

Attachment 3—Recruitment Email

Initial Reach-Out Email Template and Survey Invitation

[EMAIL SUBJECT LINE] Request for OD2A Grantee Feedback: A Survey about CDC’s Stop Overdose campaigns

EMAIL BODY:

To **RECIPIENT**,

The Centers for Disease Control and Prevention’s (CDC) National Center for Injury Prevention and Control’s (NCIPC) Division of Overdose Prevention (DOP) is requesting your organization’s feedback on CDC’s [Stop Overdose campaigns](#). Your participation is important because the perspectives of public health communicators/educators are valuable to shaping future drug overdose prevention efforts.

The purpose of this data collection is to assess and characterize Overdose Data to Action (OD2A) grantees’ implementation and perceptions of CDC’s Stop Overdose campaigns and materials (e.g., social media graphics, videos). We are interested in learning about grantee use of any Stop Overdose campaign materials, related evaluation efforts, and lessons learned from implementation.

We hope you’ve been able to use the provided materials to support the implementation of campaigns in your community and would like to learn more about this has worked for your organization/department.

Instructions for participating:

- **Please click on the survey link to begin:** **[LINK]**
- We estimate the online survey to take up to 25 minutes. Your participation is voluntary, but your response will help us improve the Stop Overdose campaigns to support your drug overdose prevention efforts.
- Even if your organization has not used the Stop Overdose campaign materials, we would still appreciate your feedback.
- If you feel that someone else in your organization is better suited to respond to the survey, please forward this email to that colleague and CC **[Fors Marsh POC email]**.
- Please **only submit one response** for your organization.
- The survey is administered by an independent contractor, Fors Marsh.

If you have any questions about the survey, please contact **[Fors Marsh POC email]**. Thank you in advance for your contribution to this critical public health effort.

Sincerely,

[SIGNATURE from CDC Project Officer]