Epi Info™ User Survey

Outreach Communications Activities

Content of Communications

Contents

Introduction

This document outlines the various activities and communications that will be carried out as part of the outreach strategy to support an upcoming Epi Info™ User survey. The outreach strategy involves communications to be carried out before and after the launch of the survey. Each table in the document specifies the intended purpose of the communication, the target group, the manner of distribution, and the message content to be utilized in the communications. The document contains the text that will be published on website postings, Epi Info™ Help Desk notifications, strategic engagement with partner organizations, and promotional brochures.

1 Required Activities

1.1 Website Posts

Table   C -1 provides the details needed to post the data collection website posts.

Table C-1. Required Data Collection Website Post Implementation Details

Category	Details
Activity	Website Posts
Requirement Level	Required
Phase	Data Collection
Relative LOE	Medium
Prerequisites	• Create Qualtrics anonymous weblink for each website to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded data (case sensitive):[12] o Epi Info™ Website: ?Source=EI? o CDC Intranet: ?Source=CDC? • Select content type and finalize draft content below, including updating [placeholders] with required information. • Submit to CDC eClearance prior to posting. After submitting to eClearance, it is estimated to take approximately 5 days to receive approval. It is recommended that the web posts are submitted to eClearance at least 10 days prior to the launch date to allow for unexpected delays in the process. • Submit request to have the content posted at least 5 days before planned start date.
Implementation Step	Post finalized content on Website Locations.
Timing	• Submit to clearance process at least 10 days prior to launch date. • Submit request to have the content posted at least 5 days before launch date. • Start: Launch date. • End: Survey close date.
Actor	• Epi Info™ team. • CDC Intranet web team.
Website Locations	• cdc.gov/epiinfo • CDC Intranet homepage.
Content	**Image Option (preferred):** See Section 3 for image options. When clicked, the image should redirect the individual to the survey. **Text Only Option:** Attention Epi Info™ Community! We Want to Hear from You! Please complete the Epi Info™ User Survey at [website distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. Questions? Contact epiinfosurvey@cdc.gov

1.2   Recruitment via Epi Info™ Support Resources

Table   C -2 provides the details needed to incorporate the data collection message into Epi Info™ Help Desk ticket replies.

Table C-2. Required Data Collection Help Desk Email Announcement Implementation Details

Category	Details
Activity	Help Desk Email Announcement
Requirement Level	Required
Phase	Data Collection
Relative LOE	Low
Prerequisites	• Create Qualtrics anonymous weblink for help desk to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12] o Help Desk: ?Source=HD? • Select content type and finalize draft content below, including updating [placeholders] with required information.
Implementation Step	Add the finalized content with the appropriate weblink to the help desk email address signature so it is included in all replies to help desk tickets.
Timing	• Finalize content at least 2 weeks prior to launch. • Start: Launch date. • End: Survey close date.
Sender	Epi Info™ Help Desk email (epiinfo@cdc.gov)
Recipient	Help Desk Ticket Submitters
Actor	Epi Info™ Help Desk team
Content	**Image Option (preferred):** See Section 3 for image options. When clicked, the image should redirect the individual to the survey. **Text Only Option**: Attention Epi Info™ Community! We Want to Hear from You! Please complete the Epi Info™ User Survey at [help desk distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. Questions? Contact epiinfosurvey@cdc.gov.

Table   C -3 provides the details needed to post the data collection content onto the User Community.

Table C-3. Required Data Collection Phase User Community Announcement Implementation Details

Category	Details
Activity	User Community Announcement
Requirement Level	Required
Phase	Data Collection
Relative LOE	Low
Prerequisites	• Create Qualtrics anonymous weblink for User Community to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12] o User Community: ?Source=UC? • Select content type and finalize draft content below, including updating [placeholders] with required information.
Implementation Step	Post finalized content on User Community Site.
Timing	• Finalize language at least 2 weeks prior to launch. • Start: Launch date. • End: Survey close date.
Website Location	https://epiinfo.atlassian.net/wiki/questions
Actor	Epi Info™ team
Content	**Image Option (preferred):** See Section 3 for image options. When clicked, the image should redirect the individual to the survey. **Text Only Option**: Attention Epi Info™ Community! We want to hear from you! Please complete the Epi Info™ User Survey at [User Community distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. Questions? Contact epiinfosurvey@cdc.gov.

