

## ATTACHMENT 2: Female Recruit/Screener

OMB No. 0930-0196

Expiration Date: 08/31/2010

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### **SAMSHA Underage Alcohol Use Prevention Campaign FEMALE 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. Male (Switch to Male Recruit/Screening)
2. Female (Continue)

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

1. YES, mother (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 TWO FOCUS GROUPS IN THIS CATEGORY)
2. No ( )

7. Would you say your race is? (Tell me all that apply.) (RECRUIT A MIX FOR **GROUP 4**)

- a. American Indian/Alaska Native
- b. Asian
- c. Black/African American (TWO FOCUS GROUPS IN THIS CATEGORY)
- d. Native Hawaiian or Other Pacific Islander
- e. White (ONE FOCUS GROUP 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 (ONE FOCUS GROUP 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 1—AA Females (9-11)**

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

**GROUP 2—HISPANIC Females (9-11)**

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

1. YES (Continue)
2. NO

**GROUP 3—WHITE Females (12-13)**

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

**GROUP 4—MILITARY Females (12-13)**

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

1. YES (Continue)
2. NO

**GROUP 5—AA Females (14-15)**

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

**GROUP 6—HISPANIC Females (14-15)**

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

1. YES (Continue)
2. NO

**RECRUITER NOTE: If NO to ALL questions 9a-4c, THANK AND TERMINATE**

**Recruiter Grid:**

	<b>AFRICAN AMERICAN</b>	<b>WHITE</b>	<b>HISPANIC</b>	<b>MILITARY</b>
<b>MOTHERS</b>				
9-11	<b>Group 1</b>		<b>Group 2</b>	
12-13		<b>Group 3</b>		<b>Group 4</b>
14-15	<b>Group 5</b>		<b>Group 6</b>	

**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?

**DATE**

**TIME**

IF **GROUP 1** participant READ: *Monday, April xx, 2010*

8:00-9:00pm EDT  
7:00-8:00pm CDT  
6:00-7:00pm MDT  
5:00-6:00pm PDT

IF **GROUP 2** participant READ: *Wednesday, April xx, 2010*

8:00-9:00pm EDT  
7:00-8:00pm CDT  
6:00-7:00pm MDT  
5:00-6:00pm PDT

IF **GROUP 3** participant READ: *Thursday, April xx, 2010*

8:00-9:00pm EDT  
7:00-8:00pm CDT  
6:00-7:00pm MDT  
5:00-6:00pm PDT

IF **GROUP 4** participant READ: *Saturday, April xx, 2010*

1:00-2:00pm EDT  
12:00-1:00pm CDT  
11:00-12:00pm MDT  
10:00-11:00pm PDT

IF **GROUP 5** participant READ: *Monday, April xx, 2010*

8:00-9:00pm EDT  
7:00-8:00pm CDT  
6:00-7:00pm MDT  
5:00-6:00pm PDT

IF **GROUP 6** participant READ: *Wednesday, April xx, 2010*

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. In addition we will send 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.