

ATTACHMENT 2C: PROFESSIONAL OUTREACH EMAILS AND SCREENER QUESTIONS

DASH Focus Groups Boilerplate Language for Communications Related to Recruitment

The following boilerplate language will be used to communicate with potential participants about the opportunity to participate in a focus group. These emails will be disseminated to representatives from the following audiences:

- Education agencies
- External health organizations
- Youth-serving organizations
- Policymaking organizations

OUTREACH EMAIL TO SELECT ORGANIZATIONS

Subject: CDC DASH Call for Focus Group Participants

Dear [Insert Contact Name]:

I am contacting you on behalf of the Centers for Disease Control and Prevention (CDC), Division of Adolescent and School Health (DASH). CDC DASH will be conducting focus groups with individuals who work in the field of adolescent and school health. These focus groups will help CDC DASH gain insight into how the Division can better reach key stakeholders with information about adolescent health. The discussions will take place in-person at a research facility in [Select One: Washington, DC; Los Angeles, Memphis, Houston, Chicago] on [Month, Day, 2019]. Each discussion will last approximately 90 minutes. In appreciation of your time, you will be provided with \$40.

To maximize our reach to those who might be interested in this opportunity, we ask that you please share this information with your organization's network or with individuals who may be interested.

Your participation will help DASH create effective messaging to improve youth health outcomes.

If you are interested in participating please contact our message testing coordinator, [Insert Name] at DASHfocusgroups@iqsolutions.com. The team will respond back to you within two business days.

We hope that you will participate.

Sincerely,

[Insert Name]

On Behalf of the DASH Team

IN RESPONSE TO THOSE INTERESTED IN PARTICIPATING

Dear [Applicant Name]:

We are delighted that you are interested in participating in an upcoming focus group.

To help us determine your eligibility, please take a few minutes to answer the below questions.

Providing this information is voluntary. Your first name, email address, and phone number will only be used for administrative purposes (e.g., to send you a reminder regarding your upcoming focus group). Further, your personal information will never be connected to the information you provide during the focus group discussion.

Form Approved
OMB No. 0920-0840
Exp. Date: 10/31/2021

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 8 minutes per response, including the time to review instructions and respond to questions. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA 0920-0840.

First Name (No Last Names):

Gender:

Phone (work): Phone (cell):

Are you Hispanic, Latino/a, or Spanish Origin?

() Yes

() No

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

() White

() Black or African American

() Asian

() American Indian or Alaska Native

() Native Hawaiian or Other Pacific Islander

In which city and state are you located?

Job title:

Department within organization:

Organization website:

Is your organization funded by CDC DASH?

Yes

No

Unsure

On which of the following dates and times are you available?

[date option]

[date option]

[date option]

Once we have reviewed your information we will contact you about your participation.

Sincerely,

[Insert Name]

On Behalf of the DASH Team

PARTICIPANT SELECTED

Subject: You have been selected to join the CDC DASH [Insert Name of Group or City] Focus Group

Dear [Insert Name]:

You have been selected to participate in the DASH [Insert Name of Group] Focus Group. We believe that you will contribute invaluable feedback.

You will be provided with \$40 as a thank you for your time.

Below are some additional details about the focus group commitment. If you have any questions, please do not hesitate to email or call us.

The [Insert Name of Group] Focus Group will meet at [insert location] on [insert date]. We ask that you please arrive 15 to 20 minutes early. If you are more than 10 minutes late, you may not be allowed to enter the discussion. Driving directions, as well as parking information, are provided below.

[Insert parking/transportation details]

If you must cancel, please let us know immediately, so we can find someone to take your place. If you have any questions, please contact me by email at DASHfocusgroups@iqsolutions.com or phone at 240-xxx-xxxx

Sincerely,

[Insert Name]

On Behalf of the DASH Team

FOCUS GROUP FILLED

Dear [Insert Name]:

Thank you for your interest in participating in our CDC DASH focus group. We are looking to recruit a wide variety of participants to help with this CDC project. Unfortunately, we have already filled participant slots with your background. However, we thank you for your interest in this evaluation project. Sincerely,

[Insert Name]

On Behalf of the DASH Team

REMINDER EMAIL

Dear [Insert Name]:

We look forward to seeing you at our DASH [Insert Name of Group] Focus Group on [Insert Date & Time] at [Insert Location Details]. We ask that you arrive 15 to 20 minutes before the start of the focus group discussion. Please let us know should you have any questions or need additional information.

If you wear reading glasses or use a hearing aid, please remember to bring those items to the focus group discussion. Some of our activities will involve reading.

If you must cancel, please let us know immediately, so we can find someone to take your place. My name is [Insert Name] and you can reach me at DASHfocusgroups@iqsolutions.com or 240-xxx-xxxx.

Sincerely,

[Insert Name]

On Behalf of the DASH Team