



Attachment 3: Patient, Friends, and Family Focus Group Recruitment Screener

Public reporting burden for this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0046-16). Do not return the completed form to this address.

Summary Table

Group	Location	Date/Time	Audience
#1	Washington, DC metropolitan area	TBD	Patients, Family, & Friends
#2	Washington, DC metropolitan area	TBD	Patients, Family, & Friends
#3	Chicago, IL	TBD	Patients, Family, & Friends
#4	Chicago, IL	TBD	Patients, Family, & Friends

Recruitment:

For each focus group recruit 10 for 8 participants to show

[Request to speak with an adult in the household.]

Hello, I'm _____. I work for _____, an independent research firm. We are doing a research study about health issues for the National Cancer Institute or NCI. We are looking for people to take part in discussion groups. The discussions will be about topics related to cancer information. Specifically, we are interested in learning more about people's reactions to new ideas for an existing Web site. Input and ideas from these discussions will help inform NIH about how to provide cancer-related information materials and educational resources to the public. We are not selling any product or service. Everyone who is eligible and participates will be paid **\$[amount]** as a thank you for your time.

The discussion groups will be held on **[Dates]** at **[Place]** and will last about two hours. I would like to ask you some questions to see if there is a discussion group that you could join. These questions will only take a few moments to answer. Do you have time now to answer a few questions?

To make sure we include a variety of people in our discussions, I'd like to ask you a few questions...

1. Are you or anyone in your household . . .

A computer programmer, professional web designer, or usability tester? _____

Employed in advertising, marketing, market research, public relations,
public health or health promotion? _____

An employee or volunteer in the medical field or healthcare industry? _____

An employee of the Federal government? _____

Terminate >> If any YES

2. Do you work for the American Cancer Society, the National Cancer Institute or a similar organization that focuses on cancer, or does your work involve people with cancer or their families?

Terminate>> Yes _____

No _____

3. Which of the following statements best describes your personal experiences with cancer?
(Check all that apply. To be recruited as "interested," other choices must be blank.)

[Patient] I have been diagnosed with cancer in the past 5 years _____

[Family] A close family member, such as a parent, sibling,
child, or grandparent, has cancer/was diagnosed with cancer in the past 5 years _____

[Friend] A close friend has cancer/was diagnosed with cancer in the past 5 years _____

Terminate>> Any response other than the above _____

Terminate>> No one I am close with has or has had cancer in the past 5 years _____

(Recruit at least 3 PATIENTS for each group.)

4. **[IF PATIENT, FRIEND, FAMILY]:** We are seeking a variety of perspectives. If I may ask, what type of cancer were you/your family member or friend diagnosed with?

[Record type(s) of cancer] _____

5. **[IF FAMILY]:** Is your family member with cancer your . . .
(Parent, brother or sister, child, grandparent, other relative)

[Record relationship] _____

6. **[IF FAMILY or FRIEND]:** How much are you or were you involved in finding information about cancer or cancer treatment for that person, or with that person? Would you say that you are or were...

Terminate >> Not at all involved _____

Terminate >> Slightly involved _____

Somewhat Involved _____

Very much involved _____

7. Would you be comfortable talking about cancer, both in general and with regard to any personal experiences you might have, in a small group setting with both men and women?

Yes _____

Terminate>> No _____

Terminate >> Refused _____

(Recruit ONLY those who are comfortable talking about cancer in a group)

8. How often over the past 6 months have you used the Internet to search for health related information?

Terminate>> Never / Not at all _____

Terminate>> Less than once a month _____

About once a month _____

Several times a month _____

Several times a week _____

9. How much time do you spend on the Web each week, not including using email?

Terminate>> Fewer than two hours a week _____

Between 2 and 5 hours per week _____

Over 5 hours per week _____

10. Which of these statements best matches your experience using the Internet **[Recruit a mix]**

- Terminate>>** I use the Internet once in a while, but other members of my family help me figure out where to go and what to click on _____
- Terminate>>** I rarely find what I am looking for without help _____
- I sometimes find it hard to find the information I am looking for _____
- I am generally successful at finding information _____
- I often help my friends and family find information _____

