

Dear Korean Focus:

Hello, my name is Hannah Lee, and I am a research assistant to Dr. Eun-Ok Im at the University of Texas at Austin. I was wondering if you would be willing to advertise my survey. It is related to women's health and we are researching through internet surveys of how different ethnic groups and different socioeconomic classes view physical activity. We are especially in need of surveys from Asian Americans and you can really help us.

Currently, Dr. Eun-Ok Im's work involves conducting an Internet study on **the attitudes toward physical activity** among diverse ethnic groups of **middle-aged women (40-60 Y/O)**. I believe that your website mainly targets the Asian American population, so we believe that Asian women who are in your website will benefit from participating in this study. Besides that more participation from Asian-American women can make our data more complete; I feel that Asian women's opinions and experiences are very imperative and cannot be neglected, since the Asian population is expanding quickly in America.

We are asking you to help us announce this study on your website or through a newsletter. Would you be willing to post the following link (<http://mapa.nur.utexas.edu>) on your website, announce the study through your newsletter, or forward it to your members?

I would really appreciate your help by posting the announcement. If an announcement fee is required, please provide me with the related information.

In this study, each participant will be reimbursed with a gift certificate of 10 dollars per Internet survey and an additional gift certificate of 50 dollars per online forum discussion (6 months).

The survey begins by asking a series of eligibility questions. Therefore, if our study has fulfilled our sampling quota for an individual with certain characteristics she will receive a message that states so. Below is some background information and study announcement of this study.

Please feel free to contact me if you have any questions about our study. I am really happy to service you. Thank you so much for considering this study.

Thanks again for your help.

Sincerely,
e-MAPA Research Team
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Background information

eMAPA is a NIH/NINR funded study (1R01NR010568-01) entitled "Ethnic Specific Midlife Women's Attitudes Toward Physical Activity".

The changing racial and ethnic makeup of the U.S. will require health professionals to practice with cultural competence in areas such as promotion of physical activity, where cultural beliefs may mediate health promotion behaviors. Although the benefits of physical activity are now widely accepted, midlife women, especially ethnic minority women, have low participation rates in physical activity, and prevalence rates of cardiovascular diseases, type 2 diabetes, obesity, and hypertension, and all-cause mortality among ethnic minority women (that can be effectively reduced by increasing physical activity) have been reported to be much higher than those of White midlife women. A plausible reason for the low participation rate is that the

women's ethnic-specific attitudes toward physical activity have rarely been incorporated into relevant interventions.

The purpose of this study is to explore attitudes of midlife women from four ethnic groups [Hispanic, Non-Hispanic (N-H) White, N-H African Americans, and N-H Asians] toward physical activity while considering the relationships between their attitudes and their actual participation in physical activity within the ethnic-specific contexts of their daily lives. Data will be gathered via Internet survey and ethnic-specific online forums to allow for a national sample.

Study announcement

Eun-Ok Im, PhD, MPH, RN, CNS, FAAN, School of Nursing, The University of Texas at Austin and her colleagues are conducting a study to explore ethnic differences in midlife women's attitudes toward physical activity.

You are eligible to participate in this study if you are a midlife women aged 40 to 60 years old who do not have any mobility problems; who can read and write English; who are online; and whose self-reported ethnic identity is Hispanic, non-Hispanic (N-H) White, N-H African American, or N-H Asian.

Data will be collected through the Internet from Feb. 1, 2008 to May 31, 2011. Methods for the data collection include an Internet survey among 500 midlife women in the U.S. on the Internet and four ethnic-specific online forum discussions among about 30 midlife women per ethnic group recruited among the Internet survey participants.

Your involvement will consist of the following: (a) about 30 minutes are usually needed to complete the Internet survey questionnaire; and (b) the online forums will be conducted for 6 months, should you agree to participate in the additional online forum discussion. Your participation is asynchronous (you can visit the online forum site and read and post messages at your convenience).

You will receive a gift certificate of 10 dollars for filling out the Internet survey, and an additional gift certificate of 50 dollars for participating in the additional online forum (only those who participate in the additional online forum for 6 months will be provided with this additional gift certificate). To get reimbursed for the online forums, you have to post at least one message per topic. For more information, please visit at our website (<http://mapa.nur.utexas.edu>) and/or contact us.

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