

**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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