



July 7, 2022

Dear Community Member:

This is an Invitation:

Our company, Sage Policy Group, has been hired by the Maryland State Ad Agency in association with the Maryland Department of Health to conduct focus groups on a recent advertising campaign designed to increase awareness of the opioid epidemic. Community participation is invaluable to assessing the effectiveness of this awareness campaign, and we hope you'll consider attending a meeting to be held:

Friday, July 29
Maryland State Ad Agency
11767 Owings Mills Blvd.
Owings Mills, MD 21117

Each focus group will be a small group discussion with six to eight participants conducted by me, Anirban Basu. The identity of participants will be held in the strictest confidence, and nothing said during the conversation will be attributed to a specific attendee.

Each participant will be compensated with a \$25 Visa gift card. At this time, masks and proof of vaccination are not required to participate.

Sessions will be held at 10:00 a.m., 11:30 a.m., 1:30 p.m., and 3:00 p.m., and will last approximately one hour. If you are interested in participating in this critical process, please email info@sagepolicy.com with your name, phone number, availability on Friday, July 29th, and how you learned about these focus groups.

As a Marylander, your opinion is paramount to the success of this campaign, and it is our sincerest hope that you'll assist us with this critically important work.

Very truly yours,

Anirban Basu, CEO, Sage Policy Group, Inc.