

Appendix A

Recruitment messaging

Contents

Introductory Email to Tina Naugler, Regional Program Manager, CB Central Office.....	2
Introductory Email to ACF Regional Office Program Managers.....	4
Introductory Email to State Directors.....	6
Introductory Email to Sites.....	8
Example invitation to complete a survey.....	10
Example invitation to participate in a focus group.....	11

Introductory Email to Tina Naugler, Regional Program Manager, CB Central Office

Dear Tina,

I am the federal Principal Investigator for a Children's Bureau's study, *Identification and Care of Children with Prenatal Alcohol and Other Drug Exposures: Prevention Strategies*. I am reaching out to you regarding a study focused on increasing understanding and knowledge within child welfare (CW) agencies about prenatal substance exposures and the needs of children and families impacted by prenatal substance exposure, with a focus on prenatal exposure to alcohol.

The project and research study is a collaborative effort with the Children's Bureau and Dr. Jacquelyn Bertrand of the Centers for Disease Control and Prevention. The study seeks to provide a newly developed toolkit to agencies to implement and then gather critically important information to ensure the toolkit's applicability and usefulness to CW agencies, the workforce, and parents and caregivers. The toolkit provides information and resources in the following areas:

- **Role of Child Welfare:** Overview of children with prenatal exposure(s) to alcohol and other drugs and their families including prevalence, developmental impact, and the risks of maltreatment.
- **Agency Self-Assessment:** Guides agency leaders in assessing current internal processes, policies, practices, and partnerships to determine the sections of the toolkit relevant to their needs.
- **Plan:** Assists CW agencies to plan and implement internal and cross-system processes to identify, evaluate, and support children and families who experienced prenatal exposures.
- **Train:** Suite of existing and newly developed trainings that increase awareness, knowledge, skills, and willingness to identify, refer, and care for children with prenatal exposures and their families.
- **Recognize:** Variety of resources (tip sheets, sample questions, etc.) to support CW staff in recognizing children affected by exposures.
- **Refer and Integrate Services:** Information about supports and services, including culturally specific and responsive services, for children and families and how to assist caregivers in obtaining evaluations and accessing services, and includes sample referral guides for evaluations and services.
- **Caregivers:** Practice guidance and resources for CW staff and caregivers. Separate materials for foster/adoptive caregivers and birth families are included.
- **Document and Share:** Explains the importance of information on prenatal exposures in CW case files and provides suggestions for where and how such information can be documented and shared with other services providers.

The study would take place over a five-month period beginning January 2024. The purpose of this study is not to evaluate any states, but to understand processes and practices that will assist child welfare professionals and agencies to better recognize and provide care and support to families and children living with Fetal Alcohol Spectrum Disorders and other substance exposures.

We would appreciate an opportunity to talk with you about the study and reaching out to the other Regional Office Program Managers to discuss which states we could reach out to regarding participation in the study. Please let us know some dates and times in the coming weeks that you would be able to

talk with us. The attached project description provides some details regarding the background, purpose, and benefits to participation.

The Children's Bureau and Centers for Disease Control and Prevention have engaged James Bell Associates (JBA) and ICF to assist us in conducting this study of the toolkit. Erin Ingoldsby of JBA is also signing this email.

Thank you for your time and attention to this request. We look forward to speaking with you.

Sincerely yours,

Sharon Newburg-Rinn, Ph.D.
Federal Principal Investigator,
Social Science Research Analyst
Children's Bureau, ACYF, ACF, DHHS
Washington, DC

Erin Ingoldsby, Ph.D.
Director, Study Director
James Bell Associates

cc:

Joe Bock, MSW, Deputy Associate Commissioner, Children's Bureau, ACYF, ACF, DHHS

Introductory Email to ACF Regional Office Program Managers

Dear [Title/Name],

I am the federal Principal Investigator for a Children's Bureau's study, *Identification and Care of Children with Prenatal Alcohol and Other Drug Exposures: Prevention Strategies*. I am reaching out to you regarding a study focused on increasing understanding and knowledge within child welfare (CW) agencies about prenatal substance exposures and the needs of children and families impacted by prenatal substance exposure, with a focus on prenatal exposure to alcohol.

