

Participant Screener for Online Test Participants
Under OMB No. 0990-0281, Prevention Communication Formative Research

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Focus Group Recruitment Screener

<p>Interviewer: _____</p> <p>Date: _____</p> <p>Letter sent: _____</p> <p>Reconfirmation Call: _____</p>	<p>PAG Formative Testing Focus Groups</p> <p><i>Memphis, TN</i></p> <p>Group I _____ [No PA, Male, Age 18-29]</p> <p>Group II _____ [No PA, Female, Age 30-49]</p> <p>Group III _____ [Some PA, Male, Age 50-64]</p> <p>Group IV _____ [Some PA, Female, Age 18-29]</p> <p>-----</p> <p>-----</p> <p><i>Baltimore, MD</i></p> <p>Group V _____ [No PA, Male, Age 30-49]</p> <p>Group VI _____ [No PA, Female, Age 50-64]</p> <p>Group VII _____ [Some PA, Male, Age 18-29]</p> <p>Group VIII _____ [Some PA, Female, Age 30-49]</p> <p>-----</p> <p>-----</p> <p><i>City TBD, TX</i></p> <p>Group IX _____ [No PA, Male, Age 50-64]</p> <p>Group X _____ [No PA, Female, Age 18-29]</p> <p>Group XI _____ [Some PA, Male, Age 30-49]</p> <p>Group XII _____ [Some PA, Female, Age</p>
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**Academy for Educational Development
CDC Physical Activity Guidelines Formative Testing Focus Groups**

CALL FROM DATABASE OR AT RANDOM; OR RECRUIT FROM ADULT LITERACY CLASS

ASK TO SPEAK TO MALE/FEMALE IN THE HOUSEHOLD AGE 18 OR OLDER

RECRUIT 10 PER GROUP (FOR 6-8 TO SHOW)

Hello, I'm _____ with _____, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a project to better understand health and wellness, and we would like to hear your views. My questions will only take a couple of minutes.

1. Do you, or does any member of your household or immediate family, work:
- For a market research company or a social marketing firm _____
 - For an advertising agency or public relations firm _____
 - For the media (TV/radio/newspapers/magazines) _____
 - As a healthcare professional (doctor, nurse, pharmacist, dietician, nutritionist, etc.) _____
 - For the US Department of Health and Human Services (HHS) or any of its branches _____
 - As a health or physical activity educator (personal trainer, health or PE teacher, etc.) _____

[IF YES TO ANY >> TERMINATE]

2. A) Do you have any health condition that makes you limit your physical activity? For example, lung disease, diabetes, heart problems, joint, bone or muscle problems.
- Yes _____
- [GO TO Q3]** No _____

- B) To what extent do you limit your physical activity because of this problem?
Do you limit your physical activity...?

TERMINATE >> A great deal _____

TERMINATE >> Some _____

Very little _____

Not at all _____

3. **[IF FEMALE, ASK]** Are you currently pregnant?
No _____
TERMINATE >> Yes _____

4. We are interested in speaking with people who find it easy and people who find it hard to complete medical forms. How confident are you filling out medical forms by yourself?¹ Would you say you are ...?
TERMINATE >> Extremely confident _____
TERMINATE >> Quite a bit confident _____
Somewhat confident _____
A little bit confident _____
Not at all confident _____

READ ALOUD: The next few questions are asked in order to get a good mix of people. You may choose not to respond to these questions. If you prefer not to answer, just let me know.

5. **What is the highest level of education that you have completed?**
Less than high school graduate _____
[SEE Q6, ACCEPT IF INCOME IS \$25,000 OR LESS] >> High school graduate/GED _____
TERMINATE >> Some college _____
TERMINATE >> College graduate _____
TERMINATE >> Post graduate studies or degree _____
TERMINATE >> Prefer not to answer _____

6. **About how much was your total household income last year? You do not need to give me an exact number. I will read you some ranges, and you may tell me which is the closest to the total that everyone in your household brought in last year:**

[READ RESPONSES ALOUD]

Under \$25,000 _____
\$25,000 - \$34,999 _____
\$35,000 - \$49,999 _____
\$50,000 - \$74,999 _____

¹ Question 6 is a validated measure of health literacy from: Wallace LS, Rogers ES, Roskos SE, Holiday DB, and Weiss BD. 2006. "Screening Items to Identify Patients with Limited Health Literacy Skills." *Journal of General Internal Medicine*; Vol. 21 (8): 874-877.

TERMINATE >> \$75,000 - \$100,000 _____

TERMINATE >> Over \$100,000 _____

[DO NOT READ] TERMINATE >> Prefer not to answer _____

7. A) Please think about a typical week in the past month. During that week, how many days did you do moderate or vigorous physical activities, such as walking, biking, running, aerobics, yard work, or anything else that causes increases in breathing or heart rate for at least 10 minutes?