1.3 Strategic Engagement

Table C-4 provides the details needed to send the partner organization launch email.

Table C-4. Required Partner Organization Launch Email Implementation Details

Category	Details
Activity	Partner Organization Launch Email
Requirement Level	Required
Phase	Data collection
Relative LOE	Low
Prerequisites	• Finalize the organization distribution list from the curated outreach group deliverable. • Create Qualtrics anonymous weblink for partner organization launch email to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12] o Partner Organization Launch Email: ?Source=PO? • Create QR code from appropriate weblink. • Finalize draft content below, including updating [placeholders] with required information.
Implementation Steps	Send email with attached final recruitment flyer.
Timing	Send on launch date.
Sender	CDC Shared Team email (epiinfosurvey@cdc.gov)
Recipient	BCC: Organization distribution list; CC: epiinforsurvey@cdc.gov
Actors	• Epi Info™ team. • Partner organizations.
Content	**Flyer Options:** See Section 3 for flyer options. **Email Subject:** Request to Promote the Epi Info™ User Survey Due to your organization's strong commitment to public health, we are hoping you will consider disseminating the Epi Info™ survey to your member base. Epi Info™ is a valuable resource that provides a free set of tools for data management, analysis, and visualization designed specifically for the public health community. It is essential that the Epi Info™ survey reaches a wide audience that is reflective of the Epi Info™ user base. Survey results will inform the strategic direction and development of Epi Info™. Please consider disseminating the Outreach Message (language below) and flyer (attached) to your organization's members. If you have any questions or concerns, please don't hesitate to reach out. We are happy to connect with you to discuss further. Thank you, Epi Info™ Team **Outreach Message** **Email Subject:** Epi Info™ Feedback Opportunity: We Want to Hear from You! Are you a former or current Epi Info™ user? Have you considered using it? If so, the Epi Info™ wants to hear from you! Please complete the Epi Info™ User Survey at [partner organization distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. All responses are anonymous. If you have any questions or concerns, please don't hesitate to contact epiinfosurvey@cdc.gov. On behalf of the Epi Info™ team, thank you for your consideration and commitment to public health!

Table   C -5 provides the details needed to send the partner organization launch email.

Table C-5. Required Professional Network Launch Email Implementation Details

Category	Details
Activity	Professional Network Launch Email
Requirement Level	Required
Phase	Data collection
Relative LOE	Low
Prerequisites	• Create Qualtrics anonymous weblink for professional network launch email to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12] o Professional Network Launch Email: ?Source=PN? • Create QR code from appropriate weblink. • Finalize draft content below, including updating [placeholders] with required information.
Implementation Step	Send email with attached final recruitment flyer.
Timing	Send on launch date.
Sender	Personal work email accounts of Epi Info™ and implementing organization team.
Recipient	Professional network contacts (e.g., current and former public health colleagues, public health school alumni associations) from Epi Info™ team members and implementing organization project team.
Actor	Epi Info™ team members and implementing organization project team members.
Content	**Flyer Options:** See Section 3 for flyer options. **Email Subject:** Request to Promote the Epi Info™ User Survey Greetings X, [Add Personal greeting]. Are you a former or current Epi Info™ user? Have you considered using it? If so, we want to hear from you! Please complete the Epi Info™ User Survey at [professional network distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. If you know others who meet this description, I am hoping that you consider disseminating the Epi Info™ User Survey to your contacts. An Outreach Message is provided below along with a flyer to share. Epi Info™ is a valuable resource that provides a free set of tools for data management, analysis, and visualization designed specifically for the public health community. It is essential that the Epi Info™ survey reaches a wide audience that is reflective of the Epi Info™ user base. Survey results will inform the strategic direction and development of Epi Info™. If you have any questions or concerns, please don't hesitate to contact epiinfosurvey@cdc.gov. Thank you, [Sender Name] **Outreach Message** **Email Subject:** Epi Info™ Feedback Opportunity: We Want to Hear from You! Are you a former or current Epi Info™ user? Have you considered using it? If so, the Epi Info™ team wants to hear from you! Please complete the Epi Info™ User Survey at [professional network distribution survey link] by [close date]. Your responses will help shape the strategic direction and development of Epi Info™. All responses are anonymous. If you have any questions or concerns, please don't hesitate to contact epiinfosurvey@cdc.gov. On behalf of the Epi Info™ team, thank you for your consideration and commitment to public health!

