

Contract Number: HSH2502013000211

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Deliverable: HRSA DoT IDIs with Members of the Public Recruitment Protocols

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Purpose

NORC will conduct a series of virtual interviews with members of the public to get their feedback and reactions to HRSA DoT's PSAs. HRSA DoT sponsors a variety of PSAs aimed at increasing awareness of the need for organ donors and encouraging donor registration among the general public and certain target audiences. Findings from these virtual interviews will enrich HRSA's understanding of how the PSAs are resonating with various target audiences and help to inform future PSA development.

To conduct the virtual interviews, we will recruit participants from four main audience segments: 1) Adults 18-49, 2) African American adults, 3) Hispanic adults, and 4) Adults over the age of 50. These segments have been identified as HRSA DoT's key audiences.

The proposed protocol for recruiting for and conducting these virtual interviews is described in further detail below.

Target Populations

We propose conducting virtual interviews with each of the four segments for a total of 32 interviews. The target audiences are further specified below.

Adults Ages 18-49 (8)

- This includes English speaking adults ages 18 to 49.

African American Adults (8)

- This includes English speaking adults over the age of 18.

Hispanic Adults (8)

- This includes English speaking adults over the age of 18.

Older Americans (8)

- This includes English speaking adults over the age of 50.

Recruitment Methods

Virtual interviews will be conducted with members of the public. Market research vendor Dynata will conduct recruitment with its panel of consumers. Dynata will issue a brief screening questionnaire to ensure participants meet the target audience criteria (age/race). Dynata will then collect participant contact information including first name, phone number, and email address to provide a way for the NORC interviewer to contact the participant for the interview. During the screening, participants will be advised of the opportunity to participate in a virtual interview and receive a \$40 gift card in appreciation of their time. If the participant agrees, he/she will then be re-contacted by an NORC interviewer to conduct the interview. Dynata recruiters and NORC interviewers are the only parties that will have access to participant name and contact information. Participant information will be shared via secure file transfer and will never be transmitted via email.

Interview Protocols

Interviews will be conducted via a videoconferencing platform. A link to join the videoconference will be sent to participants via email. Before beginning the interview, NORC will advise participants of the right to discontinue the interview at any time and gain verbal consent to record the interview. Each interview will begin with a series of screening questions to validate that the respondent meets the selection criteria and to determine which PSA is shown. The interviewees will view the appropriate video PSA, and will participate in a 20 minute interview.

The interviewee will be offered a \$40 gift card as a token of appreciation for their time in completing the interview.