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# Appendix A: Survey introductory language and consent form

## Awardee/Partner Survey Consent Form

**Principal Investigator: Kea Anderson**

**Protocol Title: Evaluation of the Communities for Immunity Project**

Research firm SRI International (SRI) is inviting Communities for Immunity (C4I) awardees and their partners to participate in a survey about their local projects.

C4I is funded by the Institute of Museum and Library Services (IMLS) and the U.S. Centers for Disease Control and Prevention (CDC) and administered by the Association of Science and Technology Centers (ASTC). C4I supports efforts by museums and libraries to share information about COVID-19 vaccines.

This survey is part of a data collection SRI is conducting to evaluate the C4I Project. The data collection was approved by the U.S. Office of Management and Budget (OMB) with OMB Control Number [insert control number]. You should not respond to federally supported data collections that do not display a valid OMB Control Number.

This survey has questions about prior engagement with your project's target population; perceptions of your target population's attitudes and behaviors related to the COVID-19 vaccine and your organization; project implementation; and your satisfaction with C4I. The survey will take no more than [15 minutes/10 minutes].

**Participation is voluntary.** You can decide not to participate or to stop at any time. You may choose not to answer questions you do not wish to answer.

**SRI will protect your privacy and keep your responses anonymous.** SRI takes precautions to protect your personal information. All data will be kept in secure files. Your name will not be used or shared with anyone outside of the SRI research team. Your answers will appear only summaries of results without anyone knowing which answers are yours. Deidentified data may be shared with ASTC and IMLS for later study, but no one will know which answers you provided.

**Risks and Benefits:** Participating in the survey involves minimal risk other than possible discomfort answering questions. You can decide whether to answer each question. You will not benefit personally from the survey but your responses will help researchers better understand COVID-19 vaccine hesitancy and how to address it. They will also help researchers understand the role museums and libraries can play in sharing scientific information in their communities.

**Questions:** If you have any questions or concerns about the study, contact the Principal Investigator, Kea Anderson, at 703-247-8568 or [c4i-eval@sri.com](mailto:c4i-eval@sri.com). You may also contact the SRI Institutional Review Board at (650) 859-4022 or [IRB@sri.com](mailto:IRB@sri.com).

**Consent to Participate:** If you do not agree to participate as described above, select "No" below. If you do agree, select "Yes."

- No, I do not give my consent to participate
- Yes, I give my consent to participate

[If no:]

Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

[If yes:]

Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

## **Participant survey introductory language**

Thanks for participating! Please take a couple minutes to share your thoughts in this survey. You must be at least 18 years old to complete this voluntary survey.

This survey is part of a data collection SRI is conducting on behalf of the Association of Science and Technology Centers with funding from the Institute of Museum and Library Services and the U.S. Centers for Disease Control and Prevention. The data collection was approved by the U.S. Office of Management and Budget (OMB) with OMB Control Number [insert number]. You should not respond to federally supported data collections that do not display a valid OMB Control Number.

## **Participant Consent form for Participant Survey**

**Principal Investigator: Kea Anderson**

**Protocol Title: Evaluation of the Communities for Immunity Project**

Research firm SRI International (SRI) is inviting you to participate in a survey about your recent experience with a museum, library, or community organization. This survey is part of SRI's study of the Communities for Immunity (C4I) Project. C4I supports efforts by museums and libraries to share information about COVID-19 vaccines.

This voluntary, anonymous survey has questions about C4I activities you participated in, what you think about those activities, and what you think about COVID-19 vaccines. The survey does not require you to provide your name or other identifying information, but you may provide your name and contact information if you are willing to participate in a follow-up interview. Your name and contact information will be maintained as confidential, and your privacy will be protected. The survey will take no more than [10 minutes/5 minutes].

**Participation is voluntary.** You can decide not to participate or to stop at any time. You do not have to answer any questions you choose not to.

**SRI will protect your privacy and keep your responses anonymous.** SRI takes precautions to protect your personal information. All data will be kept in secure files. Your answers will appear only in summaries of results without anyone knowing which answers are yours. Deidentified data may be shared with ASTC and IMLS for later study, but no one will know which answers you provided.

**Risks and Benefits:** Participating in the survey involves minimal risk other than possible discomfort answering questions. You can decide whether to answer each question. You will not benefit personally from the survey, but your responses will help researchers better understand COVID-19 vaccine hesitancy and how to address it. They will also help researchers understand the role museums and libraries can play in sharing scientific information in their communities.

**Questions:** If you have any questions or concerns about the study, contact the Principal Investigator, Kea Anderson, at 703-247-8568 or [c4i-eval@sri.com](mailto:c4i-eval@sri.com). You may also contact the SRI Institutional Review Board at (650) 859-4022 or [IRB@sri.com](mailto:IRB@sri.com).

**Are you at least 18 years of age?**

- No
- Yes

**Consent to Participate:** If you do not agree to participate as described above, select “No” below. If you do agree, select “Yes.”

- No, I do not give my consent to participate
- Yes, I give my consent to participate

[If no:]

Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

[If yes:]

Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

## Appendix B: Round 2 awardee/partner surveys

1. Are you knowledgeable about your organization's participation in the Communities for Immunity (C4I) project?
  - a. Yes
  - b. No [skip to end]
  
2. Are you the awardee or a partner in a Communities for Immunity (C4I) project?
  - a. Awardee
  - b. Partner

[If awardee, skip to Q4 (if receiving long survey) or Q5 (if receiving short survey)]

[Display if selected 2b. Partner] You will have a chance to provide detailed information about your project activities in your final report. The evaluation team will use your responses in that report and this survey to learn more about your work.]

3. [If partner] Organization name: [open response]
  
4. [LONG SURVEY ONLY] What methods did you use to reach your target community? Select all that apply.
  - a. TV
  - b. Social media
  - c. Print advertisements
  - d. Word of mouth
  - e. Newsletters
  - f. Existing contacts or listserv (e.g., member outreach)
  - g. Other (please describe): \_\_\_\_\_
  
5. [Awardees and partners] Did members of your target audience play a role in leading or holding Communities for Immunity project activities?
  - a. Yes (Please describe): \_\_\_\_\_
  - b. No
  
6. [Awardees only; partners skip to Q7] Did you gather information on reasons for vaccine hesitancy among your project's target audience?
  - a. Yes
  - b. No

6a. [Awardee] [If yes to Q6; if no, skip to Q7:] How did you gather that information? [open]

6b. [Awardee] [If yes to Q6; if no, skip to Q7] Based on what you learned, what are the primary reasons for vaccine hesitancy among your project's target audience? [open]

### Audience and Mission

*[All] Please indicate your agreement with the following statements (5 pts, Strongly Disagree to Strongly Agree).*

7. People in my C4I project's target audience see my organization as a place where they can learn about issues important to them.
8. People in our C4I project's target audience see my organization as a trustworthy source for information about public health, including the COVID-19 vaccine.
9. Our C4I project supported my organization's core mission.

