

Information Collection to Assess the Viajo sin Zika Awareness Communication Campaign for Hispanics/Latinos Visiting Friends and Relatives

Gen-IC

**Information Collection for Evaluation of Education, Communication, and Training (ECT)
Activities for Mobile Populations**

OMB No. 0920-0932

Expiration Date 05/31/2021

Submitted on: August 6, 2018

Attachment A: Focus Group Email Invitation to Partners

Attachment A

Viajo sin Zika Campaign Email Invitation to Partners to Recruit Focus Group Participants

Draft Email

Dear [NAME],

On behalf of the Centers for Disease Control and Prevention's (CDC) Travelers' Health Branch, I want to thank you for your efforts to support the promotion of important Zika prevention messages as part of the *Viajo sin Zika* campaign.

The CDC is interested in learning about your recent experience collaborating with the Travelers' Health Branch as part of the *Viajo sin Zika* campaign. Your insights and thoughts will help Travelers' Health Branch improve future communication and partnership work on Zika and other health topics. They would also like to know how the campaign messages were received by members of your community in [CITY].

To gather this important information we are hoping you would be interested in supporting our team with the following effort:

1. We will be conducting **focus groups** to gather feedback from community members on the campaign messages. We are hoping you can help us recruit individuals from your community to participate in an online group discussion. Participants would receive a \$10 Amazon gift card as a thank you for participating in the focus group.
 - a. My colleagues Hope Cummings (Hope.Cummings@icf.com) and Bethany Tennant (Bethany.Tennat@icf.com) will be coordinating and implementing the focus groups virtually and can provide more information and answer any questions you have. If you are able to help with recruitment, they will also email you a flyer and share additional details that you can send to your community.

Thank you again for your time and continued support. We look forward to your feedback.

All the best,

Cristina Cruz
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