

**Recruitment Materials**  
**In-depth Interviews for Women of Reproductive Age**

**Landing Web Page/ Intake Form (See Attachment J for screenshot)**

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Women's Health Study

EurekaFacts, LLC is conducting an important research study to improve communication materials to help women like you think about alcohol, birth control, and pregnancy, and ultimately help women have healthy pregnancies. Here is information about this paid research opportunity:

- A 60-minute interview conducted by a professional interviewer at a day, time, and location most convenient for you
- We will ask you questions about thoughts, attitudes, and behaviors about alcohol use, birth control, and pregnancy
- A \$40 thank you to women who complete the interview
- Voluntary – you can choose whether to take part or not
- Confidential – your answers to questions will be not be reported with any information that identifies you as an individual
- You can choose not to answer any question
- You can withdraw at any time
- Your participation will not impact any healthcare you receive
- Funded by the Centers for Disease Control and Prevention (CDC)

1. To be considered, please answer the questions below.
2. If your responses indicate you may be eligible, we will contact you by phone to ask you a few more questions.
3. If you are eligible, you will be invited to be interviewed.
4. When you complete the interview, you will be given a \$40 thank you.

***[Online Screener: short web form asking basic questions to determine eligibility and collected best phone contact information – See Attachment I for screenshots]***

CDC FASD Online Screening Questions

Thank you for your willingness to participate in this study.

This survey is meant to assess whether you qualify to participate in a study on women's health conducted by EurekaFacts, LLC, a research company, for the Centers for Disease Control and Prevention. If you qualify for this project and complete an hour-long interview, you will receive a \$40 incentive in appreciation for the completion of the interview.

Some of these questions may seem personal. You may refuse to answer any question and can stop the survey at any time. All of your information will be strictly confidential, and your answers to questions will be not be reported with any information that identifies you as an individual.

1. Are you comfortable participating in a discussion in English?

<input type="checkbox"/> Yes	Continue
<input type="checkbox"/> No	Terminate

2. Which of the following age groups includes your age?

<input type="checkbox"/> Under 21	Terminate
<input type="checkbox"/> 21-24	Continue
<input type="checkbox"/> 25-29	Continue
<input type="checkbox"/> 30-39	Continue
<input type="checkbox"/> 40-45	Continue
<input type="checkbox"/> Over 45	Terminate
<input type="checkbox"/> I do not wish to answer	Terminate

3. Are you Hispanic, Latina, or Spanish origin?

<input type="checkbox"/> Yes, of Hispanic, Latina, or Spanish origin	
<input type="checkbox"/> No, not of Hispanic, Latina, or Spanish origin	Proceed
<input type="checkbox"/> I do not wish to answer	Thank and terminate

4. What is your race? (One or more categories may be selected)

<input type="checkbox"/> White	
<input type="checkbox"/> Black or African American	
<input type="checkbox"/> American Indian or Alaska Native	
<input type="checkbox"/> Asian	
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	Proceed
<input type="checkbox"/> I do not wish to answer	Thank and terminate

5. What was the last grade of school you completed?

- Some high school or less
- High school graduate
- Some college
- College graduate
- Some graduate school
- Postgraduate or professional degree
- I do not wish to answer Terminate

6. Have you consumed any alcoholic drinks (wine, beer or liquor/spirits) in the past 3 years?

- Yes Continue
- No Terminate

7. If yes, did you drink alcohol for any reasons other than for your religion?

- Yes Continue
- No Terminate

8. Are you currently pregnant?

- Yes Terminate
- No Continue

9. Have you given birth in the past 12 months?

- Yes Continue
- No Continue

10. Are you currently trying to get pregnant, or planning on getting pregnant within the next 12 months?

- Yes Continue – Women who are currently trying to get pregnant or who plan to become