11. Which of the following best matches your experience using a smart phone like an iphone, blackberry, or droid to find information? [Recruit 1 to 2 “generally successful” or “successful” users in each group]

- I don't have one of these. _____
- I rarely or never use my smart phone to find information _____
- I sometimes use my smart phone to find information but find it difficult. _____
- I am generally successful finding information using my smart phone. _____
- I often use my smart phone successfully to find information. _____

12. What is the highest level of education you have completed? **[Recruit a mix]**

- Less than high school _____
- High school diploma/GED _____
- Some college _____
- College degree _____
- Master's level graduate degree _____
- (no more than 1 per group)** Doctoral level graduate degree (MD, JD, PhD) _____
- Terminate>>** Refuse _____

13. What is your age? **[Recruit a mix]**

____|____| **[RECORD AGE]**

- Terminate>>** Under 35 _____
- 35 - 50 _____
- 51-65 _____
- Terminate>>** Over 65 _____
- Terminate>>** Refuse _____

14. Do you consider yourself Hispanic or Latino?

- Yes _____
- No _____
- Refuse _____

15. Which of the following best describes your race? **[Recruit a Mix]**

- American Indian or Alaska Native _____
- Asian _____
- Black or African American _____

Native Hawaiian or Other Pacific Islander _____
Caucasian/White _____
Terminate>> Refuse _____

(Recruit at least 3 participants who are non-white or Hispanic for each group.)

16. Can you tell me about a health website you prefer or used to prefer to visit for cancer information, and what you like about it?

[Record site name] _____

[This question is intended to establish whether the respondent is reasonably articulate and audible, fluent in English, and willing to converse. If respondent has a strong accent, difficulty speaking English, serious speech impediment or has trouble communicating (e.g., "shuts down"), thank and terminate.]

17. **[DO NOT ASK. RECORD WHETHER RESPONDENT IS MALE OR FEMALE. RECRUIT ABOUT HALF EACH.]**

Female _____
Male _____

18. How comfortable are you reading and speaking English in a group? **[Read options]**

Very comfortable _____
Terminate>> Somewhat comfortable _____
Terminate>> Not at all comfortable _____

19. Have you participated in any research projects where you were asked to participate in a group discussion of 6-10 people with an interviewer who led the discussion?

Continue>> Yes _____
Go to Invitation>> No _____

19a. What was/were the topics discussed?

(TERMINATE if any topics are related to cancer, otherwise CONTINUE)

19b. How many of these types of projects have you participated in, in the last year?

|_|_|_| **[RECORD #]**

Terminate>> Two or more _____
0 or 1 _____

(Invite ONLY those who have NEVER participated in a discussion group about cancer AND have participated in no more than one focus group in the last year.)

****TERMINATE LANGUAGE:** Thank you very much for your time. We have recruited all of the persons like you that we need to talk to, so we won't be able to include you in our study. Thank you for your time and interest. Have a good day/evening.

INVITATION

Thank you for answering my questions. I would like to tell you a little more about the discussion group. The group will meet on **[Date]** at **[Time]** at our facility in **[Location]**. **[Give address]**. You will join up to 9 other people and a moderator. The group will meet for about two hours. As a thank you for your participation in the discussion you will get **\$75**.

So that we can start and end on time, please come about 15 minutes early to pick up your nametag and have some snacks. Please be sure to contact us as soon as possible if something comes up and you can't come. **(Give phone number)**.

If you wear reading glasses or use a hearing aid, please remember to bring them with you to the discussion.

Before we hang up, let me get the correct spelling of your name, and your address and phone numbers so we can send you a letter with directions and give you a reminder call the day of the group.

CONTACT AND SCHEDULING INFORMATION

Name: _____

Phone: (DAY) _____

(CELL) _____

Thanks again for your time and we'll see you at the group!