The project and research study is a collaborative effort with the Children's Bureau and Dr. Jacquelyn Bertrand of the Centers for Disease Control and Prevention. The study seeks to provide a newly developed toolkit to agencies to implement and then gather critically important information to ensure the toolkit's applicability and usefulness to child welfare agencies, the workforce, and parents and caregivers. The toolkit provides information and resources in the following areas:

- **Role of Child Welfare:** Overview of children with prenatal exposure(s) to alcohol and other drugs and their families including prevalence, developmental impact, and the risks of maltreatment.
- **Agency Self-Assessment:** Guides agency leaders in assessing current internal processes, policies, practices, and partnerships to determine the sections of the toolkit relevant to their needs.
- **Plan:** Assists CW agencies to plan and implement internal and cross-system processes, identify, evaluate, and support children and families who experienced prenatal exposures.
- **Train:** Suite of existing and newly developed trainings that increase awareness, knowledge, skills, and willingness to identify, refer, and care for children with prenatal exposures and their families.
- **Recognize:** Variety of resources (tip sheets, sample questions, etc.) to support CW staff in identifying children affected by exposures.
- **Refer and Integrate Services:** Information about supports and services, including culturally specific and responsive services, for children and families and how to assist caregivers in obtaining evaluations and accessing services, and includes sample referral guides for evaluations and services.
- **Caregivers:** Practice guidance and resources for CW staff and caregivers. Separate materials for foster/adoptive caregivers and birth families are included.
- **Document and Share:** Explains the importance of information on prenatal exposures in CW case files and provides suggestions for where and how such information can be documented and shared with other services providers.

The study would take place over a five month period beginning January 2024. The purpose of this study is not to evaluate any states, but to understand processes and practices that will assist child welfare professionals and agencies to better recognize and provide care and support to families and children living with Fetal Alcohol Spectrum Disorders and other substance exposures.

We connected with the CB Regional Office Manager about reaching out to you about the study and to discuss locations regarding participation in the study. Please let us know some dates and times in the coming weeks that you would be able to talk with us. The attached project description provides some details regarding the background, purpose, and benefits to participation.

The Children's Bureau and Centers for Disease Control and Prevention have engaged James Bell Associates (JBA) and ICF to assist us in conducting this study of the toolkit. Erin Ingoldsby of JBA is also signing this email.

Thank you for your time and attention to this request. We look forward to speaking with you.

Sincerely yours,

Sharon Newburg-Rinn, Ph.D.
Federal Principal Investigator,
Social Science Research Analyst
Children's Bureau, ACYF, ACF, DHHS
Washington, DC

Erin Ingoldsby, Ph.D.
Director, Study Director
James Bell Associates

cc:

Tina Naugler, MSW, Children's Bureau Central Office, ACYF, ACF, DHHS
Joe Bock, MSW, Deputy Associate Commissioner, Children's Bureau, ACYF, ACF, DHHS

Introductory Email to State Directors

Dear [Director Title/Name],

I am the federal Principal Investigator for a Children's Bureau (U.S. Department of Health and Human Services) study, *Identification and Care of Children with Prenatal Alcohol and Other Drug Exposures: Prevention Strategies*. I am reaching out to you regarding [State] participation in a study focused on increasing understanding and knowledge within child welfare (CW) agencies about prenatal substance exposures and the needs of children and families impacted by prenatal substance exposure, with a focus on prenatal exposure to alcohol.

The project and research study is a collaborative effort with the Children's Bureau and Dr. Jacquelyn Bertrand of the Centers for Disease Control and Prevention. This study is supported by the federal Region [ACF Regional Office #] office and we have talked with both [ACF Regional Manager Name] and [CB Child and Family Specialist Name] of that office. They indicated that [State] may be interested in this study given your work in [specify areas of prevention, substance use, etc.].