pregnant in the next year – GO TO  
OCCUPATION INELIGIBILITY Q (11)  
Continue

\_\_\_No

11. Have you had sex, including vaginal intercourse with a male, in the past 90 days?

\_\_\_Yes

Continue

\_\_\_No

Terminate

12. Have you, or has anyone else in your household, worked in the past five years for/in:

A. A market research, advertising, marketing or public relations firm or department of a company

B. As an independent consultant in the field of marketing, market research, advertising or public relations

C. A healthcare provider, healthcare organization, or mental or behavioral health organization or provider

D. An insurance or managed care company or health plan organization

No to A, B, C, and D

Continue

Yes to A, B, C or D

Terminate

I do not wish to answer

Terminate

13. Which of the following categories includes your total annual household income before taxes?

\_\_\_ Under \$20,000

\_\_\_ \$20,000 to \$29,999

\_\_\_ \$30,000 to \$39,999

\_\_\_ \$40,000 to \$49,999

\_\_\_ \$50,000 to \$79,999

\_\_\_ \$80,000 to \$99,999

\_\_\_ \$100,000 to \$179,999

\_\_\_ \$180,000+

\_\_\_ I do not wish to answer

Terminate

Thank you for answering these questions. You may be eligible to take part in this research. If you are selected:

1. We will send you an email to find out your research session scheduling preferences.
2. Please click on the scheduling preferences link in that email to choose your **preferred** appointment dates and times and we will keep that in mind when scheduling your session.
3. If selected, you will then receive an email with your assigned research session date, time, and specific location.
4. You may also receive a confirmation and reminder phone call from one of our agents to confirm that you are able to attend the session to which you are assigned.
5. If time allows, we will mail information to you about your research session appointment.

14. Would you still like to participate?

Yes  
 No

Continue  
 Terminate

Thank you so much for your willingness to participate in the project. We will contact you to schedule the interview.

With that in mind, please provide us with the following contact information:

15. What is your preferred method of contact?

Mobile phone  
 Home phone  
 Email  
 Mail

First Name

Last Name

Mobile Phone Number (so we can give you a reminder call the day of the session)

Home Phone Number (so we can give you a reminder call the day of the session)

Email Address

Mailing Address (so we can send you a confirmation letter with directions to the facility)

City

State (**dropdown menu**)

Zip Code

EurekaFacts LLC would like your permission to send automated reminders about your interview. We may contact you up to 6 occasions using this automated process in the next two months until interviews in your area has been completed. Text messaging rates may apply. You may opt-out of receiving automated messages by replying STOP to any message from EurekaFacts LLC to unsubscribe. If you have questions, please email: [research@eurekafacts.com](mailto:research@eurekafacts.com).

(\*)

I will allow you to use an automated system to send messages to my mobile phone.

I do not wish to be contacted by automated messages on my mobile phone.

Submit

***Letter Invitation to Organizations: Health Clinics, etc.***

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[First and Last Name]  
[Title]  
[Address]

Form Approved  
OMB No. 0920-1154  
Exp. Date: 1/31/2020

<Date>

Dear < Organizational Leader Name>,

EurekaFacts, LLC is conducting an important study on behalf of the Centers for Disease control and Prevention (CDC) and we **need your help**.

We are interested in recruiting women aged 21 to 45 to take part in a 60-minute interview. They will receive a \$40 gift card for participating in the interview. The goal of this study is to improve communication materials to help women have better discussions about reproductive health issues with their healthcare provider.

A flyer describing this research study is included for you to share with anyone who may be interested along with our Frequently Asked Questions (FAQs) sheet with additional information about this research study.

We appreciate your consideration of this request and invite you to please contact me with any questions regarding this project. I look forward to speaking with you soon!

Thank you,

Lani Steffens  
Director of Public Health Research  
[EurekaFacts LLC](#)  
Phone: XXX-XXX-XXXX  
Email: [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)

## Frequently Asked Questions (FAQs)

### **In-Depth Interviews for Women's Health Study**

#### **What is the purpose of this research?**

The goal of this study is to improve the communication material to help women like you think about alcohol, birth control, and pregnancy, and ultimately help women have healthy pregnancies. This study is being conducted by EurekaFacts, LLC in collaboration with American Institutes for Research (AIR) in collaboration with .