1.4   Recommended Activities

1.5   Website Posts

Table   C -6 provides the details needed to post the pre-launch website posts.

Table C-6. Recommended Pre-Launch Website Post Implementation Details

Category	Details
Activity	CDC Intranet Post and Epi Info™ Website Post
Requirement Level	Recommended
Phase	Pre-Launch
Relative LOE	Medium
Prerequisites	• Finalize draft content below, including updating [placeholders] with required information. • Submit to CDC eClearance prior to posting. After submitting to eClearance, it is estimated to take approximately 5 days to receive approval. It is recommended that the web posts are submitted to eClearance at least 10 days prior to the launch date to allow for unexpected delays in the process. • Submit request to have the content posted at least 5 days before planned start date.
Implementation Step	Update Website Locations.
Timing	• Submit to clearance process at least 10 days prior to planned start date. • Submit request to have the content posted at least 5 days before planned start date. • Start: Publish 2 weeks before launch date. • End: Launch date.
Actor	• Epi Info™ team. • CDC Intranet web team.
Website Locations	• cdc.gov/epiinfo • CDC Intranet homepage.
Content	**Image Option (preferred):** See Section 3 for image options. **Text Only Option:** Are you a former or current Epi Info™ user? Have you considered using it? If so, you will have an opportunity to help participate in a user survey that will shape the strategic direction and development of Epi Info™. Check back on [launch date] to participate in the upcoming Epi Info™ User Survey. If you want to receive an email invitation to take the survey or have any questions, please contact epiinfosurvey@cdc.gov.

1.6   Recruitment via Epi Info™ Support Resources

There are two recommended indirect activities for recruitment via Epi Info™ support resources during the Pre-Launch Phase. Table   C -7 provides the details needed to implement the pre-launch help desk email announcement if this activity is selected for implementation.

Table C-7. Recommended Pre-Launch Help Desk Email Announcement

Category	Details

Category	Details
Activity	Help Desk Email Announcement
Requirement Level	Recommended
Phase	Pre-Launch
Relative LOE	Low
Prerequisite	Select content type and finalize draft content below, including updating [placeholders] with required information.
Implementation Step	Add the finalized content to the help desk email address signature so it is included in all replies to help desk tickets.
Timing	• Start: Incorporate content into help desk replies 2 weeks before launch date. • End: Launch date.
Sender	Epi Info™ Help Desk email (epiinfo@cdc.gov)
Recipient	Help Desk Ticket Submitters
Actor	Epi Info™ Help Desk team
Content	**Image Options (preferred):** See Section 3 for image options. **Text Only Option:** Attention Epi Info™ Community! You will have an opportunity to participate in a user survey that will help shape the strategic direction and development of Epi Info™. Check out cdc.gov/epiinfo on [launch date] to participate! If you want to receive an email invitation to take the survey or have any questions, please contact epiinfosurvey@cdc.gov . Thank you! Epi Info™ Team

Table   C -8 provides the details needed to implement the Pre-Launch User Community announcement.

Table C-8. Recommended Pre-Launch User Community Announcement

Category	Details
Activity	User Community Announcement
Requirement Level	Recommended
Phase	Pre-Launch
Relative LOE	Low
Prerequisite	Select content type and finalize draft content below, including updating [placeholders] with required information.
Implementation Step	Post finalized content on User Community Site.
Timing	• Start: Post content 2 weeks before launch date. • End: Launch date.
Website Location	https://epiinfo.atlassian.net/wiki/questions
Actor	Epi Info™ team

Content	**Image Option (preferred):** See Section 3 for image options.
	Text Only Option:
	Attention Epi Info™ Community! You will have an opportunity to participate in a user survey that will help shape the strategic direction and development of Epi Info™. Check back on [launch date] to participate in an upcoming Epi Info™ User Survey.
	If you want to receive an email invitation to take the survey or have any questions, please contact epiinfosurvey@cdc.gov.
	Thank you!
	Epi Info™ Team

1.7 Promotion at Conferences, Trainings, or Meetings

Table   C -9 provides the details needed to implement the pre-launch promotion at selected training or meetings if this activity is selected for implementation.