The study seeks to provide a newly developed toolkit to agencies to implement and then gather critically important information to ensure the toolkit's applicability and usefulness to child welfare agencies, the workforce, and parents and caregivers. The toolkit provides information and resources in the following areas:

- **Role of Child Welfare:** Overview of children with prenatal exposure(s) to alcohol and other drugs and their families including prevalence, developmental impact, and the risks of maltreatment.
- **Agency Self-Assessment:** Guides agency leaders in assessing current internal processes, policies, practices, and partnerships to determine the sections of the toolkit relevant to their needs.
- **Plan:** Assists CW agencies to plan and implement internal and cross-system processes to identify, evaluate, and support children and families who experienced prenatal exposures.
- **Train:** Suite of existing and newly developed trainings that increase awareness, knowledge, skills, and willingness to identify, refer, and care for children with prenatal exposures and their families.
- **Recognize:** Variety of resources (tip sheets, sample questions, etc.) to support CW staff recognizing children affected by exposures.
- **Refer and Integrate Services:** Information about supports and services, including culturally specific and responsive services, for children and families and how to assist caregivers in obtaining evaluations and accessing services, and includes sample referral guides for evaluations and services.
- **Caregivers:** Practice guidance and resources for CW staff and caregivers. Separate materials for foster/adoptive caregivers and birth families are included.
- **Document and Share:** Explains the importance of information on prenatal exposures in CW case files and provides suggestions for where and how such information can be documented and shared with other services providers.

The study would take place over a five month period beginning January 2024. The purpose of this study is not to evaluate [State] but to understand processes and practices that will assist CW professionals and agencies to better recognize and provide care and support to families and children living with Fetal Alcohol Spectrum Disorders and other substance exposures.

We would appreciate an opportunity to talk with you about [State's] participation in the study. Please let us know some dates and times in the coming weeks that you (or your designee) would be able to talk with us. The attached project description provides some details regarding the background, purpose, and benefits to participation.

The Children's Bureau and Centers for Disease Control and Prevention have engaged James Bell Associates (JBA) and ICF to assist us in conducting this study of the toolkit. Erin Ingoldsby of JBA is also signing this email.

Thank you for your time and attention to this request. We look forward to speaking with you and anyone on your staff that you wish.

Sincerely yours,

Sharon Newburg-Rinn, Ph.D.
Federal Principal Investigator,
Social Science Research Analyst
Children's Bureau, ACYF, ACF, DHHS
Washington, DC

Erin Ingoldsby, Ph.D.
Director, Study Director
James Bell Associates

cc:

[Name, degree], Child and Family Program Specialist, Children's Bureau, Region [#], ACYF, ACF, DHHS
[Name, degree], Children's Bureau, Regional CW Program Manager, Region [#], ACYF, ACF, DHHS
Tina Naugler, MSW, Children's Bureau Central Office, ACYF, ACF, DHHS
Joe Bock, MSW, Deputy Associate Commissioner, Children's Bureau, ACYF, ACF, DHHS

Introductory Email to Sites

Dear [Title/Name],

I am the Study Director for a Children's Bureau (U.S. Department of Health and Human Services) study, *Identification and Care of Children with Prenatal Alcohol and Other Drug Exposures: Prevention Strategies*. I am reaching out to you regarding participation in a study focused on increasing understanding and knowledge within child welfare (CW) agencies about prenatal substance exposures and the needs of children and families impacted by prenatal substance exposure, with a focus on prenatal exposure to alcohol.

The project and research study is a collaborative effort with the Children's Bureau and the Centers for Disease Control and Prevention. Your state director, [name], provided us with your contact information and noted your [county/agency/department] may be interested in participating.

The study seeks to provide a newly developed toolkit to agencies to implement and then gather critically important information to ensure the toolkit's applicability and usefulness to CW agencies, the workforce, and parents and caregivers. The toolkit provides information and resources in the following areas:

- **Role of Child Welfare:** Overview of children with prenatal exposure(s) to alcohol and other drugs and their families including prevalence, developmental impact, and the risks of maltreatment.
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- **Document and Share:** Explains the importance of information on prenatal exposures in CW case files and provides suggestions for where and how such information can be documented and shared with other services providers.

