

**GenIC Clearance for CDC/ATSDR  
Formative Research and Tool Development**

**Food Safety Communication Evaluation:  
Assessing Food Safety Messages, Knowledge,  
and Attitudes**

**Attachment 10 - Recruitment Materials for Rapid Survey**

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## **Recruitment Language (General and Post Copy)**

### **Sample Recruitment Language (General)**

**Banyan Communications** is conducting surveys with adults to learn their opinions about food safety messages and to hear their preferences for getting health information. These surveys will be about 10-15 minutes long and will be completed online. To learn more about the surveys and determine if you are eligible to participate, please click [link to online screening form].

If you have any questions about the surveys, please contact Banyan Communications,  
[insert\\_inbox@banyancom.com](mailto:insert_inbox@banyancom.com)

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### **Sample Recruitment Post (General)**

Do you shop for groceries in your household or help prepare and cook meals at home?

We're looking for people 18 years -75 to do an online survey about food preparation and food safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Caregivers)**

Do you shop for groceries in your household or help prepare and cook meals at home? Do you have a child living in your home who is under 5 years old?

We're looking for people 18 years and older who have at least one child under 5 years old living in their home to do an online survey about food preparation and food safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Older Adults)**

Do you shop for groceries in your household or help prepare and cook meals at home?

We're looking for people 65 -75 year to do an online survey about food preparation and food safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

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### **Sample Recruitment Post (Pregnant)**

Do you shop for groceries in your household or help prepare and cook meals at home? Are you currently pregnant or have you recently been pregnant?

We're looking for people 18 years and older who are currently or recently pregnant to do an online survey about food preparation and food safety. The online survey takes around 10-15 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]