

**Request for Sub-collection under the Generic ICR:
Formative Research and Tool Development
OMB #0920-0840 Expires 10/31/2021**

**Health Communication Message Testing on Adolescent
Health—Center for Disease Control and Prevention’s
Division of Adolescent and School Health**

Supporting Statement Part B

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Supported by:

Division of Adolescent and School Health
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**Section B: Collections of Information Employing
Statistical Methods**

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This data collection activity does not involve statistical methods; however, our data collection procedures are provided below.

B1. Respondent Universe and Sampling Methods

Respondent Universe

- This project will enroll individuals who:
 - o work in state and local education agencies;
 - o work at youth-serving organizations;
 - o work at external health organizations;
 - o work at policymaking organizations; and
 - o are parents/caregivers.

We will work with a professional recruitment vendor to recruit parents/caregivers, through the use of a Parent/Caregiver Participant Recruitment Screener (**Attachment 2b**). This professional recruitment vendor builds and manages its own database of thousands of potential focus group participants—this “universe” of potential participants is ever-expanding and contracting and changing and, thus, also not finite or limited; we therefore will not apply a sampling methodology for recruiting participants for these focus groups. We will recruit a mix of the following characteristics: age, sex, race/ethnicity, geographic type, education level, total household income, grade/sex of adolescent(s), type of school attended by adolescent(s).

To recruit professional participants (individuals who work at education agencies and nongovernmental organizations), we will work with CDC DASH program staff to engage participants, through the use of Professional Recruitment Outreach Emails and Screening Questions (**Attachment 2c**). CDC DASH will provide IQ Solutions project staff with an initial list of school health professionals from their own databases. IQ Solutions will then reach out to these professionals via email, inviting them to participate in the focus groups.

For each professional focus group, we will aim to recruit a mix of individuals with varying relevant professional titles and representing organizations of diverse sizes, constituencies, missions, focus areas (e.g., health, education), and prior engagement with CDC DASH.

The project team will end recruitment when we reach a large enough convenience sample to fill 15 focus groups (with nine maximum participants in each focus group).

Sample Size

The target sample size is a maximum of 135 participants, as follows:

- o 45 individuals who work in state and local education agencies;
- o 18 individuals who work at youth-serving organizations;
- o 18 individuals who work at external health organizations;
- o 18 individuals who work at policymaking organizations;
- and
- o 36 individuals who are parents/caregivers.

Sampling Method

The sample will be a non-probability based purposive/convenience sample. Participants will be recruited via a recruitment vendor (parents/caregivers) and via email (professionals). Individuals must meet the eligibility criteria (**Attachments 2b & 2c**).

Sampling Plan

Based on the objectives of, and the characteristics of the target populations for this project, a non-probability sample will be used.

B2. Procedures for the Collection of Information

For the project:

- Individuals meeting the eligibility criteria will be eligible to participate in this project (**Attachments 2b & 2c**).
- Interested and eligible participants will then participate in a focus group discussion (**Attachment 2a**).

Data Management

- Focus group recruitment information (i.e., e-mail addresses and/or phone numbers) will be maintained in a password protected computer, located in a separate excel file fully divorced from the focus group discussion data.
- The data collected from focus group participants will not include personal identifiers.
- Focus group data will be organized in databases stored on secure local servers at IQ Solutions, Inc. and will be backed-up regularly.
- Electronic equipment and files will be kept secured and password-protected.
- Electronic devices will be kept locked and secured when not in use.
- Records will be kept secure, accessible only to the IQ Solutions project team.
- Focus group recruitment emails and phone numbers will be destroyed within 30 days of each focus group.

B3. Methods to Maximize Response Rates and Deal with Nonresponse

Project participation is voluntary. The following procedures will be used to maximize cooperation and achieve the desired participation rates:

A token of appreciation with a value of \$40 will be offered to participants who complete a focus group discussion.

B4. Test of Procedures or Methods to be Undertaken

The project team pilot-tested the data collection instruments (recruitment screener and moderator's guide) with eight representatives of the target audience (three parents, three representatives of education agencies, and two representatives of external health organizations) during three virtual (web-enabled, telephone) focus groups.

Participants for the pilot virtual focus group for parents were recruited by a professional recruitment vendor experienced in recruiting individuals from diverse backgrounds. CDC DASH provided contact information for representatives from education agencies and external health organizations; IQ Solutions, Inc. contacted these representatives directly with an invitation to participate in the virtual pilot testing.

B5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Only IQ Solutions, Inc. project team staff will engage in the collection and analysis of data. No CDC project staff will engage in the collection and analysis of data.

Everly Macario, Sc.D., M.S., Ed.M., the moderator of all of the focus groups, will facilitate all of the focus group discussions and thus collect data during the discussions (through the use of Moderator's Guides, **Attachment 2a**).

Alejandra Brackett, M.P.H. and Rachael Picard, M.P.H. will serve as subject matter expert note-takers during the focus groups (1 note-taker per focus group). They will also analyze verbatim focus group transcript data using Atlas.ti. Atlas.ti is a qualitative data analysis software tool that allows for the location, coding, assembling and reassembling, annotation, and management of findings in primary data material and for the visualization of the often complex relationships between/across qualitative findings.