9a. [LONG SURVEY ONLY] Please describe in what ways the C4I project did or did not support your organization's core mission. [open response]

### **Project components**

*Please indicate your agreement with the following statements (5 pts, Strongly Disagree to Strongly Agree).*

10. Resources from the C4I website were useful for our project activities.
11. [LONG SURVEY ONLY] Please indicate your agreement with the following statements about resources on the C4I website. (Strongly Disagree to Strongly Agree)
  - a. The resources were easy to find on the website.
  - b. The resources were easy to use or adapt.
  - c. The resources were easy for people in our target population to understand.
  - d. The resources were effective.
12. [LONG SURVEY ONLY] Did you use or adapt any of the resources provided on the C4I website? (Please select all that apply.)
  - a. We used resource(s) as provided
  - b. We modified resources
  - c. We created our own resources

12a. [LONG SURVEY ONLY] [If Q12 = b, c] Please share why you modified resources and/or created your own. [Open response]

*Please indicate your agreement with the following statements (5 pts, Strongly Disagree to Strongly Agree).*

13. Resources and information shared by other projects in the community of practice were useful for project activities.
14. [LONG SURVEY ONLY] The timing of the awards program allowed us to address urgent reasons for vaccine hesitancy among our target population.

### **Staffing and capacity**

*[All] Please rate your agreement with the following statements (5 pts, Strongly Disagree to Strongly Agree):*

15. My organization had the right skillsets or expertise to implement C4I project activities.
16. My C4I partners had the right skillsets or expertise to implement project activities.
17. [LONG SURVEY ONLY] How effective do you think partnering organizations were in engaging people in your target community?
  - a. Very effective
  - b. Somewhat effective
  - c. Barely effective
  - d. Not effective at all
- 17a. [LONG SURVEY ONLY] Please explain your response. [Open response]
18. [LONG SURVEY ONLY] As a result of participation in C4I... (Select Yes or No to each statement).
  - a. Our organization has developed new relationships with other organizations like ours.
  - b. Our organization has strengthened existing relationships with other organizations like ours.
  - c. Our organization has developed new partnerships with other community-based, government, or healthcare organizations
  - d. Our organization has strengthened existing relationships with other community-based, government, or healthcare organizations.
19. Do you intend to apply for further funding to continue C4I-related activities?
  - a. Yes, we've already secured more funding to continue our work
  - b. Yes, we have funding proposals pending.
  - c. Yes, we plan to apply for more funding.
  - d. No, we do not intend to apply for more funding for C4I-related activities.

## **Plans**

*After participating in this project, how likely are you to (5 pts, Very likely to Not at all likely)...*

20. Continue activities to increase vaccine confidence?
21. Continue collaborating with local C4I partners?
22. Take part in future efforts to engage the same target audience regarding this and other issues important to them?

## **[LONG SURVEY ONLY] Closing thoughts**

23. How could the C4I project or similar projects be improved? What suggestions do you have for ASTC or for other awardees or partners undertaking similar efforts?



## Appendix C: Round 2 participant survey

These questions are about a COVID-19 vaccine event or exhibit you attended, or COVID-19 vaccine information you received, today or recently.

1. What is the name of the organization where you participated in an event, exhibit, or information session? \_\_\_\_\_ [Text entered in this box will pre-fill in subsequent questions]
  
2. What did you do at [organization name]? Please select all that apply.
  - a. Received, read, watched, or listened to information
  - b. Went to an exhibit
  - c. Went to an event
  - d. Went to a vaccine clinic
  - e. Spoke with staff or an expert
  - f. Asked questions
  - g. Other
  
3. Which COVID-19 vaccines were the focus of this event, exhibit, or activity at [organization name]?
  - a. Vaccines for people ages 12 and older
  - b. Vaccines for children ages 5-11
  - c. Both
  - d. Don't know
  
4. Are you or will you be vaccinated against COVID-19?
  - a. Yes, I was vaccinated before I attended.
  - b. Yes, I got vaccinated at this event.
  - c. No, but I scheduled an appointment at this event
  - d. No, but I plan to get vaccinated.
  - e. No. I do not plan to get vaccinated.
  - f. I still have not decided.

[If selects c-f to Q4 (not vaccinated) proceed with Q5. If selects a or b to Q4 (vaccinated) AND selects b to Q3 (learned only about under-11 vaccination), skip to Q6.]

5. After participating, how confident are you that the COVID-19 vaccine for people ages 12 and older...

	Less confident than before	As confident as before (no change)	More confident than before	Don't know
... is safe?				
... is effective?				
... prevents hospitalization from COVID-19?				

... prevents death from COVID-19?				
... prevents the spread of COVID-19?				

6. Are you a parent or caregiver of a child or children aged 11 or younger?
- Yes
  - No

7. [If Q3 = b or c (learned about 5-11 vaccine)] After participating, how confident are you that the COVID-19 vaccine for children ages 11 and under...

	Less confident than before	As confident as before (no change)	More confident than before	Don't know
... is safe?				
... is effective?				
... prevents hospitalization from COVID-19?				
... prevents death from COVID-19?				
... prevents the spread of COVID-19?				

8. [If Q3 = b or c (learned about 5-11 vaccine) and Q6 = b (parent/caregiver)]. After participating, do you plan to have your child or children ages 11 and under vaccinated?
- They are already vaccinated.
  - I plan to have them vaccinated.
  - No, I do not plan to have them vaccinated.
  - I still have not decided.

9. Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
[Organization name] is a place where I can learn about issues important to me.					
I trust the information I received about the COVID-19 vaccine.					

10. [LONGER SURVEY ONLY] Please indicate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

When visiting [organization name], I feel like I belong.					
I feel comfortable asking staff at [organization name] for help finding reliable information.					

11. [LONGER SURVEY ONLY] About how often did you visit [organization name] before today's event activity?

- a. At least monthly
- b. Once every few months
- c. 1-2 times per year
- d. Less than once per year
- e. This was my first visit

12. [LONGER SURVEY ONLY] After participating, how often do you think you'll visit [organization name]?

- a. As often as before
- b. More often
- c. Less often
- d. Don't know

13. With what ethnicity do you identify?

- a. Hispanic or Latino
- b. Not Hispanic or Latino
- c. Prefer not to answer

14. With what race do you identify? (Please select all that apply.)

- a. American Indian or Alaskan Native
- b. Asian
- c. Black or African American
- d. Middle Eastern or North African
- e. Native Hawaiian or Other Pacific Islander
- f. White
- g. Another race not listed above
- h. Prefer not to answer

15. [LONGER SURVEY ONLY] Are you willing to be contacted for a follow-up interview about your experience? You may still decline to participate if contacted. However, if you do participate, you will receive a \$50 gift card as a token of our appreciation.

