

Attachment A: Participation Announcement

As part of their HEADS UP concussion prevention initiative, the Division of Unintentional Injury Prevention and Control (DUIP) at the Centers for Disease Control and Prevention (CDC) recently developed a new mobile gaming application for children between the ages of 6 to 8 years. Banyan Communications is working to conduct beta testing and to gather feedback about the gaming application from potential users before launching it to the public. Banyan Communications will use the information gathered during beta testing to determine if adjustments need to be made to the game before launch. Additionally, feedback from parents of potential users will inform the dissemination strategy for the launch of the gaming application.

Calling all parents! Do you have a child between the ages of 6 and 8? If so, we would like to invite you and your child to give us feedback on our new health education game. Your participation is entirely voluntary. The testing sessions will take place in May 2016 and will be held at the Banyan Communications office located in NW Atlanta, GA. Each testing session will last no longer than 60 minutes. Children will be asked to play the game on either a tablet or smartphone. After playing the game, we will ask the children questions about their experience with the game. We will also ask parents their thoughts about the game and their child's interaction with the game.

If you are interested in participating in these beta testing sessions, send an email with your name and child's age to rocketblades@banyancom.com by April 22, 2016. Following receipt of your email, someone from Banyan Communications will contact you to ask additional questions and provide you with additional details about the testing process.

Thank you for considering our invitation to participate in beta testing. Should you choose to participate, you will be playing a large role in helping CDC educate children about concussion prevention!

Sincerely,

[Banyan Communications Project Director]