Table C-9. Recommended Pre-Launch Promotion at Trainings or Meetings

Category	Details
Activity	Trainings or Meetings
Requirement Level	Recommended
Phase	Pre-Launch
Relative LOE	Medium
Prerequisites	• Identify which trainings or meetings to promote the survey by coordinating with internal contacts and/or CDC partners (such as DMI). Identify potential promoters. • Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible. • Determine if eClearance required. If so, it is estimated to take approximately 5 days to receive approval. It is recommended that content is submitted to eClearance at least 10 days prior to planned activities to allow for unexpected delays in the process.
Implementation Steps	• Send email with attached final flyer to potential promoters at selected trainings or meetings. • Promoter will share flyer at selected trainings/meeting or Epi Info™ team member will provide briefing to promote the survey if resources allow.
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: At least 2 weeks before launch date. • End: Launch date.
Sender	CDC Shared Team email (epiinfosurvey@cdc.gov)
Recipient	Colleagues presenting at meetings or trainings that occur during Pre-Launch Phase where Epi Info™ users may be present.
Actor	• Epi Info™ team. • Recruited CDC colleagues (if applicable).

Table C-12. (continued)

Category	Details
Content	**Flyer Options:** See Section 3 for flyer options. **Email Subject:** Request to Promote Epi Info™ User Survey Hi [Potential Promoter Name], [personalize the below based on the connection to this person and meeting type] I understand you will be [presenting/attending] [meeting or training event], where there are likely to be Epi Info™ users in attendance. The Epi Info™ team is launching an upcoming user survey that will inform the strategic direction and development of this valuable public health tool. It is essential that the survey reaches a wide audience that is reflective of the Epi Info™ user base. Epi Info™ is a valuable resource that provides a free set of tools for data management, analysis, and visualization designed specifically for the public health community. Can you help raise awareness for the upcoming Epi Info™ User Survey by disseminating the **attached flyer** to attendees of [event/meeting]? [Alternatively, if the agenda allows, the Epi Info™ team can provide a quick briefing about the upcoming survey.] Please let know if you are able to support this request by [date]. If you have any questions, please don't hesitate to reach out! Thank you, [Sender Name] **Briefing Content Outline:** The briefing should contain the information outlined below and the presentation should be customized based on the audience and time allowed: • Description of Epi Info™ and user survey purpose. • Value proposition to participate. • Description of targeted survey participants. • Dates survey will be available. • Survey length: Approximately 20 minutes. • How survey can be accessed once launched. • Contact information: epiinfosurvey@cdc.gov.

Table C-10 provides the details needed to implement the promotion at selected trainings or meetings during the Data Collection Phase.

Table C-10. Recommended Promotion at Trainings or Meetings During Data Collection Phase

Category	Details
Activity	Trainings or Meetings
Requirement Level	Recommended
Phase	Data Collection
Relative LOE	Medium

Prerequisites	• Identify which trainings or meetings to promote the survey by coordinating with internal contacts and/or CDC partners (such as DMI).
	• Create Qualtrics anonymous weblink to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12]
	  o Training or Meetings: ?Source=TM?
	  o If wish to monitor responses from specific trainings or meetings, then assign IDs to each meeting (e.g., ?Source=TM1?, "Source=TM2?) with a key documented (e.g., 1=Training A, 2=Training B).
	• Create QR code from appropriate weblink.
	• Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible.
	• Determine if eClearance required. If so, it is estimated to take approximately 5 days to receive approval. It is recommended that content is submitted to eClearance at least 10 days prior to planned activities to allow for unexpected delays in the process.

Implementation Steps	• Send email and flyer to recruit promoters at selected trainings or meetings (see Appendix 3 for flyer) with appropriate weblink and QR code. • Promoter will share flyer at selected trainings or meeting or Epi Info™ team member will provide briefing to promote the survey if resources allow.
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: Launch date. • End: At least 2 business days prior to close date.
Sender	CDC Shared Team email (epiinfosurvey@cdc.gov)
Recipient	Colleagues presenting at meetings or trainings that occur during Pre-Launch Phase where Epi Info™ users may be present.
Actor	• Epi Info™ team. • Recruited CDC colleagues (if applicable).