- a. Yes
- b. No

15a. [LONGER SURVEY ONLY, If yes to Q15] Thank you for your consideration! Please provide your name, email address, and phone number. \_\_\_\_\_ [Fields for each data element]

Thank you for your time! Please hit “Submit” to send in your survey!

## Appendix D. Survey and interview items mapped to evaluation objectives

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
<b>Characterize C4I funded projects</b>					
Geographic distribution	X				
Types of organizations, partnering arrangements	X			Q2. Briefly describe any partner organizations you worked with and the role of each. Which of these, if any, were new relationships?	
Organizational reach in target community	X		Q13. With what ethnicity do you identify? Q11. With what race do you identify?	Q7. Please tell us more about your project's target audience. Who were you (and your partners) seeking to reach with C4I activities? Did you succeed? If not, why not? Q10. How have C4I activities been received by the target population? How do you know?	
Target audience and participant characteristics	X		Q14. With what ethnicity do you identify? Q11. With what race do you identify?	Q7. Please tell us more about your project's target audience. Who were you (and your partners) seeking to reach with C4I activities? Did you succeed? If not, why not?	
Engagement strategies used	X	Q4. [LONG SURVEY ONLY] What methods did you use to reach your target community?);	Q2. What did you do at this event, exhibit, or information session?	Q1. What did you do with your C4I award?	Q1. Please describe the C4i event/activity that you attended/visited.

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
			Q3. Which COVID-19 vaccines were the focus of this event, exhibit, or activity at [organization name]?		Where was it held? Which organization(s) hosted or offered it?
Engagement participation and reach	X	Q5. Did members of your target audience play a role in leading or holding Communities for Immunity project activities?		Q6. Was turnout as you had hoped? How so or how not?	
Prior relationships with, trust from target audience	X			Q8. How would you characterize your organization's prior relationship with people in the target audience? How, if at all, is this audience different from your organization's typical visitors or participants? Q9. Please describe your organization's prior efforts to engage this target audience.	
<b>Describe participant perceptions of vaccine confidence and plans to seek vaccines</b>					
Confidence that vaccine is safe and protects self and others					Q6. How, if at all, did your thinking about the COVID-19 vaccine change after attending the event/activity? What prompted that change? Please provide an example if you can.

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
			<p>Q5 and Q7 (pediatric vaccine). [After participating, how confident are you that the COVID-19 vaccine] ...is effective?  ... prevents hospitalization from COVID-19?  ... prevents death from COVID-19?  ... prevents the spread of COVID-19?</p>		<p>Q6. How, if at all, did your thinking about the COVID-19 vaccine change after attending the event/activity? What prompted that change? Please provide an example if you can.</p>
Vaccine-seeking behavior			<p>Q4. Are you or will you be vaccinated against COVID-19?  Q8. [Parents/caregivers] After participating, do you plan to have your child or children ages 11 and under vaccinated?</p>		<p>Q7. Do you plan to get vaccinated if you were not already? Do you plan to have your children vaccinated if they aren't already? Why or why not?</p>
How/whether participants talk to others about the vaccine, including development of community vaccine champions					<p>Q8. How, if at all, have you shared what you learned at the event/activity with others?</p>
Sources of vaccine hesitancy	X	<p>Q6. Did you gather information on reasons for vaccine hesitancy among your project's target audience?</p>			<p>Q6. How, if at all, did your thinking about the COVID-19 vaccine change after attending the event/activity? What prompted that change?</p>

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
		<p>Q7. [If yes] How did you gather that information?</p> <p>Q8. Based on what you learned, what are the primary reasons for vaccine hesitancy among your project's target audience?</p>			Please provide an example if you can.

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
<b>Describe participant perception of attitudes and understanding with regard to libraries and museums</b>					
Attitudes, beliefs about the role of libraries, museums, and partnering organizations as trusted sources for personally relevant information; for public health information		<p>Q7. People in my C4I project's target audience see my organization as a place where they can learn about social issues important to them.</p> <p>Q8. People in my C4I project's target audience see my organization as a trustworthy source for information about public health, including the COVID-19 vaccine.</p>	<p>Q9. Please indicate your agreement with the following statements:</p> <ul style="list-style-type: none"> <li>- [Organization name] is a place where I can learn about issues important to me.</li> <li>- I trust the information I received about the COVID-19 vaccine.</li> </ul>		<p>Q9. What do you think of [hosting organizations]? Were you already aware of it before participating in this recent event/activity? If so, please share what you knew about it. Q9a. How often did you visit?</p> <p>Q10. What do you think of [hosting organizations] after attending the C4I event/activity?</p> <p>Q11. Do you think that [hosting organizations] do things that are useful for you personally?</p>



Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
					Useful for your community? Please describe how so or how not. What could they do better?
Attitudes and knowledge (relationships with, trust, familiarity, comfort) with staff, spaces of libraries, museums, and partnering orgs			<p>Q10. [LONGER SURVEY ONLY] Please indicate your agreement with the following statements.</p> <ul style="list-style-type: none"> <li>- When visiting [organization name], I feel like I belong.</li> <li>- I feel comfortable asking staff at [organization name] for help finding reliable information.</li> </ul> <p>Q11. [LONGER SURVEY ONLY] About how often did you visit [organization name] before today's event activity?</p> <p>Q12. [LONGER SURVEY ONLY] After participating, how often do you think you'll visit [organization name]?</p>		<p>Q10. What do you think of [hosting organizations] after attending the C4I event/activity?</p> <p>Q11. Do you think that [hosting organizations] do things that are useful for you personally? Useful for your community? Please describe how so or how not. What could they do better?</p>
Changes in participation or visits to awardee and partner orgs				Q13. Do you think your C4I project led to any other changes at your organization, such as changes in plans or in visitor or participation patterns?	Q9a. How often did you visit?

