

ATTACHMENT 3: Male Recruit/Screener

OMB No. 0930-0196

Expiration Date: 08/31/2010

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SAMSHA Underage Alcohol Use Prevention Campaign MALE Recruit/Screener

Sample Selection

- Participants should be recruited for 1 of 12 telephone focus groups.
- A total of 6 participants should be recruited for each group.
- The objective is to obtain participants who are parents of a 9-15 year old child.
- Participants should be recruited from a cross-section of the country.
- Participants with multiple children can only be recruited for one qualifying group.
- Only one participant per household.

Introduction

- Hello, my name is _____ and I am calling from the Gallup Organization. We are interested in talking to parents to understand their thoughts about issues relating to their children.
- The purpose of these groups is to gather insights to help the U.S. Government develop an education program for parents. This is a unique opportunity to make a valuable contribution to your community and the Nation.
- The groups will be conducted over the telephone so you don't have to go anywhere. We are also offering a \$30 gift card to say "thank you" for participating in the discussion.

Interviewer:

1. May I ask you a few questions to see if you qualify for our focus groups?

1. YES (Continue)
2. NO (Thank and terminate)

2. Gender:

1. Female (Switch to Female Recruit/Screenener)
2. Male (Continue)

3. Are you the father or primary caregiver of a child between the age of 9 and 15?

1. YES, father (Continue)
2. YES, primary caregiver, if selected ask, what is your relation to the child _____
3. NO (Thank and terminate)

4. Have you ever attended a group discussion for market research purposes?

Yes () go to item (b) below
 No () go to **(Continue)**

4b. How many group discussions have you attended in the past 12 months?

RECORD # _____

IF MORE THAN 3, THANK AND TERMINATE

5. On a scale of 1 to 6 where “1” is “Very Uncomfortable” and “6” is “Very Comfortable,” how comfortable do you feel expressing your opinion in a group with 4 or 5 other people?

VERY UNCOMFORTABLE

VERY COMFORTABLE

1 2 3 4 5 6

MUST ANSWER 4, 5, OR 6 on the scale. If below 4, THANK AND TERMINATE.

6. Are you of Hispanic origin?

1. Yes () (RECRUIT ONE FOCUS GROUP IN THIS CATEGORY)
2. No ()

7. Would you say your race is? (Tell me all that apply.) (RECRUIT A MIX FOR **GROUP 8 & GROUP 12**)

- a. American Indian/Alaska Native
- b. Asian
- c. Black/African American (ONE FOCUS GROUP IN THIS CATEGORY)
- d. Native Hawaiian or Other Pacific Islander
- e. White (TWO FOCUS GROUPS IN THIS CATEGORY)

8. Are you or your child's other parent in the military currently, or did either one of you serve in the last 8 years?

- 3. YES (TWO FOCUS GROUPS IN THIS CATEGORY)
- 2. NO

9. We are looking for a specialized group of parents with children of a certain age. Do you have a child living in your household that's between the age of _____?

GROUP 7—WHITE Males (9-11)

a. 9-11 (ONE FOCUS GROUP IN THIS CATEGORY IF 7e SELECTED)—

GROUP 8—MILITARY Males (9-11)

(ONE FOCUS GROUP IN THIS CATEGORY IF Q8=1)

- 1. YES (Continue)
- 2. NO

GROUP 9—AA Males (12-13)

b. 12-13 (ONE FOCUS GROUP IN THIS CATEGORY IF 7c SELECTED)

GROUP 10—HISPANIC Males (12-13)

(ONE FOCUS GROUP IN THIS CATEGORY IF Q6=1 SELECTED).

- 1. YES (Continue)
- 2. NO

GROUP 11—WHITE Males (14-15)

c. 14-15 (ONE FOCUS GROUP IN THIS CATEGORY IF 7e SELECTED)

GROUP 12—MILITARY Males (14-15)

(ONE FOCUS GROUP IN THIS CATEGORY IF Q8=1)

- 1. YES (Continue)
- 2. NO

RECRUITER NOTE: If NO to ALL questions 9a-9c, THANK AND TERMINATE

Recruiter Grid:

	AFRICAN AMERICAN	WHITE	HISPANIC	MILITARY
FATHERS				
9-11		Group 7		Group 8
12-13	Group 9		Group 10	
14-15		Group 11		Group 12

CLOSE [Dates are tentative until approval is received to proceed.]

Our group will be held on **DATE** at **TIME**. Will you be able to participate?

	<u>DATE</u>	<u>TIME</u>
IF GROUP 7 participant READ:	<i>Wednesday, April xx, 2010</i>	8:00-9:00pm EDT 7:00-8:00pm CDT 6:00-7:00pm MDT 5:00-6:00pm PDT
IF GROUP 8 participant READ:	<i>Thursday, April xx, 2010</i>	8:00-9:00pm EDT 7:00-8:00pm CDT 6:00-7:00pm MDT 5:00-6:00pm PDT
IF GROUP 9 participant READ:	<i>Saturday, April xx, 2010</i>	1:00-2:00pm EDT 12:00-1:00pm CDT 11:00-12:00pm MDT 10:00-11:00pm PDT
IF GROUP 10 participant READ:	<i>Monday, April xx, 2010</i>	8:00-9:00pm EDT 7:00-8:00pm CDT 6:00-7:00pm MDT 5:00-6:00pm PDT
IF GROUP 11 participant READ:	<i>Tuesday, April xx, 2010</i>	8:00-9:00pm EDT 7:00-8:00pm CDT 6:00-7:00pm MDT 5:00-6:00pm PDT
IF GROUP 12 participant READ:	<i>Wednesday, April xx, 2010</i>	8:00-9:00pm EDT 7:00-8:00pm CDT 6:00-7:00pm MDT 5:00-6:00pm PDT

If YES to participating, READ and collect the following information

READ: As part of the requirement for the group, we will be mailing you a packet with materials you will need to participate. We will also send you a \$30 gift card when the group is completed to thank you for giving us your time.

9. What is your mailing address?

ADDRESS LINE 1: _____

ADDRESS LINE 2: _____

CITY, STATE, ZIP: _____

10. What is your telephone number that we can reach you to verify you received the packet?

Telephone #: _____

11. Do you have email address we can also use to contact you? If YES, record address below.

EMAIL: _____

INTERVIEWER: Thanks for agreeing to participate I just have a few additional demographic questions.

D1. Age: (RECRUIT A MIX)

1. Below 40
2. 40-55
3. 55-65
4. 65+

D2. Would you say you live in a/an _____ community? (RECRUIT A MIX)

1. Urban
2. Suburban
3. Rural

D3. Annual household income? (RECRUIT A MIX)

- | | |
|----|------------------------|
| 01 | Under \$25,000 |
| 02 | \$25,000 to \$34,999 |
| 03 | \$35,000 to \$49,999 |
| 04 | \$50,000 to \$74,999 |
| 05 | \$75,000 to \$99,999 |
| 06 | \$100,000 to \$149,999 |
| 07 | \$150,000 and over |

Final Notes

- Participants must join the focus group from a quiet room with a telephone.
- A \$ 30 gift card will be mailed to participants when the group is completed.