Table C-13. (continued)

Category	Details
Content	**Flyer Options:** See Section 3 for flyer options.
	Email Subject: Request to Promote Epi Info™ User Survey
	Hi [Potential Promoter Name],
	[personalize the below based on the connection to this person as much as possible]
	I understand you will be [presenting/attending] [meeting or training event], where there are likely to be Epi Info™ users in attendance. The Epi Info™ team is conducting a user survey that will inform the strategic direction and development of this valuable public health tool, and we need your help to ensure the survey reaches a wide audience that is reflective of the Epi Info™ user base.
	Can you help raise awareness of the Epi Info™ User Survey by disseminating **the attached flyer** to attendees of [event/meeting]? [Alternatively, if the agenda allows, the Epi Info™ team can provide a quick briefing about the upcoming survey.]
	Please let know if you are able to support this request by [date]. If you have any questions, please don't hesitate to reach out!
	Thank you,
	[Sender Name]
	Briefing Content Outline: The briefing should contain the information outlined below and the presentation should be customized based on the audience and time allowed:
	• Description of Epi Info™ and user survey purpose.
	• Value proposition to participate.
	• Description of targeted survey participants.
	• Dates survey will be available.
	• Survey length: approximately 20 minutes.
	• How survey can be accessed once launched.
	• Contact information: epiinfosurvey@cdc.gov.

2 Optional Activities

2.1 Strategic Engagement

Table C -11 provides the details needed to implement the pre-launch information sessions at selected partner organizations.

Table C-11. Optional Pre-Launch Information Sessions at Partner Organizations

Category	Details
Activity	Information Sessions at Partner Organizations
Requirement Level	Optional
Phase	Pre-Launch
Relative LOE	High
Prerequisites	• Identify partner organizations to request time to conduct information session from the curated outreach group deliverable. • Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible. • Determine if eClearance required. If so, it is estimated to take approximately 5 days to receive approval. It is recommended that content is submitted to eClearance at least 10 days prior to planned activities to allow for unexpected delays in the process.
Implementation Steps	• Send email to select partner organizations. • Epi Info™ team member will provide briefing at information session(s).
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: At least 2 weeks before launch date. • End: Launch date.
Actor	• Epi Info™ team. • Selected partner organizations.

Table C-14. (continued)

Category	Details
Content	**Email Subject:** Request to Promote the Epi Info™ User Survey Greetings, We are contacting you because the Epi Info™ team at the CDC is conducting an online Epi Info™ User Survey in [timeframe] and we want to let your staff and members know about it. We want members of your organization to participate in the survey so their feedback informs future changes to the suite of tools and support services. Would you be interested in having us join one of your meetings or host a virtual meeting where we share more information about the upcoming Epi Info™ User Survey? If so, please respond to this email with potential options that work between [start date] and [end date]. Alternatively, would you be willing to help us promote the Epi Info™ User Survey by sending a message to your membership once the survey is launched? Please let us know which option you prefer by [date]. Thank you for your consideration! The Epi Info™ Team **Briefing Content Outline:** The briefing should contain the information outlined below and the presentation should be customized based on the audience and time allowed: • Description of Epi Info™ and user survey purpose. • Value proposition to participate. • Description of targeted survey participants. • Dates survey will be available. • Survey length: approximately 20 minutes. • How survey can be accessed once launched. • Contact information: epiinfosurvey@cdc.gov.

Table C -12. provides the details needed to implement information sessions at selected partner organizations during the Data Collection Phase.

Table C-12. Optional Information Sessions at Partner Organizations During Data Collection Phase

Category	Details
Activity	Information Sessions at Partner Organizations
Requirement Level	Optional
Phase	Data Collection
Relative LOE	High

Prerequisites	• Identify partner organizations to request time to conduct information session from the curated outreach group deliverable.
	• Create Qualtrics anonymous weblink to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12]
	  o Partner Organization: ?Source=IS?
	  o If wish to monitor responses from specific information sessions, then assign IDs to each meeting (e.g., ?Source=IS1?, "Source=IS2?) with a key documented (e.g., 1=Organization A, 2=Organization B).
	• Create QR code from appropriate weblink.
	• Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible.
	• Determine if eClearance required. If so, it is estimated to take approximately 5 days to receive approval. It is recommended that content is submitted to eClearance at least 10 days prior to planned activities to allow for unexpected delays in the process.

Implementation Steps	• Send email to select partner organizations with attached final flyer. • Epi Info™ team member will provide briefing at selected information session(s).
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: Launch date. • End: At least 2 business days prior to close date.
Actor	• Epi Info™ team. • Selected partner organizations.

