

# **ATTACHMENT 1**

## **Recruitment for Private Sector Focus Group Respondent**

## Focus Group: Email Invitation

**Subject Line:** Join our focus group on CDC's US Cancer Statistics SEER\*Stat public use databases

**Message:**

Dear [Name],

We invite you to participate in a 1-hour focus group regarding the CDC's U.S. Cancer Statistics [SEER\\*Stat public use databases](#).

The purpose is to obtain your opinions and insights on ways to improve the databases and technical documentation. Your input will help inform future development plans.

**How do you sign-up?**

The focus group will be scheduled in [month]. Please use this link to sign-up: [\[Calendly link\]](#).

Your privacy is important to us. All responses provided during the focus group will be anonymized in all project reports. Identifying information, specifically your name and email address, will only be used for scheduling the focus group.

**If you have any questions, please email** [\[contractor staff member's email address\]](#).

We look forward to learning from you!

Kind regards,

[\[CDC staff member's signature\]](#)

## More Details

**Purpose of this evaluation**

You are being asked to participate in a focus group being conducted by Veritas Management Group on behalf of the CDC's Division of Cancer Prevention and Control. During the focus group, you will be asked for feedback on the U.S. Cancer Statistics SEER\*Stat public use databases.

**You will need**

- Access to a computer or device with internet connection to join a Zoom [\[or Microsoft Teams\]](#) video-conference call.

**Please remember that:**

- Taking part in this focus group is voluntary
- You are not required to answer the questions
- This discussion will last about 1 hour
- The focus group will be recorded
- You are free to leave at any time or refuse recording

**Benefits**

There are no direct benefits to you. Your comments may improve efforts to make the U.S. Cancer Statistics public use SEER\*Stat databases and the technical documentation more accessible and useful for users.

**Privacy**

Your name and image will not be used in any project report. None of the statements you make will be linked to you by name. Recordings and notes will only be used internally by Veritas Management Group staff to create project reports for CDC.

**Persons to Contact**

If you need more information about participating in the focus group, contact: [[contractor staff member's name and email address](#)].