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
<b>Characterize C4I awardee satisfaction with program</b>					
Alignment of program to community, organizational needs		<p>Q9. Our C4I project supported my organization's core mission.</p> <p>Q9a. Please describe.</p> <p>Q14. [LONG SURVEY ONLY] The timing of the awards program allowed us to address urgent reasons for vaccine hesitancy among our target population.</p> <p>Q24. [LONG SURVEY ONLY] How could the C4I project or similar projects be improved? What suggestions do you have for ASTC or for other awardees or partners undertaking similar efforts?</p>		<p>Q3. What community concerns or barriers to vaccination were you hoping to address with your C4I project?</p> <p>Q4. How did you select what engagement strategies to use?</p> <p>Q11. Do you view your C4I project as aligning with your organization's core mission? How so or how not?</p> <p>Q13. Do you think your C4I project led to any other changes at your organization, such as changes in plans or in visitor or participation patterns?</p>	
Alignment of program requirements with staff capacity		<p>Q15. My organization had the right skillsets or expertise to implement project activities.</p>		<p>Q12. In what ways, if at all, did the skills and expertise of the staff involved in your C4I project support your project's success? What skills and expertise, if any, would have helped your project do better?</p>	

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
Attitudes toward project and program success		Q20. [How likely are you to] Continue activities to increase vaccine confidence?  Q22. [How likely are you to] Take part in future efforts to engage the same target audience regarding this and other issues important to them?			Q4. What did you enjoy about the C4I activity/event? What, if anything, did you think needed improvement?
<b>Describe project leaders' reported attitudes, capacity, knowledge, and strategies for undertaking similar efforts for community improvement</b>					
Characteristics of online community use (n users, visits, sources)	X				

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
Uptake of, attitudes towards national and program resources (download, distribution, incorporated in activities)	X	<p>Q10. Resources from the C4I website were useful for our project activities.</p> <p>Q11. [LONG SURVEY ONLY] Please indicate your agreement with the following statements about resources on the C4I website. (Strongly Disagree to Strongly Agree)</p> <ul style="list-style-type: none"> <li>- The resources were easy to find on the website.</li> <li>- The resources were easy to use or adapt.</li> <li>- The resources were easy for people in our target population to understand.</li> <li>- The resources were effective.</li> </ul>		<p>Q18. Have you used any of the resources provided by the C4I project? Which ones did you use, and how did you use them? (<i>Probe on social media tools, flyers, communication strategies, other. Probe also for adaptations made and why.</i>)</p>	<p>Q3. Were you given any information at the event/activity you could take home, either to access online or a paper flyer or anything to take with you? If so, please describe. Which of these resources, if any did you find helpful and why? Which of these resources if any did you find less helpful or confusing and why?</p>
Alignment of CoP support with community and awardee needs		<p>Q13. Resources and information shared by other projects in the CoP were useful for project activities.</p> <p>Q15. My organization had the right skillsets or expertise to implement C4I project activities.</p>			
Participation in CoP (leadership, professional learning, sharing, downloads)	X			<p>Q16. Did you participate in the C4I online CoP? In what ways?</p>	
Attitudes about CoP participation				<p>Q17. Have you found the CoP to</p>	

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
				be helpful? Why or why not? Please provide an example if you can.	
Adapting national resources, development of local resources	X	<p>Q12. [LONG SURVEY ONLY] Did you use or adapt any of the resources provided on the C4I website? (Please select all that apply.)</p> <ul style="list-style-type: none"> <li>- We used resource(s) as provided</li> <li>- We modified resources</li> <li>- We created our own resources</li> </ul> <p>12a. [LONG SURVEY ONLY] [If Q12 = b, c] Please share why you modified resources and/or created your own. [Open response]</p>		<p>Q18. Have you used any of the resources provided by the C4I project? Which ones did you use, and how did you use them?</p> <p>Q19. Did you develop any resources of your own? If yes, did you share these within the CoP or post them to the vaccine resources page?</p>	
Alignment of C4I activities to organizational missions		<p>Q9. Our C4I project supported my organization's core mission.</p> <p>Q9a. [LONG SURVEY ONLY] Please describe in what ways the C4I project did or did not support your organization's core mission.</p> <p>Q20. [How likely are you to] Continue activities to increase vaccine confidence?</p>		Q11. Do you view your C4I project as aligning with your organization's core mission? How so or how not?	

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
Capacity of partnering orgs to engage target communities (changes in participation, trust, relationships; use of CR practices)		<p>Q15. My organization had the right skillsets or expertise to implement C4I project activities.</p> <p>Q16. My partners had the right skillsets or expertise to implement project activities.</p> <p>Q17. [LONG SURVEY ONLY] How effective do you think partnering organizations were in engaging people in your target community?</p>		<p>Q8. [If not answered already] How would you characterize your organization's prior relationship with people in the target audience? How, if at all, is this audience different from your organization's typical visitors or participants?</p> <p>Q9. [If relevant] Please describe your organization's prior efforts to engage this target audience? (<i>Probe for:</i> engagement related to issues important to target audience, related to improving community well-being)</p> <p>Q10. How have C4I activities been received by the target population? How do you know?</p>	
Attitudes toward, knowledge of partnering orgs				Q14. Are there any strategies or practices used by your C4I partners that you think can be useful for your organization?	

Constructs, topics	Data Sources				
	Document review and/or program administrative data	Awardee / Partner survey	Participant survey	Awardee / Partner interview	Participant interview
Adoption of others' practices				Q14. Are there any strategies or practices used by your C4I partners that you think can be useful for your organization?	
New relationships (e.g., plans for future collaboration)		Q21. [How likely are you to] Collaborate with local C4I partners on other projects?		Q15. How, if at all, do you anticipate collaborating with C4I partners on future efforts? With other partners in efforts similar to your C4I project?	
Visibility, influence in target community				Q5. How did you publicize C4I activities within your target audience? Did your project receive other media attention or publicity that increased visibility?  Q10. How have C4I activities been received by the target population? How do you know?	Q2. How did you find out about the C4I activity/event?

## Appendix E: Interview consent forms

Awardee/Partner Consent form for Interviews

**Principal Investigator: Kea Anderson**

**Protocol Title: Evaluation of the Communities for Immunity Project**

Research firm SRI International (SRI) is inviting Communities for Immunity (C4I) awardees and their partners to participate in an interview about their local projects. C4I is funded by the Institute of Museum and Library Services (IMLS) and the U.S. Centers for Disease Control and Prevention (CDC) and administered by the Association of Science and Technology Centers (ASTC). C4I supports efforts by museums and libraries to share information about COVID-19 vaccines.

These interviews are part of a data collection SRI is conducting to evaluate the C4I project. The data collection was approved by the U.S. Office of Management and Budget (OMB) with OMB Control Number [insert control number]. You should not respond to federally supported data collections that do not display a valid OMB Control Number.

If you agree to participate, SRI will schedule a 45-minute interview with you using Zoom (or a similar software). Interview topics include: awarded project activities, your satisfaction with C4I and how it addresses your target population's needs, perceived outcomes of the awarded project activities, and perceptions of your organization's role as a source for public health information. With your permission, SRI will audio-record the interview for later review by SRI researchers.