#### **Why am I being asked?**

You are invited to participate in a research study because you are a woman of reproductive age and likely to have experiences, knowledge, and attitudes regarding alcohol, birth control, and pregnancy. Additionally, we want to understand your experiences when discussing these topics with your health care provider.

#### **What is an In-Depth Interview?**

In-depth interviews involve having a one-on-one interview with a small number of people to learn their perspectives on a topic in detail. This interview process will involve a conversation with trained staff and someone like you to understand your perspectives on alcohol, birth control, and pregnancy.

#### **What procedures are involved?**

For the in-depth interview, you will be asked a series of questions about your experiences, attitudes, and knowledge around alcohol use, birth control, and pregnancy. For each topic, research staff will ask you questions and then possibly follow up with additional questions to get more detail or to clarify something. This conversation should last around one hour today.

There are no 'right' or 'wrong' answers. We are interested in your perspective. If there are any questions that you don't feel knowledgeable about or don't feel comfortable answering, please just let me know.

#### **Will I be reimbursed for my participation in this research?**

In appreciation for your time, you will receive a compensation of \$40 from EurekaFacts, LLC at the end of the interview.

#### **What are the potential risks and discomforts?**

No more than minimal risk is expected during any phase of this study. Some individuals might experience discomfort when talking about sensitive topics like alcohol use, birth control, and pregnancy. You may choose to refuse to answer any question and stop the interview at any time during the interview.

#### **How do I benefit from participating in this research?**

You may not benefit directly by participating in this interview. However, your responses will play a crucial role in the development of communication materials to help women like you think



about alcohol, birth control, and pregnancy and ultimately help women have healthier pregnancies.

**What about privacy and confidentiality?**

Any data we collect will not be disclosed to anyone other than the researchers working on this project. Each person in the study will be assigned a unique identification code so her name will not be used in the process of research or publishing the results. In certain situations, we might be required to share your responses with officials outside of this research team, but we would only do so if required by law.

**Can I withdraw or be removed from the study?**

Your participation in this study is voluntary. You may choose to refuse to answer any question and stop the interview at any time during the interview. You also have the right to withdraw from the study at any time without any penalty or questions asked and without any effect on your present or future relationship with us.

**Person to Contact**

This survey has been approved by AIR's IRB. If you have any questions, please contact Dr. Hanno Petras (Project Director) at [hpetras@air.org](mailto:hpetras@air.org) or at 202-403-5639 or IRB Chair Erin Morrison Wallace at [emorrison@air.org](mailto:emorrison@air.org) or at 202-403-5542.

## Recruitment Flyer for In-depth Interviews with Women

Form Approved  
OMB No. 0920-1154  
Exp. Date: 1/31/2020

# PAID RESEARCH STUDY ON WOMEN'S HEALTH

Are you willing to take part in research to improve the health of women like you? EurekaFacts is recruiting women ages 21 to 45 to take part in a 60 minute interview for which you will be paid a \$40 VISA gift card.

The goal of this study is to improve communication materials to help women like you have better discussions on reproductive health with their healthcare provider. This research is funded by the Centers for Disease Control and Prevention.

Visit our website to find out more about the study and sign up:

**EurekaFacts.com/WomensHealthStudy**

**For any questions, please call us at 1-866-693-2287 or email us at Research@EurekaFacts.com and ask about the Women's Health Study.**



**EUREKA  
FACTS**  
Smart Research Solutions



### About EurekaFacts

We are an organization dedicated to conducting research that positively impacts our communities. Our mission is to support and empower organizations working towards a better future.

