

**Communities Putting Prevention to Work (CPPW)
National Media Initiative — Message Testing**

Attachment 1 to the HMTS Expedited Review Form

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Attachment 1a: Research Plan

Communities Putting Prevention to Work (CPPW) National Media Initiative — Message Testing

August 13, 2013

Background

The CDC Communities Putting Prevention to Work (CPPW) initiative supported 50 states and local grantees in their efforts to promote and institutionalize healthy behaviors related to obesity control and prevention, nutrition, physical activity, and tobacco control and prevention. Through CPPW, grantees implemented activities to support environmental change in their communities. CPPW sought to achieve broad-reaching, high-impact, and sustainable change to reduce chronic disease morbidity and mortality associated with obesity and tobacco use by working with grantee communities to develop and place local media buys using creative materials from an approved pool of content. CDC also partnered with the communities to undertake proactive media outreach activities resulting in earned media placements.

To follow-up on the CPPW communication activities, CDC staff are in need of current information to address the following overarching question: What messages or language do we use to talk about obesity-related issues with multiple audiences across the United States? To this end, FHI 360 plans to conduct message testing with the general public in the United States, including Alaska and Hawaii. Feedback received during message testing will inform the development of future messages.

Methodology and Research Design

FHI 360 will use the services of a telephone marketing vendor, Dynamics Marketing Inc., to provide call-center services to conduct message testing. Message testing interviews will not exceed 12 minutes, including screener questions and message testing items. Message testing items will solicit the reactions and opinions of the public to messages and language that may be used to communicate activities—especially environmental-change strategies—that promote healthy behaviors related to obesity control and prevention, nutrition, and physical activity. Feedback received during message testing will inform the development of future messages.

Three hundred (300) adult participants from the general public will be recruited through random-digit-dialing of both landline and cell-phone-only households. Participants will be selected from zip codes that have a high prevalence of people with characteristics of interest, including zip codes with a diverse mix or race/ethnicity. Participants will be selected from the general public because the messages may be used in both current CPPW communities as well additional communities in the future.

FHI 360 research staff have developed the instruments and will analyze the data collected and summarize key findings into a topline report. FHI 360 will analyze all responses in aggregate form. Information transmitted to CDC will be de-identified. Summary reports will not identify any individuals.

Messages

In conjunction with CDC, FHI 360 selected 6 messages for testing. Each participant will be presented with all 6 messages, although the order of the messages will be rotated to prevent order effects. The messages will be prerecorded, allowing respondents to hear the messages the same way and eliminating any bias that may be introduced if the messages were being read by multiple interviewers. Messages for testing will include general prevention messages and framing messages related to progress in reducing obesity for future communication outreach building on the experience of CPPW media efforts. Messages for testing are included in Attachment 4.

Message testing questions will assess:

- Relevance to their lives
- Credibility of the message
- Clarity of the message/language

Data Security

Dynamics Marketing, Inc., will conduct message testing using a computer-assisted telephone interviewing (CATI). Telephone numbers will be used to initiate calls, but no personally identifying information, such as name, will be collected from respondents. Response data will be entered into a database that is separate from the telephone number database used for call initiation. Only project staff associated with this message testing effort will have access to the de-identified response data. Response data will be treated in a secure manner and will not be disclosed, unless otherwise compelled by law.

We are not collecting any personally identifiable information and response data will not be linked to telephone numbers. The vendor conducting the CATI will destroy the key file that could be used to re-link response data to the originating telephone number.

The consent/advisement information is contained in the telephone interview guide located in Attachment 3.

Analysis

The message testing instrument includes mostly open-ended questions. Examples of the open-ended questions are:

- Is there anything confusing, or hard to understand about this message? If yes, please explain.
- Does this message make you want to do anything related to your health or the health of your family? If yes, what does it make you want to do?

Upon completion of all 300 message testing interviews, FHI 360 research staff will analyze participant responses using a systematic qualitative approach to identify themes.

Attachment 1b : Burden Hours and Distribution of Respondents

Communities Putting Prevention to Work (CPPW)
National Media Initiative – Message Testing

August 8, 2013

Burden Hours

Type of Respondents	Form Name	Number of Respondents	Number of Responses per Respondent	Burden per Response (in hr)	Total Burden (in hr)
General Public	Eligibility Screener	300	1	3/60	15
	Message Testing Instrument	300	1	9/60	45
				Total	60

Total Number of Respondents

Type of Interview	Total # of Interviews	Total # of respondents that will be recruited for each interview	Total # of respondents
Message Testing	300	1	300 respondents
			300 respondents