**Participation is voluntary.** You can decide not to participate or to stop at any time. You do not have to answer any questions you choose not to.

**SRI will protect your privacy and keep your responses anonymous.** SRI takes precautions to protect your personal information. All data will be kept in secure files. Your name will not be used or shared with anyone outside of the SRI research team. Your answers will appear only in summaries of all interviews without anyone knowing which answers are yours.

**Risks and Benefits:** Participating in the interview involves minimal risk other than possible discomfort answering questions. You can decide whether to answer each question. You will not benefit personally from the interview but your responses will help researchers better understand COVID-19 vaccine hesitancy and how to address it. They will also help researchers understand the role museums and libraries can plan in sharing scientific information in their communities.

**Questions:** If you have any questions or concerns about the study, contact the Principal Investigator, Kea Anderson, at 703-247-8568 or [c4i-eval@sri.com](mailto:c4i-eval@sri.com). You may also contact the SRI Institutional Review Board at (650) 859-4022 or [IRB@sri.com](mailto:IRB@sri.com).

**Consent to Participate:** Signing your name means you agree to participate in the activities described above. If you do not agree to participate as described above, select "No" below. If you do agree, select "Yes."

- No, I do not give my consent to participate
- Yes, I give my consent to participate

[If no:]



Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

*[If yes:]*

Do you give your consent to audio-record the interview?

- No, I do not give my consent to audio-record
- Yes, I give my consent to audio-record

Please print this page for your records and then click “Next” to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

## Participant Consent Form for Interviews

**Principal Investigator: Kea Anderson**

**Protocol Title: Evaluation of the Communities for Immunity Project**

Research firm SRI International (SRI) is inviting you to participate in an interview about your recent experience with a museum, library, or community-based organization. This interview is part of SRI's study of the Communities for Immunity (C4I) project. C4I is funded by the Institute of Museum and Library Services (IMLS) and the U.S. Centers for Disease Control and Prevention (CDC), and administered by the Association of Science and Technology Centers (ASTC). C4I supports efforts by museums and libraries to share information about COVID-19 vaccines.

If you agree to participate, SRI will interview you using Zoom or a similar software. The interview will last no more than 30 minutes. Interview topics include: C4I activities you participated in, what you think about those activities, and what you think about COVID-19 vaccines. With your permission, SRI will audio-record the interview for later review by SRI researchers.

**Participation is voluntary.** You can decide not to participate or to stop at any time. You do not have to answer any questions you choose not to.

**SRI will protect your privacy and keep your responses anonymous.** Your name will not be shared with anyone outside of the SRI research team. Your answers will appear only in summaries of all interviews without anyone knowing which answers are yours.

**Risks and Benefits:** There is a slight risk that you will experience discomfort in disclosing your views about immunization. You can decide whether to answer each question, and you may choose to end the interview at any time. If you do experience discomfort, we encourage you to seek help. One resource is the [Centers for Disease Control and Prevention's national resource page](#). You will not benefit personally from the interview but your responses will help researchers better understand COVID-19 vaccine hesitancy and how to address it. They will also help researchers understand the role museums and libraries can play in sharing scientific information in their communities.

**Payments:** To thank you for your time, you will receive a \$50 gift card.

**Questions:** If you have any questions about the study, contact the Principal Investigator, Kea Anderson, at 703-247-8568 or [c4i-eval@sri.com](mailto:c4i-eval@sri.com). You may also contact the SRI Institutional Review Board at (650) 859-4022 or [IRB@sri.com](mailto:IRB@sri.com).

**Consent to Participate:** If you do not agree to participate as described above, select "No" below. If you do agree, select "Yes."

- No, I do not give my consent to participate
- Yes, I give my consent to participate

[If no:]

Please print this page for your records and then click "Next" to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

[If yes:]

Do you give your consent to audio-record the interview?

- No, I do not give my consent to audio-record
- Yes, I give my consent to audio-record

Please print this page for your records and then click “Next“ to submit your response.

NEXT

Please click “Submit” to complete your response.

SUBMIT

## Appendix F: Interview protocols

### Awardee/Partner Interview Protocol

*Interviewer: Prepare for the interview by prefilling relevant information. At the start of the interview, read the script below. Ask questions relevant to the project and the interviewee's role. Follow suggested probes and/or probe on salient points as they arise.*

#### Consent Overview

Thank you for completing the consent form and agreeing to participate in this call about your Communities for Immunity event or activity! I'm going to ask you to consent again after reviewing a few things. As a reminder, here is what the consent form covered:

- The interview topics will include awarded project activities, satisfaction with the award project and how it addresses your target population's needs, perceived outcomes of the awarded project activities, and perceptions of your organization's role as a source for public health information.
- The interview will last approximately 45 minutes.
- Your name and contact information will be maintained as confidential, and your privacy will be protected. Your responses will only appear in aggregate, or in a summary, of all the other interviews, so no one will know which answers are from you.
- You will not benefit personally from the interview but your responses will contribute to a better understanding of COVID-19 vaccine hesitancy and how to address it.
- Having reviewed what this call is about, do you agree to participate? *Note to interviewer: document individual's response here.*       Yes       No
- With your permission, we would like to audio-record the interview for later review by SRI researchers. We will only use the recording for that purpose and only within the research team.
- Do I have your permission to record this interview?
- *Note to interviewer: Document individual's response here.*       Yes       No
- *Note to interviewer: If individual consents to be recorded, begin recording now and state] "I'm going to start recording now. Do you mind stating again that you agree to be recorded?" [Wait for response]*
- *Note to interviewer: If individual does not consent to be recorded, state: "You may still participate if you prefer not to be recorded. My colleague can proceed to take notes about your responses [FILL]. The notes will be stored securely in password-protected files accessible only to the research team and will be destroyed after we complete our study. Do I have your permission to take notes about this interview?" [Wait for response.]*
- *Note to interviewer: Document individual's response here.*       Yes       No
- *Note to interviewer: If individual does not consent to notetaking, thank them for their time and say that you will not be able to complete the interview in that case. We will want to be sure we represent accurately people's reflections and statements, and without notes, we cannot be sure our impressions are accurate.*

Do you have any questions before we begin?

#### Introduction and Background

1. What did you do with your Communities for Immunity award? (Pull from award application - confirm what was implemented. Probe on engagement activities, timeframe)
2. Briefly describe any partner organizations you worked with and the role of each. Which of these partnerships, if any, were new?

3. What community concerns or barriers to vaccination were you hoping to address with your C4I project?
4. How did you select what engagement strategies to use?
  - a. Looking back, which strategies do you think were most successful? What challenges, if any, arose?
  - b. What advice might you give to future awardees working with a similar target population?
5. How did you publicize C4I activities within your target audience? Did your project receive other media attention or publicity that increased visibility?
6. Was turnout as you had hoped? How so or how not?

