

A Tailored Communications Campaign to Reduce Pregnancy-Related Complications and Death

Attachment 5: Notification Script

Email Notification of Selection

Dear [NAME],

You previously completed a phone screening to determine your eligibility to participate in a focus group about opinions of messages intended to reduce the risk of severe pregnancy-related complications and deaths. We are emailing to inform you that you have been selected to participate in the focus group.

As a reminder, the Centers for Disease Control and Prevention are conducting focus groups with currently pregnant and recently postpartum women, as well as a member of their support system. Focus group findings will be used to help develop a health communication campaign focused on reducing the risk of severe pregnancy-related complications and deaths. In the focus groups we will discuss health communication materials that have been developed to promote this topic.

This informal discussion will last about three hours and will be located in Atlanta. The discussions will be audio recorded, but your responses and identification will be confidential, meaning they won't be used for any other purpose.

You will not be asked to buy anything during the focus groups; we are only interested in your opinions. You will receive a \$75 cash gift card as a token of appreciation for participating in this discussion. Also, there will not be any childcare provided during the focus group discussion, so please make the appropriate childcare arrangements if you have children.

The focus group will occur on [DATE] at [TIME] and will be held at [LOCATION] Directions are [ATTACHED/PASTED BELOW.] [INCLUDE DIRECTIONS BELOW EMAIL OR ATTACHED.] If you are able to participate, please reply to this email or call our study team at [PHONE] to confirm. Our study team will also send you an email reminder before the focus group.

Thank you,

[CONTACT NAME FROM V&L RESEARCH AND CONSULTING on behalf of the Centers for Disease Control and Prevention]

Phone Notification of Selection

Hello, can I please speak to [NAME]?

You previously completed a phone screening to determine your eligibility to participate in a focus group about opinions of messages intended to reduce the risk of severe pregnancy-related complications and deaths. I am calling to inform you that you have been selected to participate in the focus group.

As a reminder, V&L Research and Consulting is conducting focus groups with currently pregnant and recently postpartum women, as well as a member of their support system. Focus group findings will be used to help develop a health communication campaign focused on reducing the risk of severe pregnancy-related complications and deaths. In the focus groups we will discuss health communication materials that have been developed to promote this topic.

This informal discussion will last about three hours and will be located in Atlanta. The discussions will be audio recorded, but your responses and identification will be confidential, meaning they won't be used for any other purpose.

You will not be asked to buy anything during the focus groups; we are only interested in your opinions. You will receive a \$75 cash gift card as a token of appreciation for participating in this discussion. Also, there will not be any childcare provided during the focus group discussion, so please make the appropriate childcare arrangements if you have children.

The focus group will occur on [DATE] at [TIME] and will be held at [LOCATION]. [OFFER TO EMAIL DIRECTIONS OR PROVIDE OVER THE PHONE.]

Would you be able to participate in the focus group at that time?

- IF YES: Great. The project team will follow-up with a phone call reminder the day before the focus group.
- IF NO: Thank you for your time.

[TO THOSE WHO AGREE TO PARTICIPATE]: Thank you for taking the time to speak with me. If you have any questions about the focus groups, please contact [INSERT POINT OF CONTACT AT V&L RESEARCH AND CONSULTING].