

April 2012

Dear Community Leaders,

Beginning in April 2012, NORC at the University of Chicago will again interview members of the Eastern Band of Cherokee Indians for the REACH U.S. survey. The study is sponsored by the Centers for Disease Control and Prevention and it provides the Cherokee Choices program with information about the community's health-related behaviors. This is the fourth year that we will be conducting the survey on behalf of Cherokee Choices. For more information about REACH U.S., please see the attached project description or you can visit the survey's website at [http://www.cdc.gov/reach/risk\\_factor\\_survey/index.htm](http://www.cdc.gov/reach/risk_factor_survey/index.htm).

NORC's interviewers will visit and call on residents of The Boundary for the next few months. Although there is no soliciting involved, residents may make inquiries regarding our interviewers and the legitimacy of their work. We would appreciate your help in reassuring them.

Participating in the survey is completely voluntary. NORC's interviewers will adhere to the strictest professional standards. Our interviewers will identify themselves as representatives of NORC. Interviewers who visit households in person will wear photo identification badges which state that they are NORC employees. The interviewers are trained professionals who have signed legally binding pledges of confidentiality.

NORC is a non-profit social science research organization. We have conducted surveys all over the country for over seventy years, and we have a reputation for research that is scientifically valuable and socially worthwhile. NORC maintains strict confidentiality standards and results from our studies are reported only in statistical summary form.

If you have questions about NORC or about the REACH U.S. survey, please do not hesitate to contact me at 312-759-4295 or [carris-kari@norc.org](mailto:carris-kari@norc.org). I will be glad to answer any questions you might have. Sincerely,

Kari Carris, PhD  
Associate Project Director  
REACH U.S. Survey