

### Initial Email

Dear [LIA Contact Name]:

Thank you so much for completing the survey for the FLASH-V project. We would very much appreciate if you would also be willing to participate in a 45-minute phone interview. We are grateful for your participation thus far and are excited to learn more about your program.

As a reminder, the purpose of FLASH-V is to understand recruitment and enrollment processes in home visiting programs by examining accomplishments and challenges to reaching caseload capacity and opportunities to overcome those challenges. If you agree to participate in the interview, we would like to talk with you about several topics, including:

- Outreach and recruitment strategies your home visiting program uses
- Accomplishments and challenges maintaining caseloads, including those experienced during the COVID-19 pandemic
- The outreach and recruitment materials your program uses
- How your program staffs outreach and recruitment activities
- Your work with community referral partners

Your voluntary participation in the interview will help contribute to the field's understanding of how programs find potential eligible families and the strategies programs use to recruit families for home visiting services. Each program will be provided a \$25 gift card for each staff representative who participates in a qualitative interview to offset the cost of participation.

If you are willing to participate, it will involve:

- (1) **A 45 minute phone interview** during which we will discuss your program's processes for reaching out to and recruiting families for program participation. Up to 3 staff at your program can participate in this interview. I have attached a list of more specific interview topics to help you decide who is best suited to participate in the interview. You might include home visitors or staff that are responsible for and very familiar with your program outreach and recruitment efforts.
- (2) **Sharing outreach and recruitment materials used to advertise your home visiting program.** We would like to review these materials to learn more about your program before our call. If your agency has any materials you use to market or advertise home visiting program services (e.g. program information brochures, flyers, or posters) to families, or potential referral partners, that you are willing to share, please send them to us via email at least two days in advance of the call. If your program has a website or social media account where these materials related to your program are posted, we would like to see those too. If you do not have outreach and recruitment materials or are not able to share materials in advance, you may still participate in the interview.

As mentioned, we are really excited to learn more about your home visiting program and your outreach and recruitment efforts and think your insights will make a valuable contribution to our study. If you are interested in and able to participate in the interview, please confirm by responding to this email by [insert date one week from email].

**APPENDIX H: EMAIL TEMPLATES TO LIAs REQUESTING INTERVIEW**

OMB Control No.: XXX

Expiration Date: XXX

Once we receive your confirmation, I will be in touch with additional details about potential dates and times for an interview. Our first priority is to be sure that the time we select for the interview is convenient for staff that will participate in the interview, so please tell us honestly what works best.

Please let us know if you have any questions. We are really looking forward to talking with you!

Best,

*[Team member assigned to complete interview]*

**Follow-up Email [Option 1]**

**[study team to reply to original message so as not to restate information about our project and put request front and center]**

Dear [LIA Contact Name]:

I'm writing to follow-up on an email I sent you below regarding the FLASH-V project. As a reminder, the purpose of FLASH-V is to understand recruitment and enrollment processes in home visiting programs by examining accomplishments and challenges to reaching caseload capacity and opportunities to overcome those challenges. We are inviting you to participate in a 45-minute interview to discuss these and other related topics.

Your participation in the project is voluntary and will help contribute to the field's understanding of how programs find potential eligible families and the strategies used to recruit families for home visiting services. Each program will be provided a \$25 gift card for each staff representative who participates in a qualitative interview to offset the cost of participation.

Once you reply confirming your interest in participating in an interview, we can discuss dates and times that are convenient for you over the next few weeks.

If you have any questions about the FLASH-V project, please do not hesitate to contact me. If there are any additional people you would like to include in the interview, please also let me know so I may include them in scheduling.

Thank you in advance for your time and assistance with this project,

*[Team member name and contact information]*

Follow-up Email [Option 2]

**[study team to reply to email chain so as not to restate information about our project and put request front and center]**

Dear [LIA Contact Name]:

I wanted to reach out to you again regarding the FLASH-V project. As I previously mentioned, I would appreciate your participation in a 45-minute interview focusing on recruitment and enrollment processes in home visiting programs. We are flexible and can schedule the interview at your convenience in the next several weeks.

Please feel free to contact me with any questions you may have.

Thanks, and I look forward to hearing from you,

*[Team member name and contact information]*

**THANK YOU EMAIL TO LIAs THAT COMPLETED AN INTERVIEW**

**[Send within 48 hours of interview completion]**

Dear [LIA Contact Name]:

Thank you for taking the time to speak with me to help inform the FLASH-V project. We enjoyed learning more about the processes your program uses to recruit and enroll families. The information you provided will add to the knowledge about ways home visiting programs may strengthen future outreach strategies and identify potential solutions to challenges in reaching enrollment capacity.

**[If LIA has not previously sent materials]**. As discussed, the next step is for you to send us copies of any existing outreach and recruitment materials.

If you have any questions, please don't hesitate to reach out to me.

Thank you for your time and assistance, it is much appreciated.

[Interviewer name and contact information]