

## Attachment 2b. Introductory Session Evaluation Recruitment Email

**Subject line:** You have been selected. Your participation is requested in the CDC's National DPP Introductory Session Evaluation

Dear [Name of Point-of-Contact],

The Centers for Disease Control and Prevention's (CDC's) Division of Diabetes Translation is working with **RTI International** to conduct an evaluation of **introductory sessions to increase enrollment in the National Diabetes Prevention Program (DPP) lifestyle change program**. I am writing to invite one of your class locations (**insert location here**) to participate in an evaluation that aims to learn how to increase enrollment in the National DPP lifestyle change program through introductory sessions. The evaluation will test whether a CDC-developed introductory session—called the Be Your Best (BYB) Discovery Session—increases enrollment compared with other types of introductory sessions that organizations currently use.

The BYB Discovery Session is designed to address participants' ways of thinking that keep them from enrolling. It was specifically designed to help more people who are at high risk of developing type 2 diabetes learn about and enroll in the National DPP lifestyle change program. This introductory session was developed through the collective efforts of many people. Your organization's participation will help CDC understand whether the package of materials they have developed for the BYB Discovery Session is effective and should be disseminated more broadly to other CDC-recognized organizations like yours.

RTI International is leading the evaluation under contract with CDC and on CDC's behalf. We plan to recruit 132 individual class locations affiliated with CDC-recognized organizations. Your organization previously agreed that it would be okay for us to contact you with more information about this evaluation.

As a participating organization, your individual class location(s) (**name location(s)**) would be randomly assigned to either 1) continue offering your current introductory session or 2) implement the BYB Discovery Session. All organizations would be expected to collect and report on evaluation data and, in turn, they will be compensated for their efforts. Because the class locations assigned to implement the BYB Discovery Session will need to put forth more time and effort, they will be compensated up to \$1,450 for staff time (e.g., participating in trainings, preparing introductory session materials, implementing new introductory session [BYB Discovery Session], completing data collection instruments) and for the cost of materials. Class locations implementing their existing introductory session will be compensated up to \$600 for completing data collection instruments. We've attached a summary of data collection activities for your review. Your participation in this project is voluntary and **not** a part of CDC's DPRP recognition process. There is no consequence if you do not want to participate in this project. Choosing not to participate will not have any effect on your CDC DPRP recognition or CDC grantee status.

The evaluation is expected to run from [Month Year] through [Month Year]. **To be eligible for this evaluation, your affiliated class location must hold an introductory session and allow for follow-up data collection during this evaluation period.** RTI will provide training (e.g., webinars) to prepare staff

to meet the evaluation expectations and technical assistance during the evaluation. We will also provide you with all required data collection instruments. The attached project overview provides more details.

To accept our invitation and/or get additional information about your participation in this project, **please contact Lisa Cox, Program Data Manager, by [date] ([LACox@rti.org](mailto:LACox@rti.org) or 770-407-4908) or simply reply to this email** confirming your willingness to participate, and we will follow up with additional information. We have carefully chosen class locations whose input will especially benefit this effort, and we would greatly appreciate your participation. We hope to hear from you soon.

Sincerely,

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