

**Birth Defects Study To Evaluate Pregnancy exposureS (BD-STEPS)  
Introductory or Non-response E-mail Script**

**Subject line:** <Grantee> health research study needs your help

We are emailing you about an important health study conducted by the <state grantee> and sponsored by the Centers for Disease Control and Prevention (CDC). We are interested in having you participate in the study <IF INTRO PACKET NOT RECEIVED, but we first need to send you an information packet that describes the study in more detail. To receive this information, or> to/To learn more, please reply to this e-mail or call 1-888-743-7324.

Thousands of women across the country are taking part in this research. We hope you will also be a part of this important study.

Thank you.

Insert Local PI Name & contact info  
Include official address, phone numbers, email addresses,  
Include BD-STEPS website

**CELL PHONE TEXTS (triggers defined in RTI disposition documentation)**

**Trying to Reach You**

We're trying to reach <MOIB Name>. Please call us toll free at 1-888-743-7324 about an important health study. We look forward to hearing from you.

**Appointment Reminders (option for appointment reminder in introductory script)**

A friendly reminder for <MOIB Name> about your phone interview scheduled on <Date/Time>. Please call at 1-888-743-7324 with any questions. Thanks.