Table C-15. (continued)

Category	Details
Content	**Flyer Options:** See Section 3 for flyer options.
	Email Subject: Request to Promote the Epi Info™ User Survey
	Greetings,
	We are contacting you because the Epi Info™ team at CDC is conducting an online Epi Info™ User Survey and we want to let your members know that survey is now open. We want members of your organization to participate in the survey so their feedback informs future changes to the suite of tools and support services. Would you be interested in having us join one of your meetings or host a virtual meeting where we share more information about the Epi Info™ User Survey? If so, please respond to this email with potential options that work between [start date] and [end date].
	Alternatively, would you be willing to help us promote the Epi Info™ User Survey by sending the attached flyer to your members?
	Please let us know which option you prefer by [date]. Thank you for your consideration!
	The Epi Info™ Team
	Briefing Content Outline: The briefing should contain the information outlined below and the presentation should be customized based on the audience and time allowed:
	• Description of Epi Info™ and user survey purpose.
	• Value proposition to participate.
	• Description of targeted survey participants.
	• Dates survey will be available.
	• Survey length: approximately 20 minutes.
	• How survey can be accessed once launched.
	• Contact information: epiinfosurvey@cdc.gov.

2.2 Promotion at Conferences, Trainings, or Meetings

Table C-13 provides the details needed to implement the pre-launch promotion at selected conferences.

Table C-13. Optional Pre-Launch Promotion at Conferences

Category	Details
Activity	Conferences
Requirement Level	Optional
Phase	Pre-Launch
Relative LOE	High
Prerequisites	• Select conferences to promote survey. Identify individuals who will be attending or presenting at the conference or conference organizer. Identify format (in-person or virtual). • Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible. • Submit to CDC eClearance prior to posting. After submitting to eClearance, it is estimated to take approximately 5 days to receive approval. It is recommended that the web posts are submitted to eClearance at least 10 days prior to the launch date to allow for unexpected delays in the process.
Implementation Steps	• Send email to selected individuals with attached final flyer. • Selected individual disseminates flyers to conference attendees. Recruitment may occur at a virtual or physical booth and/or during presentation.
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: At least 2 weeks before launch date. • End: Launch date.
Actor	• Epi Info™ team. • Recruited conference organizers or attendees/presenters .
Content	**Flyer Options:** See Section 3 for flyer options. **Email Subject:** Request to Promote the Epi Info™ User Survey Hi [selected individual], [personalize the below based on the connection to this person as much as possible] I understand you will be [presenting/attending] [conference], where there are likely to be Epi Info™ users in attendance. The Epi Info™ team is launching an upcoming user survey that will inform the strategic direction and development of this valuable public health tool. It is essential that the survey reaches a wide audience that is reflective of the Epi Info™ user base. Can you help raise awareness for the upcoming Epi Info™ User Survey by disseminating the attached flyer to attendees at [conference]? Please let know if you are able to support this request by [date]. If you have any questions, please don't hesitate to reach out! Thank you, Epi Info™ Team

Table C -14 provides the details needed to promote the user survey at selected conferences during the Data Collection Phase.

Table C-14. Optional Promotion at Conferences During Data Collection Phase

Category	Details
Activity	Conferences
Requirement Level	Optional
Phase	Data Collection
Relative LOE	High

Prerequisites	• Select conferences to promote survey. Identify individuals who will be attending or presenting at the conference or conference organizer.
	• Create Qualtrics anonymous weblink to allow for monitoring of responses collected through this distribution channel. The anonymous weblink should be appended with the following embedded source data (case sensitive):[12]
	  o Conferences: ?Source=CF?
	  o If wish to monitor responses from specific conferences, then assign IDs to each conference (e.g., ? Source=CF1?, "Source=CF22?) with a key documented (e.g., 1=Conference A, 2=Conference B).
	• Create QR code from appropriate weblink.
	• Finalize draft content below, including updating [placeholders] with required information. Content should be customized to each audience when possible.
	• Submit to CDC eClearance prior to posting. After submitting to eClearance, it is estimated to take approximately 5 days to receive approval. It is recommended that the web posts are submitted to eClearance at least 10 days prior to the launch date to allow for unexpected delays in the process.