For more information, please go to: [www.EurekaFacts.com](http://www.EurekaFacts.com)



ISO Certified to International  
Quality Standard 20252  
market, public opinion and  
social research

## Email Invitation to Participate in the In-Depth Research Interview

<Date>

IF SENT AS E-MAIL - Subject: Paid Women's Health Study

Dear <insert name>,

### **Are you willing to take part in research to improve the health of women like you?**

EurekaFacts, LLC is recruiting women age 21 to 45 to take part in a 60 minute interview for which you will be paid a \$40 gift card. The goal of this study is to improve communication materials to help women like you have better discussions on reproductive health with their healthcare provider.

Please click on the link below to find out more about the study and answer a few questions to see if you are eligible to take part.

[INTAKE FORM LINK]

If you have questions about the study, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Women's Health Study.

Lani Steffens, M.A., M.P.H., C.P.H

Director of Public Health

EurekaFacts LLC

1-866-MyFacts

[Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)

[www.EurekaFacts.com](http://www.EurekaFacts.com)

***Digital Ad Invitation: Social Media, Craigslist, Newsites***

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Please click on the link below to find out more about the study and answer a few questions to see if you are eligible to take part: [INTAKE FORM LINK]

If you have questions about the study, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Women's Health Study.

## *Newspaper Ad*

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### **Are you willing to take part in research to improve the health of women like you?**

EurekaFacts, LLC is recruiting women age 21 to 45 to take part in a 60 minute interview for which you will be paid a \$40 thank you. The goal of this study is to improve communication materials to help women like you have better discussions on reproductive health with their healthcare provider. This study is funded by the Centers for Disease Control and Prevention.

Visit our website to find out more about the study and sign up: [INTAKE FORM LINK – See Screen Shot in Appendix X]

If you have questions about the study, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Women’s Health Study.

## **Intake Form Auto Response**

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<Date>

IF SENT AS E-MAIL - Subject: Thank you for your interest in our research study

Dear <NAME>,

Thank you for signing up to be considered for this important research! We are looking for women to take part in interviews to understand women's thoughts, attitudes, and behaviors about alcohol use, birth control, and pregnancy. If you are eligible, we will contact you by phone from the number <NUMBER> with more details regarding this study.

If you should have any questions regarding this study, please contact EurekaFacts, LLC at <Phone number> or <Email address>, or visit <LINK>.

Thank you again for your willingness to take part in this important research.

Sincerely,

Lani Steffens, M.A., M.P.H., C.P.H  
Director of Public Health  
EurekaFacts, LLC  
866-MyFacts  
[Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)  
[www.EurekaFacts.com](http://www.EurekaFacts.com)

Voicemail message option

Hello. I'm \_\_\_\_\_ calling from EurekaFacts, LLC in Rockville, Maryland about an important women's health study for the Centers for Disease Control and Prevention. I would like to know if you are willing and able to take part in an interview for which you would receive a \$40 gift card. Please call [number] to learn more about it, or we will try back another time.  
Thank you!

## **In-Depth Research Interview Confirmation Email**

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<Date>

IF SENT AS E-MAIL - Subject: Interview appointment

Hello Ms. <NAME>,

Thank you for agreeing to take part in the Women's Health Study being conducted by EurekaFacts, LCC.

This email is to confirm that you are scheduled to participate in the interview:

<DATE> at <TIME>

<LOCATION>

Please plan for an *arrival at least 15 minutes before* the start of the interview. The interview will last approximately 60 minutes and you will be give \$40 as a thank you.

Please plan to attend the interview alone, as we want to keep your interview confidential. Also, we do not offer a sitting service for children. You must attend the interview to receive the incentive. You may not receive the incentive if you are late for the appointment.

**(if applicable: add Map and Driving Directions)**

Please reply to this email to let us know this appointment still works for you. If you have any questions, please call <PHONE NUMBER>.

Best regards,

<INTERVIEWER NAME>

Public Health Interviewer

EurekaFacts, LLC

[interviewer phone number]

[interviewer email address]

[www.EurekaFacts.com](http://www.EurekaFacts.com)