The study would take place over a five month period beginning January 2024. The purpose of this study is not to evaluate [State or your county/agency/department] but to understand processes and practices that will assist CW professionals and agencies to better recognize and provide care and support to families and children living with Fetal Alcohol Spectrum Disorders and other substance exposures.

We would appreciate an opportunity to talk with you about participation in the study. Please let us know some dates and times in the coming weeks that you (or your designee) would be able to talk with us. The attached project description provides some details regarding the background, purpose, and benefits to participation.

The Children's Bureau and Centers for Disease Control and Prevention have engaged my company, James Bell Associates (JBA) and our partner, ICF, to assist in conducting this study of the toolkit.

Thank you for your time and attention to this request. We look forward to speaking with you and anyone on your staff that you wish.

Sincerely yours,

Erin Ingoldsby, Ph.D.
Director, Study Director
James Bell Associates

cc:

[Title/Name], [State] Director

Nicole Miller, Senior Research Associates, James Bell Associates

James Coloma, State and Local Child Welfare Project Director, ICF

Example invitation to complete a survey

Subject Line: Please provide your perspective about the PAE toolkit

Body message:

Dear **[Insert First Name]**,

We thank you and your colleagues for collaborating with our team to implement the *Prenatal Alcohol and Other Drug Exposures: A Child Welfare Practice Toolkit*. As part of your participation in our evaluation of the toolkit, we invite you to complete this online survey, which will help the evaluation team understand how agency staff feel about the potential usefulness of the toolkit. This information helps us to understand whether any changes need to be made to the toolkit content in the future to improve its usefulness to child welfare professionals such as yourself.

We realize how limited your time is; the survey should take approximately 3 minutes to complete. Your participation in the survey is voluntary. You may decline to answer any question you do not wish to answer, and you may exit the survey at any time.

If you have any questions about the survey, please contact me via email at Ingoldsby@jbassoc.com.

The survey will close on **[Insert Close Date]**, so please be sure to complete the survey before then! Please click on the link below to begin the survey.

[Click Here to Start the Survey](#)

We thank you for your participation!

Erin Ingoldsby, Ph.D.
Director, Study Director
James Bell Associates

Example invitation to participate in a focus group

[NOTE: The following includes an example of the type of email that may be used to recruit participating site staff to participate in focus groups. The email sender will include local CW agency staff and the language below may be adapted and tailored for each site.]

Subject Line: Please provide your perspective about the PAE toolkit

Body message:

Dear [Insert First Name],

My name is [INSERT NAME OF DATA COLLECTION LIAISON AND LOCAL AGENCY] and I'm reaching out to [INSERT NAME OF CW AGENCY] staff members, such as yourself, to ask if you would be willing to participate in a research focus group about the **Prenatal Alcohol and Other Drug Exposures: A Child Welfare Practice Toolkit**.

These focus groups are being conducted by staff of James Bell Associates (JBA) and ICF and will help the evaluation team understand how agency staff feel about the potential usefulness of the toolkit. Information from the focus group will help the toolkit developers understand whether any changes need to be made to the toolkit content in the future to improve its usefulness to child welfare professionals. Focus group participants will be asked to share their perspectives on changes to practice as a result of implementation and fit and alignment of the toolkit with the agency's diversity, equity, and inclusion efforts and the diversity of the population of children and families they serve.

The focus group will take approximately 90 minutes and will be held [INSERT LOCATION OR VIRTUAL PLATFORM]. If you want to participate, please contact [INSERT CONTACT INFORMATION FOR DATA COLLECTION LIAISON]. Focus groups will be audio recorded, but reports will not include your name or any other identifying information.

If you would you like more information or have any questions regarding the project, please contact Dr. Erin Ingoldsby, Principal Investigator from James Bell Associates via email at Ingoldsby@jbassoc.com or phone: (720)484-4967.

Thank you for your consideration of this project.