

SUBMISSION OF INFORMATION COLLECTION
UNDER GENERIC CLEARANCES

DATE OF REQUEST: July 2, 2009

SUB AGENCY (I/C): NIH/NIAID/Division of AIDS

TITLE: Focus Groups and Intercept Interviews for Message and Materials Pretesting

GENERIC CLEARANCE UNDER OMB# 0925-0585-04 **EXP. DATE:** 02/28/2011

ABSTRACT:

NIAID funds HIV vaccine research. In an effort to develop support for HIV vaccine research, NIAID created the NIAID HIV Vaccine Research Education Initiative (NHVREI) to educate US populations most affected by HIV/AIDS about HIV vaccine research. In 2006, NIAID developed educational materials about HIV vaccine research; however, major events in HIV vaccine research have since occurred, creating a need to reexamine the messages and materials to ensure they remain appropriate for the current environment. Based on the outcome of pretesting with target audiences (OMB-cleared instruments: "In-Depth Interviews for Message and Materials Pretesting" and "Focus Groups for Message and Materials Pretesting") NIAID developed new educational materials for subsequent rounds of pretesting. This pretesting will include a series of focus groups (FGs) and intercept interviews (IIs) with individuals from four hard-to-reach or minority populations (Black/African-American, Hispanic/Latino, men from all racial/ethnic groups who have sex with men (MSM), and transgender individuals (male-to-female only)) that represent those US populations most affected by HIV/AIDS. The results of the FGs and IIs will provide NIAID with guidance for improving its education initiative that aims to increase awareness of and support for HIV vaccine research.

TOTAL ANNUAL BURDEN APPROVED: 1082.66 hours

BURDEN USED TO DATE: 783 hours

BURDEN THIS REQUEST: 220.0 hours

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

YES NO N/A

OBLIGATION TO RESPOND:

VOLUNTARY

REQUIRED TO OBTAIN OR RETAIN BENEFITS

MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

WEB SITE

TELEPHONE INTERVIEW

MAIL RESPONSE

IN PERSON INTERVIEW

OTHER: _____

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