[RECRUIT INTO GROUPS I, II, V, VI, IX OR X; GO TO Q8] **0 days** _____

[RECRUIT INTO GROUPS III, IV, VII, VIII, XI, OR XII; GO TO Q8] 1 or 2 days _____

3 days _____

TERMINATE >> 4 or more days _____

- B) On the three days when you exercised or did physical activities for at least 10 minutes, about how many TOTAL minutes did you spend exercising each day?

[RECORD; IF 20 MINUTES OR MORE, GO TO Q7C; IF FEWER THAN 20 MINUTES, RECRUIT INTO GROUPS III, IV, VII, VIII, XI, OR XII]

- C) Please think about the days when you exercised or did physical activities for at least 20 minutes. On those days, would you say your activity tended to be moderate (e.g., walking, dancing, yard work) or vigorous (running, aerobics, sports)?

[RECRUIT INTO GROUPS III, IV, VII, VIII, XI, OR XII] >> **Moderate** _____

TERMINATE >> Vigorous _____

8. A) What language do you speak at home?

Primarily English _____

English and another language _____

Primarily another language _____

TERMINATE >>Not ascertained _____

- B) How comfortable are you speaking English in a group?

Very comfortable _____

TERMINATE >> Somewhat comfortable _____

TERMINATE >>Not at all comfortable _____

C) [BASED ON THE PHONE SCREEN THUS FAR, DOES THE RESPONDENT COMMUNICATE IN ENGLISH COMFORTABLY AND COMPETENTLY?]

Yes _____

TERMINATE >> No _____

9. How old are you?

[RECORD AGE] _____

TERMINATE >> **17 or younger** _____

[RECRUIT INTO GROUPS I, IV, VII, OR X] >> 18-29 _____

[RECRUIT INTO GROUPS II, V, VII, OR XI] >> 30- 49 _____

[RECRUIT INTO GROUPS III, VI, IX OR XII] >> 50-64 _____

TERMINATE >> 65 or older _____

10. [Record gender]

[RECRUIT INTO GROUPS II, IV, VI, VIII, X, OR XII] Male _____

[RECRUIT INTO GROUPS I, III, V, VII, IX, OR IX] Female _____

11. So that we can be sure that all backgrounds are represented in the groups, please tell me which best describes your ethnic background. Are you...?

Hispanic or Latino _____

Not Hispanic or Latino _____

[Do not read] Prefer not to answer _____

12. Do you consider yourself to be...? And you can choose one or more than one response.

American Indian or Alaska Native _____

Asian _____

Black or African American _____

Native Hawaiian or Other Pacific Islander _____

White _____

[Do not read] Prefer not to answer _____

[RECRUIT A RACIAL/ETHNIC MIX]

13. What best describes the place where you live? [READ OUT LOUD]

Urban _____

Suburban _____
Rural _____

[RECRUIT A MIX OF URBAN/SUBURBAN/RURAL PARTICIPANTS]

14. Have you ever attended a focus group discussion? By that we mean an informal discussion conducted by a professional leader in which you were asked your opinions about a product, a service, or advertising?

MAX. ½ GROUP >> ASK A-C >> Yes _____
INVITE TO GROUP >> No _____

A. How many of these groups have you attended?
_____ **[MAX. 2 EVER]**

B. What was/were the topics discussed?
_____ **[IF PHYSICAL ACTIVITY >>**
TERMINATE]

C. How long ago was the last one of these groups you attended?
_____ **[MUST BE AT LEAST 6 MONTHS**
AGO]

[INVITE TO APPROPRIATE GROUP]

Thank you for answering all of my questions. As I said earlier, we are listening to people to learn more about what they think about health and wellness. We would like to hear your views. In order to hear them first-hand, we are holding a discussion group on **[DATE]** at **[TIME]**. The group will last about 2 hours and will be both fun and informative. No one will try to sell you anything. No one will call on you as a result of your participation. You will receive a payment of **\$80** for your participation. This is an important project, and we hope that you will be part of it. We can only invite about ten people to take part. May we schedule you for one of the groups?

[If yes, read]

During the session we will be reviewing some materials about physical activity. Would you be comfortable reviewing the materials and discussing them in a group situation? **[IF NO >> TERMINATE]**

[If yes, read]

Also, if you need glasses for reading or for watching TV, please be sure to bring them with you to the group.

NAME: _____
ADDRESS: _____
CITY: _____
ZIP CODE: _____
PHONE: (DAY) _____
(EVE) _____
(FAX) _____
(EMAIL) _____

Interviewer: _____
Supervisor Confirm: _____