Target population and relationship to project lead organizations

7. Please tell us more about your project's target audience. Who were you (and your partners) seeking to reach with C4I activities? Did you succeed? If not, why not?
8. [*If not answered already*] How would you characterize your organization's prior relationship with people in the target audience? How, if at all, is this audience different from your organization's typical visitors or participants?
9. [*If relevant*] Please describe your organization's prior efforts to engage this target audience? (*Probe for:* engagement related to issues important to target audience, related to improving community well-being)
10. How have C4I activities been received by the target population? How do you know?

Project team capacity and organizational missions

11. Do you view your C4I project as aligning with your organization's core mission? How so or how not?
12. In what ways, if at all, did the skills and expertise of the staff involved in your C4I project support your project's success? What skills and expertise, if any, would have helped your project do better?
13. Do you think your C4I project led to any other changes at your organization, such as changes in plans or in visitor or participation patterns?
14. Are there any strategies or practices used by your C4I partners that you think can be useful for your organization?
15. How, if at all, do you anticipate collaborating with C4I partners on future efforts? With other partners in efforts similar to your C4I project?

### Resource use and community of practice participation

16. Did you participate in the C4I online community of practice? [NOTE: we should already have some engagement info] In what ways? (*Probe on leadership, professional learning, sharing, downloads*)
17. Have you found the community of practice to be helpful? Why or why not? Please provide an example if you can.
18. Have you used any of the resources provided by the C4I project? Which ones did you use, and how did you use them? (*Probe on social media tools, flyers, communication strategies, other. Probe also for adaptations made and why.*)
19. Did you develop any resources of your own? If yes, did you share these within the CoP or post them to the vaccine resources page?

### Wrap-up

20. Is there anything else you'd like to share about your C4I project?
21. Is there anything else you would like to ask me?

Thank you for your time! If you think of anything after we hang up today, please don't hesitate to email our team at [c4i-eval@sri.com](mailto:c4i-eval@sri.com). Thanks again. We really appreciate learning about your experience with the project.

## **Participant Interview Protocol**

### Consent Overview

*Interviewer: Prepare for the interview by prefilling relevant information. At the start of the interview, read the script below. Ask questions relevant to the person's experience and only ask questions not already answered. Follow suggested probes and/or probe on salient points as they arise.*

Thank you for completing the consent form and agreeing to participate in this call about your participation in [describe event/activity]! Before this call, you were asked to complete a consent form. I am going to ask you to consent again after reviewing a few things. As a reminder, here is what the consent form covered:

- I'll ask you questions about your experience participating in [event/activity], what you think of COVID-19 vaccines, and what you think of the organizations that offered the [event/activity].
- The call will last about 30 minutes.
- Your responses are anonymous. We won't share your name or any identifying comments with anyone outside of our research team.
- We will share findings from the interviews all summarized together and will not attribute any quotes to individuals.
- We will send you a \$50 gift card to thank you for your time today. [Confirm email address for sending link.] You will not benefit personally from this conversation but your input helps us understand how organizations like [hosting organizations] can plan other community engagement efforts.
- For some people, vaccines are a sensitive topic. Please remember, your participation is voluntary. You do not have to answer any questions you do not want to answer. You can decide not to participate or to stop at any time. If you are uncomfortable with anything about our conversation,

we encourage you to seek help. One resource is the [Centers for Disease Control and Prevention's national resource page](#). (drop link in chat)

- Having reviewed what this call is about, do you agree to participate? *Note to interviewer: document individual's response here.* \_\_\_\_\_Yes \_\_\_\_\_No
- With your permission, we would like to audio-record the conversation so we can check and complete our notes later. We will only use the recording for that purpose and only within the research team. Do I have your permission to record this interview?
- *Note to interviewer: Document individual's response here.* \_\_\_\_\_Yes \_\_\_\_\_No
- *Note to interviewer: If individual consented to be recorded, begin recording now and state "I'm going to start recording now. Do you mind stating again that you agree to be recorded?"* [Wait for response]
- *Note to interviewer: If individual does not consent to be recorded, state: "You may still participate if you prefer not to be recorded. My colleague can proceed to take notes about your responses [FILL]. The notes will be stored securely in password-protected files accessible only to the research team and will be destroyed after we complete our study. Do I have your permission to take notes about this interview?"* [Wait for response]
- *Note to interviewer: Document individual's response here.* \_\_\_\_\_Yes \_\_\_\_\_No
- *Note to interviewer: If individual does not consent to notetaking, thank them for their time and say that you will not be able to complete the interview in that case. We will want to be sure we represent accurately people's reflections and statements, and without notes, we cannot be sure our impressions are accurate.*

#### Review Ground Rules If Conducting Small-Group Interviews

*Interviewer: In some cases, we may interview participants in small groups if they feel more comfortable with that format. To lead a small-group interview, review these ground rules at the outset:*

- Thank you for your willingness to participate in this interview. To help everyone openly share their views, we ask that you each agree to keep confidential to this group everything we discuss today. [Seek agreement from each participant.]
- Please let others finish speaking before you contribute.
- Please share your thoughts if you agree or disagree with something else being said. We are interested in hearing all perspectives.
- We may not have time for each of you to respond to each question, but we will do our best to hear from each of you. Please feel free to use the chat feature as well to share your thoughts.
- Do you have any questions before we begin?
- With your permission, we would like to audio-record the conversation so we can check and complete our notes later. We will only use the recording for that purpose and only within the research team. Do I have your permission to record this interview?
- *Note to interviewer: Document individual's response here.* \_\_\_\_\_Yes \_\_\_\_\_No
- *Note to interviewer: If individuals consented to be recorded, begin recording now and state "I'm going to start recording now. Do you mind stating again that you agree to be recorded?"* [Wait for response]
- *Note to interviewer: If individuals do not consent to be recorded, state "You may still participate if you prefer not to be recorded. My colleague can proceed to take notes about your responses [FILL]. The notes will be stored securely in password-protected files accessible only to the research team and will be destroyed after we complete our study. Do I have your permission to take notes about this interview?"* [Wait for response]
- *Note to interviewer: Document individuals' responses here.* \_\_\_\_\_Yes \_\_\_\_\_No

- *Note to interviewer: If individuals do not consent to notetaking, thank them for their time and say that you will not be able to include them in the group interview. We will want to be sure we represent accurately people's reflections and statements, and without notes, we cannot be sure our impressions are accurate.*

### Introduction and Background

1. Please describe [the C4I event/activity] that you attended/visited.
  - a. Where was the activity/event held?
  - b. (If not mentioned) Which organization(s) hosted or offered [this C4I event/activity]?
2. How did you find out about the C4I activity/event?
3. Were you given any information at the event/activity you could take home, either to access online or a paper flyer or anything to take with you? If so, please describe.
  - a. [as relevant] Which of these resources, if any, did you find helpful and why? Which of these resources, if any, did you find less helpful or confusing and why?
4. [If not already answered] What did you enjoy about the C4I activity/event? What, if anything, did you think needed improvement?

