

Attachment A: Email invitation to be interviewed.

Greetings <insert name of interviewee>,

As you likely know, public health decision makers must continually assess the efficiency and effectiveness of their efforts to improve the health of communities. They are increasingly expected to use evidence-based approaches when choosing, implementing, and evaluating programs and policies in public health settings.

The Community Guide Branch of the Centers for Disease Control contracted with PricewaterhouseCoopers LLP (PwC) to develop a proof of concept and prototype for a tailored decision and implementation support system that will assist public health decision makers and their partners in selecting, implementing, and evaluating evidence-based approaches, such as those found on The Community Guide website, in public health.

The first step in this process is to gather feedback of public health decision makers for decision and implementation support around using evidence-based approaches. To gather this feedback, PwC will interview multiple public health stakeholders to gather their insights into public health program planning environments, challenges with identifying and implementing evidence-based strategies, and current and future needs related to using evidence based approaches.

The Community Guide's senior leadership identified you as an individual with whom PwC should speak for the feedback. We request an hour of your time during the week of <insert date>. Your participation is entirely voluntary. You may change your mind later and stop participating even if you agreed earlier. Your individual responses in this assessment will not be connected with you as an individual in any reporting of this data.

The discussion will focus on the following areas:

- Public Health Program Planning
- Community Guide Awareness
- Decision and Implementation Support Resources
- Technical Infrastructure

A member of the PwC team will be reaching out to you this week to determine your interest and schedule a convenient date and time for you to speak with us. We appreciate your time and support in conducting this task. If you have any questions or concerns, please contact Talayah Jackson (talayah.jackson@us.pwc.com).

Thank you for the valuable work you do that contributes to the advancement of public health.

Best regards,