

# ATTACHMENT 1

## Recruitment for Private Sector Respondent

Public reporting burden of this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-1050).

## Focus Group: Email Invitation

**Subject Line:** Join our focus group on CDC's Cancer Data Visualizations tool

**Message:**

Dear [Name],

We invite you to participate in a 1-hour virtual focus group on CDC's U.S. Cancer Statistics [Data Visualizations tool](#).

The purpose is to obtain your opinions and insights on the design, content, and ways to improve the function and utility of the tool. Your input will help inform future development of the online tool.

**How do you sign-up?**

Focus groups will start in [month]. Please use this link to sign-up: [[Survey Monkey 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](#)]

# Focus Group: Survey Monkey form

## Focus group

### CDC's Data Visualizations Tool | User Focus Group

We value your feedback and ideas on how to improve the CDC's U.S. Cancer Statistics' [Data Visualizations tool](#).

Please complete this form if you are interested in participating in one of our focus groups. A staff member from Veritas Management Group will follow-up with you.

Thank you!

1. First Name

2. E-mail address


3. How often have you used the U.S. Cancer Statistics Data Visualizations tool in the past 12 months?

- At least monthly (12 times or more)—it's a regular part of my job
- Every other month or so (6-11 times in past 12 months)
- At least once every 3-4 months (3-5 times in past 12 months)
- Less than 3 times (1-2 times in past 12 months)
- I have not used the tool in the last 12 months

4. To what extent have you used information from the U.S. Cancer Statistics Data Visualizations tool to inform your work?

- A great deal
- Sometimes
- Seldom
- Not at all

Submit

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 SurveyMonkey  
See how easy it is to [create a survey](#).

## Focus Group: Scheduling text

**Subject Line:** Scheduling your focus group: CDC's Cancer Data Visualizations tool

**Message:**

Dear [Name],

Thank you for your interest in participating in our focus group! Please use this Calendly link [[link](#)] to pick a time to meet.

Below is additional information about the focus group.

We look forward to talking with you!

Best regards,

[[Veritas Management Group member's signature](#)]

### **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. You will be asked for feedback on the U.S. Cancer Statistics Data Visualizations tool.

### **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 discussion 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 Data Visualizations tool 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](#)].

## Personal Interview: Email Invitation

**Subject Line:** Looking for your feedback: CDC's Cancer Data Visualizations tool

**Message:**

Dear [Name],

We invite you to participate in a 1-hour interview regarding the CDC's U.S. Cancer Statistics [Data Visualizations tool](#).

The purpose is to obtain your opinions and insights on the design, content, and ways to improve the function and utility of the tool. Your input will help inform future development of the online tool.

**How do you sign-up?**

Interviews will be scheduled in [month]. Please use this link to sign-up: [Survey Monkey link](#).

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

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

We look forward to learning from you!

Kind regards,

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

## Personal Interview: Survey Monkey form

### Interview

#### CDC's Data Visualizations Tool | Interview

We value your feedback and ideas on how to improve the CDC's U.S. Cancer Statistics' [Data Visualizations tool](#).

Please complete this form if you are interested in being interviewed for our evaluation project. A staff member from Veritas Management Group will follow-up with you.

Thank you!

1. First Name

2. E-mail address

3. How often have you used the U.S. Cancer Statistics Data Visualizations tool in the past 12 months?

- At least monthly (12 times or more)—it's a regular part of my job
- Every other month or so (6-11 times in past 12 months)
- At least once every 3-4 months (3-5 times in past 12 months)
- Less than 3 times (1-2 times in past 12 months)
- I have not used the tool in the last 12 months

4. To what extent have you used information from the U.S. Cancer Statistics Data Visualizations tool to inform your work?

- A great deal
- Sometimes
- Seldom
- Not at all

Submit

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See how easy it is to [create a survey](#).

## Personal Interview: Scheduling text

**Subject Line:** Scheduling your interview: CDC's Cancer Data Visualizations tool

**Message:**

Dear [Name],

Thank you for your interest in participating in our evaluation project! Please use this Calendly link [link] to pick a time to meet.

Below is additional information about the interviews.

We look forward to talking with you!

Best regards,

[Veritas Management Group member's signature]

### **Purpose of this evaluation**

You are being asked to participate in an interview being conducted by Veritas Management Group on behalf of the CDC's Division of Cancer Prevention and Control. You will be asked for feedback on the U.S. Cancer Statistics Data Visualizations tool.

### **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 discussion is voluntary
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- This discussion will last about 1 hour
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### **Benefits**

There are no direct benefits to you. Your comments may improve efforts to make the U.S. Cancer Statistics Data Visualizations tool more accessible and useful for users.

### **Privacy**

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### **Persons to Contact**

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