### Perception of COVID-19 vaccine

The next few questions are about the COVID-19 vaccine.

5. Did you learn anything new about COVID-19 vaccines at the [event/activity]? [If so] What did you learn?
6. [If not already answered] How, if at all, did your thinking about the COVID-19 vaccine change after attending the event/activity? What prompted that change? Please provide an example if you can. [Tailor as needed to ask about vaccines for different age groups. *Probe for:* confidence vaccine is safe; effective; prevents transmission, hospitalization, death.]
7. Do you plan to get vaccinated if you were not already? [As relevant] Do you plan to have your children vaccinated if they weren't already? Why or why not?
8. How, if at all, have you shared what you learned at the event/activity with others (e.g., through personal conversations, through social media)?

### Perceptions of C4I programming and lead organizations

9. [If activity/event was held at an awardee/partner org or if respondent is aware of hosting organizations] What do you think of [hosting organizations]? Were you already aware of it before participating in this recent [event/activity]? If so, please share what you knew about it.
  - a. [As relevant] How often did you visit?
10. [If activity/event was held at an awardee/partner org or if respondent is aware of hosting organizations and if not already answered] What do you think of [organization(s)] after attending the C4I event/activity?



11. *[If activity/event was held at an awardee/partner org or if respondent is aware of hosting organizations and if not already answered]* Do you think that [hosting organizations] do things that are useful for you personally? Useful for your community? Please describe how so or how not. What could they do better?

Wrap-up

12. Is there anything else you'd like to share with me about participating in [this activity/event] or about your views on COVID-19 vaccines?
13. Do you have any other questions for me?

Thank you so much for your time. Your comments are really useful for our study. Please look out for the email with the gift card. We will send it within 24 hours.

If you have any questions or other thoughts later, please feel free to email my team at [*put address in chat*] [c4i-eval@sri.com](mailto:c4i-eval@sri.com). Have a great rest of your day and thanks again!

## Appendix G: Interview email communications

### Interview invitation email

Hello [name],

I'm writing to invite you to participate in an interview about [insert organization and project name]. This interview is part of SRI's study of the Communities for Immunity project. SRI International is an independent, non-profit research organization studying the project on behalf of the Institute of Museum and Library Services. As part of the study, SRI is interviewing [Communities for Immunity project leaders/participants] from [add organization or project name] to learn more about their experiences. The purpose is NOT to evaluate individuals or awardees. [*For participants, add: You do not have to participate, and you may stop the interview at any time.*]

Interviews will take place by phone or Zoom. The interview should last no longer than [time period]. [*Add for participants: You will receive a \$50 gift card for your participation.*] Your interview response is **anonymous**. SRI will summarize what people say across all interviews; we will not share your identity or your individual responses with anyone outside our research team.

We hope to schedule interviews between [insert timeframe].

**Please use [this Calendly link] to select a date and time that works for you.**

If you are not available at these times, please let us know some other dates and times more convenient for you.

If you have any questions about the study or the interview, please contact the study lead, Kea Anderson, at [c4i-eval@sri.com](mailto:c4i-eval@sri.com) or 703-247-8568.

Sincerely,

[Insert signature]

### Interview scheduling follow-up email

Hello [name],

I'm following up on my previous email to schedule a [time period] Zoom or phone call for SRI's study of the Communities for Immunity project. Hearing more about your experience will help us understand [*project leaders: project successes and challenges; participants: what you liked and did not like about the [activity] at [organization or event name].*] Your interview responses will remain **anonymous**.

**Please use [this Calendly] link to select a date and time that works for you.** If you are not available at these times, please let us know some other dates and times you are available.

[*For participants: You will receive a \$50 gift card for your participation.*]

If you have any questions about the study or the interview, please contact the Principal Investigator, Kea Anderson, at [c4i-eval@sri.com](mailto:c4i-eval@sri.com) or 703-247-8568.

Sincerely,

[Insert signature]

### **Interview scheduling confirmation email**

Hello,

Thank you for your support of the study! I sent you a calendar invitation for an interview on [DATE] from [WINDOW OF TIME – LOCAL TIME]. You may join by [insert call/login info].

**Please review and sign [this consent form] in advance of our call.** If you have any questions, do not hesitate to reach out.

We look forward to meeting with you!

Take care,

[Scheduler name]

### **Interview reminder email (send 24 hours before interview)**

Hello [name],

We are looking forward to speaking with you tomorrow at [time]. If you have not already done so, **please review and sign [this consent form] in advance of our call.**

You can join by [insert call/login info].

Please let me know if you have any questions or if this time no longer works for you!

Best,

[Scheduler name]

### **Calendar Invitation Text**

Dear [name],

Thank you for your support of the C4I study!

We're eager to learn more about your experience. The purpose of the call is not to evaluate individuals or awardees. We will summarize the comments of all participants in the study and will not share any personally identifiable information outside of the research team.

Please review and sign [this consent form] in advance of our call.

We will answer any questions you have at the beginning of the call and will also request your permission to audio record.

[For participants: As a token of our appreciation, you will receive a \$50 gift card after completing your interview.]

Please reach out to [c4i-eval@sri.com](mailto:c4i-eval@sri.com) if you have any questions or concerns.

Best,

[Scheduler name]

### **Thank you/gift card email (Send within 24 hours)**

Dear [name],

Thank you for taking part in a call for the Evaluation of the Communities for Immunity (C4I) project!  
Your input is a valuable part of our study and helps us to better understand the project and its outcomes.

We are sending you a \$50 gift card to thank you for your participation. Please redeem your gift card at this [link](#).

Claim code number: [Gift card code]

Best,

[Signature]

## Appendix H: Email communications for survey administration and follow-up

Survey invitation email

Hello,

You are invited to participate in a survey for SRI's study of the Communities for Immunity (C4I) project. SRI International is an independent, non-profit research organization studying the C4I project on behalf of the Institute of Museum and Library Services. As part of its study, SRI is surveying awardees and their partners to understand more about project implementation and outcomes. The purpose is **NOT** to evaluate individual awardees, and your responses will not affect future funding decisions. The survey should take no more than **10 minutes**. Your survey response is **anonymous**. SRI will summarize results across all surveys; we will not share your identity or individual responses with anyone outside of the research team.

