

Testing Messages to Improve Consumer Knowledge about Prescription Drug Risks and Benefits: Participant Screener

Recruiting Goals

- Six groups in each location (Washington, DC and San Antonio, TX). See table below for specifications at each location. A total of 12 focus groups will use this moderator’s guide.
- Four groups will be with chronic users of prescriptions medications. Four groups will be with intermittent users of prescription medications who are not also chronic users. Four groups will be with parents or caretakers of children (infants to age 16). Caregivers who also indicate being personal users of prescription medications may be assigned to the respective group in which they are most needed (i.e., Chronic, Intermittent, or Caregiver).
- The groups will be segmented by level of education. Prepare the moderator for the possibility that they may not be able to cover the details of all the topics.
- The chronic users group will be with adults over 35 years old. The parents and caretakers group and the intermittent user group will be with adults age 21 and older.
- Each group will be a mix of men and women. There should be no fewer than 3 to 4 members of each gender (male, female) in each group. Participants will be advised during the screening process that these will be mixed gender groups.
- Each group will be a diverse mix of races and ethnicities. The groups should reflect the demographics of the surrounding areas. Overall, there should be an approximately even split between white and black non-Hispanic, and Hispanic participants.
- All participants must be able to read, understand, and speak English.
- Participants cannot have participated in a focus group or a similar study in the past **six months**. Participation in phone surveys is allowable.
- 12 recruits per group in order to get 8-10 to participate.
- **Participants will receive \$75 stipends.**
- Each focus group will last approximately 90 minutes and will be audio and videotaped.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate in the groups. The identity of the participants will remain private to the extent permitted by law.
- Food and Drug Administration staff will observe the groups.

Schedule

	Date & Time	Location	Education	Medication Use
Group I	Sept 12, 2011 6pm	Washington, DC	Lower education	Chronic
Group II	Sept 12, 2011 8pm	Washington, DC	Higher education	Chronic
Group III	Sept 14, 2011 6pm	Washington, DC	Lower education	Intermittent
Group IV	Sept 14, 2011 8pm	Washington, DC	Higher education	Intermittent
Group V	Sept 15, 2011 6pm	Washington, DC	Lower education	Parent/Caregiver
Group VI	Sept 15, 2011 8pm	Washington, DC	Higher education	Parent/Caregiver
Group VII	Oct 18, 2011 6pm	San Antonio, TX	Lower education	Chronic
Group VIII	Oct 18, 2011 8pm	San Antonio, TX	Higher education	Chronic
Group IX	Oct 19, 2011 6pm	San Antonio, TX	Lower education	Intermittent
Group X	Oct 19, 2011 8pm	San Antonio, TX	Higher education	Intermittent
Group XI	Oct 20, 2011 6pm	San Antonio, TX	Lower education	Parent/Caregiver
Group XII	Oct 20, 2011 8pm	San Antonio, TX	Higher education	Parent/Caregiver

Participant Screener for Adult Focus Groups

Hello, my name is _____ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings about medicines.

Would you mind answering a few questions? All of the information you provide will remain private to the extent permitted by law.

Screening Questions

Q1. Have you taken any prescription drugs in the past 6 months, that is, since (month) 200x? We are talking about any prescription drugs. These could include, for example, antibiotics, prescription hormones of any sort, birth control pills, drugs to control diabetes, heart disease or mental health disorders, prescription pain relief drugs, etc.

- Yes → continue, Go to Q2
- No → Go to Q4

Q2. In the last six months, have you taken at least one prescription drug on a regular basis, such as daily, weekly, or monthly?

- Yes → assign to **Chronic user** group, Go to Q4
- No → continue, Go to Q3

Q3. In the last six months, have you taken a prescription drug occasionally or on an “as needed” basis? A few examples of this would be taking an antibiotic for a few days to a few weeks for an infection; or taking a painkiller as needed for migraines, or to control pain following a minor injury or surgery.

- Yes → assign to **Intermittent user** group, Go to Q4
- No → continue, Go to Q4

Q4. Do you have primary responsibility for caring for a child (who is less than 16 years old) as part of your immediate family?

- Yes → continue, Go to Q4a
- No → eliminate

Q4a. In the last 6 months, has that child taken at least one prescription drug on a regular basis, such as daily, weekly, or monthly?

- Yes → assign to **Caregiver** group, Go to Q5
- No → continue, Go to Q4b

Q4b. In the last 2 months, has that child taken at least one prescription drug occasionally or on an “as needed” basis? A few examples of this would be taking an antibiotic for a few days to a few weeks for an infection, or an allergy drug to treat an occasional reaction.

- Yes → assign to Caregiver group, Go to Q5
- No → eliminate

Q5. Do you or someone from your immediate family work or have worked or are retired from any of the following:

- Market Research Firm → eliminate [thank respondent politely]
- The Food and Drug Administration, → eliminate [thank respondent politely]
- The National Institutes of Health → eliminate [thank respondent politely]
- Pharmaceutical Company → eliminate [thank respondent politely]
- Physician office, hospital, clinic, or pharmacy → eliminate [thank respondent politely]
- The Department of Health and Human Services → eliminate [thank respondent politely]
- A State Health Department → eliminate [thank respondent politely]

Q6. Have you participated in a focus group within the past six months?

[Interviewer: participation in telephone surveys is allowable]

- Yes → eliminate [thank respondent politely]
- No → continue

Demographic Questions

Q7. Determine gender

- Male
- Female

Q8. How old are you? _____ years. (if under **21**, eliminate and thank politely)

Q9. What is the highest level of education that you have completed?

- Less than high school → lower education group
 - High school graduate or GED → lower education group
 - Technical/vocational school → lower education group
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- Some college credit, but less than 1 year → higher education group
 - 1 or more years of college, no degree → higher education group
 - Associate’s degree (AA, AS) → higher education group
 - Bachelor’s degree (BA, AB, BS) → higher education group
 - Master’s, doctoral, or professional school degree (MA, MS, MEd, MEng, MBA, MSW, PhD, MD, JD, DVM, EdD) → higher education group

Q10. Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No

Q11. What is your race? Please select one or more.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander

We would like to invite you to participate in a focus group to discuss issues relating to medicines with 8 to 10 other participants. The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location]. The discussion will last approximately an hour and a half and will include both men and women. The group will be audio and video taped and observed by staff from the federal Food and Drug Administration. However, your participation and everything you say during the discussion will be private to the extent permitted by law. The FDA will not have your full names and will keep all tapes locked up until they are destroyed. You will receive \$75 cash for your time. Additionally we will serve you [insert type of food served] before the group discussion will start. Will you be available to participate at this time?

- Yes → continue
- No → [Thank the person for his/her time]

I would like to send you a confirmation letter and directions to the focus group facility. Can you please tell me your mailing address (or fax number) and a phone number where you can be reached:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.