conduct a survey of current subscribers.

- **Recruitment:** The survey will be delivered via an email invitation (*see Appendix B*). to subscribers of the flu email updates. Included in the invitation will be a link to the survey (*see Appendix C*). Following the initial email invitation, the number of responses will be measured. If needed, a second "reminder" notification may be sent the following week to elicit additional responses (*See Appendix B*).
- **Survey questions:** The survey will include 8 questions that ask users to rate their level of satisfaction with current emails and provide their preferences with regard to content and frequency. The survey does not ask for any personally identifiable information.
- **Respondents:** We want 100 subscribers to respond to the survey.
- **Analysis:** At the end of the study, we will analyze the data at a high-level and quickly report on results. The analysis will be done at an aggregate level and may be segmented by role or level of

satisfaction. The results of the survey will be used to inform future improvements and enhancements to the flu email updates and will be used internally. The data will not be published or shared outside of CDC.