**You can access your survey here: [insert individual link]**

Thank you! We appreciate your time! If you have any questions about the study or the survey, please contact the study lead, Kea Anderson, at [c4i-eval@sri.com](mailto:c4i-eval@sri.com) or 703-247-8568.

Sincerely,

[Insert signature]

Survey follow-up email

Hello [name],

I'm following up to ask you to please take a **10-minute** survey for SRI's study of the Communities for Immunity project. Your perspective will help SRI understand project implementation and outcomes. More broadly, your perspective will provide valuable insights for addressing vaccine hesitancy in communities. Survey responses are **anonymous**. We appreciate your time!

**You can access your survey here: [insert unique URL]**

If you have any questions about the study or the survey, please contact the Principal Investigator, Kea Anderson, at [c4i-eval@sri.com](mailto:c4i-eval@sri.com) or 703-247-8568.

Sincerely,

[Insert signature]

Survey thank you text (programmed at end of all surveys)

Thank you for completing this survey for SRI's evaluation of the Communities for Immunity project! We really appreciate your taking the time to share your perspective.

## **Appendix I: Administering national evaluation surveys to Communities for Immunity project participants**

Hello Communities for Immunity project leads!

Thank you for your help administering surveys for participants in your C4I projects on behalf of the national evaluation! Please review guidance below on how to do that and contact the SRI team at [c4i-eval@sri.com](mailto:c4i-eval@sri.com) with any questions!

This packet includes a printable flyer with a QR code, social media image posts, social media messaging, and text messaging to help you collect participant survey data. These materials are unique to your award. Please use them only for collecting data for your own C4I project and not for other purposes. You can review a [copy of the participant survey here.]

### **When to administer participant surveys**

There is no pre-survey in this data collection so you can welcome participants without troubling them with a survey at first. The survey is designed for use close to the end or just following people's participation in C4I project activities and asks them to reflect back on whether and how participation influenced their thinking about COVID-19 vaccines.

### **How should I administer the surveys?**

That depends on the nature of your project activities! If you have in-person activities but also have the ability to contact participants later, please read both sections.

#### In-person activities

Please prepare a survey station so you can engage people as they leave an activity. We recommend you prominently display the attached QR-code flyer and station a staff person to invite people to take the survey by encouraging them to point their phone cameras at the QR code. Once people open the survey link, they can select the language at the top of the screen.

To inclusively engage people who may feel less comfortable with technology, may not feel comfortable reading on a screen or may have lower literacy in English, or may not have a smartphone, please consider offering to complete the survey verbally using a tablet or phone belonging to you or your organization.

#### *How do I to get people to stop?*

As you have likely seen yourselves, people may not be eager to pause and complete a survey, especially if they are in a group or with children. It is helpful to have a brief activity at your survey table so those accompanying the survey taker have something to do. Maybe this is where you give out any take-home items, have people enter a contest, sign up for memberships, or make balloon animals. Get creative! If people have another reason to pause, they are more likely to take the survey.

#### *How to select people to take the survey*

If people will exit all at once (for example, from an event), you will need multiple staff members to try and capture people in a brief timeframe. If people exit over time (for example, from a festival or exhibit), designate times to have a staff member collect survey data. Either way, the procedure is the same.

Please approach people at regular intervals to the best of your ability (every 3-4 people if people exit more slowly, or every 10<sup>th</sup> person if people exit more quickly). This helps randomize whom you approach. Do not select people based on other factors, with one exception: the person has to be 18 or older since SRI does not have approval to collect data from minors.

*Tread lightly: vaccines can be a sensitive topic*

As some of you have seen first-hand already, COVID-19 vaccine status and attitudes about vaccines can be sensitive topics. Please invite people to take the survey by saying something like we suggest below. If they decline, smile, thank them, and approach the next person!

*What to say*

Many of you have done similar data collections before—we defer to your expertise! Here is a suggestion in case it's helpful.

*Hi! We're trying to learn what people thought of our [event, activity] today so we can do better next time. Can you please use this QR code to tell us about your experience? It will take less than [five or ten] minutes.*

*If people want more information*

If participants want more information, please tell them that the survey is for participants in Communities for Immunity projects all over the country. Responses help the project funders gain a national perspective on people's experiences in the local projects. You may also reassure them that they can complete the survey anonymously. The survey may offer the option to provide their name and contact information if they are willing to participate in a follow-up interview, but this is not required. Additional information is in the consent language at the start of the survey.

*How many survey responses does SRI need?*

We hope we can receive an average of 24 survey responses per project. If your project has a very large target audience, please keep in mind that you will need no more than 100 survey responses to estimate project-level confidence intervals of 10 percentage points. If you have a smaller audience, it may be difficult to capture 24 responses.

## **Virtual or remote project activities**

If you do not interact in person with participants, please consider other ways you might be able to gather participant survey data. Below are some ideas, with suggested text for each. We recommend you reach out as soon after your activity as possible, ideally later the same day, to maximize the chance people will take the survey.

Share the survey link in chat feature towards the end of online events

Thank you for joining us today! We're eager to know what you thought so we can do better next time. Please complete our survey here [add link]. It takes less than [5 or 10 minutes]! Thank you!

Email or text the survey link to participants if possible

If you have contact information for participants, you may be able to email or text them. Please use only contact information provided directly to your organization, NOT personal information provided by participants in a vaccine clinic for purposes of accessing a vaccine.

*Email*

Hello [name]!

Thank you for [registering for/attending] the [event/activity] today! [Organization and partner names] are eager to know what you thought of it! Please tell us about your experience by completing our 5-minute survey! [add link] We appreciate your help!

#### *Text Message*

Some audiences are more likely to complete a survey when the link is sent via text. Please consider texting if you already have participant's cell phone numbers and your organization already sends information by text: Hi, it's [name] from [organization]! If you attended our [event/activity name] today, please tell us about your experience! Take our 5-minute survey here: [link] And thanks for your help!

#### Social Media Post

If you have no other way to contact participants or if you are comfortable sharing the survey link through multiple channels, please consider posting the survey link on social media:

What a great turnout at [event name] today! If you attended, please let us know what you thought by taking our 5-minute survey! [link] We're eager to learn from your experience! [project hashtag]



**Printable Flyer with QR code:**

**Social Media Posts:**

SRI Education



# Communities for Immunity

Museums and Libraries as Trusted Community Partners

**We want to hear from you!**  
**Take our brief survey at:**  
**URLNAME.com**

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**Communities for Immunity**  
Museums and Libraries as Trusted Community Partners

**QR CODE  
HERE.**

**We want to hear from you!**  
Take our brief survey by scanning the QR code above  
or by visiting **URLNAME.com**