Implementation Steps	• Send email to selected individuals with attached final flyer. • Selected individual disseminates flyer to conference attendees. Recruitment may occur at a virtual or physical booth and/or presentation.
Timing	• Submit material to clearance process at least 10 days prior to planned engagements. • Start: Launch date. • End: At least 2 business days prior to close date.
Actor	• Epi Info™ team. • Recruited conference organizers or attendees/presenters.
Content	**Flyer Options:** See Section 3 for flyer options. **Email Subject:** Request to Promote the Epi Info™ User Survey Hi [Name], [personalize the below based on the connection to this person as much as possible]. I understand you will be [presenting/attending] [conference], where there are likely to be Epi Info™ users in attendance. The Epi Info™ team is conducting a user survey that will inform the strategic direction and development of this valuable public health tool, and we need your help to ensure the survey reaches a wide audience that is reflective of the Epi Info™ user base. Can you help raise awareness for the upcoming Epi Info™ User Survey by disseminating the attached flyer to attendees at [conference]? Please let know if you are able to support this request by [date]. If you have any questions, please don't hesitate to reach out! Thank you, [Sender Name]

3 Image and Flyer Options

This section provides draft image and flyer options that can be used for the selected activities described in Table   C -1 through Table   C -14 above. The selected images and flyers will need to be finalized prior to use, including updating [placeholders] with required information.

3.1   Web Banners

The following web banner options can be edited on Canva. Both dark and light variations are provided. The banners should be set up so that an individual is redirected to the user survey when the banner is clicked.

3.1.1   Pre-Launch Phase

Figure C-1. Pre-Launch Web Banner Option 1 of 6

Figure C-2. Pre-Launch Web Banner Option 2 of 6

Figure C-3. Pre-Launch Web Banner Option 3 of 6[1]

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[1]   Since the phrase "Epi Info" is not explicitly stated on this image, it should only be used on the Epi Info™ Website, User Community, or Help Desk Email Replies since the "ei" logo may not be recognized out of context.

Figure C-4. Pre-Launch Web Banner Option 4 of 6[14]

Figure C-5. Pre-Launch Web Banner Option 5 of 6

Figure C-6. Pre-Launch Web Banner Option 6 of 6

3.1.2 Data Collection Phase

Figure C-7. Data Collection Web Banner Option 1 of 8

Figure C-8. Data Collection Web Banner Option 2 of 8

Figure C-9. Data Collection Web Banner Option 3 of 8[14]

Figure C-10. Data Collection Web Banner Option 4 of 8

Figure C-11. Data Collection Web Banner Option 5 of 8

Figure C-12. Data Collection Web Banner Option 6 of 8[14]

Figure C-13. Data Collection Web Banner Option 7 of 8

Figure C-14. Data Collection Web Banner Option 8 of 8
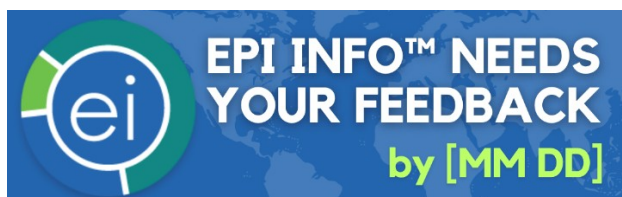
Figure C-15. Data Collection Medium Width Banner Option 1 of 1

Figure C-16. Data Collection Small Banner Option 1 of 2

Figure C-17. Data Collection Small Banner Option 2 of 2

3.2   Web Badges

The following web banner options can be edited on [Canva.](#) The web badges should be set up so that an individual is redirected to the user survey when the image is clicked. One of these web badges is recommended for use on the CDC intranet homepage.

3.2.1   Pre-Launch Phase

Figure C-18. Pre-Launch Badge Option 1 of 4

Figure C-20. Pre-Launch Badge Option 3 of 4

Figure C-19. Pre-Launch Badge Option 2 of 4

Figure C-21. Pre-Launch Badge Option 4 of 4

**Figure C-22. Data Collection Badge
Option 1 of 4**
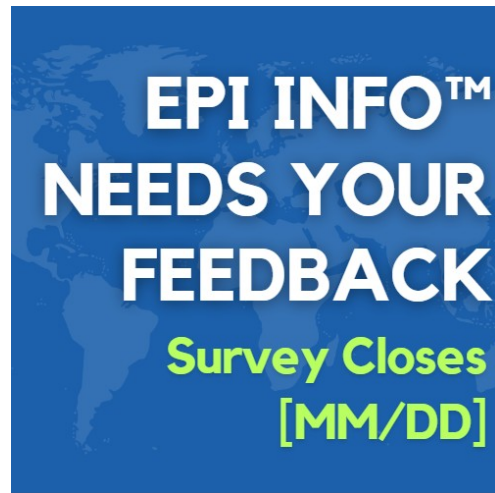
**Figure C-24. Data Collection Badge
Option 3 of 4**

