

***Attachment 1. Invitation Email/Letter – English***

[[IF EMAIL: *Email subject: We need your help for a paid study about Hispanic/Latina women’s health*]]

Dear [NAME],

EurekaFacts, a social science and market research firm, is doing a study on behalf of the Centers for Disease Control and Prevention (CDC), and we **need your help**.

We are recruiting **Spanish-speaking** Hispanic/Latina women (18 years and older) to join in small group conversations, either in-person or online, to talk about your thoughts, feelings, and experiences with women’s health. The information we learn from the small group conversations will help CDC find ways to talk with Hispanic/Latina women about their health and the role that culture plays in their health choices. There will be 5 to 8 people in a group, each lasting no longer than **90 minutes**. If you are selected and participate in a session, you will be given **\$75.00\*** at the end of the session for your time and effort. (\*E-gift card for online participation and physical gift card for in-person participation.)

**Your participation is important to help us better understand the health of Hispanic/Latina women.**

During the conversation group, we will:

- Ask about experiences as a Hispanic/Latina woman and cultural influences
- Ask about experiences with food and vitamin choices
- Get your thoughts about current CDC messaging on women’s health

If you want to participate, please [[IF EMAIL: click the following link]] //or// [[IF LETTER: scan the QR code]] to answer a few questions to find out if you are eligible to participate:

[https://eurekafacts.co1.qualtrics.com/jfe/preview/previewId/74e57dfa-80c3-4755-bd3a-7e6c18733d6c/SV\\_1OjGrrX4aizMLrg?Q\\_CHL=preview&Q\\_SurveyVersionID=current](https://eurekafacts.co1.qualtrics.com/jfe/preview/previewId/74e57dfa-80c3-4755-bd3a-7e6c18733d6c/SV_1OjGrrX4aizMLrg?Q_CHL=preview&Q_SurveyVersionID=current)



Please call our recruitment team if you want help filling out the questionnaire or have any questions. Call them at 240-403-1650 or outreach@eurekafacts.com and mention the ‘CDC women’s health study.’

We look forward to speaking with you soon!

Sincerely,

Esther Cortez  
Research Analyst  
EurekaFacts, LLC  
240-403-1650