

INTERVIEWS RECRUITMENT LETTER

Dear _____,

My colleagues and I at the [John Hopkins Center for Health Security](#) request the opportunity to interview you on the telephone to gain insight into ongoing Zika communication efforts within the United States. This research study is funded by the CDC, and we are reaching out to individuals from a wide range of specialties who are involved in educating and communicating with the public about Zika. We have identified you as someone with valuable perspective in Zika communication efforts. Our ultimate goal is to develop a detailed understanding of both the baseline and innovative communication efforts ongoing in the response to Zika within the United States, which will help inform future best practices on how to effectively communicate information about infectious diseases to the public.

Interviews will last approximately 30-45 minutes and will be conducted by us or one of our fellow researchers. You may decline to answer any specific questions, and you may withdraw from this project at any time. Your comments will not be attributed to you specifically, and although we will record all interviews, they will be archived only under numeric codes to ensure privacy. Similarly, written notes will be labeled and stored under generic descriptive names, and results will only be available to the project team via secured access. Furthermore, study reports will not name specific interviewees or organizations without your explicit permission.

There are no foreseeable risks associated with participating in this project, nor are there any direct benefits to you. Your participation is voluntary, and you will not receive any compensation for your participation. Your involvement may, however, help foster important peer-to-peer learning to improve communication and messaging to enhance the public understanding of risks in future infectious disease outbreaks.

If you agree to participate in this study, please respond to Diane Meyer to set up an interview time. She is available at (443) 573-3316 or dmeyer10@jhmi.edu. If you have further questions about the study, Tara Kirk Sell is available at (443) 573-4504 or tksell@jhu.edu. We greatly appreciate your time and consideration.

Very respectfully,

Tara and Diane

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