**Figure C-23. Data Collection Badge
Option 2 of 4**

**Figure C-25. Data Collection Badge
Option 4 of 4**

4 Flyer Options
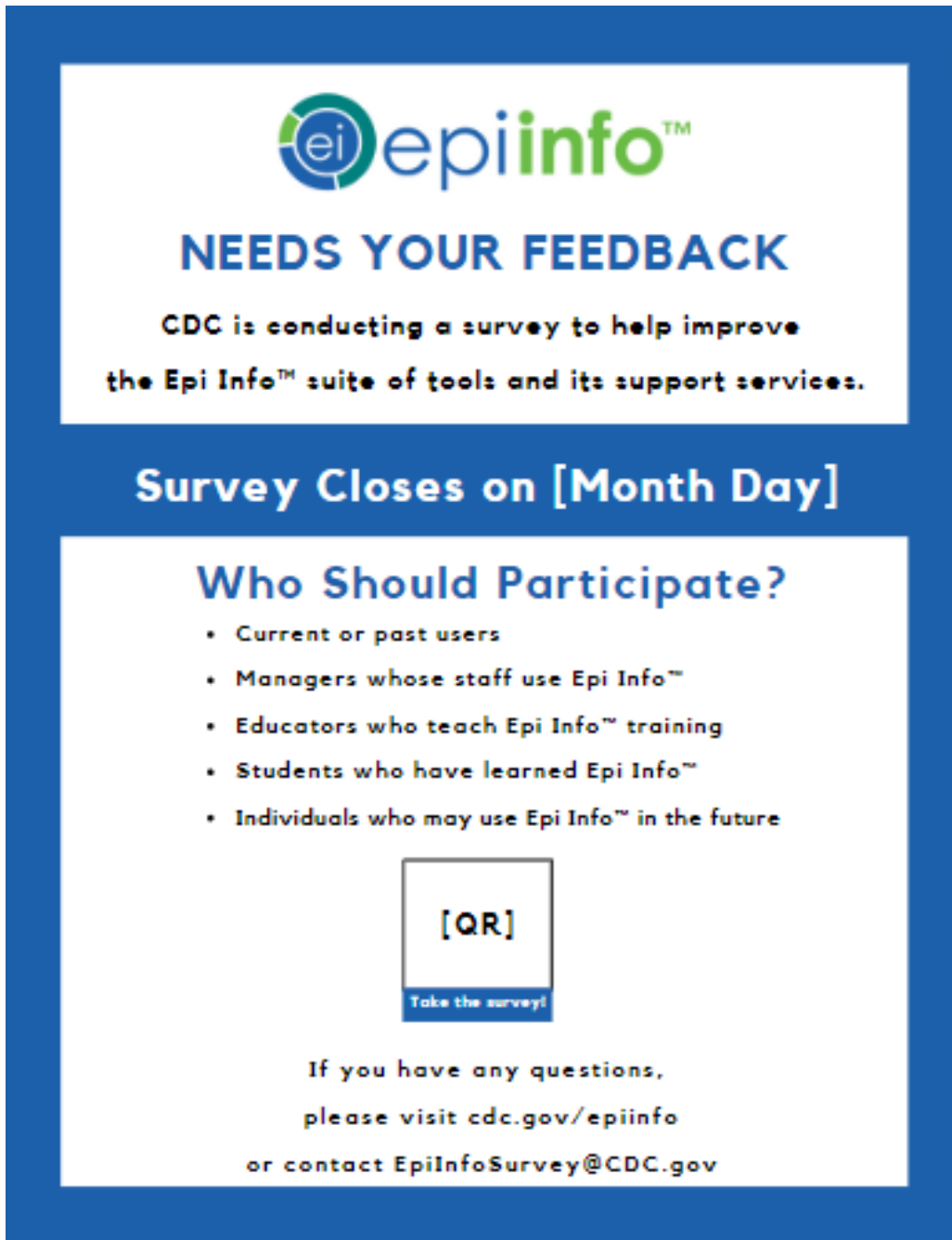
The following flyer options can be edited on [Canva](#).

4.1 Pre-Launch Phase

**Figure C-26. Pre-Launch Recruitment Flyer**

4.2   Data Collection Phase

Figure C-27. Data Collection Recruitment Flyer